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Brief

BRIEFING » INTRODUCTION



St. Columb's Park House is a peace and reconciliation center in Derry-Londonderry. The house and surrounding park take their name from St. Columb, the patron saint of Derry-Londonderry.

The house was built in 1788 and called 'Chatham'. The house and surrounding area were bought in 1845 for use as a public park.

The St. Columb's Park Reconciliation Trust was set up in 1994 in order to

create a safe and neutral space. Throughout its long history the house and park have seen many uses, such as a lodge, military outpost, hospital, and presently, a peace and reconciliation centre.

The house offers its facilities for use for activities and programmes both offered by the Reconciliation Trust and for use by outside parties and membered of the local community who wish to utilise the neutral space there.

St. Columb's Park House has requested that their brand be refreshed to help encourage more people to use their facilities and make use of the space. They hope that this will help increase public awareness about their available facilities and bring awareness about the work that they do. This should bring more people to use the house and increase the self sustainability of the house through extra charity and revenue through their cafe.

BRIEFING » PROJECT INFORMATION

We had a meeting with a representative of St. Columb's Park House in order to assess the project. This involved the re-branding of several aspects of the house and its current resources to bring them up to date. The following aspects were requested.

Logo

It was decided that a new logo would be designed to better reflect the areas the house wanted to emphasise most. This would be a modern design that would cater foremost to the primary audience, however

the remaining target audience's would be kept in mind while designing the new logo.

Website

To complement the new logo design, it was agreed that a new website would be constructed to bring the houses' web presence in line with their new aesthetic. Several functionalities are required to meet the needs of the house, these are outlined in the brief itself.

Web Graphics/Digital Media

To ensure St. Columb's Park House has a consistent image and presence across all forms of media and communication it

utilises, new graphics will be created for both the new website, emails and social media platforms.

Photo & Video

Photographic and video content will be created for the house to use. These will be of a high quality and consistent standard to convey a professional image of the house.

Signage

It was established that the house was receiving new signs from the council. These had a deadline of March 9th 2015 by which

BRIEFING » PROJECT INFORMATION

the logo and designs would need to be completed and approved by the house for printing. We determined that the logo and sign design would take priority until this was completed in order to meet this deadline. This will ensure that the house has a consistent image both online and in the physical space it occupies.

Print Media

To update printed media to keep it in line with the new website, signs and various other resources, new information leaflets, brochures, headed paper,

and assortment of other printed media will be designed. These will be designed to appeal to the target audiences.

Usage Guides

Accompanying new resources will be simple usage guides on keeping the brand image consistent once the project is completed. This will include guides for the website, social media resources, and the logo.

Work Allocation

In our group, we decided which tasks that it would be most efficient to divide the tasks between ourselves utilising each individuals skills. We felt that we would be more efficient sharing the work between ourselves as necessary to avoid unnecessary strain on one person and to increase output times.

BRIEFING » 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

BRIEFING » TIMEFRAMES

The project had a 14 week time frame in which to fully develop and complete the requested resources. This encompasses individual resource deadlines that must be met.

During the initial stages of the project, the house and surrounding park were undergoing construction work.

Several aspects of the requested work were impacted by this and were scheduled accordingly to accommodate this.

Important Dates

A number of key dates were established during the meeting with the client. These included when the sign designs would be needed, and when construction work would be finished. Knowing these from the start of the project allowed us to plan our time accordingly to make the best use of it.

March 9th 2015

This was the deadline for the signage that would be provided by the council. The logo and sign design needed to be completed and approved by this date.

March 31st 2015

This was the date by which the construction work was estimated to be completed by. Due to this work, the photography and video work could not be started until this date. Although this would delay the creation of vital assets for the website and print media, it was decided that this would ensure the best image would be communicated by St. Columb's Park House.

BRIEFING » THE PRIMARY AUDIENCE

From our meeting with the client and additional research, we established the following two groups as the primary audience the house aims to appeal to the most. The primary audience is as follows and this is where the main focus will be placed in order to make the designs the most appealing to them.

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 into the groups such as the Band Forum, Foyle Youthbank, and the facilitation of the Princes Trust Youth Sporting Programme. To appeal more to this audience, there should be brighter, bolder or more vivid colours than the existing material, used for the new branding and logo designs.

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.

BRIEFING » THE SECONDARY AUDIENCE

The secondary audiences are listed as follows, and they should carefully be considered and included when designing the new logo and brand so as to appeal to them as well as the primary audiences.

Conference Groups [inc. ages 30-50]

The house has a selection of conference rooms which can be used by interested parties such as the PSNI. A professional brand identity and sophisticated web presence will encourage more potential parties to utilise 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 new brand should encourage positive media

attention and improve the public awareness of the house and its facilities.

International Tourists [inc. ages 21 up]

The house aims to attract groups of tourists to use its facilities and dormitories. This will supplement the income of the house while teaching visitors about the local area of Derry, the history of the house, the park and the surrounding area. The dormitories accommodate up to 15 people per side of the house.

BRIEFING » TIMEFRAMES

The project will be carried out over a 14 week period, to the following schedule.

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 created, website design started, assets for email and social media created. Usage guides for the brand begin development.

Week 8

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

Week 9

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

BRIEFING » TIMEFRAMES

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, all requested materials completed and delivered.

BRIEFING » LOGO AND BRANDING



A new brand identity is required along with a new logo to refresh the image of the house and make it more appealing to the identified target audiences.

Some of the key values to take into account when creating the logo and brand identity include:

- >> The inclusion of all community members
- >> Equal opportunities for all

Key aspects which will be taken into account when creating the logo and brand identity:

- >> A clean and simple design
- >> The logo should work in greyscale
- >> The logo needs to work effectively both online and outdoors on signage

The chosen logo and branding designs will be used to create headed paper, email signature banners, web banners, information leaflets, and electronic newsletters/e-zines for the house to use as required.

Basic usage guides will be made for these to ensure consistent use in the future.

Logo and Branding

LOGO AND BRANDING » EXISTING ASSETS

The house has an existing logo and website that follow below. The existing logo has been explained to us as a man walking from a stone. As a group we fail to see any relation to the house and were unable to decipher it ourselves. This suggests the general

public would also potentially be confused by this logo. The existing website is very plain and many of the pages do not have

content or do not work at all. This will be rectified with the new site and it will be more visually appealing.



