



FOR IMMEDIATE RELEASE

St. Johns County Fire Rescue Unveils New Branding

ST. JOHNS COUNTY, Florida, June 23, 2023 – St. Johns County Fire Rescue (SJCFR) is celebrating its 25th anniversary serving the St. Johns County community. As SJCFR reflects on a quarter-century of unwavering dedication to public health and safety, it is eager to enter a new era focused on meeting the needs of St. Johns County. Today, SJCFR is proud to unveil the new Fire Rescue logo.

One of SJCFR's very own – Lt. Luke Nehemias – created the new logo. Nehemias possesses experience as a graphic designer on top of his deep understanding and respect for SJCFR's traditions and history. When St. Johns County began the process of rebranding, Nehemias offered his time and effort to research, draft, and present several design concepts, which SJCFR thoroughly reviewed and revised with the input of all of SJCFR taken into consideration. This collaborative approach is a testament to SJCFR's brotherhood and sisterhood.

The new logo coincides with the official confirmation of Scott Bullard as Fire Rescue Chief by the St. Johns County Board of County Commissioners earlier this week. County Administrator Hunter Conrad named Bullard as Fire Rescue Chief on May 19, 2023. The Board approved this nomination unanimously at its June 20, 2023, meeting.

“This will be the first phase of our rebranding as we look toward reshaping the mission, vision, and values of St. Johns County Fire Rescue in order to maintain pace with the needs of our community,” Bullard said.

St. Johns County Fire Rescue created an informational video on the rebranding, which can be viewed at https://www.youtube.com/watch?v=D9uk_qvoSEs.

SJCFR is also excited to share that the 2022 St. Johns County Fire Rescue Annual Report is now available to the public at <http://www.sjcfl.us/FireRescue/media/2022-SJCFR-Annual-Report.pdf>. The report outlines the SJCFR's services and efforts in responding to emergency situations last year. SJCFR invites all members of the community to view and review the report.

For questions or feedback regarding the annual report, please contact St. Johns County Fire Rescue Public Information Officer Greta Hall at ghall@sjcfl.us.

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The new logo of St. Johns County Fire Rescue was created by SJCFR Lt. Luke Nehemias.