

# Hart Ballot Design Guide\*

**updated Summer 2010, V.1**

**\* For counties using pre-Summer 2010  
Hart templates**

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Washington State Hart Counties

Washington Secretary of State  
Elections Division

HAVA



*Washington*  
**Secretary of State**

## Introduction

Welcome to the Hart ballot design guide for counties using pre-Summer 2010 templates!

Over the 2009 election cycle, Hart counties began experimenting with images for ballot instructions & other informational pieces on the ballot. While some counties had already been using images, the flexibility of designing outside of BOSS, the wealth of ballot design research & best practices, as well as a dedicated Design for Democracy fellow to assist in the creation of these images, inspired many counties to try using images.

In early 2010, Hart approached the OSOS about a partnership: creation of new templates by Hart, & creation of an image library by the OSOS. 12 Hart counties paid for the new Hart templates. These counties received a unique "Hart Ballot Design Guide," that addressed both use of the new templates & the image library.

Because the image library has been created by the OSOS, it may be distributed to all Hart Counties for use on pre-Summer 2010 templates. To assist you in selecting your images, a specific Hart Ballot Design Guide has been created to provide visual examples of instruction images with corresponding filenames, as well as basic ballot design best practices information.

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- ✱ **Washington Secretary of State** refers specifically to the Design for Democracy fellow working in the office of the Secretary of State & consulting with Policy, Certification & Training & Voter Education / Outreach teams. From this point forward, it will be abbreviated to “OSOS.”
- ✱ **Existing ballot design & election design research** refers to multiple reports, books & usability studies concerning ballot design & plain language. No, this stuff is not made up.

The new image collection represents collaboration among vendor, design professional, OSOS, county & elections official.

These images have been carefully planned & executed. Each phrase & graphic is usability-tested in either other jurisdictions or here in Washington. These images were also carefully reviewed by Hart counties.

These images represent a streamlined, with options, approach. While your county will feature graphics & language similar to other Hart counties, you will be able to select for your ballot situation & for how you handle “write-ins.”

## How to use the instruction image library

The next several pages show visual examples of all instruction images.

**1. *Peruse the images:*** Scan the next several pages to locate the image you would like to use. They may all look the same; the differences are in the details.

They are first categorized for use with 2 or 3 / 4 column ballots (3 & 4 column ballots have the same width of columns).

Next, by how “write-in” is handled.

Finally, there are images for when you have no races below the instructions & images for when you have races below the instructions.

**2. *Select your image:*** When you decide on an image you would like to use, note the filename that is in bold type.

## Image list

### 2-column

#### Condensed

"or write-in"  
"write-in"  
blank "write-in"

#### Condensed, race below instructions

"or write-in"  
"write-in"  
blank "write-in"

#### Condensed, race below instructions, 1 image only

"or write-in"  
"write-in"  
blank "write-in"

#### Special elections

regular  
regular, race below instructions  
condensed  
condensed, race below instructions

### 3-column (also used for 4-column ballots)

#### Condensed

"or write-in"  
"write-in"  
blank "write-in"

#### Condensed, race below instructions

"or write-in"  
"write-in"  
blank "write-in"

#### Condensed, race below instructions, 1 image only

"or write-in"  
"write-in"  
blank "write-in"

#### Special elections

regular  
regular, race below instructions  
condensed  
condensed, race below instructions

2 column  
condensed  
"or write-in"

2col\_7.bmp

2 column  
condensed  
"write-in"

2col\_8.bmp

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

2 column  
condensed  
blank "write-in"

2col\_9.bmp

## Instructions

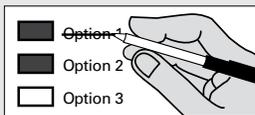
### How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

