

Avoid obfuscation !



Why would you make something that is too difficult for people to read or too hard for them to understand ?

Some people find it harder to read, perhaps because they have a learning difficulty or poor eyesight, but you can help.

Present your information in a way that you know is accessible.

This leaflet will give you some simple ideas so that you can do this.



Help everyone to access information, fairly.

Contact Us

Poole Forum can help you to make information easier to read. Whether in printed form or on a website. Our advice is free. But if you want us to do the work for you, then please contact us for a quote.



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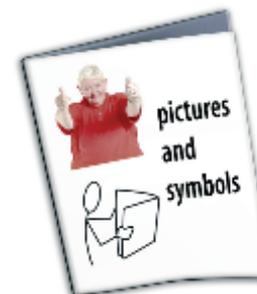
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**Together we can
make a difference**



Make
information
easy to read



How to get your message
across to the people
who need to know



Words

Think carefully about your **message** - what do you really want people to know ?

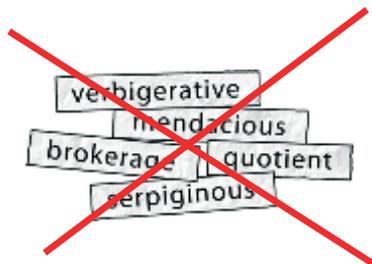
Do not "beat about the bush", say exactly what you mean.

Already, this will mean that you are cutting down on the **number of words** you use.

Make sure that you also use **short words**.

Using short words also means that you are using **simple words**.

Remember, **no jargon** and **no abbreviations** !



Letters

There are many different fonts, choose a **clear, sans serif font**. Here are some examples:

- This is Elementary SF
- This is Century Gothic
- **This is VAG Rounded BT**
- This is Comic Sans MS

Look at the shape of 'a' and 'g' in these fonts. In other fonts, like Times New Roman, they look like 'a' and 'g', which can be harder to read.

No italics, no ALL UPPERCASE and no underlining -

this will make your clear font very unclear ! **Use bold** to make things stand out.



Use a **font size** of 14 or larger.

Pictures

"A picture is worth a thousand words . . ."



Pictures and symbols can be a very powerful tool. Use them to illustrate your words and even add an extra layer of meaning. Use clip art or one of the many specialist picture banks. Make sure that the pictures, like your words, are **simple and clear**.

Layout

Make sure that your words and sentences are well spaced - **no long paragraphs**.

Use a **dark font colour** against a light background.

Keep to a **clear, simple style**.