

OLD SCHOOL SQUARE RE-BRAND // JULY 2024

Discovery Session: 1st Step in Successful Branding

Goals of the Discovery Session

- Understand OSS and what is unique about the venues, its differentiators, etc.
- 2. Identify marketing and strategy opportunities given the current landscape of OSS
- 3. Discuss branding and marketing needs
- 4. Determine how we measure goals/indicators of success



How do we want people to feel?



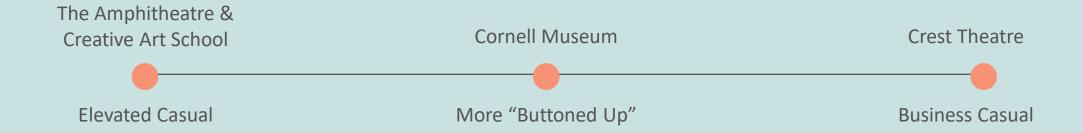
What We Are... The Campus

The Campus

- Fun
- Vibrant
- Inclusive
- Welcoming

- Approachable
- Friendly
- Adaptable/Flexible

Elevated Casual



Overarching Goal Reclaim its place as the center of the Delray Beach community

Being The Place To Be

A place to see & be seen

A place to look good & feel good

A place to connect with the community & with the past

Opportunity

Reposition and remind residents Old School Square is the heart of their community

Old School Square Brand Story

"makes Delray,
Delray"

"need to share the purpose behind the space"

"carries the spirit of the people who have been there before"

"everyone wants the property active"

"a natural place to gather. doesn't need something going on to be a destination"

"the soul of the community"

Where Delray Comes Together

To the people of Delray Beach, these four buildings and six acres don't make up *the* Old School Square. They make up *our* Old School Square. A campus that inspires the community and invites participation. It's a welcome place to visitors of all kinds, whether you're from out of town or down the street.

Our square is Delray's soul. A place to gather and a place to grow. A place to reminisce on old times and have good times. A place to connect with the arts, with friends and with yourself. We are the beating heart of downtown - a living legacy at the corner of past and present.

At our Old School Square, we create a space welcome to everyone, where everyone is welcome to create. Moments, Memories, Music. Art. Community. It's all made here,

Where Delray Comes Together.

4 Buildings. 4 Pillars.

- we preserve a storied legacy
- we create a gathering place for people and ideas
- we celebrate our vibrant, diverse home
- we inspire a local love for Delray

Personality

Inspired by the places we're made of.

Amphitheatre: eccentric, vibrant, passionate Vintage Gym: nostalgic











Bring the Vision to Life: Logo Development

Inspiration

Creative "the soul of the community"	Vibrant "[OSS] is what makes Delray, Delray"	Nostalgic "Carries the spirit of the people who have been there before"
Unique	Unexpected	Welcoming
Original	Dynamic	Passionate
Diverse	Bold	Storied
Expandable	Powerful	Historical



Old School Square Brand Story Visuals

PREFERRED



ADDITIONAL OPTION



Chosen Logo Option

A nod to Old School Square architecture

Ownable – unlike any other

Pops off the page with great versatility

old SCHOOL SQUARE

SCHOOL SQUARE

old SCHOOL SQUARE

Final Logo - Full Color







Final Logo – Color Palette





Mockups:

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learn more

Cornell Art Muneum 51 N. Swinton Avenue Debray Beach, Florida

> oldschoolsquare.com myoldschoolsquare





Cornell Art Museum

delrayoldschoolsquare.com @delrayoldschoolsquare

Delray Beach, Florida



















Final OSS Logo



What's Next?

Next Steps

- Finalize brand standards guide/materials
- Identify and execute rollout plan for immediate creative needs/updates
- Development of new Old School Square website to match new brand look/feel
- Finalize elements for summer 2024 new brand launch to public



Discussion/Questions