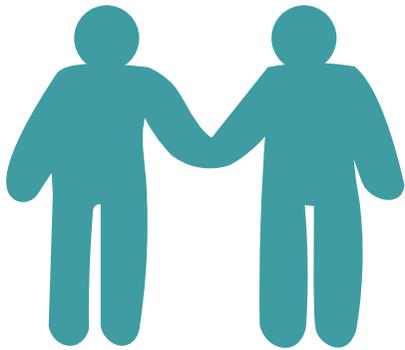


CARE ZONE

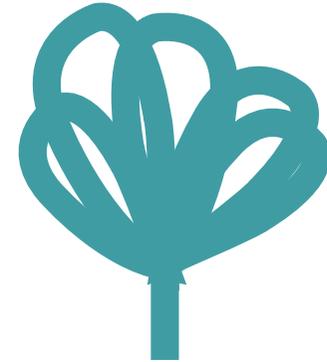
COMMUNITY



COMPASSION



HOPE



CONTENTS

INTRODUCTION	RESEARCH DESIGNS
SCHEDULING	DESIGN PRODUCTION
MANAGEMENT	CREATING DECKS
RESEARCH	PITCHING DECKS
BENCHMARKING	FINAL PRODUCT
BUDGET RESEARCH	BRAND GUIDELINES
RESEARCH	EVALUATION
CREATING THE BRIEF	BIBLIOGRAPHY

INTRODUCTION

On our first day of class we were introduced to Claire Mulrone who would therefore be our Project Lead. She is a part of The Science Shop and they run projects for communities and projects that don't have the funds or means to recreate their identity or create new videos or content.

To choose a project from the various projects presented to us we had to fill out a survey that a link was provided to on Blackboard. Based on our choice we had to decide on our top 3 projects that we could achieve successfully with our skills and previous knowledge. We also had to write a short outline of how we can meet the needs of the community partner. As we wanted to get our choices in as soon as possible we had kept it brief and could have written something better. Originally in our team it was just to be Erin Stavri and myself, however Mark Fox approached us to team up and had mentioned his HTML and CSS skills. Our choices were YeHa: Youth Education Health Advice, Care Zone, and Triangle Housing Association as we felt our skills between the 3 of us suited best to these projects and specifications. With the module being worth 40 credits we had chosen Triangle Housing Association last as we thought there wouldn't be enough work there for 3 people. When everyone had completed their surveys someone else had also chosen YeHa and we were given the opportunity to pitch for who wanted it most, but we decided to go for Care Zone and it ended up being a good decision.

Below is the description of what Care Zone required and what skills we required to make it happen.

Care Zone

Project Specification:

Develop a logo/visual identity for the Care Zone along with a new website. Capture a short video showing the work the Care Zone champions are undertaking. Catalogue photographs of events.

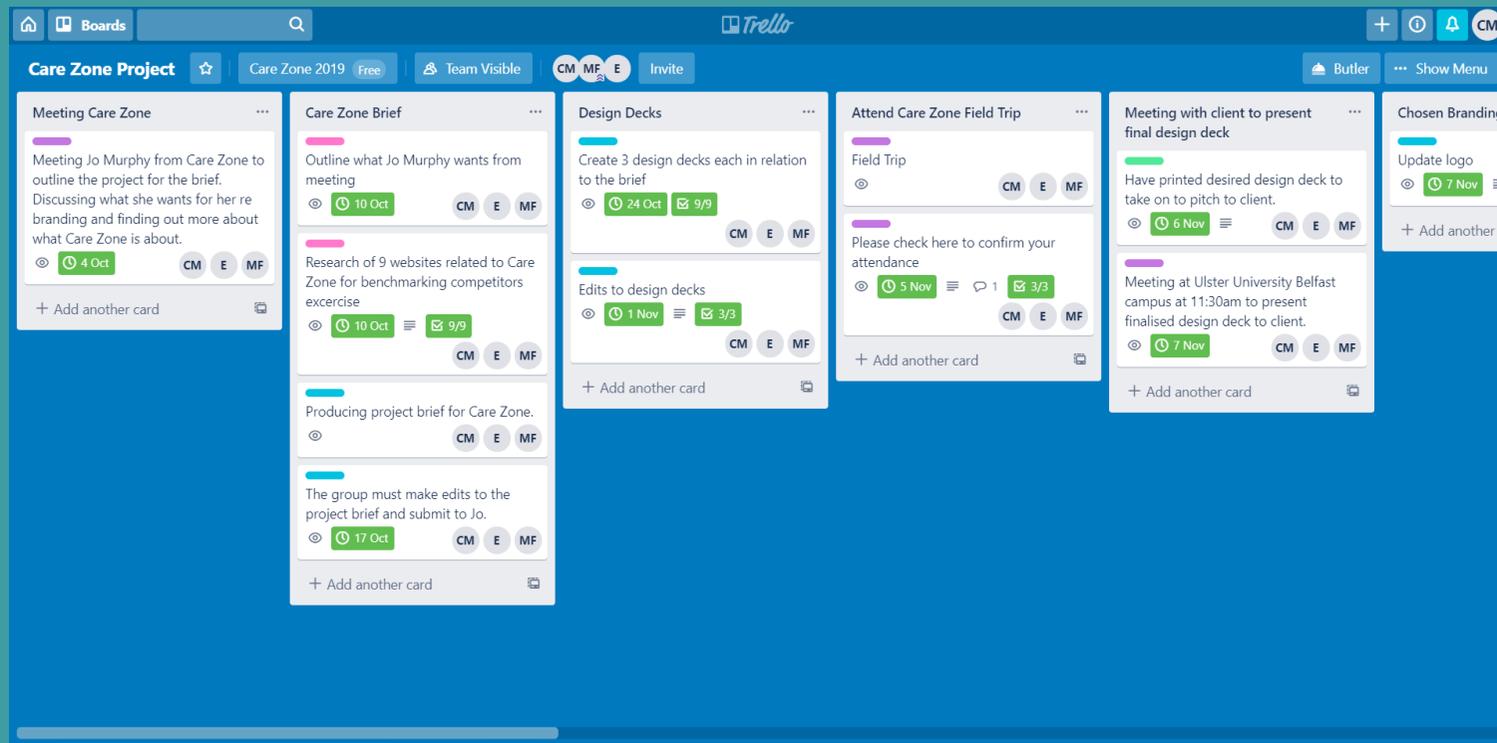
Skills Required:

Wordpress, HTML, CSS

Photoshop, InDesign, Illustrator, Premiere, Multicamera setup, Sound Recording, Maybe After Effects.

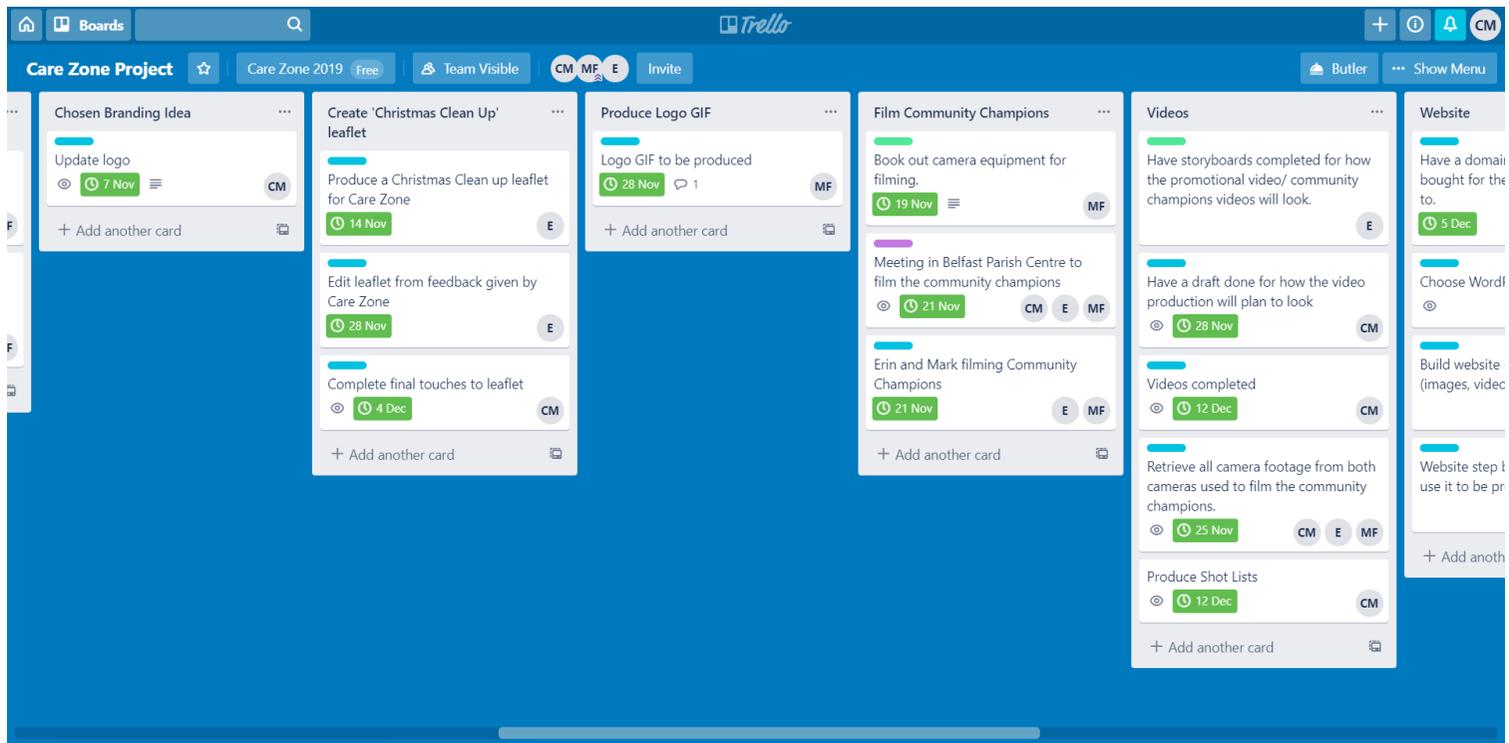
SCHEDULING

To keep on top of tasks and what needed to be done we created a Production Schedule using trello.com and we were able to easily add in, complete, assign or adjust any tasks for the project.



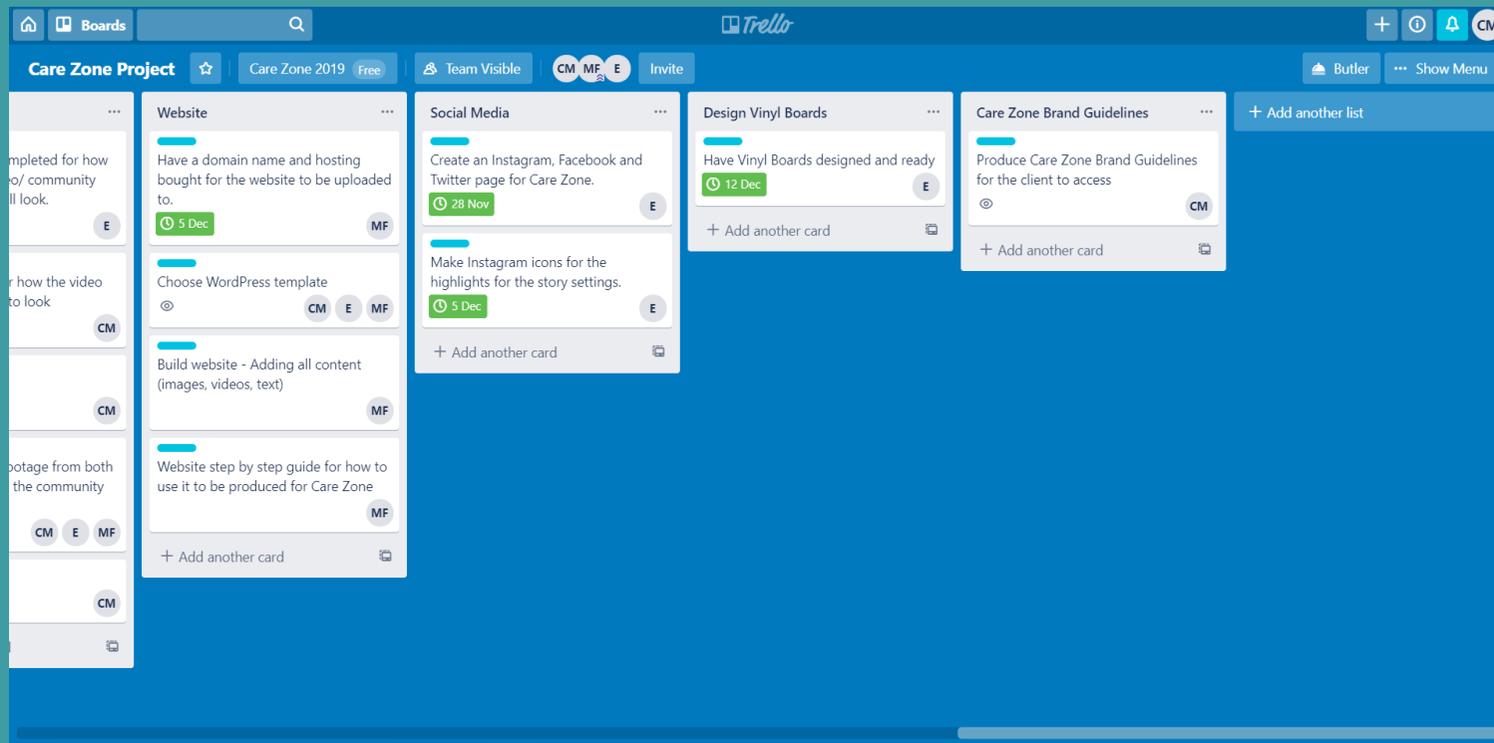
SCHEDULING

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SCHEDULING

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SCHEDULING

Updates can be easily added in, even for events or tasks that have already passed.

The screenshot displays a Trello board for the 'Care Zone Project'. The board is organized into several columns, each representing a different task or event. Each card within a column contains a title, a description, a due date, and assignees. The cards are as follows:

- Design Decks:** 'Create 3 design decks each in relation to the brief' (due 24 Oct, 9/9), 'Edits to design decks' (due 1 Nov, 3/3).
- Attend Care Zone Field Trip:** 'Field Trip' (due 5 Nov, 3/3), 'Please check here to confirm your attendance' (due 5 Nov, 1).
- Meeting with client to present final design deck:** 'Have printed desired design deck to take on to pitch to client.' (due 6 Nov), 'Meeting at Ulster University Belfast campus at 11:30am to present finalised design deck to client.' (due 7 Nov).
- Chosen Branding Idea:** 'Update website mock up' (due 7 Nov), 'Update clothing merch' (due 7 Nov), 'Update social media mock up' (due 7 Nov), 'Create 3 banner mock ups' (due 7 Nov), 'Create Christmas and Summer icons' (due 7 Nov), 'Create speech bubble icons' (due 7 Nov), 'Create updated Design Deck to showcase the new visual identity' (due 7 Nov).
- Create 'Christmas Clean Up' leaflet:** 'Produce a Christmas Clean up leaflet for Care Zone' (due 14 Nov), 'Edit leaflet from feedback given by Care Zone' (due 28 Nov), 'Complete final touches to leaflet' (due 4 Dec).
- Produce I:** 'Logo GIF' (due 28 Nov).

The interface includes a top navigation bar with 'Boards', a search bar, and user avatars. The board title 'Care Zone Project' is prominently displayed at the top left of the workspace.

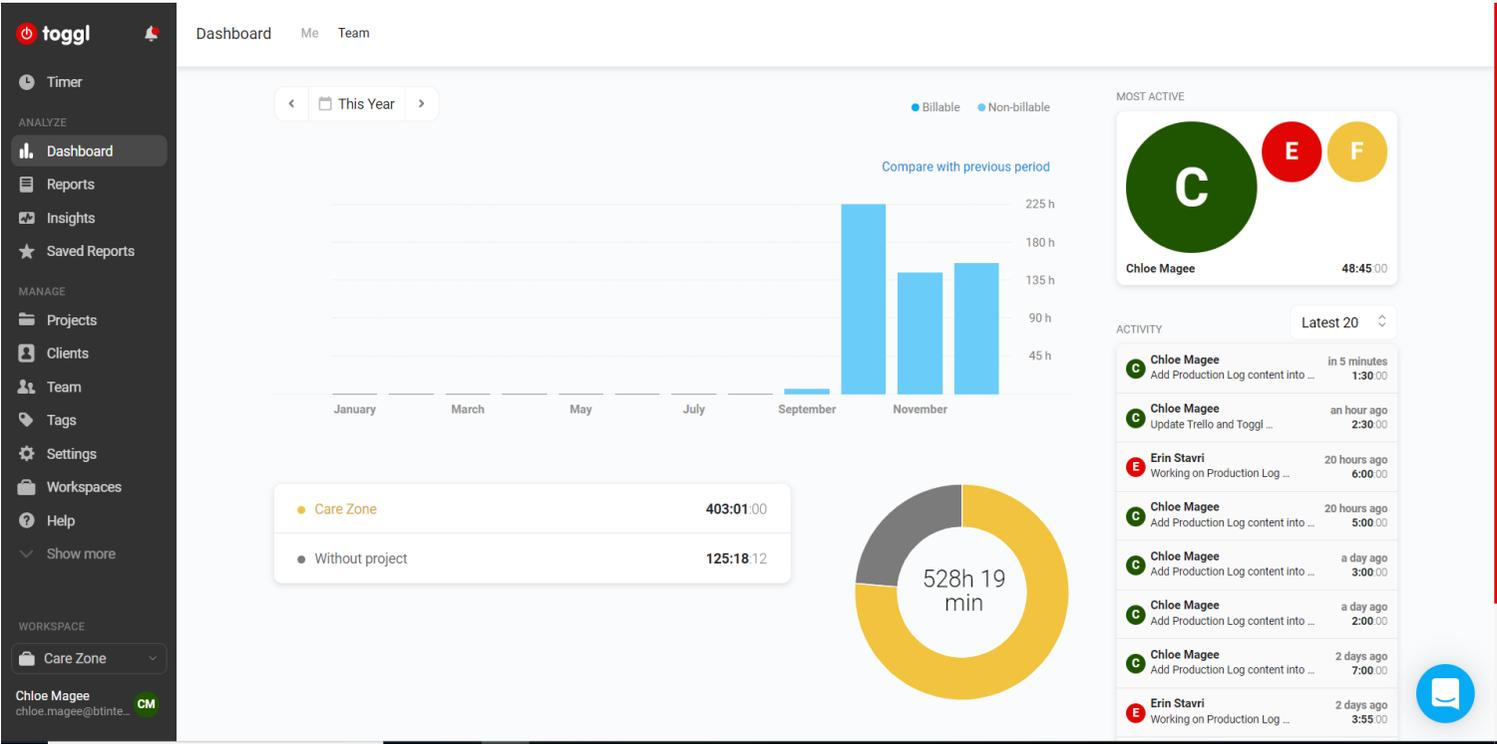
MANAGEMENT

For the last 12 weeks we have had regular meetings with our Project Manager, including field trips and meeting with the client; apart from the week of our filming the interviews. For 10 weeks; apart from our pitch day and the filming day we had also had meetings with our Creative Director make sure we were on track with the work and things were going according to the brief. We had regular meetings as a group and kept in contact using Basecamp when we were unable to meet up in person.

To track our project management of our work and roles we have used Basecamp and Toggl. Basecamp has been used to transfer files to one another so there is only one place we must go to access them. It has also been used to communicate between the group and give advice and feedback on work and to help plan group meetings outside of class and any trips or filming days we might have. Toggl was used to keep track of what tasks everyone was fulfilling, and the time spent completing tasks and creating work.

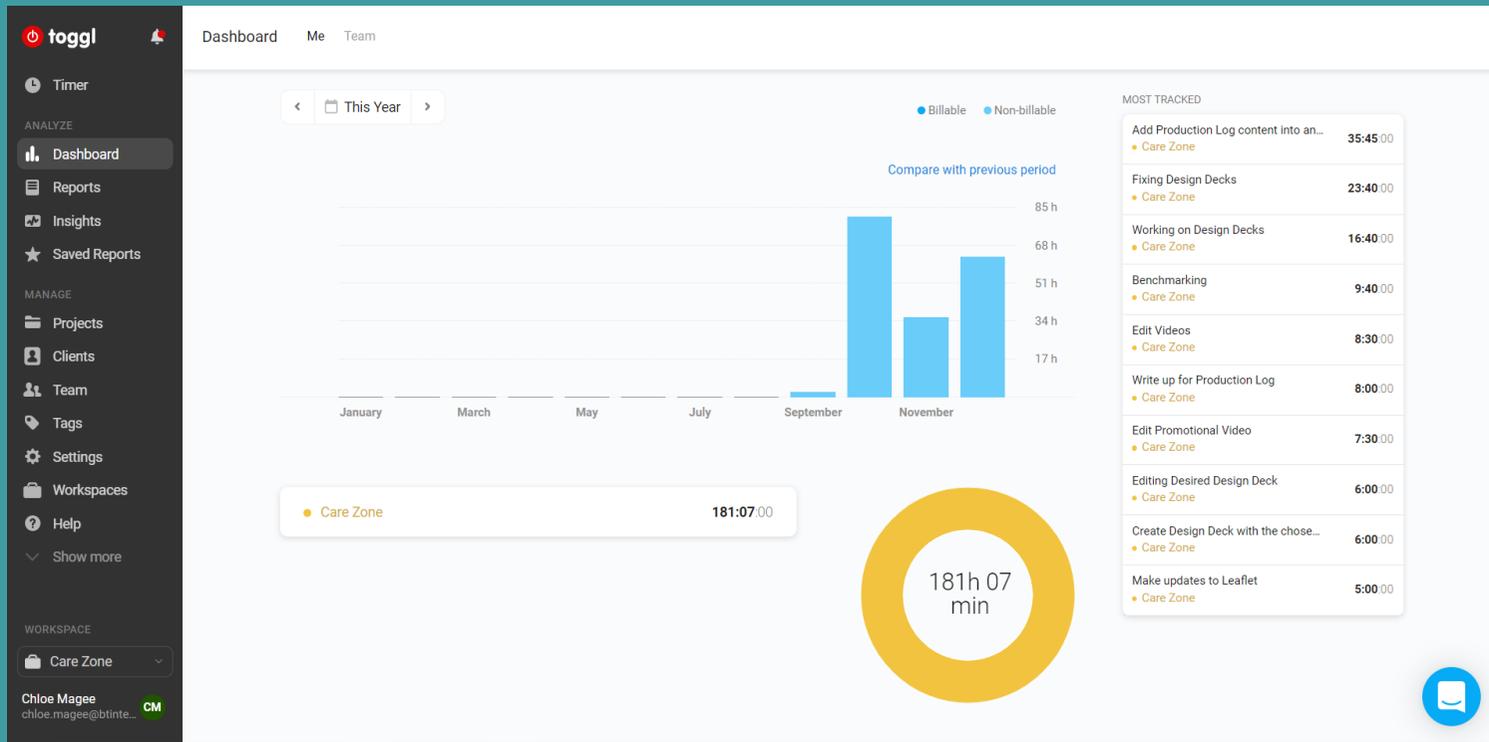
MANAGEMENT

Here is the overall amount of work as a group.



