

# BVUK Accessibility and Brand Guidance

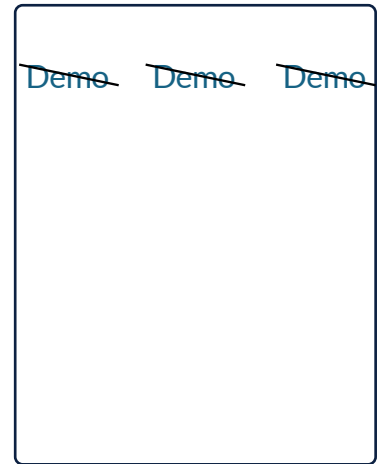
Accessibility is a key part of our design and of everything we produce as a charity. The Blind Veterans UK community is diverse and is made up of those living with a vision impairment, their family and friends, healthcare practitioners, and other sight loss / disability organisations. We also know that most of the veterans we support are elderly, with an average age of 85.

With that in mind, below are a bunch of common mistakes, which in standard design would work, but for our audience needs to be followed otherwise many of our audience will struggle with comprehension.

## Alignment

Bodies of text needs to always be left aligned. Many people with cognitive disabilities have a great deal of trouble with blocks of text that are justified. The spaces between words create "rivers of white" running down the page, which can make the text difficult for some people to read. And those using magnifiers both digital and physical find it hard to follow when new lines of text start in different places.

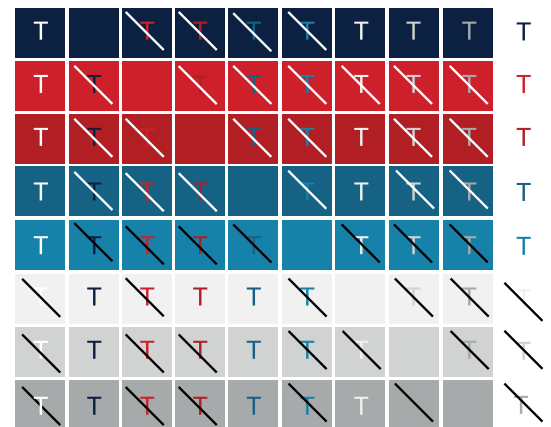
Text can be aligned to the centre of the page but this can only be used for single lines such as titles or captions. When it reaches more than one line please left align this.



## Contrast

Colour contrast is another key area for Accessibility. WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text, 4.5:1 for large text and 3:1 for graphics and user interface components.

For us this means we only use our dark blue on white (or the reverse) for large bodies of text. Red is reserved for titles and actions, as a brighter colour it is used to draw in attention. However do not rely on color alone to convey meaning.



## Legibility

The fonts we use are very important for accessibility. Sharp Sans is used for titles, HVD Poster for fundraising related titles and Lato for body text. We do not use any other fonts as they might not be legible for our members. For accessibility italics is rarely used as it can make it harder to read, please avoid italics unless for a couple words and not in bodies of text. Bold is only for aesthetic reasons, and not to convey meaning as many readers won't be able to tell the different. Please keep automatic kerning and tracking as kerning that is too close can be hard to read for those with VI.

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## Video Captioning

We use open captions which are a permanent part of the video. These are visible to anyone viewing the video. Our subtitles are formatted with one line of text in yellow on black which is synchronized to appear at approximately the same time as words are being spoken. These are equivalent to the spoken words. Our captions are formatted in square brackets in cyan on black, and provide written versions of key sounds that are played. These will go to a second line above if someone is speaking at the same time.



## Image Captions and Alt Text

Alternative text is a textual substitute for non-text content in web pages. For us this is primarily for screen readers which announce alt text in place of images, helping users with visual or certain cognitive disabilities perceive the content and function of the images. It needs to be a short description of what is happening as well as what the information in an image conveys. Descriptions like a photo, graphic or icon then describing is important to show the context on the page, then go into the context of the image itself.

Captions under images are also key for those who are partially sighted where a text aids in understanding the image. They need to be specific about who is there primarily, where they are, and a date if possible. If none of this information is known then captions are just brief descriptions related to the image of what is happening. It's extra information to compliment the image itself. Keep it short and succinct, but also detailed enough as it's used by people who can't see an image fully so need extra details explaining.