# SEO
STUDENT EXPERIENCE OFFICE

2022

# Accessibility Icons.

# Introduction

## About this document

This Accessibility Icons Media Toolkit and Standards document discusses the different accessibility icons available to be used in Carleton University's Student Experience Office's materials. The document describes each icon, it's meaning, as well as the design standards for the icons. It also provides examples of incorrect and correct usages of the icons.

The design standards mentioned in this document serve only as a guideline and final design decisions regarding the use of the icons lies at the discretion of the designer. However, the design standards should be met whenever possible in order to ensure consistency in the application of the icons and to ensure the identifiability of the icons across different platforms.

## Contents

# Icons and Meanings

### All Persons Restroom

Carleton's campus is wheelchair accessible. Our staff and volunteers are happy to assist any student with accessibility needs navigating to different events, using the tunnel system and elevators or other assistance needs.

### Bright Lights

This event may have bright lighting such as stage lights, flashing lights or others.

### Large Crowds

These events can be expected to have upwards of 100 people including volunteers and staff. All large events comply with the Risk Management limitations for safe capacities of people in each space being used.

### Accessible Transportation

This event has accessible transportation available to bring you to and from event destinations. Our staff and volunteers will be able to guide you to the pick up/drop off location.

### Food, Drink Provided

There will be food and/or beverages at this event. If you have not indicated already, please contact the event coordinator if you have any specific dietary accommodations.

### Loud Sounds

There can be loud noise expected at this event. This may include cheering, group chanting, speakers in the room, and/or other noise.

# Icons and Meanings cont'd

**Closed Captioning**

There is closed captioning available for this video presentation.

**Accessible Presentation Formats**

This presentation features accessibility accommodations for those with visual and auditory impairments.

**Uneven Terrain**

This event has terrain such as grass, gravel, turf and/or others. Our staff and volunteers are happy to assist any students with navigating the event space.

**Water Activities**

A portion of this event includes water activities.

**Described Video**

This presentation features described video for the visually impaired.

**Live Q&A**

A portion of this event includes a live question and answer period for viewers.

# Icons and Meanings cont'd

**Less than $20**

Costs associated with this event will not exceed $20.

**Engagement Expectations**

This presentation features opportunities for the audience to engage with the presenter and/or the audience.

**More than $20**

Costs associated with this event may exceed $20.

**Event Recording**

A portion of this event will be recorded for future use and/or reference.

**Free**

There are no costs associated with this event.

# Circle Icons

White and Transparent Background | Lineal style

Wheelchair Accessible

Bright Lights

Large Crowds

Accessible Transportation

Food, Drink Provided

Loud Sounds

Closed Captioning

Accessible Presentation Formats

Uneven Terrain

Water Activities

# Circle Icons

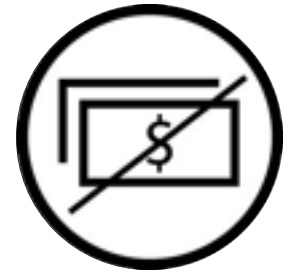White and Transparent Background | Lineal style

Described
Video

Event Recording

Live Q&A

Engagement
Expectations

Free

**<\$20**

**>\$20**

Less than \$20

More than \$20

# Circle Icons

Solid Colour Background | Fill Style

Wheelchair Accessible

Bright Lights

Large Crowds

Accessible Transportation

Food, Drink Provided

Loud Sounds

Closed Captioning

Accessible Presentation Formats

Uneven Terrain

Water Activities

# Circle Icons

Solid Colour Background | Fill Style

Described
Video

Event Recording

Live Q&A

Engagement
Expectations

Free

Less than $20

More than $20

# Circle Icons

Design Guidelines

### Icon Space

The icon space contains all icon contents. The icon space size is 3/4 of the square keyline and centred within the keyline. i.e.) If the square keyline is 100 pixels x 100 pixels, the icon space is 75 pixels x 75 pixels, centred within the keyline.

### Icon

All icons should have equal line weight and colouring to maintain consistency. Icons should be visually centred and occupy the entire icon space.
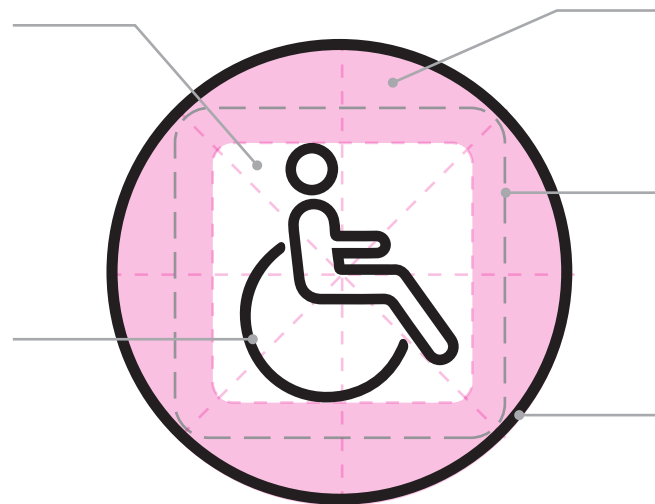
### Padding

As denoted by the pink area. Padding size is determined icon space size.

### Square Keyline

The circle keyline and the icon space are derived from the square keyline. To make square icons, use the square keyline.
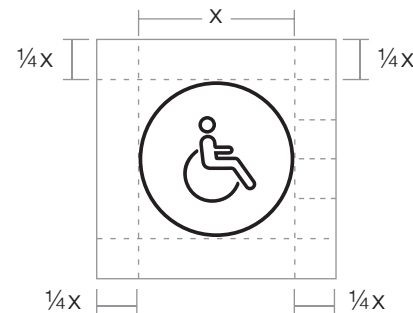
### Circular Keyline

Circle derived from the outer corners of the square keyline.

### Minimum Size

All uses of the icons should be at a size of at least 0.7cm in diameter, or 20 pixels. This is to ensure the icon can be easily read and identified.

min size
0.7 cm

### Space Clearances

Using the keyline diameter as a unit of measure "X", the minimum clear space required between the icon and other graphics should be one quarter X (¼X) or one quarter of the keyline diameter size.

x

¼x    ¼x

¼x    ¼x

# Icon Usage

Incorrect Usages

Do not flip icon

Do not stretch or
distort icon

Do not rotate icon or
use at an angle

Do not keep keyline
outline if using a solid fill

Do not change
keyline thickness

Do not use icon on a
busy background

Do not crop an
image into icon

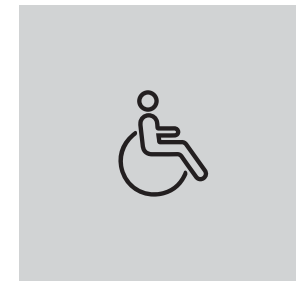Do not colour the keyline
differently from the icon

# Icon Usage

Correct Usages



Use the black lineal style, black fill or colour fill style icons on white and light coloured backgrounds

Use black fill white white icon on light photo backgrounds

Use white fill with black icon on dark photo backgrounds



Use a white lineal or white fill style icon on black and dark coloured backgrounds

Icon can be used without a keyline or fill if on a solid colour background. Use a white icon for dark backgrounds and a black icon for light backgrounds