
General user instructions for the NatKo pictogram-series “People & Disability”:

We would like to support you with the presented pictograms to market your offers professionally and successfully to clients with special needs. Whether in a brochure, flyers or on your homepage these pictograms enable you to present your offers in an eye catching way.

Before using the pictograms we ask you to note the general user instructions as well as the customized user instructions!

General hints:

- The use of the pictograms is only allowed accompanied by a detailed description. 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. The criteria listed below might provide you with useful key words that should necessarily be considered in your description.
- The pictograms do not represent any seal or quality approval. They only serve for the indication of barrier free offers and special services offered to people with reduced mobility. They do not stand for a certified accessibility in accordance with DIN or further standards.
- The ones aiming to indicate their offers in accordance with the standards of the target agreements in the field of “hotel business and gastronomy” will find the checklists and criteria of the target agreements as well as the respective pictograms [here](#).
- If you have any questions concerning the description and the formulation of your offer for the different target groups or any uncertainties which information is of importance regarding accessibility we are always at your disposal. NatKo offers you competent advice.
- Before publishing the pictograms in your brochure, flyer or releasing the information on your homepage, please consider also the reference which is enclosed to the download of the graphics as text file.

We would highly appreciate your sending us a copy of your brochure, your flyer or the link to your homepage.

This offer from NatKo and anatom5 is free of charge. We welcome donations that enable us to improve our services on accessible tourism for all. Please contact us via mail info@natko.de for receiving our bank details.

Customized user instructions:

The following criteria might provide you with useful key words that should necessarily be considered in your description.

Wheelchair drivers:



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 (in cm)
- indication of the circulation space
- wheelchair appropriate toilettes (description of size and facilities – possibly with photo and draft)
- information and products at an adequate height
- passable and flat surface
- lift (description of size and facilities)
- ...

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 (indication in m) or possibility to rent a wheelchair for longer distances
- handrails and handholds

- 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:

- acoustic signals, special visualisation of danger signals (lightening)
- sign language interpreter upon request
- deaf/sign language film through electronic media (e.g. video guided tours)
- ...

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 (e.g. menu)
- information via audio guides and audio books
- simple pictograms indicating the way
- personal assistance upon request (e.g. pick-up service)
- ...

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 handholds
- short distances
- elimination of possible trip hazards
- seating possibilities
- alternative means of transportation
- individual service/personal 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 (indication of size)
- childcare
- ...

In case of incorrect use of the pictograms or incorrect description of the offer we reserve the right to ask you to adjust the description of the offer or even to remove the pictograms.