

Democracy is a design problem!

# Vote-by-Mail Envelope Design for California

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Center for Civic Design

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Oxide Design Co.

December 15, 2017



## Design for voting by mail

**Consistent. Recognizable. Usable, Accurate. Flexible. Legal.**

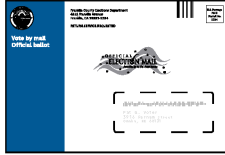
**For voters, voter education/GOTV, USPS, election officials**

**Everyone has a better election experience!**



# A coherent design system

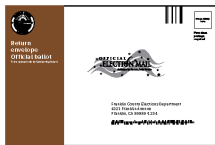
## County A



Outgoing (blue)

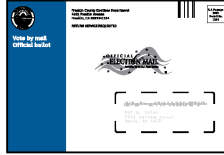


General election return (dark green)



General election UOCAVA return (dark brown)

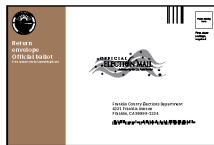
## County B



Outgoing (blue)



General election return (light green)



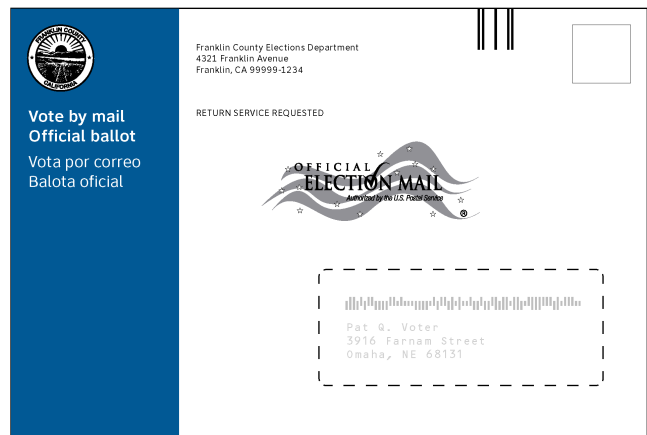
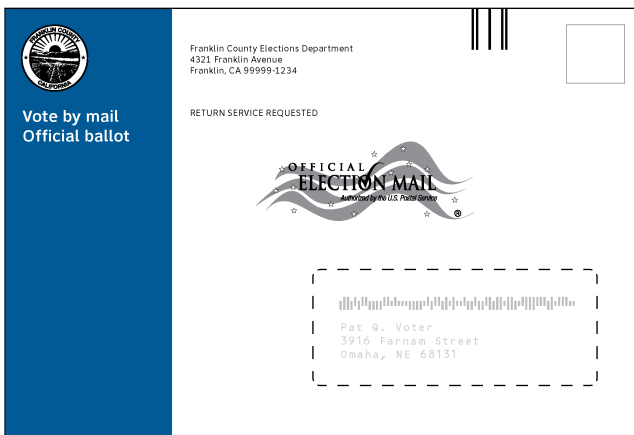
General election UOCAVA return (light brown)



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



# Outgoing envelopes



# Information about 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](http://www.franklincounty.gov/elections)


 [elections@franklincounty.gov](mailto:elections@franklincounty.gov)

 Information in English: 111-222-3333  
Información en español: 111-222-4444  
若需要多中文資訊: 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](http://www.yourcounty.gov/wheretovote)

Para encontrar el Centro de Votación o Buzón más cercano a usted  
[www.yourcounty.gov/wheretovote](http://www.yourcounty.gov/wheretovote)


## Your official ballot


### Contact information


 **Franklin County Elections**  
4321 Franklin Avenue  
Franklin, CA 99999

 [www.franklincounty.gov/elections](http://www.franklincounty.gov/elections)


 [elections@franklincounty.gov](mailto:elections@franklincounty.gov)


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


 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 [County] County.

To find your Polling Place or a Drop Box nearest you  
[www.yourcounty.gov/wheretovote](http://www.yourcounty.gov/wheretovote)



# Return envelopes



**Return envelope  
Official ballot**

To be opened only by  
Canvassing Board

Drop off your ballot by  
7pm on Election Day.  
Mail your ballot so that it is  
postmarked by Election Day.



**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.




First class  
postage  
required  
Se requiere  
franqueo de  
primera clase

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



## Two languages on a 6 x 9 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><b>Voter's declaration I declare that</b></p> <ul style="list-style-type: none"> <li>I am a resident of and a voter in the county, and the person whose name appears on this envelope.</li> <li>I have not applied, nor will I apply for a vote-by-mail ballot from any other jurisdiction in this election.</li> <li>I declare under penalty of perjury that this is true to the best of my knowledge and belief.</li> </ul> <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><b>Declaración del votante Yo declaro que:</b></p> <ul style="list-style-type: none"> <li>Soy residente y votante en el condado, y la persona cuyo nombre aparece en este sobre.</li> <li>No he solicitado, ni solicitaré una boleta electoral de voto por correo de ninguna otra jurisdicción en esta elección.</li> <li>Declaro bajo pena de perjurio que esto es verdadero a mi leal saber y entender.</li> </ul> <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><b>Voter, sign here in ink.</b> Power of attorney is not acceptable.          Votante, firme aquí con tinta No se aceptan poderes notariales.</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></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>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><b>Franklin County</b>          General Election          November 7, 2018</p>  <p>Pat Q. Voter          3916 Farnam Street          Omaha, NE 68131</p>



## Signature block – blank or pre-printed

**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 \_\_\_\_\_

**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 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 \_\_\_\_\_



# 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 70¢ 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.

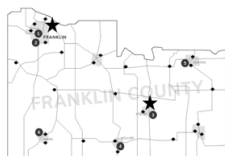
Call 222-555-1212 before Election Day or go to any Vote Center in the County.

