St. Columb's Park House

THE HEART IN THE PARK

Index

Brief

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.

BRIEF » 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

BRIEF » 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.

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

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.

BRIEF » 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.

BRIEF » 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 it's 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.

BRIEF » 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.

BRIEF » 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.

BRIEF » 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

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.

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.

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 Brecan'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

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

He was involved in the argument that lead 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.

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.
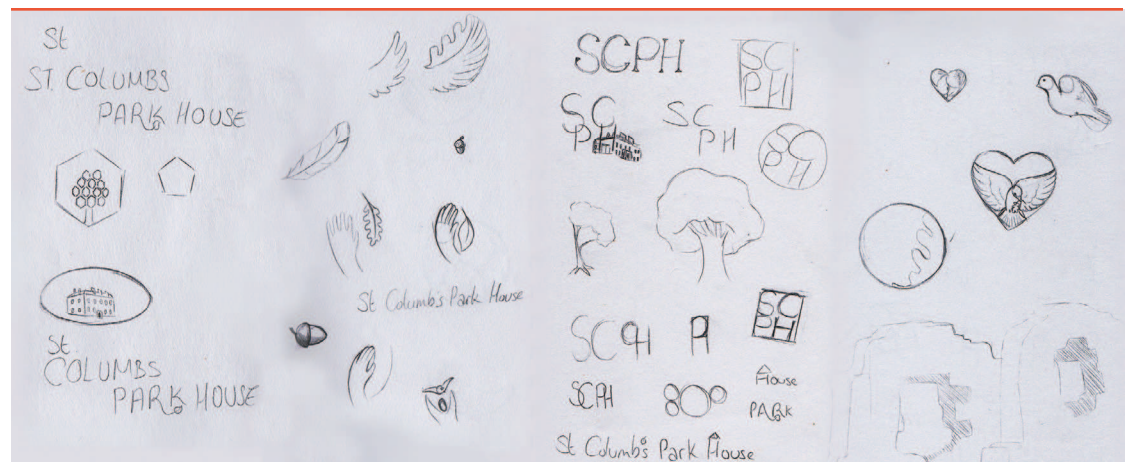
LOGO AND BRANDING » LOGO DESIGN

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 it's 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 to 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.

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.

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.
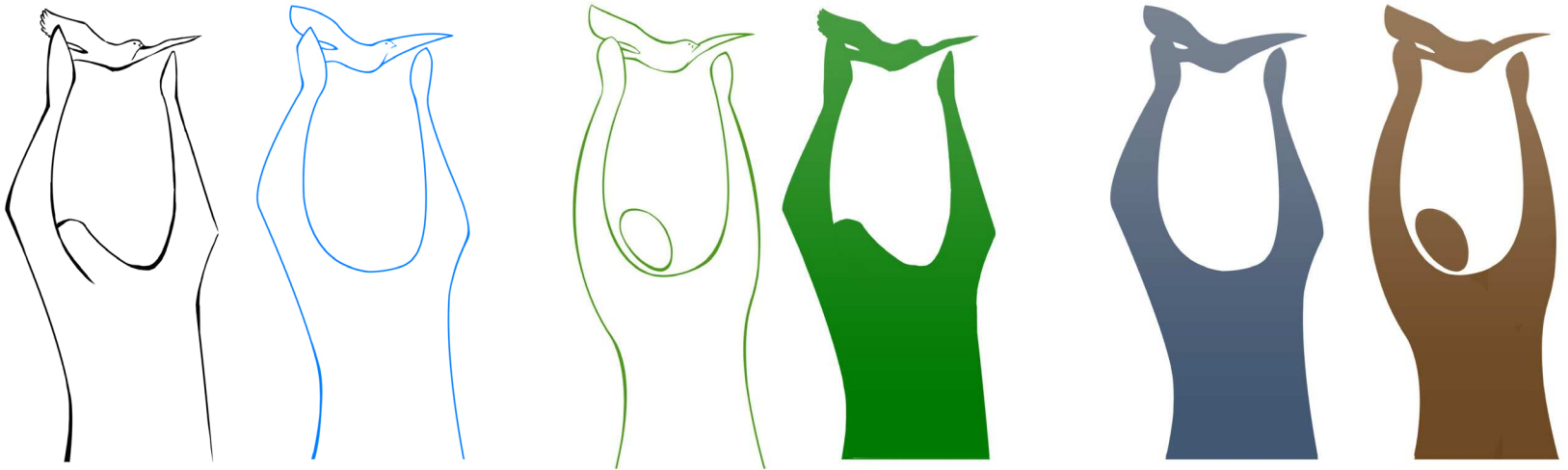
Fig. 7 - 9

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.
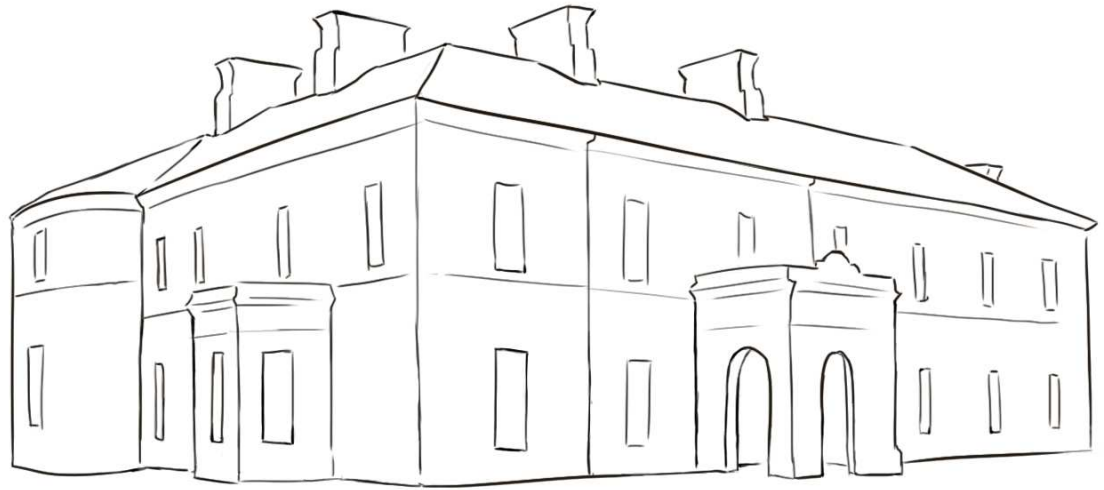
For these designs, the above sketch was used to maintain a sense of consistency. The image was hand drawn to give it more of a friendly feeling but it was later decided that a vector version made by Ryan would be used where an image of the house was required.

