



### The Baker Able Leaflet Design (BALD) criteria and scoring system (higher score = better quality)

Design characteristic	Value			
	3 points	2 points	1 point	0 points
1. Lines 50-89mm			Yes	No
2. Separation between lines	>2.8 mm	2.2–2.8 mm		<2.2 mm
3. Lines unjustified			Yes	No
4. Serif type		Yes		No
5. Font size	>12 point	10–11 point	9 point	<9 point
6. First line indented			Yes	No
7. Titles (headings) lower case			Yes	No
8. Number of words in italics		0 words	1–3 words	>4 words
9. Positive advice ('Do' instead of 'Do not')		Generally positive		Negatives common
10. Headings stand out		Yes		No
11. Numbers all arabic			Yes	No
12. Boxed text			0–1 boxes	>1 box
13. Pictures (not including cover)	Words could not replace	In between	In between	None or superfluous
14. Number of colours	4	3	2	1
15. White space (% of page area, e.g. cm <sup>2</sup> )	>40%	30–39%	20–29%	<20%
16. Paper quality	Thick (>90gsm*)	Average (75-90 gsm)		Thin (<75 gsm)

\*gsm - grams per square metre. Standard bond paper or photocopying paper is 80 gsm.

Table reproduced from: [Baker S., \(2012\) Who can read consumer product information, Australian Journal of Hospital Pharmacy, 27: 126-131.](#)