

2025 General Election

Candidates' Manifesto Booklet and Candidates' Election Website Page

GUERNSEY
ELECTION
2025

This document provides instructions, guidance, and timelines for the submission of a candidate's personal manifesto for inclusion in the manifesto booklet, and for submission of material for uploading to a candidate's individual web page on the election website.

The production process of a manifesto booklet of this size, in the timescale required, is a significant undertaking. As such it is important that all candidates read this guidance very carefully to ensure their submissions conform with the specifications and timelines.

Timeline

7 – 14 May

Submission period for final print ready artwork for the manifesto booklet and for all website submissions. The deadline is 5pm Wednesday 14 May.

12 – 14 May

Candidate nomination period opens at 9am on Monday 12 May and closes at 4.30pm on Wednesday 14 May.

23 May

Your dedicated page will be available to view on election2025.gg

1 – 6 June

Island wide delivery of printed manifesto booklet.

Candidates' manifesto booklet entry - submission guidelines

The States of Guernsey is again facilitating the production of a printed publication that brings together the manifestos of all candidates standing in the 2025 General Election, should they wish to be included. A copy of this publication will be delivered to all homes where at least one person is registered on the Electoral Roll.

There is no charge to candidates for inclusion in the manifesto booklet, and candidates do not have to declare the benefit as part of their election expenses. Each candidate may opt to have either two or four A4 pages in the manifesto booklet. Pages must conform with the artwork specifications set out in this document (i.e. text, margins, format and photographs).

The period for submitting artwork is between **9am on Wednesday 7 May 2025 and 5pm on Wednesday 14 May 2025**. Artwork submitted beyond this period **will not be included** in the manifesto booklet. Candidates will receive email confirmation that their submission has been received and will be included in the manifesto booklet.

If any candidate's submission does not meet the required specifications set out in this document, they will be notified and asked to resubmit. Their resubmission must be received by **5pm on Wednesday 14 May**. As such, **candidates are strongly advised** to submit their entry for the manifesto booklet as soon as possible during the submission period. This will ensure there is an opportunity to address any issues with their submission.

Candidates wishing to have their manifesto included in the manifesto booklet will need to adhere to certain specifications in order to facilitate the process and to ensure their submissions are reproduced accurately.

Each candidate may choose to submit either two pages or four pages of A4. To assist the electorate, the top part of the first page of your manifesto should be set out as illustrated in *Example 1* (pictured in the following pages), and include:

Continued on following page

- A profile photo
- Your name
- Contact details
- A brief summary of your manifesto, of approximately 100 words

Submissions must also adhere to the other criteria given in *Example 1* to ensure accurate reproduction of your manifesto in the manifesto booklet.

It is strongly recommended that candidates read the States of Guernsey [accessibility guidelines](#).

Candidates' manifesto booklet entry - print artwork specifications

Example 1 illustrates one double page spread (2 x A4). Each candidate can supply artwork the equivalent of either one double page spread (2 x A4) or 2 double page spreads (4 x A4).

The grey area indicates the minimum margins which should be free of any design. These measure 15mm for the top and bottom and 15mm for the left and right.

Information should sit within the space illustrated by the area in white, measuring a maximum of 180mm wide x 267mm high.

We ask that candidates follow the layout of the top of the first page of *Example 1*, by including an image of themselves, their full name and contact details and a summary of their manifesto (as shown in black).

Example 1 is not to scale and is for visual reference only. An accompanying true-to-size representation of a single page is provided for your reference.

Please ensure:

