
JANUARY 22, 2018

AGENDA ITEM 4
ACTION ITEM

CALIFORNIA SECURE CHOICE RETIREMENT SAVINGS INVESTMENT BOARD

Resolution No. 2018-01: Adoption of Program Name, Logo, and other Branding Concepts

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 executed a contract with Crescendo, a marketing agency, to develop and test alternative names and logos for the Program. At the December 18, 2017 Board meeting, Crescendo presented results of its work, including logos and alternative names for the Program and research conducted to evaluate the efficacy of the names and logos. For this item, /Staff will present the Board with the updated logos and graphic design concepts for the Board’s consideration. Staff will seek Board approval to either retain the existing name of the Program or select an alternative name.

Staff Recommendation

Staff recommend the Board select CalSavers for the Program name and design option number four included in attachment one.

Attachments

- Attachment #1 - Crescendo presentation
- Attachment #2 - Resolution No. 2018-01: Resolution to adopt an alternative name