

Category: **Didactics**

Project: **2019 Voter Guides**

What was the challenge?

Recognizing that the principles of wayfinding can be leveraged to help people move through complex information as well as through complex spaces, the New York City Campaign Finance Board enlisted Two Twelve to design the 2019 Voter Guides, both for the Primary and the November General Election. The most recent iteration of the nonpartisan guide—sent to every registered voter in the five boroughs— informs New Yorkers about their early voting options and encourages participation in the upcoming election.

The 32-page document outlines important dates and voter rights, illustrates step-by-step instructions for marking your ballot, explains the City's matching funds program, introduces the candidates running for office, and summarizes ballot proposals and what they will mean for New York residents.

With sections dedicated to frequently asked questions and contact information for candidates and the Board of Elections, as well as directions to additional online resources, the Voter Guide offers a wealth of information.



Make a Voting Plan

Today



Pick a time

Choose a good time to vote and put it on your calendar. Remember, you can vote early starting on October 26th (see page 4). Tell your family and friends to join you.



Find your polling location

Note your poll site location (if you are voting early, your poll site may be different from where you would vote on November 5th).

The Day You Go Vote



Double-check your poll site location

Visit voting.nyc.gov to double-check your poll site location.



Bring this Voter Guide with you



VOTE
Bring your family and friends with you!

Contact:

name: Shi-Anne Shakes
company/organisation: Two Twelve
e-mail: sshakes@twotwelve.com
website: <http://www.twotwelve.com>

What was the solution?

Two Twelve approached the design of this information strategically; our goal was to empower individuals to sort, process, and understand the content quickly and clearly.

With approximately 5 million registered voters in New York City, this information tool offers a tremendous opportunity for connection but demands clarity to communicate effectively. For our team, distinguishing between types of content was a top priority. Two Twelve’s designers developed a consistent visual style for election-specific content, differentiating information that requires voters’ immediate attention from more general information.

Two Twelve established a clear, consistent identity for the most pertinent information, utilizing bold blue text for headlines and highlighting key text in red. The Voter Guide for the November 2019 General Election contains 15 pages dedicated to ballot proposals, and Two Twelve designers worked in close collaboration with the Campaign Finance Board and their in-house design team to organize this information for maximum clarity.

Supplementary information provides context on voters’ rights and resources for additional information, and it is presented throughout the document in brightly-colored boxes, each with its own visual identity. This content is eye-catching, but distinct in style from the information that directly addresses the upcoming election, candidates, and ballot measures.

The combination of these two categories of information allows for flexibility in the layout—a feature that is essential for a document produced in multiple languages. The dual English-Spanish version was deployed throughout the City; Chinese, Ko-

rean, and Bengali versions were provided to voters in targeted areas.

What was the effect?

The new design delivers the updated, user-friendly look the NYC Campaign Finance Board was after. It also provides a functional framework for future editions.

For the first time in history, an election law introduced early voting to New Yorkers, tightening the timeframe for designing and producing an information tool that was essential for informing voters and encouraging an early voting habit.

Understanding NYC's Matching Funds Program

- Candidates talk to New Yorkers and collect small-dollar contributions
- Candidates raise enough small-dollar contributions to qualify
- Qualifying candidates can have every dollar matched with up to eight dollars of public funds
- Candidates agree to limit their spending

2019 General Election November 5 | Polls are open 6:00 am to 9:00 pm

Your Rights As A Voter

You have the right to vote in the June 26, 2019 primary election!

- You are an eligible voter and you are entitled to participate in the primary election if you are registered or eligible to register to vote in the City of New York.
- You are a resident of the Council Districts 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.
- You are at least 18 years old and a U.S. citizen.
- You have not been convicted of a crime that disqualifies you from voting.

How to Vote

- Sign In and Get Your Ballot**
Sign in at the polling station to your polling district (precinct) and get your ballot.
- Mark Your Ballot**
Mark your ballot by completely marking the oval next to your choice to vote or completely fill in the appropriate oval and write in the candidate's name.
- Scan Your Ballot**
Once you are done filling out your ballot, take your ballot to the scanner. Place your ballot into the scanner. The scanner will scan your ballot and give you a receipt. The scanner will scan your vote for you.

EARLY VOTE FOR THE CITY YOU WANT