

Accessible Communication Tips

Widening audiences begins with marketing that is accessible and easy to read. Here are some recommendations to improve communication and signage.

Use of Capital letters

- People with dyslexia might have problems reading words that are written completely in capitals. It's actually easier to read a text with all its "ups and downs". Some screen readers get confused by capital letters as well.

Plain English

- Look out for sentences that have parenthesis or relative clauses that could instead be written in two sentences/phrases. Examples of this would be:

"Comic, absurd and surreal, with breathtaking trampoline skills and hilarious clowning, this brilliant and unique show is for all the family to enjoy!"

This could be split into two phrases.

"This show is brilliant and unique for all the family to enjoy. It is comic, absurd and surreal, with breathtaking trampoline skills and hilarious clowning."

Or

"The charming tale of Max and the world he shares with his bird, featuring extraordinary acrobatic trampolining and hilarious clowning!"

Again could be split into two phrases. By changing 'featuring' to *"The show features..."*

Words such as 'transcends' are quite tricky – a simpler way of saying this is 'goes beyond'. Use accessibility tools in Word to help simplify text.



Writing style

- Be concise and use short, simple sentences.
- Try not to use phrases that could be confusing like double negatives.
- Consider using bullet points and numbering if there are lists of more than three things.

Font and Size of Text

- The default for large print is 18 point, with 16 point as the minimum.
- 24 point is sometimes known as 'giant print'.
- Avoid fancy fonts, italics and large blocks highlighted or in capital letters.
- Do not put text over images as it makes it hard to read; and screen readers cannot read it.
- Close-set type can be daunting. Leave space between paragraphs and keep your paragraphs short.



Colour

- Contrast between coloured backgrounds and overlaid text should be at least 25%. This means no pale colours on a pale background.
- Using a single colour background rather than a multicolour or patterned background can be helpful.
- Think too about impaired colour vision (colour-blindness) and the colours that are most often confused, e.g. red/pink and green. Adobe software has in-built features, which can simulate colour blindness.