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**Alaska State Troopers Recruitment Efforts Continue with New Logo, Slogan**  
*'Guardians of the 49<sup>th</sup>' to debut newly-wrapped cars, branding at Alaska State Fair*

August 22, 2018 ANCHORAGE, Alaska – The Alaska State Troopers today unveiled a new logo and slogan as a part of ongoing efforts to increase recruitment and retention. The “Guardians of the 49<sup>th</sup>” branding includes two newly-wrapped police vehicles that will make their debut at the Troopers’ Alaska State Fair booth on Thursday.

“State Troopers are proud of the heritage of this organization, and the integrity and skills required to be a sworn officer in this institution,” Colonel Hans Brinke said. “The updated branding better reflects who we are, what we do, and emphasizes the pride and integrity of our sworn officers. We are Alaska State Troopers, Guardians of the 49<sup>th</sup>.”

The updated branding and logo are a part of AST’s ongoing work to [increase recruitment of new Troopers](#). Those efforts have already shown promise, with the number of AST/AWT recruits to the fall session of the Alaska Law Enforcement Training (ALET) climbing to 22 from just nine in the spring session. A team of Troopers from all ranks of both Divisions provided feedback, insight, and opinions from the inception of the project back in February up through final design. The new design and associated contracting were funded through FY18 funds allocated within DPS to the Recruitment Office.

“Recruitment and retention remain a priority of the Department of Public Safety,” Commissioner Walt Monegan said. “The updated and refreshed branding will allow us to better reach new generations of Alaskans with the exciting opportunities of being a State Trooper.”

**Attached:** Updated Typography & New Logo/Trooper Mark  
Frequently Asked Questions

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## **Alaska State Troopers Branding Update – Frequently Asked Questions**

### ***What is the updated branding and what is it for?***

“Alaska State Troopers: Guardians of the 49<sup>th</sup>”. Over the last 18 months, AST Command Staff in the Recruitment Office have re-doubled their efforts at recruiting new future Alaska State and Wildlife Troopers. As a part of those efforts, we worked with Yuit Communications and an internal team of State and Wildlife Troopers from all ranks to update our look and feel. The updated graphics will aid the Department as we seek to rebuild Trooper ranks.

### ***What does the slogan “Guardians of the 49<sup>th</sup>” mean? How was it chosen?***

The internal team of sworn Troopers came up with 24 key phrases to describe who we are. After thorough discussion, the slogan “Guardians of the 49<sup>th</sup>” was crafted to underscore the pride and heritage of the institution, as well as the strength and resilience required to be a State Trooper.

### ***What do the symbols on the new Trooper Mark mean?***

The new Trooper Mark contains three key elements that define who Alaska State Troopers are as Guardians of the 49<sup>th</sup>:

- The Alaskan Grizzly bear embodies the strength and courage of sworn officers, the Guardians of the 49<sup>th</sup>, in facing down any situation that comes their way. It also communicates the compassion they feel for those in need, as well as the respect for our heritage, and from the communities we serve.
- The shape of the shield pays homage to the official badge that Alaska State Troopers wear on their uniform, and the proud history of Loyalty, Integrity, and Courage.
- The “8 stars of gold on a shield of blue” are a reference to the image of the Big Dipper on the Alaska Flag, noting the uniqueness of the Last Frontier.



### ***When will the new graphics appear on all of the Trooper vehicles?***

2 new cars have already been wrapped and will make their debut at the Alaska State Fair on August 23<sup>rd</sup>. Over time, and as budgets allow, AST will work to rewrap its fleet of marked vehicles.

