



## Honoring the Past, Looking Towards the Future CAL FIRE Unveils New Department Logo

*By Daniel Berlant, Information Officer, Communications, Sacramento Headquarters*

For many years employees and elected officials have attempted to brand the Department as CAL FIRE. After several close attempts, the legislature finally approved and the Governor signed a bill that would allow the Department to be known as CAL FIRE.

To help integrate the new CAL FIRE moniker into the Department, a branding committee was formed chaired by Chief Bill Holmes, unit chief of the Amador-El Dorado Unit, and Dave Titus, deputy director of legislation. The Branding Committee worked for nearly six months to create the new logo. "Many people may not know the level of professionalism and employee input that went into the development of the new logo." Chief Holmes continued "this was truly a team effort."

On May 5, 2006, Chief Ruben Grijalva unveiled CAL FIRE's new logo during the kick-off event for Wildfire Awareness Week at the State Capitol in Sacramento. The logo clearly displayed the Department's new moniker, CAL FIRE.

The Branding Committee worked hard on a new logo that would encompass all facets of the department, while making sure everything on it had a purpose and meaning. The Committee billed the new logo as "reflecting the evolution and diversity of the department's mission over time."

The emblem retains the traditional shape of a shield, which reminds employees of the duty they have to protect and serve the public. The full California Department of Forestry and Fire Protection name is still displayed to honor the history, culture and traditions, while the new CAL

FIRE moniker is boldly displayed. To honor the beginnings, the year the Board of Forestry was established, 1885, is shown on the patch.

The golden state was taken from the original Office of the State Fire Marshal emblem. The globe is meant as a reminder of how the department is a worldwide leader. The reason the globe is red is due to the constant battle against wildfires and global warming. The rising sun with the seven points of light reflects CAL FIRE's coordination and cooperation with local government.

One of the stipulations of the legislation allowing the department to use CAL FIRE was that the emblem could only be used on supplies after the old ones had run out. This meant that no letterhead, equipment or signs could be replaced simply to change the logo. The new logo first started

to appear as CAL FIRE's new model 34/35 fire engine replacement fleet started to be sent to the field in May of 2007.

Shoulder patches did not start to appear on uniforms until mid-October 2007. Many employees wondered why there was a wait for the patch since the logo had been approved months earlier. CAL FIRE Assistant Procurement Officer Doris Brengettsey explained that it was a long process to find a vendor who could create the patch to the high standards set by the Department. "There is so much detail in the patch. We wanted the patch to be clean and readable," Brengettsey said.

As more and more employees, equipment and signs display the new patch and emblem, the CAL FIRE logo will become part of the Department's rich history. "Honor the past, while looking at the future," Holmes said.

