

☒ CalSAWS DD&I
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Distribution Date:	January 28, 2021
To:	PPOC.All; Consortium.RegionalManagers.All ; Consortium.SectionDirectors;
CIT Name:	Statewide Self-Service Portal – BenefitsCal Logo
From:	CalSAWS Portal Project

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

- | | |
|---|---|
| <input checked="" type="checkbox"/> General
<input type="checkbox"/> Policy
<input type="checkbox"/> CW
<input type="checkbox"/> CF
<input type="checkbox"/> MC
<input type="checkbox"/> CMSP
<input type="checkbox"/> FC/KG/AAP
<input type="checkbox"/> Child Care
<input type="checkbox"/> WtW
<input type="checkbox"/> Other Program(s) _____
<input type="checkbox"/> C4Yourself
<input type="checkbox"/> Customer Correspondence
<input checked="" type="checkbox"/> Other Self Service Portal _____ | <input type="checkbox"/> Reports
<input type="checkbox"/> Fiscal
<input type="checkbox"/> Caseload Movement
<input type="checkbox"/> Management
<input type="checkbox"/> Fiscal
<input type="checkbox"/> Security
<input type="checkbox"/> Batch and Interfaces
<input type="checkbox"/> Imaging
<input type="checkbox"/> Migration
<input type="checkbox"/> Conversion
<input type="checkbox"/> Technical
<input type="checkbox"/> Training
<input type="checkbox"/> Help Desk |
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Description: (Including any step-by-step instructions)	<p>Purpose</p> <p>The purpose of this CIT is to announce the new Statewide Portal/Mobile logo and brand.</p> <p>Background</p> <p>Through branding research which included stakeholder and customer interviews, focus groups, a statewide survey, and with one goal in mind to create a cohesive brand for our new portal/mobile application, we asked:</p> <ul style="list-style-type: none"> ▪ Who do we want to be? ▪ How do we want it to look? <p>The results were:</p> <p style="text-align: center;">“We want to be efficient, customer focused and reliable”</p> <p>Working with a visual designer and brand team the energy of California and the CalSAWS Community was fused to produce our new Statewide Portal – BenefitsCal Logo brand:</p>
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BenefitsCal

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Attachment:	CIT 0023-21 CalSAWS County Email Logo.docx
Web Portal Link:	<div></div> <p>OR</p> <p>You may also retrieve the CIT document and attachments by following these steps:</p> <ol style="list-style-type: none">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 "2021" folder.4. Click on the appropriate CIT # folder.