

# Designing for democracy

Creating voter guides based on research  
and  
working in the real world of elections

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**Voter guide resources**  
**<http://civcd.link/VGWB100>**



# Usability testing. Lots of it. Where the voters are.




3 counties  
12 locations  
98 participants  
5 languages

Prototypes with new templates and 2014 voter  
guide content



Community centers, senior centers, public  
libraries, government buildings, colleges,  
shopping malls

# From templates...



**Sample Ballot & Voter Information Pamphlet**  
Muestra Oficial de Boleta e información para el Votante

**Statewide General Election**  
**Tuesday, November 4, 2014**  
Polls are open 7am - 8pm

**Elección general estatal**  
**Martes, 4 de noviembre de 2014**  
Las mesas electorales abren de 7am a 8pm

← Potting place on the back cover  
← Lugar de votación en la contraportada

**Santa Cruz County Elections Department**  
701 Ocean Street, Room 210, Santa Cruz  
Open Monday - Friday, 8am to 5pm  
<http://www.vote-sccout.com>  
[info@votesccout.com](mailto:info@votesccout.com)

**Information in English: 831-454-2060**  
**Información en español: 831-454-2060**  
**電話查詢中文專線: 1-831-454-5117**  
**Impersonayon sa Tagalog: 1-831-454-5115**  
Toll Free (in cargo) 866-282-9900  
TDD: 831-454-2123  
FAX: 831-454-2445

### What's in this guide? / ¿Qué hay en esta guía?

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How to vote with a touch screen ballot	6
Accessible voting	7
How to vote in a primary election	8
<b>Formas de votar</b>	<b>9</b>
Información en español: Declaración de derechos de los votantes, 3 formas de votar, Cómo votar por correo, Cómo votar un boleto electoral de papel, Votar con accesibilidad, Cómo votar en una elección primaria	
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### 3 ways to vote

**Vote by mail**  
Request a vote-by-mail ballot by **October 28**.  
Return it by mail, deliver it to the Registrar of Voters office, or drop it off at any polling place on Election Day.  
Vote-by-mail ballots must be postmarked or delivered to a polling place by November 4.  
For more details, [see page 3](#).

**Vote early in person**  
You may vote early at two locations **October 6 to November 3**:  
**Santa Cruz County Elections Department**  
701 Ocean St., Room 210  
Monday - Friday, 8am to 5pm  
**Watsonville City Clerk's Office**  
275 Main St., with floor fifth floor of the parking garage  
Monday - Thursday, 8am to 5pm  
Both locations will also be open Saturday and Sunday, November 1-2, 9am to 5pm

**Vote at the polls in person**  
Polls are open on Election Day: **November 4, from 7am to 8pm**.  
The location of your polling place is printed on the back cover of this guide.  
Or, you can look up your polling place:  
• On the web: [www.vote-sccout.com](http://www.vote-sccout.com)  
• Call the Registrar of Voters' office at 831-454-2060  
For more details, [see page 3 and 5](#).

General Election • Santa Cruz County • Tuesday, November 4, 2014

### How to vote by mail

**You can vote by mail before Election Day**  
To vote by mail, you have to request a ballot. Then you can mark the ballot and send it back or drop it off at any polling place. You can vote by mail for this election only, or for all future elections.

**How to get your vote-by-mail ballot**  
You must request a vote-by-mail ballot by October 28.  
You can:  
1. Request a ballot at [www.vote-sccout.com](http://www.vote-sccout.com)  
2. Use the application on the back of this booklet, and send it to:  
Santa Cruz County Elections Department  
701 Ocean St., Room 210, Santa Cruz, CA  
After you apply to vote by mail, you will receive your ballot within ten business days.  
Overseas voters, military personnel and their dependents can get a vote-by-mail ballot by asking your commanding officer, or go to [www.vote-sccout.com](http://www.vote-sccout.com)

**How to return your vote-by-mail ballot**  
Mark your ballot. Then follow the instructions on the official envelope to sign and seal your ballot.  
You can:  
1. Mail your ballot, so that it is postmarked by Election Day, November 4  
-OR-  
2. Hand deliver your ballot to the  
Santa Cruz County Elections Department  
701 Ocean St., Room 210, Santa Cruz, CA  
-OR-  
3. Drop off your ballot on Election Day at any polling place in Santa Cruz County

### What's on the ballot for this election?

General Election - November 4, 2014

You will receive two voter information guides for this election with information about your ballot.

