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Guidelines for using the Log On Icon Directory

An Icon Directory to increase the participation of people
with learning difficulties in e-democracy.

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Guidelines for using the Log On Icon Directory

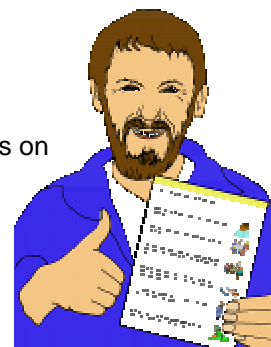
The LOG ON project, run by Inspired Services, is part of the Office of the Deputy Prime Minister's National Project for Local e-Democracy. Inspired Services offers advice, support and publishing services to and for people with learning difficulties. The project has developed a set of icons to help people with learning difficulties use computers and mobile phones to have a say in how the country is run.

The icons, which will be promoted for use on local and national Government websites and printed material, will also be freely available for others to use. These guidelines provide information about how to use the icons appropriately as part of an accessible information strategy for people with learning difficulties; they are not an answer in themselves.

The Log On icons should be used in an easyread context which follows simple easy words and pictures rules. The icons are useful for people who have difficulty reading text including people with learning difficulties, people with visual impairments and people who do not read English as a first language. Symbols and icons can be more easily recognised than words and are more easily remembered.

Easyread Principles

The Disability Rights Commission has issued guidance on using easy words and pictures on their website: www.drc-gb.org/publicationsandreports. You can download the 'How to use easy words and pictures - Easy Read guide' from the list of 'all DRC Publications'. We have added advice from Inspired Services and Widgit Software.



Here are some basic principles to follow:

The words

1. You should keep sentences short. Sentences should not have more than 15 to 20 words.
2. Each sentence should have one idea.
3. You should always use big writing (usually size 16 at least).
4. If you use different colours they should be dark.
5. If you have to use difficult words or ideas you should say what they mean. You should do this in the next sentence.

Here is an example:

Discrimination

This means treating someone worse than other people for some reason.

6. It is a good idea to have a words list at the back of the book.
7. It is often good to use full words instead of letters. For example, you should say "Disability Rights Commission" and not "DRC".

The pictures

1. A picture illustrating the meaning should always be placed near the text. It is usually placed to the right of the words, but can also be put above or below the words.
2. Text should not be wrapped around pictures.
3. You can also use photographs.
4. The photographs or pictures should be simple, only showing one idea.

Websites

1. Websites should have information in an Easy Read format. Any links from those pages should also be to accessible or easy read sites.
2. People should be able to listen to all the words on easy read pages.
3. The e-democracy icons are available as Macromedia Flash files with sounds.
4. It must be easy to find the page you want.
5. ALT Tags should be added to any icons that are used.

Talking to people with learning difficulties

When you make information easy to understand it is important to talk to people with learning difficulties.

They can help make sure you use the right words, pictures and layout.

How to use the e-democracy icons

The e-democracy icons can be used in different ways: as buttons, titles or to indicate content. Here are some examples:

Buttons

Buttons are links on the website, for example, email alerts. Use these icons alongside the text to link to new pages or services.



[Take the Virtual Tour](#)



[Sign up for email newsletters](#)

Titles

These are not linked and will sit alongside the text or forms to give a quick idea of the type of information. For example: Address, phone number etc.

Please enter your contact details



Content indicators

In this case, icons can be used to show the main ideas that are being discussed. Icons can be put above, below or next to the words. Here are 2 examples:



What do you think of your member of parliament?



We have been doing a project on webcasting.

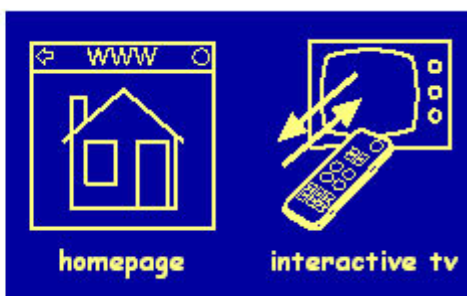
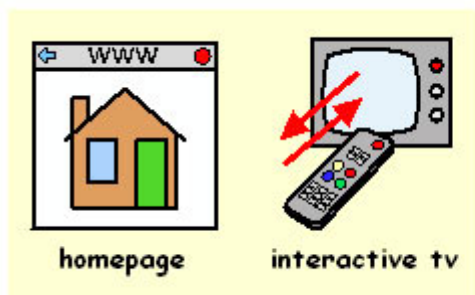


Black & white and colour

The icons are supplied in both colour and black & white.

The colour icons are more inviting and can make the page attractive. However they should really only be used on pale backgrounds.

If you want to use the images on dark backgrounds or require high contrast then use the black & white drawings because these are simpler and can be coloured to suit the visual requirements of the page.



