



ASK ARTS # 23

U.S. POSTAGE STAMP DESIGN



By Del Reed
(August 2022)

Dear ARTS,

We have heard talk of the possibility of the "Live Lively" logo being submitted as a design for a U.S. Postage stamp. We think this would be a good idea. Has there been any discussion of this issue by The ARTS?

Mailing from Milwaukee

Dear Mailing,

Recently, the idea for a U.S. Postage Stamp with the "Live Lively" logo was considered by The ARTS Board. Considerable research into the process and guidelines for submission of ideas for stamp design was conducted.

This research revealed there have been US Postage Stamps featuring "American Folk Dance" in the past. This was a VERY long time ago and the stamp was 13 cents. The design featured a very old depiction of a square dance couple. This image is not one that reflects our modern dance activity.

The "Live Lively" logo has become very popular and is in wide use throughout the square/round/traditional dance community. It does represent the image of our modern activity and would be an excellent representative of today's dancers.

Our research revealed the following mandate from the U.S. Postage Service regarding submission, consideration, and approval of stamp designs:

"Once a subject is approved, the Postal Service relies, to a great extent, on the design coordinators for the Advisory Committee in selecting artists to execute the designs. Stamp designing is an unusual art form requiring exacting skill in portraying a subject within very small dimensions. Due to the demands of stamp design and reproduction requirements, it is the committee's policy not to review or accept unsolicited artwork."

As noted in the above statement, an independent (not The ARTS) designer will create the design for the stamp, without input from The ARTS. In other words the "Live Lively" logo will NOT be accepted nor reviewed for the design process. This restriction totally eliminates the primary reason for submitting the "Live Lively" logo for a stamp design.

Based on our research and the above restriction, the ARTS Board approved a recommendation that no further action be taken on this issue.

We thank you for your question and interest.

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