### If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

2 column  
condensed  
"or write-in"  
race below instructions

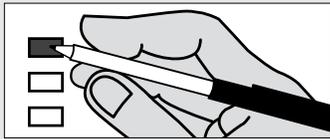
2col\_10.bmp

2 column  
condensed  
"write-in"  
race below instructions

2col\_11.bmp

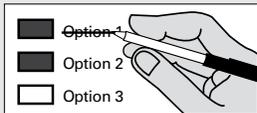
### Instructions

#### How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.  
Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

#### If you make a mistake



Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

#### Optional write-in

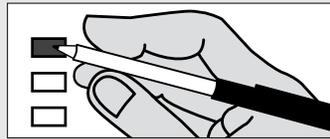


To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

↓ Start voting here

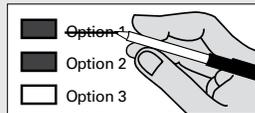
### Instructions

#### How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.  
Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

#### If you make a mistake



Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

#### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

↓ Start voting here

2 column  
condensed  
Blank "write-in"  
race below instructions

2col\_12.bmp

### Instructions

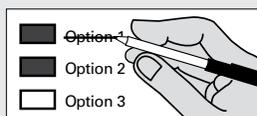
#### How to vote



Completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

#### If you make a mistake



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

#### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

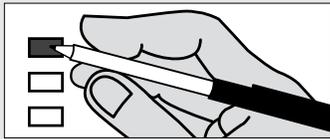
↓ Start voting here

2 column  
condensed  
"or write-in"  
race below instructions  
1 image only

**2col\_13.bmp**

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.  
Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**

Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

**Optional write-in**

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

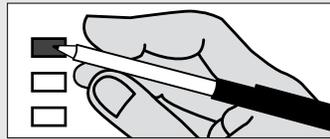
 **Start voting here**

2 column  
condensed  
"write-in"  
race below instructions  
1 image only

**2col\_14.bmp**

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.  
Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**

Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

**Optional write-in**

To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

 **Start voting here**

2 column  
condensed  
blank "write-in"  
race below instructions  
1 image only

2col\_15.bmp

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Optional write-in**

To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

 **Start voting here**

3 & 4 column  
condensed  
"or write-in"

3col\_7.bmp

3 & 4 column  
condensed  
"write-in"

3col\_8.bmp

3 & 4 column  
condensed  
blank "write-in"

3col\_9.bmp

**Instructions**

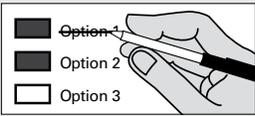
**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

**Instructions**

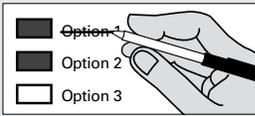
**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

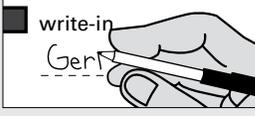
**If you make a mistake**



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**Instructions**

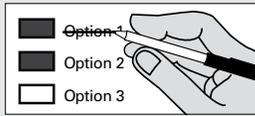
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3 & 4 column  
condensed  
"or write-in"  
race below instructions

3col\_10.bmp

3 & 4 column  
condensed  
"write-in"  
race below instructions

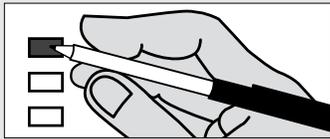
3col\_11.bmp

3 & 4 column  
condensed  
blank "write-in"  
race below instructions

3col\_12.bmp

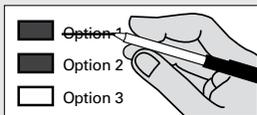
**Instructions**

**How to vote**



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↓ Start voting here

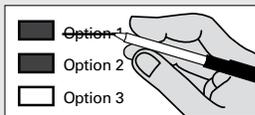
**Instructions**

**How to vote**



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Vote for one in each race.  
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Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

**Optional write-in**

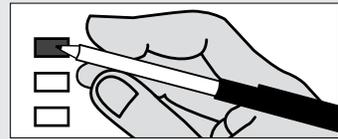


To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

↓ Start voting here

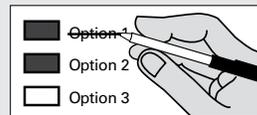
**Instructions**

**How to vote**



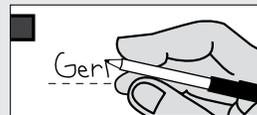
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Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

