

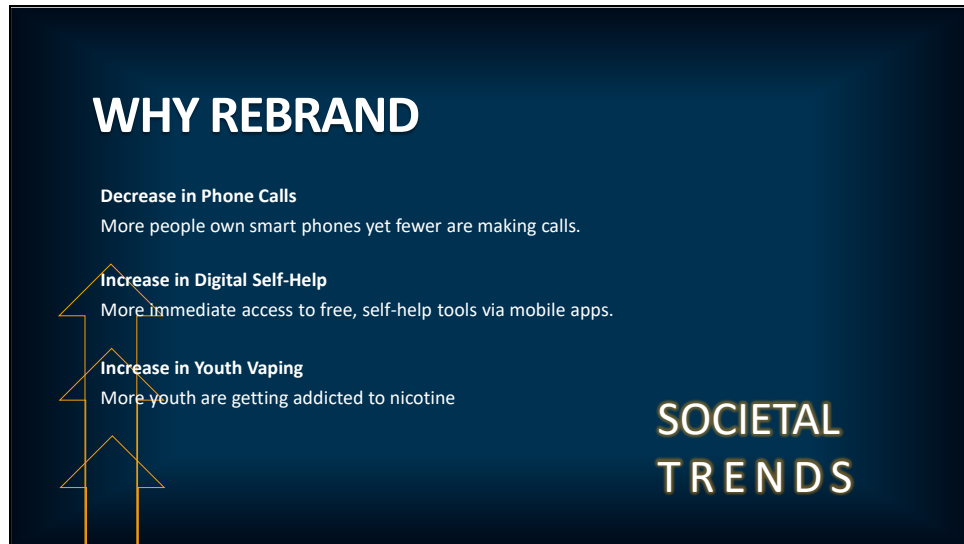


Thank you all for joining our 2nd webinar to share progress on the California Smokers' Helpline rebrand effort.

I am Sharon Cummins, Project Director at the Helpline, soon to be: Kick It California.

If you attended the first webinar in March, we gave context for why we needed to rebrand, the process & testing, and the timeline.

Today, I will give just a quick recap of those items and then share the new Kick It California Brand Overview with you.



A Quick Recap of **Why we needed to Rebrand.**

Significant societal trends have had major impacts on how we provide and promote our services.

- **We've seen an increase in mobile phone usage but a decrease in phone calls at Nationwide Quitlines, despite consistent advertising and promotions to drive calls.**

The population of people we're trying to serve is getting younger and not using telephones in the same way.

- **Simultaneously, we've seen an increase in the Growth of Digital Self-Help**

People have more immediate access to an ever-expanding range of free, self-help tools for behavior change, in general, and tobacco cessation, specifically.

- **And we're all very concerned with the increase in vaping among youth, after years of teenage smoking on the decline.**



Our many brand expressions, seen here, have tried to meet these evolving needs, but they have diffused our promotional power, making it difficult to succinctly convey our services and harder to stand out in a competitive landscape.

NEW BRAND NAME

- 4 FOCUS GROUPS
8 people who smoke and 9 people who vape
- QUANTITATIVE SURVEYS
207 tobacco users and 70 Helpline staff
119 smokers Age: 25-59 88 vapers Age: 18-39

People	Identified as
44	LGBTQ+
40	Hispanic or Latino
48	Asian
16	Black or African American
7	American Indian or Alaska Native
4	Native Hawaiian or Pacific Islander

- Quittable
- Kick It
- Quit Edge
- Qwell
- Quitstop
- Quit.ly
- Ceaseful
- Nix
- Breakaway
- X it.
- Kibosh
- NoMo
- Clear CA

