Clear Print Accessibility Guidelines

Print that's easy on the eyes

cnib
seeing beyond vision loss

inca
voir au-delà de la perte de vision

CNIB’s goal is to create a better Canada – a barrier-free Canada – where every individual, regardless of vision loss, is able to fully participate in the world around them.

Creating this barrier-free Canada means not only ensuring buildings and roadways are safe and accessible for all citizens to enjoy; it also means ensuring that the way we communicate with each other is just as accessible – things like signs, ads, books, websites, brochures, product packages and so many other communication 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, no matter how much vision they have.

Keep the following Clear Print guidelines in mind as you design your products, and you’ll reach a wider audience . . .

Contrast

Use high-contrast colours for text and background.

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

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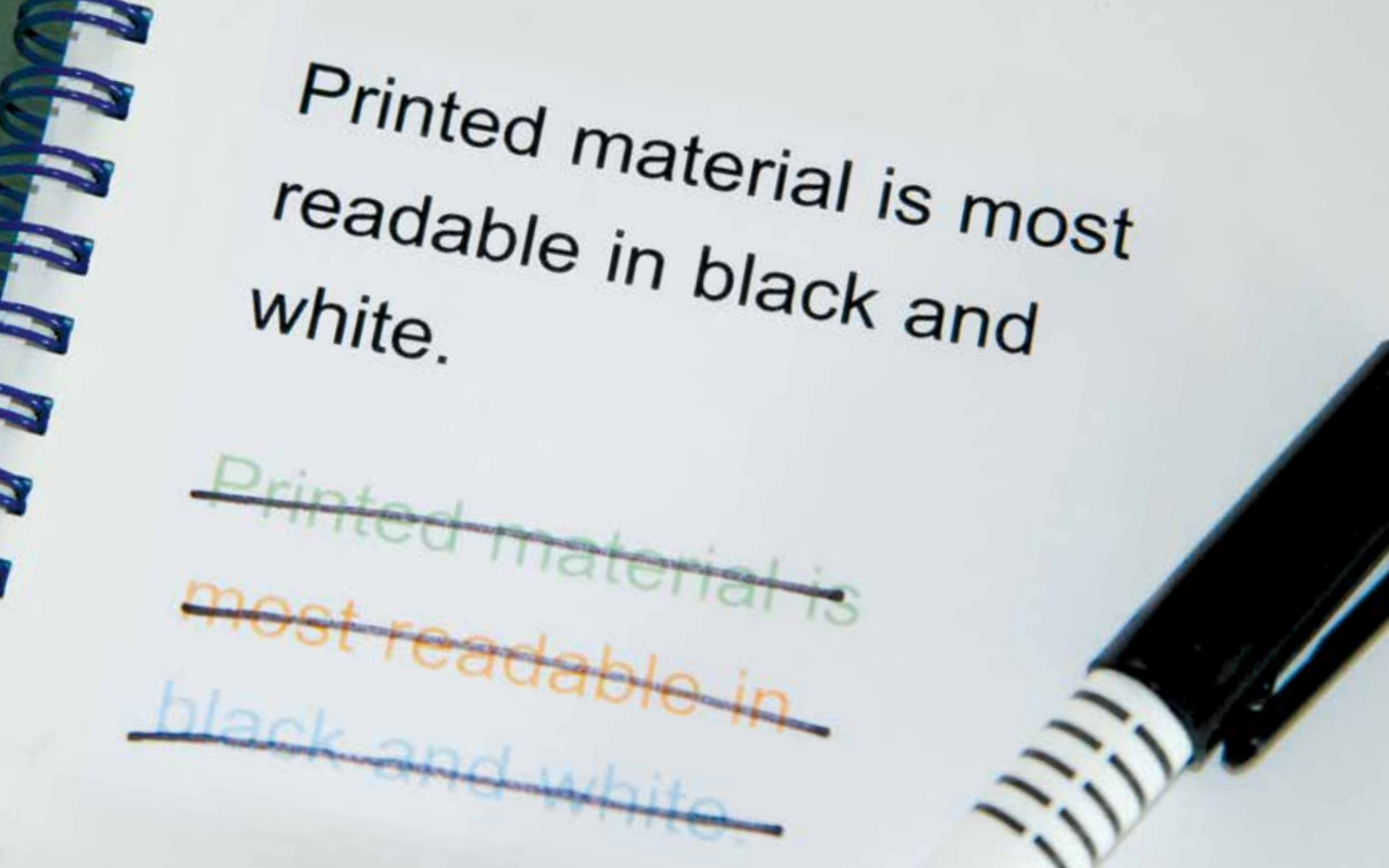
Type Colour

