

State of Wisconsin\Government Accountability Board

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JUDGE THOMAS H. BARLAND
Chairperson

KEVIN J. KENNEDY
Director and General Counsel

MEMORANDUM

TO: All County Clerks and the Milwaukee County Election Commission
All Municipal Clerks and the Milwaukee City Election Commission
Ballot Printers and Preparers (Command Central, Dominion, ES&S and Roto-Graphics)

FROM: Diane Lowe
Lead Elections Specialist

DATE: December 19, 2014

SUBJECT: 2015 Spring Primary Ballots

At its December 16, 2014 meeting, the Government Accountability Board approved the general format of ballots for the Spring Primary and Spring Election. The following sample Spring Primary ballots have been posted to the G.A.B. website at <http://gab.wi.gov/forms>.

Paper Hand-Count Ballots

GAB-208 (State and County)
GAB-212 (Cities)
GAB-214 (Villages)
GAB-216 (Towns, numbered seats)
GAB-217 (Towns, unnumbered seats)
GAB-228 (Referendum)
GAB-229 (Reverse side of paper ballot)
GAB-230 (Multi-jurisdictional Judge)

Optical Scan Ballots

GAB-208mtn (Towns, numbered seats) Arrows
GAB-208mtn (Towns, numbered seats) Ovals
GAB-208mtu (Towns, unnumbered seats) Arrows
GAB-208mtu (Towns, unnumbered seats) Ovals
GAB-208mv (Villages) Arrows*
GAB-208mv (Villages) Ovals*
GAB-208mc (Cities) Arrows
GAB-208mc (Cities) Ovals

*For placement of the office of Multi-jurisdictional Municipal Judge on an optical scan or consolidated ballot, see GAB-208mv.

The sample ballots should be modified so that any office not requiring a primary is eliminated from the primary ballot.

Components of Motion Passed by the Board

The motion passed by the Board established several ballot design **requirements**:

- Line between the office title and first candidate
- Lines between candidate names
- Sans serif font
- Center positioning of ballot title, "Instructions to Voters" and governmental categories
- Left justification of Notice to Voters statement, office titles and instructions
- Left justification of text in endorsement section, beginning with "Ballot issued by" through the "Certification of Voter Assistance section.
- Navigational cues where indicated

With respect to less significant esthetic characteristics, the Board allowed for:

- Bold print with gray shading in place of reverse shading (white on black) for Instructions to Voters and categories.
- Variations in the appearance of the words “write-in.”
- Case preference for words “Question,” “Yes,” and “No” in referenda questions and instructions.
- Centering of municipality and wards in the endorsement section.

The Board’s motion was based upon staff’s recommendation and the limited feedback received from local election officials after we solicited their input.

Ballot Review

When submitting ballot proofs for approval, please submit only one representative sample of your ballot format. G.A.B. staff will only recommend modifications if the design requirements adopted by the Board and listed above are not met or if there are errors in office titles, instructions or contests. Staff will use a two-person process to review and critique your ballot proof. Staff will not proof candidate names. You are responsible for confirming the spelling and format of the names of state candidates through our posted Candidates on Ballot document. A list of candidate names in mixed case will be included with candidate certification.

Upon receipt of your ballot critique, you may proceed with printing after making any corrections or modifications identified by G.A.B. staff. Please do not continue to send proofs until you get a “perfect score.” You will have documentation of the modifications we recommended.

If you have questions, or if staff can be of assistance, please contact the Help Desk at 608-261-2028 or gabhelpdesk@gab.wi.gov.