↓ Start voting here

3 & 4 column  
condensed  
"or write-in"  
race below instructions  
1 image only

3col\_13.bmp

**Instructions**

**How to vote**



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Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

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 **Start voting here**

3 & 4 column  
condensed  
"write-in"  
race below instructions  
1 image only

3col\_14.bmp

**Instructions**

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 **Start voting here**

3 & 4 column  
condensed  
blank "write-in"  
race below instructions  
1 image only

3col\_15.bmp

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Optional write-in**

To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.

 **Start voting here**

special elections  
2 column  
condensed

se\_2col\_3.bmp

special elections  
2 column  
condensed  
race below instructions

se\_2col\_4.bmp

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

**Instructions**

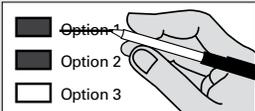
**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

↓ **Start voting here**

special elections  
3 & 4 column  
condensed

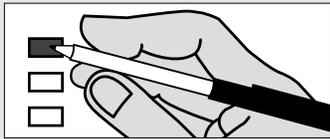
se\_3col\_3.bmp

special elections  
3 & 4 column  
condensed  
race below instructions

se\_3col\_4.bmp

**Instructions**

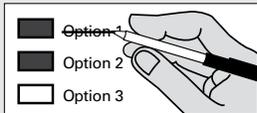
**How to vote**



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**Instructions**

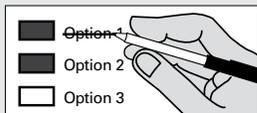
**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

 **Start voting here**

Miscellaneous images refer to section dividers (Federal, Measures, State, Judicial, etc.), the “READ” statement, PCO statement & other optional wayfinding messages.

These miscellaneous images have been created to maintain design consistency.

Use of these pre-made images is optional; you may decide to use the tools Hart has built in to BOSS, or to create your own.

## How to use the miscellaneous image library

The next several pages show visual examples of all miscellaneous images.

- 1. Peruse the section divider sets:** Two section divider sets have been created for optional use.
- 2. Peruse the other images:** Other images, such as the “READ” statement, have also been created for use on your ballot.
- 2. Select your image:** When you decide on a set or image you would like to use, note the folder / filename that is in bold type.

2 column  
section dividers  
set 1

**Folder: 2 Column Set 1**

**State Measure**

**County Measure**

**State Measures**

**County Measures**

**State Initiative**

**County Initiative**

**State Initiatives**

**County Initiatives**

**State Referendum**

**County Referendum**

**State Referenda**

**County Referenda**

**Measure**

**Measures**

Partisan Office

**Initiative**

Partisan Offices

**Initiatives**

Non-Partisan Office

**Referendum**

Non-Partisan Offices

**Referenda**

**Proposed by Initiative Petition**

Proposed to the People by the Legislature:  
**Amendment to the State Constitution**

2 column  
section dividers  
set 1 (continued)

**Folder: 2 Column Set 1**

**Federal**

**County**

**Federal Office**

**County Issue**

**Federal Offices**

**County Issues**

**Federal Issues & Offices**

**County Issues & Offices**

**Congressional**

**Local**

**Congressional Office**

**Local Issue**

**Congressional Offices**

**Local Issues**

**Local Issues & Offices**

**State**

**State Office**

**County Office**

**State Offices**

**County Offices**

**State Issues & Offices**

**Local Office**

**Local Offices**

2 column  
section dividers  
set 1 (continued)

