

Communications Toolkit & Gender, Inclusion and Diversity Checklist

Fonts

- The use of sans serif fonts is recommended (Verdana/Helvetica), at a minimum of 12-point font size[1]
- Avoid using block capitals, italics, and underlining, instead use bold, or bigger sized text
- Text should be set horizontally
- Use consistent and logical layouts
- Bullet point lists
- Introductory paragraphs
- Left aligned text
- White space between paragraphs
- Avoid indents at the start of paragraphs

Colour Contrast

- Make sure there's a strong contrast between the text and the background colour
- Avoid combining yellow and blue, and green and red, as these are difficult for people with colour blindness to distinguish
- Avoid placing text in front of an image or patterned background, as this makes it more difficult to read

When preparing surveys, workshops, other events

- Address and acknowledge identity diversity[2]
 - Add context on why you're gathering information about their identity
- Consider dietary requirements when deciding on meals/snacks
- Inquire about language skills
 - How comfortable are you in x language?
- Check accessibility of the activity
 - Consider the time (especially an in-person event)
 - Consider a suitable location (are there elevators? If not, have the event on a ground floor. Is it accessible via public transport?)
- Format of communication
 - Did you choose your medium based on the target audience? For diverse audiences, use diverse media (Tik Tok, posters, newsletter)
 - Consider those that may have a visual impairment (e.g. dyslexia, (color) blindness)
 - Did you consider diverse categories in visuals/graphics? Include LGBTQI+, inter-racial, seniors, youngsters, differently abled etc.

Content of Communication

- Did you adapt vocabulary and messaging based on the audience targeted?
 - Avoid jargon, use easy language

Useful Links

- https://www.un.org/sites/un2.un.org/files/un_disability-inclusive_communication_guidelines.pdf
- https://mhe-sme.org/wp-content/uploads/2018/11/MHE_WordsMatter_A4_2.pdf
- <https://pilestone.com/pages/color-blindness-simulator>

[1]https://universaldesign.ie/uploads/publications/Custom-Communications-Toolkit-2023-PDF_Edited-April-2025.pdf

[2]<https://static.cambridge.org/content/id/urn:cambridge.org:id:article:S2752946023000140/resource/name/S2752946023000140sup001.pdf>