Color and Text Guidelines

**For the Development
of Power Point, Computer
and Web Page Presentations
and Text Applications
for Audiences that may Include
Persons with Low Vision**

This is a presentation developed by the **American Printing House for the Blind.**

Viewers are invited to download and use this presentation for the dissemination of information about accessibility issues for persons with low vision.

Distribution of this presentation for payment is strictly prohibited, as is changing the content thereof.

When you design for audiences that may have persons with low vision, put yourself in their shoes by imagining you are viewing the presentation through a shower curtain.

What will you need to be able to actually see the presentation?

BIG

BOLD

CONTRAST

Research Shows

San Serif fonts
should always be used for text
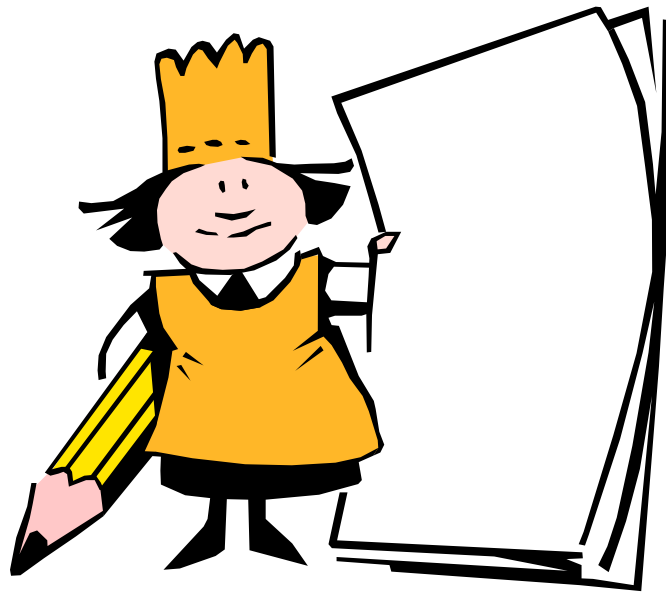and headings of more than one line.
Some good choices are:

Verdana   **Tahoma**

APHont

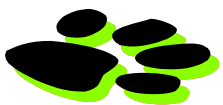**Antique Olive**   **Arial**

Headings

should be 32 points or larger
for Power Point,
22 or larger for web pages and print.

A. Subheadings

Subheadings
should be 30 points or larger
for Power Point,
20 or larger for web pages and print.

<u>Text</u> should be 28 points or larger, if possible, for Power Point Presentations, 18 or larger for web pages and text.

Bold text is more visible than standard text.

Remember for PRINTED text:

Standard Print = 12 points

Enlarged Print = 14 and 16 points

Large Print = 18 points or larger

Enhanced Print = 18 points or larger with additional formatting to make the document more readable.

Formatting for ENHANCED PRINT:

1. 18 point or larger text
2. 1.25 spacing between lines
3. Margins flush left and rag right
4. Block paragraphs, no indents
5. San serif font, wide bodied
6. No columns
7. Lines of text average 39 characters
8. Use of color and/or b/w line drawings

Complete guidelines available at:
www.aph.org/edresearch/lpguide.htm

Avoid *italics*, if possible.

Better choices are: <u>Underscoring</u>,
"enclosing in quotation marks,"
or **bolding**.
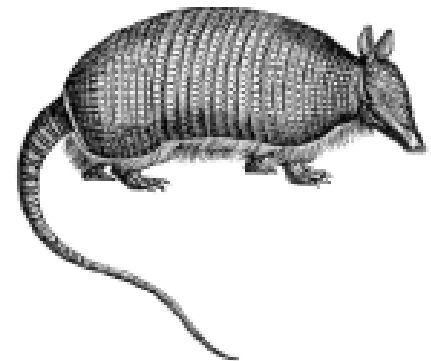
Backgrounds

• **Should be simple**, not graphical, and should be one color, preferably light pastel or white if black print is used.

• **Two color gradients** are acceptable where one is white and the other is pastel.

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- **Two color gradients** are also acceptable where one is not white if the pastel colors are adjacent on the color wheel.

- **Gray should be avoided in both text and background**

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Shades of gray should not be used together either as graphic features, background or text

Shades of gray should not be used together either as graphic features, background or text because there is almost no contrast

Text and background should be of high contrast.

If the text is dark, the background should be light.

If the text is light, the background should be dark.

Some good text/background color combinations are:

Dark green and white

Dark red and white

Yellow and violet

Violet and white

Dark blue and yellow

Black and yellow

Black and white

Pink and black

Dark blue and white

Because they provide poor contrast,
certain colors should not be used together
either as graphic features, background or text:

Red and green

Blue and black

Violet and black

Green and black

Dark blue and violet

Red and black

Two values of the same color

Complex or graphic backgrounds make text Difficult to read. Keep backgrounds simple so text will be visible.

Avoid text with shadows.
It changes the shape of
the letters the reader
has come to know.

Shadowed text also limits the contrast between the letters and the background.