**Folder: 2 Column Set 1**

**Hospital District**

**Water District**

**Hospital Districts**

**Water Districts**

**Fire District**

**Port**

**Fire Districts**

**Fire Protection District**

**Parks & Recreation District**

**Fire Protection Districts**

**Parks & Recreation Districts**

**Cemetary District**

**Cemetary Districts**

**Judicial**

**School District**

**Judicial Office**

**School Districts**

**Judicial Offices**

**Sewer District**

**Sewer Districts**

Election of  
**Political Party Precinct  
Committee Officer**

Election of **Political Party  
Precinct Committee Officer**

2 column  
section dividers  
set 2

**Folder: 2 Column Set 2**

**Federal:** Partisan Offices

**County:** Partisan Offices

**Federal:** Partisan Office

**County:** Partisan Office

**Federal:** Non-Partisan Offices

**County:** Non-Partisan Offices

**Federal:** Non-Partisan Office

**County:** Non-Partisan Office

**State:** Partisan Offices

**Judicial:** Non-Partisan Offices

**State:** Partisan Office

**Judicial:** Non-Partisan Office

**State:** Non-Partisan Offices

**State:** Non-Partisan Office

2 column  
other images

**Folder: 2 Column Other**

 **Start voting here**

**Continue voting next side**



**Continue voting next page**



**READ:** Each candidate for partisan office may state a political party that he or she prefers. A candidate's preference does not imply that the candidate is nominated or endorsed by the party, or that the party approves of or associates with that candidate.

Precinct Committee Officer is a position in each major political party.

**For this office only:**

If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

Precinct Committee Officer is a position in each major political party.

For this office only: If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

3 & 4 column  
section dividers  
set 1

**Folder: 3 Column Set 1**

<b>State Measure</b>	<b>County Measure</b>	<b>Federal</b>
<b>State Measures</b>	<b>County Measures</b>	<b>Federal Office</b>
<b>State Initiative</b>	<b>County Initiative</b>	<b>Federal Offices</b>
<b>State Initiatives</b>	<b>County Initiatives</b>	<b>Federal Issues &amp; Offices</b>
<b>State Referendum</b>	<b>County Referendum</b>	
<b>State Referenda</b>	<b>County Referenda</b>	<b>Congressional</b>
<b>Measure</b>		<b>Congressional Office</b>
<b>Measures</b>	<b>Partisan Office</b>	<b>Congressional Offices</b>
<b>Initiative</b>	<b>Partisan Offices</b>	
<b>Initiatives</b>	<b>Non-Partisan Office</b>	<b>State</b>
<b>Referendum</b>	<b>Non-Partisan Offices</b>	<b>State Office</b>
<b>Referenda</b>		<b>State Offices</b>
<b>Proposed by Initiative Petition</b>	<b>Proposed to the People by the Legislature: Amendment to the State Constitution</b>	<b>State Issues &amp; Offices</b>

3 & 4 column  
section dividers  
set 1 (continued)

**Folder: 3 Column Set 1**

<b>County</b>	<b>Hospital District</b>	<b>Water District</b>
<b>County Issue</b>	<b>Hospital Districts</b>	<b>Water Districts</b>
<b>County Issues</b>	<b>Fire District</b>	<b>Port</b>
<b>County Issues &amp; Offices</b>	<b>Fire Districts</b>	
	<b>Fire Protection District</b>	<b>Parks &amp; Recreation District</b>
<b>Local</b>	<b>Fire Protection Districts</b>	<b>Parks &amp; Recreation Districts</b>
<b>Local Issue</b>	<b>Cemetary District</b>	
<b>Local Issues</b>	<b>Cemetary Districts</b>	<b>Judicial</b>
<b>Local Issues &amp; Offices</b>	<b>School District</b>	<b>Judicial Office</b>
	<b>School Districts</b>	<b>Judicial Offices</b>
<b>County Office</b>	<b>Sewer District</b>	
<b>County Offices</b>	<b>Sewer Districts</b>	<b>Election of Political Party Precinct Committee Officer</b>
<b>Local Office</b>		
<b>Local Offices</b>		

