



January 22, 2020

INFORMATION ITEM

SUBJECT: FIRST 5 CALIFORNIA REBRANDING

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 5 California's public affairs contractor, Golin/Harris International (Golin), in conjunction with their subcontractor, Runyon Saltzman, Inc. (RSE), has been hired to potentially update First 5 California's branding, including a logo and tagline. RSE will moderate a focus group that includes First 5 California Commissioners, county First 5 executive directors, and a representative from the First 5 Association, among others. The focus group will review updated visual brand and tagline concepts incorporating feedback from First 5 California staff and Commissioners for review, discussion, and feedback.

BACKGROUND OF KEY ISSUES

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

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission has previously discussed this subject during the September 16, 2019, and October 22, 2019, Public Education and Outreach Advisory Committee meetings.

ATTACHMENTS

- A. First 5 California – Branding Focus Group Primer