Equal Opportunities   Cyfle **Cyfartal**

Guidance on Equalities in Designing and Printing 2016

**WORKING TOGETHER
FOR THE GOOD OF ALL**

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COUNTY BOROUGH COUNCIL
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Index

Introduction

This guidance document has been produced to provide additional information and advice to staff on where Equalities and Welsh Language matters must be considered when preparing Council publications.

Everyone wants their letters, posters, advertisements, leaflets or documents to be smart, attractive and above all of course to be read by their target audience. But sometimes there can be a clash between the requirements of bilingual and visually clear publications on the one hand, and the freedom to be creative and the cost of production on the other.

The main thing to remember is that you need to exercise common sense when producing a publication of any sort, and if you keep some of the following suggestions in mind, then you should be able to create something that balances all sets of requirements, or at least most of them. Don't forget, you may have to produce your publication in more than one format anyway, so worrying about making one version suitable for everyone is a waste of time and more importantly - it's impossible to achieve!

And you also need to consider that these issues are covered by statutory duties in Wales, so really, there's not much choice as to whether to consider these design and print issues or not, only how to go about putting these requirements into practice. For information, the two main sets of regulations are the Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011 and the Welsh Language Standards Regulations (No.1) 2015.

The guidance is issued under the Council's **Strategic Equality Plan 2016-2020** and carries its full authority. It should also be considered alongside the Council's bilingual **Welsh Translation Guidance 2016** document and most importantly is meant as a guide and support to you, not as a rulebook.

The guidance is split into five sections.

- **Section 1 - Guidelines on Bilingual Design**

- **Section 2 - Guidelines for Using Fonts**

- **Section 3 - Guidelines for Colour and Background Contrast**

- **Section 4 - Logos, Images, Maps and Easy Read**

- **Section 5 - Useful Information**

Each section is useful in its own right, but they should be read in conjunction with each other as they are inter-linked and in a sense, follow a step-by-step pattern of project planning for your publication. This is so that the end result will be what you hoped it would be, as well as being as compliant as possible with all the different legal requirements.

1) Guidance on Bilingual Design

All publications, whether a leaflet, web page, public notice or poster or anything else produced by the Council must be done bilingually. So the first thing you need to consider is ensuring that the text, once finished in English, is sent for translation to **cymraeg@caerffili.gov.uk** and you've allowed for this time in your project planning deadlines.

But there's a lot you can do at the beginning to help in the process and just as there's a very wide range of publications that have to be translated, there's an equal amount and variety of ways and means to set them out in both languages.

The Council's **Welsh Translation Guidance 2016** lists **what** has to be done in both languages, but this first guidance section gives some basic rules to follow about **how** they should be done.

i) Letters, flyers and business cards

These can be back-to-back i.e. English on one side, Welsh on the other as this will not clutter the amount of space you have if you use one side only, and makes best use of the space you do have, allowing the reader to choose the language they use.

ii) Larger booklets and leaflets

These can be produced as a single bilingual document in what is often called a **flip-over** or **tilt-and-turn** style. This is where one half is entirely in one language, from the cover to the centre pages, but when flipped over, the "back" cover is actually the front cover in the other language.

iii) Signage, notices and posters, display pop-ups and stands

These need to be designed with both languages on the same side as only one face is visible to the reader and this is most often where simple mistakes are made.

Many people fall into the trap of setting out the languages one after the other, but in such a way that neither language is then easy to follow. It is also incredibly difficult for anyone with visual impairments, learning difficulties or learning disabilities to find the next bit of information in whichever language they are reading.

The sign example below illustrates this problem - and it's also important to remember in this case that it was intended to be a sign on a roundabout so the time available to read it would be very short.

