

Democracy is a design problem!

Vote-by-mail envelopes designs

Getting ballots to the voter and back to be counted

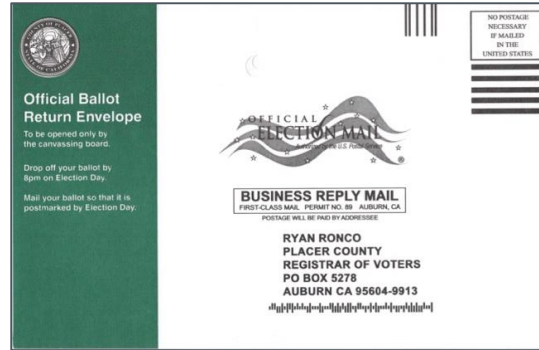
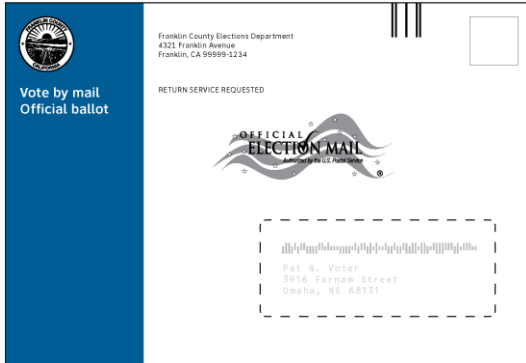
Whitney Quesenbery

Center for Civic Design

@civicdesign | civicdesign.org

What if ballot envelopes were instantly recognizable

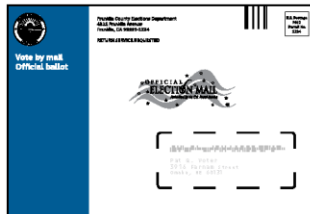
Designed for a good vote at home election experience for everyone



Recognizable
Accurate
Flexible
Usable
Legal

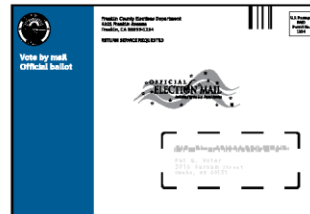
A coherent design system

County A



Outgoing (blue)

County B



Outgoing (blue)

Consistent branding
Meaningful use of color



General election return (dark green)



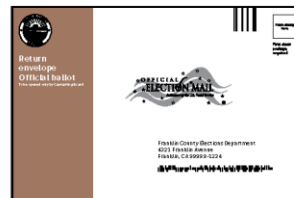
General election return (light green)



Special election return (dark purple)
*Water District Election
December 15, 2018*



General election UOCAVA return
(dark brown)



General election UOCAVA return
(light brown)



