# RNIB’s Clear Print guidance

RNIB’s clear print design guidelines are for all types of printed documents. The guidelines have been specially created to enable everyday information to be immediately accessed by more people.

## Who benefits from Clear Print?

Because Clear Print is designed to be used for all documents, it has far reaching benefits. A clearly designed and easy to read document will convey your essential information to everyone who reads it, and in the process can convey a positive view of the originating individual or organisation.

## Tips for achieving Clear Print:

* Document text size should ideally be 14pt and no smaller than 12pt.
* Use Arial or other plain, sans serif fonts, such as Helvetica, Calibri or Verdana.
* Align text to the left and avoid “justifying” text. Headings may be centred, but body text must be left-aligned.
* Use bold for headings or highlighting specific text. All text should not be in bold unless specifically requested by the individual.
* Keep the text layout clear, simple and consistent.
* Leading (space between lines) should not be too cramped. A minimum should be at least 2pt above the size of the font. Using “default / auto” spacing is recommended.
* Avoid using italics. Other forms of emphasis should be used such as bold or quotes.
* Text shouldn’t be overlaid on images.
* The substrate or coatings of paper should not be glossy or reflective.  The most common paper types are gloss, silk and uncoated. Silk or uncoated paper is ideal as they have a matt finish.
* Ensure the paper is thick enough to prevent show through.
* The contrast between the text and background is as high as possible.
* All text should be the same orientation on the page.
* Space between columns of text is large enough to be distinct.
* Any information conveyed solely in colour or through images is also described.

The information below provides more specific guidance on different ways that information can be communicated.

### Written documents

* 14pt arial is ideal, 12pt is the minimum.
* Text should be left aligned.
* No superscript or subscript.
* Do not underline text.
* One or two words in capitals is acceptable, but large blocks of capitals should not be used.
* Bullet point marks should be bold and solid, e.g. round.
* Any images or graphs used also need to be described.
* The page layout should not be cluttered. Use white space, such as white spacing between paragraphs and “default / auto” spacing between lines.
* Matt paper should be used.
* Quotes should be left aligned.
* Strong colour contrast between the text and the paper.

### Providing alternative formats

* Provide the information in alternative formats such as large print, audio or braille.
* Consider alternatives to PDF documents such as providing information as HTML on a website or a Word document.
* It’s easier to check accessibility at source, e.g. in the Word document, and then convert it to PDF.

### Electronic documents

* As above for printed documents.
* Clear layout, not too much text or images.
* Do not use Word text boxes, keep the text inline.
* No highlighted text.
* Quotes left aligned.
* With PDF files, a Word document should be offered also as some screen readers can't access PDFs.
* Add alternative text to images.

### Social media

* For images on Facebook, Twitter or Instagram – always introduce a description.
* Videos need to include audio description.
* When using hashtags, always capitalise the first letter of every word in the hashtag (for example #SensingCulture.) This means that the words in the hashtag are read out correctly by screen readers.
* Check regularly for new accessibility features on the relevant platform(s) you use. Googling ‘(platform) +accessibility’ is a good place to start. This means you’ll be kept up to date on all the latest on accessibility features.

Document ends.