MANAGEMENT

Here is my overall number of hours.



MANAGEMENT

Here is an insight into Basecamp and the main aspects involved.

The screenshot displays the Basecamp interface for a workspace named "Care Zone". At the top, there is a navigation bar with links for Home, Pings, Hey!, Activity, My Stuff, and Find. The workspace header includes the title "Care Zone" and a list of participants (CM, ES, MF) with an "Add/remove people" button.

The main content area is divided into several sections:

- Campfire:** A chat window showing messages from Erin Stavrí (ES) and Mark Fox (MF) with timestamps and content.
- Message Board:** A list of items including "Design decks", "see email from Paul with an inclusion", "Use this for the introduction", "Untitled", and "Meeting with Care zone", each with a user icon and a count.
- To-dos:** A list of tasks with checkboxes, such as "Website Edits", "Make Social Media icons for the Highlights", "Buy Domain and Hosting for website", "Produce website guide", "Storyboard videos", and "Shot list".
- Schedule:** A section with a calendar icon and text: "Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook."
- Automatic Check-ins:** A section with a question mark icon and text: "Create recurring questions so you don't have to pester your team about what's going on."
- Docs & Files:** A grid of file thumbnails, including "insta-logo-white.png", "social.png", "mock-up.psd", and "logo-update2White.png".

At the bottom, there is a link "Change tools (add Email Forwards)" and a help icon.

MANAGEMENT

To keep in contact with the client we were given an email for Jo Murphy, we had gotten a reply from Sharon (an associate of Jo's) and then were given a contact email to Cecilia (another associate of Jo's) who we mainly had communication with for the content of the leaflet and social media information. We had also contacted Sean Devlin, but Mark had been in contact with Sean the most. To prove we had contacted or asked for feedback from the client, in any Care Zone related email we had to CC our Project Manager and Creative Director into to make sure we didn't go outside any boundaries and that too much wasn't asked of us. For the Care Zone leaflet I had to also contact members of my class working on the YeHa project through email as it wasn't during class hours but had to ask our Project Manager to inform them of the email through Basecamp as I had not yet received an email and it was the final piece to the leaflet.

Example of email interaction with client.

The screenshot shows an email interface with a sidebar on the left and a main content area on the right. The sidebar displays a list of search results for 'Cecilia Rice'.

Top results

- Cecilia Rice**
Care Zone Christmas Leaflet
Hi Chloe, Hope you are keeping well...
Wed 16:05
Attachments: Christmas Leaflet (391 KB), T)C +11
- Cecilia Rice**
Photos from Events
Hi Chloe, Sorry, but I wouldn't have an...
Thu 05/12
Inbox

The main content area shows a conversation thread:

- Chloe Magee**
Wed 04/12/2019 11:40
Cecilia Rice <cecilia@lighthousecharity.com>; Hickey, Adrian; Mulrone, Claire
Hi **Cecilia**,

Would you like the locations to read 'St Gemma's Site' and 'Torrens Site'?

Thanks,

Chloe
- [Draft]**
(No message text)
Saved: Wed 04/12/2019 11:38
- Cecilia Rice** <cecilia@lighthousecharity.com>
Wed 04/12/2019 11:36
Chloe Magee; Hickey, Adrian; Mulrone, Claire
Hi Chloe,

Please see correct spelling for the second site; Torrens.

Thanks,

Cecilia Rice
Administrative & Finance Officer
Lighthouse
107-108 Devonian Gardens

RESEARCH

On my initial researching of Care Zone, it was hard to find out much about them as there was not much social/online presence that was clear unless it was under a different name, but I found out that they were based in North Belfast on our initial choosing of our Science Shop Project. There had been some posts about Care Zone on Lighthouse's social media as Jo Murphy the coordinator of Lighthouse is also the project lead for Care Zone. There was also some footage of Care Zone on Belfast Live's Facebook with a project they had taken place in, 'A Sense of Place – Stories from the North Belfast Care Zone'; we were able to receive this book on our initial meeting with Jo Murphy.

Care Zone is involved with other organisations, YeHa, Lighthouse, and Belfast Healthy Cities, to name a few.

Care Zone's main aim is to instill hope and engage the community, they want the community to have control again. To prevent suicide, they want to give a sense of hope to those who feel that they have no hope left. The Care Zone is a deprived and poor area. Care Zone is from the community up ('from the ground up'), they have community champions.

The Care Zone Report and Health Report is to Launch on Monday 7th October 2019. Care Zone does many things, challenging and instilling hope. They took part in a history book – 'A Sense of Place – Stories from the North Belfast Care Zone'.

On Healthy Cities Belfast they posted '2018 International Healthy Cities Conference Site Visits Wednesday 3 October 2018' (<https://www.healthycitiesbelfast2018.com/copy-site-visit>) and number 19 was 'A Care Zone in North Belfast' and they wrote a short paragraph to explain what Care Zone is. They wrote "The development of a Care Zone in North Belfast is part of ongoing regeneration in the area, linked to Public Health Agency's Future Search work on suicide prevention. The Care Zone is a local response involving residents and community groups in Marrowbone area to empower and build capacity to support action to increase 'hope' and care in the area. The project has been working to identify the needs of local communities through data sharing and collection, developing partnerships and resources to create emotionally resilient communities and tackle health inequalities.

RESEARCH

The site visit will take a guided tour of north Belfast including Belfast Castle.” This short paragraph helped to inform us on Care Zone more before we had our initial meeting and gained access to the reports they launched.

The Care Zone website will be created on WordPress so it is easy for people who can't code websites to access and use. Care Zone is for people in the community of all ages. Some people from the community couldn't read when they carried out a survey at an event and therefore, we plan to make the website image based and have videos.

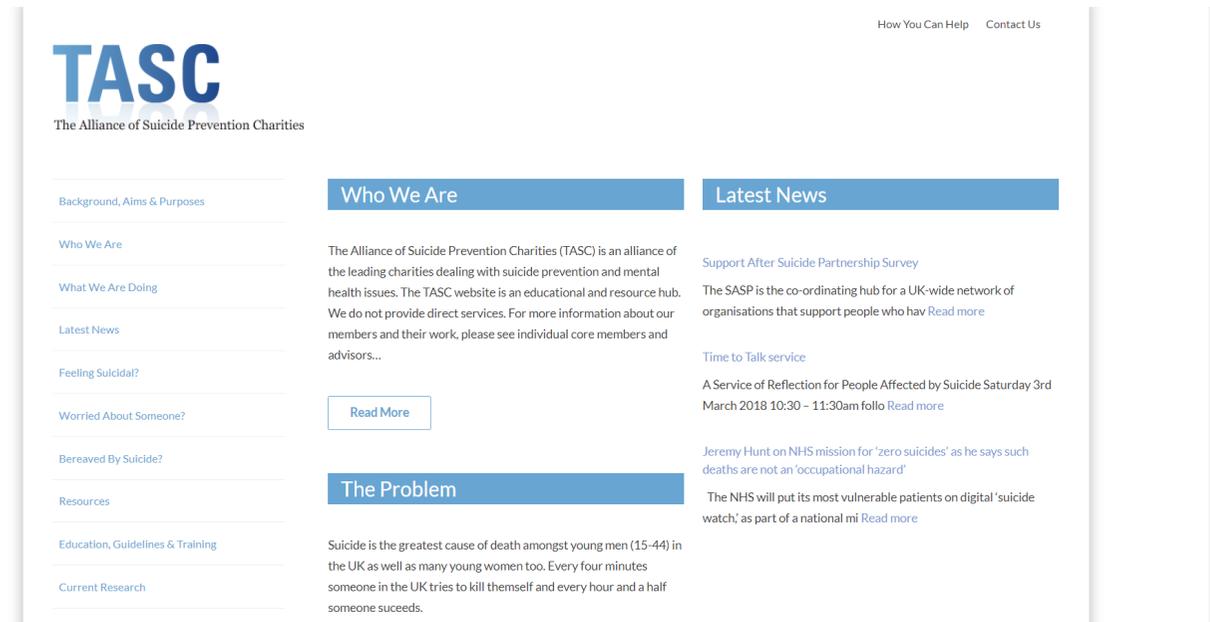
Similar agencies of Care Zone would be mental health agencies, suicide support, health charities, social agencies, and Lighthouse (linked to Care Zone). Sensitivity must come through the similar websites, examples of counselling and support, bereavement support, youth interventions, and advocacy are all things that could be included in the Care Zone website.

The Thursday before we had met Jo Murphy, we began researching and looking into similar charity organisation websites to get inspiration and an insight into what is appropriate and what is not, also what to do and what not to do. We also found how some were targeted for males and/or females, and how some were for young children/teens and how some were for adults. It was hard to find one that suited all ages and genders, as this would be the type we would aim for as Care Zone's is for everyone in the community of all ages and genders.

The similar agencies I found were Samaritans, Extern, Papyrus UK, Think Twice, The Calm Zone, NSPA, TASC, Sane, and Young Minds. Out of the 9 I chose the 3 listed below.

The 3 websites I benchmarked were YoungMinds, ThinkTwice, and TASC. I think YoungMinds and ThinkTwice were most aesthetically pleasing compared to TASC.

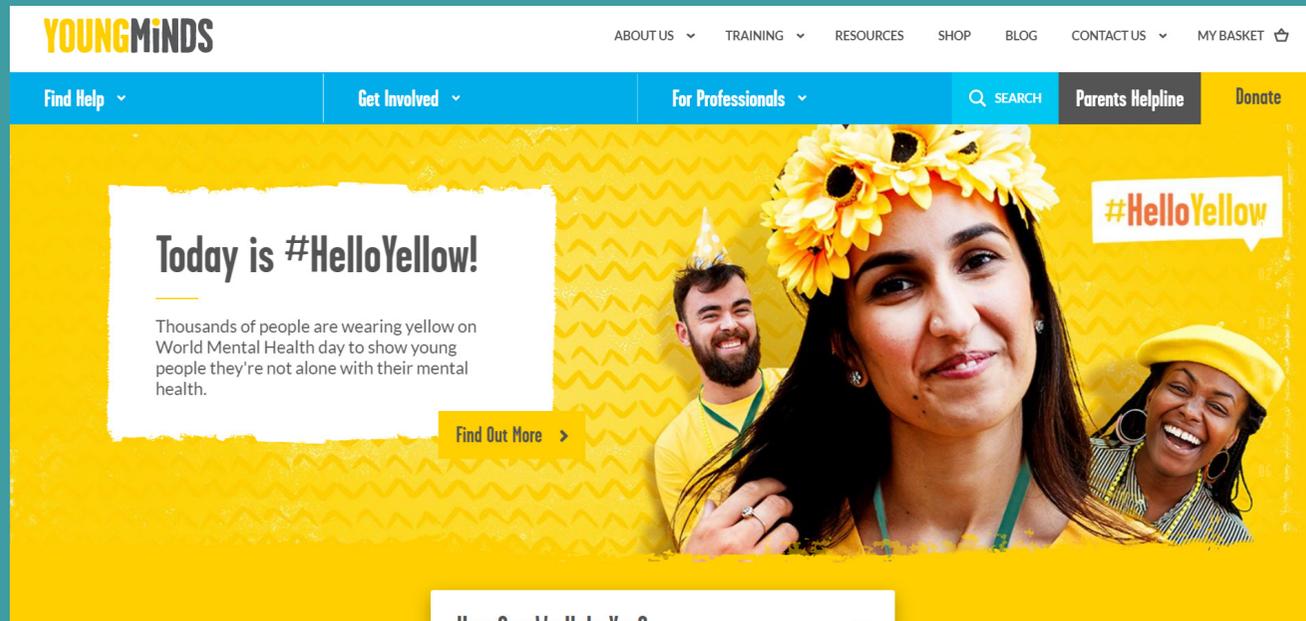
RESEARCH



<http://tasc-uk.org/>

TASC was word heavy and had outdated sources of articles, no social media links and “Latest News” wasn’t new at all. Overall, it was bland and depressing visually, I don’t think it would be the type of website we are looking to create, on the other hand under their resources, they had links and numbers to helplines or support. The use of white (to represent goodness), black (to represent safety), and one colour (blue to represent trust) was used well but without the use of images it didn’t give a good impact. The logo was outdated using a Serif font and effect on the text. Typography is consistent apart from the Serif in the logo and there don’t appear to be any key words apart from headings. For some page links, the content is blank on the page which isn’t useful. The navigation was all down the left and wasn’t aesthetically pleasing to go through. The website appeared to be for people of all ages and gender however a fact stated on the homepage mentioned “young men (15 – 44) and women”.

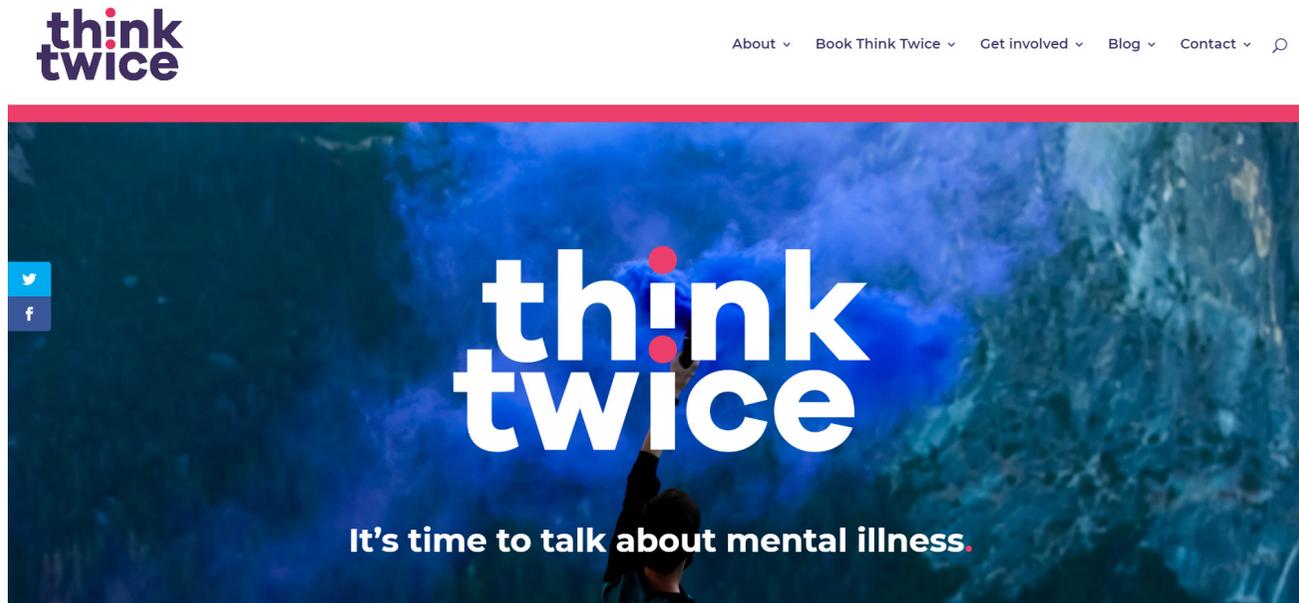
RESEARCH



<https://youngminds.org.uk/>

Young Minds was directed at children and adolescents, however Care Zone is directed to people of all ages and gender. The consistency of colours and text is what makes the website. The use of videos and images to explain and demonstrate stories is something we would want to do within the Care Zone website, none are negative and are of good quality. However, some of the text is still quite wordy and so in our website we might decide to have a sound bites (or soundbite alternative) for those with literacy issues. They use 4 colours; white (to represent goodness), yellow (to represent optimism), grey (to represent security), and occasionally blue (to represent trust) but it works well for the target audience as it's bright and fun looking, encouraging. The logo is simple and uses their key colours and would be transferable for print and other areas. The typography is consistent and used well for headers and key points and slogans or tags, such as "#HelloYellow" for World Mental Health Day. The navigation is easy to get through and key buttons or places on the website are a different colour. Social Media accounts are very active and updated regularly.

RESEARCH



<https://thinktwiceinfo.org/>

Think Twice is directed at all genders and people of different ages which was my favourite part of the website, the colour is neutral and a modern design, it would be my favourite out of all 3 websites as it is something, we would aspire for in Care Zone and it is also a WordPress design. However, going through the website I found out that it is Religious based, and this might not fit with the community for Care Zone, it might not be the main aim and would be something we wouldn't want to include. Some of the pages could do with more images just like Young Minds had included. Think Twice has used 4 colours: white (to represent goodness), pink (to represent compassion), purple (to represent purpose), and black (to represent safety), which works well for the audience in mind. The use of images and icons works well for the modern look and would work well for those with literacy issues. Their logo is simple and versatile. The typography is consistent and Sans serif, it is good for headers and key points and slogans or tags, such as “#SpeakofSuicide” and “It's time to talk about mental illness.”.

RESEARCH

Out of all the articles and pages there is a good balance between text and images on most pages as none are too word heavy. The navigation is like YoungMinds in the way the layout is and the ease of it. Social Media accounts are active and updated regularly.

Overall, I think YoungMinds is the best for content, with TASC the best for support/helplines, and ThinkTwice is the best for not having too much text but also being appropriate for all genders and ages. The use of hashtags and slogans within YoungMinds and ThinkTwice is something that can be used for Care Zone as it could be used throughout website and social media. Out of all 3 websites, if our target audience was children and adolescents, I would choose YoungMinds, however our audience is a community of all ages and genders and so ThinkTwice suits best as if an adult who viewed the YoungMinds website they wouldn't think it was a place for them unless they were a parent. ThinkTwice gives a different impression compared to the other websites as it doesn't just identify to one age group or audience.

Looking at all 9 websites, the one I had chosen from my 3 that I thought was best, was also chosen out of the 9 as it best represented Care Zone's target audience, which is anyone of any age or gender.

From our benchmarking table (below) we were able identify the various feature we may want to include in the Care Zone website from the categories listed within the table. This gave us an insight into pages that Care Zone might want to include and what not to do. The benchmarking process then helped us prepare for the initial meeting, and eventually our brief.

BENCHMARKING

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
PRIMARY MENU FORMAT	Full exposed click through	Full exposed click through	Full exposed click through	Drop down	Fully exposed click through	Drop down	Click through and rollover	Click through and rollover
PRIMARY MENU POSITION	Horizontal top	Horizontal top	Horizontal top and vertical left	Horizontal Top	Vertical Left	Horizontal top	Horizontal top	Horizontal top
GETTING TO TOP PAGE	There are no means of getting to the top of page	There are no means of getting to the top of page	There are no means of getting to the top of page	Back to top button	Arrow button	None	None	None
SITEMAP	Bottom of page	Below Navigation	None	In footer	On most pages	None	None	None
BREAD CRUMBS	None	Yes	None	Yes, on top of header image	None	None	None	None
CONTACT PAGE	Page footer	Page footer	Page footer and navigation	In the primary menu	Exposed in header	Exposed in header	Page footer	Exposed in header
NO. CLICKS TO CONTACT	Two clicks	Click and drag	One click	Scroll below fold and one	One click	Scroll below fold and one	Scroll to the footer	View on header
EXPLANATION OF SERVICE	One click	One click	Home page header	On the homepage	On the homepage	On the homepage	One click	Home page header
OUTDATED CONTENT	None	None	None	None	Links to articles 3 years or older in "Recent News"	None	None	None
SOCIAL MEDIA	Page footer	Navigation	Page footer	Links in footer	None	Page footer	Links in header	Links in header

BENCHMARKING

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
ARE LINKS VISUALLY DISTINCT	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LINK UNDERLINING	No	No	No	No	No	No	No	No
HYPERLINKS CHANGE COLOUR IF VISITED	Embedded on navigation	Embedded on navigation	None	Embedded in homepage	Embedded in resources page	Embedded in header	None	Embedded on navigation
OVERALL SCORE	60%	32%	18%	58%	19%	59%	40%	60%
								PAPYRUS
FIRST IMPRESSIONS	hard to navigate, left no direction of where to go	RESPONSIVE	Yes	CONTENT MANAGEMENT SYSTEM	WordPress			
TARGET AUDIENCE	Homepage	CONTENT IN PRIME POSITION	Slider Image	ANALYTICS EMBEDDED	Google Analytics			
CHIEF AIM	3 clicks away	BODY TEXT FONT	Roboto, Sans Serif	PRIMARY MENU FORMAT	Pop up menu			
RETINA (HD READY)	Some images are HD	LOGO PLACEMENT	Top left	PRIMARY MENU POSITION	Horizontal right			

BENCHMARKING

				PAPYRUS
GETTING TO TOP PAGE	None	SEARCH	Embedded on navigation	HYPERLINKS CHANGE COLOUR IF VISITED No
SITEMAP	None	TYPE OF SEARCH BUTTON	Drop down search button	OVERALL SCORE 12%
BREAD CRUMBS	None	LOAD TIME	2.06s	
CONTACT PAGE	Page footer	EMAIL SUBSCRIPTION	Yes	
NO. CLICKS TO CONTACT	Scroll to footer	MULTILINGUAL	Google translate plug in	
EXPLANATION OF SERVICE	3 clicks away	NO. LANGUAGES OTHER THAN ENGLISH	50+	
OUTDATED CONTENT	None	HOW MANY FONT TYPES	2	
SOCIAL MEDIA	Links in footer	CLEAR & ACCURATE HEADINGS	Yes	
F&Q SECTION	3 clicks away	ARE LINKS VISUALLY DISTINCT	No	
PRIVACY POLICY	None	LINK UNDERLINING	Yes	

BUDGET RESEARCH

Domain and Hosting

In our group we compared prices of domains and hosting for the domain name 'carezone.org' These are the 3 different options we found:

- IONOS

Domain is £1 for first year, then £16 per year afterwards.