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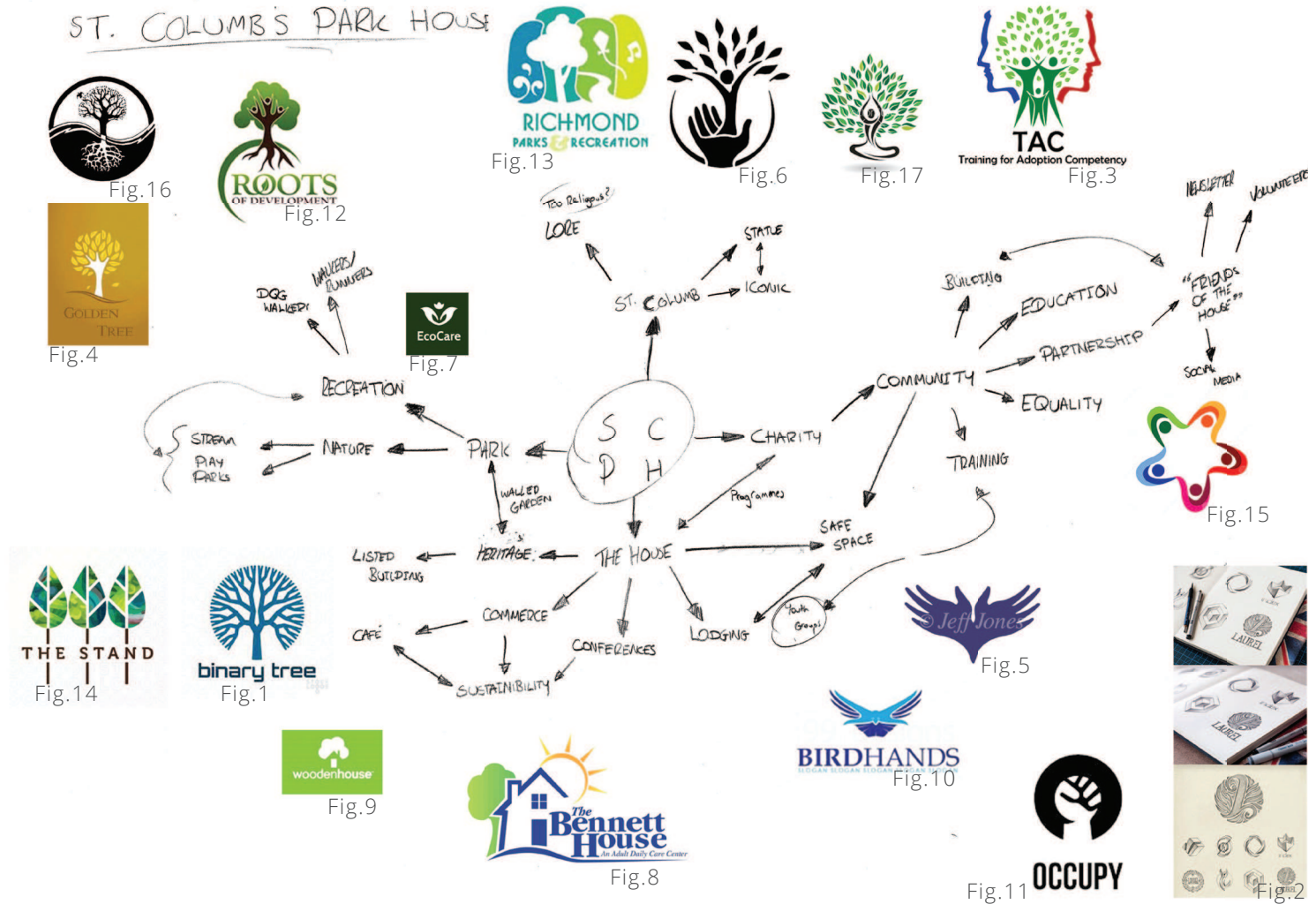
The house also wanted to include the café as they gain a percentage of the revenue it makes to help with funding as one of their only sources of income.

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.

Fig.16

Fig.12

Fig.13

Fig.6

Fig.17

Fig.3

Fig.4

Fig.7

Fig.15

Fig.14

Fig.1

Fig.5

Fig.9

Fig.10

Fig.8

Fig.11

Fig.2

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.
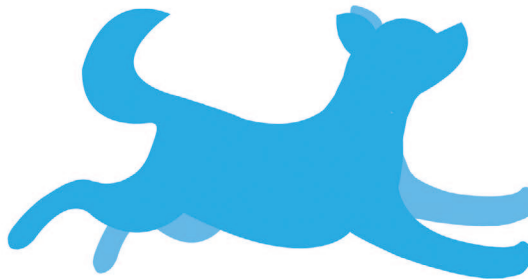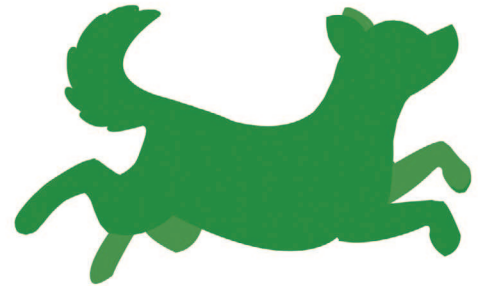
LOGO AND BRANDING » LOGO DESIGN

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.

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.

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, a side the house wanted to show more of.

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.

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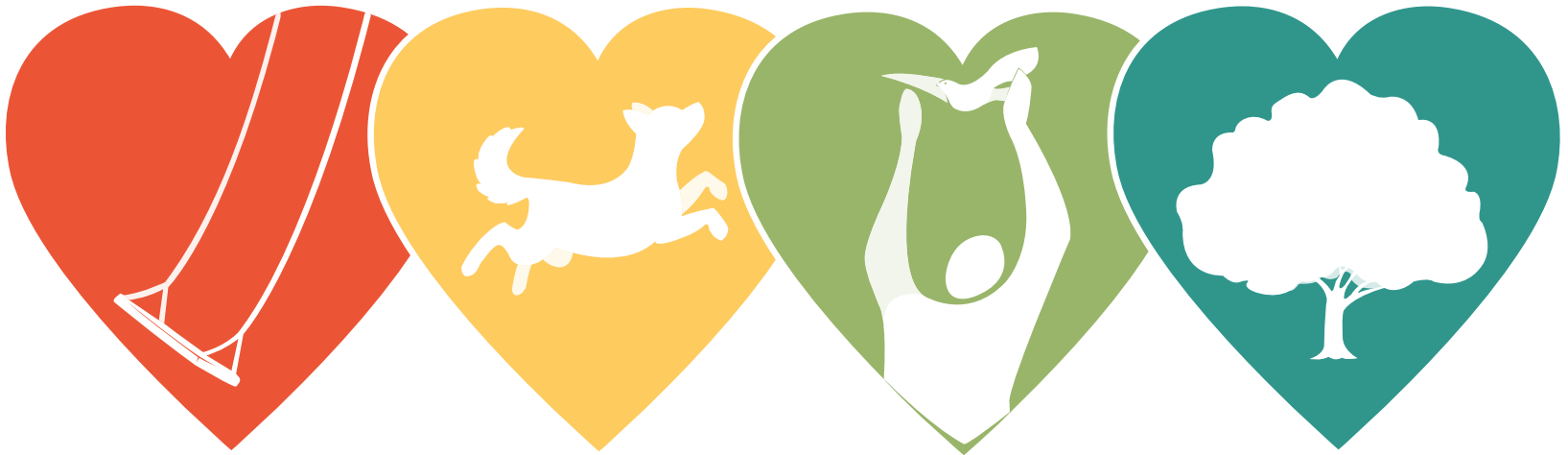
After advice from the weekly clinic the icons used in the previous design were put in heart shapes and the vibrant earthy colours from the colour scheme experiments were used.

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 IN THE PARK

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

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.

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.

