

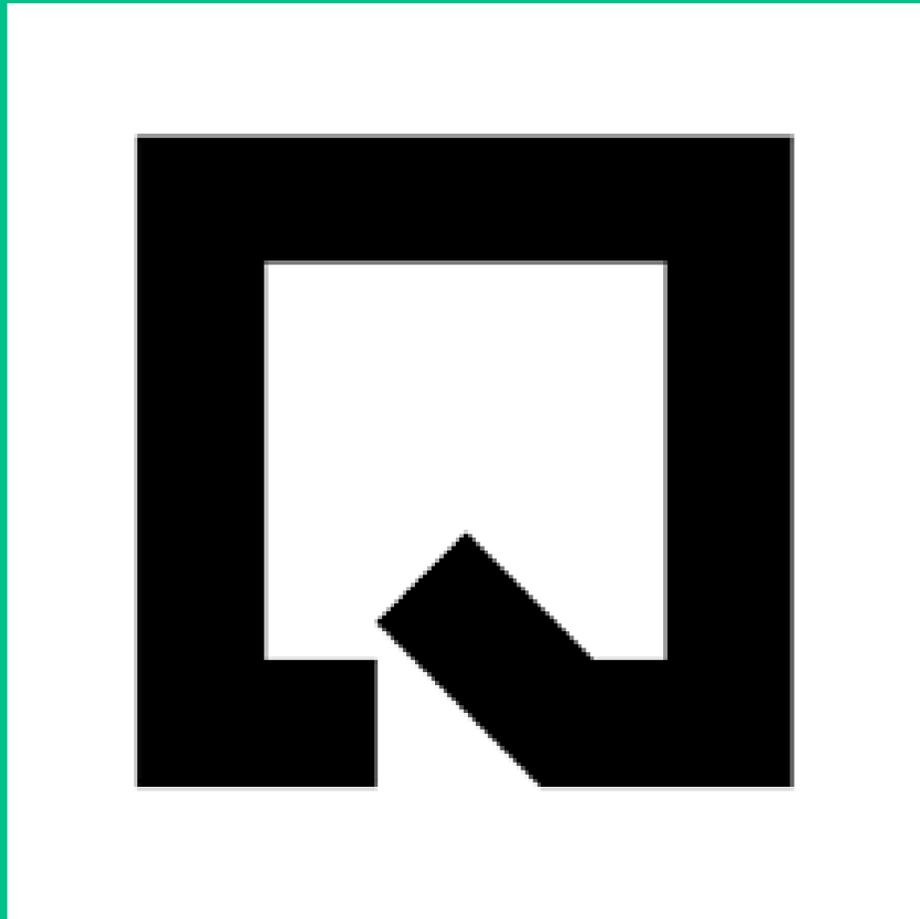
# REBRANDING

Old *School* Square

POWERED BY

DELRAY BEACH DOWNTOWN DEVELOPMENT AUTHORITY  
and CITY OF DELRAY BEACH

# Why Does Old School Square Need to be Rebranded?



- The Old School Square campus does not have a brand. The former brand stayed with the former organization.

Old School Square needs a permanent brand  
that **STAYS** with the campus!

# Timeline

- **October 2022:** City Commission approved rebrand and budget
- **November 2022:** DDA Graphic Designer Maureen Olm created OSS transition brand
- **December 2022:** DDA launched Request for Proposals (RFP) for the rebrand
- **March 2023:** DDA Committee selected O,L&S for Rebrand and Permanent Website
- **May 2023:** Discovery Session with Agency, DDA, Community
- **September 2023:** Brand Story approved by City Manager & Communications Director
- **Aug 2023 - Feb 2024:** Two rounds of logo development w/ final logo chosen by committee
- **Feb 2024 - Aug 2024:** Waiting to get on agenda for logo approval by City Commission