Hosting is £1 per month for first year, then £5 per month afterwards.

- 123Reg

Domain is £11.98 valid for 1 year, then it is annual renewal after for the same price. Hosting is £5.49 per month, however could go back up to £7.99 per month.

- GoDaddy

Domain is £7.99 for first year, then £19.10 for renewal afterwards.

Hosting is £3.99 per month but could go back up to £7.99.

As a group we recommend getting Care Zone's domain and hosting from separate companies as their website will less likely to be hacked this way.

Printing

We compared prices of printing for posters and leaflets and received quotes from quantity of 100 for reference.

DP (Digital Printing) Online

- Posters A4 £78. 78p per unit.
- Folded leaflet A5 £15.56. 16p per unit.

Instant Print

- Posters A3 £30.
- Folded leaflet A5 £21

RESEARCH

Things we are planning to find out from our initial meeting:

- Domain name
- Email address (form of contact)
- Colour scheme
- View old logo
- More about Care Zone
- Aims
- Audience
- Platforms (future and existing)
- Reports (to be launched)
- Will posters or other work need to be designed for events?
- What pages and information does the website require?
- Any footage or previous professional photos?
- Upcoming events?
- Members of Care Zone
- Social media
- Image heavy/based?
- Year of Establishment

Our initial meeting with Care Zone's Project Lead, Jo Murphy happened on 4th October 2019 at 11:30am to 12:30pm. From this meeting we gathered some more knowledge and insight on Care Zone and what they do and who they are. We also found out what Jo wanted the website to contain and the kinds of pages she wanted.

CREATING THE BRIEF

From our meeting with Care Zone we found out that they wanted a symbol for the logo, a more contemporary and modern look compared to similar agencies. Care Zone represents 'hope'. They require pictures for the website and social media, and they would like the Care Zone report and Health report to be available on the website. The 3 main words from the old logo are 'Community Compassion Hope' and this needs to be portrayed within the logo and online presence. Care Zone believes everyone should 'listen to each other', that it's not all about speaking. There is a level of care and Care Zone all starts with the community, from the website and media package they want the community to be able to connect with and navigate around. Care Zone's old logo is purple and white, using these colours or related I want to be able to create a new logo and redesign. Care Zone carry out many family fun days and at one they had 2 big canvases of a set of ears to portray that 'listening brings hope'. Care Zone are very big into visual props and symbolism and wants to use that in the media package rather than it being text heavy. They would like us to emphasise and advertise the gift of people and being kind. In their reports launch they plan to use a chessboard to visualize partnership and connecting the community, 'give and take'. It's all about taking risks and the game ends with the key to symbolise hope. In the landing/welcome page we are to include some information from the PowerPoint report. We are to take videos and photographs on our tour around the Care Zone/Marrowbone area. Care Zone wants the website to display positivity, action, and events, only the good stuff showcased as they are all about being positive and instilling hope. There will be a community champions page with a come join or volunteer section/page. There will be an events page to inform the community on upcoming events but also to display past events to therefore instill hope further. For different problems and issues people may have in community there will be a link to the Public Health Agency as an online version of the Z card. There will also be a Health and well being page with information about services. On the website there will also be acknowledgement of funding, partners, and resources. Concerts and other events may be displayed in a gallery page. Past videos and interviews will be put onto a page, with Belfast Live videos included as well. We plan to interview the area as it is with positive activists. Locals will have a say in the website, with footage including footage of community champions of all ages. We will showcase the main video we will film. We will set aside a day for filming and community champion interviews. The media package will all be about uplifting hope for the community with links to support. We aim to purchase a domain suitable such as 'carezone.org' and 'carezoneinfo...' for the email address.

CREATING THE BRIEF

As Care Zone does not have its own premises as such the main Telephone number used will be Lighthouse's. Everything for Care Zone's media package will go onto one pen drive with a guide to explain how to use. There may be a website launch event (online) for Care Zone and their rebranding. From our initial meeting we were able to decide what needed to be done for Care Zone. We were able to decide our roles in the team, discover our objectives, other outputs Care Zone might have (not including the web presence). Then we were able to put in our research from our Benchmarking table, we then reviewed the Care Zone Report, Health Report, and A Sense of Place book to help us with Care Zone's new visual identity and content. Creating the brief meant we were able to explain and describe what we were going to do for Care Zone to meet their expectations and ideas. We were also able to specify a budget for the domain and hosting, and printing costs.

My role in the team includes graphic designer, videographer, and video editor. However, we all will take part in helping each other in the different elements and parts of the rebranding and website. Our main objective is to provide the community with a high-quality media communication package to connect with others and spread the Hope, Energy and Compassion by rebranding the Care Zone logo and creating an online website with WordPress.

Objectives of the redesign of the website including new pages and features are:

- Website will be created on WordPress.
- Video Page - To include activists and community champions.
- Use reports and 'sense of peace' book information to translate over to website.
- Contact form
- Links to social media.
- Link to PDF reports.
- 'Emphasis Partnership'.
- Gallery – photos of events.
- Mental health page - To include 'z' card link.
- Calendar of upcoming events.

CREATING THE BRIEF

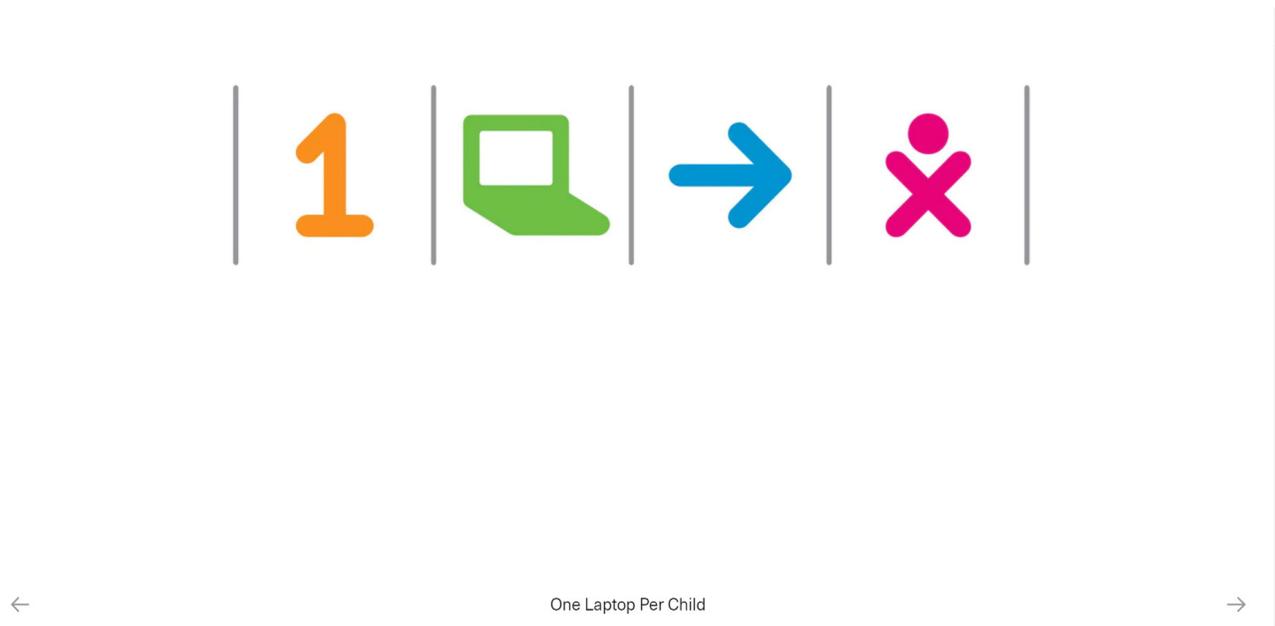
- Community champions page - Include photographs and biographies.
- Link to Lighthouse phone number.
- Links to support (especially Public Health website).
- Include a site map

Objectives of the logo are:

- New logo.
- A logo that is 'Quirky, Wholesome' 'Symbolic' – As this Logo will be representing all members of the community, we will make one that will do so.
- Still using the 3 words previously – 'Community | Compassion | Hope'.
- Something that people can connect with.

RESEARCH DESIGNS

After completing the brief, we were then able to research designs before we began the design phase. When researching other organisations and examples of design decks/designs we were given examples of websites to go to for inspiration, such as Pentagram, Under Consideration (Brand New), and A V Browne (a local company).



(Pentagram, 2019).

In Pentagram, I found that the images are clear and large to demonstrate/showcase the work (design deck). There are simple but the images are the dominant part which gives the client an idea of what you are trying to show them. For example, web mock ups and responsive web design it lets your client imagine it with a realistic example.

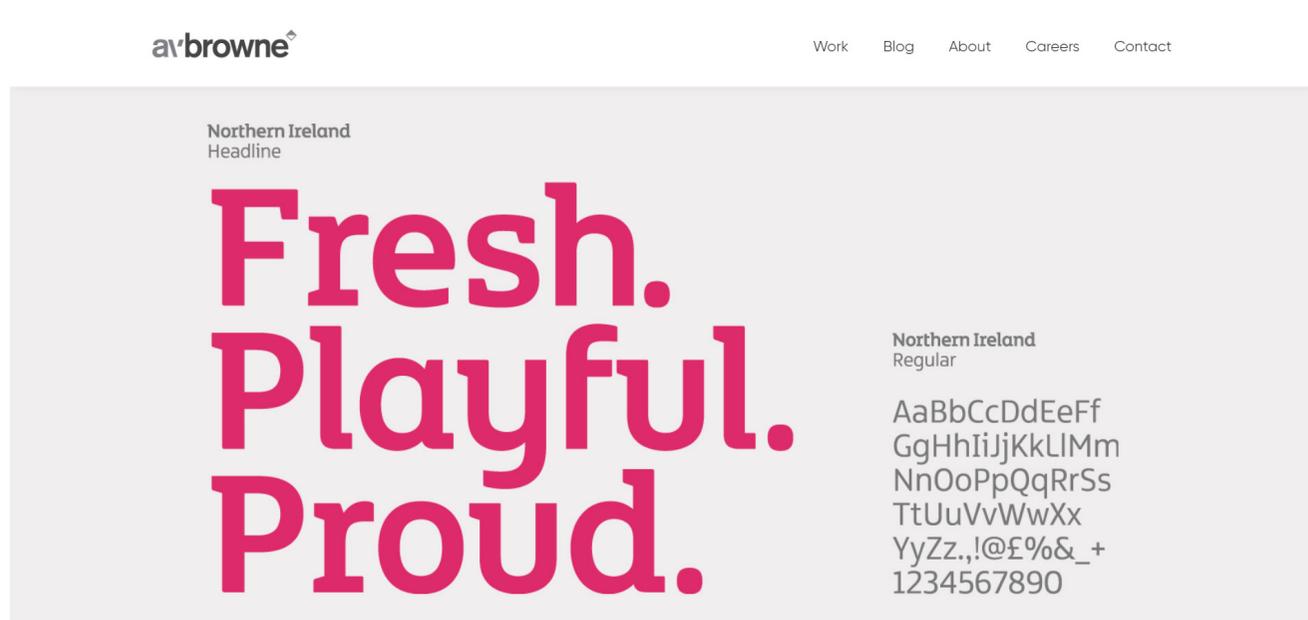
RESEARCH DESIGNS



(Under Consideration (Brand New), 2019)

In Under Consideration (Brand New) you can view Non-Profit and Charity examples, and this was useful to see what similar companies do and to help get better ideas. A lot of the examples I looked at, they were simple clean designs and with symbols used which I thought I could apply in Care Zone's new logo.

RESEARCH DESIGNS



(A V Browne, 2019)

Looking at A V Browne was useful to see what other local companies are creating, to narrow things down rather than comparing to larger American or International companies. Sometimes you just must go close to home for inspiration.

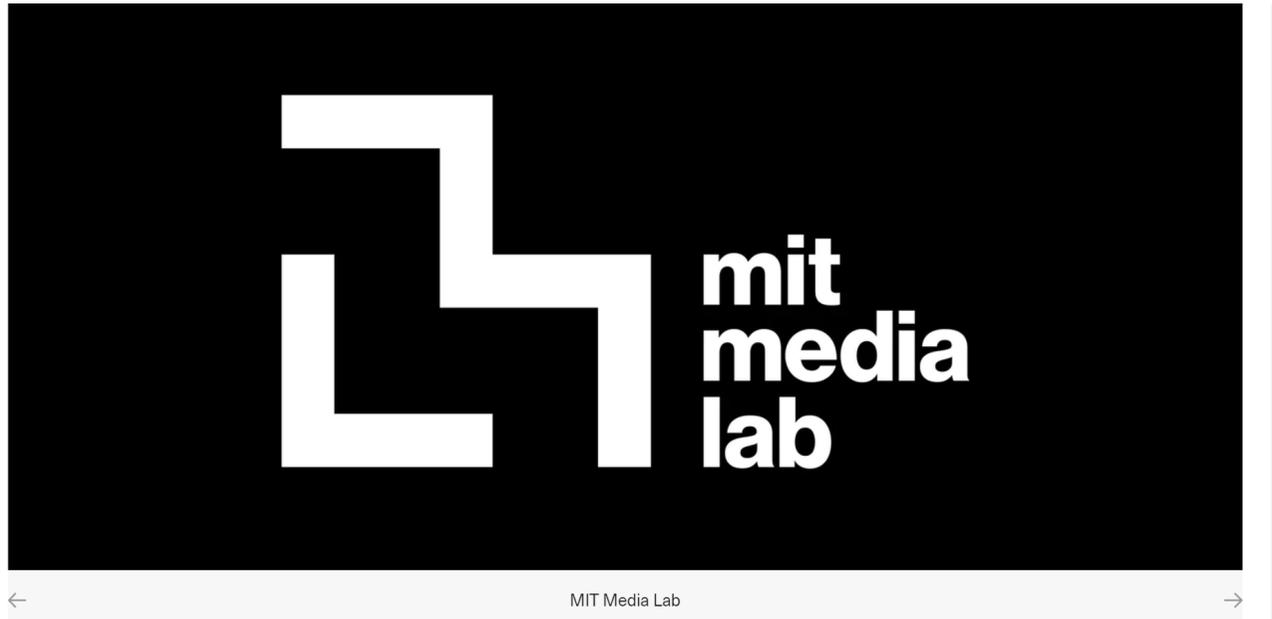
RESEARCH DESIGNS

I liked a lot of the designs I looked at on the various websites that I took a lot of screenshots for inspiration, but here are some favourites.



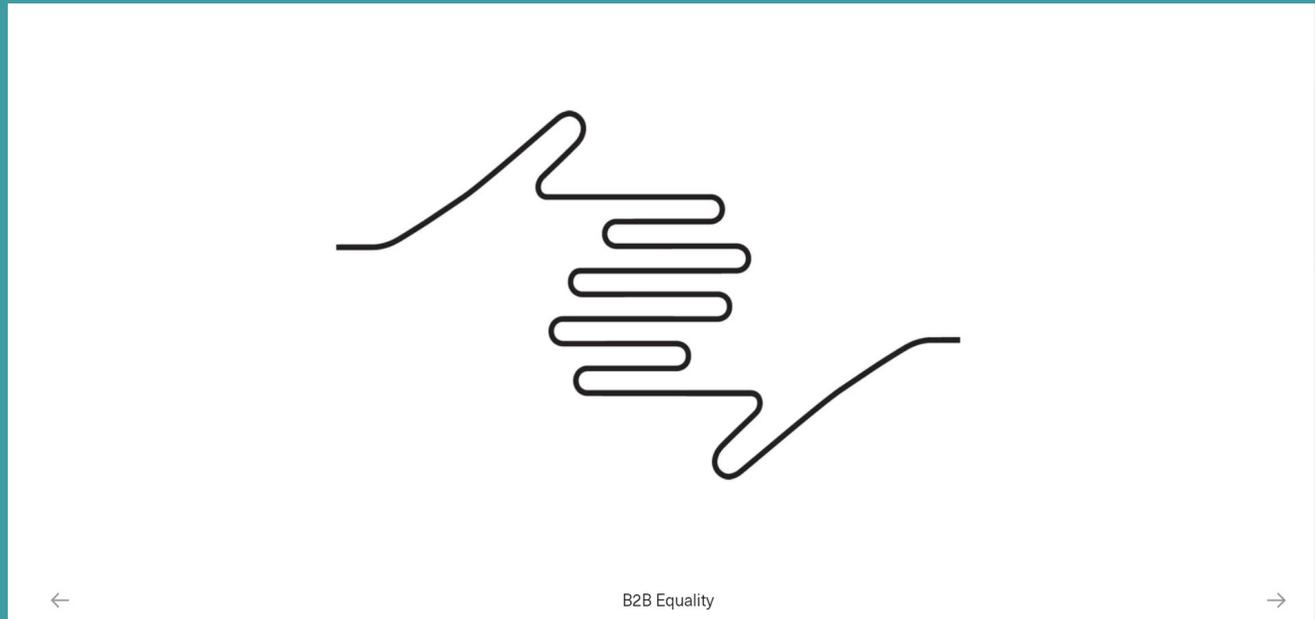
(Pentagram, 2019).

RESEARCH DESIGNS



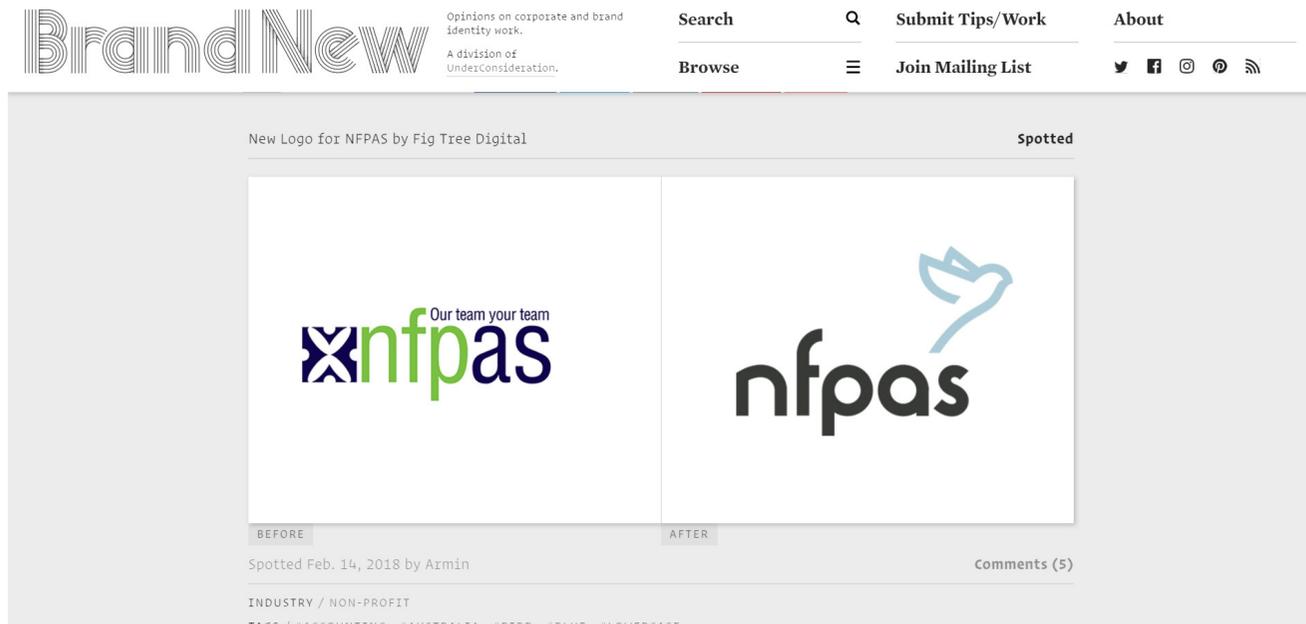
(Pentagram, 2019).

RESEARCH DESIGNS



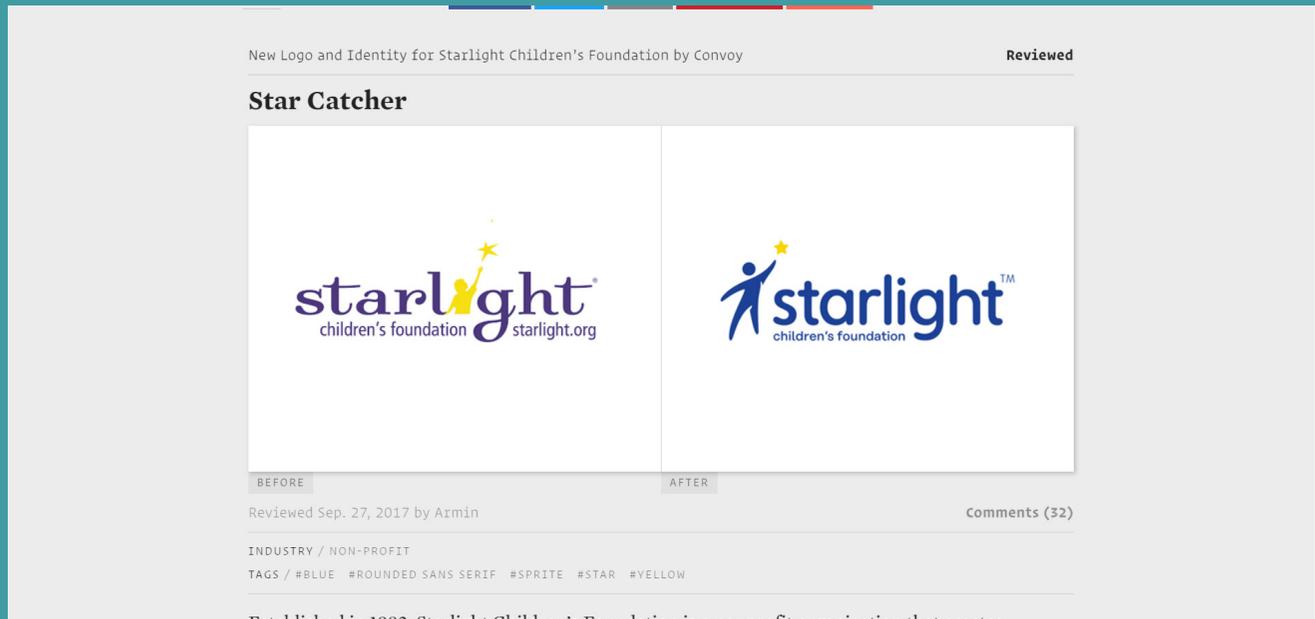
(Pentagram, 2019).