A full suite of envelopes

Outgoing

- Sample ballot
- Vote-by-mail ballot

Return envelopes

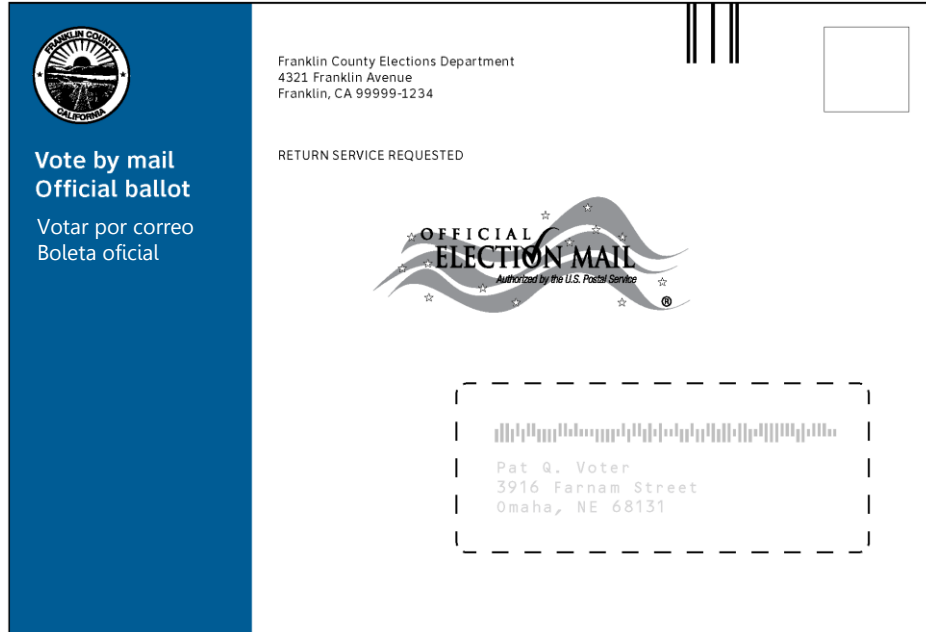
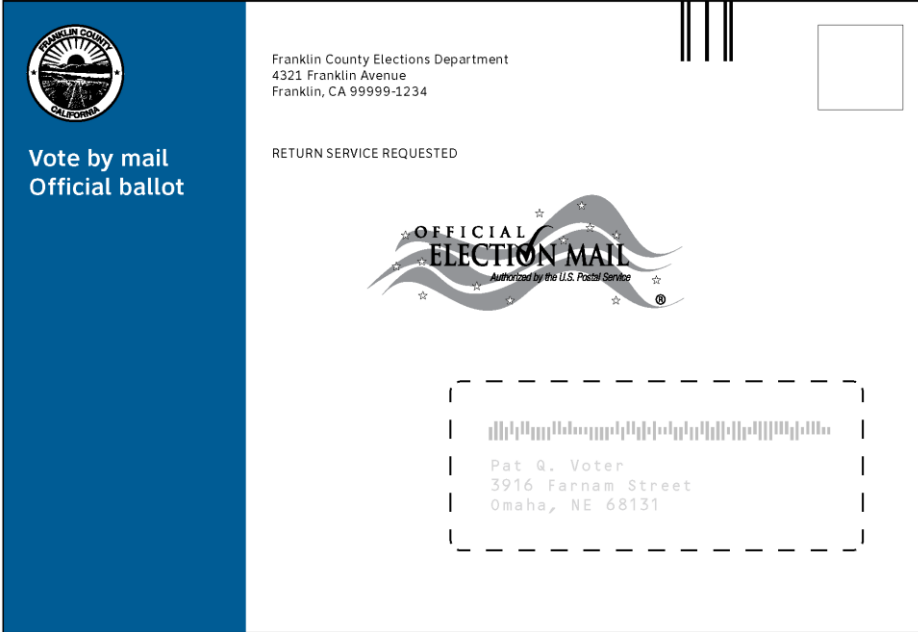
- No postage paid
- BRM postage paid
- International

Polling place

- Provisional
- Replacement
- Conditional voter



Outgoing envelopes




Information about return options right on the envelope

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*


Contact information Información del contacto


 **Franklin County Elections**
4321 Franklin Avenue
Franklin, CA 99999
Open Monday to Friday, 8am to 5pm
Abierto de lunes a viernes, 8am a 5pm

 www.franklincounty.gov/elections

 elections@franklincounty.gov

 Information in English: 111-222-3333
Información en español: 111-222-4444
若需更多中文資訊: 111-222-5555

 Fax: 111-222-6666

 TTY: 1-222-555-1222

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 por correo su boleta electoral para que sea sellada
el Día de Elecciones.



Vote Center
Vote at any vote center in the county.

Centro de Votación
Vote en cualquier centro de votación en el condado.

