Effective Designs for the Administration of Federal Elections

Section 2: Voter information materials

June 2007
Voter information

This section has three parts: (1) planning process information; (2) illustrations of one-language voter information design best practices; and (3) illustrations of two-language voter information design best practices.

**Planning**
The Planning section (pages 2.4–2.7) outlines how to incorporate resources into the voter information development and production process; in what areas those resources may be of assistance; and when those activities should occur. Also included is a production table listing all the voter information materials by name, item ID number, those that are required by the 2002 Help America Vote Act (HAVA), estimated costs and production times, and which production methods and materials are “greener.”

**Design**
Best practices are illustrated for both one-language (page 2.8) and two-language materials (page 2.32). These samples are accompanied by production specifications and discussion notes.

Electronic versions of these files are available at www.eac.gov, and specific instructions on how to use the electronic files are included on pages 2.8 and 2.32. The electronic files are available in two formats, one of which can be edited.

Election officials are encouraged to partner with their vendors and production partners to review the voluntary design recommendations in this document as early as possible in their planning activities.

**Voter information audience**
This section details solutions for voters able to use standard printed materials. Content, written in simple language, supports comprehension by voters at a third-grade reading level.

These best practices support 2005 Voluntary Voter System Guidelines (VVSG) and Americans with Disabilities Act (ADA) requirements for temporary displays.

Important areas of further study include voter information solutions for alternative technologies.
Suggestions for best practices
The general election voter information prototypes shown on the following pages are based on 2005 Voluntary Voting System Guidelines (VVSG), Americans with Disabilities Act (ADA) guidelines, research findings, and information design principles.

— Emphasize voter needs over administrative and vendor requirements.

— Use simple language for all content. Studies show that clear and concise writing is beneficial to voters of all literacy levels. Rewriting ballot instructions and voter information materials using simple language increases usability and, on the voter’s behalf, accuracy.

— Use one language per item. To meet usability standards, display no more than two languages simultaneously.

— Use upper- and lowercase sans serif type, set left aligned at the sizes outlined in the specifications, for readability. Avoid setting text in a centered alignment. Avoid setting text in all capital letters. Minimize the number of fonts used.

— Use color functionally to emphasize important information and processes. The use of color cannot be the sole means of conveying information or making distinctions. Another non color mode must complement color use, such as contrast, icon, text style, etc. (see VVSG).

— When clarifying instructions and processes, use accurate diagrams to describe voting technology and equipment.

— Use instructional icons only. Universally recognized icons such as arrows are acceptable and encouraged.

Research findings
Detailed findings that support voter information design best practices can be found in section 6 and section 7.
Planning process

The planning table on the following page outlines additional resources and steps that can be taken to ensure that ballot content and design best address voter needs.

Planning goals
These additional resources can help ensure that:

- Content is easily understood by voters, including those with low vision and literacy issues.
- The visual organization and presentation of the content supports ease of use and confidence in the process.
- Any necessary translations are accurate and sensitive to cultural differences in language and expression.

Planning value by role/resource (page 2.5)

- **Simple-language expert** ensures that instructions and other ballot content are written in the most effective manner to help all voters (not just low-literacy voters) understand and follow instructions, and feel confident that they have properly cast their ballots.

- **Information designer** organizes the ballot content—text, graphics, illustrations—in a manner that is clear, simple, and functional, and that supports and enhances the voter’s comprehension of the content and voting process. (Note: The design field is very broad; it is important to work with a designer who has expertise in the organization and presentation of complex information.)

- **Usability expert** works with the information designer to develop review, testing, and revision processes that improve the overall effectiveness, accuracy, and usability of materials.

- **Translator** ensures proper grammatical, syntactic, and structural character of the content, and appropriate use of local dialect variations. Accurate translations are vital for non-English-speaking voters. Using online translations can be misleading, unclear, or simply wrong (for Spanish translations, see the Election Assistance Commission (EAC) document “Glossary of Key Election Terminology, English-Spanish, 2007”).

- **Cultural expert** reviews translated material to ensure that translations are accurate and culturally relevant, and that their visual presentation is appropriate.

Production planning table (pages 2.6–2.7)

This table provides decision support for the production of voter information materials by election officials. The complete voter information system has been organized vertically by production format (banners, table signs, etc.). Printing decisions, running horizontally at top, provide managers with a planning and execution framework.

More sustainable, or “green” reproduction options are color-coded (■). They may be more financially advantageous than less sustainable solutions for a given jurisdiction. Cost, process, fabrication and production schedules, and storage data were provided by vendors and manufacturers.

Production time/cost requirements cited are used as examples. Election officials will need to request and negotiate actual estimates with their vendors.
## Production steps before election cycle

<table>
<thead>
<tr>
<th>Resources</th>
<th>Planning, design, and usability activities</th>
<th>Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Election Official</strong></td>
<td>Use the current election to establish a baseline for future work. Get voter feedback before starting, not just afterward. Establish an approval process/team. Determine who must sign off on improvements at each phase.</td>
<td>Whenever possible, hire a local person who will be able to meet with officials and the extended production team (vendors, printers, etc.). Provide the designer with poll worker training, as well as any feedback from voters or poll workers. Provide the designer with a complete list of current election documents and legal requirements.</td>
</tr>
<tr>
<td><strong>2. Election Official</strong></td>
<td>Choose an objective, professional resource to take ownership of information design challenges. Simultaneously hire a designer and a usability professional who can offer additional feedback. Partner with a policy advisor who can help guide design improvements through the necessary legislative processes.</td>
<td></td>
</tr>
<tr>
<td><strong>4. Election Official</strong></td>
<td>Estimate value of design improvements. Gauge impact of the redesign process during the next election planning cycle.</td>
<td></td>
</tr>
</tbody>
</table>

## Resources during election cycle

<table>
<thead>
<tr>
<th>Resources</th>
<th>Content development activities</th>
<th>Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Simple-Language Expert</strong></td>
<td>Edit final English-language content for low-literacy voters.</td>
<td></td>
</tr>
<tr>
<td><strong>Translator</strong></td>
<td>Translate content for non-English-speaking voters.</td>
<td>Understand the translator’s requirements before the election: data formats, time line, etc. Have a third-party expert review the translated materials after the initial draft. Legal advisors may need to review the materials after simple language and design have been incorporated.</td>
</tr>
<tr>
<td><strong>Alternative Language/Cultural Expert</strong></td>
<td>Review translated content in each alternative language for cultural relevancy.</td>
<td>Translation services may not be aware of possible cultural sensitivities of translated material.</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>Election official provides designer with final content for different materials, in English and other languages, after they have been reviewed by simple language and cultural experts.</td>
<td></td>
</tr>
<tr>
<td>Mandate</td>
<td>Item</td>
<td>File ID#</td>
</tr>
<tr>
<td>---------</td>
<td>------</td>
<td>----------</td>
</tr>
<tr>
<td>HAVA</td>
<td>Voters' Bill of Rights</td>
<td>010</td>
</tr>
<tr>
<td>HAVA</td>
<td>General information (voting violations)</td>
<td>020</td>
</tr>
<tr>
<td>HAVA</td>
<td>Special voting rules</td>
<td>030</td>
</tr>
<tr>
<td>HAVA</td>
<td>Voting instructions</td>
<td>040</td>
</tr>
<tr>
<td></td>
<td>Vote here banner vertical</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>Vote here banner horizontal</td>
<td>180</td>
</tr>
<tr>
<td>HAVA</td>
<td>Sample ballot (door format)</td>
<td>051</td>
</tr>
<tr>
<td>HAVA</td>
<td>Sample ballot (wall format)</td>
<td>053</td>
</tr>
<tr>
<td></td>
<td>Sample ballot (tabletop format)</td>
<td>052</td>
</tr>
<tr>
<td>HAVA</td>
<td>Voting instructions (tabletop format)</td>
<td>042</td>
</tr>
<tr>
<td></td>
<td>Information (tabletop format)</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>Vote by paper ballot (tabletop format)</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>Vote by touchscreen (tabletop format)</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td>Return ballot (tabletop format)</td>
<td>162</td>
</tr>
<tr>
<td>HAVA</td>
<td>Voters' Bill of Rights (binder format)</td>
<td>011</td>
</tr>
<tr>
<td></td>
<td>Voting violations and penalties (binder format)</td>
<td>021</td>
</tr>
<tr>
<td></td>
<td>Voting instructions (booth format)</td>
<td>041</td>
</tr>
<tr>
<td></td>
<td>Polling place information</td>
<td>060</td>
</tr>
<tr>
<td></td>
<td>Precinct identification</td>
<td>070</td>
</tr>
<tr>
<td></td>
<td>Vote here</td>
<td>080</td>
</tr>
<tr>
<td></td>
<td>Election official stickers</td>
<td>090</td>
</tr>
<tr>
<td>HAVA</td>
<td>Accessible entrance (left directional)</td>
<td>100</td>
</tr>
<tr>
<td>HAVA</td>
<td>Accessible entrance (right directional)</td>
<td>101</td>
</tr>
<tr>
<td>HAVA</td>
<td>Restricted entrance</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>No cell phone</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Information</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>Vote by paper ballot</td>
<td>140</td>
</tr>
<tr>
<td></td>
<td>Vote by touchscreen</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Turn in ballot here</td>
<td>160</td>
</tr>
</tbody>
</table>

