



EMPLOYMENT &
HUMAN SERVICES

MEMORANDUM

Kathy Gallagher, Director

40 Douglas Drive, Martinez, CA 94553 • (925) 608-5000 • Fax (925) 313-9748 • www.ehsd.org

To: All Staff, Code 2A

Date: January 14, 2021

From: Tish Gallegos, Community/Media Relations Manager

Subject: Announcing the **CalSAWS Logo Contest!**

Over the next two years, Contra Costa County will be *Leading the Change* when it goes live to become part of CalSAWS, the state's new single eligibility system for all counties. In order to create more of an EHSD/local connection to this exciting transition, we invite you to help create a unique Contra Costa CalSAWS logo by entering our contest.

We will use the winning logo, along with our tagline *Leading the Change*, on all of our internal communication materials as EHSD prepares to implement the new system. These tools include the new *CalSAWS Chronicle* (quarterly bulletin), videos, training materials, *Headlines* articles, intranet, and other communications.

To enter the contest, send your logo ideas to EventsCommittee@ehsd.cccounty.us with "CalSAWS Logo Contest" in the subject line, by **Thursday, January 21st at 5 p.m.** and include:

- Design concept (one sentence to describe style, look, inspiration)
- Drawing/sketch (either by hand or computer)
- Suggested color scheme & any other design notes

Here are a few guidelines to keep in mind:

1. Simple and clean
2. Promote a team culture
3. Keep in mind the *Leading the Change* tagline as you create.

The CalSAWS Executive Oversight Committee will preliminarily review and select the top three concepts to submit for EHSD's graphic designer to mock up. We will post these for all staff members to vote on their favorite entry in the coming weeks.

The creator of the winning logo will receive full recognition in a future *Headlines* article and a \$50 gift card. Email EventsCommittee@ehsd.cccounty.us if you have any questions.