

Southside Preservation Hall

Branding & Social Media Guidelines

ROXO AGENCY

The Overview

This is a brand guideline book created for Southside Preservation Hall.

The concept for the brand is “It's The Hall Y'all. The Art of Life Lives Here.”

01.

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02.

SWOT

S Strengths

Unique Experience

Southside Preservation Hall is a beautiful, expansive space with a unique history. The close proximity of the chapel, ballroom, and grounds make the venue the perfect place for creativity, community, and celebrations.

Owned Land

Southside Preservation Hall owns its land and building, which allows the Southside Preservation Association to maintain, feature, and promote the building's history within the community.

Nonprofit

Customers often like when their money goes back into the community. The target market will be more inclined to choose Southside Preservation Hall because its money will go toward preserving Fort Worth history and providing experiences for others.

Unparalleled Service

The Southside Preservation Hall staff is extremely friendly, helpful, and professional, which creates an enjoyable customer experience. The venue offers two coordinators to assist with day-of operations for major events enabling a smooth process for customers.

Competitive Pricing

Southside Preservation Hall offers affordable pricing compared to other events venues and community spaces in the area. Pricing is flexible and convenient, and profit benefits the further renovations and growth of this historic space.

W Weaknesses

Branding

Southside Preservation Hall falls short of having a cohesive brand image, which creates a disconnect between its social media and website. Discrepancies in branding can lead to confusion and a lack of engagement from consumers.

Social Media

Southside Preservation Hall lacks a comprehensive and cohesive social media presence to display its venue. Social media is currently being used to display upcoming events, but fails to highlight the entirety of Southside Preservation Hall's services. Southside Preservation Hall does not use social media features like Instagram stories, story highlights, or the business account feature. Without a strong social media strategy, potential consumers will remain confused about the value of Southside Preservation Hall.

Photos

Southside Preservation Hall's social media channels lack images that highlight the venue's beauty and space. The lack of photos leads to missed opportunities to clearly communicate and display Southside Preservation Hall's amenities and attract new attention.

COVID-19

Southside Preservation Hall faces an inability to host large gatherings due to the current COVID-19 regulations. Because of this, social media promotion is more important now than ever before. Southside Preservation Hall needs to build a strong brand image and increase awareness for when COVID-19 restrictions become more lenient and the venue can be used once again.

Funding

Southside Preservation Hall has insufficient funds to fully restore its building, leaving portions of the property unused.

Expand Social Media & Story

Since Southside Preservation Hall does not currently have a strong social media presence, it can establish itself on social media, specifically Instagram and Facebook, to attract new audiences. Becoming active on these specific channels will also establish Southside Preservation Hall as a trendier and “cooler” location in its target audiences’ minds. Its story can be told in a new way that captivates and engages potential clients and partners.

Attract Millennial Attention

Social media efforts could be focused on millennials (anyone born between 1981 and 1996). Millennials are the largest generation currently considering marriage and the most active on Instagram and Facebook. These millennials could provide “word of mouth” marketing by telling others about Southside Preservation Hall.

Emphasize Extraordinary History

According to a study conducted in June 2019, millennials define themselves as having “an open mind,” “wanting to make a positive impact for others” (Marketing to Millennials by Mintel). Southside Preservation Hall’s unique history is attractive to millennials who want to be a positive part of history. Emphasis on Southside Preservation Hall’s rich history will establish a strong brand leading to loyalty and differentiation from other competitors.

COVID-19

Due to the current COVID-19 pandemic, there is an increase in consumers’ longing for space in public places. A venue of 52,000 square feet will allow Southside Preservation Hall to uphold social distancing guidelines. Marketing can highlight the venue space and feature different types of events that can be hosted safely.

Fundraising

As a community-centered and nonprofit venue, Southside Preservation Hall has the opportunity to form mutually beneficial relationships within the Fort Worth community. Donations can go toward restoring the building and, in turn, will open up space for more community events and usage.

Collaborative Partnerships

Southside Preservation Hall has the opportunity to partner with arts organizations to position its venue as a creative space. Additionally, there are hundreds of nonprofits in Tarrant County that would potentially develop partnerships with Southside Preservation Hall and that number is growing. Organizations are continually looking for companies to work with and there is countless potential for Southside Preservation Hall to work with others.

