DEPARTMENT OF FORESTRY AND FIRE PROTECTION
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Date: November 16, 2026

To: State Board of Fire Services

From: Daniel Berlant, State Fire Marshal

SUBJECT/AGENDA ACTION ITEM: New State Board of Fire Services Logo

Recommended Actions:
Approve one of the new State Board of Fire Services logo options.

Background Information:
The current State Board of Fire Services logo has served the Board well over the decades, but the current artwork does not necessarily meet today's digital look and feel. A refreshed logo can better reflect the Board's current mission; improve visual consistency across digital and printed materials; and create a clear, professional identity that is accessible and recognizable to the public and partners. Most importantly, the update should honor the Board's history while positioning its brand for the future

The Board previously attempted to adopt a new Board logo in the mid-2000s; however, that effort did not result in a final design or implementation. The new proposed logo concepts were created in attempt to capture the Board's statewide impact and role in addressing fires.

California State Board of Fire Services

Logo Drafts

Option 1



Option 2



Current



Other Logo Options

Option 1



Option 2



Option 3