RESEARCH DESIGNS



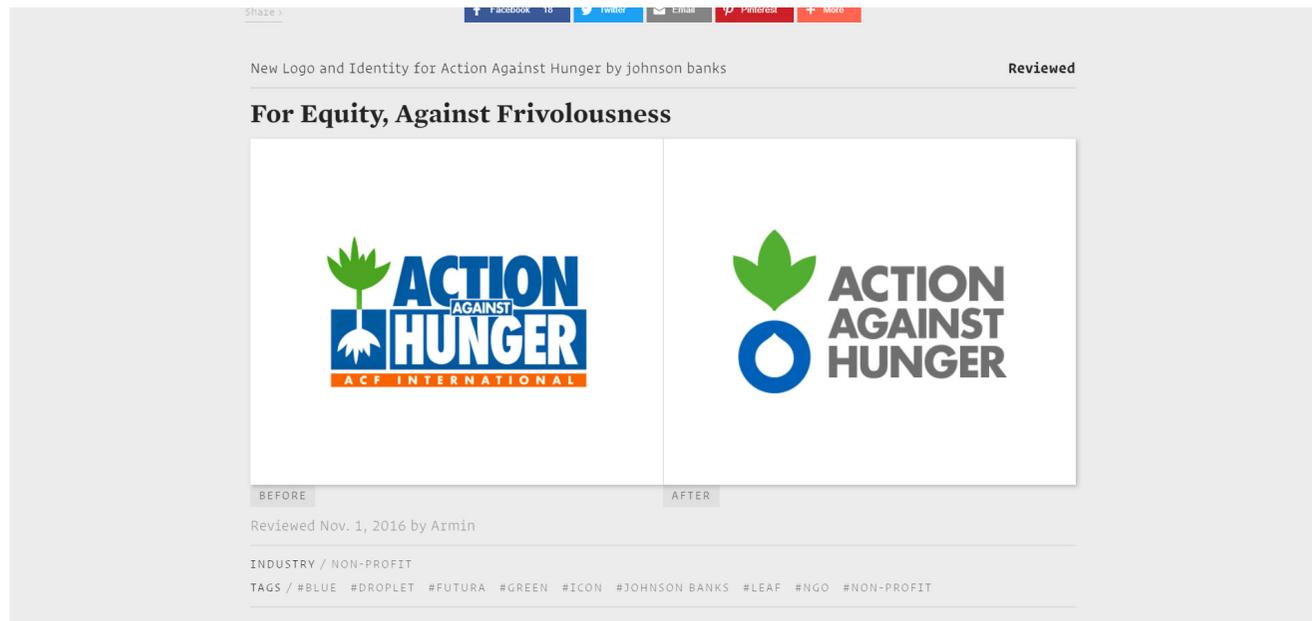
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



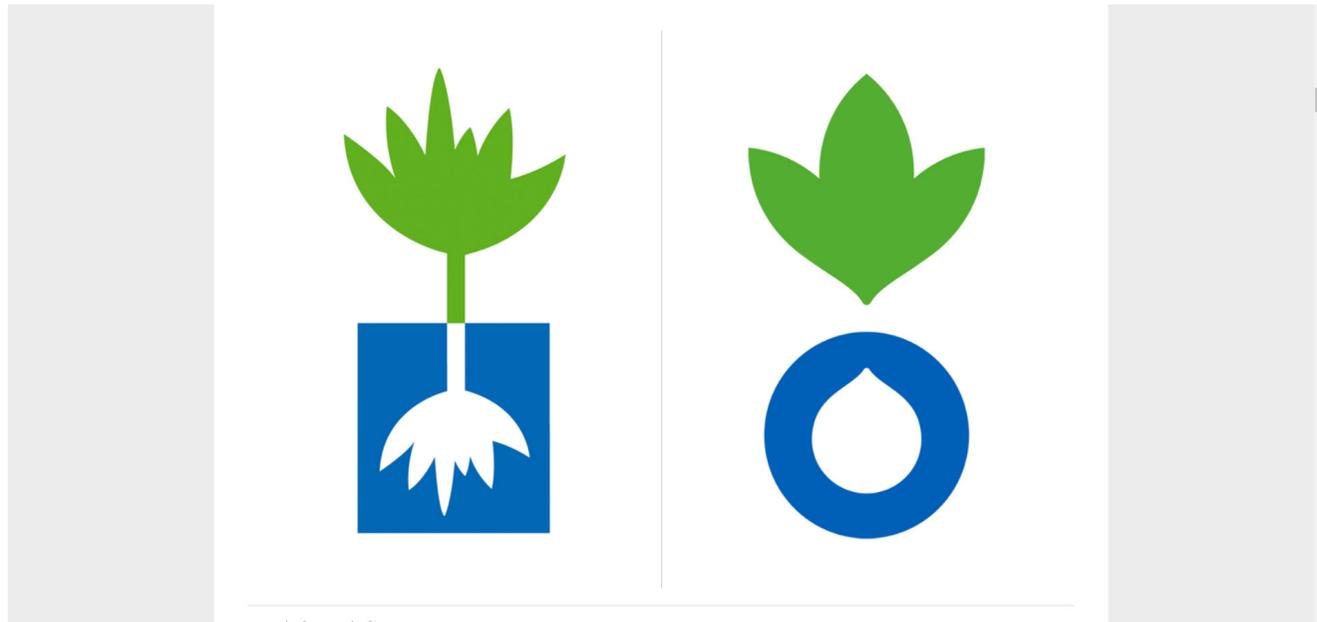
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS

FOR FOOD.
AGAINST HUNGER
AND MALNUTRITION.

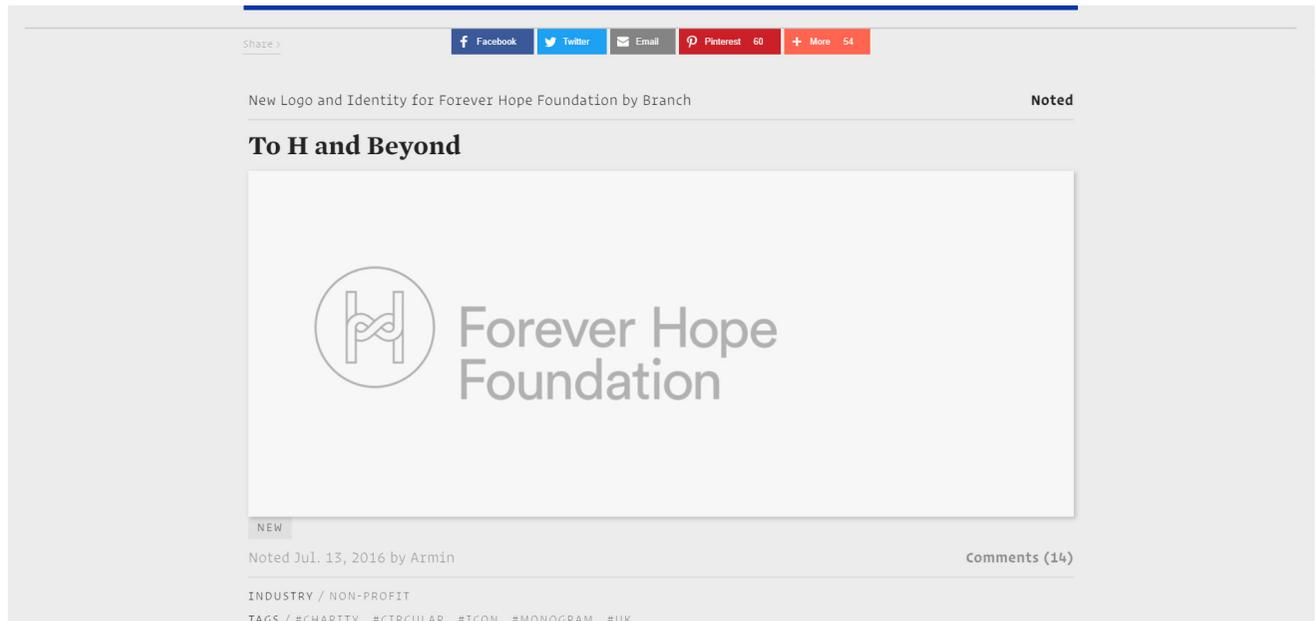
FOR CLEAN WATER.
AGAINST KILLER DISEASES.

**FOR CHILDREN THAT GROW
UP STRONG.**
AGAINST LIVES CUT SHORT.

**FOR CROPS THIS YEAR,
AND NEXT.**
AGAINST DROUGHT
AND DISASTER.

(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



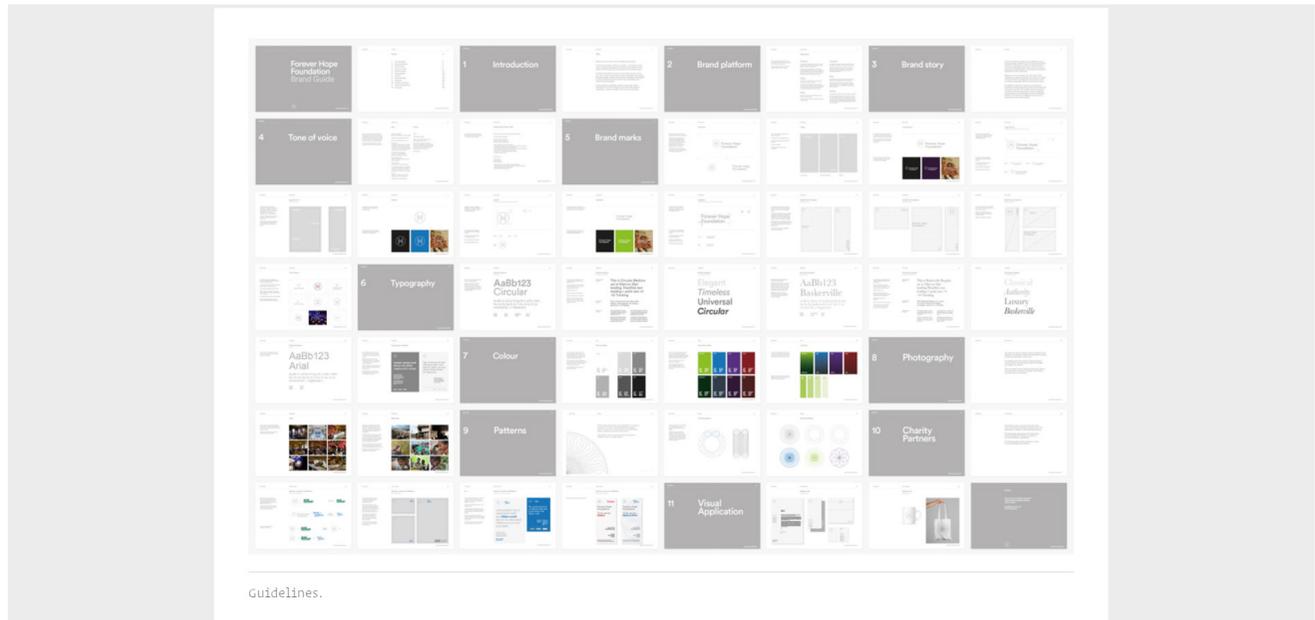
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



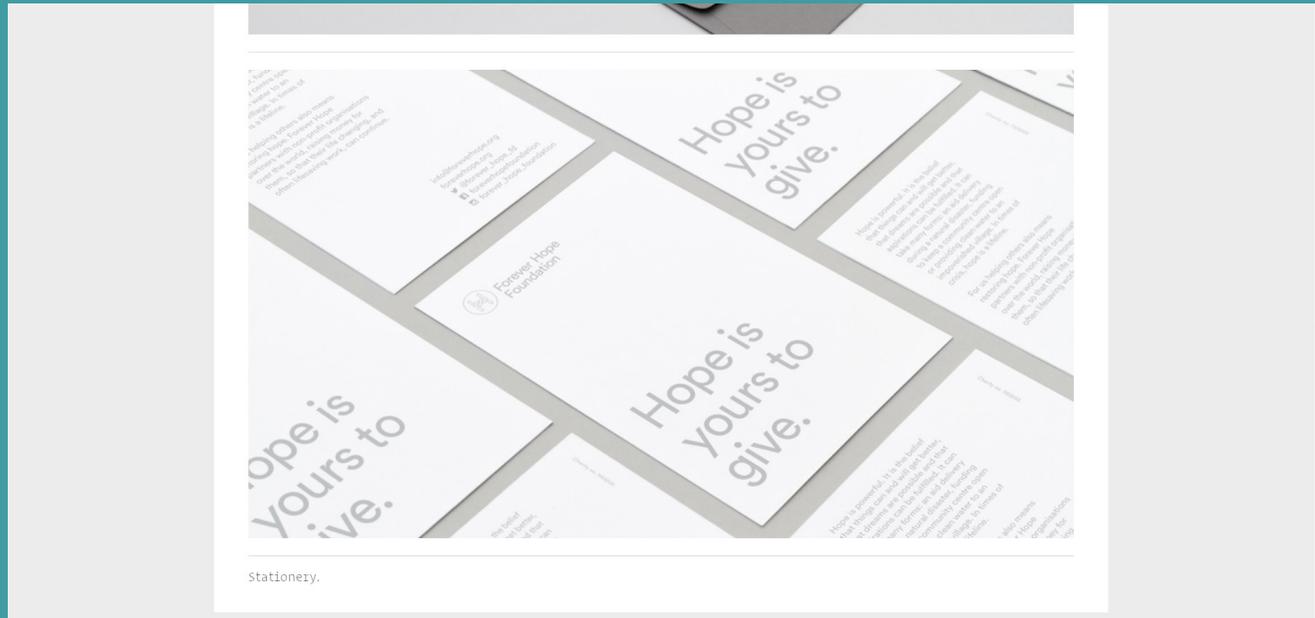
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



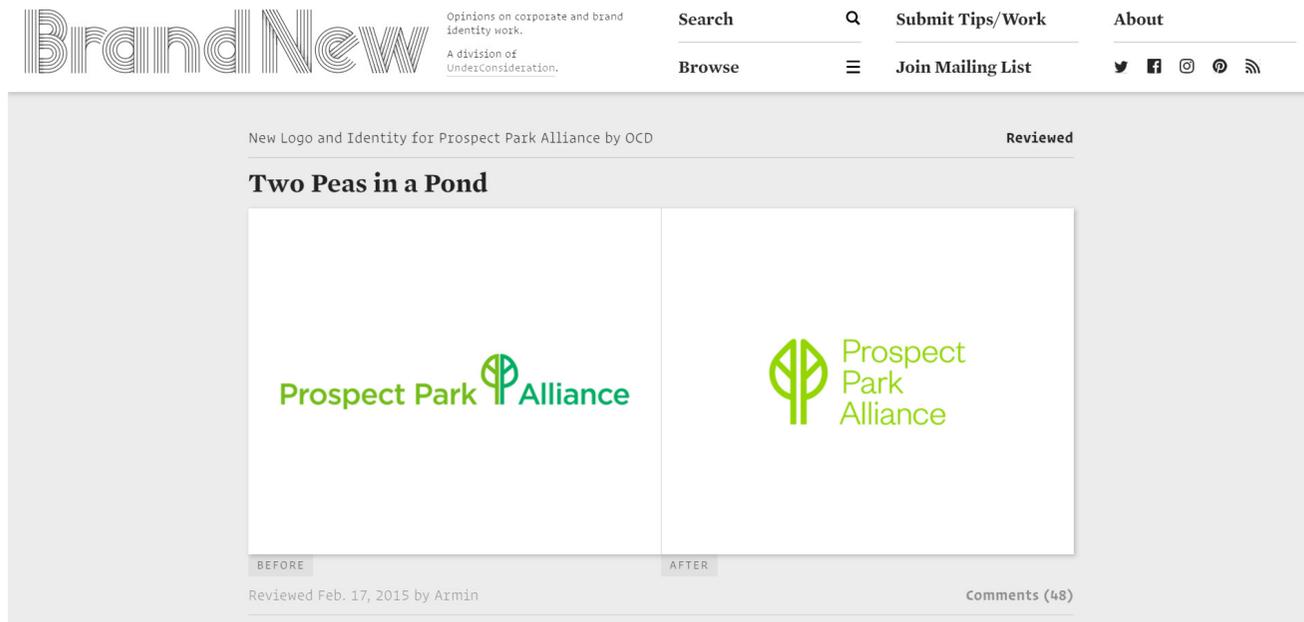
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



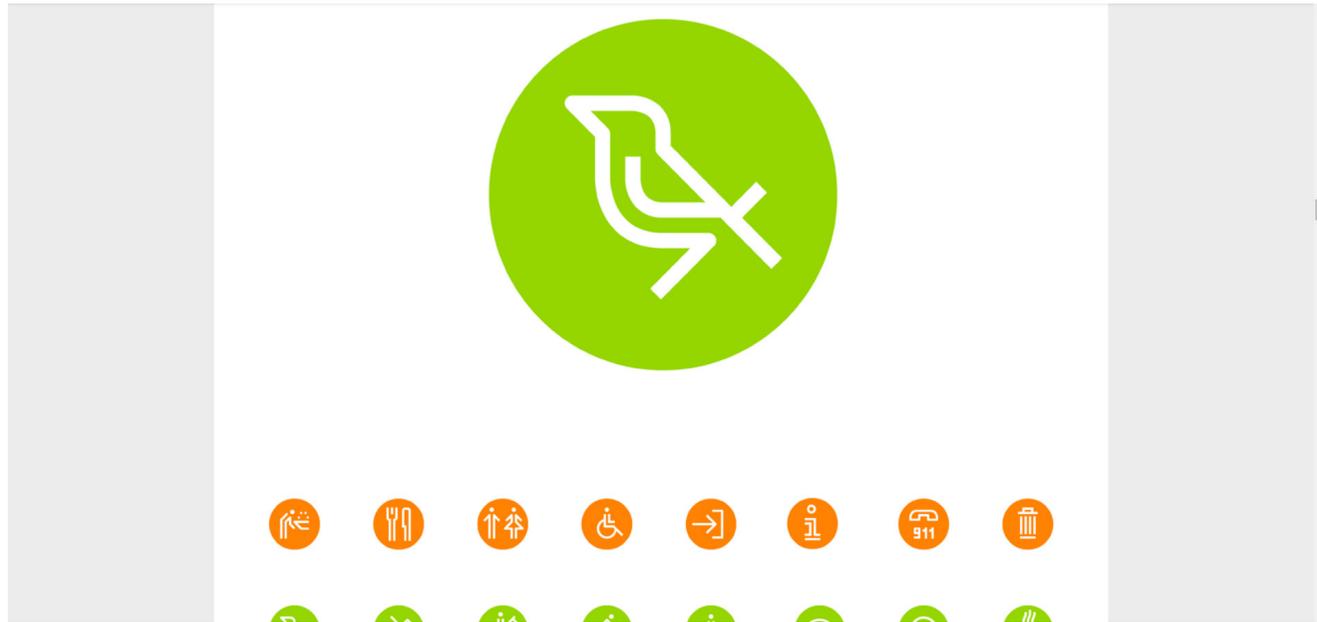
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



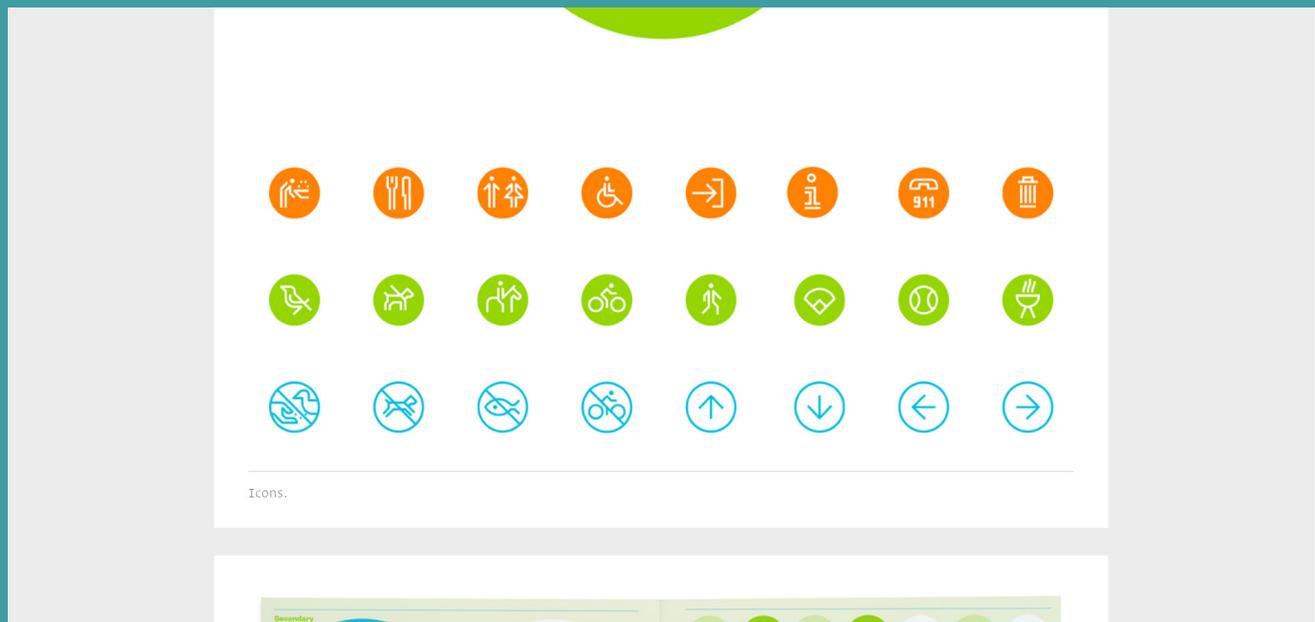
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