3 & 4 column  
section dividers  
set 2

**Folder: 3 Column Set 2**

**Federal:** Partisan Offices

**County:** Partisan Offices

**Federal:** Partisan Office

**County:** Partisan Office

**Federal:** Non-Partisan Offices

**County:** Non-Partisan Offices

**Federal:** Non-Partisan Office

**County:** Non-Partisan Office

**State:** Partisan Offices

**Judicial:** Non-Partisan Offices

**State:** Partisan Office

**Judicial:** Non-Partisan Office

**State:** Non-Partisan Offices

**State:** Non-Partisan Office

3 & 4 column  
other images

**Folder: 3 Column Other**

 **Start voting here**

**Continue voting next side** 

**Continue voting next page** 

**READ:** Each candidate for partisan office may state a political party that he or she prefers. A candidate's preference does not imply that the candidate is nominated or endorsed by the party, or that the party approves of or associates with that candidate.

Precinct Committee Officer is a position in each major political party.  
**For this office only:**  
If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

Precinct Committee Officer is a position in each major political party.  
For this office only: If you consider yourself a Democrat or Republican, you may vote for a candidate of that party.

Development of ballot design best practices started as far back as 2005, & were released as part of the 2007 EAC report.

The following best practices feature information from the 2007 EAC report & numerous other entities, including: Design for Democracy, The Brennan Center & NIST.

Since the OSOS began to focus on ballot design, the existing ballot design research has been supplemented by county information & specific Washington state usability studies.

The amount of ballot design best practices available to us is actually quite large. For this first Design Guide release, we have included basic information to be aware of.

## About write-ins

The verbiage of the “write-in” area is at your discretion. Your instruction image must match how you program your “write-ins” on the ballot.

### **The “triple threat”**

Existing research recommends the “triple threat” for handling “write-ins:”

- Use the word optional in the instructions (as featured in the new instruction images)
- In the race, use a dashed line (as featured in the new Hart templates)
- In the race, use the phrase “or write-in”

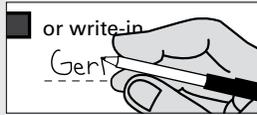
### **“Or write-in,” “write-in” or blank?**

The choice is yours. If you have a race on the ballot with no filed candidates, you will have to program “write-in” for all your races (because there is no “or,” a “write-in” is the only option for that one race).

If your voters abuse the “write-in” area, you may believe that having no verbiage next to the target area will work to combat silly names like Mickey Mouse or Donald Duck. While there has been no formal usability on this, it is at your discretion.

## About write-ins (continued)

### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.



### "or write-in" (the "triple threat")

- Uses the word optional in the instructions
- Uses a dashed line
- "or write-in" next to target area

### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.



### "write-in"

- Uses the word optional in the instructions
- Uses a dashed line
- "write-in" next to target area

### Optional write-in



To vote for a candidate not listed for that race, fill in the box to the left of the dashed line and print the name of the candidate.



### Blank "write-in"

- Uses the word optional in the instructions
- Uses a dashed line
- No verbiage next to target area

## Placing races below instructions

### **Research recommends: place instructions in the left column & begin races in the second column**

Existing research advises to embed instructions in the ballot (as opposed to running them horizontally above vertically placed contests in columns) to support greater voting focus & autonomy for voters.

It also strongly advises against placing races below the instructions.  
Test voters often overlooked races located immediately beneath vertical instructions.

When possible, designate the first column for instructions & begin races in the second column.

### **Design matters when a race is placed below instructions**

While a solid conclusion cannot be drawn, it is speculated that design was the reason & specifically the placement of I-1033 below instructions, that caused a large undervote for that race on King County's 2009 General Election ballot.

How could design have caused an undervote for King County's ballot? There are a few design hypotheses, among them: the use of bold shading (100% black & 90% black) alternating throughout the instructions. Many voters do not refer to instructions before voting, rather, when they encounter a problem during voting, they return to the instructions for guidance.

