

How To

Speak to all voters: A bilingual design guide for voter education

Vote! 投票! i Vota! bỏ phiếu! 투표!

May 2025

Introduction

Voting in the U.S. isn't always easy. Even native English speakers can find it confusing to move from registering to casting a ballot. For new citizens and voters who speak a language other than English, the process can feel overwhelming. These challenges sometimes cause people to sit out of elections, even when they want to vote.

This toolkit is here to help. It focuses on how to design bilingual voter education materials: resources that present information in English plus one other language. By following these guidelines, you'll be able to create materials that make voting clearer, more welcoming, and more accessible for all.

Who is this toolkit for?

This toolkit was designed with and for community organizations doing voter education work with new citizens and multilingual communities.

The research behind this toolkit

This toolkit is based on research in the Greater Houston area with community organizations, new citizens, and local Chinese-speaking and Spanish-speaking communities. We wanted to learn:

- How do community groups teach multilingual and new citizen voters about voting, and how we can support them?
- What types of messaging and visual design do Houston's multilingual and new citizens find engaging?

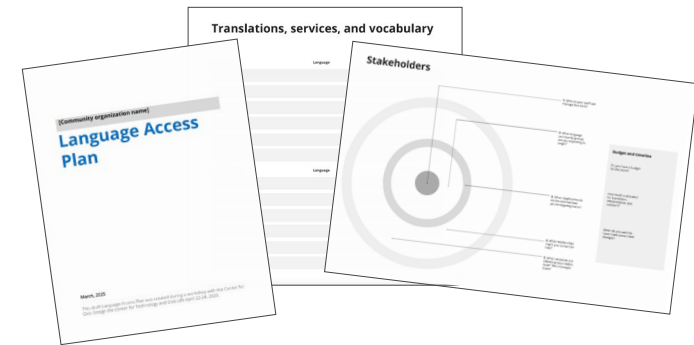


Snapshots of our Houston-based design workshop, language access workshop, and usability testing sessions.

What's inside this toolkit

Plan a multilingual voter education strategy.

- Introduction on [page 6](#)
- Language access plan template on [page 7](#)
- Stakeholder mapping on [page 8](#)
- Translations tracker on [page 9](#)
- Multilingual elections glossary on [page 10](#)
- Translation process planning template on [page 12](#)
- Feedback and complaints tracking planning document on [page 13](#)



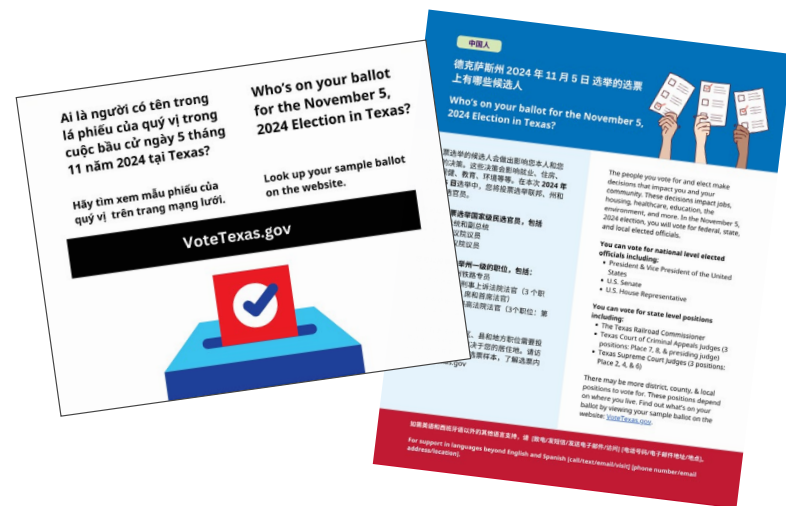
Write voter education content that addresses the needs of multilingual communities.

- Introduction on [page 14](#)
- Considerations for writing voter education content for multilingual people on [page 15](#)
- A messaging chart that answers basic voter questions in Spanish, Chinese, Vietnamese, and Korean on [page 18](#)

Can I get translation help when I go to vote?		
Bite	You have the right to assistance when you vote! You're allowed to bring a trusted person to help you translate and fill out your ballot when you vote. Learn about voting assistance at: VoteTexas.gov For information on voting assistance in languages beyond English and Spanish [call/text/email/visit] [phone number/email address/location].	您有权在投票时获得协助！ 投票时，您可以带上一位可信的人帮助您翻译和填写选票。 请访问以下网站了解投票协助： VoteTexas.gov 如需了解英语和西班牙语以外其他语言的投票协助信息，请 [致电/发短信/发送电子邮件/访问] [电话号码/电子邮件地址/地点]。

Design bilingual materials that invite participation from multilingual speakers and new citizens.

- Introduction on [page 19](#)
- Recommendations for designing content for multilingual communities on print and web on [page 20](#)
 - Typography on [page 21](#)
 - Hierarchy and content structure on [page 30](#)
 - Imagery on [page 39](#)
 - Color on [page 45](#)
- Canva templates of voter education materials for adaptation and use on [page 47](#)



Who is included in “multilingual person and new citizen”?

Multilingual communities and new citizens come from a wide range of class, racial, ethnic, religious, and language backgrounds. In this document we’ll be using the terms multilingual person/community and new citizen to mean the following:

Multilingual person

A multilingual person is someone who uses more than one language in their daily life. This includes people who speak English and another language, as well as those who primarily speak a non-English language.

New citizen

A new citizen is someone who was born outside the United States and has recently become a U.S. citizen through the naturalization process. New citizens may speak one or more languages and come from diverse cultural, racial, and religious backgrounds.

Other terms used to describe these communities are:

- Heritage language speakers (used by colleges, especially in program descriptions e.g. Spanish heritage speaker, heritage speakers of Spanish)
- Limited English proficient (LEP) individual or “Individuals with limited English proficiency (used by government agencies like the Department of Justice and Centers for Medicare & Medicaid Services, etc.)
- Immigrant communities (used by used by local community organizations and media outlets)
- New citizens (used by USCIS, local governments, media)
- English language learner (ELL) (used in education contexts)
- Non-native English speaker

What are the barriers to voting for multilingual communities and new citizen voters?

New citizens and multilingual voters face a unique set of challenges. Sometimes those challenges overlap. Some factors that affect how new citizens and multilingual citizens engage with voting include:

A wide range of experiences with international political systems.

New citizens come from countries with different voting rules. Some are voting for the first time; others are used to mandatory voting or automatic registration. Some fled political violence and may fear using their voice. Understanding their background helps shape messages that encourage participation.

Difficulty understanding election terms.

U.S. elections use terms that don't always translate well or may carry unintended meanings. Some concepts have no direct translation. Community-created phrases are often clearer, but tools like Google Translate can miss these nuances, making it harder for voters to find reliable information online.

Lack of access to accurate voter information in their preferred language.

Changes to voting laws and translation requirements can leave voters without the materials they need. Many don't have access to:

- Translated forms to register to vote
- Translation support on election day to fill out their ballots
- Materials that explain elected roles and candidates in their language
- Clear directions on how to get to polls
- Voter Bill of Rights in their language

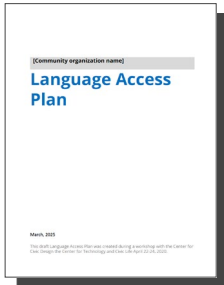
Plan

- ☐ Build a language access plan for bilingual voter outreach [Page 7](#)
- ☐ Map your community and identify key stakeholders [Page 8](#)
- ☐ List the materials and services that need to be translated [Page 9](#)
- ☐ Create a glossary to track local dialects and key terms [Page 10](#)
- ☐ Design a translation process that fits your team's workflow [Page 11](#)
- ☐ Set up a tracking system to manage feedback and complaints [Page 13](#)

Build a language access plan for bilingual voter outreach


Helping voters who speak different languages is one of the most powerful ways to strengthen our democracy. It might seem challenging at first, but you don't have to do it alone and small steps make a big impact.

Many organizations already offer interpreters or translations, but without a clear and connected plan, voters can still face barriers. By building language support into everything you already do, you can create a welcoming, empowering experience that helps every voter feel seen, respected, and ready to participate.



Create a language access plan

A solid LAP removes barriers to civic engagement. This section will show you how to build this language access plan (LAP) that integrates seamlessly into your organizations current processes.

 [Language access plan template](#)

A good LAP should include:

- **Centralized vocabulary:** A list of common terms and how they're translated
- **Community contacts:** A database of trusted people or groups who support outreach
- **Experts and helpers:** Translators, interpreters, reviewers
- **Translation process:** Clear steps for creating and checking translated content
- **Complaint handling:** A way for people to give feedback or report problems
- **Measuring success:** How will you track whether your translations are working?

In this section

Use these tools to create a system at your organization. By using the resources in this section, you'll have:

- A map of your community members and language partners
- A list of key documents or services that need translation
- A starter kit for a local election glossary
- A draft of your translation process
- A plan for getting and responding to feedback on your translations
- Clear next steps for your team

Map your community and identify key stakeholders

To build your language access plan, start with two questions:

- Who are you trying to reach?
- What resources do you have?

Stakeholder mapping worksheet

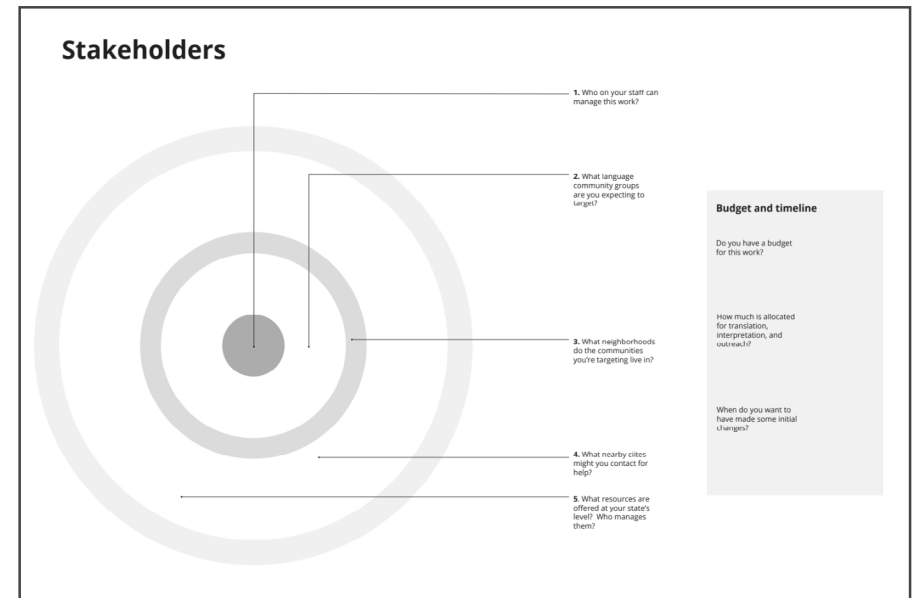
Use the stakeholder map to identify your resources and the language communities you want to reach.

Step 1: Individually or with a team, discuss these prompts:

- Who is on your team or staff that can help with language access?
- Which neighborhoods or groups speak languages other than English? Example: Where are Vietnamese-speaking communities in your area?
- What organizations already serve these communities?
- Who can you partner with to share language resources? Tip: Look at other nonprofits, local governments, universities, or advocacy groups
- Has your city, county, or state already created language access tools you can use?
- What funds are available for translation, interpretation, or language outreach?

