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CALIFORNIA SECRETARY OF STATE

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December 14, 2023

County Clerk/Registrar of Voters (CC/ROV) Memorandum # 23148

TO: All County Clerks/Registrars of Voters

FROM: /s/ NaKeshia Robinson
Acting Deputy Secretary of State, HAVA

RE: Presidential Primary: Ballot Tint and Watermark Assignment

Pursuant to Elections Code section 13002 and California Code of Regulations, Title 2, sections 20215, 20218, and 20280, the Secretary of State’s office has selected a design and color combination for use in the March 5, 2024, Presidential Primary Election. The watermark for the March 5, 2024, Presidential Primary Election is the **CA Poppy**.

American Independent	Pantone 136 U “Orange” RGB 255, 175, 80 CMYK 0, 31, 69, 0
Democratic	Pantone 367 U “Green” RGB 142, 209, 105 CMYK 32, 0, 50, 18
Green	Pantone 102 U “Yellow” RGB 255, 235, 51 CMYK 0, 8, 80, 0
Libertarian	Pantone 284 U “Blue” RGB 120, 174, 230 CMYK 48, 24, 0, 10
Peace and Freedom	Pantone 271 “Purple” RGB 159, 158, 211 CMYK 25, 25, 0, 17
Republican	Pantone 480 U “Brown” RGB 198, 164, 147 CMYK 0, 17, 26, 22
No Party Preference	Pantone 217 U “Light Pink” RGB 245, 189, 217 CMYK 0, 23, 11, 4

*In the above chart the RGB and CMYK values have been provide as reference for consistence in printing of the tint and watermark colors.

For counties wishing to distinguish no party preference crossover ballots, please use the appropriate party's design tint on a white background.

The tint for the background for county elections officials choosing not to distinguish between the ballots for each party by color is Pantone 185 U "Red" (RGB 242, 78, 97/ CMYK 0, 68, 60, 5).

The watermark and tint must appear in the ballot itself, not only on the stub.

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

If you have any questions, please feel free to contact the Office of Voting Systems Technology Assessment staff at votingsystems@sos.ca.gov or (916) 695-1680.