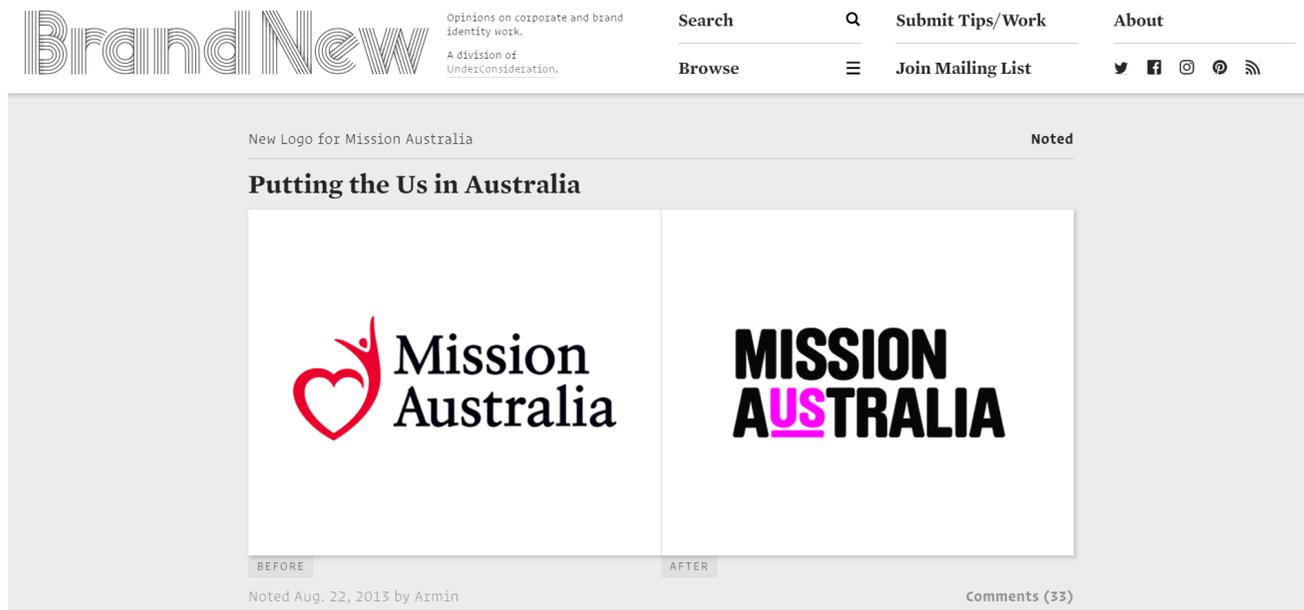
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



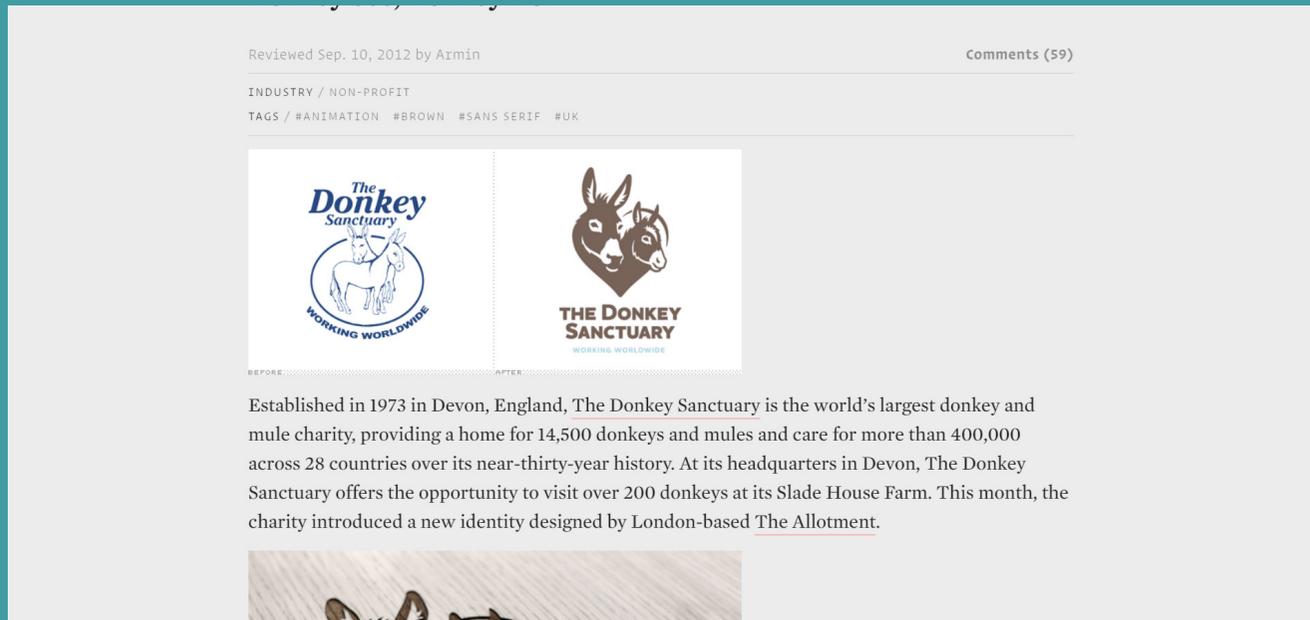
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



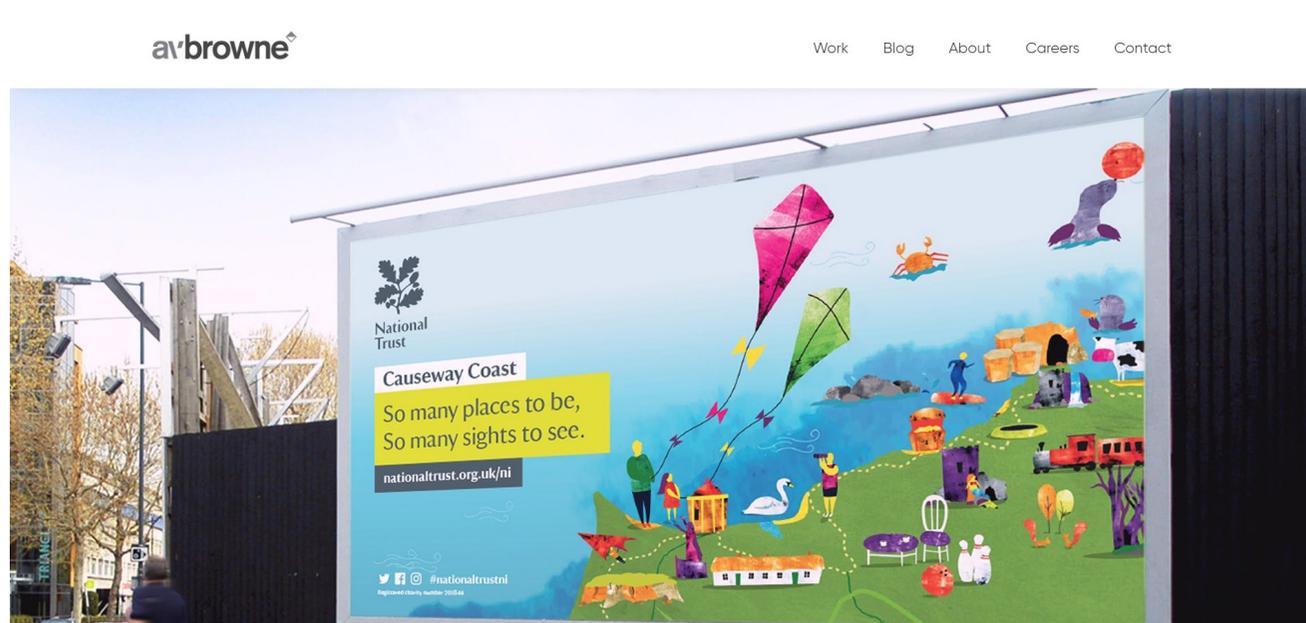
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



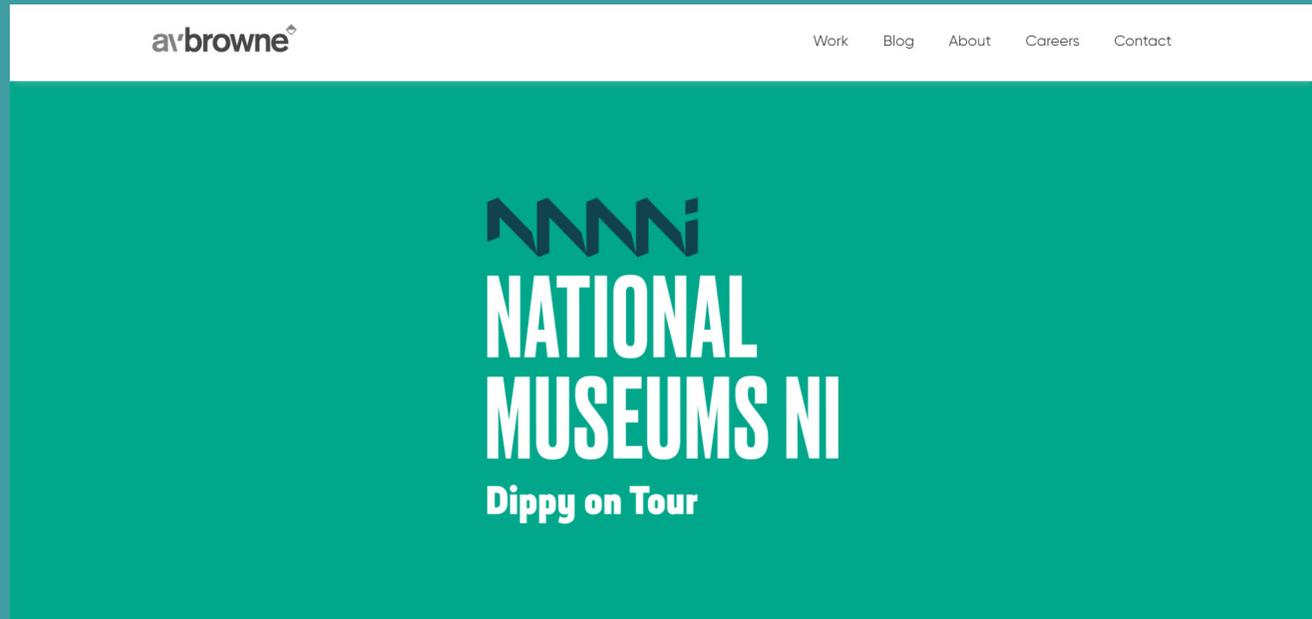
(Under Consideration (Brand New), 2019).

RESEARCH DESIGNS



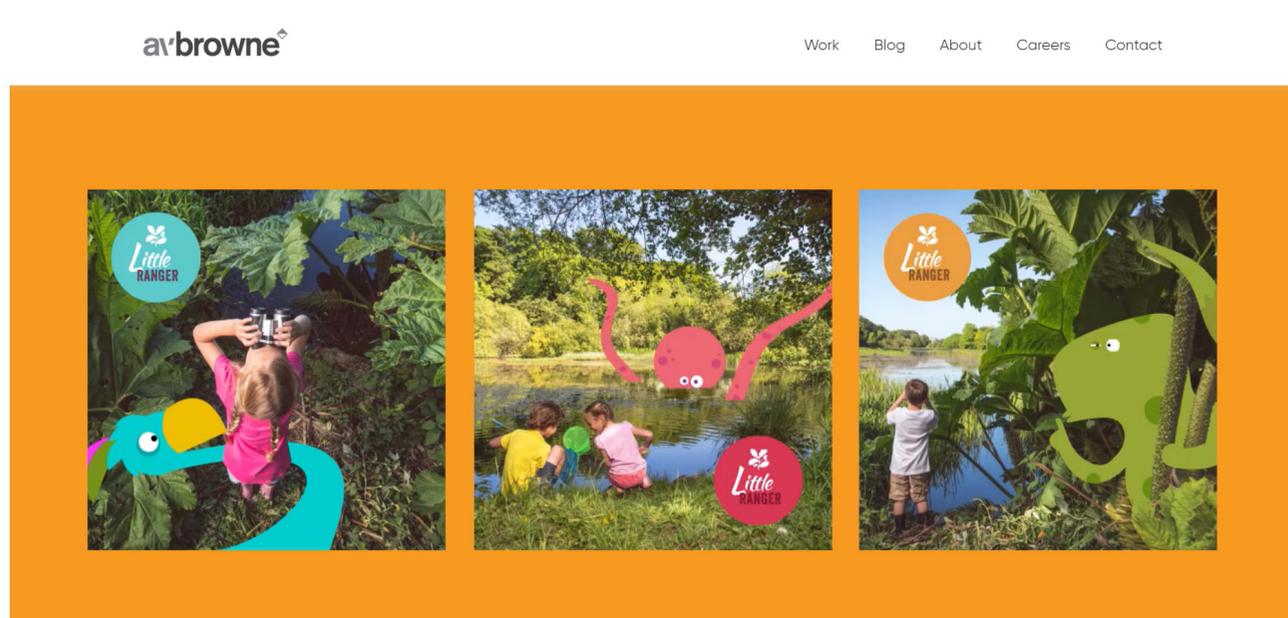
(A V Browne, 2019)

RESEARCH DESIGNS



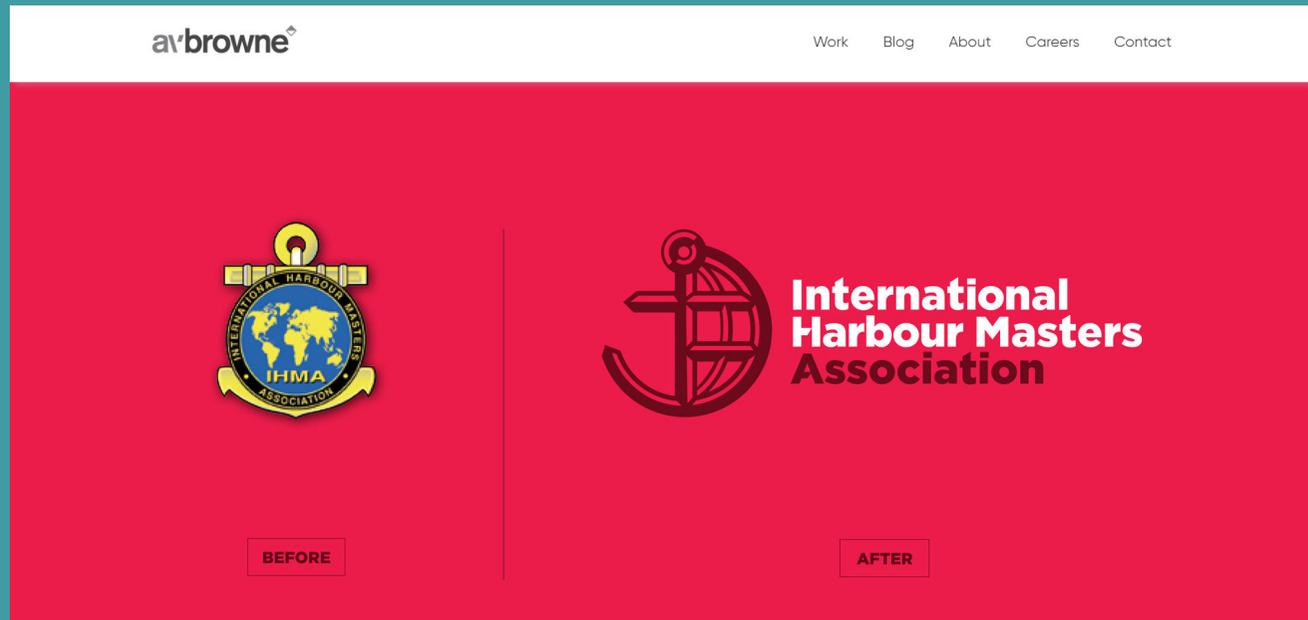
(A V Browne, 2019)

RESEARCH DESIGNS



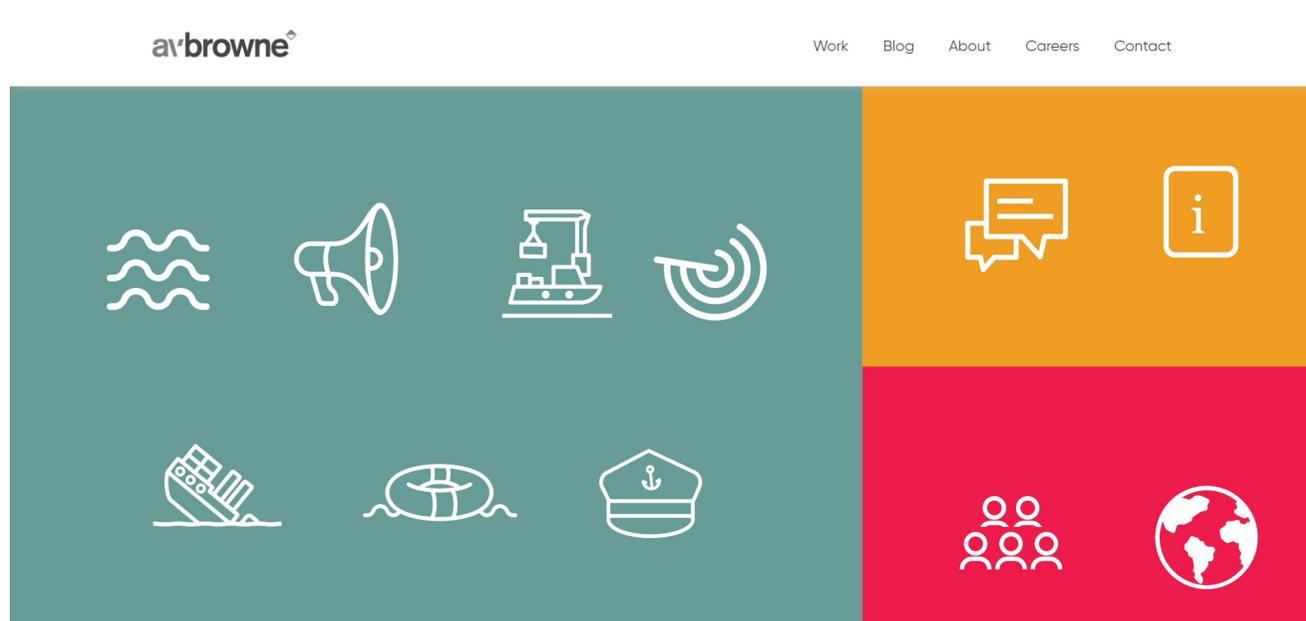
(A V Browne, 2019)

RESEARCH DESIGNS



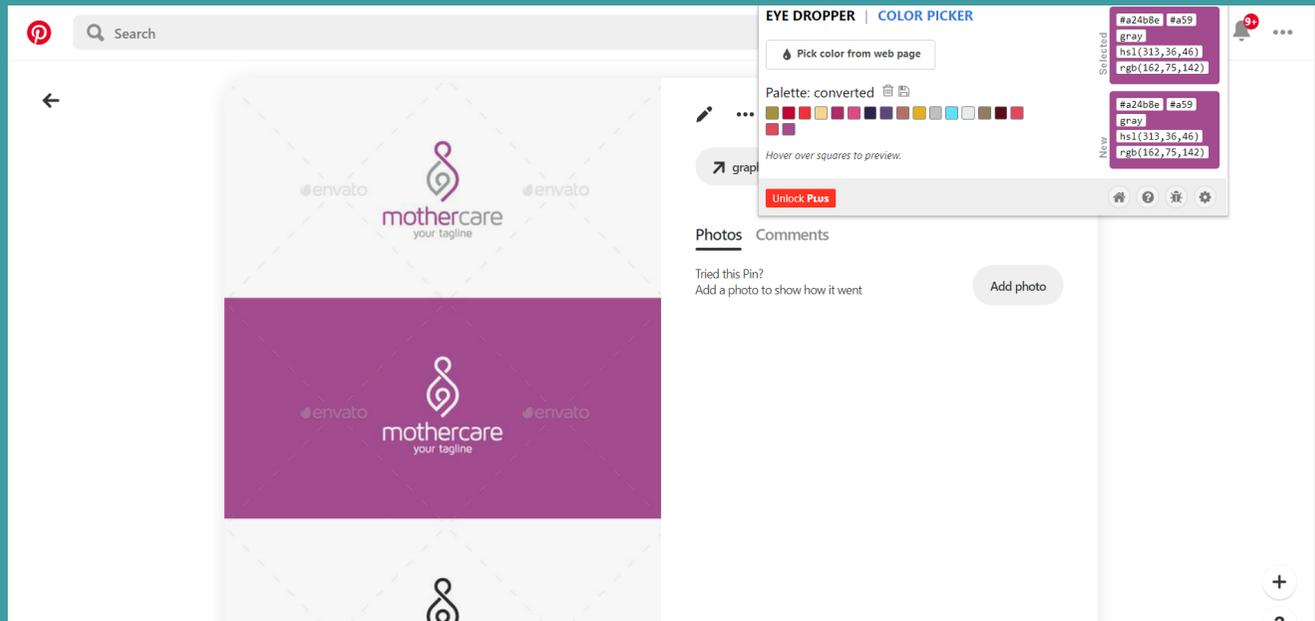
(A V Browne, 2019)