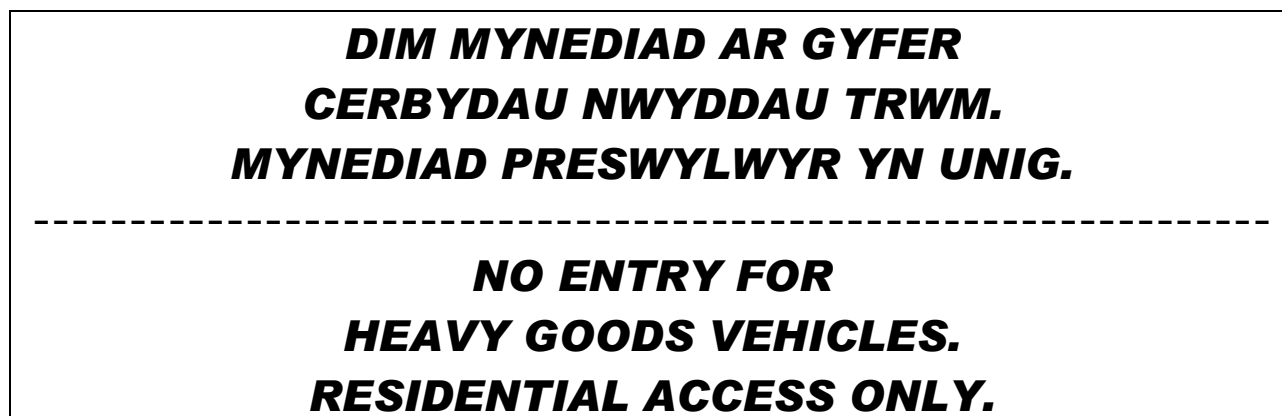A request was received for a few lines of text to be translated for a sign - the Welsh text was returned to the service area in question, and a pdf proof-copy was requested to ensure accuracy before it was manufactured. The sign manufacturers came back with this initial version to be signed off:

DIM MYNEDIAD AR GYFER

NO ENTRY FOR

CERBYDAU NWYDDAU TRWM.

HEAVY GOODS VEHICLES.

MYNEDIAD PRESWYLWYR YN UNIG

RESIDENTIAL ACCESS ONLY
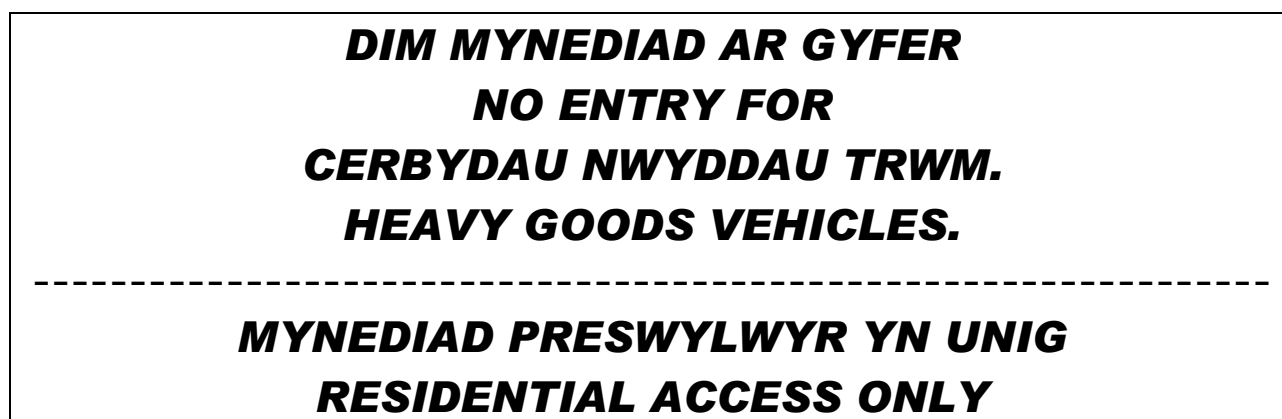
The immediate response was to strongly recommend that the service area and manufacturers considered the following bilingual layout as being much more sensible and clear to everyone.

DIM MYNEDIAD AR GYFER

CERBYDAU NWYDDAU TRWM.

MYNEDIAD PRESWYLWYR YN UNIG.

NO ENTRY FOR

HEAVY GOODS VEHICLES.