Step 2: Fill out the map: Start with your organization in the center, and work your way out to other people, groups, and services that can help you reach language communities.

 [Stakeholder mapping worksheet](#)



Use this stakeholder map to fill out pages 7 - 11 of the language access plan template.

List the materials and services that need to be translated

After mapping your audiences, identify which materials and services need translation and which services you want to provide translation for.

Translation tracker and worksheet

This printable “Translations, services, and vocabulary” worksheet can be used individually or as a group activity help you list out all of the:

- Items/services to translate
- Which languages you want to translate them to
- Which platforms or events you would like to share these materials on

 [“Translations, services, and vocabulary” worksheet](#)

You can use this digital translations tracker as a project management tool to keep track of materials and services that you want to translate.

 [Translations tracker](#)

Translations, services, and vocabulary

Item description	Language	Media/outreach

Service description	Language	Media/outreach

Use this Translation, services, and vocabulary worksheet to fill out page 11 of the language access plan template.

Create a glossary to track key terms and local dialects (Continued)

Language is complex and ever-evolving. Each language is full of unique rules, cultural differences, and regional quirks. This makes translation more than just switching words. It means understanding:

- Dialects and tone (formal vs. informal)
- Words that don't exist in other languages
- Specialized terms (e.g. legal or medical language)
- Cultural context and meaning

This is why machine translation (like Google Translate) can fail. For example:

Machine translation tools don't always catch tone, context, or regional meanings. They're a helpful start, but not a final solution.

Sometimes, even professional translators can make mistakes. Translation vendors often use a specific regional dialect when translating materials. This is where local glossaries and community reviews can come in handy.

midterm election

Bầu cử giữa nhiệm kỳ

Elección intermedia

중간 선거

中期选举

New citizen

Nuevo ciudadano

Công dân mới

신규 시민권 취득자

新公民

Voting in person

Votar en persona

Bầu cử trực tiếp

현장 투표

亲自投票

Tool

Start putting together a translated glossary of election terms. Use the regional dialects from your language communities. For example, if your area has many Mexican and Venezuelan residents, reach out to English and Spanish speakers from those communities. Ask them how to translate each term.

You can share this glossary within your organization. When someone needs to create get-out-the-vote materials, they can check the glossary to ensure they use the right regional terms. You can also share it with translation vendors to ensure they use community-friendly language.

If you don't have a community review process for your election materials, this is a great way to start building relationships. Community reviews help make sure that language, tone, and visuals resonate with your target audience.

[🔗 Starter multilingual election terms glossary](#)

Quick Tip: Many organizations have started creating local translated glossaries. Reach out to groups in your area to check if they have one! Repetition helps build knowledge. If local organizations use the same terms, community members can become more comfortable with election-related language and processes.

English	Korean	Spanish	Vietnamese	Simplified Chinese
Registered voters	등록 유권자	Votantes registrados	Cử Tri Đã Ghi Danh	已登记选民
Photo ID	사진이 있는 신분증/사진이 부착된 신분증	Identificación con foto	Giấy tờ tùy thân có dán ảnh	有照片的身份证件
Early voting	사전 투표	Votación anticipada	Bỏ Phiếu Sớm	提前投票
Ballot	투표용지	Boleta electoral	Lá Phiếu	选票
By mail	우편으로	Por correo	Qua đường bưu điện	通过邮寄
Vote early	사전 투표	Votar anticipadamente	Bầu cử sớm	提前投票
Registered voters with special circumstances	특별한 사유가 있는 등록 유권자	Votantes registrados con circunstancias especiales	Cử tri đã ghi danh với hoàn cảnh đặc biệt	有特殊情况的已登记选民
Voters with unique circumstances	특별한 사유가 있는 유권자	Votantes con situaciones particulares	Cử tri có hoàn cảnh riêng biệt	有特殊情况的选民
Fill out the ballot	기표하다	Llenar la boleta electoral	Điền vào lá phiếu	填写选票
Cast a provisional ballot	임시 투표를 하다	Emitir una boleta provisional	Nộp lá phiếu tạm thời	投递临时选票
A provisional ballot	임시 투표 용지	Una boleta provisional	Lá Phiếu Tạm Thời	临时选票
Elected officials	선출직 공무원	Funcionarios electos	Viên Chức Được Bầu	当选官员

Design a translation process that fits your team's workflow

Translating materials takes time. Many steps go from writing your content to getting it approved and finally sending it to a vendor or community member for translation. Creating a repeatable process can make translations smoother.

Tool

Use this printable template to draft a translation process that fits your organization's needs. Think of it as a starting point for conversations about how language access is built into your current work and where it can grow.

Examples of some steps you might include are:

- Write your content in plain language. We'll share more tips on this on [page 17](#)
- Choose the right translators. These can be paid professionals, bilingual staff, student volunteers, or community members
- Budget for translation work. Planning ahead saves time and money
- Match the dialect used in your local community (e.g., Mexican Spanish vs. European Spanish) This can be done through community review. Test messages with native speakers
- Build in opportunities to ask for feedback from your target audience often. Their input makes your outreach more accurate and trusted

 [Translation procedure worksheet](#)

Translation procedure						
Steps						
step 1	step 2	step 3	step 4	step 5	step 6	step 7
Protocols/notes						
Best practices						
Considerations Consider readability. Would the content make sense to someone from another country? Legal jargon can be unintelligible in English. Imagine how it reads in another language. Written communication is not the only (or best) mode of communication. For example, some languages have rich oral traditions. This might require changing your outreach strategy.	Language Keep the information simple and concise. It is acceptable for the English version you send to the translator to differ from the original English documents. Avoid metaphors, idioms, colloquialisms, euphemisms, and other forms of language that require situational or U.S. cultural experience, for example, "open house" might be translated as "vacant house." Write for an audience at a fourth-grade reading level. This will make it easier for people to understand the translated text. Online tools like readable.io or Hemingway can help.	Finalizing draft text Federal agencies and programs and names of community-based organizations that serve specific immigrant communities may already have approved translated names. For example, the official Spanish translation of the federal program Deferred Action for Childhood Arrivals (DACA) is "Acción Diferida para los Llegados en la Infancia." Flag any technical terms like "absentee voting" that will need special consideration from the translator.	Getting text to the translator Send final drafts in Word rather than PDF files. It's easier for translators to work with and will save time. If you're designing a poster, brochure, or other item that's not strictly text , send the text only and not the designed item. For example, Arabic, because it is read from right to left, may change the layout or design of a poster. Translators rarely have graphic design experience and cannot be expected to provide this additional skill unless you've discussed that in advance.	Culturally responsive design Use basic and clean design that emphasizes your message. Graphics and photos should be culturally appropriate. Clipart is often distracting and doesn't transfer between cultures. A thumbs up gesture, for example, is offensive in some countries. If what you're designing includes an image of a community member who identifies with a specific ethnicity, (e.g., a Vietnamese person), we recommend that they match the language of the flyer, (e.g., a Vietnamese language flyer).		

Use this starter translation procedure planning worksheet to fill out page 14-18 of the language access plan template.

Quick Tip: A translation process isn't meant to be rigid or inflexible. It's a tool to help align expectations and improve coordination among staff.

Set up a tracking system to manage feedback and complaints.

A strong Language Access Plan goes beyond translating materials. It involves listening, learning, and growing over time. People should be able to share concerns without confusion or fear. A good complaint process helps fix problems and builds trust. This page guides you on managing complaints and tracking progress during outreach in multilingual communities.

Managing complaints

Think through your current feedback mechanisms and how they can be improved. Decide, moving forward, what you will do if a community member alerts you to issues in your materials.

Start by answering:

- How can someone file a complaint? (online form, phone, in person?)
- Who reads the complaint first?
- Who responds and how soon?
- What happens after?

Tracking progress

Keeping track of what's working (and what's not) helps you improve. Choose how and where you'll record this data (a spreadsheet, a shared folder, your CRM, etc.)

Here are some ideas for what you can measure:

- How many translated items are produced?
- How often are interpreters requested?
- What languages are requested most frequently?
- Where do complaints come from?
- How long does it take to respond to a complaint?
- How many community feedback sessions did you hold?

Planning improvements

Tracking isn't enough on its own. Make a habit of learning from what you collect.

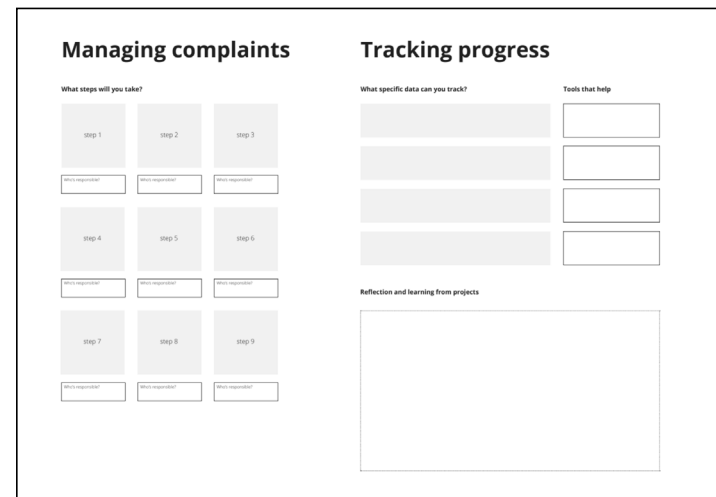
Consider:

- What can we do better next time?
- What did we learn from recent complaints?
- How are we closing the feedback loop with the community?

Managing complaints and tracking progress planning worksheet

Use this template to begin drafting your complaint management and tracking plan.

"Complaint management and tracking" worksheet



The worksheet is divided into two main sections: **Managing complaints** and **Tracking progress**.

Managing complaints section includes:

- What steps will you take?**: A grid of 9 boxes, each labeled 'step 1' through 'step 9'. Below each step box is a smaller box labeled 'What response will you take?'. Steps 1-3 are in the first row, 4-6 in the second, and 7-9 in the third.

Tracking progress section includes:

- What specific data can you track?**: Three horizontal input boxes.
- Tools that help**: Three vertical input boxes.
- Reflection and learning from projects**: A large rectangular box at the bottom.

Use this information to complete pages 19-20 of the language access plan template.

Write


- ☐ Know your audience: What information is most important to new citizens and non-English proficient voters? [Page 15](#)
- ☐ Learn how multilingual readers process written information [Page 16](#)
- ☐ Use plain language in voter education [Page 17](#)
- ☐ Format your content for design [Page 18](#)


Know your audience: What information is most important to new citizens and non-English proficient voters?

When writing voter education content, think about the needs of your audience. What might a new citizen need to know about voting for the first time? What support might a voter with low English proficiency need to navigate the voting process?

Some topics to consider include:

- What are my voter rights as a new citizen?
- What rights do I have as a voter who doesn't speak English?
- Where can I get voter assistance like translation support?
- What kind of identification documents do I need to vote? Where can I get them?
- What kinds of elections (local, state, federal) can I vote in?
- What elected positions can I vote for?
- How do I register to vote?
- How do I fill out my ballot?

 [Check out our New Citizen's Pocket Guide to voting for an example frequently asked voter questions and answers.](#)



Your Vote Counts

★ A New Citizen's Guide to Voting in the United States

Logo

I'm a citizen now. What's next?

- ☐ Update your citizenship status in person with the Texas Department of Public Safety (dps.texas.gov)
- ☐ Update your citizenship status with the Social Security Administration (ssa.gov or 1-800-772-1213)
- ☐ Register to vote at least 30 days before Election Day. Go to votetexas.gov/register-to-vote to start the process by filling out the online application.
- ☐ Check your voter registration status (votetexas.gov/register-to-vote)



Bring a photo ID to the voting polls. Go to votetexas.gov/voting/need-id to view the 7 acceptable forms of photo ID.

What are my voting rights in Texas?

You have the right to:

- Ask an election worker for instructions on how to cast a ballot (but not suggestions on how to vote).
- Cast your vote in secret and free from intimidation.
- Receive up to two more ballots if you make a mistake while marking the ballot.
- Bring an interpreter if you do not understand English.
- Get help if you cannot write, see, or understand the language in which the ballot is written.
- Cast a provisional ballot.



Go to votetexas.gov/your-rights to see your full list of rights.

What are the different types of elections in the United States?

Presidential

An election for the U.S. president happens every 4 years.



The president can

- Approve or reject federal laws
- Appoint heads of federal agencies

State

State elections can happen in any year and at different times throughout the year.



The state government is responsible for

- Operating public schools
- Regulating commerce within the state
- Conducting elections, and more.

Learn how multilingual readers process written information

We recommend creating materials that show text in English and the other language side-by-side to help support all of the ways multilingual people understand information. When someone is reading in a bilingual setting, like a flyer that has both English and Spanish, or a ballot guide with Chinese and English, they're not reading one language at a time. They might:

- Glance back and forth between the two languages to understand the meaning better
- Use their stronger language to make sense of words in the other
- Pull meaning from pictures, layout, headings, and familiar patterns in both language

<p>Tiene derecho a recibir asistencia cuando vote.</p> <p>Puede ir con un familiar, amigo, vecino u otra persona de confianza para que le brinde asistencia para votar el día de las elecciones.</p> <p>Esa persona podrá ayudar en las siguientes tareas:</p> <ul style="list-style-type: none">• Registrarlo/a para votar• Emitir su voto (incluso traducir la boleta)• Si tiene algún impedimento físico por el que no puede firmar o marcar un formulario, elija a una persona para que sea su "testigo" y escriba su nombre por usted. <p>No podrán desempeñar las siguientes tareas:</p> <ul style="list-style-type: none">• Decidir a quién votará.• Solicitarle dinero para ofrecerle asistencia en la votación. <p>Personas que no pueden brindar asistencia para la votación:</p> <ul style="list-style-type: none">• Su jefe• Un representante de su sindicato <p>Obtenga más información respecto de la asistencia para votar en: VoteTexas.gov</p>	<p>You have the right to assistance when you vote!</p> <p>You can bring a family member, friend, and neighbor or other trusted person to help you vote on election day!</p> <p>This person is allowed to help you:</p> <ul style="list-style-type: none">• Registering to vote• Cast a ballot (including translating the ballot for you)• If you cannot physically sign or mark a form, you can choose someone to be your "witness" and print your name for you. <p>They cannot:</p> <ul style="list-style-type: none">• Decide who you are going to vote for• Get paid to help you vote. <p>Who is not allowed to be your voting support:</p> <ul style="list-style-type: none">• Your boss.• A representative from your labor union <p>Learn about voting assistance at: VoteTexas.gov</p>
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Use plain language in voter education

What is plain language?


Plain language means writing in a way that helps people:

- Find what they need
- Understand what they find
- Use the information to take action

Plain language isn't about "dumbing things down". It's about making sure everyone can participate, especially in high-pressure moments like navigating deadlines or understanding voting options.

How do I write in plain language?

- Write for your audience.
- Use simple words and phrases.
- Use positive language.
- Use words consistently.
- Use active voice.
- Say "if" before "then".
- Test your materials with real readers.
- Keep the design simple too.

 **For more information on how to use plain language, visit <https://civicdesign.org/topics/plain-language/>**

Why does plain language matter?

Plain language builds clarity, trust, and access. Here's how:

It supports multilingual communities

- When information starts in plain English, translations are clearer and more accurate. That's because short and simple sentences are easier to translate. Translators can focus on meaning instead of guessing intent which leads to better translations
- Plain language works across all languages. While using plain language in English helps readers and translators, it's just as important in other languages

It builds confidence for new voters

- Newly naturalized citizens and English learners bring valuable knowledge and curiosity but election information can still feel overwhelming. Breaking down complex topics into more digestible pieces can make voting feel more accessible to someone new to the process

It's helpful for staff

- It prevents confusion. This saves staff time by reducing the need for follow-up explanations

Plain language helps everyone: readers, translators, and staff.

Format your content for design

Moving translated content into a design can be hard when you're not fluent in the language you're using. That's why we recommend you:

- Send content to your translators in a table with small chunks of text. This will make it easier for you to connect the English version to the translated versions of text
- Only translate one language in each document so that English is right next to your translated language. This will reduce errors in copying and pasting text into your designs

To help get you started we've provided written content that answers some commonly asked questions in English, Spanish, Chinese, Vietnamese, and Thai.

Tool: Houston voter education editable content documents

 [Spanish](#)

 [Chinese](#)

 [Korean](#)

 [Vietnamese](#)

Tips:

- Consider using imagery like icons and illustrations to help guide new voters through the voting process for the first time!
- Remember to do a community review to make sure our translations meet the needs of your local communities!

How do I vote?		
Bite	<p>In Texas, we have 3 ways to vote!</p> <ul style="list-style-type: none">• Vote in person on Election Day, November 5, 2024 you must show current Photo ID• Vote early in person from October 21 - November 1. You must show current Photo ID• Vote by mail. Request a mail ballot by . No Photo ID needed.• For the November 5, 2024 election, the last day your application for a Ballot by Mail can be received by your Early Voting Clerk is Friday, October 25, 2024. <p>Learn more about how to vote at VoteTexas.gov</p> <p>For support in languages beyond English and Spanish [call/text/email/visit] [phone number/email address/location].</p>	<p>在德克萨斯州，我们有三种投票方式！</p> <ul style="list-style-type: none">• 在2024年11月5日选举日当天亲自投票，必须出示当前带照片的身份证件• 在10月21日至11月1日提前亲自投票，必须出示当前带照片的身份证件• 邮寄投票，请事先通过相关渠道申请邮寄选票。无需提供带照片的身份证件。• 就2024年11月5日的选举而言，提前投票工作人员收到邮寄选票申请的最后日期为2024年10月25日（星期五）。 <p>了解有关如何投票的更多信息，请访问 VoteTexas.gov</p> <p>如需英语和西班牙语以外的其他语言支持，请 [致电/发短信/发送电子邮件/访问] [电话号码/电子邮件地址/地点]。</p>
Snack	<p>In Texas, we have 3 ways to vote!</p> <p>All registered voters can choose to vote early or on Election Day. Registered voters with special circumstances may apply to vote by mail.</p> <ul style="list-style-type: none">• Vote in person on Election Day, November 5, 2024<ul style="list-style-type: none">◦ Polls are open from 7:00am – 7:00pm◦ Look up your polling place on the website: VoteTexas.gov◦ To vote in person, you must show a photo ID• Vote early in person from October 21 - November 1<ul style="list-style-type: none">◦ Lines are often shorter on early voting days!◦ Look up hours and locations for	<p>在德克萨斯州，我们有三种投票方式！</p> <p>所有登记选民均可选择提前投票或在选举日投票。有特殊情况的登记选民可申请邮寄投票。</p> <ul style="list-style-type: none">• 在2024年11月5日选举日亲自投票，<ul style="list-style-type: none">◦ 投票时间为上午 7:00 - 晚上 7:00◦ 请访问以下网站查询您的投票站：VoteTexas.gov◦ 亲自投票时，您必须出示带有照片的身份证件• 10月21日至11月1日提前亲自投票<ul style="list-style-type: none">◦ 提前投票期间的排队时间通常较短！◦ 请访问以下网站查询提前投票的时间和地点：VoteTexas.gov◦ 亲自投票时，您必须出示带有照片的身份证件。• 邮寄投票<ul style="list-style-type: none">◦ 申请邮寄选票

Design

- Typography [Page 21](#)
- Hierarchy and content structure [Page 30](#)
- Imagery [Page 39](#)
- Color [Page 45](#)
- Get out the vote Starter Templates [Page 47](#)

For multilingual communities and new citizens, clear, well-designed materials are essential for understanding their rights, responsibilities, and the voting process.

Designing communications for people who speak a different language takes more than just translations. It takes understanding the conventions of their written language and how to lay them out on a page to show respect to the language and culture of the community you are trying to reach.

Designing with visual harmony means treating each language with equal importance. It helps prevent confusion, supports reading ease, and sends a strong message: every voter matters.

When layout, type, and formatting are thoughtfully aligned, your materials feel balanced, inviting, and trustworthy. By using the following recommendations, you'll be able to design voter education materials that make both languages feel equal, connected, and easy to read.

In this section

We will cover the following recommendations for designing for multilingual communities:

Typography: How to choose typefaces that support multilingual designs. [Page 21](#)

Hierarchy and content structure: How to lay out content in two languages to support bilingual readers. [Page 30](#)

Imagery: How to use photos, icons, and illustrations to invite multilingual and new citizens into the voting process. [Page 39](#)

Color: How to choose colors that are familiar, trustworthy, and welcoming. [Page 45](#)

Get out the vote Starter Templates: Templates in Canva to spark adapt or spark inspiration for your voter education materials! [Page 47](#)

Typography

- ☐ Learn about different writing systems to design better multilingual voter education materials [Page 22](#)
- ☐ Not all typefaces support non-Latin characters. Choose the typefaces that support characters in each language you need [Page 23](#)
- ☐ Things to think about when choosing a typeface [Page 24](#)
- ☐ How to find multiscript typefaces in Canva [Page 25](#)
- ☐ How to find multiscript typefaces in Adobe [Page 27](#)

Learn about different writing systems to design better multilingual voter education materials

Languages have different writing systems, called scripts. Scripts are a set of characters used to write the language. Some examples of scripts are:

Latin Scripts (A,B,C...)

- English
- Spanish
- French
- Vietnamese
- Swahili

Non-Latin scripts

- Arabic (Arabic script: ا ب ت)
- Chinese (Hanzi characters: 字)
- Korean (Hangul: 한글)
- Hindi (Devanagari: अ आ इ)

Why do Latin vs. non-Latin scripts matter in bilingual design?

- Some languages take up more space on the page
- Not all typefaces support non-Latin characters
- Scripts may be written in different directions (like Arabic, which is written right to left)

This section will help you achieve visual harmony in your bilingual materials to support readability for multilingual citizens.

Terms you should know:

Script: A set of characters used to write the verbal language.

Typeface: A typeface is the design of a specific script.

Example:

- Arial, Noto Sans, and Comic Sans are typefaces of Latin script.

Font: A font is a specific version of a typeface. It includes details like size (8pt, 16pt, 24pt, etc.) and weight (bold, italic, underline...).

Example:

- Noto Sans is a typeface.
- Noto Sans SC 12pt bold is a font.

Not all typefaces support non-Latin characters. Choose a typeface that supports characters in each language

When you're designing materials in more than one language, it can be tempting to just pick a different typeface for each one. But using a multilingual typeface (a font designed to work well with multiple languages) helps everything feel connected, clear, and equal.