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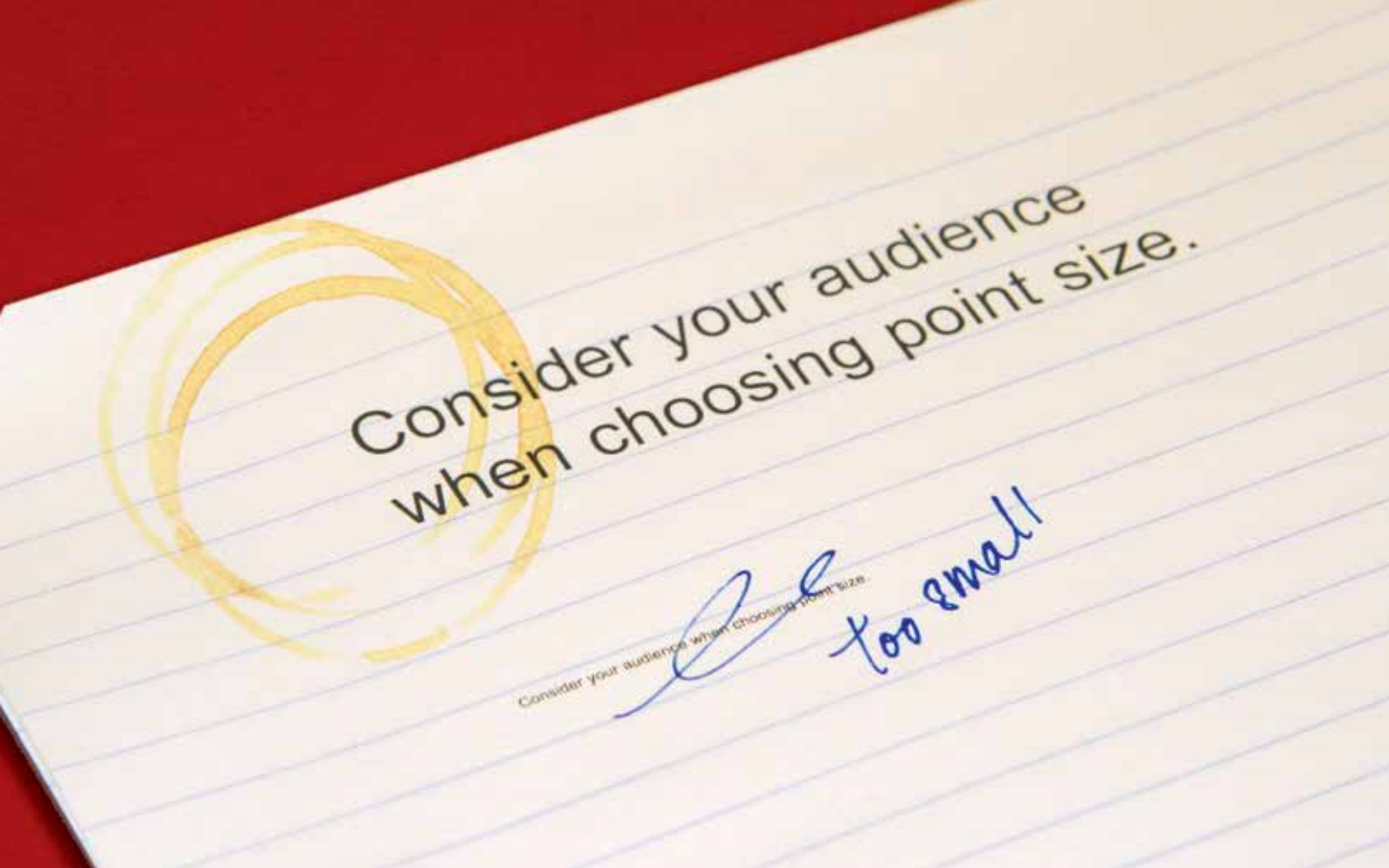
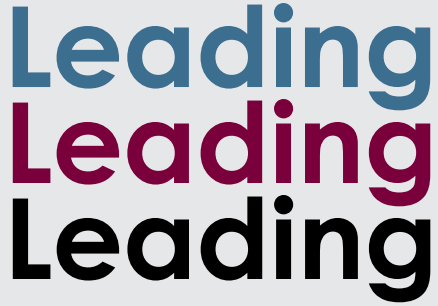
Point Size

Bigger is better. Keep your text large, preferably 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.
too small!



