

Clear Print Accessibility Guidelines



Print that's easy on the eyes.



The CNIB Foundation's goal is to create a better Canada – a barrier-free Canada – where everyone is able to fully participate in the world around them.

Creating this barrier-free Canada means ensuring buildings and roadways are safe and accessible for all citizens to enjoy; it also means ensuring the way we communicate with each other is just as accessible – things like signs, ads, books, websites, brochures, product packages and so many other materials we absorb in everyday life.

How do we do that? By making the print we produce as clear and readable as possible.

Readability shouldn't be an afterthought when producing materials. It should be the first step in making your merchandising, service, location or information accessible to everyone.

If you keep the following Clear Print Accessibility Guidelines in mind as you design your products, you'll reach a wider audience.



#1

Contrast

Use high-contrast colours for text and background.

Good examples are black/dark blue text on a white/yellow background,
or white/yellow text on a black/dark blue background.

Use high-contrast colours
for text and background.

Use high-contrast colours
for text and background.



Type colour

Printed material is most readable in black and white. If using coloured text, restrict it to titles, headlines or highlighted material.

Printed material is most
readable in black and
white.


~~Printed material is~~
~~most readable in~~
~~black and white.~~

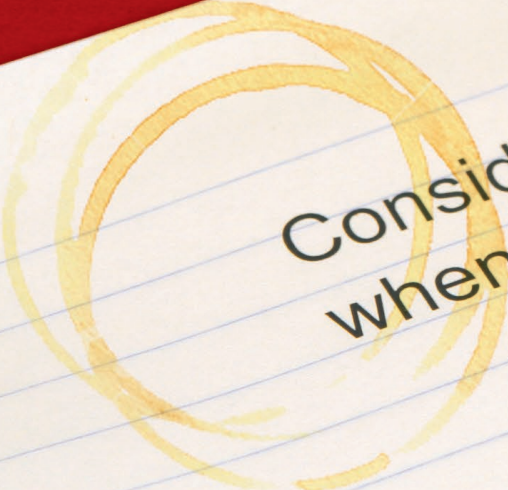


**#3**

Point Size

Bigger is better. Keep your text large, between 12 and 18 points, depending on the font (point size varies between fonts). Consider your audience when choosing point size.





Consider your audience
when choosing point size.

Consider your audience when choosing point size.

too small


#4

Leading Leading Leading

Leading is the space between lines of text – it should be at least 25 to 30 per cent of the point size. This helps readers move their eyes more easily to the next line of text. Heavier typefaces require more leading.

Leading is the space between lines of text and should be at least 25 to 30 per cent of the point size.

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#5

Font family and font style

Avoid complicated or decorative fonts. Choose standard fonts with upper and lower case characters. Arial and Verdana are excellent choices.

✓ Arial
✓ Verdana

*~~Avoid complicated
or decorative fonts.~~*

A yellow rectangular area with a rough, brushstroke-like texture, containing the text "#6".

#6

Font **heaviness**

Choose fonts with medium heaviness and avoid light type with thin strokes. When emphasizing a word or passage, use a bold or heavy font. Italics or upper case letters are not recommended.

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starting at \$19.99
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I begin this m
strangers for ass
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questions reg
word tables, segmenting large files, and

Font heaviness

Opt for fonts with medium heaviness.

Avoid light type with thin strokes

Avoid ~~italics~~ and ~~UPPER CASE LETTERS~~.

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six times and still have no idea what I'm talking ab
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#7

Letter spacing

Don't crowd your text: keep a wide space between letters. Choose a monospaced font rather than one that is proportionally spaced.



Don't crowd your text: keep a wide space between letters.

Don't crowd your text: keep a wide space between letters.

#8

Margins and columns

Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.

When possible, use wide binding margins or spiral bindings. Flat pages work best for vision aids such as magnifiers.