Table continues across 2.7
<table>
<thead>
<tr>
<th>Fabrication time (approx.)</th>
<th>Cost (approx.)</th>
<th>Longevity</th>
<th>Environmental impact</th>
<th>Trade-offs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7–14 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>250 qty: $50 per sign</td>
<td>6–12 years if materials are stored in sealed poster tubes</td>
<td>Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing</td>
<td>Paper requires offset printing, extra drying time, and special inks; sheet size is not large enough for the “Vote here” banner</td>
<td></td>
</tr>
<tr>
<td>500 qty: $28 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500 qty: $15 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5–6 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$42 per two-language sign (larger size)</td>
<td>6–12 years if materials are stored in sealed poster tubes</td>
<td>Eco-friendly printing methods; uses less ink; material is lightweight and flame-resistant</td>
<td>A second material will be required for table cards</td>
<td></td>
</tr>
<tr>
<td>$22 per English only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$38 per banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2–3 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$48 per two-language sign (larger size)</td>
<td>1–2 years</td>
<td>Paper comprised of minimum recycled stock; printing method is not eco-friendly</td>
<td>Material has short shelf life (will need to be reprinted more often, creating more waste)</td>
<td></td>
</tr>
<tr>
<td>$24 per English only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$68 for large banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2–3 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$48 per two-language sign (larger size)</td>
<td>6–12 years</td>
<td>Material is not eco-friendly</td>
<td>Paper offers longevity at the expense of environmental responsibility</td>
<td></td>
</tr>
<tr>
<td>$24 per English only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$68 for large banner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7–14 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>250 qty: $26 per sign</td>
<td>6–12 years if materials are stored flat in archival boxes</td>
<td>Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing; tape is easily removed</td>
<td>Paper requires offset printing, extra drying time, and special inks</td>
<td></td>
</tr>
<tr>
<td>500 qty: $17 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500 qty: $8 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7–14 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>250 qty: $11 per sign</td>
<td>3–5 years if materials are stored flat in archival boxes</td>
<td>100% recycled stock (no new trees cut); 100% recyclable</td>
<td>Fiber-based paper may be prone to tears and weakness at folds; tape can rip paper when removed for storage</td>
<td></td>
</tr>
<tr>
<td>500 qty: $6 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500 qty: $3 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2–3 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4 per folded table card</td>
<td>1–3 years</td>
<td>Paper stock has no postconsumer waste fibers</td>
<td>Typical mass-market vendor does not have recycled stock available</td>
<td></td>
</tr>
<tr>
<td><strong>7–14 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>250 qty: $16 per sign</td>
<td>6–12 years if materials are stored flat in archival boxes</td>
<td>Paper is 100% recyclable (at specific recycle facilities), waterproof, long lasting, durable; clean production and printing; tape is easily removed</td>
<td>Paper requires offset printing, extra drying time, and special inks</td>
<td></td>
</tr>
<tr>
<td>500 qty: $9 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500 qty: $5 per sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Immediate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$165 per 5,000 sheets/10 reams of paper = $0.30 sheet</td>
<td>3–5 years if materials are stored flat in archival boxes</td>
<td>100% recycled stock (no new trees cut); 100% recyclable</td>
<td>Solution is dependent on election official’s in-house resources (requires special paper), but control over production quantities is a plus</td>
<td></td>
</tr>
<tr>
<td><strong>2–3 days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$0.50 per sheet</td>
<td>1–3 years</td>
<td>Paper comprised of minimum recycled stock; printing method is not eco-friendly</td>
<td>Material has short shelf life (will need to be reprinted more often, creating more waste)</td>
<td></td>
</tr>
</tbody>
</table>
Design: one language

The samples on pages 2.10–2.31 are for voter information materials. Production specifications and discussion notes are provided—including typeface, type size, leading, line weights, tint fills, and distances between elements.

Voter information materials are presented in the following categories:

A Identification
B Wayfinding (e.g., directions to accessible entrances)
C Information and Instruction

These categories are offered to help election officials understand what is available and to help them determine which items and formats best suit their needs.

Electronic files

The electronic files that were used to create these samples are listed in this section’s Overview (pages 2.10–2.11) and with each sample.

The electronic files are available at www.eac.gov.

They are provided in two formats: Acrobat (.pdf) and InDesign (.indd).*

Each item has a unique identification number and file name. For example, the English-language information poster Acrobat file is named “130_E_Info.pdf.”

How to work with the samples and electronic files

Many of the samples illustrated in this section can be reproduced and used without making any text changes to the digital document file. They can be printed by an office printer with color capabilities, or, for the larger format items, be reproduced by a vendor with digital printing capabilities.

— If there are no changes to an item, download the Acrobat file. An Acrobat file always ends in “.pdf”. For example, to reproduce the Information poster (item “130_E_Info,” page 2.44), download and print out the Acrobat file (130_E_Info.pdf) or supply that file to a vendor with digital printing capabilities.

Local vendors with digital printing capabilities often include printing firms and copy and duplicating service shops. “Digital printing capabilities” means they can accept a digital file and “output” it or print it on an appropriate display material (see pages 2.6–2.7). “Digital printing” often means ink jet printing. Even traditional “copy shops” often now have digital output capabilities.

— If changes need to be made to an item, download the Indesign file. InDesign files end with “.indd.” Much of the text used in this section’s samples may or may not be appropriate for any given jurisdiction and/or the voting equipment. Illustrations used in the InDesign files may also be modified—the file names end in “.eps.”

*The EAC does not endorse any specific product or vendor. The best practices illustrated throughout this document do not rely on specific software, products, or vendors. For copyright reasons, the EAC cannot supply election officials with the fonts used in the InDesign files. They are available from numerous suppliers.
To edit files ending with ".indd" or files ending in ".eps," election officials will need access to Adobe InDesign page layout software and to software that can edit .eps files (e.g., Adobe Illustrator). Working with a designer who has access to—and expertise in— these software programs is recommended.

Alternatively, these items can be recreated in other page layout programs using the production specifications provided with each sample; the Acrobat .pdf files as a visual guide; and, if appropriate, the illustration files provided (those files ending in .eps). Using nonlayout programs, such as those commonly used to write text-only documents, is not appropriate or recommended.

**Use of color**

Many of the samples use the colors “blue” and “red”; in all cases, the CMYK ink percentages of these colors are:

Blue: 89% cyan, 43% magenta, 0% yellow, and 0% black.
Red: 0% cyan, 94% magenta, 100% yellow, and 0% black.

Color has been applied to voter information materials to support usability needs—not for decorative purposes. Replacing blue or red with black does not affect any piece’s functional value. Guidance in limiting color quantity (one to two colors) and application (mainly in headers, labels, and icons) is intended to maximize its effectiveness in the polling place environment.
A Identification banner, posters, and name tags

Vote here!

centro de votación 投票所 Wahl-platz 투표소 Место Полянга Endroit de vote

Polling place

General Election
Tuesday, November 7
8am – 8pm

Precinct: ________ Ward: ________

Polling place

General Election
Tuesday, November 7
8am – 8pm
District: 1
Precinct: 2

Precinct

923

B Wayfinding posters

Accessible entrance

Information

Vote by paper ballot

Vote by touchscreen

Restricted entrance

No cell phones

Turn in ballot here

Accessible entrance

Information

Vote by paper ballot

Turn in ballot here

Do not enter

Do not use

No cell phones

Return ballot
040 Voting instructions

041 Voting instructions

042 Voting instructions

043 Voting instructions

044 Voting instructions

045 Voting instructions

046 Voting instructions

047 Voting instructions

048 Voting instructions

049 Voting instructions

050 Voting instructions

051 Sample ballot

052 Sample ballot

053 Sample ballot

054 Sample ballot

055 Sample ballot

056 Sample ballot
Vote here!

Centro de votación 投票所 Wahl-platz 투표소 Место Полинга Endroit de vote

12.5% actual size

**Exterior banner specifications**
*File: 180_E_BannerHoriz*
*Dimensions: 54” x 11”*

1. **Title**
   *Type: Univers 75, size 447 pt., tracking -10, 100% white.*

2. **Subtitle**
   *Type: Roman alphabets Univers 55, size 103 pt., tracking 0, 45% blue.*
   *Other: Cap height max 1”, 45% blue.*

3. **Background**
   *Place file: starfield.eps*

4. **Item ID number**
   *Type: Univers 55, size 20 pt., tracking 0, 100% white.*

**Discussion**
Banners are for exterior use and may be hung horizontally or vertically.

If printed on weatherproof material, banners should last 5–10 years.