T Threats

COVID-19

The uncertainty of a COVID-19 resurgence is possible. This would put a hold on weddings and larger events. Because of this, events and event space needs are subject to change.

Competition

Due to the pandemic, all event venues are in dire needs of customers. As soon as budgets allow, many venues will make large media pushes to increase awareness and hopefully drive consumers to book events. This will cause many event spaces to market toward the same clientele — potentially shrinking Southside Preservation Hall's business opportunities.

Lack of Revenue

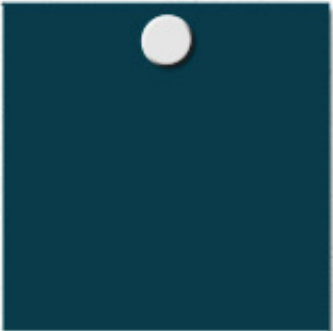
The Payment Protection Program loan, created to help small businesses during the economic hardships of COVID-19, will help carry Southside into the next year. However, it will not sustain Southside Preservation Hall forever. Now is an opportune time to raise money for the future of this event space since there are overall low funds available for nonprofit organizations. Failing to raise funds would hurt the future of the nonprofit and possibly put it at risk for closure.

03.

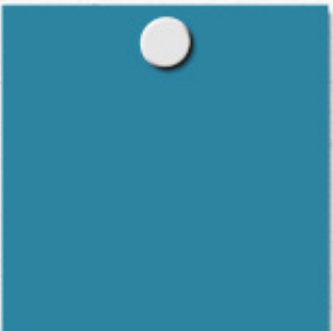
Mood Board

IT'S THE HALL Y'ALL

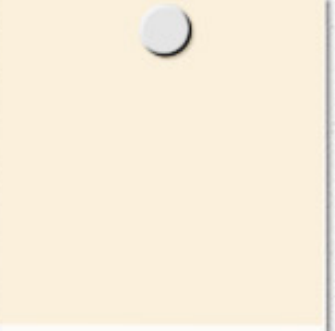
The Art of Life Lives Here



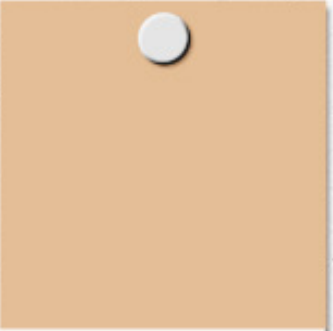
OC4451



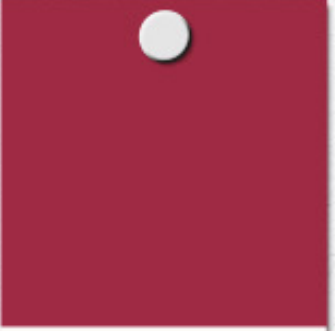
367A8F



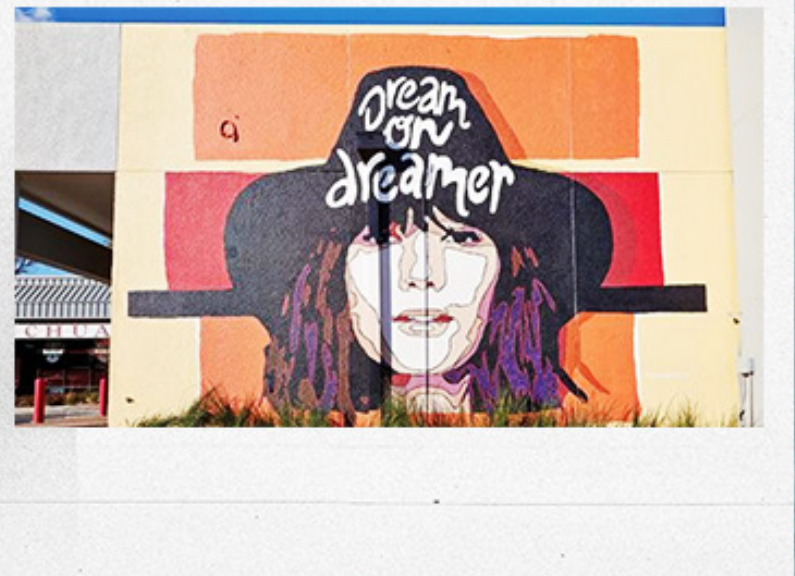
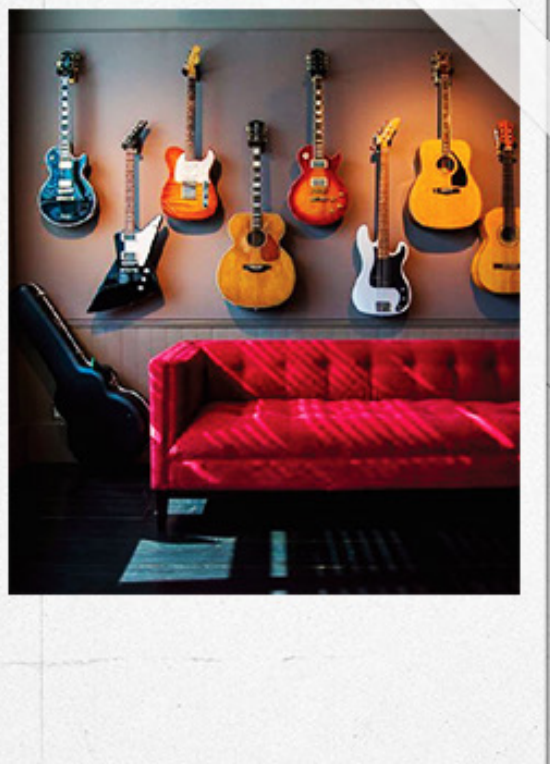
F7E7CB



D6A987



8D354B



The Modern Mood Board reflects the historic feeling guests love about Southside Preservation Hall and opens doors to new opportunities. This board is inclusive toward all people and occasions; it cherishes memories made while creating new stories. This board brings a lively and funky feel to The Hall.

Branding Rationale

Since we have begun the transition of referring to Southside Preservation Hall as "The Hall," we encourage you to use this branding in future external and internal communications.

04.

Color Guide

Brand Colors

These are the brand colors for The Hall.

These colors have been developed in correlation with “It’s The Hall Y’all. The Art of Life Lives Here.”

