

“Re-Imaging Square Dance”

A project endorsed by The ARTS

The intent of this project is to publicize a new, exciting, modernized logo and slogan, and define an image of square dancing to which the public will respond.

The New Square Dance Logo-----

The logo was designed by Zackery Turner, an artist in Medford, Oklahoma. The British Columbia Square and Round Dance Federation had commissioned the logo, so that its members would have something a bit more modern to use on promotion posters. Various color schemes are available on the web site of Canadian BC:

<http://squaredance.bc.ca/bcsrdf-logo>



The slogan ----- “Live Lively --- Square Dance!”

This slogan was chosen after reviewing multiple phrases used by various clubs around the nation. A square dance caller/marketing professional, Mike Hogan, suggested it. The ARTS voted for it to be used in future marketing material. “Lively” means full of life and energy, active and outgoing, energetic, animated, spirited, vivacious, enthusiastic, vibrant, exuberant, cheerful, zestful, and exciting.”

The “slogo”

The Re-Image Committee created a “slogo” to incorporate the slogan and the logo in a single graphic. The committee has created pins with the slogo, shown on the web site:

www.LiveLivelySquareDance.com

For more information please contact Jerry Reed, ARTS Executive Director at ExecutiveDirector@arts-dance.org

