



PRESS RELEASE- FOR IMMEDIATE RELEASE

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In October 2019, the City of Bristol Parks and Recreation Department and Youth and Community Services Departments merged together to create the Department of Parks, Recreation, Youth and Community Services. In light of the recent merger, the department worked closely with the City's Marketing and Public Relations Specialist, Dawn Nielsen to design a new logo. Superintendent Dr. Joshua T. Medeiros stated, "It was important for us to have a logo that represented all aspects of our expanded and newly unified department. We are excited that the new logo represents the rich history of the parks while also showing our evolution as a community wide service provider."

The new logo maintains the Parks and Recreation Department's long standing tree and water logo while incorporating the Bristol All Heart branding, aligning with the City of Bristol's adopted brand standards. Additionally, the new logo displays 3 rings representing the core services of the department. The first ring showcases parks and recreation, the second ring displays youth and community services, and the final ring showcases the aquatics division.

The new logo was developed at a staff level and was then presented to the Board of Park Commissioners and the Youth Commission for their input and final approval. After several months of review and studies, both boards unanimously approved the new logo at their February regular meetings. The new logo has been adopted effective immediately and will begin to show up throughout the park system, on department vehicles and in all future correspondence.

To learn more about what your backyard Parks & Recreation Department has to offer; visit us at www.Bristolrec.com | Join the conversation @BristolCTParksandRecreation on Facebook & Instagram