Multilingual typefaces are designed so that English and non-English text match in size, shape, and feel. That means one language doesn't look "bigger," "fancier," or "more important" than another.

But if your organization mainly supports one or two other language communities, there are a lot of multiscript typefaces to choose from!

We often recommend using the typeface **Noto Sans** to organizations that support multiple language communities because it supports over 800 languages.

Noto Sans

In Texas, we have 3 ways to vote!

Noto Sans SC

在德克萨斯州, 我们有三种投票方式!

Noto Sans CJK KR

텍사스에서 투표하는 3가지 방법!

Mismatch: English in a sleek font + Chinese in a bulky font = visual imbalance



在德克萨斯州, 您必须携带经批准的带有照片的身份证件才能投票。

In Texas you have to bring an approved form of photo ID to vote.

Match: Both languages use a typeface designed to work together = harmony



在德克萨斯州, 您必须携带经批准的带有照片的身份证件才能投票。 In Texas you have to bring an approved form of photo ID to vote.

Things to think about when choosing a typeface

Choose a sans serif typeface.

Fancy or highly decorative fonts can make it harder for people to read quickly. Serif fonts have little lines or strokes at the ends of the letters. Sans serif fonts don't have those extra lines. "Sans" means "without," so sans serif means without serifs.

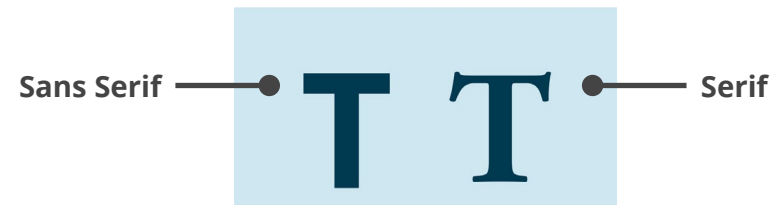
Sans serif fonts are usually easier to read on screens and in small sizes. For most bilingual voter materials, sans serif fonts are a better choice. They're simpler, more flexible, and easier to match across different languages.

Test how the text looks at different sizes.

Some scripts, like Chinese or Devanagari (used for Hindi), can look crowded at smaller sizes. Test your typeface at different sizes to make sure it's still easy to read in both languages.

Consider formality and tone.

Some typefaces feel very formal, serious, or traditional. Others feel modern and casual. Choose a style that matches the tone of your voter education work. Ask yourself: Is your material meant to be exciting and encouraging? Is it more formal and process-oriented?

A diagram showing a sentence in a small, crowded font. A light blue rectangular box contains the Chinese sentence "我在填写选票时可以得到帮助吗?". A vertical line with a dot at the top points from the text box down to the explanatory text below.

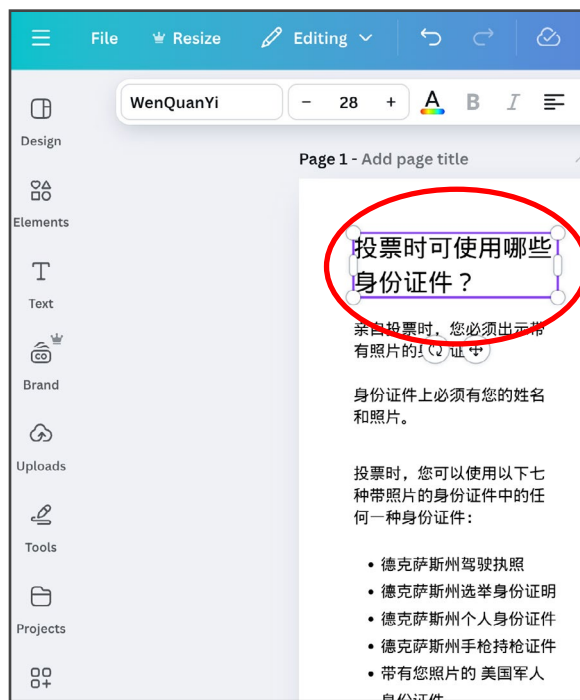
我在填写选票时可以得到帮助吗?

This sentence in the font HelloFont ID ChunHei 11pt is difficult to read due to the number of strokes in each character and the thickness of each stroke.

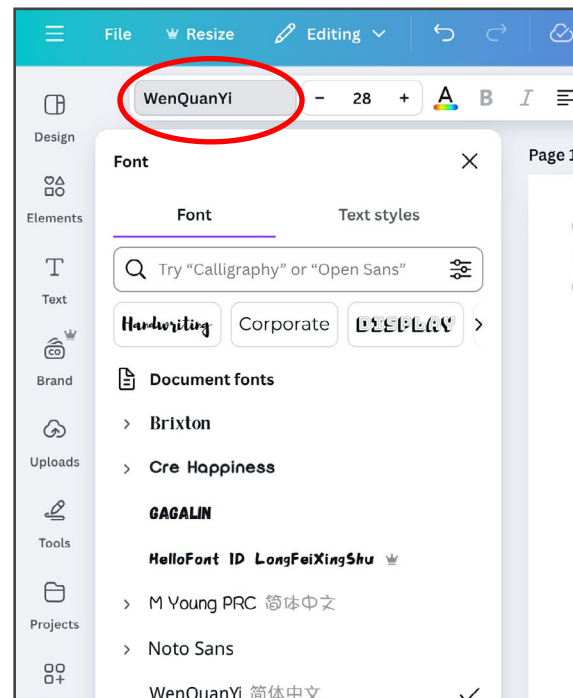
How to find multiscript typefaces in Canva

At the end of this toolkit, we provide editable Canva templates for get out the vote materials in four languages. If you want to test out different fonts in the designs, these instructions will show you how to find typefaces in different languages.

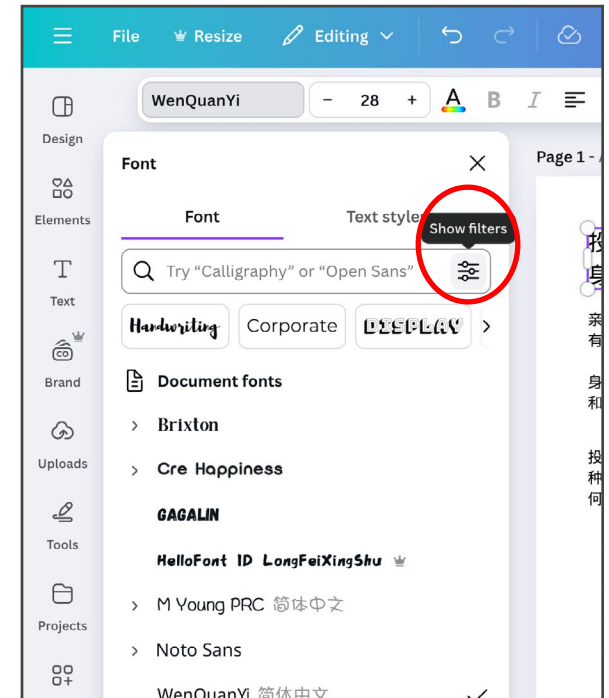
1. Create a text box or click on an existing text box to open the toolbar.



2. Click on the font button.

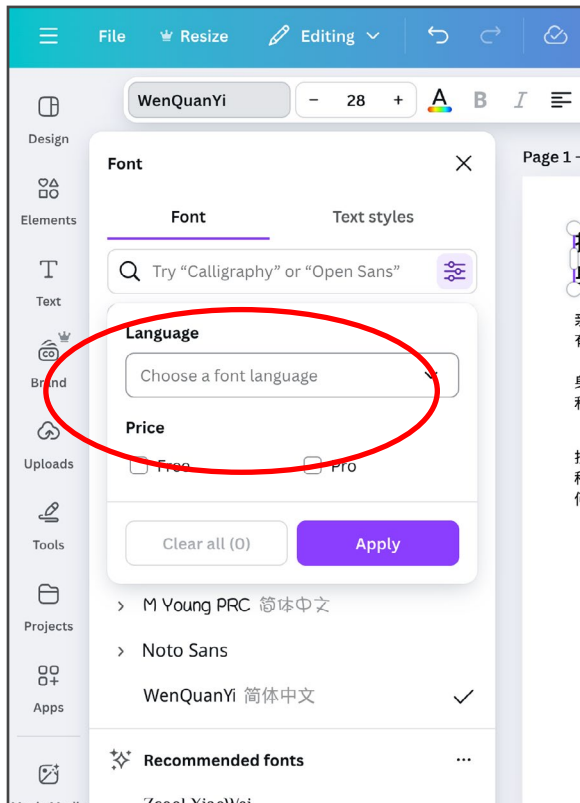


3. Click on the filter button next to search.

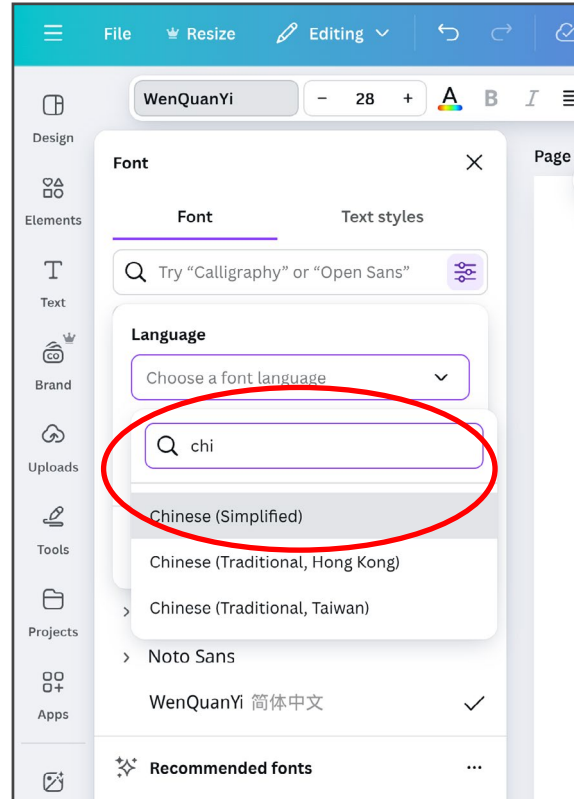


How to find multiscript typefaces in Canva (Continued)

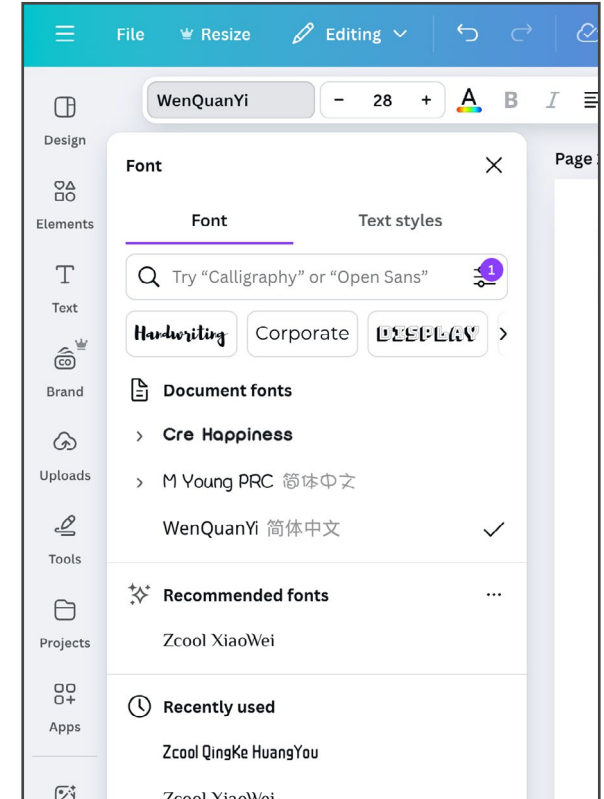
4. Click the language dropdown and pick your preferred language.



