

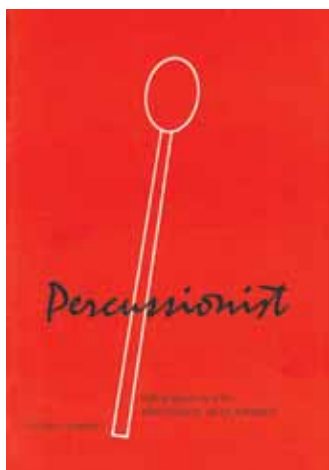
A History of PAS Logos

By James A. Strain, PAS Historian



A logo is a distinctive graphic design, stylized words, or unique symbol by which an organization or individual can be easily and instantly recognized. Its design often reflects specific characteristics or purposes of an organization and greatly aids in marketing efforts. Throughout the Percussive Arts Society's 50-year history a variety of logos, often with minor variations, have represented the Society in general, as well as specific publications or events.

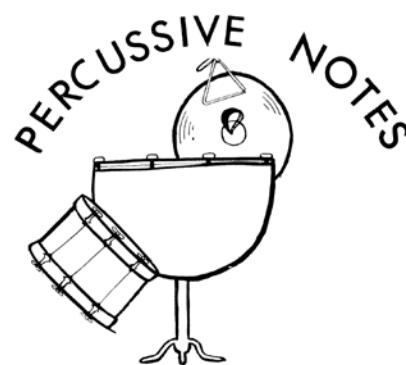
The first appearance of a logo for PAS graced the cover of Vol. 1, No. 1 of *Percussionist*, the Society's official journal in 1963. It consisted of a lower-case, cursive representation of the title as well as the outline of an oval-headed beater. This logo continued to appear on either the cover or inside on the masthead until 1968, when the mallet portion was dropped. In 1979, the lower-case title was changed to all uppercase, which continued until this journal ceased publication in 1980.



In 1965, the Percussive Arts Society established its first Society logo—a vertical view of a drum with an obvious hoop having twelve lugs, and the words Percussive Arts Society below the initials P.A.S. This logo first appeared on the cover of *Percussionist* in February 1965.



Percussive Notes utilized a unique logo consisting of a snare drum, timpano, triangle and cymbal in March of 1965, prior to its official adoption as a publication by the Society. When the announcement was made in 1967 that PAS would publish *Percussive Notes*, both this logo and the PAS drum logo appeared above the announcement. Both logos continued to appear on this journal until 1970, and at that time only the vertical drum logo continued.

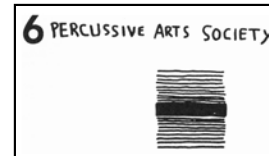
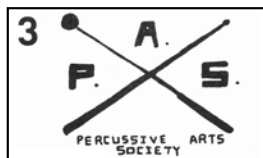


Constantly sensing a need for improved marketing and an "updating" of the image of PAS, the Board of Directors regularly established logo committees. Although one was established in 1968, no updated Society logo appears until after a 1969 committee headed by George Frock suggests a logo contest. It was suggested that manufacturers, as well as the general membership, submit logos, and the six finalists for the contest appeared in the Vol 10/1 (Fall 1971) issue of *Percussive Notes*. When the votes were tallied, the society had voted to retain the original drum logo, but with a reduced number of lugs. The result was a circular, vertical drum logo with six T-handle rods and "P.A.S., inc." in a bolder, 3-D font, first used in 1972. At times, due to a movement by William Schinstine to eliminate T-rods from timpani and drums, this design was said to be old-fashioned and in need of a more modern look in line with his "crusade."



VOTE – P.A.S. LOGO CONTEST

Your P.A.S. Board of Directors have chosen the six Logo entries shown below. Vote for the entry which you believe best represents the views of the Society. All votes must be received by December 1, 1971.



Though slight modifications of the logo, such as an elimination of either the “inc.” or the periods, appeared after the T-handle movement, it was 1980 before the logo was finally revised. The new “modern” look featured a circle with overlapping letters PAS. This logo had several variations, which included the words “Percussive Arts Society” with or without the “inc.” and was used until 1984. A new version of the T-handle logo appeared in 1984 with PAS in a solid, bold font without the 3-D effect and with the name PERCUSSIVE ARTS SOCIETY around the circumference. In 2001, the PAS website address was added underneath the logo.



In 2003 PAS approved a design by artist Valerie Roybal of Albuquerque, NM, which consisted of upper-case letters for “PERCUSSIVE ARTS SOCIETY” in three sizes, in a rectangular form, and a solid circle on the left for the word ARTS with specific shades of blue and silver. This logo first appeared in the March 2004 issue of *Percussion News*.



In addition to the standard PAS Society logos, special marketing logos have sometimes appeared as well. Notable ones include the addition of “30th Anniversary” to the drumhead logo in 1991, the 30th Anniversary PASIC logo in 2006, and our current 50th Anniversary logo, which was designed by Ben Mahler, the Creative Director of the D. C. United Major League Soccer team, of Washington, D.C., and approved by the PAS Executive Committee on 9 December, 2010.

