
SEPTEMBER 4, 2013

AGENDA ITEM 7
INFORMATION ITEM

SECURE CHOICE RETIREMENT SAVINGS INVESTMENT BOARD

Secure Choice Logo

Presenter

Grant Boyken

Background

The purpose of this agenda item is to discuss concepts for a logo which will provide a visual representation of Secure Choice to be used in written and online communication. For illustrative purposes, below are several examples of logos used for boards and authorities administered by the State Treasurer's Office.



SCHOLARSHARE INVESTMENT BOARD



CALIFORNIA TRANSPORTATION FINANCING AUTHORITY



CALIFORNIA EDUCATIONAL FACILITIES AUTHORITY

The following pages contain sample logos developed by the graphic design team at the Treasurer's Office. At the direction of the Board, staff will work to refine one of these designs, or develop new designs, to present to the Board at a future meeting for approval.

1.



CALIFORNIA
**SECURE
CHOICE**
RETIREMENT
SAVINGS PROGRAM

CALIFORNIA
**SECURE
CHOICE**
RETIREMENT
SAVINGS PROGRAM

2.



3.

4.



5.



CALIFORNIA SECURE CHOICE
RETIREMENT SAVINGS PROGRAM

6.



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7.



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