These colors have been chosen to represent the past, present, and future of Southside Preservation Hall. The red signifies the previous brand colors of Southside. The neutral tan represents a modern touch for Southside's future. The blue and the orange show the long history and many changes the building has been through, while also demonstrating that there are brighter days ahead for The Hall.

Primary

Dark Blue

HEX #0c4451

Light Blue

HEX #367a8f

Red

HEX #8d354b

Orange

HEX #d6a987

Tan

HEX #f7e7cb

05.

Branding

Tagline

It's The Hall Y'all. The Art of Life Lives Here.

Use for:

Promotional materials (ex: t-shirts, cups, & other branded materials)

Social media hashtags

Banners & posters

Outdoor signage

Taglines help brands forge emotional connections with consumers. This should be used to promote Southside Preservation Hall to those who have already had previous exposure.

Slogan

**Where stories are created. Where art comes to life.
Where history is made.**

Use for:

The social media bio

On the website

For promoting events

News releases

Primary Logo

This funky logo preserves the character of the Hall. The modern color palette is explored in this logo. The logo includes the maroon color of the Rose Chapel, while incorporating other fun and dynamic colors. It includes the full title of “Southside Preservation Hall” but emphasizes “The Hall,” which supports rebranding. This logo shows the long history and many changes the building has been through, while also demonstrating that there is a bright future ahead for The Hall.



The Logo Construction

The arc of Southside Preservation ties in the curves of the letters as well as adding more visual interest to the logo.



The ends of the Ls were made to match the end of the H and A to keep a cohesive design.

The maroon stripe draws the attention of the viewer which makes the viewer read "Hall."

Inclusion of date is a testament to how long The Hall has been around.

The Logomark

The logomark is to be used in places where the primary logo would be too small to be legible. This logomark is essentially the primary logo without the small type. It can be read at smaller levels and be recognized as The Hall.



06.

Typography

Typography

Primary Typefaces
Use These Fonts for All
Branded Materials

HEADER

Baskerville Bold - 72 pt.

