California Ballot Design Advisory Committee
Draft revisions to ballot layout for discussion

Whitney Quesenbery, Center for Civic Design
Travis Ebbert, Contra Costa County

Updated 10/18

Sketches of instructions and other text and suggestions for ways to update the current requirements, especially for text size.

As in the text revisions, recommendations are meant to illustrate how revised code requirements can be followed, leaving flexibility for counties to address voting system, language, and other requirements.

- The ballot layout sketches are drawn at 8.5” wide with text sizes matching the minimum sizes recommended.
- Print this file at “full size” to see text at 100% scale

Text on the ballot sketches are for layout only. There is a separate document for text revisions. Final versions will be updated with text agreed on by the committee.

These layouts are only in English.
After general agreement, and a committee discussion of how bilingual ballot layout, the next version will be bilingual.

Contents

2 – Ballot first page header
3 – Ballot general instructions at top Showing illustrations
4 – Ballot general instructions in left column
5 – Instructions for party-nominated, voter nominated and nonpartisan
6 – “Vote for…” instructions in contests
7 – Overall ballot layout
9 – 13 – Examples for reference only
### Ballot first page header

**13203 Current:**
- Official Ballot in 30 points bold ALL CAPS
- Party or Nonpartisan in 18 points bold ALL CAPS
- Name of County and Election Date: As large as possible, bold

**Proposed**
- Official Ballot - at least 18 points bold
- Primary title - at least 18 points
- County and date – at least 14 points

<table>
<thead>
<tr>
<th>Ballot Type</th>
<th>Title</th>
<th>Date</th>
<th>County, Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official General Election Ballot</strong></td>
<td>November 6, 2012 Franklin County, California</td>
<td>1/2 STYLE 17B</td>
<td></td>
</tr>
<tr>
<td><strong>Official Nonpartisan Ballot</strong></td>
<td><strong>Primary Election</strong></td>
<td>June 6, 2012 Franklin County, California</td>
<td>1/2 STYLE 17B</td>
</tr>
<tr>
<td><strong>Official Ballot</strong></td>
<td><strong>Federalist Party Primary</strong></td>
<td>June 6, 2012 Franklin County, California</td>
<td>1/2 STYLE 17B</td>
</tr>
<tr>
<td><strong>Official General Election Ballot</strong></td>
<td><strong>Oficial Balota de la Elección General</strong></td>
<td>June 6, 2012 Franklin County, California</td>
<td>1/2 STYLE 17B</td>
</tr>
<tr>
<td><strong>Official Ballot</strong></td>
<td><strong>General Election</strong></td>
<td>Franklin County, California</td>
<td>1/2 STYLE 17B</td>
</tr>
</tbody>
</table>

**For Discussion**
- **Display county seal on the ballot.** Optional? If used, to the left of the ballot title
- **Left justify ballot information (not centered)**
  Easier to read, matching EAC “Effective Designs”
  Less “lost at the top of the page
  Sets up a left margin for instructions.

**Flexible as to line breaks**
- Ideally, ballot title on one line, but can be broken into two lines

**Page number and ballot style**
- On right, but flexible for voting system and vbm QA needs
  Current page number larger and bold (shown at 24 pts / 14pts)

**Flexible as to arrangement of multiple languages**
- Interspaced lines?
- Left and right?
  Adjust to match layout for instructions
To vote for a candidate, [completely fill in the oval] next to their name [in black or blue ink].

For Discussion

Placing instructions in the top may make them more visible.

For bilingual ballot, the second language can be placed below the English, making it easy for them to share an illustration and for the alternate language text to have a contiguous area in one “row” across the ballot.

Illustrations specific to each ballot marking target or other details.

Do not use real words in the write-in illustration (it may look like an endorsement for a candidate)
Ballot general instructions layout – in left column

13203 Current:
No rules on location of instructions

What this layout requires
Sample layouts for instructions in header and
instructions in left column.
No contests below general instructions in the left
column
Additional languages below each illustration

Official General Election Ballot
November 6, 2012     Franklin County, California

Instructions

Making selections

To vote for a candidate, [completely fill in the oval] next to their name [in black or blue ink].

or write-in:

To vote for a qualified write-in candidate, write the name in the blank space provided.

