



Several people in a shopping mall are trying to figure out where they are and how to get to their destinations. They are having a hard time understanding the directory sign. The information is not clear and the directional arrows point in all directions. Frustrated and fed up, they walk away.

**You've just lost some customers.**

## Accessible Information and Communications Standard

**Make signs that make sense.** Large type, well-placed signs with clear recognizable symbols and words communicate more clearly to everyone.

You want all your customers to know about your products and services. You probably spend a lot of time and money advertising and finding ways to get your message out.

Customers get their information in many ways:

- print (flyers, advertisements, reports)
- online (website, e-mail)
- audio (radio, television, telephone)
- in person.

Many people with disabilities aren't getting your message. That's because your information is not available in a format they can access. Here are a few examples:

- a person with a visual disability can't read your menu because the print is too small
- a person who is Deaf can't find out about your business because your TV commercial doesn't have closed captioning
- a person with arthritis can't use a mouse to scroll through your website
- a student with an intellectual disability can't fill out an application form because the instructions are not easy to understand.

The information on this Fact Sheet was taken from the Ministry of Community and Social Services website and compiled by Humber Human Rights & Diversity – HR Services.

For more information about the Accessibility for Ontarians with Disabilities Act, visit: [www.accesson.ca/ado/splash.htm](http://www.accesson.ca/ado/splash.htm).