



COUNTY OF LOS ANGELES  
**REGISTRAR-RECORDER/COUNTY CLERK**

12400 IMPERIAL HWY. – P.O. BOX 1024, NORWALK, CALIFORNIA 90651-1024/(562) 462-2716

**CONNY B. McCORMACK**  
REGISTRAR-RECORDER/COUNTY CLERK

.....  
March 29, 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.

The Honorable Board of Supervisors  
March 29, 2004  
Page 2

### **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 Bỏ Votd  
投票 Bỏ Phiếu