Leading is the space between lines of text and 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 will require slightly more leading.

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Font family and font style

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

✓ Arial
✓ Verdana
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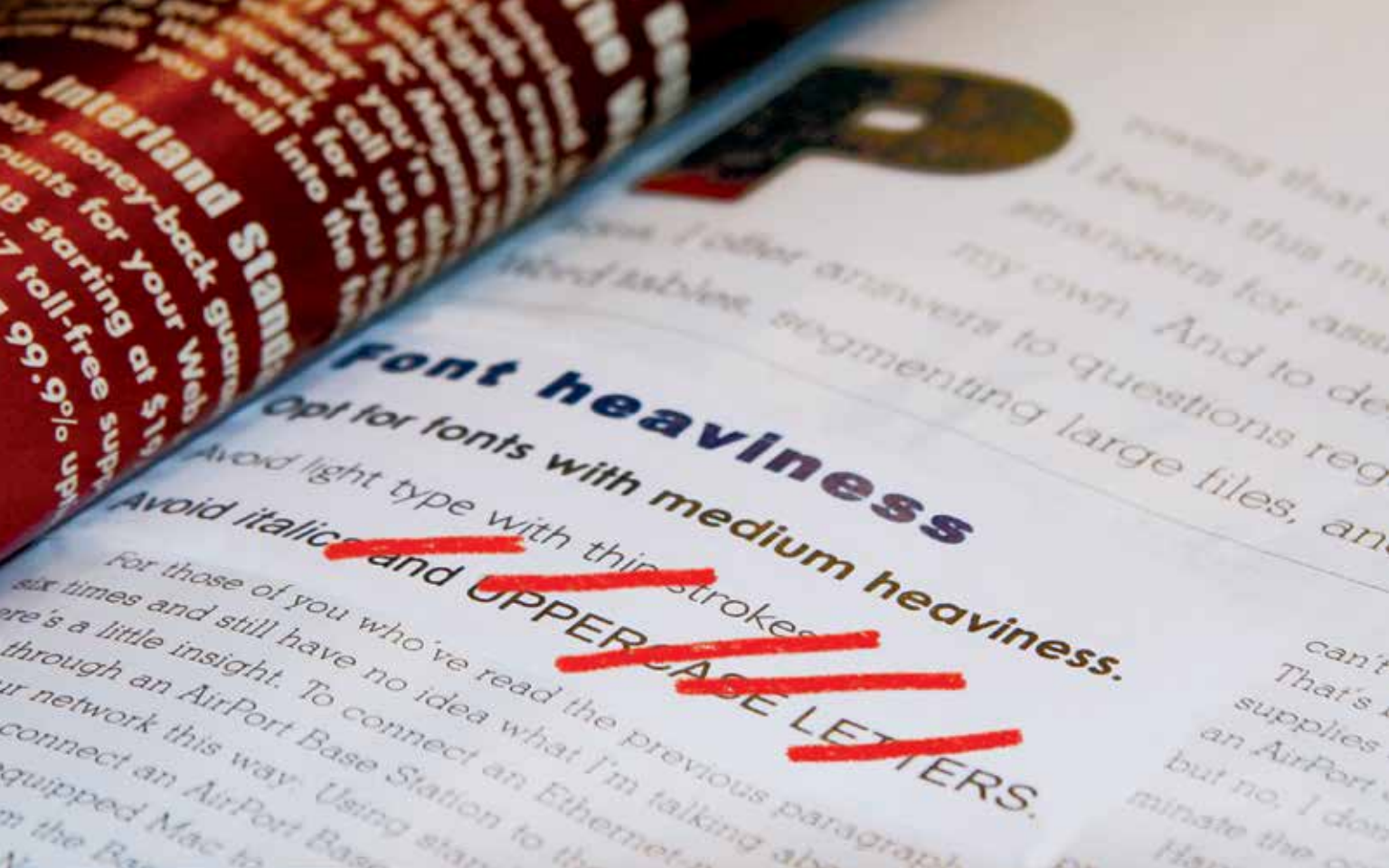
Font **heaviness**

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.