Contrasts

Do not use text or images on top of a patterned background. It can visually distort them making them much harder to see.

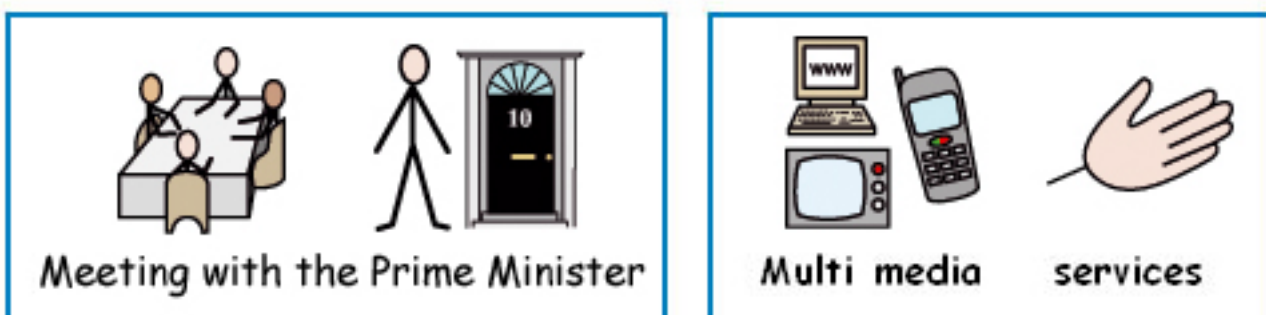
You can change the line colour of the black & white icons to give the best visual contrast to your background colour.

Size

Make sure that the icons are large enough to be clear. Certain symbols that are simple can be smaller than more complicated icons such as e-petition. For use on-screen these should not be smaller than 65 pixels high, where as simpler icons can be as small as 45 pixels high. In printed documents they should be no smaller than 13mm high and 8mm respectively.

Borders and buttons

If the icon is being used as a button or something separate from a body of text you may want to put a border around one or more icons. A border around a single icon is most likely to indicate that it is a button. A border around a group of icons indicates that this is a phrase and that the icons should be read in order.



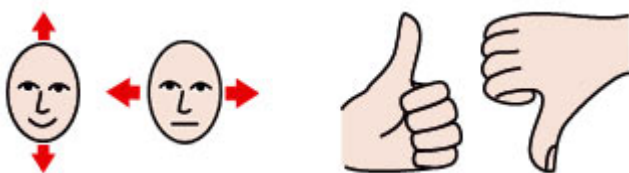
Meaning of the icons

Most of the icon meanings are self-evident. However there are a few exceptions.

(a) Yes/no and I agree/I disagree

Many questions are phrased to have a single yes/no type of response. Two options are provided. One represents a yes/no with a face, this is for a factual answer. The other is a thumbs-up/thumbs-down which indicates good or bad. Phrase your question carefully and use the most appropriate response icon.

For example: If you asked the question "Is crime in your area is decreasing" then you couldn't use the thumbs, because 'thumbs-up' indicates whether this is a good or bad thing rather than agreeing with the statement. If you asked the question "Is voting on-line easy?" it would be more appropriate to use the thumbs-up or thumbs-down.



b) What do you think/opinion poll

If you are asking a question about what people think then use the question icon. If you are making a statement about what people think then use the icon with the people and no question mark.



Copyright

The e-democracy icons are crown copyright and may be freely used. You do not need to acknowledge copyright when using any of the e-democracy icons.

For Further Information:

Inspired Services

This project was undertaken by Inspired Services, a company offering advice, support and publishing services to and for people with learning difficulties.

The publishing team at Inspired Services can help make your information easier to read. We have worked on many documents for the Government, social services, Partnership Boards, Service providers and others. We use drawings (or photographs) from the Valuing People ClipArt collection, large writing and a clear format to make sure information is easier to understand and meets new information requirements.

People with learning difficulties work as a part of our team working on projects to make sure we make clear and understandable finished documents.

From a set of minutes or a complaints leaflet to a more complicated Government Bill, from an audio tape to a multimedia CD, we can offer a quick service at a price to meet your needs.

If you would like to make information accessible and clear for everyone, or for further information please contact:

Inspired Services, Old St. Mary's School, 34 Fitzroy Street Newmarket CB8 0WH

info@inspiredservices.org.uk

www.inspiredservices.org.uk

Widgit Software Ltd

The e-democracy icons follow the Widgit Rebus design structure and will also be included within the total Widgit Rebus set.

Please feel free to contact Widgit software for both general and specific advice on the use of symbols to support information, or to identify specific symbols that you may require.

Address: Widgit Software, 124 Cambridge Science Park, Milton Road, Cambridge, CB4 0ZS

For information about symbols and symbol supported information: symbols@widgit.com

For general product information info@widgit.com