RESIDENTIAL ACCESS ONLY.

The sign is exactly the same size, the text is the same, but in terms of clarity there's a huge difference. As soon as this version was seen, it was agreed immediately and this was the final version.

This principle can be applied to all sorts of signage, pop-ups, posters etc. - although bear in mind direction signs whether external or internal do need to be grouped differently to match with the direction arrows.

So when thinking about your publication, why not set out the draft like the sign above or as a tilt-and-turn but with the English text in twice? That way you will see how it will look when completed in terms of size and clarity before having it translated.

2)   Guidelines for Using Fonts

Below is a quick and simple set of guidelines for **general** print whether hard copy or by email or web page (so covers letters, information circulars, council documents and email etc.). If you follow these, your general work will be clear and compliant and be read with ease by all of your intended clients or customers.

i)   Font Type and Size

Most office based software (such as Word and Excel for example) will default to Times New Roman, or in newer Microsoft Office Software, Calibri and these are not always the best ones to use, as Times New Roman is a serif font and Calibri is a small typeface.

The font you use in general for printing should be a **sans serif** one, in other words plain and clear, with no 'swirls' or 'loops' or 'tails'. This allows the majority of people to be able to read your words with minimal difficulty, which means your information will reach the widest audience.

Times New Roman is a serif font.

Calibri is a sans serif font.

Too much emphasis is often placed on worrying whether your font size is the right one to be compliant with visual impairment issues, so a common question is "should I be using a minimum of font size 14 in my documents?". But when you add in the need for both English and Welsh text in documents, then the number of pages of your document (and so the cost) can increase, so it seems a tough choice between conflicting legal requirements.

The answer is simple though - be creative! Think about changing the **font itself** not the size of it. Different fonts are just as clear at smaller sizes like 11 or 12 as others would be at 16 or more - look at these examples and you should see this clearly:-

This is Calibri font size 12

This is Arial font size 12

This is Tahoma font size 12

This is Verdana font size 12

This is Antique Olive font size 12

So for example, **Antique Olive font size 11** is very similar in size on a printed page to **Calibri font size 14** and **Arial font size 12**.

ii)   Emphasising Words or Phrases

Often in documents, *italics* are used to emphasize a particular point, or in headings, and <u>underlining</u> is often used as an alternative.

Bolding is also used for emphasis and in headings, and this is the best option to use, as people with visual impairments or learning difficulties find italics and underlining, especially if used with a serif font, very difficult to follow.

iii)   Headings

In terms of headings, whether as section heading in a document or as the title of a letter, bolding and maybe using a larger font size for emphasis is the simplest recommended option. This guidance document uses Verdana 12 as a basic font, Verdana 16 bold for the headings and Verdana 12 bold for the sub-headings.

Also, you will see that the main headings in this document are a bold blue colour, as are some example in the text, whilst the sub-headings are bold black text - use of colour if used correctly can also add emphasis - Section 3 covers the use of colour and contrast.

iv)   Text Justification

Text can be set out in paragraphs and justified either right, left, centred or full. Justified means that the text is either in line with the left margin (as are all the paragraphs in this document), or centred as are the signs on page 3 previously for example. Centred text can be used for headings as well, such as in the title of a letter.

Many people with visual impairments find full justification (where the text is lined up with both left and right margins) very difficult to follow as it creates a uniform block of text and can alter the spacing between words to fit, so we recommend **left justification as standard**.

We also do not recommend the use of text-wrapping (where long words are split over two lines) as this can also be confusing to certain groups and also almost never happens in a natural place in Welsh language text.

v)   Use of Capitals

It is often common practice to use capitals in headings and on signs or document covers, as it adds emphasis to the text, however **FULL USE OF CAPITALS**, as opposed to using **Title Case** can often be seen as aggressive in emails for example, but is also difficult for many people to read as the lack of variation in the text shape causes a similar effect to full justification in that it creates a uniform block.