RESEARCH DESIGNS



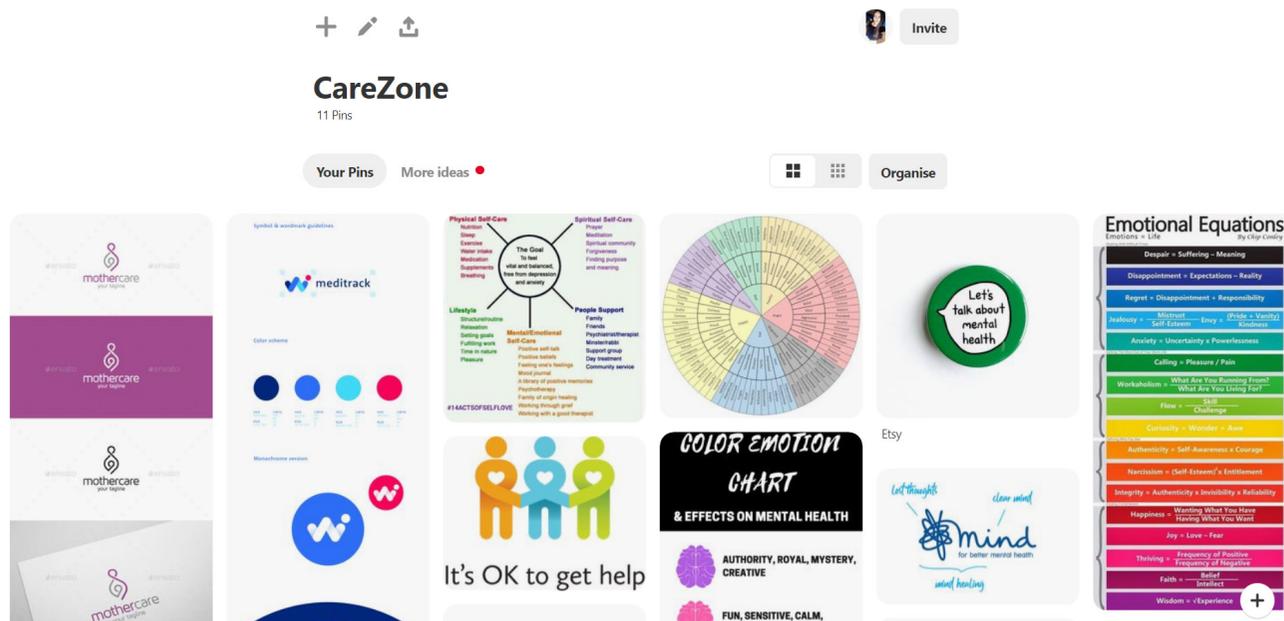
(A V Browne, 2019)

RESEARCH DESIGNS



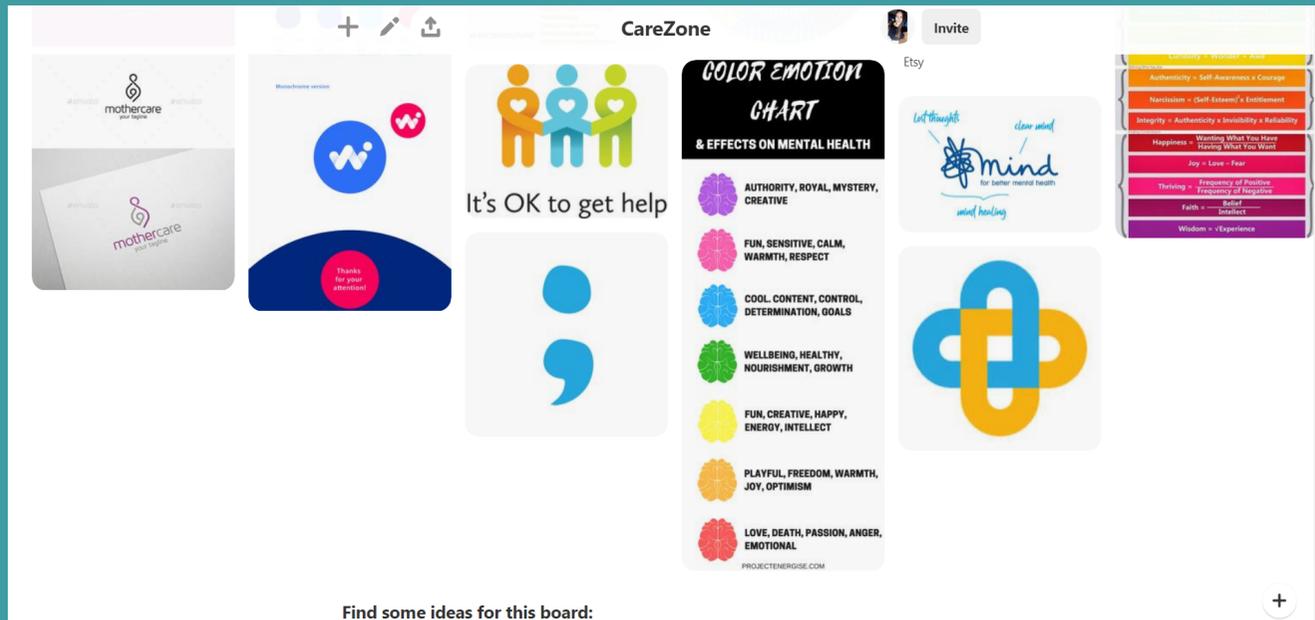
Colour from moodboard on Pinterest.

RESEARCH DESIGNS



I created a moodboard for Care Zone on Pinterest for some icon/logo ideas and colour theories.

RESEARCH DESIGNS



I created a moodboard for Care Zone on Pinterest for some icon/logo ideas and colour theories.

DESIGN PRODUCTION

When researching the various designs, I viewed on the websites. I had come across symbols for majority of the logos and I therefore then wanted to incorporate symbols into the new Care Zone logo as they previously didn't have symbols, and this would give a quirkier and more modern take. This gave me the idea of creating a symbol for the 3 words; Community, Compassion and Hope. For Community I had the idea of hands joining together as the community join as one. For Compassion, I just happened to have a pen that had a symbol of a heart on it to represent the word – I didn't want a perfect heart but rather a unique one that isn't symmetrical, but it is unique to Care Zone.



During the benchmarking phase a lot of the websites had used 'Lato' as their font and so I also used it when creating my logo. I also looked at free fonts on dafont.com and used Keep Calm as it can easily be installed and used and was also clear and simple to read. I went for Sans Serif fonts as they were more modern and modern and up to date is the look Care Zone are going for.

DESIGN PRODUCTION

When I was researching, I seen a lot of tree/flower/plant symbols and thought that this would represent new life, hope and growth. Which is why I had designed a flower/tree.

Looking at colour theories, I found out pink is used to represent compassion, friendship, and care, this associates with Care Zone. White is used to represent hope and light, this also associates with Care Zone.

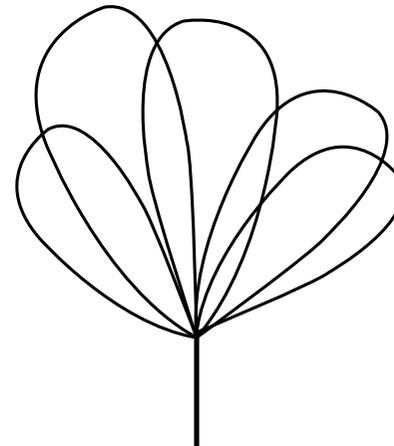
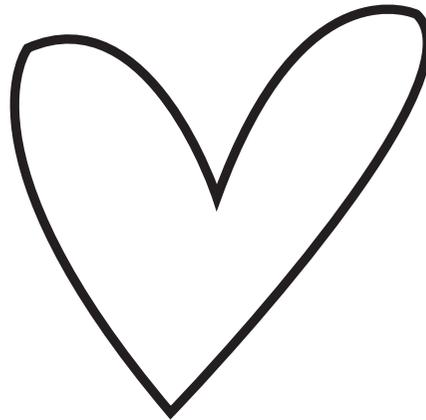
Below is the first logo I created.

CARE ZONE



DESIGN PRODUCTION

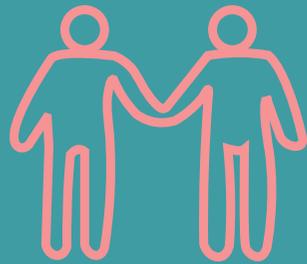
In Illustrator I created the following icons and applied them to my logo.



DESIGN PRODUCTION

With some feedback from our Project Manager and Creative Director I had changed the hands to a people/ community icon as the hands didn't fit the style of the heart and flower.

CARE ZONE



DESIGN PRODUCTION

This is a white version of the updated logo.

Throughout my logo designs I made sure I created black or white versions to make the logo more versatile.



DESIGN PRODUCTION

For my second logo I wanted to keep the words of the logo but still incorporate a symbol so I decided to use the flower again as the 'O' of Care Zone and the 'I' in Compassion so as it would join as one. Again, I created different colour versions of the logo. Another version of this logo included the heart as the 'O', but I decided the flower was more fitting. I will show the progression of the logo as I went through it.

Researching different colours, the 'mothercare' pin on Pinterest was one of my influences for using a purple colour.



CARE ZONE
COMMUNITY | COMPASSION | HOPE

I found out that purple is used to represent compassion and sensitivity, this associates with Care Zone. White is used to represent hope and light, this also associates with Care Zone.

DESIGN PRODUCTION

This is a black version of the logo.

Throughout my logo designs I made sure I created black or white versions to make the logo more versatile.

CARE ZONE
COMMUNITY | COMPASSION | HOPE

DESIGN PRODUCTION

This is a green/teal version of the logo with using part of the flower for the 'O'.



CARE ZONE
COMMUNITY | COMPASSION | HOPE

I found out green associates with health and change as Care Zone are wanting to make change in the community. White is used to represent hope and light, this also associates with Care Zone. This green was also influenced by different greens I viewed in my research, but I didn't want anything too green or too blue but in-between.

DESIGN PRODUCTION

This is a white and grey version of the logo with using the flower for the 'O'.



DESIGN PRODUCTION

This is a green/teal version of the logo with using the flower for the 'O'. I also created a version with the grey parts of this logo in white and 'Care Zone' also in white.

CARE ZONE
COMMUNITY | COMPASSION | HOPE

The logo consists of the words 'CARE ZONE' in a bold, teal, sans-serif font. The letter 'O' in 'ZONE' is replaced by a stylized flower icon with a dark grey stem and several curved petals. Below this, the words 'COMMUNITY | COMPASSION | HOPE' are written in a smaller, teal, sans-serif font, with vertical bars separating the three words.

DESIGN PRODUCTION

I think overall, I really liked the idea of the flower/tree representing Care Zone and so in this design I decided to keep 'Care Zone' and incorporate the flower into the middle but this logo wasn't chosen as my one of my final 3.



DESIGN PRODUCTION

This is a black version of the previous logo.



DESIGN PRODUCTION

This logo design is essentially the previous logo, but it is now enclosed in a circle as I felt it needed to be contained so it would easily be used across social media and different print and online devices.



DESIGN PRODUCTION

This is a spaced out version of the word of the previous logo.



DESIGN PRODUCTION

I created an inverted version of the previous logo as well.



DESIGN PRODUCTION

For most of my logos I kept it quite simple as I wanted a clean, modern look, nothing too cluttered or complicated looking but something that could be easily recognised. I didn't want to spend too long on designing lots of logos as I had preferred the flower symbol most and thought it would represent Care Zone most.

We had many different ideas for Care Zone and the rebranding. Snapchat was one of the social medias we were planning to use however, we thought it might be too hard to update and some posts wouldn't be appropriate for it. Facebook, Instagram, and Twitter will work well as for most posts you can also post to the other and it connects it all together.

As the audience was of all genders and age groups it was harder to apply just one colour to it, so I tried around with different colours that were sensitive and had the right meanings but also suited everyone.

CREATING DECKS

The cover page in my design decks will be the logo for Care Zone as this is what was done in examples we were shown and the professional examples I found when researching designs. In our group we each must make 3 designs each; 9 in total. For the design decks, researching designs helped to decide what to include such as a leaflet or possibly annual report design. In the design decks it is best to have less text as we will present these to the clients and will just explain them in person. Social media mockups will be created to make it look realistic as possible so Care Zone can imagine what this rebranding will look like and help them to choose a final branding and logo. Merch can be included such as clothing and accessories. For graphic packs we were told to visit Graphic Burger. Clean pure examples of print work are best and referencing graphic packs within the design decks is best as this is professional. Breakdown of logo will be included, explanation of colours with colour theory and responsive web design. The design decks will be created in InDesign as A3 for print as this will be large enough for the client to view. Graphics will be created in Illustrator and other elements in Photoshop.

For the design decks I decided to use these 3 logos out of the ones I created.



CREATING DECKS

The 3 chosen logos shown are the original logos before I was asked to alter them after our first set of design decks

CARE ZONE



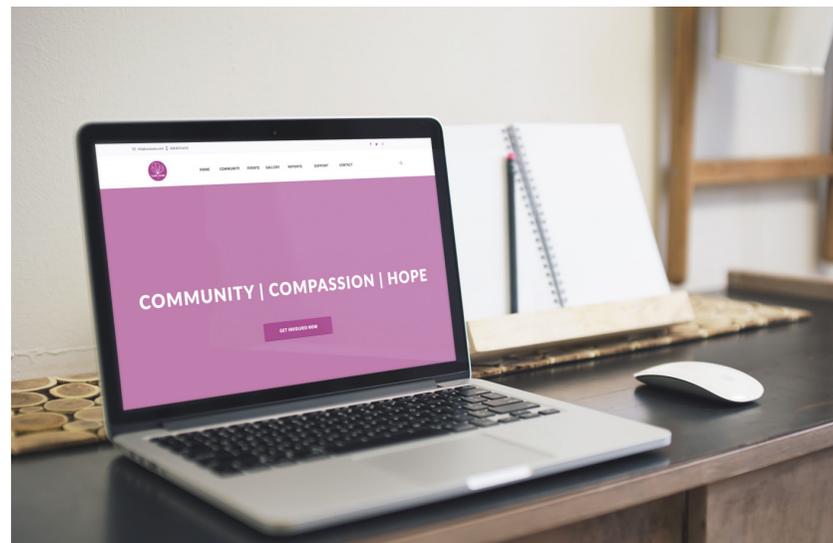
CARE ZONE
COMMUNITY | COMPASSION | HOPE

CREATING DECKS

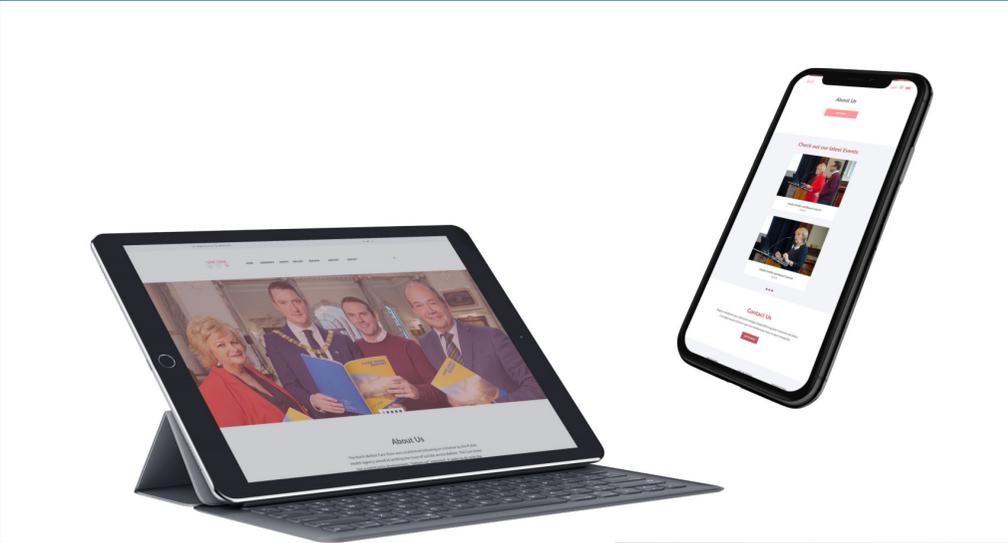
Within my design decks I will include:

- Logo designs (with different colour versions)
- Colour theme
- Typefaces
- Website design with responsive versions as well
- Clothing mock ups with the logos
- Social media mock ups
- Poster mock ups

When reviewing our first set of 3 design decks each, we hadn't used the same mock ups and so our decks didn't look uniform/alike. My decks I had used the same mock ups for the different logos but for the web design I had used an image as the main header but hadn't in the other two. Therefore, we all had to have a main design deck layout to use so our designs looked more uniform and any web design or mock ups had to be the same for our own individual ideas.

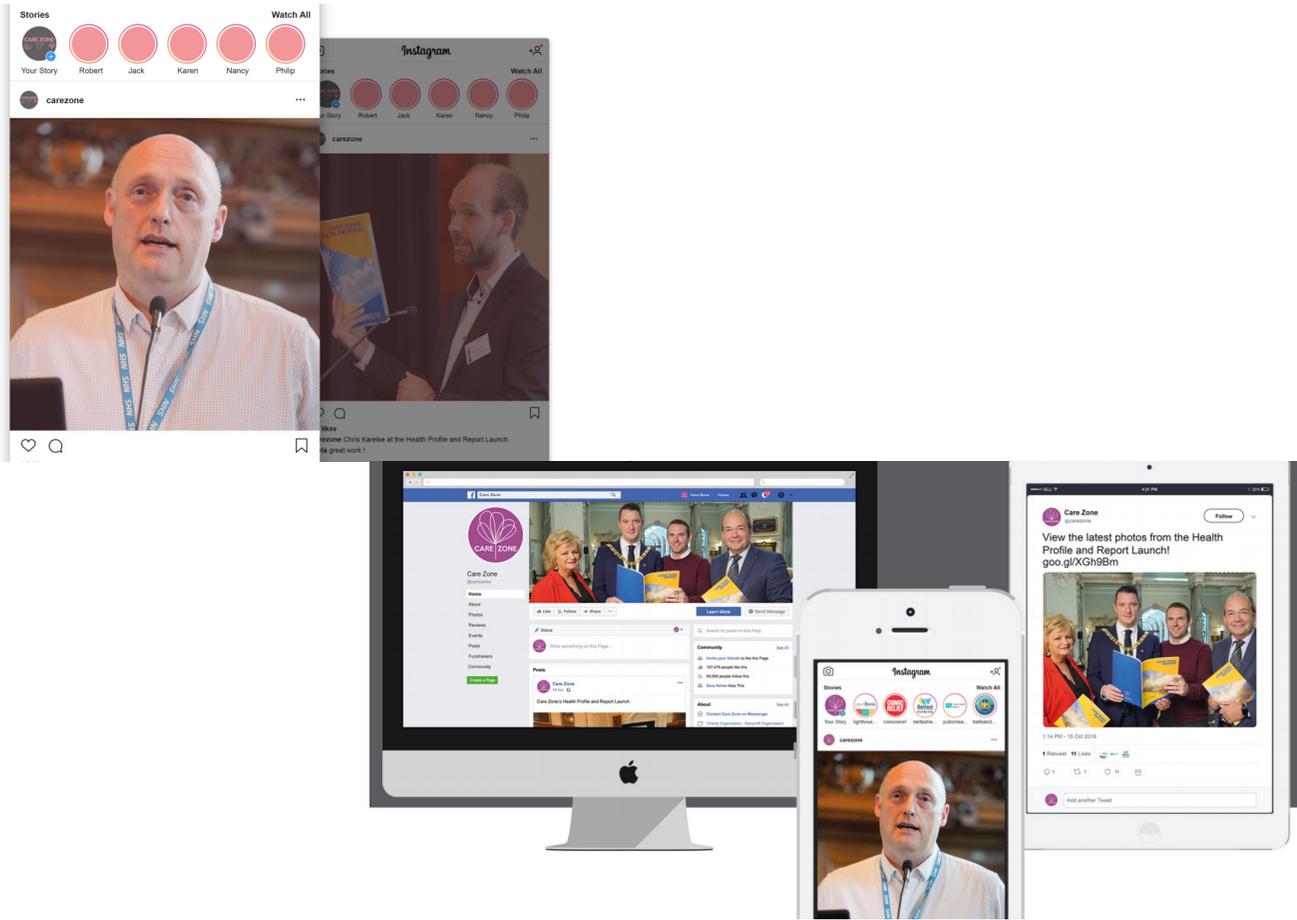


CREATING DECKS



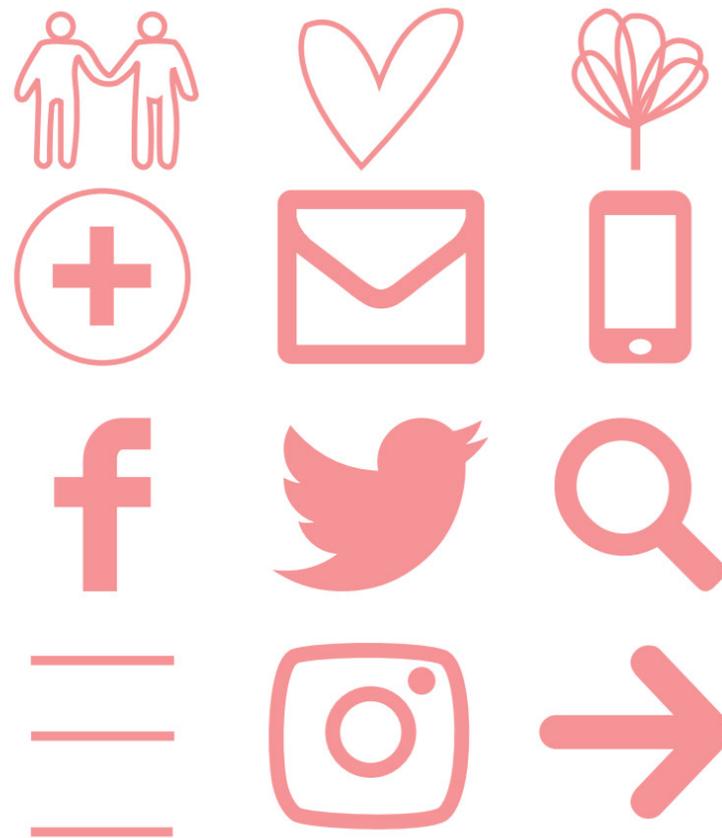
CREATING DECKS

As for the social media I previously made up names and used a filler colour as the image. However, we had to make the mock ups look as realistic as possible, so it was easier for the client to imagine the rebranding coming to life. This meant then replacing images with actual accounts, and for this I decided to use real accounts or partners of Care Zone and other accounts that Lighthouse follow.