Fig.18

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.
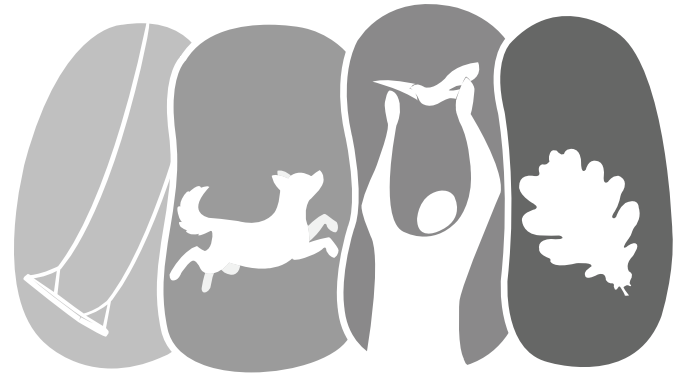
PITCH » MOCK UPS

St. Columb's
Park House
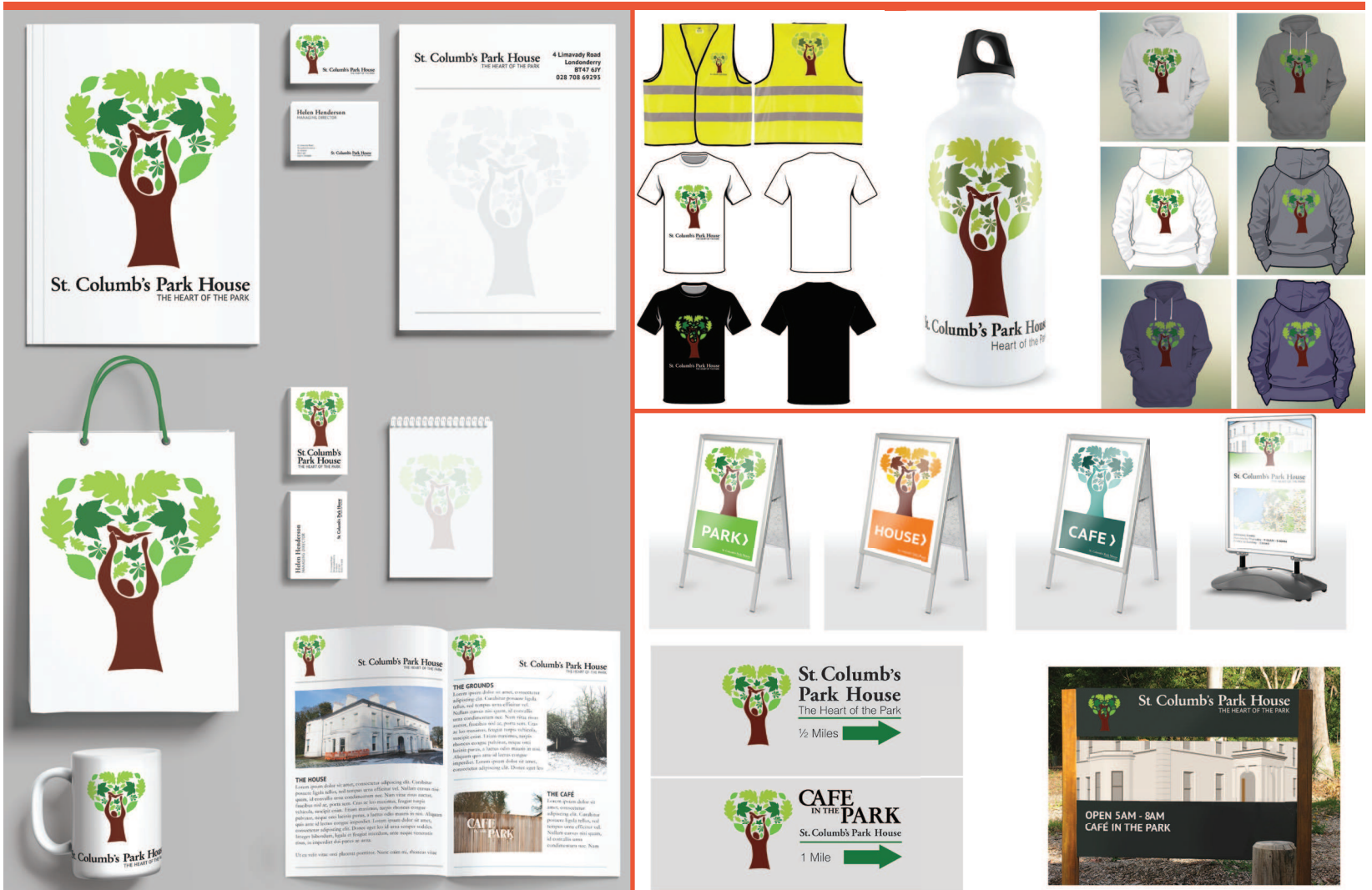Heart of the Park

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

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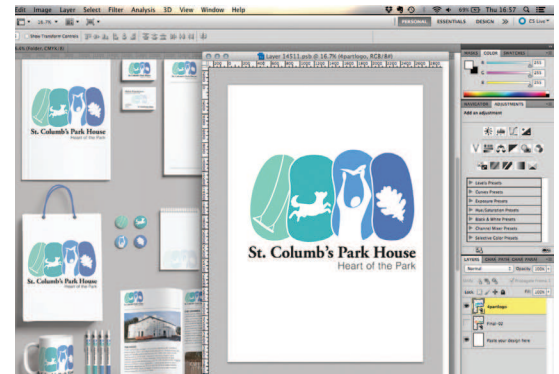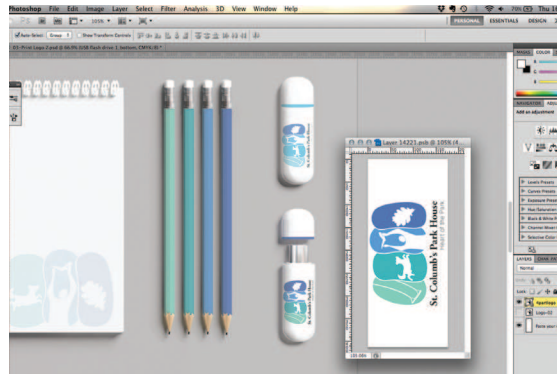
For the heart logo, Ryan and myself worked together to create the stationary and sign mockups.

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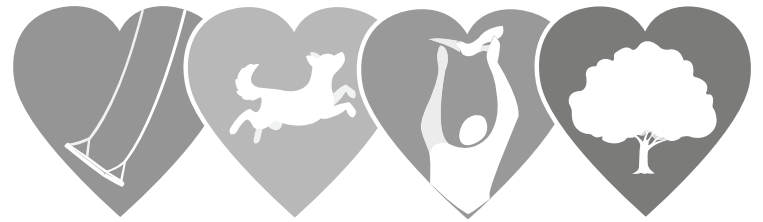
café as it is a colour that can make people hungry. It's also a brighter more vibrant version of brown, a colour closely associated with coffee. Purple was chosen for the beds as it is associated with structure.
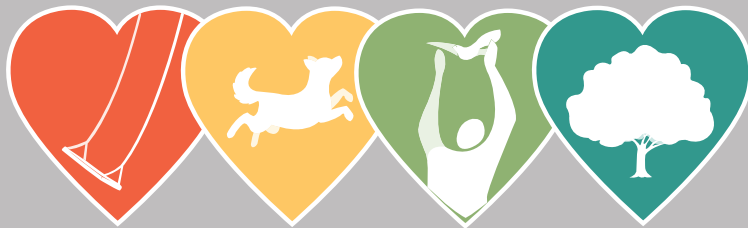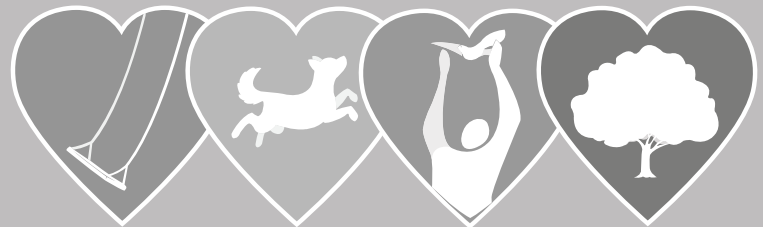
PITCH » MOCK UPS

St. Columb's Park House
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

St. Columb's Park House

OPEN 5AM - 8AM
CAFÉ IN THE PARK

FUN?
PLAY PARKS
1.5 MI

COFFEE?
CAFE

St. Columb's Park House
RESIDENCE HALLS - £40/NIGHT

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.

