Clear Print
Accessibility Guidelines

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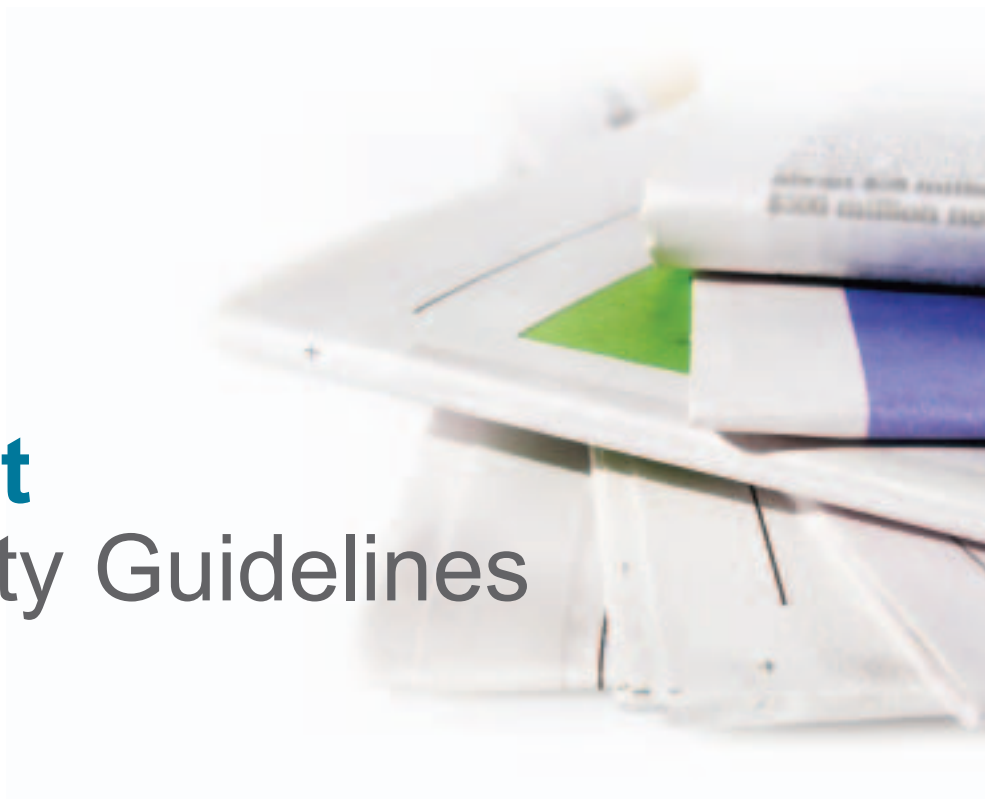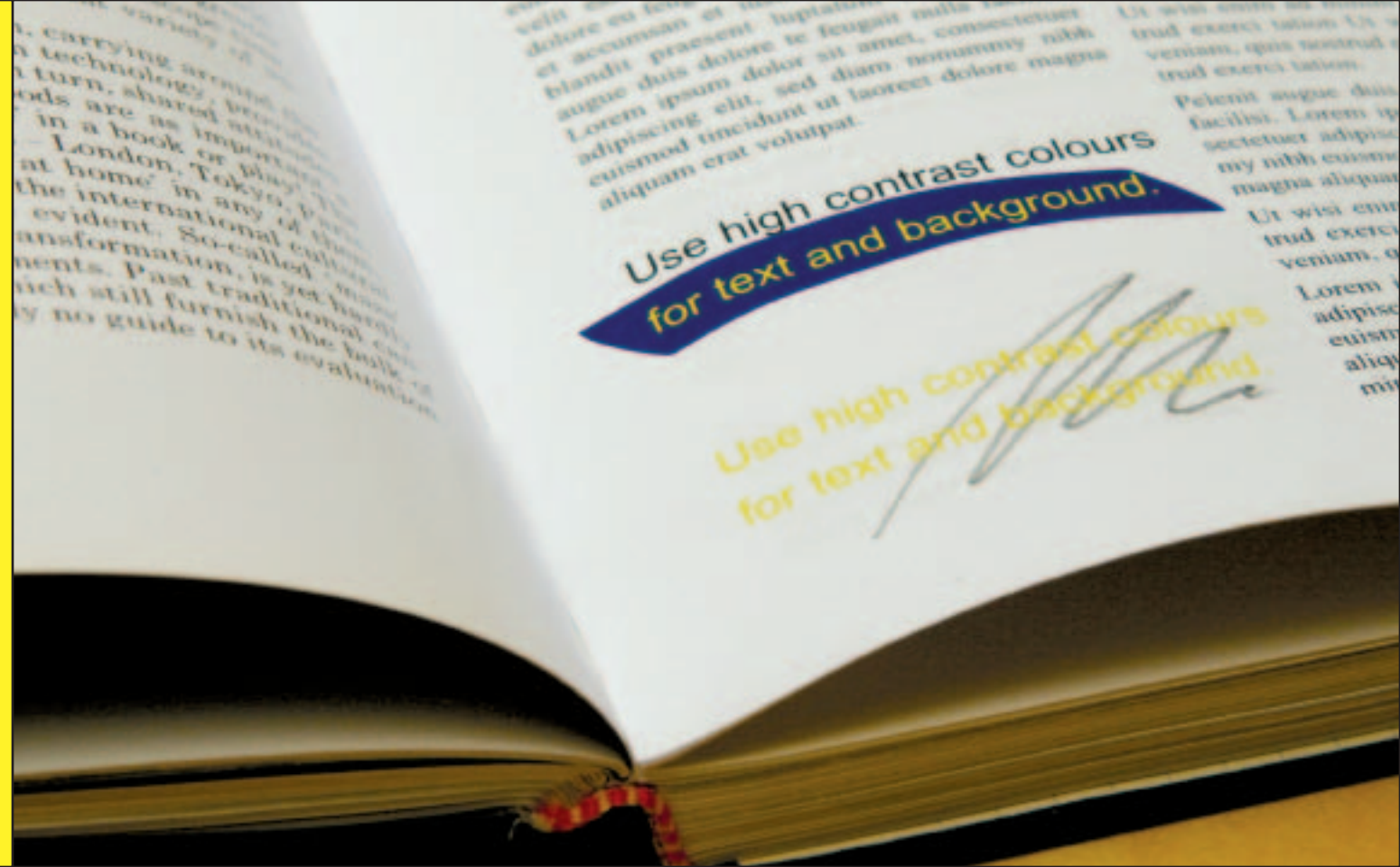
Clear Print
Accessibility Guidelines

