

Option #1



CalSavers

A Secure Choice Retirement Savings Program

This CalSavers logomark is a blend of two key elements. First, the diversity of people and businesses found uniquely in California is represented by the mosaic patterns and shades of blue. Second, the raising bars represent the 4 financial quarters of a year, and the base size of each bar increase over time to represent the growth of savings over time with compounding interest. Colors are more dynamic and scale from yellow to gold representing the maturation of living onto the golden years of retirement and wealth. The base of the bars also create dimensionality to the logomark. The digital mosaic conveys a fresh perspective on retirement savings and a new modern program for Californians today, tomorrow and beyond. The clean typeface conveys intelligence, simplicity and trust.

Option #2

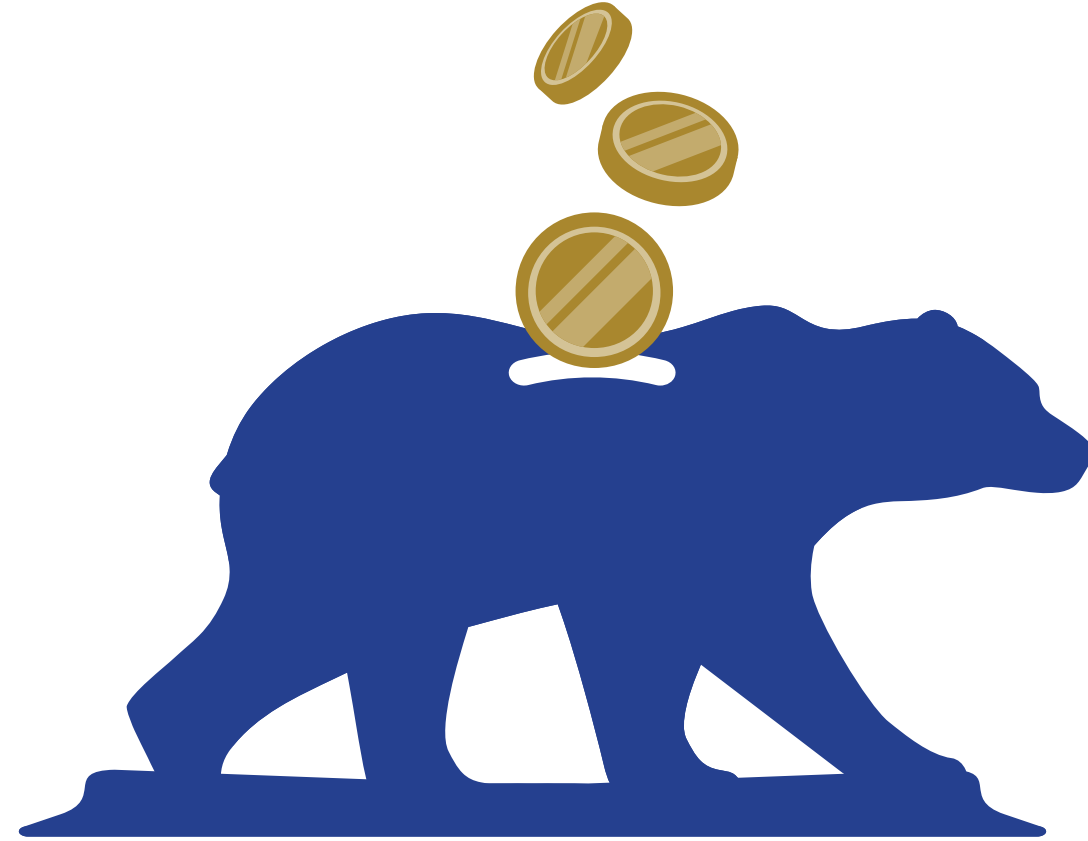


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This CalSavers iconic logomark is uniquely California. It takes its elements, composition and colors from the California State flag. The style and rendering of the bear is clean with smooth curves which conveys a new modern program for Californians today, tomorrow and beyond. The bear's raised paw depicts it as protecting/guarding/securing/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 increasing size of the coins represent the potency of compounding interest and the "green" represents the rich nourishment of the California agricultural heritage and growth of the land.

Option #3



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This CalSavers logomark highlights 2 key values of the retirement program: the importance of savings and the steady growth of savings. The bear “piggy” bank represents growth of the retirement savings of Californians over time. The increasing size of the coins represent the potency of compounding interest. The bear is a cautious creature and embodies the virtues of strength and wisdom. The bold serif typeface conveys trust, longevity and security.

Option #4



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 clean, rounded typeface adds a contemporary twist.