



February 18, 2010

County Clerk/Registrar of Voters (CC/ROV) Memorandum #10074

TO: All County Clerks/Registrars of Voters

FROM: 
 Jason Heyes
 Voting Systems Analyst

RE: June Primary: Ballot Tint and Watermark

Pursuant to Elections Code section 13002 and California Code of Regulations, Title 2, section 20211, the Secretary of State's office has selected a design and color combinations for use in the June 8, 2010, Statewide Direct Primary Election. **The design for this election is the California Bear.** The color combinations are listed below. **The design and tint must appear on the ballot itself, not only on the ballot stub.**

Each county elections official has the option to distinguish party ballots according to the color scheme below. If the county elections official chooses not to distinguish the ballots for each party by color, then all ballots must be printed so that the background is tinted **White** and the design tint shall be tinted **Blue PMS 543**.

However you decide to distinguish political party ballots, whether by color or by some other means, all ballots must bear the same design, the **California Bear**.

For color-on-color combinations, the tint value for the background should produce a light tint. The design should be clearly visible and distinct from the background. The screen percentages for the design should be such that the outline is darker than the background and the interior area of the design is lighter than the background.

PARTY	BACKGROUND	DESIGN TINT
American Independent	Blue PMS 543	Blue PMS 543
Democratic	Lavender PMS Purple	Lavender PMS Purple
Green	Brown PMS 465	Brown PMS 465
Libertarian	Green PMS 360	Green PMS 360
Peace and Freedom	Red PMS 192	Red PMS 192
Republican	Orange PMS 151	Orange PMS 151
Nonpartisan	White	Brown PMS 465

For those counties wishing to distinguish decline-to-state crossover ballots, please use the appropriate party's design tint on a white background.