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County Clerk/Registrar of Voters (CC/ROV) Memorandum #24233

TO: All County Clerks/Registrars of Voters

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

RE: General Law City Elections: Ballot Tint and Watermark
Assignment

Pursuant to the California Elections Code section 13002 and the California Code of Regulations, Title 2, Division 7, Chapter 4, Article 9, sections 20215, 20218, and 20280, the Secretary of State's office has selected a design and color combination for use in the March 4, 2025, General Law City Elections.

The watermark for the March 4, 2025, General Law City Elections, is the **CA Poppy**. The tint for the background and watermark is **Pantone 136 U "Orange"** (RGB 255, 175, 80/ CMYK 0, 31, 69, 0).

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

Please note that for "color-on-color" combinations, the tint value for 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 or need additional tint and watermarks for local elections, please feel free to contact the Office of Voting Systems Technology Assessment (OVSTA) staff at VotingSystems@sos.ca.gov or (916) 695-1680.