



International

Pushpa, Disability Rights
Activist, Bangladesh.

BRAND

GUIDELINES.



OUR VISUAL IDENTITY.

- 1. Our Logo**
- 2. Our Name and Strapline**
- 3. Our Brand Colours**
- 4. Our Fonts**

1.

HOW WE LOOK OUR LOGO.

HOW TO USE OUR LOGO.

- Our logo is to be used in all external and internal communications.
- The logo can appear only in ADD International's orange.
- You must not remove any part of the logo, add to it or distort it in any way.
- In **print production** use the logo at a size large enough for the square to be at least 20mm wide.
- In **web production** use the logo at a size large enough for the square to be at least 80 pixels wide.

You can download our logo from:
<https://add.org.uk/brand/>



LOGO POSITION.

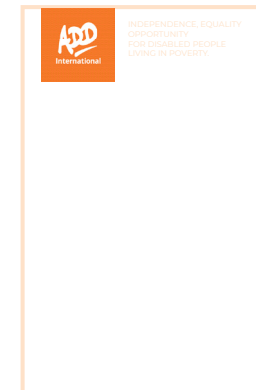
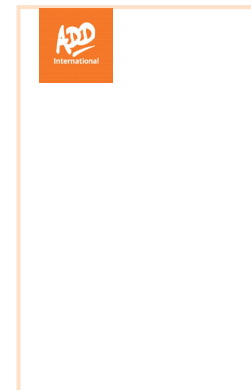
Whenever possible our logo should be positioned in the top-left corner of a page and can be accompanied by our strapline in our brand font Montserrat. Ideally, the logo should 'bleed'* from the top edge of the page or image, if the software you're using allows it.

* What does 'bleed' mean in design? It's when an image goes to the very edges of a page to ensure there is no white space.

ADD International Logo



Ideal Logo Position: Top-left corner



1.

HOW WE LOOK

OUR LOGO IN PARTNERSHIPS.

PARTNERSHIPS & CO-BRANDING.

It's important that the relationship between us and the organisations we partner with is clear. This helps us to raise our profile, avoids confusion and reduces the risk of damage to our reputation. When in doubt, email the communications team at communications@add.org.uk



Proud supporter of:



ADD International is the minority partner.

When you need to put our logo on to another organisation's materials, in most cases you should add a line stating 'Proud Supporter of' or 'In Partnership with'.



Working with



ADD International is the lead organisation.

Our logo should go in the top left-hand corner on the front of materials. The logo(s) of partner organisation(s) on the right-hand side of materials, ideally in the bottom right-hand corner. Add a line near the other organisation's logo, 'Working with' or 'In partnership with' or 'With the support of' as appropriate.



Equal partners.

Ideally, materials should still be in our visual identity, although you may need to negotiate with the other organisation about this. Both logos should be the same size, and positioned at the same height on the page. In this case, our logo should not be attached to the border of the page. Ideally, our logo should be on the left.

2.

HOW WE LOOK

OUR NAME AND STRAPLINE.

OUR PUBLIC NAME.

ADD International is our public facing name. It is important to use ADD International in full every single time in marketing and official documents. However, **ADD** is allowed in internal and informal documents, as long as the full name is used the very first time in the body of the text. ADD International is used to describe the whole organisation. Country programmes should describe their work in one of the following ways:

- ADD International in Uganda or
- ADD International, Uganda or
- ADD International's work in Uganda, and so on.

OUR LEGAL NAME.

Our legal name, as lodged with the Charity Commission and Companies House in the UK, is 'Action on Disability and Development.' ADD International is a 'working name'. We are legally required to state the following at the bottom of all official or legal documents (i.e. letterheads and email footers):

'ADD International. Registered in England and Wales as Action on Disability and Development. Company Number 2033925. Charity Commission Number 294860.'

It can be in smaller print, at the very bottom, but please ensure that all official and legal documents include this wording.

OUR STRAPLINE.

Our strapline is a short phrase that captures the essence of our work. You can use it alongside the logo at your own discretion. Slightly different wording has been developed for each country context.

Strapline: In Solidarity with the Global Disability Rights Movement.

Explainer / What We Do: We support disability rights organisations and activists with funding and leadership skills to build powerful movements for change.

Motivational statement: There is no justice without disability justice.

3.

HOW WE LOOK

OUR COLOURS.

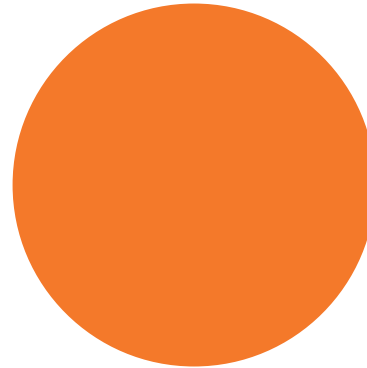
OUR COLOURS.

Orange is our primary colour. It helps us stand out and to be recognised.

Purple is our secondary colour and available as an accent to the Orange.



There are accessibility rules around how we use colours and which colours are okay to use in combination. Please see **Page 19** for 'Accessible Colours' guidance.



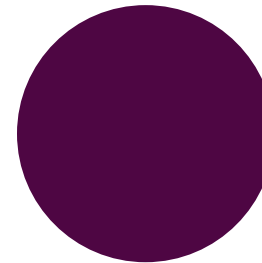
ORANGE.

