

**Sightsavers**

# Introduction

The Sightsavers brand book governs how we present ourselves as an organisation.

**The rules should be read and referred to by all staff and external creative suppliers** to make sure our branding is consistent, recognisable and professional. This builds trust, improves people's perception of the organisation and encourages them to support our work.

## In this pack

### Brand book

A comprehensive guide to Sightsavers' branding, including how we look, how we speak and how we make sure all our content is as inclusive as possible.

### Brand in action

Featuring practical examples of our work that can be used for reference, including posters, brochures, adverts, mailings, videos and website content.

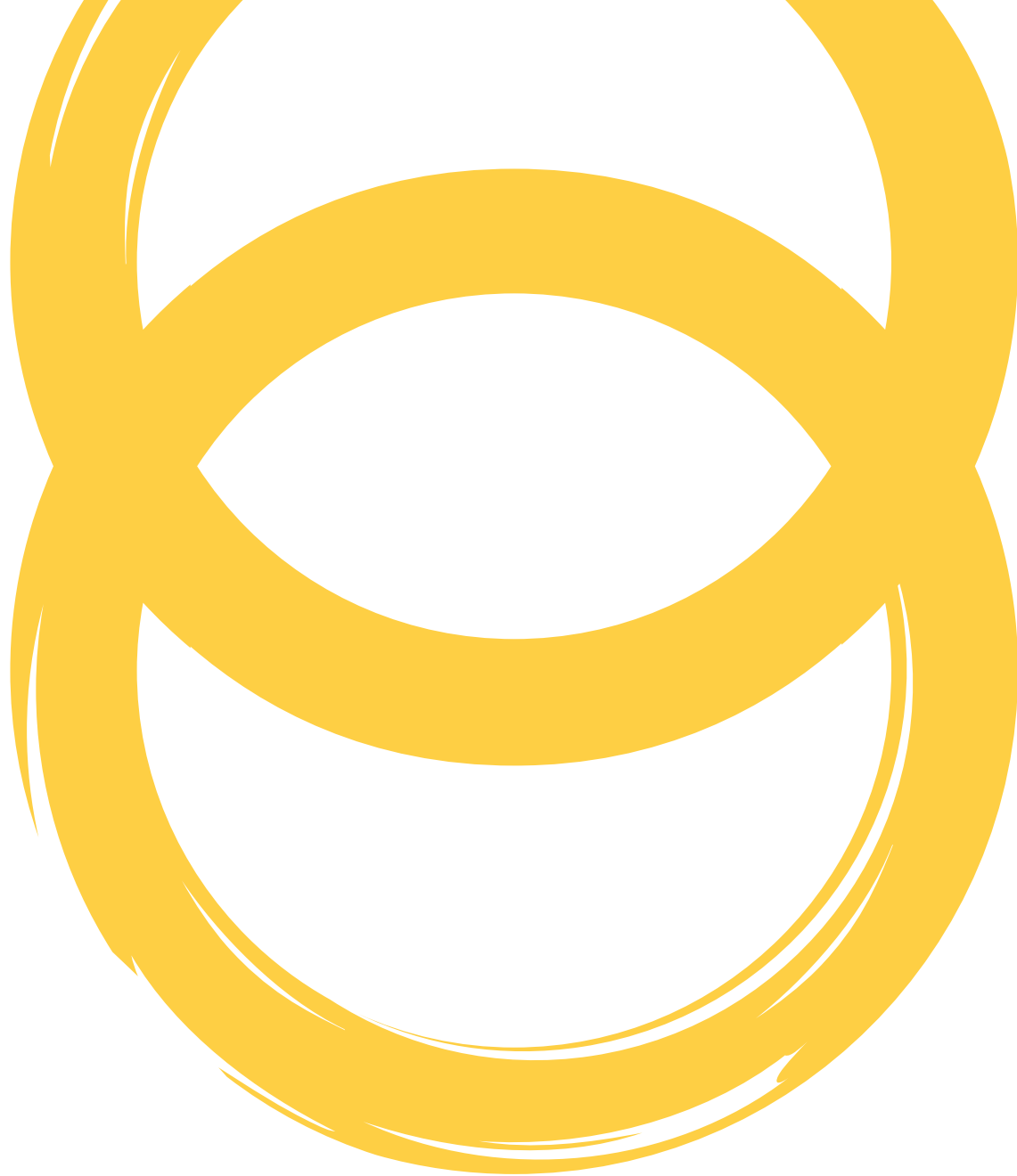
### Resources

Including a branding checklist and links to supporting documents and resources, plus contact details if you have any further questions.

### Brand essentials

This simple guide contains the most important points from the brand book. Refer to it regularly to make sure your work adheres to our guidelines.

# Sightsavers Brand book



**Our vision is of a world where no one is blind from avoidable causes, and where people with disabilities participate equally in society.**

## **Our areas of work**

### **Protecting sight**

We prevent sight loss and avoidable blindness in some of the poorest parts of the world by treating eye conditions such as cataracts and refractive error.

### **Fighting disease**

We help to treat and prevent debilitating conditions that affect more than a billion people. These parasitic and bacterial infections are called neglected tropical diseases (NTDs).

### **Disability rights**

We promote equal opportunities for people with disabilities, and campaign for disability rights so everyone has the chance to go to school and earn a living.

## **Our strengths**

### **We help to change lives**

We work with organisations, ministries, governments and local communities around the world to tackle the problems at the root of avoidable blindness.

### **We're a leader in our field**

We are one of nine charities ranked as 'high performance' by the UK's Department for International Development, and have been named one of US evaluator GiveWell's top charities.

### **We're disability-inclusive**

Sightsavers is committed to accessibility. We want all our work to be as inclusive as possible, so everyone can benefit from everything we do.

# Contents

To help you navigate the brand book, each section is colour-coded and has a designated pattern.

These are signposted at the top of each page.



Much of the reference material mentioned in this brand book can be downloaded from iVillage, Sightsavers' image library: [ivillage.sightsavers.org](http://ivillage.sightsavers.org)

External suppliers: ask your contact at Sightsavers to provide any items or content you need.

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# How we look





## Sightsavers celebrity auction

**Bid  
now!**

Meet Rita Ora, Romesh Ranganathan  
and many more!

[ebay.co.uk/sightsavers](http://ebay.co.uk/sightsavers)

Auction ends Sunday 3 March



# In this section

Sightsavers' brand identity covers anything visual produced by the organisation. It governs the logos, fonts, images, colours and layouts used in posters, documents, videos, brochures and online.

A strong visual identity enables people to easily recognise us, differentiates us from competitors and ensures everything we produce looks consistent and professional.

If you have questions about our visual identity, contact the design team: [design@sightsavers.org](mailto:design@sightsavers.org).



Much of the reference material in this brand book can be downloaded from iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org)

External suppliers: ask your Sightsavers contact to provide any items you need.

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# The Sightsavers logo

Our logo is made up of two elements: the Sightsavers name and the interlocking rings.

The rings represent partnership – the way in which we work – and they combine to form an eye symbol. The logo aims to project confidence and authority. The colours create a striking contrast that is as accessible as possible for people with visual impairments.

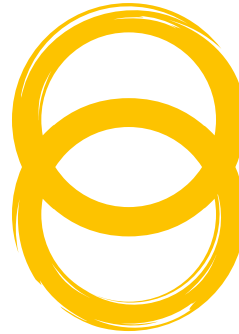
There are two versions of the logo. Use the version that complements the composition of the design.

## Italian logo

When designing content for the Italian market, the Sightsavers Italy logo must be used. It includes the strapline 'Italia ONLUS', an acronym for 'Organizzazione non lucrativa di utilità sociale' (Italian social organisation).

This logo should be used in the same way as the master logo, and must follow the same rules for clear zones and positioning. See pages 12-13 for more information.

Vertical



Sightsavers

Horizontal



Vertical



Sightsavers  
Italia ONLUS

Horizontal



## Logo colour variations

There are several colour variations of the logo, which can be used on coloured backgrounds where the primary logo (see opposite page) isn't as legible because of contrast levels.

Contrast with the background is the only factor that should determine which version of the logo to use. Different versions should not be used to represent or imply a sub-brand.

If the logo is positioned on an image, make sure the background does not affect the legibility of the logo. If necessary, place the logo in a coloured footer. See the 'Brand in action' book for examples.



All versions of the Sightsavers logo can be downloaded from iVillage, from the 'Brand assets and templates' folder.  
[ivillage.sightsavers.org](http://ivillage.sightsavers.org)

External suppliers: ask your Sightsavers contact to provide any items you need.





## Logo clear zone

A clear zone must be maintained around the logo to ensure maximum impact and make sure it is easy to read. The clear space (X) is defined by the height of the capital 'S' in the Sightsavers logo. Do not position anything within the zone indicated in grey.

See **opposite** for guidelines about positioning the logo on the page.

### Minimum height

The logo should never appear smaller than the minimum height indicated in the diagrams. Examples of these sizes (at actual size) are shown on this page.

For more details about minimum logo sizes for different document dimensions, see **page 28**.



All versions of the Sightsavers logo can be downloaded from iVillage, from the 'Brand assets and templates' folder.  
[ivillage.sightsavers.org](http://ivillage.sightsavers.org)

External suppliers: ask your Sightsavers contact to provide any items you need.



Example of minimum height (actual size):



### Horizontal



Example of minimum height (actual size):





# Logo positioning

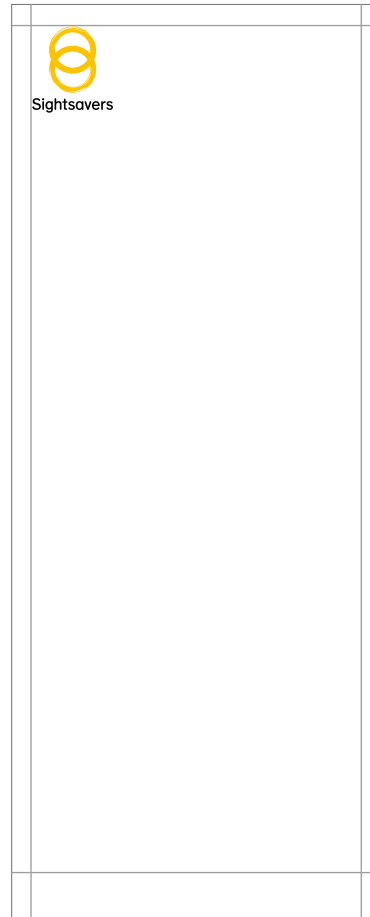
For printed publications such as brochure front covers, policy documents and advertising, the logo should be positioned in the bottom right corner.

For letterheads, compliments slips and large-format communications such as pull-up banners, the logo should be positioned in the top left corner.

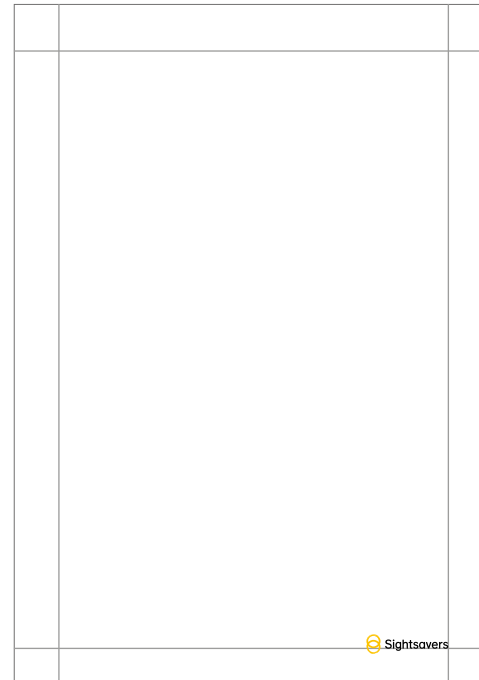
For digital products, the position of the logo will vary depending on the platform and the constraints of the format.

See the 'Brand in action' book for examples.

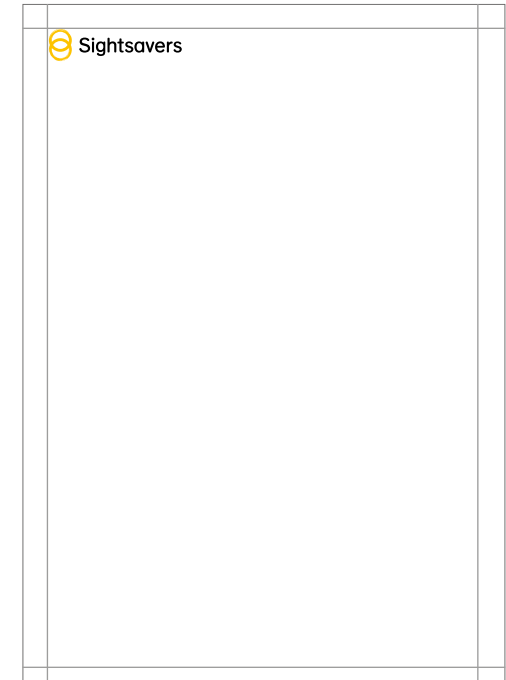
**Pull-up banner**



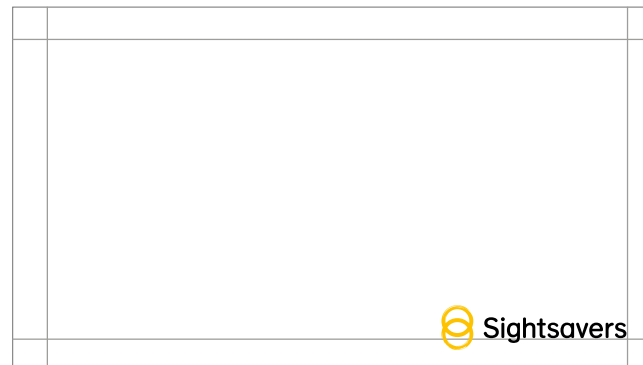
**Document**



**Letterhead**



**Social media landscape post**





## Logo lock-ups

Some of Sightsavers' high-profile projects use a 'lock-up' featuring the Sightsavers logo and the name of the project. This ensures each project has its own identity, but retains a visual connection to Sightsavers.

Each lock-up has horizontal and vertical versions for maximum flexibility: use the version that best suits the composition.

The rules regarding positioning and logo choice are the same as they are for the main Sightsavers logo: **see pages 10-13.**



All versions of the Sightsavers logo can be downloaded from iVillage, from the 'Brand assets and templates' folder.  
**[ivillage.sightsavers.org](http://ivillage.sightsavers.org)**

External suppliers: ask your Sightsavers contact to provide any items you need.

Horizontal



Vertical



Horizontal



Vertical



Horizontal



Vertical



# Common mistakes

## Logo



**Do** use the most recent version of the Sightsavers logo. **See page 10.**



## Colours



**Do** use the correct colour combinations: there are several versions. **See page 11.**



## Orientation



**Do** keep the logo upright, whether using the vertical or horizontal format.



**Don't** use old versions with rounded corners or a black background.



**Don't** change the logo's colours. You should only use the versions provided.



**Don't** rotate the logo.







## Composition



**Do** use the complete logo (the rings and wording) at all times.



## Proportions



**Do** maintain the logo's proportions, including the size of the rings vs text.



## Clear zone



Sightsavers

**Do** adhere to the logo clear zone when positioning it on the page. See page 12.



**Don't** use the interlocking rings or Sightsavers wording separately.



Sightsavers

**Don't** distort the logo, change its proportions or resize separate elements.



UKaid Sightsavers  
from the British people

**Don't** position any other elements within the logo clear zone.



## Background



**Do** use a version of the logo that is visible against the background. **See page 11.**



## Photography



**Do** use a version of the logo that is visible on photos and has good contrast.



## Lock-ups



**Do** use the proper logo lock-up style for campaigns and identities. **See page 14.**



**Don't** use a dark logo on a dark background: make sure the contrast is sufficient.



**Don't** use a version of the logo that cannot be seen clearly on a photo.



**Don't** add words alongside the logo to create new campaigns and identities.





# Colour palette

## Brand colour

Sightsavers Yellow should be used as our main brand colour.

For details of our colour hierarchy, [see page 20](#).

## Sightsavers Yellow

C0 M25 Y100 K0

#FFBB22

R255 G187 B34

Pantone 7548C/109U

Sightsavers Yellow was chosen as our main brand colour because it's positive, eye-catching and impactful. It stands out against a variety of backgrounds and contrasts with the other colours in our palette, so is easier to see for people with visual impairments.

Sightsavers Yellow should be the main colour used in all our branding and creative content, to ensure our work is consistent and instantly recognisable.

**Note:** Sightsavers only uses black for text, keylines and line drawings. We do not combine yellow and black: in common use these colours indicate hazards or warnings, which is not what we want to associate with Sightsavers.

## Secondary colours

Raspberry and blueberry are our secondary colours.

For details of our colour hierarchy, [see page 20](#).

### Raspberry

C9 M100 Y14 K33

#960051

R150 G0 B81

Pantone 676C

### Blueberry

C86 M83 Y9 K45

#403A60

R64 G58 B96

Pantone 5265C

**Note:** all the colours have names. Use these to avoid confusion.

## Extended colours

The extended colours should complement the design but not overpower the brand colour and secondary colours. They can be used on items such as graphs, but should not be used on front covers or as background colours.

### Lilac

C61 M56 Y0 K0  
#7474C1  
R116 G116 B193  
Pantone 272C

### Plum

C42 M95 Y10 K31  
#80276C  
R128 G39 B108  
Pantone 249C

### Forest

C85 M12 Y53 K36  
#006F62  
R0 G111 B98  
Pantone 562C

### Slate

C0 M0 Y0 K70  
#4C4C4C  
R76 G76 B76

### Fog

C0 M0 Y0 K50  
#999999  
R153 G153 B153

### Haze

C0 M0 Y0 K10  
#D9D9D9  
R217 G217 B217

### Orange

C0 M56 Y100 K0  
#FB6500  
R251 G101 B0  
Pantone 138C

### Aubergine

C30 M98 Y13 K68  
#612141  
R97 G33 B65  
Pantone 690C

### Tomato


C5 M96 Y80 K22  
#AF272F  
R175 G39 B47  
Pantone 1805C


### Mint


C60 M20 Y40 K20  
#789F90  
R120 G159 B144  
Pantone 624C


## Website colours


Note that Sightsavers Yellow is used less frequently on the website than it is in print, to ensure good colour contrast.

 **Sightsavers Yellow #FFBB22**  
**Used for:** heading underlines, quote boxes, content highlights, chapter navigation bars.

 **Blueberry #403A60**  
**Used for:** donation modules, call-to-action bars, statistics modules.

 **Orange #FB6500**  
**Used for:** donation buttons, donation accents.

 **Raspberry #960051**  
**Used for:** buttons, icons, call-to-action boxes, video 'play' buttons, hyperlinks, email call-to-action bars.

 **Website grey #F0F1F2**  
**Used for:** Call-to-action backgrounds and promotional block backgrounds.  
**Note: this colour is unique to the website.**



# Colour use and hierarchy

Only the brand colour and secondary colours should be used on key publications such as literature front covers, or as background colours. Yellow should always be visible, whether as the main background colour, as the text colour, or in the logo.

The extended palette can be used inside publications and on items such as graphs and maps.

**Tints** can be used in background elements, charts and maps. You can use any colours in the palette as tints at any percentage, as long as you follow the rules for colour use, contrast levels, legibility and accessibility.



