

☒ CalSAWS DD&I☐ C-IV M&O☐ CalWIN M&O☐ LRS M&E

<b>Distribution Date:</b>	December 15, 2020
<b>To:</b>	PPOC.R1, PPOC.R2, PPOC.R3, PPOC.R4, PPOC.R5., PPOC.R6, Consortium.SectionDirectors, Consortium.RegionalManagers.Only
<b>CIT Name:</b>	<b>CalSAWS Power of 58 Communications Campaign Announcement</b>
<b>From:</b>	CalSAWS Project

**PPOCs, please forward to the appropriate impacted staff in your county:**

☒ General☐ Policy☐ CW☐ CF☐ MC☐ CMSP☐ FC/KG/AAP☐ Child Care☐ WtW☐ Other Program(s) \_\_\_\_\_☐ C4Yourself☐ Your Benefits Now!☐ Customer Correspondence☐ Other \_\_\_\_\_☐ Reports☐ Fiscal☐ Caseload Movement☐ Management☐ Fiscal☐ Security☐ Batch and Interfaces☐ Imaging☐ Migration☐ Conversion☐ Technical☐ Training☐ Help Desk

<p>Description: (Including any step-by-step instructions)</p>	<p><b>Purpose</b></p> <p>The CalSAWS Project team is proud to announce the roll out of The Power of 58 communication campaign!</p> <p>The purpose of this CIT is to provide all Counties the communication assets that were created in conjunction with your County's input on imagery and headlines.</p> <p>The Counties will have full access to the imagery to use in your Communications. The Project recommends these to be used to illicit enthusiasm and engagement in your CalSAWS related communications. You will begin to see this same imagery used in Project communications with the same intentions.</p> <p><b>Background</b></p> <p>As you know, the CalSAWS Communications Strategy Team started a project to develop a communication campaign to help grow awareness and understanding of CalSAWS. The goal was to develop an image repository and core communication messages that will speak to employees in an appealing, relevant, and meaningful way.</p> <p>The Communications Strategy team is proud to present various visual assets and templates that are both generic to the State of California and custom to the individual counties. We thank each person who provided their insider perspective on what things, people, and places uniquely represent across California communities.</p> <p>You can find the Power of 58 imagery on the Web Portal within the corresponding folders under <span style="background-color: black; color: black;">[REDACTED]</span></p> <ul style="list-style-type: none"> <li>• <b>Illustrations:</b> This folder holds doodles pertaining to specific counties, county employees, statewide doodles, and video conferencing backgrounds. <ul style="list-style-type: none"> <li>◦ <b>Example:</b> <ul style="list-style-type: none"> <li>▪ <b>California Map</b> – can be used across materials like posters, brochures, and online. The map may be customized with statewide and county specific doodles. The map may also be cropped to highlight individual regions/counties.</li> <li>▪ <b>County Employee Illustrations</b> – come in a wide range of skin tones, facial features, hairstyles, and body types among other characteristics.</li> <li>▪ <b>Statewide Doodles</b> – Use across branded material to bring a campaign to life. Employees can use them in email signatures, avatars, intranet sites, and elsewhere.</li> <li>▪ <b>County Specific Doodles</b> - Celebrate the uniqueness of all 58 counties. Employees can use them in email signatures, avatars, intranet site, and elsewhere.</li> <li>▪ <b>Video Conferencing Backgrounds</b> – backgrounds can be used during virtual meetings.</li> </ul> </li> </ul> </li> <li>• <b>Logos:</b> This folder contains all Power of 58 approved logos variations.</li> <li>• <b>Style Guide:</b> This folder contains the Power of 58 Style Guide. The Style Guide contains the master logo, as well as variations and usage of the logos. The guide displays the various color palettes and when to use them. It contains</li> </ul>
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samples of all illustrations. The Copy section describes the tones and themes that should be found in communications related to the CalSAWS System. It includes, headlines and copy lines, which can be leveraged in a variety of communications.

**County Icon Illustration Examples:**



Primary Project  
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(Name, phone  
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Implementation Lead

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(Name, phone  
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Regional Manager

Attachments:

None

Web Portal  
Link:

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OR  
You may also retrieve the CIT document and attachments by following these steps:  
1. Click on the CRFIs & CITs link at the top of the page.  
2. Click on the "CalSAWS Information Transmittal (CIT)" folder.  
3. Click on the "2020" folder.  
4. Click on the appropriate CIT # folder.

