

# THE HOLLISTER POLICE PATCH

The Hollister Police Department patch remained unchanged for many years. Although it was a good looking and professional patch, several officers and civilian employees expressed a desire to make the patch more unique to Hollister. We wanted the patch to be reflective of our department. After several attempts and examples we finally came to this version which was made official in 2014.

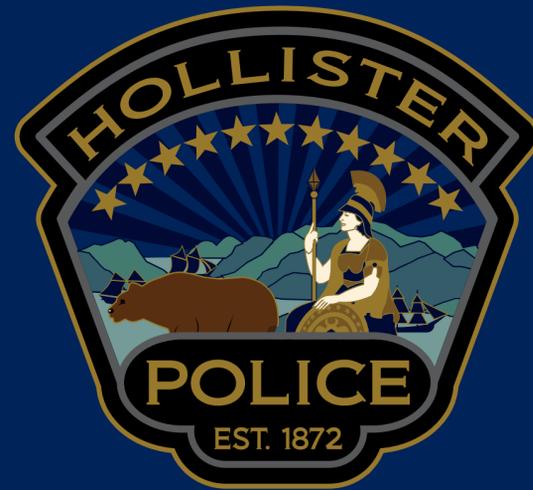
The overall shape was chosen because we wanted it to be unique. The combination of round and sharp corners gave us the impression of an old fashioned marquee sign at a movie theater in the 40s and 50s; a simpler time when the world didn't seem as complicated as today. It also followed the theme that we used when we designed our patrol vehicle graphics; back to basics, no fancy contemporary graphics that will go out of style in a few years, just your classic, service oriented police department.

The City of Hollister has a population of almost 40,000 people which would usually mean a sworn police department of 45-55 Officers. However, due to budget concerns the department has been understaffed for many years with only 24 sworn officers at the time of the design of the new patch. It is only because of the hardworking, dedicated and resourceful officers with integrity and character that the department continues to provide a high level of service despite being understaffed.

Their level of *teamwork and commitment to the community* is unparalleled and we wanted *the 24 rays of blue lines* to represent those men and women we have serving the citizens of Hollister.

*The gold* represents the department as the gold standard in the county. Hollister is the largest city and the only police department in the County of San Benito. Being the only police department in the county comes with a huge responsibility to be the best that we can possibly be.

The department is still considered a full service police department offering many services that other larger departments no longer provide. Our officers consistently rise to the occasion and provide excellent service despite being understaffed. This is why they are routinely referred to as *the gold standard* and this is why we have “**Hollister Police**” in gold lettering.



Our officers and sergeants wear a silver star badge and our lieutenants, captain and chief wear gold badges. We included a *full circle outline in silver* to represent all the front line officer's dedication and commitment to keeping our city safe. It is also a reminder that we can't do the work that needs to be done without the front line officers wearing the silver badge. The full circle of silver outline also represents the fact that those front line officers will one day be the leaders of this organization.

We added *11 gold stars* to the patch to represent the eleven categories of our *Vision Statement and Organization Values*. In 2004 our chief at the time, Jeff Miller, brought the whole organization together and asked us to determine our Organizational Values and Vision Statement. Over the course of two days the police personnel as a group decided these values were important to us. We wanted the patch to reflect those values by representing them in our patch with the 11 stars.

### Organizational Values:

*Integrity, Professionalism, Respect, Commitment,  
Accountability*

### Vision Statement

*Teamwork, Openness and Adaptability, Training and  
Resources, Service, Consistency and Fairness, and Community*

We incorporated a representation of *the seal of the State of California* in the center of our patch. It clarifies this patch is from the Hollister Police Department located in California. The representation of the seal acknowledges our oath to the Constitution of the State of California as well as our oath to the Constitution of the United States of America. *The mountains* on the patch also represent the Diablo Mountain Range that is immediately to the east of Hollister.

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Captain Carlos Reynoso  
Hollister Police Department.