

# Voice

There are two main voices that should be regarded when addressing an audience in a piece of media.

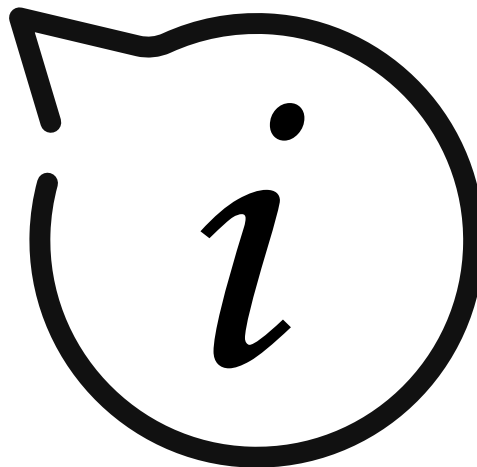
By using both an informative voice, to deliver vital information, and an empathetic voice, to keep the reader calm and address their emotions, this builds trust with the reader. It is also important to regard the context of the writing, and what audience it will be targeting. For example, whether it's an advertisement piece to gain support, or a piece of writing talking about a potential diagnosis.

## Informative

An informative voice should be used to deliver clear and concise information about vision loss and issues surrounding.

This means that the point of the text should be clearly labelled and deliver the exact information specified.

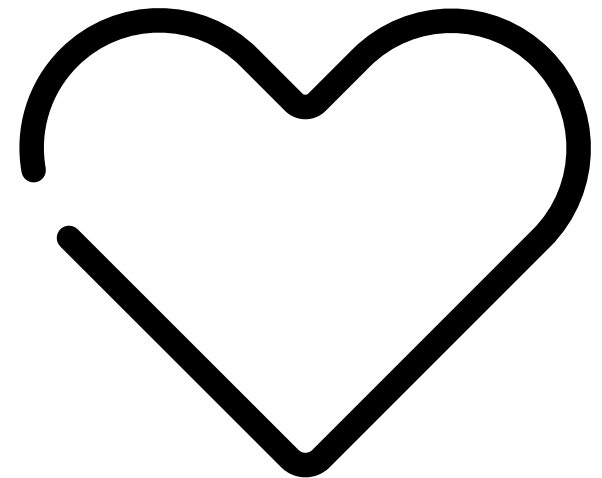
Informative also refers to information being easily and readily available to any user or supporter, and can be accessed to gain a detailed explanation, or a short summary of any issue that the charity covers.



## Empathetic

An empathetic voice is used to comfort a reader to reassure them that, no matter what information has been shared with them, all will be okay.

An empathetic voice may be used when telling stories of people who have been helped, but ensure that the story does have a positive outlook, and doesn't focus too much on the negative. Fearmongering should be avoided, even if it's being used to gain more support and funding.



# Logo

The main focus for the logo is to draw attention to the eye above the 'i'.

The eye not only serves to create an image to unite all the people who are supported by RNiB, those who have issues regarding their vision, but also creates a visual link to easily identify the charity.

When reading the name, the focus should be put on the 'i' and should be reading 'r n eye b' to further the eye theme.

There are many different sight issues people have that affect reading in different ways. As such, the logo needs to be adaptive to different background colours, as described here.

The logo consists of the letters 'RNiB' in a bold, sans-serif font. The letter 'i' is lowercase and has a stylized eye graphic above it, which is a yellow circle with a black outline and a white dot in the center.

On black, or any darker colour, the text of the logo will turn yellow with the outline of the eye also turning yellow and the iris turning white.



On any lighter coloured background, such as yellow which is mainly used for readability, the logo remains as is.

# RNiB

This icon is best used for more square and icon usage of the logo, such as in a social media profile, or the corner of a website, where the user knows where they are and doesn't need the text reminding them.

This version of the eye is standard and what should be used more but can't be used on black and very dark backgrounds.

This eye is to be used on black and darker backgrounds, though should be avoided using over the standard version, which is preferable.

It is important to have a version for darker backgrounds for varied usage and for people who may have trouble viewing things on lighter backgrounds, and may prefer a darker background.

## Embossing

For print, sometimes the logo may be embossed for a more tactile experience for someone with sight loss.

This example shows in black what area of the logo would be raised.