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

Keep Clear Print guidelines in mind as you design your products and you'll reach a wider audience.

01: Contrast

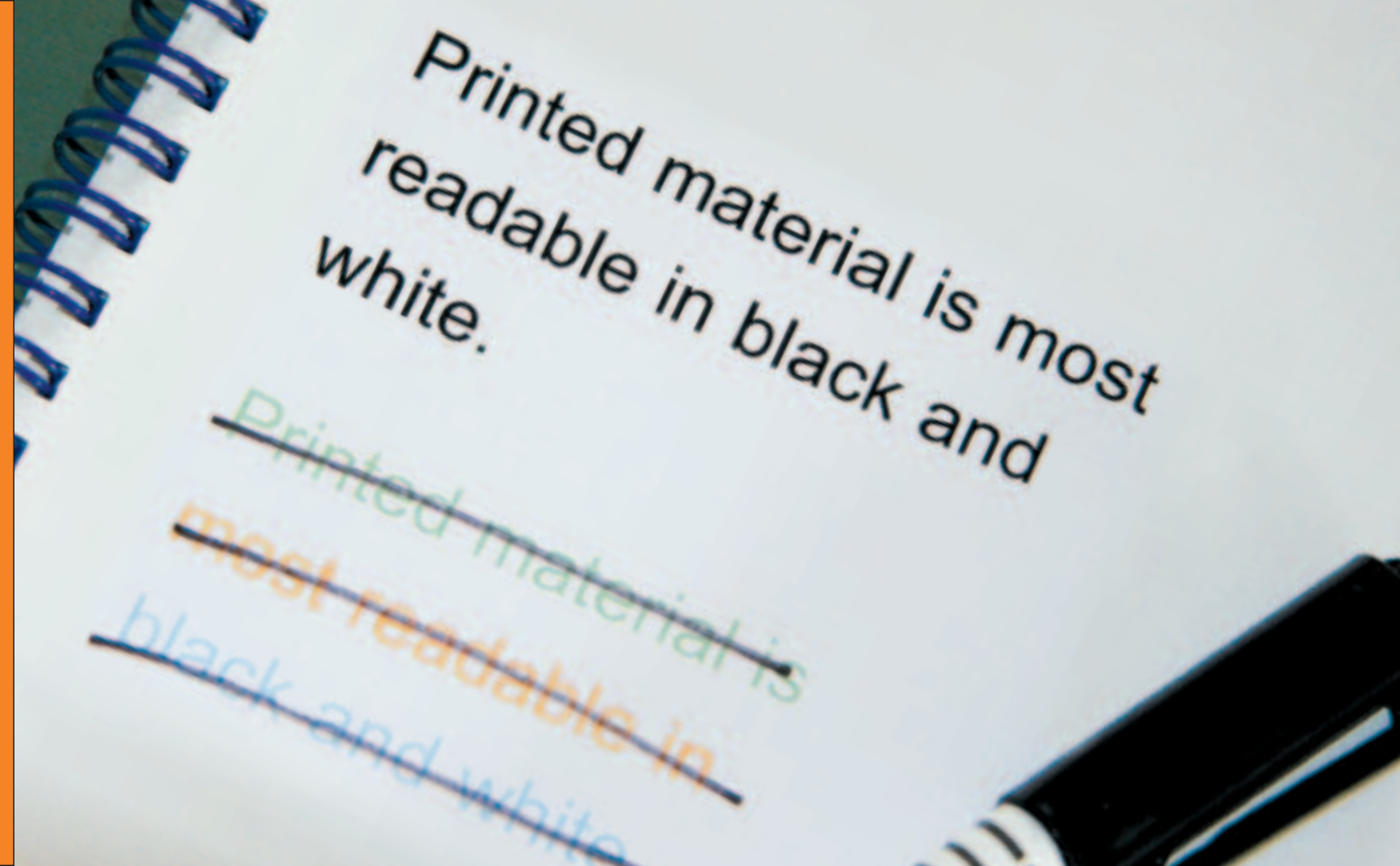Use high contrast colours for text and background.

