



OCTOBER 22, 2019

INFORMATION ITEM

SUBJECT: FIRST 5 CALIFORNIA AND FIRST 5 NETWORK BRANDING

Strategic Plan Priority Area: Public Will and Investment

Goal: Bolster First 5 California's public relations capacity by compounding existing advocacy and public will-building effectiveness.

SUMMARY OF THE ISSUE

First 5s were first established over 20 years ago and during that timeframe have never had a singular identifying brand. With the passing of the 20-year milestone, First 5 California's public affairs contractor, Golin/Harris, has been given the opportunity to create a First 5 "network" brand to support county and First 5 Association partners. Golin/Harris also will take this opportunity to revisit and possibly refresh First 5 California's branding, including the logo and tagline. First 5 California, in consultation with the First 5 Association, held focus groups to discuss this branding opportunity for a unified "network" brand. Staff will share updated visual brand concepts incorporating feedback from Commissioners during the September 16, 2019, Public Education and Outreach Advisory Committee meeting. Staff will also present analyses of brand changes, concepts, and considerations to the Committee, should Commissioners choose to move forward with approval of refreshed branding.

BACKGROUND OF KEY ISSUES

The Commission approved a two-year contract with Golin/Harris to enhance and support First 5 California's public affairs capacity and to support its partners.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission discussed this topic during the Public Education and Outreach Advisory Committee meeting on September 16, 2019. The Commission provided input and feedback on initial concepts and designs, and requested additional information on potential costs associated with rebranding efforts.

ATTACHMENTS

None.