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

BODY COPY

Poppins Light

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

* All fonts are free for download on Google Fonts

Website Typography

Primary Typefaces
Header & Body Copy

Bold

Header: Baskerville 72 pt.

Light

Body Copy: Poppins 18 pt.

07.

Social Media

Social Media

Number of Posts

The Hall should post three to four times a week.

Types of Posts

The Hall should post photos that showcase the unique aspects of the venue. Posts could include displaying the venue's amenities, garden, and showcasing events. Posts should feature weekly events such as swing dance classes and beekeeping lessons. Through The Hall's social media, there should be an emphasis on displaying The Hall as a wedding venue but it is also necessary to show other events that could be held at The Hall. Events could include banquet dinners, school plays, sorority/fraternity formals, school dances, meetings, conferences, galas, parties, concerts, art gallery shows, yoga classes and so much more. With a large event space like The Hall, the opportunities are endless.

Social Media

Story Highlights

Instagram story highlights are posts that vanish after 24 hours. Highlights can be saved categorically to an Instagram page and be permanently viewed after 24 hours. Story highlights are great for quick features and to highlight event dates. When posting a story, it is important to tag anyone in the story with their Instagram handle (@username); this allows the person to repost a story to their Instagram account and increase viewership of the highlight. After a story is posted it is also important to save the post to the correct category so it will be viewable after 24 hours.

Story Highlight Categories

- Arts
- Events
- History
- Venue
- Garden
- Services
- Vendor recommendations
- COVID guidelines

Social Media

Caption Qualifications

- Captions should describe what is happening in the photo in a clear short statement.
- Captions should be fun and witty or involve a play on words.
- Hashtags should always be used.

Hashtags

- Relevant hashtags should be used on every post.
- Up to 30 hashtags can be used.
- The more hashtags the better.
- After the caption and before the hashtags hit the return key then dashes (-----) then the return key followed by all the hashtags.
 - This helps to conceal the hashtags and make the caption look clean and put together.

Campaign Hashtags

- #ViewTheVenue
- #WeddingWednesday
- #ThrowbackThursday

Social Media

Hashtag Examples

#Southside
#FortWorth
#FortWorthWeddings
#Wedding
#Venue
#FortWorthVenue
#Vintage
#LoveLastALifeTime
#FortWorthVenue
#DFWVenue
#DFWWedding
#FortWorthLocals
#FWLocals
#Performance
#Gala
#Events
#LoveLastALifeTime
#FortWorthVenue

#DFWVenue
#DFWWedding
#Tietheknot
#IDo
#plays
#events
#GrandBallroom
#exploreTexas
#TexasTourism
#VisitTexas
#dfwWeddings
#bridesofnorthtexas
#FortWorthLocal
#FortWorthLiving
#localbusiness
#weddingdress
#WeddingInspiration
#SouthmainFortWorth

#NearSouthside
#TexasWedding
#TexasWeddingVenue
#WeddingVenue
#EventVenue
#PartyHall
#WeddingHall
#EventSpace
#EventPlanning

Social Media

Partnerships & Influencers

The Hall should always team up with influential members and organizations in the Fort Worth area. By forming new relationships, The Hall will be exposed to more potential customers.



Social Media

Facebook

The Hall's Instagram and Facebook account are linked. This means when a photo is posted on Instagram there is an option to post it also on Facebook. The Hall should always choose this option leading to the post presenting on both accounts.

- Facebook is more informational.
- Photos posted on Facebook should follow the same rules as Instagram.
- Engagement with followers on Facebook is extremely important.
 - Make sure to respond to messages and comments quickly.

08.

Photography

Photography

Graphic Design Photo Qualifications

- Traditional photos should be the focus of The Hall's Instagram page however graphics can be used.
- Graphics should be used to communicate important information that does not coincide with a photograph.
 - Holiday Post
 - Fundraiser
- The graphic should be simplistic and follow the color and type guidelines set in this packet.
- Graphics should all look cohesive.

Holiday Graphics

Holiday posts are easy and increase social engagement on Instagram.

