Portal/Mobile Branding/Logo Update
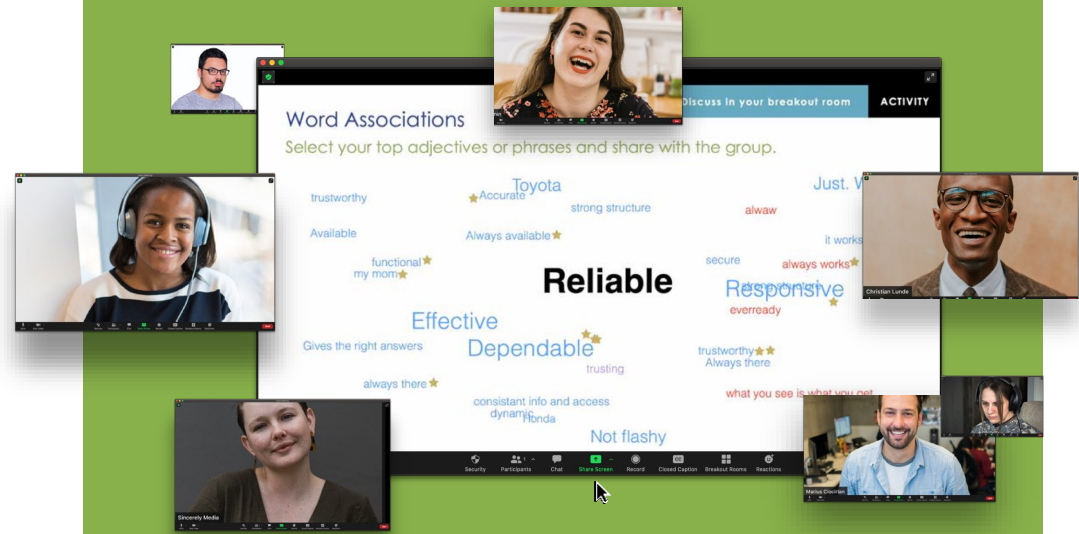
We Have an Announcement to Make!

But before we do,

let's talk about what we've been up to.

Since the beginning of August, our team has been **researching**, **interviewing stakeholders**, and **meeting customers** with one goal in mind:

We even hosted a Brand Ambitions Workshop, with **53 participants representing all six regions** to better understand...

Create a cohesive brand for our new portal/mobile application.

...who we want to be as a brand.

We asked ourselves:

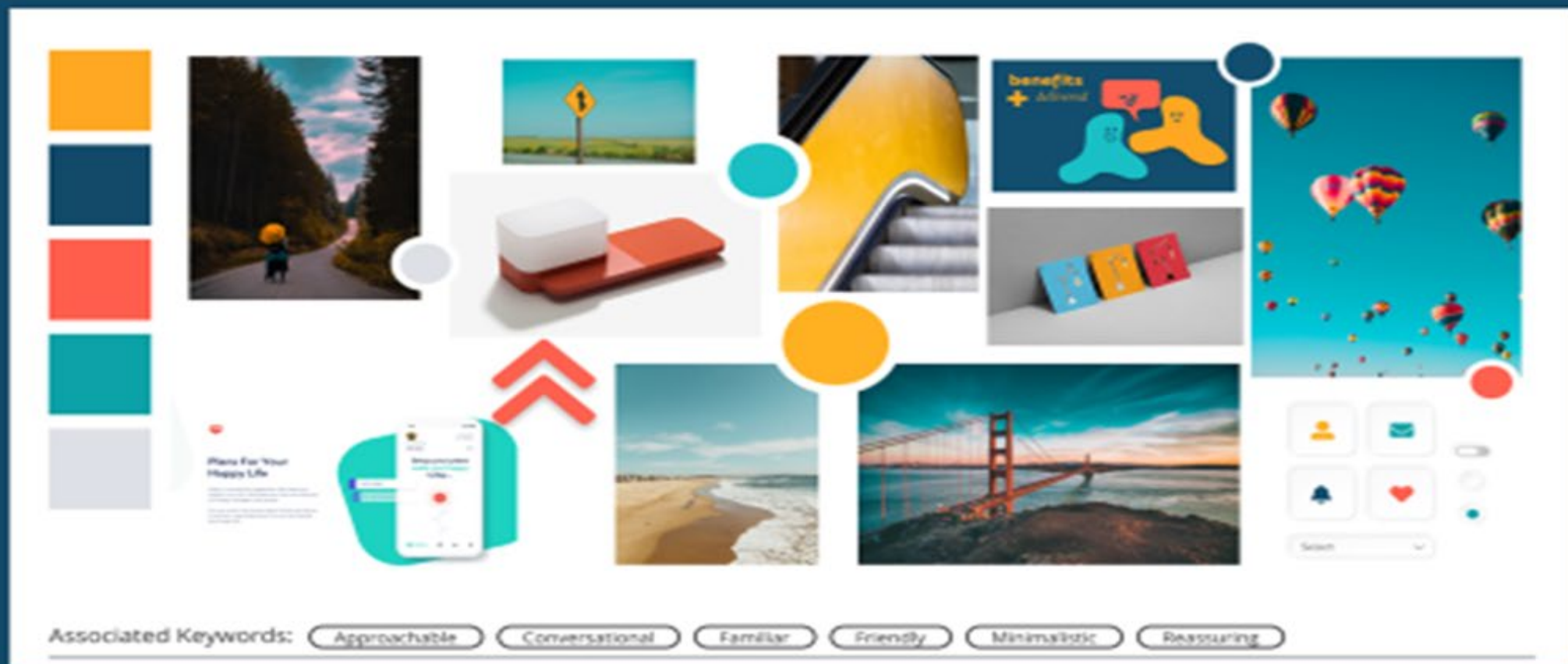# Who do we want to be?