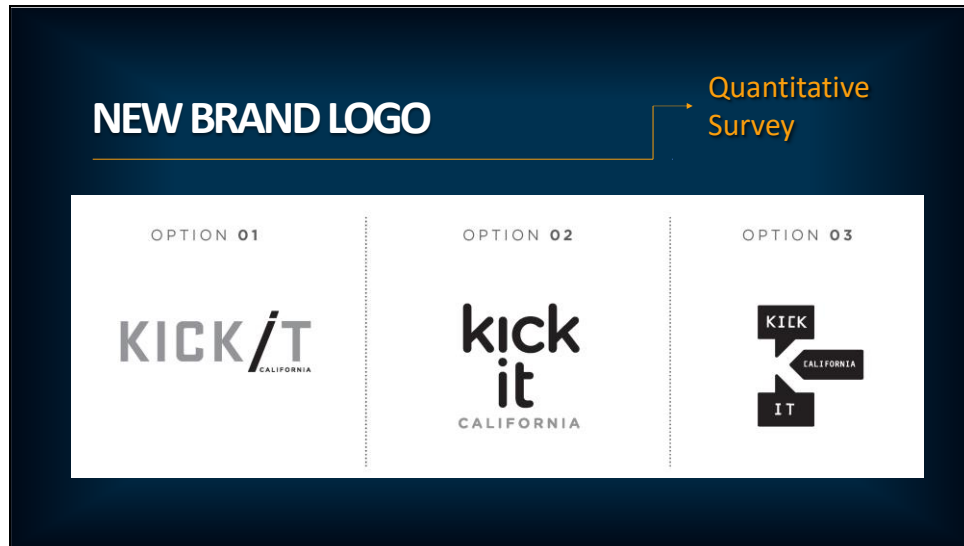
KICK IT CALIFORNIA

So a year ago, after consulting with CTCP, we decided to rebrand.

We worked with a creative agency in San Diego, called Vitro, to develop a thoughtful approach to evolve our brand presence.

This process started with collecting insights from California tobacco users, as well as our counseling staff, to develop a new name.

- We vetted several names initially to replace the California Smokers' Helpline
- And we narrowed it down to 5 names for focus group testing of 17 people who smoke and vape.
- Two names emerged as favorites from each group: Quittable and Kick It, along with California variants of each name to underscore the statewide program identity.
- Those names were forwarded to qualitative surveys of 207 people who smoke and vape and 70 of our staff.
- There was a unanimous favorite that came from this process: Kick It California.



The next step for Vitro was to design a new logo. We went through several rounds of design before we came to a point of testing the 3 options shown here.

Our staff helped to inform our ultimate selection process, with **the majority of staff** preferring Option 1.



And that leads us to where we are today, with the development of the Brand Guidelines, which contain a narrative about who we are and how we want to present and promote our services.

In September 2021, the California Smokers' Helpline will be rebranded as "Kick It California." In addition to giving the brand a more youthful, modern style, this change will allow us to appeal to a broader range of people who:

- **Consume nicotine via any method, not just combustible cigarettes.**
The new brand is versatile, so that we can potentially expand services to other substances, like cannabis, in the future.
- **Prefer communications channels other than a phone call.**
The new brand is not centered around a phone number, allowing us to elevate our other service channels, such as online chat and text.
- **Seek self-help before, or instead of, proactively asking for help.**
The new brand is broad, so that we can appeal to a range of readiness from quit-curious to those who have relapsed.
- **Lack access to quality care or have been historically marginalized.**
At Kick It California, health equity is not a buzzword, it's a core principle. We are welcoming and supportive to all communities.

KICK *i*T
California

CALIFORNIA
SMOKERS' HELPLINE
1-800-NO-BUTTS
1-844-8-NO-VAPE
1-800-844-CHEW

LÍNEA DE AYUDA
PARA FUMADORES DE CALIFORNIA
1-800-45-NO-FUME

In September 2021, the California Smokers' Helpline will be rebranded as "Kick It California." In addition to giving the brand a more youthful, modern style, this change will allow us to appeal to a broader range of people who:

- Consume nicotine via any method, not just combustible cigarettes.
- Prefer communications channels other than a phone call.
- Seek self-help before, or instead of, proactively asking for help.
- Lack access to quality care or have been historically marginalized.

“EVERY STEP FORWARD”

Our brand story...



Quitting isn't easy.
Sometimes, it can seem downright impossible.
But with help from Kick It California,
you can do it.
And every step forward counts.

Wanting to make a change? That's a step.
Reaching out for support? That's a big step.
Making a plan and following through?
That's the kind of step that leads to a healthy life.

We believe in celebrating every step forward – because it matters.
Leaning into the process – because it works.

