



**FOR IMMEDIATE RELEASE**  
**City of Duluth - Police Department**

2030 North Arlington Avenue, Duluth, MN 55811  
218-730-5400 | [www.duluthmn.gov](http://www.duluthmn.gov) | Mike Tusken, Chief of Police



For more information contact Ingrid Hornibrook, Public Information Officer 218-730-5491

**DATE: 9/3/2019**

**SUBJECT: DPD Rolls Out New Patch**

**BY: Ingrid Hornibrook**

**NATURE OF INCIDENT: DPD Brand Identification**

**CASE NO.:**

**INCIDENT DATE:**

**INCIDENT TIME:**

**INCIDENT LOCATION:**

[DULUTH, MN] The profession of policing is in a recruitment crisis all across the nation. The DPD has a long-standing history of only hiring the best and the brightest in our field. Even though less people entering the law enforcement profession has increased competition to recruit, we are committed to continuing the practice of hiring the most compassionate and talented individuals to serve your community. To attract top talent, it's important we appeal to potential officers through defining our brand and continuing to tell the story of the excellent work we do.

Through working with internal staff, community members, and branding and video production company, Parthe Inc., we are rolling out an updated logo and patch. As the comparison below shows, the new patch gives our department a more updated and appealing image.

These subtle changes define DPD's brand and have a modern look that will help with recruiting efforts and yet, we will continue to display our proud and distinct patch which is consistent with our commitment to compassion, professionalism, and service.

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**New Patch**



**Old Patch**