We want to be...

Efficient

Customer-focused

Reliable

Then we thought:

How do we want it to look?

We worked with a visual designer and brand team to create a mood board that **captures the energy of California and the CalSAWS community.**

Associated Keywords: (Approachable) (Conversational) (Familiar) (Friendly) (Minimalistic) (Reassuring)

...and the new logo is

We have a winner!

We heard from many Californians.

25,814 Total submissions	**4,881** Internal Submissions	**20,933** External Submissions
17 Languages	**57** Counties	**1** Clear Winner

Total Logo Survey Results

Folks resoundingly selected Logo #2, the bear.

Logo Vote Results

- Logo 1: 8%
- Logo 2: 67%
- Logo 3: 6%
- Logo 4: 19%
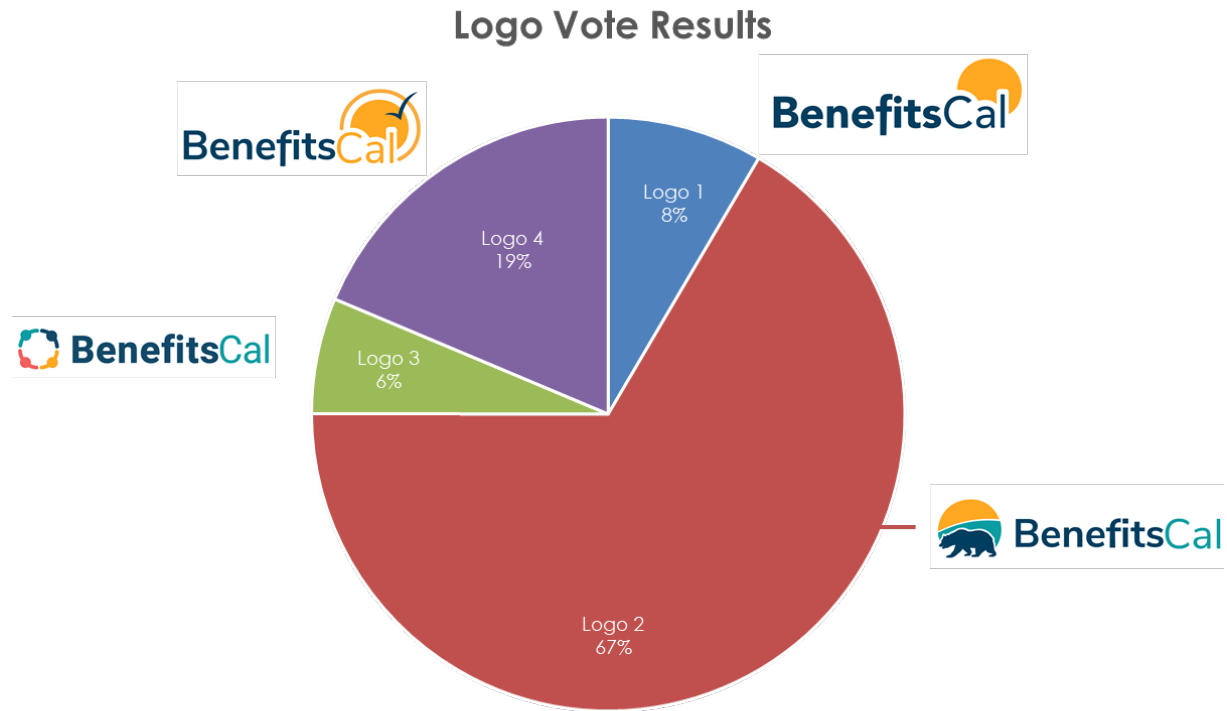
RESULTS

