

Item 12

(Information Item)

Update on logo and rebranding

SUMMARY:

This item provides an update on the California Student Aid Commission's (Commission) logo and branding revisions based on feedback from the Commissioners during the May 15, 2020 Commission meeting and the poll distributed to Commissioners in early June. Uptown Studios has refined the final concept that will be presented at the meeting.

RECOMMENDATION:

This is an information item; no action is required.

BACKGROUND:

Uptown Studios has been working with Commission staff and the Commissioners to create a new logo and complementary brand for the Commission's programs. This process began with Uptown Studios presenting four unique concepts of the main logo to a steering committee and focus groups comprised of Commissioners, students and staff. The four concepts were further refined based on the steering committee feedback and presented to the Commissioners at the May 15th Commission meeting.

The primary feedback from Commissioners, the steering committee, staff, and students was to include the following elements in a new logo:

- Seek a fresh, clean and more modernized look that is aspirational and engenders trust.
- Maintain a connection to the existing logo which has wide brand identity.
- Have a strong connection to the State of California.
- Keep the joyful graduate

The Commissioners were then asked to rank their favorite logo concepts. The majority of Commissioners selected the logo that had a graduate placed in front of the State of California. This logo has been further refined to use the existing graduate from our current logo. This graduate is described as the joyful graduate. The final logo will be presented to the Commission on July 23, 2020. We believe this logo embodies the heart and soul of the Student Aid Commission.

RESPONSIBLE PERSON(S):

Judith Gutierrez, Policy and Project Manager
Executive Office

Michael Lemus, Communications Manager
Executive Office

California Student Aid Commission

ATTACHMENT(S):

CSAC logo – Horizontal – Lettermark Symbol – black

CSAC logo – Horizontal – Lettermark Symbol – Full Color – CMYK

CSAC logo – Horizontal – Lettermark Symbol – Full Color – RGB

CSAC logo – Vertical – Watermark Lettermark Symbol – Full Color – CMYK

CSAC logo – Vertical – Wordmark Lettermark Symbol – Full Color – RGB

CSAC logo – Vertical – Wordmark Symbol - black

CSAC's New Redesigned Logo