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DECEMBER 18, 2017

AGENDA ITEM 11  
ACTION ITEM

CALIFORNIA SECURE CHOICE RETIREMENT SAVINGS INVESTMENT BOARD

*Resolution No. 2017-13: Adoption of Program Name, Logo, and other Branding Concepts*

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***Background***

At the July 24, 2017 California Secure Choice Retirement Savings Investment Board (“Board”) meeting, the Board generally supported hiring a California-based firm to assist the Board in evaluating the efficacy of the existing California Secure Choice Retirement Savings Program (“the Program”) name and alternative names, developing logos and other graphic design work, and conducting testing of those names and logos.

The Program entered into a contract with *Crescendo*, a marketing agency, to develop and test alternative names and logos for the Program. For this item, *Crescendo* staff will present the Board with the results of its work, including recommendations for alternative names for the Program, alternatives for logos, and the results of analysis and testing conducted to evaluate the names and logos.

***Attachments***

- *Crescendo* presentation
- Resolution No. 2017-13: Resolution to adopt an alternative name

**RESOLUTION NO. 2017-13**

**RESOLUTION OF THE CALIFORNIA SECURE CHOICE RETIREMENT SAVINGS  
INVESTMENT BOARD RELATING TO SELECTION OF PROGRAM NAME, LOGO, AND  
OTHER BRANDING CONCEPTS**

**WHEREAS**, the California Secure Choice Retirement Savings Investment Board (the “Board”) is established under Senate Bill 1234 (Chapter 734, 2012; codified under Government Code Section 100000 et seq.) and was mandated to conduct a market analysis to determine whether the necessary conditions for implementation of the California Secure Choice Retirement Savings Trust Act (the “Act”) can be met;

**WHEREAS**, Senate Bill 1234 (Chapter 804, 2016) expresses legislative approval of the California Secure Choice Retirement Savings Program (“Secure Choice” or “the Program”), requiring the Board to design and implement the Program;

**WHEREAS**, Government Code Section 100010(a)(1) provides the Board the power and authority to make and enter into contracts necessary for administration of the Trust;

**WHEREAS**, Government Code Section 100010(a)(2) provides the Board the power and authority to adopt a seal and change and amend it from time to time; and

**WHEREAS**, the Board entered into contract with RBG Marketing, Inc. dba Crescendo to assist it in evaluating alternative names for the program; develop logos, other graphic design work, and branding concepts; and to test and evaluate the efficacy of the brand in conveying meaning about the Program;

**NOW, THEREFORE, BE IT RESOLVED** that the Board has selected [program name] and the associated logo and branding concepts.

Attest: \_\_\_\_\_  
Chairperson

Date of Adoption: \_\_\_\_\_



# CA Retirement Savings Program Naming

SCIB Board Meeting  
Monday Dec. 18, 2017

submitted by



# The Naming and Branding Journey

- ✓ **Phase 1:** Discovery + In-Person Workshop with Secure Choice Team
  - *Completed: October 26th*
- ✓ **Phase 2:** Name/Concept Ideation and Test Setup
  - *Completed: November 7th*
- ✓ **Phase 3:** Testing of Names and Initial Logo Design
  - *Completed: November 22nd*
- ✓ **Phase 4:** Testing of Logos and Refinement of Visual Designs
  - *Completed: December 18th*
- ❑ **Board Meeting - December 18th**
- ❑ **Phase 5:** Finalization and Style Guide Development
  - *Target Completion: December 28th*

