

# 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.



# 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.***



# 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.

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# 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 Stand  
money-back guarantee  
starting at \$19.99 up to \$99.99



## Font heaviness

Opt for fonts with medium heaviness.

Avoid light type with thin strokes.

Avoid italic and **UPPER CASE LETTERS.**

For those of you who've read the previous paragraphs, you may have a little insight. To connect what I'm talking about through an AirPort Base Station to a network this way: Using a networked Mac, connect an AirPort Base Station to a networked Mac. The networked Mac is the only one that can supply an AirPort Base Station with the information it needs to manage the network.

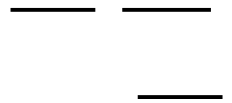
# Letter spacing

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.



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# Margins and columns

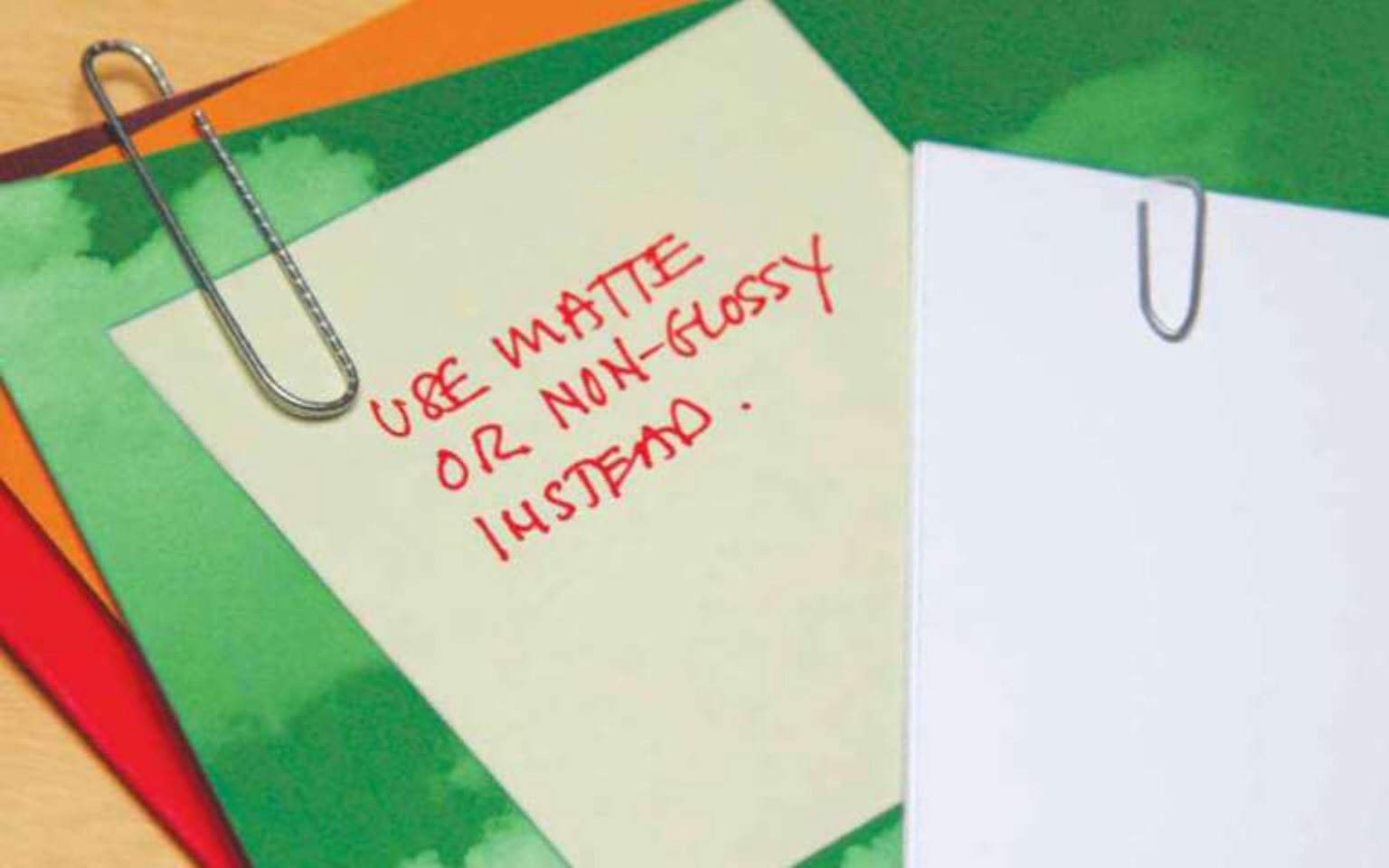
Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.