- Halloween
- Thanksgiving
- Christmas
- New Years
- Fourth of July
- MLK
- Easter
- Memorial Day
- 9/11
- Veterans Day
- Mardi Gras
- St. Patrick's day
- Juneteenth
- Father's Day
- Mother's Day

Good Photo Examples

Photography

- Photos must be high quality, not blurry, and have a clear point of interest.
- Photos should have meaning and increase the value of The Hall.
- The photo should tell a story or highlight an asset of The Hall.
- Photos should have good lighting, and avoid overly dark photos.
- Always ensure photos are owned by or have written permission to be used by The Hall.
 - If using a photographer's photos, make sure to tag the photographer.



09. Future Recommendations

Future Recommendations

Name

Refer to Southside Preservation Hall as "The Hall."

Delete Other Social Media Accounts

Delete the Rose Chapel accounts on Facebook and Instagram to remove any confusion with Southside Preservation Hall's main accounts.

Community Outreach

Form partnerships with fellow Southside companies/organizations. Feature other companies on The Hall's Instagram in exchange for them posting The Hall on their account.

Future Recommendations Continued

Expand Events

Emphasize that The Hall is more than a wedding venue — it is necessary to show other events that could be held at The Hall. Events could include banquet dinners, school plays, TCU sorority/fraternity formals, school dances, meetings, conferences, galas, parties, concerts, art gallery shows, yoga classes and so much more. With a large event space like The Hall, the opportunities are endless.

Use Consistent Tone

Use the same tone across all communication to maintain a cohesive brand image. The established tone is historical, preservative, one-of-a-kind, optimistic, resilient, creative, diverse, authentic, and heartwarming.

Focus on Target Audience

Direct all future marketing materials toward the target audience. The target audience can be categorized into three specific groups: millennials looking to get married, community members looking for a meeting or celebration venue, and creatives who could use the space for their creative expression whether that be a studio, gallery, concert, or dance lesson. In all three of these audiences, an ideal persona is someone with an appreciation for Fort Worth's history, a passion for preservation, and an interest in arts.

Future Recommendations Continued

Maintain Desired Positioning

The Hall should always position itself as an extraordinary space that preserves history and serves as a community-based events center. The Hall is a place to create and inspire, whether as a wedding venue, arts space, or swing dance hall. The possibilities for the space are diverse, just like the people of Fort Worth. With the venue's classic character and appreciation for art, The Hall is the perfect place to make memories with friends, family, and strangers while enjoying art and culture. This positioning supports the future success of The Hall as a venue with a wide variety of use.

Redo Website

The Hall should hire an intern to specifically redo the current website based on the brand guidelines in this book. A website with updated logos, colors, typography, and a clear call to action will create brand cohesion and encourage consumer engagement.

Opportunities for Earned Media

<https://fortworthbusiness.com/featured/tcu-roxo-aids-southside-preservation-hall/>

Fort Worth Business Press published an article about The Hall on November 8, 2020. As a historic, non-profit community-based venue, The Hall has great potential for more articles like this one. We recommend that The Hall notify the media with all newsworthy information to increase external awareness of all The Hall has to offer.

TCU's Roxo aiding Fort Worth nonprofits, others

By *Neetish Basnet* November 8, 2020



Blue Team



Bethany Harrington
Account Executive



Porter Carroll
Creative Director



Morgan Jeansonne
Social Media Manager



Lindi Goff
Copywriter



Madison McPherson
Graphic Designer



Caroline Osborne
Account Planner



Victoria Becker
PR Manager

NOVEMBER 12, 2020



SOUTHSIDE PRESERVATION HALL

Final Client Meeting, Roxo Agency

OUR TASK

Goal: Create cohesive brand messaging to support Southside Preservation Hall in raising awareness, promoting a positive community reputation, and attracting new avenues of income.