# Testing Overview

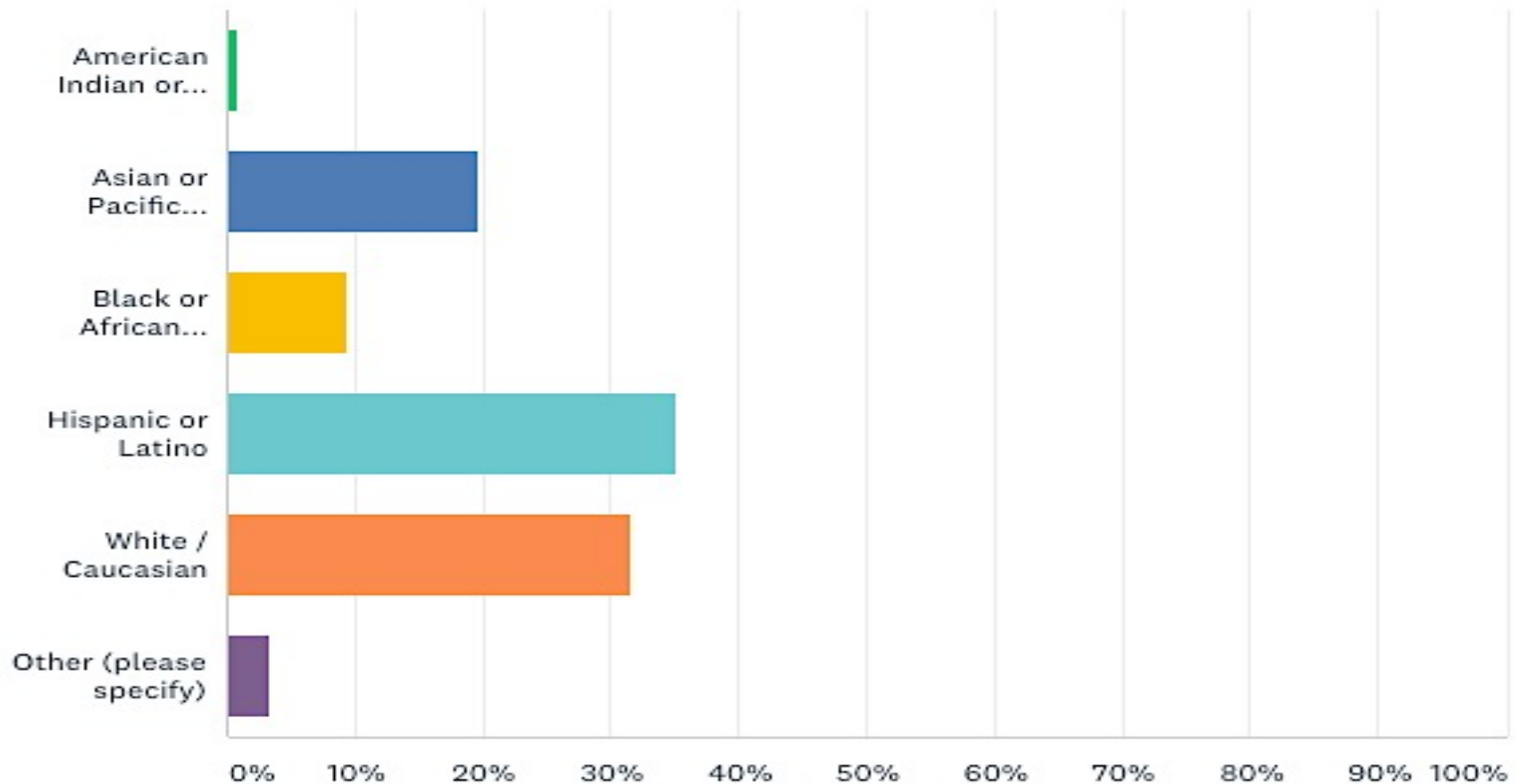
- 2,300+ Survey Respondents
- Combination of Online Surveys and In-Person Focus Groups
- Mix of Employees and Employers (both with and without a current retirement savings plan)
- Focus on Following Demographics:
  - Females
  - Hispanic/Latino
  - Skewed towards younger age groups (i.e. <50 years old)
- Stakeholder Groups and Member Participation
- CA Universities Participation (student groups entering workforce)



