

The rules of **Easy Read**

Easy Read means: information that is easy to read and to understand.
This memo sums up the main rules on 1 page.

Words

- Use **simple words** that people know well.
- Explain **difficult words** right after you use them.
- Use **the same word** for the same thing.
- Do **not use metaphors**, like "it is raining cats and dogs".
- Write **acronyms in full**: "EU" becomes "European Union".
- Avoid **percentages** and **big numbers**. Say "few" or "many".

Sentences

- Write **short sentences**: one idea per sentence.
- Speak to people directly. Use **"you"**.
- Prefer **positive** sentences to negative ones.
- Prefer the **active voice**: "The doctor sends you a letter".
- Use **simple punctuation**. No abbreviations like "etc.".

The order of information

- Put the **important information first**.
- **Group** everything about the same subject together.
- Use **clear headings** and **bullet lists**.

The layout

- Use a **sans-serif font, size 14 or more**, like Arial.
- No italics. No words in full capitals.
- **Align left**. Never justify the text.
- Start each **sentence on a new line**. No columns.
- Put **clear images** next to the text to explain it.

Numbers and dates

- Write numbers **as digits**: 1, 2, 3.
- Do not use **Roman numerals**.
- Write **dates in full**: "Tuesday 13 October 2026".

The most important rule:

Always have your texts checked by people with lived experience.

"Do not write for us without us!"

Source: "Information for all. European standards for making information easy to read and understand", Inclusion Europe, 2009.

A memo from Gidmi. Try the free Easy Read simplifier: getgidmi.com/en/tools/easy-read-simplifier