Of the tools in our design arsenal, 100% black & dark tints of black, contrasted with white, is one of our strongest tools for attracting attention. King County used this tool to attract voters to the different areas of the overall instructions, but after the split-second spent by voters to identify that they were instructions, voters may have jumped into their ballot, neglecting the more subtle shading used to begin the ballot, above I-1033.

# Placing races below instructions (continued)



## 2009 General Election ballot, King County

When you glance at this ballot, what do you see first?

Then what do you see?

Do you see the race below the instructions?

SEA 43-2021 BALLOT CODE: 324 LEG DISTRICT: 43		King County, Washington Official General Election Ballot November 3, 2009	
<b>Instructions</b> <b>Making selections</b> Use a dark pen to completely fill in the oval next to your choice.		<b>State of Washington</b> Passed by the Legislature and Ordered Referred by Petition	
		<b>King County</b> Charter Amendment No. 4 Adding New Section 897 - High Conservation Value Properties	
Do not cut, tear or damage ballot.		Shall the King County Charter be amended to add a new Section 897 that would provide enhanced protection for certain county properties designated as high conservation value properties by prohibiting the county from conveying or relinquishing its interest in those properties or authorizing their expanded use, except in specified circumstances, as provided in Ordinance No. 16600? <input type="radio"/> YES <input type="radio"/> NO	
<b>Returning the ballot</b> Insert completed ballot into security envelope.		<b>County Executive</b> short and full term nonpartisan office vote for one	
		<input type="radio"/> Susan Hutchison <input type="radio"/> Dow Constantine <input type="text"/> Write-in	
Insert security envelope containing completed ballot into return envelope. Sign the oath on the return envelope.		<b>Sheriff</b> nonpartisan office vote for one	
		<input type="radio"/> Sue Rahr <input type="text"/> Write-in	
<b>Optional</b> <b>Write-in</b> To vote for a write-in candidate, write the name and darken the oval.		<b>Assessor</b> unexpired 2-year term nonpartisan office vote for one	
		<input type="radio"/> Graham Albertini <input type="radio"/> Gene Lux <input type="radio"/> Lloyd Hara <input type="radio"/> Bob Rosenberger <input type="radio"/> Bob Blanchard <input type="text"/> Write-in	
<b>Making corrections</b> To make a correction, draw a line through the candidate's name. You then have the option of making another choice.		<b>Judicial</b> <b>Court of Appeals, Division No. 1, District No. 1 Judge Position No. 3</b> nonpartisan office vote for one	
		<input type="radio"/> Anne L. Ellington <input type="text"/> Write-in	
<b>State of Washington</b> Proposed by Initiative Petition		<b>Port</b> <b>Port of Seattle Commissioner Position No. 1</b> nonpartisan office vote for one	
<b>Initiative Measure No. 1033</b> Initiative Measure No. 1033 concerns state, county and city revenue. This measure would limit growth of certain state, county and city revenue to annual inflation and population growth, not including voter-approved revenue increases. Revenue collected above the limit would reduce property tax levies. Should this measure be enacted into law? <input type="radio"/> YES <input type="radio"/> NO		<input type="radio"/> John Creighton <input type="text"/> Write-in	

Continued on other side

## Placing races below instructions (continued)

Here's an example of a new Hart instruction image, alerting voters to races below the instructions, being used on one of the new Hart templates.



A subtle tint of black (10%) is used in one solid block to differentiate the instructions from the rest of the ballot.