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Acceptable **ANIMATION FEATURES** include

Fly in from left

Wipe right

Typewriter

Appear

Laser from right

Slides should be simple
with no more than 3
different blocks of information,

**nor more than six individual lines
of information per block .**
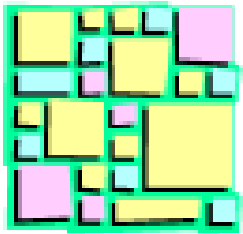
Avoid putting information in columns if possible.

Lines of text of 28-39 characters are preferred

- Bulleted lists are an exception.
- No more than six bulleted lines

Where bulleted lists occur side by side,
text of one list should be on a different colored
background to avoid confusion:

- **zebra**
- **emu**
- **gazelle**
- **flamingo**
- **giraffe**

- **fur**
- **feathers**
- **horns**
- **legs**
- **neck**

Avoid divided words at the ends of lines, because it is difficult for the person with low vision to read.

I pledge allegiance to the flag of the u-nited states of America, and to the re-public for which it stands, one nation under God, indivisible with justice and lib-erty for all.
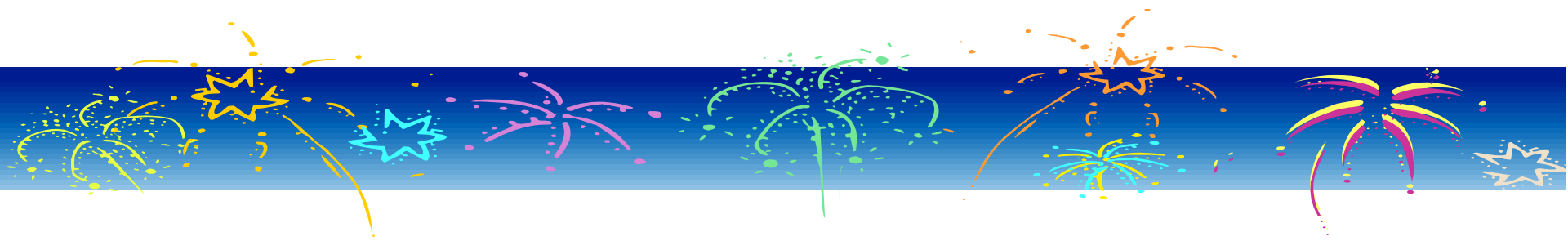
LETS TALK ABOUT GRAYSCALE

