



## IMPERIAL COUNTY EXECUTIVE OFFICE PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
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### Imperial County Registrar of Voters Unveils New Department Logo



**June 9, 2021** – The Imperial County Registrar of Voters is proud to unveil its new logo to reflect the department’s commitment to protect and ensure the community’s right to participate in fair, inclusive, accurate, and transparent elections.

The new logo adds a red, white, and blue border and wording, reflecting the Registrar of Voter’s commitment to the American electoral process, while incorporating the County seal intended to give a unified identity with the County and all other departments.

“As the newly appointed Registrar it seemed appropriate at this time to enliven the department’s previous monochrome logo that had been used for decades,” stated Registrar Linsey Dale, “In addition to our new look, we are also planning technological upgrades to the department that will increase our staff’s efficiencies while providing more conveniences and transparency for the voters.”

“After a year of record voter turnout, the County anticipates that this new logo incorporating the colors of our country’s flag, as well as the future plans by our Registrar, will help build upon this momentum of civic participation,” added Chairman of the Board of Supervisors, Michael W. Kelley.

The logo was created in-house by the Registrar of Voters’ office at no additional expense.

The Registrar of Voters’ logo and County seal are protected under county ordinance, and may only be used for official county business. For any information on the Registrar of Voters’ office and local elections, as well as accessing the new logo, please visit <https://elections.imperialcounty.org/>.

[Pictures attached]