

Polling station notices

Function

‘Guidance to voters’ notices, which explain the voting process, are displayed inside and outside polling stations in the UK on polling day. These are referred to in this guidance as ‘polling station notices’.

The function of the polling station notice is to give the voter information about the election and voting, and to tell them how to mark their vote on the ballot paper.

To do this, the notice needs to:

- stand out and attract attention
- say what it is for, and tell the voter why they should read it
- be easy to read, understand and follow

Style

- Print in A2 size. If this is not possible, use a minimum size of A3.

Explanation

- Polling station notices need to attract attention (especially as there are likely to be other posters on display unrelated to the election) and need to be easily read at a distance.
 - A2 size allows for text to be in a large enough font size to be easily read.
- Consider using colour:
 - for pictures
 - for creating and defining blocks or sections of information
 - for colour-coding information
 - to reflect the colour of the ballot paper



Example polling station notices (Appendix 2)



Detailed guidance: Colour and contrast (Section 6D)

i Explanation

- Colour makes notices visually appealing, professional and less austere than just monochrome (black and white).
- Colour blocking helps to distinguish separate sections of information.

- Emphasise the title of the notice so it stands out and attracts attention.

i Explanation

- Emphasising the title makes the notice stand out, so voters are more likely to see and read it.
- This is especially useful if the polling station already has lots of posters not related to the election, e.g. a school hall.

? Detailed guidance:
Adding emphasis
(Section 6A)