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

02: Type Colour

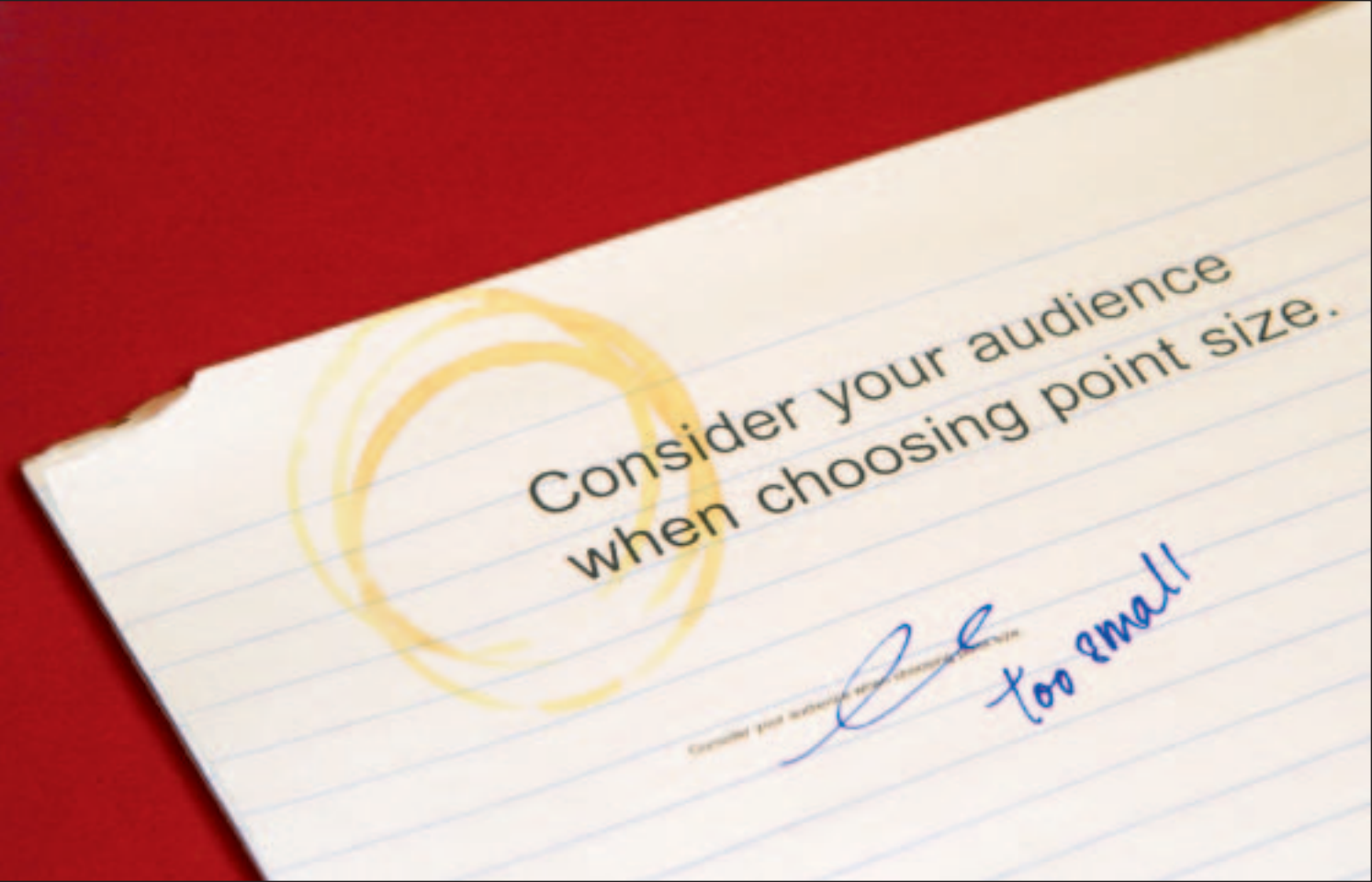Printed material is most readable in black and white.