To find the Vote Center or Drop Box nearest you
www.yourcounty.gov/wheretovote

Para encontrar el Centro de Votación o Buzón más cercano a usted
www.yourcounty.gov/wheretovote


Your official ballot


Contact information


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Franklin, CA 99999

 www.franklincounty.gov/elections

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How to return your ballot



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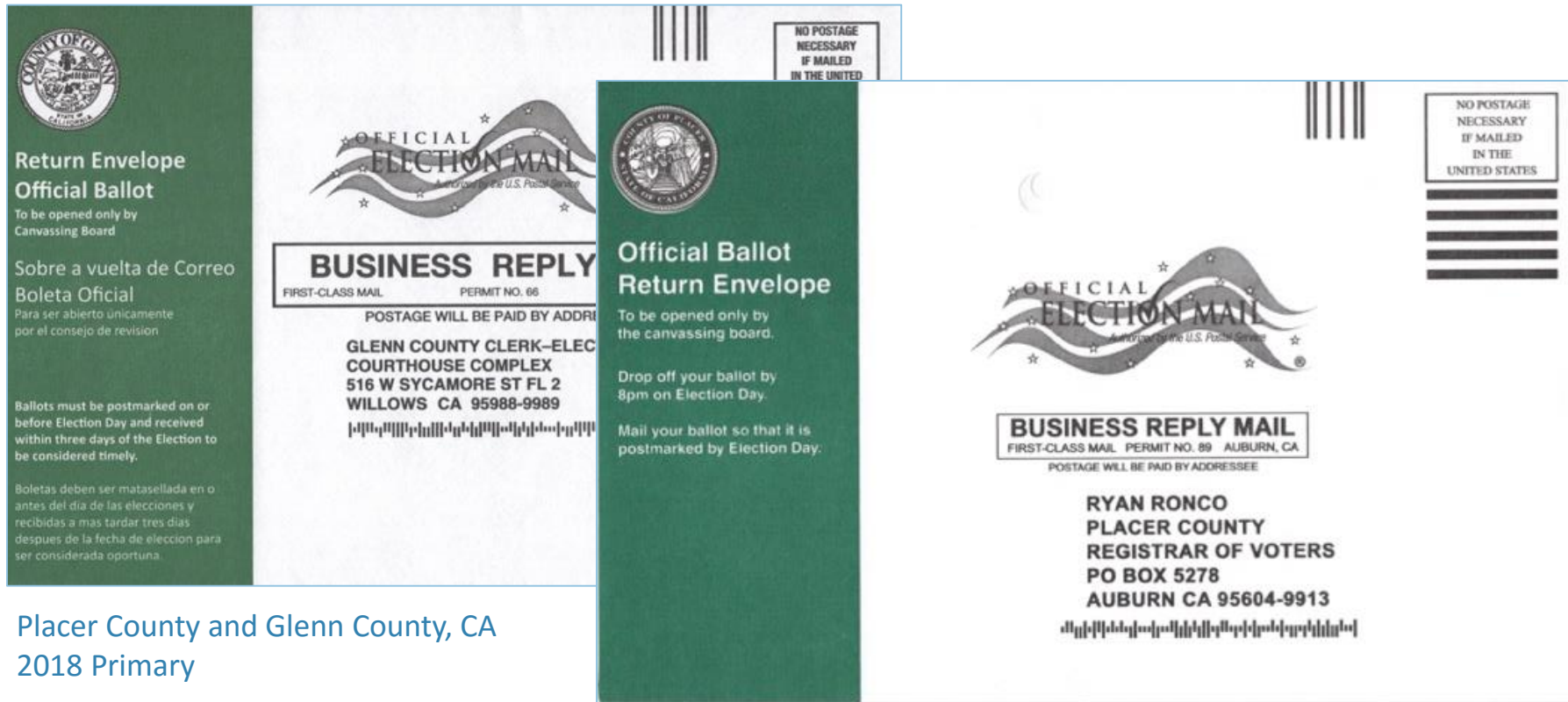


Polling Place
Drop off your ballot on Election Day at
any polling place in [County] County.