CMYK
0 / 65 / 95 / 0

RGB
255 / 100 / 0

Web
#F4792A

Pantone
158 U

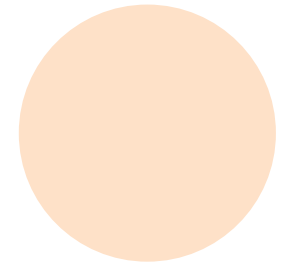


PURPLE

CMYK
35 / 90 / 0 / 67

RGB
55 / 8 / 84

Web
#4E0643



ORANGE - LIGHT

CMYK
0 / 12 / 20 / 0

RGB
255 / 224 / 204

Web
#FEE1C8

4.

HOW WE LOOK OUR FONTS.

PRIMARY BRAND FONTS

1. MONTSERRAT BOLD AND REGULAR.

We use Montserrat for headlines and in UPPER CASE at all times. Please note: too many words in capital letters can be difficult to read. For accessibility reasons, do not use Montserrat for more than 10 words in a row. Minimum size: 10.5pt.

2. OPEN SANS BOLD, SEMIBOLD AND REGULAR.

We use Open Sans for sub-headings, to emphasise text and as our body text. Minimum size: 10.5pt.

SECONDARY BRAND FONTS

3. CALIBRI BOLD AND REGULAR.

When Montserrat and Open Sans aren't available for technical reasons then Calibri should be used as a substitute. Minimum size: 12pt. For more guidance see Page 20 and 'Accessible Fonts'

If you're writing in Arabic, please use the free font **Aqeeq**.

Download Montserrat and Open Sans for free at www.google.com/fonts
Calibri is a standard Microsoft Office font.



MONTSERRAT BOLD.
FOR TITLES AND HEADLINES.
MONTSERRAT REGULAR.
FOR SUB-HEADINGS.

OPEN SANS BOLD FOR SUB-HEADINGS.
Open Sans Semi-Bold for emphasising text.
Open Sans Regular for body text.



There are accessibility rules around how we use our fonts. Please see **Page 20** for 'Accessible Fonts' guidance.



DESIGN

ELEMENTS.

1. Fullstops

2. Icons

3. Buttons

4. Quotes

5. Working with Photos

1.

DESIGN ELEMENTS

FULL STOPS.

THE FULL STOP.

We are bold and confident.

We want to stand out.

This is why we use full stops on titles and headlines.

LEARNING TO SWIM.
KADDUS'S STORY, BANGLADESH.

SUDAN LATEST.

Our colleague, Elkhansa, a young disability leader from Sudan, shares the latest news:

TOWARDS A THRIVING
DISABILITY RIGHTS MOVEMENT.

2.

DESIGN ELEMENTS

ICONS.

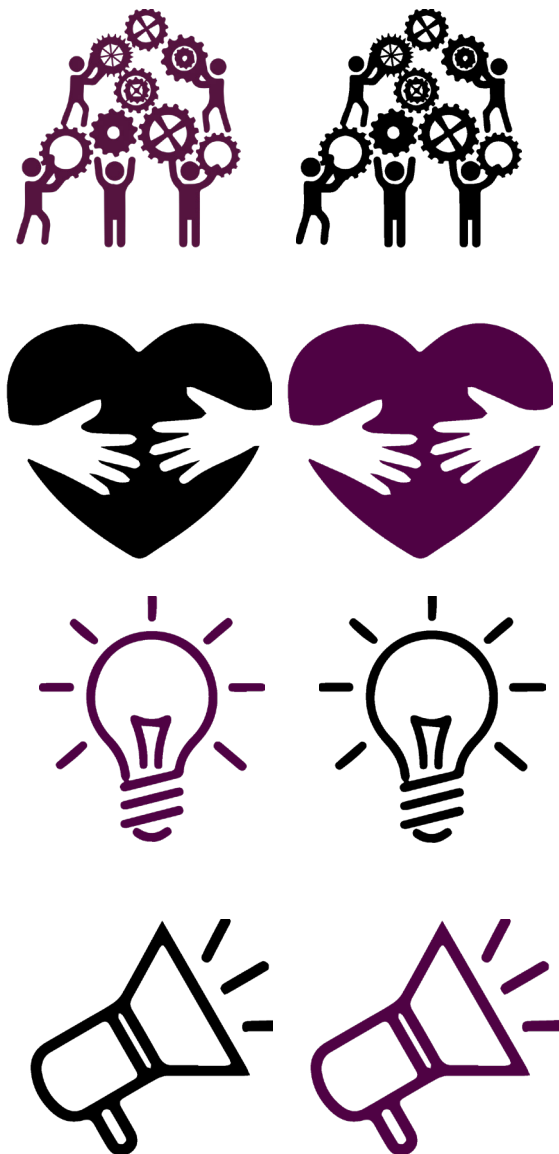
Icons are simple graphics or symbols that speak a universal language. We use them to help people find their way through large amounts of text, they are particularly helpful for people with learning impairments or dyslexia.

A few simple rules.

- The icons can only be in our brand colours. The smallest size for an icon is 10mm x 10mm.
- Never use clip art in either internal or external materials – including Power Point presentations.
- If you need some new icons for your work, please ask your designer to copy this style or contact us on:

communications@add.org.uk

These are just some of our icons, email the communications team for the full set:
communications@add.org.uk

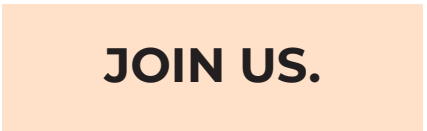


3.