If using coloured text, restrict it to things like titles, headlines or highlighted material.

03: Point Size

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

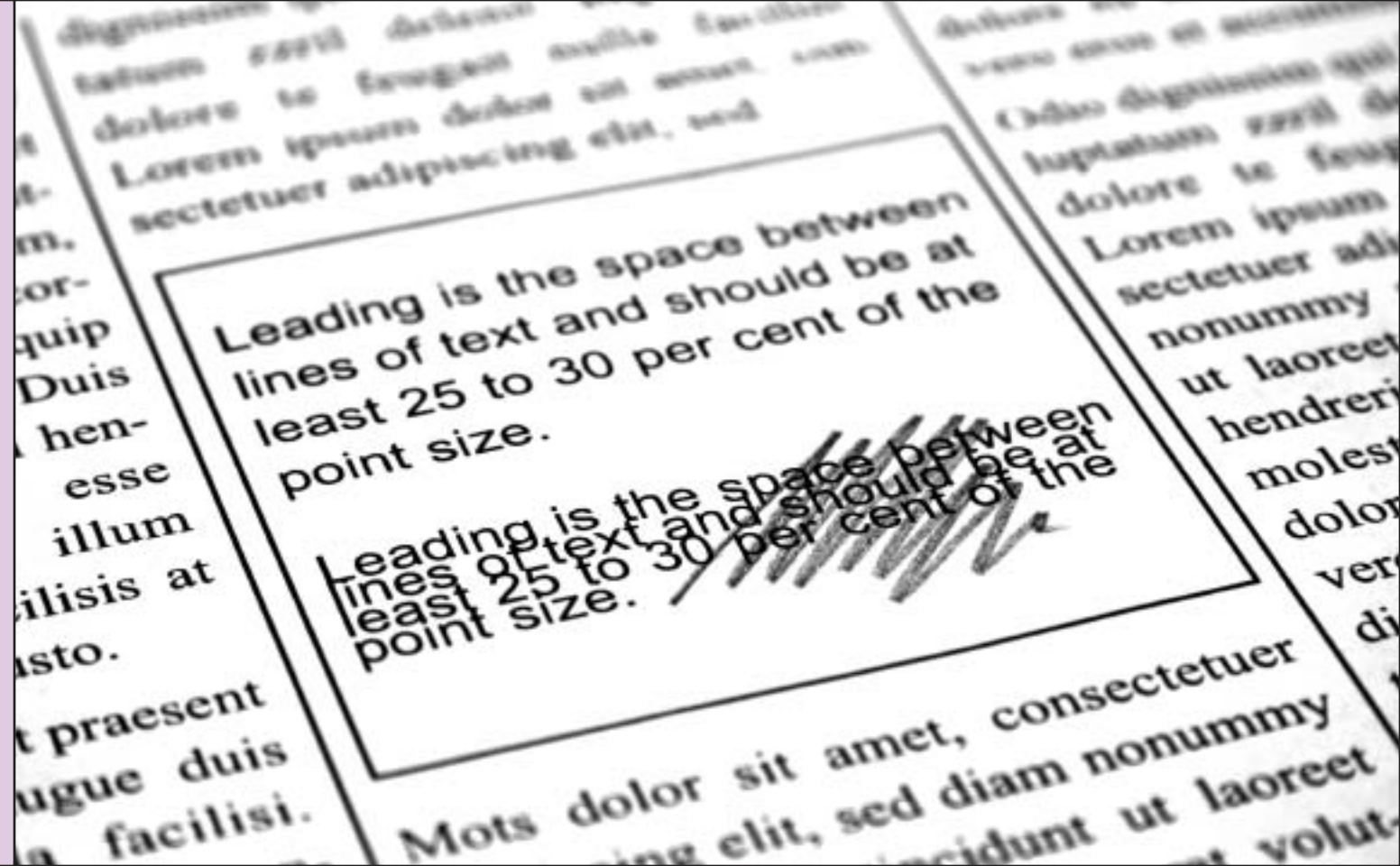Consider your audience when choosing point size.