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








Return envelopes



Placer County and Glenn County, CA
2018 Primary



Two languages on an envelope

<p>I authorize the person below to return my ballot: Autorizo a la persona abajo a devolver mi boleta:</p> <p>Their name / Su nombre _____</p> <p>Their signature / Su firma _____</p> <p>Relationship to voter / Relación con el votante _____</p>	<p>Did you... <input type="checkbox"/> Sign the voter's declaration in your own handwriting? <input type="checkbox"/> Put your ballot in the envelope?</p> <p>Revise si... <input type="checkbox"/> ¿Firmó la declaración del votante con su propia letra? <input type="checkbox"/> ¿Colocó su boleta electoral en el sobre?</p>
<p>Voter's declaration I declare that</p> <ul style="list-style-type: none">• 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. <p>You must sign in your own handwriting. Your signature must match the signature on your voter registration card. Voting twice in an election is a crime.</p>	<p>Declaración del votante Yo declaro que:</p> <ul style="list-style-type: none">• 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 leal saber y entender. <p>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.</p>
<p>Voter, sign here in ink. Power of attorney is not acceptable. Votante, firme aquí con tinta No se aceptan poderes notariales.</p> <div><div></div><div></div></div> <p>Date / Fecha (MM/DD/YYYY) _____</p> <p>Print name / Imprimir nombre _____</p> <p>Print your voter registration address / Imprime tu dirección de registro de votante _____</p> <div></div> <p>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:</p> <p>Witness, sign here / Testigo, firme aquí _____</p>	<p>Franklin County General Election November 7, 2018</p> <div></div> <p>Pat Q. Voter 3916 Farnam Street Omaha, NE 68131</p>



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



**Return envelope
Official ballot**

To be opened only by Canvassing Board

**Sobre de retorno
Balota oficial**

Para ser abierto unicamente por la Junta de Escrutinio

Drop off your ballot by 7pm on Election Day.

Mail your ballot so that it is postmarked by Election Day.
Entregas su balota electoral hasta las 7 pm el Día de las Elecciones.
Envíe su balota para que tenga el sello postal antes del Día de las Elecciones.

**Franklin County
General Election
November 7, 2018**

**Pat Q. Voter
3916 Farnam Street
Omaha, NE 68131**

Made a mistake on your ballot?
Call the election office for a replacement
111-222-3333 or elections@yourcounty.gov
Llama a la oficina electoral para un reemplazo
111-222-4444 o elections@yourcounty.gov

Did you...
☐ Sign the voter's declaration in your own handwriting?
☐ Put your ballot in the envelope?
☐ Affirm the declaration of the voter on its proper steps?
☐ Colocó su balota electoral en el sobre?

**Franklin County
General Election
November 7, 2018**

**Pat Q. Voter
3916 Farnam Street
Omaha, NE 68131**

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 return 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.

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 balota electoral devoto por correo de ninguna otra jurisdicción en esta elección.
• Declaro bajo pena de perjurio que esto es verdadero a mi mejor 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.

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 devotante
**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

Made a mistake on your ballot?
Call the election office for a replacement
111-222-3333 or elections@yourcounty.gov

Did you...
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General Election
November 7, 2018**

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3916 Farnam Street
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Round-trip tracking

Solving the problem of printing voter-specific IMb

Signature on the front of the envelope

With the signature and voter information on the front of the envelope, the IMb contains voter-specific tracking information.

If your address has changed visit www.GoVoteColorado.com to update your registration.
Si su dirección cambió, visite www.GoVoteColorado.com para actualizar su registro.

612345678
123 11-6-2018
61436087
ALEXANDER HAMILTON

X

VOTER'S SIGNATURE - Required
FIRMA DEL VOTANTE - Requerida

Date
Fecha

Note: If the voter is unable to sign, he or she must make a mark above and have the mark witnessed. Print the witness's full name below.
Nota: Si el votante no puede firmar, él o ella debe hacer una marca arriba y alguien debe atestiguar la marca. Escriba en letras de molde el nombre completo del testigo abajo.