# Selection Committee

## DDA

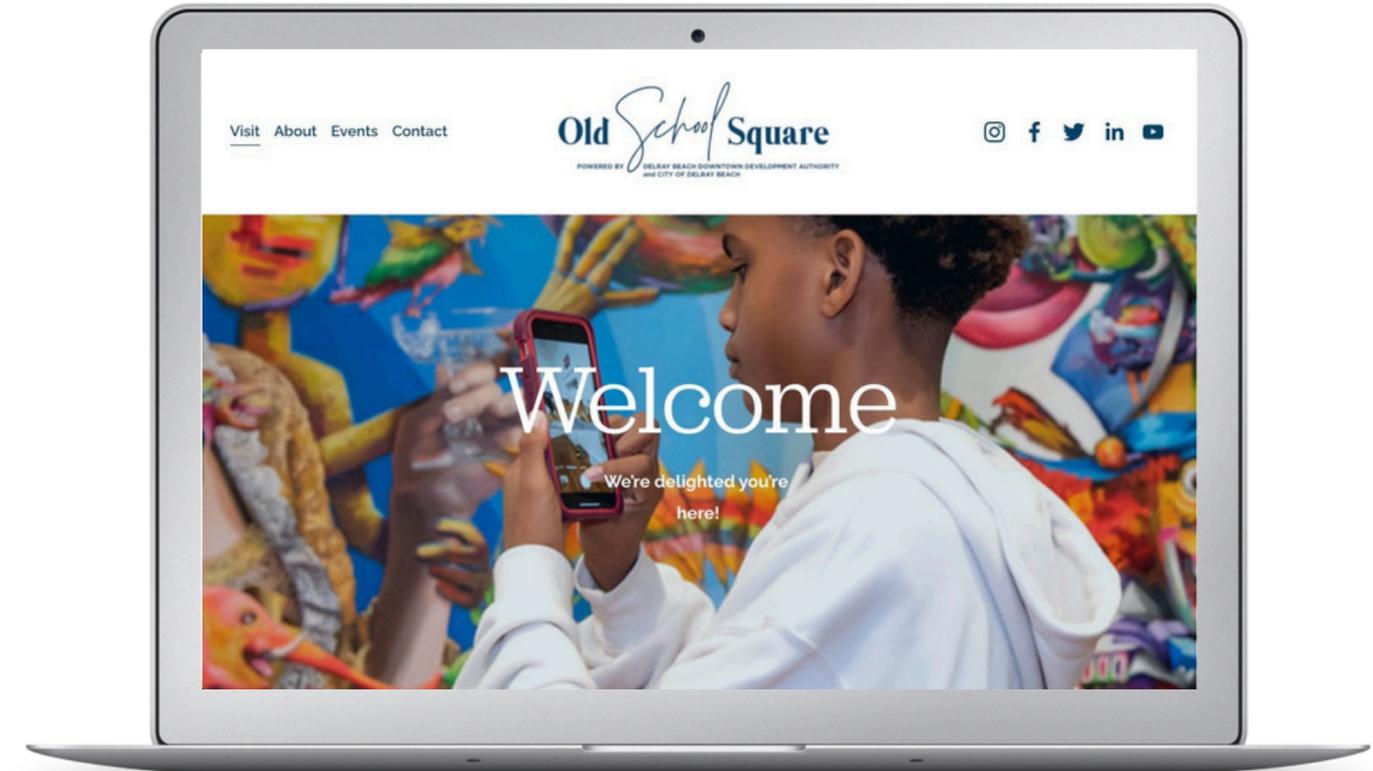
- Marusca Gatto, Cultural Arts Director
- Laura Simon, Executive Director
- Suzanne Boyd, Director of Marketing

## City of Delray Beach

- Jeff Oris, Asst. City Manager
- Gina Carter, Communications Director

# Transition Brand & Website

- Created quickly by DDA Graphic Designer
- Meant to be a bandaid to get us through first 6 - 12 months.
- Only a graphic element and two colors (the green is not ADA compliant)
- Only says “we’re here and we’re open”



[delrayoldschoolsquare.com](http://delrayoldschoolsquare.com)

# Discovery Session

Agency gathered for a multi-day discovery session to understand the campus, the individual venues and to determine how we wanted the brand to make people feel

## How do we want people to feel?

- Fun
- Vibrant
- Welcoming
- Inclusive
- Nostalgic
- Original



# Personality of Old School Square

## 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

# Approved Brand Story

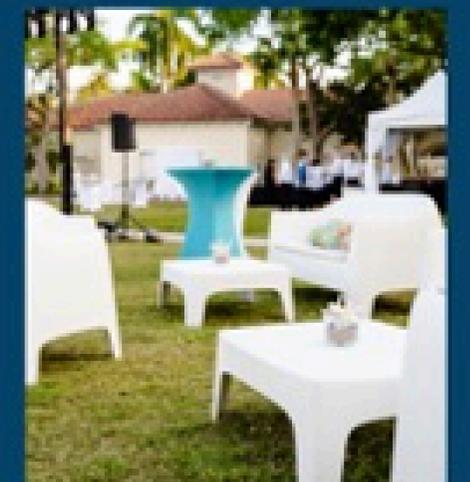
## Where Delray Comes Together

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.**



# **Bringing the Vision to Life: Logo Development**

# Logo Choice

- **Vibrant & Bold**
  - Pops of the page
- **Original & Dynamic**
  - Ownable
  - Unlike any other
- **Nostalgic**
  - A nod to OSS architecture



