

Clear Print Accessibility Guidelines



Print that's easy on the eyes



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.

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 things like titles, headlines or highlighted material.


Printed material is most readable in black and white.

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



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.

Consider your audience when choosing point size.

too small

Leading Leading Leading

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.

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

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



Mots dolor sit amet, consectetur adipiscing elit, sed diam nonummy tincidunt ut laoreet

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

*Avoid complicated
or decorative fonts.*

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.

Interland Stamm
money-back guarantee
starting at \$19.99
toll-free support
99.9% uptime



I began this...
strangers for assa...
my own. And to de...
answers to questions reg...
segmenting large files, an...

Font heaviness

Opt for fonts with medium heaviness.

Avoid light type with thin strokes.

Avoid italics and ~~UPPER CASE LETTERS.~~

For those of you who've read the previous paragraph...
six times and still have no idea what I'm talking abo...
ere's a little insight. To connect an Ethernet...
through an AirPort Base Station to the...
ur network this way. Using stan...
connect an AirPort Base...
equipped Mac to...
m the Base...

can't...
That's...
supplies...
an AirPort...
but no, I don...
minate the...
Har...

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.

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

>Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
aliquam erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip
ex ea commodo consequat. Duis autem vel
eum iriure dolor in hendrerit in vulpate
velit esse molestie consequat, vel illum
dolor eu feugiat nulla facilisis at vero eros
et accumsan et justo odio dignissim qui
blandit praesent luptatum zzril delenit
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
quam erat volutpat.

Ut wisi enim ad minim veniam, quis nos-
trud exerci tation ullamcorper suscipit
Duis autem vel eum iriure dolor in
hendrerit in vulpate velit esse molestie
consequat, vel illum dolor eu feugiat nulla
facilisis at vero eros et accumsan et justo
odio dignissim qui blandit praesent luptatum
zzril delenit Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam nonummy
nibh quam erat volutpat.


Ut wisi enim ad minim veniam, quis nos-
trud exerci tation Ut wisi enim ad minim
veniam, quis nostrud exerci tation quis nos-
trud exerci tation.
Pelenit augue duis dolore te feugait nulla
facilisi. Lorem ipsum dolor sit amet, con-
sectetur adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nos-
trud exerci tation Ut wisi enim ad minim
veniam, quis nostrud exerci tation quis
nostrud exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea commodo
consequat. Duis autem vel eum iriure
dolor in hendrerit in vulpate velit esse
molestie consequat, vel illum dolor eu
feugiat nulla facilisis at vero eros et
accumsan et justo odio dignissim qui
blandit praesent luptatum zzril delenit
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
quam erat volutpat.

Paper finish

Use a matte or non-glossy finish to cut down on glare.

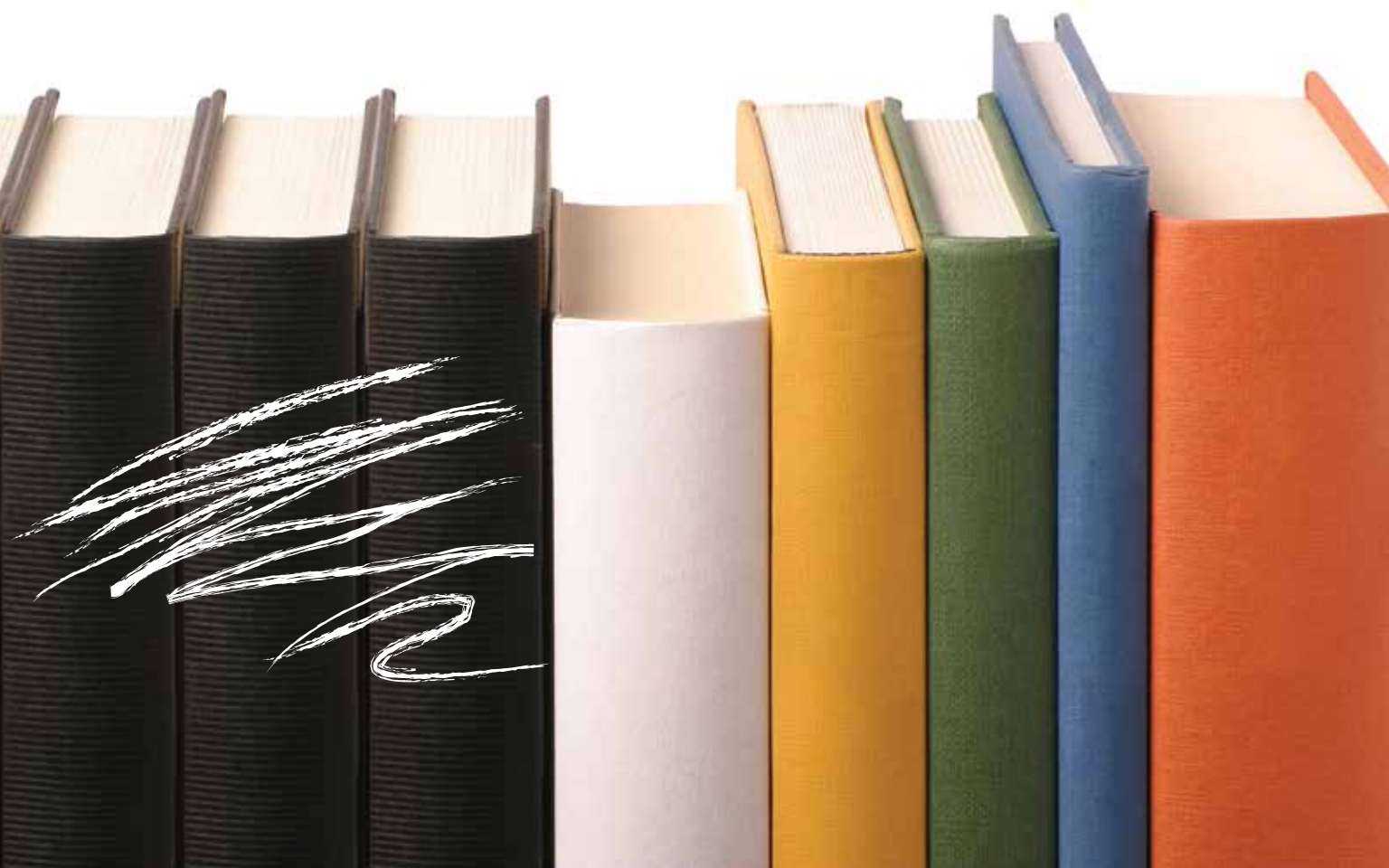
Reduce distractions by not using watermarks or complicated background designs.



USE MATTIE
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