General and Special Joint Election  
 Non-Partisan Ballot  
 Sample County, WA  
 January 16, 2008

precinct  
 100000-00

**Page 1 / 1**

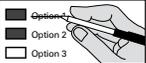
**Instructions**

**How to vote**



Completely fill in the box to the left of your choice. Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name. Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

**Start voting here**

<p><b>Governor</b> Vote for one</p> <p><input type="checkbox"/> Susan B. Anthony</p> <p><input type="checkbox"/> Mark Twain</p> <p><input type="checkbox"/> Cesar Chavez</p> <p><input type="checkbox"/> Mark Twain</p> <p><input type="checkbox"/> Cesar Chavez</p>	<p><b>United States Senator</b> Vote for one</p> <p><input type="checkbox"/> Harriett Tubman prefers Green party</p> <p><input type="checkbox"/> Wall Whitman prefers Whig party</p> <p><input type="checkbox"/> Fredrick Douglass prefers Republican party</p> <p><b>Governor</b> Vote for one</p> <p><input type="checkbox"/> Susan B. Anthony</p> <p><input type="checkbox"/> Mark Twain</p> <p><input type="checkbox"/> Cesar Chavez</p> <p><b>Mayor</b> Vote for one</p> <p><input type="checkbox"/> Charles Dickens</p> <p><input type="checkbox"/> Martha Washington</p> <p><input type="checkbox"/> Write In</p> <p><b>County Judge</b> Vote for one</p> <p><input type="checkbox"/> Betsy Ross</p> <p><input type="checkbox"/> James Madleon</p> <p><b>Propositions and Amendments</b></p> <p><b>Proposition 1</b> Vote for one</p> <p>Should internet voting be allowed in the United States?</p> <p><input type="checkbox"/> For</p> <p><input type="checkbox"/> Against</p>	<p><b>Mayor</b> Vote for one</p> <p><input type="checkbox"/> Charles Dickens</p> <p><input type="checkbox"/> Martha Washington</p> <p><input type="checkbox"/> Write In</p> <p><b>County Judge</b> Vote for one</p> <p><input type="checkbox"/> Harriett Tubman prefers Green party</p> <p><input type="checkbox"/> Wall Whitman prefers Whig party</p> <p><input type="checkbox"/> Fredrick Douglass prefers Republican party</p> <p><b>Governor</b> Vote for one</p> <p><input type="checkbox"/> Susan B. Anthony</p> <p><input type="checkbox"/> Mark Twain</p> <p><input type="checkbox"/> Cesar Chavez</p>
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A bold tint of black (70%) is combined with white type & an informational icon to alert voter of where the ballot begins.

## Placing races below instructions (continued)

### **Alerting voters to races below the instructions**

Inspired by the Nebraska pilot test (part of the 2007 EAC report), OSOS & King County strategized on using more subtle shading for their instructions & bold shading with contrasted type for what really counted (identifying where to begin voting). The instructions were also shortened, removing information on returning the ballot, now that vote by mail is familiar to King County voters.

In the King County usability study conducted on 2 variations on the above outlined design, 100% of test voters voted the race below the instructions.

Lessons from the Nebraska pilot test & from the King County usability study have been incorporated into the Hart instructions images for use when placing races below instructions.

### **Consider ballot design in parts & holistically**

It is simply not enough to plug in the instruction image for placing races below the instructions. Carefully consider other elements, such as placement of the READ statement & whether or not you will use section dividers.

A ballot is made of parts & the design of the ballot may be considered in parts: the instructions are one part; the section dividers are another part; the races one part, the front of the page can be one part & the back another part. The specific design challenges of each part should be considered & overcome.

After this, consider the design of the ballot as a whole. Consider how different parts are interacting & how they look in relation to each other.

Sample questions to ask include:

*How should the instructions look in relation to the race below?*

*How are the section dividers relating to the instructions and races?*

*Should the same value of shading carry over from one part to another part?*

*When I glance at the ballot, what stands out? Do I want that to stand out?*

## Extremely long ballots

As you work through the ballot design process & you make decisions on paper size, template style & what miscellaneous images you will use, you may still be challenged for saving space.

In extremely long ballot situations, consider using an instruction image that features only the graphic for making selections.

### Instructions

#### How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race. If you vote for more than one, no votes will be counted for that race.

#### If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

#### Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

↓ Start voting here

### Instructions

#### How to vote



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.

Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

#### If you make a mistake

Draw a line through the entire measure response or candidate's name.

