



ACCESSIBILITY

Accessibility is an integral component of Blue Marine's communications strategy. To help create an inclusive environment online and in print, allowing all users to access information and engage with content, we have incorporated accessibility features into our design and development process. On our website, we prioritise features that benefit users with disabilities and improve the overall user experience.

Blue Marine's 'Into the Blue' newsletter incorporates accessible design elements that include font size and colour contrasts to increase legibility. To improve the accessibility of text we use fewer fonts, limit the use of decorative fonts and space characters more widely. We also label images and icons and use sufficient colour contrast to make graphic elements clearly visible to allow a more inclusive communications experience.

To increase the accessibility of our video work, we have added sign language translation to many of our most important films, including **Who we are, Ascension, The Sea We Breathe, Solent Seascape Project, Solent the Oyster's Return** and **Lyme Bay**.

Reference documents here:

https://bluemarinefoundation.sharepoint.com/:b/s/Marketing/ETHa2t1Kx8ZGohujCK0DN_UBEC1vLHI-f5U6pUxcQ8be0w?e=5ijMQj

<https://www.charitycomms.org.uk/core-principles-for-accessible-design-in-print>

Some statistics on the extent of disability around the world:

1.3

billion people in the world live with some form of disability.

285

million people in the world are visually impaired.

14.1

million people in the UK live with some form of disability.