Font heaviness
Opt for fonts with medium heaviness.
Avoid light type with thin strokes
Avoid italics and UPPERCASE LETTERS.

Letter spacing

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

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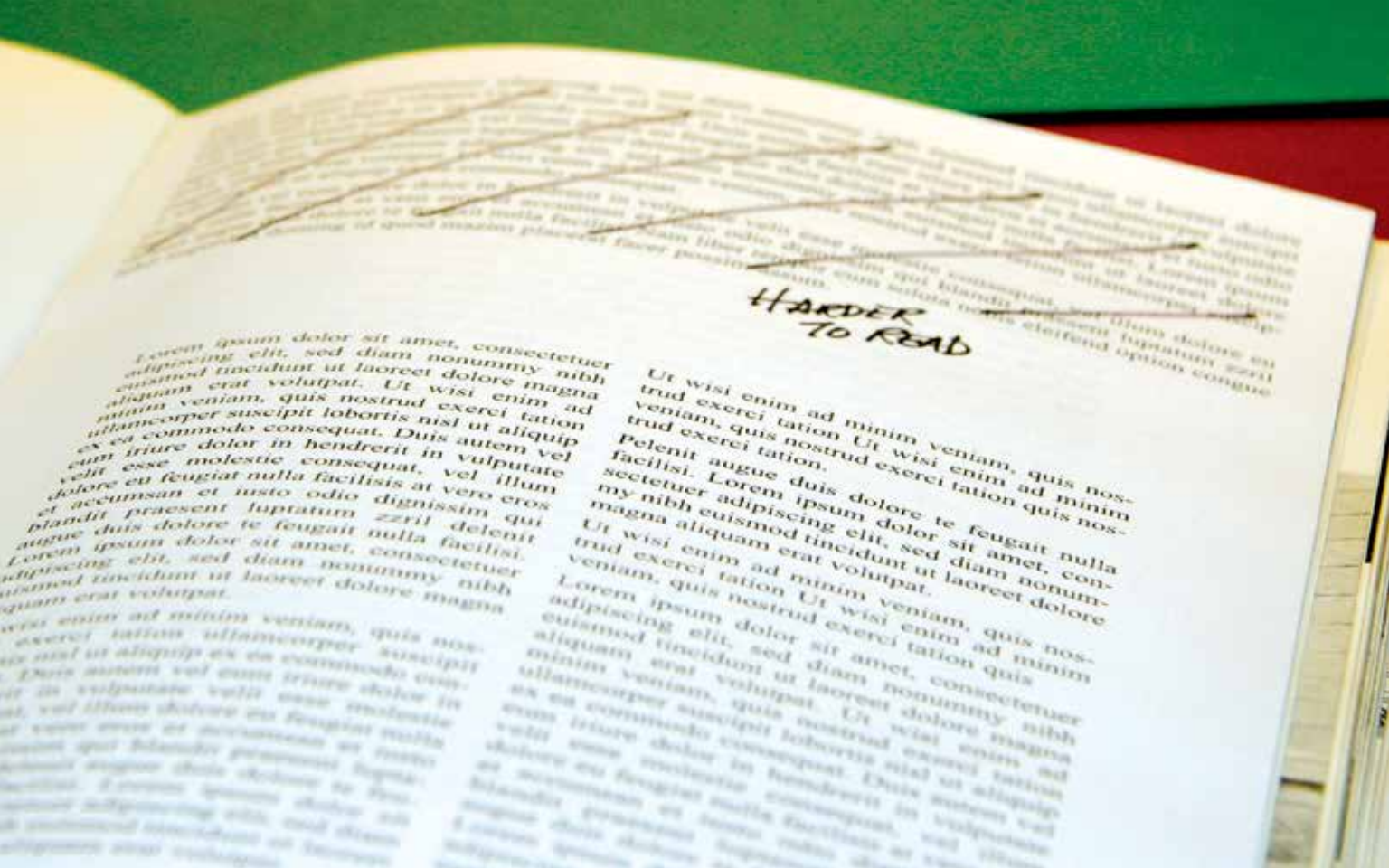
Margins and columns

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

Use wide binding margins or spiral bindings if possible. Flat pages work best for vision aids such as magnifiers.


