



The New Color of Money Safer. Smarter. More Secure.

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Series 2004 \$10 Note Features for *The New Color of Money*

Confidence. Trust. Value. That's what the American dollar stands for, around the world. This is made possible through continuous improvements in currency design and aggressive law enforcement that protect the integrity of U.S. currency by guarding it against counterfeiting.

The government introduced a new \$20 note design in 2003 and a new \$50 note in 2004 as part of the Series 2004 currency. The third note, the \$10 note, was issued in 2006. The new notes will remain the same size and will use the same, but enhanced, portraits and historical images. Above all, the world will continue to recognize the new money as quintessentially American.

Security Features

The new \$10 notes will be safer, smarter and more secure: ***safer*** because they're harder to fake and easier to check; ***smarter*** to stay ahead of tech-savvy counterfeiters; and ***more secure*** to protect the integrity of U.S. currency. Because security features are difficult for counterfeiters to reproduce well, they often do not try, hoping that cash handlers and the public will not check their money.

The redesigned \$10 note retains three of the most important security features that were first introduced in the 1990s and are easy to check: color-shifting ink, watermark and security thread.

Color-shifting ink: Tilt your ten to check that the numeral "10" in the lower right-hand corner on the face of the note changes color from copper to green. The color shift is more dramatic on the redesigned notes, making it even easier for people to check their money.

Watermark: Hold your ten up to the light to see if a faint image of Treasury Secretary Alexander Hamilton appears to the right of his large portrait. It can be seen from both sides of the note. On the redesigned \$10 note, a blank oval has been incorporated into the design to highlight the watermark's location.



Security thread: Hold your ten up to the light and make sure there's a small strip embedded in the paper. The words "USA TEN" and a small flag are visible in tiny print. It runs to the right of the portrait and can be seen from both sides of the note.

Design Features

To protect your hard-earned money, the U.S. government expects to redesign its currency every seven to ten years. Not only will many of these design updates add complexity to the note and make counterfeiting more difficult, other features will help the public, particularly those who are visually impaired, to tell denominations apart.

Color: The most noticeable difference in the newly designed note is the addition of subtle background colors of orange, yellow and red. The words "We the People" have been printed in red in the background to the right of the portrait. Also, small yellow 10s have been printed in the background to the left of the portrait on the face of the note and to the right of the vignette on the back of the note. The background colors differ with each denomination to help distinguish them.

Symbols of Freedom: New symbols of freedom representing icons of Americana are part of the new design for the face of the \$10 note. Two images of the torch carried by the Statue of Liberty are printed in red on the face of the note. A large image of the torch is printed in the background to the left of the portrait of Secretary Hamilton, while a second, smaller metallic red image of the torch can be found on the lower right side of the portrait. The symbols of freedom differ for each denomination.

Portrait and Vignette: The oval borders and fine lines surrounding the portrait of Secretary Hamilton on the face, and the United States Treasury Building vignette on the back, have been removed. The portrait has been moved up and shoulders have been extended into the border. Additional engraving details have been added to the vignette background.

Other Features

Microprinting: Because they are so small, microprinted words are hard to replicate. The redesigned \$10 note features microprinting on the face of the note in two areas: the word "USA" and the numeral "10" can be found repeated beneath the large printed torch and the words "THE UNITED STATES OF AMERICA" and "TEN DOLLARS" can be found below the portrait, as well as vertically inside the left and right borders of the note.

Low-Vision Feature: The large numeral "10" in the lower right corner on the back of the note is easy to read.

Federal Reserve Indicators: A universal seal to the left of the portrait represents the entire Federal Reserve System. A letter and number beneath the left serial number identifies the issuing Federal Reserve Bank.

Serial Numbers: The unique combination of eleven numbers and letters appears twice on the face of the note. On the new \$10 note, the left serial number has shifted slightly to the right, compared with previous designs.

A Smooth Transition

Since the beginning of *The New Color of Money* education program in 2003, more than 377,000 contacts have been made with cash-handlers, machine manufacturers, associations, corporations and the general public to help them to prepare for the new currency. This ongoing outreach includes manufacturers of vending and ticketing machines, ATMs and self-service checkout counters, which are becoming increasingly prevalent at retail locations.

You won't have to exchange your old notes for new ones. Your old money will always be good. Every U.S. currency note issued since 1861 is still redeemable today at full face value. Both the new notes and the older-design notes will continue to be legal currency at full face value – there will be no recall or devaluation of any U.S. notes. The United States has never devalued its currency and will not do so now.