

Visual Impairment and Dyslexia Friendly Guidelines re Leaflet/ Poster Production

Writing Style

- Use short simple sentences.
- Use bullet points.
- Use **bold** to highlight. Do not use italics or underlining.
- Do not capitalise words – harder to read and also can cause problems with some voice recognition software.
- Use headings.
- Keep essential information such as time and place of an event together.

Text Style

- Keep lines left justified.
- Avoid justified text – large gaps can be mistaken for end of a line.
- Use wide margins.
- Use boxes or wider spacing between paragraphs.
- Do not begin a sentence at the end of a line.
- Line length should be no more than 60-70 letters per line.
- Expand the space between lines and letters. Line space should be between 1.5 – 2 times the space between words.
- Ensure margins between any columns clearly separate them or use vertical rule where space is limited.

Design Style

- Avoid glossy paper – use uncoated.
- Use 90gsm+ to avoid reverse side showing through.
- Avoid black print on shiny white paper – Use coloured paper, cream is okay .
- If using white type ensure background colour is dark enough to provide good contrast.
- Ensure weight of type provides good contrast. Contrast between type and background is important.
- Use a sans serif font such as Arial or Comic Sans.
- Font size should be 14 minimum.
- Use only one font in document.
- Do not use background graphics.
- Avoid fitting text around images if it means lines of text start in different places.
- Set text horizontally only.
- Do not set text over images e.g. photos.
- Allow extra space on forms. Partially sighted tend to have larger handwriting.