



ACCESSIBLE COMMUNICATION

Top Tips For Businesses & Organisations

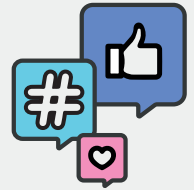
By Everyday Enable

Communication



Communication is a key part of running a business or organisation. Making sure these communications are accessible is important, so everyone can communicate with your organisation effectively and easily.

This booklet will give you top tips to improve your communications, from leaflets, flyers and posters, to your website, emails and social media. Not forgetting your signage of course!



All the suggestions we are making are cheap or free and easy to do! Being accessible does not have to be difficult or expensive, a lot of the time it just takes some extra considerations.

If you would like to know more after reading this booklet, visit our website to learn about our services and the projects we run. You can also use our contact details on the back to get in touch.



Accessible Font



Fonts are an essential component of many forms of communication, be it a booklet like this one, a poster, business card, website, or signage. Being mindful of these tips when choosing your fonts will ensure your communication is accessible.

Good

Sample
Text

Use easy to read fonts like Arial, and avoid complex cursive fonts like Lucida Handwriting.

Size 12
Clear
Spacing

Avoid giant or tiny fonts, and keep the letter spacing even, not too wide or too tight.

Emphasis
Keyword
Heading

Use **bold**, *italics* or underline sparingly for emphasis of keywords and headings.

Easy To
Read
Easy
To Read

Be careful using fonts that are similar in tone, brightness or saturation to your background.

Quite
Easy
To Read

Be careful with design elements that overlap text. They may make it harder to read it.

Bad

*Sample
Text*

Size 9
Tight
Spacing

***Harder
To Read***

Harder
To Read
Harder
To Read

Much
Harder
To Read

Accessible Images



Images are a great visual tool for providing extra context to your communications, without as much reading. Keeping your images accessible is especially important for info-graphics, charts and diagrams, because they convey their information in a much more visual way.

Good



Ensure your images are relevant. For example a banana in a booklet about accessibility, doesn't help the reader gain additional context.

Bad



Be mindful of image size, especially for charts and diagrams. Tiny images aren't easy to see, and large ones may disturb text.



Try to keep your images close to, but not touching their supporting text. Be mindful of how your images affect the flow of text.



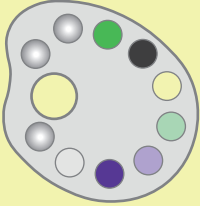
Also consider the importance and quantity of your images. They are great for breaking up text, however too many can make the communication cluttered and confusing.

Accessible Design



The design elements and colours you use are very important. They keep your creations on brand and appealing, but there are things to keep in mind to ensure they don't interfere with accessibility.

Good

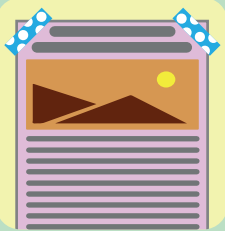


It's best to use between 2-4 main colours with varying brightness and saturation. Too many can be confusing or overwhelming.

Bad



Avoid using bold colours on large areas of your design. This can be very overwhelming for people with sensory processing disorders.



Try not to use colours of a similar tone, saturation, or brightness for your text and background design. Contrast is key for visibility.



Where possible, offer a large print version of your document. It could be an up-scaled copy from your office printer. Your consideration is appreciated by those who need them.

Digital Accessibility



The digital world is the most important part of many businesses today, which comes with its own unique accessibility challenges. Let's explore some of the things to keep in mind when using this format.



Did you know you can get free accessibility plug-ins for your website that handle all the complicated stuff for you? They aren't perfect, but are fast and free. A good example is [userway.org](https://www.userway.org).



Check your work on a range of computers and mobile devices. Make sure text is as clear as possible, so you know it will be legible on most older or lower quality screens.



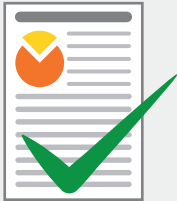
Use **alternative text** for images where it's available such as social media. If you can't, try to include a description. These methods allow screen readers to describe it to people with low vision.

Try to avoid fully white or black text and backgrounds. Contrast is good but can cause eye strain or glare when it is too intense, especially on computers.

Extra Considerations



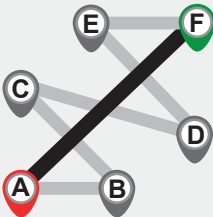
Some accessibility barriers are less awareness related, and are simply overlooked. We are humans, it happens! Here are some ways to fix common mistakes, preventing them reducing the success and access of your communication.



Have others check your work. Its harder to spot mistakes or things to improve when you created it. If they aren't caught and fixed or improved, it can be confusing or cause your communication to have a completely different meaning.



Key details should always be the most prominent. Highlight them to make sure the most important information like dates, times, and prices are the first details people are likely to see when viewing.



Be as direct as possible, and break down the complex topics. Over-explaining can cause confusion or information overload reducing clarity. Encourage anyone who would like more detailed discussion about the topic to contact you directly.

Always provide ways to get in touch should anyone have questions or need extra clarification. Sometimes the spoken word is easier for people to understand than words on a page.

Invest In Access Invest In Success



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This booklet was proudly funded by



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