GRrrrrrrrr

Grayscale is not a good option for photos, graphics, graphs, maps or charts. It should be avoided if at all possible. Here's why.
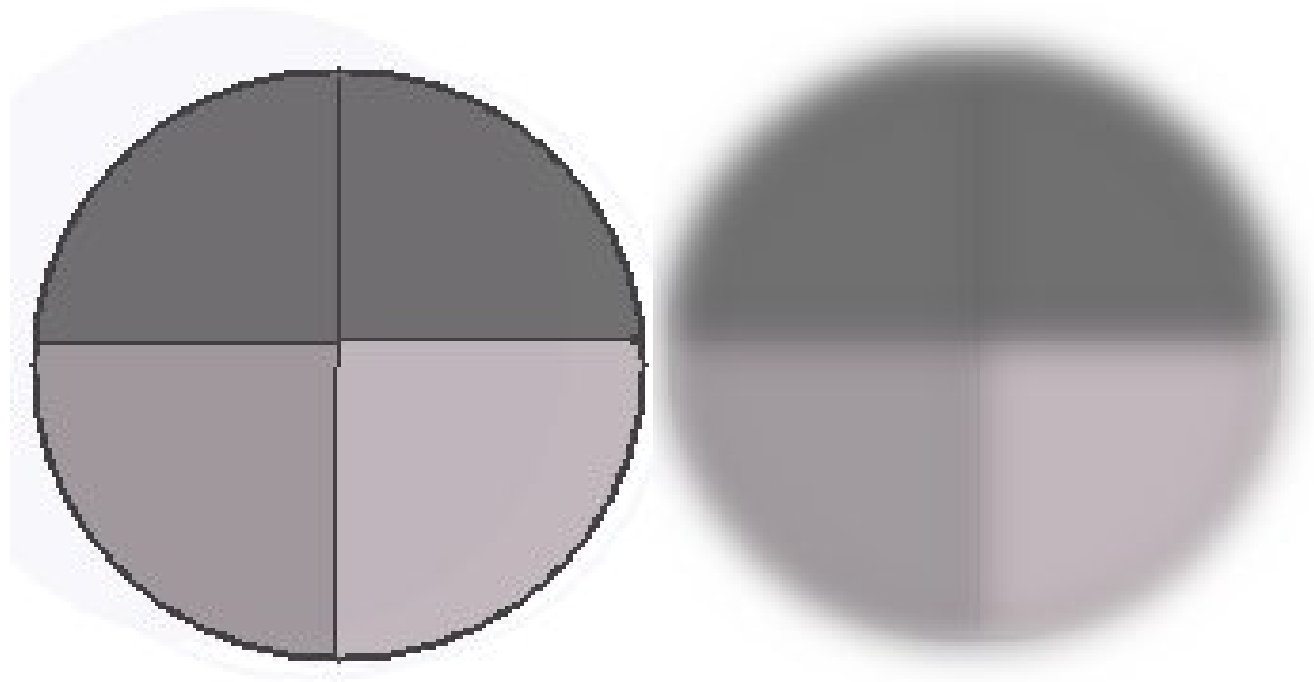
Four gradations, though not ideal might be distinguishable, but what about more than that ? How does that look to the person with low vision?
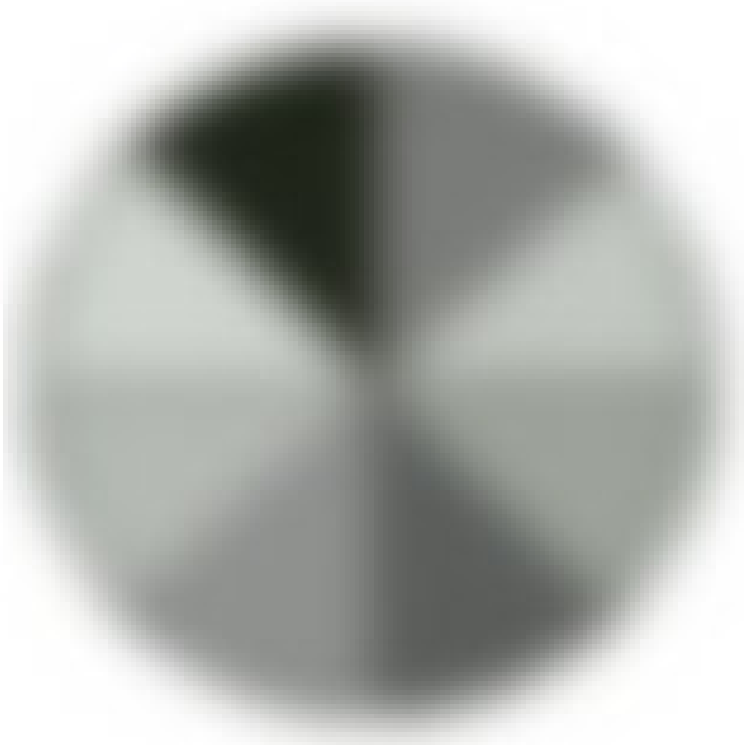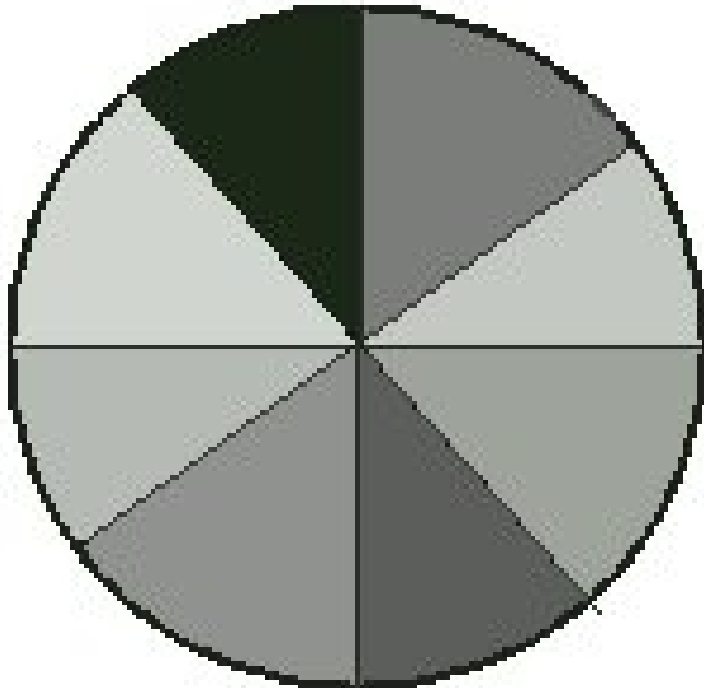
What could you do instead?
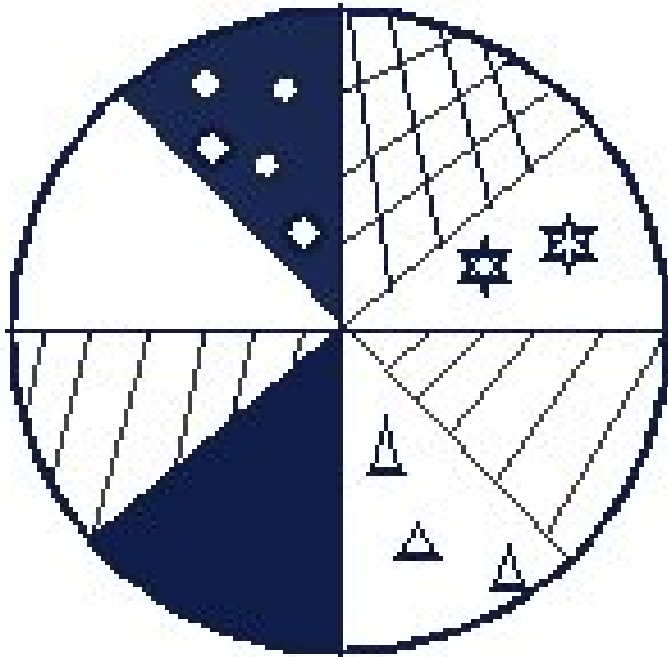
High Contrast Areal Patterns

Here is why Grayscale is not useful for persons with low vision.

