

## General user instructions for NatKo pictograms

### “People & Disability”:

We offer the total signage solution for the visually impaired/disabled and other groups with special needs. Whether in a brochure, flyers or on your homepage these pictograms enable you to efficiently and professionally present your offers in an eye-catching way.

NatKo provides these pictograms free of charge for download and for use. Please do note the **user instructions for each single target group** mentioned below. Before indicating your offer with the respective symbol we ask you to carefully check if your offer is really suitable for the envisaged target group. You should furthermore describe your offer as detailed as possible for marketing purposes. The criteria listed below might contain useful key words for your description.

Before publishing your brochure, flyer or releasing the information on your homepage, please check if you have attached the reference which is enclosed to the download of the graphics as text file. We would appreciate your sending us a copy of your brochure, your flyer or the link to your homepage.

NatKo offers all information free of charge. We welcome donations that enable us to improve our services on accessible tourism for all. Any donations can be sent to our bank account. For further details, please send an email to [info@natko.de](mailto:info@natko.de)



### **Wheelchair users:**

Please consider that all distances should be within comfortable reach of wheelchair drivers, both horizontally and vertically. Please note the following criteria:

- entry and exit without stairs
- sufficient door – and floor width
- wheelchair appropriate toilettes
- information and products at an adequate height
- wheelchair accessible surface
- lift

### **People with a disability in walking:**



For people with a disability in walking it is also very important that everything is within comfortable reach, both horizontally and vertically:

- everything is reachable without or a minimum of stairs
- lift
- seating possibilities
- short distances or possibility to rent a wheelchair for longer distances
- handrails and grab bars
- elimination of possible trip hazards

### **Blind people:**



Blind people need tactile and audio descriptive information for better use of your offers. Please consider the following criteria in your description:

- information in Braille
- audio guides or audio books
- touch modules or other „sensual“ elements
- destination floor guidance system, tactually recognizable site plan, tactile indication of rooms
- lift (if existing) with audio response

### **Visually impaired people:**



For visually impaired people you have to present a clear design. When presenting your offer, please consider the following:

- sans-serif writing
- high- contrast presentation of descriptions and pictures
- high- contrast design of rooms and ways
- large print

### **Aurally impaired people:**



Aurally impaired people need visual presentations as well as special devices:

- information in visual or written form
- acoustic signals should be visually complemented
- audio induction loop system



### **Deaf people:**

For deaf people visualisation is of utmost importance. Your offer can be enhanced by the following:

- presentation of information in visual or written form
- acoustic signals, special visualisation of danger signals (lightening)
- sign language interpreter upon request
- video stream on your homepage



### **People with learning disabilities:**

For people with learning disabilities you should provide the information in a comprehensible, clear and service-oriented way

- comprehensible presentation of information
- illustrated information
- information via audio guides and audio books
- simple pictograms indicating the way
- personal assistance upon request



### **Seniors:**

You can easily win seniors as your clients with comfort and service. Your description should consider the following criteria:

- comfortable access by lift or with a minimum of stairs
- handrails and grab bars
- short distances
- elimination of possible trip hazards
- seating possibilities
- alternative means of transportation
- Personal Service / Special Contact Person



### **Families:**

You can count families as one of your clients if you provide offers for both adults and children. Therefore you should focus on the following:

- programs for kids/guided tours for children
- age-appropriate presentation of information for children
- changing tables
- kids corners, toys, playgrounds
- places where the children can play loudly without disturbing others
- lift
- childcare

We reserve the right to notify you if we feel that pictograms have been used inappropriately or facilities have been described incorrectly. In such cases we will ask you to remove the pictogram or amend the description of the facilities accordingly.