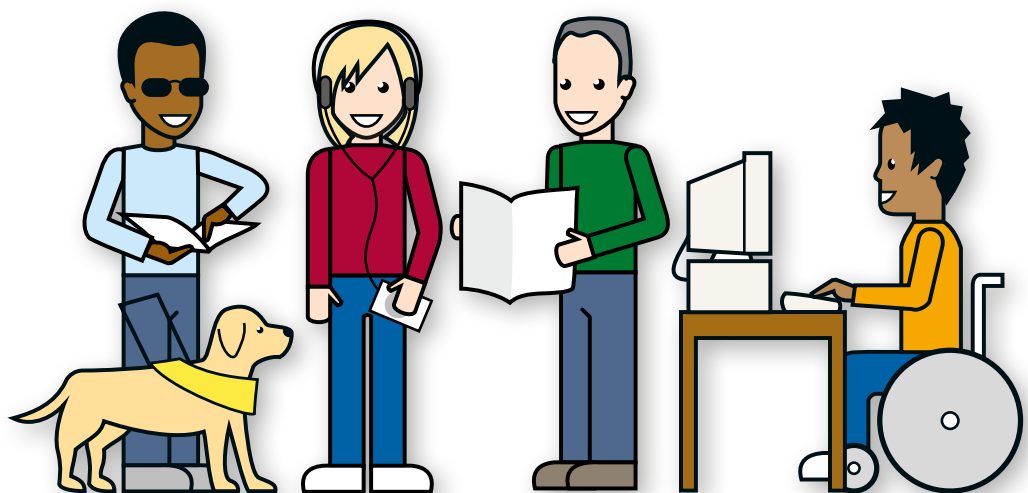


Corporate Document Services

# CDS Clarity

Making more information more accessible to more people



  
CREATIVE | PRINT | INTERNET

# CDS Clarity

**Making more information more accessible to more people**

We have developed a portfolio of specialist services designed to make communications accessible to a wide audience. We have grouped these services together under a one-stop solution called **CDS Clarity**. You can pick and choose between different CDS Clarity services or use any combination to produce communications in the most accessible formats for your target audience.



## Easy Read

CDS Easy Read uses a combination of bespoke illustrations and simple, clear words to communicate with audiences ranging from people with learning disabilities to people with low English literacy. Reading the text alongside the illustrations helps the audience to understand the document. The text and style of illustration is appropriately matched to the target audience.

Research conducted by CDS has shown that over 90% of people interviewed found CDS Easy Read better than other 'easy read' systems. Users praised the clarity of the illustrations, the layouts and the way text and illustrations were combined.



## Clear Language

We make sure documents and websites are written in clear, easy-to-understand language. We can start from the concept stage or edit your existing text.

Our writers use language pitched at an appropriate level of sophistication for your readers. They will also structure your document for clarity.

Our goal is to ensure your audience understands your publication at first reading.



## Website

Website accessibility is a complex and fast-evolving area. CDS has a specialist team in place to ensure that our website designs comply with the standards set out by the Web Accessibility Initiative (WAI).

We can build websites that conform to the WAI's Triple-A Web Content Accessibility Guidelines (WCAG), attain RNIB 'See it Right' approval and are Bobby Approved. Websites are constructed by our experts for a broad range of browsers, including non-visual browsers, using approaches that embrace accessibility rather than it being considered an optional extra.

### **Clients include:**

Department for Work and Pensions  
Office for Disability Issues  
Department of Health  
Government Equalities Office  
Welsh Assembly Government  
Department for Transport



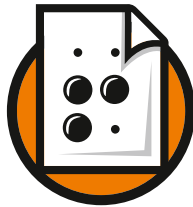
Source:  
Disability equality by 2025  
for Office for Disability Issues



Large Print

For many organisations it has become increasingly important to provide large print versions of documents for partially sighted readers.

Typically large print requires the use of a clearly legible font, with a size of 16 or more points. We also ensure paper stock is appropriate. Show through, ink density, contrast and the reflective qualities of the paper are all taken into consideration. Our print experts will be able to advise you.



Braille

We provide a complete braille service with the capacity to handle any size document. We will ensure the braille version provides the same information as your printed document.

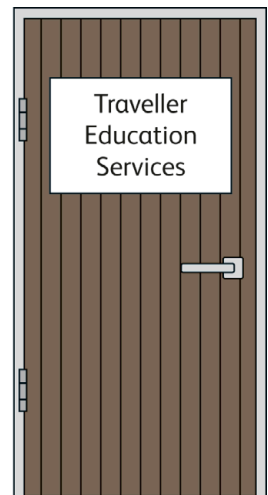
We also offer **Moon** which is an alternative system to braille. Moon consists of simplified ordinary letters as well as lines and curves. It is especially used by people who have lost their sight later in life and find braille too difficult to master.



Audio


In some cases an audio version of a document is required in addition to printed copies. We provide professional narrators who will read your documents for output as audio CDs or, if required, electronic sound files.

Source:  
National Gypsy and Travellers strategy  
for Welsh Assembly Government



## CDS provides end-to-end communication and publishing solutions

### Our services

-  Editorial and Writing
-  Graphic Design
-  Web Development
-  Software Applications
-  Print and Logistics
-  Technical Publications and Engineering Support

#### To contact us:

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FS 36088  
IS 82113  
EMS 82111  
OHS 95704