The New Square Dance "Slogo"

The ARTS Board has formally adopted the logo and the slogan above to be used in the new national advertising campaign. Ideas on these pages were printed here to give clubs and dancers ways to promote square dancing using the new national logo and slogan. Permission is given to change color and overall size, but not the proportions. We hope it will be used in your own advertising, and become a recognizable symbol of square dancing.

The slogan, "Live Lively – Square Dance!" can be used in conjunction with the logo, or separately, but preferably as the "slogo" shown above.

The Arts Re-Imaging Chairmen, Jim & Judy Taylor

Explanation and uses for the Logo:



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The British Columbia Square and Round Dance Federation commissioned the logo so that its members would have something a bit more modern to use on promotion posters. It was designed by Zackery Turner, artist in Medford, Oklahoma. Here is their explanation:

"If you look at it carefully, the dancers could be.....

Square dancers

Round dancers twirling

Contra dancer couple walking up or down the set

They could be in square dance clothes or not.

They could be any age, but the general feeling of youth is there.

The square and round dance symbol is there.

Also: "...it has been taken off the internet by many clubs around the world and in our own province. It has been used in a variety of ways. Some commented that they liked it because it was crisp, clear, devoid of too many details so it photocopied well."

If you need any more info, please feel free to contact:

Mary Anne Turner nmturner@telus.net

Nick and Mary Anne Turner Williams Lake, BC Canada

Examples on the following pages:

Illinois State Square Dance Association uses this heading on their website:

Discover Illinois Square Dancing







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



Here are a few more ways people have used the logo:

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

Letterhead examples:



Re-Imaging Square Dancing An ARTS Committee



The ARTS Re-Imaging Committee



YOUR CLUB NAME

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."



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

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."

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!

