

Accessible Marketing Guide

Easy Read Summary



UNLIMITED...

**ARTS
ADMIN.**

 culturehive

Summary

UNLIMITED...

Unlimited is a programme that gives money to disabled artists so they can make art.

**ARTS
ADMIN.**

Artsadmin are an organisation who also help artists to create work.



We have created a guide to help you make your marketing more accessible.



This is an easy read summary of our accessible marketing guide.

Introduction



What is Marketing?

Marketing means promoting things like events, products or organisations, through communicating in different ways.



Examples of marketing:

- ✓ Websites
- ✓ Social media
- ✓ Leaflets
- ✓ Posters
- ✓ Videos
- ✓ Writing



It is important to make marketing accessible so it can be used by as many people as possible and leaves nobody out.

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This guide is split into 4 sections:
**Writing, Pictures, Accessible
Formats and Resources.**

Writing

~~**BIG
words**~~



Plain English

Writing should be plain and jargon free.

Reading Age

Your writing should have a reading age of 13 years old. You can check the reading age for free in Microsoft Word using the Flesch-Kincaid Grade Level.



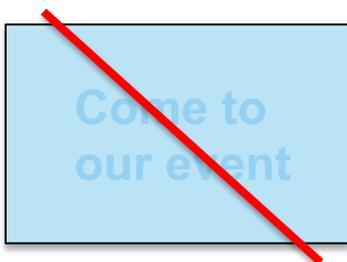
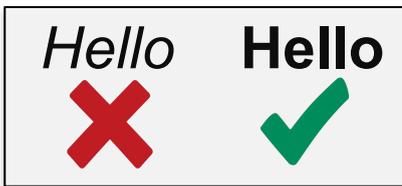
Writing Style Tips

- ✓ Use short, simple sentences.
- ✓ Try not to use phrases that could be confusing.
- ✓ Consider using bullet points and numbering if there are lists of more than 3 things.
- ✓ Break up longer pieces of writing with section headings.
- ✓ For longer documents include a table of contents.



Writing Size

- ✓ Use size 12 point font. This includes image captions and logo credits.



Formatting

- X Avoid italics and use bold instead.
- X Try not to use serif or 'handwritten' fonts as they are too hard to read.
- X Avoid block capitals or using all lower case in long blocks of text.
- X Left align text to one side of the page, without justification.
- X Avoid using lots of columns.

Colour Contrast

Contrast between coloured backgrounds and overlaid text should be at least 25%. This means no pale colours on a pale background.

Pictures

Alternative Text for Pictures and Other Media

Alternative text describes the picture for blind or partially sighted people who might be using screen readers.



A screen reader is a form of assistive technology which reads out text for them.



There is an option to add “alt text” on social media like Facebook, Twitter and Instagram and on most websites too.



Printed Materials

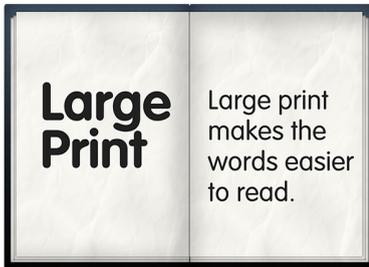
Printed marketing like flyers and posters can be attractive and accessible. Keep your designs clear, simple and clutter-free.



Pictures

Do not put text over pictures as it makes it hard to read. Screen readers cannot read it either.

Accessible Formats



Large Print

- ✓ Use size 18 point font for large print.
- ✓ Size 24 point is sometimes known as 'giant print'.



Sound Recordings

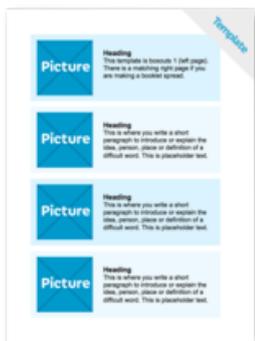
You can create sound versions of your marketing materials. These can then be put on your website.



Easy Reads

Easy Reads are designed for people who have difficulty reading. They need clearly written words with pictures to help them understand.

You can use a specialist agency to create an Easy Read or you can create your own using templates.



Easy Reads assume some level of reading so you should also supply other accessible information.



Extra Resources

Disability Equality Training from Shape Arts

<https://www.shapearts.org.uk/news/training>

Watch a captioned and audio-described animation about the Social Model of Disability

<https://weareunlimited.org.uk/social-model-disability-animation/>

A guide on making written information easier to understand for learning disabled people

<https://www.inspireservices.org.uk/wp-content/uploads/Government-EasyRead-Guidance.pdf>

A dyslexia-friendly style guide by
British Dyslexia Association

<https://www.bdadyslexia.org.uk/advice/employers/creating-a-dyslexia-friendly-workplace/dyslexia-friendly-style-guide>

Writing alt text, examples and best practice

<https://moz.com/learn/seo/alt-text>

<https://www.rnib.org.uk/rnibconnect/web-accessibility-people-disabilities>

A guide on designing for colour blindness

<https://www.abetterimageprinting.com/resources/the-ideas-collection/designing-for-color-blind-viewers/>

Plain English Campaign has useful resources and services for providing clear and concise information

<http://www.plainenglish.co.uk/>

A guide to creating clear print and large print documents

<https://www.ukaaf.org/wp-content/uploads/G003-UKAAF-Creating-clear-print-and-large-print-documents.pdf>

More information about audio formats

<http://www.rnib.org.uk/information-everyday-living-reading/audio>



Questions or suggestions?



Please do get in touch via **info@unlimited.org.uk** if you have any questions, suggestions or additions to this guide.



This is a live document and we want to keep it as up to date as possible.