**Santa Cruz County Guide (this guide)**  
Local and county races and measures are on the following pages in this guide

**California State Guide**  
U.S. national races, state races, and state propositions are in the guide from the state

**Offices**  
Santa Cruz County  
United States Representative  
Member of the State Assembly  
Associate Justice, Supreme Court  
Associate Justice, Court of Appeal  
Superintendent of Public Instruction  
Santa Cruz City School District  
Governing Board Member  
Santa Cruz Port District  
Commissioner  
**Measures**  
Santa Cruz County  
K. Cannabis Business Tax

**Offices**  
Governor  
Lieutenant Governor  
Secretary of State  
State Treasurer  
State Controller  
Attorney General  
Superintendent of Public Instruction  
State Board of Equalization  
**State Propositions**  
5. Water Bond: Funding for Water Quality, Supply, Treatment, and Storage Projects  
2. State Budget: Budget Stabilization Account  
46. Healthcare Insurance, Rate Changes  
48. Drug and Alcohol Testing of Doctors, Medical Negligence Lawsuits  
47. Criminal Sentences, Indeterminate Penalties  
48. Indian Gaming Compacts

### About the candidates - Información para el elector

**Who is running for office?**  
A complete list of the candidates on your ballot, their contact information and campaign financial disclosure statements is available online.  
Local candidates: [www.vote-sccout.com](http://www.vote-sccout.com) or 831-454-2060  
Statewide candidates: [www.sos.ca.gov](http://www.sos.ca.gov)

**Quien está corriendo para una oficina?**  
Una lista completa de los candidatos está en su boleta y la información de contacto está disponible en línea.  
Candidatos locales: [www.vote-sccout.com](http://www.vote-sccout.com) o 831-454-2060  
Candidatos estatales: [www.sos.ca.gov](http://www.sos.ca.gov)

**Expenditure Limitations: State Legislative Candidates**  
Voters passed Proposition 13 in November 2000. This law says we must tell voters the names of candidates who agree to campaign spending limits. This law only applies to candidates for State Legislative offices like Governor and State Controller.  
Candidates who agree are allowed to pay for and publish a candidate's statement of qualifications. That statement would be printed in this section.  
The following State Legislative candidates have accepted the voluntary campaign spending limits.  
**29<sup>th</sup> State Assembly - Asamblea Distrito 29**  
Pulitzer Kim (Rep.)  
Mark Stone (Dem)  
**30<sup>th</sup> State Assembly - Asamblea Distrito 30**  
Luis Alago (Dem)  
Mark Stewart (Rep.)

**Propuesta 13-Limites de desembolsos: Candidatos para la legislatura estatal**  
La ley requiere que los funcionarios electorales faciliten los nombres de aquellos candidatos para la legislatura estatal que hayan aceptado, voluntariamente, los límites de desembolsos.  
Los candidatos que aceptan aceptar límites de desembolsos pueden sonar y pagar una declaración de calificaciones de candidatos que se imprimirá en este folleto.  
Los siguientes candidatos para la legislatura estatal han aceptado los límites de desembolsos voluntariamente.

### Local ballot measures: Measure K

**Cannabis Business Tax**  
**Cannabis Impuesto de Actividades Económicas**

**Ballot question**  
To protect the quality of life in Santa Cruz County and to fund essential county services such as police, fire, emergency response, health services, youth and senior programs, job creation, housing, environmental protection, and animal shelter programs, shall an ordinance be adopted to impose a tax of no more than 10% (1% when enacted) on gross receipts of cannabis (medical marijuana) businesses in the unincorporated county, subject to audit, with all funds staying local?

**Boleta pregunta**  
Para proteger la calidad de vida en el Condado de Santa Cruz y para financiar los servicios esenciales del condado, como la policía, fuego, la respuesta de emergencia, servicios de salud, la juventud y programas para personas mayores, la creación de empleos, la vivienda, protección del medio ambiente, y el refugio para animales programados, se adoptará una ordenanza para imponer una fiscal de no más del 10% (1% cuando se promulgó) sobre los ingresos brutos de compañías (empresas médicas) negocios en el condado no incorporado, con respecto a los auditors, con todos los fondos permanecer local?

**What your vote means**

<b>YES</b> A "yes" vote is to approve imposition of the cannabis business tax.	<b>NO</b> A "no" vote is against imposition of the cannabis business tax.
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**For and against Measure K**

<b>FOR</b> Irene McPherson (D) District 1 Mark Cooney (P) District 3 John Leopold (D) District 1 Santa Cruz County Supervisors <b>Free Keyway</b> President, SemperVirens Fund <b>Betsy McCarty</b> Chief of Public Health, Santa Cruz County (M) <b>Ben Rice</b> Attorney for Association for Standardized Cannabis (speaking on behalf of the organization) <b>Karen Delaney</b> Community volunteer	<b>AGAINST</b> Michael Boyd Treasurer
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### Practice Ballot

Review this ballot to get ready to vote at the polling place. Mark it as practice and take it with you. (This is not a real ballot, but it has all of the items you can vote on.)

**Official Ballot**  
Candidate for Public Health Director  
Tuesday, November 4, 2014

**Ballot Official**  
Candidate for Public Health Director  
Tuesday, November 4, 2014

**Ballot Question**  
To protect the quality of life in Santa Cruz County and to fund essential county services such as police, fire, emergency response, health services, youth and senior programs, job creation, housing, environmental protection, and animal shelter programs, shall an ordinance be adopted to impose a tax of no more than 10% (1% when enacted) on gross receipts of cannabis (medical marijuana) businesses in the unincorporated county, subject to audit, with all funds staying local?

**What your vote means**

<b>YES</b> A "yes" vote is to approve imposition of the cannabis business tax.	<b>NO</b> A "no" vote is against imposition of the cannabis business tax.
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**For and against Measure K**

<b>FOR</b> Irene McPherson (D) District 1 Mark Cooney (P) District 3 John Leopold (D) District 1 Santa Cruz County Supervisors <b>Free Keyway</b> President, SemperVirens Fund <b>Betsy McCarty</b> Chief of Public Health, Santa Cruz County (M) <b>Ben Rice</b> Attorney for Association for Standardized Cannabis (speaking on behalf of the organization) <b>Karen Delaney</b> Community volunteer	<b>AGAINST</b> Michael Boyd Treasurer
--	---

Vote Book Office of Public Health  
Vote en un centro de votación de la Boleta

1/2

# ...to the June Primary



**Sample Ballot & Voter Information Guide**  
Muestra de Boleta Electoral y Guía de Información para el Votante

**Consolidated Presidential Primary Election**  
Tuesday, June 7, 2016  
Polls are open 7am - 8pm


**Elección Primaria Presidencial Consolidada**  
Martes, 7 de Junio de 2016  
Las mesas electorales abren de 7am a 8pm

← Polling place on the back cover  
← Application for Vote by Mail ballot on the back cover  
← Lugar de votación en la contraportada  
← Solicitud de Boleta Electoral para Votar por Correo en la contraportada

Madura County Elections Division  
200 W. 4<sup>th</sup> Street, Madura CA 93637  
Open Monday-Friday, 9am to 5pm  
www.madura-county.com  
elections@co.madura.ca.gov

Office: 559-675-1720  
Toll Free (in CA only) 800-435-9209  
Fax: 559-675-7870

Spanish Ballots available upon request.  
Boletines en español a solicitud.



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- Libertarian	10.5
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### 3 Ways to Vote

**Vote by Mail**  
You may vote by mail - It's Easy!  
Ballots will be mailed between May 9 and May 31.  
Request a ballot on [www.shapethefuture.org](http://www.shapethefuture.org), or use the form on the back cover. There is no need to supply if you are a permanent Vote by Mail voter.  
You can verify your voting status on our website [www.shapethefuture.org/MyElectionMaterials/](http://www.shapethefuture.org/MyElectionMaterials/)  
Return your ballot on or before Election Day, June 7.  
Mailed ballots postmarked on or before Election Day will be accepted if they are received by June 10.

