

**Live Lively -  
Square Dance!**

## Square Dance!

## The Arts Re-Imaging Chairmen, Jim & Judy Taylor

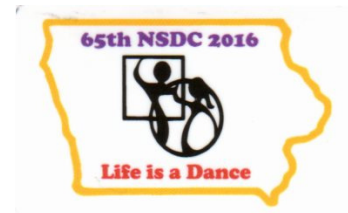
The square and round dance symbol is there.

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## Dancing For The Fun of It

## Please Register Early



These are examples of how the 64<sup>th</sup> NSDC is using the logo on their Tours brochure (left) and a sticker for envelopes (right).

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- Printed on the backs of business cards
- Sticky emblems for cars, computers, etc.
- Flyers, banners, magnetic car signs

[illegible]

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Letterhead examples:



Re-Imaging Square Dancing

An ARTS Committee

Live Lively -



Square Dance!

The ARTS Re-Imaging Committee



YOUR CLUB NAME

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Also, from B.C.:

“One club used the logo on a magnetic sign on the side of a vehicle.”

“One club in the US, asked for permission to have it embroidered on a hand towel to give out as a prize at a dance.”



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Here is the British Columbia website with numerous color versions of the logo, to give ideas of color combinations that can be used---click below:

The Federation website: [http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)

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## Explanation for the slogan: Live Lively-Square Dance!

The slogan above has been approved for the national campaign of Re-Imaging. An explanation of this is given by Mike Hogan (two paragraphs are left out of this explanation, but here is the essence):

**"Some time ago, CALLERLAB's Marketing committee settled on Live Lively, Square Dance! Let me share some of the thought process behind that selection."**

**"Here's why Live Lively, Square Dance works well. Live means to continue to have life, or remain alive, to support oneself; subsist. That word directly relates to the health benefits; physical exercise, mental exercise, stress relief, flexibility, and long term benefits resulting in a longer life. Lively is an adjective that means full of life and energy, active and outgoing, energetic, animated, spirited, vivacious, enthusiastic, vibrant, exuberant, cheerful, zestful, and exciting. That word speaks to the other benefits; friendship, fun, motion, etc. Square Dance, of course, is the name of the activity that we are promoting, however when used in the phrase "Live Lively, Square Dance" it takes on new meaning. The consumer reads or hears the tag line in a few ways. First, some consumers will think how can I live lively and get the answer; square dance. Some consumers will see it as a statement to live lively you should square dance. It is also a call to action statement that says go square dancing."**

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### Many thanks are given to contributors:

- To the B.C. dancers and artist Zackery Turner, who have graciously given permission to use the logo for the promotion of square dancing;
- To Mike Hogan for his insightful creation of the slogan;
- To Erin Byars for her expertise in graphics;
- To all the "pin kit" gluers, and all those dancers who wear the pins;
- To Cal Campbell, Mike Hogan and Mike Seastrom for taping the videos;
- To Ken Rittucci for his original "Re-Branding" speech at the 61st NSDC;
- To Jerry Reed, The ARTS Director, who persevered with the Taylors to follow this project through to a product;

- And to everyone who will use the slogan, logo and slogo in their advertising!

Live Lively-



Square Dance!