1. Research & rebranding
 2. Social media guidelines & campaign
 3. Photos for social media and website
-

RESEARCH & REBRANDING

SWOT

- Strengths

- Unique Experience
- Owned Land
- Nonprofit
- Unparalleled Service
- Competitive Pricing

- Weaknesses

- Branding
- Social Media
- Photos
- COVID-19
- Funding

- Opportunities

- Expand Social Media & Story
- Attract Millennial Attention
- Emphasize Extraordinary History
- COVID-19
- Fundraising
- Collaborative Partnerships

- Threats

- COVID-19
- Competition
- Lack of Revenue

RESEARCH

- Target Audience
 - Millennials looking to get married
 - Community members looking for a meeting or celebration venue
 - Creatives who could use the space for their creative expression
- Desired Positioning
 - An extraordinary space that preserves history and serves as community-based events center
 - The perfect place to make memories with friends, family, and strangers while enjoying culture & art

IT'S THE HALL Y'ALL

The Art of Life Lives Here



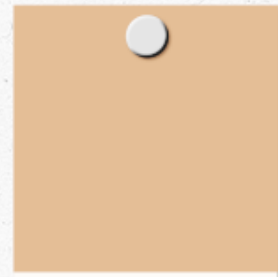
OC4451



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The Modern Mood Board reflects the historic feeling guests love about Southside Preservation Hall and opens doors to new opportunities. This board is inclusive toward all people and occasions; it cherishes memories made while creating new stories. This board brings a lively and funky feel to The Hall.

TAGLINE

It's The Hall Y'all. The Art of Life Lives Here.

SLOGAN

Where stories are created. Where art comes to life.
Where history is made.

Southside Preservation

HALL
1909

HALL

This funky logo includes the maroon color of the Rose Chapel, while incorporating other fun and dynamic colors. It includes the full title of “Southside Preservation Hall” but emphasizes “The Hall,” which supports rebranding. This logo shows the long history and many changes the building has been through, while also demonstrating that there is a bright future ahead for The Hall.

TYPOGRAPHY

HEADER

Baskerville Bold - 72 pt.

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

BODY COPY

Poppins Light

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

* All fonts are free for download on Google Fonts

TYPOGRAPHY

Header & Body Copy

Bold

Header: Baskerville 72 pt.

Light

Body Copy: Poppins 18 pt.

SOCIAL MEDIA GUIDELINES & CAMPAIGN

SOCIAL MEDIA

- Using "The Hall" concept, we updated the Instagram feed with the new brand colors and funky feeling.
- We created Instagram highlights to reflect the elements of The Hall we wanted to focus on.



