

Purple Tuesday

Improving the disabled customer experience



Purple Tuesday 2024

Participant Toolkit

PurpleTuesday.co



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Purple Tuesday 2024

Purple Tuesday is dedicated to promoting a more accessible and inclusive world by highlighting the value and contributions of people with disabilities as consumers, employees, and community members.

Through our network of partners and participants, we aim to expand Purple Tuesday globally, educating

organisations and communities on the importance of enhancing accessibility and driving meaningful change.

Our primary objective is to increase global participation in Purple Tuesday, encouraging more organisations to implement changes that will improve the customer experience of people with disabilities and in turn increase employment opportunities globally.

Increase Global Reach and Participation

In 2023, Purple Tuesday saw participation from over 6,500 organisations across seven countries. This widespread involvement is building a global network of businesses committed to accessibility. In 2024, our goal is to engage with over 8,000 organisations across eight countries.

Continue Raising Awareness

Purple Tuesday's efforts reached 29.5 million and achieved significant visibility on social media including trending at #1 on X (formerly Twitter). This exposure is crucial in raising awareness about the value that people with disabilities bring to organisations. We aim to increase our reach to 32 million in 2024.



Drive Impactful Changes

In 2023, Purple Tuesday led to over 7,200 changes in accessibility practices, significantly improving the experiences of disabled people and their families. These changes illustrate the practical steps organisations can take to be more inclusive and the positive impact these steps have on their Business. In 2024, we aim to increase this number to over 8,500 changes.

Expand National Partnerships

We have formed valuable partnerships with companies, tourism boards, and disability advocacy groups to promote accessibility initiatives they have adopted. These collaborations not only enhance the visibility of Purple Tuesday but also demonstrate the tangible benefits of inclusivity in both the workplace and marketplace. This year, we aim to increase the number of partnerships from 30 to 35, with a focus on expanding outside the UK market.





Running an Accessible Event

This comprehensive guide is designed to help you host your own Purple Tuesday event, promoting accessibility and inclusion for all. Whether you're new to accessibility or looking to enhance your current practices, this toolkit provides the resources and guidelines needed to create an impactful and inclusive event.

This portion of the toolkit includes essential guidelines on how to run an accessible event, communicate effectively and plan engaging activities.

Planning & Preparation

- **Venue Assessment:** Choose a venue with ramps, lifts, and accessible toilets. Ensure there are transportation options and parking for people with disabilities.
- **Communication Support:** Provide live captions if giving presentations and sign language interpreters if you know this a requirement for your audience. Ensure all presentations are accessible and speakers have been briefed on accessible facilitation.
- **Registration and Information:** Offer accessible registration forms and clear information about the event's accessibility features. It is good practice to ask attendees if they have any access requirements or adjustments prior to the event as part of the registration process.

Technology and Equipment

- **Accessible Digital Content:** Ensure all presentations are accessible, including screen reader-friendly documents and captioned videos. [Click here for further guidance.](#)

Event Layout

- Clear Pathways: Ensure pathways are wide and free of obstacles for easy access by people using mobility aids.
- Signage: Use large, high-contrast signs with simple language and symbols to guide attendees.
- Seating Arrangements: Provide reserved seating for people with disabilities and their companions and ensure there are empty spaces for those attendees using mobility aids.

Staff Training

- Disability Awareness: Train staff and volunteers on disability awareness and inclusion practices ([Contact us if you need support](#)).
- Assistance Guidelines: Provide clear guidelines on how to assist attendees with disabilities, ensuring respectful and effective support.

Communication

- Plain Language: Use simple, clear language, avoiding jargon.
- Clear Speech: Speak as clearly as possible and face the person you are speaking to.
- Patience: Be patient and give people time to respond.
- Multiple Methods: Offer various communication channels for feedback or for questions e.g Written, Verbal, or Digital options.

Event Ideas

- **Purple Tuesday Pop-up Community Marketplace:** A marketplace promoting accessible and inclusive local businesses.
- **Talent Show for People with Disabilities:** A showcase for individuals with disabilities to display their talents.
- **Disability Inclusion Poster Contest:** An art contest to create posters promoting disability inclusion.



● **Accessibility-themed Treasure Hunt:** A fun treasure hunt highlighting the importance of accessibility.

