



TO: Mayor, City Commission and City Manager Moore
FROM: Laura Simon, Delray Beach Downtown Development Authority
DATE: February 11, 2025
RE: Old School Square Campus Rebrand Update and Next Steps
CC: DDA Board of Directors, ACM Oris

OVERVIEW

This document is an overview of the proposed next steps for the rebranding process of the Old School Square campus. After the workshop was held at the end of October, the DDA went back to the drawing board, which included new logo options and revisions to the existing logo. The DDA then determined that changing direction and developing a completely different concept was the best option.

What we heard from the City Commission:

- Needs to be owned by the city and not solely a DDA project
- Each venue should have a distinct personality, yet all within one branded family
- Need to involve the public
- Consider the work done for the Creative Arts School

PROPOSED RECOMMENDATION

"A Legacy Through Local Art: Reimagining Old School Square"

Harness the creative spirit of Delray Beach by inviting local artists to create a watercolor illustration for new Old School Square logos. Through a public voting campaign, the community will play a central role in selecting the design that best reflects our shared history, vibrant culture, and vision for the future. This initiative will unite residents, celebrate local talent, and establish a timeless emblem that honors our past while setting the tone for the next 100 years of innovation and connection. Together, we'll create a branded house that embodies the heart of Old School Square.

PROPOSED DEVELOPMENT PROCESS:

Step 1: Call to Artists

- Open request for South Florida artists to create a watercolor illustration of the OSS campus, a cultural arts center where the artist will paint the creative look which will be the final brand
- **Announcement/Messaging/Promotion** through multiple channels, including:
 - Social media platforms both DDA and City
 - Cultural Arts Council and Artists Community
 - Media and Press release team
 - Email and online communications



- **Project Criteria:**

- 1. **Artistic & Technical Quality**

- Detail & Precision
 - Balance & Composition
 - Scalability

- 2. **Brand Representation**

- Alignment with Brand Identity
 - Recognizability
 - Timelessness

- 3. **Color & Style Considerations**

- Cohesive Color Palette
 - Contrast & Legibility
 - Reproducibility

- 4. **Practical Usability**

- Adaptability
 - Digital Compatibility
 - Simplicity & Clarity

- 5. **Uniqueness & Creativity**

- Originality
 - Artistic Expression

- 6. **Submission**

- Artwork to be submitted to the DDA electronically or in person by deadline provided to the published deadline

Step 2: Selection Process

- Entries to be reviewed and analyzed based on criteria
- Two or three finalists selected based on the scoring process
- The public will vote on the final logo, fostering community engagement
- The artist with the most votes will be selected as the winner

Step 3: Artwork Creation & Proposed Unveiling

- The winning artist is notified and begins work on the watercolor illustrations for additional building logos:
 - Cornell Art Museum
 - Crest Theatre / Creative Art School
 - The Amphitheatre
 - The Vintage Gym
- Final artwork is presented as the official, usable logo.
- Brand Guidelines are built by the DDA Marketing team to represent the entire campus.

Step 4: Proposed Celebration & Public Reveal

- The Old School Square hosts a special event to celebrate the next 100 years.
- City dignitaries unveil the new logos with the Artist to the media and public.
- A video showcasing Old School Square's history and the logo creation process debuts, launching a new era of creativity.