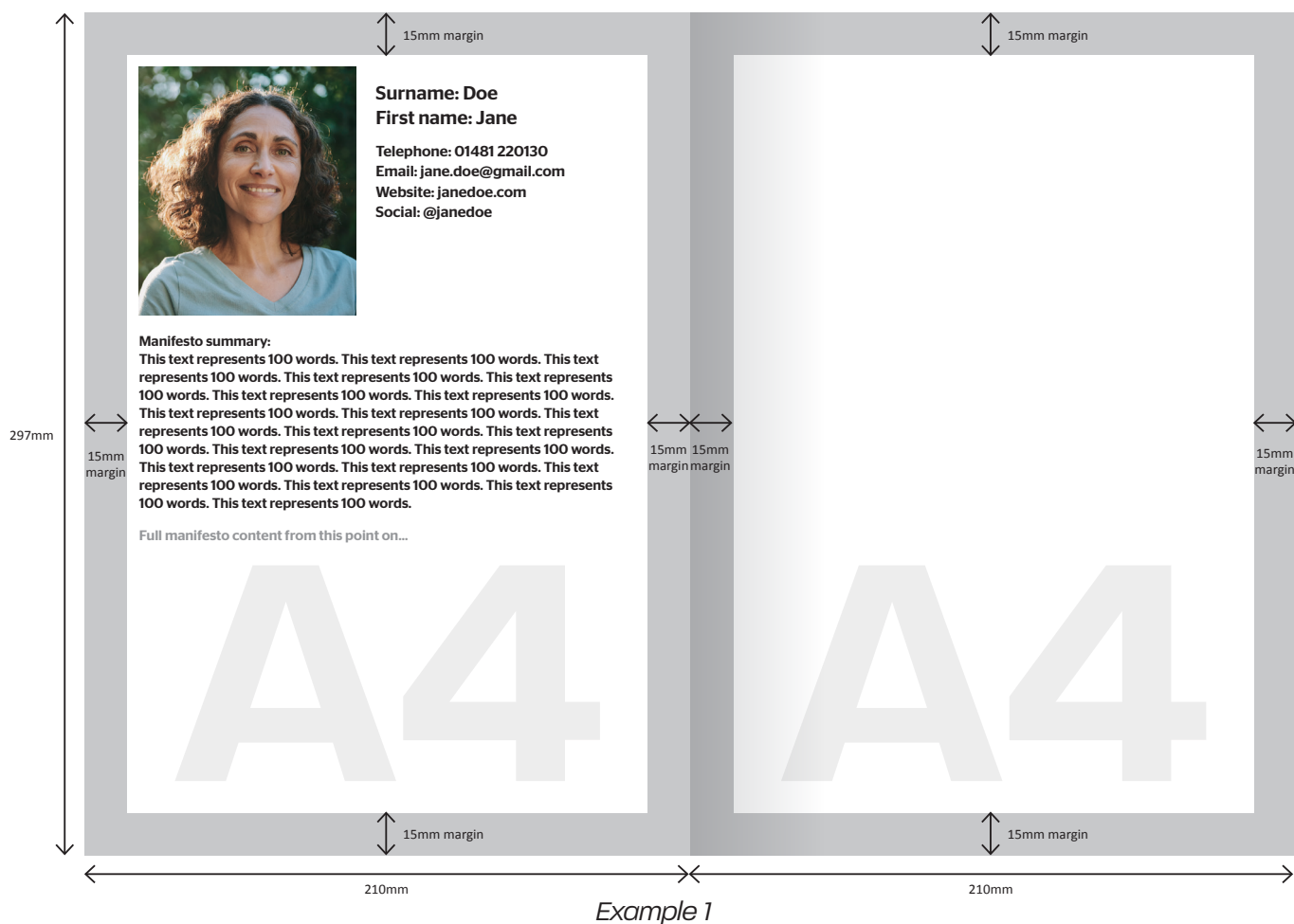
- **Artwork (i.e. your manifesto) files are supplied as individual PDF files (i.e. not a Word document)**
- **Files are clearly labelled with candidate name and sequential page number (page 1 of 4, page 2 of 4 etc.)**
- **Each file measures A4 size exactly (210mm wide x 297mm high)**
- **Artwork has blank margins on all sides (measuring a minimum of 15mm)**
- **Images are high resolution, are not blurred or pixelated, and are a minimum of 300dpi (dots per inch) at 100% size**

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Example 1, below, represents one double page spread (2 x A4). Each candidate can supply artwork the equivalent of two double page spreads (4 x A4).



Candidates' election website page - specifications

All candidates will be allocated a page on the election website, if they choose to submit material for it.

Please complete and return the 'Election 2025 Candidate Website Entry Form' in order to have your own dedicated website page on election2025.gg. The entry form is published alongside this guidance document on election2025.gg and will also be included in the pack of information supplied to candidates once their nomination has been submitted. Please note, however, that nominations do not open until 9am on 12 May and, therefore, candidates are strongly advised to access the guidance and entry form beforehand from the website.

The Election 2025 Candidate Website Entry Form gives candidates the opportunity to include contact details, website, and social media links, a video, and written manifesto content, amongst other information on the election website. This is all clearly explained on the website entry form.

We would advise you to include a photograph of yourself for inclusion on your election website page.

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Please ensure the image, which you must send as an attachment when emailing in your website entry form, is not too small (minimum size 480 pixels high by 360 pixels wide). To check the size of your image, you can right-click on it and select properties.

Please note, changes are not possible once the entry form has been submitted, so please check details thoroughly before submitting.

The window for website submissions is between **9am on Wednesday 7 May and 5pm on Wednesday 14 May**. Candidate pages will be **published on the website on 23 May**.

Note: candidates are not able to edit their page.

How to submit your final candidate manifesto artwork and website entry

Please supply your manifesto document and your website entry form, including your photo, via email to election@tpagency.com between **9am on Wednesday 7 May 2025 and 5pm on Wednesday 14 May 2025**.

You will receive email confirmation that your submission has been received and, if all is in order, confirmation that your manifesto will be included within the manifesto booklet and on the election2025.gg website.

Following the closure of the submission period (after 5pm on 14 May), the manifesto booklet will be collated, and one proof of your artwork as supplied by you will be sent for your approval and sign off. Should you wish to make amendments or updates, there will **only be one opportunity** to do this. Please note that no further proof will be sent for you to approve. **The deadline for any such edits is 24 hours after candidates have been sent their proof for sign off.**

Please check all your details thoroughly before submitting. If your information is not supplied by Wednesday 14th May 2025 at 5pm it will not be included in the manifesto booklet or on the Election2025 website.

Contact

Contact election@gov.gg for any questions relating to the election and candidate process, please note all information and FAQs can be found on election2025.gg

Contact election@tpagency.com for questions on how to adhere to the specifications outlined in this document.

Please direct all other enquiries to election@gov.gg

DISCLAIMER

The content submitted by each candidate, including their manifesto and any materials for their dedicated election webpage, is solely the responsibility of the respective candidate. The States of Guernsey, the election organisers, TPA, and the printer do not verify, endorse, or take responsibility for the accuracy, completeness, or legality of any content provided. Candidates are fully accountable for ensuring their submissions comply with all relevant guidelines, laws, and regulations. Any views expressed within the submitted materials are those of the individual candidates and do not reflect the views of the election organisers or any associated entities.