Leading

04: Leading

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

This lets readers move more easily to the next line of text.

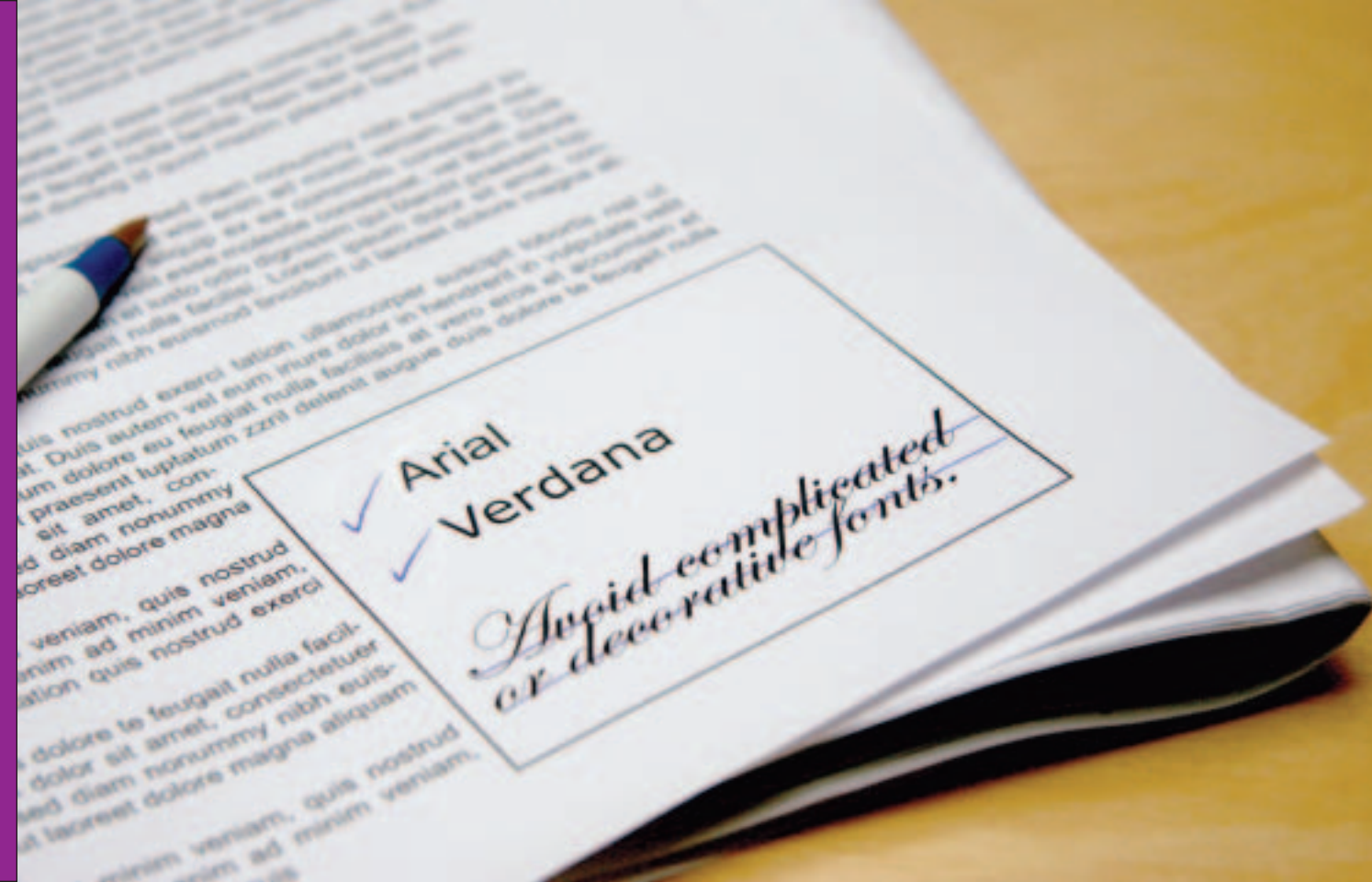Heavier typefaces will require slightly more leading.