DESIGN ELEMENTS

BUTTONS.

Use a button to make a call to action stand out. If you need to shout out loud you can use a circle label, and bend your text within. But no more than a 5 degrees inclination!



4.

DESIGN ELEMENTS

QUOTES.

Here are some of the ways you can use a quote to highlight key text.

Indent your quote by 4mm and use a dotted orange line as a side border

SUDAN LATEST.

Our colleague, Elkhansa, a young disability leader from Sudan, shares the latest news:

“People with disabilities will be more affected by the war than others.

“People with physical disabilities or users of wheelchairs will not be able to run if explosions occur. People with hearing impairments will not be able to hear explosions or gunshots.”



“The money raised will help us to relocate, and pay for somewhere to stay. We have lost our homes. Many of us are staying with other people or living in refugee camps.” Elkhansa, Disability Rights Activist in Sudan (pictured)



Use a pale orange box to frame your quote. Additionally, you can experiment with different background colours to further accentuate and highlight the quote.



“ADD has given me so many opportunities to make change.”

Joseph, Disability Rights Activist, Tanzania.



“I have become more confident and brave. I want to have a voice among people with and without disabilities.”

Sokhak, Disability Rights Activist, Cambodia.



“ADD helped me realise my self-dignity. When I joined an organisation of disabled persons, I realised I was a human being, that I have the right to live in this society.”

Kaddus, Disability Rights Activist, Bangladesh.

5.

DESIGN ELEMENTS WORKING WITH PHOTOS.

Photos help bring our work to life and we love to use them boldly in the following ways:

1. BLEEDING OFF A PAGE



Women and girls with disabilities face 'double discrimination' linked to both their gender and impairments. This can result in the exclusion or marginalisation of their representatives and/or their priority issues. This 'double discrimination' also makes women and girls with disabilities highly vulnerable to violence and safeguarding abuses.

Women and girls with disabilities have been ignored by programmes, organisations and movements in which they should be a key priority. They are people with disabilities, but they have struggled to be heard equally in disability-focussed actions. They are women, but they have struggled to be heard equally in women and gender-focussed actions dominated by women without disabilities.

The full report aims to present the perspectives and learning of the activist women with disabilities themselves who led and implemented both the programme itself, and the learning process undertaken at its end.


The learnings should be of use for a range of audiences: for women and girls with disabilities as they start or continue their own activist journeys; for those seeking to fund and support women and girls with disabilities; and for those who are yet to seriously consider or address the inclusion of this doubly discriminated against group in their own work, be it in women/gender-focussed, disability-focussed, and/or in mainstream services, society and governance.

2. FULL PAGE



3. IN A CIRCLE



 You must only use images that we have written consent to use and that are stored on Sharepoint in Organisational Assets. You must also include a caption whenever you use a photo - unless you have referenced who the person is in the text by the photo .

HOW WE LOOK EXAMPLES.

ADD International's Communication team has created templates for letters, business cards, envelopes, power point presentations and more at the Sharepoint, Communications Hub.

Funders Letter

WOMEN AND GIRLS WITH DISABILITIES. EFFORTS TO COMBAT GENDER VIOLENCE, TANZANIA.

POSITION PAPER.

In Tanzania, a core group of 20 activists has been working to strengthen the movement of women and girls with disabilities with the support of ADD International; raising the visibility of women and girls with disabilities and their right to represent themselves; building local platforms to engage with targets across the country (within the disability and women's movements for example); and strengthening national level coordination and advocacy. This position paper provides a summary of the challenges facing women and girls with disabilities in Tanzania and recommendations for specific actions to address these issues.

1. INTRODUCTION.

Women and girls with disabilities face 'double discrimination' due to stigma associated with their gender and disability. These two factors can interact to elevate the risk of violence against women and girls with disabilities.

Although the United Republic of Tanzania has ratified essential human rights instruments that impose responsibilities on the state to advocate for and safeguard the rights of persons with disabilities - including the United Nations Convention on the Rights of Persons with Disabilities (2006) and its Optional Protocol - violence against women and girls with disabilities continues to persist as a societal issue.

ADD International has extensive experience in working with women and girls with disabilities to address gender-based violence (GBV) issues at the grassroots and national level, with a focus on supporting those who are often overlooked. ADD International's learning paper (2021), produced by women and girls with disabilities in Tanzania, demonstrated effective ways to address GBV.

Recommendations included letting women be agents of change by bringing together disability allies to design and implement inclusive GBV programs that respond to the lived experiences of women and girls with disabilities.

This position paper is based on the insights, influence, and reports from the advocacy work of women and girls with disabilities at both national and district levels. These women and girls with disabilities have partnered and collaborated effectively with ADD to raise and address issues that affect their humanity. Women and girls with disabilities have the same human rights as any other group. This position paper presents their

This project is supported by players of the People's Postcode Lottery.



ADD INTERNATIONAL TANZANIA.

Address: Plot No. 556, House no. MKC/MCB/84 situated at Mikocheni B, Ndovu Street, Kinondini District- Dar es Salaam
Email: info@add-tanzania.org Phone: +255 222 780 336
Website: www.add.org.uk Facebook: ADD.International

PARTNER WITH US?

