

## Re-Imaging Square Dance

A project endorsed by The ARTS organization, had as its first goal the design of a new logo and slogan. 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. The ARTS board voted on and accepted the logo to be used as the start of their new "Re-Imaging Square Dance" project in late 2014. The purpose of this design is mainly to have a new "brand" to use in marketing to the non-dancer. We hope it can become a recognizable symbol of square dancing. The logo is pictured here and on this website header.



The slogan, **"Live Lively --- Square Dance"**, was chosen after reviewing multiple phrases used by various clubs around the nation. A square dance caller/marketing professional, Mike Hogan, suggested many reasons for adopting this slogan; it was also voted on to be used in future marketing material.

The combination of the two---logo and slogan---have been combined into a "slogo", which is being incorporated into many forms of marketing. Permission is graciously given by the British Columbia Federation to copy and use the logo in promotion of square dancing, and to change color and overall size, but not the proportions. The British Columbia website, below, gives numerous examples of color combinations of the logo: [http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)



There have already been many uses of these new designs--- enameled cups, Ways and Means items, such as embroidered shirts, towels, etc.; brochures and posters, stickers, pins, letterheads, magnetic signs, bolos, and some we haven't even thought of!

We are in the process of making 1-inch pins, similar to the pins made for the 53<sup>rd</sup> NSDC in Denver. These will be handed out at the CALLERLAB meeting in Missouri this March, and also as a promo item for our Seminar on ARTS and the new "slogo" at the 64<sup>th</sup> National Convention in June.

We have a Web site currently called <http://jimta1.wix.com/re-image>. This Web site is devoted to creating a newer, more modern image of Square Dancing to be introduced to the public and non-dancers, in the hope that more people will see the benefits of a lively lifestyle which includes dancing.

What we have done:

- Received 165 e-mails of interested people from a survey.
- Decided to use the BC logo and the Marketing Committee's slogan.
- Created a slogo combining the logo & slogan to put on a pin.
- Jerry Reed notified the dancers via ARTS Email Tree about the logo & slogan.
- USDA Executive Committee voted to approve and send a letter to the Affiliates.
- Received numerous comments, questions & requests about all three.
- Put Re-Imaging information on the ARTS-Dance.org Web site.

See on ARTS web site: <http://arts-dance.org/logoandslogan.htm>

A 4-page document describes how and why they were chosen and who was given credit.

[http://arts-dance.org/1%20New%20Logos/ExplanationandUsesfortheLogo%20\(15-01-19\).pdf](http://arts-dance.org/1%20New%20Logos/ExplanationandUsesfortheLogo%20(15-01-19).pdf)

Have 11 people making 1" pins for us to give out at CALLERLAB & Nationals.

The font for the words on the slogo is Speedball:

<http://www.1001fonts.com/speedball-no1-nf-font.html>

Have designed a bumper sticker using new logo & slogan.  
Have a list of Web sites for every state.  
Jerry arranged a session at CALLERLAB  
We have created a Web site on Wix at <http://jimta1.wix.com/re-image>

What we are doing now:

11 people are working on creating a club database.  
1 person wants to work on a blog to help the effort.  
We will make a few magnetic bumper stickers to see if people will buy them.  
We have a small fund and will add to it with bumper sticker sales.  
We have had some communication with Where's the Dance..  
We have working documents on Google Drive at <http://tinyurl.com/lvd2n6m>  
We are discussing rebuilding the Web site on a full CMS platform

What should we do now?

We could raise a little money from Amazon Smiles.  
Contact clubs to see if they want some new Marketing material  
Do the clubs need help using the material?  
We will promote Live Lively & the logo in two sessions in Springfield.  
We will have 1000 pins to hand out in Springfield.  
Will Callers be willing to put the new log/slogan on their briefcase?  
Should we take magnetic bumper stickers to Springfield.  
Get state organization web sites to link to Live Lively Web site.  
We need to establish a Facebook page.  
We need a webmaster and a better Web site.  
We need to create a saleable square dance image statement.  
Can we negotiate with Where's the Dance?

The ARTS Re-Imaging Chairmen, Jim & Judy Taylor