Message and graphics connote a positive atmosphere. Consistent identification helps polling place appear organized and helps to lend credibility to voting experience.

Alter translations based on preferred alternate languages.

Clearly visible polling place identification is particularly important when districts have been recently revised.
Exterior door/window poster specifications

File: 080_E_VoteHere
Dimensions: 8.5” x 11”

1 Title
Type: Univers 75, size 185 pt., leading 165 pt., tracking -15, 100% white.

2 Background
Place file: starfield.eps. Margin: 0.25”.

3 Item ID number
Type: Univers 55, size 10 pt., tracking 0, 30% blue.

Discussion
Message and graphics connote a positive atmosphere. Consistent identification helps polling place appear organized and helps to lend credibility to voting experience.
Place signs on or near entryway to room where voting takes place and at eye level.
No editing of information necessary.
Smaller signs reinforce exterior banners. Strategic repetition of signs helps guide voters and provide assurance.
Polling place

General Election
Tuesday, November 7
8am – 8pm

Precinct: ___________  Ward: ___________

Polling place identification specifications
File: 060_E_PollingPlace
Dimensions: 18” x 24”

1 Title
Type: Univers 75, size 105 pt., tracking -15,
100% white.

2 Title background
100% blue fill, 3.375” from top edge.

3 Information
Type: Univers 75, size 100 pt., leading
130 pt., tracking -15, Space after paragraph: 0.5”.
100% black.

4 Precinct/Ward
Type: Univers 55, size 63 pt., tracking 0,
100% white.

5 Item ID number
Type: Univers 55, size 18 pt., tracking 0,
30% blue.

Discussion
Posting precinct, hours, and date information is
required by HAVA. Template can be produced in
quantity to reduce costs.

Handwritten information should be legible and of a
similar size and weight of the printed text. Consider
printing information via ink jet or laser printer on
stickers that can then be applied to signs.

For exterior use and should be produced on
weatherproof material.
Polling place identification—door format specifications

File: 061_E_PollingPlace_Door
Dimensions: 8.5” x 11”

1. Title
   Type: Univers 75, size 50 pt., tracking -10, 100% white.

2. Title background
   100% blue fill, 2” from top edge, 0.25” margin top and side edges.

3. Information
   Type: Univers 75, size 54 pt., leading 67 pt., tracking -10, Space after paragraph: 0.25”. 100% black.

4. District/Precinct
   Type: Univers 75, size 39 pt., leading 46 pt., tracking -10, 100% black.

5. Item ID number
   Type: Univers 75, size 8 pt., tracking 0, 30% blue.

Discussion
Posting precinct, hours, and date information is required by HAVA.
For interior use; place at eye level (approximately 5 feet above ground).
**Precinct identification specifications**

*File: 070_E_Precinct*

*Actual dimensions: 11” x 8.5”*

1. **Title**
   - *Type:* Univers 75, size 80 pt., tracking -15, 100% white.

2. **Precinct number**
   - *Type:* Univers 65, size 425 pt., tracking -30, 100% white.

3. **Background**
   - *Place file:* starfield.eps

4. **Item ID number**
   - *Type:* Univers 55, size 10 pt., tracking 0, 100% white.

**Discussion**

Posting this information is a HAVA requirement.

*Precinct* can be replaced with applicable division name.

This poster can also guide voters when more than one precinct is located in the same polling place.

Place near precinct-specific poll workers on freestanding sign holder. For example, at the beginning of a voting line, near the voting booths or appropriate ballot box.

For exterior/interior use; place at eye level.
Poll worker identification specifications

File: 090_E_Pollworker
Actual dimensions: 8 per 11” x 8.5”

1. **Title**
   Type: Univers 75, size 23 pt., tracking 0, 100% white.

2. **Ask me questions!**
   Type: Univers 65, size 12 pt., tracking 0, 100% black.

3. **Title background**
   Height: 0.84”, 100% blue

4. **Item ID number**
   Type: Univers 75, size 8 pt., tracking 0, 100% black.

Discussion
These may be printed on an office printer using commonly available adhesive labels or name badges.
Accessible entrance specifications

Files:
100_E_AccessL
101_E_AccessR
Dimensions: 11” x 17”

1 Title
Type: Univers 75, size 60 pt., tracking -10, 100% white.

2 Title background
100% black fill, 3” from top edge, 0.25” margin top and side edges.

3 Icons
7.25” diameter, 100% blue

4 Arrow
2.8” in height, 100% black.

5 Item ID number
Type: Univers 55, size 10 pt., tracking 0, 30% black.

Discussion
Posting this information is a HAVA requirement.
Primarily used for older buildings; newer buildings should be ADA compliant.
Place directional signs at main entrance.
To identify accessible entrance remove arrow or use Vote here! poster (File: 080_E_VoteHere).
Place at eye level (approximately 5 feet above ground).
**Do not enter, No cell phones specifications**

*Files:*
- 110_E_NoEnter
- 120_E_NoCell

*Dimensions:* 11” x 17”

1. **Title**
   - Type: Univers 75, size 60 pt., tracking -10, 100% white.

2. **Title background**
   - 100% black fill, 3” from top edge, 0.25” margin top and side edges.

3. **Icons**
   - 7.5” diameter, 100% red

4. **Instructions**
   - Type: Univers 75, size 86 pt., tracking -10, 100% black.

5. **Item ID number**
   - Type: Univers 55, size 10 pt., tracking 0, 30% black.

**Discussion**

The restricted entrance information is required (if applicable).

Place at eye level (approximately 5 feet above ground).
Information, Paper ballot specifications
Files:
130_E_Info
140_E_OpScan
Dimensions: 11” x 17”

1 Title
Type: Univers 75, size 60 pt., tracking -10, 100% white.

2 Title background
100% black fill, 3” from top edge, 0.25” margin top and side edges.

3 Icons
8.5” diameter
Place file: OpScan_Oval.eps

4 Background
100% blue fill, 0.25” margin bottom and side edges.

5 Item ID number
Type: Univers 55, size 10 pt., tracking 0, 30% black.

Discussion
Place as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use; place at eye level (approximately 5 feet above ground) or higher.

For optical scan ballots that use an arrow to indicate a selection, use the file titled 140_E_OpScanAlt.
**Wayfinding poster specifications**

*Files:*
150_E_Touchscreen  
160_E_ReturnBallot  
*Dimensions: 11” x 17”*

**Title**
Type: Univers 75, size 60 pt., tracking -10, 100% white.

**Title background**
100% black fill, 3” from top edge, 0.25” margin top and side edges.

**Icons**
8.5” diameter  
Place files:  
Touchscreen.eps  
Return_Ballot.eps

**Background**
100% blue fill, 0.25” margin bottom and side edges.

**Item ID number**
Type: Univers 55, size 10 pt., tracking 0, 30% black.

**Discussion**
Place as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Hanging signs from tabletops often offers insufficient visibility.

For interior use; place at eye level (approximately 5 feet above ground) or higher.
Wayfinding—tabletop specifications

Files:
132_E_Info_Tabletop
142_E_OpScan_Tabletop
152_E_Touchscreen_Tabletop
162_E_ReturnBallot_Tabletop

Dimensions: 10" x 8"

1 Title: Information
Type: Univers 75, size 70 pt., tracking -10, 100% white.

2 Title: others
Type: Univers 75, size 53 pt., tracking 0, 100% white.

3 Title background
100% blue or 100% red, 2.5” from top edge.

4 Icons
1.1863” diameter, 0.75” from side.
Place files:
OpScan_Oval.eps
Touchscreen.eps
Return_Ballot.eps

5 Fold marks
2.75” and 7.75” from top.

6 Item ID number
Type: Univers 55, size 8 pt., tracking 0, 30% blue or red.

Discussion
Assembly: trim to 8” x 10”, removing white margin. Use fold marks to form triangular shape and attach tab with tape.

For optical scan ballots that use an arrow to indicate a selection, use the file titled 142_E_OpScan_TabletopAlt.
Voters’ Bill of Rights

Before casting your ballot, you have the right to:
- Vote if you are already standing in line when the polls close at 8 pm.
- Vote in a polling place free of campaigning.
- Get into a polling place if you have physical limits or use a wheelchair.
- Vote by provisional ballot if your registration is not found or if you have not updated your registration since you recently moved or changed your name.
- Take up to two hours off from work to vote at the beginning or end of the day without losing pay.