**Vote Early in Person**  
You may vote early at a Voting Center.  
May 9 to June 6  
Monday - Friday, 8 a.m. to 5 p.m.  
May 28 and June 4  
Saturday, 10 a.m. to 3 p.m.  
• San Mateo County Registrar & Elections  
40 Tower Road, San Mateo  
• Office of the Assessor-County Clerk-Recorder  
555 County Center, 1st Floor, Redwood City

**Vote at the Polls**  
You may vote at your assigned polling place or any Voting Center on Election Day.  
Polling places and Voting Centers are open June 7, 7 a.m. to 8 p.m.  
The location of your polling place is printed on the back cover of this pamphlet.  
Or you can look up your polling place:  
• Online: [www.shapethefuture.org](http://www.shapethefuture.org)  
• By calling 888-SMC-VOTE (888-762-6681)

### How to Return Your Vote-by-Mail Ballot

**How to return your vote-by-mail ballot**  
Mark your ballot. Then follow the instructions on the official envelope to sign and seal your ballot.

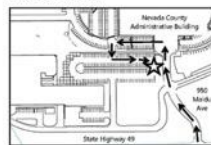
You can:

- 1. Mail your ballot, so that it is postmarked by Election Day, June 7, 2016.
- 2. Hand deliver your ballot to the Official Ballot Drop Box by 8pm on June 7, 2016 (see map below).
- 3. Drop off your ballot on Election Day at any polling place in Nevada County by 8pm.

You can check if your vote-by-mail ballot has been received here:  
<http://reports.nevadacounty.net/EVA/Status/0Pages.aspx>

**Damaged or lost ballots**  
If you lose, damage or make a mistake on your ballot, please contact our office, (530) 265-1268, as soon as possible so that we can issue you a replacement ballot.  
Please visit our website for more information regarding damaged or lost ballots.

**Official Ballot Drop Box**




The Official Ballot Drop Box has moved. Please follow the signs in the parking lot to locate the ballot drop off box.

900 Markle Ave  
State Highway 69  
Presidential Primary Election • Nevada County • Tuesday, June 7, 2016

### Receiving two guides

You will receive two voter information guides for this election:



**Tuolumne County Guide**  
Local and county races are in this guide.  
Local Offices (depending on your area):  
United State Representative, #6  
State Assembly Member, #5  
County Supervisor  
City of Sonoma City Council  
City of Sonoma City Clerk/Treasurer

**California State Guide**  
U.S. national races and state propositions are in this guide from the state.  
Federal and State Congress  
United States Senate  
State Propositions  
Proposition 50

**U.S. Presidential Candidate Information**  
Information on candidates running for President will be available on the Secretary of State's Voter Information Guide website, [www.voteinfo.sos.ca.gov](http://www.voteinfo.sos.ca.gov)

### About the candidates - Información para el elector

**Who is running for office?**  
A complete list of the candidates on your ballot, their contact information and campaign financial disclosure statements is available online.  
Local candidates: [www.votecount.com](http://www.votecount.com) or 831-454-2060  
Statewide candidates: [www.sos.ca.gov](http://www.sos.ca.gov)

**Quien está corriendo para una oficina?**  
Una lista completa de los candidatos está en la boleta y la información de contactos está disponible en línea.  
Candidatos locales: [www.votecount.com](http://www.votecount.com) o 831-454-2060  
Candidatos estatales: [www.sos.ca.gov](http://www.sos.ca.gov)

**Expenditure Limitations: State Legislative Candidates**  
Voters passed Proposition 13 in November 2000. This law says we must tell voters the names of candidates who agree to campaign spending limits. This law only applies to candidates for State Legislative offices like Governor and State Controller.  
Candidates who agree are allowed to pay for and publish a candidate's statement of qualifications. That statement would be printed in this section.  
The following State Legislative candidates have accepted the voluntary campaign spending limits.

**Propuesta 13-Limites de desembolsos: Candidatos para la legislatura estatal**  
La ley requiere que los funcionarios electorales faciliten los nombres de aquellos candidatos para la legislatura estatal que hayan aceptado, voluntariamente, los límites de desembolsos.  
Los candidatos que aceptan aceptar límites de desembolsos pueden someter y pagar una declaración de calificaciones de candidatos que se imprimirá en este folleto.  
Los siguientes candidatos para la legislatura estatal han aceptado los límites de desembolsos voluntariamente.