What the devil is this?

Grayscale photos are not advisable because they do not provide good contrast.

Color
provides
much
better
contrast in
most
instances.
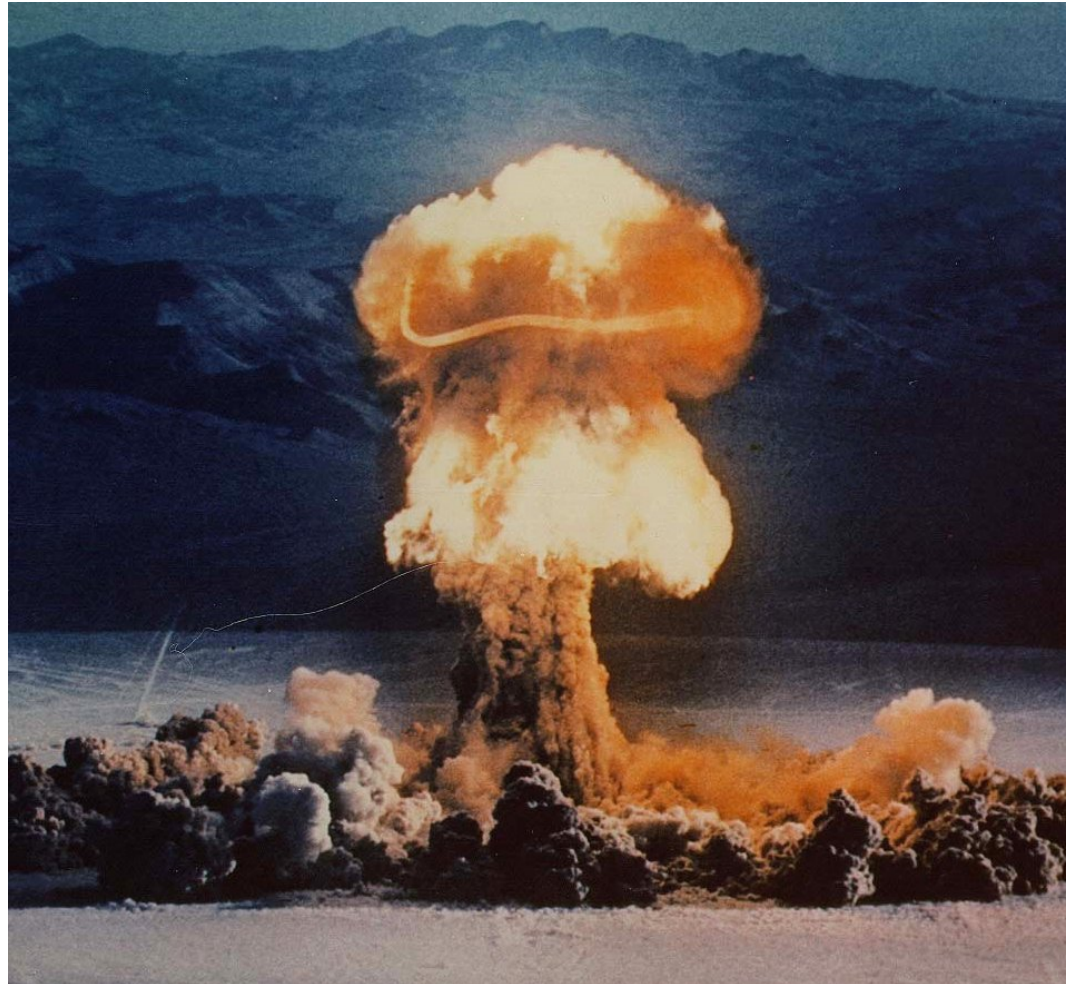
If color is not possible, clean black-and-white illustrations are preferred.