ROSE CHAPEL



GARDEN



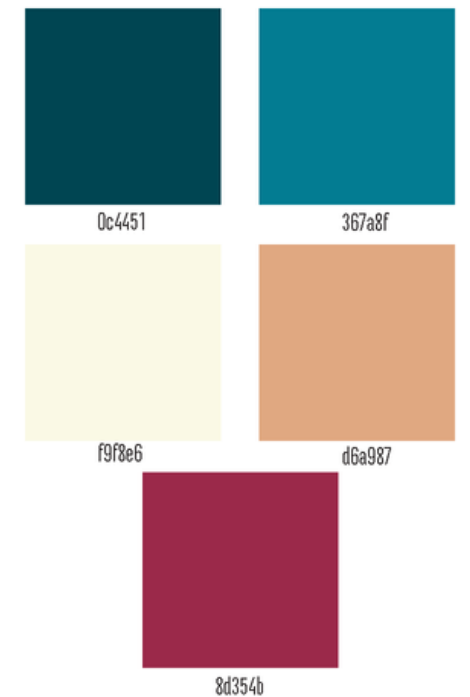
WEDDINGS



EVENTS



HISTORY



SUNDAY

View the Venue

MONDAY

Music Monday

WEDNESDAY

Wedding Wednesday

THURSDAY

Throwback Thursday

FRIDAY

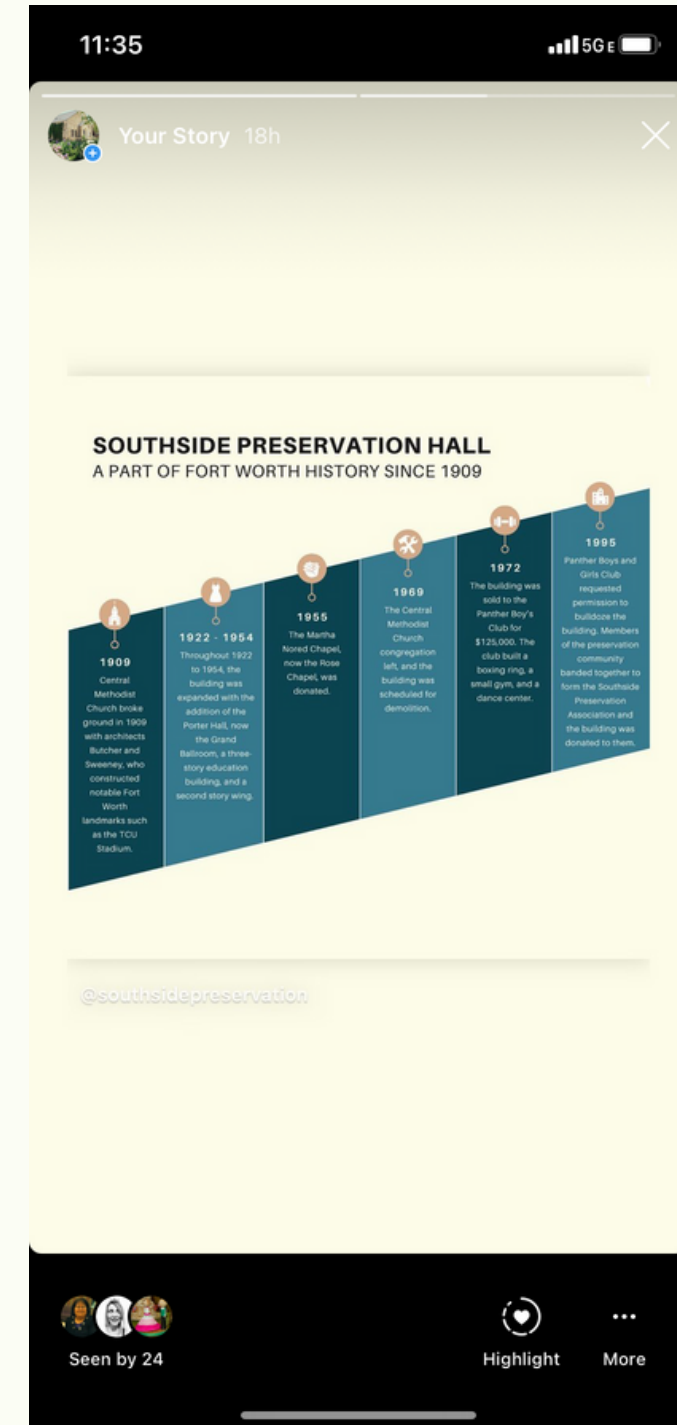
Friday Flowers

CONTENT CALENDAR

1	#ViewtheVenue	#LiveMusic	#DFWVenue	#Historic	#FortWorthGarden
2	#Southside	#Venue	#DFWWedding	#FortWorthHistory	#RoseChapel
3	#FortWorth	#Music	#Tietheknot	#Southside	#OutdoorWedding
4	#Wedding	#Band	#IDo	#Events	#SouthsideGarden
5	#WeddingChapel	#Stage	#FortWorthLocals	#Venue	#NearSouthside
6	#FortWorthWedding	#ConcertHall	#FWLocals	#FortWorthVenue	#Greentumb
7	#FortWorthPhotography	#FortWorthMusic	#bridesofnorthtexas	#exploreTexas	#GarendenInspo
8	#FortWorthVenue	#FortWorth	#FortWorthLoca	#TexasTourism	#FortWorthFlowers
9	#DFWWedding	#PartyHall	#FortWorthLiving	#VisitTexas	#GardenPhotos
10	#Tietheknot	#EventPlanning	#localbusiness	#FortWorthLocal	#Flowers
11	#IDo	#FortWorthLocal	#weddingdress	#FortWorthLiving	#FortWorthLocals
12	#FortWorthLocals	#FortWorthLiving	#WeddingInspiration	#localbusiness	#Historic
13	#FWLocals	#localbusiness	#SouthmainFortWorth	#History	#HistoricGarden
14	#LoveLastALifeTime	#FortWorthVenue	#NearSouthside	#WeddingInspiration	#SouthmainFortWorth
15	#FortWorthEvents	#Magnolia	#TexasWedding	#SouthmainFortWorth	#NorthTexasGarden
16	#ConcertHall	#HistoricDistrict	#TexasWeddingVenue	#NearSouthside	#Nature
17	#TheHall	#EventHall	#WeddingVenue	#TexasWedding	#CityGarden
18	#NearSouthside	#Dance	#EventVenue	#TexasWeddingVenue	#CommunityGarden
19	#Historic	#Concert	#PartyHall	#WeddingVenue	#Courtyard
20	#Tietheknot	#DFWVenue	#WeddingHall	#EventVenue	#CourtyardWedding
21	#IDo	#ConcertVenue	#EventSpace	#PartyHall	#CourtyardGarden
22	#FortWorthLocals	#Performance	#EventPlanning	#WeddingHall	#CourtyardFlowers
23	#FWLocals	#LiveBand	#Southside	#EventSpace	#FortWorthCourtyard
24	#FortWorthLocal	#Performance	#FortWorth	#EventPlanning	#ChurchGarden
25	#FortWorthLiving	#SmallBands	#Wedding	#FortWorthLandmark	#OutdoorVenue
26	#localbusiness	#TexasMusic	#WeddingChapel	#Preservation	#OutdoorEvent
27	#WeddingInspiration	#TexasBands	#FortWorthWedding	#HistoricPreservation	#FortWorthPhotography
28	#SouthmainFortWorth	#TexasConcertHall	#OutDoorWedding	#PreserveFortWorth	#Outdoorphotos
29	#DFWvenue	#TexasMusicVenue	#Garden	#PreserveSouthside	#GardenWedding
30	#EventHall	#TexasLiveMusic	#GardenWedding	#DFWHistory	#FlowersofFortWorth

