



# The Story of the Modern Square Dance Logo and Slogan



## Part 1

A few years ago the BC Square and Round Dance Federation decided to commission the design of a new and more modern logo that any square dance club or organization could use at no charge on their promotion materials. Several graphic artists were approached but they couldn't seem to wrap their heads around the concept that square dancing could be thought of as 'modern'

Eventually we were excited to obtain a great design from a graphic artist named Zackery Turner. (*Zackery is the son of Williams Lake square dance caller, Nick Turner. Zackery grew up in Williams Lake, B.C. but now lives and works in Oklahoma.*)

The new logo was not designed to replace the logos of any existing organization but rather it is a marketing logo. It is simply a tool to give a bit of a modern look to posters or advertisements etc. The plan was that this logo would not represent any specific club or organization but rather the 'brotherhood of square dancers around the world' so to speak, including our umbrella groups of round dancers and contra dancers.

## Part 2

In the United States there is an organization called the Alliance for Round, Traditional and Square Dance, known as the ARTS-Dance. They are working on ways to revitalize the dance world and they also were seeking a modern logo. When they were offered the use of the logo commissioned by the BC Federation, they liked it and are now recommending its use to their members. And so in Canada and the USA, we now jointly have a new 'brand' approved for use in marketing square dancing.

## Part 3

Next, the CALLERLAB Marketing Committee, chaired by Mike Hogan, came up with a slogan to be used in conjunction with the logo. The slogan is "**Live Lively-Square Dance**". As Mike explains it, "**Lively is an adjective that means full of life and energy, active and outgoing, energetic, animated, spirited, vivacious, enthusiastic, vibrant, exuberant, cheerful, zesty, and exciting.**" Just the people we want!

The slogan, "**Live Lively- Square Dance!**" can be used in conjunction with the logo, or separately. When used together, we refer to the logo and slogan as a SLOGO. Permission has also been granted to change the slogan to represent our other umbrella dance forms so you might use "**Live Lively- Round Dance!**" or even "**Live Lively- Contra Dance!**"

## Part 4

The next step in the story is yours. We encourage you to get our 'brand' out in front of non dancers as often as you can. We want it to become a recognizable symbol of square dancing all over Canada and the USA, if not further. Already it has been spotted on websites, Facebook pages, posters, brochures, etc. It was embroidered on shirts and towels. It was used on badges, enameled cups and magnetic signs. Let us know what other uses you can come up with.

These logos and slogans can be found on

the BC Square and Round Dance Federation website <http://www.squaredance.bc.ca>

and also on the ARTS-Dance website at <http://www.arts-dance.org>