



Public Education and Outreach Advisory Committee Meeting Highlights

January 22, 2020
2:00 p.m. – 4:00 p.m.

Agenda Item 1 – Opening Remarks

Camille Maben called the meeting to order at 2:02 p.m.

Committee members present: George Halvorson, Shana Hazan, and Kris Perry
Focus Group: Renee Fraser, Fraser Communications; Gina Daleiden, Executive Director, First 5 Yolo; David Jones, Executive Director, First 5 Stanislaus; Karen Scott, Executive Director, First 5 San Bernardino; and Jess Berthold Director of Communications, First 5 Association
Runyon, Saltzman, and Einhorn (RSE) staff representatives: Brittany Puccinelli, and Darcy Self
Focus Group Moderator: Ellen Schafer
Staff present: Camille Maben, Frank Furtek, Erin Gabel, Jaime Hastings, Jamiann Collins Lopez, Oscar Ramirez, and Kathy Ellis

Agenda Item 2 – Public Comment

None.

Agenda Item 3 – First 5 California Branding

This item is a follow-up to the Advisory Committee's previous conversations on a potential new First 5 California logo and the possibility of adding a tagline. Erin Gabel gave an overview of the branding work done to date, and the value of exploring a tagline and new logo.

Tagline

Brittany Puccinelli shared that a tagline is a concise word or phrase to embody and to show who an agency is in connection with its logo. She explained that a logo is an agency's identity – who they are and what they do.

Ellen Schafer asked the advisory committee and focus group (group) to consider the following for the tagline discussion:

1. What are the pros and cons?
2. What are the benefits and uses?
3. What are the concerns or risks?

4. What other criteria would you like to consider?

Group feedback included that a tagline:

- Could focus the public on the value of Proposition 10
- Could expand recognizability
- Can condense the essence of the mission and vision, and help identify the purpose of the organization
- Means you can change them out often without modifying the logo each time
- Should work well with the auditory (radio, etc.)
- Could be considered “dated”
- Should not overpower the logo, especially if the logo is recognizable on its own

The group also shared some concerns/risks, stating a tagline:

- Can “muddy” the brand, siting audience fatigue if it is too much
- Could be a distraction
- Could limit the agency’s scope
- Could be a diversion for a particular purpose

Ellen asked the group to suggest what the criteria should be for adopting a tagline. The group responded, stating the tagline should be:

- Recognizable
- Memorable
- Short and impactful
- Easily translatable
- Be descriptive of the work being done, not just descriptive of First 5 California
- Able to be shortened to a hashtag

Erin provided the following six taglines for the group’s consideration:

1. Our Children, Our Future
2. Every Child. Every City. Every County.
3. Giving Children the Best Start
4. Every. Child. Strong.
5. Strong Start California
6. Giving Children a Strong Start

After the discussion, overall, there was no one tagline that resonated with the group and that fully met the criteria. For example, while some of the taglines provided a sense of community and were aspirational, the group felt the taglines were too similar to other taglines, were too absolute, and that they didn’t fully describe the work of First 5 California.

Logo

The group was asked to provide some benefits of changing the logo. Feedback included that the logo should:

- Meet accessibility requirements
- Provide an opportunity to be updated and refreshed
- Battle brand fatigue
- Provide an opportunity to better reflect the mission
- Include two hands for a family instead of just one hand for a child
- Help the agency look more contemporary

The group was asked for concerns in changing the logo. Feedback included the following:

- If there was a large departure from the existing logo, the value could diminish.
- A new logo could be confusing to partners.
- It is important to retain consistency.
- Moving forward to reflect where the organization is going.

The group was asked to provide criteria for evaluating the proposed logos. The group mentioned the logo needs to be:

- Relevant
- Readable
- Eye-catching
- Evocative of babies/young children
- Accessible to audiences

Six logos were shown to the group. These logos reflected advisory committee comments and ideas discussed at the previous meeting. After the discussion, overall, there was no one logo that resonated with the group and that fully met the criteria. For example, while the group liked some of the colors introduced and the idea of using two hands, they felt some of the logos were too similar to other logos, the text was grammatically incorrect, and that some appeared outdated.

Additional feedback from the focus group included the following:

- The cost could potentially be \$500,000 to change everything out if a new logo is selected.
- Some members do not care for a tagline.
- Some members suggested not using a hand or hands.

- It was suggested to contract with an agency that specializes in producing logos and taglines.

Public comment:

David Dodds (First 5 California) stated the word ‘Strong’ could be interpreted as a negative reaction. Our vision is they thrive, and are healthy and well-adjusted.

Catherine Goins (First 5 Placer) stated that the terms “start” and “every child” are used too much already, and gave the example of “Every Child California.”

Erin Maury (First 5 Sacramento) shared that after 15 years, she is excited to see change. She added her concern that if the hands are not used in the logo, people may not fully know what we do.

Brian Kelley (First 5 Contra Costa) stated that several of the logos would become problematic when shrunk down (to fit on letterhead, etc.). He added he likes the hands in the logo, but that the rounded corners need modernizing.

First 5 California staff will continue to work with RSE, and will provide more tagline and logos options at the next advisory committee meeting.

Item 4 – Adjournment

Camille Maben adjourned the meeting at 4:05 p.m.