Make sure your vote counts:
• Do not select more candidates than the number to be elected.
• If you make a mistake, ask for another ballot.
• Do not make marks outside of the [marking targets].
• You may vote in as many or as few contests as you want.
• A mistake in one contest does not affect the rest of the ballot.

For Discussion

Placing instructions in the left column makes the ballot header shorter, allowing more room for candidates in long contests.

It also establishes a pattern of inline instructions that can be used for different contest types.
Proposed
Ideally, contest instructions are inline before the relevant contests.
Headings – 11 pt
Text – 10 pt

For Discussion
Placing instructions before the relevant contests puts these (and other relevant instructions for how to vote) where voters can read them just before marking their vote in that contest.

Although shown on the first page, the heading for Nonpartisan Offices would most likely later in the ballot, following federal and state offices.

For bilingual ballots, the second language follows the English.

If the required ballot order mixes voter-nominated and non-partisan contests, the two instructions can be combined.
### Voter-Nominated Offices

All voters may vote for in these contests.

Candidates display a party preference (or None) for the information of voters. This does not mean that the candidate is endorsed by the party or that the party approves of the candidate.

### US Representative

**Vote for One**

- **Victor Martinez**  
  Party preference: Federalist Businessman
- **MayJun Lee**  
  Party preference: Whig Mayor/CEO
- **Write-in Candidate**

### Judicial Offices

**Associate Justice of the Supreme Court**

- **Vote Yes or No**

  Shall Associate Justice Harper Samuel be elected to office?
  
  **Yes**
  **No**

**Associate Justice of the Court of Appeal**

- **Vote Yes or No**

  **Yes**
  **No**

### Nonpartisan Offices

All voters may vote for in these contests.

No party preference, if any, is displayed for candidates for these offices.

### County Offices

**County Commissioner**

- **Wendell Quarles**  
  Community leader
- **Marty Talarico**  
  County Commissioner

### County Measures

**A Franklin County Vehicle Removal Program**

- **Vote Yes or No**

  Should the Franklin County Vehicle Removal Program for the removal of abandoned, wrecked, dismantled, or inoperative vehicles, be renewed for a ten-year term beginning July 1, 2017?
  
  **Yes**
  **No**

### For Discussion

**Size**

- Desired size vs absolute minimum??
- How are names adjusted when too long to fit (other states have rules about smaller text or truncating names)

This shows:

- Instructions for voting in a group of contests placed before the first of its type. In most cases, this will only be the instructions for voter-nominated and nonpartisan
- All “vote for” instructions go below the contest title in a shaded area (See next page for discussion of formats)
- Background 15:1 contrast*

To separate contests:

- Dark shading with white text for “levels of government” (at least 7:1)
- Medium shading (at least 10:1 contrast) for contest titles
- Light shading (at least 15:1 contrast) for voting instructions
- Dark rule between contests ~ 2.5 points

* 15:1 contrast ratio, is a PMS color at 20%.
Ballot contests “vote for” instructions and placement

Proposed (all “at least”)
Number
- Text size: At least 11 points
- Same or slightly smaller than contest title
- Same or slightly larger than candidate name
- Left justified immediately under the contest name

13210 – size
13204-5 - text

Number to be elected at least
12 pts bold, right justified

For Discussion

How to write the number to be elected
Numerals or spelled-out (will the number conflict with a district or other number)
Vote for One
Vote for one
Vote for 1

Just the number or spell out “up to”
(other states do both, have not seen evidence of more overvotes with simple phrasing)
Vote for 2
Vote for no more than 2
Vote for Two
Vote for no more than two

Yes / No on one line or two
Putting both options on 1 line saves space, but the association of the oval must be clear.

Is there enough separation, especially with 2 languages?

Can this be an option, or should consistency be required?
Some systems like arrows, must be stacked.

* 15:1 contrast ratio, is a PMS color at 20%.
## Instructions for voting

To vote for a candidate, [completely fill in the oval] next to their name [in black or blue ink].

To vote for a qualified write-in candidate, write the name in the blank space provided.