No Grayscale!
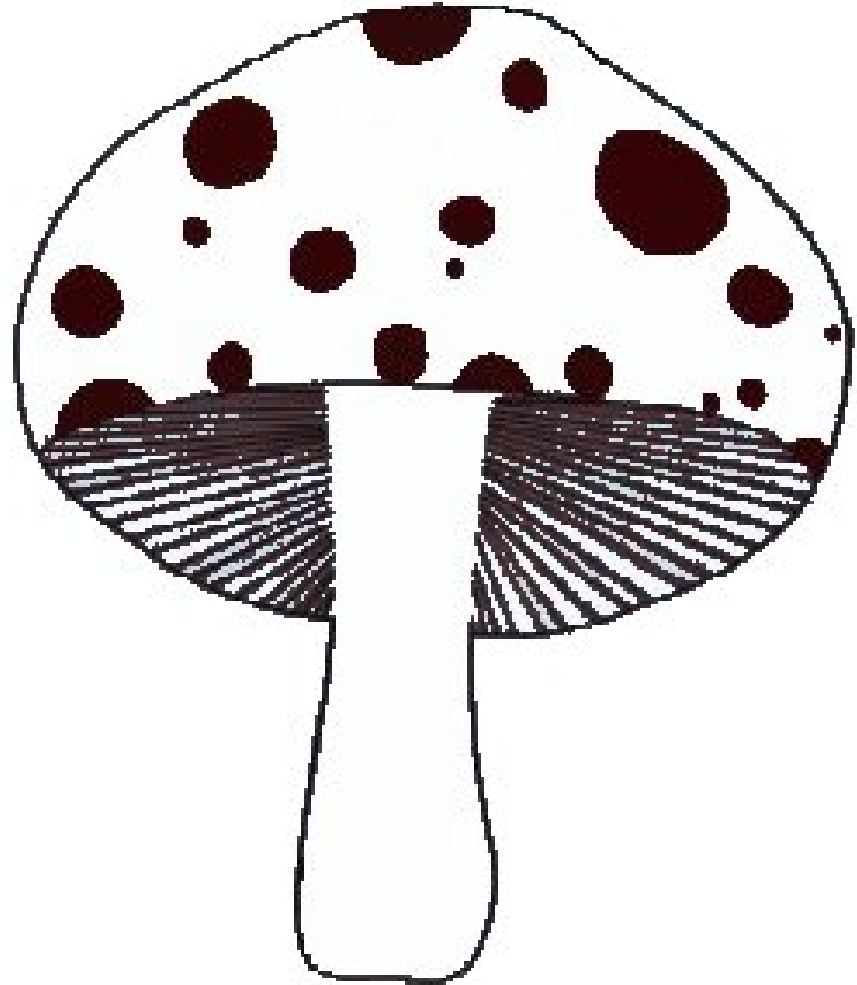
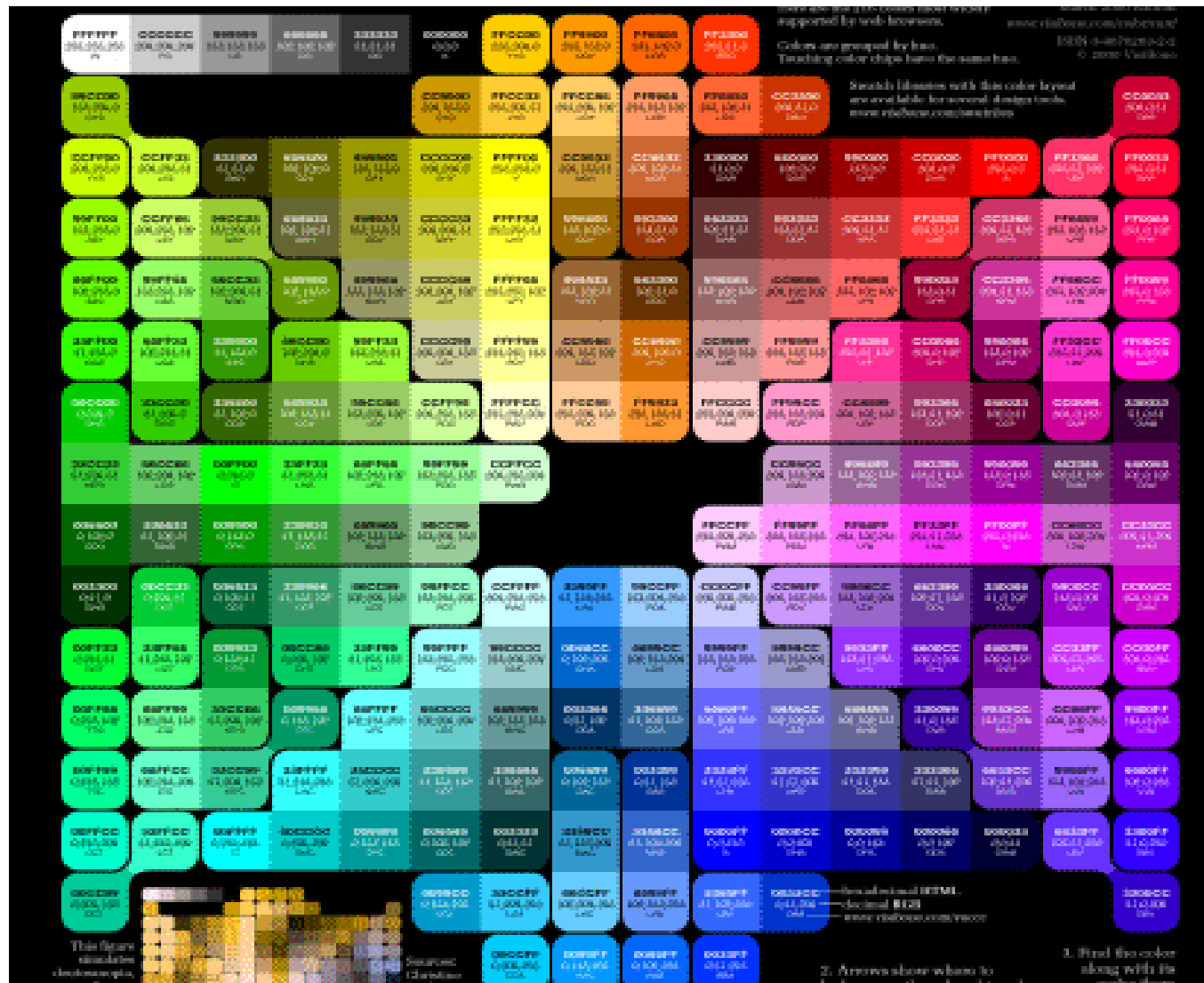Where maps or charts are included,
color is preferred over grayscale.
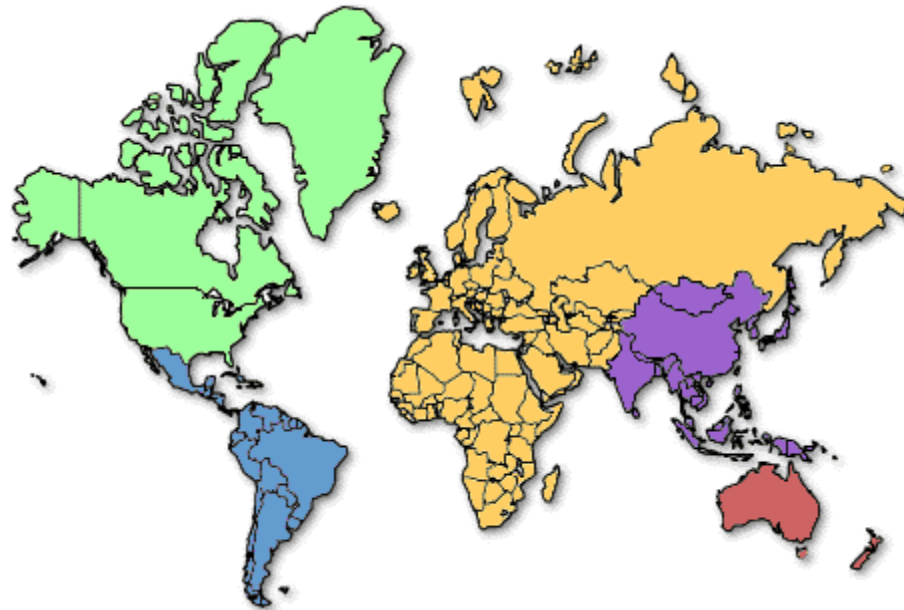
Text on maps or charts should adhere to APH
large print guidelines including print size.

