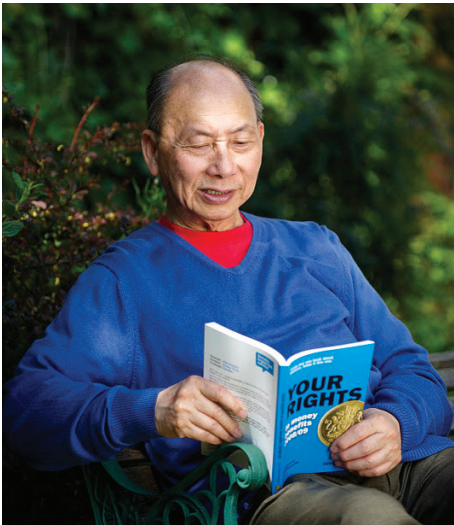


Always include

- Date of publication
- Contact details of your organisation – telephone and email
- How to order more copies
- How to obtain the information in a different format. If you have signed up to INTRAN always add their logo and statement. Otherwise say what other formats your information is available in, e.g.large print.



This leaflet was produced by:
older people and Norfolk Older People's
Strategic Partnership

**For more copies or a large print
version:**
ring Age UK Norfolk 01603 787111

**For more information about the
Norfolk Older People's Strategic
Partnership:**
contact Paul Anthony, Corporate
Support Manager, Democratic Services,
Norfolk County Council
paul.anthony@norfolk.gov.uk
or 01603 222934

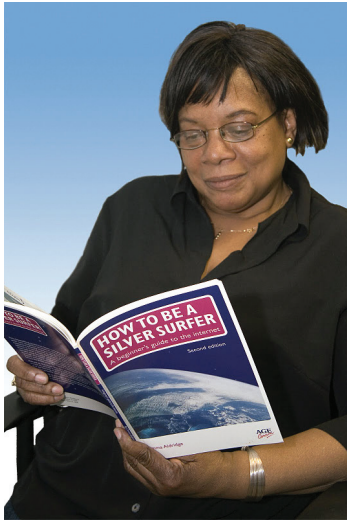
Date produced: November 2011
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Design: NPS Graphics

Quality Standards for Printed Information for Older People



Why do we need quality standards?

Information can be good to look at, but may not be easy to read or understand. The aim of these standards is to promote good practice, and make what we write as simple and easy to understand as possible.



What do we mean by printed information?

By printed information, we mean, for example:

- Information sheets printed from the computer
- Leaflets and booklets

Developing the content of printed information...

- Newsletters
- Information packs and training materials
- Committee reports, press releases and briefing sheets

Readability

- Use plain language and avoid jargon. Refer to older people rather than to the elderly as older people are not a single group.
- Use short sentences and paragraphs.
- Explain initials, abbreviations and acronyms – for example, write Norfolk County Council not NCC.

Print

- Use a minimum 12 point font style.
- For information aimed at people with a visual impairment, use 14 point or larger.
- Use a sans serif font style as this is easier to read. Arial is a good example.

12 point
14 point
16 point
18 point
20 point

- Keep to one font.
- Use upper and lower case, not block capitals which are harder to read.
- Use bold for emphasis rather than underlining or italics.

Design

- The text should always be aligned to the left margin. The uneven right margin allows the eye to track more quickly to the next line.
- Keep the design simple. Blank space, headings and bullet points help break up the text, and make it easier to read.
- Use paper with a matt finish. Glossy paper reflects light, and can make reading difficult.
- Use a light background with dark font. Black font on white or pale yellow paper is easiest to read.
- Don't use illustrations as background with text running over it, as this makes the words more difficult to read.
- Paper should be thick enough to ensure there is no shadowing from the text through the page.

...older people should be involved from the start of the process, right through to checking the final draft for content and readability ...

...“nothing for us without us”