We are changing the way we work to maximise our impact for disability networks focusing on three key areas:

1. SHIFTING POWER.

We want people with disabilities to have greater access to funding and more power in deciding how this money is used to build powerful networks for positive change.

The OPDs we mapped in Cambodia told us they need support over the long term to build capacity to manage their organizations by themselves; to be self-reliant through independent income for their OPDs; and to deliver work based on the real needs of people with disabilities.

Through our new participatory grant making we aim to give people with disabilities from the global south more say in how the money we raise is used and the power to decide which organisations, projects and ideas should receive funding.

2. SUPPORTING LEADERS.

We will develop a Global Disability Leadership Academy to nurture the unique, but largely untapped leadership potential of disability rights advocates, especially young and female leaders.

The ADD leadership journey will be a combination of online and in-person training, mentorship, practical leadership work and network building. Graduated leaders will be equipped with the skills that they need to pursue their own aspirations. This may be in advocacy and leadership but could also be in other spheres such as business or entrepreneurship.

Through our Academy, we help activists, like Sokhak pictured right, to build their leadership skills.



"I have become more confident and brave. I want to have a voice among people with and without disabilities."

3. GENDER EQUALITY.

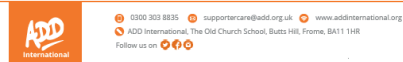
Women and girls with disabilities in Cambodia experience significantly higher levels of abuse than women without disabilities but are less likely to access services. Service providers are often poorly informed about disability issues and often do not know how to support women with disabilities effectively.

Women-led OPDs are under-represented and underfunded. The Cambodian Disabled People's Organization (CDPO), an umbrella organization of OPDs, has 75 OPD members. Of these, only 11 are for women. Through our new participatory grant-making model, we aim to address this imbalance by providing more funding to disabled women to advocate on the issues most relevant to their lives.

LET'S START A CONVERSATION.

Contact: Gnem Touch, Programme Team Lead
Address: # 124, Sx388, Sangkat Tuol Svay Prey I, Khan Chomkamon, Phnom Penh (Phnom Penh Villa Apartment, Floor 11, Room 1107) Cambodia
Phone: (855) 23 885 006

Supporters Letter



Addressed
Address Line 1
Address Line 2
Address Line 3
City
Postcode

INCREASING OUR IMPACT FOR DISABILITY JUSTICE.

Dear <Salutation>

Welcome to this very special edition of your Impact Report as we undergo some exciting changes at ADD International.

At ADD, we have always understood that it is the passion, vision and courage of disability rights activists that powers the movement for disability justice.

Disability rights activists understand their own needs. They know better than anyone what support their communities require for their liberation. Our goal has always been to support disability rights activists and their organisations to be as effective as possible. Activists like Kaddus in Bangladesh:



"The way ADD works with disabled people and their organisations is very unique. I was born from my mother but it was ADD that helped me to come out of my home, who gave me capacity and confidence to speak about disability rights in public places, with government officials."

Over the past 35 years, we are proud of what we have achieved with our activist partners, like Kaddus, and you, our incredible supporters.

As a co-leader of ADD International, it is my responsibility to constantly evaluate how to be the best ally to the disability movement.

Over the last few months, we have been making changes to how we work to help us be more effective than ever. This includes ensuring disability rights activists have more voice and power within our organisation.

continued...

YES, I WANT TO MAKE A GIFT.

- 1 MY GIFT: I would like to donate:
- £10 could provide employment skills training and help to enrol a disabled person into an internship programme.
 - £44 could pay a counselling visit to a family with a disabled child who is struggling with their mental health.
 - £90 could pay for a policy training session for disability activists on how to engage with local governments.

Or my choice of: £

- 2 MY PAYMENT METHOD.
- I enclose a cheque made payable to 'ADD International'
 - Please debit my Visa/Mastercard/Switch/Maestro/CAF Card

Card Number: [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []
Security Code: [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []
Expiry Date: [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []
Valid From: [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []
Issue Number (Maestro only): [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []

Signature: _____ Date: _____



<SUPPORTER UNV>

3 BOOST MY DONATION BY 25p FOR EVERY £1

- Yes! I want to Gift Aid my donation and any donations I make in the future, or have made in the past 4 years, to ADD International.*
- I am not a UK tax payer.

*I am a UK taxpayer and understand that if I pay less than the basic rate of tax then the amount of Gift Aid that I can claim is limited to the amount of my responsibility to pay any difference. I will be ADD International liable if I am no longer eligible to claim Gift Aid or if my name or address change.

4 HOW TO CONTACT ME.

Can we contact you occasionally by:

PHONE: Yes (provide details) No

EMAIL: Yes (provide details) No

POST: Yes No

Your details are safe with us. Check out our Privacy Policy for more details: add.org.uk/our-privacy-policy
You can change your mind at any time by contacting us at: supporter@addint.org.uk or 0300 303 8835

We have appointed our first co-leader from a lower income country, with a disability, Fredrick Duke (pictured, right).



Fredrick is a powerful and pioneering disability rights leader from Kenya. Fred and I have worked together for many years, and I am honoured that he is joining me as co-leader and custodian of this remarkable organisation.

