

How to create infos that everyone can understand?

A short checklist for Easy Language



First, I think about:

- ☐ Who is my target group? (Age, knowledge, language...?)
- ☐ What information do I want to convey?
- ☐ Which medium am I using? (Text, audio, video...?)



I start writing:

- ☐ Structure the info with headings and short paragraphs.
- ☐ Use simple and familiar words.
Do I have to use a difficult word? Then I explain it.
- ☐ Short sentences (8–10 words per sentence).
- ☐ 1 piece of information per sentence.
- ☐ Simple sentence structure (Subject – Verb – Object).
- ☐ Use active voice, not passive.
- ☐ New sentence, new line.



I pay attention to the design:

- ☐ Sans-serif font, good font size (e.g. Arial 14 pt).
- ☐ Left-aligned text.
- ☐ Make important information **bold**.
No *italics*, no underlining, no ALL CAPS.
- ☐ Use colors thoughtfully and pay attention to contrast.
- ☐ Choose images and pictograms that fit the topic.



I share my information:

- ☐ The information must be accessible to the target group.
- ☐ Advertising on social networks.