CREATING DECKS

From looking at my logo with the 3 symbols instead of 'Community Compassion Hope', it was recommended to myself that I make an icon pack. This means that the icons can therefore be used on social media and in posts or at events for the specific word it represents. Other suitable icons were created that could be used across online. I created the icons in Illustrator and then made them in the different colours for each logo design.



CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



Flowers have many different meanings for everyone, but mostly through research I found they symbol friendship, love, and loss which I think is appropriate to symbolise the community. I wanted to keep the logo simple and with less words but just one symbol to represent Care Zone as a whole. The 3 words “Community, Compassion, and Hope” will still be incorporated in the website and social media bios.

When used against different backgrounds the logo will be inverted depending on the colour of background. In my colour scheme there is a different shade of purple that can also be used.

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



Purple is used to represent compassion and sensitivity, this associates with Care Zone. White is used to represent hope and light, this also associates with Care Zone.

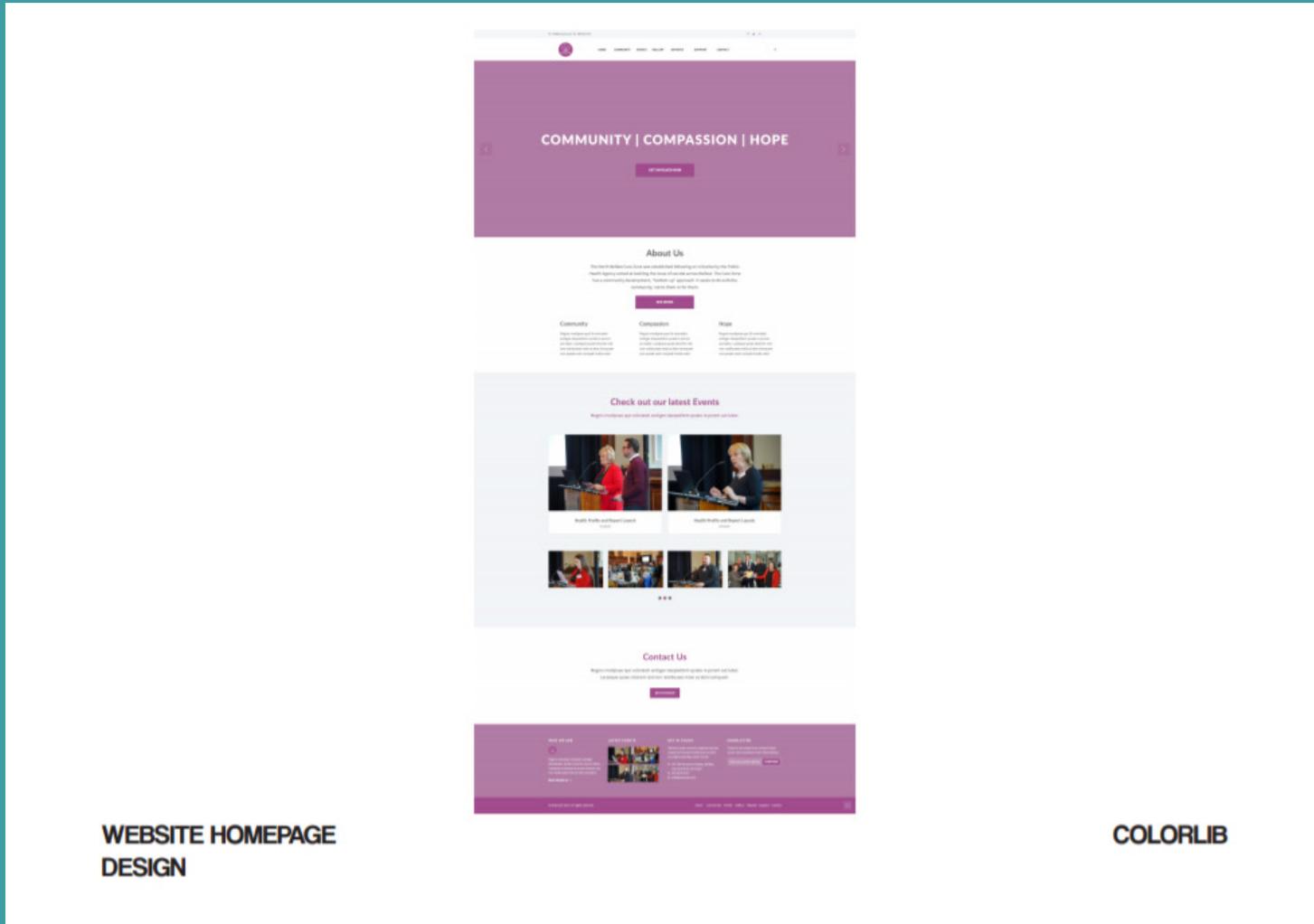
Grey and black are used simply just for text based use, with grey having neutral meaning to be used to give a softer look as black may come across as harsh against the purple colours.

In the logo I have used “Keep Calm Medium”, however throughout the benchmarking process, a font seen regularly was “Lato” and I have then used this in the website design for headings and headers. For body text I have used “Source Sans Pro”. Overall, I have used 3 different fonts but all keeping a Sans Serif theme.

ADOBE COLOR

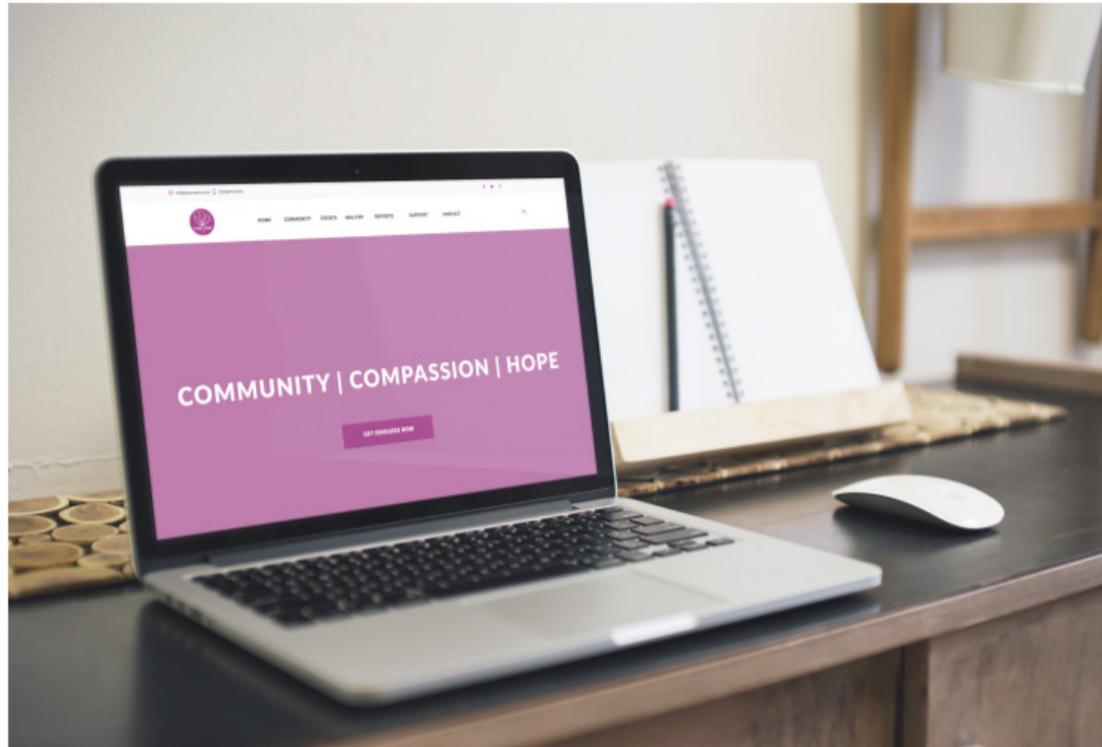
CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



WEB DESIGN

GRAPHICBURGER

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



WEB DESIGN

GRAPHICBURGER

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



POSTER DESIGN

GRAPHICBURGER

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



T SHIRT DESIGN

GRAPHICBURGER

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.

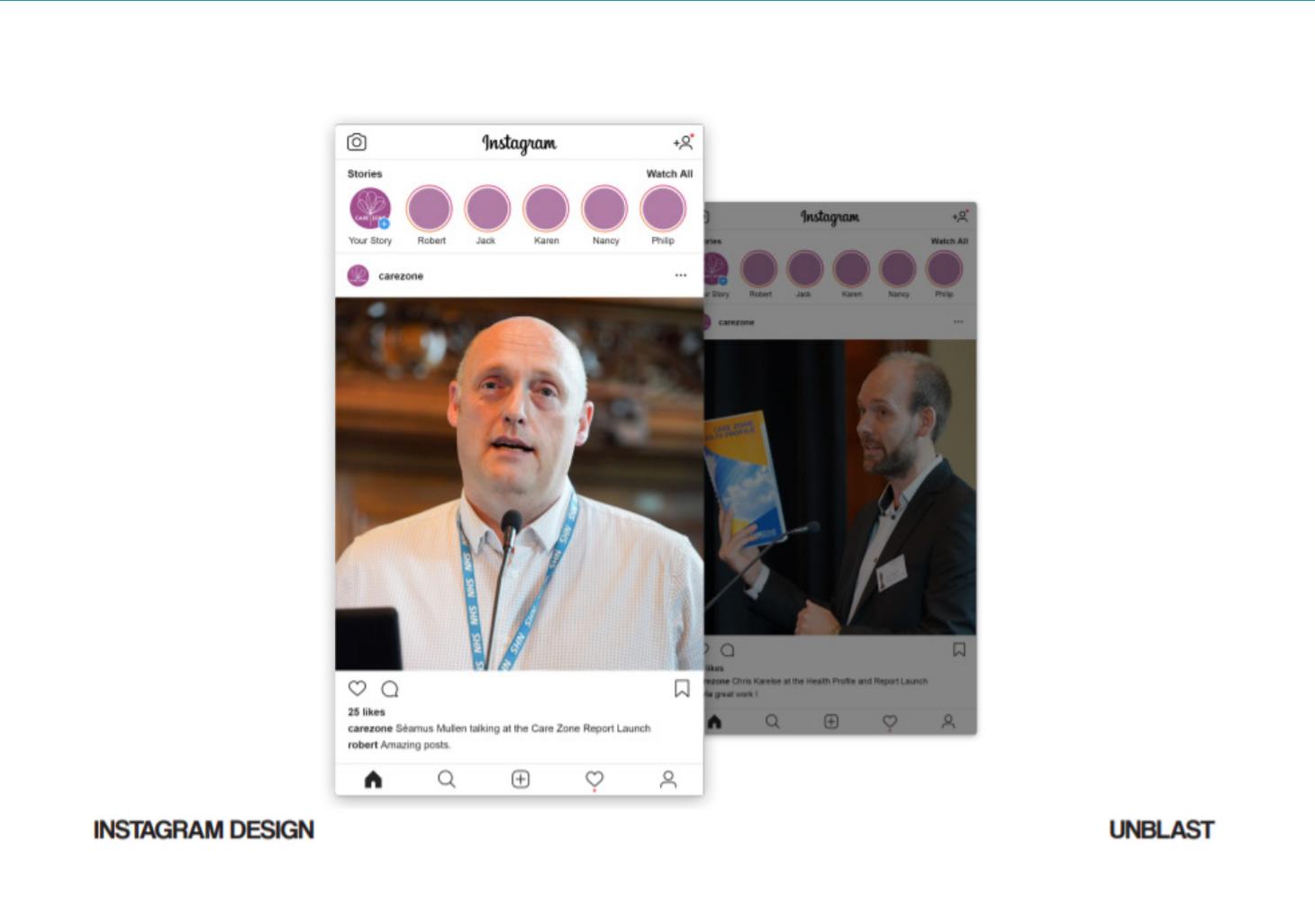


FACEBOOK DESIGN

UNBLAST

CREATING DECKS

Here is an example of one of the first decks I created to show you mock ups used and how I laid them out.



CREATING DECKS

For my first set of design decks I used all the same mock ups.



TWITTER DESIGN

UNBLAST

CREATING DECKS

An updated copy of one of 3 design decks. This time they were sorted to include responsive web design on one page, social medias on one page, all of us following the same layout. The icon pack was also included.

CARE ZONE
COMMUNITY | COMPASSION | HOPE

The logo consists of the words "CARE ZONE" in a bold, teal, sans-serif font. The letter "Z" is replaced by a stylized, line-art flower with five petals and a stem. Below this, the words "COMMUNITY | COMPASSION | HOPE" are written in a smaller, teal, sans-serif font, with vertical bars separating the words.

CREATING DECKS

LOGO DESIGN

For this design I wanted to include the words from the original logo while still keeping things simple and including the symbol of the flower. The flower can then be used on it's own and in the green colour as well.

When used against different backgrounds the logo will be changed to white or black or inverted depending on the colour of background. In my colour scheme there is a different shades of green that suit can also be used to suit different backgrounds.



COLOUR THEME



- **Green** associates with health and change as Care Zone are wanting to make change in the community.
- **White** is used to represent hope and light, this also associates with Care Zone.

Grey and black are used simply just for text based use, with grey having neutral meaning to be used to give a softer look as black may come across as harsh against the green colours.



TYPEFACE

LOGO:

'KEEP CALM'

HEADER:

'LATO'

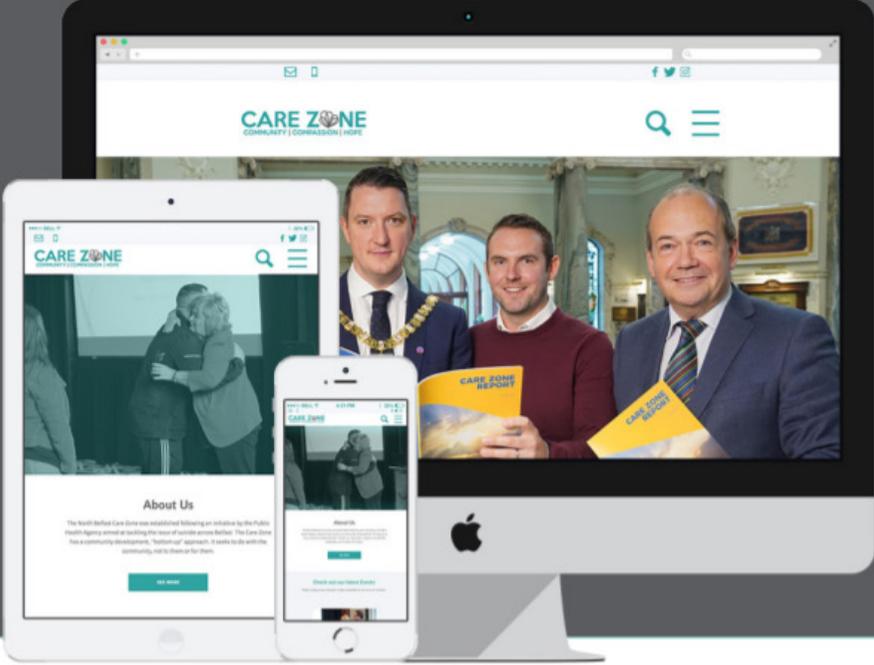
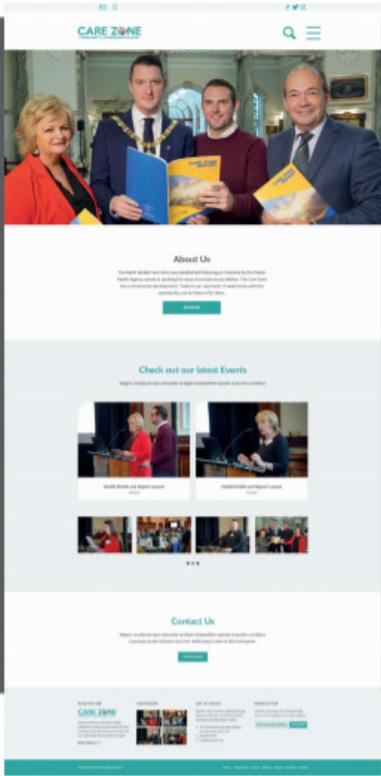
BODY:

'SOURCE SANS PRO'

In the logo I have used the font "Keep Calm Medium", however throughout the benchmarking process, a font seen regularly was "Lato" and I have then used this in the website design for headings and headers. For the body text I have used "Source Sans Pro". Overall, I have used 3 different fonts but all keeping a Sans Serif theme as it is contemporary, clear and easy to read.

CREATING DECKS

WEBSITE



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-vol2/>
<https://graphicburger.com/down/tq-reen-psd-creative-portfolio>

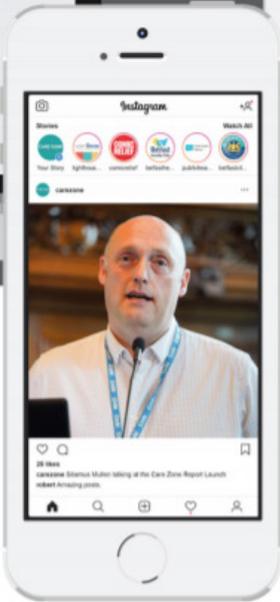
CREATING DECKS

CLOTHING MOCK UP



CREATING DECKS

SOCIAL MEDIA MOCK UP



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-v02/>
<https://unblast.com/facebook-page-mockup-2019-psd/>
<https://unblast.com/free-twitter-post-mockup-2019/>
<https://unblast.com/instagram-post-mockup-2019-psd/>

CREATING DECKS

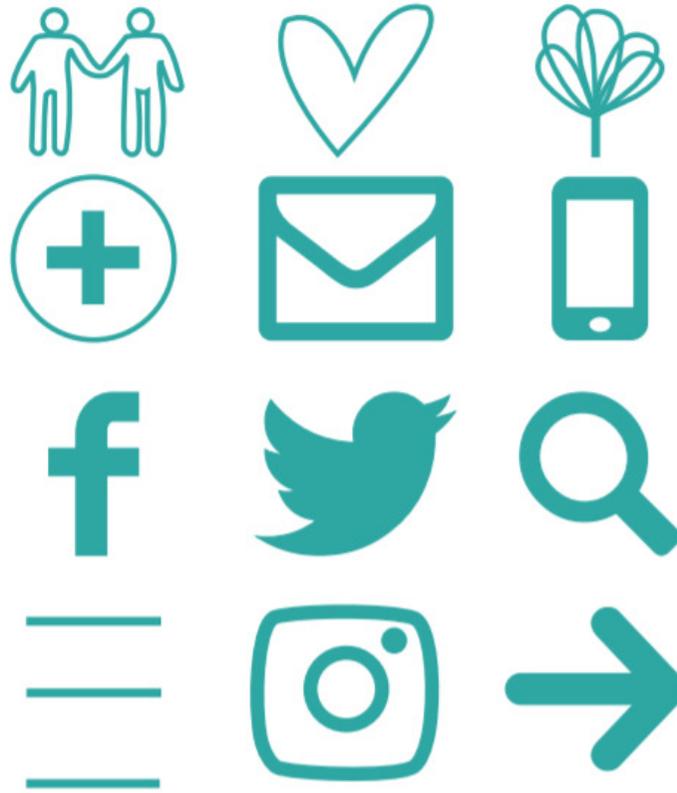
POSTER MOCK UP



<https://graphicburger.com/bus-stop-billboard-mockup/>

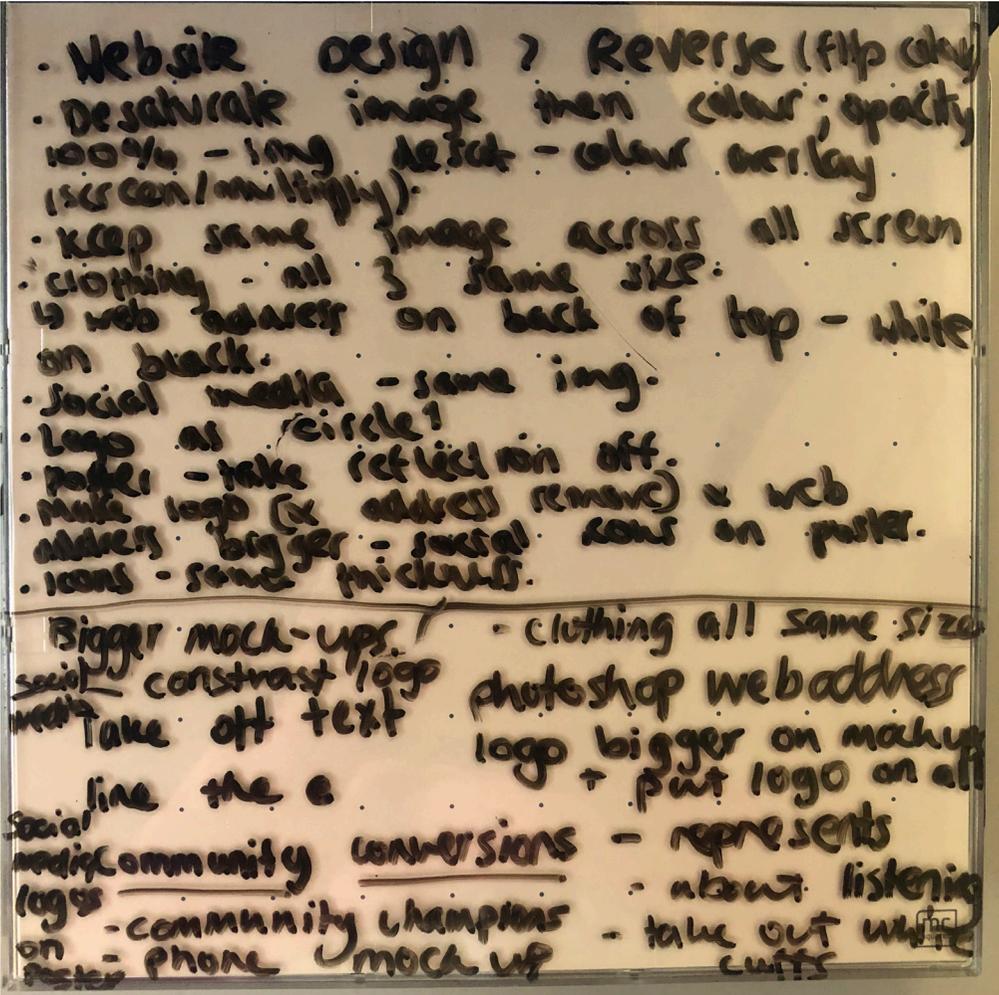
CREATING DECKS

ICON PACK MOCK UP



CREATING DECKS

Feedback given on our chosen design decks.

