

Vote-by-mail envelope designs for voters, elections, and the USPS

Whitney Quesenbery

Maggie Ollove

Center for Civic Design

@civicdesign

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

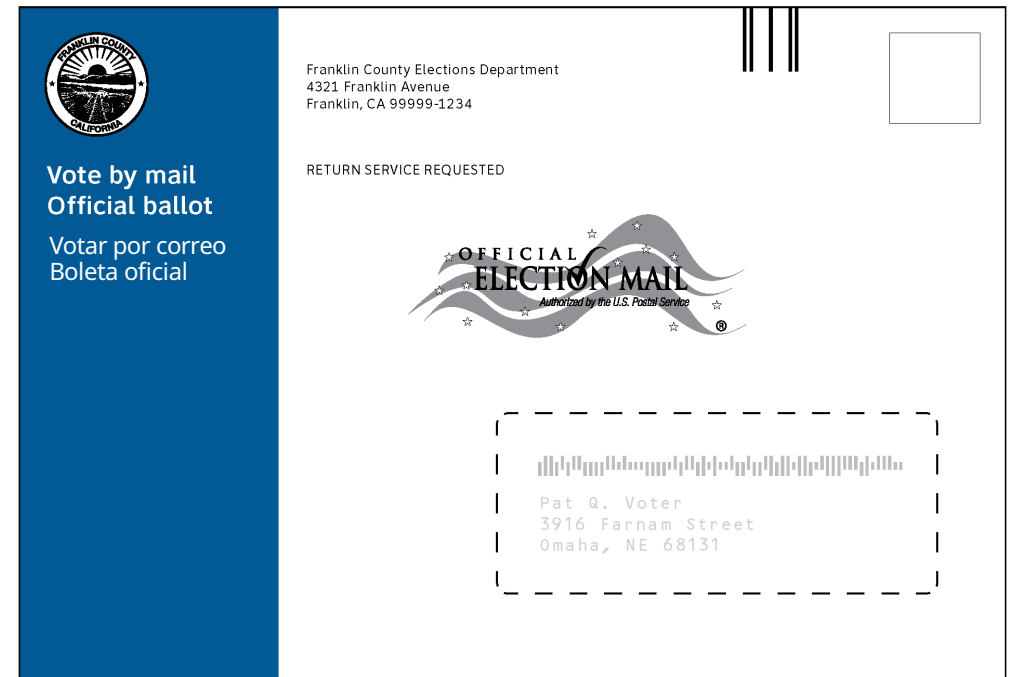
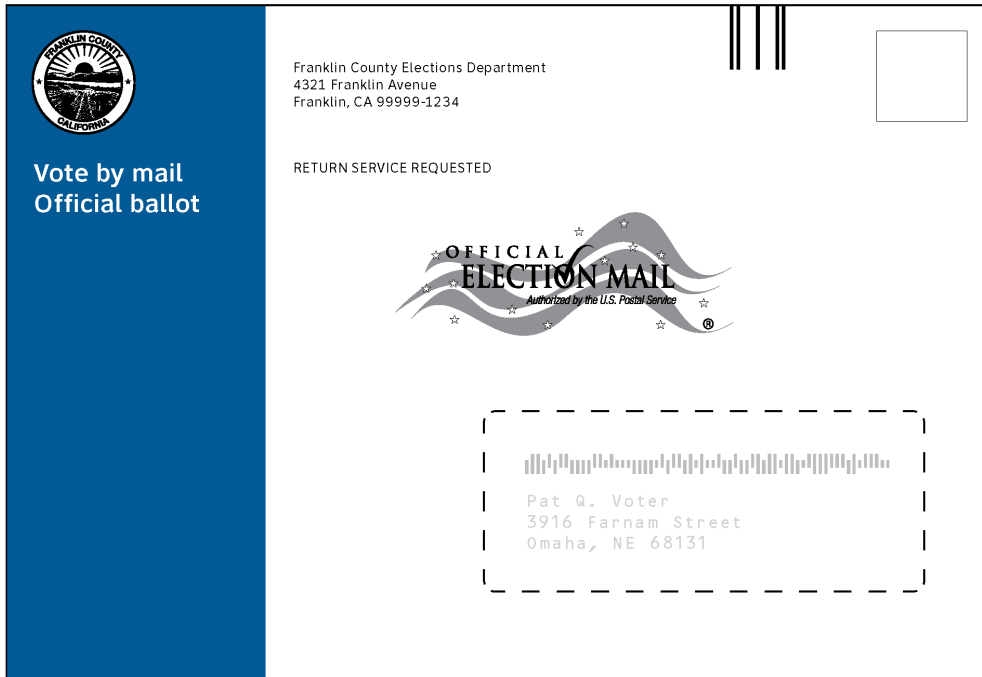


What if ballot envelopes had a national brand?