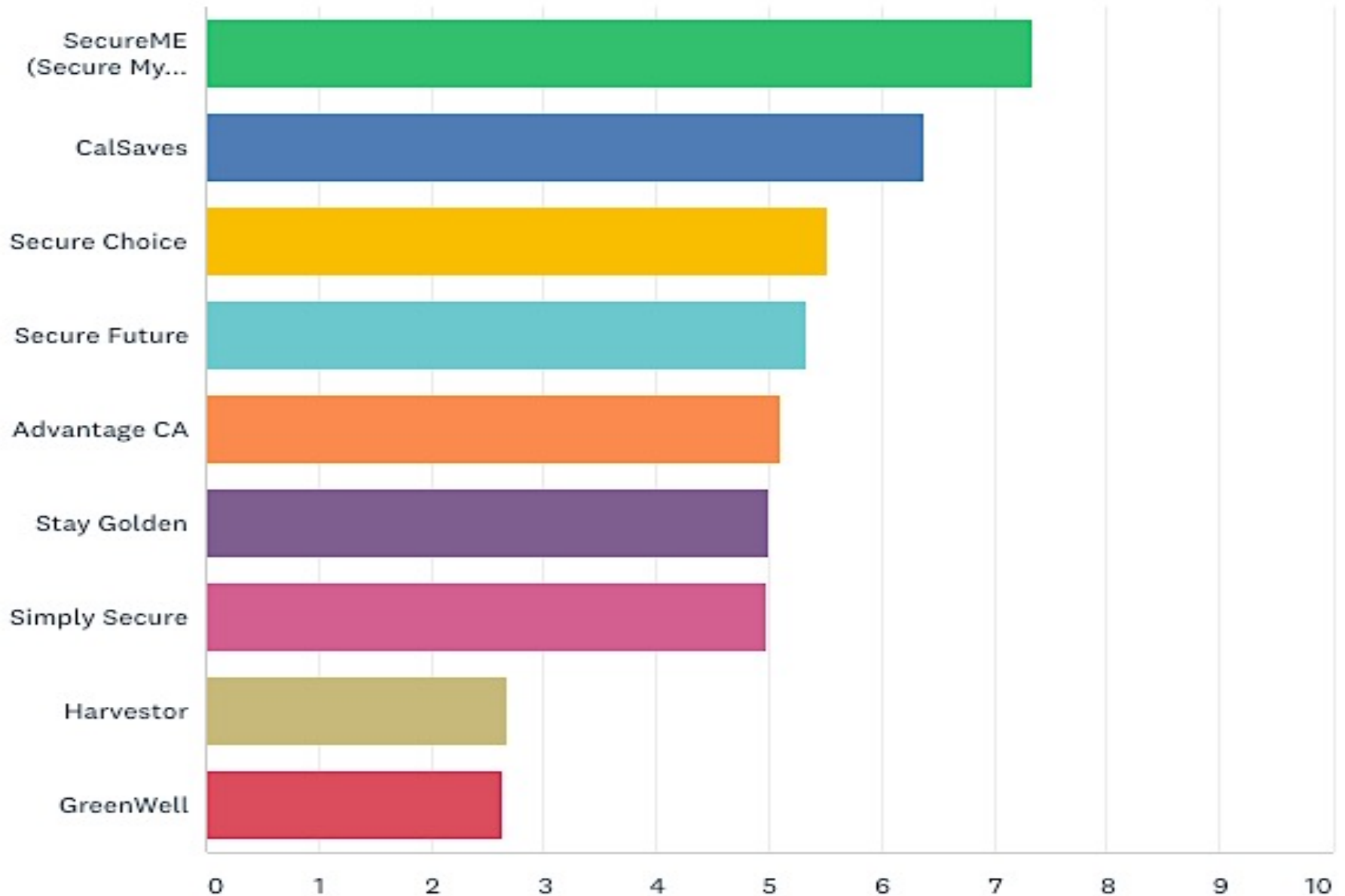


# TEST RESULTS

# Respondent Breakdown for Phase 3 - Testing of Names



## Results of Phase 3 Testing





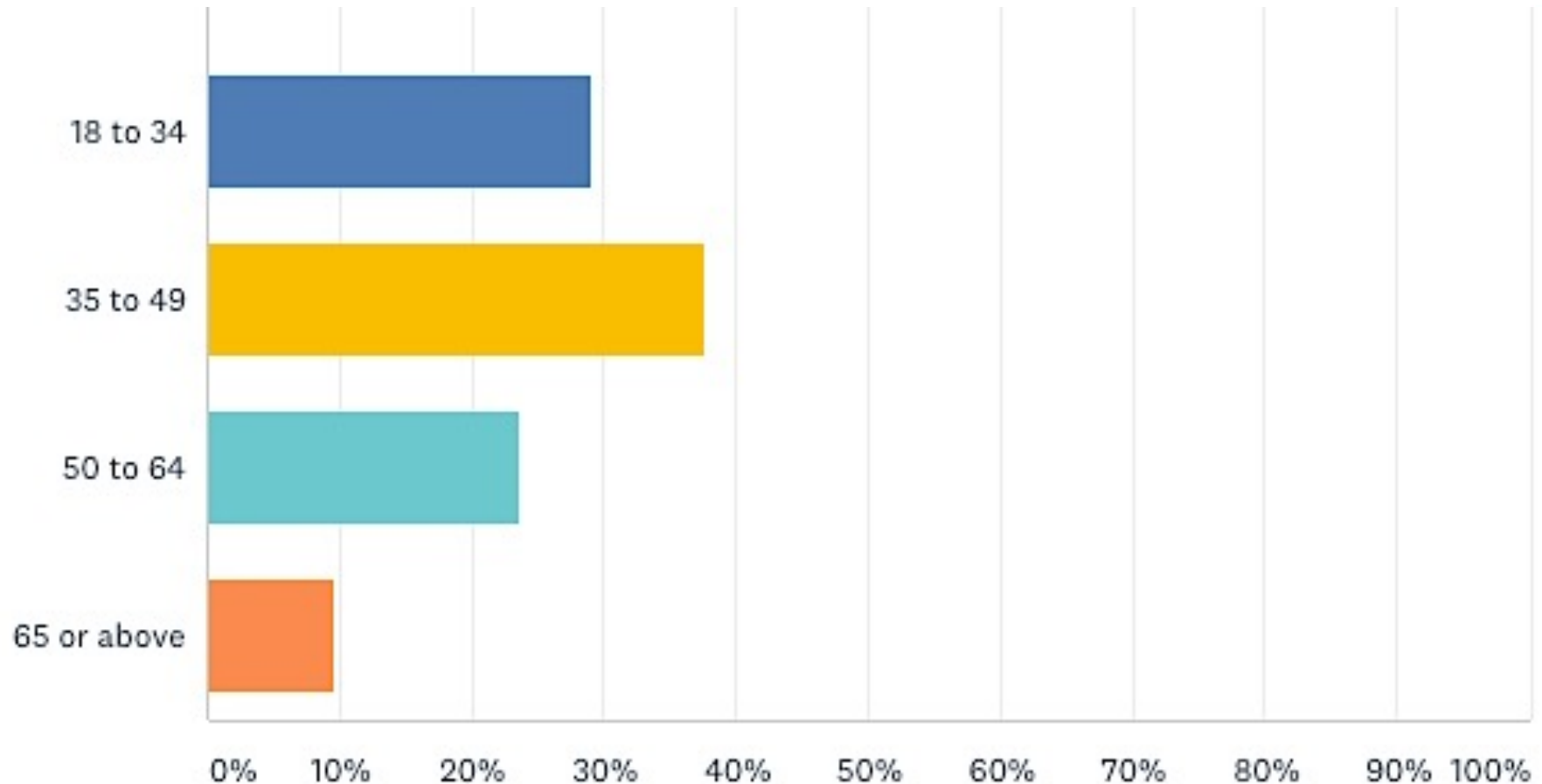
# Phase 3 - Names + Logos Development



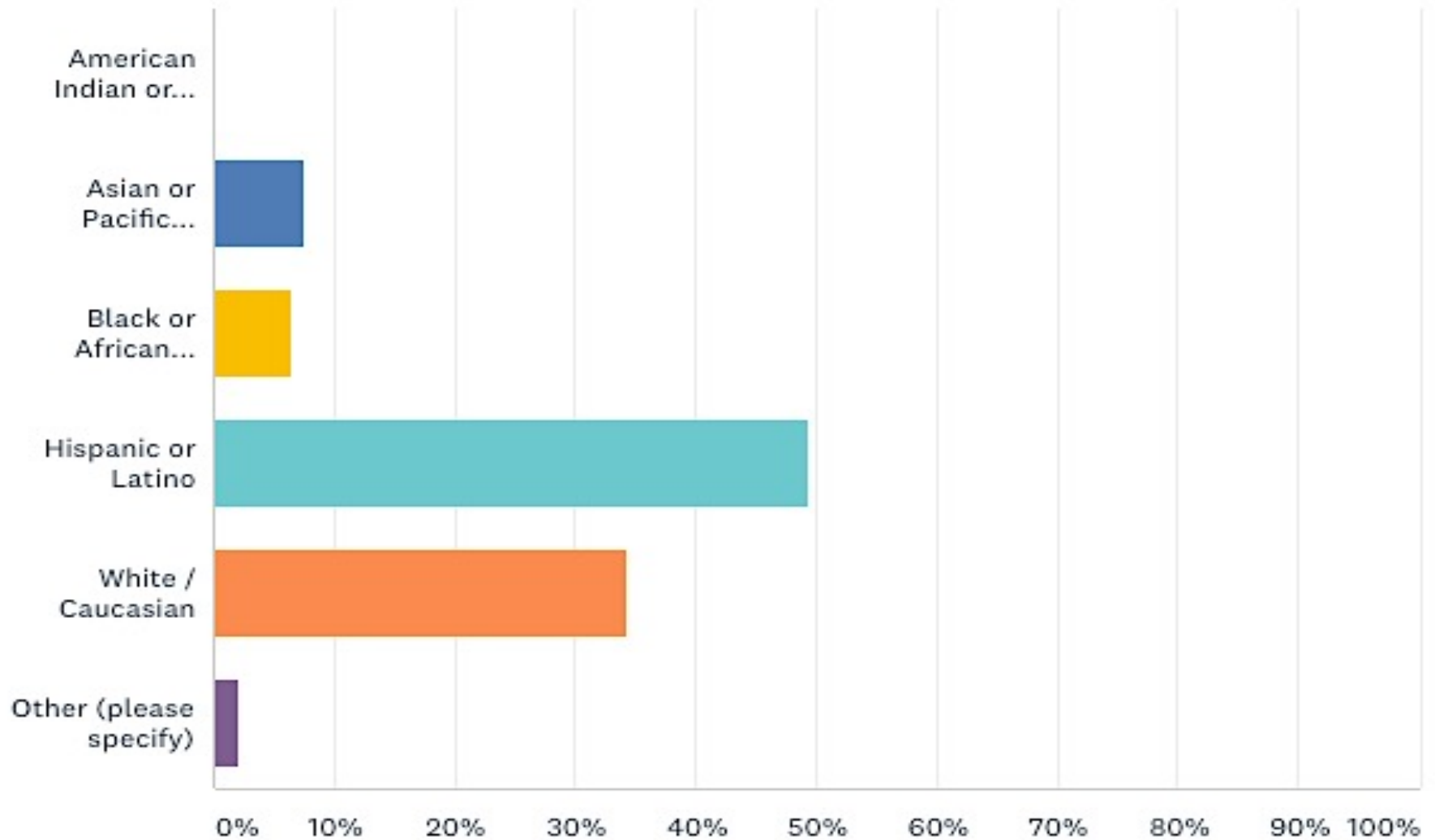
## Phase 4 - Names + Logos Contenders



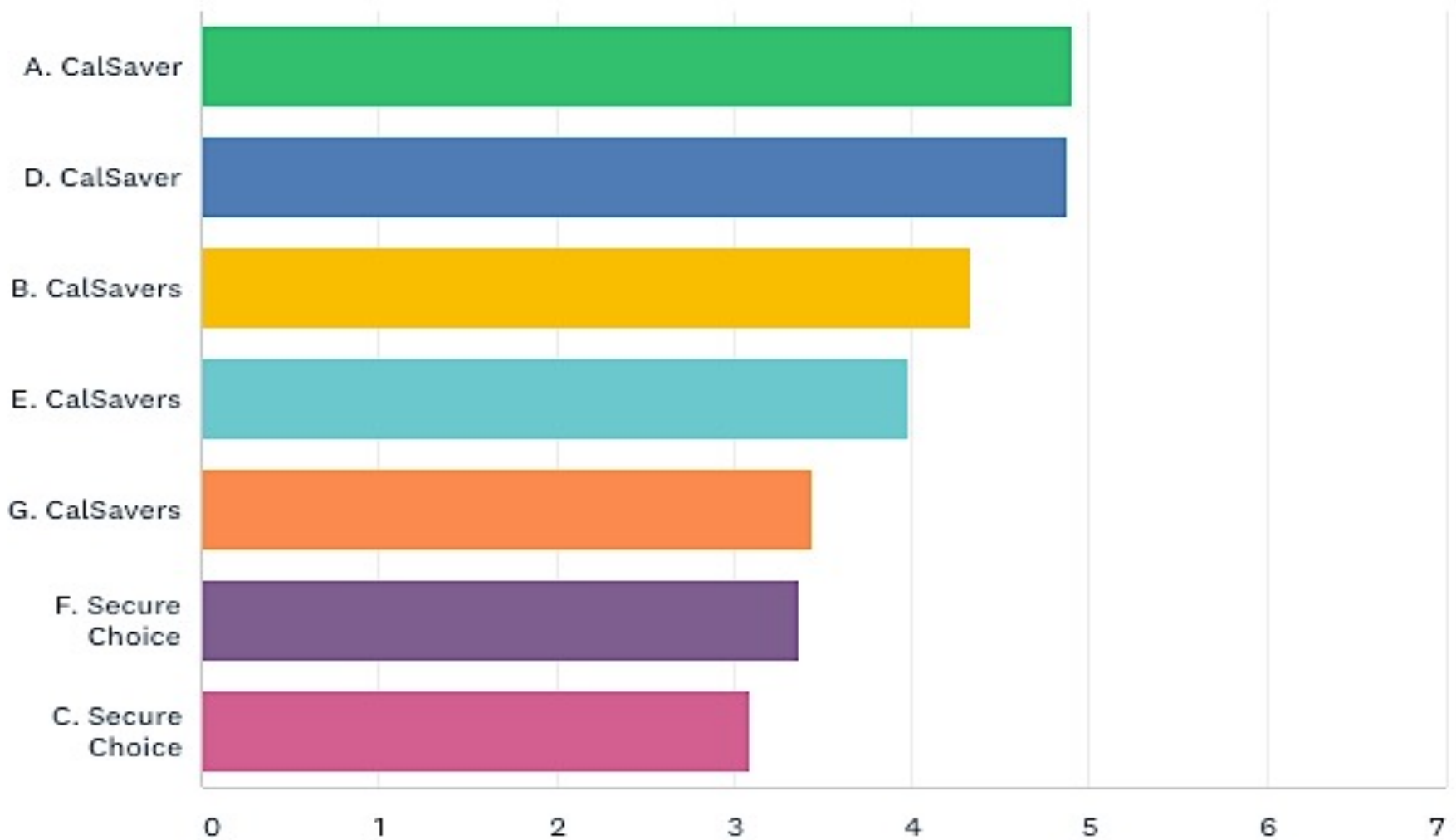
# Respondent Breakdown for Phase 4 - Testing of Logos



# Respondent Breakdown for Phase 4 Testing



# Results of Phase 4 Testing







This CalSavers iconic logomark is uniquely California. It takes its elements, composition and colors from the California