● **Exhibition of Work by Artists with Disabilities:** An art exhibition featuring works by artists with disabilities.

● **Accessible Sports & Recreational Activities:** Inclusive sports and activities for people of all abilities.

- **Lunch & Learn Sessions:** Informative lunchtime talks on disability inclusion and accessibility.
- **Panel Discussions:** Expert-led discussions on disability rights and inclusion.
- **Interactive Workshops:** Hands-on workshops on accessibility and inclusive practices.





Accessible Comms Guidance

This guide is designed to help you create accessible social media content that resonates with all audiences, including disabled customers. We look forward to working with you to raise awareness about the value of inclusivity and to celebrate the positive changes being made by organisations to improve everyone's experiences.

We have put together some guidance and created collateral to support you in your communication efforts, ensuring your content is as accessible and engaging as possible.

Written Communication

- Plain Language: Like when planning your accessible event, ensure you use simple, clear language and avoid jargon.
- High Contrast: Ensure high contrast between text and background for readability.
- Alternative Formats: Provide alternative formats for text-based documents including large print and electronic formats.

Digital Communications

- Screen Reader Compatibility: Ensure websites, emails and PDF documents are screen reader compatible.
- Alt Text for Images: Use descriptive alternative text for all content with images, ensuring any key information is at the front of the text.
- Captioning & Transcripts: Caption all videos and provide transcripts for audio content.

Formatting Guidelines

This section outlines all the specifics needed when creating your own content for Purple Tuesday. This will cover everything from the fonts you should be using to the colours and gradients. It is very important that these guidelines are followed carefully as they have all been designed with accessibility in mind.

Font Types

Keep your text 12pt or more and do not Justify text, only Left , Right or Centre align it. Also ensure no elements break up the text to ensure accessibility and legibility of your copy.

Headings

Font: Arial

Style: Bold / Regular

Size: 18pt+

Colour: Purple/White/Black

Font: Calibri/Arial

Style: Bold / Regular

Size: 12pt+

Colour: Purple/White/Black

Sub-Headings

Font: Calibri/Arial

Style: Regular

Size: 12pt+

Colour: Black/White

Body Text

Colour Usage

When creating collateral for your Purple Tuesday event, it is extremely important that the shades of purple used match with our branding.

Its also key to maintain a strong colour contrast between your usage of background and foreground elements to retain legibility and accessibility. We will provide the colour values below. You may find you need to use colours outside of these (e.g in the use of photographs) in this instance, choose the most contrasting colour for any text overlaying these images or add a purple overlay or darken the image behind the text on 80% opacity to improve legibility.



Colour Usage: Brand Colours

Core Purple

HEX(#): 6400B4

RGB: 100, 0, 180

CMYK: 74, 85, 0, 0

Pantone: 267C

Alt Purple

HEX(#): 8a40c7

RGB: 138, 64, 199

CMYK: 57, 70, 0, 0

Pantone: 266C

Black

HEX(#): 000000

RGB: 0, 0, 0

CMYK: 100, 100, 100, 100

Pantone: Black C

Colour Interaction

When layering colours, consider the contrasts. It is important that everyone can identify your content. The below has been put together to act as a guidance to help with this.

Approved Interaction

Purple on White

White on Purple

Black on White

White on Black

Do Not Use

Purple on Black

Black on Purple



Logo Usage

You may want to use our Logo in various places, such as your website, email signature, news articles etc. We're happy for you to use our branding but we do have a few rules as to how exactly you can use some of these elements.

Logo Formatting

- Do not obstruct the logo in any way
- Always keep the logo at full opacity
- Ensure it is always clear enough to read (not pixelated or too small)