**Sightsavers Yellow** should be used as the dominant brand colour, particularly for case studies.

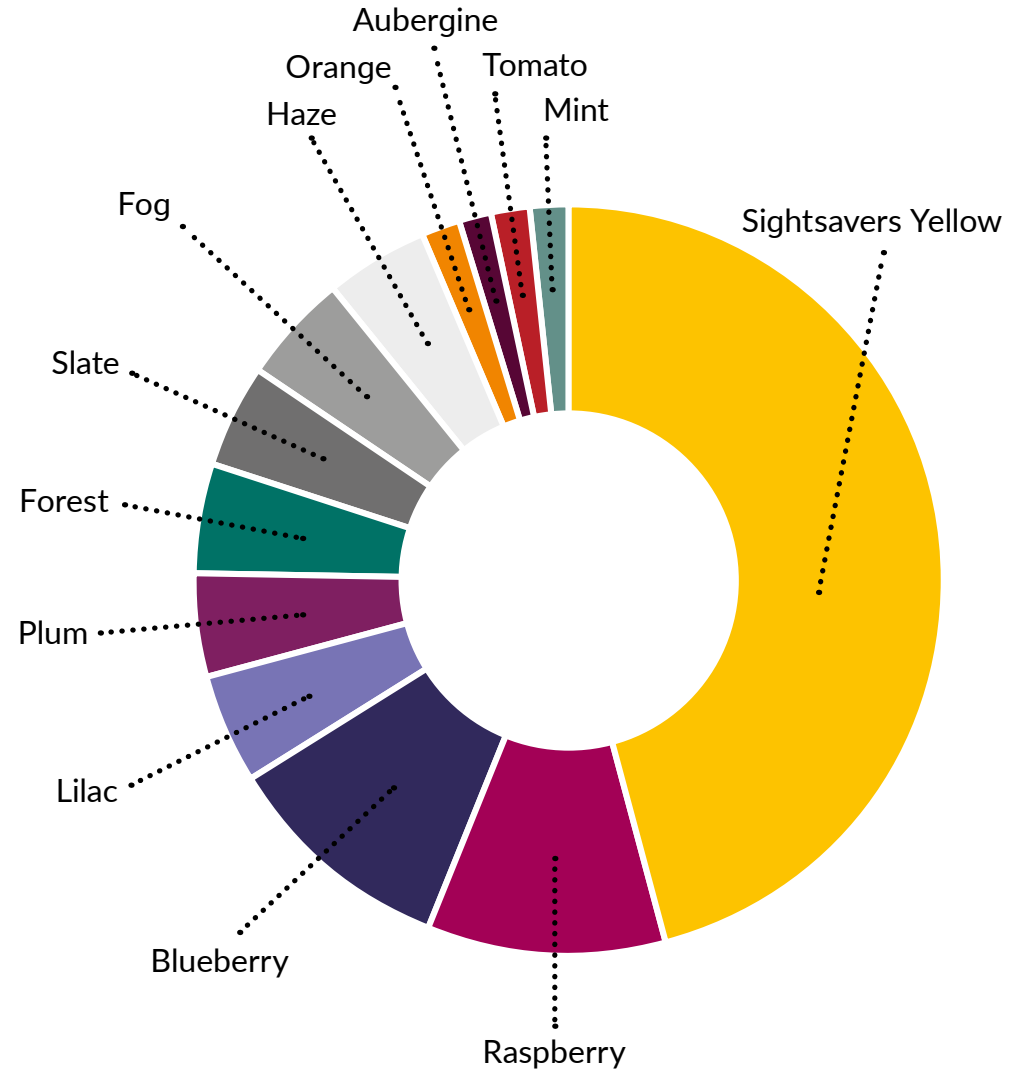


**Raspberry** relates to our vision and mission. Use it for programme and organisational information.



**Blueberry** relates to our data and research. Use it for statistics, infographics and research papers.

Colours in the wheel are shown in proportion according to their importance, visibility and how frequently they should be used.



### Choice of colours



**Do** use colours from the approved Sightsavers palette. See pages 18-19.



**Don't** use any colours that are not included in the Sightsavers palette.



### Hierarchy



**Do** follow the proportions shown in the colour wheel. See page 20.



**Don't** use any extended colours as the main colours in a project.



### Colour range



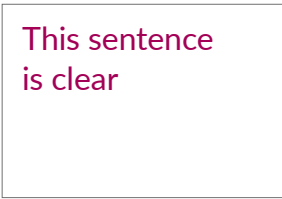
**Do** limit the number of colours you use to ensure your design is accessible.




**Don't** use too many colours, even if they are all from the Sightsavers palette.



### Contrast



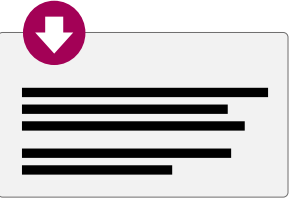
**Do** use clearly contrasting colours to ensure your work is easy to read.




**Don't** use yellow text on a white background, or vice versa.



### Black



**Do** use black for text, to make sure all text is clear and legible.



**Don't** use black for anything other than text. This was part of our old branding.





# Typefaces

## Brand typeface

**Lato** is our brand typeface: various weights can be used in publications. Use Lato Regular for body copy and Lato Bold for headings. **Do not** use italic styles: they are much harder to read and therefore less accessible. Other weights can be used as required.



### What are typefaces and fonts?

A typeface (also known as font family) is a set of one or more fonts each composed of characters that share common design features. Each font of a typeface has a specific weight and style. For example, Lato Regular and Lato Bold are two different fonts within the same typeface.



Lato is a free font, available at:  
[www.latofonts.com](http://www.latofonts.com)  
[www.google.com/fonts](http://www.google.com/fonts)  
[fonts.adobe.com/fonts](http://fonts.adobe.com/fonts)

Lato Regular (body copy)

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

---

Lato Bold (headings, web addresses, email addresses)

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

---

Lato Light (occasional body copy)

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

---

Lato Black (headings, if Lato Bold does not give enough emphasis)

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

## Alternative typeface

Sightsavers' Microsoft Office templates use **Arial** as an alternative typeface. Arial is pre-loaded on most computer operating systems: this ensures all documents display correctly when shared internally or externally. We encourage Sightsavers staff to use Arial 12pt or 14pt as the main text for their emails.

Arial Regular (body copy)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

.....

Arial Bold (headings, web addresses, email addresses)

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



Word, Excel and PowerPoint templates can be downloaded from iVillage, from the 'Brand assets and templates' folder: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).

For details about the templates, see the 'Brand in action' book (pages 30-33).

External suppliers: ask your Sightsavers contact to provide any items you need.





# Typography



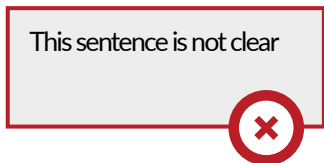
## Alignment

Align text to the left: this makes it easier to see where the next line starts. Never justify text (align it with both left and right margins): this creates uneven gaps between words.

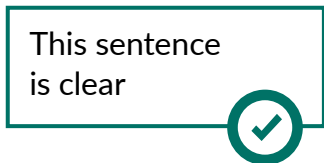


## Body copy

Body copy should be Lato Regular at 12pt, with a minimum of 14.6pt leading (the space between lines of text).

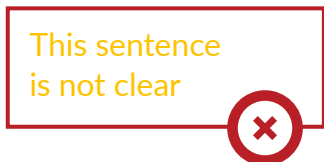


**Don't** reduce or increase the tracking (the space between letters) excessively: this can make text harder to read, particularly for people with visual impairments or dyslexia.

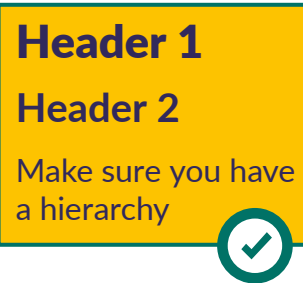


## Colour choices

Be aware of contrast when choosing a colour scheme, to ensure your text is visible to readers with low vision. Black should be used as the main font colour.



**Don't** use yellow text on a white background or white text on a yellow background.



## Hierarchy

Create a hierarchy of information using font weights, sizes and column structures.

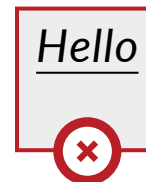


## Headings and titles

Use sentence case for headings and titles.



**Don't** capitalise each word or use all caps: capitalisation can be problematic for people with dyslexia and visual impairments.



## Italics and underlines

**Don't** use italics, except for titles in references, and **don't** underline words. Both are harder to read. The only exception is links on the website, which should be underlined (**see opposite**).



## Symbols

**Don't** use symbols when they can be written in full. Use 'and' instead of '&', 'per cent' instead of %, and 'number' instead of '#'. The exception is currencies (£, \$, €), which always use a symbol.



### Ligatures

All ligatures must be turned off to ensure the text is easy to read. For guidance on how to do this, contact the online and design team by emailing [design@sightsavers.org](mailto:design@sightsavers.org).



### Spacing

**Do** use single spacing in your documents.

**Don't** use double spacing: screenreaders will read out the second space as 'space', which can be annoying for users. Avoid using multiple paragraph returns, or users will hear the word 'return' throughout the document.



If you need to create additional spaces between lines or paragraphs, use 'space after' and 'space before' in Paragraph Settings.



### Bullets and numbering

Use standard circular bullet points or dashes. Don't use unusual glyphs or ornaments.



If you're describing stages that happen in a particular order, use numbers instead of bullet points.

### Text positioning

When placing text over a picture, ensure the background offers sufficient contrast to make the text legible. If the text is hard to read, either add a discreet drop shadow, or use subtle overlays behind the text to increase contrast levels.



### Email addresses and URLs

#### Print

Use Lato Bold for contact details, email addresses and web addresses. **Don't** use italics or underlines in print.



#### Digital

Links, emails and web addresses should be bold and underlined. **Don't** use italics on digital platforms.





# Styles

Sightsavers' branded templates and website contain a selection of pre-set styles for headings, body text, bullet points etc. When using the templates, always use these styles for all headings and text to ensure consistency and to make sure your work adheres to Sightsavers' branding.

## Word template text styles

When using Microsoft Word, the approved brand typeface is Arial. The template features built-in heading styles in Arial, as shown on this page, which should be used for all text. Do not manually format any text or headings.



For information about the Microsoft Office templates, see the 'Brand in action' book (**pages 30-33**).

## Heading 1

## Heading 2

---

## Heading 3

## Heading 4

## Heading 5

Body

- Bullet level 1
  - Bullet level 2
- 1. Numbering level 1
  - 1.1. Numbering level 2

## Website text styles

The website uses Lato typeface, to ensure consistency with our print products. There are several preset styles within Wordpress, as shown on this page, which should be used where appropriate.

# Heading 1

**Used for:** page headings, chapter headings, hero headings

## Heading 2

**Used for:** side headings, call-to-action text

## Heading 3

**Used for:** sub-headings within text and Discover More modules

Paragraph style

**Used for:** body text



# Layout guide

This table shows the **ideal minimum sizes** for the main brand elements when used on publications of different dimensions. Use this as a starting point to ensure your designs adhere to our brand guidelines.

Format	Logo height (horizontal logo)	Logo height (vertical logo)	Heading 1	Body text	Margins	Line thickness
A5	7mm	22mm	20pt	12pt	8mm	0.75pt
A4	8mm	25mm	24pt	12pt	18mm	1pt
A3	15mm	48mm	60pt	20pt	15mm	1.5pt
A2	21mm	67mm	84pt	28pt	22mm	2pt
A1	30mm	95mm	118pt	40pt	32mm	3pt
4A0	35mm	114mm	200pt	60pt	97mm	5pt
Pull-up banner	65mm	200mm	195pt	75pt	85mm	6pt



## Using grids

To create a balanced layout, use a grid as the basis of your design. Divide the width of the content area into columns (no more than six), with a gutter of at least 7mm. Follow the same process for the height, depending on the design. This creates a layout grid that will help determine where to place objects.

The size of the gutter and the size of the margins can also be used as a guide to define the minimum space between objects, to ensure consistency within your layout.

### Poster example

In this example, the page was divided into five vertical columns and three horizontal rows, both with a 7mm gutter. The heading starts at the top of the third row, and the logo sits at the bottom of the fifth column.



**Help us to fight painful,  
blinding diseases**

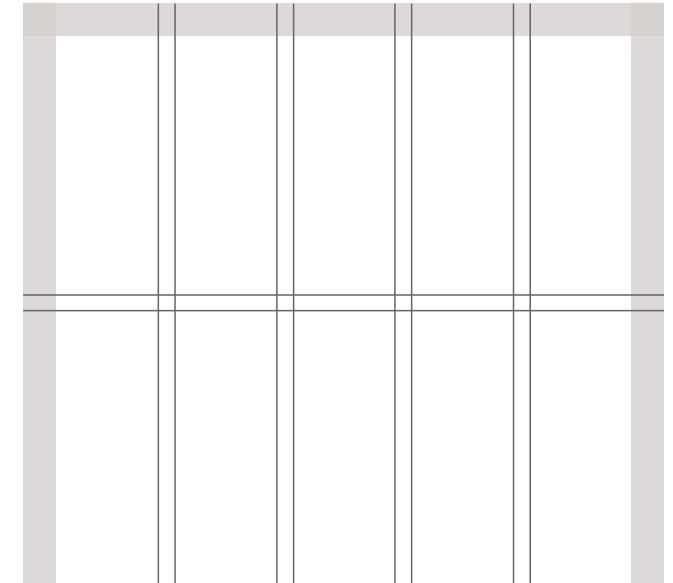
Your donation can provide vital medication to protect families from infectious diseases that could rob them of their sight.

[www.sightsavers.org](http://www.sightsavers.org)

Registered charity numbers 207544 and SC028110. Image © Sightsavers 2017/Gemma Robertson.



Sightsavers



**Help us to fight painful,  
blinding diseases**



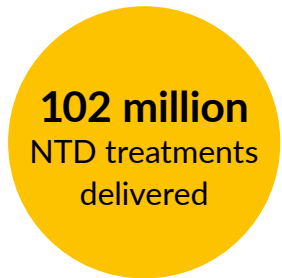
Sightsavers



# Graphics

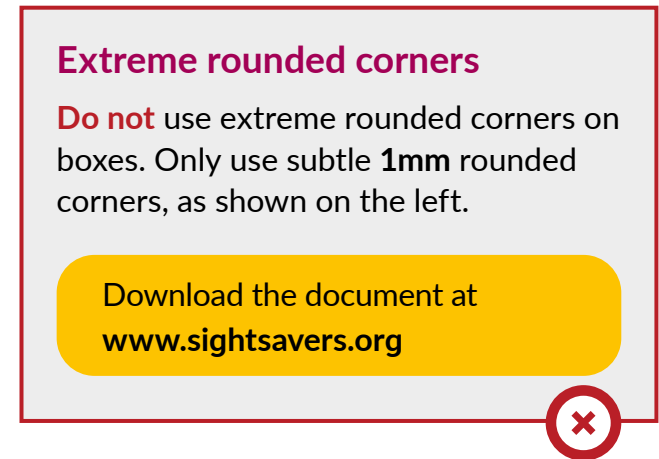
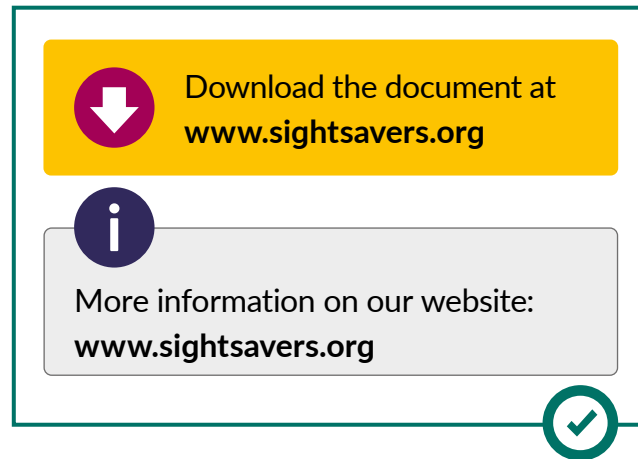
## Callout circles

These are used to highlight statistics, quotes or statements.



## Callout boxes

These act as a 'call to action', and can be used in conjunction with icons for more emphasis. Use subtle **1mm** rounded corners for a softer aesthetic.



## Table

Tables feature a raspberry header row, and alternating grey rows with 10% and 20% tint.

Country	Number of people examined
Bangladesh	185,521
Mali	185,794
Sierra Leone	36,512
Tanzania	100,173
Uganda	21,544

## Dividers

Use coloured dotted lines (called 'Japanese dots' in InDesign) to structure content and separate different sections.




# Infographics

When presenting data in infographic format, the information must be displayed clearly using a high-contrast design, with colours that can be distinguished easily by people who are colour blind or who have visual impairments. Each element should have a clear text label.





All examples are for guidance. If you have any requests or questions, contact the online and design team: [design@sightsavers.org](mailto:design@sightsavers.org)

**75%**   
of blindness and visual impairment can be **cured or prevented**


**89%**  
of people who are visually impaired live in **low and middle income countries**

**80%**  
of people with disabilities live in **low and middle income countries**

**x3**   
Without action, the number of people who are blind could rise to **115 million by 2050**

**1 billion**   
people have **near-vision impairments** that can be corrected with reading glasses

Read the World Health Organisation's Disability and Health Fact Sheet 2018 at [www.who.int/mediacentre/factsheets/fs352/en/](http://www.who.int/mediacentre/factsheets/fs352/en/)

 Sightsavers 5





# Icons

Use icons from the brand toolkit to highlight content: examples are shown below. They can be used with callout boxes (see page 30) or on their own. They are designed to be fairly ambiguous so they can highlight a wide variety of subjects and areas.

## Icon colours

Icons should use either the brand colour or secondary colours from the brand palette, as well as 'Fog' for a neutral option. Always consider colour contrast: examples below show the correct use of icons.



### Print example



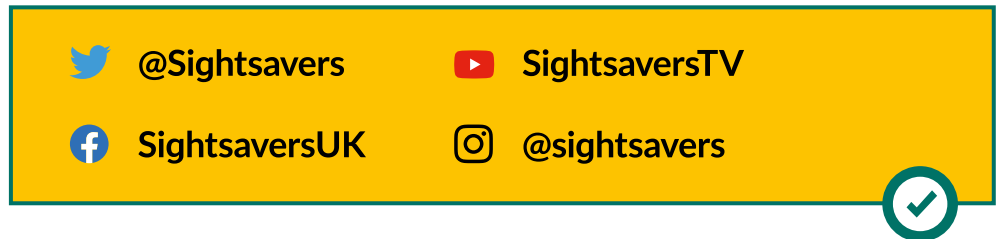
### Website example



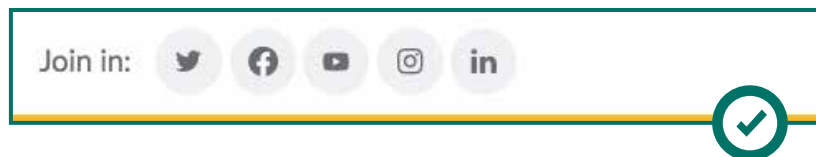
## Social media icons

iVillage contains Sightsavers' approved social media icons. Make sure you adhere to their individual guidelines: **do not** change the icons. Use the wording and styling as shown below.

### Print



### Website



### Video end slide



Icons are stored in the 'Assets' folder in 'Brand assets and templates' on iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org). External suppliers: ask your Sightsavers contact to provide any items you need.

### Style



**Do** use icons as supplied: they should be simple shapes using full colour.



**Don't** outline the icons or add a stroke.



### Size



**Do** use icons at a size that is legible and proportional to the publication.



**Don't** use icons smaller than 30px or 8mm wide.



### Purpose



**Fighting disease**

**Do** choose an icon that represents the message you want to put across.



**Sightsavers helps to protect sight in more than 30 countries around the world.**

**Don't** use icons purely as decorations if they don't relate to the message.



### Use



**225,000 people with disabilities have been trained in 2018.**

**Do** use icons to help explain and simplify complex information.



**225,000 people**

**with disabilities have been trained.**



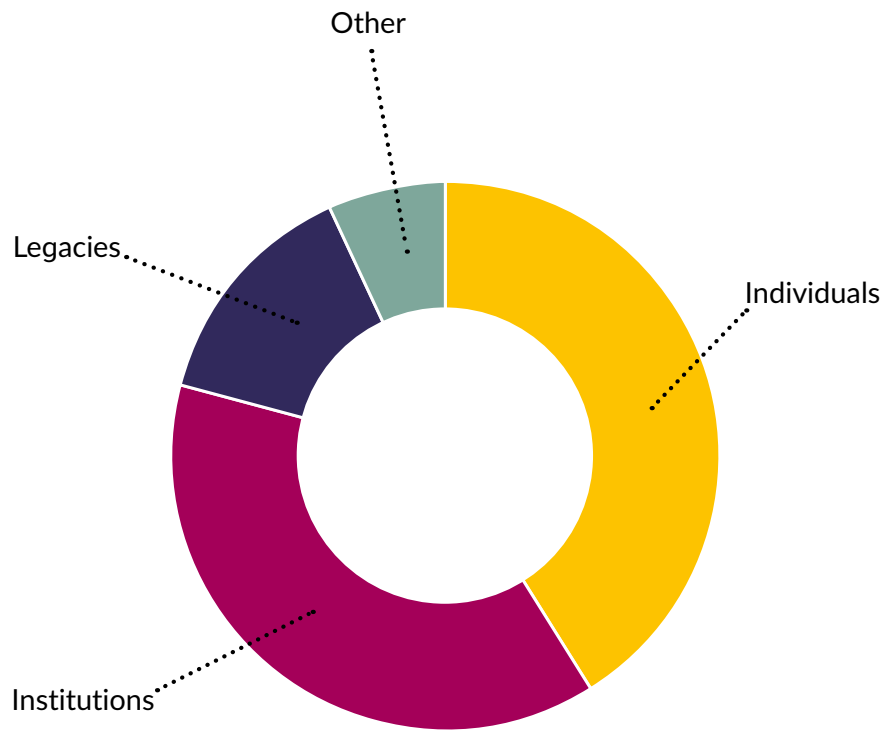
**Don't** overuse icons, or they lose their impact.