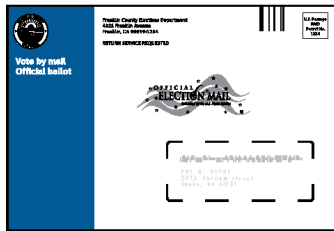
Instantly recognizable
Easy to return accurately
Designed for USPS
automation and tracking

Flexible for envelope systems
Bilingual layouts
Option for hidden or exposed
signatures

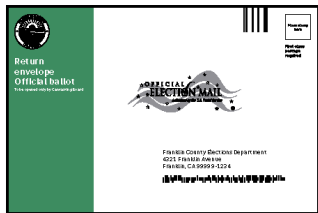
Outgoing envelopes



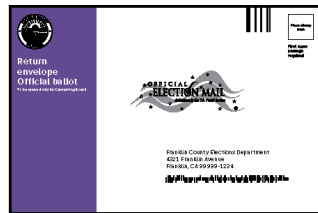
A coherent design system



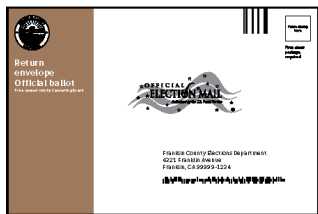
Outgoing (blue)



General election return (light green)



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



General election UOCAVA return
(light brown)



El Dorado County



Every envelope that holds a ballot has a color

Ballots going to voters are **blue**



Outgoing
c100 m50 y0 k23,
r0 g91 b153
Hex 005699



Return (standard)
c90 m0 y100 k50
r0 g104 b44
Hex 00672c



Return (alternate)
c68 m0 y75 k38
r64 g142 b97
Hex 31824e



Return (alternate)
c100 m40 y30 k28
r0 g96 b123
Hex 00607a



Return (alternate)
c75 m30 y22 k21
r64 g136 b155
Hex 00517a



Return (alternate)
c65 m75 y0 k15
r99 g77 b145
Hex 504091



Return (alternate)
c049 m56 y0 k11
r138 g121 b173
Hex 364156



Return (alternate)
c0 m0 y0 k85
r77 g77 b79
Hex 444444



Return (alternate)
c0 m0 y0 k84
r121 gi21 b123
Hex 303030

Every other color goes to the election office.
Return ballot envelopes are **green** (+ alternates)