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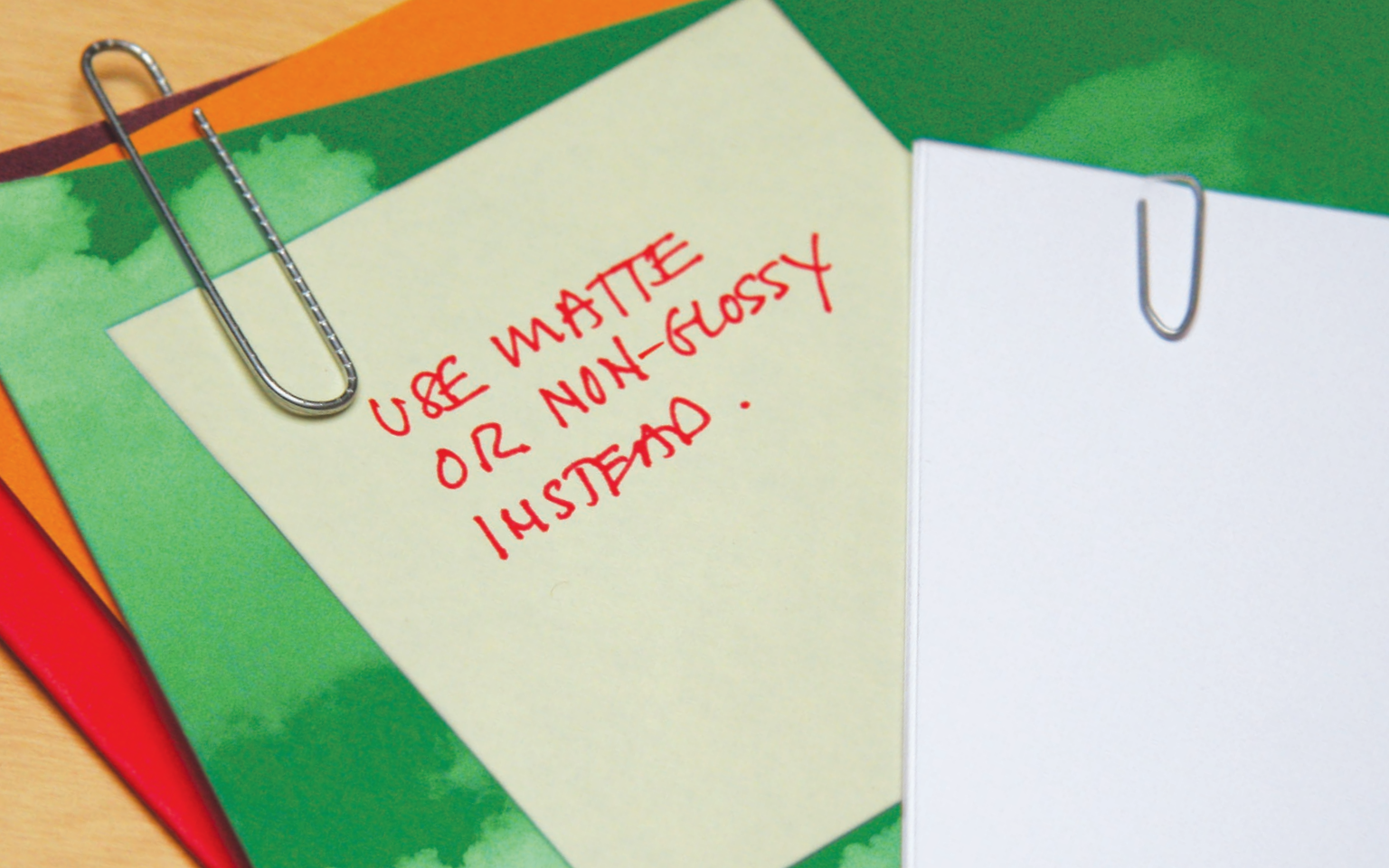
**HARDER
TO READ**

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**#9**

Paper finish

Use a matte or non-glossy finish to cut down on glare. Reduce distractions – avoid using watermarks or complicated backgrounds.



USE MATTIE
OR NON-GLOSSY
INSTEAD.



#10

Clean design and simplicity

Use distinctive colours, sizes and shapes on the covers of materials to make them easier to tell apart.



About the CNIB Foundation

Founded in 1918, the CNIB Foundation is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Our work as a blind foundation is powered by a network of volunteers, donors and partners from coast to coast to coast.

To learn more or get involved, visit: **cnib.ca**

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