

Section 4

4

Voter materials

4A

Ballot papers

Function

The function of the ballot paper is to enable the voter to indicate their chosen candidate or party at an election.

To do this, the ballot paper needs to be designed in a way that makes it easy for the voter to:

- understand what the ballot paper is for
- find their chosen candidate or party
- mark their choice in such a way that their vote is valid, and reflects their intention

It should also be designed in a way that means the voter's choice can be clearly identified when the votes are counted.

Style

- The longest line of text will be the main factor that determines the overall width of the rows, and therefore will also determine the width of the ballot paper.
- There is a blank space in the right-hand half of the row between the end of the text and the logo.
- As a minimum, this space should be equal to the width of the logo.

- Ideally, there should be more text than blank space on the row. However the longest line of text will determine the width of the rows, which may mean in practice that there are some rows which have more blank space than text.
- You might need to alter the width of the paper to keep the spacing in the right proportions. The width of the margin at the right and left edges of the page can also be adjusted if necessary (though avoid having a very large margin).
- If there is no logo, treat the row as if there is one, for consistency, i.e. leave an equivalent space (unless none of the candidates are using a logo).

i **Explanation**

- Keeping the logo and voting box close to candidate or party information maintains the link between them. This helps the voter to find the voting box for the candidate or party of their choice and to put their mark in the correct place.