Logo	Votes
Logo 1	2,188
Logo 2	17,178
Logo 3	1,629
Logo 4	4,819

Data collected 11/18/2020

Internal Logo Survey Results
Internal Folks also resoundingly selected Logo #2

Logo Vote Results
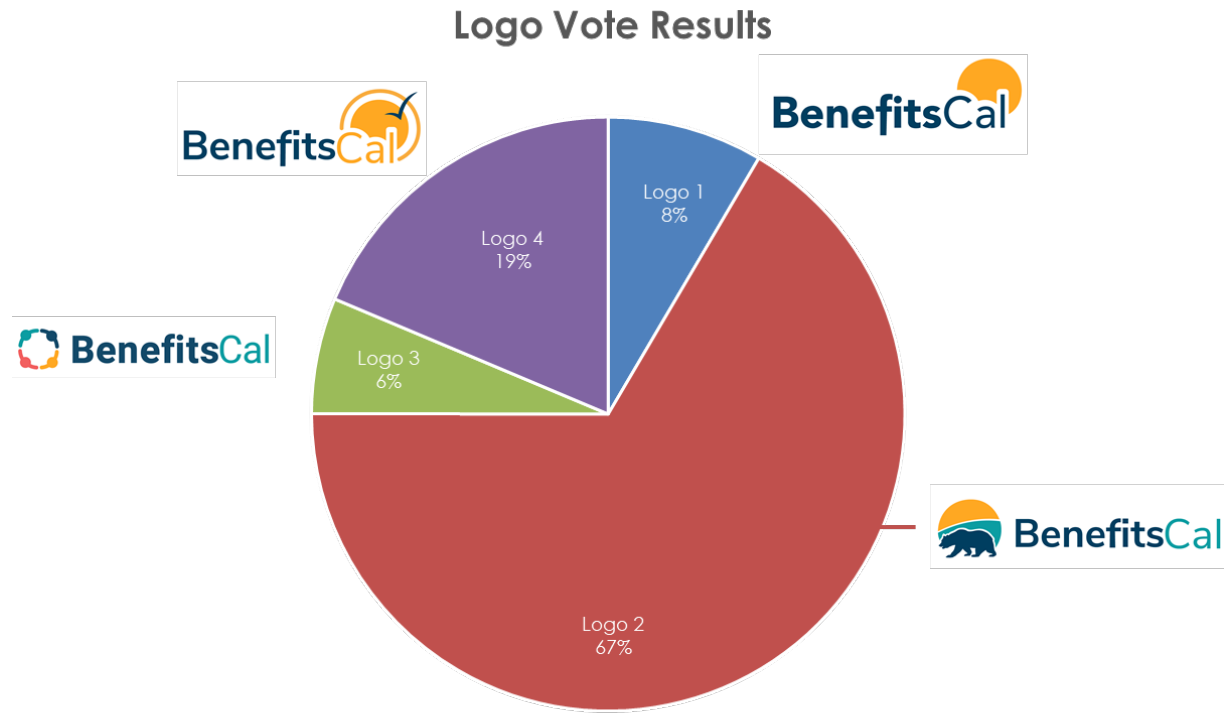
RESULTS

Logo 1	349
Logo 2	3,337
Logo 3	242
Logo 4	953

Data collected 11/18/2020

Internal Logo Survey Results

49 of 58 counties are represented by the internal survey submissions

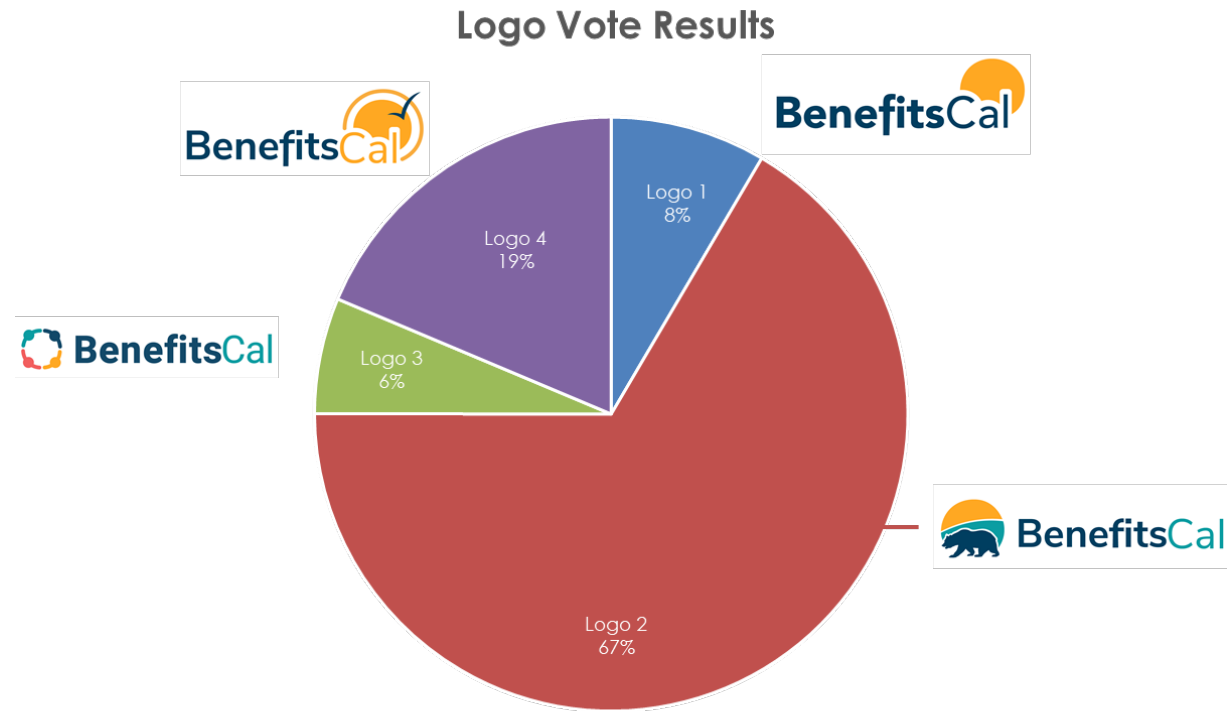| Top 10 Counties by Submissions	
San Bernardino	1178
Los Angeles	479
Sacramento	382
Riverside	319
Fresno	236
Merced	199
Contra Costa	158
Sonoma	140
San Joaquin	120
San Luis Obispo	114

HIGHLIGHTS

- The following counties did not submit votes: Alpine, Humboldt, Lassen, Marin, Mariposa, Modoc, San Benito, Sierra, and Trinity.

- More than **50%** of survey respondents are represented by five counties.

Data collected 11/18/2020. Location data is extrapolated by IP address. Survey data was not available for 339 respondents, a majority of which likely block their browser from tracking location.

Customer & Assister Logo Survey Results
External Folks also resoundingly selected Logo #2

Customer & Assister Logo Survey Results

57 of 58 counties are represented by the external survey submissions

Top 10 Counties by Submissions	
Los Angeles	4,324
San Bernardino	1,590
San Diego	1,379
Orange	1,259
Alameda	1,045
Sacramento	1,014
Riverside	806
Fresno	448
Santa Clara	424
San Joaquin	394

- Alpine is the only county to not have submitted a vote. It's the smallest county in the state, with an estimated population of 1,120.

- More than **50%** of survey respondents are represented by six counties.