TION EDUCATION NATURE ACTIVITY HISTORY WELCOMING
CHARITY SAFETY GARDENS RECREATION OPEN PURPOSED SELF-
OPPORTUNITY EXPANSIVE BEAUTIFUL FREE HOLISTIC FUN

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

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 quiet 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

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

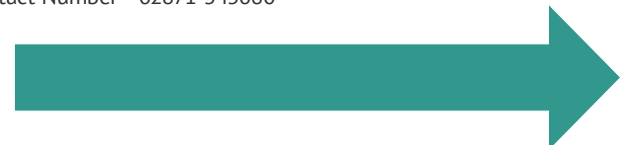Conference Facilities   Café   Accommodation

Contact Number - 02871 343080

St. Columb's Park House

THE HEART OF THE PARK

Conference Facilities   Café   Accommodation

Contact Number - 02871 343080

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 in the Park
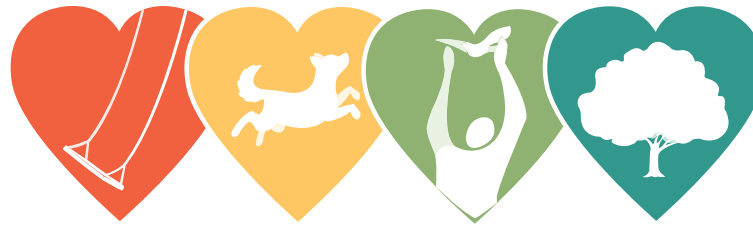Accommodation

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

Parking
Conference Facilities
Café in the Park

St. Columb's Park House

THE HEART IN THE PARK

02871 343080

Conference Facilities   Café   Accommodation

COFFEE?

CAFÉ ⌂

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

NATURE?

Park Grounds | ⌂

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

PLAYING?

Play Parks | ⌂

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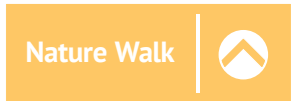
HISTORY?

St. Columb's
Park House | ⌂

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

WALKING?

Nature Walk | ⌂

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.

After a week or two the house got back to us asking to alter two of the signs. They wanted the interpretational sign to include a blurb about the house. This required a re-design of the sign, completed by Ryan and shown below. They also wanted the coffee signs to have left and right facing arrows for greater locational versatility. I made the edits to these signs shown on the right.
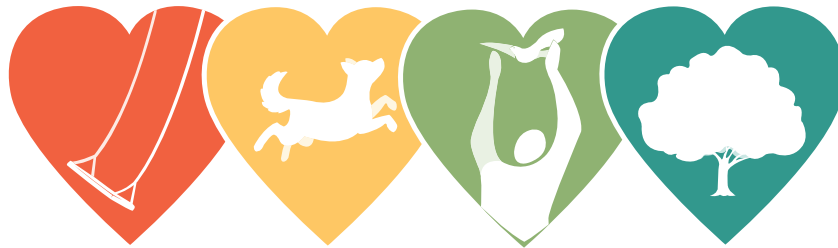
St. Columb's Park House

THE HEART IN THE PARK

02871 343080

Conference Facilities   Café   Accommodation

St Columb's Park House was opened in 1994 as a peace building centre offering a shared space and residential accommodation. Our facilities and income support our projects that enable people to work together towards a fair, inclusive and peaceful society.

COFFEE?

CAFÉ ‹

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

COFFEE?

CAFÉ ︿

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

COFFEE?

CAFÉ ›

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

SIGNS » SIGN DESIGNS

As of printing this book, we do not know if the signs are being printed as we have not been informed of the current status.

Due the fact that the council are the ones funding these signs and deciding on who the company that will print them, we are unsure how long this process will take as it will no doubt take a considerable amount of time more than if the house were funding the signs themselves.

However as the brief asked for signs, we have provided both the house and the council the designs for these, as we are not in charge of the process of having them printed, this section of the brief has been fulfilled as much as possible.

If the signs are printed and installed before our final submission, photographs of them will be taken and printed out to go with the other material we will be submitting.

Print Assets

As part of the brief, we were asked to create various forms of media for the house, this included print media. I was in charge of creating a template for a headed paper, a template business card (should they want one) and also for making the usage guidelines for the logo that would be a small printed booklet for easy referencing.

The headed paper featured the logo, the address and phone number of the house and a small footer detailing the official charity name of the house. I also created a black and white version should the house wish to save money on print costs as simply converting the logo to black and white does not give the desired appearance as the values of the colours are too similar to translate properly.

Shown in the page opposite are screenshots of how the headed paper looked during creation and how it looked after it was finalised. It was created using a header and footer in a word document and the file then saved as a word template. This is then sent to the client for their use.

PRINT » HEADED PAPER

4 Limavady Road
Derry-Londonderry
BT47 6JY
028 7134 3080

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

St. Columb's Park House is a registered charity called St. Columb's Park Reconciliation Trust.

4 Limavady Road
Derry-Londonderry
BT47 6JY
028 7134 3080

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

St. Columb's Park House is a registered charity called St. Columb's Park Reconciliation Trust.

PRINT » BUSINESS CARDS

As part of the pitch, we designed mock ups of business cards that the house could use.

Although they were not specifically requested, as a group we thought it best that a template be prepared should the house ask for business cards.

The front of the business card was simply the logo, while the back featured it as a watermark like effect. This template was based off Helen, whom we had most contact with. It featured the address and contact details of the house and the line about their charity name.

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

Helen Henderson
MANAGING DIRECTOR

4 Limavady Road
Derry/Londonderry
N. Ireland
BT47 6JY
02871 343080

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

St. Columb's Park House is a registered charity called St. Columb's Park Reconciliation Trust
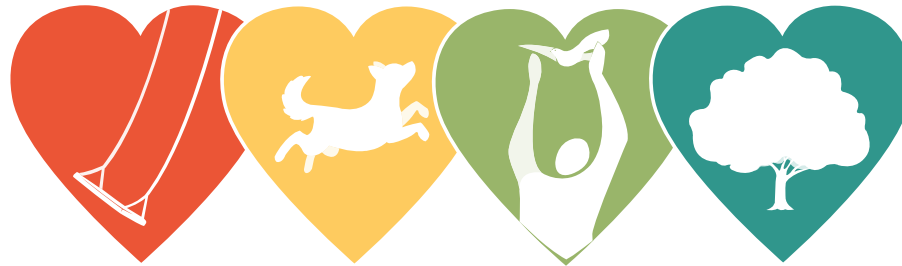
PRINT » LOGO GUIDELINES

As part of the brief we were asked to create brand guidelines for the client to ensure brand consistency after our involvement with the house ended.

This involved creating guidelines for the logo and for social media including facebook and twitter.

I was in charge of creating the guideline leaflet for the logo as I was responsible for creating the illustrations and picking the colours. Ryan handled the social media guidelines.

The brand guidelines for the logo are included in the following pages with the exception of the last page which simply contains the house logo and was not deemed relevant here.

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

BRAND GUIDELINES

PRINT » LOGO GUIDELINES

LOGO

There are two variations of the new logo design for St. Columb's Park House. The main logo design contains the text "St. Columb's Park House" and "The Heart in the Park" below the four hearts design.

