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California Secretary of State

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August 22, 2025

County Clerk/Registrar of Voters (CC/ROV) Memorandum #25068

TO: All County Clerks/Registrars of Voters

FROM: /s/ Rodney Rodriguez
Information Technology Supervisor II, OVSTA

RE: Statewide Special Election: Ballot Tint and Watermark
Assignment

Pursuant to Elections Code section 13002 and the 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 November 4, 2025, Statewide Special Election.

The watermark for the November 4, 2025, Statewide Special Election is the **CA Poppy**. The tint for the background and watermark is **PMS 367 U "Green"** (RGB 142, 209, 105/ CMYK 32, 0, 50, 18). For all county administered local elections previously scheduled for November 4, 2025, which will be consolidated with the November 4, 2025, Statewide Special Election, the above tint and watermark assignment shall be used.

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.