

## **Guidelines for producing print materials**

Everyone at Goldsmiths has a responsibility to make sure that reasonable adjustments are made to ensure that potential students and staff who have a disability are not put at a substantial disadvantage.

All written materials should therefore be produced in a format that is as accessible as possible, to give people who have a disability access to full information about the College.

People who have a disability may also need to know additional information about Goldsmiths or to have original information reproduced in alternative formats. The Disability Discrimination Act makes it clear that all public bodies have a duty to anticipate the needs of disabled people by making sure that accessible information is readily available.

All publications should incorporate the following text in a type size of at least 12 point Gotham Medium/Book, ideally on the inside front cover or first page of the publication.

We can supply information in alternative formats for people with a visual impairment or dyslexia. Please contact the Department of XXXX/Office, tel 020 7919 xxxx, e-mail xxxxx@gold.ac.uk or visit [www.goldsmiths.ac.uk/disability](http://www.goldsmiths.ac.uk/disability).

[Please insert the contact details for your department/office.]

Communications and Publicity are responsible for providing student recruitment materials in alternative formats. Other departments should use one of the transcription services listed in the Appendix to these guidelines. When setting the budget for a publication, you should bear in mind the extra costs that transcription will involve.

## Typeface and font size

Serifs are details on the ends of some of the strokes that make up letters and symbols.

**Scala** is an example of a font that has serifs  
(a serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()\_+}{“|’><:-=[]\’;/.,

AB  
Serifs shown in magenta

**Gotham** is an example of a font without serifs  
(a sans serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()\_+}{“|’><:-=[]\’;/.,

Serif fonts may create a problem for people who have dyslexia.

People with sight problems often prefer bold or semi-bold weights to standard ones; lightweight typefaces should be avoided, especially in small sizes. Posters, flyers, exhibition materials etc that are professionally designed via Communications and Publicity or the Repro Unit should therefore use Gotham Book, Medium or Bold. Other departments should use Arial or Helvetica for posters etc.

The size of the type (point size) significantly affects its legibility. Ideally, a minimum of 12 point type should be used for publications; the RNIB recommends the use of 14 point to reach more people with sight problems. For some publications, such as the Prospectuses, cost factors will rule out the possibility of using a minimum of 12 point type. In these cases, it is particularly important to highlight the availability of text on the website and in alternative formats.

Blocks of capital letters, underlined or italicised text are all harder to read. A few words in capitals is fine but avoid the use of capitals for continuous text.

Type should be set horizontally: avoid text placed on curved lines and at angles.

Numbers need to be printed clearly: people who are partially sighted can easily misread 3, 5, and 8; 0 and O, S and 5, and iv and vi.

## **Colours**

Black and/or blue is most appropriate for the body of the text. Avoid colours that may be less easily distinguishable for some people with colour blindness, eg red and green.

## **Contrast**

The contrast between the text and the background is extremely important. A significant proportion of people who are partially sighted also have difficulty with colour perception. The better the contrast between the background and the text, the more legible the text will be. Contrast is affected by paper colour, print colour, type size and weight.

As a general rule, contrast dark against light. Black type on white or yellow paper gives a very good contrast; pale coloured papers provide better contrast than dark ones.

## **Alignment and spacing**

The RNIB recommends aligning text to the left margin. Left aligning text makes it easier to find the starting point of the next line. Justified text should be avoided, as it can result in widely spaced or cramped lines of text.

The space between one line of type and the next is important. As a general rule, the space should be 1.5 to 2 times the space between words on a line. Keep to the same amount of space between each word. Do not condense or stretch lines of type.

Ideally, line-lengths should be in the range of 50-65 characters. People who are blind or partially sighted may prefer shorter lines than this. Avoid hyphenating words at the ends of lines.

Make sure the margin between columns clearly separates them. If space is limited, use a vertical rule.

If using white type, make sure the background colour is dark enough to provide sufficient contrast.

## **Images**

Only high contrast images with clean backgrounds should be used.

Type should not be superimposed on textures or images, unless there is very good contrast between image and text.

Avoid fitting text around images if this means that lines of text start in a different place, and are therefore difficult to find.

Ideally, a text description of each picture or graph should be given, so that they are accessible to people using a screen reader.

## **Paper**

Avoid glossy paper, because glare makes it difficult to read. Choose uncoated or matt paper that weighs over 90gsm. Cream, pale grey or off-white papers are best for people with dyslexia, as they can use their coloured filters when reading. As a general rule, if the text is showing through from the reverse side, the paper is too thin.

## **Forms**

People who are partially sighted tend to have handwriting that is larger than average, so allow extra space on forms. This will also benefit people with conditions that affect the use of their hands, such as arthritis.

Where possible, all documents should be available electronically as a Word document.

## **Committee papers**

These guidelines do not apply to committee papers, for which you should follow the separate rules given in the Committee Paper Author Guidelines at [www.gold.ac.uk/committees/papers-guidelines](http://www.gold.ac.uk/committees/papers-guidelines). You can also download a template for committee papers, which specifies the requirements in more detail, from this location.

External Communications, June 2009

<b>Appendix: Transcription services</b>		
A2i Transcription Services Ltd	139a Whiteladies Road Clifton, Bristol BS8 2NR  Tel 01179 707090 E-mail info@a2i.co.uk	www.a2i.co.uk
Braille Translations	70 Hill Road Pinner HA5 1LE  Tel 0800 019 0946 Fax 0808 208 9588	www.brailletranslations.co.uk
E-Com Communications	152 High Street Uckfield East Sussex TN22 1AT  Tel 01825 765999 Fax 01825 766999 e-mail info@e-comcommunications.co.uk	www.e-comcommunications.co.uk
Oxford University Library Services Accessible Resources Acquisition and Creation Unit (ARACU)	ARACU Osney One Building Osney Mead Oxford OX2 0EW  Tel 01865 (2)83862 E-mail aracu@ouls.ox.ac.uk	www.ouls.ox.ac.uk/services/disability/aracu/braille
RNIB	Business Liaison Team RNIB PO Box 173 Peterborough PE2 6WS  Tel 01733 375370 Fax 01733 375379 E-mail busdev@rnib.org.uk	www.rnib.org.uk/xpedio/groups/public/documents/publicwebsite/public_transconus.hcsp
RNIB National Centre for Tactile Diagrams	58-72 John Bright Street Birmingham B1 1BN  Tel 0845 257 2587 Fax 0845 257 2588 E-mail info@nctd.org.uk	www.nctd.org.uk
Sign Language Direct	Sign Language Direct 77 Oxford Street London W1D 2ES  Tel 0800 0191 295 Fax 020 8834 1189 E-mail info@signlanguagedirect.com	www.signlanguagedirect.com/Braille_Translation.htm
Way With Words	Central House 1 Ballards Lane London N3 1LQ  Tel 020 7022 4814 Fax 0845 280 2854	www.london-secretarial.co.uk