The secondary logo features the text "St. Columb's Park House" and "The Heart in the Park" to the right of the four hearts design.

The logo features iconography specific to the house. The swing represents the children's parks at the house , the dog represents the dog walkers, St. Columb represents the community and the oak tree represents all those who love the park and are not included in the previous iconography.
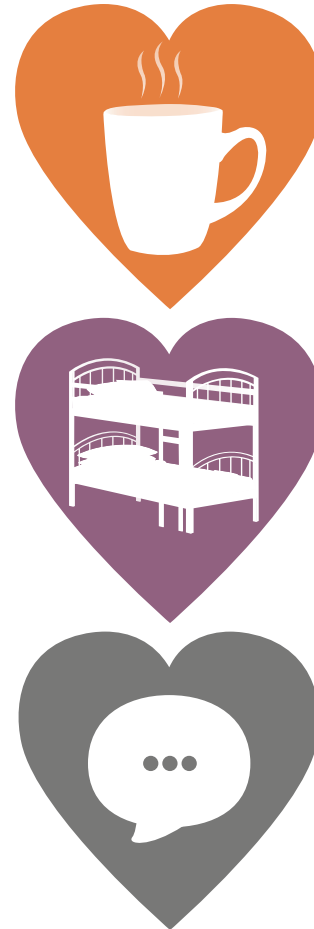
PRINT » LOGO GUIDELINES

EXTRA ELEMENTS

There are three extra heart elements that can be used in conjunction with the official logo of St. Columb's Park House. These are to be used as standalone icons, with the official logo only used in a small version to make clear the affiliation with the house. An example is shown here.

These icons are a coffee mug for the café, a set of bunk beds for the residential aspect of the house and a speech bubble for conferencing.

COFFEE?

CAFÉ

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

Example of proper usage of one of the extra elements of the St. Columb's Park House logo.

COLOURS

The colours used in the logo, the extra elements and colours to be used along side the logo are as follows:

C = 2 **R = 235**
M = 81 **G = 87**
Y = 86 **B = 55**
K = 0

C = 0 **R = 255**
M = 21 **G = 203**
Y = 73 **B = 95**
K = 0

C = 44 **R = 153**
M = 15 **G = 180**
Y = 74 **B = 105**
K = 0

C = 78 **R = 50**
M = 22 **G = 150**
Y = 50 **B = 139**
K = 2

C = 42 **R = 153**
M = 70 **G = 97**
Y = 30 **B = 129**
K = 4

C = 8 **R = 226**
M = 62 **G = 122**
Y = 91 **B = 52**
K = 0

C = 70 **R = 75**
M = 24 **G = 157**
Y = 23 **B = 181**
K = 0

C = 55 **R = 120**
M = 46 **G = 120**
Y = 46 **B = 120**
K = 11

COLOUR VARIATIONS

There are four potential colour variations of the logo for St. Columb's Park House. Two colour versions, one with black text and one with white, and two black and white versions, one with black text and one with white.

The versions of the logo should only be used on a solid background, coloured ones may be used but where possible stick to mid grey as this looks best.
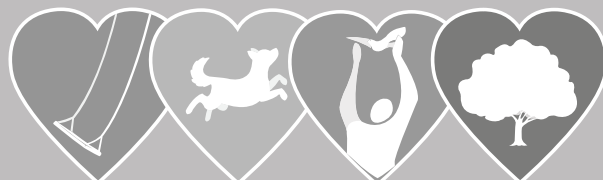
SPACING

The St. Columb's Park House logo should always contain an area of white space around it as shown here.
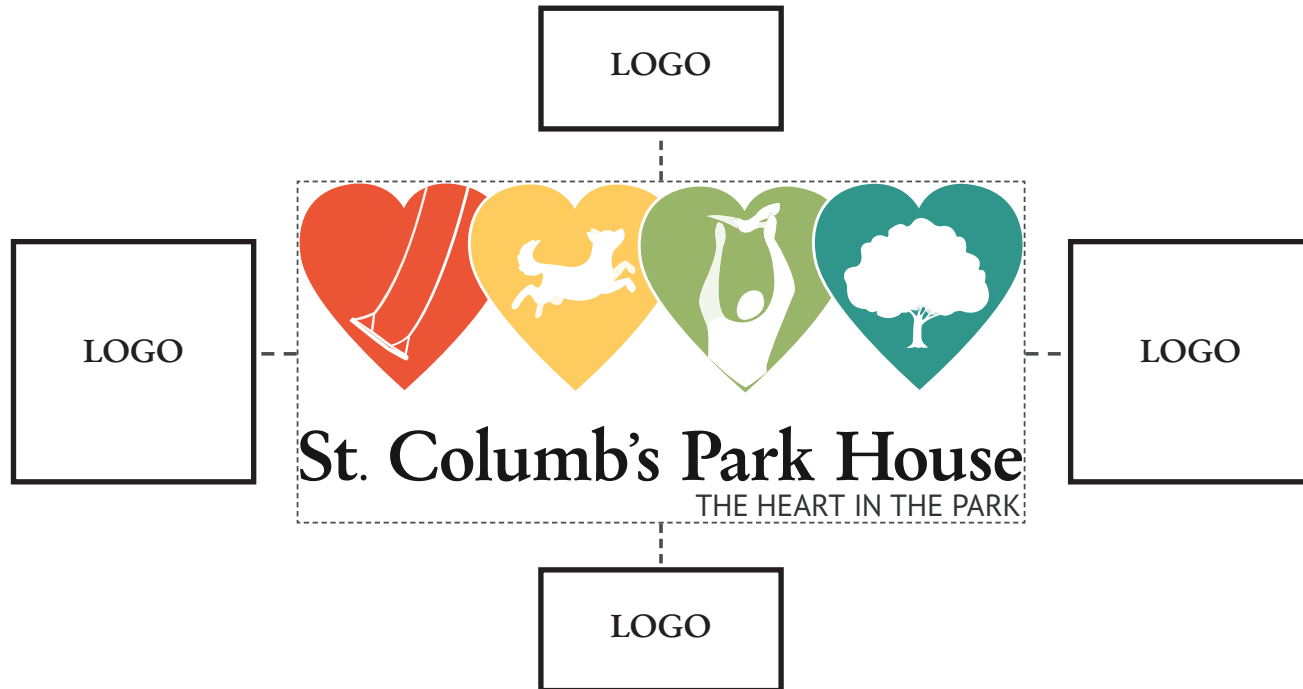
TYPOGRAPHY

There are two fonts used in the St. Columb's Park House logo. These are as follows:

PRIMARY FONTS

GaramondNo8 - Bold

(This font is best used for titles or headlines.)

PT Sans - Regular

(This font is best used for subheadings, body text or anything that isn't in GaramondNo8)

Both of these fonts are available for free for public use.

Another acceptable font that is not to be used in the logo but can be used in other material accompanying it, is as follows:

SECONDARY FONTS

Open Sans - Light

This is also a font that is freely available for public use.

These are the only fonts to be used in material created for St. Columb's Park House to ensure consistent brand identity moving forwards. These fonts have been chosen because they perform well on both print and web based assets.

For both print and web based material for St. Columb's Park House, the smallest font size should be no smaller than 10pts. This ensures readability across all platforms and media varieties.

The Temple Burn

TEMPLE BURN » DAVID BEST

During the course of the semester we learned that the artist David Best would be staying at St. Columb's Park House, over the 14th to 21st March, while he and a team of people created a wooden temple. This project was organised by Artichoke and was funded by many companies.

The temple itself was built of wood, and used as an effigy of sorts. Once open the public were allowed inside to leave messages or small tokens of things, such as bad memories or things they wanted to let go of, in the temple to burn.

As a group we decided that we should try to film an interview with the artist, David Best, as a testimonial for the house to use as video content for the house's new website.

We were able to film an interview with him in the house shortly before the burning of the temple took place where he told us what he thought of Derry-Londonderry and St. Columb's Park House itself.

During filming, I used my DSLR camera to record one angle, and Conal used another camera to record another angle and the sound through a boom mic which Ryan held for the duration of the shoot.

We were unsure of when we would film initially as the client was unable to pin down dates with any certainty much before the day before filming. This meant we were unable to bring lighting equipment with us however the house's own lights proved sufficient.

I made sure both cameras had good angles, using the other two in our group as a reference for framing and ensured that both cameras shutter speeds were set correctly to avoid a flickering effect that can occur when the shutter speed matches that of near

TEMPLE BURN » DAVID BEST

by florescent lights. This is due to those lights having a frequency of around 50-60Hz which, when a camera's shutter speed is close to, can pick up the flickering on film. This is not correctable in post production so it is important that it is avoided. This caused is no problems as we were able to prevent it before filming.

TEMPLE BURN » THE TEMPLE

In order to tie up the interview with David Best, we also visited the temple on the 21st March for the burn event to get further footage as it was a great opportunity.

During the burn Ryan and I were both taking photographs using DSLRs, as well as that I filmed most of the burning on my camera as well. Conal used another camera to record as much of the event as possible. This and the interview footage will be edited together by Conal.

The following images are highlights from the event

that will potentially be featured on the website due to the event's link to the house, or used as snapshots in the video edit. Some of the later photos feature varying exposure lengths as this

was a great opportunity for experimentation with shutters speeds and exposure that could not be replicated easily.
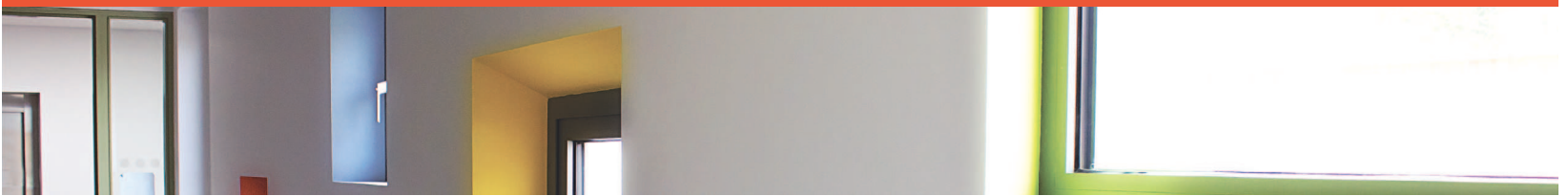
Photography

As part of the brief we were to get photographs of the house both inside and outside to use for new print media and digital assets created for the house.

When we found existing leaflets for the house and on the existing website we noted a lack of photos of the inside of the house. This was a failure to show off the houses facilities to prospective visitors.

We were keen to rectify this as the house had several conference rooms and dormitories they were keen to rent out to interested parties but had little to no photographs of the locations to show. Providing these photographs enables them to more effectively advertise their spaces and will look more professional in their new printed leaflets and on their website.

Ryan and Myself handled this photography as we both have the most experience using DSLRs and taking photographs.

Composition was vital to taking good photographs that could be used in print and on the web. The rule of thirds is the most commonly employed composition technique in these photos. All photos shown here were taken by myself.
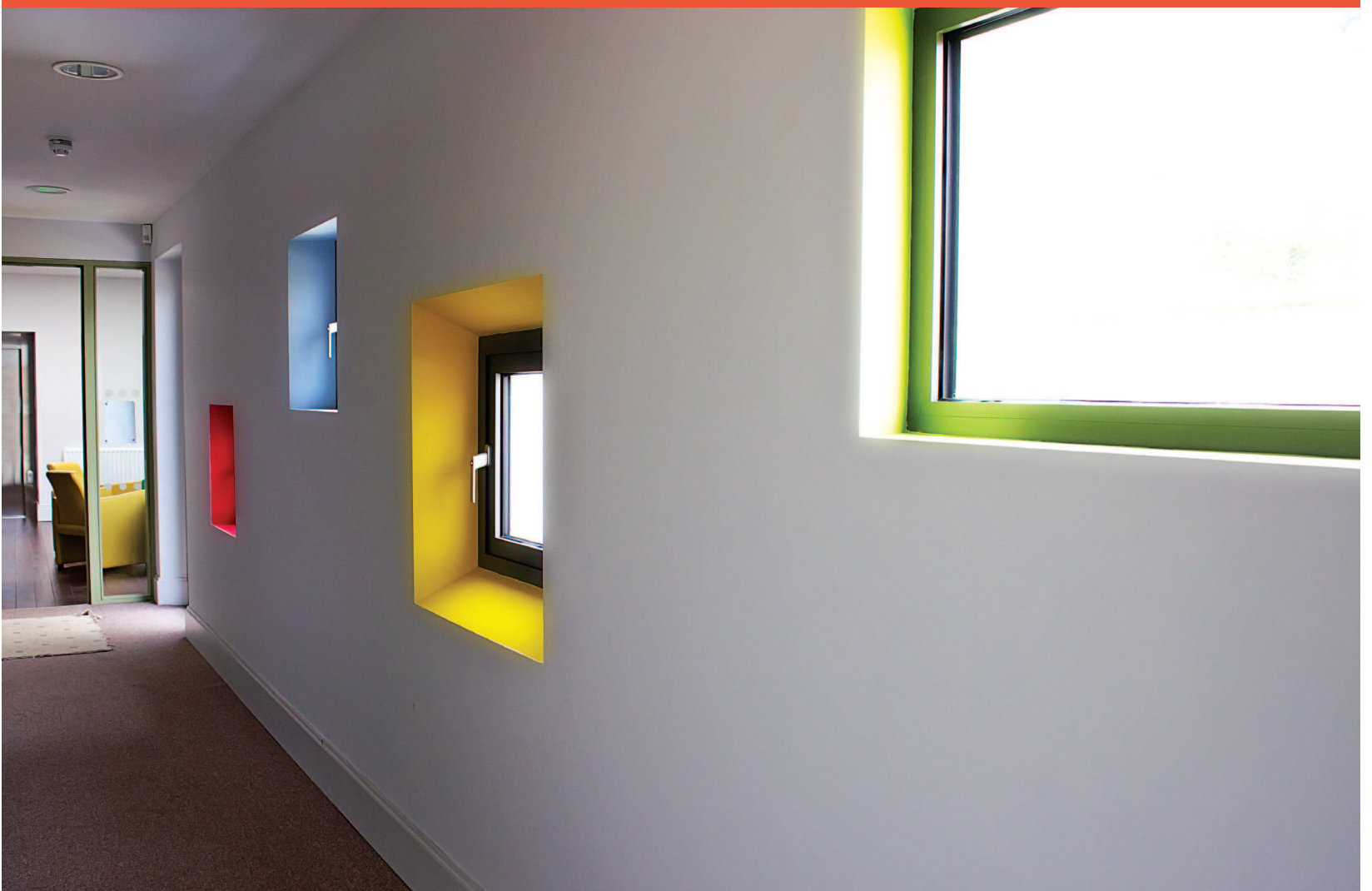
PHOTOGRAPHY » OUTDOORS

At the start of this project, we were told that the construction work in the park would be completed by 31st March.

Unfortunately this was not the case and at the time of printing this book, the work has still not been completed. This caused problems for the outdoor photography that was intended to showcase the grounds of the house as many areas were filled with construction workers and materials or simply in a state of disarray and could not be photographed.

On a sunny day at the end of Easter we decided as a group to go and photograph what we could in case the construction work was not completed before our final deadline. Thus ensuring the house had some new material to use in the creation of new assets and for us in the assets we would create for them.

These photographs will be used for both new print media and digital media as the grounds around the park have changed considerably since the last photos were taken. For example there is a relatively new children's play park filled with wooden attractions. This was especially difficult to photograph as when we were there there were lots of children using the space. We wanted to avoid taking any pictures with children in them for obvious reasons.

The following photos were taken by me, however Ryan also took outdoor photos.

Website

As outlined in the brief, 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 were required to meet the needs of the house, these are outlined as follows.

The user should be able to engage in the following activities on the website:

>> Donate to the house
>> Arrange bookings with the house
>> Subscribe to a Newsletter
>> Engage with social media related to the house.
>> Locate the area on a map
>> Read about the house, its goals and values
>> See recent events

These functionalities are required to meet the following objectives:

>> Create more awareness around the reconciliation efforts
>> Generate additional revenue for the house
>> Provide additional information about the house
>> Encourage more bookings of the venue
>> Create more awareness of the venue
>> Build an online community

WEBSITE » EXISTING WEBSITES

In order to help Ryan with building the website, I undertook some research on existing websites for other peace and reconciliation centres in the UK.
The colour scheme for the site was light blue and white, colours generally associated with peace and calm.

Corrymeela

The home page features an image slider underneath a menu bar that has drop down features. The website consists of a 3x3 grid based layout somewhat like a bulletin board.

The website contains pages detailing their mission, background, offices and management teams along with a contact page. One or two of the pages were very text heavy which is intimidating to a reader. They had a page archiving pdf editions of their magazine.

This site also contained links to donate to the centre.
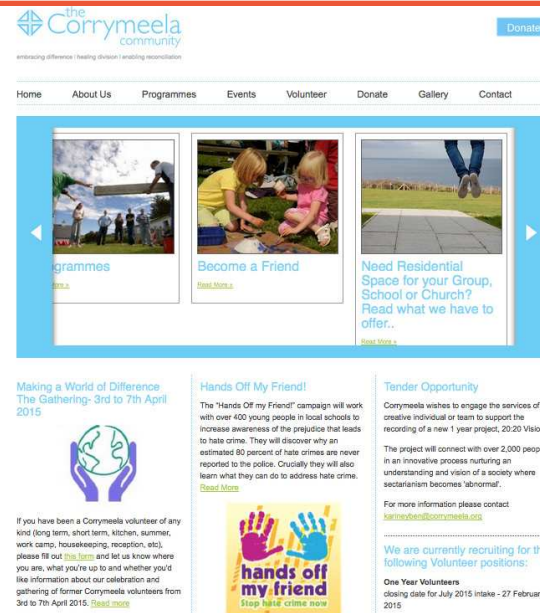
WEBSITE » EXISTING WEBSITES

Kilcranny House

This website also has a light blue and white colour scheme.
There's also a menu bar along the top of the website, social media links at the bottom of the page, a donation widget and a sidebar. There are accessibility features that resize the text, however the hover text is in Spanish.

The site contains blurb information, about page (containing directions but no map), services they offer, projects (including friendship information), news and events, support and booking page (with ability to fully check availability of rooms).

Although this site has somewhat dated looking aesthetics it does contain some useful features, such as the option to resize text on the page.

Peace and Reconcilliation Group

This site also had a light blue and white colour scheme with a menu bar along the top. It also has sidebars on either side of the page and seemingly random colours for different boxes at the bottom of the home page. These colours do not appear to be used again at any point on the site, leaving them oddly out of place. The left hand sidebar mirrors the top menu bar rendering it redundant.

The site contains social network links, about page, projects, training, other services, volunteering and contact page.

There are some more specific pages providing reports and courses they offer.

There was no option to donate to this organisation. This website was important as they were another peace and reconciliation centre in Derry-Londonderry.
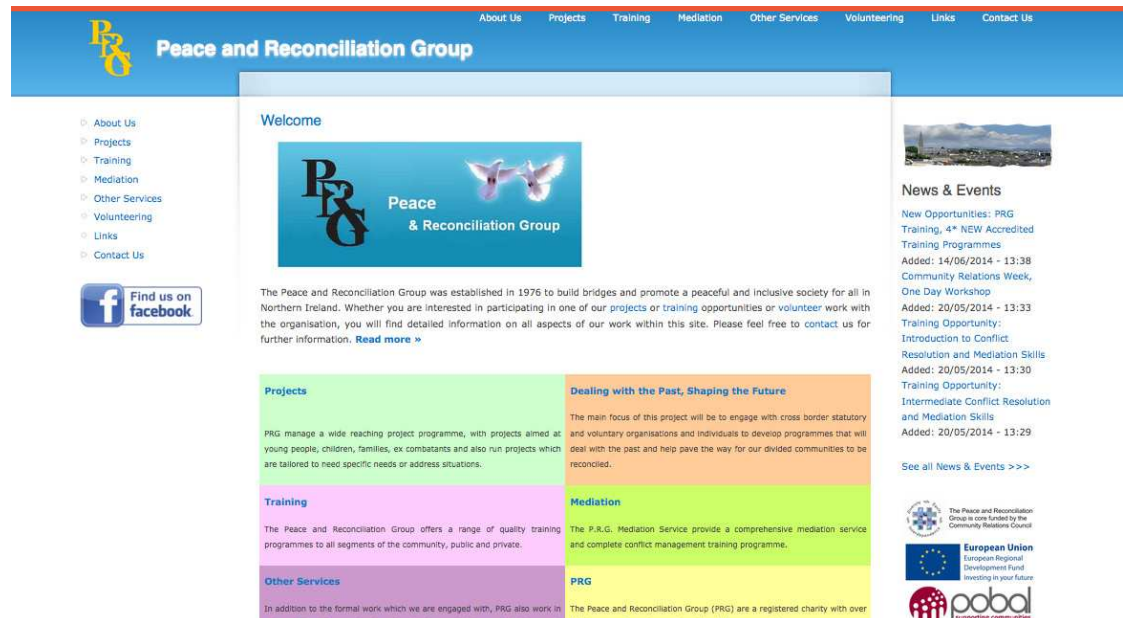
Glencree

The colour scheme for this site is purple ,grey and white with blue/teal text. The site is quite narrow with a large image and menu bar along the top of the page.

There are options to subscribe to news letters, and to donate to the organisation.

The menu drop downs highlight in teal.
Pages include about, programmes, visitor Centre, news, contact and links.

