

## Polling booth notices

### Function

**‘Instructions to voters’ notices are displayed inside each polling booth at an election. They are referred to in this guidance as ‘polling booth notices’.**

**The function of the polling booth notice is to provide information to help the voter when they are in the polling booth, while they are voting, including information on how to mark the ballot paper.**

To do this, the notice needs to be clear, and easy to read, understand and follow. There is less of a need to make it stand out from other materials, as it is the only item displayed in the polling booth. However, it still needs to be visually appealing and say what it is, to attract attention and make sure that the voter reads it.

### Style

- Print in a minimum A3 size.

#### Explanation

- Allows for text to be in a large enough font size to be easily read, and space for pictures.
- Use visual aids, e.g. icons, pictures and diagrams to illustrate information and instructions.

#### Explanation

- Icons help to identify and distinguish between different types of information.
- Diagrams are particularly useful to show people how to fill in parts of forms.
- Pictures help to reinforce the message in the text and are particularly helpful for people who have difficulty reading or following written instructions.
- Pictures also help notices to look visually appealing and help draw people into reading them.

- Make use of the space to separate blocks of text and pictures.

### **i** Explanation

- Blank space helps to break up the notice into smaller, manageable chunks, and identify different sections.
- Spacing also helps the notice to look less cluttered and easier to read.

- Consider using colour for:
  - pictures
  - creating and defining blocks or sections of information
  - colour-coding information

### **i** Explanation

- Colour makes notices visually appealing, professional and less austere than just monochrome.
- Colour blocking helps to distinguish separate pieces of information.

- Format the title of the notice to add emphasis, so that it stands out and attracts attention.

### **i** Explanation

- Emphasising the title of the notice makes it stand out, so voters are more likely to see and read it.
- Use large, bold font (though not all capitals).

**?** Detailed guidance:  
Colour and  
contrast  
(Section 6D)

**?** Detailed guidance:  
Adding emphasis  
(Section 6A)

## Content and structure

- At combined elections, have a separate notice for each election (displayed side-by-side if possible).
- Consider using colour-coding on each notice that links to the colour of the ballot paper.

### **i** Explanation

- Having information about each election on a separate notice helps to distinguish between the two, to avoid confusing the voter. This is especially useful if there are different voting systems in use. It also means you do not have to try and fit a lot of information into one notice.
- Colour-coding the notices helps link each notice to the corresponding ballot paper.

- At elections that have more than one ballot paper, have a separate notice for each ballot paper (displayed side-by-side, if possible).
- Consider using colour-coding on each notice that links to the colour of the ballot paper.

### **i** Explanation

- Having information about each election on a separate notice helps to distinguish between the ballot papers, and explains why they have more than one, to avoid confusing the voter.
- Having separate notices is especially useful if there are different voting systems in use. The notice will need to explain how the voter marks their vote, and having all of this information together on one notice could cause confusion. It also means you do not have to try and fit a lot of information into one page.
- Colour-coding the notices helps link each notice to the corresponding ballot paper.

- Allow flexibility in polling booth notices so that if there are no independent candidates standing, they are not referred to in the information or instructions.

### **i** Explanation

- Being flexible about specific elements of the notice means the notice can be adapted to keep it accurate, so that it does not confuse or mislead the voter.