

*Why is
bilingual design
and typesetting
important?*

About this guide

If this report had been a Word document would you have read past the title?

Most of the time our attention span only last a few seconds.

The main aims of bilingual design and typesetting are to entice the reader to read your report and to connect with the reader. Whether you are presenting research to your funders or demonstrate the value of your organisation through a report it is important that your report has been typeset.

Great bilingual design & typesetting means

- Having a consistent look
- Accessibility
- Adapting to language and culture

Having a consistent look

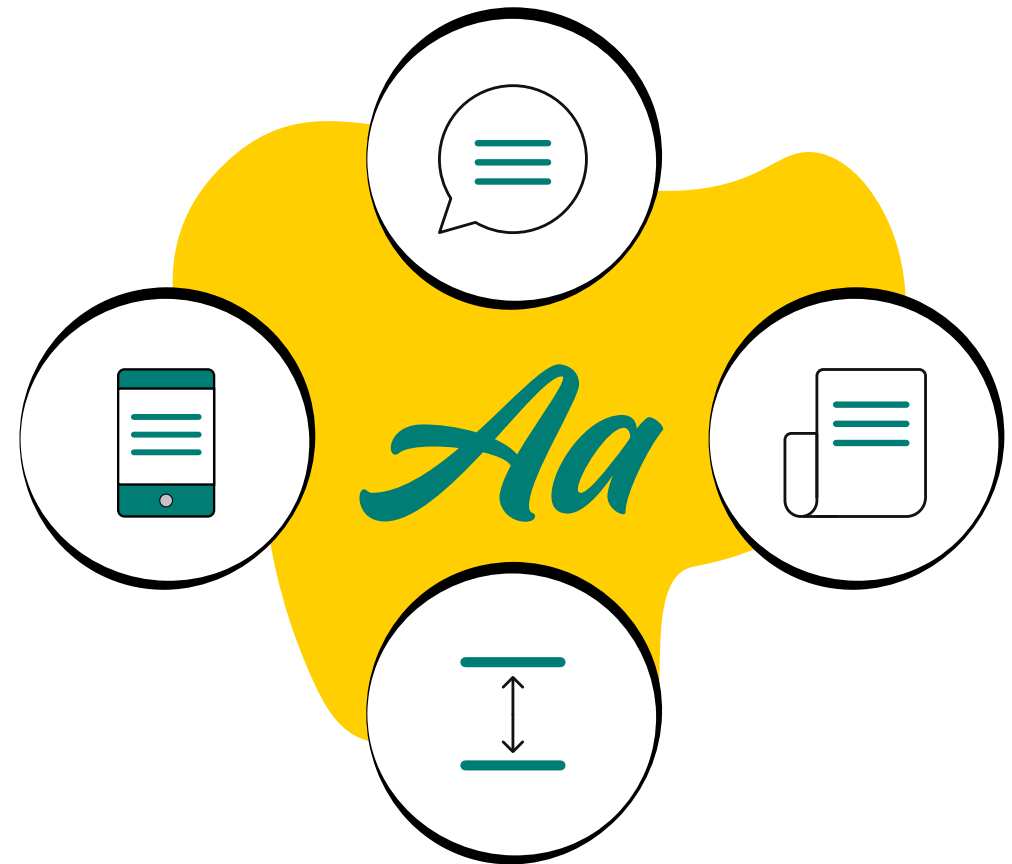
This means adhering to your brand guidelines; using the same fonts and colours throughout the report.

“How do I get my brand recognised?” is a question that I often get asked. The key to getting recognised is to be consistent in how you present your brand on- and offline.

Aa Fonts

When it comes to fonts, you may realise that some of your font(s) aren't suitable for long pieces of writing. You need to consider the following:

- Will your report be read online or offline?
- How much space is between each of the letters?
- How much space is between the lines?
- Is the font legible for non-fluent speakers?



Having a consistent look



Colours

Colours are easily overlooked by many, but there is such value and power in a brand colour palette. It is important to have dedicated RGB and CMYK colours within the brand colour palette.

RGB stands for **R**ed, **G**reen, **B**lue. These are the primary colours for the light colour model.

CMYK stands for **C**yan, **M**agenta, **Y**ellow, **K** stands for black. These are the primary colours for the pigment colour model. The colours with a pigment model are created by mixing different inks or paints together.

In simple terms, RGB has a wider colour spectrum than CMYK, because the RGB paint is mixed by a computer and the CMYK paint is mixed by a human. The machine can mix colours with subtle differences, hence, make more variations of the colour and create a wider colour spectrum.

If the RGB and CMYK colours are not converted correctly, there will be discrepancies in how each of the colours are shown on- and offline.

Think of your favourite brand.

- Can you visualise their main colours?
- What main colours do you associate with the brand?
- How do these colours make you feel?
- Do you know what these colours mean in other cultures?