Provisional or Election Day Registration



Provisional
c0 m30 y8 k0
r249 g193 b205
Hex f6acbb



CVR Provisional
c0 m11 y38 k0
r255 g225 b171
Hex ffd88f



UOCAVA (standard)
c48 m75 y100 k20
r127 g76 b41
Hex 7f4c29



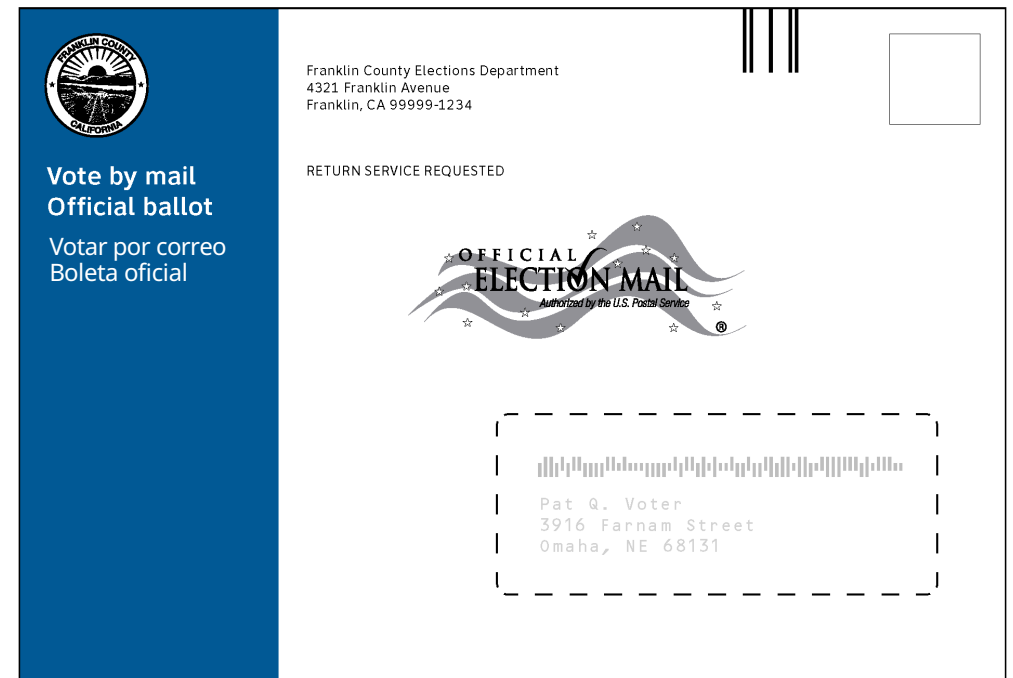
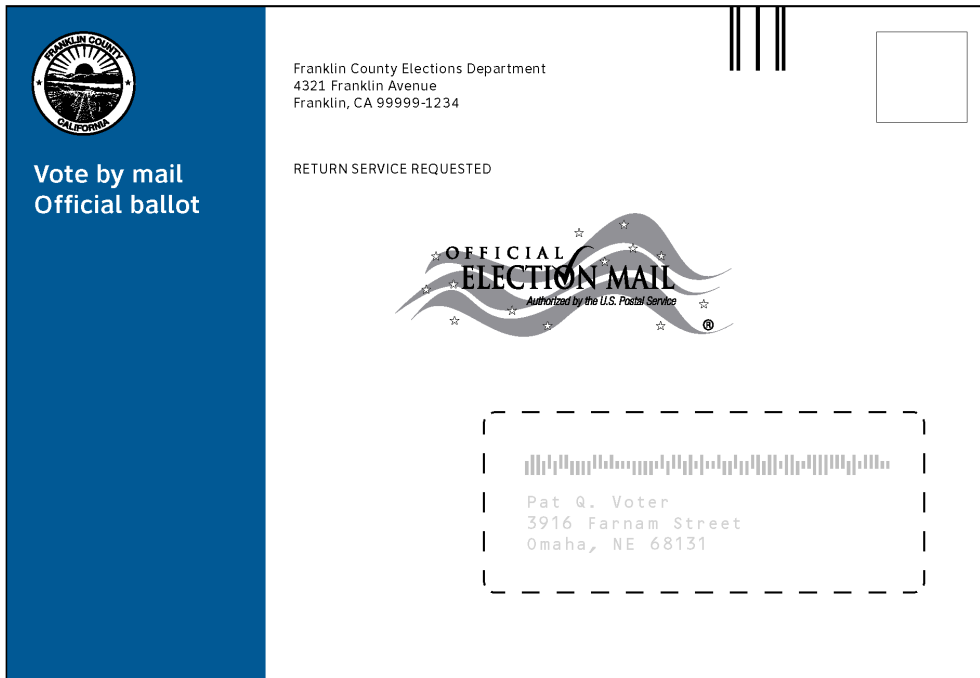
UOCAVA (alternate)
c36 m56 y75 k15
r159 g121 b95
Hex 7f4c29

UOCAVA envelopes

Colors meet accessibility requirements with white text.



Outgoing envelopes




Room for information 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 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!

