

Quick guide to inclusive communications

Format



Will anyone be excluded by the material chosen?

Consider the needs of your audience, remembering that their needs may stem from characteristics that you cannot see or identify with. For example, consider those with visual impairments when designing promotional materials.

Design your material to be as legible as possible. Consider web-publication, which allows users to alter font, colour and contrast to suit their individual needs. Write in plain concise language. If printed material is chosen then use matt rather than glossy paper and use dark text on a light background. Consider alternative channels e.g. Braille, radio.



Typeface



Is the typeface easily readable for all users?

Use a plain evenly spaced sans serif font e.g. Arial, Verdana or Tahoma. Use 12– 14pt font, or use 16pt font for anyone with visual impairment. Avoid underlining or italics, instead use bold. Avoid using block capitals. Avoid using both green and red/pink, these colours may be more difficult to distinguish for anyone with a visual colour impairment.

Images



Are the images you have chosen appropriate?

Choose images carefully to ensure that they are easily understood and support the text. Consider what the image may suggest to a wide audience; avoid unintended consequences and perpetuating negative stereotypes through images.

Language



Is the language inclusive?
Could it be misinterpreted?

Ensure language is free from words or phrases that may reflect discriminatory, prejudiced or stereotyped views. Ensure that individuals or groups will not feel excluded by the language used. Avoid patronising expressions. Use alternatives for generic pronouns e.g. 'the committee member' rather than 'he', 'humanity' or 'people' rather than 'mankind' and 'chair' instead of 'chairman'.