And providing you with support throughout your journey:

- A caring Quit Coach
- A practical plan of action
- A simple reminder that yes, *this is possible*.

That's our mission at Kick It California:
To help you move forward and leave "I can't do it" behind.

Our Brand Story

BRAND PERSONALITY

Kick It California is...



Proven ~~not hype~~

Our services are based on clinical research, not untested theories.

Pragmatic ~~not idealistic~~

We've been helping people quit for 30 years. We know what works.

Personalized ~~not generic~~

Our counseling is tailored to each person's circumstances and challenges.

Encouraging ~~not judgmental~~

We listen and strategize. We don't criticize.

Empathic ~~not preachy~~


We know quitting is tough, but it's achievable, especially with help.

Who We Are

TERMINOLOGY

Who we are...

Kick It California is a **"text- and talk-based support program"** that uses **"one-on-one coaching"** and **"proven, science-based methods"** to **"help people who smoke, vape, and use smokeless tobacco quit."**



<p style="margin: 0;">When talking about our product, use...</p> <p style="margin: 0;">Program or Service not Helpline or Hotline: We're more than a 1-800 number.</p>	<p style="margin: 0;">When referring to our coaches, use...</p> <p style="margin: 0;">Quit Coach not Counselor or Educator: We don't just educate; we motivate.</p>	<p style="margin: 0;">When discussing enrollment, use...</p> <p style="margin: 0;">Kickoff Session not Intake Call: It's best to keep it casual. And on-brand.</p>
<p style="margin: 0;">The people we help are...</p> <p style="margin: 0;">People Who Smoke, Vape, or Use Tobacco not Smokers, Vapers, or Chewers: Instead of labeling people, use terms that refer to the habit they want to quit.</p>	<p style="margin: 0;">Once people start the program, they are...</p> <p style="margin: 0;">Clients not Patients or Users: Clinical language can be intimidating, and "users" has negative connotations.</p>	<p style="margin: 0;">The ultimate goal is...</p> <p style="margin: 0;">Quitting not Cessation: Successful communication is clear and direct.</p>

To build a strong brand, we need to be consistent in the way we talk about our service.

In general, we refer to Kick It California as a “text- and talk-based support program” that uses “one-on-one coaching” and “proven, science-based methods” to “help people who smoke, vape, and use smokeless tobacco quit.”



This is the primary Kick It California logo.

The italicized “i” is meant to suggest action and forward motion. It’s also reminiscent of the circle/slash “no smoking” or “no vaping” symbol — a helpful reminder of our clients’ ultimate goal.


There are two lockups: left-aligned and right-aligned. Consider placement in the composition when deciding which one to use. Because type is almost always left-justified, the left-aligned version is generally preferred.

BRAND COLORS
Primary & Secondary...

KICK / T
California

Primary: Orange & Navy
The orange captures the warmth of California and the energy of progress. It also maintains the color equity in the California Smokers' Helpline logo. The navy complements the orange. Wherever possible, navy should take the place of black.

Secondary: Yellow & Light Blue
These secondary colors can be used on their own or in combination with the primary colors.



Our Primary & Secondary Brand Colors

COLOR COMBINATIONS

Primary & Secondary...

KICK / T
California

Here are some color combinations that can be made with our primary and secondary colors. These examples use analogous colors for tonal palettes in warm or cool hues.



The colors can also be combined in complementary palettes for a more youthful, energetic feel.

Our Color Combinations

Wordmark / Color

The logo can appear in any of the primary or secondary brand colors shown here.

To ensure legibility, the two-color wordmark should only be used on white or very light backgrounds, and it should always appear in the navy-and-orange color combination.

The most common single-color variation is white. It should be used on dark backgrounds or when placing the logo on top of a photo. The other single-color variations can be placed on any background colors from our color palette as long as legibility is maintained.



KICK/T
California

Primary two color version.



KICK/T
California

Single color to be used on photos etc.



KICK/T
California



KICK/T
California



KICK/T
California



KICK/T
California

Single color options from primary and secondary color palette.

Variations for logo and color.

LOGO LOCKUPS

Cobranding & Clear Space...

KICK / T
California

We use the vertical height of the letter "K" in the wordmark to determine the clear space, allowing for at least half of that cap height in all directions around the logo.