# Charts

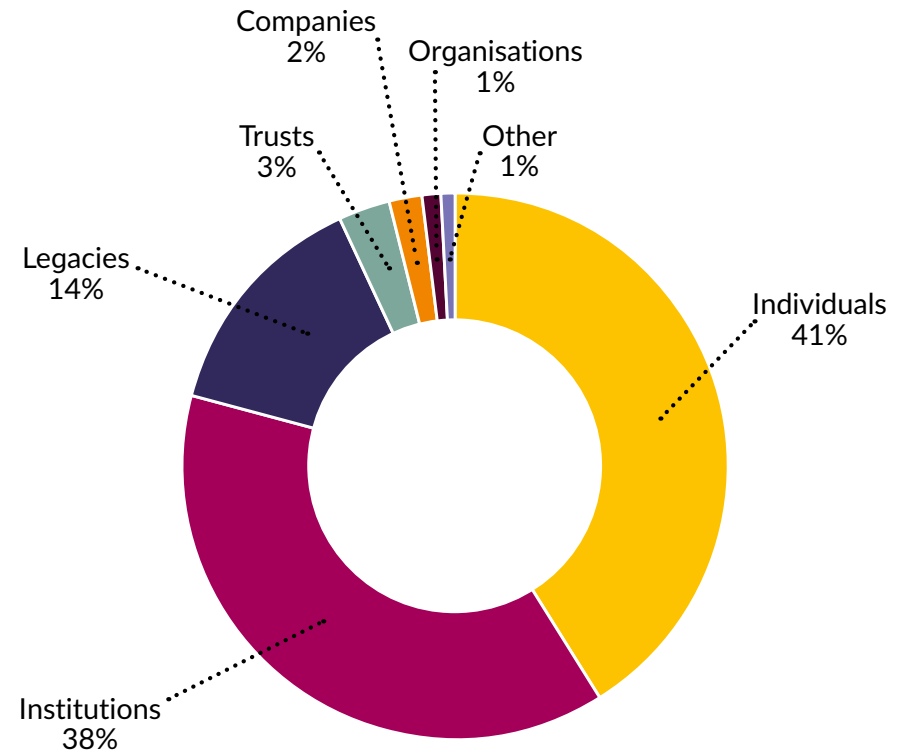
Graphs or charts must be clearly labelled and should not rely solely on colours: use additional patterns or data labels to make it easier for readers to differentiate each piece of data.



41%	Individuals	14%	Legacies
38%	Institutions	7%	Other

## Donut chart examples

If pie charts or donut charts have more than four sections, label each section in the chart with the category name and value so it's easier to read (don't rely solely on a separate key or legend).



### Bar graph example

#### Events



#### Targeting journalists and media



#### Social media

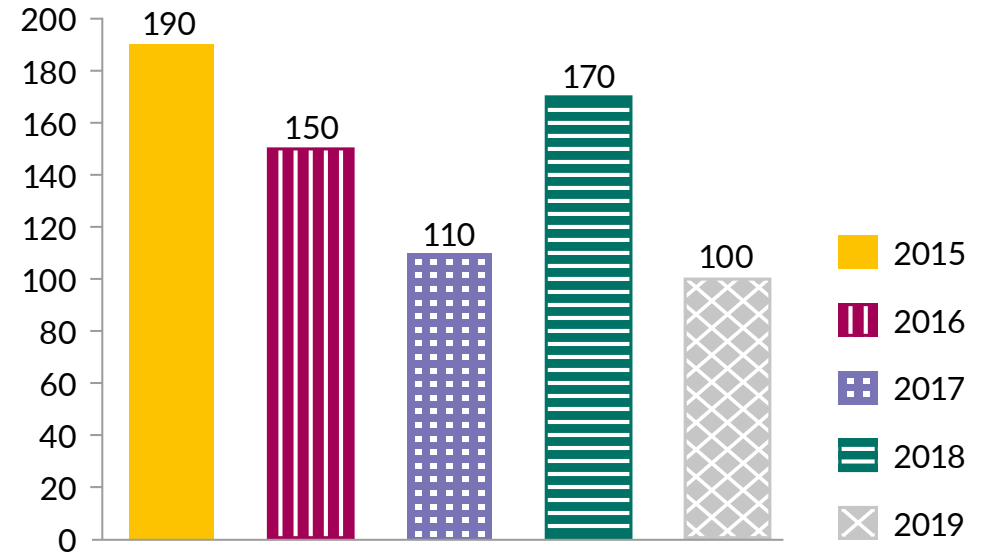


If data labels are positioned inside the coloured data areas, ensure the text contrasts sufficiently with the background colour so the labels can be read easily.

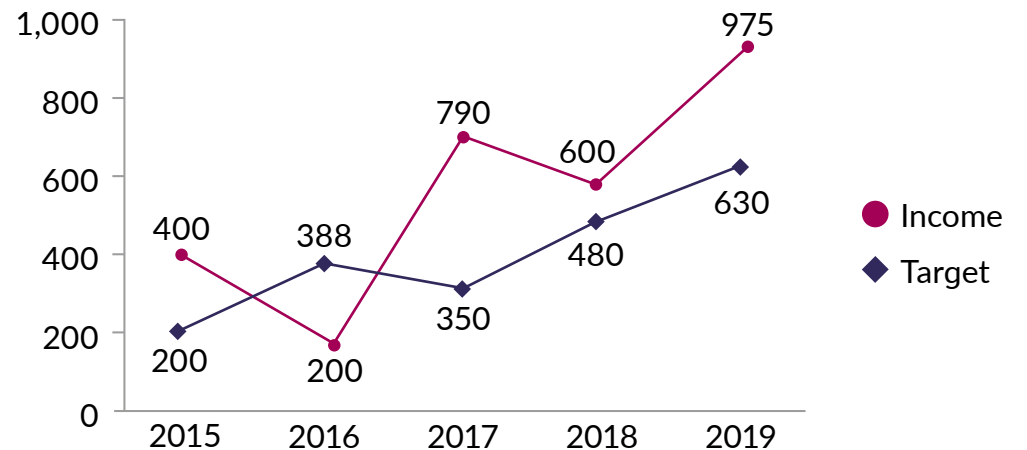
Don't include a horizontal or vertical grid in any chart unless absolutely necessary – it can make the chart confusing to read.

For line charts, include the data labels and use different shapes for each data set.

### Column chart example



### Line chart example





# Maps

To highlight countries, use brand colours and tints of brand colours: make sure the contrast levels are sufficient between adjacent colours. Use a 15% black tint for all other countries, so they are visible but do not stand out.

Use a white keyline to separate countries so borders are easily visible. Use white to indicate water (do not shade these areas).

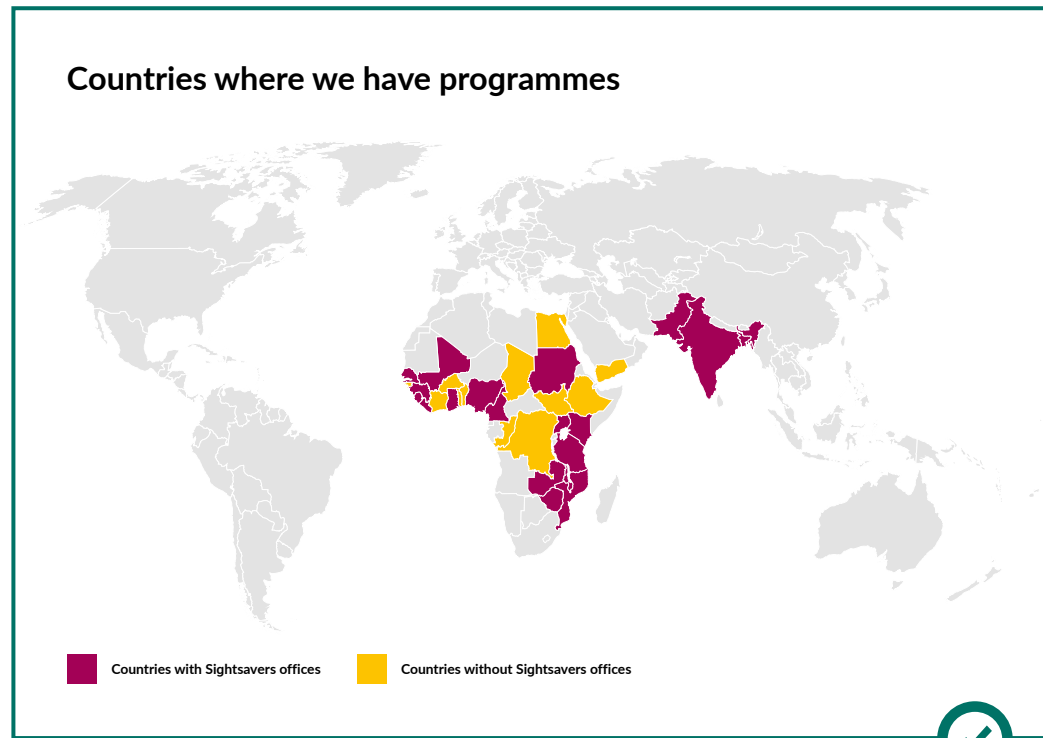
If you need a custom map, submit a Service Desk ticket for 'Communications, Design and Events'.



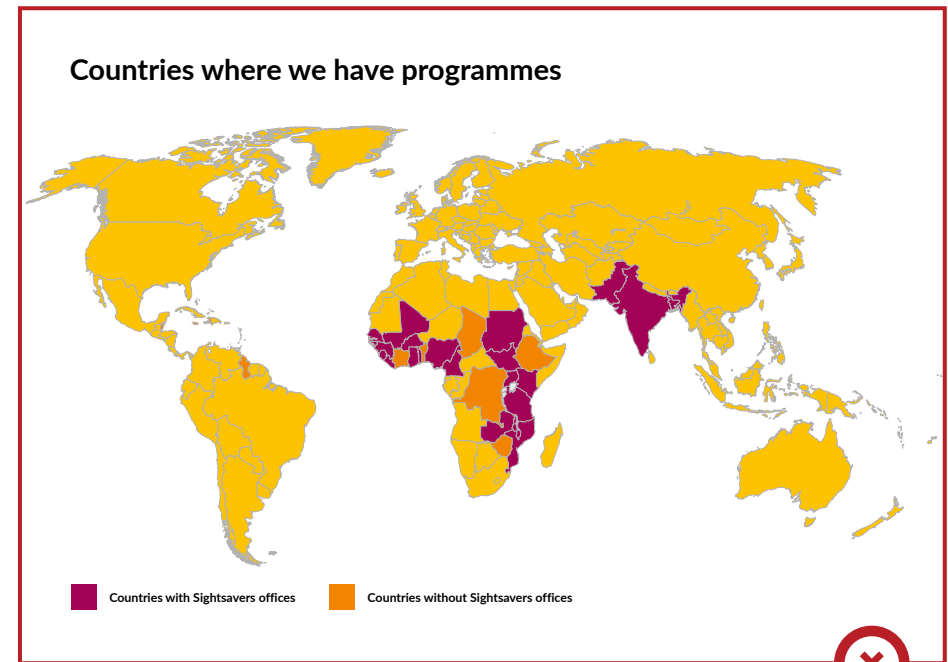
The map can be downloaded from iVillage, from the 'Brand assets and templates' folder: [ivillage.sightsavers.org](http://ivillage.sightsavers.org)

External suppliers: ask your Sightsavers contact to provide any items you need.

## Good contrast



## Poor contrast



# Illustrations

When using illustrations in Sightsavers' design projects, the style should suit the audience. For example, illustrations used for an exhibition in the UK may be highly stylised, whereas those used in training manuals for people living in rural areas may be more traditional. Choose an illustration style that's appropriate to the story being told, and be consistent: use the same style throughout the project.

To create a realistic illustration, a full range of colours can be used. There's no need to limit the palette to the approved Sightsavers colours.

## Examples of illustration styles

### Modern

Used mainly for illustrations aimed at supporters. Can be static or motion graphics.



### Traditional hand-drawn

Aimed at people in countries where we work. Created in conjunction with country staff.



### Highly stylised

Aimed at a very specific target audience and created to a strict brief.



For specific illustration requests, contact the online and design team:  
**[design@sightsavers.org](mailto:design@sightsavers.org)**



# Photography

Photography should tell our story in context and be appropriate to the audience.

## Ethics

We aim to feature the people we work with as central storytellers, and we have a duty of care to protect the people we portray, ensuring they are represented accurately.

- Photos must be respectful, and should not stigmatise anyone.
- Everyone in photos (including children) must be fully clothed, wearing clothing appropriate to the local custom.
- Content must relate to the situation being described (eg a photo of someone with cataracts cannot be used to illustrate a story about trachoma).
- Never use stock images or photos sourced from the web to illustrate our work.
- Don't use photos that are more than five years old. If possible, use the most recent photos available to ensure longevity.

## Capturing images

- All photographers must sign Sightsavers' code of conduct before being allowed to visit our project work.
- Where possible, always ask people before taking their photo.
- Never take a photograph of a child without the full understanding and permission of the parent or guardian. All subjects must give their informed consent, and they or their parent or guardian must sign a permission form.
- Images must only be taken of people's typical activities and actual challenges.
- Encourage your subject to get involved, especially with children: ask them for ideas on how they would like to be shown.
- Be culturally sensitive in what you ask people to do - what's acceptable in one place might not be in others. If in doubt, ask local programme staff to advise.
- Consider how framing and angles can affect how someone is depicted: try not to take images from above as this can seem disempowering.
- Limit cropping or framing that makes people look more vulnerable than they are. Try to include context in a photo, showing someone's home or the surrounding environment.
- Children must not appear isolated if they are being cared for by family members.
- Don't manipulate a situation to make it look worse than it is. For example, if a child is being held by their mother, this is the image you should take: don't ask her to put the child down.



All our work must adhere to Sightsavers' ethical content policy. Read online at [www.sightsavers.org/ethical-content](http://www.sightsavers.org/ethical-content)

## Image editing and manipulation



- ✔ **Do** ensure all images are as authentic as possible and accurately reflect the situation being portrayed.
- ✔ **Do** crop images sensitively if needed. Ensure the crop doesn't alter the photo's context, or make people look more vulnerable than they are.
- ✔ **Do** make sure any photo enhancements are minimal and natural (ie to brighten an image if needed).
- ✔ **Do** use colour photos: this is the most realistic representation of a situation, and is more natural.
- ✘ **Don't** significantly alter any images from their original form, including over-saturation, over-processing or excessive cropping.
- ✘ **Don't** edit or airbrush any image to alter a person's appearance or change the mood or concept of a photo.
- ✘ **Don't** use black and white (greyscale) or sepia images, unless they are historical photos.
- ✘ **Don't** create composite or collage images, unless for specific publicity reasons, where it should be obvious that the image has been set up.
- ✘ **Don't** mirror images unless absolutely necessary. If you need to flip an image, ensure there are no visible elements to show the image had been flipped (such as text, logos or other noticeable features).





## Photo credits

Images should be credited to Sightsavers and the photographer, in this format:

### © Sightsavers/Photographer name

In printed documents, the credits should be at least 10pt. If formatted vertically, the wording should run top to bottom.

Online, the credit should be included either in the image caption or, if a page features multiple images by the same photographer, at the end of the main text on the page.

### Photo credit (print)



© Sightsavers/Peter Nicholls

## Photo captions

Always use captions to give an image context. Identify people in photos using their first name and their country. Full names should never be provided alongside other identifiers such as age or community – the nearest big town or district name should be used.

### Photo caption and credit (online)



In central Ethiopia, Yabiy (centre) and her family were checked for trachoma. © Sightsavers/Peter Nicholls



All our images, including caption information, photographer name and any copyright details, can be found on iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).  
External suppliers: ask your Sightsavers contact to provide any items you need.

## Overlays

Colour overlays can be used on images to create backgrounds within layouts. Use one of the main or secondary colours from the Sightsavers brand palette, and be aware of colour contrast and legibility when positioning text on top.

### An example of text on a coloured overlay.

This is a greyscale image at 18% opacity, with an overlay of Sightsavers Blueberry at 60% opacity set to 'multiply'.

## Fundraising photography

Our fundraising photography often includes shots of pain and discomfort that demonstrate the need, shots of our work to show solutions, and uplifting images to illustrate the impact.

If the text and images are weighted towards the 'need', the solution should also be presented in the creative, either through text or images. Where this is not possible, such as in short TV adverts or content with a limited word count, there must be a visible link to more information. Always carefully consider the balance between problem and solution.

### Need



### Solution



### Impact



All our work must adhere to Sightsavers' ethical content policy. Read online at [www.sightsavers.org/ethical-content](http://www.sightsavers.org/ethical-content)



# Website graphics

Our websites use an established visual style and modules within Wordpress to reinforce Sightsavers' branding, using the same colours, fonts and design elements as used in printed content.

Note that all examples on these pages are shown in desktop format, and will display differently when viewed on mobile devices.

## CTA with image



Sightsavers' vision is of a world where no one is blind from avoidable causes.

[Read our story](#)



As with our print products, we want our websites to be as accessible as possible. We follow the **Web Content Accessibility Guidelines (WCAG)**, a set of international standards that cover best practice for online accessibility. For more, see [www.w3.org/WAI/intro/wcag](http://www.w3.org/WAI/intro/wcag)

## Links and signposting


There are several ways to direct users through the site, including call-to-action (CTA) bars and boxes, and side modules that sit alongside text. These can include a button or links within the text.

### Side module with hyperlink

**Contact us**

To find out how you can work with our grant management team, contact Anna Becker, Director of Institutional Funding, on [abecker@sightsavers.org](mailto:abecker@sightsavers.org)

### Side module with image



**Why donate to Sightsavers?**

Learn how we spend your money to change lives around the world.

[How your gift can help >](#)

### CTA bar blueberry

75% of sight lose can be cured or prevented

[What we do](#)

### CTA bar raspberry

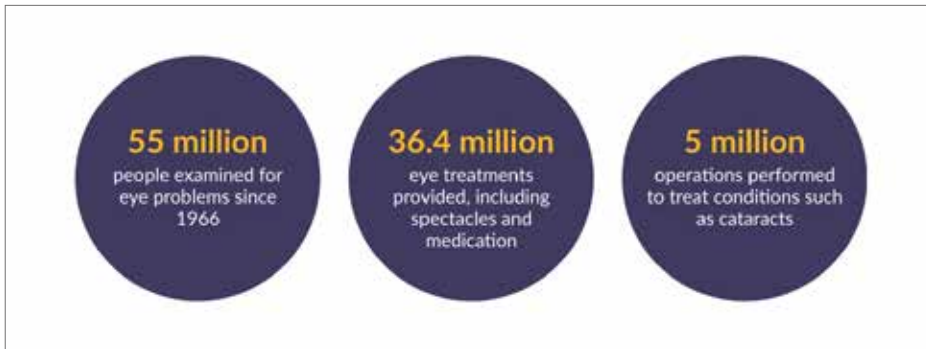
Learn about our work to save sight

[Sign up for emails](#)

## Icons and stat modules

These graphic elements are used to break up the page and draw users' attention to a particular piece of information. They follow a similar style to Sightsavers' printed graphic elements.