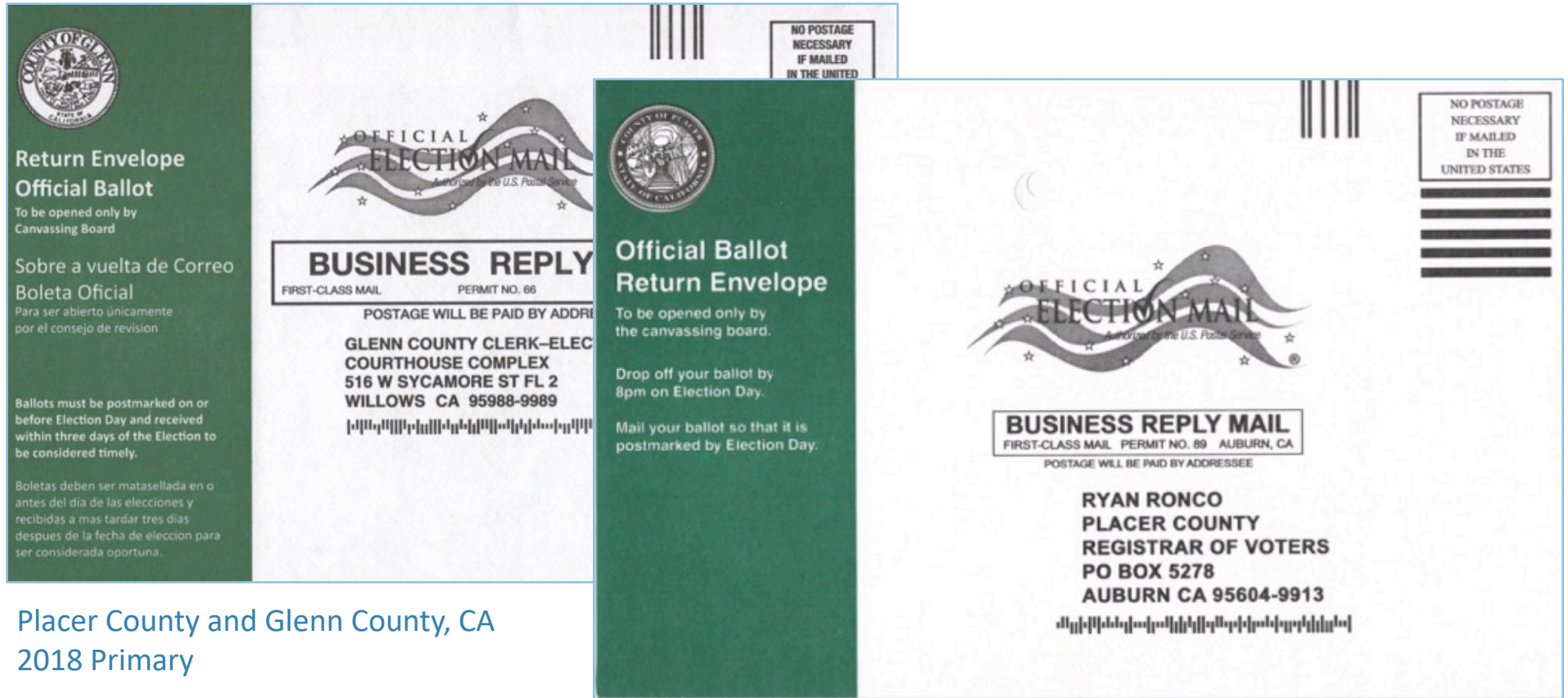
Questions? ☎ 303-795-4511 TTY 711 ✉ elections@arapahoe.gov

