

# Brochures and flyers

For in-depth guidance, visit:  
[www.sightsavers.org/brochures-accessibility](http://www.sightsavers.org/brochures-accessibility) or scan the QR code here



## Use clear and simple language

Stop ✓

Discontinue ✗

## Avoid including acronyms

Neglected tropical disease ✓

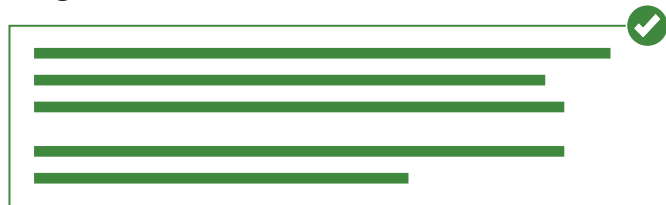
NTD ✗

## Use bullet points to list key information

- They are a great way to list items in your content ✓
- They help highlight important information

## Use good colour contrast between the text and background

## Align text to the left



## Avoid background graphics that make text difficult to read

Avoid things that interfere with the text ✓

Avoid things that interfere with the text ✗

## Use lowercase letters rather than capitals

Sentence case ✓

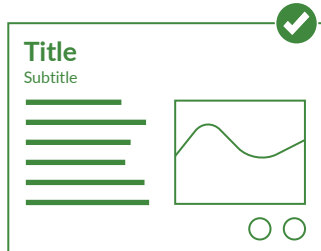
ALL CAPITALS ✗

# Brochures and flyers

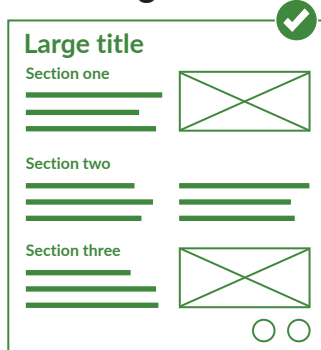
For in-depth guidance, visit:  
[www.sightsavers.org/brochures-accessibility](http://www.sightsavers.org/brochures-accessibility) or scan the QR code here



## Keep the design uncluttered



## Break up content with sub-headings and images



## Use a clear font of at least 12 point

### Digital versions

Add alt text to photographs, charts, icons, logos and diagrams



Create descriptive hyperlinks

[Accessible brochures and flyers](#)

[Click here](#)