FOUNDATION FIGHTING BLINDNESS

Grants and Awards Programs Branding Toolkit

The Strength of the Foundation is Through Our Communities

Congratulations on becoming one of this year's Foundation Fighting Blindness Scientific Grants and Awards Program awardees. This toolkit outlines best practices for you to ensure our brand is consistent and accessible for the blind and visually impaired community when sharing about the Foundation in both presentations and on social media. The content of this toolkit is subject to change as a result of platform updates, evolving technology, and community feedback.

Following the Foundation on Social Media

Start by Connecting With Us on Social Media

Click the following links below to take you to each national platform and like/ follow the Foundation Fighting Blindness:

Facebook: @FoundationFightingBlindness

Twitter: @FightBlindness

LinkedIn: @Foundation-Fighting-Blindness

Instagram: @FightBlindness

YouTube: @FndFightingBlindness

TikTok: @FightBlindness

Following the Foundation on Social Media

Invite Your Colleagues to Like and Follow Us, Too

On most platforms you can invite your followers/friends to like other Pages. Facebook: Go to the Foundation page, click the three dots at the top (⋯), below the Page's cover photo, and select **Invite Friends**. Then select the names of those you want to invite to follow the Page and click **Send Invites**.

LinkedIn: Go to the Foundation page, click **More** at the top of the page to the right of Follow, and click **Invite Connections**. Then select the names of those you want to invite to follow the Foundation and click **Invite**.

If you can't invite your colleagues to like our Pages directly in the platform, send them an email or text message with the link to our page and ask them to connect with us on social media that way!

Copy and Formatting for Writing Copy

General Formatting

• Do not use 'FFB' rather, spell out 'the Foundation Fighting Blindness' and after the first use, you can use 'the Foundation.'

• Only capitalize "The" before 'Foundation Fighting Blindness' if it starts a sentence. For example, "The Foundation Fighting Blindness is funding..." or "At the Foundation Fighting Blindness, our funding..."

• LUXTURNA™ should be in all caps every time it is used, with the trademark symbol the first time it is used.

• My Retina Tracker® Registry should have the registered trademark symbol after Tracker the first time it is used.

• Do not use periods with honorifics: PhD, MD, etc. (not Ph.D., M.D., etc.)

• When writing the time, always use periods and lower case, followed by the appropriate time zone in all caps without periods (ET, CT, MT, PT). Example: 8:00 p.m. ET

Diseases

- **age-related macular degeneration:** All words are lower case. The acronym is AMD. There are two forms of the disease, dry and wet, and both are always lower case. For example, "dry age-related macular degeneration" or "wet AMD."
- **choroideremia:** All lower case.
- **geographic atrophy:** Both words are all lower case. The acronym is GA. Leber congenital amaurosis: Only Leber is capitalized. Do not put an apostrophe and 's' after Leber. The acronym is LCA.
- **macular degeneration:** Both words are all lower case.
- **retinitis pigmentosa:** Both words are all lower case. The acronym is RP.
- **Stargardt disease:** Stargardt is capitalized, and disease is lower case. Do not put an apostrophe or 's' after Stargardt. There is no acronym for Stargardt disease.
- **Usher syndrome:** Usher is capitalized, and syndrome is lower case. Do not put an apostrophe or 's' after Usher. Usher syndrome types are in numerals (1, 2, or 3), and subtypes are in capital letters (A, B, C, etc.). For example, Usher syndrome type 1B and the acronym would be USH1B.

Links and Hypertext

- Assistive devices rely on punctuation marks and capital letters to identify individual words, phrases, and sentences. When referencing our email addresses or websites, always capitalize the first letters of the words. For example, JMenzo@FightingBlindness.org or www.FightingBlindness.org.

- Within an email, whatever text you choose to hyperlink should be descriptive so that a screen reader user gets an accurate idea about the destination or purpose of the link they're clicking. Using "Click Here" isn't descriptive enough to be accessible. For example, try "To learn more about our research, visit our Eye on the Cure Research News web page."

Hashtags

- Hashtags on social media need to be accessible by capitalizing the first letter in each word. This method is sometimes referred to as Title Case or Camel Case. The capital letters help a screen reader identify the separate words, allowing it to pronounce the hashtag correctly. e.g. #CamelCase

Emojis

- Each emoji icon on social media has its own description assigned to it. When someone uses an assistive device to read content, and they come across an emoji, the icon's assigned description will be what their device reads to them, so it's best to limit emoji use.

- It's best to put an emoji at the very end of your written content. This practice will help you avoid creating any clarity issues that could be caused by an icon's coded description interfering with the rest of your copy.

Alternative Text/Image Descriptions

- For accessibility purposes, images anywhere online must always include an image description either as alternative text and/or in the social media post copy.

- Because alt text may not be detected on some platforms, it's best to include an image description directly in the caption of your post on Facebook and Instagram. This even includes photo albums on Facebook, and every photo must have an image description.

- Image descriptions are not captions; they're literally describing what is happening in a photo for someone who cannot see it.

- Image descriptions should give more details than alt text would give and allows someone who is visually impaired to learn more about what is in the image.

- Image descriptions provide information about the visual appearance of spaces, objects, people, and more. Including a specific person's name is fine, but not necessary.

- How long your alt text/image description will be is entirely dependent on the image you choose for your content. The more complex your image is, the longer your description will be, especially if the image features any text.

- It's already assumed that your alt text will be for a photo or image, and a screen reader will more than likely say "image of" before or after reading your alt text, so it's not necessary to include text like 'a picture of' just explain what is in the picture.

- Avoid abbreviations whenever possible, as it's better to type out a full title, place, or organization because screen readers don't always read abbreviations like acronyms correctly.

- It's recommended to keep an image description the length of a tweet, about 280 characters.

Logos

Full Color Reversed

FOUNDATION FIGHTING BLINDNESS

Full Color

FOUNDATION FIGHTING BLINDNESS

One Color

FOUNDATION FIGHTING BLINDNESS

Black and White

FOUNDATION FIGHTING BLINDNESS

Together, we're winning.