State flag. The style and rendering of the bear is with clean and smooth curves which conveys a new modern program that will benefit millions of Californians today, tomorrow and beyond. The bear's raised paw depicts it as protecting/guarding/securing and caring/nurturing for the retirement savings of Californians. The bear is a cautious creature that prepares for the winter(future) and embodies the virtues of strength and wisdom. The bold serif typeface conveys trust, longevity and security. The color "red" represents potency of compounding interest and the "green" represents the rich nourishment of the California agriculture, and growth of the land.



This CalSavers logomark highlights 2 key values of the retirement program: the importance of savings and the effect of compounding interest. The bear “piggy” bank contains layers of waves that represents growth of the retirement savings of Californians over time. The bear is a cautious creature and embodies the virtues of strength and wisdom. The bold serif typeface conveys trust, longevity and security. The logo is dynamic and the name is efficiently contained within the bear shaped icon.



# CAL Savers

*Retirement Savings Program*

The money tree is rooted in the “L,” which is firmly grounded, implying that your finances will be as well. Natural greens and browns perpetuate the sense of growth, yet balance. The bold, rounded typeface adds a contemporary twist.



# CAL\$AVERS

*Retirement Savings Program*

Slight twist on the previous option: this simplified logo emphasizes the growth of your savings. More natural greens and browns, adding familiarity and trust. Using all capital letters creates a sense of importance.

# Decision on Final Name & Logo







“The only way to get to the heart of your customer is to put them at the **heart of your brand.**”