We are also changing our funding model to ensure disability rights activists have the support and resources they need to deliver the work that matters most to their communities. This includes supporting more young leaders and women activists. Activists like Dorice, in Tanzania - pictured playing basketball below:

"After graduating university, I started to apply for jobs. Unfortunately, I was not successful since some of the employers had a negative mindset; they believe I can't work because of my disability. Through ADD's Young Leaders program, I have developed different skills, knowledge and expertise. This incredible opportunity has made me feel I have value. I aspire to start a local organisation that will help to solve the challenges that women, young people and children with disabilities are facing since I am a living example of overcoming those challenges."

You can read about all these exciting developments and more in your new Impact Report edition.

I hope you feel proud of the work you are supporting and energised for this new chapter of ADD International, where we aim to be more effective than ever in supporting disability justice.

Your support changes lives. Thank you for being with us.



Mary Ann Clements, Co-Chief Executive and Transformation Officer.



Dorice, Young Disability Leader, Tanzania.

ADD in Health and Wellbeing
Charity registered in 2002
Company limited by guarantee - 020885



"We have been so proud of our work with ADD International. You give us money and trust to let us plan ourselves at a local level. We know our issues, our context, our community, they should come from us, not from outsiders."

Happiness Matiaje, Young Disability Activist, Tanzania.

Read Happiness's powerful story, and others, inside your Impact Report.

SUPPORTER NEWSLETTER.



IMPACT REPORT
SPRING 2023



**BACK TO
OUR ROOTS.**





WELCOME TO YOUR SPECIAL IMPACT REPORT UPDATE.

INTRODUCING A NEW CHAPTER FOR
ADD INTERNATIONAL.

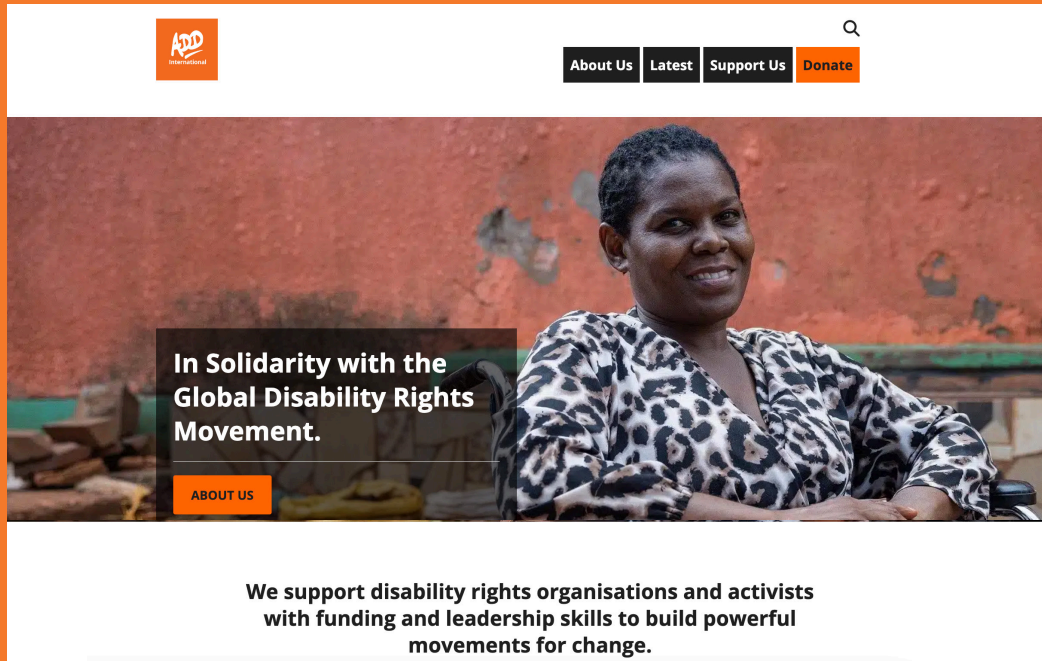
[Redacted text]



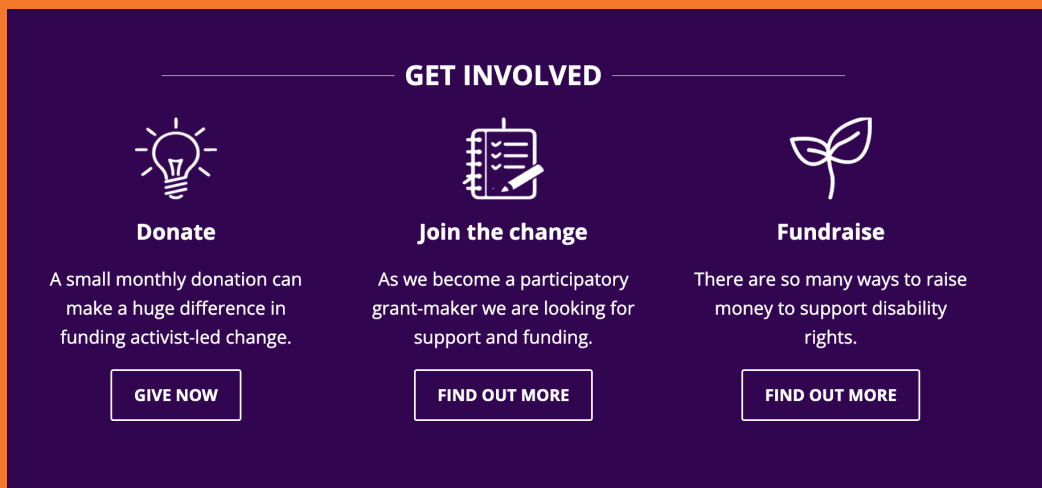
HIGHLIGHTS:

-  **4.** [Redacted text]
-  **6.** [Redacted text]
-  **8.** [Redacted text]
-  **13.** [Redacted text]

SOCIAL MEDIA & WEBSITE.

