

SQUARE DANCE REVIVAL!

SQUARE DANCE REVIVAL BASICS!

Why Color Choices Matter

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Why Color Choices Matter in Your Club's Marketing Website • Social Media • Flyers • Logos

Color is one of the first things people notice when they see your website, social media post, or advertisement. Before anyone reads a single word, color creates an instant impression about your club. Used well, color can make your message stand out and feel welcoming. Used poorly, it can make even great information easy to ignore.

Color Creates First Impressions

People decide in just a few seconds whether something looks interesting or worth their attention. Color plays a big role in that decision.

Bright, clear warm, colors communicate:

- Energy
- Fun
- Warmth
- Friendliness

Dull, cluttered colors:

- Outdated
- Hard to read
- Confusing

PURPLE	BLUE	GREEN	YELLOW	ORANGE	RED	WHITE	BLACK
Association: Wisdom, wealth, royalty, power, luxury, magic	Association: Depth, stability, wisdom, trust, confidence	Association: Growth, health, harmony, safety nature.	Association: Energy, happy, warming, attention	Association: Enthusiasm, heat, success creativity	Association: Passion, energy, strength, love, power, determination	Association: Purity, light, clean, sterile, innocent, spacious	Association: Power, mystery, elegance, evil, mourning, death
Mood: Powerful, calming, strength	Mood: Calming	Mood: Calm, refreshed	Mood: Aggravation, joy	Mood: Warmth, excitement	Mood: Intensity, angry, excitement	Mood: Cold, unfriendly	Mood: Confident, calm, stable, mysterious

Which Club Logos would make you want to try square dancing?



If your goal is to attract new dancers, the colors you choose should help your materials feel lively and inviting.

Color Helps People Notice Your Content

Social media feeds are crowded. Flyers compete with dozens of other advertisements. A good color scheme helps your post or graphic stand out immediately.

For example:

- A bright background with clear text grabs attention
- Strong contrast between text and background makes reading easier
- A consistent color style helps people recognize your club

When everything blends together in similar colors, people simply scroll past.



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Color Affects Readability

Even great content can fail if people can't read it easily.

Good design uses high contrast, such as:

- Dark text on a light background
- Light text on a dark background

Poor contrast—like light gray text on a white background—makes people work harder to read, and most won't bother.

Clear, readable graphics are far more effective.

Color Builds Recognition

Consistent color choices help people recognize your club over time.

Using the same colors in your:

- Logo
- Website
- Flyers
- Social media posts

creates a visual identity. When people see those colors repeatedly, they begin to associate them with your club. This kind of recognition builds trust and familiarity.

Keep It Simple

One common mistake is using too many colors. A better approach is to use three main colors consistently.



For example:

- One main color for branding
- One supporting color
- One neutral color for backgrounds or text

Simple color schemes look more professional and are easier for people to understand.

The Bottom Line

Color is not just decoration—it's communication.

The right color choices can:

- Attract attention
- Make information easy to read
- Create a welcoming feeling
- Help people remember your club

In short, good color choices help more people notice your message—and that's the first step toward bringing new dancers through the door.