On very large signs with few words, use of capitals only is less of an issue, as the point of such signs are to convey important messages over a large distance e.g. when driving.

vi)   Font Size in Bilingual Publications

When designing bilingual publications, for the most part the font sizes have to be the same, however there is some room for flexibility so that the overall effect is equal and clear, even if the font sizes aren't 100% the same.

Don't worry too much about changing a font size by 1 or 2 points in a heading for instance to make something fit, the reader is often fooled by very minor differences and if they've been able to read the heading clearly, there's not a problem.

One other trick the translation staff often use is to change the font size of the spaces between the paragraphs rather than the text itself - the reader's eye is fooled and the text to be read is still the same size, but the text fits into the space you have to work with and so does not increase the page count.

So once you've completed a page of bullet points in Arial 12 for example, go back and change the size of the spaces to Arial 9 - the casual reader wouldn't even notice but it may have helped you fit everything you need onto one page.

This document is in Verdana 12 for the main text throughout - this page however is in Verdana 12 with Verdana 9 between the paragraphs. Had you noticed any difference when reading this page?

vii) Welsh Fonts and Accented Characters

Accented characters exist in many languages, on both vowels and consonants. Though few, if any, are used in everyday English, in Welsh and many other languages they are a standard part of writing the language and so every effort should be made to respect their usage.

The Council headquarters is Tŷ Penallta for example, not Ty Penallta.

Welsh fonts are also available on everyone's PCs or iGels. These fonts (Afallon, Cwrwgl, Heledd, Padarn, Teifryn) help with accents above letters when writing in Welsh.

Further information can be found on the Intranet, on the Translation Services Pages, in the guidance document **How to get Accents on Letters 2016**. During 2016 there are plans to roll out a number of software solutions to help all staff to be able to type accented letters.

viii) Line Spacing

Most documents are written using single line-spacing but some do use either 1.5 or double line spacing within a block of text. For someone with low literacy levels this would prove difficult for them especially when reading a paragraph because the wide line spacing would confuse them into thinking that the text is broken into sentences.

3) Guidelines for Colour and Background Contrast

i) Background Text and Images

Background designs, whether images, designs or printed text, should be avoided, or at least be very simple in standard documents and emails.

Often people can't read the text because of the background designs or logos. Even the word **DRAFT** behind text in a Word document can cause problems for some people so be careful when using them.

On graphically designed posters, documents etc, use of background images is commonplace and can't be avoided, so the main rule of thumb here is to make sure the contrast between the text and image is very strong, and that where text is overlayed, the background image isn't "busy" with photographic detail - black text on an image of sand would be easier to read than dark grey text over an image of a pebble beach for example.

ii) Background Colours and Contrast Issues

Text in letters, reports and emails is easiest to read if it is black on white. For posters, leaflets and logos of course, there has to be greater flexibility - the best contrast overall is black on white or white on black but bright yellow on dark blue or the reverse can also be a good choice.

Avoid red and green, especially pale colours, because of red/green colour blindness which is the most common type of colour blindness.

Colour difference is often used to distinguish between English and Welsh, and this is fine to do as long as the contrast issues are kept in mind. It is not acceptable to have either language so pale that it cannot be read as this goes against the principle in law that the two languages are equal and should be equally prominent.

Grey backgrounds should be avoided behind text unless it's very much at the paler end of the range. It is often used in tables for emphasis such as in the example table below, and sometimes the text in the grey rows cannot be read as the shading chosen is too dark, whereas a bold font or bold and strong blue colour font would be much better and still be clear if printed in black and white:-

Year	Number		Year	Number
2009 - 2010	12,370		2009 - 2010	12,370
2010 - 2011	14,229		2010 - 2011	14,229
2011 - 2012	18,334		**2011 - 2012**	**18,334**

Contrast in terms of signage is governed by Building Regulations, and the current guidance in the relevant Codes of Practice (BS 8300:2009) is that adequate visual contrast is provided if the Light Reflectance Values (LRV) of the contrasting areas differ by at least 30 points.