OFFICIAL BALLOT ENCLOSED
BOLETA OFICIAL INCLUIDA

OFFICIAL ELECTION MAIL
Authorized by the U.S. Postal Service

Denver Elections Division
200 W. 14th Avenue, Suite 100
Denver, CO 80204-2732

AFFIX \$0.71 POSTAGE HERE
COLOQUE \$0.71 EN ESTAMPILLAS AQUÍ

Double-up the IMb to ensure correct delivery

AFFIX
POSTAGE
HERE

OFFICIAL BALLOT ENCLOSED

OFFICIAL
ELECTION MAIL
U.S. Postal Service

X

VOTER SIGNATURE (Required)

TODAY'S DATE

ARAP-E/100R008

*Witness Legal Name

*If the voter is unable to sign, he or she must make a mark and have the mark witnessed by another person.

MATT CRANE
ELECTIONS DIVISION
ARAPAHOE COUNTY CLERK & RECORDER
PO BOX 17829
DENVER CO 80217-0829

Silver

Aurora CO 80018

- Arapahoe

634481501

685791 345-28 6/26/2018 124897

SILVER

AURORA CO 80018-6033

X

VOTER SIGNATURE (Required)

SILVER

TODAY'S DATE

ARAP-E/100R009

*Witness Legal Name

*If the voter is unable to sign, he or she must make a mark and have the mark witnessed by another person.

MATT CRANE
ELECTIONS DIVISION
ARAPAHOE COUNTY CLERK & RECORDER
PO BOX 17829
DENVER CO 80217-0829

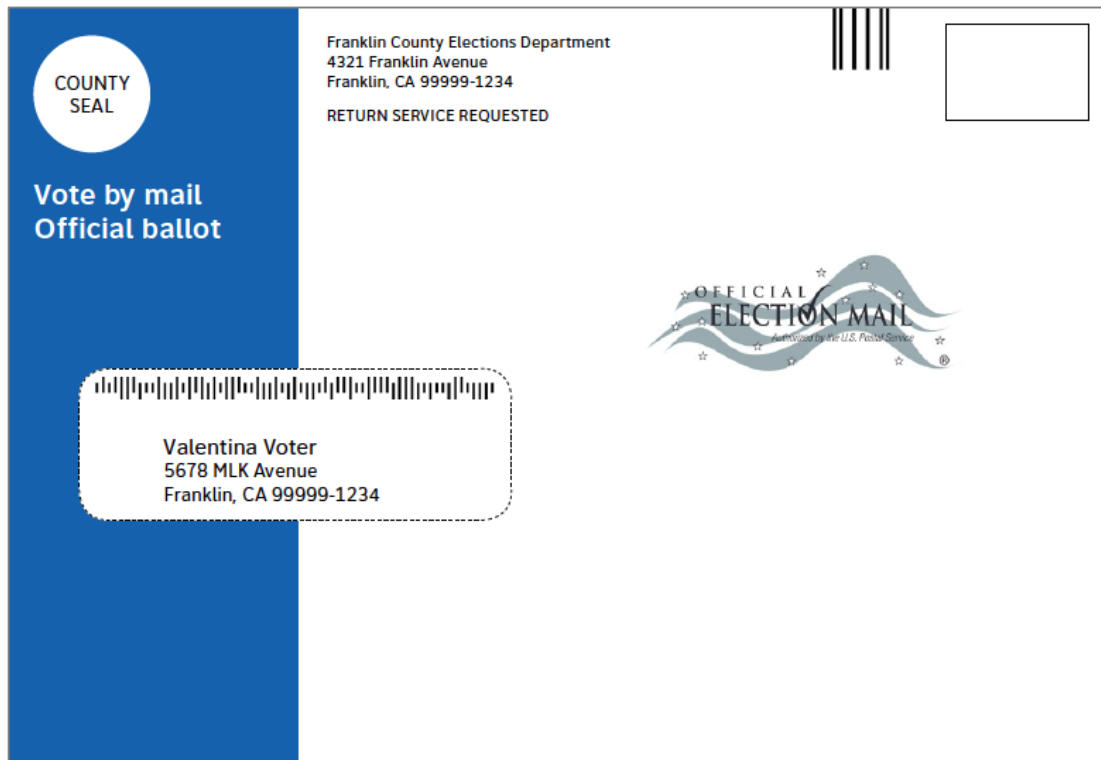
OFFICIAL BALLOT ENCLOSED

OFFICIAL
ELECTION MAIL
U.S. Postal Service

Arpaho



Layout with signature hidden – outgoing envelope



Layout with voter signature hidden – return envelope

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.
Voting twice in an election is a crime.

