

OLD SCHOOL SQUARE

RE-BRAND // JULY 2024

**Discovery Session:
1st Step in Successful
Branding**

Goals of the Discovery Session

1. 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



A large, diverse crowd of people is gathered at a night festival or concert. Many individuals have their hands raised in the air, suggesting they are dancing or cheering. The scene is illuminated by warm, yellowish lights, likely from string lights or stage lighting, creating a festive atmosphere. In the background, there are trees and structures, possibly part of the festival grounds. The overall mood is energetic and celebratory.

How do we want
people to feel?

What We Are... The Campus

The Campus

- Fun
- Vibrant
- Inclusive
- Welcoming
- Approachable
- Friendly
- Adaptable/Flexible

Elevated Casual

The Amphitheatre &
Creative Art School

Cornell Museum

Crest Theatre

Elevated Casual

More “Buttoned Up”

Business 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.

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

Personality

Inspired by the places we're made of.

Cornell Art Museum: storied, welcoming, creative

Amphitheatre: eccentric, vibrant, passionate

Crest Theatre: progressive, unexpected

Vintage Gym: nostalgic



Bring the Vision to Life: Logo Development

Inspiration

Creative

“the soul of the community”

Unique

Original

Diverse

Expandable

Vibrant

“[OSS] is what makes Delray, Delray”

Unexpected

Dynamic

Bold

Powerful

Nostalgic

“Carries the spirit of the people who have been there before”

Welcoming

Passionate

Storied

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

Final Logo – One Color

old SCHOOL
SQUARE

old
SCHOOL
SQUARE

old SCHOOL SQUARE

Final Logo – Full Color



Final Logo – Color Palette



#1F7E5D



#CB3694



#0E4D53



#993467



#00C18C



#CC4827



#E2B524



#009999



#58595B



#ffffff

Aperidatis unde omnis iste
cliptam accusantium
dium, totam rem aperiam,
tibi illo eventore veritatis et quod
illud dicta sunt explicabo.

world class
art museum
a visual experience like no other





old SCHOOL SQUARE

Cornell Art Museum
51 N. Swinton Avenue
Delray Beach, Florida
delrayoldschoolsquare.com
@delrayoldschoolsquare

[learn more](#)



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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