



## Administrative Procedure 2210

### *Clear Print Guidelines*

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**Board Governance Policy Cross Reference:** 1, 11, 12, 13

**Administrative Procedures Cross Reference:**

[Accessibility Standard for Information and Communication](#)

[Web Page Guidelines](#)

[Social Media Guidelines](#)

**Form Cross Reference:**

[Accessibility Standard for Information and Communication Acknowledgement Form](#)

[Accessibility Requests & Feedback Form](#)

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**Legal/Regulatory Reference:**

[The Human Rights Code of Manitoba](#)

[The Accessibility for Manitobans Act](#)

[Web Content Accessibility Guidelines \(WCAG\)](#)

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**Date Adopted:** August 2024

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Brandon School Division is committed to Accessible Information and Communication Standard Regulation as legislated by the Government of Manitoba under The Accessibility for Manitobans Act.

The Accessibility for Manitobans Act with accompanying regulations came into effect in December 2013. Five accessibility standards were set out, the third one being “Information and Communication.” The standard defines an accessibility barrier as anything that limits or prevents a person from receiving information, services or accessing space or participating in an activity. In the context of the public-school system, our primary “customers” would be our students, parents/guardians and to a lesser extent volunteers and members of the public.

#### **Promoting Accessible Communication**

The Division will make reasonable efforts to ensure that, when communicating with a person who self-identifies as being disabled by a barrier, the communication is done in a manner that takes into account the barrier.

The Division will provide access to information in a format that meets the needs of students, staff and community members who require supports for:

- mobility;
- vision;
- hearing; and
- understanding.

The Division will provide information and support in the following areas:

- web applications;
- print media;
- signage; and
- public information and events.

To effectively offer and provide information in accessible formats to meet the requirements set out in the Administrative Procedure 2200 Accessibility Standard for Information and Communication, the following guidelines have been established for you to follow when preparing and publishing content, including signs, ads, books, websites, brochures and any other communication materials that are publicly available for our staff, students & families, and the community at large.

**Contrast:** Use high-contrast colours for text and backgrounds (i.e. black or dark blue on a white or yellow background, or white/yellow text on a black/dark blue background).

**Type Colour:** Printed material is most readable in black and white. If using coloured text, restrict it to things like titles, headlines, or highlighted materials.

**Point Size:** Bigger is better. Keep your text large, preferably between 12 and 18 points depending on the font. Consider your audience when choosing point size.

**Paragraph Spacing (Leading):** Leading is the space between lines of text and should be at least 25-30% of the point size. This helps readers move their eyes more easily to the next line of text.

**Font Family and Font Style:** Avoid complicated or decorative fonts. Choose a standard font with easily recognizable upper and lower case characters. Arial and Verdana are good choices.

**Font Heaviness:** Choose fonts with medium heaviness and avoid light type with thin strokes. When emphasizing a word or passage, use a bold or heavy font. Italics or upper case letters are not recommended.

**Letter Spacing:** Don't crowd your text; keep a wide space between letters. Choose a monospaced font rather than one that is proportionately spaced.

**Margins & Columns:** Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision. Use wide binding margins or spiral bindings if possible. Flat pages work best for vision aids such as magnifiers.

**Paper Finish:** Use a matte or non-glossy finish to cut down on glare. Reduce distractions by not using watermarks or complicated background designs.

**Clean Design and Simplicity:** Use distinctive colours, sizes, and shapes on the covers of materials to make them easier to tell apart.

#### **IMPORTANT NOTES:**

- We do not need to redesign every piece of published material.
- When you are creating a new piece or updating an existing piece of material, please take the above guidelines into consideration.
- A note should also be made on the bottom/back of the page:
  - **“This document is available in other formats upon request. Please email [info@bsd.ca](mailto:info@bsd.ca).”**
- If you have any questions about design and content of your publications, please send an email to the Brandon School Division Communications Coordinator at: [info@bsd.ca](mailto:info@bsd.ca) for assistance.