Accessibility

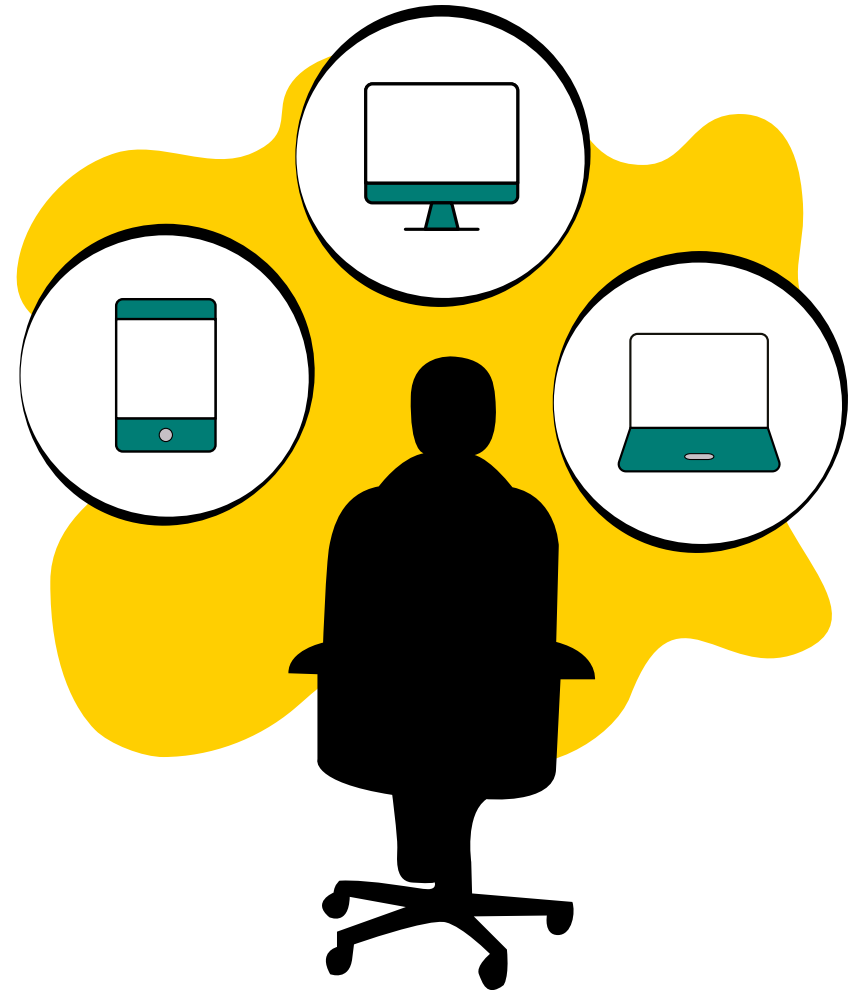
“At least 1 in 5 people in the UK have a long term illness, impairment or disability.”

— gov.uk (June 2020)

Have you considered the following audiences?

- People on the autistic spectrum
- Screen readers
- People with low vision
- People with dyslexia
- People with physical or motor disabilities
- People who are deaf or hard of hearing
- People who have anxiety

Each of the audiences have specific needs that need to be taken into consideration when designing a report. By being aware of the audience's needs, you can adapt your brand guidelines to reach a greater audience, and hence, create a greater impact.



Adapting to culture and language

We all have a perception of the world that is influenced by culture and experience.

Sometimes we actually don't know that we're living in this bubble and the way we've been brought up actually influences how we experience things.

“There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods at them and says, ‘Morning, boys. How’s the water?’. And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes, ‘What the hell is water?’”

— David Foster Wallace (2005)

So being culturally aware means understanding that you have a perspective lens. It's not only about the language you speak, but also about how you can express yourself and be aware of your cultural bubble. And, of course, sometimes there are differences between personalities and that can also influence how people interact with each other.

It is also important to remember that parts of your audience may be bicultural. Bicultural means that an individual has or combined the cultural attitudes and customs of two nations, peoples, or ethnic groups. So although someone may seem like they are from a different culture, they may actually share the same cultural values as you do.

Adapting to culture and language

Rituals, Relationships, and Restrictions.

Taiye Selasi's has a great framework based around cultural identity, and should be considered when designing for a particular audience.

Rituals

- What habits and cultural practices do people do on a regular basis?
- How do these practices influence their experiences?
- Are these practices linked to a particular culture?

Relationships

- Who do they speak to on a regular basis?
- Do they have multicultural or monocultural personal and business relationships?

Restrictions

- What is stopping them from viewing a particular place as home?
- Are they restricted by their nationality where they can live?
- Are there external circumstances that have influenced them to move away from the country, which they call home?

About the Author



Janina Neumann is a bilingual graphic designer, social entrepreneur and business owner of Janina Neumann Design.

Janina Neumann Design is a bilingual design company, helping clients communicate their message equally effectively across different languages and cultures.

JND works using three core pillars: vision, message, and value.

The **vision** pillar is focused on helping organisations define their goals for their creative project.

The **message** pillar is built on managing cultural differences, building trust within the community, and designing a creative showcase.

The **value** pillar is focused on working inclusively, decreasing negative economic impact, and building community wealth.