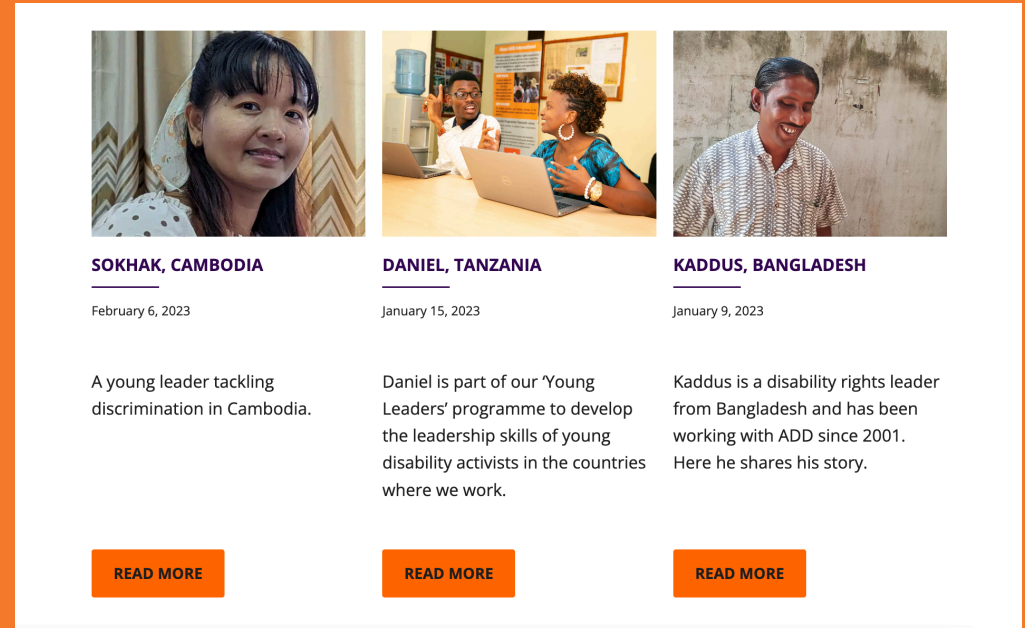


The screenshot shows the top navigation bar with the ADD International logo, a search icon, and menu items: About Us, Latest, Support Us, and Donate. Below the navigation is a large hero image of a woman in a wheelchair with a leopard print top. A text box on the left reads: "In Solidarity with the Global Disability Rights Movement." Below this is a button labeled "ABOUT US". At the bottom of the hero section, a white box contains the text: "We support disability rights organisations and activists with funding and leadership skills to build powerful movements for change."



The "GET INVOLVED" section features three columns with icons and text:

- Donate:** Icon of a lightbulb. Text: "A small monthly donation can make a huge difference in funding activist-led change." Button: "GIVE NOW".
- Join the change:** Icon of a checklist. Text: "As we become a participatory grant-maker we are looking for support and funding." Button: "FIND OUT MORE".
- Fundraise:** Icon of a leaf. Text: "There are so many ways to raise money to support disability rights." Button: "FIND OUT MORE".



Three featured stories are displayed in a grid:

- SOKHAK, CAMBODIA:** Image of a woman. Date: February 6, 2023. Text: "A young leader tackling discrimination in Cambodia." Button: "READ MORE".
- DANIEL, TANZANIA:** Image of a man and a woman at a laptop. Date: January 15, 2023. Text: "Daniel is part of our 'Young Leaders' programme to develop the leadership skills of young disability activists in the countries where we work." Button: "READ MORE".
- KADDUS, BANGLADESH:** Image of a man. Date: January 9, 2023. Text: "Kaddus is a disability rights leader from Bangladesh and has been working with ADD since 2001. Here he shares his story." Button: "READ MORE".



The post features a woman in a wheelchair holding a green watering can. Text overlay: "10 DAYS LEFT! DOUBLE YOUR GIFT FOR DISABILITY JUSTICE." Button: "DONATE TODAY" with link "add.org.uk/double". ADD International logo is in the top right corner.



The post features a map of Africa with a red location pin over Sudan. Text overlay: "Sudan Crisis Appeal". ADD International logo is in the top left corner. Engagement icons at the bottom show 12 comments, 14 likes, and 1,909 shares.



ACCESSIBLE

COMMUNICATIONS.

- 1. Accessible colours**
- 2. Accessible fonts**
- 3. Inclusive language**
- 4. Accessible language**
- 5. Inclusive fonts**

1.

ACCESSIBLE

COLOURS.

WHEN CAN I USE ORANGE?

We are constantly working to ensure our brands stays as accessible as possible. Orange text, on a white background is no longer considered accesible. Orange is crucial to our brand, so we have not removed it. Instead, we need to make sure we use it in clever ways. When working with Orange text please only use it in the accesbile ways indicated here and avoid the unaccessible versions.

I AM NOT ACCESSIBLE.

I AM NOT ACCESSIBLE.