While casting your ballot, you have the right to:
- Get help from a poll worker if you cannot read or write, if you are blind or disabled.
- Ask for ballots, instructions and other voting materials in other languages in some counties.
- Bring your child under 18 into your voting booth with you.
- Get a new ballot if you make a mistake.
- Check your votes on paper if you vote by machine.
- Have your ballot counted fairly and impartially.

If you feel your rights have been violated, please call the Election Protection hotline toll free at 1-866-OUR-VOTE (1-866-687-8683).

For a complete list of your Voters’ Bill of Rights, please request it from a poll worker.

Voters’ Bill of Rights specifications
File: 010_E_Rights
Dimensions: 18” x 24”

1. **Title**
   Type: Univers 75, size 86 pt., tracking 0, 100% white.

2. **Title background**
   100% blue fill, 3.375” from top edge.

3. **Icons**
   0.945” diameter, 0.75” from left edge.

4. **Subhead**
   Type: Univers 75, size 44 pt., leading 55 pt., tracking -15, 100% blue.

5. **Text**
   Type: Univers 75, 2.75” from left edge, size 27 pt., leading 35 pt., tracking -10. Space after paragraph: 0.3333”. 100% black and blue.

6. **Item ID number**
   Type: Univers 55, size 18 pt., tracking 0, 30% blue.

Discussion
Posting this information is a HAVA requirement.
Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.
Organize information into three to four categories that can be highlighted, as shown here, to make sign easy to scan from a distance.
For interior use, mount on wall or place on stand.
Content needs to be modified for each State. The Voters’ Bill of Rights content in this instance pertains specifically to Nebraska law. Election officials will have to download the editable version of this template (.indd) to edit the text for consistency with the requirements of their State.
General information

First-time voters: how to vote

1. Give your name to the poll worker.
2. Sign your name in the register. If you are unable to write, the poll worker can help you make a mark.
3. Mark your ballots in the polling booth.
4. Fold your ballot so that your marks are not seen.
5. Put your ballot in the envelope or sleeve so that the poll worker’s initials show.
6. Return the ballot envelope or sleeve to the poll worker. The poll worker will put the ballot in the ballot box.

Notice to physically disabled voters

If you cannot read, or if you need help to mark your ballot because of disability, a relative or friend can help you.

If you know someone who cannot enter the polling station because of a disability, tell the poll worker. The ballot may be taken to the voter, either to a more convenient place in the building or to the voter’s car parked within one block.

Acts of fraud or misrepresentation

It is a felony to commit an election falsification. That includes:

• Pretending to be a voter,
• Falsely swearing to be a member of a political party,
• Interfering with the polling place,
• Voting more than once each election, and more.

For a complete list of the Nebraska’s Voting Violations and Penalties, please ask a poll worker.

Smoking is not permitted in the polling place.

Voters’ Bill of Rights specifications

File: 020_E_Info
Dimensions: 18” x 24”

1. Title
   Type: Univers 75, size 86 pt., tracking 0, 100% white.

2. Title background
   100% blue fill, 3.375” from top edge.

3. Icons
   0.945” diameter, 0.75” from left edge.

4. Subhead
   Type: Univers 75, size 44 pt., leading 55 pt., tracking -15, 100% blue.

5. Text
   Type: Univers 75, 2.75” from left edge, size 27 pt., leading 35 pt., tracking -10. Space after paragraph: 0.3333”. 100% black and blue.

6. Item ID number
   Type: Univers 55, size 18 pt., tracking 0, 30% blue.

Discussion

Posting this information is a HAVA requirement. Content needs to be modified for each State.

Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into three to four categories that can be highlighted, as shown here, to make sign easy to scan from a distance.

For interior use; mount on wall or place on stand.
Special voting rules

Rules for voters who registered by mail

Voters who have registered to vote by mail—and never confirmed their identity to a registrar, election commissioner or polling official before—must show identification before receiving a ballot.

You may use any of these documents for identification:

- A valid Driver’s License or other ID with your photo and name on it
- Another document that shows your name and address, including a pay check, government check, current utility bill, or any federal, state, or local government document.

You do not have to show this identification if you are:

- A military or overseas voter
- Over the age of 65
- A voter with a disability and are voting in a different location from the one where you are registered.

Voting by provisional ballot

If your name is not on the voter registration list OR if you cannot show ID:

1. Fill out a voter registration application.
2. Fill out and sign the provisional ballot envelope.
3. Select a PIN number.
4. Place your voted ballots in the envelope.

After the polls close

Your registration will be confirmed before the envelope is opened and your ballot is counted.

Beginning 5 days after the election, you may check to see if your ballot was counted. Call 1-888-727-0007 or check votercheck.necvr.ne.gov.

Voters’ Bill of Rights specifications

File: 030_E_SpecialRules
Dimensions: 18” x 24”

1 Title
Type: Univers 75, size 86 pt., tracking 0, 100% white.

2 Title background
100% blue fill, 3.375” from top edge.

3 Icons
0.945” diameter, 0.75” from left edge.

4 Subhead
Type: Univers 75, size 44 pt., leading 55 pt., tracking -15, 100% blue.

5 Text
Type: Univers 75, 2.75” from left edge, size 27 pt., leading 35 pt., tracking -10. Space after paragraph: 0.3333”. 100% black and blue.

6 Item ID number
Type: Univers 55, size 18 pt., tracking 0, 30% blue.

Discussion

Posting this information is a HAVA requirement. Content needs to be modified for each State.

Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into three to four categories that can be highlighted, as shown here, to make sign easy to scan from a distance.

For interior use; mount on wall or place on stand.
Voters’ Bill of Rights

U.S. Department of Justice
Civil Rights Division–Voting Section

The Voting Rights Act of 1965 protects every American against racial discrimination in voting. This law also protects the voting rights of many people who have limited English skills. It stands for the principle that everyone’s vote is equal, and that neither race nor language should shut any of us out of the political process. The Voting Rights Act made these and other discriminatory practices illegal, and gave private citizens the right to sue in federal court to stop them. In recent times, courts have applied the Act to end race discrimination in the method of electing state and local legislative bodies and in the choosing of poll officials. You can find the Voting Rights Act in the United States Code at 42 U.S.C. 1973 to 1973aa-6.

Voters’ Bill of Rights—binder format specifications

File: 011_E_Rights_Binder
Dimensions: 8.5” x 11”

Title
Type: Univers 75,
size 42 pt., tracking -10, 100% white.

Title background
100% black fill, 2.25” from top edge,
0.25” margin all edges.

State seal
1” diameter, 1” from left edge.

Subhead
Type: Univers 75,
size 20 pt., leading 23 pt., tracking -10, 100% black.

Text
Type: Univers 55,
size 16 pt., leading 23 pt., tracking -10, 100% black.

Item ID number
Type: Univers 55,
size 8 pt., tracking 0, 30% black.

Discussion
Assembly: three-hole punch and put in standard three-ring binder.

This format is a full-text version of the poster format (page 2.23).

Content needs to be modified for each State. The Voters’ Bill of Rights content in this instance pertains specifically to Nebraska law. Election officials will have to download the editable version of this template (.indd) to edit the text for consistency with the requirements of their State.

Binders are suggested to display the full text of legally required State information that is not easily contained or read in a wall display format by voters (such as voters’ rights information). Binders can also be used to display other redundant information already posted in the polling environment, such as voting instructions.
Voting violations and penalties

Nebraska Secretary of State’s Office
Chapter 32 Article 15 Voting Violations and Penalties

32-1502. Election falsification; penalty.
A person shall be guilty of election falsification if, orally or in writing, he or she purposely states a falsehood under oath lawfully administered or in a statement made under penalty of election falsification.

32-1503. Registration of voters; prohibited acts; penalty.
Any person who:
(1) falsely impersonates an elector and registers to vote
(2) knowingly or fraudulently registers in or under any false, assumed, or fictitious name
(3) knowingly or fraudulently registers in two election districts,
(4) fraudulently attempts to remove the name of any registered voter in any election precinct to be stricken
(5) prevents any person having a lawful right to register or to be registered

General information—binder format specifications
File: 021_E_Info_Binder
Dimensions: 8.5” x 11”

Title
Type: Univers 75, size 42 pt., leading 54 pt., tracking -10, 100% white.

Title background
100% black fill, 2.25” from top edge, 0.25” margin all edges.

State seal
1” diameter, 1” from left edge.

Subhead
Type: Univers 75, size 20 pt., leading 23 pt., tracking -10, 100% black.

Text
Type: Univers 75 and 55, size 16 pt., leading 23 pt., tracking -10, 100% black.

Item ID number
Type: Univers 55, size 8 pt., tracking 0, 30% black

Discussion
Assembly: three-hole punch and put in standard three-ring binder.

This format is a full-text version of the poster format (page 2.24).

Content needs to be modified for each State. The content in this instance pertains specifically to Nebraska law. Election officials will have to download the editable version of this template (.indd) to edit the text for consistency with the requirements of their State.