### Stat module



### Icon module

 <p><b>Protecting sight</b></p> <p>We prevent sight loss and avoidable blindness in some of the poorest parts of the world by treating conditions such as cataracts and fighting debilitating eye diseases. <b>Our work to protect sight</b></p>	 <p><b>Disability rights</b></p> <p>We promote equal opportunities for people with disabilities, and we campaign for disability rights so everyone has the chance to receive an education, earn a living and be happy. <b>Our fight for disability rights</b></p>	 <p><b>Working locally</b></p> <p>We work with governments around the world to tackle the problems at the root of avoidable blindness, and we work with local communities to support people who need it most. <b>See where we work</b></p>
---	--	---

## Campaign pages

Sightsavers' websites use colour to differentiate specific fundraising and advocacy campaigns. These campaign pages and posts use a designated colour for their call-to-action bars, boxes and stat modules.

### Examples:

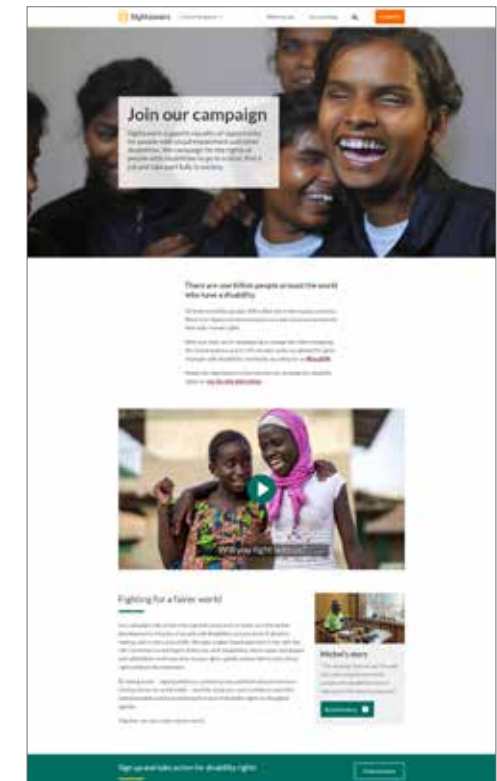
#### Appeal campaign

Sightsavers Yellow #FFB22



#### Policy campaign

Forest #006F62





# Video

Sightsavers produces videos for a wide range of audiences and purposes, including for our websites and social media. Different channels require different approaches, but the following guidelines should form the basis of all our video content.

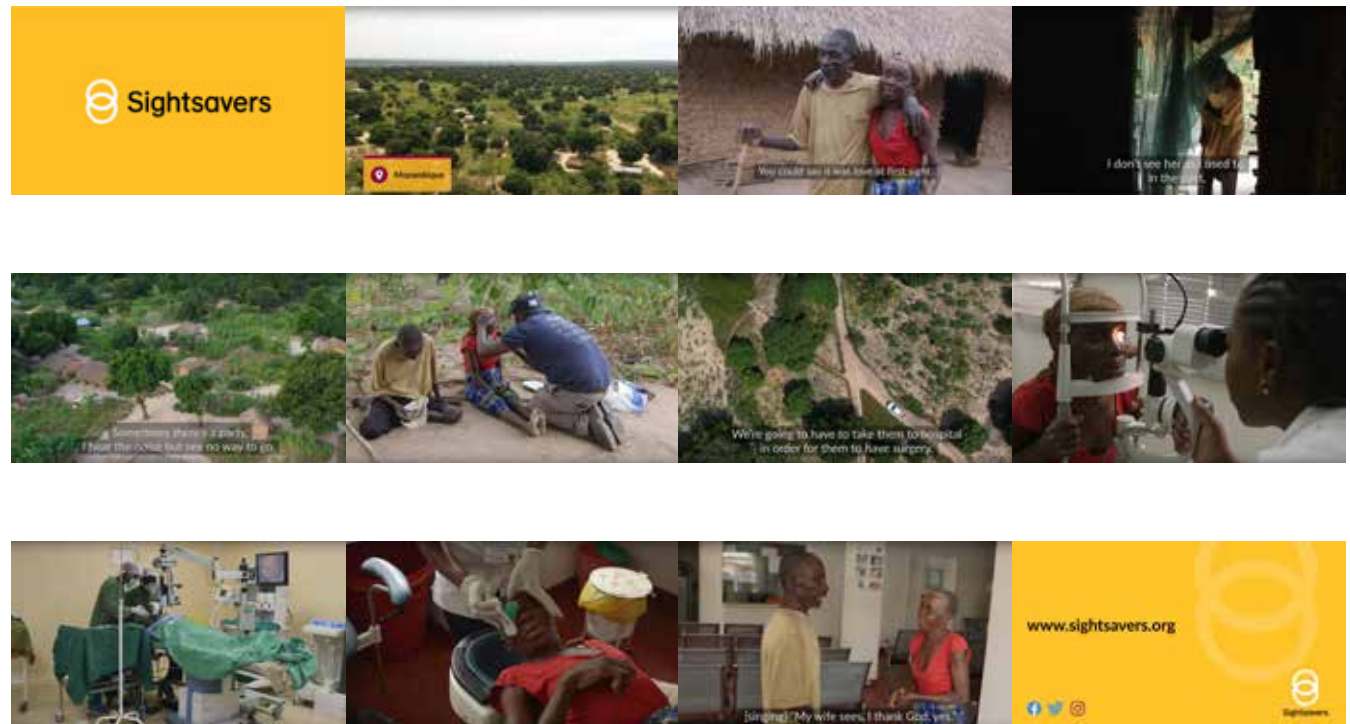
Templates are available for all the graphic devices used in Sightsavers-branded videos, including idents, end slides and lower thirds. They are set up to be used in Adobe Premiere.

## Resolution

Screens vary widely in size. Take extra care when creating videos so they display correctly on a variety of screen sizes.

For standard videos, use a screen resolution of **1920 x 1080px (1080p)**, which implies a widescreen aspect ratio of 16:9.

## Sightsavers video



Video assets can be downloaded from iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).

External suppliers: ask your Sightsavers contact to provide any items you need.



# Video ident

The Sightsavers ident, featuring an animated logo alongside simple audio, should be used at the start of all videos to identify them and ensure they are consistent. (The exception is some short video content for social media.)

## Sightsavers ident



Video assets can be downloaded from iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).

External suppliers: ask your Sightsavers contact to provide any items you need.



# Video end slides

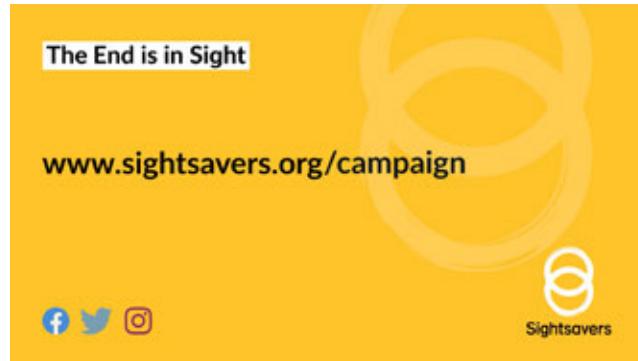
## End slide templates

Use the templates to create specific end slides for video content. There are several options to choose from, depending on the content of the video.

### End slide text



### End slide URL and social media



### End slide campaigns



Video assets can be downloaded from iVillage: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).

External suppliers: ask your Sightsavers contact to provide any items you need.

# Video assets

## Title templates

Use a title template to introduce content or scenes when needed.

### Title 1

**Laurinda's operation**

### Title 2

Footballer Benoit Assou-Ekotto travels to Cameroon to raise awareness of a blinding disease and Sightsavers' work to eliminate it.





# Video assets

## Lower third

The lower third should be used to introduce a speaker's name and job title. If captions need to be displayed at the same time as a lower third, position the captions above the lower third (see page 51).

## Name and job title text

This can be used as an alternative to the lower third. Use Lato Bold in Sightsavers Yellow for the name, and Lato Regular in white for the title, in at least 28px. Position the caption in a logical place on the screen to avoid obscuring the video, and use a cross-dissolve to fade in and out. Make sure the contrast is sufficient so the text is clear and easy to read.

## Location lower third

Use this to introduce the country/continent in which the video is set.

### Location lower third



### Lower third with captions



### Name and job title text



# Video typography

## Fonts and typefaces

Use Lato font for all typography.

Select an appropriate style from below when designing to 1080p:

## Title 1

Lato Regular or Bold 130px, auto leading

## Title 2

Lato Regular or Bold 90px, auto leading

## Title 3

Lato Regular or Bold 72px, auto leading

## Title 4

Lato Regular or Bold 57px, auto leading

## Body

Lato Regular 48px, auto leading

## Subtitles

Lato Regular 28px, auto leading

## Positioning

Ensure text is left aligned – this will make sure it is accessible and easily legible.

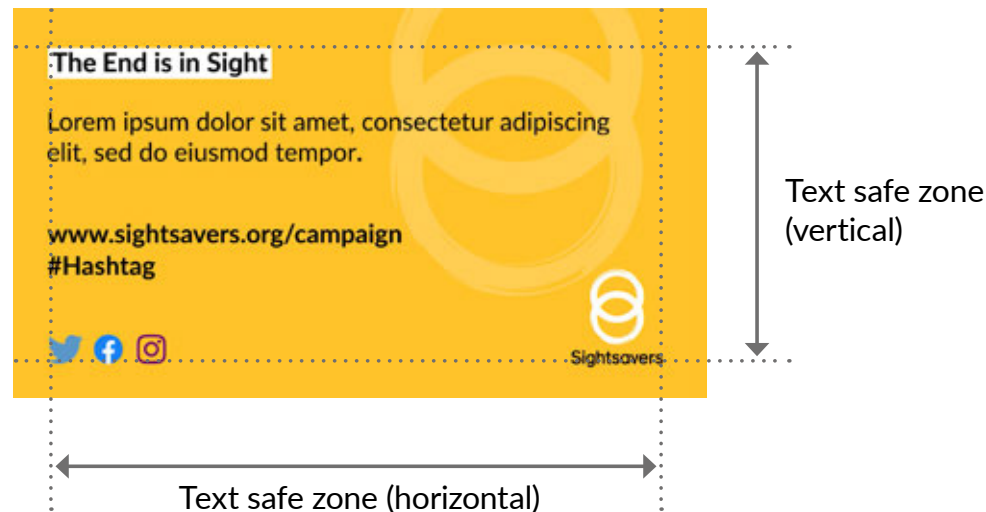
Align title text vertically in the centre of the screen, as shown below.



## Text safe zones

Keep text, captions and subtitles away from the edges of the screen. Content that's close to the edges may not display fully.

Below is an example of the text-safe area preview turned on in video editing software.





# Video captions

All Sightsavers videos must contain captions: text versions of the audio to describe spoken words and all important sounds (unlike subtitles, which only display spoken words). They are invaluable for viewers with hearing impairments and those who prefer to watch with the volume muted. They also provide clarity when interviewees are speaking with an accent that may be difficult to understand.

- All captions should be in Lato Regular font. If Lato is unavailable, use Arial Regular. The font size must be at least 28px.
- Use white text on a black background with 90 per cent opacity.
- The black background should be slightly larger than the text: it should span the full width of the text and finish at the end of the text without any large gaps. Don't extend the background beyond the end of the text.
- Don't use italics, bold or underlining in video captions.
- All captions should be a maximum of two lines. If more space is needed, split the caption onto the next screen.
- All captions should be centred.
- Leave a gap of four frames between each caption. This makes them easier to read.

## Caption single line



## Caption two lines



## Position

- ✔ **Do** fit all captions within the text-safe zones in the lower section of the screen.
- ✘ **Don't** position captions over a lower-third element. Instead, position them immediately above the lower third. If this covers a person's face, move the caption to the top of the screen.

## Line breaks

- ✔ **Do** make sure all captions are no longer than 40 characters per line.
- ✔ **Do** add line breaks at logical points. The ideal break is at a punctuation mark such as a full stop, comma or dash, or at a point where you'd naturally pause when speaking or reading.
- ✘ **Don't** break a caption onto two lines if it will fit on one. A single line takes less time to read and is less distracting.
- ✘ **Don't** break a person's name or job title over two lines.

## Caption without lower third



## Caption with lower third





# Video captions

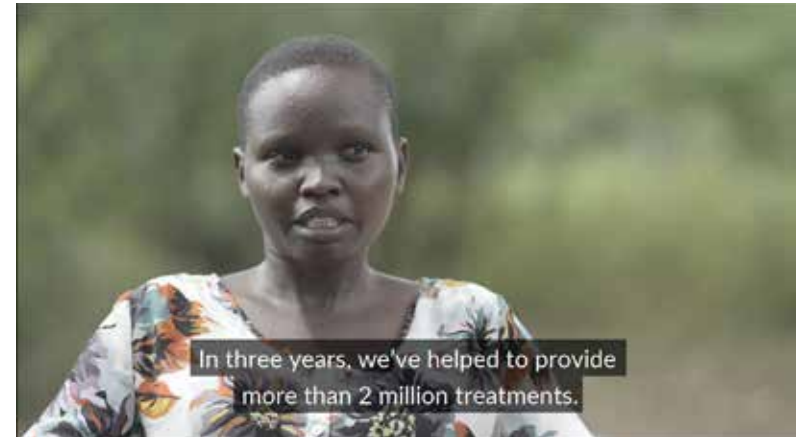
## Punctuation and numbering

- ✔ **Do** start all sentences with a capital letter.
- ✔ **Do** use an ellipsis (...) when there is a significant pause within a caption.
- ✔ **Do** use double quotation marks to introduce speech, quotes or interviews that are not part of the main voiceover, if the person is speaking off screen. This will tell viewers that a new person or voice is speaking.
- ✔ **Do** spell out numbers from one to nine, and use numerals for 10 or above. Include a comma in numerals containing more than three digits: for example 1,200.
- ✘ **Don't** use double spaces. Use a single space after commas, colons, semicolons and full stops, and on both sides of dashes (but not mid-word hyphens).
- ✘ **Don't** use an ellipsis to indicate that the sentence continues on the next screen.
- ✘ **Don't** use single quote marks or apostrophes to introduce speech.
- ✘ **Don't** write out numbers of more than 100,000 in numerals (ie '3,000,000'). Instead, use 'million', 'billion' etc (ie '3 million').

### Caption with ellipsis to indicate a pause



### Caption with numbers in correct format



## Timing

- ✔ **Do** make sure the captions coincide with speech. Match the pace of speaking as closely as possible.
- ✔ **Do** use a separate subtitle for each sentence where possible.
- ✔ **Do** try to give additional time for viewers to read unfamiliar words, visuals and graphics, labels, and shot changes.
- ✘ **Don't** get the timings wrong. Subtitles should not anticipate speech by more than 1.5 seconds or remain on the screen for more than 1.5 seconds after speech has stopped.
- ✘ **Don't** end a sentence and begin a new sentence on the same line, unless the second sentence is very short.
- ✘ **Don't** use several very short captions in succession. It's better to combine them into a single caption that is displayed for longer.

## Music and sound

- ✔ **Do** caption all music or sound that is part of the action, or significant to the plot. Show sound effect captions in lower case, in square brackets, eg [dog barking], [child screaming].
- ✘ **Don't** include captions on background music or sound effects if they're not essential to understand the video (they will just be distracting).

## Languages

- ✔ **Do** identify any languages being spoken that differ from the main voiceover. Use square brackets before the caption and the words 'In xxxxx', eg [In Hindi]

### Caption with sound effect detail



### Caption to show language





## Video captions: example



- ✔ **Do:** use Lato font, at a size of at least 28px.
- ✔ **Do:** centre the caption at the bottom of the screen.
- ✔ **Do:** use white text on a black background.
- ✔ **Do:** use a separate subtitle for each sentence, where possible.
- ✔ **Do:** make sure the opacity of the caption is set to 90%.
- ✔ **Do:** use no more than two lines of text, with logical line breaks.
- ✔ **Do:** limit each line to no more than 40 characters.
- ✔ **Do:** ensure the caption sits within the text safe zone (not too close to the edges of the screen).



- ⊗ **Don't:** use fonts other than Lato (or Arial, if Lato is not available).
- ⊗ **Don't:** use text smaller than 28pt.
- ⊗ **Don't:** position the caption on the left or right of the screen.
- ⊗ **Don't:** position the caption too close to the edges of the screen.
- ⊗ **Don't:** use any text colour other than white.
- ⊗ **Don't:** extend the black background beyond the end of each line.
- ⊗ **Don't:** use captions set to 100% opacity.
- ⊗ **Don't:** use more than two lines of text.
- ⊗ **Don't:** use more than 40 characters on a line.
- ⊗ **Don't:** break the text so some lines are a lot longer than others.





© Sightsavers/Javier Acebal

56 Sightsavers staff and members of local disabled people's organisations meet in Senegal to discuss the importance of disability inclusion.



# How we speak



58 Designers, creative professionals and Sightsavers staff taking part in a design workshop at Sightsavers' head office in Haywards Heath.

# In this section

We aim to ensure that all Sightsavers documents, communications, publications and web pages are easy to understand and are written in our 'brand voice', which dictates what we say and how we say it. This ensures our written work is consistent, recognisable and accessible for all.

Our style guide goes into more detail, setting out rules governing the spelling and grammar we use in documents, printed materials and online. For information, see [www.sightsavers.org/style-guide](http://www.sightsavers.org/style-guide).

## How we speak

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How we write about disability	64





## Sightsavers' brand voice

Our mission is to eliminate avoidable blindness and promote equality for people with disabilities. All our content should reflect this.

We want our tone of voice to be clear, accessible and easy to understand. Our writing should be authoritative and intelligent, but also down to earth, using everyday language and avoiding medical, scientific and marketing jargon and business-speak.

If in doubt about the wording to use, explain what you're trying to say in your own words, out loud, to a friend or colleague. This will encourage you to use shorter sentences and more colloquial (friendlier) language.

### Example

**Sightsavers works in more than 30 countries to prevent avoidable blindness and fight for disability rights.**



Direct, to the point, simple language, no unnecessary words.

**Sightsavers is a leading NGO with a presence in more than 30 countries, building synergies to facilitate the avoidance of blindness and increasing capacity to promote equality of opportunity for people with disabilities.**



Full of jargon, business-speak and acronyms, long sentence, very wordy.



For more examples, see  
[www.plainlanguage.gov/guidelines/words/use-simple-words-phrases](http://www.plainlanguage.gov/guidelines/words/use-simple-words-phrases)



## Our audiences

Our communications must appeal to a wide variety of people, often in different countries. Where possible, it is important for us to tailor the content to specific audiences. For example, government bodies may want information presented to them in a certain form and tone, while supporters or fundraisers may prefer a different approach.

Where we can – for all audiences – we should feature the voices of the people we work with rather than speaking for them. Allowing people to share their own experiences makes our content stronger as well as more credible, authentic and inclusive.

### Members of the public (potential and existing supporters)

Write emotive text, featuring inspirational personal narratives of the people we've supported. Show the need together with the solution. This audience may not be familiar with the intricacies of our work, so avoid all jargon and explain all acronyms. Be careful not to use business-speak.

### Companies and trusts

Communicate expertise and value, emphasising Sightsavers' authority. Again, steer clear of acronyms and jargon: assume this audience has a limited knowledge of the areas in which we work. Offer clear case studies that show our impact and the potential return on investment.

### Governments, partners and non-governmental organisations

This audience will be more familiar with our work so more technical language can be used, as long as it is clearly written and easy to understand: remember that English may not be the recipients' first language. Simple summary documents can be particularly useful.

### Researchers and academics

Sightsavers' research audience will be highly literate and used to reading technical documents about our areas of work, but this doesn't mean our writing should be flowery or unnecessarily complex. Technical terms can be used, but avoid long sentences or overly formal language (see pages 62-63 for tips).

### People in the communities where we work

Remember that this audience's first language may not be English. They are unlikely to be familiar with our work, so avoid all jargon and business-speak, and explain all acronyms clearly. Write emotive text, featuring personal narratives that the audience can relate to.

### Sightsavers staff

Communication should be clear and straightforward so it can be understood by as many colleagues as possible, including those whose first language may not be English. Remember, all staff have different specialities and may not be familiar with the intricacies of all our work, so technical terms and acronyms should be explained.



