



California Department of Child Support Services

"Supporting California's Children"

New DCSS Logo and Slogan Introduced

DCSS new official logo and slogan were formally introduced at the Child Support Awareness Month Celebration at the State Capitol on August 12, 2003.

The logo was developed in partnership with the Graphics Design Department at California State University - Sacramento under the leadership of Professor Gwen Amos. The development project was coordinated by Assistant Public Information Officer Lynn Cavanaugh.

Seventeen CSUS students first engaged in a competition among themselves to earn the opportunity to design our department's logo. Graphic Design student Brian Lew was the artist chosen to create the logo design.



L-R Secretary Grantland Johnson, Artist Brian Lew,
DCSS Director Curtis L. Child

At the same time, a parallel process began to select the official slogan of California's Child Support Program. "Supporting California's Children" is now the official slogan.

Throughout the process of developing the new logo and slogan, a great deal of importance was placed on the input provided by DCSS and local agency staff, DCSS Leadership, the Child Support Directors Association and child support advocates and other stakeholders. More than 500 people responded to our requests for comments.

At the Child Support Awareness Month Celebration, artist Brian Lew was congratulated by Health and Human Services Secretary Grantland Johnson and DCSS Director Curt Child for designing a logo that emphasizes the positive goals, views, and the mission of DCSS.

The primary benefit of a departmental logo is to provide a clear identity for the child support program.