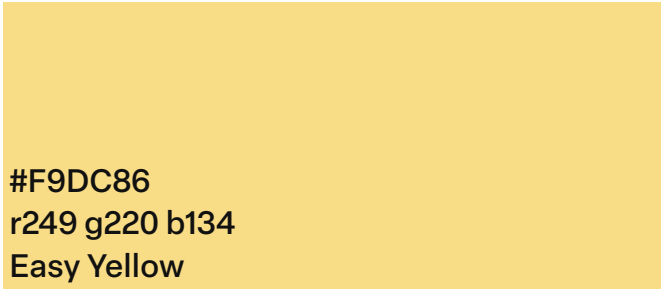


# Colour

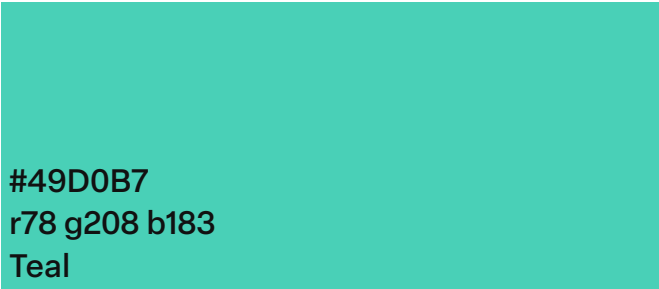
## On White

Yellow is the main colour that should be used to best link to the RNiB brand. It's used to create a happier atmosphere for a viewer to make them feel more positive after viewing a piece of media than they were before. Whether this is reassuring them that they will be okay after an issue, or solving a problem they might have.

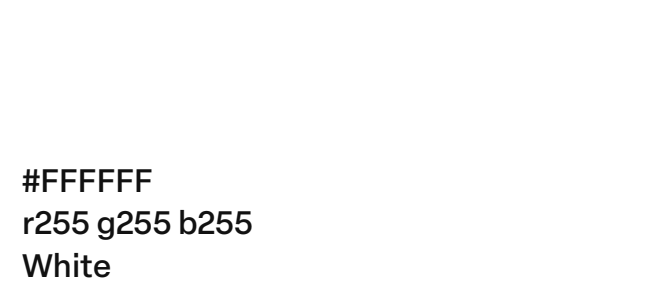
Black should mainly be used as a text colour for body text. Yellow should be used as an accent colour to the black of the text and the white of the background. Teal is to be used as a call to action colour to encourage the viewer to look at certain things, or to guide them in a certain direction.




#F9DC86  
r249 g220 b134  
Easy Yellow




#49D0B7  
r78 g208 b183  
Teal



#FFFFFF  
r255 g255 b255  
White



#FDC300  
r253 g195 b0  
Awareness Yellow



#111111  
r17 g17 b17  
Black

# On Black

For media such as websites, it's important to have many different options for background colour for different types of sight loss.

On black, body text should mainly be white. Yellow is to be used as an accent colour, and teal should be used as a call to action colour to focus certain elements of the page.

#FFE854  
r255 g232 b84  
Vibrant Yellow

#49D0B7  
r74 g231 b181  
Bright Teal

#111111  
r17 g17 b17  
Black

#FDC300  
r253 g195 b0  
Awareness Yellow

#FFFFFF  
r255 g255 b255  
White

# Imagery

Imagery should mainly focus on boosting the mood of a viewer and give a positive atmosphere to anyone who sees it.

Avoid using photos that may make a viewer feel sad or unhappy, even if it is to encourage support through sympathy.

All imagery should have an alternative text to describe the image shown so anyone using a screen reader can access the image same as anyone viewing it.

The alternative text should be descriptive to best convey the message of the image to anyone who may not be able to see it.



Caption : Grey box with a placeholder image icon in the centre in dark grey

## Captions

Captions should be used under any photo to explain to the user what the image is, as they may be hard of sight and, whilst can read, may need a caption to best make out what is in the image.

The caption should be descriptive of what the image is enough to deliver the purpose that the image would show visually.

Captions can be a rewrite of the alt text of the image.



## Icons

Icons can be used to best help a user navigate a webpage, promotional material, or other similar media. Be sure the icons are simplistic and do not detract from the other elements of the page, or overpower the design at all.

Any icons used should be clear, clean, and concise. The icon should also have a softer appearance by utilising soft corners rather than using sharp edges. Icons can also be used to further a positive and comforting atmosphere where the user feels safe.

# Type

R N i B

## Logo

Font: Usual

Style: Extra Bold

Size: Varies on usage

## Heading

### Heading

Font: Darkmode

Style: Extra Bold

Size: no less than 36pt

### Subheading

### Subheading

Font: Darkmode

Style: Medium

Size: no less than 20pt

SubheadingId quideru mquiae ium  
sus eos ant, esto ipsa duci dolendam  
nos si dolorec uptatuscidit vellorum  
inctiae lam, ut andit, se sinumene  
nos re, volecerum ea cum di nihictas

### Body

Font: Elza Text

Style: Medium

Align: Left

Size: no less than 14pt

Equo maios et ut audae et inuscil  
lestorrTiaerumquunt repra sum Sed

### Caption

Font: Elza Text

Style: Medium

Align: Left

Size: no less than 12pt

## Colour

All text should be written in black  
on lighter backgrounds or white on  
darker backgrounds.

Coloured text is reserved for use in  
call to action messages or buttons,  
never used coloured text for body  
text.

When using coloured text for call to  
action, be sure the colours are in high  
contrast.