05: Font Family & Font Style
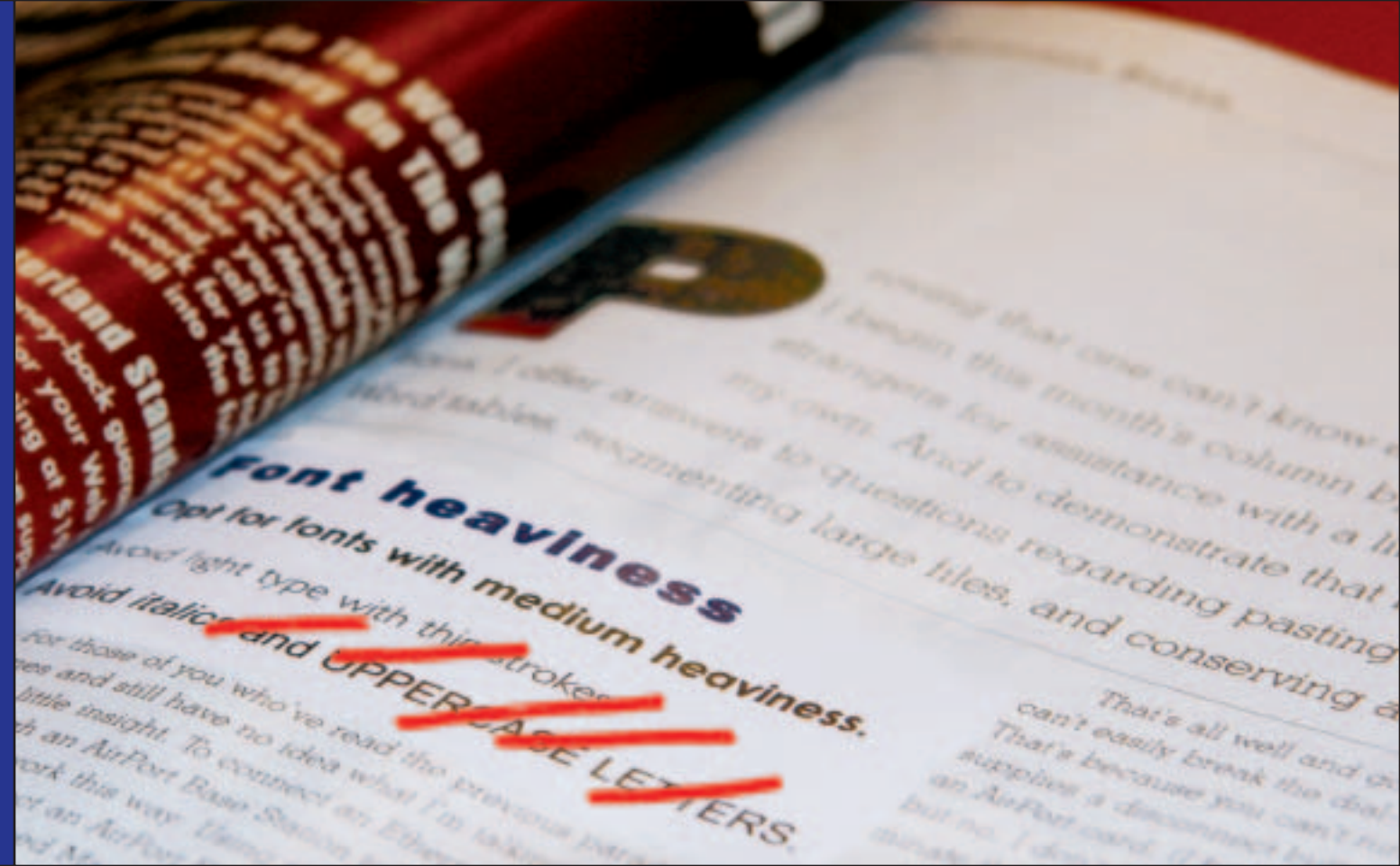
Avoid complicated or decorative fonts.

