How to use:
Gun safety signage templates

Customizable signs for polling places

Center for Civic Design
September 19, 2024

Center for
Civic Design

What's in this slide deck

- [Overview of 2 templates](#)
- [How to customize the templates for your jurisdiction](#) including plain language and signage best practices

Additional resources for sign designs:

- **EAC:** [Effective Designs for the Administration of Federal Elections Section 2.1 Voter Information](#)
- **CCD:** [Field Guide Vol. 8 Guiding voters through the polling place](#)

Templates

Polling place signage serves multiple purposes

- Provides critical information that may or may not be new to voters
- Backs up what poll workers are saying verbally to voters
- Sets the tone of the experience

To accomplish this, signage must balance formal and informal language.

We created 4 templates of gun safety signage for polling places. Choose the one the best matches your jurisdiction, and edit the language as needed.

Template anatomy

The message is written using **plain language** principles:

- Write in active voice.
- Tell voters what to do. Avoid negative (don't do) when possible.

The **icon** is eye catching and helps communicate the message.
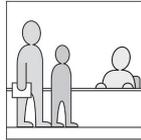
Legal citation

Contact information

The sign text reads:

It is illegal to carry a firearm at a polling place or near a drop box. ST 1.A(1)

Leave your firearm at home.

Place QR code here

Questions?
Call ###-###-####
email@county.gov
elections.county.gov/rules

OFFICIAL STATE SEAL

Anti-intimidation signs

Used for states with no prohibition against guns in the polling place.

Voting in progress

This is a polling place.

It is illegal to intimidate voters and election workers.

Even if you don't mean to.

Don't take the risk.
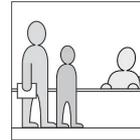
Leave your weapons at home.

18 U.S.C. § 594

Place QR code here

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elections.county.gov/rules

OFFICIAL STATE SEAL

Leave it at home

This is a polling place.

It is illegal to intimidate voters and election workers.

Even if you don't mean to.

Don't take the risk.

Leave your weapons at home.

18 U.S.C. § 594

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OFFICIAL STATE SEAL

For states with gun bans

Where guns are not allowed in a polling place and/or near drop boxes.

It is illegal to carry a firearm at a polling place or near a drop box. ST 1.A(1)

Leave your firearm at home.

Place QR code here

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OFFICIAL STATE SEAL

How to customize the templates for your jurisdiction

How to customize the templates for your jurisdiction

After you pick which template you want to start with:

1. Edit the written language *(if needed)*

2. Add legal citations

3. Add contact information

4. Add color coding *(if you want)*

5. Add or remove QR code

6. Decide where to place signs

7. Decide what size your signs should be

8. Print and hang your sign

1. Edit the written language

After you pick your template, review and edit all the blue highlights, which indicate information that will be different in different jurisdictions.

Voting in progress.

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Leave your firearm at home.

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OFFICIAL STATE SEAL

2. Add legal citations

Include a citation to specific election law to direct people who want to learn more to accurate information.
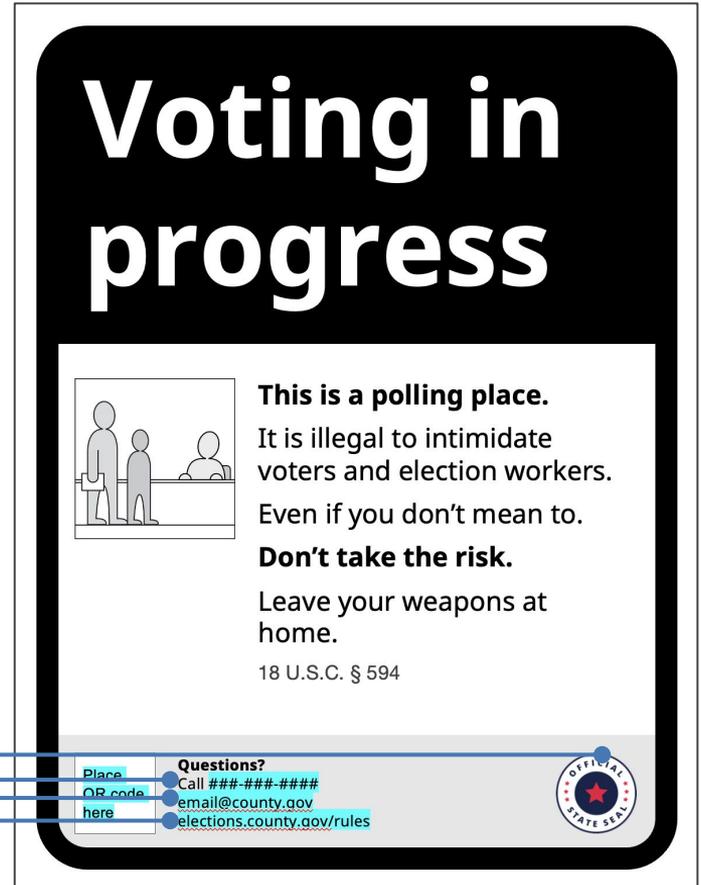
- **On anti-intimidation signs**, add citation to relevant state anti-intimidation law in addition to the citation to 18 U.S.C. 594.
- **For states with gun bans**, add citation to state gun law.

