

# **Ballot Design Tips & Tricks**

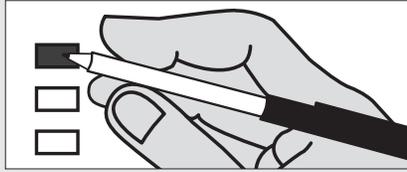
## Save room on the ballot

**Regular**  
3 column  
10 pt

2.03 inches

### Instructions

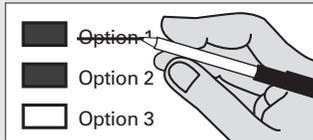
#### How to vote



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.

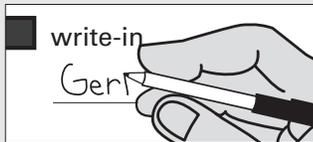
#### If you make a mistake



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 line.

6.1108 inches

**3col\_8.bmp**  
3,266 KB

# Less images

3 column

10 pt

← 2.03 inches →

**Instructions**

**How to vote**



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↓ **Start voting here**

5.1663 inches

**3col\_14.bmp**  
2,768 KB

# 10pt vs 8pt

Regular

3 column

left: 10pt

right: 8pt

*Difference of*

*1.1893 inches*

*635 KB*

2.03 inches

**Instructions**

**How to vote**

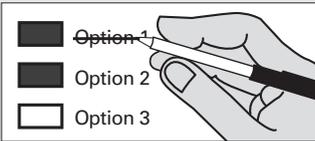


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6.1108 inches

2.03 inches

**Instructions**

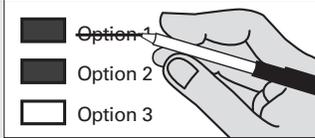
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4.9215 inches

**/Regular in 8pt/  
2,631 KB**

# 10pt vs 8pt

Less images

3 column

left: 10pt

right: 8pt

*Difference of*

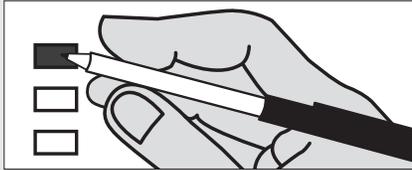
*1.2149 inches*

*659 KB*

2.03 inches

**Instructions**

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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 line.

 **Start voting here**

5.1663 inches

2.03 inches

**Instructions**

**How to vote**



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 **Start voting here**

3.9514 inches

**/Less Images in 8pt/**

**2,109 KB**

# Repeating ballot titles

## 3 column

### Proposed by Initiative Petition

#### INITIATIVE MEASURE NO. 985

Initiative Measure No. 985 concerns transportation.

This measure would open high- occupancy vehicle lanes to all traffic during specified hours, require traffic light synchronization, increase roadside assistance funding, and dedicate certain taxes, fines, tolls and other revenues to traffic-flow purposes.

Should this measure be enacted into law?

Yes

No



1

### Proposed by Initiative Petition

#### INITIATIVE MEASURE NO. 1000

Initiative Measure No. 1000 concerns allowing certain terminally ill competent adults to obtain lethal prescriptions.

This measure would permit terminally ill, competent, adult Washington residents, who are medically predicted to have six months or less to live, to request and self-administer lethal medication prescribed by a physician.

Should this measure be enacted into law?

Yes

No



2

### Proposed by Initiative Petition

#### INITIATIVE MEASURE NO. 1029

Initiative Measure No. 1029 concerns long-term care services for the elderly and persons with disabilities.

This measure would require long-term care workers to be certified as home care aides based on an examination, with exceptions; increase training and criminal background check requirements; and establish disciplinary standards and procedures.



3

**Ballot titles are available in  
the HART Image Library**

# Group ballot titles

## 3 column

*Recommended*

Proposed by Initiative Petition
<p><b>Initiative Measure No. 1053</b> Initiative Measure No. 1053 concerns tax and fee increases imposed by state government. This measure would restate existing statutory requirements that legislative actions raising taxes must be approved by two-thirds legislative majorities or receive voter approval, and that new or increased fees require majority legislative approval.</p> <p>Should this measure be enacted into law?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p><b>Initiative Measure No. 1082</b> Initiative Measure No. 1082 concerns industrial insurance. This measure would authorize employers to purchase private industrial insurance beginning July 1, 2012; direct the legislature to enact conforming legislation by March 1, 2012; and eliminate the worker-paid share of medical-benefit premiums.</p> <p>Should this measure be enacted into law?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p><b>Initiative Measure No. 1098</b> Initiative Measure No. 1098 concerns establishing a state income tax and reducing other taxes. This measure would tax "adjusted gross income" above \$200,000 (individuals) and \$400,000 (joint-filers), reduce state property tax levies, reduce certain business and occupation taxes, and direct any increased revenues to education and health.</p> <p>Should this measure be enacted into law?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

← 1

**Ballot titles are available in  
the HART Image Library**

# Partisan Offices & Vote for 1

3 column

**State Offices**

Governor  
Partisan Office - Vote For One ←

Christine Gregoire  
(Prefers Democratic Party)

Dino Rossi  
(Prefers G.O.P. Party)

write-in

option 1:  
**Repeat in contest details for each office**

**State: Partisan Office**

Governor  
Vote For One ←

Christine Gregoire  
(Prefers Democratic Party)

Dino Rossi  
(Prefers G.O.P. Party)

write-in

option 2:  
*Recommended*  
**Repeat "Vote for 1" in contest details and "Partisan" in title for group of offices**

**Federal: Partisan Offices** ←

United States Senator

Patty Murray  
(Prefers Democratic Party)

Dino Rossi  
(Prefers Republican Party)

Write-in

option 3:  
**Group of Offices & included in instructions**

**Instructions**

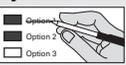
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**Ballot titles are available in the HART Image Library**

## **Ballot Design Tips & Tricks**

Keep your file sizes small

# Recap of Lengths and File Sizes

Image Name	Length	File Size
Regular	6.1108 inches	3,266 KB / 3.19 MB
Regular in 8pt	4.9215 inches	2,631 KB / 2.57 MB
Less Images	5.1663 inches	2,768 KB / 2.70 MB
Less Images in 8pt	3.9514 inches	2,109 KB / 2.06 MB

**Ballot images and titles are available  
in the HART Image Library.**

We will be adding Bilingual, Spanish,  
and eSlate images to the HART Image  
Library and Ballot Design Guide before  
the General Election.

Both the HART Image Library and Ballot  
Design Guide are available on the HART  
User Group web site.

## Hart Ballot Design Guide\*

updated Summer 2010, V.1.1

\* For counties using pre-Summer 2010  
Hart templates

Jenny Greeve  
AIGA / D4D Washington State Design Fellow

Hart InterCivic

Washington State Hart Counties

Washington Secretary of State  
Elections Division

HAVA



# **Ballot Design Tips & Tricks**

Keep your file sizes small

**Removing shading does not make the file size smaller**

**Avoid decreasing usability of ballot for quicker production turn around**

**Best font size is 12pt.** Our images use 10pt and the bare minimum is 8pt.