Vote-by-mail envelopes designs
Getting ballots to the voter and back to be counted

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What if ballot envelopes were instantly recognizable

Designed for a good vote at home election experience for everyone
Recognizable
Accurate
Flexible
Usable
Legal
A coherent design system

Consistent branding
Meaningful use of color
A full suite of envelopes

Outgoing
- Sample ballot
- Vote-by-mail ballot

Return envelopes
- No postage paid
- BRM postage paid
- International

Polling place
- Provisional
- Replacement
- Conditional voter
Outgoing envelopes

Vote by mail
Official ballot

Pat Q. Voter
3916 Farnam Street
Omaha, NE 68131

Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA 99999-1234

RETURN SERVICE REQUESTED

Votar por correo
Boleta oficial

Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA 99999-1234

RETURN SERVICE REQUESTED
Information about return options right on the envelope

Contact information
Información del contacto
Franklin County Elections
4321 Franklin Avenue
Franklin, CA 99999
Open Monday to Friday, 8am to 5pm
www.franklincounty.gov/elections
elections@franklincounty.gov
Information in English: 111-222-3333
Information en español: 111-222-4444
To find the Vote Center or Drop Box nearest you
www.yourcounty.gov/wherevote
www.franklincounty.gov/wherevote

Voter’s Choice Act
You choose when, where, and how to vote

La Ley de Opción del Votante
Usted elige cuándo, dónde y cómo votar

How to return your ballot / Cómo devolver su voto
Drop Box
Drop off your ballot at a secure drop box — no postage required.
Buzón
Entregue su boleta electoral en un buzón seguro — no se requiere franqueo.

Vote by Mail
Mail your ballot so it is postmarked by Election Day.
Votar por Correo
Enviar su boleta electoral en una de las señales de correo indicando que se entregó el Día de Elecciones.

Vote Center
Vote at any vote center in the county.
Centro de Votación
Votar en cualquier centro de votación en el condado.

To find the Vote Center or Drop Box nearest you
www.yourcounty.gov/wherevote
Para encontrar el Centro de Votación o Buzón más cercano a usted
www.yourcounty.gov/wherevote

Your official ballot

Contact information
Información del contacto
Franklin County Elections
4321 Franklin Avenue
Franklin, CA 99999
www.franklincounty.gov/elections
elections@franklincounty.gov
Information in English: 111-222-3333
Information en español: 111-222-4444
Fax: 111-222-6666
TTY: 1-222-555-1222

How to return your ballot
Drop Box
Drop off your ballot at a secure drop box — no postage required.

Vote by Mail
Mail your ballot so it is postmarked by Election Day.

Polling Place
Drop off your ballot on Election Day at any polling place in your county.

To find your Polling Place or a Drop Box nearest you
www.yourcounty.gov/wherevote
Return envelopes

Placer County and Glenn County, CA
2018 Primary
I authorize the person below to return my ballot:
Autorizo a la persona abajo a devolver mi boleta:

Their name / Su nombre __________________________

Their signature / Su firma __________________________

Relationship to voter / Relación con el votante __________________________

Did you...
☐ Sign the voter’s declaration in your own handwriting?
☐ Put your ballot in the envelope?

Revise si...
☐ Firmó la declaración del votante con su propia letra?
☐ Colocó su boleta electoral en el sobre?

Voter’s declaration I declare that
- I am a resident of and a voter in the county, and the person whose name appears on this envelope.
- I have not applied, nor will I apply for a vote-by-mail ballot from any other jurisdiction in this election.
- I declare under penalty of perjury that this is true to the best of my knowledge and belief.
You must sign in your own handwriting. Your signature must match the signature on your voter registration card.
In an election is a crime.

Voter, sign here in ink. Votante, firme aquí con tinta

Power of attorney is not acceptable. No se aceptan poderes notariales.

Date / Fecha (MM/DD/YYYY)

Print name / Imprimir nombre

Print your voter registration address / Imprime tu dirección de registro de votante

If you are unable to sign, make your mark and have a witness sign below:
Si usted no puede firmar, haga una marca y haga que un testigo firme abajo:

Witness, sign here / Testigo, firme aquí __________________________

Declaración del votante Yo declaro que:
- Soy residente y votante en el condado, y la persona cuyo nombre aparece en este sobre.
- No he solicitado, ni solicitaré una boleta electoral de voto por correo de ninguna otra jurisdicción en esta elección.
- Declaro bajo pena de perjurio que esto es verdadero a mi total saber y entender.

Debe firmar de puño y letra. Su firma debe coincidir con la firma en la tarjeta de inscripción del votante.
Votar dos veces en una elección es un crimen.

Franklin County
General Election
November 7, 2018

Pat G. Voter
3916 Farnam Street
Omaha, NE 68131
Signature block – blank or pre-printed

Voter, sign here in ink.  
Votante, firme aquí con tinta

Power of attorney is not acceptable.  
No se aceptan poderes notariales.

Date / Fecha (MM/DD/YYYY)

Print name / Imprimir nombre

Print your voter registration address / 
Imprime tu dirección de registro de votante

If you are unable to sign, make your mark and have a witness sign below:  
Si usted no puede firmar, haga una marca y haga que un testigo firme abajo:

Witness, sign here / Testigo, firme aquí

Voter, sign here in ink.  
Votante, firme aquí con tinta

Power of attorney is not acceptable.  
No se aceptan poderes notariales.