 **Arapahoe County Elections Division | Matt Crane, Clerk and Recorder**

 @ArapahoeClerk  ArapahoeVotes



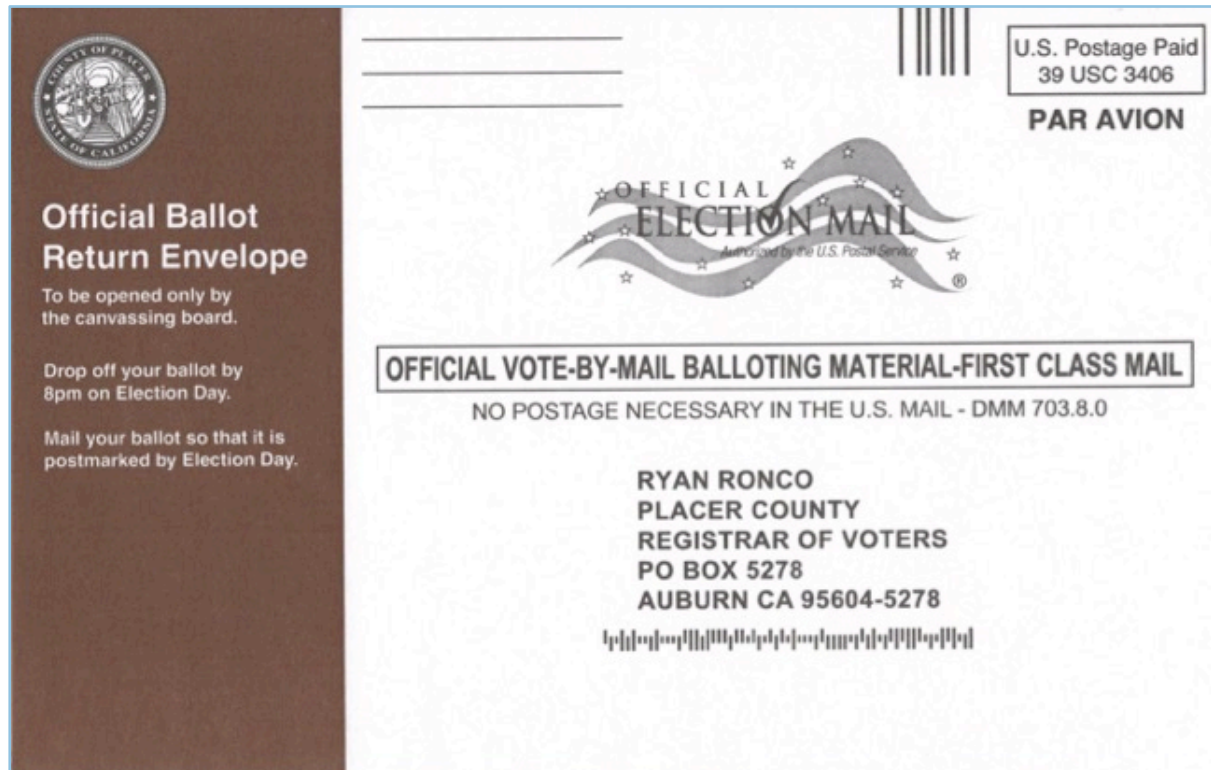
Room for translations...



Placer County and Glenn County, CA
2018 Primary






Works for overseas voters



Placer County 2018 Primary



... even if you have a long voter's declaration

<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...</p> <p><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...</p> <p><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> <p></p> <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> <p></p>	<p>Franklin County General Election November 7, 2018</p> <p></p> <p>Pat Q. Voter 3916 Farnam Street Omaha, NE 68131</p>
<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>	



Easy signature form- blank or pre-printed

I authorize the person below to return my ballot:

Their name _____
Their signature _____
Relationship to voter _____

Did you...
 Sign the voter's declaration in ink
 Put your ballot in the 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.

Date (MM/DD/YYYY) _____

Print name Pat Q. Voter

Print your voter registration address

1245 Residence Street 

Your Town, CA 99999

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

Voter, sign here in ink. Power of attorney is not acceptable.
Votante, firme aquí con tinta 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 _____



Flexible for envelope shape




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

RETURN SERVICE REQUESTED

Vote by mail
Official ballot

Vota por correo
Balota oficial




Pat Q. Voter
3916 Farnam Street
Omaha, NE


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


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


Contact information
Información del contacto


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 www.franklincounty.gov/elections


 elections@franklincounty.gov

 Information in English: 111-222-3333
Información en español: 111-222-4444
有關更多中文資訊: 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

Return envelope
Official ballot

To be opened only by Canvassing Board

Sobre de retorno
Balota oficial

Para ser abierto únicamente 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.

Entregue su boleta electoral hasta las
7 pm el Día de las Elecciones.

Envíe su boleta para que tenga el sello postal
antes del Día de las Elecciones.

Franklin
4321 Fr
Franklin

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 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.

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 mejor 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.

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

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

X

Date / Fecha (MM/DD/YYYY)

Pat Q. Voter

Print your voter registration address /
Imprima 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 layout for flaps, windows, cutting systems

Voter's declaration I declare that

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- Declaro bajo pena de perjurio que esto es verdadero a mi leal saber y entender.

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Voter, sign here in ink. Power of attorney is not acceptable.
Votante, firme aquí con tinta 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

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 _____

Franklin County
General Election
November 7, 2018

Did you...

- Sign the voter's declaration in your own handwriting?
- Put your ballot in the envelope?

Revise it...

- ¿Firmó la declaración del votante con su propia letra?
- ¿Colocó su boleta electoral en el sobre?