**29<sup>th</sup> State Assembly - Asamblea Distrito 29**  
Pulitzer Kim (Reg)  
Mark Stone (Dem)

**30<sup>th</sup> State Assembly - Asamblea Distrito 30**  
Luis Alajo (Dem)  
Mark Starnett (Reg)

### Do You Want to Vote for President on June 7, 2016?

All voters can vote in a primary election. Voting for President depends on the party you are registered with.


If you are registered with a political party.  
You can vote for a candidate running for President in that party.

If you registered with no party preference and want to vote in the Presidential primary for one of the following political parties:  
• Democratic  
• American Independent  
• Libertarian  
• Peace & Freedom  
You must re-register to vote with that party by May 23, 2016.

**Applying to Vote by Mail?**  
Complete the vote by mail application printed on the back cover of this Voter Information Pamphlet. Print in the appropriate section of the application which party ballot you desire to vote, and send it to the County Elections Office.

**Register to vote online at [registertovote.ca.gov](http://registertovote.ca.gov)**

Santa Barbara County Elections • 800-722-8663 or 800-SBC-VOTE • sbcvote.com  
email: [electionsupport@co.santa-barbara.ca.us](mailto:electionsupport@co.santa-barbara.ca.us)




### Ballot Information

**Voting for United States Senator**  
There are 34 candidates running for United States Senator. The candidates will be listed in two columns on your ballot. Make sure you only vote for one candidate. If you vote for more than one candidate, your vote will not be counted.

<input type="checkbox"/> Candidate 1	<input type="checkbox"/> Candidate 12	<input type="checkbox"/> Candidate 9	<input type="checkbox"/> Candidate 30
<input type="checkbox"/> Candidate 2	<input type="checkbox"/> Candidate 13	<input type="checkbox"/> Candidate 10	<input type="checkbox"/> Candidate 31
<input type="checkbox"/> Candidate 3	<input type="checkbox"/> Candidate 14	<input type="checkbox"/> Candidate 11	<input type="checkbox"/> Candidate 32
<input type="checkbox"/> Candidate 4	<input type="checkbox"/> Candidate 15	<input type="checkbox"/> Candidate 12	<input type="checkbox"/> Candidate 33
<input type="checkbox"/> Candidate 5	<input type="checkbox"/> Candidate 16	<input type="checkbox"/> Candidate 13	<input type="checkbox"/> Candidate 34
<input type="checkbox"/> Candidate 6	<input type="checkbox"/> Candidate 17	<input type="checkbox"/> Candidate 14	<input type="checkbox"/> Candidate 1
<input type="checkbox"/> Candidate 7	<input type="checkbox"/> Candidate 18	<input type="checkbox"/> Candidate 15	<input type="checkbox"/> Candidate 2
<input type="checkbox"/> Candidate 8	<input type="checkbox"/> Candidate 19	<input type="checkbox"/> Candidate 16	<input type="checkbox"/> Candidate 3
		<input type="checkbox"/> Candidate 17	<input type="checkbox"/> Candidate 4
		<input type="checkbox"/> Candidate 18	<input type="checkbox"/> Candidate 5
		<input type="checkbox"/> Candidate 19	<input type="checkbox"/> Candidate 6
		<input type="checkbox"/> Candidate 20	<input type="checkbox"/> Candidate 7
		<input type="checkbox"/> Candidate 21	<input type="checkbox"/> Candidate 8
		<input type="checkbox"/> Candidate 22	<input type="checkbox"/> Candidate 9
		<input type="checkbox"/> Candidate 23	<input type="checkbox"/> Candidate 10
		<input type="checkbox"/> Candidate 24	<input type="checkbox"/> Candidate 11
		<input type="checkbox"/> Candidate 25	<input type="checkbox"/> Candidate 12
		<input type="checkbox"/> Candidate 26	<input type="checkbox"/> Candidate 13
		<input type="checkbox"/> Candidate 27	<input type="checkbox"/> Candidate 14
		<input type="checkbox"/> Candidate 28	<input type="checkbox"/> Candidate 15
		<input type="checkbox"/> Candidate 29	<input type="checkbox"/> Candidate 16
		<input type="checkbox"/> Candidate 30	<input type="checkbox"/> Candidate 17
		<input type="checkbox"/> Candidate 31	<input type="checkbox"/> Candidate 18
		<input type="checkbox"/> Candidate 32	<input type="checkbox"/> Candidate 19
		<input type="checkbox"/> Candidate 33	<input type="checkbox"/> Candidate 20
		<input type="checkbox"/> Candidate 34	<input type="checkbox"/> Candidate 21