Make sure your vote counts:
- Do not select more candidates than the number to be elected.
- If you make a mistake, ask for another ballot.
- Do not make marks outside of the [marking targets].
- You may vote in as many or as few contests as you want.
- A mistake in one contest does not affect the rest of the ballot.

## Voter-Nominated Offices

All voters may vote for in these contests.
Candidates display a party preference (or None) for the information of voters. This does not mean that the candidate is endorsed by the party or that the party approves of the candidate.

### US Representative

**Vote for One**

- **Victor Martinez**  
  Party preference: Federalist  
  Businessman
- **MayJun Lee**  
  Party preference: Whig  
  Mayor/CEO
- **Write-in Candidate**

### Governor

**Vote for One**

- **Andrea Solis**  
  Party preference: Federalist  
  Educator
- **MayJun Lee**  
  Party preference: Whig  
  Mayor/CEO
- **Write-in Candidate**

### Controller

**Vote for One**

- **Roy D. Bernard**  
  Party preference: Federalist  
  CPA
- **Carin Sarn**  
  Party preference: Whig
- **Write-in Candidate**

## Nonpartisan Offices

All voters may vote for in these contests.
No party preference, if any, is displayed for candidates for these offices.

### County Offices

**County Commissioner**

**Vote for One**

- **Wendell Quarles**  
  Community leader
- **Marty Talarico**  
  County Commissioner

### County Measures

**A Franklin County Vehicle Removal Program**

**Vote Yes or No**

Should the Franklin County Vehicle Removal Program for the removal of abandoned, wrecked, dismantled, or inoperative vehicles, be renewed for a ten-year term beginning July 1, 2017?

- **Yes**
- **No**
Research and samples
Precinct: 101
Ballot Style: Ballot Type 1 v3.5
Page 1 / 2

Shall Judge Elizabeth L. Harris of the Colorado Court of Appeals be retained in office?

☐ Yes  ☐ No

Continue voting on the next page

Amendment W (CONSTITUTIONAL)
Shall there be an amendment to the Colorado constitution concerning a change in the format of the election ballot for judicial retention elections?

☐ Yes / For  ☐ No / Against

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Amendment W (CONSTITUTIONAL)
Shall there be an amendment to the Colorado constitution concerning a change in the format of the election ballot for judicial retention elections?

☐ Yes / For  ☐ No / Against
Instructions

Making selections
Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

Optional write-in

or write-in:

To add a candidate, fill in the oval to the left of “or write-in” and print the name clearly on the dotted line.

Turning in the ballot

Insert the completed ballot into the ballot sleeve. Hand in the ballot to be counted.

Do not fold the ballot.

US Senator
Vote for 1
- Victor Martinez
  Orange Party
- David Platt
  Yellow Party
- Heather Portier
  Tan Party
- or write-in

US Representative
Vote for 1
- Glen Tawner
  Orange Party
- Carroll Forrest
  Yellow Party
- or write-in

State Senator
Vote for 1
- Andrea Solis
  Orange Party
- Amos Keller
  Yellow Party
- or write-in

County Commissioners
Vote for 4
- Harvey Smith
  Orange Party
- Rancall Eagle
  Orange Party
- Reid Davis
  Yellow Party
- Barbara Shry
  Yellow Party
- Carole Barker
  Tan Party
- Hugh Feiser
  Tan Party
- Charles Qualey
  Lime Party
- Donald Rupp
  Silver Party
- write-in

Member of the State Assembly
Vote for 1
- Edward Shiplett
  Orange Party
- Marty Talarico
  Yellow Party
- or write-in

Registrar of Deeds
Vote for 1
- Lillian Cohen
  Yellow Party
- or write-in

Measure F: Franklin County Vehicle Removal program
Vote yes or no

Should the Franklin County Vehicle Removal Program for the removal of abandoned, wrecked, dismantled, or inoperative vehicles, paid for with vehicle registration fees of $1 per vehicle (and an additional $2 for certain commercial vehicles) be renewed for a ten-year term beginning July 1, 2017?
- Yes
- No

Remember to vote both sides of the ballot
A - Ballot Header - Election information
B – Instructions for voters
C - Navigation
D - Contests