



April 22, 2020

**INFORMATION ITEM**

**SUBJECT: FIRST 5 CALIFORNIA BRANDING AND LOGO DESIGN**

**Strategic Plan Priority Area: Public Will and Investment**

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

**SUMMARY OF THE ISSUE**

First 5 California's public affairs contractor, Golin/Harris, has drafted potential updates to First 5 California's branding, including a logo and/or a tagline. To inform those drafts, Golin/Harris conducted numerous focus groups with the public, legislative and policy leaders, the First 5 California Commission, First 5 Association, First 5 county executive directors, and First 5 executive staff during the January 22, 2020, Public Education and Outreach (PEO) Advisory Committee meeting. The input from the focus groups and feedback from participants has been incorporated into the latest branding options, which will be shared with the Advisory Committee at the April Advisory Committee meeting.

**BACKGROUND OF KEY ISSUES**

The First 5 California 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 Committee previously discussed and reviewed draft branding during the September 16, 2019, October 22, 2019, and January 22, 2020, PEO Advisory Committee meetings.

**ATTACHMENTS**

- A. Logo Presentation