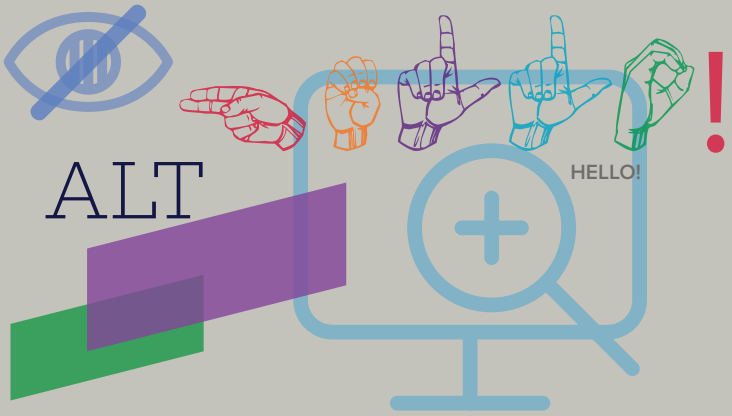


Designing for everyone

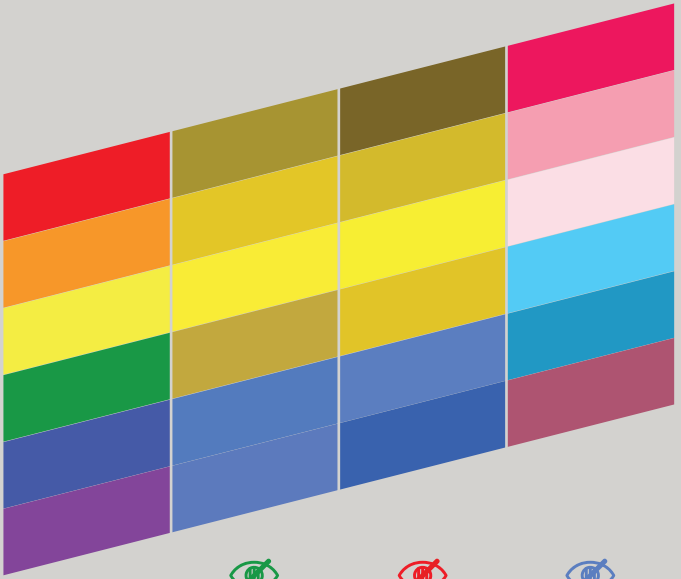
Universal design is an important consideration when creating a communication piece, whether it's analog or digital.

In our effort to promote inclusion, we compiled design recommendations to address different audiences. Hope you find them useful!

analogous

designing for color blindness

Some people perceive colors in different ways, especially red, green and blue. Keeping that in mind when designing interfaces or pieces of communication, will ensure its effectiveness with all audiences.



1

Always use colors+symbols

When in need of communicating a message (i.e. "alert") use a combination of color and symbol or word, do not rely exclusively on the color.

2

A reduced color palette

A minimal color palette is more effective when using color to communicate information.

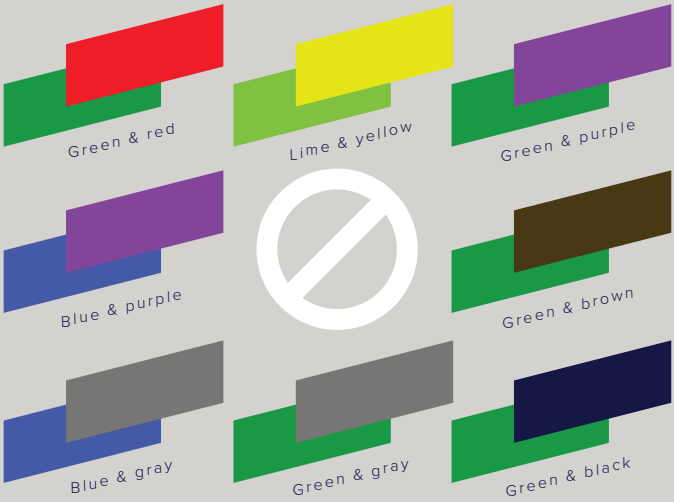
3

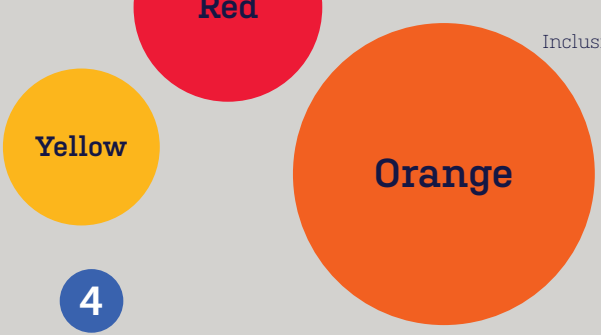
Use textures and patterns

Data visualization is better communicated through the use of textures or patterns in combination with color, rather than relying exclusively on color.