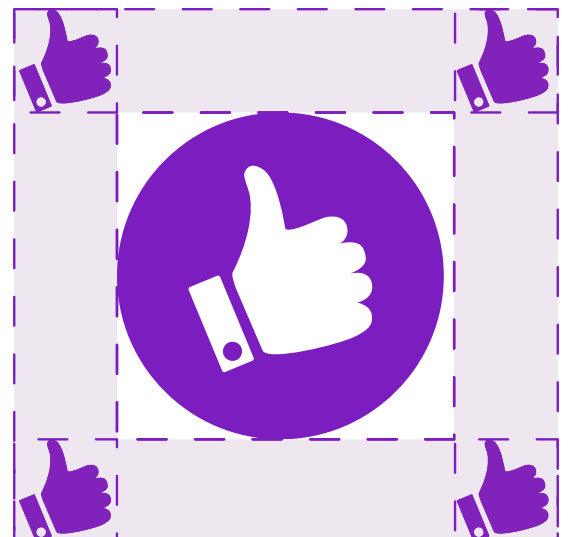
Top Tip: When resizing our Logo, hold the 'CTRL' + 'ALT' keys ('Command' + 'Shift' on Mac) at the same time. This keeps the aspect ratio consistent and prevents skewing of the logo.

Logo Formatting

The Logo: The exclusion zone left around the logo where no other content/text/imagery should cross be the width of the logo mark (Thumb)



The Brand mark: The exclusion zone left around the Brand mark should be half the width of the logo mark.



In email signatures, ensure the logo is placed on its own line among the content. For both email and web use, the logo should double as a hyperlink to www.PurpleTuesday.org.uk



Dual Branding

When making your collateral, you may want to dual brand this, including their own logos alongside ours. We're also happy for you to do this, however we also have some requirements for this:

- The Purple Tuesday Logo should be more prominent over others.
- If the white Purple Tuesday logo has been used, all other logos should also be in white formatting.

Marketing Toolkit

This section provides guidance on messaging, what hashtags to use and what kinds of social media posts you could make. If its easier, you can use some of our pre-made posts or overlay assets we've provided over your own imagery too.

Messaging

It is important that the messaging you use on your own collateral is in line with that which we use internally. The below outlines some statements you are welcome to use if relevant/accurate to your organisation.

- Purple Tuesday is proudly supported by **[Company Name]**
- Purple Tuesday is a celebration of our annual commitment to make continuous improvements to our disabled customer experience.
- Proudly supporting Purple Tuesday! **[Company Name]** has committed to **[Commitment list]**



Hashtags & Tagging Us

We welcome and encourage you to share what your organisation is doing throughout the year to support your disabled customers. We would advise taking photos to share on social media, such as during training sessions, visuals of 'before and after' accessibility shots etc. Making sure to tag us in the process and include any relevant hashtags.

Find us on the following accounts:



@PurpleTuesNov



@PurpleTuesday

We ask for all social posts to include #PurpleTuesday.

You may also include some other tags that are relevant to your post. We have included some below that you might like to use.

You will see from the below that we capitalise the first letter of every word in our hashtags, this is intentional and should be used wherever possible as it helps to make the post more accessible and easier to read for all.

#PurpleTuesday #Purple #Disability

#DisabilityInclusion #ThinkAccessibility





Think Accessibility this November!

Showcase fantastic examples of
accessibility in your community!

Whether its at home, at work or a trip away. Look around you and try and see the world through the lens of accessibility. Then when you spot something you think is worth praising, share it! With the hashtag:

#ThinkAccessibility

Here are some things to look out for:

- **Physical Access:**
Includes ease of entry such as automatic doors and ramps, accessible restrooms, and a variety of seating options.
- **Sensory Barriers:**
Providing softer lighting and quiet spaces to accommodate those with sensory sensitivities.
- **Communication:**
Clear signage, providing information in multiple formats, and the use of inclusive technology like screen readers.
- **Service:**
Helpful, patient staff who are trained to assist with various needs. Welcoming towards Service Animal users.



Celebratory Comms Plan

5th November – 1 Week Before

- Make sure you're following us on Social Media.
- Re-Share our 1 week countdown post across Twitter, LinkedIn, Facebook and Instagram
- Use the Purple Heart emoji in your posts.
- Re-Share any of our informational posts across our socials that you find interesting or relevant.
- Create your own disability awareness posts on your channels, we will provide [examples and pre-made content](#) should you prefer.
- Include a reminder in any monthly newsletters/blogs/publications that Purple Tuesday is on the horizon.
- Urge other businesses in your network to get involved.
- Challenge your staff/followers to think accessibly when going out and about to look for things they find particularly accessible and sharing them with [#PurpleTuesday](#) [#ThinkAccessibility](#)

11th November – 1 Day Before

- Re-Share our 1 day to go countdown post across Twitter, LinkedIn Facebook and Instagram.
- Continue to share any informational content we've posted that you find interesting and insightful.
- Show off your preparations for Purple Tuesday in anticipation of the Celebration Day! With [#PurpleTuesday](#) [#ThinkAccessibility](#)
- Encourage staff/followers who may have taken up the challenge to Live Accessibly for a week to share their experiences.