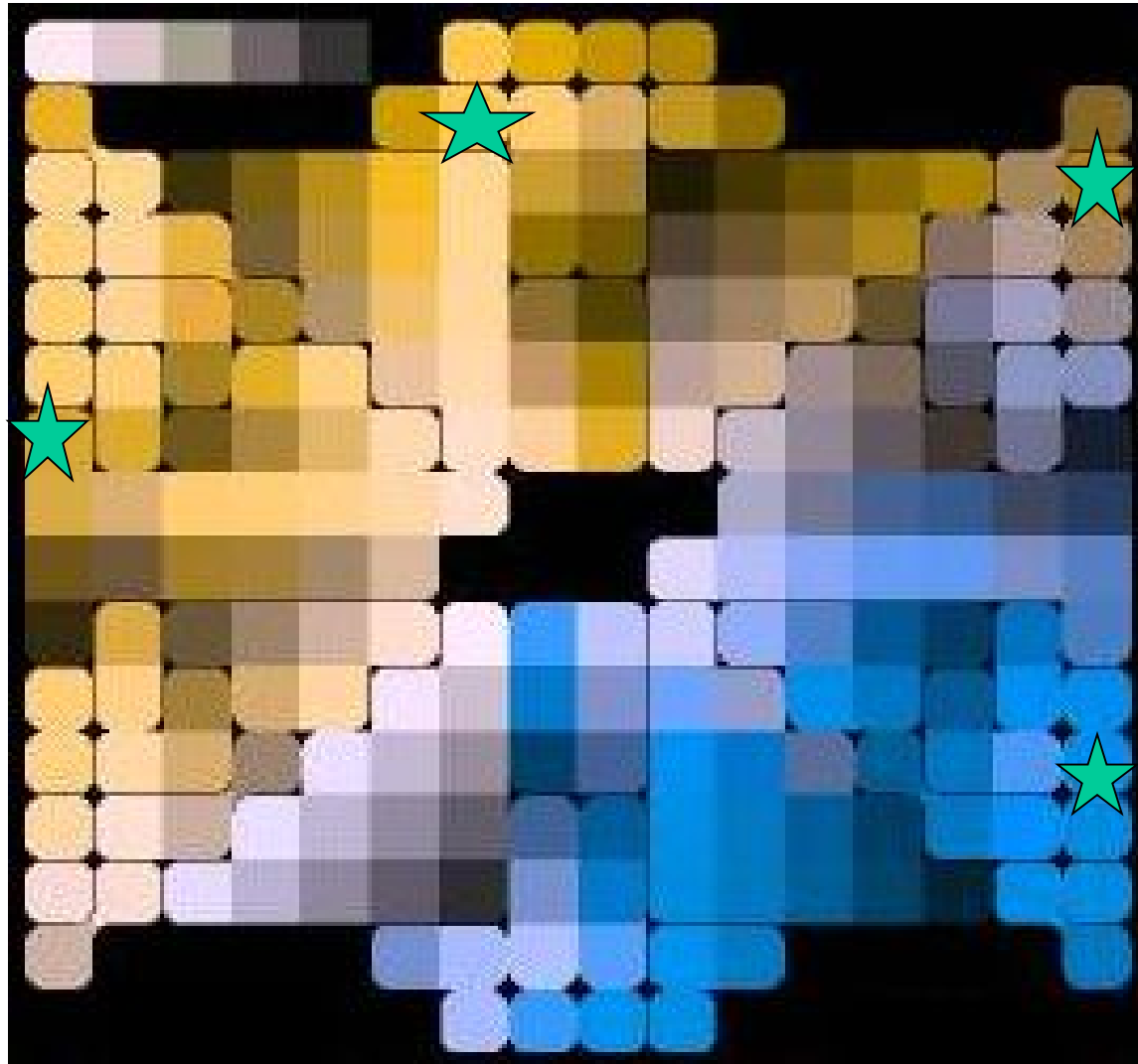# The importance of COLOR

Most people see all these colors and more.

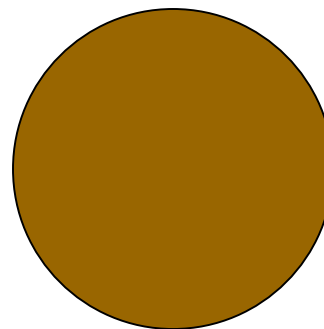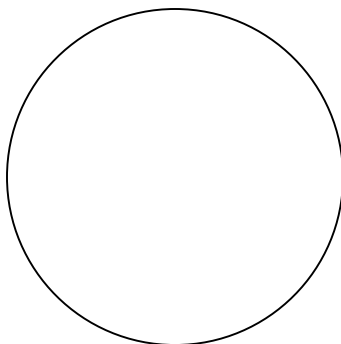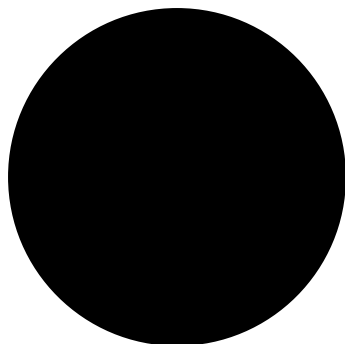