POLICY

1.0 INTRODUCTION

The Association for the Blind of WA is committed to making its printed information accessible to people with a vision impairment.

The following policy details were informed by guidelines produced by Round Table on Information Access for People with Print Disabilities Inc., and articles published in the British Journal of Visual Impairment. This policy applies to all staff.

2.0 STATEMENT

2.1 Offer of print-alternative format

The Association will offer its consumers the opportunity of receiving information in one of the following forms most appropriate to their needs:
a) Standard print format
b) Large print format
c) Braille
d) Audio
e) E-mail
f) Floppy disc

2.2 Simultaneous Provision

All copies of an Association publication or item of information distributed to its consumers, will be released simultaneously, irrespective of format. Items in this category include News Access, meeting agendas and accompanying papers, minutes of meetings and the annual review.

2.3 Availability of General Publications

Where consumers are advised that an Association publication or item of information is available, but do not automatically receive it, copies in alternative formats will be made available on request.

Printed material in standard form should indicate that the information is available in alternative format by inclusion of the following statement: "This publication/information is available in alternative formats on request."

2.4 Publication Charges

All Association publications that attract a charge will be priced identically, irrespective of format.

2.5 Standards

Each new Association staff member will be provided with a copy of the organisation's style guide. Guidelines for the production of accessible printed information are outlined in Appendix A.

APPENDIX A

1.0 GENERAL GUIDELINES (PRINT)

 1.1 Contrast

  A strong contrast between type and paper is essential. Use black type on white, yellow or very pale paper. Only use tints behind type if the tint is very pale.

  Black ink is preferred. However, other dark print may be used, for example greens, blues, reds or browns, if the ink is dark and the background is very pale. Do not use yellows or pale colours on coloured backgrounds, for example grey on blue.

  Type may be reversed, for example white type on a black or dark coloured background, only if the type size is large and thick.

 1.2 Typeface and size

  The standard typefaces used by the Association are Arial or Helvetica. The standard size is 12. For large print the typeface is Arial / Helvetica and the recommended size is 18.

  For some applications, like an Excel spreadsheet or posters, displays etc, different typefaces may be used, however, very thin, light, or bizarre typefaces make legibility difficult for vision impaired people.

 1.3 Design and Layout

  All information, whether standard or large print, should be laid out simply and clearly.

  1.3.1 Leave space between paragraphs

  1.3.2 Don't cram the page - use a second page when needed

  1.3.3 Have generous margins

  1.3.4 Use a large margin or a vertical rule (for large print) between text columns

  1.3.5 Use bold for headings

  1.3.6 Do not underline

  1.3.7 Use italics sparingly

  1.3.8 Use hyphenation sparingly

2.0 ASSOCIATION PRACTICE (PRINT)

The Association has adopted the formats below for its printed correspondence/information. For more detailed information, Association staff should refer to the separate style guide.

2.1 Standard print format

Association correspondence/information should be in the font Arial / Helvetica and be 12 point size. Headings should be in bold, not underlined. Major headings should be in capitals. Type may be justified or aligned left. Standard Association letterhead should be used for the first page only of a letter.

2.2 Large print format (refer to separate Association style guide)

Association large print correspondence should be in the font Arial / Helvetica and use the 18 point size as a minimum. Headings should be in bold, not underlined. Major headings should be in capitals. Type should be aligned left. Report sheets should be used (not letterhead) and the address typed in large print on the bottom of the first page. Large print page numbers are required.

2.3 Posters/signage

Association posters, notices, signs should in general follow large print format guidelines relating to typeface and size.

2.4 Printed marketing materials

The Association will print materials for the wider public, which for marketing reasons do not conform to these standards, however, all will include the statement advertising alternative format availability.

Dr Margaret Crowley   **Date**
Chief Executive Officer

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