

Description:

External Email

Tanya Mercier
Compliance Officer
Public Disclosure Commission
P.O. Box 40908
Olympia, WA 98504-0908

RE: Response to PDC Case Number 174914

Dear Ms. Mercier,

This letter is in response to the complaint filed by Bonnie McCleod, assigned PDC Case Number 174914, regarding the text size of the sponsorship identification on my campaign signs. I am confident that upon review of the information below, you will find that a good-faith effort was made to comply with all relevant regulations and that the spirit of the law has been met.

The central issue of the complaint appears to be the size of the "Paid for by" statement on my campaign signs. I would like to offer the following points for your consideration:

- **Design Rationale and Technical Basis for Measurement:** The name "Kurt" on the sign is rendered in Recoleta, a display font, while the "Paid for by..." disclosure is set in Goldplay, a text font. The first critical point is that font "point size" is not an absolute measure of visual size; different fonts at the same point size can produce text of vastly different actual heights. Secondly, in a professional design process for signage, text is often converted into vector path objects (or "outlines"). This is a standard practice to ensure that the appearance of the text is locked in and will print exactly as intended. Once text is converted to a path, it is no longer a text object with an editable "point size." It becomes a graphic shape whose size can only be described by its physical dimensions. Given these technical factors, we believe the most practical and objective way to ensure compliance in good faith was to work with the measured height of the final vector objects.
- **Evidence of Compliance:** Following this methodology, in the original design files for the sign, the height of the "Paid for by" text block was set to precisely 10% of the height of the name "Kurt." I have included screenshots from the design software that verify the height of "Kurt" at 181.504 mm and the "Paid for by" disclosure at 18.150 mm.

- **Comparison with Other Campaign Signage:** A review of other campaign signs for the Kirkland City Council election shows that the "Paid for by" statement on my signs is comparable to, and in some instances larger than, those of other candidates. My sign's disclosure text measures 12mm in height. This is the same as the disclosures on the signs for candidates Madeya and Malik. It is larger than the disclosures on signs for candidates Oberman (10mm) and Pascal (10mm). Furthermore, the text on candidate Oberman's sign appears to be rendered in a halftone, which can reduce its legibility.
- **Commitment to Transparency:** There has been absolutely no intent to obfuscate the origin of these signs. I have made every reasonable effort to ensure my campaign materials are transparent and fully compliant with the Public Disclosure Commission's requirements.

I have attached photographic evidence supporting these points for your review. I believe this information demonstrates a clear and conscientious effort to adhere to Washington's campaign finance disclosure laws.

Thank you for your time and consideration of this matter.

Sincerely,

Kurt Dresner