I AM ACCESSIBLE.

I AM ACCESSIBLE.

I AM ACCESSIBLE.

I AM ACCESSIBLE.

I AM ACCESSIBLE.

2.

ACCESSIBLE FONTS.

Our primary brand fonts are **MONTERRAT BOLD** and **Open Sans**. However, these fonts will only work on computers where they have been downloaded and installed. On computers where they are not installed the computer will default to a different font which may not be accessible. That is why we also use **Calibri** as our secondary brand font.

Let's say you want to send a Word document to someone at an external organisation to read. If they don't have our fonts downloaded on their computer, their computer will use a substitute font which may not be accessible. We want to avoid this.

So, if you need to send a Word or Excel document externally or have created a powerpoint presentation that will be shown on an external computer, please only use Calibri. Calibri is a Microsoft Office standard font and is stored in the font library of every computer.

If you want to send a document externally and it doesn't need to be edited by the external person, then you can create your document using our brand fonts and export your document as a PDF. PDFs preserve the fonts used to create the document. So, when a PDF is opened on another computer the fonts appear as the one's you used, regardless of whether those fonts are in that computer's font library.

To recap:

- Sending a Word / Excel / Powerpoint to an external person for them to read only? Use our **primary** brand fonts and export your document as a PDF.
- Sending a document internally? Use our **primary** brand fonts.
- Creating a document to be printed professionally? Use our **primary** brand fonts.
- Sending a Word / Excel / Powerpoint to an external person for them to edit? Use our **secondary** brand fonts.

3.

INCLUSIVE LANGUAGE.

WORDS MATTER: HOW TO TALK ABOUT DISABILITY.

The language we use helps to change attitudes towards disability. We want society to understand that disability is not inability if disabled people are given the right tools, opportunities and support. Everything we write or say should reflect this.

ADD International embraces the social model of disability. We believe disability is created when barriers in society limit opportunities for people with impairments. Disability is an aspect of someone's personhood, it shouldn't be their definition.

There are words that many disabled people find hurtful because they suggest disabled people are helpless, or these words are used abusively. If in doubt, ask the person what language they prefer.

Further Reading.

To discover more about inclusive language Oxfam have produced an excellent report which is recommended reading. Check it out [here](#).

TERMS IT'S OKAY TO USE.

Disabled people, people with disabilities, or persons with disabilities?

In the UK we tend to use 'disabled people', a term widely used by the disability movement in the UK to emphasise that barriers in society are 'disabling' for people with impairments.

However, we acknowledge that in different contexts, other words, such as 'persons with disabilities' or 'people with disabilities', are preferred.

Please use the term that is most appropriate in each context and be aware of the following:

- The UK disability movement prefers the term 'disabled people'.
- US, Africa and Asia prefer the term 'people with disabilities' in plain English.
- The international disability movement and multilateral agencies (i.e. the UN) utilise 'persons with disabilities'. This is the terminology used in the Convention on the Rights of Persons with Disabilities.

For describing people on the autism spectrum:

- On the autism spectrum
- Autistic
- Has autism [if preferred by individual]

For people with mental health issues:

- People with psychosocial disabilities
- Person who has experienced psychosis / has schizophrenia
- Has a diagnosis of / is currently experiencing / is being treated for [specific condition or syndrome]
- A person experiencing mental health challenges
- People experiencing mental health challenges

For describing people with learning disabilities:

- Persons / people with intellectual disabilities
- Has or with an intellectual / learning disability
- Has or with learning difficulties

For describing people with other disabilities or impairments:

- Blind / with low vision / visually impaired person / blind people / people with visual impairments
- Deaf / hard of hearing / people with hearing impairments
- Has albinism / Is living with albinism / Person with albinism
- Person with restricted growth / person of short stature

For describing people with physical or mobility disabilities:

- With a physical disability
- With a mobility disability
- Uses a wheelchair / In a wheelchair / Wheelchair user
- Uses crutches / Uses a cane / Uses a walker
- Has [specific condition here]
- Person with restricted growth / Person of shorter stature
- Person with albinism

KEY TERMS - TALKING ABOUT OUR SECTOR.

PEOPLE.

X Never use **beneficiary** – this takes power and agency from the people we work with, implying they are simply receiving aid. We know disability rights activists and organisations are the ones doing the vital work, we are supporting them with resources and training.

✓ Instead of beneficiary, be specific about the groups you're referring to, for example, **disability rights activists**, or **organisations of people with disabilities**.

If you can't, just say, the **people we work with** or **participants**, **grantees depending on the context**.

LOCATIONS.

X Never use **third world** or **developing country** – this is an old fashioned and derogatory term.

✓ There is not really one agreed correct term to refer to the part of the world where we mainly work, so again, try to be specific – name the country you mean, or say, **Africa** and **Asia**.

If you can't, you can use terms like **the global south**, **global majority**, **lower-income countries**, or **countries recovering from colonisation**, depending on the context.

SECTOR.

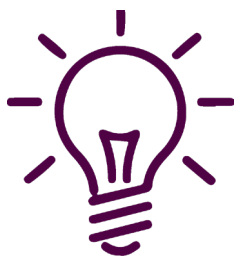
X **Development** and **aid** are the terms most used to describe our sector, however, development it implies a hierarchy of "progress" that ignores the damage caused by colonisation, and aid implies a one-way donor-recipient relationship.