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

¿Cometió un error en su boleta electoral?
Llame a la oficina electoral para un reemplazo
111-222-4444 o elections@yourcounty.gov

Voter, sign here in ink. Power of attorney is not acceptable.
Votante, firme aquí con tinta 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

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Autorizo a la persona abajo a devolver mi boleta.

Their name / Su nombre _____

Their signature / Su firma _____

Relationship to voter / Relación con el votante _____

Franklin County
General Election
November 7, 2018

Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA 95999-1234

Return envelope
To be opened only by
Official Ballot
Caucusing Board
Sobre de retorno
Balota oficial
Para ser abierto únicamente
por la Junta de Escritorio
Return envelope
Official Ballot
Caucusing Board
Sobre de retorno
Balota oficial

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.

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 leal 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.

Voter, sign here in ink. Power of attorney is not acceptable.
Votante, firme aquí con tinta 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:

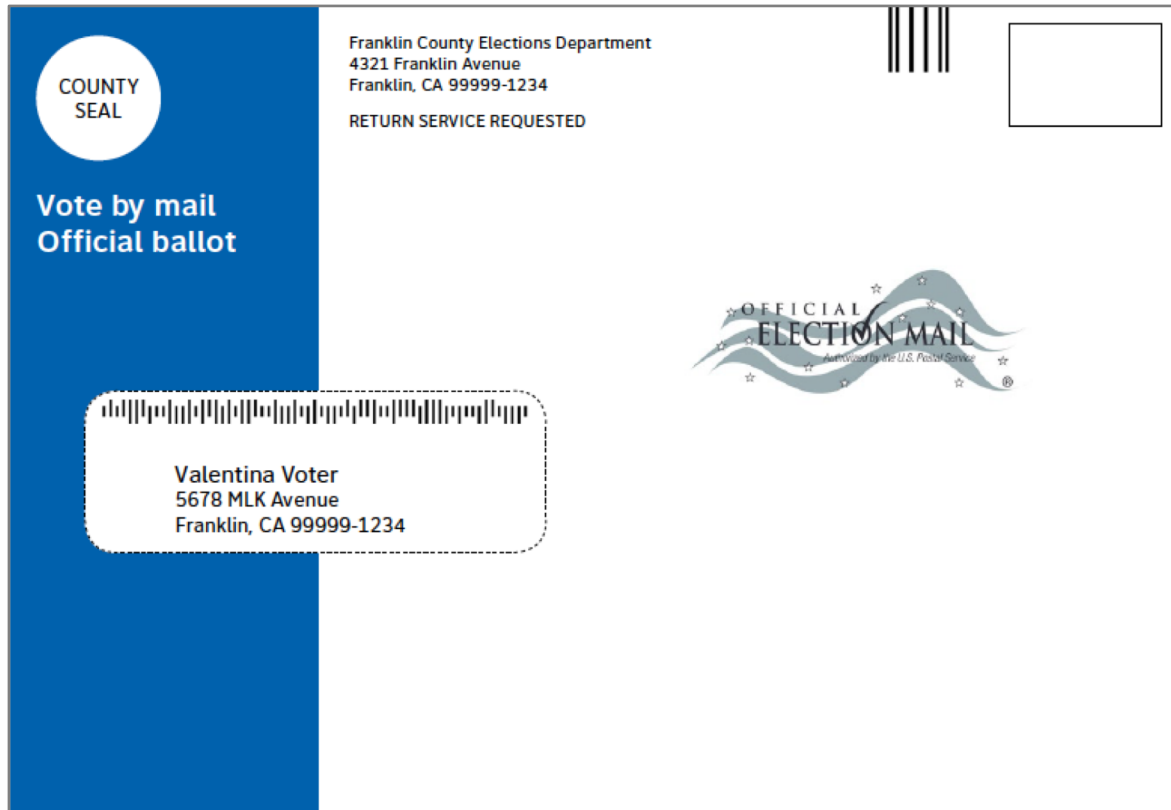
Witness, sign here / Testigo, firme aquí

Designed for IMb tracking

Choose one-way tracking to the voter

Adjust the layout for two-way tracking back to the office.

Outgoing envelope – address showing from inner 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.

X

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 Carvassing Board.