3. Add contact information

Include:

- Phone
- Email
- City, county, or state website
- Seal or logo

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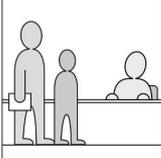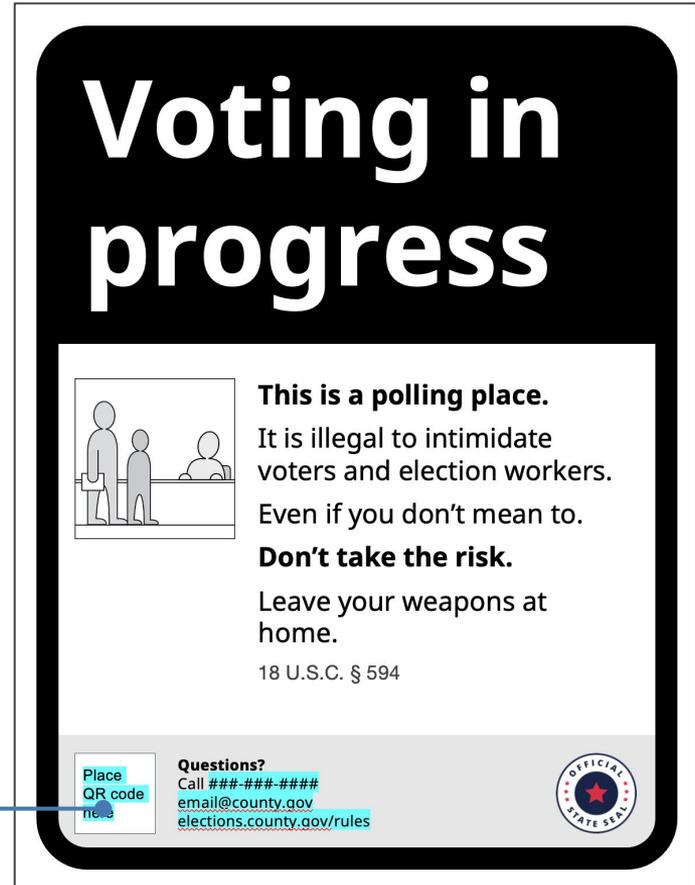elections.county.gov/rules

OFFICIAL STATE SEAL

4. Add color coding

The templates are in black and white. If you want, you can add your branding to the templates by adding a color and changing the typography.

- **If you have access to color printing**, add color coding by changing the borders and filled in areas of the signs and handouts.
- **If you do not have access to color printing**, add color coding by printing on colored paper.
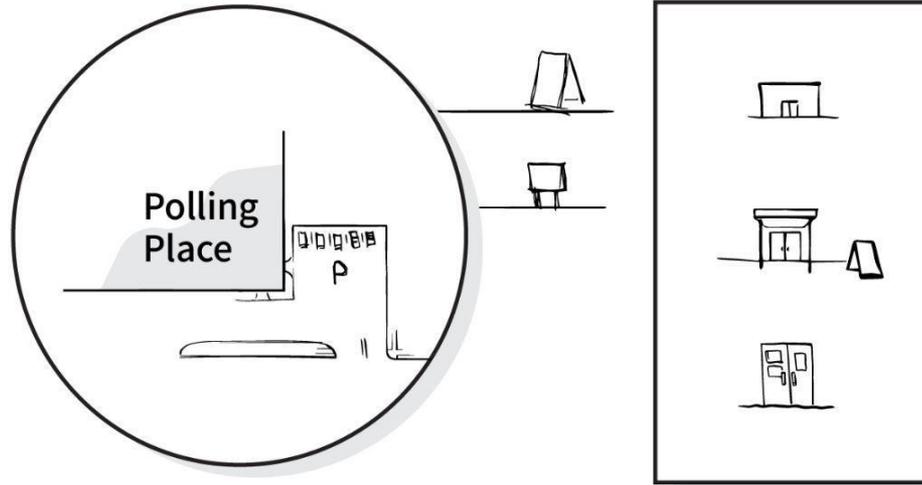
5. Add or remove QR code