The points under LRV are based around how much of a difference there is between the background and lettering, using 100% for white and 0% for black. So the signage example used in Section 2 previously is fine as that is black text on a white background, but let's look at how that would look if colour is introduced.

This first example has a background in mid-grey with medium blue lettering - in other words the background would score around 40-45% and the lettering around 65%, so there is less than 30% difference.

The lack of contrast makes this virtually unreadable, but changing the lightness of colour of the background a little and making the font darker (as shown below), immediately makes a big difference to its readability.

iii)   Shadows and Outlines

In headings or other designs, be careful when using outlines or shadow effects, as this can be very confusing for readers if either the colour choices are wrong, or the shadow is too far behind the original text.

In general, you should only use outlines or shadows on totally plain backgrounds for emphasis. If you do choose to use them on coloured or photographic backgrounds, where the background is dark, you can choose a dark font colour if the outline or shadow is very bright and so helps the text stand out. The reverse would be true for light backgrounds.

Below are two examples, one bad, one good.

The font, angle of the letters and odd shadow, and the poor colours of the lettering and shadow make this an example of bad practice in terms of Equalities issues.

This is a much better example - the font is simple and clear and the colours are strong and contrasted well.

4) Logos, Images, Maps and Easy Read

i)   Logos

Logos are often what first draws you to a poster or publication, they are a hugely important part of branding and identity. So there has to be a great deal of creativity and thought behind designing them, which means that there also has to be some flexibility in terms of font type and size, and colour usage too.

Any logo and branding the Council is responsible for has to be bilingual and for the most part, this means that both languages must appear together at all times - like the following examples.

There are times however when design requirements, or the use of partner's logos, means that separate versions have to be used, such as in the following examples.

There will be some organisations who do not have either, and so the monolingual logo will have to be used (many exist in either English only or in Welsh only) but care should be taken to check first if other versions exist - don't assume a logo hasn't been translated. The Council's Equalities and Welsh Language Team, and the Graphic Design team, can help with providing copies of logos and branding if you are unable to find them yourself.

ii) Images and Maps

Photos are often used to create an impact as it is proof of how an event was run, or shows someone delighted at receiving an award, or the beginning of a new road or building project. But often a photo is taken showing the English logo or strapline, or one side of a vehicle, and the Welsh side is not photographed.

This may not seem like a big problem but bear in mind that when any publicity is then being done, in Newsline for example, the Welsh side will have to show the same photo instead of a Welsh equivalent, despite the fact that a Welsh version existed of the subject of the photograph. And by then it's too late to go back and take another photo of course!

The same principle applies to using images of the covers of other documents in a document of your own - if the document you're referring to has been translated anyway, remember to use the Welsh cover image in the Welsh version of your publication.

The same is also true of maps, with so many place names, venues etc. having versions in both languages, although it's far easier to translate a map than to change a photograph.

Bilingual maps can become too cluttered on occasion, so try and keep the information you display to a minimum or in side panels, unless it's within a document that is back-to-back, in which case the maps are in both sides anyway so can be shown in the relevant language only.

iii) Easy Read

This is a style of document specifically aimed at people with learning difficulties but is also useful for people whose first language isn't English or Welsh, and cuts out much of the text right down to the very basic message needed.

Easy Read versions use simple images, often cartoon-like, to help convey the information.

Contact the Council's Equalities Training and Promotion Officer at **equalities@caerphilly.gov.uk** for details on attending Easy Read training, which is free for Council staff.

5) Useful Information

The Council's Equalities and Welsh Language team will be able to help with any specific queries (contact **equalities@caerphilly.gov.uk**), but so too can the Graphic Design team based in Tredomen House and staff in Planning in Pontllan-fraith House.

The Council's **Welsh Translation Guidance 2016** and the **How to get Accents on Letters 2016** guide are available on the Equalities and Welsh Language Portal on the Council's Intranet and on the relevant pages on the external website.

They are also available on the Council's web pages in the Equalities section, go to **www.caerphilly.gov.uk/equalities** and click on the Equalities Guidance page. The Council's Signage Guidance Policy is also available here.