Binders are suggested to display the full text of legally required State information that is not easily contained or read in a wall display format by voters (such as voters’ rights information). Binders can also be used to display other redundant information already posted in the polling environment, such as voting instructions.
Voting instructions

Record your vote
Fill in the oval completely using the pen or pencil provided. Do not use an X or ✓.

Review your ballot
Before you place your ballot into the ballot box or scanner, double-check your votes.

Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.

If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

If you make a mistake:
If you make a mistake, do not cross out or erase. Write “VOID” across the ballot and ask your poll worker for a new ballot.

Voting Instructions poster specifications
File: 040_E_Instructions
Dimensions: 18” x 24”

Title
Type: 86 pt. Univers 75, tracking 0, 100% white.

Title background
100% red fill, 3.375” from top edge.

Icons
0.945” diameter, 0.75” from left edge.

Subhead
Type: Univers 75, size 44 pt., leading 55 pt., tracking -10, 100% red.

Text
2.75” from left edge
Space after paragraph: 0.3333”. 100% black.

Item ID number
Type: 18 pt Univers 55, tracking 0, 30% red.

Illustrations
Place file: OpScan_Oval.eps

Discussion
Posting this information is a HAVA requirement. Content needs to be modified for each State.

For interior use; mount on wall or prop on stand and post near waiting area or where long lines may form.

Content needs to be modified for each State and should be based on ballot type being used.

This poster is also available in an 8.5” x 11” format, see file: 041_E_Instructions_Booth.
Voting instructions

1. **Record your vote**
   - Fill in the oval completely using the pen or pencil provided. Do not use an X or a checkmark.

2. **Review your ballot**
   - Before you place your ballot into the ballot box or scanner, double-check your votes.
   - Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.
   - If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

3. **If you make a mistake:**
   - If you make a mistake, do not cross out or erase. Write “VOID” across the ballot and ask your poll-worker for a new ballot.

**Discussion**
Posting this information is a HAVA requirement. Content needs to be modified for each State.

For interior tabletop use.

Content needs to be modified for each State and should be based on ballot type being used.

Assembly: trim to 6” x 15.5”. Use fold marks to form triangular shape and attach tab with tape.
Sample ballot poster specifications

File: 051_E_Sample_Door
Dimensions: 8.5” x 11”

1 Title
Type: Univers 75, size 150 pt., tracking -10, leading 160 pt., 100% white. 1.4” from left edge and 1.875” from top edge.

2 Background
100% red fill, 0.25” from edges.

3 Item ID number
Type: Univers 55, size 10 pt., tracking 0, 30% red.

Discussion
Posting this information is a HAVA requirement.
Use poster to draw attention to actual sample ballots.
No editing of information necessary.
Sample ballot—tabletop specifications

File: 052_E_Sample_Tabletop
Dimensions: 8.5” x 11”

1. **Title**
   Type: Univers 75, size 70 pt., tracking -10, 100% white.

2. **Background**
   100% red fill, 5” high.

3. **Item ID number**
   Type: Univers 55, size 8 pt., tracking 0, 30% red.

**Discussion**
Posting this information is a HAVA requirement.

Use tabletop sign to draw attention to actual sample ballots.

No editing of information necessary.

Assembly: trim to 8” x 10”, removing white margin. Use fold marks to form triangular shape and attach tab with tape.
Design: two languages

The samples on pages 2.34–2.55 are for voter information materials. Production specifications and discussion notes are provided—including typeface, type size, leading, line weights, tint fills, and distances between elements.

Voter information materials are presented in the following categories:

A Identification
B Wayfinding (e.g., directions to accessible entrances)
C Information and Instruction

These categories are offered to help election officials understand what is available and to help them determine which items and formats best suit their needs.

Electronic files

The electronic files that were used to create these samples are listed in this section’s Overview (pages 2.34–2.35) and with each sample.

The electronic files are available at www.eac.gov.

They are provided in two formats: Acrobat (.pdf) and InDesign (.indd).*

Each item has a unique identification number and file name. For example, the English/Spanish-language information poster Acrobat file is named “130_ES_Info.pdf.”

How to work with the samples and electronic files

Many of the samples illustrated in this section can be reproduced and used without making any text changes to the digital document file. They can be printed by an office printer with color capabilities, or, for the larger format items, be reproduced by a vendor with digital printing capabilities.

— If there are no changes to an item, download the Acrobat file. An Acrobat file always ends in “.pdf.” For example, if you want to reproduce the Information poster (item “130_ES_Info,” page 2.44), download and print out the Acrobat file (130_ES_Info.pdf) or supply that file to a vendor with digital printing capabilities.

Local vendors with digital printing capabilities often include printing firms and copy and duplicating service shops. “Digital printing capabilities” means they can accept a digital file and “output” it or print it on an appropriate display material (see pages 2.6–2.7). “Digital printing” often means ink jet printing. Even traditional “copy shops” often now have digital output capabilities.

— If changes need be made to an item, download the Indesign file. InDesign files end with “.indd.” Much of the text used in this section’s samples may or may not be appropriate for your jurisdiction and/or the voting equipment. To edit text or illustrations and prepare files for reproduction, there are additional steps that must occur before the materials are ready for reproduction. Illustrations used in the InDesign files are also available. These files end with “.eps.”

*The EAC does not endorse any specific product or vendor. The best practices illustrated throughout this document do not rely on specific software, products, or vendors. For copyright reasons, the EAC cannot supply election officials with the fonts used in the InDesign files. They are available from numerous suppliers.
To edit files ending with ".indd" or files ending in ".eps," election officials will need access to Adobe InDesign page layout software and to software that can edit .eps files (e.g., Adobe Illustrator). Working with a designer who has access to—and expertise in—these software programs is recommended.

Alternatively, these items can be recreated in other page layout programs using the production specifications provided with each sample; the Acrobat .pdf files as a visual guide; and, if appropriate, the illustration files provided (those files ending in .eps). Using nonlayout programs, such as those commonly used to write text-only documents, is not appropriate or recommended.

**Use of color**

Many of the samples use the colors “blue” and “red”; in all cases, the CMYK ink percentages of these colors are:

- Blue: 89% cyan, 43% magenta, 0% yellow, and 0% black.
- Red: 0% cyan, 94% magenta, 100% yellow, and 0% black.

Color has been applied to voter information materials to support usability needs—not for decorative purposes. Replacing blue or red with black does not affect any piece’s functional value. Guidance in limiting color quantity (one to two colors) and application (mainly in headers, labels, and icons) is intended to maximize its effectiveness in the polling place environment.
A Identification banners, posters, and name tags

vote here
vote aquí

180 Vote here banner

Polling place
Centro de votación

General Election
Elección General

Tuesday
Martes

November 7
7 de noviembre

8am–8pm

080 Vote here poster

060 Polling place ID

061 Polling place ID

070 Precinct ID

B Wayfinding posters

100 and 101 Access

Accessible entrance
Entrada accesible

101 Accessible entrance

100 Accessible entrance

110 Do not enter
No entrar

110 No entry

200 Arrow

120 No cell phones
No usar teléfonos celulares

130 Information

Information
Información

140 Vote by paper ballot
Votar con papeleta impresa

140 Vote by paper ballot

140 Vote by paper ballot

150 Vote by touchscreen
Votar con pantalla táctil

150 Vote by touchscreen

150 Vote by touchscreen

160 Return ballot

101 Restricted entrance

Entrada restringida

101 Restricted entrance

160 No entry

100 No entry

140 Vote by paper ballot

160 Return ballot

120 Do not use

No usar
**Exterior banner specifications**

*File:* 180_ES_BannerHoriz  
*Dimensions:* 54” x 11”

1. **Titles**  
   *Type:* 315 pt. Univers 93, tracking 0, and 320 pt. Univers 63, tracking 5, 100% white.

2. **Background**  
   *Pattern is part of InDesign file, no illustration used.*

3. **Item ID number**  
   *Type:* 20 pt. Univers 55, tracking 0, 100% white.

**Discussion**

Banners are for exterior use and may be hung horizontally or vertically.

If printed on weatherproof material, banners should last 5–10 years.

Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Alter translations based on preferred alternate languages.

Clearly visible polling place identification is particularly important when districts have been recently revised.
Exterior door/window poster specifications

File: 080_ES_VoteHere
Dimensions: 8.5" x 11"

1. **Titles**
   Type: 125 pt. Univers 75 and 55, tracking -10, leading 116 pt., 100% white.

2. **Background**
   Place file: starfield.eps

3. **Item ID number**
   Type: 10 pt. Univers 55, tracking 0, 100% white.

**Discussion**
Message and graphics connote positive atmosphere. Consistent identification helps polling place appear organized—helps to lend credibility to voting experience.

Place signs on or near entryway to room where voting takes place and at eye level.

