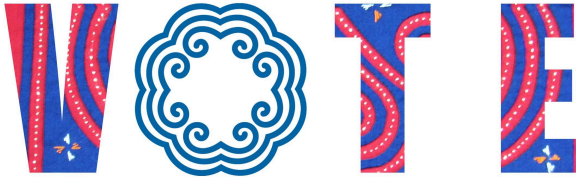


LWVWI Community Alliances Committee Hmong Voter Outreach Logo Guidance

The Logo



About the Design

The Community Alliances Committee on Hmong Outreach and its Hmong partners wanted a VOTE logo design that would convey voter information in terms that were relevant and grounded in the shared experiences of the Hmong community. This folk art influenced design, developed by a Wisconsin-based Hmong graphic designer, carries the *paj ntaub hmoob* (flower cloth in Hmong, pronounced pa ndau) design elements in the letters V T and E. The pattern in the letter “O” is a symbol of what is called “[Elephant’s Foot](#),” often associated with family. These motifs recognize the cultural heritage of the Hmong community. [Read this article](#) which includes a description of the paj ntaub including its history and significance to the Hmong community.

Purpose of the Logo

This logo was first commissioned in 2019 by LWVWI in conjunction with members of the Community Alliances Committee (CAC) and members of the Hmong community in Wisconsin to be used in voter outreach to Hmong communities in Wisconsin. The appearance of the specific design elements in the graphic indicates to members of the Hmong community that this culturally specific outreach is intended for them. Our hope is that the addition of the logo on League materials will increase their interest in the materials using the logo.

This logo is available for all local Leagues to use in Wisconsin.

Uses for the Logo

- Consider using the logo in any materials used in outreach to Hmong communities in your area.
- The logo versions can be used digitally on your League’s website or social media content or be used in any printed materials.

Conditions for Using the Logo

- Do not crop out the “Elephant’s Foot” symbol to be used alone. This symbol can only be used in connection with the other letters of this final design.
- The [logo versions](#) can only be applied to nonpartisan voter outreach information. These specific versions can be shared beyond LWV, but political candidates or political parties can not use these versions.

Please feel free to reach out to Eileen Newcomer, LWVWI Voter Education Manager at enewcomer@lwwwi.org if you have any questions