Shape disabled and deaf people and the arts

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Marketing and Publicity Access Audit
Quick Check List

The Disability Discrimination Act 1995 requires all service providers to make "reasonable adjustments" to ensure their marketing and publicity materials are accessible to deaf and disabled people.

The following list covers a few of the things you have to consider when auditing your own marketing materials.

Language

Language matters! Inappropriate language can cause offence and get you in a lot of trouble.

Make sure your marketing team are trained in which words are appropriate and which disabling.

As many people have difficulty reading a standard printed document, use Plain English (http://www.plainenglish.co.uk/).

Type

Best practice is to set body text at 14 point (12 point can be used as an absolute minimum). Avoid italics, 'handwritten' fonts or using capitals for long, continuous text.

Spacing

Close-set type can be daunting. Leave space between paragraphs. Don't cram the page – keep it clear and simple.

Colour and Contrast

Avoid pale and clashing colours, or placing text over images. Make sure that text and graphics are understandable when viewed without colour.

Print Stock

Avoid glossy papers (they reflect too much light), low paper weights (text can show through), and folds or creases that obscure text.

Alternative Formats

Make information available in alternative formats: large print, audio, Braille, emailed Word document, website or captions.

For all your access questions and training needs, contact Shape by phone on 020 7619 2616, minicom 020 7619 6161, email openthedoor@shapearts.org.uk or visit www.shapearts.org.uk/openthedoor

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Good Practice

Because the definition of disability is so broad, it is difficult for marketing collaterals to be all things for all people.

But remember, good design doesn't have to be sacrificed for readability. And if your marketing doesn't communicate to everybody, then it's not good design.

For examples of good, accessible design have a look at:

Print

The Mayor's office (for example, the Liberty Festival 2007)

Victoria and Albert Museum

The National Theatre

Websites

Tate Modern – www.tate.org.uk/modern/

Blackpool Grand – www.blackpoolgrand.co.uk

Hampstead Theatre – www.hampsteadtheatre.com

Technology

Jodi Awards for accessible technology www.mla.gov.uk/website/news/press_releases/jodiwin

2007 winners include:

Doncaster Library and Information Services' Audio-Read Navigator Project

Wolverhampton Arts and Museums Services' BSL PDA guide

The estimated purchase power of deaf and disabled people in the UK is £80billion each year. But do you know how to tap into this market?

Shape's **Accessible Marketing and Publicity** seminar will help you ensure your communications are targeted appropriately and effectively.

This seminar is essential for anyone working in marketing, communications, fundraising or business development. Book now!

When: 20 September, 30 October and 28 November 2007 (more to follow)

10% off your first booking for AMA members. Quote 'AMA' when booking online at www.shapearts.org.uk/openthedoor