Celebratory Comms Plan

12th November – The Big Day!

- Re-Share our Purple Tuesday Post on all of your channels
- If you're celebrating yourself, post some photos or videos to your stories on Facebook and Instagram of what you're getting up to.
- Make your own Purple Tuesday post showing how you're going Purple for **#PurpleTuesday**
- Encourage your employees/attendees to get involved from their own personal socials.
- Promote the Purple Tuesday Launch live stream from Picadilly light in London at 8am on X.

Post-Purple Tuesday

Keep the momentum going! Just because Purple Tuesday is over doesn't mean we stop promoting accessibility.

- Share Disability Awareness content on your channels
- Follow disabled content creators and where possible promote and broadcast their content to a wider audience
- Continue to follow Purple Tuesday on social media and keep interacting with us to let us know if we're doing well!
- Re-Share Purple Tuesday posts on social media that you find informational or insightful.
- Engage with the disabled community and stay informed of any important developments in the disability space.
- Continue to encourage businesses in your network to sign up for Purple Tuesday.



Examples & Assets



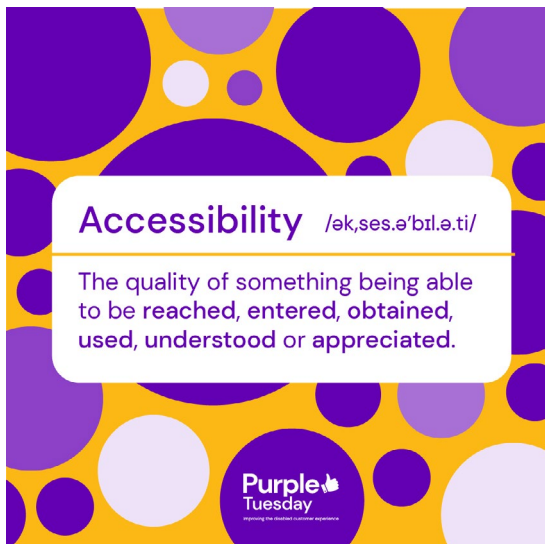
We're working to improve our [Digital / Physical] accessibility as part of #PurpleTuesday - Improving the Disabled Customer Experience.

#Purple #Disability #DisabilityInclusion #PositiveChange @PurpleTuesday



[Company Name] are proud to be supporting @PurpleTuesday in Improving the Disabled Customer Experience worldwide!

#Purple #Disability #DisabilityInclusion #PositiveChange #PurpleTuesday



Accessibility is a commitment to creating more inclusive environments for us all. Which is why we're taking part in #PurpleTuesday

#Purple #Disability #DisabilityInclusion #PositiveChange @PurpleTuesday



Proudly supporting @PurpleTuesday by making a commitment to improve our [commitment list]

#Purple #Disability #DisabilityInclusion #PositiveChange #PurpleTuesday

More Examples + Assets

Among the files you've been provided you will find the following additional examples and downloadable Assets:

- **Pre-Made Social Media posts:** Feel free to use these images across all your socials.
- **Pre-Made Digital Assets:** With Badges for your website and overlays/icons for your social media.
- **Printable Posters:** Just print them out and stick them up.
- **A Sample Email Template:** For a little email outreach inspiration, including images to assist you.
- **A Sample Press Release:** Plus guidelines for reaching out to media outlets and pitching your event.
- **An Events Planning Checklist :** To make sure your event is as accessible as possible.

For more decorations for your Purple Tuesday celebrations, [visit our online store](#) where we have a range of Official Purple Tuesday celebration merchandise. Or get creative and make your own!

Purple Tuesday

Improving the disabled customer experience

For further information:

Email: Hello@PurpleTuesday.co

Web: PurpleTuesday.co

Socials:



@PurpleTuesNov



@PurpleTuesday