

# Core Values

## Empathy

Understand that Aphasia is not a cognitive problem, but a matter of **language delivery**  
*(Imagine learning a foreign language for the first time)*



## Challenge

Do not fear the ambiguous term "aphasia-friendly," but embrace this as an opportunity to be **open** and **creative** about effective communication solutions



## Respect

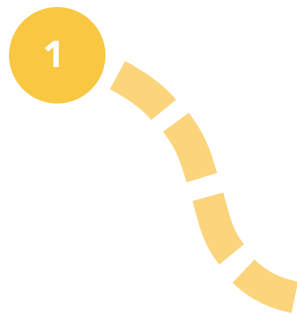
People with Aphasia often experience discrimination due to their challenges in communicating, so be cautious and **avoid** images and activities that may come off as childish.



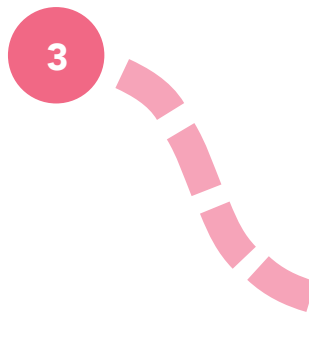
# Key Design Elements

- Simple and concise sentences (5 to 7 words maximum)
- Use a set of related short messages
- Keep sentences in the **active** form
- **Avoid** personal pronouns
- Use basic vocabularies
- Sans Serif Font **14 to 18pt** (e.g. Arial, Tacoma, Cabin, Verdana)
- Use proximity to create visual organization by separating or grouping information
- Start sentences from top left
- Clearly distinguish information based on headers, subheaders, and body text
- Be **consistent** with the format

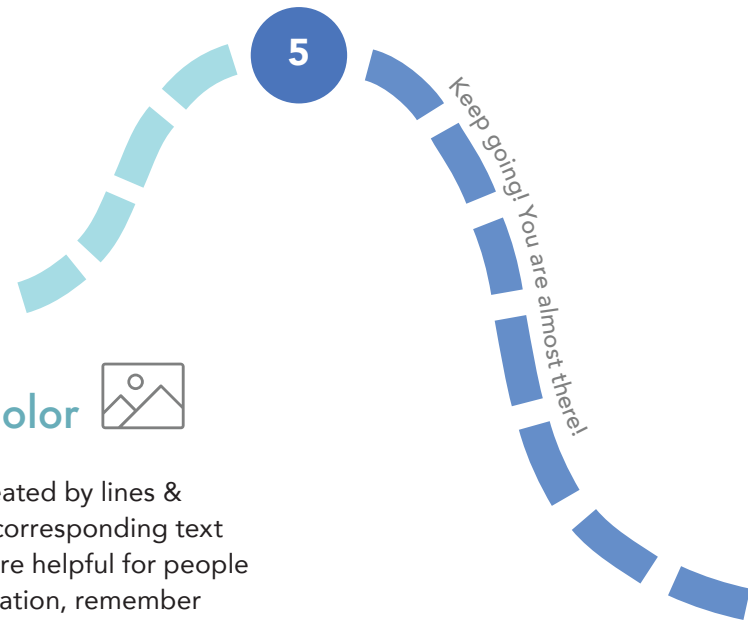
## Clear Language



## Typeface



## Layout



## Visual Hierarchy

- **Prioritize information:** Order text and graphic elements in a purposeful way (*What should people with Aphasia read first?*)
- Emphasize important words
- Create **contrast** by changing the stroke weight or size. **Bold** key points.
- **Box** around important messages
- Use **negative space** to isolate key information
- Use numbers (1,2,3) not words (one, two, three).

## Images & Color

- Simple images created by lines & locate them with corresponding text
- Though pictures are helpful for people to visualize information, remember that the goal is to help people with Aphasia **practice** reading skills
- Color can help with organization or emphasis (border color), but black and white is still effective with contrast.

## Helpful Resources



- Aphasia Caregiver Guide:  
<https://www.aphasia.org/aphasia-resources/aphasia-caregiver-guide/>
- Detailed Information Design for People with Aphasia:  
[https://www.stroke.org.uk/sites/default/files/accessible\\_information\\_guidelines.pdf1\\_.pdf](https://www.stroke.org.uk/sites/default/files/accessible_information_guidelines.pdf1_.pdf)
- List of informative resources on Aphasia:  
<https://www.asha.org/PRPSpecificTopic.aspx?folderid=8589934663&section=Resources>
- Aphasia in North America (Research Paper):  
[https://www.researchgate.net/publication/51690251\\_Aphasia\\_Centers\\_A\\_Growing\\_Trend\\_in\\_North\\_America](https://www.researchgate.net/publication/51690251_Aphasia_Centers_A_Growing_Trend_in_North_America)
- American Stroke Association:  
<https://www.stroke.org/en>
- National Aphasia Association:  
<https://www.aphasia.org>
- Mayo Clinic Research:  
<https://www.mayoclinic.org/diseases-conditions/aphasia/symptoms-causes/syc-20369518>