No editing of information necessary.

Smaller signs reinforce exterior banners. Strategic repetition of signs helps guide voters and provide assurance.
Polling place
Centro de votación

General Election
Elección General

Tuesday
Martes

November 7
7 de noviembre

8am–8pm

Precinct: ____________
Circunscripción electoral

Ward: ____________
Distrito

Polling place identification specifications
File: 060_ES_PollingPlace
Dimensions: 24” x 36”

1 Titles
Type: 113 pt. Univers 75 and 115 pt. Univers 55, tracking -15, leading 130 pt., 100% white

2 Title background
100% blue fill, 5.3” from top edge.

3 Information
Type: 100 pt. Univers 75 and 55, tracking -5, leading 120 pt. Space after paragraph: 1”. 100% black.

4 Precinct/Ward
Type: 63 pt. Univers 75 and 55, tracking -5, leading 80 pt., 100% black.

5 Item ID number
Type: 20 pt. Univers 55, tracking 0, 30% blue.

Discussion
Precinct, hours, and date information is required by HAVA. Template can be produced in quantity to reduce costs.

Handwritten information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs.

For exterior use and should be produced on weatherproof material.
Polling place identification—
door format specifications
File: 061_ES_PollingPlace_Door
Dimensions: 8.5” x 11”

1 Titles

2 Title background
100% blue fill, 2” from top edge, 0.25” margin top and side edges.

3 Information

4 District/Precinct

5 Item ID number
Type: 9 pt. Univers 55, tracking 0, 30% blue.

Discussion
Precinct, hours, and date information is required by HAVA. Template can be produced in quantity for reduced costs.

Handwritten information should be legible and of a similar size and weight of the printed text. Consider printing information via ink jet or laser printer on stickers that can then be applied to signs for accurate localization.

For interior use; place at eye level (approximately 5 feet above ground).
Precinct identification specifications
File: 070_ES_Precinct
Actual dimensions: 11” x 8.5”

1. **Titles**

2. **Precinct number**
   Type: 425 pt. Univers 65, tracking -30, 100% white.

3. **Background**
   Place file: starfield.eps

4. **Item ID number**
   Type: 10 pt. Univers 55, tracking 0, 100% white.

Discussion
This information is HAVA required.

*Precinct* can be replaced with applicable division name.

This poster can also guide voters when more than one precinct is located in the same polling place.

Place near precinct-specific poll workers on freestanding sign holder. For example, at the beginning of a voting line, near the voting booths or appropriate ballot box.

For exterior/interior use; place at eye level.
Poll worker identification specifications

File: 090_ES_Pollworkers
Actual dimensions: 8 per 8.5 x 11”

1. **Titles**
   Type: 18 pt. Univers 75, tracking 5, and 19 pt. Univers 55, leading 21 pt., tracking 0, 100% white.

2. **Ask me questions!**
   Type: 12 pt. Univers 65, tracking 0, 100% black.

3. **Title background**
   Height: 0.84”, 100% blue.

4. **Item ID number**
   Type: 8 pt. Univers 55, tracking 0, 100% black.

Discussion
These may be printed on an office printer using commonly available adhesive labels or name badges.
Accessible entrance specifications

Files:
100_ES_AccessL
101_ES_AccessR

Dimensions: 11” x 17”

1 Titles

2 Title background
100% black fill, 3” from top edge, 0.25” margin top and side edges.

3 Icons
7.25” diameter, 100% blue,

4 Arrow
2.8” in height, 100% black.

5 Item ID number
Type: Univers 55, size 10 pt., tracking 0, 30% black.

Discussion
This information is HAVA required.
Primarily used for older buildings; newer buildings should be ADA compliant.
Place directional signs at main entrance.
To identify accessible entrance, remove arrow or use Vote here! poster (File: 080_E_VoteHere).
Place at eye level (approximately 5 feet above ground).
**Do not enter, No cell phones specifications**

*Files:*  
110_E_NoEnter  
120E_NoCell  
*Dimensions:* 11” x 17”

**Titles**  
_Type:* 53 pt. Univers 75, tracking 10, and 55 pt. Univers 55, tracking -10, leading 67 pt., 100% white.

**Title background**  
100% black fill, 3” from top edge, 0.25” margin top and side edges.

**Icons**  
7.5” diameter, 100% red.

**Instructions**  
_Type:* 86 pt. Univers 75, and 87.5 pt. Univers 55, tracking -10, leading 90 pt., 100% black.

**Item ID number**  
_Type:* Univers 55, size 10 pt., tracking 0, 30% black.

**Discussion**  
The restricted entrance information is required (if applicable).  
Place at eye level (approximately 5 feet above ground).
Wayfinding poster specifications

Files:
130_ES_Info
140_ES_OpScan

Dimensions: 11” x 17”

1. Titles

2. Title background
100% black fill, 3” from top edge, 0.25” margin top and side edges.

3. Icons
All 8.5” diameter
Place file: OpScan_Oval.eps

4. Background
100% blue or red, 0.25” margin bottom and side edges.

5. Item ID number
Type: 10 pt. Univers 55, tracking 0, 30% black.

Discussion
Place as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use; place at eye level (approximately 5 feet above ground) or higher.

For optical scan ballots that use an arrow to indicate a selection, use the file titled 140_ES_OpScanAlt.
Wayfinding poster specifications

**Files:**
150_ES_Touchscreen
160_ES_ReturnBallot

**Dimensions:** 11” x 17”

**Titles**

**Title background**
100% black fill, 3” from top edge, 0.25” margin top and side edges.

**Icons**
8.5” diameter
Place files:
Touchscreen.eps
Return_Ballot.eps

**Background**
100% red, 0.25” margin bottom and side edges.

**Item ID number**
Type: Univers 55, size 10 pt., tracking 0, 30% black.

Discussion
Place as close as possible to applicable station or desk. Hanging from ceiling or via freestanding sign holder may be necessary to provide visibility and guide voters through the process. Taping signs to table tops or fronts often offers insufficient visibility.

For interior use; place at eye level (approximately 5 feet above ground) or higher.
Wayfinding—tabletop specifications
Files:
132_ES_Info_Tabletop
142_ES_OpScan_Tabletop
152_ES_Touchscreen_Tabletop
162_ES_ReturnBallot_Tabletop
Dimensions: 10” x 8”

1 Titles
Type: 48 pt. Univers 75, tracking 10, and 50 pt. Univers 55, tracking 5, 55 pt. leading, 100% white.

2 Title background
100% blue or 100% red, 2.5” from top edge.

3 Icons
1.1863” diameter, 0.25” from edge.
Files:
OpScan_Oval.eps
Touchscreen.eps
ReturnBallot.eps

4 Fold marks
2.75” and 7.75” from top.

5 Item identification number
Type: 8 pt. Univers 55, tracking 0, 30% blue or red.

Discussion
Assembly: trim to 8” x 10”, removing white margin. Use fold marks to form triangular shape and attach tab with tape.

For optical scan ballots that use an arrow to indicate a selection, use the file entitled: 142_ES_OpScan_TabletopAlt.
Before casting your ballot, you have the right to:

- Vote if you are already standing in line when the polls close at 8 pm.
- Vote in a polling place free of campaigning.
- Get into a polling place if you have physical limits or use a wheelchair.
- Vote by provisional ballot if your registration is not found or if you have not updated your registration since you recently moved or changed your name.
- Take up to two hours off from work to vote at the beginning or end of the day without losing pay.

While casting your ballot, you have the right to:

- Get help from a poll worker if you cannot read or write, if you are blind or disabled.
- Ask for ballots, instructions and other voting materials in other languages in some counties.
- Bring your child under 18 into your voting booth with you.
- Get a new ballot if you make a mistake.
- Check your votes on paper if you vote by machine.
- Have your ballot counted fairly and impartially.
- If you feel your rights have been violated, please call the Election Protection hotline toll free at 1-866-OUR-VOTE (1-866-687-8683).

For a complete list of your Voters’ Bill of Rights, please request it from a poll worker.

Antes de emitir su voto, tiene derecho a:

- Votar si está formado en la fila cuando se cierre el centro de votación a las 8:00 p.m.
- Votar en un centro de votación libre de campañas políticas.
- Ingresar a un centro de votación si tiene algún impedimento físico o usa silla de ruedas.
- Votar usando una papeleta provisional si no se puede localizar su inscripción electoral o si no ha actualizado su inscripción electoral ya que se mudó de casa o se cambió de nombre recientemente.
- Uso hasta dos horas de su horario laboral al inicio o final de la jornada sin que su sueldo sea disminuido.