Voter, sign here in ink. Power of attorney is not acceptable.

✕

Valentina Voter
5678 MLK Avenue
Franklin, CA 99999-1234

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

Print your name _____

Address _____

City State Zip _____

If you are unable to sign, make your mark and have a witness sign below:
Witness, sign here _____

COUNTY SEAL

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

**Official ballot
return envelope**

To be opened only by Canvassing Board.

OFFICIAL ELECTION MAIL
Approved by 2012 U.S. Postal Service

Valentina Voter
5678 MLK Avenue
Franklin, CA 99999-1234

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

Print your name _____

Address _____

City State Zip _____

If you are unable to sign, make your mark and have a witness sign below:
Witness, sign here _____



A hidden advantage: the whole back for information

Your Vote Counts

Arapahoe County Elections has a new website!

Visit www.arapahoevotes.com to:

- Find ballot drop-off locations
- Update your registration
- Track your mail ballot with 



Scan this QR code to find your nearest ballot box!

Questions? 303-795-4511 TTY 711 elections@arapahoegov.com


Arapahoe County Elections Division | Matt Crane, Clerk and Recorder

[@ArapahoeClerk](#) [ArapahoeVotes](#)

Why wait? Return your ballot today!

Denver Elections must receive your ballot by 7 PM on November 6, 2018. Ballots postmarked on November 6, but not received, will be rejected.

¿Por qué esperar? ¡Envíe de regreso su boleta hoy mismo!
La División Electoral de Denver debe recibir su boleta de votación para las 7 PM del 6 de noviembre de 2018. Las boletas con matasellos con fecha hasta el 6 de noviembre, pero que no son recibidas para esa fecha, serán rechazadas.



Text us
303-653-9668

Text "vspsc"
for the nearest ballot drop-off.
Envíe "vspsc" por texto para el lugar de entrega de boletas más cercano.

Text "tracsc"
to track your ballot's progress with texts or emails.
Envíe "tracsc" por texto para recibir textos o correos electrónicos sobre el progreso de su boleta.

Denver Votes!


Denver Elections Division


DenverVotes.org
311 or 720-913-VOTE (8683)
[#DenverVotes](#)
mailballots@denvergov.org


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


Contact information Información del contacto


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Vote en cualquier centro de votación en el condado.

