



For Immediate Release  
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New Square Dance  
Logo and Slogan



For many years various organizations have been discussing how to update the image of square dancing. It was agreed that one way to “Re-Image” is to update to a more modern and stylized logo. Numerous logos were discussed. However, none met the desired criteria.

Among the various organizations working on a way to update and improve the image of square dancing was The ARTS. During the 2013 meeting in Oklahoma City, OK the ARTS Board created the Re-Image Committee and approved Jim & Judy Taylor as Chairman. They got right to work and proposed a long range plan, including plans for a new square dance logo and slogan.

The Re-Image Committee began to work with other organizations which were also looking at ways to update the image of square dancing. Extensive research, discussion, and cooperation resulted in selection and approval of a new slogan and a new logo.

The slogan “*Live Lively - Square Dance*” is intended to project the spirit of square dancing as a lively, fun filled activity.

The British Columbia (BC) Square and Round Dance Federation commissioned the new logo to provide its members with a modern logo for promotion posters. The new logo was designed by Zackery Turner, artist in Medford, Oklahoma. The logo portrays an updated and modernized image of the activity. 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

Various color schemes and sizes may be chosen. The various color schemes are available on the Canadian BC web site at the following link: [http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)



The logo and slogan are available on the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org)

The Re-Image Committee created a “SloGo” to incorporate the slogan and the logo in a single graphic.



For more information please contact Jerry Reed, ARTS Executive Director at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

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The ARTS Governing Board appreciates the support, publicity, and help you can provide in helping to publicize our activities.