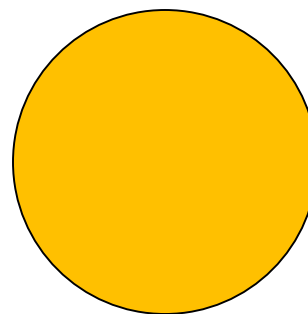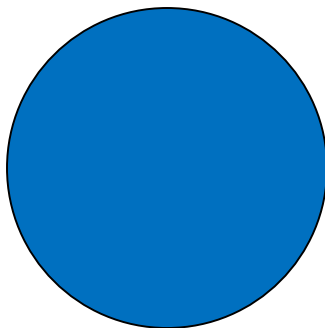# Here are the colors that color blind people see.

YELLOW

RED
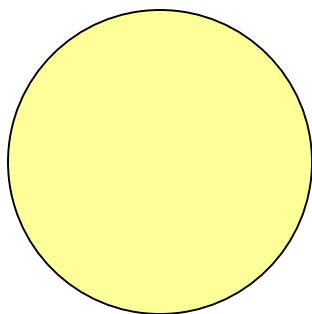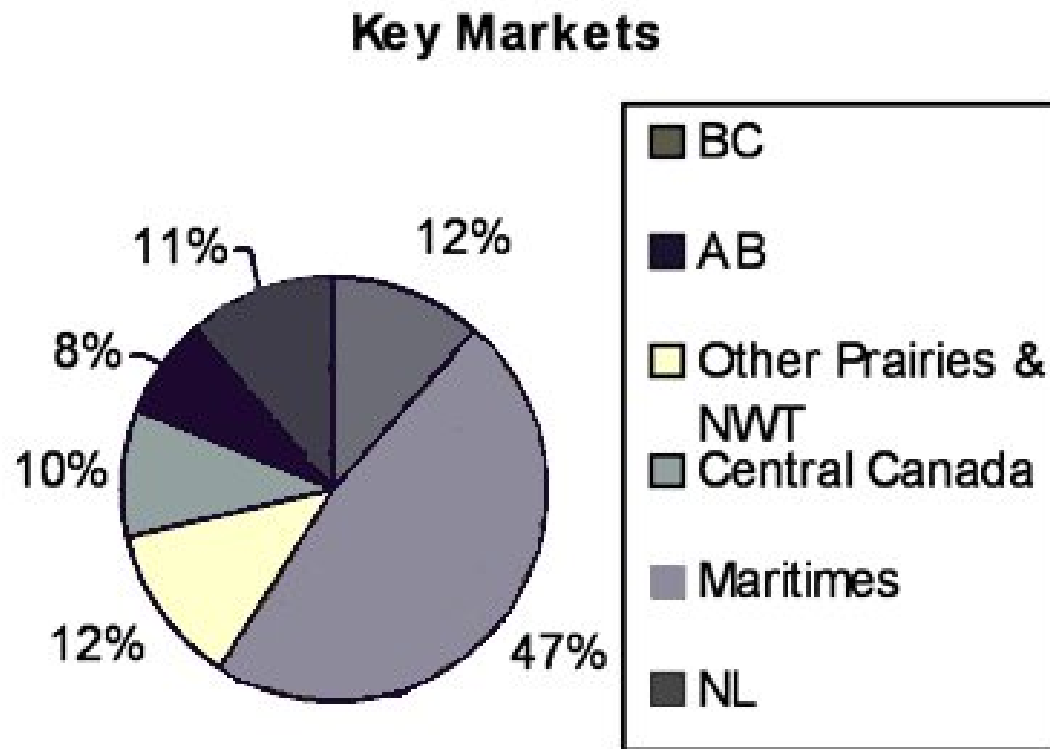
GREEN