The site also has information about it's café, something St. Columb's Park House could utilise on their site as their existing website fails to advertise it well if at all.
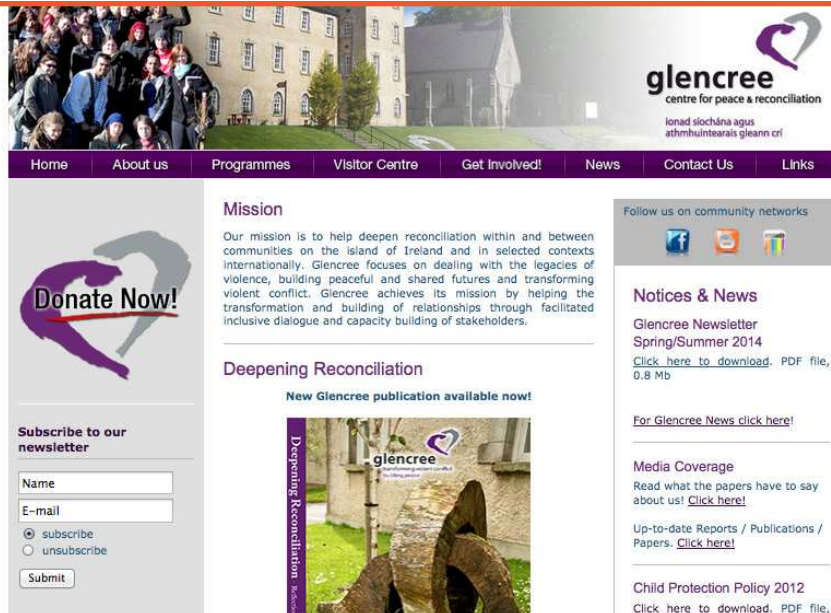
WEBSITE » EXISTING WEBSITES

From these examples of websites of other peace and reconciliation centres, we can see that white and blue colour schemes are to be avoided in order to stand out from the rest. In light of our new logo design for the house, this will be easily achieved.

It is worth noting that none of these websites were responsive, which is something that should be included in the house's new website. This is important because of the increasingly large number of people browsing the web on devices like tablets that require properly optimised sites for optimal viewing and ease of use on these devices.

After discussing further details of the website with the house we were told that the booking system would still end up being done on paper however the website should provide more information on booking and provide a form requesting all the information required to book.

Social Media
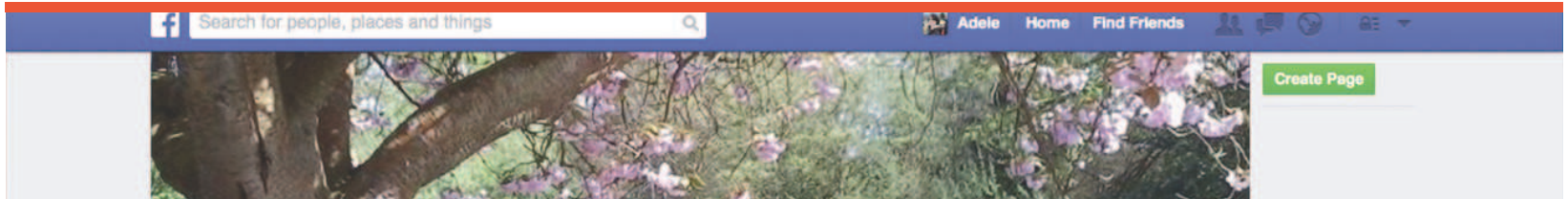
The brief outlined several digital assets the house required. This consisted of email graphics and social media banners. These are the images I made for this.

The house has an existing email signature shown below. The font is of the old logo, and there is no logo present.

There will be no quote in the email image redesign as this is more personal and the image should be usable by all staff.

ST COLUMB'S PARK HOUSE

Activity & Reconciliation Centre

4 Limavady Road
Derry/Londonderry
N. Ireland
BT47 6JY
02871 343080

"Another world is not only possible, she is on her way. On a quiet day, I can hear her breathing" Arundhati Roy

SOCIAL MEDIA » EMAIL BANNER

This design for the email banner contains the same information as the old one, but now also contains the new logo and font choices to bring it in line with the new designs.

As stated, there is no quote included as each staff member may chose to include a different one as long as they use the PT Sans font to maintain the brand consistency.

Activity & Reconciliation Centre
4 Limavady Road
Derry-Londonderry
N. Ireland
BT47 6JY
02871 343080

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

SOCIAL MEDIA » FACEBOOK COVER PHOTO

The current cover photo for the house's facebook is out of date as the work on the grounds has changed the appearance of the garden area in front of the house as several key features have changed since this photo was taken.

The new design for the St. Columb's Park House facebook page was created to the exact dimensions it would be displayed at, 851px by 315px. This ensures no loss of image quality.

The image below is designed for web usage and thus may not show exactly as it will when used on screen.

SOCIAL MEDIA » TWITTER PROFILE HEADER

Although the house does not yet have a twitter account, as it is a very common social network platform, it was decided that we would provide a profile header image for this. This means that should St. Columb's Park House acquire a twitter account in the future, they already have an image to use here to ensure brand consistency.

This image follows the same style as the facebook cover photo, just with a different background as twitter uses images that are 1500px by 500px, and a panorama image suits this size best.

SOCIAL MEDIA » USAGE GUIDELINES

Usage guidelines for the social media assets closely follow those outlined for the logo.

At the time of printing this book, the guidelines for these images is still in progress.

Standard proceedure for images that look like the ones created involve taking a photograph, applying a gaussian blur of around 12px, and placing the colour logo with white text on a layer above.

Adding a black outer glow with the blending mode set to multiply with an opacity of 20% makes this easier to see against almost any background image.

However if the house chooses to not use the logo on any of these images they may simply use photos at the appropriate sizes. Facebook uses 851px by 315px where as Twitter uses 1500px by 500px.

To ensure brand consistency, all social media images should be of the same style.

Evaluation

During this project I was responsible for several tasks including researching St. Columb, creating the illustrations for the logo, helping with sign design, and I helped create the digital media, print media and a good amount of photography. I was also able to assist the website design via research.

During the project there were times where communications with the client were difficult. We worked through these issues as much as possible to create material that was the highest standard we could achieve.

Creating the illustrations for the logo was a satisfying task. Initially after the pitch the client wanted to alter the dog icon to one of the peace bridge but they were convinced to leave it as it was as the iconography was stronger that way.

The mock up process helped greatly when it came to creating the print assets as we knew what designs to base them off, speeding up the process.

Due to the tight time frame we had to create the sign designs by, all three of us worked together to meet that deadline as no one person could complete that amount of work by themselves. This aided the

creative process as there were three heads on this task.

Unfortunately I was unable to photograph some areas of the park due to construction work, however if this is finished before the final deadline I will return to take these photographs for the house to after the project.

Although the brief is not yet completed, we are on target to complete it by the final deadline and I feel that both my work and the work of the others in my group is to a very high standard throughout.

References

REFERENCES » IMAGES

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bibliography
Fig. 1 - Binary Tree < http://stocklogos.com/sites/default/files/styles/logo-medium/public/logos/image/a19e-dbae130b70887568d47ebac8e6c8.png?itok=hQPofu91 >

Fig. 2 - < http://www.langweiledich.net/Bilder/Zeichnungen/logoskizzen_05.jpg >

Fig. 3 - Training for Adoption Competency < http://adoptionsupport.org/wp-content/uploads/2013/06/TAC-logo-final-cropped-300x269.jpg >

Fig.4 - Golden Tree Logo by StratospheremaN < http://stratosphereman.deviantart.com/art/Golden-Tree-Logo-373986265 >

Fig.5 - < http://www.jeffjonesillustration.com/images/illustration/01048-birds-hands-logo.jpg >

Fig.6 - The San Diego Foundation (black) < http://www.sandiegowriters.org/wp-content/uploads/2011/11/Merci-Fund-Palm-Tree-Black.jpg >

Fig.7 - < http://professionallogodesign.blog.com/files/2012/02/corporate-logos-ideas-1.jpg >

Fig.8 - The Bennet House < http://cdacommunity.com/wp-content/uploads/2013/12/Bennett-House-Logo-1024x602.jpg >

Fig.9 - < http://blog.pixellogo.com/wp-content/uploads/2012/04/wooden-house.jpg >

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