Clear Print or Digital Materials

Did you know not everyone has the literacy skills to read and easily understand print or digital materials?

Take a moment to think about your organization's practices:

- How much printed materials or digital text do you use with clients?

- How easy is it to read your printed materials or digital text?

- What is your organization doing to make it easier for everyone to read your print or digital materials?

Using the following rating scale, please check the ONE response that most accurately describes your organization today:

A   We are doing this consistently.

B   We are doing this, but we could make some improvements.

C   We are not doing this, but we should be.

N/A   Not applicable.

Clear Print or Digital Materials	A	B	C	N/A
Plain Language				
1. Our print or digital materials use a personal tone (e.g., I, you, or we) to engage the reader.	○	○	○	○
2. When possible, we avoid the use of **acronyms** and abbreviations in our texts. If they are used, they are spelled out in full every few pages.	○	○	○	○
3. Where appropriate, our texts use a simple question and answer format to convey information.	○	○	○	○
4. We keep paragraphs short (one idea per paragraph) and few in number.	○	○	○	○
5. We attach **plain language** summaries to information and forms which contain mandated legal and technical language.	○	○	○	○
6. We regularly ask our clients for feedback on the **readability** of our print materials and digital text.	○	○	○	○

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	A	B	C	N/A
7. We regularly consult with people outside our office for feedback on the print or digital materials we prepare for the general public.	○	○	○	○
8. When we have print materials translated, we ask a fluently bilingual client, staff, or community member to review it for accuracy to the original text and appropriate tone for the audience.	○	○	○	○

Formatting and design

	A	B	C	N/A
9. We use bulleted lists, where appropriate, instead of long paragraphs in our print or digital materials.	○	○	○	○
10. We avoid the use of ALL CAPS or italicized print.	○	○	○	○
11. We use 12 point or larger fonts for our text.	○	○	○	○
12. The formatting of our text is limited to two standard font styles and sizes (e.g., Calibri, Cambria or Arial 12-point font).	○	○	○	○
13. Our print or digital materials are designed with lots of white space to provide relief from print (e.g., wider margins, space between sections of text, or 1.5 line spacing).	○	○	○	○
14. Our print or digital materials use simple, realistic line drawings to illustrate key points only.	○	○	○	○
15. We put brief plain language captions beside or underneath drawings to reinforce the message.	○	○	○	○
16. To aid in readability, we do not crowd our print or digital materials with drawings or words.	○	○	○	○
17. We provide options for accessing our information in print or online (e.g., video, audio, large print, or other languages, as appropriate).	○	○	○	○
18. We use **assistive technology tools** such as a screen reader, or closed captioning to make the text accessible for people with various reading abilities and disabilities.	○	○	○	○
19. We use the **Accessibility Checker** for Microsoft Office content to ensure we have made it easy for people with disabilities to read.	○	○	○	○
20. We do not use glossy paper for any of our print materials since glossy paper creates a glare which is hard to read for those with reading difficulties or low vision.	○	○	○	○

Clear Print or Digital Materials	A	B	C	N/A
Forms				
21. Our forms are organized in a logical way with one idea per question.	○	○	○	○
22. Our forms require only brief words, phrases, or check boxes to complete each question.	○	○	○	○
23. The questions on our forms do not contain **jargon** or **technical language** which could be confusing to our clients.	○	○	○	○
24. As often as possible, our forms are no longer than two pages per form.	○	○	○	○
25. Instructions on our forms are placed immediately before the question to which they relate.	○	○	○	○