PURPLE

ALMOST EVERYONE CAN SEE THESE COLORS
even those with sex-linked color blindness.

So why don't we use them in universal design?
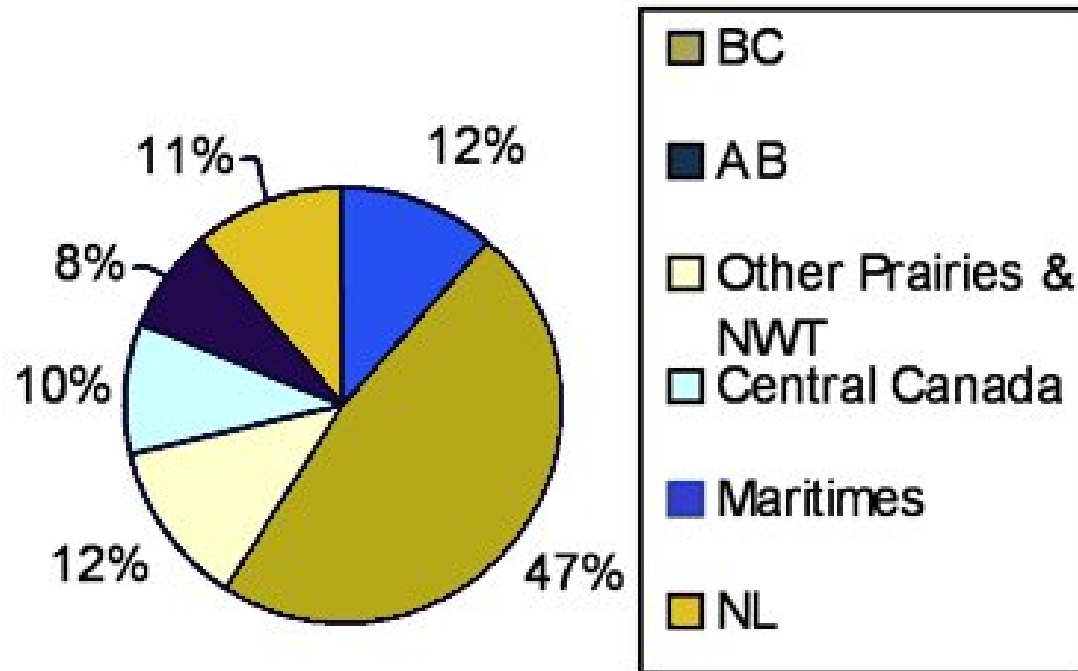
Instead of graphics like this....

We could have This!

Key Markets

Legend: BC, AB, Other Prairies & NWT, Central Canada, Maritimes, NL

Values: 12%, 47%, 12%, 10%, 8%, 11%

Even though everybody likes blue, we should avoid it as a background color for slides, presentations, posters Computer screens and text. Blue makes the eyes work 2 trillion times harder per second than red, pink, orange or yellow.

Make default screens, and backgrounds warm, pastel colors.
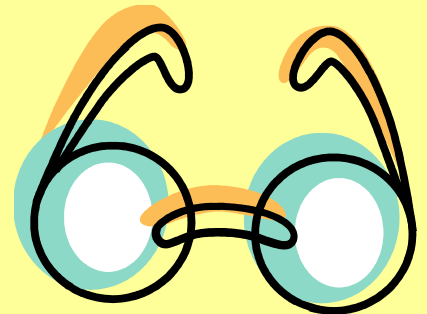
Which is easier to look at?

THIS?

Or Perhaps THIS?

Or THIS?

Make choices that will:
- provide excellent contrast
- provide comfort to the reader
- be easy to interpret
- be large enough
- be friendly to people with visual impairments and/or color blindness

When making printed handouts from Power Point slides, two or fewer slides per page is preferred.

Remember, what you do to make your presentation accessible for the person with low vision will ultimately make it **more readable for everyone**.

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c 2008