## General writing tips

### Keep your writing simple

Think about the words you use when having a conversation, and use these in your writing. Avoid using overly formal words such as 'thereby', 'therefore', 'thus', 'shall' and 'hence', particularly if a simpler word such as 'so', 'will', 'like', or 'but' will do the job just as well.

It's not about over-simplifying our content. It's about saving people's time and making sure they don't have to re-read your writing to decipher what you mean.



Use 	Avoid 
help	facilitate
near	close proximity
use	utilise
start	commence
affected	impacted
stop	discontinue
next to	adjacent to
about	pertaining to
as well as	in addition to



For more examples, see  
[www.plainlanguage.gov/guidelines/words/use-simple-words-phrases](http://www.plainlanguage.gov/guidelines/words/use-simple-words-phrases)



### Write in active sentences

These follow the sequence 'subject > verb > object'. They are more direct, easier to understand and are closer to how people speak.

-  **Active**  
Sightsavers has launched a new programme in Uganda.
-  **Passive**  
A new programme has been launched in Uganda by Sightsavers.

### Cut out extraneous words

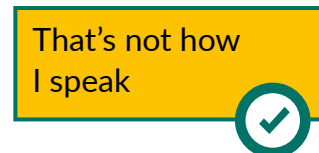
Longer isn't always better. Re-read what you've written to see if you can make it more concise: it will be far quicker and easier to read.

-  **Simple**  
Be careful when travelling to remote parts of Nigeria.
-  **Complex**  
It is important to note that you must exercise caution when travelling to remote parts of Nigeria.



### Keep paragraphs and sentences short

Our brains take in information more easily when it's broken into small chunks.



### Read your work aloud

If you stumble over any sentences, or they seem too long or confusing, rewrite them.



### Make sure everyone can understand what you've written

Unclear, flowery or confusing writing is an accessibility barrier to all readers, but may be particularly difficult for people with dyslexia, autism or other cognitive conditions.









## How we write about disability

The language of disability changes over time and varies in different cultures. However, it is important for Sightsavers to use appropriate language when referring to disability, and to avoid terminology that may be seen as offensive or inappropriate.

We refer to disability using **people-first language**, such as ‘people with disabilities’ or ‘people with visual impairments’.



Use the term **‘people with disabilities’**, rather than **‘persons with disabilities’**, unless it’s part of a title (such as the UN Convention on the Rights of Persons with Disabilities) or where it’s the accepted norm for a specific professional audience.

Theme	Use 	Don't use 
General	People with disabilities Person who has [name of disability] Disabled people/person	The disabled PWD (for ‘people with disabilities’ or ‘person with a disability’) Handicap/handicapped ‘suffering from’ a disability Invalid Victim Afflicted Crippled
Sight	People who are blind/blind people People/person with low vision Blind or visually impaired people Visual impairment Partially sighted	The blind People who are ‘in the dark’
Hearing	Deaf/deafness/the deaf community Hard of hearing	The deaf
Other terminology	Person with Down syndrome	Down’s person
	Person with restricted growth/ short stature/dwarfism	Midget
	Wheelchair user	Wheelchair-bound
	People without disabilities	Able-bodied



# How we make our content inclusive



Protecting sight  
and fighting for  
disability rights

# In this section

We want everyone to be able to enjoy and appreciate the content that Sightsavers produces.

Accessibility shouldn't be an afterthought: creating accessible content and events should be a core part of what we do.

Use these guidelines to ensure everyone can be part of our work.

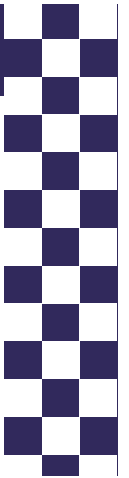


The following guidelines will help to ensure your work is as inclusive as possible. To check that your documents can be read by screenreaders, submit a Service Desk ticket for 'Accessibility testing'.

When working on more complex projects or content, it's worth involving people with disabilities and local audiences at the design and testing stages to make sure the work is suitable for as many people as possible.

## How we're inclusive

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# Visual



## Use clearly contrasting colours

Avoid orange with red, for example: people with colour blindness may not be able to tell the difference between them, and they will be hard to differentiate in low light. You can check the colour contrast of your work using a plugin (see the box below), or view your work in greyscale. This is particularly important in graphs and tables.

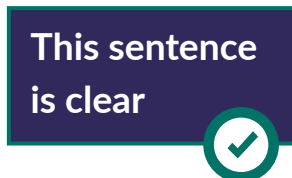
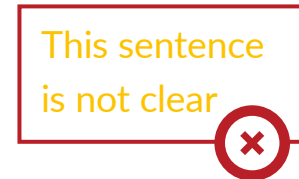


## Don't rely on colour alone

People with certain types of colour blindness may not be able to see a red error message, for example. If in doubt, use contrasting patterns and clear labels.

## Check your text colour

Choose the colour of text carefully to ensure there is sufficient contrast between the text and the background, ensuring it is legible and easy to read. Black on white is usually the first choice for maximum legibility.



Use these tools to check contrast and simulate colour blindness:

Colour Contrast Analyser

[www.developer.paciellogroup.com/resources/contrastanalyser](http://www.developer.paciellogroup.com/resources/contrastanalyser)

Sim Daltonism (Apple Mac and iPhone only)

[www.michelf.ca/projects/sim-daltonism](http://www.michelf.ca/projects/sim-daltonism)

# Text

You can read this sentence



This sentence is not very clear to read because of the size and choice of font



## Use large, clear fonts

All text for all publications must be at least 12pt in size. If this is not possible, an accessible PDF must be created and made available to download from our website, and the publication must contain details of how users can access the PDF.

abc  
XYZ

## Avoid using too many typefaces

Designs that use only one or two typefaces, weights and styles are usually easier on the eye – too many can create a confusing visual layout. This is bad for everyone, particularly people with reading difficulties such as dyslexia. Stick to Lato (Sightsavers' brand font), or use Arial in Microsoft documents.

## Align text to the left

This makes it easier for people to see where each line begins. Avoid justifying text, as this creates uneven gaps between words, and try to keep lines to a maximum of 60 to 70 characters so they're easier to read.



## Avoid multiple line breaks

Any extra spacing or paragraph breaks will be read out by screenreaders as 'space' or 'return', which can be annoying for listeners.

Sentence case



ALL CAPITALS



## Use sentence case

Capitalising just the first letter of a sentence is much easier to read. Too much capitalisation can be problematic for people with dyslexia and visual impairments, particularly if whole words or sections are all in capitals.

Hello



Hello



## Avoid underlining and italics

These are harder to read, as they can make words appear to run into each other.

and



&



## Take care with symbols

Some symbols can be hard to read and may not be recognised by every screenreader. Use 'per cent' instead of %, 'and' instead of '&', and 'number' instead of '#'.



# Layout

## Header 1

## Header 2

Make sure you have a hierarchy



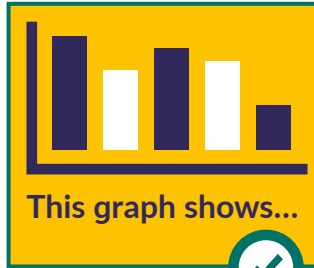
### Use text styles

When designing layouts, always use style sheets or paragraph styles for headlines, standfirsts, body text and captions. This helps with legibility and will also tag the headings (see below), enabling screenreaders to navigate from headline to headline, instead of reading the whole document word by word.



### Make sure all elements are tagged

Tagging will tell a screenreader what kind of element it's looking at – a headline, text, a picture, or something that doesn't need to be read at all. All styles can be linked to a certain tag, so the only manual step is to define 'figures' (pictures) and 'artifacts' (elements that don't need to be read out). For example, it's good practice to remove page numbers from tags so they're not picked up by screenreaders.



### Add alt text

Use alt text on all logos, photographs, graphs and illustrations: this ensures a description of the content can be read by screenreaders. For more information, see the Alt Text entry in our online style guide: [www.sightsavers.org/style-guide](http://www.sightsavers.org/style-guide)



To check your finished document can be read by screenreaders, submit a Service Desk ticket for 'Accessibility testing'.

## Microsoft Word templates

Sightsavers' Word templates are set up to be accessible for screenreaders. Make sure you use the preset heading styles to create a logical structure, and ensure all images have alt text. For information, see the 'Brand in action' book (page 30).

## Microsoft PowerPoint templates

Sightsavers' PowerPoint templates are designed to be as easy to read as possible, with large fonts, contrasting colours and clear images. For information about the templates, see the 'Brand in action' book (page 32). For tips to make your presentation accessible, see page 74.



The Microsoft Word and PowerPoint templates can be downloaded from iVillage, from the 'Brand assets and templates' folder: [ivillage.sightsavers.org](http://ivillage.sightsavers.org).

External suppliers: ask your Sightsavers contact to provide any additional content you need.







# Video

## Captions

All Sightsavers videos should contain captions throughout. These are text versions of the audio synchronised with the video, and should describe spoken words and all important sounds (unlike subtitles, which only display spoken words).

Captions are invaluable for people with hearing impairments, those who find it easier to process information visually, and viewers who prefer to watch with the volume muted. They also provide clarity when interviewees are speaking with an accent that may otherwise be difficult to understand.

For information about caption style, font sizes, positioning and timing, see **pages 50-55**.

## Text transcripts

If captions cannot be added to a video for any reason, a text transcript of the video must be produced in PDF format using the Sightsavers Word template.

The transcript should contain descriptions of the spoken words, actions and information on the screen, and must be made available alongside the video. This could be as a download on the Sightsavers website, or as a link in the YouTube description, for example.

## Caption example





### Voiceover

Any video that contains on-screen text or graphics should also include a voiceover to ensure it is accessible for people who may not be able to read the text. If you've produced a video and would like a voiceover to be added, this can often be done in-house: submit a Service Desk ticket for 'Communications, Design and Events'.

### Audio description

Audio description, also referred to as a video description or described video, is a form of narration used to provide information about key visual elements in a video for the benefit of people with visual impairments. Sightsavers does not routinely produce audio-described versions of its videos, although these can be created on request, dependent on budget.

### Signed versions

Sightsavers does not routinely produce signed versions of its videos, although these can be created on request, dependent on budget.



# Presentations

When giving a presentation, ask attendees in advance if they have any accessibility requirements. This will enable you to prepare in advance and cater for their needs.

- Create an accessible transcript of your PowerPoint slides in both digital (PDF) and printed formats. You can share this in advance or afterwards. Have printed copies on hand to give out on request.
- Check the venue to see if a hearing loop system is available, which can broadcast an amplified signal directly to a user's hearing aid. Test it prior to the event to make sure it's working.
- Think about having a sign language interpreter attending who can sign speeches, together with a palantypist (who converts speech to text) for attendees who have hearing impairments.



If you're planning a larger-scale presentation or event and would like further information or support, contact Sightsavers' events team: email [events@sightsavers.org](mailto:events@sightsavers.org).

## Creating slides

Sightsavers' PowerPoint templates are designed to be as easy to read as possible, with large fonts, contrasting colours and clear images. Your slides should follow Sightsavers' main guidelines for text and layout, including colour contrast, alignment etc (**see pages 24-25**).

- ✓ **Do** use the predefined text styles and sizes within the PowerPoint template. All text should be in Arial font, **at least 18pt in size**, and should usually be black on a white background.
- ✗ **Don't** use italic or underlined text. Most of the text on your slide should be in standard, regular typeface. Use bold for titles and for emphasis if needed.
- ✓ **Do** keep content to a minimum. Your slides should contain top-line information and bullet points, which you can then explain in more detail as you speak.
- ✗ **Don't** overload your slides with too much text: your audience will have trouble reading it while also listening to you speak. Also, if you put all your information on the slides and simply read it out, the audience will soon lose interest.

## Images, graphs and videos

- ✓ **Do** keep charts and graphs as simple as possible, using contrasting colours so different data sets are easy to distinguish.
- ✗ **Don't** use tiny fonts for graph labels. As with the rest of the text, they should be at least 18pt so they can be read from a distance.
- ✓ **Do** make sure images are good quality, high resolution and large enough to be seen from the back of the room.
- ✗ **Don't** take images from Google or another source without checking the copyright.
- ✓ **Do** make sure any videos are fully captioned and have a voiceover if needed (see pages 72-73). Alternatively, have a text transcript available on request.
- ✗ **Don't** include too many animations or videos: they may be confusing for people with visual or hearing impairments.

## Speaking guidelines

- ✓ **Do** speak at a normal pace, clearly and without rushing. Use a microphone if one is provided, even if you have a loud voice.
- ✗ **Don't** cover your face and mouth, or turn away from the audience at any point while speaking. This can make it difficult for lipreaders to follow what you're saying.
- ✓ **Do** briefly describe out loud what's on each slide (remember that some people may not be able to read the text).
- ✗ **Don't** forget about tables and graphs. Clearly describe what they're showing, and avoid vague references such as 'as you can see' without explaining what you're referring to.
- ✓ **Do** give people time to digest the information by pausing between topics and asking if anyone has questions.
- ✗ **Don't** stand in front of the projector or obscure your slides, if you're planning to move around during the presentation.

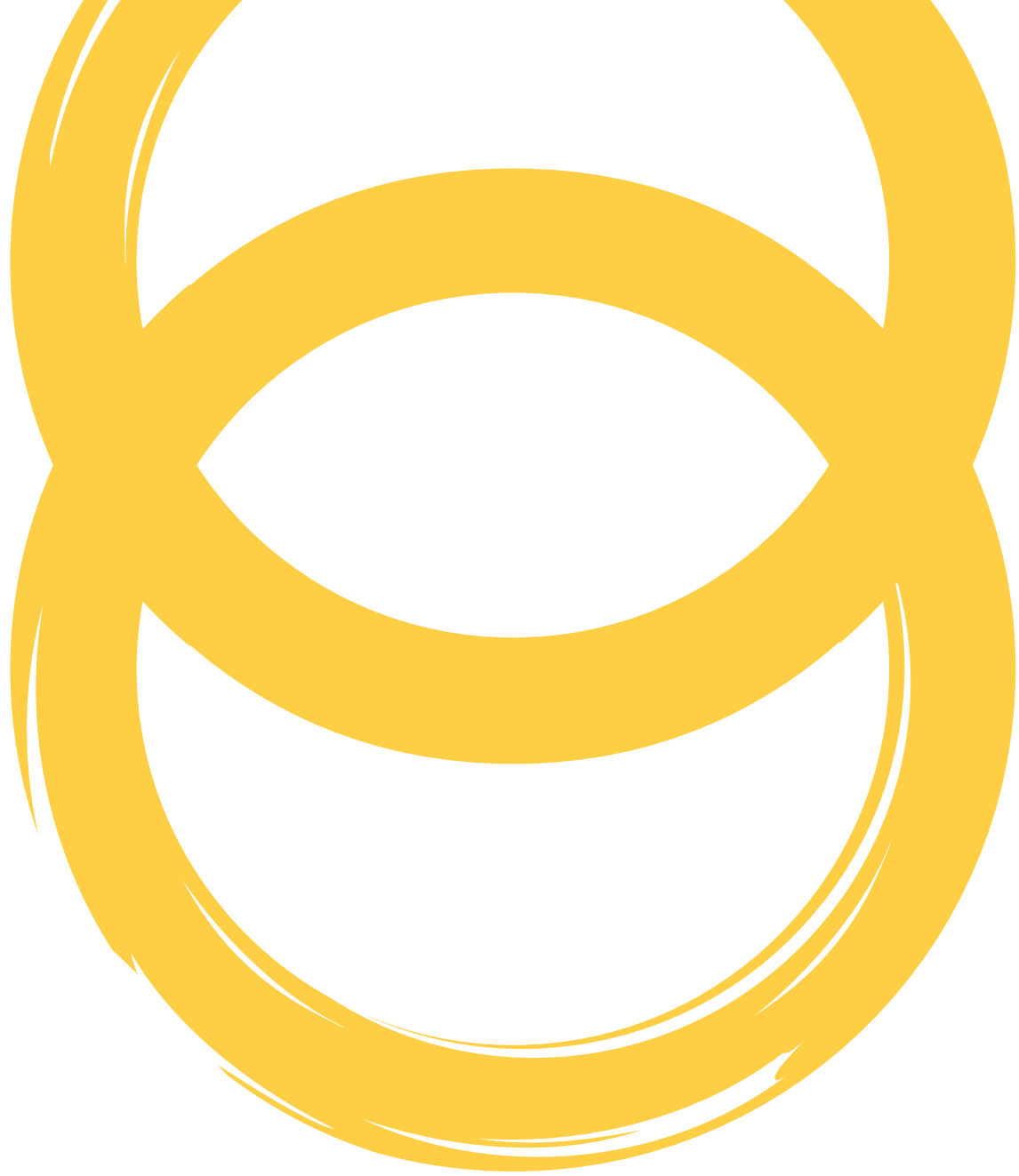
## Captions

If you don't have a live typist available and you're using Office 365, consider using PowerPoint's automatic captions function, which creates live text captions of your voice as you speak (you'll need to use a microphone connected to your laptop). In PowerPoint's Slide Show tab, select 'Subtitle settings'. Alternatively, toggle the subtitles on or off while presenting by right-clicking, or by pressing the shortcut key J.



© Sightsavers/JJArts Photography

76 Tafa Sene helps his grandmother Awa Ndiaye, vice-president of the women's association within Senegal's National Union of Blind People, as she visits the community.





# Sightsavers

## Brand in action





## Restoring sight

Every year, we help to carry out millions of eye examinations and treat people to prevent blindness and restore vision.

[www.sightsavers.org](http://www.sightsavers.org)



Sightsavers



# Contents

The following pages feature examples of our creative content. Use these to make sure your work adheres to our brand guidelines.

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Website 10

Social media 12

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Excel templates 31


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# Stationery

Sightsavers-branded letterheads and compliments slips are available as templates on iVillage. There are templates for specific country offices: use the one most relevant to your location.

## Compliments slip



First Floor  
Spencer House  
Spencer Row  
Dublin 1  
Ireland  
+353 (0) 1 663 7666  
[info@sightsavers.ie](mailto:info@sightsavers.ie)  
[www.sightsavers.ie](http://www.sightsavers.ie)

 Sightsavers Ireland  
 @SightsaversIE  
 SightsaversTV  
 @SightsaversIE

Registered charity number 20053246  
Company number 377692.

With compliments

## Letterhead



First Floor  
Spencer House  
Spencer Row  
Dublin 1  
Ireland  
+353 (0) 1 663 7666  
[info@sightsavers.ie](mailto:info@sightsavers.ie)  
[www.sightsavers.ie](http://www.sightsavers.ie)

 Sightsavers Ireland    @SightsaversIE    SightsaversTV    @SightsaversIE

Registered Charity Number 20053246. Company number 377692. CHY Number CHY 15437. Patron: Michael D. Higgins, PRESIDENT OF IRELAND  
Directors: Jim Miley (Chairperson), Bernadette Carr, Daragh Fahey, Lorraine Higgins, Chris Kinder, Brenda Moriarty, Una Murray, Tony Ward.  
Company Secretary: Ken Moon. CEO: Charlie Lamson.