HARDER
TO READ

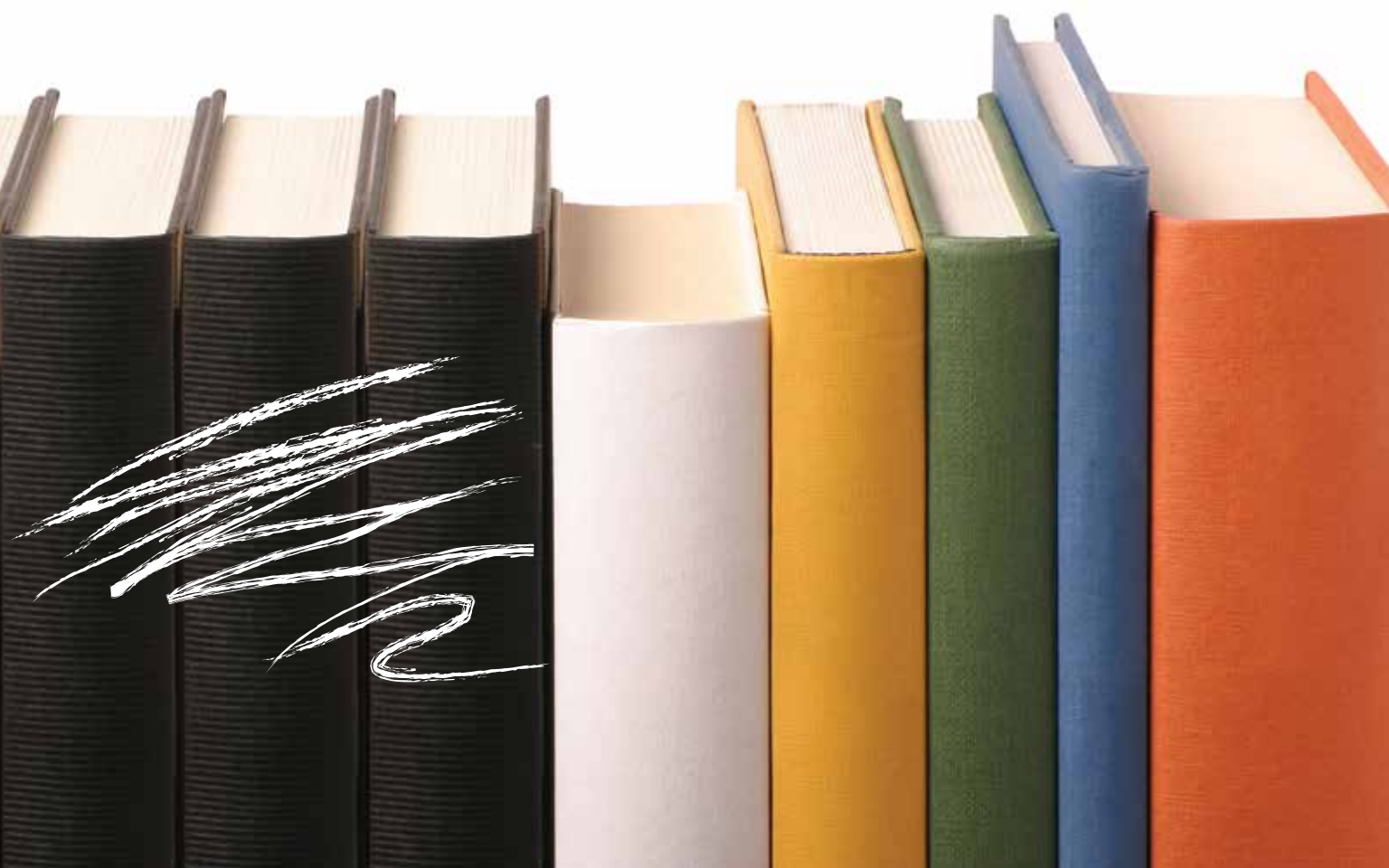
Paper finish

Use a matte or non-glossy finish to cut down on glare. Reduce distractions by not using watermarks or complicated background designs.

USE MATTE
OR NON-GLOSSY
INSTEAD.

Clean design and simplicity

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



About CNIB

CNIB is a registered charity, passionately providing community-based support, knowledge and a national voice to ensure Canadians who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life.

To find out more about CNIB's accessibility services, contact us today:

Web: **cnib.ca/accessibility**

Email: **info@cnib.ca**

CNIB Helpline: **1-800-563-2642**

Charitable registration #: 119219459 RR0003

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