LOGO AND BRANDING » EXISTING ASSETS

The house also had some existing brochures that are shown here. These do not match the online aesthetic of the house and are both very bland and contained inconsistent logos that the client thought made them appear as a religious organisation. This was something they wanted to avoid in the new branding and logo design. It was decided that we would not be modernising any of these designs due to their mixed messages that may confuse the public.



tel: +44 (0)28 71343080
fax: +44 (0)28 71343443
web: stcolumbsparkhouse.org



DERRY CITY COUNCIL



Community Relations Council



INTERNATIONAL BROTHERHOOD OF IRELAND



Derry First Minister and Deputy First Minister

The Trust also initiated and produces a range of research projects including:

Publications completed:
Creggan Community Restorative Justice: An evaluation and Suggested Way Forward, Belfast, ICR, Marie Smyth, Jennifer Hamilton and Kirsten Thomson (2002)
Population and Social Inclusion Study, Peter Shirlow, Gillian Robinson, Brian Graham, Neil Southern, Amanda McMullan, Brendan Murtagh (2005)
Negotiating Change: Summative Conference Report, Joni Miller (2008)
Gateways to Protestant Participation, Discussion forum, (2010)
Flags Audit and Household Survey Derry/Londonderry, Noelle Donnell, Charlotte Cox, Krista Stone (2007)
Leading from the Grassroots: Recommendations for growing strong, vibrant and inclusive local government in N Ireland, Charlotte Cox, Noelle Donnell, Brian Dougherty, Peter Osborne, Sharon Redmond (2008)
Anti-Social Behaviour Programme 'Ur Street ur Choice' An evaluation, Joni Miller (2007 - 2010)
Pilot Flags Consultation - In the Glens and Coolestown Estates within Limavady Borough Council, Noelle Donnell, Brian Dougherty, 2013.
Flags Audit and Household Survey (2011) in conjunction with Cresco Trust.
Head of The Town, Strabane : Straining Spaces Household survey, Noelle Donnell, Sinead Barr, Dermot Nicholas, (2014)

St Columbs Park House Board of Trustees

Chairperson: Sarah Quilty
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For further information contact
Brian Dougherty
 Tel : 02871343080
 brian@stcolumbsparkhouse.org
 www.stcolumbsparkhouse.org



St. Columbs Park House is an 18th century manor house situated in parkland on the Waterside of Derry/Londonderry. St. Columbs Park Reconciliation Trust was established in 1994 as a centre for reconciliation. The House was renovated for a second time in 2012.

The Trust manages St. Columbs Park House as a community business offering conference, wedding and residential facilities. It is used by a wide range of youth, community, voluntary and statutory organisations.

The centre has received core-funding support from the Community Relations Council and Derry City Council as well as programme funding from a range of funding bodies.

The beneficiaries of our programme work cover all demographic and social backgrounds. The catchment area of our programme work is within the Derry City Council area, some is NI-wide, and some inter-regional.



Our mission statement is
 "To be a focus for community cohesion for the city and beyond."

Our Current Programmes



Comic Relief Sport for All programme
 The programme aims to use sport as a vehicle for capacity building amongst young people and as a diversion from anti-social behaviour. We work with 120 young people in partnership with sporting organisations, Caw FC, Greavedonell CC, City of Derry Rugby Club, Steelstown GFC, Newbuildings Cricket Club, Ardmore GFC and Phoenix Boxing Club (Bogside).

Londonderry Bands Forum
 The forum, made up of 12 local bands is the first ever in the City and aims to promote a more positive message of bands culture locally and to improve relations between bands and the wider North-west community. The programme includes a range of training opportunities for Bands Masters and young band members to have a broader positive influence in their communities. The programme also aims to promote a regional strategic approach to co-operation and influencing policy direction.



Cultural Heritage and Identity Programme (Flags Forum)
 Since 2007 we have been working on the issues of flags and symbols in the North-west in a range of estates in L'Derry, Limavady, Strabane, Magheramason and Castlederg. This includes: household surveys; mapping flag numbers and contentious spaces; facilitating local community dialogue; developing resource allocations to develop locally run programmes and developing a Flags Protocol for each of the areas.

Our Current Programmes

National Citizen Service Programme
 Co-ordinated by co-operation Ireland we are the North-west delivery partner in this programme involving 45 young people from L'Derry, Castlederg and Portrush in a 20 week capacity and team building programme including residential and locally based social action projects. Annually we run a spring and autumn programme.

Peace Walls 'Creating Change' Programme
 Funded by the IFI we are working with the local community associations 4 local Waterside based communities, Top of the Hill, Irish Street, Tullyally and Curryinierin in a two year inter-generational and research programme with the ultimate aim of cementing inter-face relations and physically regenerating identified contentious spaces and barriers.



Unionist Forum
 We were asked to facilitate a process of dialogue between 80 representatives from political parties, community representatives, church leaders, statutory bodies and the PSNI to explore issues of concern within the Protestant Unionist, Loyalist Community. A series of public forums have taken place with a range of speakers examining the issues of Policing, cultural identity, economic investment, political leadership, educational under-attainment.

Forum for Cities in Transition
 This international programme is co-ordinated by the Northern Ireland Foundation and UlMass Boston and includes 14 steering groups in cities across the world.

Foyle Youthbank
 A cross-community grant-making committee of young people who distribute small grants to local youth-led projects

Princes Trust Youth Sporting Programme
 Young people aged 16 work on a week long programme using sport as a taster for personal development.

LOGO AND BRANDING » RESEARCH

After our first meeting with the client, we started doing some research on various aspects of the house. This included looking at the history of St. Columb as a figurehead of the park.

St Columb

St Columb, also known as Columba or Colmcille (meaning Dove of the Church) is the Patron saint of Derry-Londonderry. He was born in Donegal in 521 and was the great great grandson of Niall of the Nine Hostages (the King who brought Saint Patrick to bondage in Ireland).¹

He was a religious figure who was granted land (Daire Calgach) on the west bank of the Foyle where he built Dubh Regles church.

The church in St Columb's Park is called the church of St Breacan's, which was a re-built church from 1585, the original, Dubh Regles, having been destroyed in 1197 by a Norman Knight.²

Derry-Londerry got it's name from this section of land, as Daire is Irish for oak tree, one of the most prominent trees in the area.

St. Columb founded monasteries and churches all over Ireland, including Co Kildare, Co Dublin



LOGO AND BRANDING » RESEARCH

and Co Clare, and he later became one of the Twelve Apostles of Ireland.³

He was involved in the argument that led to the Battle of Cul Dreimhne

and also a battle against King Diarmait and Cooldrevny after the Prince Curnan (who was under his protection) was killed. Both of these battles occurred in 561.⁴

Due to his involvement in these battles he left Ireland in exile and ended up in Scotland.

Statue of St Columb was made in 2013.



Café in the Park

We visited the park at the start of February to take some photographs of the grounds and to help us understand the location better. While there we took note of the Café in the Park logo, and also the menu's of the café that were completely inconsistent with the design of the café's logo.

LOGO AND BRANDING » RESEARCH



The house was built in 1788 and called 'Chatham'. It and surrounding area were bought in 1845 for use as a public park.

The St. Columb's Park Reconciliation Trust was set up in 1994 in order to create a safe and neutral space.

The house has been used as a lodge, military outpost, hospital, and is presently the peace and reconciliation centre.

LOGO AND BRANDING » LOGO DESIGN

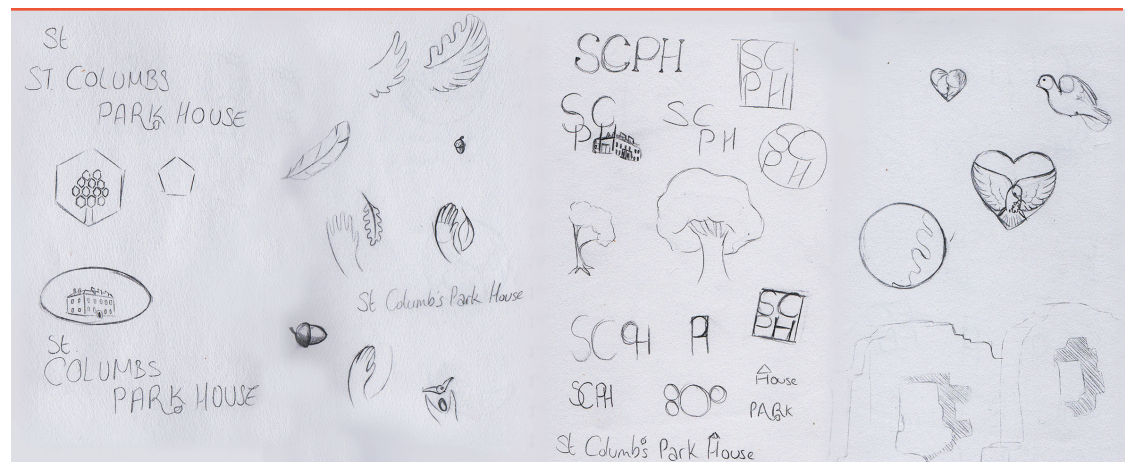
The house wanted to be sure that the new branding would be non-religious, so as to avoid alienating potential visitors from their purpose. They placed importance on the park itself and their outreach work. They wanted the new image to reflect the house and its gardens, as well as to be engaging to the public.

They emphasised that the park was a recreation and neutral space. They hope to bring more attention to the café, their rentable dorm rooms and the youth group activities that they offer.

With these aspects in mind we started drafting initial designs. These designs varied greatly, with the house, hearts, leaves and doves included due to their perceived meanings.

The designs shown below were initial sketch ideas. Monogram style logos were discarded

as being too corporate. An oak leaf featured in several sketches due to it's connection to Derry-Londonderry. Hand symbols were suggested for their relation to community.



LOGO AND BRANDING » LOGO DESIGN



ST COLUMB'S
PARK HOUSE



Some of these sketches were then refined in photoshop. These logos were either outlines or kept in black and white as there was uncertainty about colour schemes.

Fig. 1

This logo idea contained the house to represent the

history of the park, a stylised hand representing community and an oak leaf representing both the park and Derry-Londonderry.

Fig. 2

This logo idea was an outline version of fig.1 with St. Columb's Park House below it in text.

Fig. 3

This logo idea was another variant of fig.1 with the hand swapped out for a stylised dove, chosen as the dove is a common symbol for peace. This would help back up the purpose of the house as a peace and reconciliation centre.

LOGO AND BRANDING » LOGO DESIGN



Fig. 4

This logo design was of a dove in a heart, representing peace and love of community. It was later discarded as being too religious.



Fig. 5

This design was more abstract, as it was two dove wings in a yin yang style, and was discarded early due to this abstraction.

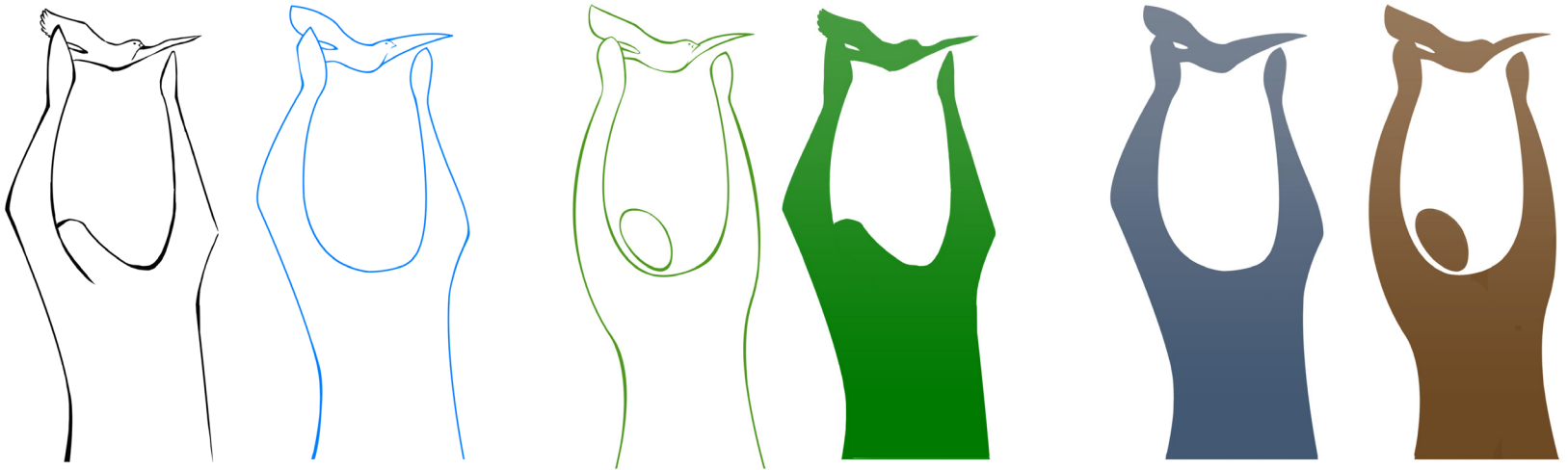


Fig. 6

This design was similar to an American style logo containing the house and the name inside a shape.

At this point I was advised to develop fig.1 in colour to see how it would turn out, and to look at including St. Columb in a design.

LOGO AND BRANDING » LOGO DESIGN



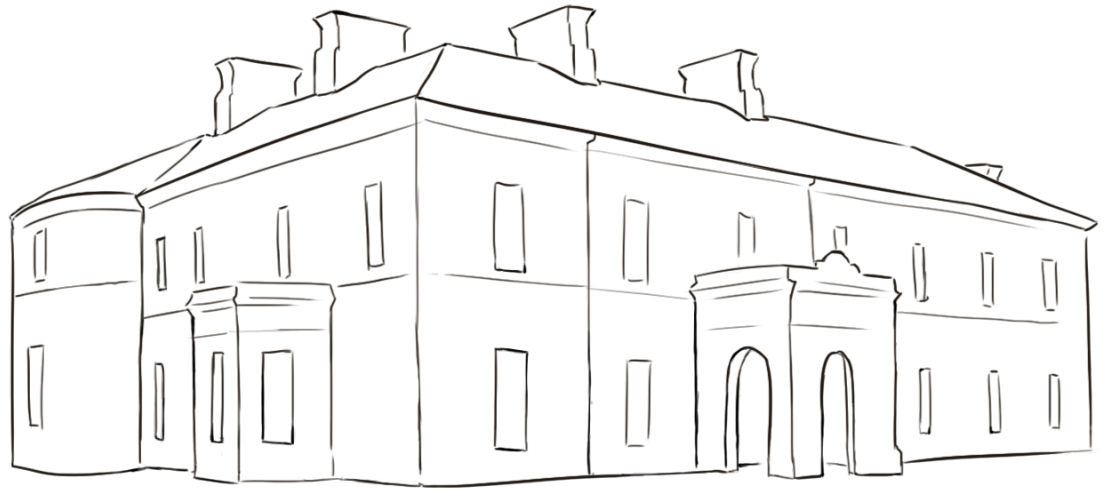
LOGO AND BRANDING » LOGO DESIGN

Fig. 7 - 9

These designs were various versions of stylised lineart of St. Columb from a photograph I had taken while at the park. From this it was decided that the blue design with a stylised head would be the best version of this to use.

Fig. 10 - 12

These designs featured a traced image of the house from photographs taken while we were there. The oak leaf in the original sketch was replaced with a generic leaf. This was an experiment and it was decided that we wouldn't use gradients in the logo.



For these designs, the above sketch was used to maintain a sense of consistency. The image was hand drawn to give it more of a friendly feeling but it was

later decided that a vector version made by Ryan would be used where an image of the house was required.

LOGO AND BRANDING » LOGO DESIGN

We came up with 4 key aspects that were the most important:

- >> St. Columb
- >> The House
- >> The Park
- >> Charity

These 4 themes could be divided into further ideas such as equality, recreation, sustainability, safe space, residential and education.

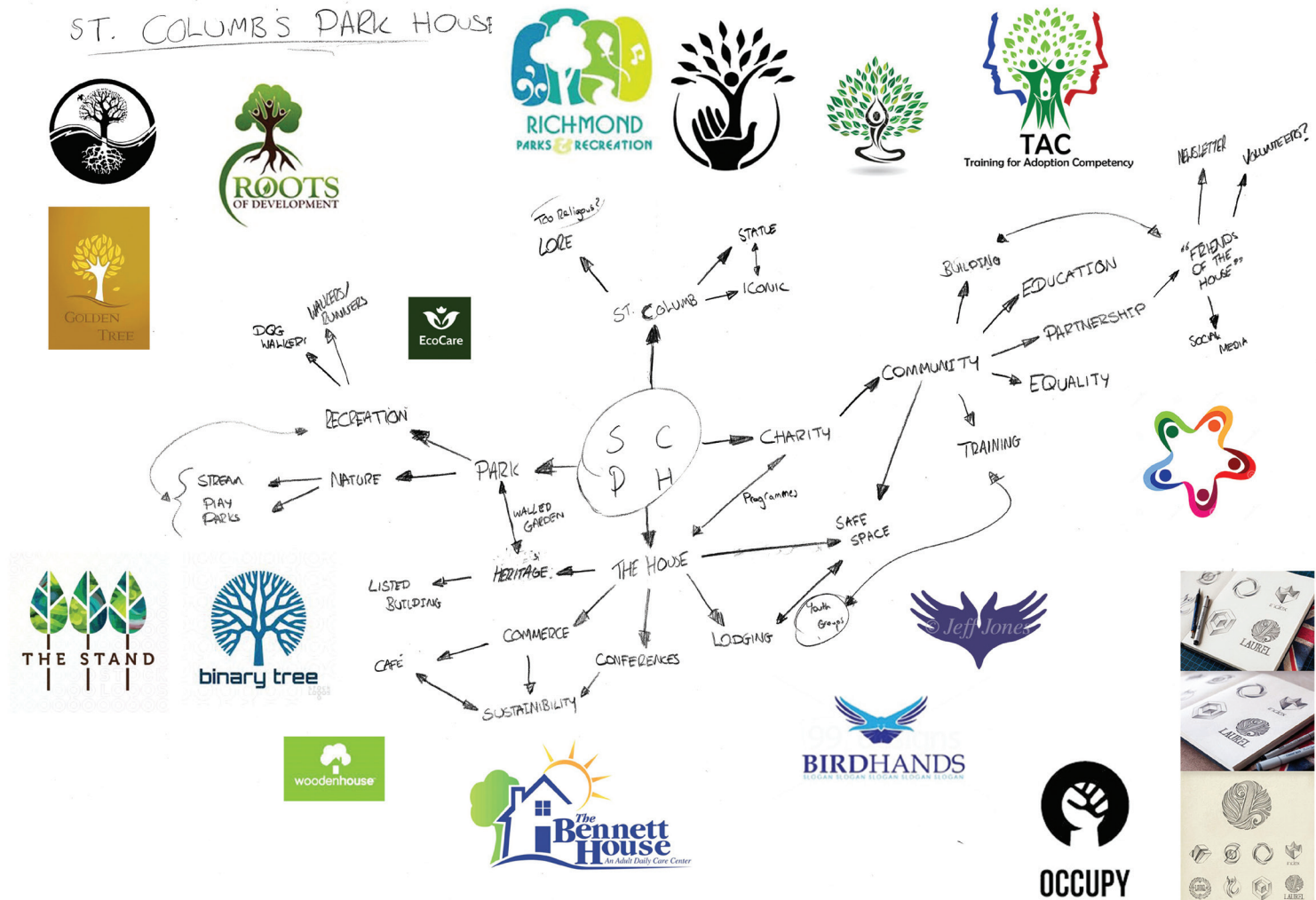
The house also wanted to include the café as they gain a percentage of the revenue it makes to help with funding as one of their only sources of income.

Increasing the revenue here would help the house to fund more activities and allow them to continue their important work between communities.

From this we were able to identify that a potential route for the logo to take would be one where it was made up of sections that could be used separately, but that each section would represent an important aspect of the house.

At this point we were also given a suggested by-line for the house "The heart of the Park". This caused us to consider heart shapes again in potential designs.

LOGO AND BRANDING » LOGO DESIGN



LOGO AND BRANDING » LOGO DESIGN



This design was based around the idea of St. Columb being at the heart of the park. Turning a variety of leaves (oak, beech, sycamore and horse chestnut) all found in the area in and around the park. These were warped into a heart shape. Placing St. Columb in the middle of this also gave it a similar image to a tree as well as holding the heart. This was one of the 3 designs to be used during the final pitch to the client.

LOGO AND BRANDING » LOGO DESIGN

As this design was based around the idea of a tree, a possible route for the logo was to have it change colours to match each season. The house could use the summer logo for all their permanent features such as signage but then for other things such as news letters they could use the logo appropriate for the season. Winter's logo with this idea had no leaves, however it could be modified to have blue leaves if it was thought of as too sparse.



LOGO AND BRANDING » LOGO DESIGN

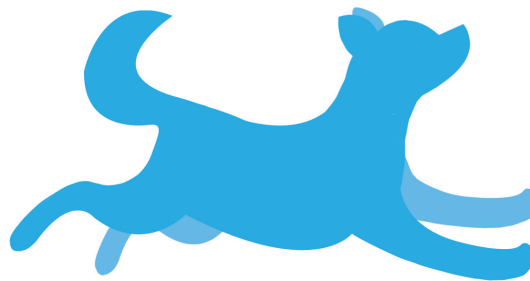


A different interpretation of this logo design involved using all the iconography developed for the multiple part logo shown next. The idea behind it was that the heart of the park contained all the various elements. The chosen colours were used to portray a very natural feel emphasising the park and nature. This logo felt more chaotic than the ones containing only leaves and it was decided not to bring this design forward to the pitch to the client.

LOGO AND BRANDING » LOGO DESIGN

For the logos made of multiple parts that formed a whole, illustrations were required. We decided to include dog walkers, the kids play park, St. Columb and the park itself as the main iconography in this. This involved sketching out illustrations to be refined and vectorised, to allow resizing without loss of quality, in Adobe Illustrator using the pen tool. The dog icon had the most variation as it was more obvious how to best display the other aspects.

A swing was chosen to represent the children's park, St. Columb represented the house,



community and history and the leaf represents the park and nature while the dog would

represent the walkers both with and without dogs who often frequent the park.

LOGO AND BRANDING » LOGO DESIGN



For these logos the images were placed in pebble or jelly bean shapes and layered in different orders with a range of colours. Blues and greens were chosen as blue is a calming and peaceful colour and green represents nature, as the house wanted to show more of.

LOGO AND BRANDING » LOGO DESIGN

We were undecided at this point whether to use an oak leaf or the house as a silhouette in the logo. Fig ___ contained brighter colours so as to distinguish the house from similar facilities that had opted for blue colour schemes. These colours would also appeal more to a younger audience due to the brighter colours, but they remained earthy so as not to be too harsh on the other target audiences.



LOGO AND BRANDING » LOGO DESIGN

The following design was the final version of this logo design. Its cool blue colours are in line with the colour schemes of other peace and reconciliation centres as blue is seen as a peaceful colour and the green tints include a touch of nature to the logo. The swing, dog, St. Columb and oak leaf all represent sections of the park house that are equally important. This colour scheme caters more to the secondary audience rather than the main primary audience of 8-18 year olds however is vibrant enough to catch the attention of viewers.



The colours are analogous and allow colour coding options for various print and online media which aids viewers in finding a section they want more easily.

This logo contains the possibility to have the silhouettes in white or transparent depending on the print background.

LOGO AND BRANDING » LOGO DESIGN



After advice from the weekly clinic the icons used in the previous design were put in heart shapes and the vibrant earthy colours from the colour scheme experiments were used.

This design can be split into individual hearts to more specifically advertise different aspects, and can be further customised with different iconography in other hearts for separate things, however the chosen icons best represent the house.

Red is an energetic colour so it was picked for the park, yellow can also be an energetic colour. Green is an organic colour representing both history and nature with St. Columb. Blue is a calming colour associated with nature.



St. Columb's Park House

THE HEART OF THE PARK

LOGO AND BRANDING » LOGO DESIGN

The final logo contains the text shown using GaramondNo8 font as this best matches the new Café's logo, creating a greater sense of consistency across the brands. The actual font used for the Café in the Park logo was Romana Demi Bold. Due to licensing issues, we did not use that font as it could potentially cause issues further down the line and we wanted to avoid this possibility. There was also the issue that Romana Demi Bold looked quite awkward and had some questionable letter shapes we preferred to avoid if possible

We found Adobe Garamond Pro to be a close match but it had the same problems as Romana Demi Bold. GaramondNo8 was a free for use variant of Adobe Garamond Pro font that looked similar enough with the proper kerning. This font choice, when not placed directly beside the Café logo, would be almost indistinguishable to most people.

CAFÉ IN THE PARK
CAFÉ IN THE PARK
CAFÉ IN THE PARK

Above are the three fonts for ease of comparison.

The byline was in PT Sans, a free online font. It was chosen partially due to it's free for use nature, and because sans serif fonts work well with serif fonts and add a sense of modernity to the logo. The typeface issues were handled by Ryan and then added to the logo to complete it. The finished logo can be used with the text below the hearts or to the right hand side if there is a need to save vertical space.

Pitch

PITCH » MOCK UPS

At this point we had three logo designs to pitch to the client so they could choose one to take forward and start designing signs for. We took the three logo designs that we would bring and did product mock ups to demonstrate the versatility of each logo, and to show how they would look on different items, for example, headed paper, business cards, or pens. This would help the client visualise the potential of each logo design to aid in their decision making about which one to take forward from there and work with.

As a group we purchased a mock up template to use for the logos, this included paper, folder, mugs, pens and more. We also got a set of free standing signs as these are common for cafés to use. In order to ensure the mock ups were completed in time for the pitch, we split the work between ourselves to optimise our efficiency.

The following sets of images are the mock ups for each of the three logo designs.

For each logo we included a page where the logo was presented alone, both in colour and black and white, as it was required in the brief that the logo should look good in black and white.

PITCH » MOCK UPS

The client sent us an example of the kind of sign they were looking for, we used this image as a base for creating mock up signs to help them visualise how it would look. We then also provided other potential sign designs as this was something we needed to sort out quickly to meet the house's deadline.



Once the client approved one of the logo designs and gave us specifications of the signs they wanted, we would start creating the designs for them. This would require contact with the company that would be allocated the job by the council, in order for us to design it to their specifications for printing to ensure there were no mistakes.

At this stage, however, we were unsure of their signage requirements, so we created mock ups that best displayed uses of the logos.

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



PITCH » MOCK UPS



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



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

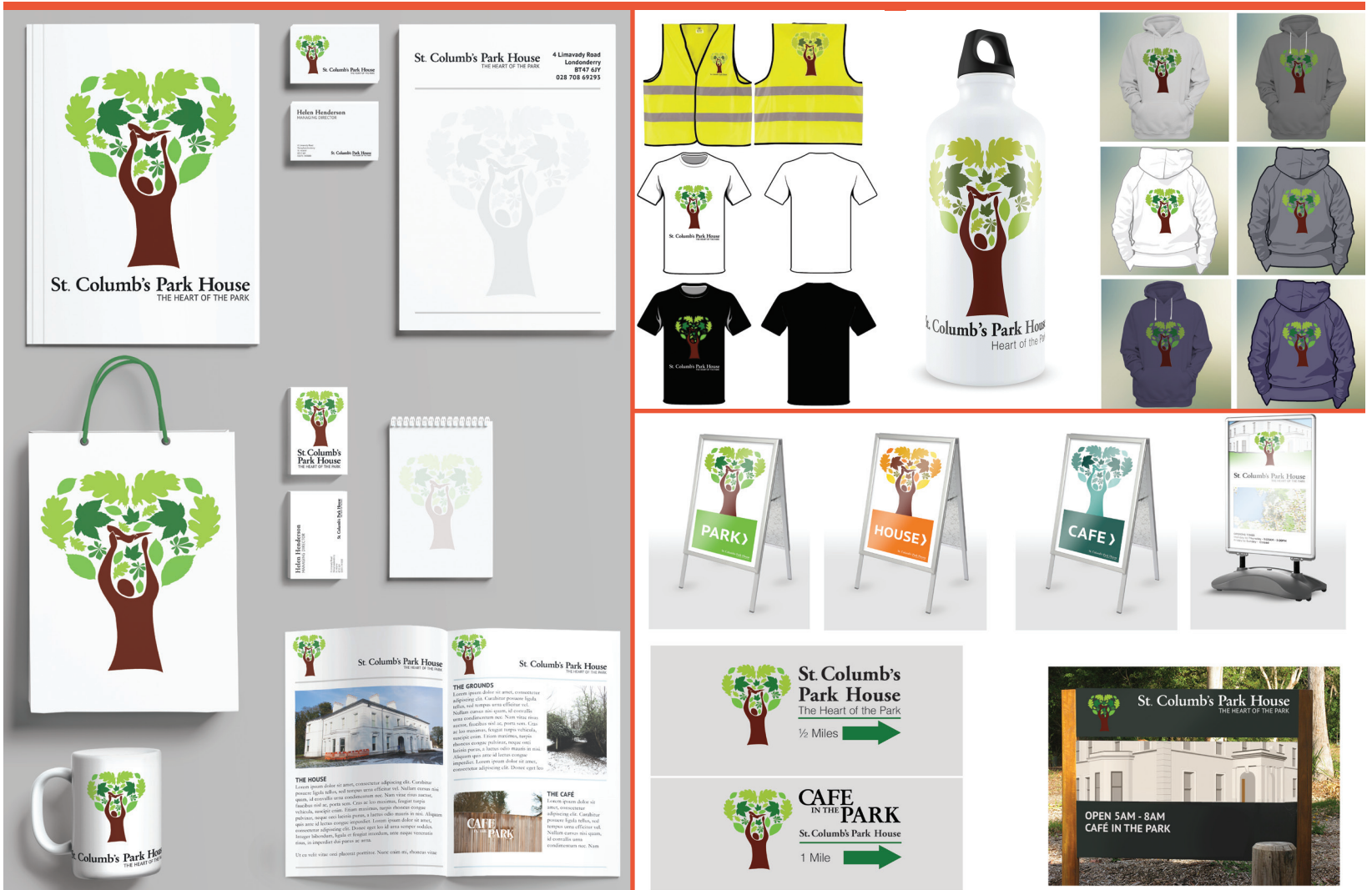


**St. Columb's
Park House**
Heart of the Park



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

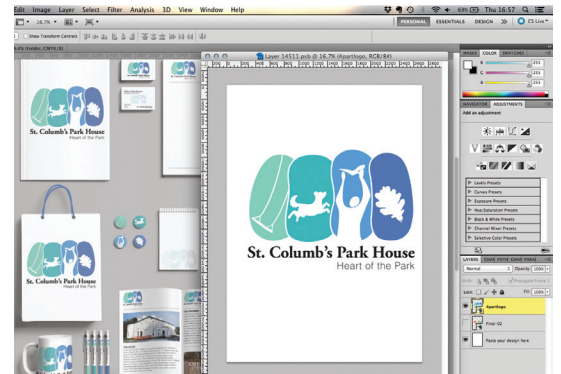
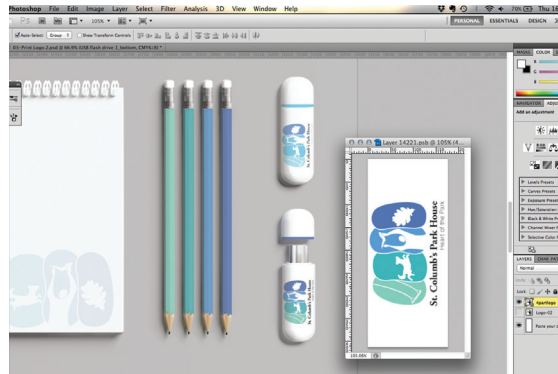
PITCH » MOCK UPS



PITCH » MOCK UPS

For the blue pebble and tree logo we created t-shirt, bottle, hoodie and sign mock ups to match the paper, business cards, mug and bag. I was responsible for creating the mock ups for the blue pebble and Ryan was responsible for creating the tree mock ups. Conal created the bottle mock ups for both of these.

These templates used photoshop files where you created the design on a separate file, and then the template updated and included the new file with all the necessary effects.



For the heart logo, Ryan and myself worked together to create the stationary and sign mockups.

Conal created the t-shirt, hoodie and bottle mockups for this logo.

PITCH » MOCK UPS

After the clinic before the pitch, we knew that the final logo, the one with the heart design, was the one we wanted the client to choose, It was the most versatile and offered a lot of marketing opportunities for them if they choose to use it as such. It had a very solid design and we were keen to emphasise that. There were therefore more mock ups for it, showing it off to it's full potential. There were also two additional hearts designed, one for the café and one for the residential aspect to represent the dormitories the house was keen to have in use more frequently.



These additional hearts contained a coffee cup for the café and a bunk bed, after the ones the house had in it's dormitories, for the residential. These were used in various sign mock ups to specify these areas. Orange was chosen for the

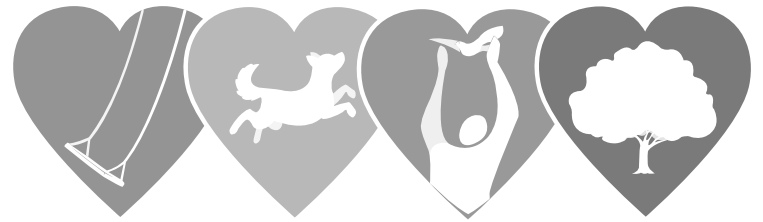


café as it is a colour that can make people hungry. It's also a brighter more vibrant version of brown, a colour closely associated with coffee. Purple was chosen for the beds as it is associated with structure.

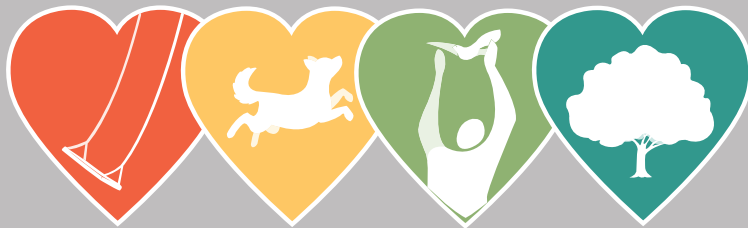
PITCH » MOCK UPS



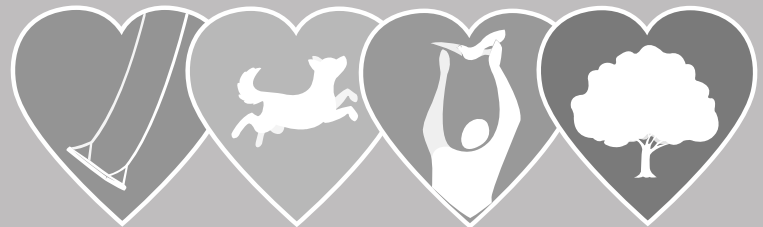
St. Columb's Park House
THE HEART OF THE PARK



St. Columb's Park House
THE HEART OF THE PARK

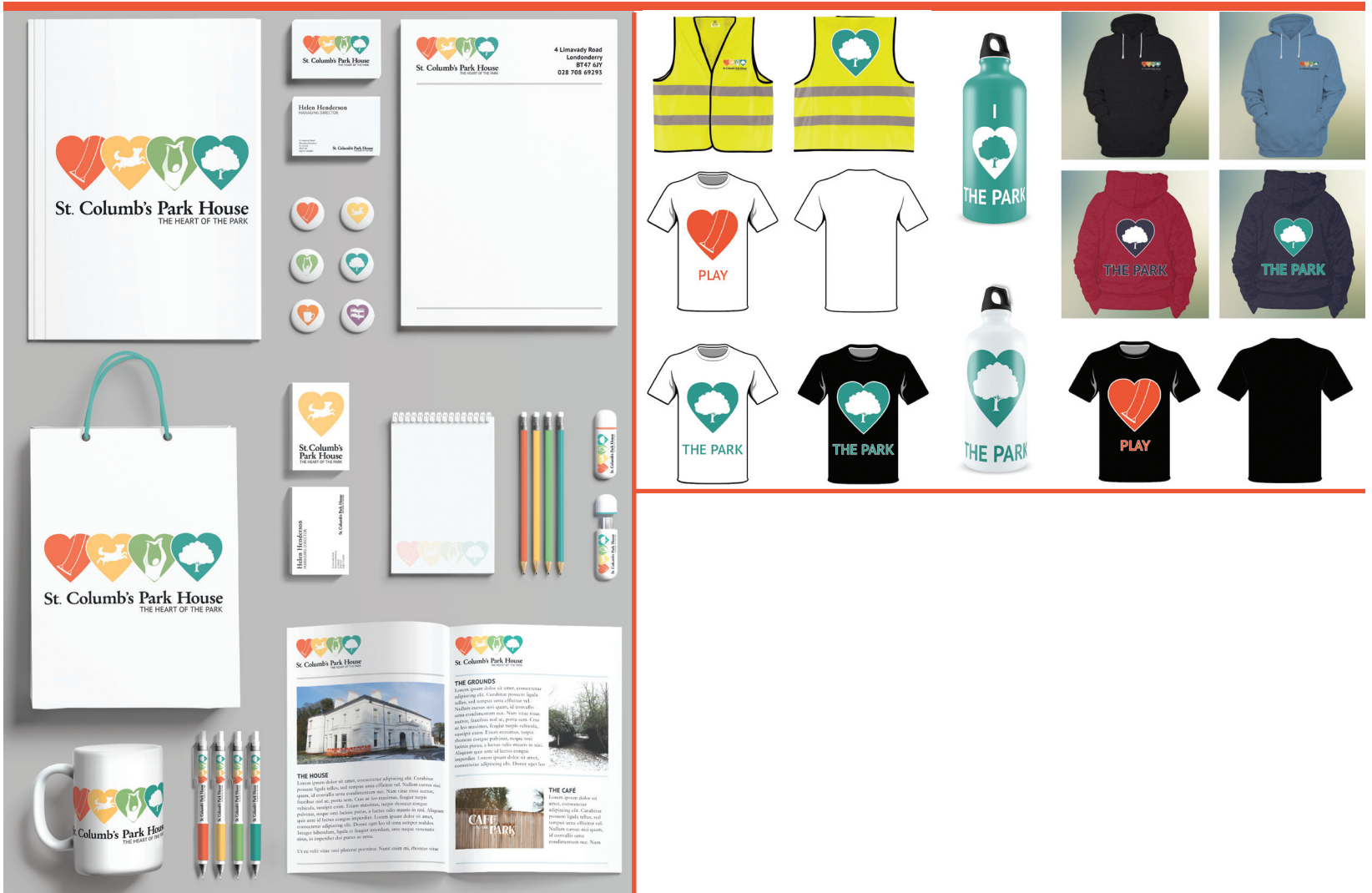


St. Columb's Park House
THE HEART OF THE PARK



St. Columb's Park House
THE HEART OF THE PARK

PITCH » MOCK UPS



PITCH » MOCK UPS



St. Columb's Park House

FOLLOW THE PATH - ¼ MILE



St. Columb's Park House

DOG WALKING ROUTE - 2 MILES



St. Columb's Park House

CHILDRENS PLAY PARK - ½ MILE



St. Columb's Park House

ST. COLUMB'S PARK WALK - 3 MILES



St. Columb's Park House

CAFE IN THE PARK - 1 ½ MILES



St. Columb's Park House

RESIDENCE HALLS - 1 ¼ MILES



PITCH » MOCK UPS



PITCH » MOCK UPS

These mockups were visually impressive and were very effective at communicating the range of potential of this logo to the client.



PITCH » MOCK UPS

On one of our early visits to the house I noticed the café menus had most likely been made in Microsoft Word and their design was not consistent with the café's

logo at all. With this in mind, I created a mock up of some new menus to demonstrate how it could look with the new logo and design. I replicated the Café in the Park logo using the chosen

font so as it appeared more visually consistent and used a similar design as was used on the café signage we mocked up for the pitch.



PITCH » THE PITCH

ATION EDUCATION NATURE ACTIVITY HISTORY WELCOMING C
CHARITY SAFETY GARDENS RECREATION OPEN PURPOSED SELF-S
/ OPPORTUNITY EXPANSIVE BEAUTIFUL FREE HOLISTIC FUN I

During the pitch we showed the client all the mockups we had created using the three logos. We showed them the series of more detailed mockups in digital form in a presentation we had created in the event it was required.

During the pitch we explained to the client why certain choices had been made regarding the designs, including why certain iconography was used over others.

After much deliberation the client chose the heart logo as the one to use for the house from now on.

In a follow up email, we were thanked for the new design and our work:

This is such a gift, you have no idea how much this means to us. The logo, concept and designs are beautiful and inspiring. I know it is 'only a logo' but what this does is that it takes us one more step towards our vision and mission. I cannot thank you enough for this!

-Helen Henderson

PITCH » PRESENTATION

RECONCILIATION EDUCATION
EQUALITY CHARITY SAFETY
COMMUNITY OPPORTUNITY
NATURE ACTIVITY HISTORY
GARDENS RECREATION OPEN
EXPANSIVE BEAUTIFUL FREE
WELCOMING CONNECTED
PURPOSED SELF-SUSTAINING
HOLISTIC FUN HOSPITABLE

ORGANIZATIONAL

HISTORICAL

NATURAL

SOCIAL



St. Columb's Park House
 THE HEART OF THE PARK



Signs

SIGNS » SIGN DESIGNS



The week after the pitch, after some confusion, the client emailed us requesting the sign designs for the 11th March to send to the council to get quotes for printing them.

There was some confusion about dimensions and we had to contact one of the potential sign companies directly to get specific sizes. We contacted Signs Express who told us that they printed onto 10ft by 5ft and 8ft by 4ft. They didn't tell us the bleed

so we estimated that would be 10mm.

The client requested the following signs:

1 >> Outside gate: interpretation type sign: wooden effect. Freestanding. Approx 2000 x 1500 (Design to incorporate new logo, house design, and wording)

*Conference Facilities, Café, Accommodation
Contact number >> 02871 343080*

2 >> Outside House: interpretation type sign: wooden effect. Freestanding Approx. 2000 x 1500

Text to include sign posting to Parking, Conference Facilities, Café

SIGNS » SIGN DESIGNS

Given that the client requested different sign sizes to what the printers could print on, we decided to make the designs for both. When making them this turned out to be quite easily scalable to the larger print size.

Due to the limited time frame in which to design the signs, all three of us worked on them in order to meet the deadline. We cycled through a few designs before settling on something that matched the new aesthetic and was also easy to read and clean to look at.

*3 >> At Browning Drive entrance to the park: Freestanding
Approx. 2000 x 2000 Text to include large logo and name
and arrow...to be seen by cars*

*Conference facilities, Café, Accommodation
Contact number >> 02871343080*

*4 >> 3 smaller signs within the park to sign post to café
and house. Approx. 600 x 800 (...)*

Simple directional signage.

-Helen Henderson

SIGNS » SIGN DESIGNS

The two designs below were my first attempt at designing signs 1 and 3 as requested by the client. The first was based entirely on the interpretation sign the client had shown us as

an example but after discussing it in the clinic it was noted that due to the size of the sign, it might be cut in half through the house image. This was later redesigned by Ryan. The other sign included a large arrow that I

was unsure looked visually appealing and it did not match the new aesthetic of the house but I was unsure how else to create the sign.



St. Columb's Park House



Conference Facilities Café Accommodation

Contact Number - 02871 343080

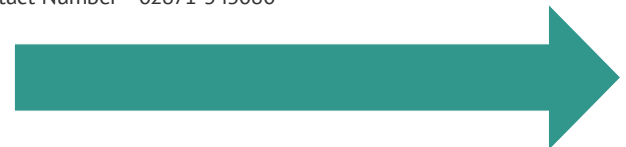


St. Columb's Park House

THE HEART OF THE PARK

Conference Facilities Café Accommodation

Contact Number - 02871 343080



SIGNS » SIGN DESIGNS

After some group discussion the arrows in circles were designed, a combination of ideas between Conal, Ryan and myself. The first design below was one I created

as we tried to figure out how best to layout the design. The other sign was a mix of Ryan and Conal's design that I then used to create sign 2.

At this point the house asked us to change "*The Heart of the Park*" to "*The Heart In the Park*". This was used in all subsequent designs.



St. Columb's Park House
THE HEART OF THE PARK
02871 343080

Conference Facilities
Café in the Park
Accommodation



St. Columb's Park House
THE HEART OF THE PARK
02871 343080

Conference Facilities
Café in the Park
Accommodation



SIGNS » SIGN DESIGNS



St. Columb's Park House
THE HEART IN THE PARK
02871 343080

Conference Facilities Café Accommodation



St. Columb's Park House
THE HEART IN THE PARK
02871 343080

Conference Facilities Café Accommodation



St. Columb's Park House
THE HEART IN THE PARK
02871 343080

Conference Facilities



Café in the Park



Accommodation



St. Columb's Park House
THE HEART IN THE PARK

Parking

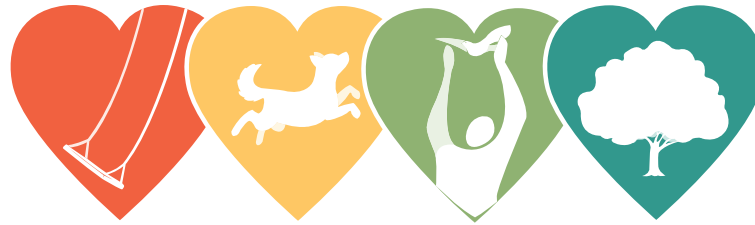


Conference Facilities



Café in the Park





St. Columb's Park House

THE HEART IN THE PARK

02871 343080

Conference Facilities Café Accommodation



SIGNS » SIGN DESIGNS



COFFEE?



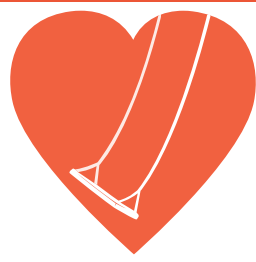
St. Columb's Park House
THE HEART IN THE PARK



NATURE?



St. Columb's Park House
THE HEART IN THE PARK



PLAYING?



St. Columb's Park House
THE HEART IN THE PARK



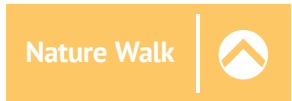
HISTORY?



St. Columb's Park House
THE HEART IN THE PARK



WALKING?



St. Columb's Park House
THE HEART IN THE PARK

SIGNS » SIGN DESIGNS

We came up with 3 designs for sign 1, all designed by Ryan with input from Conal and myself. Conal and I worked on signs 2 and 3 to create the final design and we used the coffee mock up signs to create sign 4. Due to the size of sign 4 we knew that it would be more efficient to print multiples of it on one sheet to save money and resources, so using that design, Conal created matching signs for the other hearts, so the house had the option of choosing which ones to use or if they required them for a specific event.

The arrows on these point upwards as these are easier placed than right or left directional arrows on signs and would allow the house the biggest freedom in where to place them.

For sign 3 we had decided that another heart could be designed for the conference facilities. The colour of this heart was used for the arrow in this design and the colour was chosen as it was neutral and would stand out from the other vibrant colours.

Sign 2 required an arrow for parking. We chose a sky blue here to differentiate it from the other colours used in the sign.

This would be the colour used if this required a heart design of it's own, although no design was created for it yet.