✓ Instead, try referring to our sector as that of **International Non-Government Organisations (INGOs)** or **civil society**.

You might also use the **social justice movement** or **disability rights movement** depending on the context.

4.

ACCESSIBLE LANGUAGE.



We want our communications to be as clear, accessible and inclusive as possible so they can be understood as widely as possible.

People with English as a second or third language, people with learning impairments, dyslexia or visual impairments may be excluded by complex language.

In the past, certain audiences such as donors and large NGOs have used complex or academic language in their publications. This shuts some people out of the conversation, and risks continuing the power dynamics we are trying to break down.

Good communication is clear and easy to understand. Using simple language does not mean what you are saying is simple – just that it is easier to understand.

When communicating, ask yourself if you're using the plainest language you can. In some cases, we have to use concept terms like "decolonisation". Where we use terms like this make sure to include a brief explanation the first time you use it. For example:

ADD is committed to decolonisation through our work. This means we will only work in ways that break down injustices caused by colonisation, and be careful when we work within these power structures to make sure we are not reinforcing them.

If you need help with a definition you can always contact the comms team – we are here to help!

Acronyms are like a wall that keeps people out! What do you make of this sentence?

"EKB met with the IOF for TOT workshop. MSGLD application sent to the DOF in EA. Partners include IWF, WD2023 and UNW."

Do you think many people would understand what this means? Instead of using acronyms, always write the titles out in full and include an explanation where the name doesn't make clear what you are referring to. If you are using the same title repeatedly, you can put the acronym in brackets the first time, and use it afterwards, as long as you have first written it in full.

5.

ACCESSIBILITY

RULES.

ACCESSIBILITY IS EASY.

These simple rules can be applied by anyone and will ensure people with visual or learning impairments can access our communications, as well as people who speak English as a second language.

1. FONT SIZE.

The minimum size of the font you're using is important. Please be careful!

- **Montserrat** minimum size 10.5
- **Open Sans** minimum size 10.5
- **Calibri** minimum size 12

Please make sure the font you're using is easy to read and sans serif. If the fonts are more difficult to read (such as Montserrat) make sure you use a limited number of words.

2. TEXT ALIGNMENT.

Text should always be aligned to the left or to the right depending on your standard alphabet. You can centre text from time to time, if the paragraphs are few and short, and the number of words is very limited. **Never align justified text.**

3. ITALICS.

Never use! They can be very hard to read if you have a visual impairment.

4. BOLD.

You can use it on rare occasions to emphasise a sentence or key concepts within a text. However, be aware that too many changes in style can be distracting and difficult to read.

5. CAPITALISING.

Do not capitalise words in the middle of a sentence, unless required by the English language.

6. PARAGRAPHS & SENTENCES.

Keep paragraphs and sentences as short as possible. Paragraphs should be a maximum of 250 words.

- A good rule: one idea per sentence, and no more than 2-3 sentences in a paragraph.
- Another good rule: clear writing should have an average sentence length of 15 to 20 words.
- Headings should be used to split long pieces of text and summarise for the reader what they're about to read.

7. DATE FORMAT.

Write 3 February, not 3rd February

8. WRITE USING 'STYLES' FOR SCREEN READERS.

People who are using a reader to read your document, will truly appreciate it if documents are created using 'styles', as they'll be able to see whether a piece of

text is a title, a header, or simply body text. Styles are found in almost every software, including Word, Powerpoint and the Adobe InDesign Suite.

Styles also allow screen readers to signpost what the user is about to read.

Therefore, the user does not have to read the whole document if they just want to get to a specific section.

9. AVOID PDFs

Please avoid using PDF documents as these cannot be translated by screen readers. Whilst a screen reader can read a PDF, there is no way of differentiating the styles. Therefore, the screen reader will read the whole document without a break. If the user stops, the document will have to be restarted from the beginning

10. WHITE SPACE.

Use plenty of white space, with generous margins and good spacing between sections. If you're using columns, make sure the gap is clear and distinct.

11. CONTRAST.

Have as much contrast as possible between the text and the background. The easiest combination for reading is dark text against a light background.

12. ICONS.

Icons can help people find their way through large amounts of text, particularly people with learning impairments.

13. TEXT ON PHOTOS.

Please keep in mind that text on photos is not ideal and very difficult to read and is not compatible with e-readers.

14. CAPTIONS.

Captions (or alt text) are extremely important for people who can't see images well. Please make them descriptive and describe the image. image descriptions. This means that anyone using an e-reader can get an understanding of what is being displayed through the image. For example:



Sok-Koen, from Cambodia, stands smiling in front of her shop, which she was able to set up thanks to ADD International's support.

15. UNCOATED PAPER.

When printing, use paper that is matt or uncoated rather than gloss or coated to avoid glare.

16. IMAGE SIZES

Very high resolution images or dynamic content can take a long time to load, or be costly for those paying per data use. Make sure to use images of a resolution for websites, and keep your page simple and easy to navigate.

17. VIDEOS

Make sure to use subtitles.

18. EMOJIS

Use these sparingly and at the end of the text. When used within an e-reader it disrupts the flow of the text because it literally describes the emoji (eg, 'smiling face with sunglasses')

19. HASHTAGS

Use #DisabilityRightsActivists rather than #disabilityrightsactivists. The capital letter at the start of each word helps the e-reader read each word separately rather than interpreting the text as one long word.