

## **Creating Accessible Print and Design Materials**

York College is committed to designing messages for diverse audiences, including people with disabilities. York College adheres to the Americans with Disabilities Act Amendments Act (ADAAA) and other current legislation which requires that members of the general public with disabilities have access to effective communication. These guidelines contain York College policies, recommended standards, and suggested websites for accessible design and print communications. Additional resources for alternative communication services are also included.

### **Content of York College Promotional Materials**

All York College materials should reflect your target audience. Materials should be culturally and linguistically appropriate. The target population should be inclusive and consider our values of diversity, equity, and inclusion, including consideration of persons with disabilities.

### **Contrast / Paper Finish**

York College communication materials should use dark lettering over a light colored background on non-glossy paper.

- Light yellow or off-white non-glossy/matte paper is best for print. It can be difficult to manipulate and read from glossy paper.
- Dark text is used on a light background and light text is used on a dark background. Print material is most readable in **black** or **white** text.
- Color text is used primarily for headlines and titles where a larger font size can be applied. A high contrast (70 percent) between text and background is best.

## Font/Text

York College communication materials should use simple fonts without excessive special formatting.

- Materials display standard serif or sans-serif fonts, with familiar, easily recognizable characters. Serif refers to fine lines that project from the letter type. Note that some font styles are naturally smaller than others. The examples below show different font styles in 14-point size.
  - Serif: Times New Roman, Bookman, Courier New
  - San-serif: Arial, Century Gothic, Verdana, Calibri
- Font selection is simple. Do not use condensed (**Print Example**), complicated (**PRINT EXAMPLE**), decorative (*Print Example*), or cursive (*Print Example*) fonts.
- Font size is no smaller than 12 point. When possible use 14 point font. Large print materials use between 16 and 18 point.
- See font size examples: 12 point, 14 point, 16 point, 18 point
- Formatting codes such as *italics* and bold should be used sparingly. Avoid writing in this format for entire sections and documents.
- Underlining does not connect with the letters being underscored.
- Text is not written completely in all upper case lettering. Write out acronyms followed by abbreviations in parentheses. Example: Student Accessibility Services (SAS)

## Design Layout

York College communication materials should be designed with clear margins and spacing for ease in finding the beginning of the next line.

- The gutter margins (the adjoining margins in two facing pages) are a minimum of 7/8 of an inch and the outside margins are at least half an inch.
- The space between any columns is at least half an inch.
- Spacing between lines of text is at least 25 percent of font size.
- MS Word documents automatically type in single space (0 percent).

- To edit line spacing, select the Format tab in the tool bar and then the Paragraph tab.
- In the drop-down box for line spacing you can select options such as 1.5 line spacing (50 percent of font size) or Double-Spacing (100 percent of font size).
- Select “Multiple” in the line-spacing drop down box. In the next box labeled “At”, type in 1.25 percent (25 percent) to meet minimum recommended standards.
- The main text is left aligned. Right margins are ragged, not justified, because centered and right aligned text is difficult for some people to track.
- Bound documents are flexible, preferably allowing the publication to lie flat. Spiral binding is recommended for lengthy documents.

## Use of Images

York College communication materials should use images representing the target population. Images should be inclusive and consider our values of diversity, equity, and inclusion, including disabilities.

- Images should have sufficient resolution and significant color contrast for easy viewing.
- Images have a wide range of **color contrast** or **gray-scale** variation.
- Labels are used for each image with at least 12 point font.



Tall clock surrounded by bushes and pathway



Campus quad, male student sitting at picnic green table, fountain in background

- Line drawings or floor plans are clear and bold, with limited detail and a minimum 12-point font.
- Graphics such as watermarks are not used over or behind any other images, photographs, graphics, or text.

## Policy Statement Regarding Public Announcements and Accommodations

The following statement and use of appropriate symbols is recommended to be used in all York College communication materials for public event announcements to address how an individual with a disability can access accommodations when attending a public event at York College:

If you are a person with a disability who requires accommodation, please contact **[Name of organization or individual responsible for making arrangements for specific event]** at **[Telephone Number]**, **[Email Address]** by **[Date]**.

Along with the accessibility statement, include these access symbols as appropriate for the types of accessibility you will have available at the event:

1. **Symbol for accessibility.** The wheelchair symbol should only be used to indicate access for individuals with limited mobility including wheelchair users. For example, the symbol is used to indicate an accessible entrance or bathroom, or that a phone is lowered for wheelchair users. Remember that a ramped entrance is not completely accessible if there are no curb cuts, and an elevator is not accessible if it can only be reached via steps.



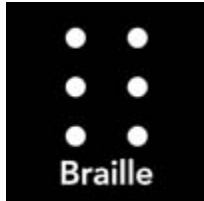
2. **Symbol for Sign Language Interpretation.** This symbol indicates that Sign Language Interpretation is provided for a lecture, tour, film, performance, conference or other program, by request.



3. **Symbol for Volume Control Telephone.** This symbol indicates the location of telephones that have handsets with amplified sound and/or adjustable volume controls.

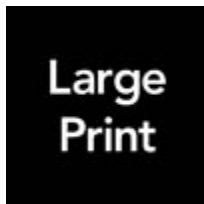


4. **Symbol for Braille.** This symbol indicates that printed material is available, by request, in Braille, including exhibition labeling, publications and signage.



5. **Accessible Print (18 pt. or Larger)**

Large Print is indicated by the words “Large Print” printed materials available, by request, in 18 pt. font or larger text.



Free Downloadable Universal Accessibility Symbols available from the Graphic Artists Guild at: <https://perma.cc/TFZ7-BKFV>