Mientras emite su voto, tiene derecho a:

- Obtener ayuda de un trabajador electoral, si no puede leer o escribir, en caso de ser ciego o discapacitado.
- Pedir papeletas, instrucciones y otros materiales electorales en otras lenguas en algunos condados.
- Traer a su hijo menor de 18 años a la caseta electoral.
- Obtener una nueva papeleta si se equivoca.
- Verificar sus votos en papel si vota usando una máquina.
- Que su voto sea conteado de manera justa e imparcial.
- Si considera que sus derechos han sido violados, por favor llame a la línea telefónica de Protección Electoral, al número gratuito 1-866-OUR-VOTE (1-866-687-8683).

Para obtener una lista completa de sus derechos electorales, por favor solicítela a un trabajador electoral.
First-time voters:

How to vote

1. Give your name to the poll worker.
2. Sign your name in the register. If you are unable to write, the poll worker can help you make a mark.
3. Mark your ballots in the polling booth.
4. Fold your ballot so that your marks are not seen.
5. Put your ballot in the envelope or sleeve so that the poll worker's initials show.
6. Return the ballot envelope or sleeve to the poll worker. The poll worker will put the ballot in the ballot box.

Notice to physically disabled voters

If you cannot read, or if you need help to mark your ballot because of disability, a relative or friend can help you. If you know someone who cannot enter the polling station because of a disability, tell the poll worker. The ballot may be taken to the voter, either to a more convenient place in the building or to the voter’s car parked within one block.

Acts of fraud or misrepresentation

It is a felony to commit an election falsification. That includes:

- Pretending to be a voter,
- Falsely claiming to be a member of a political party,
- Interfering with the polling place,
- Voting more than once each election, and more.

For a complete list of the Nebraska’s Voting Violations and Penalties, please ask a poll worker.

Smoking is not permitted in the polling place.

General information specifications

File: 020_ES_Info
Dimensions: 24” x 36”

Titles

Type: 90 pt. Univers 75, tracking 0, and 92 pt. Univers 55, tracking -30, 100% white.

Title background

100% blue fill, 4.75” from top edge.

Icons

1.167” diameter, 0.833” from left edge.

Subheads

Type: 48 pt. Univers 75, tracking 0, and 50 pt. Univers 55, tracking -5, 100% blue.

Text

Type: 30 pt. Univers 75, tracking 0, and 31 pt. Univers 55, tracking -5, leading 37 pt. Space after paragraph: 0.3611”. 100% black and 100% blue for special cases (e.g., contact information).

Item ID number

Type: 18 pt. Univers 55, tracking 0, 30% blue.

Discussion

Posting this information is a HAVA requirement. Content needs to be modified for each State.

Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into three to four categories that can be highlighted, as shown here, so that the poster is easy to scan from a distance.

For interior use; mount on wall or place on stand.
Special Voting Rules specifications

File: 030_ES_SpecialRules
Dimensions: 24” x 36”

Titles
Type: 90 pt. Univers 75, tracking 0, and 92 pt. Univers 55, tracking -30, 100% white.

Title background
100% blue fill, 4.75” from top edge.

Icons
1.167” diameter, 0.833” from left edge.

Subheads
Type: 48 pt. Univers 75, tracking 0, and 50 pt. Univers 55, tracking -5, 100% blue.

Text
Type: 30 pt. Univers 75, tracking 0, and 31 pt. Univers 55, tracking -5, leading 37 pt. Space after paragraph: 0.3611”. 100% black and 100% blue for special cases (e.g., contact information).

Item ID number
Type: 18 pt. Univers 55, tracking 0, 30% blue.

Discussion
Posting this information is a HAVA requirement. Content needs to be modified for each State.

Place in visible locations—near waiting areas or where long lines form.

Voters should read this material before voting.

Organize information into three to four categories that can be highlighted, as shown here, so that the poster is easy to scan from a distance.

For interior use; mount on wall or place on stand. Content needs to be modified for each State.

Rules for voters who registered by mail

Voters who have registered to vote by mail — and never confirmed their identity to a registrar, election commissioner or polling official before — must show identification before receiving a ballot. You may use any of these documents for identification:

- A valid Driver’s license or other ID with your photo and name on it
- Another document that shows your name and address, including a paycheck, government checks, current utility bill, or any federal, state, or local government document.

You do not have to show this identification if you are:

- A military or overseas voter
- Over the age of 65
- A voter with a disability and are voting in a different location from the one where you are registered.

Voting by provisional ballot

If your name is not on the voter registration list or if you cannot show ID:

1. Fill out a voter registration application.
2. Fill out and sign the provisional ballot envelope.
3. Select a PIN number.
4. Place your voted ballots in the envelope.

After the polls close

Your registration will be confirmed before the envelope is opened and your ballot is counted.

Beginning 8 days after the election, you may check to see if your ballot was counted. Call 1-888-727-0007 or check votercheck.necvr.ne.gov.

Enter PIN number _ _ _ _ _
La Ley del Derecho al Voto de 1965 protege a todos los estadounidenses de el discrimen racial. Esta ley también protege los derechos electorales de personas con destrezas limitadas en el idioma inglés. El principio fundamental es que el sufragio de todos es igual, y que ni la raza ni la lengua deben ser un obstáculo para que seamos parte del proceso electoral. La Ley del Derecho al Voto establece que estas y otras prácticas discriminatorias son ilegales, y le otorga a los ciudadanos civiles el derecho de iniciar litigios ante el tribunal federal para detener dichas prácticas. Recientemente los tribunales han aplicado esta ley para eliminar el discrimen racial en los métodos de elección para los organismos legislativos locales y estatales y en la elección de los trabajadores electorales. Puede encontrar La Ley del Derecho al Voto en el Código de los Estados Unidos de Norte América, 42 U.S.C. 1973 a 1973aa-6.

Discussion
Assembly: three-hole punch and put in standard three-ring binder.

This format is a full-text version of the poster format (page 2.47).

Content needs to be modified for each State. The Voters’ Bill of Rights content in this instance pertains specifically to Nebraska law. Election officials will have to download the editable version of this template (.indd) to edit the text for consistency with the requirements of their State.

Binders are suggested to display the full text of legally required State information that is not easily contained or read in a wall display format by voters (such as voters’ rights information). Binders can also be used to display other redundant information already posted in the polling environment, such as voting instructions.
Violaciones Electorales y Penalidades

Oficina del Secretario de Estado de Nebraska
Capítulo 32 Artículo 15 Violaciones Electorales y Penalidades

32-1502. Falsificación Electoral; penalidad.
Una persona será inculpada de falsificación electoral si, de manera oral o escrita, declara deliberadamente una falsedad bajo juramento legalmente administrado, o en una declaratoria realizada bajo pena de falsificación electoral.

32-1503. Inscripción de electores; actos prohibidos; penalidades.
Cualquier persona que:
1) se haga pasar falsamente por un elector y se inscriba para votar
2) Deliberadamente o de manera fraudulenta se inscriba usando un nombre falso, asumido o ficticio
3) Deliberadamente o de manera fraudulenta se inscriba en dos distritos electorales

Discussion
Assembly: three-hole punch and put in standard three-ring binder.

This format is a full-text version of the poster format (page 2.49).

Content needs to be modified for each State. The content in this instance pertains specifically to Nebraska law. Election officials will have to download the editable version of this template (.indd) to edit the text for consistency with the requirements of their State.

Binders are suggested to display the full text of legally required State information that is not easily contained or read in a wall display format by voters (such as voters’ rights information). Binders can also be used to display other redundant information already posted in the polling environment, such as voting instructions.
Voting instructions
Instrucciones para votar

1. Record your vote
   Fill in the oval completely using the pen or pencil provided. Do not use an X or.

2. Review your ballot
   Before you place your ballot into the ballot box or scanner, double-check your votes.

   Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.

   If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

3. If you make a mistake:
   If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll worker for a new ballot.

4. Fill in the oval completely using the pen or pencil provided. Do not use an X or.

5. Review your ballot
   Before you place your ballot into the ballot box or scanner, double-check your votes.

6. If you make a mistake:
   If you make a mistake, do not cross out or erase. Write "VOID" across the ballot and ask your poll worker for a new ballot.

7. Illustrations
   Place file: OpScan_Oval.eps

Discussion
Posting this information is a HAVA requirement. Content needs to be modified for each State.

For interior use; mount on wall or prop on stand and post near waiting area or where long lines may form.

Content needs to be modified for each State and should be based on ballot type being used.

This poster is also available in an 8.5” x 11” format, see file: 041_ES_Instructions_Booth.
Voting Instructions—tabletop specifications

File: 042_ES_Instructions_Tabletop
Dimensions: 8” x 15.5”

1. **Titles**
   Type: 30 pt. Univers 75, tracking 0, and 31.5 pt. Univers 55, tracking -10, leading 33 pt. 100% white.

2. **Title background**
   100% red fill, 1.28” from top edge.

3. **Icons**
   0.26” diameter.