**Ballots: One and Two Page Ballots**  
Most ballots are only one page for the June 7, 2016, Presidential Primary Election. However, some ballots will be two pages.  
The following ballot types will be two page ballots:  
• 25 - 8  
• 29 - 4 (Republican Ballots ONLY)

Your ballot type is listed on the back of this guide above your name.



Page 5

Presidential Primary Election • Nevada County • Tuesday, June 7, 2016

# Working out procedures and checking the Election Code

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11		About the Candidates	<b>BT1</b>	<b>BT2</b>	<b>BT3</b>	<b>BT4</b>	<b>BT5</b>	<b>BT6</b>		<b>ALTERNATIVES FOR BT4</b>	<b>BT4</b>	<b>BT4</b>	
12			CD20-1	CD20-1	CD18	CD20-1	CD20-1	CD18		CD20-1	CD20-1		
13			CD20-2	CD20-2	SD-17	CD20-2	CD20-2	SD-17		CD20-2	CD20-2		
14			SD-17	SD-17	AD-29	SD-17	SD-17	AD-29		CD20-3	CD20-3		
15			AD-29	AD-29	Supervisor1	AD-30-1	AD-30-1	Supervisor2		SD-17	SD-17		
16			Supervisor1	Supervisor1	Filler	AD-30-2	AD-30-2	Filler		AD-30-1	AD-30-1		
17			Measure Q	Measure Q	Measure Q	Supervisor2	Supervisor2	Measure Q		AD-30-2	AD-30-2		
18			Q2	Q2	Q2	Measure Q	Filler	Q2		Supervisor2	Supervisor2		
19			Q3	Q3	Q3	Q2	Measure Q	Q3		Filler	Filler		
20			Q4	Q4	Q4	Q3	Q2	Q4		Measure Q	Filler		
21			Q5	Q5	Q5	Q4	Q3	Q5		Q2	Measure Q	Measure Q	
22			Q6	Q6	Q6	Q5	Q4	Q6		Q3	Q2		
23			Q7	Q7	Q7	Q6	Q5	Q7		Q4	Q3		
24			Filler	Filler	Filler	Q7	Q6	Filler		Q5	Q4		
25			Measure R	Measure S	Measure S	Measure S	Q7	Measure S		Q6	Q5		
26			R2	S2	S2	S2	Filler	S2		Q7	Q6		
27			R3	S3	S3	S3	Measure S	S3		Measure S	Q7		
28			R4	S4	S4	S4	S2	S4		S2	Filler		
29			R5	S5	S5	S5	S3	S5		S3	Measure S		
30			Filler	S6	S6	S6	S4	S6		S4	S2		
31			Measure S	S7	S7	S7	S5	S7		S5	S3		
32			S2	S8	S8	S8	S6	S8		S6	S4		
33			S3	S9	S9	S9	S7	S9		S7	S5		
34			S4	S10	S10	S10	S8	S10		S8	S6		
35			S5	S11	S11	S11	S9	S11		S9	S7		
36			S6	S12	S12	S12	S10	S12		S10	S8		
37			S7	S13	S13	S13	S11	S13		S11	S9		
38			S8	S14	S14	S14	S12	S14		S12	S10		
39			S9	Prac. Ballot	Prac. Ballot	Prac. Ballot	S13	Prac. Ballot		S13	S11		
40			S10	Prac. Ballot	Prac. Ballot	Prac. Ballot	S14	Prac. Ballot		S14	S12		40 Pages
41			S11				Filler			Filler	S13		
42			S12				Filler			Filler	Filler		
43			S13				Prac. Ballot			Prac. Ballot	Prac. Ballot		
44			S14				Prac. Ballot			Prac. Ballot	Prac. Ballot		44 Pages
45			Filler										
46			Filler										
47			Prac. Ballot										
48			Prac. Ballot										48 Pages
49			<b>BT1</b>	<b>BT2</b>	<b>BT3</b>	<b>BT4</b>	<b>BT5</b>	<b>BT6</b>		<b>BT4</b>	<b>BT4</b>		