**Track your ballot**  
Go to [yourcounty.gov/ballot-track](http://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](http://www.yourcounty.gov/wheretovote)



- ★ Election Offices**  
Open 8am - 5pm  
Monday - Friday
- Vote Centers**  
20 vote centers are open November 4 - 7  
7am - 8pm  
\$ 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**  
7B Washington Avenue  
High Bridge, NJ 08999
- [www.yourcounty.gov/elections](http://www.yourcounty.gov/elections)
- [elections@yourcounty.gov](mailto:elections@yourcounty.gov)
- 111-222-3333
- Fax: 111-222-6666

# Flexible for envelope shape



Vote by mail  
Official ballot  
Vota por correo  
Balota oficial

Franklin County Elections Office  
4321 Franklin Avenue  
Franklin, CA 95999-1724

RETURN SERVICE REQUESTED



Put 0.70  
375¢ Postage  
Omaha, NE

**Voter's Choice Act**  
La Ley de Opción del Votante  
United edge cuando,  
and how to vote

### Contact information

Información del contacto

- Franklin County Elections**  
4321 Franklin Avenue  
Franklin, CA 95999
- Open Monday to Friday, 8am to 5pm  
Abierto de lunes a viernes, 8am a 5pm
- [www.franklincounty.gov/elections](http://www.franklincounty.gov/elections)
- [elections@franklincounty.gov](mailto:elections@franklincounty.gov)
- Information in English: 111-222-3333  
Información en español: 111-222-4444  
電話中文專線: 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.  
Deje 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  
Envíe su boleta por correo postal para que sea sellada el Día de las 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](http://www.yourcounty.gov/wheretovote)  
Para encontrar el Centro de Votación o Buzón más cercano a su hogar:  
[www.yourcounty.gov/wheretovote](http://www.yourcounty.gov/wheretovote)



Return envelope  
Official ballot  
To be opened only by Carwaning 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.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

Franklin  
4321 Fr  
Franklin

Vote by mail  
Official ballot  
Vota por correo  
Balota oficial

Put 0.70  
375¢ Postage  
Omaha, NE

Franklin County  
November 7, 2018

375¢ Postage  
Omaha, NE 68131

Drop off your ballot by 7pm on Election Day.  
Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

Drop off your ballot by 7pm on Election Day.  
Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

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Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

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Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

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Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

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Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

Drop off your ballot by 7pm on Election Day.  
Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

Drop off your ballot by 7pm on Election Day.  
Mail your ballot so that it is postmarked by Election Day.  
Envíe su boleta por correo postal el 7pm el Día de las Elecciones.

Send to: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)  
Enviar al: [FranklinCountyElections@franklincounty.gov](mailto:FranklinCountyElections@franklincounty.gov)

# Flexible for flaps, windows, cutting systems

**Voter's declaration** / **Declaración del votante**

**I am a resident of and a voter in the county, and the person whose name appears on this envelope.**  
**He soy residente y votante en el condado, y la persona cuyo nombre aparece en esta sobre.**

**I have not applied, nor will I apply for a vote-by-mail ballot from any other jurisdiction in the election.**  
**No he solicitado, ni solicitaré una boleta electoral de voto por correo de ninguna otra jurisdicción en esta elección.**

**I declare under penalty of perjury that this is true to the best of my knowledge and belief.**  
**Declaro bajo juramento de perjurio que esto es verdadero a mi mejor saber y entender.**

**You must sign in your own handwriting. Your signature must match the signature on your voter registration card.**  
**Debe firmar de puño y letra. Su firma debe coincidir con la firma en la tarjeta de inscripción del votante.**

**Wasting twice in an election is a crime.**  
**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

Print your voter registration address / Imprima 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**

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

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?  
**¿Cometió un error en su boleta electoral?**  
 Called or emailed the election office?  
 Made a mistake on your ballot?  
 Called the election office for a replacement?  
 Cometo un error en su boleta electoral?  
 Llamé a la oficina electoral para un reemplazo?  
 Called 111-222-3333 or electionsyourcounty.gov?

**Wasting twice in an election is a crime.**  
**Votar dos veces en una elección es un crimen.**

**Wasting twice in an election is a crime.**  
**Votar dos veces en una elección es un crimen.**

**Wasting twice in an election is a crime.**  
**Votar dos veces en una elección es un crimen.**

# Next steps

Design layouts and documentation

<https://www.civicdesign.org/projects/vote-by-mail>

Questions?

[whitneyq@civicdesign.org](mailto:whitneyq@civicdesign.org)