1. Make a QR code. There are many online generators to make QR codes like [Bitly](#) and [TinyURL](#). Your IT department might also make one for you.

2. Drag and drop the QR code into the labeled box in the templates.

3. Test it to make sure it links to the correct location!

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6. Decide where to place signs

Exterior Wayfinding

Exterior Entry

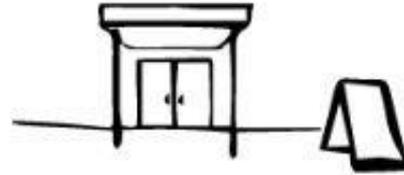Place the sign at the entrance to or the start of the buffer zone for:

- Polling places
- Drop box locations (if applicable)

7. Decide what size the signs should be

To print your sign at the correct size, you need to know where the signs will be and how far away people will see it from.

For signs that people will view from close up:
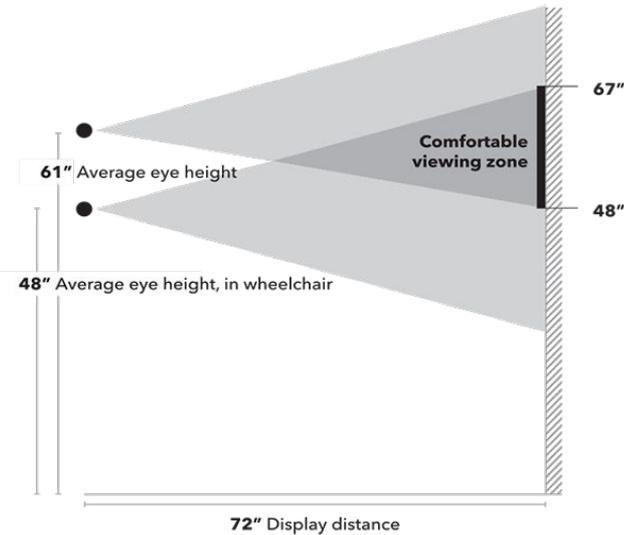print the signs at the letter size.

For signs that people will view from far away:
print the sign scaled up proportionately to poster size or sandwich board size.
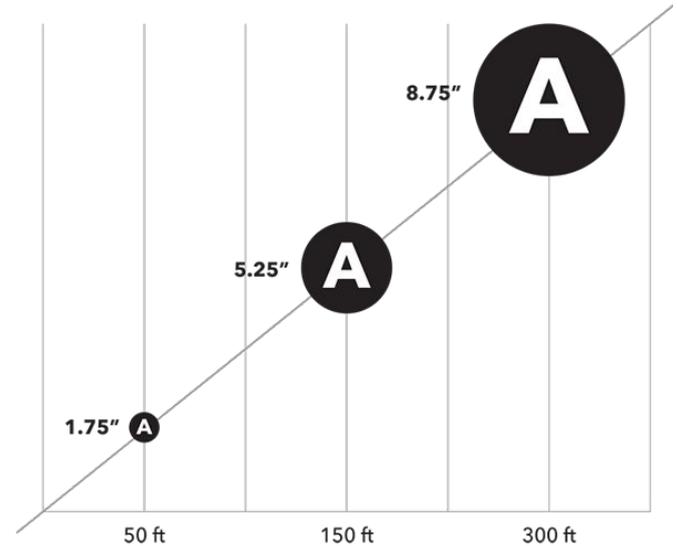
7. Decide what size the signs should be
Additional specifics to consider...

For signs viewed from 72 inches away, place the sign between 48-67 inches from the ground.

Type should be sized up 1.75 inches for every 50 feet of viewing distance.