4. **Subheads**
   Type: 11 pt. Univers 75, tracking 0, and 11.5 pt. Univers 55, tracking -10, leading 13 pt., 100% red.

5. **Text**
   Type: 8 pt. Univers 75 and 55, leading 11 pt., tracking 0. Space after paragraph: 0.3333”. 100% black.

6. **Item ID number**
   Type: 8 pt. Univers 55, tracking 0, 30% red.

7. **Illustrations**
   Place file: OpScan_Oval.eps

**Discussion**

Posting this information is a HAVA requirement. Content needs to be modified for each State.

For interior tabletop use.

Content needs to be modified for each State and should be based on ballot type being used.

Assembly: trim to 6” x 15.5”. Use fold marks to form triangular shape and attach tab with tape.
Sample ballot poster specifications

File: 051_ES_Sample_Door
Dimensions: 8.5" x 11"

1 **Titles**
   Type: 77 pt. Univers 75, tracking 0, and 78 pt. Univers 55, tracking -30, leading 80 pt., 100% white. 0.6" from left edge and 2" from top edge.

2 **Background**
   100% red fill, 0.25" from edges.

3 **Item ID number**
   Type: 8 pt. Univers 55, tracking 0, 30% red.

**Discussion**
Posting this information is a HAVA requirement. Use to draw attention to actual sample ballots. No editing of information necessary.
Sample ballot—tabletop specifications

File: 052_ES_Sample_Tabletop

Dimensions: 8” x 10”

1. **Titles**
   Type: 59 pt. Univers 75, tracking 0, and 60 pt. Univers 55, tracking -10, leading 65 pt., 100% white.

2. **Background**
   100% red fill, 5” high.

3. **Item ID number**
   Type: 8 pt. Univers 55, tracking 0, 30% red.

Discussion
Posting this information is a HAVA requirement.
Use to draw attention to actual sample ballots.
No editing of information necessary.
Assembly: trim to 8” x 10”, removing white margin. Use fold marks to form triangular shape and3pt(632,621),(835,996) attach tab with tape.

Sample ballot
Papeleta de muestra

46% actual size
Samples: two languages

The design best practices detailed in the previous section are applied to voter information materials in English and Chinese on pages 2.57–2.65. Identification, wayfinding, and instruction/information items are illustrated; their electronic file names are also included. The samples demonstrate the flexibility of the best practice designs and their applicability to a variety of voter information materials.

The typeface used for the Chinese text is LeiHi Pro Medium.* Throughout these samples the Chinese text is set at approximately the same size as the English text (see pages 2.34–2.55 for additional two-language specifications).

The sample Chinese text in this section has been professionally translated, but translations do not reflect a specific elections expertise.

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*The EAC does not endorse any specific product or vendor. The best practices illustrated throughout this document do not rely on specific software, products, or vendors. For copyright reasons, the EAC cannot supply election officials with the fonts used in the InDesign files. They are available from numerous suppliers.
Before casting your ballot, you have the right to:

Vote if you are already standing in line when the polls close at 8 pm.

Vote in a polling place free of campaigning.

Get into a polling place if you have physical limits or use a wheelchair.

Vote by provisional ballot if your registration is not found or if you have not updated your registration since you recently moved or changed your name.

Take up to two hours off from work to vote at the beginning or end of the day without losing pay.

While casting your ballot, you have the right to:

Get help from a poll worker if you cannot read or write, if you are blind or disabled.

Ask for ballots, instructions and other voting materials in other languages in some counties.

Bring your child under 18 into your voting booth with you.

Get a new ballot if you make a mistake.

Check your votes on paper if you vote by machine.

Have your ballot counted fairly and impartially.

If you feel your rights have been violated, please call the Election Protection hotline toll free at 1-866-OUR-VOTE (1-866-687-8683).

For a complete list of your Voters’ Bill of Rights, please request it from a poll worker.
General information

First-time voters: How to vote
1. Give your name to the poll worker.
2. Sign your name in the register. If you are unable to write, the poll worker can help you make a mark.
3. Mark your ballots in the polling booth.
4. Fold your ballot so that your marks are not seen.
5. Put your ballot in the envelope or sleeve so that the poll worker’s initials show.
6. Return the ballot envelope or sleeve to the poll worker. The poll worker will put the ballot in the ballot box.

Notice to physically disabled voters
If you cannot read, or if you need help to mark your ballot because of disability, a relative or friend can help you.
If you know someone who cannot enter the polling station because of a disability, tell the poll worker. The ballot may be taken to the voter, either to a more convenient place in the building or to the voter’s car parked within one block.

Acts of fraud or misrepresentation
It is a felony to commit an election falsification. That includes:
• Pretending to be a voter,
• Falsely swearing to be a member of a political party,
• Interfering with the polling place,
• Voting more than once each election, and more.

For a complete list of the Nebraska’s Voting Violations and Penalties, please ask a poll worker.

Smoking is not permitted in the polling place.

First-time voters:

如何投票
1. 交给投票站工作人员您的名字。
2. 在登记册上写下您的名字。如果您不会写，投票站工作人员可以帮助您做标记。
3. 在投票站标记您的选票。
4. 将您的选票折叠，确保您的标记不被他人看见。
5. 将您的选票放入信封或袖子，露出投票站工作人员签名的初稿。
6. 将选票信封或信封交到投票站工作人员。

投票站工作人员将把选票投入投票箱。

给身体残疾选民的通知
如果您不识字，或因身体残疾而无法填写选票时需要帮助，您的某一位亲戚或朋友可以向您提供帮助。

如果您知道某位人士由于身体的原因不能进入投票站，可以向投票站工作人员请求，选票可以由工作人员直接送到投票站，选票可以送到一个更加方便的地点或是停靠在一个街区范围之内的投票站的仓内。

欺诈行为或误导
欺瞒行为是重罪。
它包括：
• 假称是选民，
• 虚假宣誓（自己）是某一政党的成员，
• 干涉投票站的工作，
• 每次选举不止一次投票。

您可以向投票站的工作人员索取一份完整的内布拉斯加州反投票欺诈和德普目錄。

投票站禁止吸烟。

File name
020_EC_Info
See pages 2.34–2.55 for additional production specifications.
Special voting rules
特殊投票規則

Rules for voters who registered by mail
用郵件登記的選民規則

Voters who have registered to vote by mail — and never confirmed their identity to a registrar, election commissioner or polling official before — must show identification before receiving a ballot.

You may use any of these documents for identification:

- A valid Driver’s License or other ID with your photo and name on it
- Another document that shows your name and address, including a paycheck, government check, current utility bill, or any federal, state, or local government document.

You do not have to show this identification if you are

- A military or overseas voter
- Over the age of 65
- A voter with a disability and are voting in a different location from the one where you are registered.

Voting by provisional ballot
用臨時選票投票

If your name is not on the voter registration list OR

If you cannot show ID:

1. Fill out a voter registration application.
2. Fill out and sign the provisional ballot envelope.
3. Select a PIN number.
4. Place your voted ballots in the envelope.

After the polls close
在投票點關閉以後

Your registration will be confirmed before the envelope is opened and your ballot is counted.

Beginning 8 days after the election, you may check to see if your ballot was counted. Call 1-888-727-0007 or check votercheck.nevr.ne.gov.

Enter PIN number _ _ _ _ _
Voting instructions
投票说明

1. Record your vote
   Fill in the oval completely using the pen or pencil provided. Do not use an X or a check mark.

2. Review your ballot
   Before you place your ballot into the ballot box or scanner, double-check your votes.
   Some races allow votes for more than one person; the number appears just below the name of the office. Make sure you do not mark more votes than that number. You may choose to vote for fewer, or you can skip any race.
   If a ballot contains too many votes in one race, votes for that race will not be counted. The other correct races will be counted.

If you make a mistake:
If you make a mistake, do not cross out or erase. Write “VOID” across the ballot and ask your poll worker for a new ballot.
Polling place

General Election

Tuesday

November 7

8am–8pm

Precinct:

Ward:

See pages 2.34–2.55 for additional production specifications.
Accessible entrance

File name
100_EC_AccessL
See pages 2.34–2.55 for additional production specifications.

File name
101_EC_AccessR
See pages 2.34–2.55 for additional production specifications.
Restricted entrance
限制通行的入口

Do not enter
請勿進入

Information
資訊

25% actual size

File name
110_EC_NoEnter
See pages 2.34–2.55
for additional production
specifications.

File name
120_EC_Info
See pages 2.34–2.55
for additional production
specifications.
Vote by paper ballot
用選票投票

Vote by touchscreen
通過觸屏投票

File name
140_EC_OpScan
See pages 2.34–2.55 for additional production specifications.

File name
150_EC_Touchscreen
See pages 2.34–2.55 for additional production specifications.
Sample ballot
選票樣本

File name
051_EC_Sample_Door

See pages 2.34–2.55 for additional production specifications.