



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

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Contact: Rep. Goyke - 608-266-0645

Sen. Roth - 608-266-0718

Wisconsin Veteran-Owned Business Logotypes Unveiled



MADISON- Today at a stakeholder conference and business symposium the Wisconsin Department of Veterans Affairs (WDVA) unveiled the logotypes to be used by certified Veteran-Owned and Disabled Veteran-Owned Businesses to promote and brand themselves in Wisconsin.

This new branding and promotion tool was developed following the passage earlier this year of bipartisan legislation introduced by Rep. Evan Goyke (D-Milwaukee) and Sen. Roger Roth (R-Appleton). The newly designed logotypes will be used by certified Veteran-Owned and Disabled Veteran-Owned Businesses to further promote themselves throughout Wisconsin and in their communities, as well as making them more accessible and identifiable to consumers who wish to support businesses owned by Wisconsin veterans.

“Wisconsin has a strong tradition of its citizens serving our nation in uniform and returning home to be leaders in their respective communities. Many of these Wisconsin veterans are now business owners and play an integral role in the economic success of our state. I am excited and look forward to seeing these logotypes in the windows and on products of veteran-owned businesses throughout Wisconsin,” said Rep. Goyke.

“Many veterans in Wisconsin are putting their skills to work in the private sector. I am proud that the new official logos for businesses owned by veterans and disabled veterans will help identify and promote their businesses and products to Wisconsin consumers. Whether in a storefront, on a website, or used in other advertising, the logos will allow the public to recognize businesses owned by those who served our country,” said Senator Roth.

Senate Bill 575 was supported by the WDVA, Veterans of Foreign Wars, American Legion, Disabled American Veterans, AMVETS, Military Order of the Purple Heart, and County Veteran Service Officer Association.

Governor Walker signed Senate Bill 575 into law on April 25th.

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