

News Advisory



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State Parks Adopts Trademark Logo As Single Brand for State Park System

Public-Private Partnership Provides New Uniform Patches at No Cost to State

California State Parks announced today that a new public-private partnership with the 5.11 Tactical Company, one of the largest uniform and equipment suppliers in the nation, has provided State Parks with 27,500 new insignia patches for uniformed personnel within State Parks. The change to the new patches is part of State Park Director Ruth Coleman's initiative to adopt a standard identification insignia for all official uses, such as uniforms, letterheads, signs, documents, vehicles and more.

The new patches are an adoption of the existing California State Parks trademark logo, the familiar blue and gold, circular patch with the grizzly bear, as the single identification brand for California State Parks. The change has been in the works for many months and became effective July 1, 2005.

As part of the new uniform patch roll-out, uniform manufacturer 5.11 Tactical, headquartered in Modesto, California, graciously donated the new patches to the Department at no cost to the State. "We are delighted to have provided these patches to California State Parks," said Matt Sinclair, Vice-President of 5.11 Tactical. "California has one of the largest park systems in the nation and we are proud to be one of their partners."

Across the State, there have been multiple names and identification forms in use for many years that do not convey a clear and consistent California State Park image. That has led to some confusion and lack of awareness regarding what facilities are part of the State Park System. This adoption of the blue and gold patch as the single image brand of California State Parks is an effort to clearly identify all units and personnel of the system in a consistent manner.

"One of our strategic goals is to develop and communicate a clear and consistent image at every point of visitor contact," said State Parks Director Ruth Coleman. "I believe the new patch insignia and its related uses will provide a much greater public connection to our system. With that goal in mind, I have approved this new patch and single brand logo for all official uses throughout the Department."

The new uniform patch is consistent with the official trademarked Department logo. The change became effective July 1, 2005, with a two-year wear out period at which time full implementation will be required. All uniformed employees who wear the four-inch standard patch will be expected to transition to the new patch within the two-year period. Lifeguards and Guides will not be affected during the first phase of the adoption of a new uniform patch. The Lifeguard and Guide patches will be consistent with the Department logo and are still in the development stage.

This branding change is part of another public/private partnership, wherein the California State Parks Foundation and California State Parks entered into an agreement, at no cost to the State, to examine the image and visibility of the park system. That partnership led to the creation of a new branding and advertising campaign for California State Parks. The \$180,000 campaign, running in newspapers statewide, is being funded privately by the California State Parks Foundation.

One purpose of the campaign is to raise awareness for some of the lesser visited parks throughout the State in order to generate more visitation to those parks. That increased visitation provides added revenue for State Parks and for the local businesses that surround those facilities.

The new uniform patch, also to be used as the single insignia brand for all of California State Park uses, is shown below:



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