



HOLMEN AREA

FIRE DEPARTMENT

MEDIA RELEASE

AUGUST 10, 2026

MEDIA RELEASE – HOLMEN AREA FIRE DEPARTMENT INTRODUCES NEW LOGO

HOLMEN, WI – The Holmen Area Fire Department (HAFD) is proud to introduce a new official logo that honors the department's history while providing a professional, modern, refreshed identity for the future.

Centered on the traditional Maltese Cross, a symbol of courage, service, and sacrifice, the design incorporates the year 1921 to recognize the department's founding and the generations of members who helped build and advance the organization. At its center is the familiar HAFD scramble in a traditional style that reflects the department's more than 100 years of service to our communities.

The logo's colors reflect the values that guide HAFD every day. Red represents service and courage. White symbolizes integrity, trust, and professionalism. Silver reflects excellence, accountability, and a commitment to continuous improvement. Together, these elements represent a department built on service, guided by integrity, and committed to excellence.

"The Holmen Area Fire Department has a proud history of serving our communities," said Fire Chief Ryan Ostreng. "This logo honors those who came before us while providing a recognizable and professional identity that will represent our department for years to come."

Department members were invited to provide feedback throughout the design process, helping to ensure the final logo embodies the pride, traditions, and values of the department. The new logo honors HAFD's history while symbolizing its continued commitment to serving and protecting the Village of Holmen and Town of Holland.

For more information, please contact Fire Chief Ryan Ostreng at (608) 399-8226 or visit www.holmenfire.com.



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Holmen Area Fire Department proudly services the Village of Holmen and Town of Holland