Use wide binding margins or spiral bindings if possible. Flat pages work best for vision aids such as magnifiers.



# Paper finish

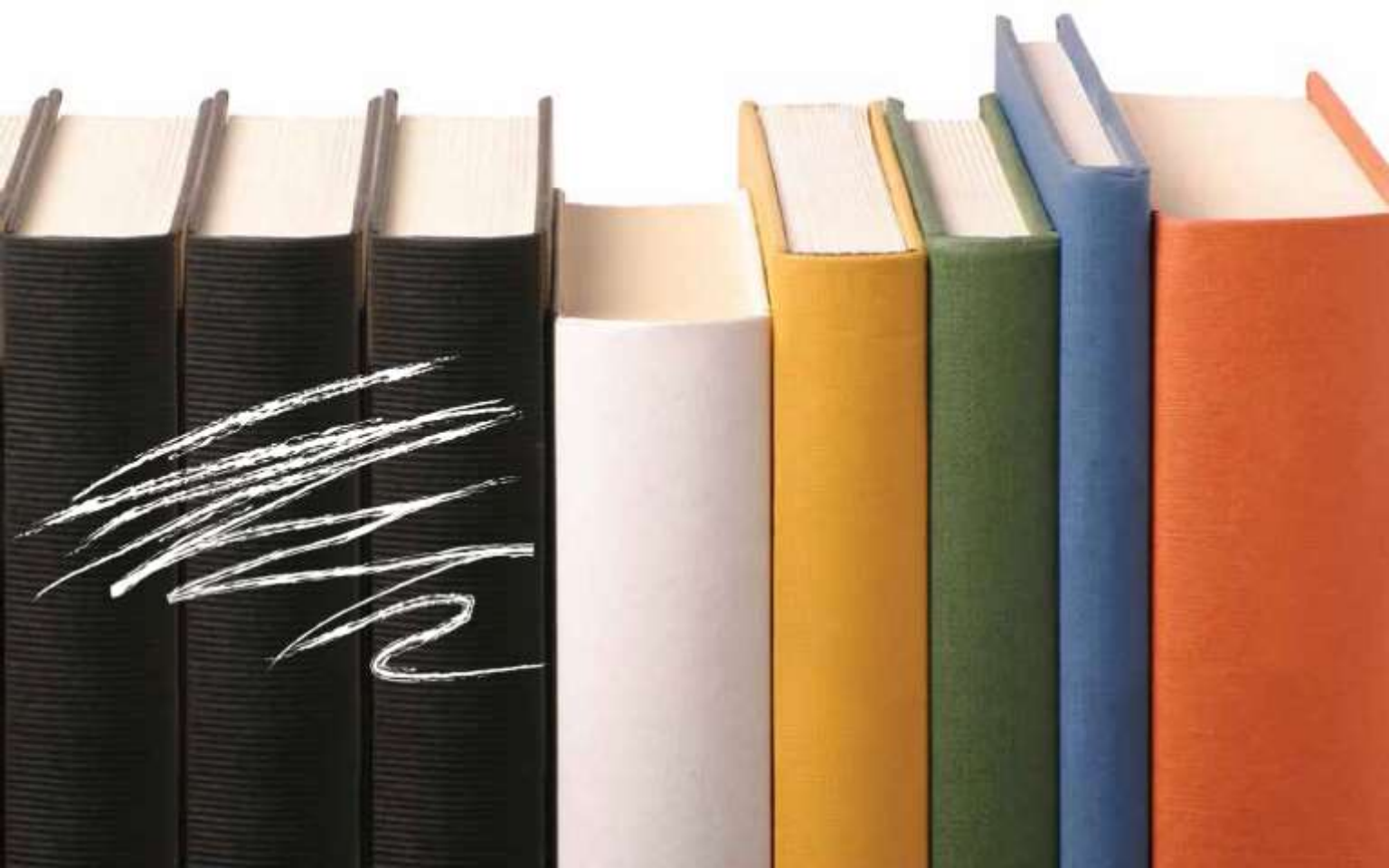
Use a matte or non-glossy finish to cut down on glare.  
Reduce distractions by not using watermarks or complicated background designs.

A photograph of a clipboard with a green cover and a silver paperclip. A piece of cream-colored paper is attached to the clipboard with a silver paperclip. The paper has handwritten text in red ink. To the right of the clipboard, a white sheet of paper is partially visible, also held by a silver paperclip.

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](https://cnib.ca/accessibility)**

Email: **[info@cnib.ca](mailto:info@cnib.ca)**

CNIB Helpline: **1-800-563-2642**

Charitable registration #: 119219459 RR0003