OFFICIAL ELECTION MAIL

Valentina Voter
5678 MLK Avenue
Franklin, CA 99999-1234

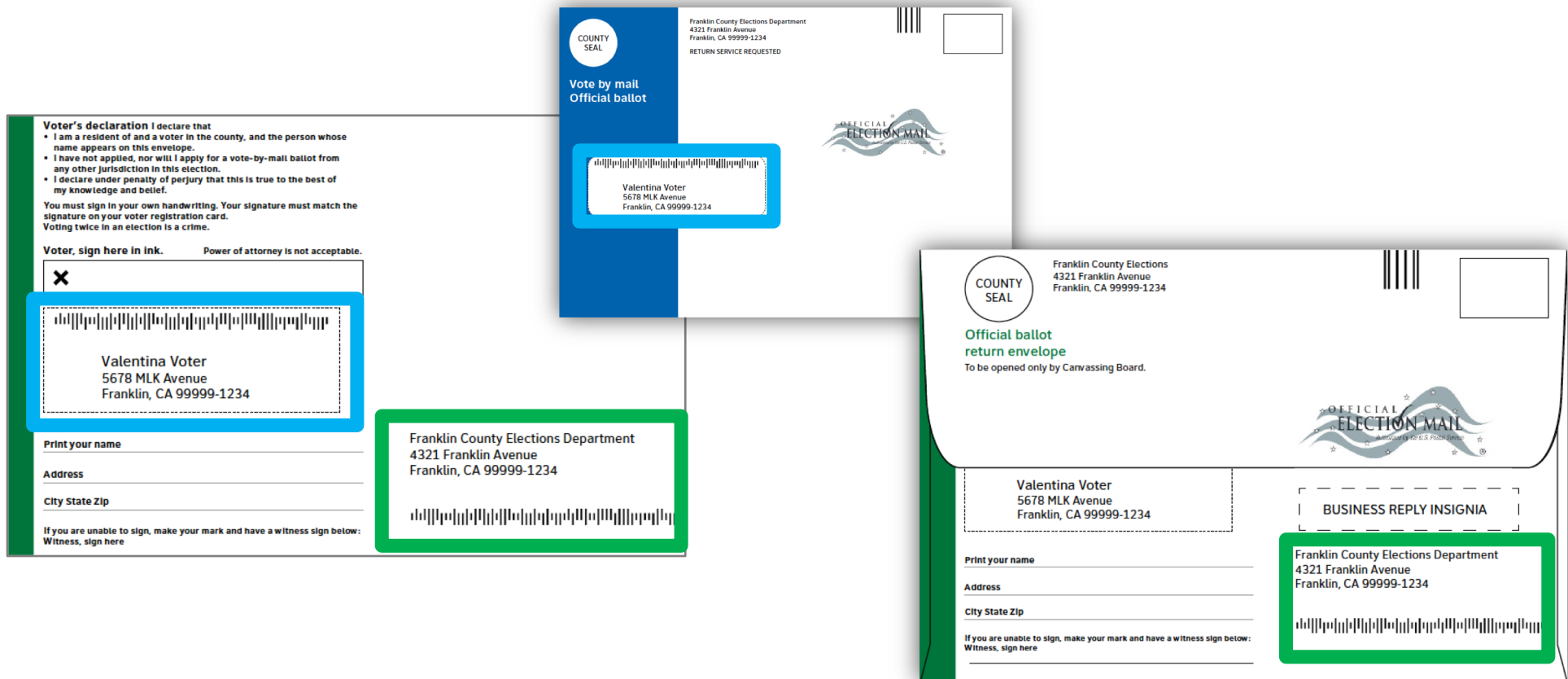
Franklin County Elections Department
4321 Franklin Avenue
Franklin, CA 99999-1234

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 _____



Round trip tracking of vote-by-mail ballots



Designed for voter information

Space on the back of the outgoing envelope for return options and elections office contact.

Sample information for an instructional insert

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@arapahoe.gov

Arapahoe County Elections Division | Matt Crane, Clerk and Recorder

@ArapahoeClerk
 ArapahoeVotes

Denver Votes!

Denver Elections Division

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

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

Denver Elections Division

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 99399

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
信息更多中文電話: 111-222-5555

Fax: 111-222-6666

TTY: 1-222-955-1222

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 sellado 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



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 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.



Track your ballot

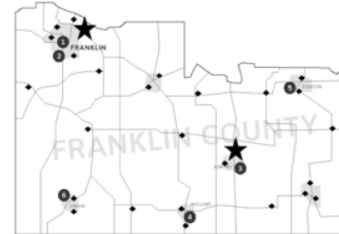
Go to yourcounty.gov/ballot-track or scan the QR code to see the status of your ballot

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



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



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

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



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



On the wish list: 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.
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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.