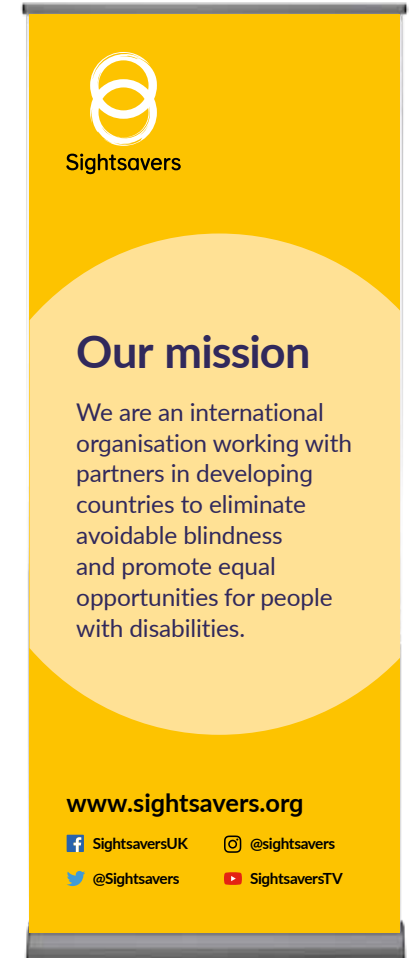
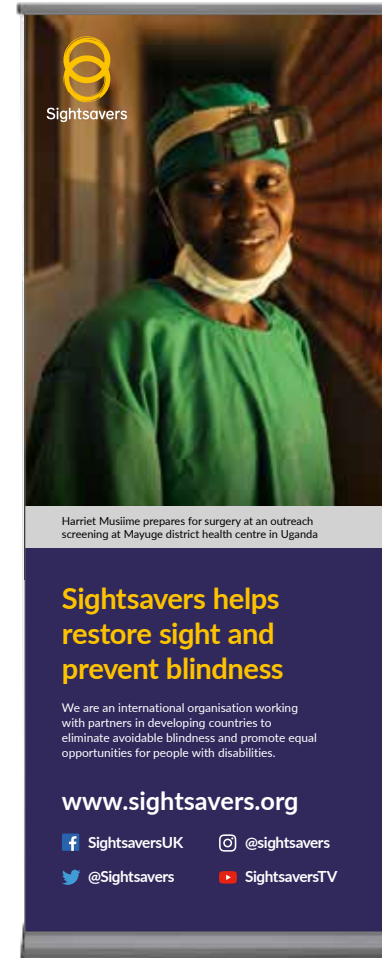
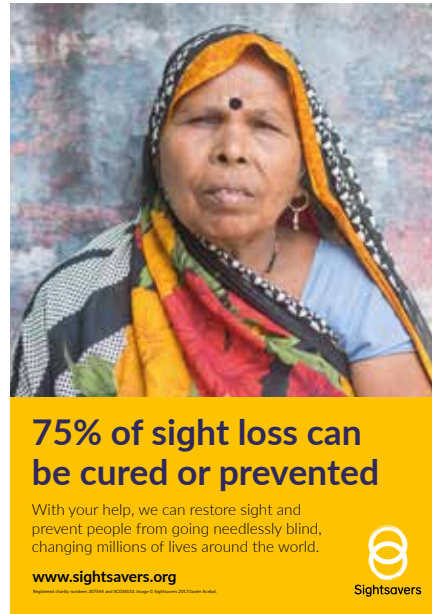


## Posters and banners

For posters and large-format publications, use a combination of engaging imagery and compelling, concise copy.

Use graphic devices when needed to create a hierarchy and increase the legibility of text on a busy background.

If a call to action is required, it should be positioned in the lower section of the poster.



The images shown in these examples are for illustration only. The images you use will depend on the project, tone of voice and target audience.



# Publications

## Cover images

Use an engaging image that illustrates the document's subject matter. Use graphic devices or subtle drop shadows to increase the legibility of text if it's positioned over a busy background (see examples below).

If the cover logo or text isn't visible against the background, use a generic footer to make sure it's legible.



Generic Sightsavers back cover templates are available for InDesign and Word documents. For more information, see page 30.



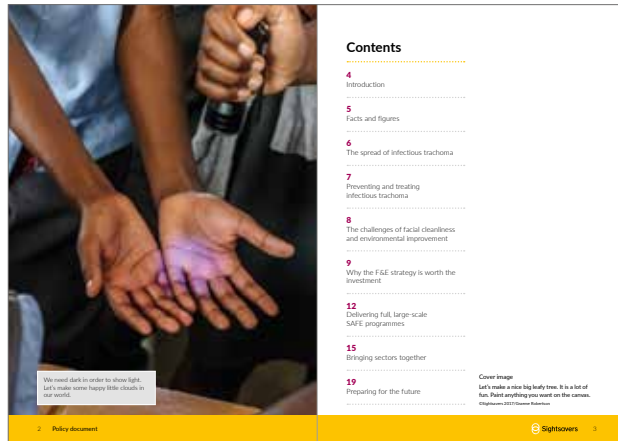


## Reports

This example shows a policy document with various page options. Example spreads one and two show footer option A (solid yellow); example spreads three and four show option B (dotted line).



A4 front cover



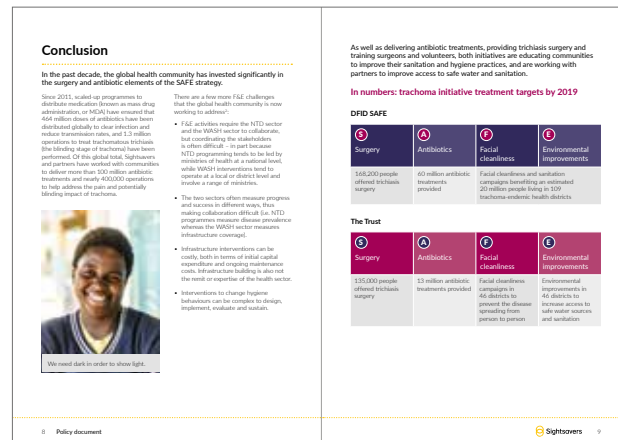
Example spread one



Example spread two



Example spread three



Example spread four



Back cover



# Direct mail

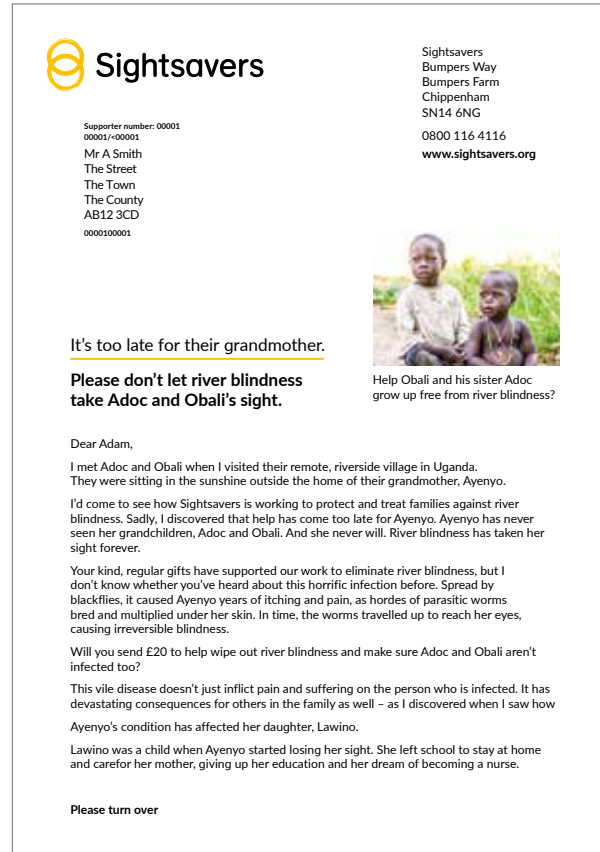
For all direct mail fundraising letters, position the logo in the top left corner, with sufficient clear space (see main brand book, **page 13**).

For bespoke direct mail, ensure the logo is clear, using the correct version of the logo against the background.

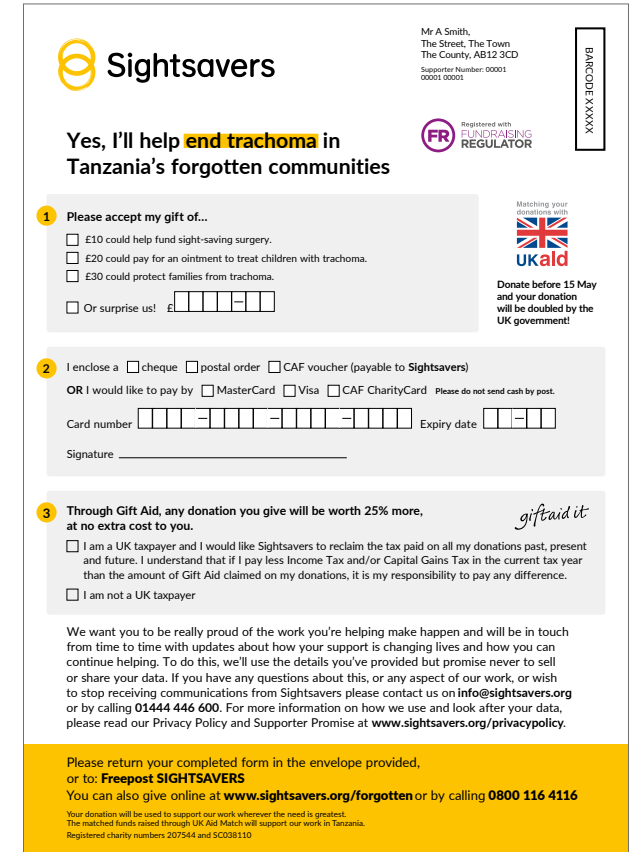
## Envelope



## Letter



## Form






# Print adverts

The logo should be positioned in the bottom right corner. Add a clear call to action in the lower section of the ad, where possible.

If the advert is not full bleed, add a 0.25pt black border.

## Quarter-page ad with border

**Did you know**  
Sightsavers  
doesn't just  
save sight?



When someone in a low or middle income country has an eye condition that can be prevented or treated, we do everything we can to save their sight.


But there are many people whose blindness is irreversible, and these people are often ignored by their communities, their government, even their own families. That's why we campaign for the rights

of people who are blind and visually impaired, or who have other disabilities, to make sure no one is left behind.

We want to empower people like Anuradha (pictured) so they can participate in fully in society and have a say in the decisions that affect them and their families.

**We want to create a fairer world for everyone. You can help turn this vision into reality.**

**Join us**  
[www.sightsavers.org/your2030](http://www.sightsavers.org/your2030)




Sightsavers

© Sightsavers. Registered charity number CHY 15437.

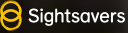
## Full-page ad

Hamza Kamuna 16, Uganda  
born without sight



"I do nothing now.  
I wake up in the morning and sit.  
I only think about one thing, that one day I'll be back in school."

[www.sightsavers.org/framingus](http://www.sightsavers.org/framingus)



Sightsavers

Sightsavers International, Inc. is a 501 (c) (3) non-profit organization. EIN: 31-1740776.





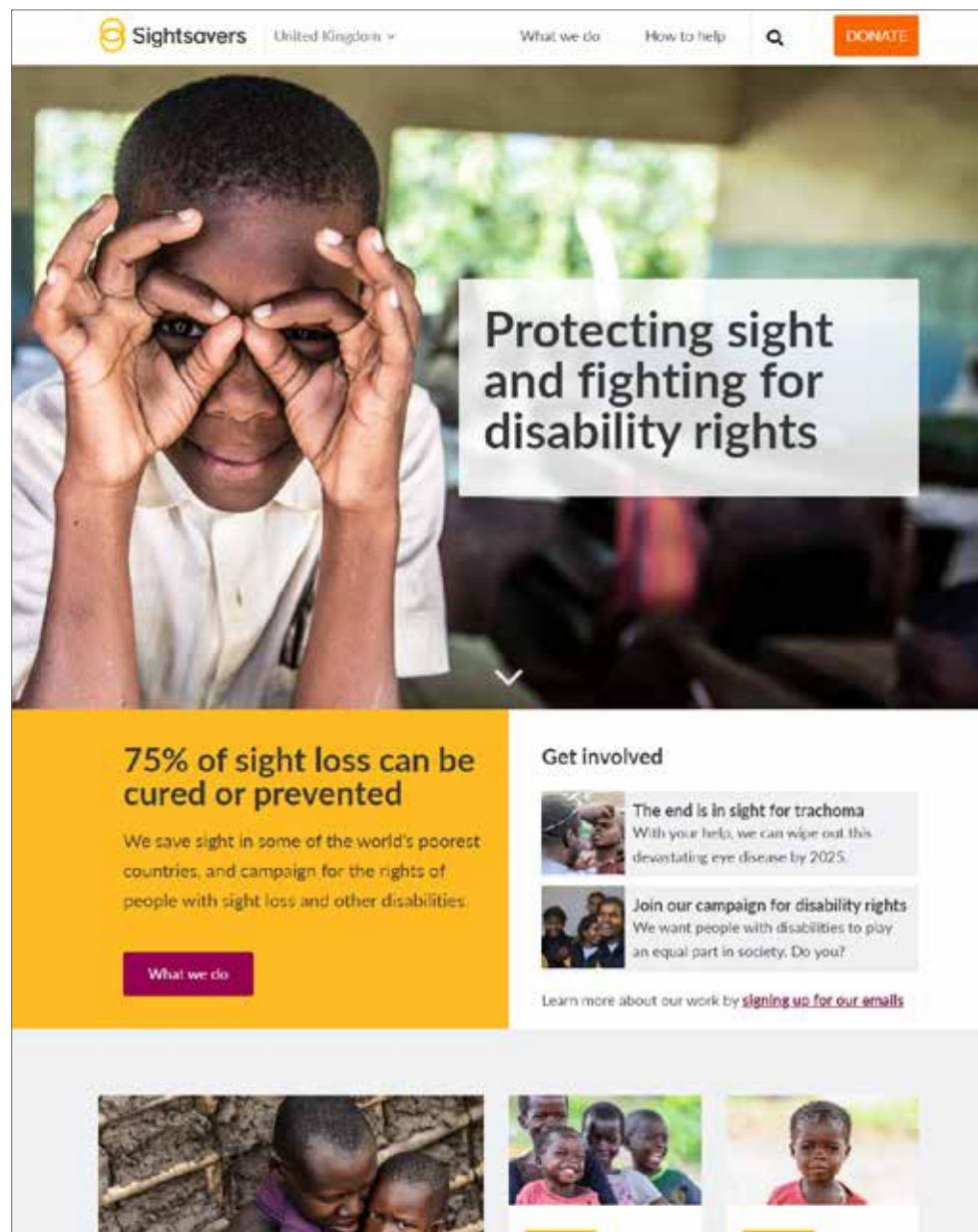
# Website

Sightsavers' websites are aimed at new and existing supporters. They offer information about Sightsavers and what we do, as well as encouraging people to donate or take action.

## The home page

The main Sightsavers home page features our mission statement alongside high-quality images. Current fundraising appeals and advocacy campaigns are positioned high up on this page, and it is regularly updated with news and other topical content.

### Desktop



### Mobile







## Pages

Pages are the main building blocks of the site. They are generally reserved for static content, and don't change too much. Examples include our country pages, conditions pages and programme pages.

Each page features a hero image with a heading, followed by text blocks and other elements including side modules, videos, statistics and images, plus calls to action to direct visitors to other content.

### Page example: our work

The screenshot shows a page with a hero image of a man in a green shirt examining a child's face. The main heading is 'Neglected tropical diseases'. Below the hero image, there is a text block explaining that these diseases affect more than a billion people. The page includes a sub-heading 'Neglected tropical diseases are a major cause of preventable blindness...' and a 'Read our campaign' button. At the bottom, there are three circular statistics: '1 billion people around the world are currently affected by NTDs', '29 countries have NTD programmes supported by Sightsavers', and '157 million NTD treatments were distributed by us and partners in 2017'.

### Page example: fundraising

The screenshot shows a fundraising page with a bright orange background. The main heading is 'Fundraise with us'. The text encourages support of any size and offers guaranteed charity places for popular events. A 'Need help? Contact us!' section provides contact information. At the bottom, there is a 'Get started' section with three cards: 'Fundraising essentials', 'Find an event', and 'How your help can...'. A 'DONATE' button is visible in the top right corner.

## Posts

Posts are more dynamic and topical: they include news stories, case studies, blog posts, 'from the field' updates and other timely content. Most new content created on the site takes the form of posts.

Posts can feature either a hero image or a text-only heading, and are usually more text-heavy than pages. They often feature calls to action to direct visitors to other content on the site, or to donate.

### Post example: news story

The screenshot shows a news story with a hero image of a group of people holding awards. The main heading is 'Sightsavers wins award for its work to eliminate river blindness in Nigeria'. The text below the image states that the award was presented by the Nigerian ministry of health. A sub-heading reads 'Sightsavers' Nigeria team has won an award for its work tackling river blindness and making strides towards eliminating the disease.' The article includes a photo of the award ceremony and a small image of a person. A 'DONATE' button is visible in the top right corner.



## Social media

Sightsavers has a presence on multiple social media platforms, including **Facebook**, **Twitter**, **Instagram**, **LinkedIn** and **YouTube**. Each has its own audience and particular features that can help us to promote our work. However, we use established templates across all platforms to maintain brand consistency.

For particular events or appeals, we may develop new assets for social media while still adhering to these design templates.

### Images for social media

Be careful when choosing and cropping images. If a particular image looks odd when cropped in a certain orientation, or if key parts of the image are lost, try a similar image from the same case study instead (see the examples on these pages).



Social media platforms often update their features and services. Check Sightsavers' latest **social media feeds** to see if we have developed our style to take advantage of any new features.

### Square post



### Landscape post

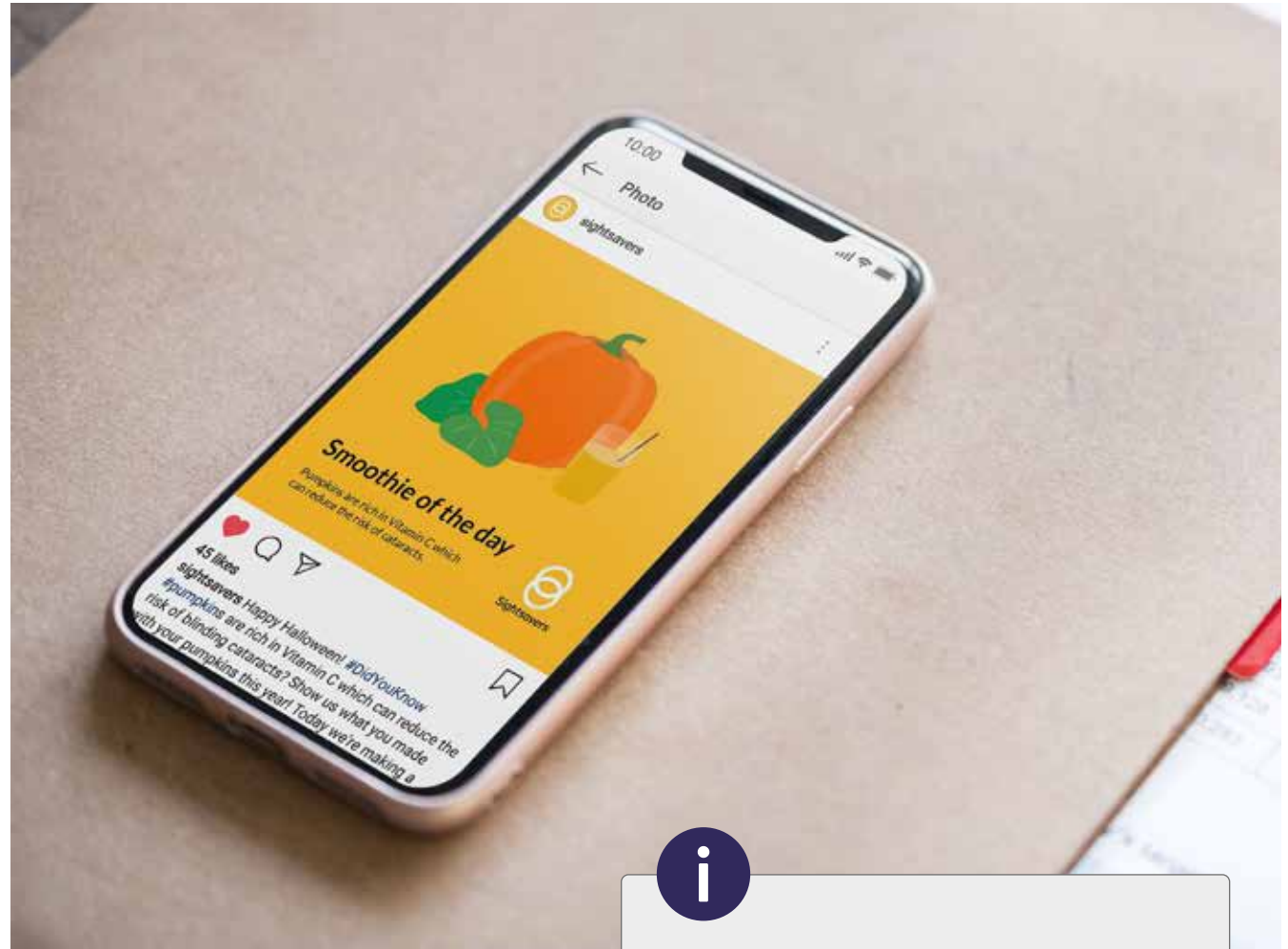




Portrait post



Mobile view of illustrative post



We often create bespoke posts for **special occasions, holidays or events**. The example above shows a post based on a colourful illustration, which was developed for Halloween.



