

Volunteer Battalion Receives New Logo

Story by Battalion Chief Kevin Rattey
Palm Beach County, Florida
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The Volunteer Battalion now has an officially approved logo thanks to the efforts of Volunteer Lt. Bill Senyshyn. As project manager, he decided to contact The Art Institute of Fort Lauderdale and meet with Paul-M. Kane, instructor of Graphic Design and Advertising and creative director for Artemis Design Group. Christine David, Dept. Chair of Advertising and Graphic Design founded Artemis Design Group - a full service advertising and design agency that doubles as a prestigious Honors Program within the Art Institute curriculum.

Three honor students volunteered for this project and were challenged to create a design that was unique, and exciting. Several outstanding logos were submitted to the Battalion. After the logos were submitted, the general membership voted on the design that best suited the organization. Various members of PBC Fire-Rescue were also asked to vote. The results were definitive and a clear winner emerged.

The winning logo was created by Sara Borda Bossana, an honor student. Ms. Bossana was awarded a cash prize and plaque in appreciation for her winning design from the Volunteers. The logo will make its official debut on the apparatus at the end of this month.

