

## Clear design tips for print and online

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### Structure

- Organize content so that it flows logically.
- Put important information first.
- Present information in short chunks.
- Use clear, concise headings and subheadings to show readers what's coming up and to help them scan the information.

### Make information easy to scan

Online, people tend to skim over web pages quickly and generally scan in an F pattern. They read information at the top or left-hand side of the page more often than anything else.

### Line length

When lines of text are too long, readers' eyes become tired.

The most readable line length is **50 to 70 characters**. In a Word document, set your line length at between 50 to 70 characters with spaces.

The longest line in this document is 69 characters with spaces.

### Alignment

Set margins left justified and ragged right.

## Hyphenation

Don't hyphenate or break a word over 2 lines as this is harder to read and understand.

## Highlighting

- Use boxes, larger fonts, different fonts, **bold**, and boxes to highlight important text.
- Don't use underlining because it cuts off the parts of letters that go below the line. On a website, underlined text is often used for hyperlinks. Using it other ways can confuse and frustrate readers.

## Fonts and legibility

- Use easy-to-read, sans-serif fonts.
- Don't use too many fonts, for example, use one font for body text and another for headings.
- Make line spacing at least 25 to 30 per cent greater than the font size.
- Choose fonts with medium weight rather than light weight.
- Avoid *italics*.
- Don't use ALL CAPS, which is hard to read because the letters are all the same size.
- Use a minimum of 12-point type for body text.
- Use a larger font size, such as 14-point, for readers who have vision issues or literacy issues.

Fonts with the same point size can look larger or smaller.

Here are some examples of sans-serif fonts. CLEO's corporate fonts are Gibson and Lato.

- This is a sample of Gibson 12-point type.
- This is a sample of Lato 12-point type.
- This is a sample of Roboto 12-point type.
- This is a sample of Calibri 12-point type.

## White space

White or blank space on a page breaks up dense text and makes content more readable. Do this using:

- space between paragraphs
- short paragraphs
- bulleted lists
- larger margins

## Spacing with headings and lists

Leave more space **above headings** than below so it's clear they're connected to the text that follows.

Leave less than a full paragraph space between the lead-in phrase and the first item in a **bulleted list**. Put a bit of extra space after the last item in a list. This shows that the list and intro are a unit.

We followed these guidelines in this document.

## Colours and contrast

- Use colours sparingly and in a purposeful way.
- Make sure that colours are colour-blind safe.

## Video and online content

- Always have sufficient colour contrast.
- Use captions and create a transcript for audio and video resources.
- Use alternative text, or alt text, for images, links, and charts.
- Create PDF (Portable Document Format) documents that are accessible.

## Resources:

### **Editing for Accessibility: Basic Best Practices**

<https://blog.editors.ca/?p=10234>

### **Why Does a Design Look Good?**

<https://www.nngroup.com/articles/why-does-design-look-good/>

### **AccessAbility 2: A Practical Handbook on Accessible Graphic Design**

[https://www.rgd.ca/database/files/library/RGD\\_AccessAbility2\\_Handbook\\_2021\\_09\\_28.pdf](https://www.rgd.ca/database/files/library/RGD_AccessAbility2_Handbook_2021_09_28.pdf)

### **Colorblind Safe Color Schemes**

<https://www.nceas.ucsb.edu/sites/default/files/2022-06/Colorblind%20Safe%20Color%20Schemes.pdf>