Principles of accessible marketing

Accessible marketing is usually a multistrand approach and not reliant on any one marketing tool or medium. To widen access you should not rely on print marketing only.

It is good general practice that whatever is heard is also shown visually and vice versa. So whatever is spoken is also subtitled and BSL interpreted. Whatever is written is also offered in an audio format.

Simplicity of use is important for people with physical disabilities so your website should not have multiple clicks and links and turning off flash animations before the user can get to the information they are interested in.

Print:

1. Font size – RNIB recommend between 12-14pt font for standard print.

2. Clear font – for websites you should use a sans serif font a good clear font is Ariel

3. Colour contrast should be effective – not gold on brown. Be aware that 5% of Males have a degree of red/green colour blindness.

4. Spacing between letters and words should remain the same.

5. Large print is dependant upon the needs of the person and is however large they need it. Ask the person.

6. Reading level and standard of English is very important. Literacy is variable in society and people for whom English is a second language (including Deaf BSL users) may struggle with complex English.

7. Reading level of a text can be checked using Gunning-Fog, Flesch Reading Ease or Flesch-Kincaid grade (see www.juicystudio.com).

8. Text can be supported by photos, graphics and symbols. There are a range of software programmes that can assist.

Visuals:

1. Increasingly best practice for websites to offer a BSL video translation of the written text.

2. See the web accessibility guidelines in your pack for more detailed advice on designing accessible websites.

3. All videos, CDs and DVDs should have an option to turn on subtitling and excellent practice to also offer BSL interpretation.

4. Video games should also be subtitled

5. Podcasts and video downloads should have a subtitling option

Audio:

1. Radio – is a good way of reaching people who do not rely on written English for information (visual impairments, learning difficulties and people with a limited understanding of written English).

2. TV – is also effective with the added advantage of being able to show visuals.

3. CD/DVD of visual material should have enough information in the sound track to also inform visually impaired users.

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