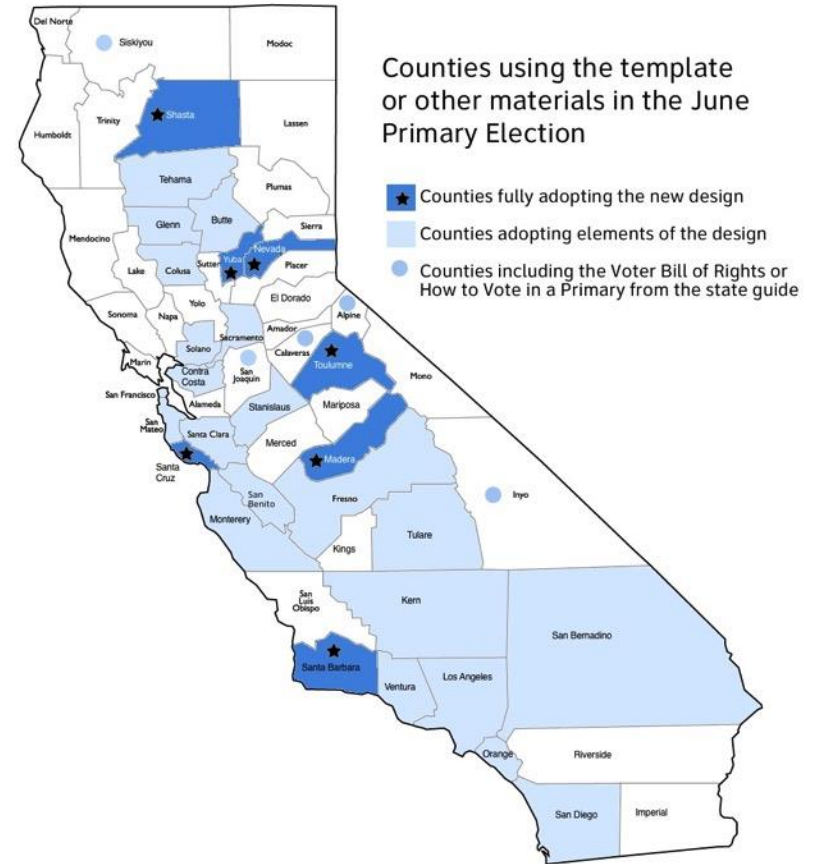
The Ballot Type Calculator is part of the resources available online

# Results



Counties attending training or webinars

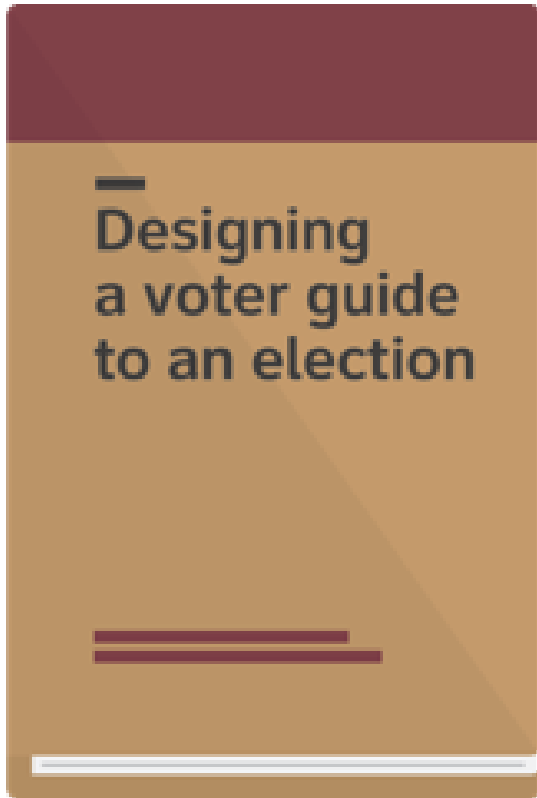
★ Training hosts and partners



Counties using the template or other materials in the June Primary Election

- ★ Counties fully adopting the new design
- Counties adopting elements of the design
- Counties including the Voter Bill of Rights or How to Vote in a Primary from the state guide

