



August 4, 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

In continued discussions of rebranding the First 5 California (F5CA) logo and possible tag line, F5CA's public affairs contractor, Golin/Harris, and subcontractor RSE, have drafted potential updates to F5CA branding, including a logo and/or a tagline. Input received from focus groups, including the public, legislative and policy leaders, the F5CA Commission, First 5 Association, First 5 county executive directors, First 5 staff, and the Public Education and Outreach (PEO) Advisory Committee, was used to inform, create, and solidify the branding options. Using the latest information and direction from the last PEO Committee meeting, staff worked with Golin/Harris to narrow logo options for consideration by the PEO Committee.

BACKGROUND OF KEY ISSUES

In 2019, there were discussions with the First 5 Association on the possibility of creating a First 5 Network brand. Because the majority of county commission logos build off of F5CA's logo, it was decided to look at rebranding F5CA's logo before going forward with a First 5 Network brand.

Over the last 10 months, the PEO Committee has discussed and directed staff to work with Golin/Harris in the development of a new F5CA logo and tagline. The logo options have been narrowed and staff is looking for additional direction to finalize a new logo or a recommendation from the PEO Committee to keep our current logo.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

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

FISCAL ANALYSIS

Attached to the item is a pros/cons and projected cost document. The estimated cost for rebranding the *Kit for New Parents* and the Talk.Read.Sing.[®] Campaign is \$3,603,545.64.

ATTACHMENTS

- A. Logo Options
- B. Rebranding Cost Analysis