Avoid these color combinations

Color blindness affects people in different ways – these are some of the color combinations to avoid:





4

The beauty of monocrome

Instead of using multiple colors, use multiple shades of a color.

5

The clarity of high contrast

People with color blind condition seem to better distinguish bright colors rather than pale ones, Aim for contrast, differences in hue, saturation and brightness.

6

Use thicker lines

A thicker lines make it everything more legible and the colors easier to identify.

Design for Screen Magnifier

Design in a way that a screen magnifier application can be used to eassily access the content.

On macOS, there are 3 options for how the movement of the magnifier relates to mouse movement.

The Microsoft Windows operating system has included the "Magnifier" application since Windows 98 (released in 1998)

Some tips

1

Leave tooltips and other mouse-triggered pop-ups visible while the mouse is on the displayed content.

2

Don't obscure content when the mouse is hovering over it. "don't rely on mouse position for content."

3

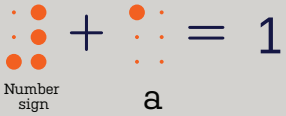
Put the result of an action close to the place where the action was triggered.

Braille Alphabet

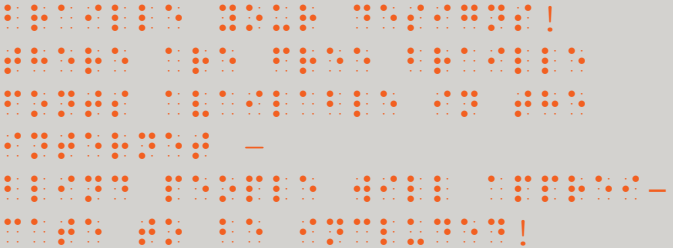
The six dots of the braille cell are arranged and numbered

The number sign, **(dots 3, 4, 5, 6)** placed before the characters **“a”** through **“j”**, makes the numbers 1 through 0.

For example: **“a”** preceded by the number sign is 1, **“b”** is 2, etc.

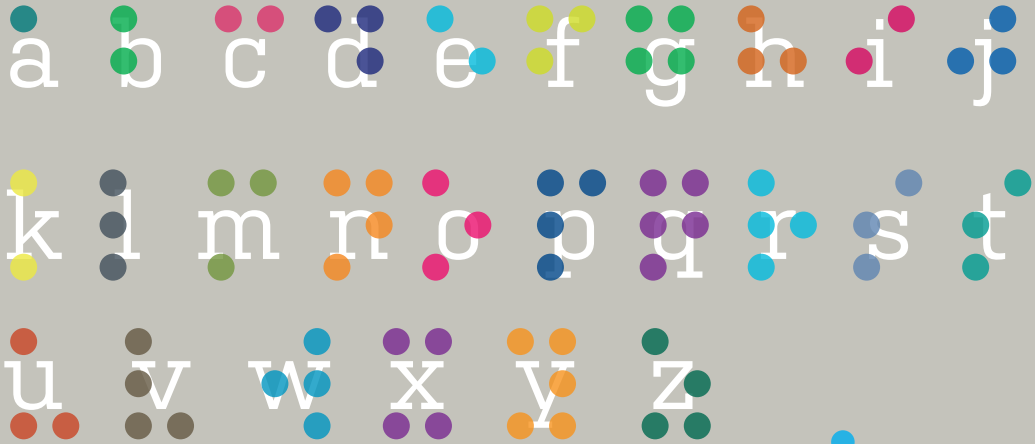


Braille your designs! There are free braille fonts available in the internet – blind people will appreciate to be included!



Braille Alphabet

analogous

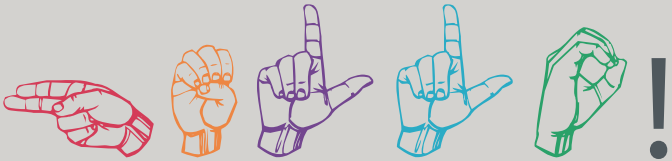


capital number period comma

Sign Language

American Sign Language (ASL) is a complete, complex language that employs signs made by moving the hands combined with facial expressions and postures of the body. It is the primary language of many North Americans who are deaf or an option for the hard-of-hearing.

HELLO!



Sign Language

analogous