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Visual communication that considers everyone.

When products are overcomplex, when words are printed too small and buildings badly lit...

we ALL lose out.

But if we are older, partially sighted or have literacy problems then we will lose out the most.

Designers are the people ultimately responsible for these products, words and buildings but not the only ones.

By considering clear print guidelines in your output it doesn't mean that you are just being a goody goody!

It is estimated that by 2020 25% of people in europe will be over 65 - the 'grey' market as it is called.

Market research by leading brands has shown that they will have more spending power than their predecessors and are also more brand loyal than younger people.

Graphic Design and accessibility

We have been in business 15 years now and have noticed a marked increase recently of clients that are more aware of accessibility issues. They are now factoring this into their design brief.

They are also keen to explore new formats of communicating their messages.

Creativity should not be at odds with accessibility.

Some simple rules to get you started...

Employ a decidedly unadorned mode of linguistic expression in the creation of a line of copy.

Write your text in plain english.

Use at least 12pt text where you can.

IT HAS ALSO BEEN PROVEN THAT A LOT OF TEXT SET IN ALL CAPS IS HARDER TO READ.

It has also been proven that a lot of text set in all caps is harder to read.

Black on white is the most legible colour use.

However you can use colour as long as you allow good contrast.

Good.

Not so good.

Try and avoid text on images.

RED DOG

This is much easier to read.

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And this is very easy to read...

RED DOG®

Paper stock: always try and use uncoated stock where possible as it has no glare and makes text easier to read.

bank accounts
made easy

savings and investments
made easy

home insurance
made easy

life insurance
made easy

personal loans and credit
made easy

mortgages
made easy

RED DOG

This font is called Calvert: Design by Margaret Calvert to be used as part of the transport system in UK specifically on signage. Designed to be totally accessible - it is called a slab typeface.

NDA
National Disability Authority
Údarás Náisiúnta Míchumais

Thanks!