When placing the logo next to partner logos, always use the full Kick It California wordmark. Again, the vertical height of the "K" can be used to determine the clear space. A vertical line can be used to help segment multiple logos.



Our logo and clear space.

TYPE OVERVIEW
Font Families...

There are two type families that we use to communicate with our audience. Judge is all-caps family to be used for headlines and Jagger is a sentence-case type family to be used for longer headlines, subheads, and body copy. These fonts must be licensed.

Free substitute fonts are Myriad Pro and Calibri.

KICK / T
California

JUDGE
MEDIUM

JUDGE
BOLD

Jagger
Regular

Jagger
Bold

Our Typography.

Talk about acceptable substitution fonts.



Envisioning our brand in a printed or electronic promotion.

PHOTOGRAPHY TONE

When selecting images...

Uplifting + Encouraging

Our program can be life-changing, and the photography should reflect that. Choose images that convey a sense of confidence and optimism.



26

KICK / T
California

Uplifting and Encouraging

Not too serious or confrontational

PHOTOGRAPHY TONE

When selecting images...

Realistic + Authentic

Use candid shots that
feature real-looking people.
Avoid anything posed or
staged.



KICK / T
California

Realistic & Authentic

Not posed or contrived

PHOTOGRAPHY TONE

When selecting images...

Approachable + Inclusive

Always include a wide range of ethnicities, ages, and genders to represent the diversity of California and our clients.

KICK / T
California



Approachable & Inclusive

Not cliché or out of touch



The brand guidelines I just reviewed along with downloadable brand logos and color swatches are available right now on brand.kickitca.org.

Starting next month, we will be adding:

- **Images**
- **Fact Sheet**
- **Press Release**
- **Postcard**
- **Social Media Posts**
- **Promotional Flyer, Video & Calendar of dates to promote Kick It California**



Our official brand launch is September, so we are in the process of building out these new Kick It California properties to replace all of our current Helpline properties.

- We're building a new website – kickitca.org – to replace nobutts.org, nofume.org, and novapes.org.
- We will be launching new branded Facebook, Twitter and Instagram accounts.
- We're working with our staff to update our communications and workflows
- We're updating all of our educational, promotional & training materials and working with TECC to update their catalog.
- We've set up new phone numbers – 1 English & 1 Spanish phone number – to replace our NoButts, NoChew, NoVape & NoFume phone numbers.
- We'll be working with CTCP PR and advertising agencies on promotional campaigns.
- And we'll be providing brand resources - through brand.kickitca.org - to the Tobacco Control Community. As we add materials to the site, we will update you via email & Partners Posts.

KEY POINTS

2021
SEPTEMBER

- We will continue to operate and provide services as California Smokers' Helpline until **September**.
- **September**, we will operate under our new name, **Kick It California**, with a new logo, new phone numbers, and a new website.
- Our **current websites and phone numbers will be forwarded** to the new, so if people call or visit after September, they will still reach us.
- Asian Smokers' Quitline is **not rebranding**.

Some final points I want to reiterate before I open it up to questions.

- We will be known as the California Smokers' Helpline until September, to give all of us time to update our communications and workflows with the new brand.
- Starting in September, we will operate under a new name, new logo, new phone numbers, and a new website.
- Fear not – our current websites and phone numbers will be forwarded to our new ones, so people who call or visit after September, will still reach us.
- The Asian Smokers' Quitline is not included in the rebrand. ASQ will continue providing cessation support via phone & web in Cantonese, Mandarin, Korean & Vietnamese under the same Asian Smokers' Quitline (ASQ) brand.



NEXT STEPS: Please visit the **Downloads tab** of **brand.kickitca.org** to download logos and color swatches now. Please use these assets to update copies of your materials.

As a reminder, we will not operate as Kick It California until September, so please:

- Do your best not to publicize the new brand until Sept 1.
- We're making these assets available to you so you can get ahead of the launch date and have time to update your assets.

We will send all of you the recording of this presentation next week and will email you next month when we post the promotional materials I mentioned earlier to the brand.kickitca.org site.

Thank you for your participation in the evolution of this rebrand and supporting this important milestone in the history of the organization!

Now let's open it up to questions.