



**Everyone is Welcome!**

## **Tips on Making Your Performances More Accessible**

- Professionals -

### General Best Practices for Event Promotion

1. Make sure all communications are clear and straight-forward
2. Make sure that promotional materials and signage are designed with accessibility in mind
3. Have alternative formats available for any print or visual materials
4. Design communications in multiple formats and get user input and feedback to identify barriers

### Best Practices for Digital & Print Mediums

- Use high contrasting colours to differentiate foreground from background content (such as black text on a white background)
- Do not rely on colour to convey information as many people are colour blind
- Use whitespace/negative space to help create hierarchy
- Use plain language, short sentences
- Spell out abbreviations when first introduced in a document or webpage
- 14pt to 18pt is ideal for readers with low vision. However, do note that ideal point sizes vary with different typefaces and contexts
- Familiar fonts are easier to read, especially sans serif fonts such as Arial, Helvetica, and Verdana
- Avoid using decorative fonts
- Use italics, all caps, underline, and bold sparingly
- Avoid using paper with metallic or glossy finishes

## Additional Practices for Digital Documents & Websites

- Use built-in document structuring features (e.g: Styles in Word) and tags
- Instead of having hyperlinks that read ‘click here’ have links that describe the content of the link as some assistive technology reads links at the end of a webpage rather than as they are encountered
- Match the title of the hyperlink with the visible text so that voice-controlled software will know which link the user wants to open
- Add alternative (ALT) text to images to include basic and unbiased information
- Place images “In-line with text” not “floating”
- Use styles/tagging to create hierarchy within a document or webpage
- Avoid using breaks, tabs, or space to format your webpage or document
- Set the document language in the Document Properties
- Use accessibility checkers in addition to manual tests of your documents and webpages, such as Adobe Acrobat Pro’s built-in full accessibility checker or AChecker (free) for websites
- When including pictures with text content in emails (e.g: invitations, e-cards), write out the text below the picture in the body of the email

## Best Practices for Signage

- The most accessible sign is one which contains braille, raised print and raised pictograms
- Signage should be placed perpendicular to the path of travel and above eye level
- Use internationally recognized pictograms
- Cluster information in groupings of five or less
- Use colour, text, and images consciously
- High contrast
- Use large point sizes
- Be consistent in placement and type

## Best Practices for Customer Service

- Provide accessible customer service training
- Recruit staff and volunteers with disabilities
- Designate an Accessibility Coordinator
- Actively seek customer feedback through multiple channels
- Prepare evacuation procedures for and with patrons with disabilities

## Best Practices for Venues

- Ensure signs can be read in all light conditions
- Have signs with braille, raised print and raised pictograms
- Have signs at different, but consistent, heights
- Ensure clear paths of travel
- Think about what changes can be done with little or no extra cost
- Clearly mark changes in level with high-contrast colours
- Have a reasonable number of accessible parking spaces near the entrance

## Best Practices for Performances

- Budget for accessible performances
- Invest in an accessible stage
- Have performers with different abilities
- Make sure your booking staff are prepared to answer questions related to easy access seats
- Ensure that inclusion is reflected in your mission and mandate
- Invite artists who identify as having a disability to perform
- Take an active approach to ensuring everyone can access and experience your performances

## General Resources

### **Legislation**

[Accessibility for Ontarians with Disabilities Act, 2005 \(AODA\)](#)

[Ontario Building Code](#)

[Ontario Human Rights Code](#)

### **Design Best Practices**

[Access Ability: A Practical Handbook on Accessible Graphic Design](#)

[AccessAbility: A Practical Handbook of Accessible Web Design](#)

[ClearPrint Guidelines](#)

[Guide for Accessible Web Design](#)

[Web AIM: Colour Contrast Checker](#)

[A guide to theatre access: marketing for captioning](#)

[A guide to marketing for Audio Description](#)

[The Performing Arts Access Program \(PicassoPro\)](#)

[Social Media Accessibility Best Practices](#)

## [How to Make Your Facebook Page Accessible](#)

### **Events, Meetings & Festivals**

[Guide to Festivals and Outdoor Events](#)

[Planning Accessible Events](#)

[Access London Theatre](#)

## [Accessibility Ontario Resources](#)

[At A Glance: AODA Deadlines](#)

[Ways to Make Your Documents Accessible \(Infographic\)](#)

[Upcoming Webinars and Webinars](#)

[AODA Online Training](#)

[Website Accessibility Audits](#)

[Accessibility Stickers](#)

[AODA Train-the-Trainer](#)

[AODA Frequently Asked Questions](#)