

First 5 California – Branding Focus Group Primer

The following information is intended to provide foundational knowledge on branding in order to help focus group attendees make informed and thoughtful decisions. We invite you to read through the information below and bring ideas and questions for discussion on January 22.

Part One:

What is a tagline?

A tagline is a quick and concise phrase, or series of words, that accompanies an organization's logo. A tagline is meant to convey your organization's key focus as quickly as possible. Anyone should be able to look at an organization's tagline, in relation to the logo, and get a feel for what they do and who they are. It defines the core of an organization and what they stand for.

What is a tagline not?

A tagline is not a mission statement or a lengthy description of an organization.

Temporary Tagline vs. Permanent Tagline

A temporary tagline is one that might accompany a logo for certain span of time based on what the organization is focused on during that time period, i.e. it might align with an organization's current strategic plan. A permanent tagline is one that can be used indefinitely, embodying the organization's core values.

Examples:



Part Two:

What is a logo?

A logo is a graphic depiction of an organization and what it represents: *it is your identity*. A logo can be an image, text, shapes or a combination that is used to identify the organization. A logo should be easily recognizable and tie into the organizations mission and vision.

What is the purpose of a logo and what should it do for your organization?

Over everything else, a logo should identify your organization, convey a tone/personality and serve as the face of who you are. Your organization's logo should promote your mission and vision and provide the public with a sense of who you are and what you do.

What does it mean to have an ADA compliant logo and color palette?

An ADA compliant logo needs to include a specific color contrast to help differentiate text and images from the background, along with a font and text size that is high contrast to meet readability standards. All logos and color palettes that you will see in the focus group were developed with ADA accessibility in mind.

Examples:



Part Three:

What should you consider when choosing a logo and tagline for your organization?

When choosing a new logo or tagline for your organization, or updating a current logo and tagline, ask yourself the following questions:

- Does the logo feel memorable? Does it feel unique? Is it easily recognizable?
- Does the logo align with your organizations core values?
- Do the colors of the logo feel like they embody your organization?
- Does the logo provide some tie-in to what you do?
- Does the tagline hit the core of your organization's mission?
- Is the tagline concise and powerful?
- Does the tagline make sense in relation to the logo?
- Can the logo stand-alone without a tagline and still make sense?
- Do both your logo and tagline convey the right tone/personality of your organization?

Questions? Write them below to bring with you to the focus group and we will make sure to address them then!