An example of simplification that maintains the *meaning* of a voter declaration.



What if **everyone** could vote at home?

Secure – not ‘internet voting’

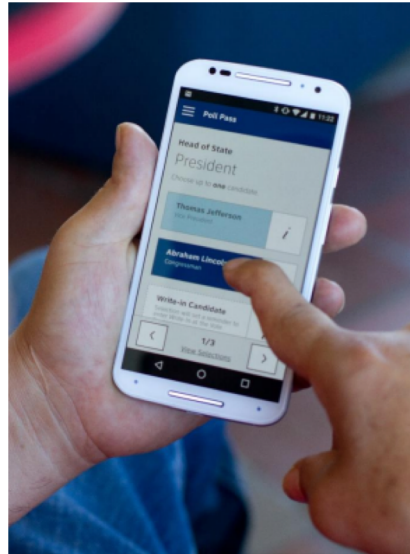
Works with assistive technology

Gives voters with disabilities privacy

Remote accessible vote-by-mail



disabilityrightsca.org



vsap.lavote.net/



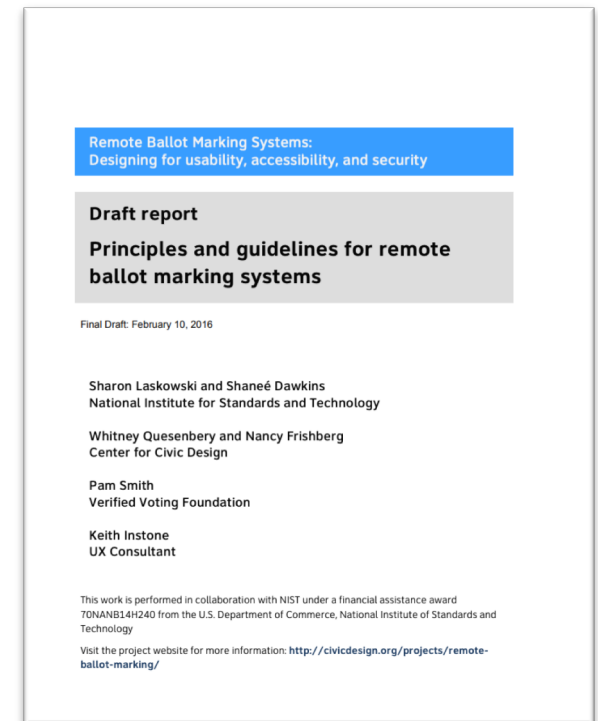
fivecedarsgroup.com/



It can be accessible and secure

Principles for remote ballot marking systems

- 1: Trusted and transparent
- 2: Consistent with other voting options
- 3: Access for all voters
- 4: Minimizes privacy and security risks
- 5: Supports accurate and secret ballot marking
- 6: Enables easy review, printing, and packing of the ballot
- 7: Supports election administration procedures
- Principle 8: Tested for usability for all voters
- Principle 9: Robust and reliable



civicdesign.org/projects/remote-ballot-marking/

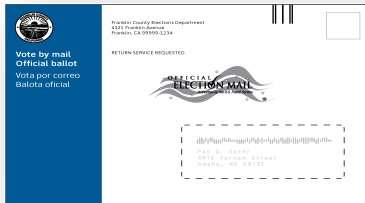


Make it easier to be a voter

A good voting experience for everyone

Elections designed and tested *with* the people who will use it.

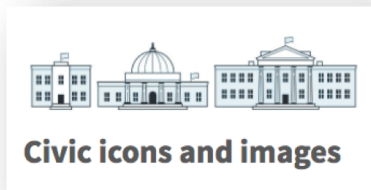
Accessibility designed into our election models



Vote-by-mail envelopes for California

Layouts and design guidelines

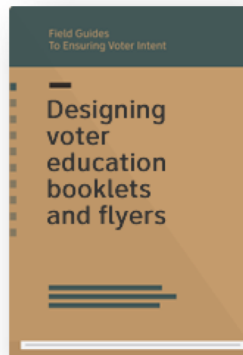
civicdesign.org/projects/vote-by-mail/



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

