



COUNTY OF LOS ANGELES

REGISTRAR-RECORDER/COUNTY CLERK

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CONNY B. McCORMACK
REGISTRAR-RECORDER/COUNTY CLERK

August 17, 2004

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**REQUEST TO PERMIT THE NATIONAL PARK SERVICE TO UTILIZE MULTILINGUAL
“VOTE” LOGO AT THEIR EXHIBITS**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve authorization for the National Park Service to use the “Vote” logo created by Registrar-Recorder/County Clerk (RR/CC) staff and establish a licensing agreement between these two entities for this purpose.
2. Announce this cooperation at public events, County newsletter and press releases.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The National Park Service, through its intermediary, contacted us to obtain permission to reproduce the “Vote” logo/graphic in a voting rights exhibit. This is a permanent exhibit commemorating the Selma to Montgomery voting rights march that took place in 1965. The exhibit will be part of a visitor center along the march route in Alabama.

The multilingual “Vote” logo (see attached) was designed by the RR/CC’s graphic designer Hubert Klerks and was translated into the 6 federal mandated foreign languages in early 1999. The Department has incorporated this logo into many of its translated materials including 1) Voters with Specific Needs manual, 2) multilingual tally card, 3) multilingual post card, 4) multilingual pollworker pin, and other informational/promotional items.

The Department is seeking your Board’s support and approval to have a licensing agreement with the National Park Service for logo usage.

Upon approval, County Counsel will draft the agreement and start the process of transferring the logo to the National Park Service in the proper format.

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Implementation of Strategic Plan Goals

The permission for the National Park Service to use RR/CC's logo supports the County's vision to provide the public with easy access to quality information and services that are both beneficial and responsive.

FISCAL IMPACT/FINANCING

There is no fiscal implication of permitting the National Park Service to use the logo at their exhibits.

LEGAL REQUIREMENTS

There is no legal restriction for permitting any agency to use the County's public materials. However, it is suggested that establishing a licensing agreement with the National Park Service will ensure that the RR/CC has the right to the logo.

IMPACT ON CURRENT SERVICES

There is no implication on current services to the voters in Los Angeles County. Approval of the Board of Supervisors allows the RR/CC to proceed with the recommended action.

Respectfully submitted,

Conny B. McCormack
Registrar-Recorder/County Clerk

Attachment

C: County Counsel

VOTE 투표하십시오
Bumoto 投票
Hãy Vota
投票 Bỏ Phiếu

LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK