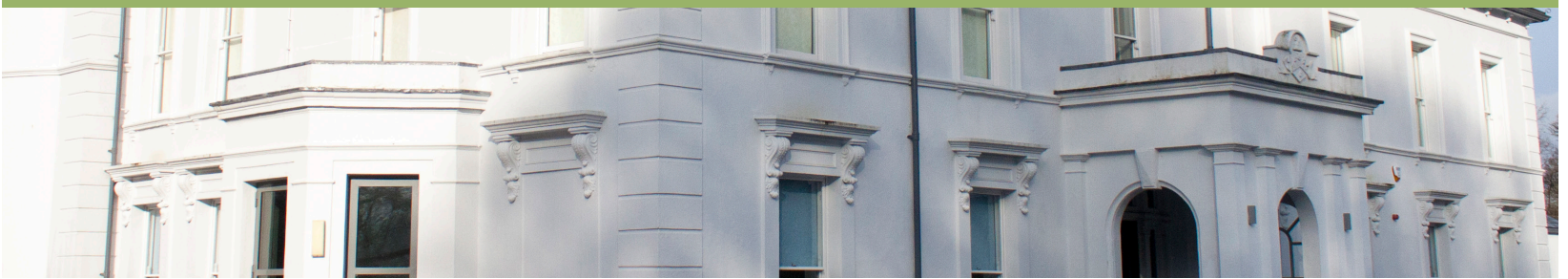


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Brief

BRIEF » INTRODUCTION



Introduction

St. Columb's Park House is a peace and reconciliation centre based in the city of Derry. The house was originally built in 1788 as part of the Chatham estate. However, the surrounding grounds and the house have been associated with other names throughout the past 1500 years, Clooney, Chatham, Hill, Cooke and

to date St. Columb's. The establishment has been used for varied procedures, a lodge, military output, hospital, and the centre as it is now.

St. Columb's Park House reopened as a reconciliation centre in 1994, and was refurbished and extended in 2011; their 21st anniversary in business is May 2015. The centre's ethos is to facilitate the building and fixing of community divisions, which we in N Ireland are all too

familiar with, due to our troubled and bloodied history, in relation to protestant and catholic divisions. However, St Columbs Park facilitates many other groups in addition to its cross community work. This is achieved through community bonding and educational activities and this location is capable of providing a neutral space for these events to take place.

BRIEF » INTRODUCTION

As briefly discussed earlier the house has been revamped to provide a modern establishment of their brand, which extends a wider field to meet more consumer's needs. This is an ongoing process to utilise their space with the existing services of lodgings, café, conference rooms and broad landscape. The house aims to emphasize on capitalizing the use

of the house, in addition to acknowledging that informs the public of their whereabouts and also their services to Derry city and the wider location.

BRIEF » INTRODUCTION

Project Scope

The initial meeting with the client (St. Columb's Park House) allowed the creative team along with Administrative Manager (Claire Mulrone) to discuss and define what is required in the project. This involved potential re-branding of the existing assets, such as the lodgings and café. The following resources were requested for the project:

Logo:

The client expressed attention to detail regarding a new logo, one which was compatible

throughout printed, screen and signs (that may be located outside), in addition that the logo is contemporary and expresses the welfare of the establishment. Establishing St. Columb's Park House primary audiences, the house was presented to the group to become an element of a profitable organisation and in turn create an income for the house.

Web Graphics:

In addition to the re-branding a requirement of web graphics, that are to be used on social media (Facebook, etc.), web banners and applications links to the organisation, for instance emails. The use of these

designs will ensure consistent style presence across all platforms.

Signage:

The deadline for signage being completed by Derry City Council, is set for the 9th March 2015, therefore this takes priority in the project to get the logo designed for the client. This will involve showing templets of how their signs would look, as well as how they would look when displayed in their location.

BRIEF » INTRODUCTION

Printed Media:

A collection of printed media will be developed to replace the existing prints and will complement the rest of the re-branding style of the establishment. Print such as pamphlets, brochures, headed paper and other similar templet designs that may be used on banners.

Photo & Video:

Photographs and videos will be produced for the house, to showcase different events and resources that St. Columb's Park House provide. These pictures

and footage can then be used on different media platforms to communicate a clear image of the house services.

Website:

An online presence of the house has also been requested, as the current website does not show all the facilities that the organisation has to offer. In addition to the website the ability to organize an online booking strategy, with the more update enhance features, for instance, providing directions to the house to potential customers would be a requirement.

BRIEF » INTRODUCTION

Timeframes

The time scale of the project is approx. 14 week to progress and complete the overall re-branding of St. Columb's Park House brief, which has been finalised and agreed on by both parties (the client and the creative team). Furthermore, there are required individual deadlines to be considered throughout the project; in addition to the project there are obstacles to overcome.

The duration of the brief falls between the early stages of February towards the

end of April, at this time the establishment's house and grounds are undergoing construction work. (This should be completed by the end of March). This will impact on the schedule of the project, and may mean altering any media capturing, for instance video footage and photographs that are to be used to promote the image of the organisation. This is delayed until construction is accomplished, especially the surrounding grounds where they will be shown to their best in the Spring.

Key Dates:

Working towards the brief we quickly investigate all areas of the individual projects

that are presented to (us) the creative team. From the first meeting with the client (Helen Henderson) concerns are addressed to the ongoing changes in and around the company. Therefore, we identified these issues at the start of the project and efficiently organised ourselves.

9th March 2015

The Derry City Council issued a deadline to create new signs for St. Columb's Park House. This results in finalising the new logo brand before the production of the new signs.

BRIEF » INTRODUCTION

31st March 2015

The construction work is to be finished. Collecting content such as pictures and video of the house at its best, this content will be then used across various media platforms.

BRIEF » PROJECT TIMELINE

Project Timeline

The project will be carried out over a 14 week period, starting Monday the 26th of January.

Week 1

Project started, research on the house and clarification of key milestones identified. Brief developed for the project.

Week 2

Initial round of logos prototyped, colour schemes and further research on the house.

Week 3

Logos developed further, client feedback on selections. Colour scheme selected.

Week 4

Logos refined, colour scheme set, further client cooperation.

Week 5

Logo selected and final details finished. Printed asset creation & client feedback.

Week 6

Print assets finished. Delivered for 9th March deadline.

Week 7

Further print deliverable creation, website design started, assets for email and social media created. Usage guides for the brand start development.

Week 8

Website design continues, asset creation ongoing, print deliverable client feedback.

Week 9

Website design client feedback and development started, asset creation ongoing, print deliverable client feedback.

BRIEF » PROJECT TIMELINE

Week 10

Construction due to finish, assets for website started. Website development continues. Client feedback.

Week 11

Website development & asset creation continues. Email templates started. Client feedback

Week 12

Website development & asset creation continues. Email templates finished.

Week 13

Website development in final stages, asset creation in final stage. Deployment started.

Week 14

Website deployed, deliverables completed.

BRIEF » WORK ALLOCATION

ADELE

- >> Logo
- >> Digital Media
- >> Signs
- >> Print Media
- >> Photography
- >> Video
- >> Website

RYAN

- >> Logo
- >> Digital Media
- >> Photography
- >> Video
- >> Website

CONAL

- >> Logo
- >> Digital Media
- >> Signs
- >> Print Media
- >> Video
- >> Editing

BRIEF » WORK ALLOCATION

BRIEF » TARGET AUDIENCE

Target Audience

The new brand material should appeal to as wide an audience as possible, but should be aimed specifically at the following target audiences.

Primary Audiences Youth [inc. ages 8-18]

A primary goal of the house is to educate and facilitate peace between members of different communities, disadvantaged young people in particular, as seen in the efforts put in by the Band Forum, Foyle Youthbank, and the facilitation of the

Princes Trust Youth Sporting Programme.

Recreational Groups/Local Community

The house seeks to expand commercially in order to create more revenue, resulting in across the board benefits to the house and the services it provides. This means attracting recreational groups to the house and park.

Secondary Audiences Conference Groups [inc. ages 30-50]

The house has conference rooms which can be used by interested parties such as the PSNI. A professional branding and web presence will

encourage more parties to use the venue for their conference facilities.

Media

The house is in a somewhat concealed location, an expanded media presence is of interest in order to attract more visitors to the location. The rebranding should encourage positive media attention.

International Tourists [inc. ages 21 up]

The house wants to attract groups of tourists to use its facilities and dormitories to

BRIEF » TARGET AUDIENCE

supplement their income
while teaching these
tourists about the local
area and history of
the house, park and
surrounding area.

Branding

BRANDING » INTRODUCTION

Introduction

Consumers' are surrounded by familiar brands which have made their mark in society. We as consumers can indicate well established brands, for example, by observing either the symbol, the typeface, the shape, the colour and the content. The brand is recognisable to consumers, that the organisation's identity provides a service to their customer.

'In every case, a creative professional has considered how to generate recognition for the company and desire

for the brand.' (Wheeler, 2006, pg.10). This is crucial that designers in this field of development take into consideration all aspects and inhibition of what the company does, In addition to how is their clientele? Starting with their primary consumer and (if required) develop the process forward to others.

Alina Wheeler (2006, pg.2) suggests that symbols were always a form of communication that 'express fierce individuality', and 'The velocity of life in the future will demand that brands leverage the power of symbols.' As brands develop and their identities are established, the text that is beside the symbols become less used. This is

because as society is able to relate the visual to the brand.

'Brand awareness and recognition are facilitated by a visual identity that is easy to remember and immediately recognizable. Visual identity triggers perceptions and unlocks associations of the brand.' (Wheeler, 2006, pg.8).

BRANDING » INTRODUCTION

Identity

According to Wheeler, investing in a brand identity is when 'Identity expresses itself in every touch point of the brand and becomes intrinsic to a company's culture – a constant reminder of its core values and its heritage.' (Wheeler, 2006, pg. 14). For example, McDonalds and other similar fast food outlets or indeed finance houses invest heavily in creating and developing their brand, this in turn is seen by consumers on a regular basis, until it simply becomes second nature to us to recognize the particular brand.

Developing the brand is a way of communicating to the public what their identity is in this vast variety of economies. When thinking on the clients (St. Columb's Park House) principles and heritage of the company and for a better understanding of the vast aspects in which the company provide to the public and community groups. This is when the creative team can start to create a logo design that fits in with the identity of the company.

BRANDING » RESEARCH

Researching

The company:

St. Columb's Park House

What they do:

St. Columb's Park House is a historical listed building, which has been used for many things through the years of it standing. Ever the less we are more interested in what the establishment does now.

The house is currently reconciliation centre which tailors additional services for the public, with a café that people walking around the park can come and use.

Along with conference rooms and housing for big group staying in around the area.

What forms of media do they have already?

Current Logo

The current logo which we are roughly told was designed in 2001, the colour scheme is blue. As you can see the logo is a stick figure of a man walking and an infant of the figure. The create team where told that tis may or may not be St. Columb walking out of a rock. This logo may be taking in the name of the saint but it does not reflect what the company is achieving or providing for the community. I want to draw attention to the

logo type face. The write as you can see is not very practical or clear to make out if the public where to read it form a distance or along the road.



BRANDING » RESEARCH

Website

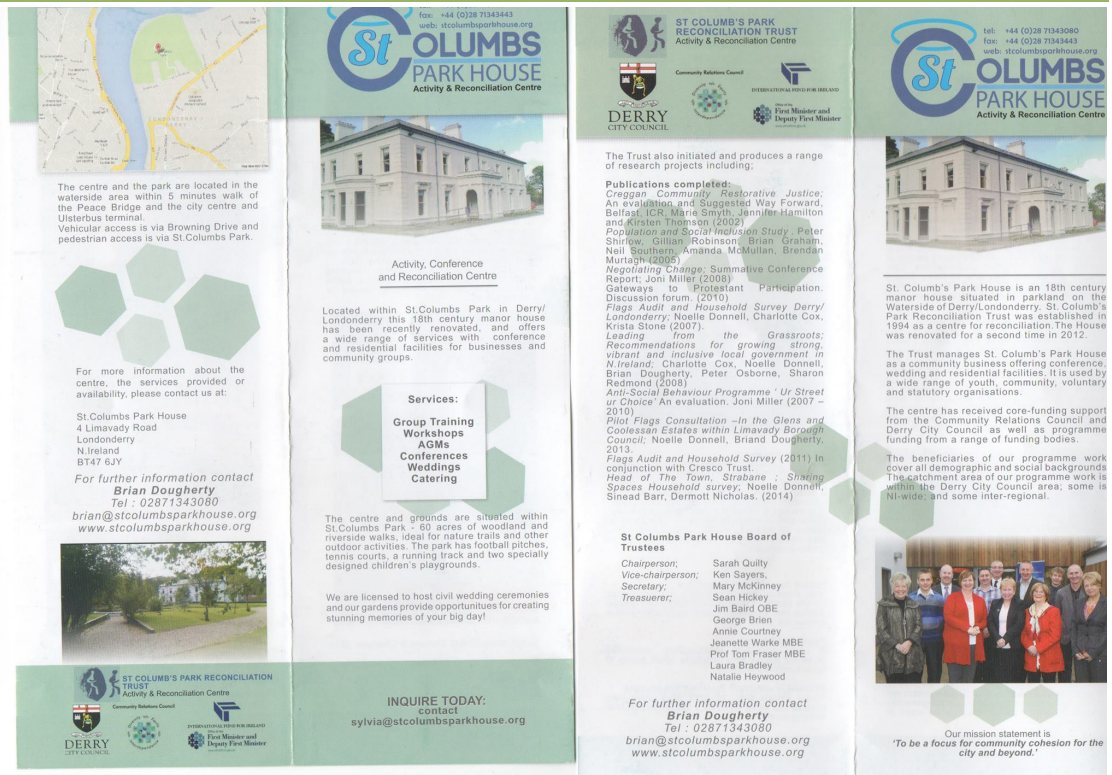
The website needs update. The same colour scheme however different blues are as well as used. Better information and other tools that are need to be incorporated help or assist consumers with location, events and how to book.



BRANDING » RESEARCH

Leaflets

The leaflets need a different look to appeal to their audiences. The create team where then told someone else try design a new logo for the company which did not represent the company at all. This was the halo located above the St. Columb, which then had a different type face which the company should have their font to be consistent throughout.



BRANDING » RESEARCH

BRANDING » RESEARCH

How is St.Columb's

St. Columb's Park House does not what their logo reading more to one side of the community.

The client wanted to keep the identity of the company way from a religious view, however acknowledge their history of the house also the man (St. Columb). How the park and house are name after.

This is where the research in to how is St. Columb and why not allow the house but other building in Derry city are name after St.Columb.

St. Columb(521- 597) also known as Colmcille which means 'Dove of the Church'. Born in Donegal Ireland.

He was a monk and then ordained a priest at twenty-five, which he spent more than a decade developing and teaching of his faith in Derry. St. Columba is well known as the patron saint of Derry with his feast day 9th June.

Derry in Irish is 'Doire' which means 'oak tree'. St. Columb was granted land (Daire Calgach) on the west bank of the Foyle where he built DubhRegles church.

Including other monasteries and churches found in Ireland such as County Kildare, Dublin

and Clare. He is known for one of the twelve apostles of Ireland.

St. Columb left Ireland due to his involvement of the battle of Cul Dreimhne and the fight between king Diarmait and Cooldrevny which took place in 561. He ended up in Iona an island of Scotland. He did come back to Ireland but never stayed.

The remains of a church in St Columb's Park is called the church of St Breacan's. This was a rebuilt church in 1585; the original had been destroyed in 1197 by a Norman Knight.

BRANDING » RESEARCH

St Columb's Cathedral is dedicated to Saint Columb, who developed Christian faith in the Derry area.

There is also a statue of St. Columb located in the park with a drove made in 2013.



BRANDING » RESEARCH

The Day at the House/ Park

The creative team decided on a trip to St. Columb's Park House in Derry to acquire inspiration and creativity to motivate ideas for the logo for the company.

Whiles there we captured images of different aspects around the house and the grounds.

The reflection of that day resulted in that the café menus' did not tie in with the rest of the house. Even though the café is the lease out and provides profitable income towards the

house, the establishment needs a consistent style throughout.



Also the sign outside the café shops entrance, 'café in the park'. The font design was to be considered for the sign 'St. Columb's Park House' this resulted in a manipulation of the font. As the font in the

logo needed to cross all platforms, the team put forward a font similar, which did not require a license for the use of the font in promoting the organisation.



Cafe in the Park

BRANDING » RESEARCH

The house itself had no real unique feature to identify it from other estates across the country. The house had a porch at the main entrance which had the Hill family's crest. This can only be described as the forward facing faces of three dogs.

When experimenting with designs of a logo the indication of a shield was one of my ideas for the logo brand.

The group walked around the grounds looking at the outside of the house and other features that are located in the gardens noting

was standing out. However the forest itself showed a variety of different trees and individual shapes of leaves which at this time of the year there was very few on the trees.

An idea may be come from the different leafs?

When walking around the different paths there are two sets of play parks, which are made out of wood to blend in with its natural habitat.

This showed the group an awareness of what is located in St. Columb's Play Park, for example swings, climbing frames, hurts, zip line and much more.

The group so discovered that there are lots of people walking around the grounds from dog walkers, runners, cycles and ordinary walkers.

They are out getting those five minutes of peace and relaxing that the surrounding grounds gives, although there are no real signs that provides information to the public to see there is a café in the house that they many stop in for tea, coffee or water.

As the client has told the create team that the council are for print the organisation new signs in March.

BRANDING » RESEARCH

The day at St. Columb's Park House we remember the client tells us they have lodgings in the house which houses big groups of people such as bands, young groups and many more clubs that come to stay in Derry.

There is no unique features that can be incorporated into a logo. However we take from the house that it is bunk beds, which will be a design that will be later tailored into the design.

BRANDING » RESEARCH

BRANDING » RESEARCH

Designing brand/ Logo

Symbol

Symbol by Angus Hyland and Steven Bateman, I start to search through this book that had over 1,300 symbols, which was organised in the characteristics visual style. Each symbol provides a brief summary of who the company is, who created it, when, and what the symbol means.

This book inspired ideas that I started to think on for my client's logo. You will see in the subheading 'Drafting Designs' my early designs and ideas for St. Clomub's Park

House. Never the less here I will discuss the symbols is the book that encouraged me along with the groups to create our client's logo.

1. Cricle
2. 4 cricles
3. Speech 1
4. Speech 2
5. Square boxes
6. Lines (like trees)#
7. Stick finger
8. Groups of people 1,2,3,4
9. Tree with people
10. Hands
11. Building 1,2
12. Shield

BRANDING » RESEARCH

Designing Brand Identity

Wheeler (2006, pg.15) discusses why invest in brand identity, 'makes it easier for customer to buy'.

The word 'buy' can therefore be interpreted in various forms for example; selling a product to consumer, the brand's name could be the reason why people are more likely to purchase the product.

However the client (St. Columb's Park House) it is more about getting people to not just buy

but recognize what that establishment does, therefore acknowledging their identity. With this in mind identifying the company with a visual image or symbol makes it easier for consumer to identify with the company.

BRANDING » RESEARCH

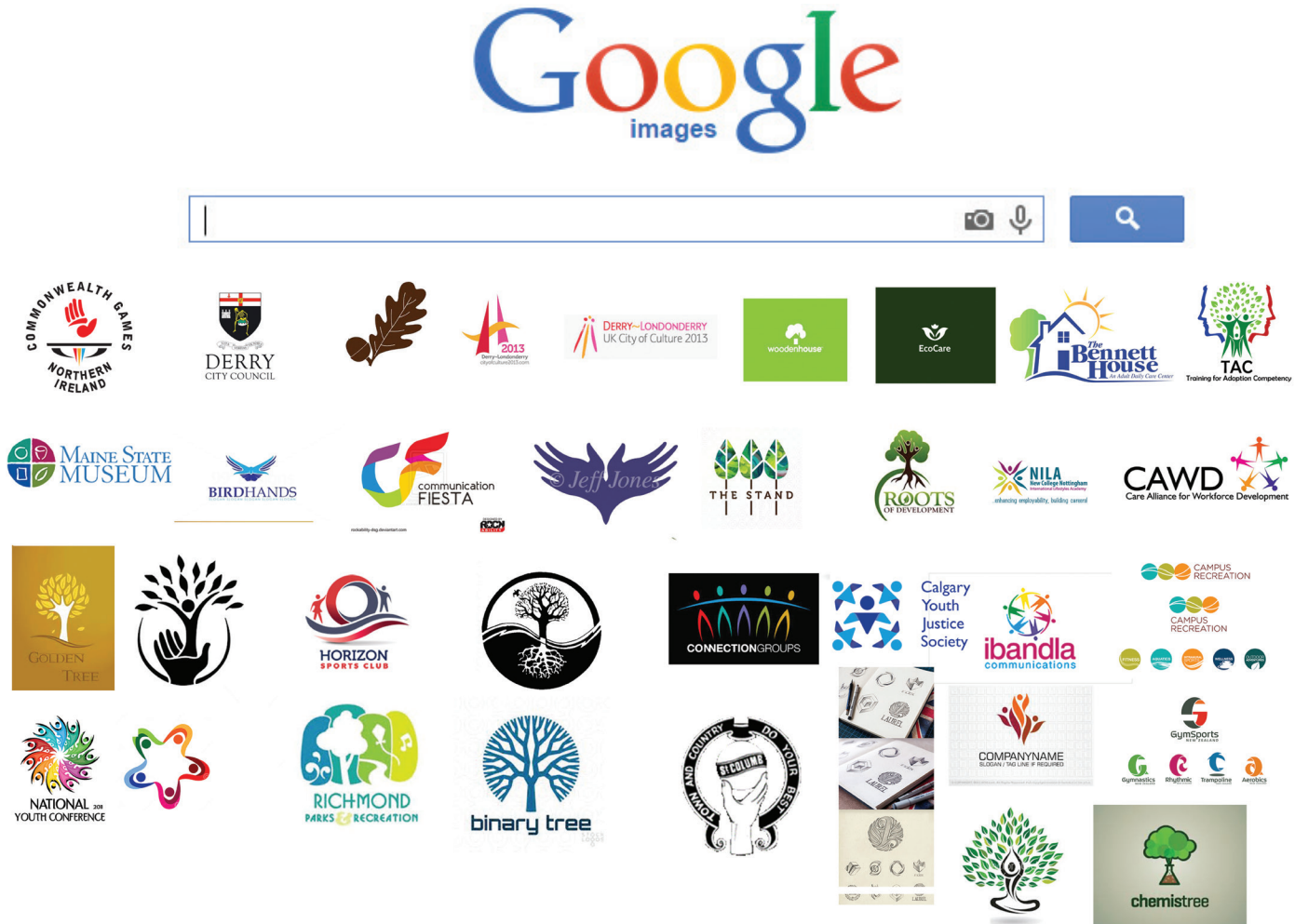


Google search Image Different words:

Tree logos
House logo
Estate,
Reconciliation centre
Hand logo
St. Columb logo
Derry Logo – pieces
bridge, Derry council
Northern Ireland logo

These images and logos were then drawn up and displayed to the group to be discussed and examined, in a meeting with the three members of the group. Here we discussed which logos and images were relevant, at this we also created as a term a mind map of ideas of what St. Columb's Park House does and all the areas that the establishment provides.

BRANDING » RESEARCH



BRANDING » RESEARCH

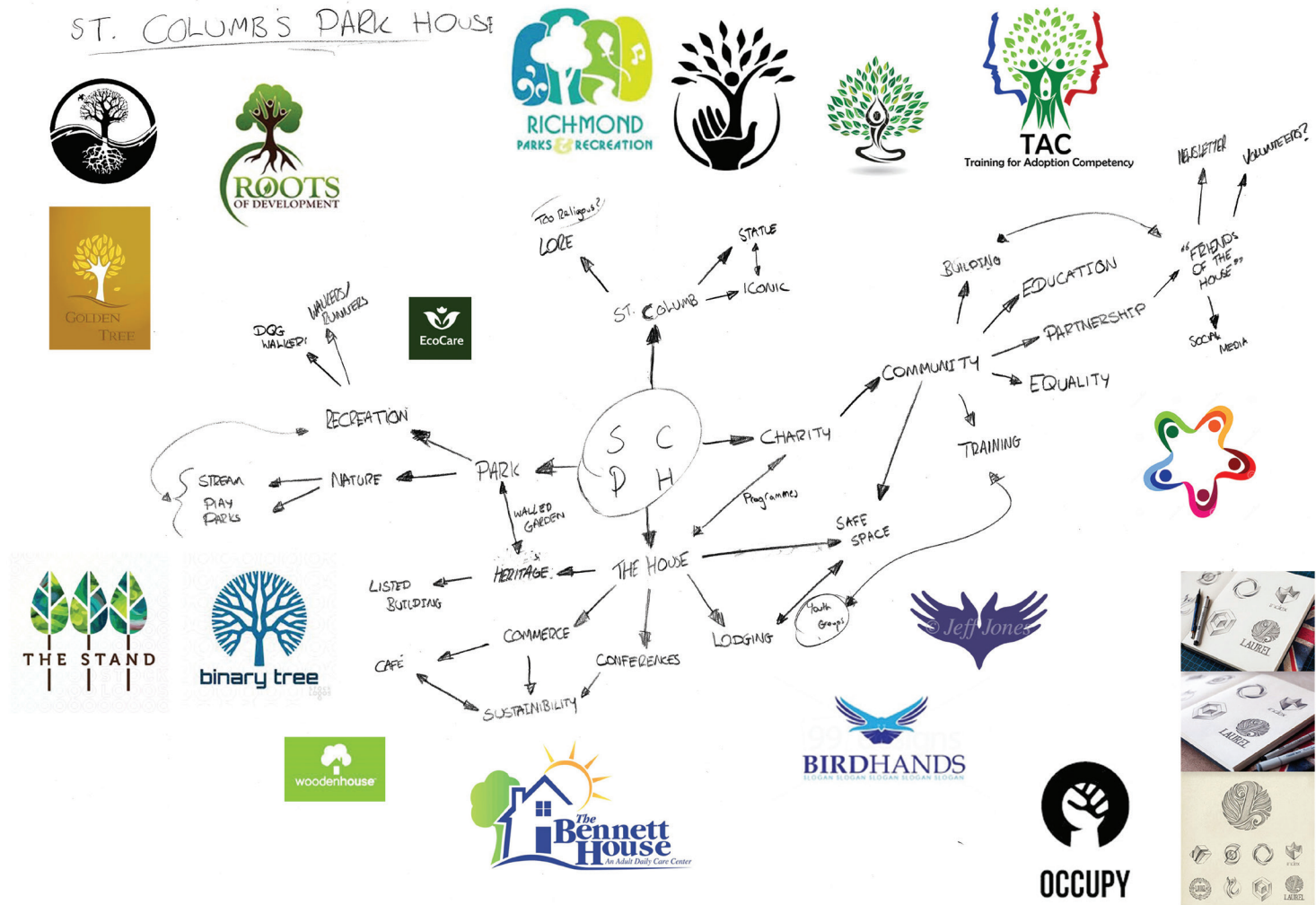
The Team's Mind Map

Dabner, Stewart, Zempol (2014, pg.14) suggest 'Brainstorming, or sketching in a non-linear diagrammatic way, approaches problems by exploring each component in as much depth and breadth as possible, finding connections and associations that work to strengthen the concept. This process aims to push achievable boundaries.'

Brainstorming helped the create group to define all the key areas of St. Columb's Park House, which were further developed by looking a key words, symbol and image that can be used in a logo.

The important role we required for the logo that it reflect what the organization (St. Columb's Park House) provides, in addition the brainstorming was able to expand our ideas, we then took all the key aspects in which by defining the key components that would mold the logo.

BRANDING » RESEARCH

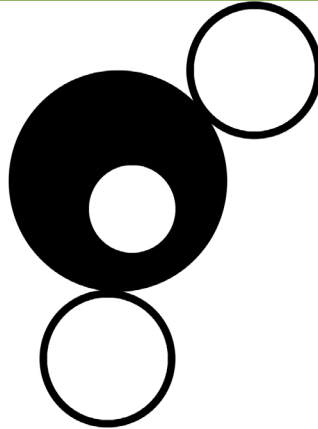


BRANDING » LOGO DESIGN

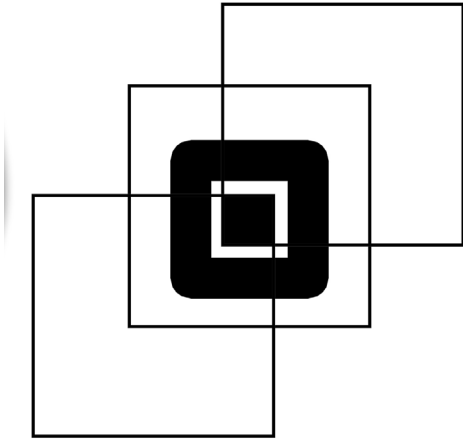
Drafting Designs:

The first drafts of my logos as observing form my earlier chapter on the book 'Symbol (2011)'.

The 16 logo form the book can be interpreted from these designs of my early design for the client's logo.



BRANDING » LOGO DESIGN



>>Fig().

>>Fig().

>> Fig().

>> Fig().

>>Fig().

>>Fig().

>> Fig().

BRANDING » LOGO

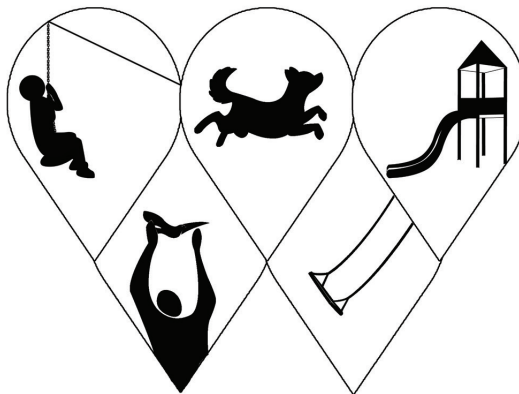
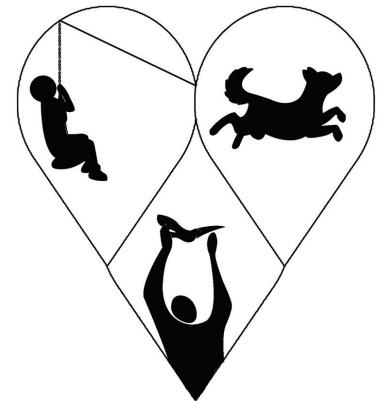
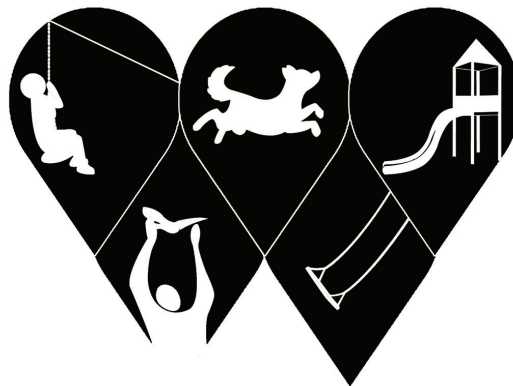
The client's input/ idea

After a couple of weeks researching the client emails the group about what they would like to have writing beside the logo of St. Columb's Park House.

The Heart of the Park

which then was changed later to The Heart in the Park before signs were printed. This had a big impact to the design of the logo as images/ symbols of hearts where then the focus point in the design.

Here where some the design that I produced for the weekly meeting that week.



BRANDING » LOGO

>> Fig().	From these design I only designed in black and white because the company with low budget would copy flayers in black and white later on.	their company best. Ryan Park invested into the font of St. Columb'd Park House which had to look similar
>> Fig().		
>>Fig().		
>>Fig().	<p>The colour scheme is primary and secondary colours with a natural tone of colours, which could be found outside and easy on the eyes.</p> <p>At this point of the project around week 4 the illustration job was a pointed to Adele Atchison (create term member) as there was three logos that will be shown to the client.</p> <p>This keeps all three logo to the same style of art which would make it easier for the client to defining which one suited</p>	

BRANDING » LOGO

The final Three Logos

Frist:



BRANDING » LOGO

Second:



BRANDING » LOGO

Thrid:



BRANDING » LOGO

Pitch

PITCH » LOGOS

Introduction

The pitch Monday 2nd March, the create group displayed three logo which were thoroughly researched to match the client's company (St. Columb's Park House).

>> Fig 1.

The four hearts that show a swing to show the park, the dog for the walkers around the park,

St. Columb himself to show the history and name of the house and the tree to give the natural element to the company.

This logo could be adapted very easily with the hearts on their own for individual needs throughout the establishment.

As these four works well together as it was showing at the meeting the shape of the heart with other objects the cup show the café and the bunk beds display lodging, adapt with this vest forms.

>> Fig2.

The blue pebbles are similar to Fig1. with a different outer shape, however did not adapt as well on its own like the hearts.

>> Fig3.

The St. Columb's Tree shows all the different leafs that are found in the park, also object like the swing and dog where then put into this logo but didn't work as clear as Fig1.

At the meeting the creative group with Claire Mulrone (Administrative Manager) put forward to your client Helen Henderson (Manager of St. Columb's Park House), the three logo design.

Here Helen would example which logo best suit the company, furthermore the creative

PITCH » LOGOS

term example where these designs come from and why we think (for each logo) should be the company's brand identity.

Form the font to the colour scheme, processing on the next subtitle in this book Mockups are a great way to get the client to envision what the logo would look like on stationary as well as other objects that can be sold to the public to the brand out there for instance cups, hoodies and water bottles.

PITCH » LOGOS

PITCH » LOGOS

PITCH » MOCK UPS

Mockups

Envision the logos the mockups was a great way for the team to sale all three logos, here the client didn't have to think what each logo would look like on the headed page or emails.

It was already done for them seeing the logo in this different form mater, the logo was already come to life as it was being seen by the public in various forms, for instance on their work stationary, cups, hoodies and water bottles.

Here are some of the mockups Adele, Ryan and I did for the meeting:

How it was done:

In the weekly meet the creative directory (Adrian Hickey) can up with an idea of show the client, I shape of the Heart Park/ Natural or something along that line.

This can be taking form I heart NY. However after drawing up this idea the 'I' was dropped but the team let the client decide and they agreed without the 'I' was better.

PITCH » MOCK UPS

PITCH » MOCK UPS



St. Columb's Park House
Heart of the Park



St. Columb's Park House
Heart of the Park



St. Columb's Park House
Heart of the Park



St. Columb's Park House
Heart of the Park

PITCH » MOCK UPS

BRIEFING » MOCK UPS



**St. Columb's
Park House**
Heart of the Park



**St. Columb's
Park House**
Heart of the Park



**St. Columb's
Park House**
Heart of the Park



**St. Columb's
Park House**
Heart of the Park

BRIEFING » MOCK UPS



BRIEFING » MOCK UPS
