



2023 CLEARINGHOUSE “CLEARIE” AWARD SUBMISSION

CATEGORY

Outstanding Innovations in Elections

TITLE

Cure Envelope Redesign

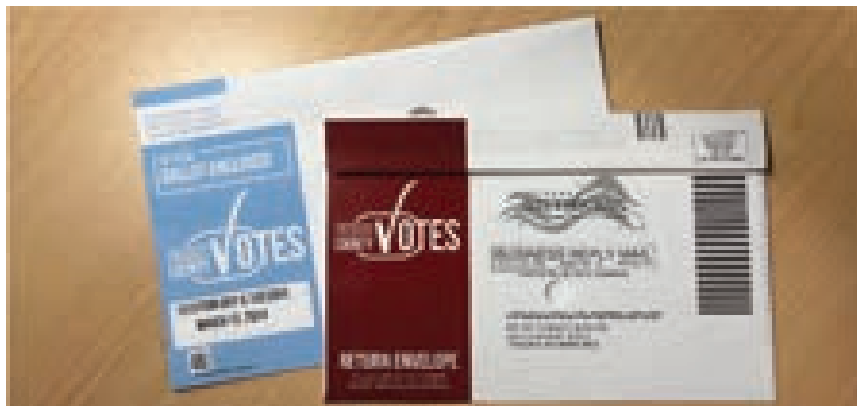
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CURE ENVELOPE REDESIGN

Pierce County has a distinct envelope branding style for our ballots. Building on this established visual language, we created new cure envelopes that seamlessly integrate with our existing ballot design, creating a unified and unmistakable identity. When voters receive a cure letter adorned with our distinctive envelope, they instantly recognize its significance – a vital companion to their ballot.

BALLOT ENVELOPE



OLD CURE ENVELOPE



NEW CURE ENVELOPE



Previously, the letter arrived in our standard office mailing envelope with a yellow return envelope. This outdated approach lacked the resonance that Pierce County Elections deserved.

The aesthetics of our redesigned cure envelopes go beyond mere visual appearance. Combined with our other efforts to help voters cure their ballots, this envelope design helped decrease our rejection rate. In the 2023 General Election, Pierce County had the lowest challenge rate in the State for the ballots received on time.