# Video

Sightsavers uses video to tell stories, to explain more about our work and to promote our values and achievements.



Sightsavers produces a wide range of video content, so it's important that the style and elements used are consistent. For detailed guidance, see the main brand book (**page 44**).

## Video from our programmes and projects

Many of our videos are shot in the countries where we work, and focus on a particular project or beneficiary. Footage may be captured by videographers or staff, and themes might include the need behind our work or the experts who carry out our work. These videos include the standard elements shown in the main brand book (**pages 44-48**).



### Super School of Five

[www.youtube.com/watch?v=s80M7z3sxtc](https://www.youtube.com/watch?v=s80M7z3sxtc)



## Motion graphic video

Animation or motion graphics can be used for a variety of video projects, such as to deliver a message about our work, to explain complex technical subjects or to encourage viewers to take an action or support us. This modern, clean aesthetic is often used on our social media platforms.



About trachoma

[www.youtube.com/watch?v=YcCstSvvpY8](https://www.youtube.com/watch?v=YcCstSvvpY8)

## Brand video

This film contains more unusual elements not normally used in traditional Sightsavers videos, such as large blocks of yellow text. The film was specially commissioned following a strict brief, in close consultation with the design team. The aim was to create a video that is different from Sightsavers' usual films, to ensure it stands out.



Sightsavers: what we do

[www.youtube.com/watch?v=llu8nhT7CMo](https://www.youtube.com/watch?v=llu8nhT7CMo)



## Display adverts

Sightsavers' display ads are used to target specific audiences online. The imagery, typefaces and graphic elements follow our main design rules, although the dimensions vary. In some cases we use animated GIFs comprising several frames and images.

### 970 x 250px advert

Frame one



Frame two



### 300 x 250px advert

Frame one



Frame two



The text in our online ads is often managed by **external agencies**, who test both cold and warm audiences to monitor how they respond to the ads.



### 300 x 600px advert

Frame one




Seven-year-old Muzi could lose his sight

[DONATE](#)




Frame two



**Will you help us reach children like Muzi before it's too late?**

[DONATE](#)



### 160 x 600px advert

Frame one




Seven-year-old Muzi could lose his sight

[DONATE](#)



Frame two



**Will you help children like Muzi before it's too late?**

[DONATE](#)



### 728 x 90px advert


Frame one



[DONATE](#)



Frame two



Seven-year-old Muzi could lose his sight

[DONATE](#)





# External emails

We use the Adestra email marketing software to manage our mass emails to public audiences. We have a selection of branded templates, which follow many of the main design rules for images, typefaces and graphic elements.

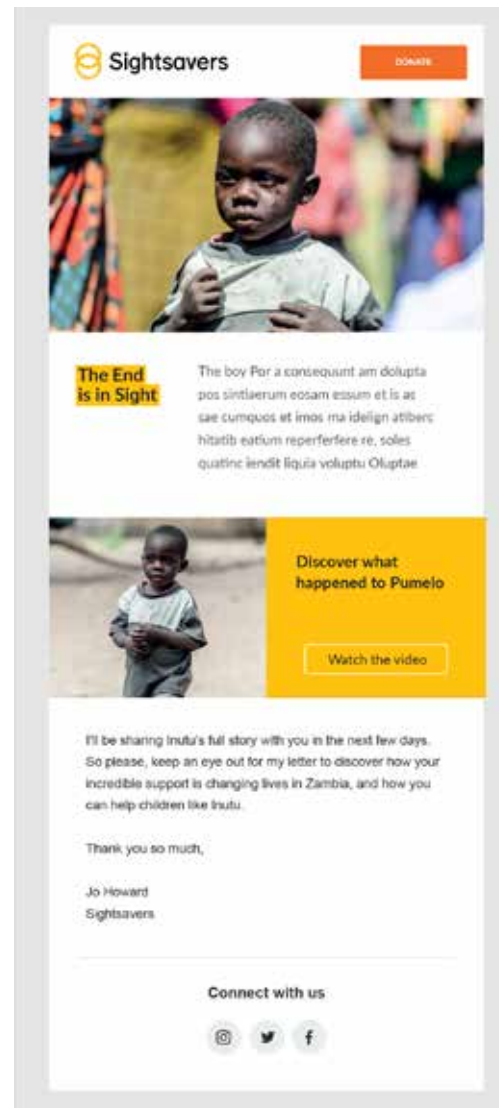
The Adestra templates are designed to be as accessible as possible: always use these templates so we continue to produce accessible communications for our audiences.

For more details, contact the digital fundraising team: [epierce@sightsavers.org](mailto:epierce@sightsavers.org).

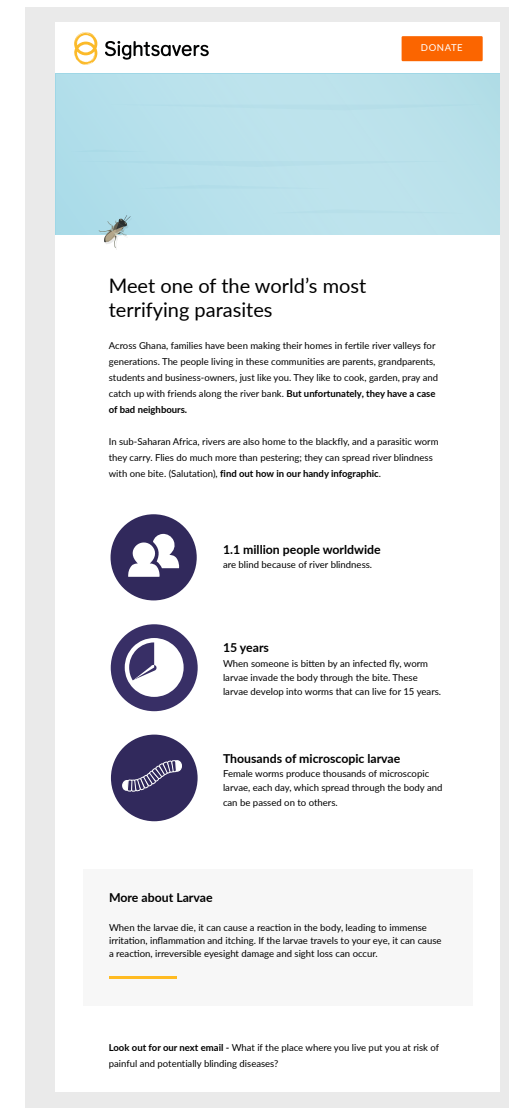


When creating emails, **alt text** must be added to all images to make sure they can be interpreted by screenreaders. For more information, see the main brand book ([page 70](#)).

## Example one



## Example two







### Example three

Do it for Sightsavers this January Email broken? [View it in your browser](#)

 [DONATE](#)



## Do it for Sightsavers

### Set yourself a new year's resolution, now!

Following a hectic Christmas period, there's no better time to join thousands of sight-savers than today. Whether you can donate a pound, or a minute of your time, you'll be giving something back to people living in poverty around the world.

Here's some inspiration for NY resolutions that you'll want to keep. Click below to take our quiz - and do it for Sightsavers!

[Take our quiz](#)

Connect with us



Your donation will be used to support our work wherever the need is greatest.

© Sightsavers - registered charity numbers 207544 and SC038110  
Sightsavers, Bumpers way, Bumpers Farm, Chippenham, SN14 6NG, UK  
[info@sightsavers.org](mailto:info@sightsavers.org)

Your support reference is N/A

### Mobile example





# Internal emails

## Mailchimp

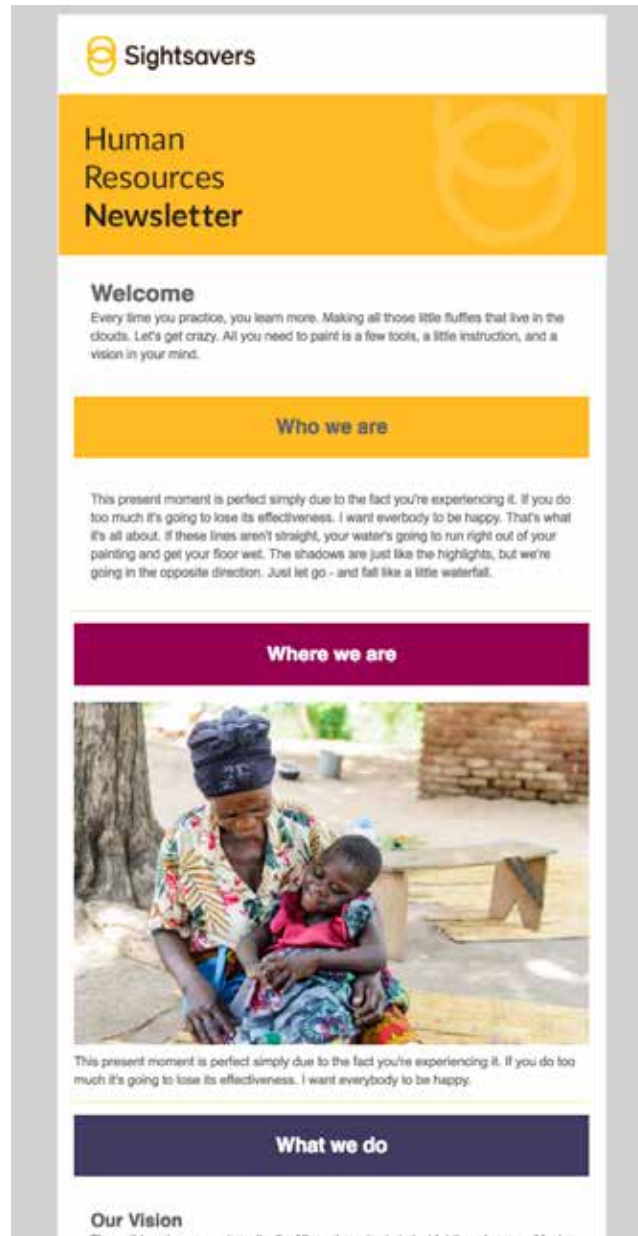
Mailchimp can be used to create group emails for internal use.

Emails should be created using the Sightsavers templates within Mailchimp. The templates can be requested from the online and design team by raising a Service Desk request for 'Communications, Design and Events'.

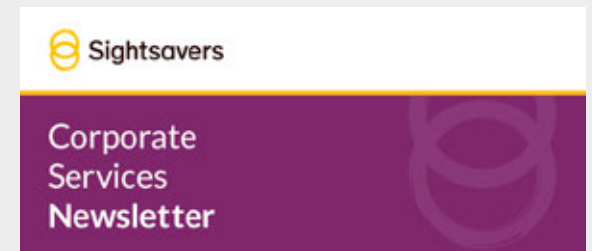
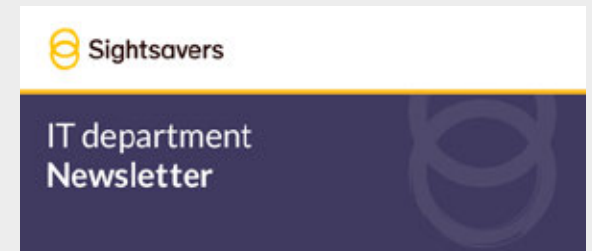
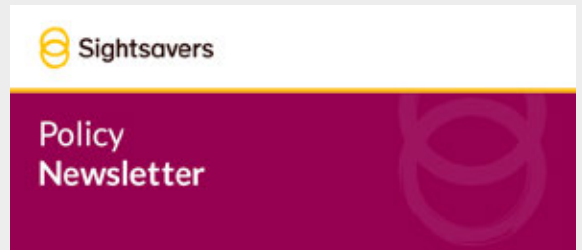
**Note:** Emails **must not** be sent using Mailchimp because it does not comply with Sightsavers' security policies. Once your email has been designed using the template, it must be sent using Outlook. For guidance, contact the online and design team: [design@sightsavers.org](mailto:design@sightsavers.org).



When creating emails, **alt text** must be added to all images to make sure they can be interpreted by screenreaders. For more information, see the main brand book ([page 70](#)).



Department-specific header images should be used at the top of the template. These can be requested from the online and design team by raising a Service Desk request for 'Communications, Design and Events'.

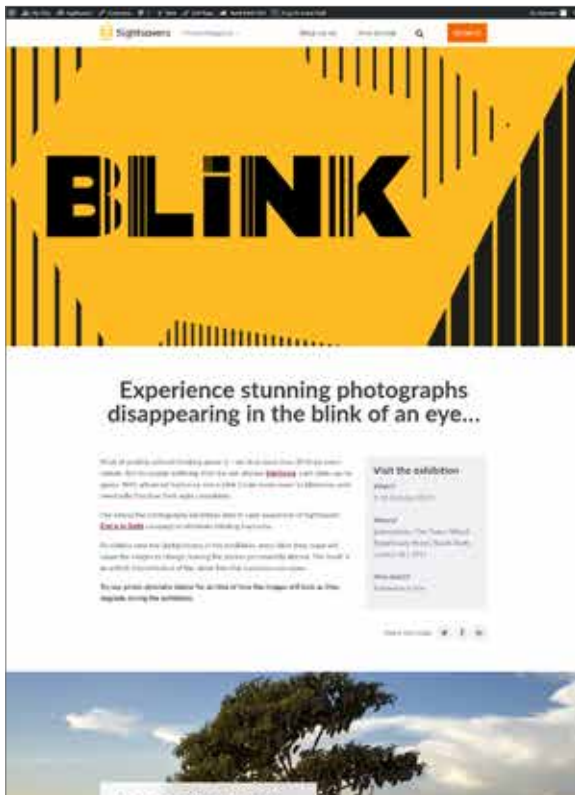




# Events

Sightsavers' events often involve multiple pieces of content using a variety of media, including invites, posters, web pages and exhibition stands. All should follow a theme and feature the same branding, to ensure consistency and recognition.

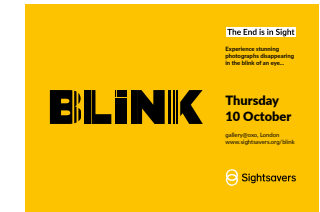
## Web page



## Billboard



## Invite



## Badge and Lanyard



## Exhibition wall





# Campaigns

Sightsavers often runs large-scale fundraising or advocacy campaigns that feature unique branding, colours or design elements. Each campaign has its own brand rules to ensure consistency across all campaign materials: contact the team leading the campaign for more information.

The examples on this page are from Sightsavers' End is in Sight fundraising campaign to raise awareness and money for trachoma elimination. The campaign used a yellow 'highlight' element to differentiate it and create a cohesive feel.

## Direct mail

## Web page



# Partnerships

Sightsavers works with a variety of partners. Our partnerships are reflected by using our logo together with our partner's logo. Any partnership materials may follow Sightsavers' brand rules or may use the partner's branding.

## Materials in Sightsavers' branding

These materials should follow Sightsavers' normal branding rules, with any partner logos added as needed.

On publication front covers, the Sightsavers logo should always appear in the bottom right-hand corner. Partner logos should be positioned to the left of the Sightsavers logo, making sure the logo clear zone is respected.

### Logo sizing

As a rule, the size of all partner logos should be proportional: no single logo should appear significantly larger than the others.

However, if one or more partners has a larger involvement in the project, the size of the logos may need to be adjusted accordingly. The project lead will be able to advise, or if you have any questions, email [design@sightsavers.org](mailto:design@sightsavers.org).

## Materials in the partner's branding

In this case, the partner's visual identity will be applied and the Sightsavers logo will be added.

Our logo should be used as outlined in the brand book (pages 10-17), making sure:

- the logo's clear zone is respected
- the correct version of the Sightsavers logo is used, and is not altered in any way
- the logo is positioned in the bottom-right corner for printed publications, or in the correct position depending on the media being used.





# Programmes

Sightsavers creates a variety of custom materials for specific programmes and projects. These are generally aimed at people in communities where we work.

## Calendar

This custom calendar was created for staff in Sightsavers' Malawi office. It uses the local language, and features images drawn by a local illustrator to showcase some of the programmes that Sightsavers is involved with in Malawi.

### Kuthandiza Ana Olumala mmalo a mmera mpoyamba

Kalendala ya zaka zitatu  
2019, 2020, 2021

### Mwana akhale ochita chita

**Kumbukirani**

- Thandizani mwana aliyense payekha ngati pakufunika kutero, koma limbikitsani ana kuchita zinthu pawokha.
- Ana ena olumala amatopa msanga – apumitseni ngati akuyenera kutero ndipo mutayembekezere kuti azipanga zinthu zambiri panthawi yofanana ndi anzawo.

**Januwale 2019**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
1	2	3	4	5	6					
7	8	9	10	11	12	13				
14	15	16	17	18	19	20				
21	22	23	24	25	26	27				
28	29	30	31							

**Januwale 2020**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
	1	2	3	4	5					
6	7	8	9	10	11	12				
13	14	15	16	17	18	19				
20	21	22	23	24	25	26				
27	28	29	30	31						

**Januwale 2021**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
	1	2	3							
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28	29	30	31				

**Febuluwale 2019**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
	1	2	3							
4	5	6	7	8	9	10				
11	12	13	14	15	16	17				
18	19	20	21	22	23	24				
25	26	27	28							

**Febuluwale 2020**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
				1	2					
3	4	5	6	7	8	9				
10	11	12	13	14	15	16				
17	18	19	20	21	22	23				
24	25	26	27	28	29					

**Febuluwale 2021**

Libera	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai	Lachitai
	1	2	3	4	5	6	7			
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				

24



## Accessibility standards and audit pack

The pack was developed for governments, healthcare providers and other organisations in low and middle income countries. It provides step-by-step guidance and audit tools for assessing the accessibility of existing health infrastructure and developing new facilities.



Rooms and halls 31

### 3.1 Rooms and halls

1. Rooms should have sufficient natural or artificial light and good ventilation, and should be free from loud background noises. Flickering lights should be avoided. Natural light is beneficial for patients and staff, and lower noise levels can help to reduce stress and anxiety.
2. The colour of key items in the room (such as chairs and tables, for example) should contrast with surrounding elements. Using colour and art can reduce the physical and emotional stress of patients and staff. It can also be used to help with wayfinding and reduce the number of signs required.
3. Floor surfaces should be flat, firm, non-slippery and non-glare.
4. Rooms should be clear of obstructions or hazards. Consider obstructions at ground level as well as at a higher level, such as:
  - protruding objects, such as shelves or suspended cabinets
  - grilles, covers or holes in the floor
  - sharp or abrasive surfaces.
5. The ceiling should be at least 203cm high, and objects suspended more than 68.5cm from the floor should not protrude more than 10cm.

**Figure 5: Minimum clearance measurements in rooms and halls**

Doors 73

### 11.1 Doors

1. Doors should have a clear opening width of at least 80cm.
2. For double doors, at least one of the doors should have a clear opening width of at least 80cm.
3. Entrance doors and doors of accessible toilets and showers should have a clear opening width of at least 90cm.
4. There should be unobstructed space of at least 30cm on the pull side of the door, between the internal edge of the door frame on the opening side and the perpendicular wall, to allow sufficient space for a wheelchair user to manoeuvre and open the door (see figure 23). The height of the door should be at least 203cm.
5. If the door has a threshold (raised surface), it should not be higher than 1.6cm.
6. There should be sufficient manoeuvring space around the door. A wheelchair user must be able to comfortably manoeuvre to open and close the door, pass through the door and turn around.
7. Doormats should be level with the floor surface and secured to the floor at all edges.
8. The colour of the door and the door frame should contrast with the surrounding wall.
9. If the door is transparent, it should be marked with red bands or stickers at multiple eye levels.

**Figure 23: Door measurements**

Sightsavers



## Branded items

The following are examples of items that have been created to feature Sightsavers branding. To order an existing item or customise a new item, submit a Service Desk request for 'Communications, Design and Events'.