5. Choose your language and click apply.

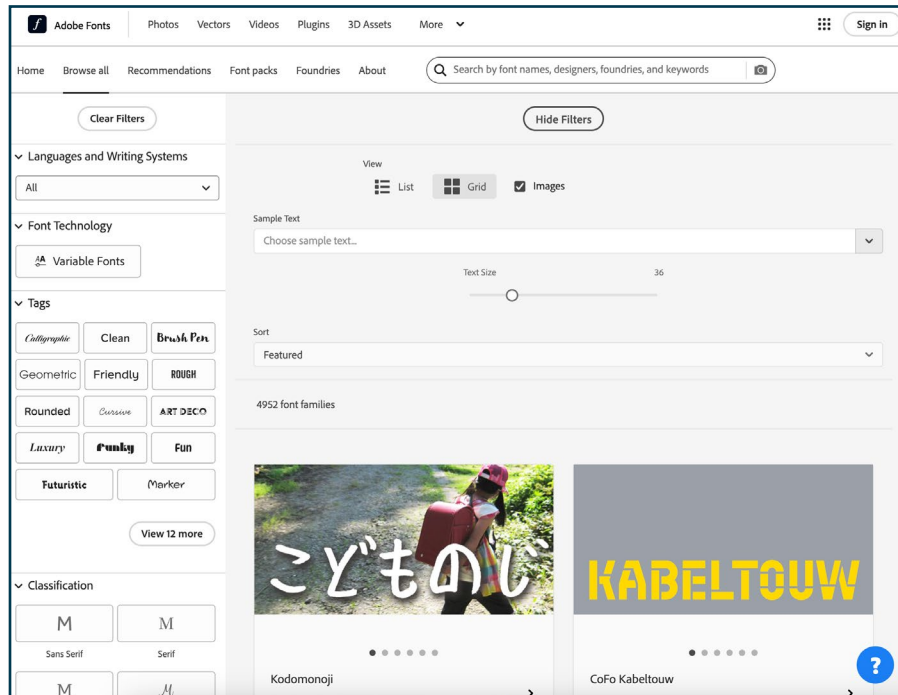


6. Choose your font!

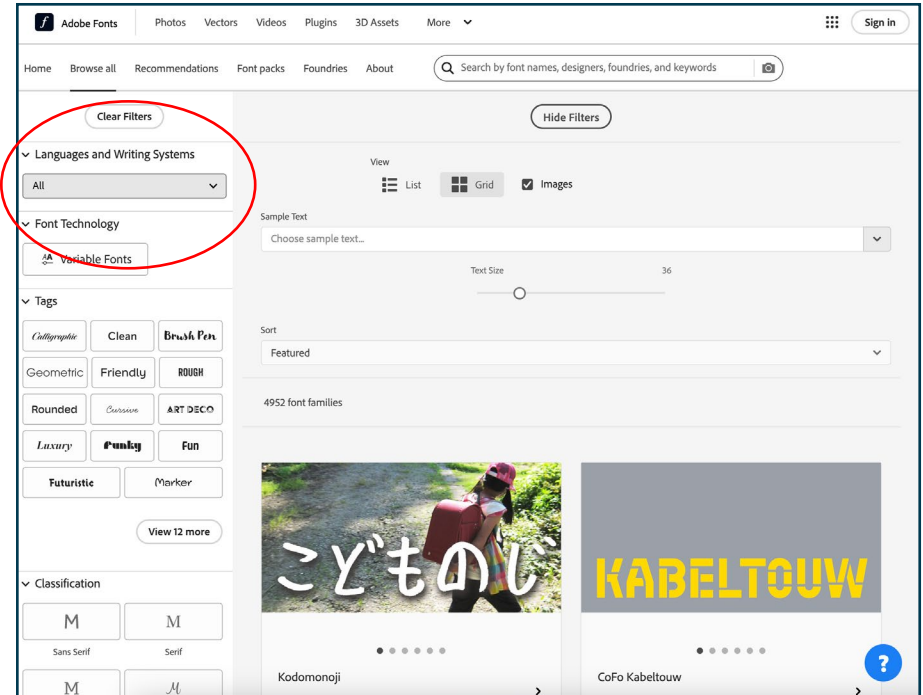


How to find multiscript typefaces in Adobe

1. Log in and open the Adobe fonts webpage:
<https://fonts.adobe.com/fonts>.

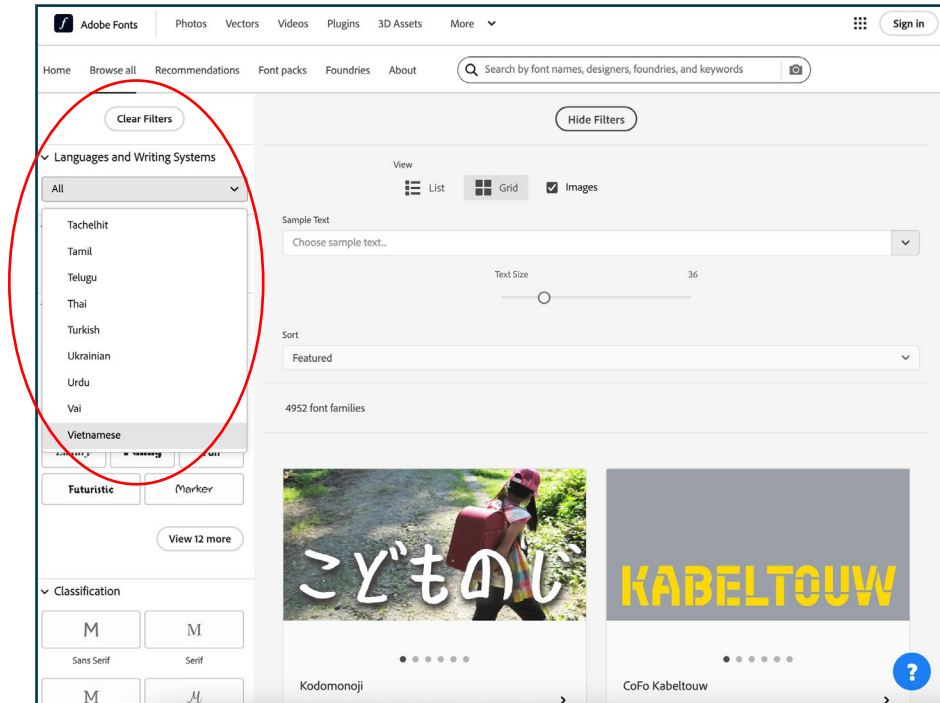


2. On the left side panel, click the dropdown under “Language and writing systems”.

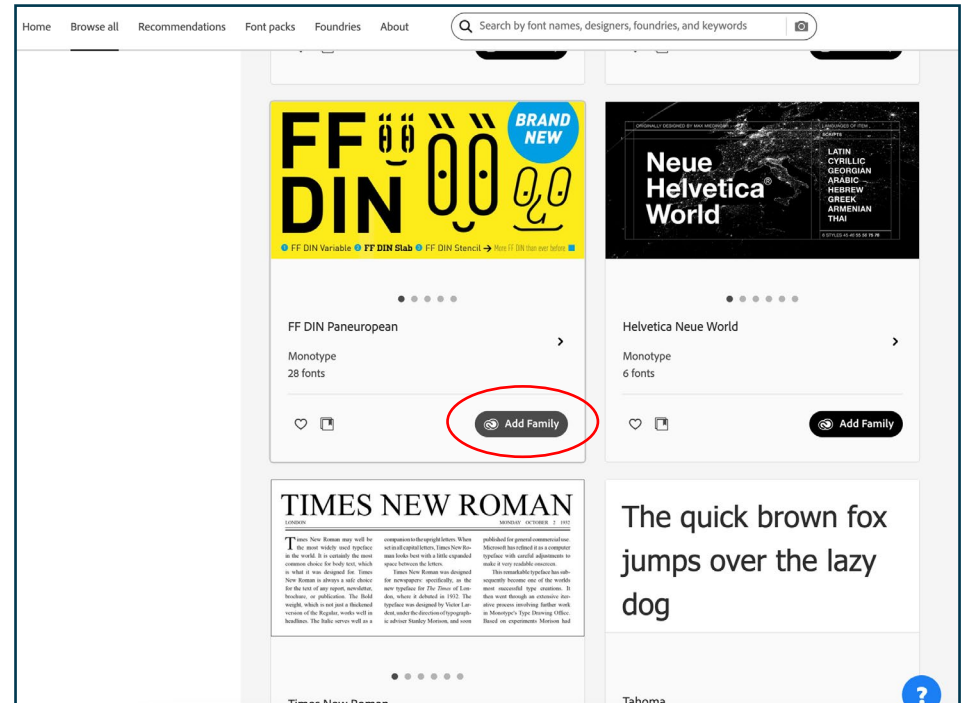


How to find multiscript typefaces in Adobe (Continued)

3. Choose your preferred language.



4. To install your font, click the “Add family” button on the font card.



How to find multiscript typefaces in Adobe (Continued)

Tips:

▼ Classification

M

M

M

M

M

M

Sans Serif

Serif

Slab Serif

Script

Mono

Hand

To only see Sans Serif font options choose “Sans Serif” under the Classifications section in the left side panel.

Glyph Support & Stylistic Filters

Fonts in the Adobe Fonts library include support for many different languages, OpenType features, and typographic styles.
[Learn more about language support >](#)
[Learn more about OpenType features >](#)

Desktop

LANGUAGE SUPPORT

Belarusian

Bulgarian

Catalan

Czech

Danish

German

Greek

English

Spanish

Finnish

Filipino

French

Croatian

Hungarian

Indonesian

Italian

Kazakh

Latvian

Macedonian

Malay

Maltese

Dutch

Norwegian

Polish

Portuguese

Romanian

Russian

Slovak

Slovenian

Serbian

Swedish

Turkish

Ukrainian

Uzbek

Vietnamese

Chinese Pinyin

Filters

Story: Double A

Classification: Serif

Width: Regular

x-height: High

Web

LANGUAGE SUPPORT

Belarusian

Bulgarian

Catalan

Czech

Danish

German

Greek

English

Spanish

Finnish

Filipino

French

Croatian

Hungarian

Indonesian

Italian

Kazakh

Latvian

Macedonian

Malay

Maltese

Dutch

Norwegian

Polish

Portuguese

Romanian

Russian

Slovak

Slovenian

Serbian

Swedish

Turkish

Ukrainian

Uzbek

Vietnamese

Chinese Pinyin

To see other languages the font supports, click on the card and scroll to the bottom of the font’s page. All supported languages will be listed under the “Glyph Support & Stylistic Filters”.

Hierarchy and Content Structure

- ☐ Keep full ideas next to each other in both languages [Page 31](#)
- ☐ Use a side-by-side layout to support bilingual readers [Page 33](#)
- ☐ Use consistent formatting and hierarchy across languages [Page 34](#)
- ☐ When side-by-side layout isn't possible... [Page 36](#)

Keep full ideas next to each other in both languages

When deciding how much content to put on a page, keep in mind that content may be longer or shorter depending on the language. Different languages have different character styles, conventions, and grammar that can change how long sentences are.

