

KEY STATISTICS

There are almost 2 million people in the UK living with with sight loss (Access Economics, 2009)

Sight loss affects people of all ages but especially older people: 1 in 5 people aged 75 and 1 in 2 aged 90+ are living with sight loss (Access Economics, 2009)

Nearly half of blind or partially sighted people feel 'moderately' or 'completely' cut off from people and things around them (Nzegwu and Dooley, 2006)

Around 96500 adults with learning disabilities are blind or partially sighted (Emerson and Robertson, 2011)

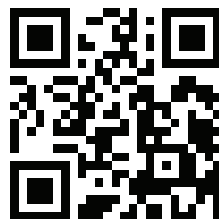
VISION AND DEMENTIA

People with dementia may experience problems with their sight which can cause them to misinterpret the world around them. Problems that involve vision and perception can be referred to as **VISUOPERCEPTIVE DIFFICULTIES**. These problems include:-

- **Illusions** - person sees a distortion of reality, usually caused by low contrast or patterned objects
eg: seeing a face in a patterned curtain
- **Misperceptions** - what a person sees is a best guess, usually exacerbated by blur caused by eye disease.
eg: a shadow on a carpet may look like a hole
- **Misidentifications** - when certain parts of the brain become damaged it can lead to problems identifying objects and people. eg: distinguishing son and husband

These problems can be reduced by considering the colours, contrast levels, use of patterns, lighting and reflective properties of objects in the living environment. This information has been fundamental in the design process of our **HIGH VISIBILITY SIGNAGE**.

www.vcahsignage.co.uk



To view the full range, discuss you signage needs or make a purchase please contact us using the details below or scan the QR code



SIGNAGE SOLUTIONS FOR THE CARE SECTOR

Phone: 0141 332 0057

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DESIGN CONCEPT

Visioncare at Home signage has been designed exclusively for the care sector.

We have developed the range using research and feedback from visual communication experts, dementia specialists, care staff and care home managers.

The design had to meet the following requirements:-

- High Visibility
- Effective in the care environment
- Wide Range to suit all needs
- Customisable
- Cost Effective

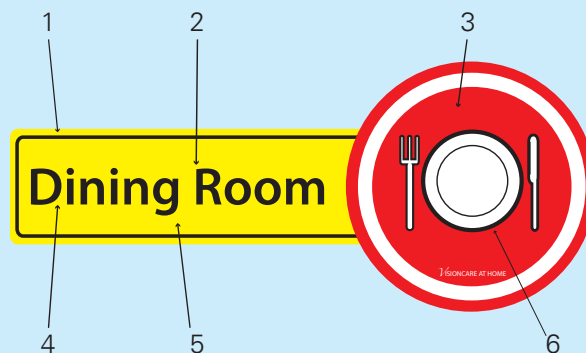
To achieve this the design considerations included:-

- Simple and clear typography
- No stylised typefaces
- Large font size in semi-bold format
- Consistent layout to avoid confusion
- High contrast colour palette and no coloured text
- Easily recognisable icons to aid comprehension for dementia patients and non english speakers
- Customisable colours to suit individual care environments and for coding specific areas
- Location or directional signage
- Multiple sizes
- Matt finish using low Light Reflectance Value (LRV) materials to reduce glare and increase viewing angle
- Produced in house to reduce costs for customers



DESIGN FEATURES AND BENEFITS

FEATURES



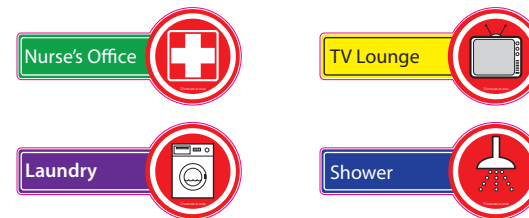
- 1 Matt finish to reduce glare and increase visibility
- 2 High contrast text enhanced with primary and secondary colours
- 3 Target design to assist direction of gaze
- 4 Clear typography using a simple font for maximum legibility
- 5 Customisable colour coding to assist comprehension or define an area
- 6 Exclusive icons designed for ease of recognition

BENEFITS

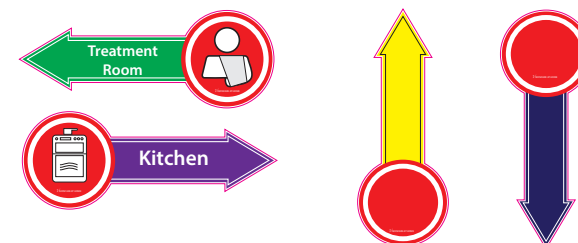
- Designed for maximum legibility and recognition
- Customisable colour coding to suit individual requirements
- Icons designed for memory stimulation
- Simple self adhesive application
- Easy to remove and clean
- Wide range available
- Signs are made to order inhouse - bespoke signage available on request
- Cost effective signage solution for the care sector

SIGN TYPES

STANDARD



DIRECTIONAL



CUSTOM

ANY COLOUR
ANY DIRECTION
ANY SIZE