# Logo Choice

*old* SCHOOL  
SQUARE

*old*  
SCHOOL  
SQUARE

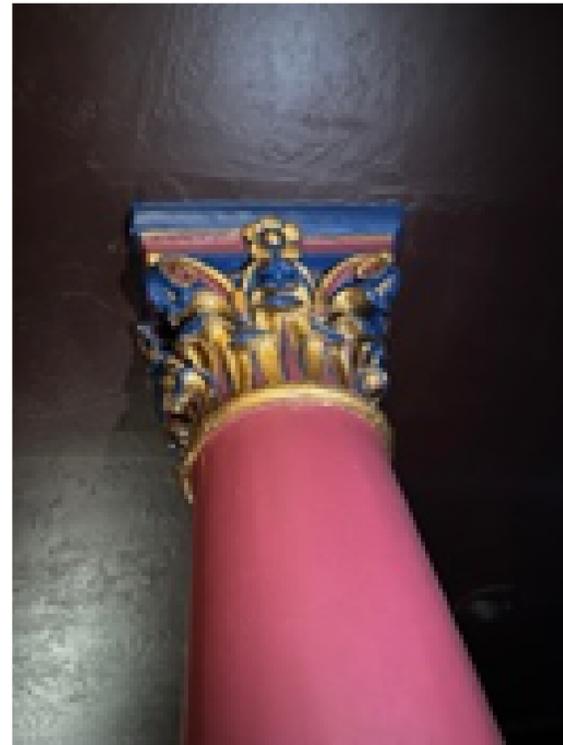
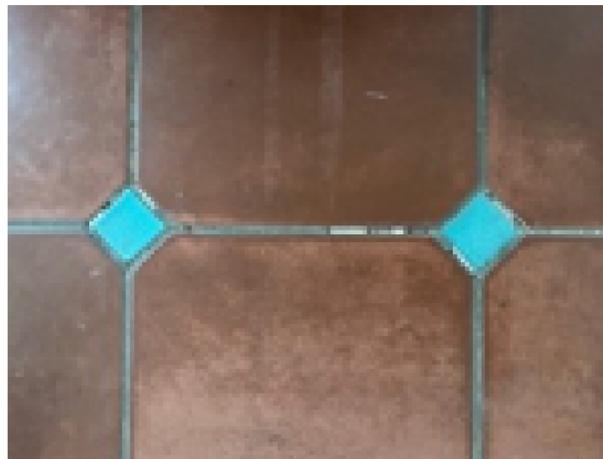
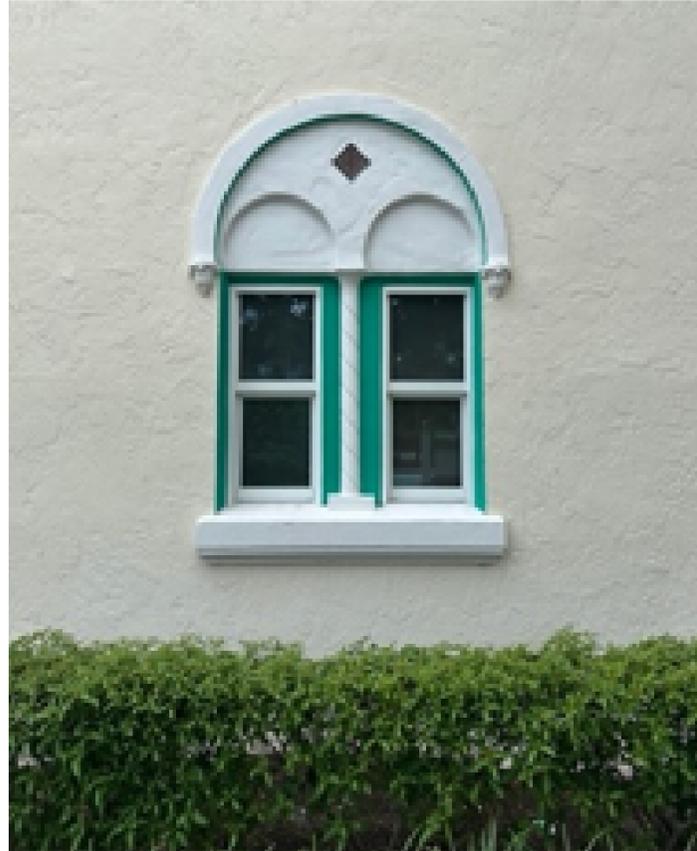
*old* SCHOOL SQUARE

# Inspiration for the Design



**The H and L make up the arch seen all over campus**

# Inspiration for the Colors



#1F7E5D



#CB3694



#0E4D53



#993467



The green and pink are found in the paint trim and columns around campus. Both colors were made brighter and darker for ADA compliance.

# Brand Mockups



# Brand Mockups

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](#)



**old SCHOOL SQUARE**

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## Cost

<b>Brand Discovery &amp; Strategy</b>	<b>\$5,000</b>
<b>Brand Development (Brand Story &amp; Logos)</b>	<b>\$15,000</b>
<b>Round 2 Logo Development</b>	<b>\$7,000</b>
<b>Brand Collateral &amp; Digital Asset Development</b>	<b>\$15,000</b>
<b>TOTAL</b>	<b>\$42,000</b>



## Next Steps

- 1. Presentation to City Commission**
- 2. Finalize Brand Guidelines and Standards**
- 3. Develop new Old School Square website to match new look**
- 4. Finalize elements for new brand launch to public**