To keep things clear, organize content into meaningful chunks, grouping complete ideas together in both languages. This makes it easier for readers to find and follow their language without jumping around.

If a full idea doesn't fit on the page in both languages, continue that idea on the next page in both languages. Keep the layout parallel so it's easy to follow in either language.


Why are some languages longer than others?

Some languages require more words to express an idea. In other languages, an idea or an action may be combined into one word or character.

Certain concepts around elections may not have direct translations across languages. So, the translator might explain the idea in a way that makes sense for the reader. The translation may end up being longer or shorter.

For example, in Hanzi, the most commonly used Chinese script, one character can convey an entire word or idea. This difference means that a paragraph translated from English into Chinese is often shorter.

In contrast, Spanish uses a Latin script. It often uses more words than English to express the same idea. That means written text in Spanish is usually longer.



德克萨斯州 2024 年 11 月 5 日 选举的选票上有哪些候选人

Who's on your ballot for the November 5, 2024 Election in Texas?

您投票选举的候选人会做出影响您本人和您社区的决策。这些决策会影响就业、住房、医疗保健、教育、环境等等。在本次 2024 年 11 月 5 日选举中，您将投票选举联邦、州和地方民选官员。

您可以投票选举国家级民选官员，包括

- 美国总统和副总统
- 美国参议院议员
- 美国众议院议员

您可以投票选举州一级的职位，包括：

- 德克萨斯州铁路专员
- 德克萨斯州刑事上诉法院法官（3 个职位：第 7、8 席和首席法官）
- 德克萨斯州最高法院法官（3 个职位：第 2、4 和 6 席）

可能还有更多的地区、县和地方职位需要投票选举。这些职位取决于您的居住地。请访问以下网站查看您的选票样本，了解选票内容：VoteTexas.gov

The people you vote for and elect make decisions that impact you and your community. These decisions impact jobs, housing, healthcare, education, the environment, and more. In the November 5, 2024 election, you will vote for federal, state, and local elected officials.

You can vote for national level elected officials including:

- President & Vice President of the United States
- U.S. Senate
- U.S. House Representative

You can vote for state level positions including:

- The Texas Railroad Commissioner
- Texas Court of Criminal Appeals Judges (3 positions: Place 7, 8, & presiding judge)
- Texas Supreme Court Judges (3 positions: Place 2, 4, & 6)

There may be more district, county, & local positions to vote for. These positions depend on where you live. Find out what's on your ballot by viewing your sample ballot on the website: VoteTexas.gov.

如需英语和西班牙语以外的其他语言支持，请 [致电/发短信/发送电子邮件/访问] [电话号码/电子邮件地址/地点]。

For support in languages beyond English and Spanish [call/text/email/visit] [phone number/email address/location].

Keep full ideas next to each other in both languages (Continued)

Do



If a full idea doesn't fit on the page in both languages, continue that idea on the next page in both languages.

Keep the layout parallel so it's easy to follow in either language.

<p>미국 부통령</p> <p>부통령의 임기는 4년입니다. 대통령에게 투표하면 부통령에게도 투표하는 것입니다. 대통령과 부통령은 "티켓"이라 불리는 하나의 세트로 투표됩니다. 부통령은 대통령을 보좌하며 필요 시 대통령직을 승계합니다. 부통령의 주요 업무는 다음과 같습니다.</p> <ul style="list-style-type: none"> • 대통령에게 조언합니다. • 상원에서 동률 표결에 대한 결정적 한 표를 행사합니다. • 외국 정부와의 회담에서 미국을 대표합니다. • 대통령이 사망하거나 사임하는 경우 대통령직을 승계합니다. • 대통령이 수술이나 질병으로 인해 일시적으로 대통령직을 맡을 수 없는 경우 대통령 직무를 대행합니다. 	<p>Vice President of the United States</p> <p>The Vice President serves a four year term. When you vote for a President, you also vote for a Vice-President. They come in a packaged deal called a "ticket". The Vice-President helps the president and is ready to take over if needed. Some of the Vice-President's jobs include:</p> <ul style="list-style-type: none"> • Advising the President. • Breaking tied votes in the Senate. • Representing the US when meeting with foreign governments. • Becoming President if the President dies or resigns. • Acting as President if the President is temporarily unable to lead because of a surgery or sickness.
<p>미국 상원</p> <p>2명의 텍사스 출신 상원 의원이 미국 상원에서 활동하고 있습니다. 임기는 6년입니다. 미국 상원 의원은 법을 만들고, 주를 대표하며, 국가 전체에 영향을 미치는 중요한 결정에 대해 투표합니다. 다음과 같은 임무를 수행합니다.</p> <ul style="list-style-type: none"> • 연방법을 제안하고 투표합니다. • 내각 구성원, 대법관, 연방 판사 등 대통령이 임명한 직책을 확정합니다. • 모든 정부 부서를 감독합니다. 	<p>U.S. Senate</p> <p>Texas has 2 U.S. Senators. They serve six year terms. U.S. Senators create laws, represent the state, and vote on important decisions that affect the whole country. They:</p> <ul style="list-style-type: none"> • Write and vote on federal laws. • Confirm Presidential appointments including members of the cabinet, Supreme Court Justices, and federal judges. • Oversee all branches of government.

Don't



Don't place mismatched blocks of text side by side in bilingual layouts. If the chunks aren't aligned, readers might get confused or think the wrong paragraph is the translation.

<p>1 미국 대통령</p> <p>대통령의 임기는 4년입니다. 대통령은 국가를 이끌고 국가 전체에 영향을 미치는 중요한 결정을 내립니다. 그 역할은 다음과 같습니다.</p> <ul style="list-style-type: none"> • 연방 정부 부서를 감독합니다. • 외국 정부와의 회담에서 미국을 대표합니다. • 군의 최고 사령관 역할을 수행합니다. • 의회에 법률을 제안합니다. • 법안을 승인하거나 거부권을 행사할 수 있습니다. • 연방 범죄에 대한 사면 및 감형 처분을 내립니다. 	<p>1 President of the United States</p> <p>The President serves a four year term. They lead the country and make big decisions that affect the whole country. These including:</p> <ul style="list-style-type: none"> • Overseeing federal government departments. • Representing the US when meeting with foreign governments. • Serving as the Commander-in-Chief of the armed forces. • Signing bills into law, and having the power to veto bills. • Giving pardons and clemencies for federal crimes. 	<p>3 미국 상원</p> <p>2명의 텍사스 출신 상원 의원이 미국 상원에서 활동하고 있습니다. 임기는 6년입니다. 미국 상원 의원은 법을 만들고, 주를 대표하며, 국가 전체에 영향을 미치는 중요한 결정에 대해 투표합니다. 다음과 같은 임무를 수행합니다.</p> <ul style="list-style-type: none"> • 연방법을 제안하고 투표합니다. • 내각 구성원, 대법관, 연방 판사 등 대통령이 임명한 직책을 확정합니다. • 모든 정부 부서를 감독합니다. 	<p>3 U.S. Senate</p> <p>Texas has 2 U.S. Senators. They serve six year terms. U.S. Senators create laws, represent the state, and vote on important decisions that affect the whole country. They:</p> <ul style="list-style-type: none"> • Write and vote on federal laws. • Confirm Presidential
<p>2 미국 부통령</p> <p>부통령의 임기는 4년입니다. 대통령에게 투표하면 부통령에게도 투표하는 것입니다. 대통령과 부통령은 "티켓"이라 불리는 하나의 세트로 투표됩니다.</p> <ul style="list-style-type: none"> • 부통령은 대통령을 보좌하며 필요 시 대통령직을 승계합니다. 부통령의 주요 업무는 다음과 같습니다. • 대통령에게 조언합니다. • 상원에서 동률 표결에 대한 결정적 한 표를 행사합니다. • 외국 정부와의 회담에서 미국을 대표합니다. 	<p>2 Vice President of the United States</p> <p>The Vice President serves a four year term. When you vote for a President, you also</p>	<p>4 미국 하원 의원</p> <p>38명의 텍사스 출신 미국 하원 의원이 의회에서 활동하고 있습니다. 임기는 2년입니다. 미국 하원 의원은 법안을 제출하고, 지역구 주민을 대표하며, 정부의 예산 지출 방식에 대한 중요한 결정을 내립니다. 다음과 같은 임무를 수행합니다.</p>	

Use a side-by-side layout to support bilingual readers

When creating materials for people with different levels of English proficiency, it's important to understand how they make meaning, communicate, and learn. People who speak different languages don't just think in one language or the other, like a switch. They are using all of the tools available to them to make sense of the world. This includes:

- Their native language and level of English fluency
- Images like photos, icons, and illustrations to understand familiar or new concepts
- Page layouts to figure out the relationship between pieces of information. This can include how close things are to each other or how similar elements on the page look to each other

In other words, they're not just reading. They're making sense of the whole thing using everything they know.

A side-by-side bilingual layout is especially helpful for voters with varying fluency levels in both languages. It can help them learn election words because if they don't recognize a word in one language, they might know it in the other.


Put the main language your audience speaks in the top or most important part of the page so they see it first. This looks like putting the non-English language:

- First on the page for headers
- On the left side of the page for left-to-right languages
- On the right side of the page for right-to-left languages (like Arabic)

中国人

德克萨斯州 2024 年 11 月 5 日 选举的选票上有哪些候选人

Who's on your ballot for the November 5, 2024 Election in Texas?



您投票选举的候选人会做出影响您本人和您社区的决策。这些决策会影响就业、住房、医疗保健、教育、环境等等。在本次 2024 年 11 月 5 日选举中，您将投票选举联邦、州和地方民选官员。

您可以投票选举国家级民选官员，包括

- 美国总统和副总统
- 美国参议院议员
- 美国众议院议员

您可以投票选举州一级的职位，包括：

- 德克萨斯州铁路专员
- 德克萨斯州刑事上诉法院法官（3 个职位：第 7、8 席和首席法官）
- 德克萨斯州最高法院法官（3 个职位：第 2、4 和 6 席）

可能还有更多的地区、县和地方职位需要投票选举。这些职位取决于您的居住地。请访问以下网站查看您的选票样本，了解选票内容：VoteTexas.gov

The people you vote for and elect make decisions that impact you and your community. These decisions impact jobs, housing, healthcare, education, the environment, and more. In the November 5, 2024 election, you will vote for federal, state, and local elected officials.

You can vote for national level elected officials including:

- President & Vice President of the United States
- U.S. Senate
- U.S. House Representative

You can vote for state level positions including:

- The Texas Railroad Commissioner
- Texas Court of Criminal Appeals Judges (3 positions: Place 7, 8, & presiding judge)
- Texas Supreme Court Judges (3 positions: Place 2, 4, & 6)

There may be more district, county, & local positions to vote for. These positions depend on where you live. Find out what's on your ballot by viewing your sample ballot on the website: VoteTexas.gov.

如需英语和西班牙语以外的其他语言支持，请 [致电/发短信/发送电子邮件/访问] [电话号码/电子邮件地址/地点]。
For support in languages beyond English and Spanish [call/text/email/visit] [phone number/email address/location].

Use consistent formatting and hierarchy across languages

Headings, subheadings, and consistent formatting, like bold text, bullet points, and color, help guide the reader's eye to important information. When you apply the same visual cues to both languages, readers can more easily match and compare content, even if they aren't fluent in both languages.

