

INSTRUCTIONS

VOTE BY MAIL POSTCARD TEMPLATE

This document includes instructions for use of the downloaded files and images of the postcard design. The downloaded Zip file includes the editable files in InDesign format, with all fonts and illustrations used on the postcard.

You can customize the layouts using InDesign, a popular publishing software, or you can send the files directly to a professional printer and have them customize the editable fields.

In order to customize the template, make sure to:

- Replace your STATE name in the bracketed fields on front and back.
- Replace the DATE deadline for requesting a mail-in ballot on front and back.
- Replace the URL for where to request a ballot on the back.
Aim to keep the url address short for ease of reference.
- Replace your state's Department of Health (or relevant entity) logo on the back side of the postcard. *Make sure you use a high-resolution logo image.*
- Replace your Return Address information on the back side of the postcard.

Other items to keep in mind:


- The size of the postcard is 6" wide by 4.25" high. Do not scale this postcard to a larger or smaller size.
- Do not move any elements lower on the back side of the postcard. There is a clear area required for USPS mailing.
- The font is called "ASAP" and is included in the zip file, or you can find the [free google font online](#). *If you substitute a different font, adjust the text to the same apparent size.*
- Work with your printer partner for printing of this file along with applying the proper mailing indica and printing of unique addresses.

You can contact us with any questions: vote@ideas42.org

USPS Elements and Guidelines

Many USPS elements require the surrounding area to be empty of other elements and for specific-sized areas. The postcard has been designed to comply with USPS guidelines.

- Do not stretch the layouts – the USPS elements are the correct size in the templates.
- USPS elements are in a layer called “Mailing Information” to make it easier for you to replace them with the final files for the postage class you use.
- For USPS rules and regulations, visit the USPS website [on election mail](#).

<p>[State] residents: <i>Protect yourself and others</i></p>	<p>[Return Name] [Department] [R Address Line 1] [R City], [R State] [Zip]</p>	<p>Stamp Area</p>
<p><input checked="" type="checkbox"/> Stay at home as much as possible</p> <p><input checked="" type="checkbox"/> Maintain a safe distance from others any time you leave home</p> <p><input checked="" type="checkbox"/> Wash your hands regularly</p> <p><input type="checkbox"/> Request a ballot to vote by mail: Go to [url] by [date].</p> <p>[STATE LOGO] DEPARTMENT OF HEALTH</p>	<p></p> <p>[First name] [Last Name] [Address line 1] [Address line 2] [City], [State] [Zip]</p>	<p>Voter's address printed through Mail Merge</p>
<p>Clear area for USPS Barcode</p>		

POSTCARD DESIGN

FRONT (ACTUAL SIZE)

DON'T FORGET TO **REQUEST YOUR MAIL BALLOT** BY [DATE]

Voting by mail is easy and safe.

.....

1. REQUEST A BALLOT

>>> Receive your ballot

2. VOTE!

>>> Return your ballot

Join thousands of [state] residents to protect yourself and your community.



BACK (ACTUAL SIZE)

[State] residents:
Protect yourself and others

- ☒ Stay at home as much as possible
- ☒ Maintain a safe distance from others any time you leave home
- ☒ Wash your hands regularly
- ☐ Request a ballot to vote by mail:
Go to [url] by **[date]**.

[STATE LOGO] **DEPARTMENT OF HEALTH**

[Return Name]
[Department]
[R Address Line 1]
[R City], [R State] [Zip]

OFFICIAL ELECTION MAIL
Authorized by the U.S. Postal Service

[First name] [Last Name]
[Address line 1]
[Address line 2]
[City], [State] [Zip]