Choose standard fonts with easily-recognizable upper and lower-case characters.

Arial and Verdana are good choices.

06: Font **Heaviness**

Opt for 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.

07: Letter S p a c i n g

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

Choose a monospaced font rather than one that is proportionally spaced.

08: Margins & Columns

Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.
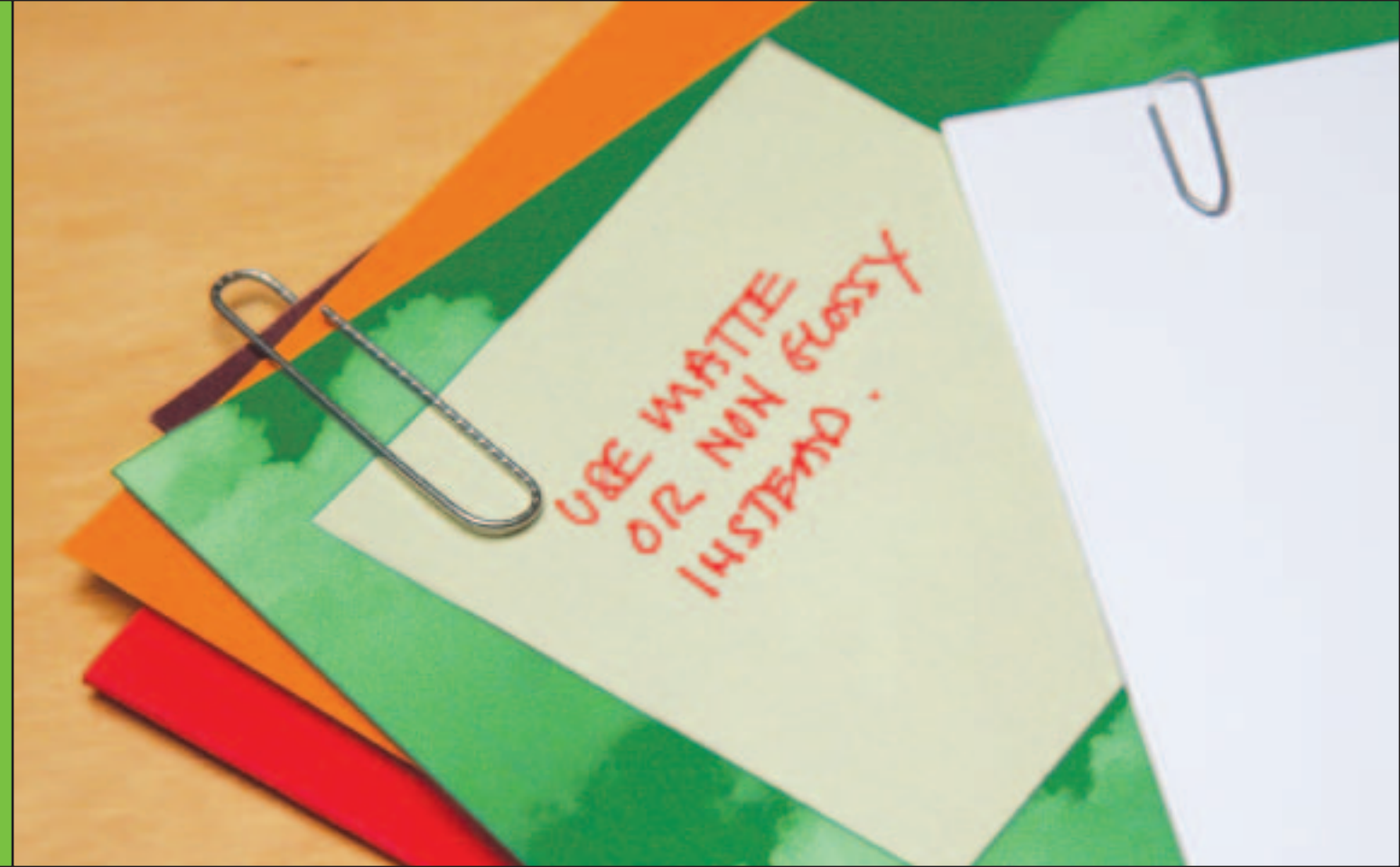
Use wide binding margins or spiral bindings if possible. Flat pages work best for vision aids such as magnifiers.
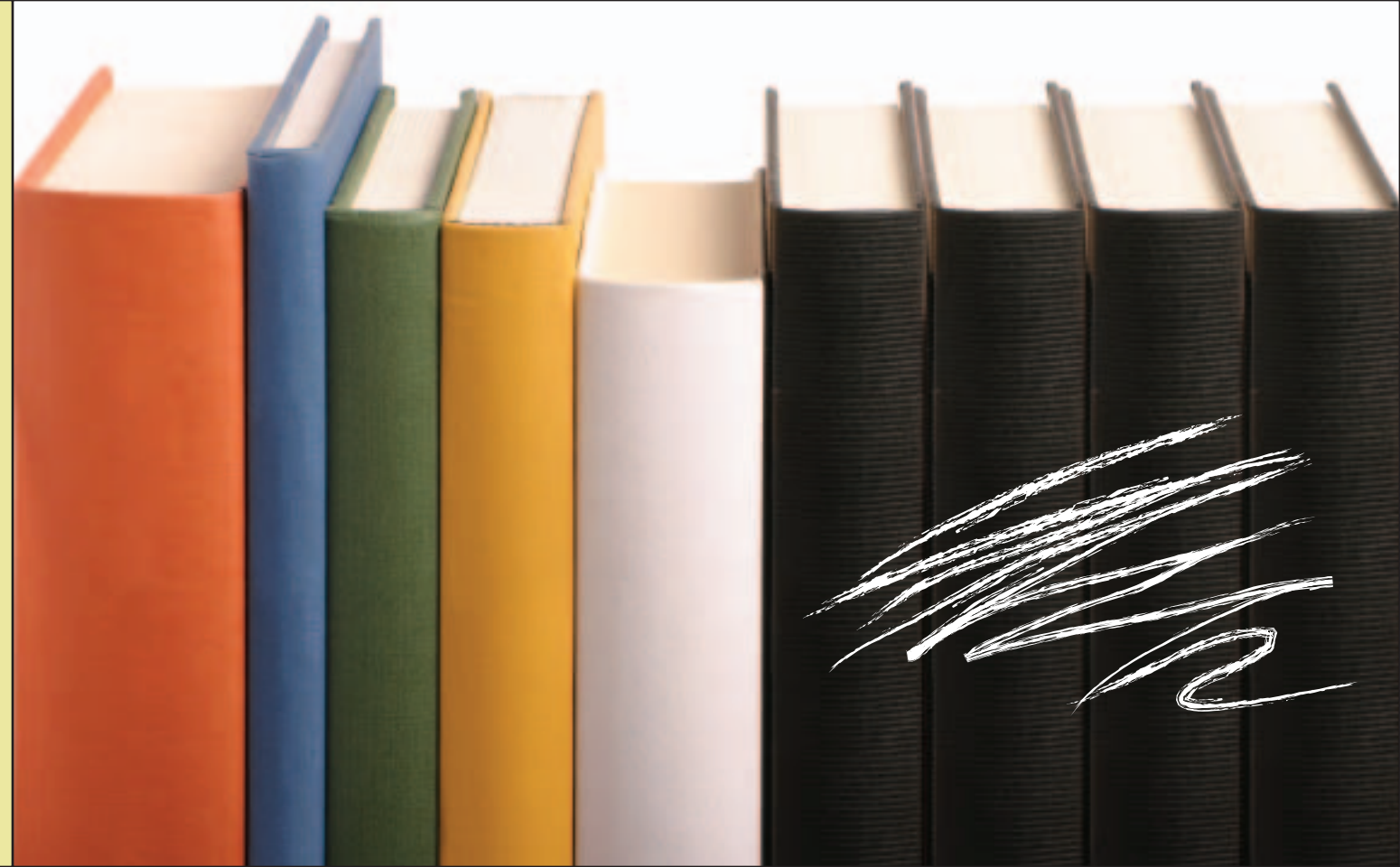
09: Paper Finish

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

Reduce distractions by not using watermarks or complicated background designs.

10: Clean Design & Simplicity

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

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CNIB is a nationwide, community-based, registered charity committed to public education, research and the vision health of all Canadians. CNIB provides the services and support necessary to enjoy a good quality of life regardless of vision loss.

To find out more about CNIB's accessibility services, call **1-800-563-2642** or visit **cnib.ca/accessibility**.

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