- Keep the structure of each language section as similar as possible. For example, if you use a bold heading in English, do the same in the translated version
- Align content so that equivalent information is in the same place or follows the same hierarchy

Consideration: Research the conventions of the language you're using.

Not all languages use the same formatting to express ideas. For example, written Chinese traditionally does not use bold or all caps to express emphasis in the way that English or other Latin-based languages do. Instead, Chinese emphasizes meaning through:

- Punctuation, like exclamation points (!)
- Repetition of words or phrases
- Word choice (using stronger or more expressive terms)

In this case, it's okay if the formatting differs slightly.

Las personas a quienes vota toman decisiones que afectan su vida y su comunidad. Estas decisiones repercuten en el empleo, la vivienda, la asistencia médica, la educación y el ambiente, entre otros. En las elecciones del 5 de noviembre de 2024 elegirá funcionarios federales, estatales y locales.

Puede votar funcionarios nacionales, como:

- Presidencia y vicepresidencia de los Estados Unidos
- Senado de los Estados Unidos
- Cámara de Representantes de los Estados Unidos

Puede votar funcionarios estatales, como:

- Comisionado de Ferrocarriles de Texas
- Jueces de la Cámara de Apelaciones en lo Penal de Texas (tres integrantes: posición 7, 8 y juez presidente de la sala)
- Jueces de la Corte Suprema de Texas (tres integrantes: posición 2, 4 y 6)

Quizá haya otras posiciones que deba votar en su distrito, condado o área local. Estas posiciones dependen de su lugar de residencia. Vea un ejemplo de la boleta en el siguiente sitio web para conocer cómo es: VoteTexas.gov

The people you vote for and elect make decisions that impact you and your community. These decisions impact jobs, housing, healthcare, education, the environment, and more. In the November 5, 2024 election, you will vote for federal, state, and local elected officials.

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You can vote for state level positions including:

- The Texas Railroad Commissioner
- Texas Court of Criminal Appeals Judges (3 positions: Place 7, 8, & presiding judge)
- Texas Supreme Court Judges (3 positions: Place 2, 4, & 6)

There may be more district, county, & local positions to vote for. These positions depend on where you live. Find out what's on your ballot by viewing your sample ballot on the website: VoteTexas.gov

This election booklet uses headers and bullet points to help readers identify matching information.

Use consistent formatting and hierarchy across languages (Continued)

Don't

Present the same information using different formats for each language.



Puede votar funcionarios estatales, como:

- Comisionado de Ferrocarriles de Texas
- Jueces de la Cámara de Apelaciones en lo Penal de Texas (tres integrantes: posición 7, 8 y juez presidente de la sala)
- Jueces de la Corte Suprema de Texas (tres integrantes: posición 2, 4 y 6)

At the state level, you can vote for important roles like the Texas Railroad Commissioner, as well as judges for the Texas Court of Criminal Appeals (Places 7, 8, and the Presiding Judge) and the Texas Supreme Court (Places 2, 4, and 6). These officials make decisions that impact laws, regulations, and justice across Texas.

Do

Use the same font styles, bold headings and bullet points in each language.



Puede votar funcionarios nacionales, como:

- Presidencia y vicepresidencia de los Estados Unidos
- Senado de los Estados Unidos
- Cámara de Representantes de los Estados Unidos

You can vote for national level elected officials including:

- President & Vice President of the United States
- U.S. Senate
- U.S. House Representative

When side-by-side formatting isn't possible, use...

Sometimes it isn't possible to do a side-by-side layout on one page. Here are some alternate layouts that you may use to present information in different languages:

- A social media post carousel
- A double-sided layout with one language on each side
- A booklet with one language per page, side-by-side

A social media post might be too small to fit both languages side-by-side. In this case, a carousel with different languages might be used.

You have the right to assistance when you vote!




You're allowed to bring a trusted person to help you translate and fill out your ballot when you vote.

Learn about voting assistance at:

VoteTexas.gov




Tiene derecho a recibir asistencia cuando vote.




Puede traer una persona de confianza para que traduzca la boleta y la complete por usted cuando vaya a votar.

Obtenga más información respecto de la asistencia para votar en:

VoteTexas.gov




您有权在投票时获得协助!



投票时，您可以带上一位可信赖的人帮助您翻译和填写选票。

请访问以下网站了解投票协助：

VoteTexas.gov



When side-by-side formatting isn't possible, use...

Consider a double-sided layout with the translated language on one page and English on the back.

Tôi có thể dùng những loại giấy tờ (ID) nào khi đi bầu ?

Quý vị có thể sử dụng một trong bảy loại giấy tờ (ID) có hình ảnh khi đi bầu

- Để đi bầu trực tiếp, quý vị phải xuất trình giấy tờ (ID) có hình ảnh.
- Giấy tờ (ID) của quý vị phải có tên và hình ảnh của quý vị.

<p>Bằng Lái Xe Texas</p>	<p>Giấy Phép Xử Dụng Súng Ngắn Texas</p>	<p>Thẻ Căn Cước Cá Nhân Texas</p>
<p>Giấy chứng nhận công dân Hoa Kỳ có hình ảnh của quý vị</p>	<p></p>	<p>Thẻ Nhận Diện Quân Nhân Hoa Kỳ có hình ảnh của quý vị</p>
<p>Giấy Chứng Nhận Nhận Diện Bầu Cử Texas</p>	<p>Số Thông Hành Hoa Kỳ (số hoặc thẻ)</p>	

What forms of ID can I use when voting?

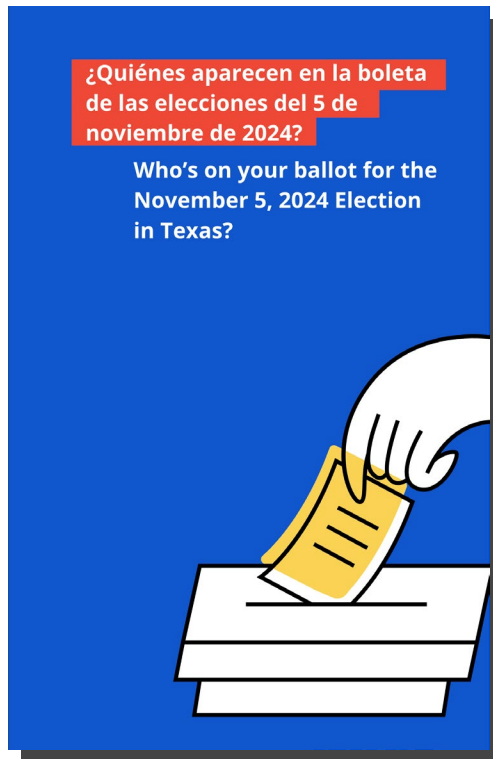
You may use one of the seven forms of photo ID when voting:

- To vote in person, you must show a photo ID.
- Your ID must have your name and photo.

<p>Texas Drivers License</p>	<p>Texas Handgun License</p>	<p>Texas Personal Identification Card</p>
<p>United States citizenship certificate containing your photograph</p>	<p></p>	<p>United States Military Identification Card containing your photograph</p>
<p>Texas Election Identification Certificate</p>	<p>United States Passport (book or card)</p>	

When side-by-side formatting isn't possible, use...

Or have the languages side-by-side in a booklet format.



<p>Las personas a quienes vota toman decisiones que afectan su vida y su comunidad. Estas decisiones repercuten en el empleo, la vivienda, la asistencia médica, la educación y el ambiente, entre otros. En las elecciones del 5 de noviembre de 2024 elegirá funcionarios federales, estatales y locales.</p> <p>Puede votar funcionarios nacionales, como:</p> <ul style="list-style-type: none">• Presidencia y vicepresidencia de los Estados Unidos• Senado de los Estados Unidos• Cámara de Representantes de los Estados Unidos <p>Puede votar funcionarios estatales, como:</p> <ul style="list-style-type: none">• Comisionado de Ferrocarriles de Texas• Jueces de la Cámara de Apelaciones en lo Penal de Texas (tres integrantes: posición 7, 8 y juez presidente de la sala)• Jueces de la Corte Suprema de Texas (tres integrantes: posición 2, 4 y 6) <p>Quizá haya otras posiciones que deba votar en su distrito, condado o área local. Estas posiciones dependen de su lugar de residencia. Vea un ejemplo de la boleta en el siguiente sitio web para conocer cómo es: VoteTexas.gov</p>	<p>The people you vote for and elect make decisions that impact you and your community. These decisions impact jobs, housing, healthcare, education, the environment, and more. In the November 5, 2024 election, you will vote for federal, state, and local elected officials.</p> <p>You can vote for national level elected officials including:</p> <ul style="list-style-type: none">• President & Vice President of the United States• U.S. Senate• U.S. House Representative <p>You can vote for state level positions including:</p> <ul style="list-style-type: none">• The Texas Railroad Commissioner• Texas Court of Criminal Appeals Judges (3 positions: Place 7, 8, & presiding judge)• Texas Supreme Court Judges (3 positions: Place 2, 4, & 6) <p>There may be more district, county, & local positions to vote for. These positions depend on where you live. Find out what's on your ballot by viewing your sample ballot on the website: VoteTexas.gov</p>
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An illustration of a diverse group of people holding signs that say "VOTA" and "VOTE" with checkmarks.

Imagery

- ☐ Include imagery that reflects the voting experience to create a sense of connection and familiarity [Page 40](#)
- ☐ Choose images that will feel familiar and respectful to who you're trying to reach [Page 41](#)
- ☐ Use instructional images that show the voting process so new citizens and multilingual voters understand their next steps [Page 42](#)
- ☐ Use patriotic imagery to help new citizens quickly identify resources related to voting and civic engagement [Page 44](#)

Include imagery that reflects the voting experience to create a sense of connection and familiarity

Pictures can help people quickly understand what your materials are about, especially if they're still learning English. But not all images send the same message. Use imagery that feels clear, respectful, and welcoming for your audience.

Use photos or illustrations that clearly show people voting. For example, someone:

- Filling out a ballot
- Putting a ballot into a drop box
- Getting help from a poll worker

These images help people connect your materials to the act of voting.

This kind of imagery works well with formal language and is especially helpful for older naturalized citizens, who often expect government materials to look official and serious.

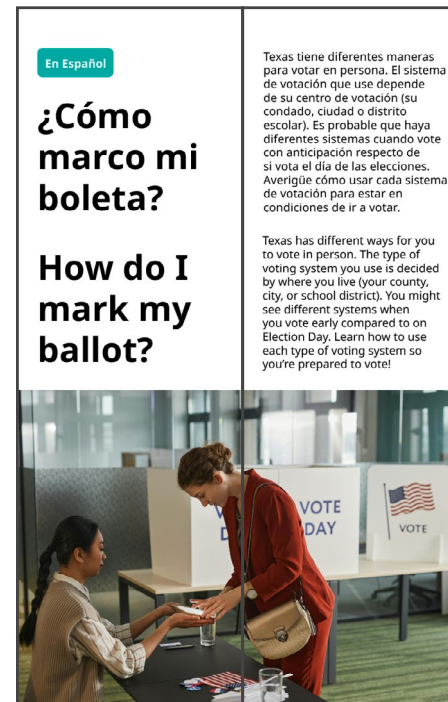


Choose images that will feel familiar and respectful to who you're trying to reach

Images are powerful. They send messages about who the material is for and how important the information is. That's why choosing the right imagery matters when designing voter education materials in English and another language.