Date / Fecha (MM/DD/YYYY)

Print name / Imprimir nombre  Pat Q. Voter

Print your voter registration address / 
Imprime tu dirección de registro de votante

1245 Residence Street

Your Town, CA 99999

If you are unable to sign, make your mark and have a witness sign below:  
Si usted no puede firmar, haga una marca y haga que un testigo firme abajo:

Witness, sign here / Testigo, firme aquí
Flexible for envelope shape
Round-trip tracking

Solving the problem of printing voter-specific IMb
With the signature and voter information on the front of the envelope, the IMb contains voter-specific tracking information.
Double-up the IMb to ensure correct delivery
Layout with signature hidden – outgoing envelope
Layout with voter signature hidden – return envelope
A hidden advantage: the whole back for information
Inserts

For instructions and secrecy sleeves
Los Angeles County ballots and envelopes

Introduced in 2018
Model inserts

How to vote
General Election
Tuesday, November 7, 2018

With the Voter’s Choice Act, you choose when, where, and how to vote.

Drop Box
You can drop off your ballot at the 23 secure drop boxes located around the county – no postage required.

Vote by Mail
Mail your ballot so that it is postmarked by Election Day, November 7, 2018. Put 78C postage on the envelope.

Vote Center
You can go to any vote center in the county. 5 Vote Centers will be open for 11 days in a row and 20 will be open for 4 days before Election Day, including the weekend.

At every Vote Center you can:
- Vote
- Drop off your ballot
- Vote with an accessible voting machine
- Get help and voting materials in 2 languages
- Register to vote or update your registration

Find the Vote Center or Drop Box nearest you

Mark, seal, and sign your ballot

1. Mark your ballot
   - Follow the directions on the ballot.

2. Seal your ballot
   - Check that you have the Return Envelope with your name on it.
   - Put your ballot into the envelope.
   - Only 1 ballot in each envelope.
   - Seal the envelope.

3. Sign the envelope
   - Date and sign your name on the back of the envelope in ink.
   - Print your name and voter registration address if this information is not already printed on the envelope.

Made a mistake?
If you make a mistake you can get a replacement ballot.
Call 222-555-1212 before Election Day or go to any Vote Center in the County.

50 ways to return your ballot

It’s your choice!
You can return your ballot at any official drop box, vote center, by mail, or at the Elections Office.
To Find the Vote Center or Drop Box nearest you visit www.yourcounty.gov/wheretovote

Accessible voting
All Vote Centers have accessible voting machines.
Voters with a disability can also use a remote accessible system to mark an electronic vote-by-mail ballot independently at home. The ballot must be printed and returned by mail, at a drop box, or at a Vote Center.
Call 222-555-1212 for assistance or for transportation to a Vote Center during early voting.

Language support
You can get a ballot and election materials in Spanish.
El Condado de Franklin ofrece materiales de votación en español.
Información en español: 111-222-4444

Need help? Get in touch!
Your County Elections Office
78 Washington Avenue
High Bridge, NJ 09919
www.yourcounty.gov/elections
elections@yourcounty.gov
111-222-3333
Fax: 111-222-6666
What else can we do?

Let’s make voting from home easier for everyone
I assert that

• I am a United States citizen and a qualified and registered elector of the city, township or village named below. I am voting as an absent voter in conformity with state election law. Unless otherwise indicated below, I personally marked the ballot enclosed in this envelope without exhibiting it to any other person. I further assert that this absent voter ballot is being returned to the clerk or an assistant of the clerk by me personally; by public postal service, express mail service, parcel post service, or other common carrier; by a member of my immediate family; or by a person residing in my household.

An absent voter who knowingly makes a false statement is guilty of a misdemeanor.

I assert that

• I am a United States citizen and a qualified and registered elector of the city, township or village named below.
• I am voting as an absent voter in conformity with state election law. Unless otherwise indicated below, I personally marked the ballot enclosed in this envelope without exhibiting it to any other person.
• I further assert that this absent voter ballot is being returned to the clerk or an assistant of the clerk by me personally; by public postal service, express mail service, parcel post service, or other common carrier; by a member of my immediate family; or by a person residing in my household.

An absent voter who knowingly makes a false statement is guilty of a misdemeanor.

I assert that

• I am a United States citizen
• I meet all of the requirements to vote
• I am registered to vote at the address listed below
• I marked my ballot and placed it in this envelope without showing it to anyone.
• I am returning my ballot to the clerk’s office by delivering it myself or a member of my immediate family or household, or sending it by public postal, express mail, or parcel post service, or other common carrier

I understand that knowingly making a false statement is a misdemeanor.
A recognizable ‘brand’ for all ballot envelopes

Voter-centered so all ballots can be counted

Flexible for local needs

Clear, easy to follow USPS manuals
Vote-by-mail envelopes for California
Layouts and design guidelines
civicdesign.org/projects/vote-by-mail/

Civic icons and images
Visual resources for election materials
electiontools.org/tool/civic-icons-and-images/

Field Guides to Ensuring Voter Intent
Design guidelines based on solid research and best practices
civicdesign.org/fieldguides/
Thank you

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civicdesign.org
@civicdesign