

## **Readability of Conservation Board Documents and Publications**

**Author:** Claire Forrest Information and Interpretation Officer

**Summary:** The Board needs to ensure that its documents and publications are readable by everyone including those with poor eyesight. Weight also needs to be given to the increasing tendency to read documents and web pages on a computer screen. It is proposed to switch to a sans serif type face, possibly Arial, for all documents as this is generally regarded as easier to read, especially for those with failing or poor eyesight. Currently Times Roman is used for all working documents and some publications. (Times Roman 12pt)

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**Purpose of report:** To seek approval to change the Board's default font for documents to a sans serif font.

### **Background**

1. Currently the Board's publications, both printed and electronic, use either the serif Times Roman font or the sans serif Arial font. As a rule the more formal publications such as the Annual Review, Chalk and Trees, Board papers and minutes use Times Roman. Shorter more informal publications such as walk leaflets or visitor guides such as Discover the Chilterns use sans serif fonts such as Arial or similar.
2. In general it is increasingly popular now to use sans serif fonts for printed matter and on screen, in order to improve the legibility of documents.
3. Serif fonts still have a use, particularly in publications with large amounts of text. They work well for titles and subheaders, providing contrast to the sans serif body text beneath. The use of serif and sans serif fonts in adjacent articles creates a pleasing look in magazine-style layouts.
4. It is proposed that the Board adopts a sans serif font as its default font for the majority of its documents, both electronic and printed. This would include Board papers, minutes, letters, web documents, reports and leaflets.
5. Times Roman or a similar serif font should continue to be used in Chalk and Trees to provide contrast and create an attractive look.

6. A default sans serif font needs to be chosen. It should be one which is commonly available in Microsoft Word, for example Arial or Helvetica.

### **Recommendations**

1. **That the default font for the majority of the Board's publications is changed to a sans serif font such as Arial or similar.**
2. **That Times Roman continues to be used for contrast and variety in Chalk and Trees.**