When choosing images, consider the formality of the imagery. This includes whether your images are realistic (like photographs) or more stylized (like illustrations or icons), and how playful or serious they feel.

Quick Tip: For more tips on how to use colors in a way that respects cultures and strengthens your voter education materials, check out our: [🔗 How to design impactful voter education materials toolkit](#)



Older adults, especially new citizens or individuals from countries where government communication tends to be more formal, may prefer realistic photos or traditional styles. They may feel that bright or cartoon-style images look “too playful” or “not serious enough.”



Younger adults (under 40) often like bright, colorful, modern, and stylized images. These might include flat illustrations, diverse characters, or colorful design elements. For this audience, informal or playful design can make materials feel more accessible, friendly, and inviting.

Use instructional visuals to show key steps in the voting process, helping new citizens and multilingual voters understand what to do next

Use images to supplement but not replace written information. Icons, illustrations, and photos support written information to help people who are new to the voting process understand the steps they need to take to participate.

Use images to support instructions around key voter tasks, including:

- How to register to vote
- How to mark a ballot (in person or by mail)
- What are different ways to vote
- What kinds of voter ID are accepted

如何标记选票? ★

您所使用的投票系统种类取决于您的居住地（县、市或学区）。与选举日相比，您提前投票时，看到的系统可能有所不同。了解如何使用每种投票系统，以便为投票做好准备！

手工标记纸质选票



1. 使用永久性记号笔或钢笔在选票上标出您的选择。
2. 将填好的选票投入投票箱。
3. 当地选举工作人员将手工计票。

电子选票标记设备



1. 在电子设备上选择您的选项。
2. 该设备将打印出一张纸质选票，选票上有您的选择。
3. 将打印好的选票放入投票箱或光学扫描系统中进行计票。

无障碍投票系统

- 每个投票站必须为残疾选民配备至少一套无障碍投票系统。
- 这些系统可为盲人选民提供音频或有需要的人提供触摸设备等选项。

The civic icons and images library

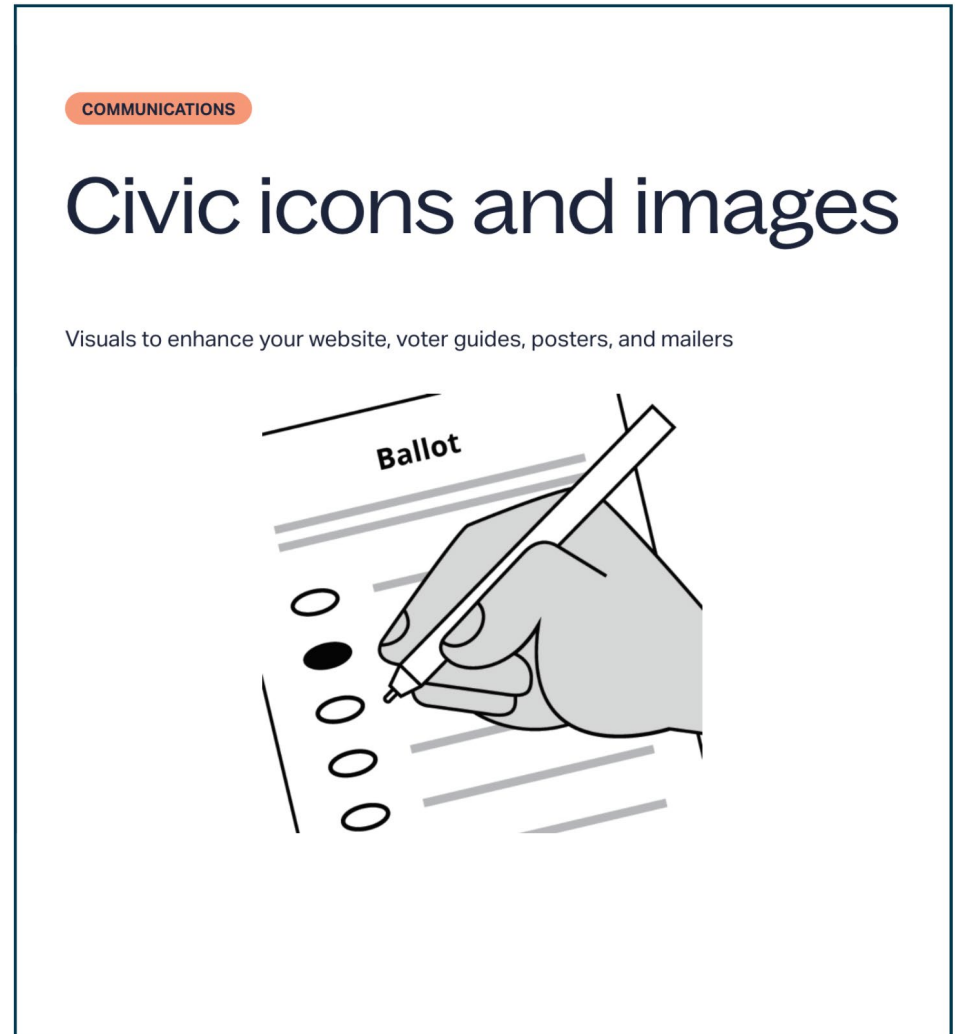
Images help communicate ideas across language barriers. They offer visual context that supports understanding even when someone isn't fully fluent in English. The civic icons and images library is a collection of images to use across voter education materials, websites, voter guides, and posters.

Each image is available in a variety of image formats, each in its own folder.

- PNG for web
- SVG for web
- JPG for print
- TIF for large print files
- Adobe Illustrator (AI) for source files

Make your voter education materials clearer and more inclusive. Visit the Civic Icons and Images Library to find ready-to-use visuals that support multilingual voters and new citizens.

To browse and download these free images visit [!\[\]\(339a16584d5da0f0a3ca4e9ec17bf6a1_img.jpg\) The civic icons and images library](#)



Use patriotic imagery to help new citizens quickly identify resources related to voting and civic engagement

Images can do more than decorate your materials. It can help people immediately understand what your resource is about.

New U.S. citizens have to navigate a lot of paperwork and new processes. Resources with familiar U.S. symbols and imagery helps new citizens know that a resource is related to the U.S. political process.

You can use:

- Stars and stripes as decorative elements on the page
- Voting-related icons and illustrations (like a ballot box, a checkmark, or the U.S. flag)

Quick Tip: Test with your specific, intended audience to make sure your imagery appeals to them.

For example, patriotic imagery may not appeal to younger voters who are natural-born citizens. Testing imagery with your audience can reveal the reasons why people do or don't participate in elections.

¡En Texas, se puede votar de tres maneras diferentes!

In Texas, we have 3 ways to vote!

Voto en persona el día en que se celebran las elecciones; es decir, el 5 de noviembre de 2024. Debe llevar su identificación personal con fotografía actualizada.

Vote in person on Election Day, November 5, 2024. You must show current Photo ID.

Voto en persona anticipado desde el 21 de octubre hasta el 1 de noviembre. Debe mostrar una identificación con foto actualizada.

Vote early in person from October 21 – November 1. You must show current Photo ID.

Voto por correo postal. Solicite el voto por correo a más tardar el 5 de noviembre de 2024. No se necesita identificación personal con fotografía.

Vote by mail. Request a mail ballot by November 5, 2024. No Photo ID needed.

El viernes, 25 de octubre de 2024 es el último día en que el Secretario de Votación Anticipada puede recibir su solicitud de voto por correo para las elecciones del 5 de noviembre de 2024.

For the November 5, 2024 election, the last day your application for a Ballot by Mail can be received by your Early Voting Clerk is Friday, October 25, 2024.

Obtenga más información acerca de cómo votar en VoteTexas.gov

Learn more about how to vote at VoteTexas.gov

Color

- ☐ Use red, white, and blue and patriotic imagery to help new citizens quickly identify resources related to voting and civic engagement [Page 46](#)

Use red, white, and blue to help new citizens quickly identify resources related to voting and civic engagement

Color can do more than decorate your materials. It can help people immediately understand what your resource is about.

Many new U.S. citizens look for familiar U.S. colors and symbols to know that a resource is related to the U.S. political process, even before reading the text.

You can use red, white, and blue as the main color scheme. This means you can use this color scheme to

- Highlight important text in red, white, or blue
- Add color blocks to organize content
- Add visual graphics in consistent colors
- Make photos more visually consistent by adding red, white, or blue borders

Quick Tip: For more tips on how to use colors in a way that respects cultures and strengthens your voter education materials, check out our: [🔗 How to design impactful voter education materials toolkit](#)

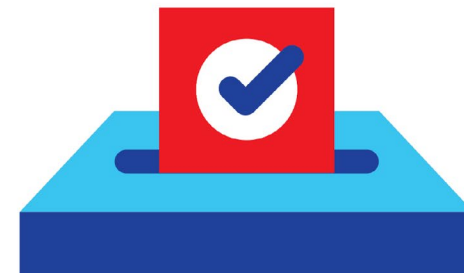
**Ai là người có tên trong
lá phiếu của quý vị trong
cuộc bầu cử ngày 5 tháng
11 năm 2024 tại Texas?**

**Who's on your ballot
for the November 5,
2024 Election in Texas?**

**Hãy tìm xem mẫu phiếu của
quý vị trên trang mạng lưới.**

**Look up your sample ballot
on the website.**

VoteTexas.gov



Ready-to-use GOTV starter templates in Spanish, Chinese, Korean and Vietnamese

To help you get started, we provided some starter templates in Canva to show you what these recommendations can look like in practice. These templates can be used as is, built upon, or adapted to meet your organization's target audiences.

If you need help using Canva, learn more online at

[🔗 A Beginner's Guide to Canva](#)



"You have a right to translation support" social media post

[🔗 All Languages](#)



"What forms of ID can I use when voting?" two-sided flyer

[🔗 Spanish](#)

[🔗 Chinese](#)

[🔗 Korean](#)

[🔗 Vietnamese](#)



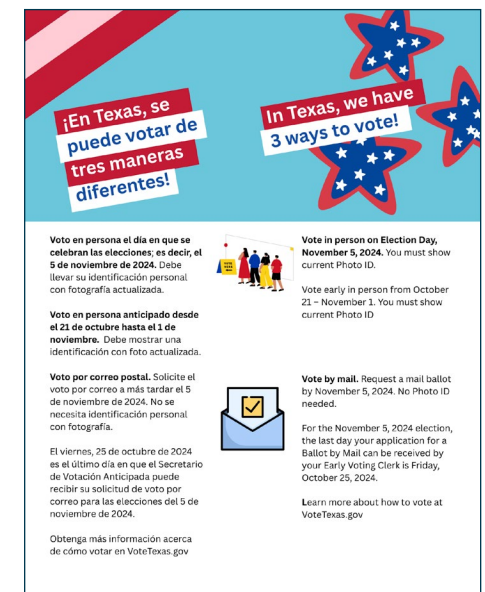
"How do I mark my ballot?" instructional flyer

[🔗 Spanish](#)

[🔗 Chinese](#)

[🔗 Korean](#)

[🔗 Vietnamese](#)



"How to vote in Texas" flyer

[🔗 Spanish](#)

[🔗 Chinese](#)

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[🔗 Vietnamese](#)

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News for friends interested in civic design

Find all resources listed in
this toolkit at
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CCDBilingualDesign](https://bit.ly/CCDBilingualDesign)

