

**ACCESSIBILITY GUIDELINES**  
VERSION 1.0

**UNDERPINNING  
EXCELLENCE**

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## ACCESSIBILITY OUR OBJECTIVE

Our brand identity is an essential reflection of our brand and conveys our personality. That coupled with imagery and font use are the building blocks of our design system. But this is irrelevant if certain users can't understand it.

This is why we've developed these accessibility guidelines. We need to ensure that on all documents our copy is readable, and our calls to action are clear when used with our brand imagery and colours.

To help us develop these guidelines we referred to WCAG 2.0 AA accessibility requirements. These requirements can be found at [www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20).

The latest government guidelines on creating accessible documents can be found at <https://www.gov.uk/guidance/publishing-accessible-documents>

# ACCESSIBILITY TOP TIPS FOR CREATING ACCESSIBLE PRINT DOCUMENTS\*

- 1** Not everyone with sight loss has the same needs. If you know your reader, ask what they need!
- 2** Bear in mind that someone might read your document using some specialist equipment, including magnifiers, video magnifiers or scanning devices. The layout and structure of your document will have a big impact on their device's effectiveness.
- 3** Well formatted text documents are easier to transcribe into accessible formats, including braille, audio or large print.
- 4** You should produce all documents in at least 12 point type. Large print is anything larger than 16 point, but is often produced in 18 point.
- 5** If somebody wants a document in a larger font size, never just enlarge your original using a photocopier. Always prepare a new document to suit their needs.
- 6** Use a plain sans serif font style, we recommend **Arial**.
- 7** Don't use BLOCK CAPITALS, *italics*, underlining or break words up over different lines using hyphens, as these can interrupt someone's reading flow. Use **Bold** text sparingly for emphasis.
- 8** Print onto a good quality matte finish paper to avoid glare. If you want to print double sided, use thicker paper to prevent text bleeding through to the other side.
- 9** If you're printing a bound leaflet or booklet, don't print too close to the centre fold or you'll make it difficult for someone to use a magnifier.
- 10** Create contrast between the text and paper using black on white, black on yellow or white on black.
- 11** Align all text to the left-hand margin, and avoid the use of columns where possible.
- 12** If you must use columns, ensure adequate spacing between each column and emphasise the column by using a dividing line.
- 13** Give your document a title and headings using your word processor's built-in heading level tools. This will make it much easier for someone using a screen reader or magnification software to read it on their computer or tablet.
- 14** If a table extends over two pages, inset column headings on both pages
- 15** Print page numbers, footnotes and superscripts in the same print size.

\* [https://www.rnib.org.uk/sites/default/files/Top\\_Tips\\_Creating\\_accessible\\_print\\_documents.pdf](https://www.rnib.org.uk/sites/default/files/Top_Tips_Creating_accessible_print_documents.pdf)

# ACCESSIBILITY COLOUR PALETTE

Our accessibility colour palette is deliberately high contrast, and Black is the most accessible colour for text. Black also has high contrast against our ETF Yellow, but the ETF Yellow must never be used as font colour nor should text be printed white on yellow.

## Avoid using tints of our colours.

Please note: The colours displayed here may not accurately match the actual colour printed on paper.

### Accessibility Colour Palette: Primary

TEXT  
RO GO BO  
#000000  
CO MO YO K100

BACKGROUND (WHITE)  
R255 G255 B255  
#FFFFFF  
CO MO YO KO

Contrast Ratio 21:1

TEXT  
R255 G255 B255  
#FFFFFF  
CO MO YO KO

BACKGROUND (BLACK)  
0 0 0  
#000000  
CO MO YO K100

Contrast Ratio 21:1

### Accessibility Colour Palette: Secondary

TEXT  
R255 G255 B255  
#FFFFFF  
CO MO YO K100

BACKGROUND (ETF YELLOW)  
R255 G255 B255  
#FFFFFF  
CO M30 Y100 KO

Contrast Ratio 12:12

Web Content Accessibility Guidelines (WCAG) 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

### Avoid using these colour combinations

✘ Low contrast / Low contrast

✘ Low contrast / Low contrast

✘ Low contrast / Low contrast

✘ Low contrast / Low contrast

✘ Low contrast / Low contrast

# ACCESSIBILITY FONT USE

## Typography for Accessibility

Our primary typefaces **Flama Condensed** and **Roboto** are to be replaced with our secondary font Arial when creating Accessibility documents.

Accessibility font: Arial

# H1 | Keep a simple font hierarchy structure

## H2 | Avoid using **bold**, *italicised* font,

P | Bodycopy should be set to 12pt minimum for accessibility documents, the Royal National Institute Royal National Institute of Blind People (RNIB) recommends 14pt body copy texts if possible.