INCREASE MEDIA ENGAGEMENT

- Posting 3 times a week
- 30 Hashtags per post
- Tagging the location
- Tagging user accounts
- Posting Instagram stories
- Partnerships/Influencers



PARTNERSHIPS & INFLUENCER OUTREACH

YOGI SQUAD X THE HALL

- The Hall posted a photo and tagged Yogi Squad on its Instagram account.
- Yogi Squad posted a photo at the Hall on its Instagram.
- This partnership was mutually beneficial to both parties by gaining engagement from followers of both accounts.



BEFORE

< southsidepreservation ...



885 Posts 933 Followers 2,405 Following

Southside Preservation Assoc.
Beautiful Historic Event space in Fort Worth Tx. Let us help you plan something beautiful!
therosechapel.org/
Followed by victoria.becker, csosborne11 and 3 others

Following ▾ Message ▾



CURRENT

< southsidepreservation ...



18 Posts 957 Followers 2,401 Following

Southside Preservation Hall
Performance & Event Venue
The Hall is a historic nonprofit venue in Fort Worth. Where stories are created. Where art comes to life. Where history is made.
therosechapel.org/
1519 Lipscomb Street, Fort Worth, Texas
Followed by victoria.becker, csosborne11 and 8 others

Following ▾ Message Contact ▾

Garden Events Weddings Recommen... History



< southsidepreservation ...



PHOTOGRAPHY



FUTURE RECOMMENDATIONS

NAME CHANGE

Refer to Southside Preservation Hall as "The Hall."

EXPAND EVENTS

Emphasize that The Hall is not just a wedding venue. Opportunity to expand to conferences, galas, meetings, parties, art gallery shows, yoga classes, and much more.

MAINTAIN DESIRED POSITIONING

Position as a historic community events center.

CONSOLIDATE SOCIAL MEDIA ACCOUNTS

Delete the Rose Chapel accounts on Facebook and Instagram.

USE CONSISTENT TONE

Historical, preservative, one-of-a-kind, optimistic, resilient, creative, diverse, authentic, and heartwarming

REDO WEBSITE

Redo the current website to align with new brand guidelines.

COMMUNITY OUTREACH

Create partnerships with fellow Southside companies and organizations.

FOCUS ON TARGET AUDIENCE

Millennials looking to get married, community members looking for a meeting or celebration venue, and creatives who could use the space for their creative expression.

EARNED MEDIA

Reach out to the media and pitch them to cover a story about The Hall.

THANK YOU!

ROXO APPRECIATES
THE OPPORTUNITY
TO BE A PART OF
THE HALL'S HISTORY.