# Resources



[civiced.link/VGWB100](https://civiced.link/VGWB100)

- Templates in Word and InDesign with design and writing guidance
- Ballot type layout calculator
- Icons and images on ElectionTools.org
- Discount for the ClearviewADA font
- Election design color palette
  
- Tips for working in Word and Acrobat
- Tips on accessibility and plain language
- Tips for using color and layout for bilingual guides

# Extras



# Election materials color palette (for use consistently in all print and digital applications)



**3:1 contrast ratio** (Use for large text: titles, headings, and banners — in color on white, or white text on solid color background)

#b28e2f R178 G142 B47	#43a0b2 R67 G160 B178	#d7616f R215 G97 B111	#00a59c R0 G165 B156	#b083a7 R176 G131 B167	#3f98d3 R63 G152 B211	#d87d2e R216 G125 B46	#849b5d R132 G155 B93	#949494 R148 G148 B148
#b28e2f R178 G142 B47	#43a0b2 R67 G160 B178	#d7616f R215 G97 B111	#00a59c R0 G165 B156	#b083a7 R176 G131 B167	#3f98d3 R63 G152 B211	#d87d2e R216 G125 B46	#849b5d R132 G155 B93	#949494 R148 G148 B148

**7:1 contrast ratio** (Use for any size text — in color on white, or white text on solid color background)

#6e5723 R110 G87 B35	#27606b R39 G96 B107	#a72534 R167 G37 B52	#00645f R0 G100 B95	#744c6e R116 G76 B110	#275d81 R39 G93 B129	#824d20 R130 G77 B32	#515f39 R81 G95 B57	#595959 R89 G89 B89
#6e5723 R110 G87 B35 PMS 462	#27606b R39 G96 B107 PMS 316	#a72534 R167 G37 B52 PMS 202	#00645f R0 G100 B95 PMS 7722	#744c6e R116 G76 B110 PMS 7659	#275d81 R39 G93 B129 PMS 295	#824d20 R130 G77 B32 PMS 483	#515f39 R81 G95 B57 PMS 7764	#595959 R89 G89 B89 PMS 426

**15:1 contrast ratio** (Use for background behind any size text to ensure text is easy to read — black text on solid-colored background)

#ece3cb R236 G227 B203	#d0e7ec R208 G231 B236	#f5d7db R245 G215 B219	#bfe8e6 R191 G232 B230	#ebe0e9 R235 G224 B233	#cfe5f4 R207 G229 B244	#f5decb R245 G222 B203	#e0e6d6 R224 G230 B214	#dadada R218 G218 B218
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These contrast ratios meet or exceed WCAG 2.0 accessibility requirements.

PMS numbers shown are closest Pantone equivalents. For 3:1 contrast ratio, use PMS color at 70%. For 15:1 contrast ratio, use PMS color at 20%.

civicedesign.org

[civicedesign.org/fieldguides/designing-a-voter-guide-to-an-election/](https://civicedesign.org/fieldguides/designing-a-voter-guide-to-an-election/)



# ClearviewADA from Terminal Design

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

**Clearview Bold 12 point**

Clearview Regular 12 point

Clearview Light 12 point

Arial 12 point

Calibri 12 point

- Open letter shape makes it easy to read
- Reasonably narrow line length helps everything fit
- Good selection of font styles (light, regular, medium, bold, italic)
- Calibri can stand-in for text in tight spaces

<http://www.terminalsdesign.com/fonts/clearviewada-complete-family/>

# Civic images collection

## Collection 17 Vote by Mail and Provisional Ballot Illustrations

Permanent Vote by Mail



Put in Mailbox



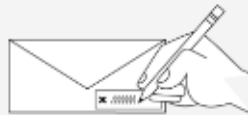
Put in Envelope



Sign Envelope



Sign Back of Envelope



Send to Election Office



### Mail or Provisional Ballot 6 images

Illustrations representing permanent vote by mail, put in envelope, send to election office, put in mailbox, sign envelope, and sign back of envelope.

Download Collection 17

back

17 of 22

next

<http://electiontools.org/tool/elections-images-library/#using-the-tool>