### Top Tips

1. The font that you use should be clear in its design, without too many flourishes. Avoid 'handwriting' or 'fancy' fonts
2. Space between the lines (leading) should be at least single spacing, preferably more
3. Text should be left aligned. Text that is centred or aligned on the right could be missed
4. Do not hyphenate words at the end of lines
5. Avoid using text on top of images; it is difficult to read and can be completely missed

# ACCESSIBILITY LAYOUT

## System layout and typography in use

Arial should be used throughout with a number of weight options to clearly define hierarchy, fundamentally improving readability and aiding accessibility

ALL CAPS, **Bold** or *italicised* fonts should be avoided, all of which have accessibility challenges

Space between the lines (leading) should be at least single spacing, preferably more

Text should be left aligned. Text that is centred or aligned on the right could be missed

Do not hyphenate words at the end of lines

This is one example of typographic application. Please note that typesetting specifications are a guide only, and should be adjusted accordingly per application.

### Folio

- Arial Regular
- sentence case
- left aligned

### Headline

- Arial Regular
- sentence case
- left aligned

### Body copy

- Arial Regular
- sentence case
- left aligned

### Find Out More

- Arial Regular
- sentence case
- left aligned

### URL

- Arial Regular
- sentence case
- left aligned

### Page numbers

- Arial Regular
- sentence case
- left aligned

Education and Training Foundation

## Maths and English

Improving outcomes in maths and English is central to success in work and life and therefore continues to be a high priority for the Education and Training Foundation.

Our Maths and English Pipeline provides a range of resources and training for all teachers of these subjects. We offer over 20 different courses to support effective teaching of maths and English for teachers of GCSE, Functional Skills, apprenticeships and study programmes. Our 18 Regional Specialist Leads offer advice and guidance identifying the best options available for organisations and individuals.

Ensuring all teachers are confident in maths and English themselves is essential for all organisations in the sector and, to help achieve this, we currently offer 12 free, online modules to improve personal skills. These are hosted on Foundation Online Learning [www.foundationonline.org.uk](http://www.foundationonline.org.uk). Based on research and feedback, a further 12 modules are currently in development. Teachers and trainers can use our self-assessment tool (mapped to new GCSEs topics) to determine their levels of confidence and inform their own personal development plan. 1,967 teachers accessed these modules in the past year and feedback is overwhelmingly positive.

Finally, the Excellence Gateway has been updated with new films and case studies and continues to be a comprehensive repository for resources in maths, English and ESOL.

### Find out more

Visit the ETF Website: [etfoundation.co.uk/mathsandenglish](http://etfoundation.co.uk/mathsandenglish)  
or email: [sue.southwood@etfoundation.co.uk](mailto:sue.southwood@etfoundation.co.uk)

“Confidence is a huge issue with our learners. We’re always trying to look for new ways to get something across. It’s all about getting those ideas to make it easier for the learners because then it’s easier for us because they’ve engaged, they want to be here and they don’t see English and maths as a chore. Activities that the trainer has given us, I will definitely use.”

Jo Yearley Childcare, Health and Social Care Tutor, Herefordshire and Ludlow College

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# ACCESSIBILITY TAGGING

## Document structure (Tagging)

One of the main tools for structuring documents is the use of headings. On a visual level, headlines are usually marked with a larger font size or a bolder font style.

For Accessibility the headings are additionally marked with <H1>, <H2>, <H3>, <H4>, <H5> or <H6> Tags in the PDF format. The numbers in those heading tags reflect a hierarchy from the highest level <H1> to the lowest level <H6>. This hierarchy allows content parts to be nested and assigned to each other.

Body copy tag labelled <p>

Foilo <H4>

Education and Training Foundation

Main header <H1>

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Body copy <p>

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Find Out More <H3>

### Find out more

Content <p>

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Quote caption <H2>

"Confidence is a huge issue with our learners. We're always trying to look for new ways to get something across. It's all about getting those ideas to make it easier for the learners because then it's easier for us because they've engaged, they want to be here and they don't see English and maths as a chore. Activities that the trainer has given us, I will definitely use."

Quote name <p>

Jo Yearley Childcare, Health and Social Care Tutor, Herefordshire and Ludlow College

Page numbers <H4>

1



Logo  
<Artifact>

<https://www.gov.uk/guidance/publishing-accessible-documents>

## BRAND GUIDELINES

For reference our primary brand identity guidelines are available here  
[www.etfoundation.co.uk/news-archive/etf-brand-guidelines-templates](http://www.etfoundation.co.uk/news-archive/etf-brand-guidelines-templates)



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**THANK YOU**