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**An Activist's
Guide to
Accessible Leaflets**

**For All CLPs
and
Disabled Activists**

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Guidelines for Accessible Leaflets

These guidelines have been compiled from published guidance from RNIB, British Dyslexia Association, the Plain English campaign and the National Autistic Society

Visual style

- Use left-justified text with a ragged right edge.
- Don't indent text at the beginning of paragraphs.
- Use a minimum font size of 14 pt.
- Always use a Sans Serif font with clear ascenders (the bits that rise up) and descenders (the bits that drop down).
- Use bold for emphasis.
- Don't use italics, underlining or all-capital letter words (except acronyms).
- Use dark or black text on an off white background (e.g. grey or cream), or a clear combination with dark text on a light background, or light text on a colour background.
- Don't split words across two lines.
- Use adequate spacing between lines, at least 1.2 lines.
- Don't overlap text and images or shape and wrap text around images.
- Text should always be horizontal.
- Use matt paper thick enough not to be translucent.
- Avoid using the following combinations: red or pink + green; blue + yellow. Check for more combinations here <https://usabilla.com/blog/how-to-design-for-color-blindness>.
- On electronic format documents, use hyperlinks rather than full web addresses.

Written style

- Keep sentences to a maximum of 15-20 words.
- Keep paragraphs short and keep them to one idea.
- Use bullet-points, lists and headings where appropriate.
- Icons are useful - as long as they are well thought out and generic (e.g. if a packet of Hula Hoops is used to designate "crisps", it may be taken literally by autistic users to mean only Hula Hoops).
- Use plain English. <http://www.plainenglish.co.uk/>.
- Use active verbs: e.g. "We will consider this matter shortly" (active) instead of "This matter will be considered shortly" (passive).
- Use "you" and "we": e.g. "You must send us..." instead of "members must send us..."
- Use direct imperatives where possible: e.g. "Remove the packet from the box. Then place the contents in the oven" instead of "The packet should be removed from the box. The contents should then be placed in the oven."
- Word files are easier than PDFs for adapting to individual preferences.

Additional guidelines for paper forms

- Clear structure using a grid makes any document more accessible. Make sure labels and fields align to a grid to avoid clutter.
- Minimum font size should be 14 pt.
- Allow plenty of space between lines and long enough fields for large handwriting.
- Don't put form labels in boxes or underline them.
- Keep form labels clear, don't use a colon or other punctuation at the end of a label.

Additional guidelines for paper forms

- Use lines for form fields, not boxes.
- If using a number of tick boxes put each one on a new line, do not use adjoining tick boxes.
- Group questions together if they require people to refer to another document.

Change People, an organisation that produces literature for people with learning disabilities, publishes a guide to producing Easy Read publications. It can be found at: <https://bit.ly/2UYImOF>

Other Disability Labour Guides include:

Disability Labour Guide to Producing Accessible Leaflets.

Disabled Activist Guide to being a Disability Officer

Disability Labour Guide Accessible Canvassing

Coming soon:

Disabled Activists Guide to being a Candidate, Councillor or PPC

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