Then you may make another choice.

#### Optional write-in

To vote for a candidate not listed for that race, fill in the box to the left of "or write-in" and print the name on the dashed line.

↓ Start voting here

## About section dividers

Section dividers (Federal, Measures, State, County, Judicial, etc.), are optional. Some counties use section dividers to break up the ballot & / or to feature required information (if the offices are partisan or non-partisan).

The new Hart templates feature built-in shading for overall race information, which visually breaks up the ballot into attackable chunks. Because of this, you may consider eliminating section dividers.

Two sets of section dividers have been created to accommodate what type of information you want to feature.



### Set 2 section dividers

The section dividers have been designed to be slightly smaller in height from other wayfinding images, such as the “start voting here” prompt.

Shading is consistent with other wayfinding messages at 70% black.

General and Special Joint Election  
Non-Partisan Ballot  
Sample County, WA  
January 16, 2025

Precinct  
1080456-02  
Page 1 / 1

**Instructions**

**How to vote**



Use a dark blue or black ink pen to completely fill in the box to the left of your choice.  
Vote for one in each race.  
If you vote for more than one, no votes will be counted for that race.

**If you make a mistake**



Draw a line through the entire measure response or candidate's name.  
Then you may make another choice.

**Optional write-in**



To vote for a candidate not listed for that race, fill in the box to the left of "write-in" and print the name on the dashed line.

**Divider: Partisan Offices**

United States Senator  
Vote for one

Harnett Tubman  
United States Party

Walt Whitman  
United Whippers

Fredrick Douglass  
United Republican Party

**Governor**  
Vote for one

Susan B. Anthony

Mark Twain

Cesar Chavez

**Divider: Partisan Offices**

Mayor  
Vote for one

Charles Dickens

Martha Washington

Write In

**County Judge**  
Vote for one

Betsy Ross

James Madison

**Divider: Partisan Offices**

Mayor  
Vote for one

Charles Dickens

Martha Washington

Write In

**County Judge**  
Vote for one

Betsy Ross

James Madison

**Governor**  
Vote for one

Susan B. Anthony

Mark Twain

Cesar Chavez

**Mayor**  
Vote for one

Charles Dickens

Martha Washington

Write In

**County Judge**  
Vote for one

Betsy Ross

James Madison

10000010100014

000000001102

0000001153

## "Vote for one" & partisan / non-partisan

Legal requirements dictate that you must state how many for which to vote (it's usually "vote for one") & whether a race is partisan or non-partisan, but it does not state a specific location for this information. Some counties, in an effort to save space, will place this information with section dividers.

Existing research recommends that you feature both pieces of information with each & every race.

This may seem repetitive, but it establishes consistency & places the information in context. They can be considered two pieces of specific race instruction, just like the term length.



### What are your options?

Consider different ways of displaying legal requirements such as "vote for one," partisan / non-partisan & term length.

Research recommends placing this information in context, with each race.

Will you give each piece its own line? Will you group some of it together?

<b>Legislative District 10 State Representative Pos. 2</b> partisan office, 1 year unexpired term; vote for 1
<input type="checkbox"/> <b>Laura Johnson</b> (prefers Democratic Party)
<input type="checkbox"/> <b>Terry Rhodes</b> (prefers Republican Party)
<input type="checkbox"/> <b>or write-in:</b> .....

<b>Governor</b> partisan office 1 year unexpired term vote for 1
<input type="checkbox"/> <b>Laura Johnson</b> (prefers Democratic Party)
<input type="checkbox"/> <b>Terry Rhodes</b> (prefers Republican Party)
<input type="checkbox"/> <b>or write-in:</b> .....

<b>District Court Judge</b> non-partisan office, 4 year term vote for 1
<input type="checkbox"/> <b>Laura Johnson</b>
<input type="checkbox"/> <b>Terry Rhodes</b>
<input type="checkbox"/> <b>or write-in:</b> .....