Before submitting your request, consider the following:

- Make sure the item you wish to brand is appropriate for the organisation. We cannot customise alcoholic beverages, weapons or illegal items, for example.
- Where possible, use standard web addresses and avoid adding dates. This ensures that any leftover products can be used for another purpose.
- Double-check the quantities you need. Be careful not to over-order, as this can lead to unnecessary waste.

**Pen**



**Mug**



**Notebooks**



**Balloon**







# Clothing

When ordering clothing, double-check the sizes you need. If you order more of the most popular sizes (medium/large), any excess stock can be used for other events.

To order, submit a Service Desk request for 'Communications, Design and Events'.

## Cap



## T-shirt



## Polo shirt





## Vehicle stickers

Sightsavers' vehicle stickers come in two standard sizes: a small one for motorbikes and a larger one for cars, 4x4s and trucks. The stickers have a white background and feature the primary Sightsavers logo. The branding is discreet for security reasons.

**Motorbikes: 100 x 80mm**



**Other vehicles: 450 x 150mm**





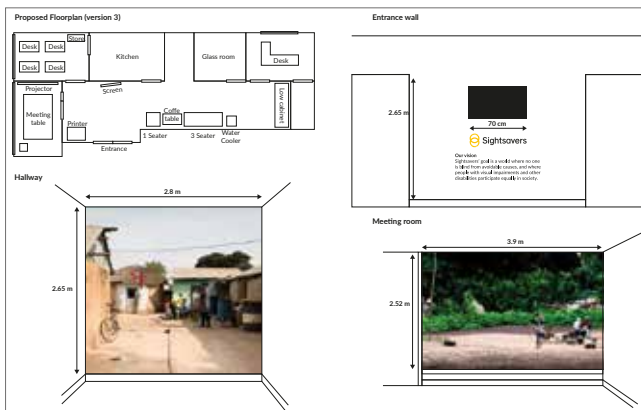
# Office interiors

Many Sightsavers offices around the world feature colours and logos to reflect the brand, using posters, painted walls, pull-up banners, large-format photography, branded signage and vinyl on glass.

These are some of the current examples: note that each design is bespoke to its office space and is influenced by the dimensions of the space, the function of each room and the layout of the office.

If you want to brand your office, submit a Service Desk request for 'Communications, Design and Events'

## Floorplan and concept



## Metal signage on painted wall



## Photograph on cupboard



- ✔ Do consider the office space as a whole.
- ✘ Don't focus on a single wall, area or section in isolation.
- ✔ Do measure the spaces carefully.
- ✘ Don't offer approximate measurements: precise numbers are needed to ensure the design fits the space.
- ✔ Do provide a floorplan and/or video of the office, from the entrance through to each room.
- ✘ Don't just provide photos of the walls you are thinking of customising.
- ✔ Do choose photos that are recent and that capture a broader theme.
- ✘ Don't use close-up images of people where their faces are the main focus, particularly of children.
- ✔ Do use tints of the brand colours to paint large areas of wall. Only use the colours at 100% for smaller accents.
- ✘ Don't use our brand colours at 100% in smaller spaces, as this can look dark and overbearing.



# Sightsavers Word template

The Microsoft Word template features preset styles for headings, body text, captions and bullet points. It also contains customisable front cover options, as well as tables, icons, images and case studies.

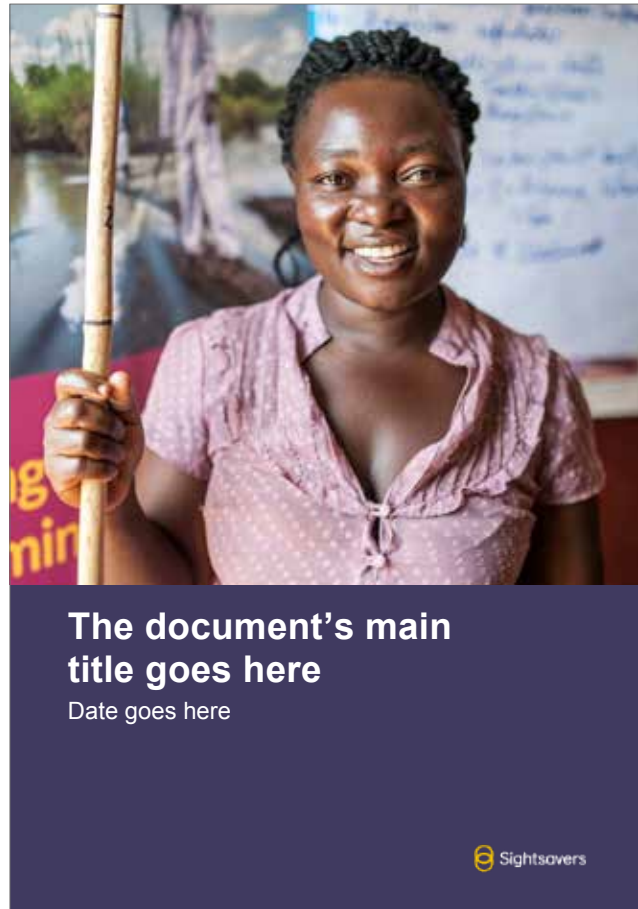
The template uses our alternative typeface (Arial) rather than our standard brand typeface (Lato): the former is available on most computers, so it helps to avoid formatting and display problems when sharing the documents.



The Word template can be downloaded from iVillage, from the 'Brand assets and templates' folder.

External suppliers: ask your Sightsavers contact to supply any content you need.

## Cover example



## Page example

### Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent egestas scelerisque porta. Mauris id ullamcorper ante. Nunc blandit nisi at mi semper, eu dictum ipsum convallis. Integer sodales nisi nec tortor vulputate luctus. In nec mollis mauris. Aliquam in sodales est, vel vestibulum ex. Vestibulum consequat metus vitae bibendum luctus.

### Heading 2



Fusce nec dictum felis. Praesent commodo magna urna, non tincidunt nulla dictum ut. Fusce porta justo a gravida varius. Proin ut finibus diam. Nunc vestibulum dignissim neque eget sollicitudin. Curabitur sed ante porta, venenatis leo et, lobortis diam. Vestibulum sodales non libero ac vulputate.

### Heading 3

Cras faucibus gravida nunc sed volutpat. Sed dictum, velit a gravida vulputate, neque est porta mi, sollicitudin elementum turpis velit vel justo. Proin a quam lectus. Nam at iaculis ligula, nec porta ante porta justo a gravida varius.

### Heading 4

Phasellus metus tortor, placerat non interdum nec, laoreet sed arcu. Morbi placerat molestie viverra. Fusce sit amet malesuada enim. Quisque at magna ut felis fermentum.

### Heading 5

Vivamus hendrerit metus non tellus malesuada, eget fermentum sem mollis. Sed aliquam metus quam, ut accumsan magna tempus vel. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

- Nullam efficitur, sapien non ornare rutrum
- Metus odio venenatis nisi, eget posuere nulla ipsum nec est
- Aenean ut sem interdum, porta velit cursus, pulvinar orci.
- Ut dictum risus a tellus facilisis, vitae tincidunt purus aliquam.

Sed at ullamcorper lectus, sed fringilla mauris. Curabitur id mattis dui. In in eros porta, tempor ex in, placerat ante. Aenean id sagittis arcu. Nullam mauris nisi, ultricies et tristique efficitur, mattis ut purus. Nunc lobortis justo nisi, eu.



Type your caption here. To change the image, right-click on the image and select 'Change picture'.



# Sightsavers Excel template

The Microsoft Excel template features preset styles for headings, text and backgrounds. It uses our alternative typeface (Arial) rather than our standard brand typeface (Lato): the former is available on most computers, so it helps to avoid formatting and display problems when sharing the documents.

The template can be used for simple tables and charts. If you would like to create branded pivot tables, contact the design team by raising a Service Desk request for 'Communications, Design and Events'.

Sightsavers yellow table example

Country	2016	2017	2018	Total
Cameroon	100	140	90	330
Liberia	140	120	120	380
Sierra Leone	700	100	170	970
Senegal	100	90	140	330
<b>Sub total</b>	<b>340</b>	<b>450</b>	<b>520</b>	<b>1,310</b>
Programme	1,000	1,000	1,000	3,000
NS administration	3,000	3,000	3,000	9,000
<b>TOTAL</b>	<b>5,340</b>	<b>5,450</b>	<b>5,470</b>	

Blueberry table example

Country	2016	2017	2018	Total
Cameroon	100	140	90	330
Liberia	140	120	120	380
Sierra Leone	700	100	170	970
Senegal	100	90	140	330
<b>Sub total</b>	<b>340</b>	<b>450</b>	<b>520</b>	<b>1,310</b>
Programme	1,000	1,000	1,000	3,000
NS administration	3,000	3,000	3,000	9,000
<b>TOTAL</b>	<b>5,340</b>	<b>5,450</b>	<b>5,470</b>	



The Excel template can be downloaded from iVillage, from the 'Brand assets and templates' folder.

External suppliers: ask your Sightsavers contact to supply any content you need.



# Sightsavers PowerPoint template

The Microsoft PowerPoint template features preset styles for headings, body text and backgrounds. It includes example layouts for slides, including photos and graphics.

We advise staff to use the suggested layouts to make sure slides don't contain too much information. This ensures viewers can easily see the content from a distance, and means the presentation is as accessible as possible.

For tips to make your presentation accessible, see the main brand book (page 74).

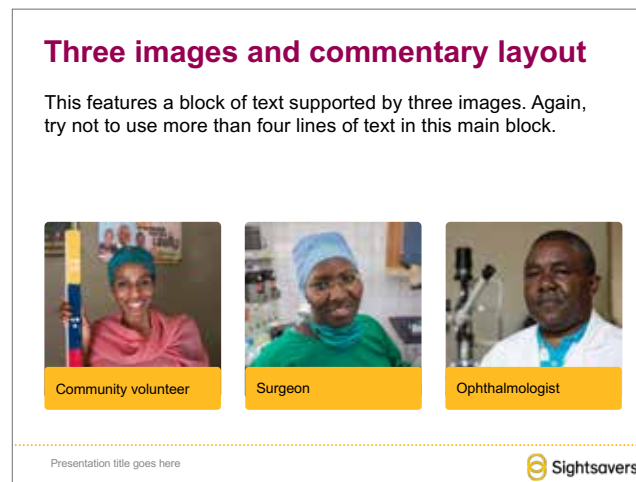
## Cover slide example



## Slide example one



## Slide example two



## Slide example three



The PowerPoint template can be downloaded from iVillage, from the 'Brand assets and templates' folder.

External suppliers: ask your Sightsavers contact to supply any content you need.

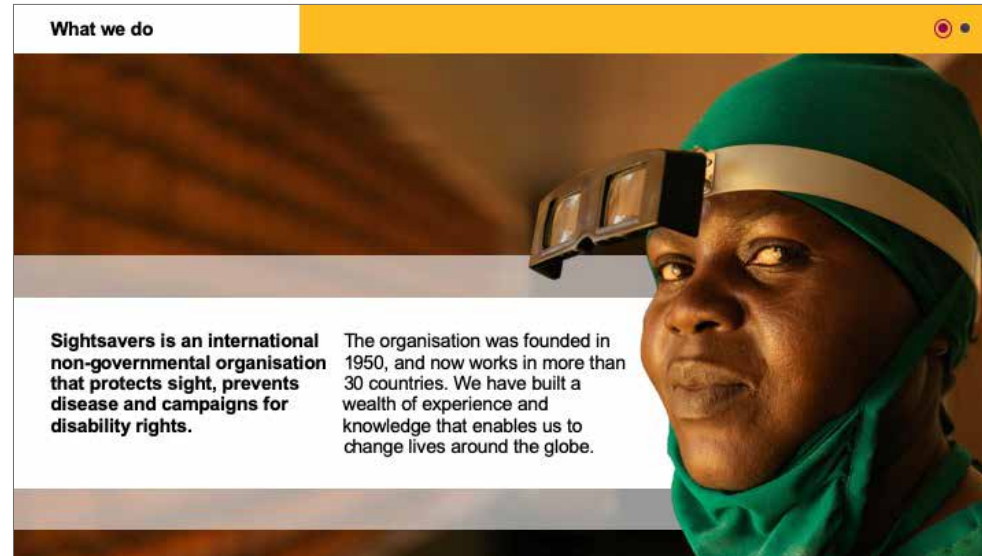


## Slide deck

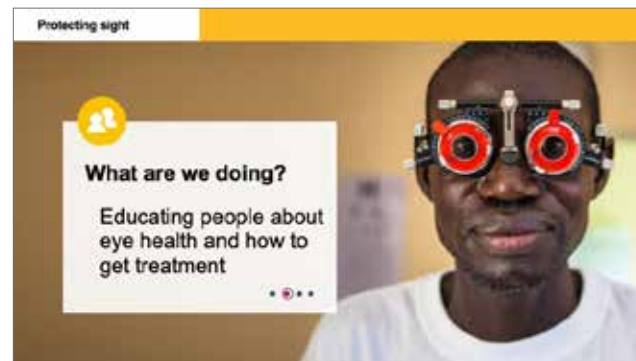
Sightsavers has a ready-made PowerPoint slide deck that includes an overview of the organisation and our work around the world. The slides are animated, giving a professional feel, and should be used for high-profile external presentations.

For more information about the slide deck, or if you'd like to use it or have it adapted for a presentation, submit a Service Desk request for 'Communications, Design and Events'.

## Slide example one



## Slide example two



## Slide example three









## Contacts

### Design and branding

For questions or information about Sightsavers' brand, design support or related training:  
[design@sightsavers.org](mailto:design@sightsavers.org)

### Editorial queries

For questions about language or writing style:  
[editors@sightsavers.org](mailto:editors@sightsavers.org)

### Content team

For support with content collection, iVillage, image queries or usage restrictions:  
[contentteam@sightsavers.org](mailto:contentteam@sightsavers.org)

### Events

For support with larger events and presentations:  
[events@sightsavers.org](mailto:events@sightsavers.org)

### Screenreader testing

To check your finished document is accessible:  
[accessibility@sightsavers.org](mailto:accessibility@sightsavers.org)

# Sightsavers Resources

# Online resources

## My Portal

[myportal.sightsavers.org](http://myportal.sightsavers.org)

My Portal is the hub for all of Sightsavers' digital services, and stores important documents and information for staff. On My Portal you'll find:

- A PDF version of the brand books
- Supporting documents on accessibility and branding
- Training materials and step-by-step guides

For My Portal support, submit a Service Desk ticket via **IT > SharePoint/My Portal**

## iVillage

[ivillage.sightsavers.org](http://ivillage.sightsavers.org)

iVillage is Sightsavers' asset library, and houses all our brand assets and templates. It contains:

- All our images, including caption information, photographer details and image credits (including usage restrictions)
- Stories that accompany the images
- Sightsavers' branded Microsoft Word, PowerPoint and Excel templates
- Branded multimedia assets, including video idents and captions

For iVillage training or support, email [contentteam@sightsavers.org](mailto:contentteam@sightsavers.org)

# A quick guide to our visual identity

Use this checklist to make sure your work follows our brand guidelines.

## Logo

- Use the correct version of the logo (**see brand book, page 10**)
- Make sure the logo is not stretched, squashed or altered in any way (**page 15**)

## Colour

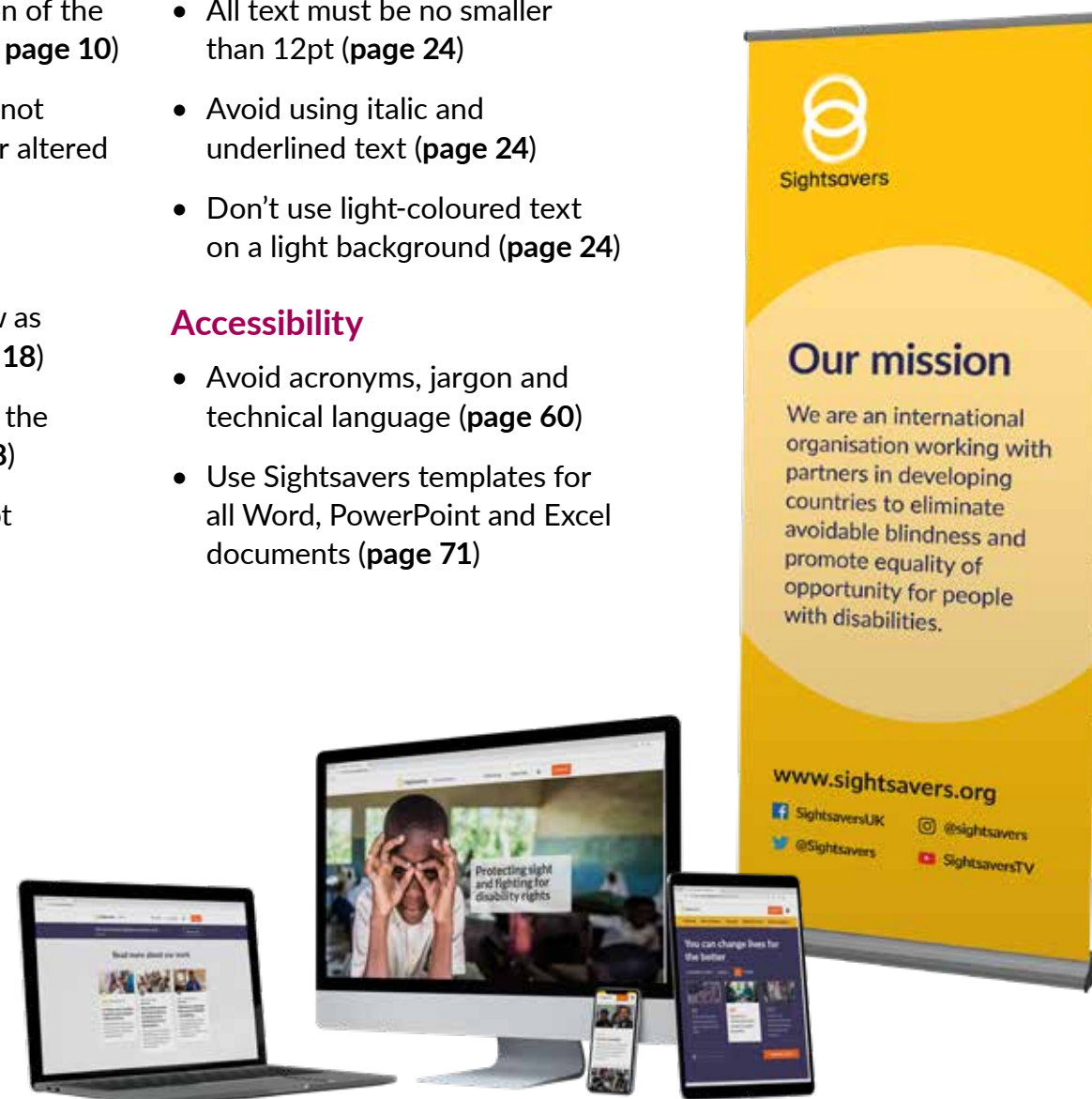
- Use Sightsavers Yellow as the main colour (**page 18**)
- Only use colours from the brand palette (**page 18**)
- Don't use black, except for text (**pages 21**)

## Type

- All text must be no smaller than 12pt (**page 24**)
- Avoid using italic and underlined text (**page 24**)
- Don't use light-coloured text on a light background (**page 24**)

## Accessibility

- Avoid acronyms, jargon and technical language (**page 60**)
- Use Sightsavers templates for all Word, PowerPoint and Excel documents (**page 71**)



## Service Desk

Service Desk is used by Sightsavers staff to request help for a range of queries, including IT faults, finance support, HR issues and more. Staff can access Service Desk via My Portal.

To request in-house design support, brand advice or training for any design-related project, submit a ticket for Communications, Design and Events. At least two weeks' notice is required.

For Service Desk training or support, email [servicedesk@sightsavers.org](mailto:servicedesk@sightsavers.org)

## Sightsavers' website

Our website contains the following resources:

- An online version of the brand book: [www.sightsavers.org/brand-book](http://www.sightsavers.org/brand-book)
- Our style guide, which governs Sightsavers' writing style and language: [www.sightsavers.org/style-guide](http://www.sightsavers.org/style-guide)



## External suppliers

Many of our online resources are only available to Sightsavers staff. If you're an external supplier and need any further documents, assets or information, ask your contact at Sightsavers for support.