

Making Marketing Accessible to all Top Tips

Printed Marketing

1. Document text size should be 14 point or above.

RNIB advise that those with a visual impairment find it easier to read text size 14 point or above.

2. Keep the text layout clear, simple and consistent.

This will make the document easier to understand for all particularly those with Learning impairment.

3. Text shouldn't be overlaid on images

This can be difficult to read for all, particularly those with a visual impairment

4. The better the contrast between the text and background the more legible the text.

If using white text, make sure the background colour is dark enough. This will make things easier to read for all particularly those who have a visual impairment.