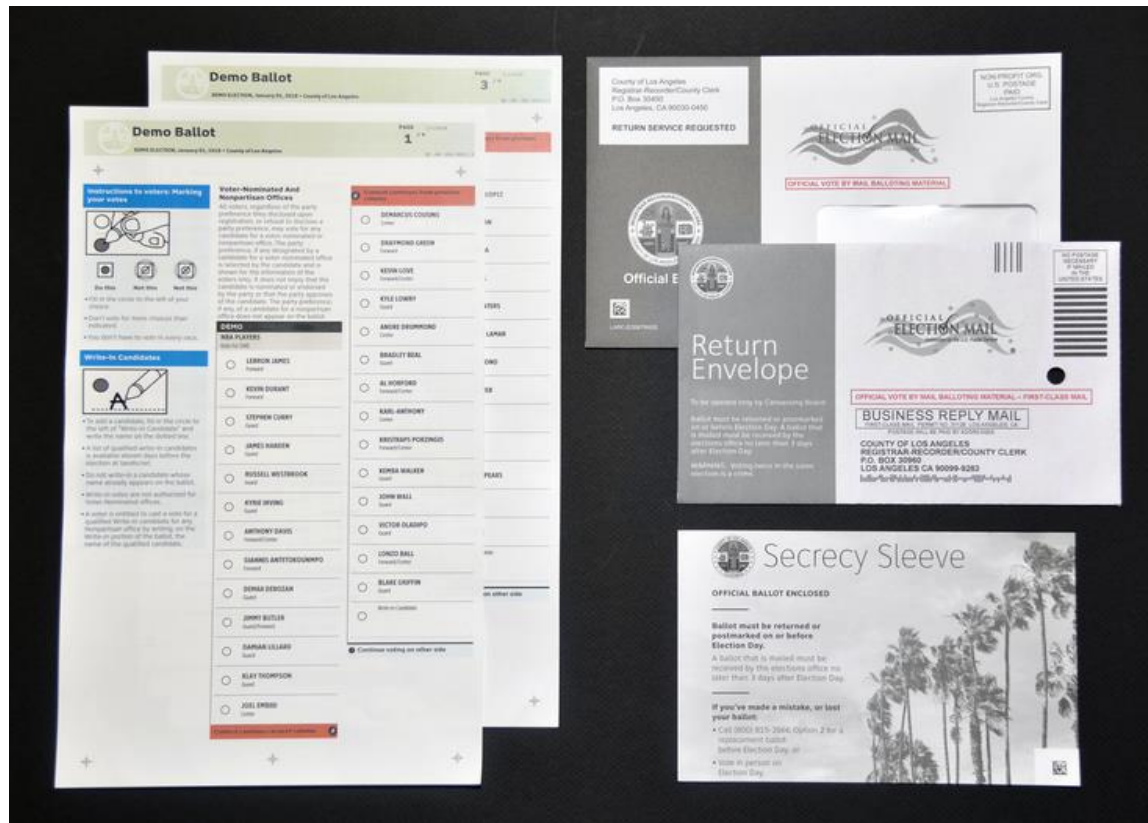
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www.yourcounty.gov/wheretovote
Para encontrar el Centro de Votación o Buzón más cercano a usted
www.yourcounty.gov/wheretovote



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 25 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 78¢ 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.



Track your ballot

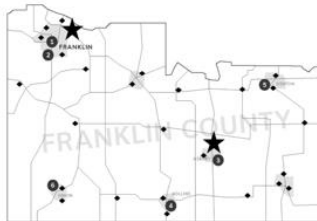
Go to yourcounty.gov/ballot-track or scan the QR code to see the status of your ballot

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
www.yourcounty.gov/wheretovote



★
Election Offices
Open 8am - 5pm
Monday - Friday

①
Vote Centers
20 vote centers are
open November 4 - 7
7am - 8pm

5 are open from
October 28 through
Election Day,
November 7

◆
Drop Boxes
There are 25 secure
and locked drop boxes
around the county
open 24 hours a day.



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 99999



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

Simpler, voter-centered language

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.



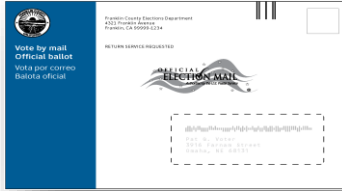
A recognizable 'brand' for all ballot envelopes

Voter-centered so all ballots can be counted

Flexible for local needs

Clear, easy to follow USPS manuals

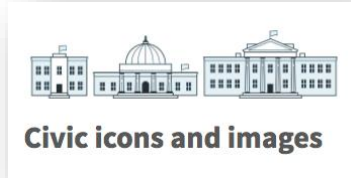




Vote-by-mail envelopes for California

Layouts and design guidelines

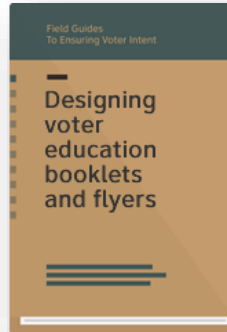
civildesign.org/projects/vote-by-mail/



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

civildesign.org/fieldguides/

Thank you

Whitney Quesenbery

whitneyq@civicdesign.org

civicdesign.org

@civicdesign