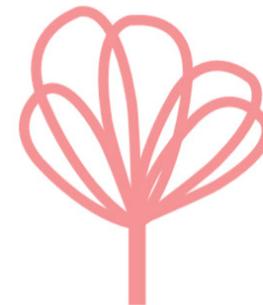
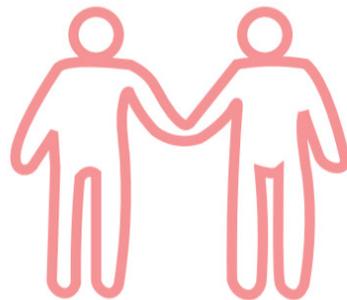


CREATING DECKS

In our updated mock ups, we cut down on text as we would talk through the visuals to the client at the pitch, but we still had to add references of the mock ups into the design decks.

Once we fixed our design decks, we then presented them back to our Project Manager and Creative Director and therefore had to choose our favourite out of our own work that would therefore be the final 3 that we would clean up and present to the client on pitch day. Out of the 3 I chose the one with the 3 symbols as we all agreed that following from what we wrote in the brief, it represented Care Zone most and it would be what the client wants.

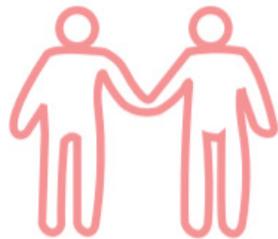
CARE ZONE



CREATING DECKS

These are the design decks I presented at the Pitch. When creating design decks, Photoshop, Illustrator and InDesign were mainly used. With Photoshop for mock ups, Illustrator for logo and graphics (that were inserted/used in mock ups), and InDesign to lay out the decks for print.

CARE ZONE



CREATING DECKS

These are the design decks I presented at the Pitch.

LOGO DESIGN

CARE ZONE



<https://www.lottoland.co.uk/magazine/discover-the-meaning-of-colours.html>
<https://www.tes.com/teaching-resource/adaptable-colour-meaning-symbolism-charts-11064783>
<https://www.bouncreative.com/meaning-of-the-color-pink/>

COLOUR THEME



#F29699 #636163 #FFFFFF

TYPEFACE

LOGO:
'LATO'

HEADER:
'LATO'

BODY:
'SOURCE SANS PRO'

CREATING DECKS

These are the design decks I presented at the Pitch.

WEBSITE



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-vo2/>
<https://graphicburger.com/down/7q-reem-psd-creative-portfolio>

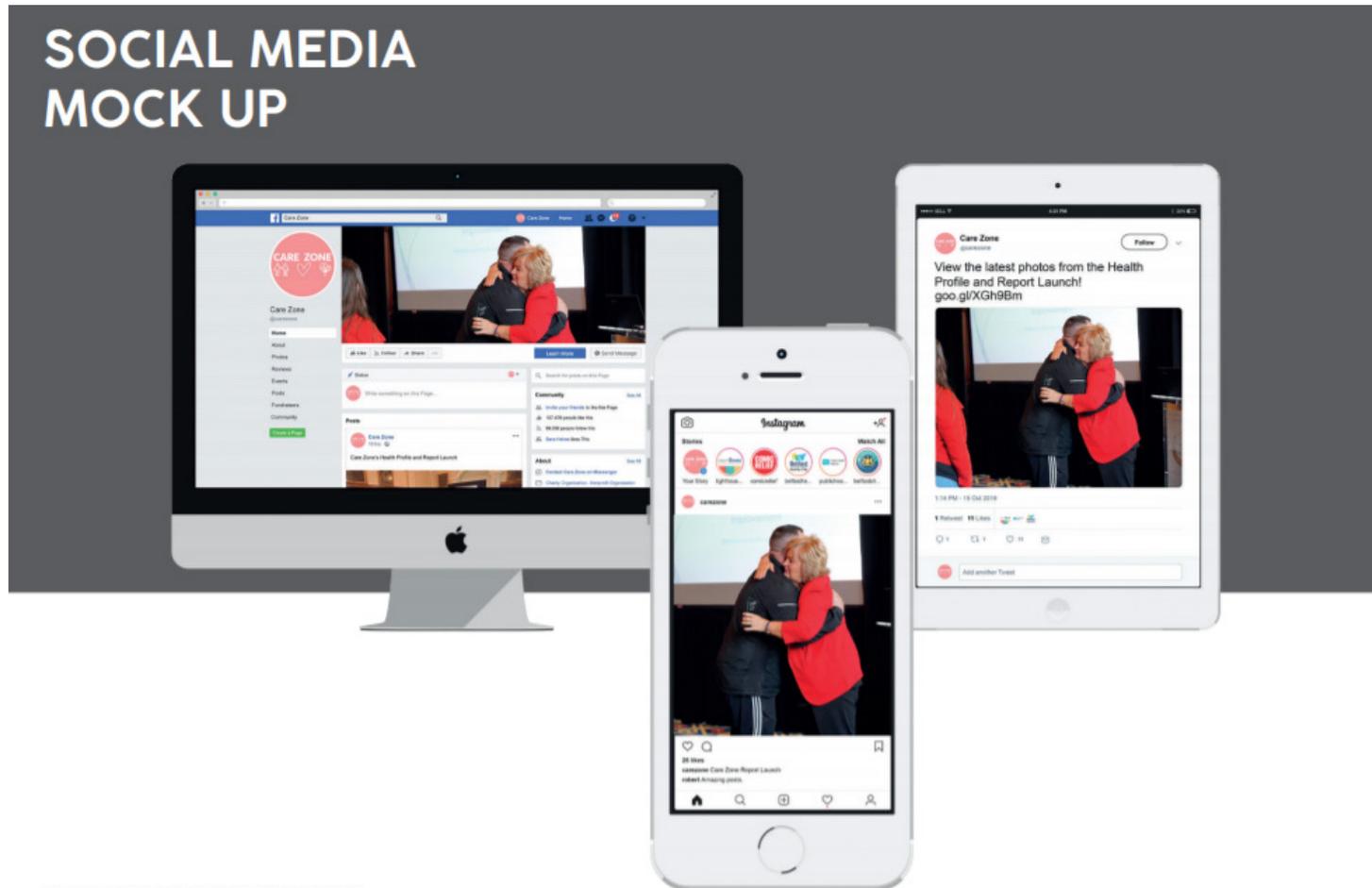
CREATING DECKS

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CREATING DECKS

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<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-vol2/>
<https://unblast.com/facebook-page-mockup-2019-psd/>
<https://unblast.com/free-twitter-post-mockup-2019/>
<https://unblast.com/instagram-post-mockup-2019-psd/>

CREATING DECKS

These are the design decks I presented at the Pitch.

POSTER MOCK UP

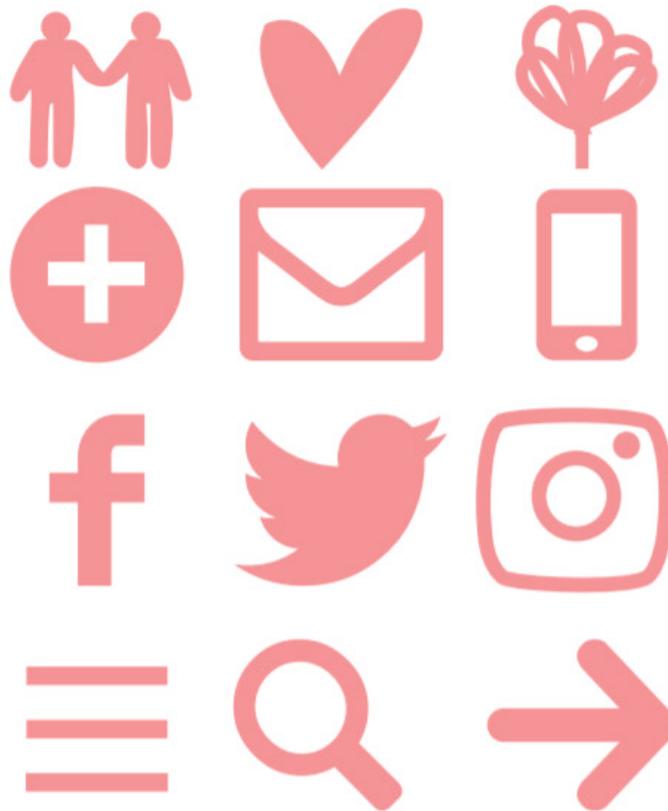


<https://graphicburger.com/bus-stop-billboard-mockup/>

CREATING DECKS

These are the design decks I presented at the Pitch.

ICON PACK MOCK UP

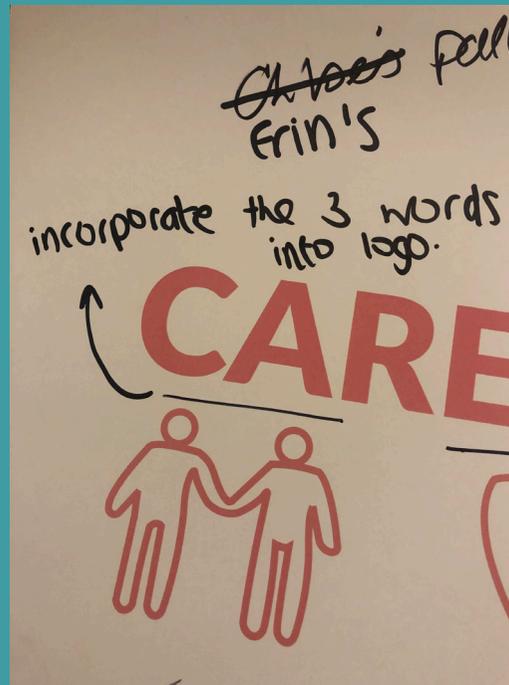


PITCHING DECKS

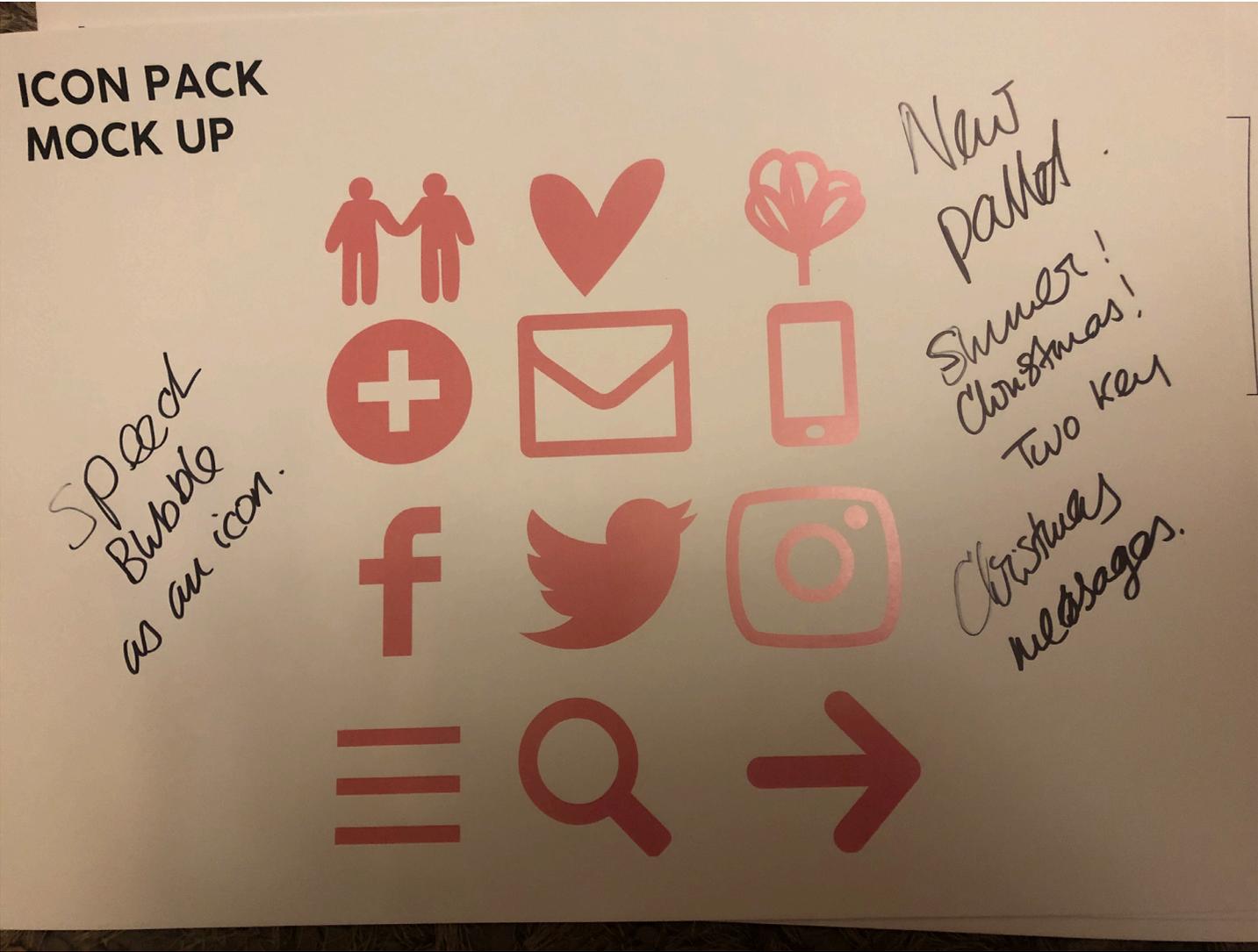
Presenting our design decks to the client took place on 7th November in Ulster University Belfast. We met with Sean Devlin (YeHa and Care Zone Community partner), Tami Russell (Community Champion), Cecilia Rice (Lighthouse), and Sharon Quinn (Lighthouse). We each talked through our design decks and explained our reasons for why we created what we did.

Looking through our design decks my logo was chosen, along with Erin's colour palette, and Mark's website design layout.

Fortunately, we were able to keep our pitch decks with the feedback provided on them and this therefore meant they were able to be photographed to upload to Basecamp.



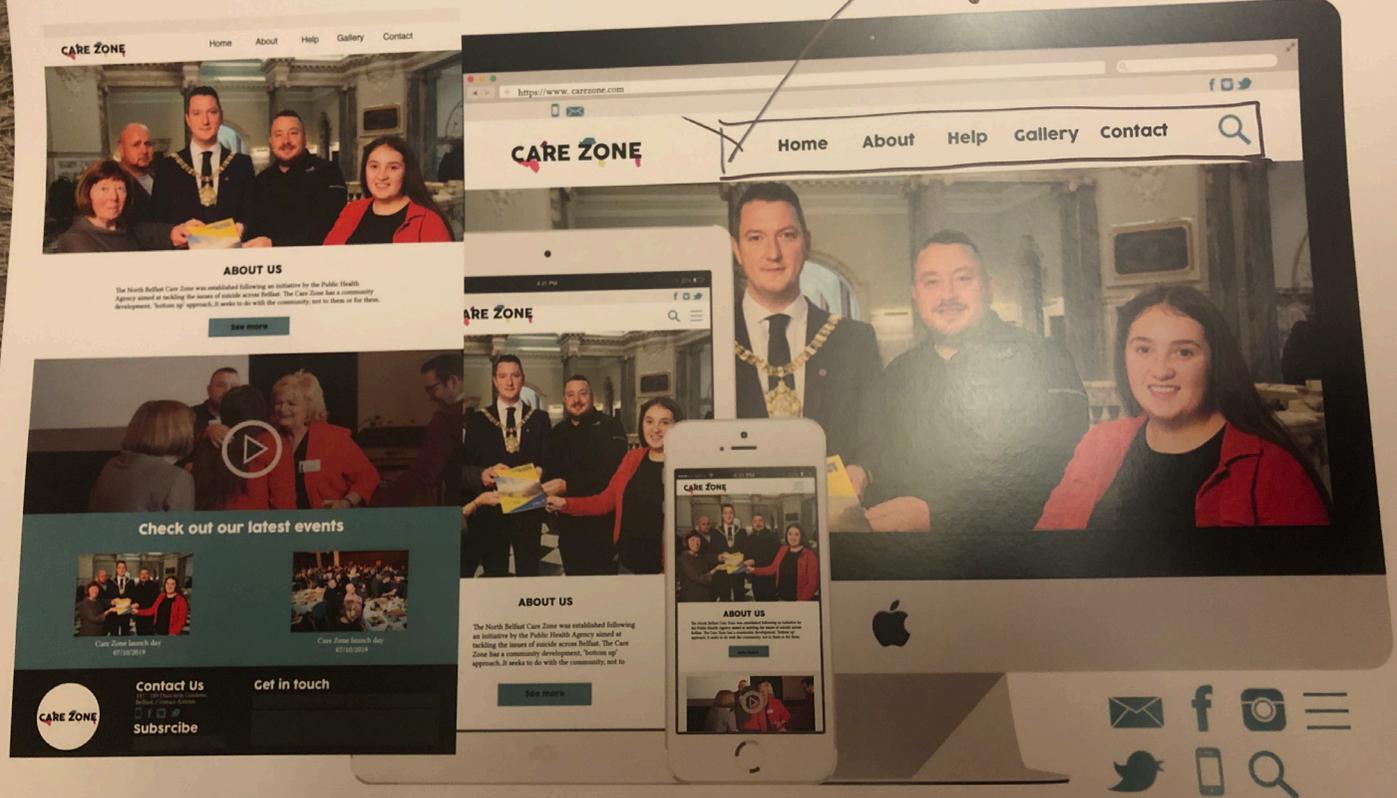
PITCHING DECKS



PITCHING DECKS

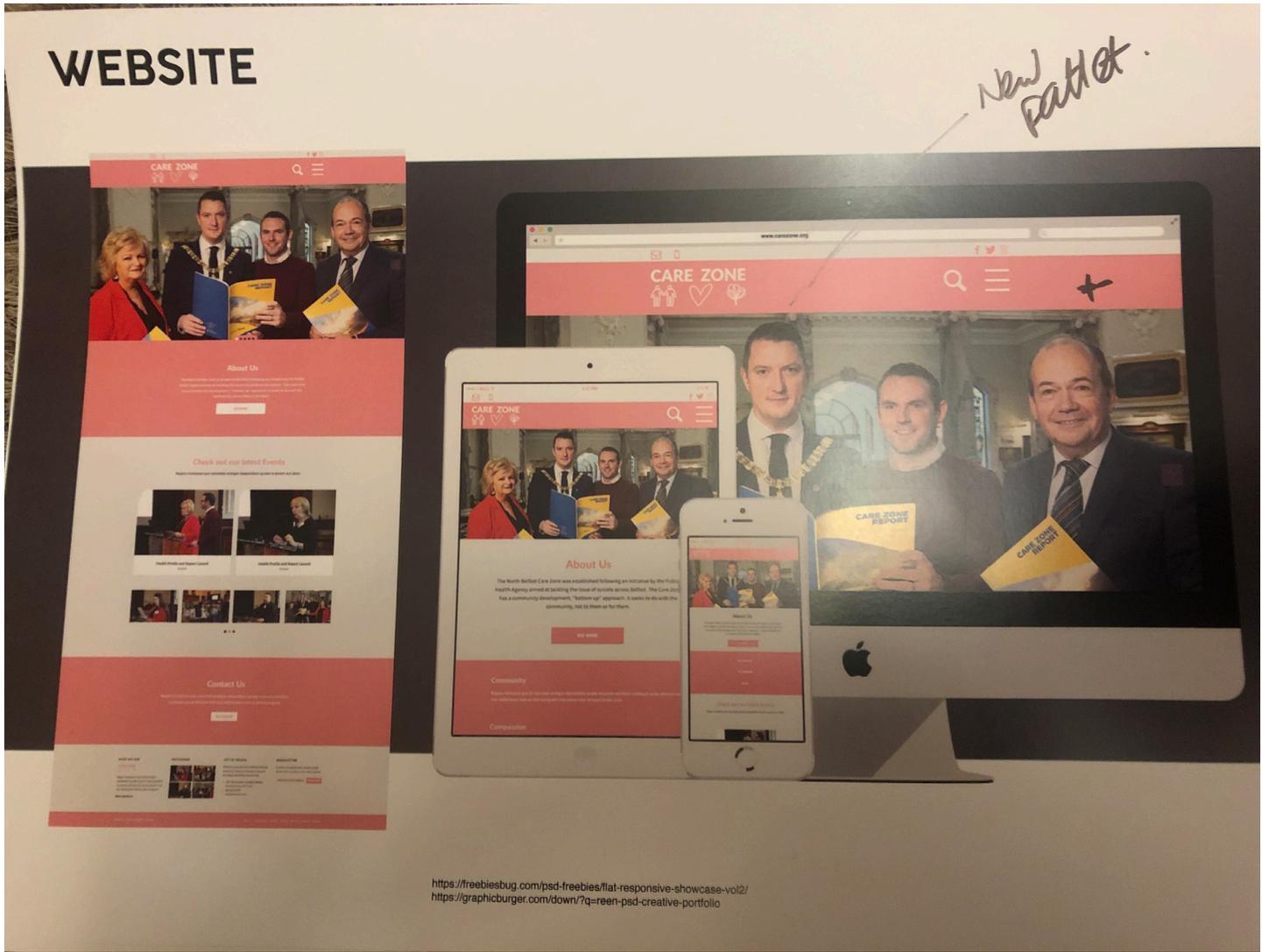
WEBSITE

Chosen web.



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-vol2/>
<https://wordpress.org/>

PITCHING DECKS



PITCHING DECKS

SOCIAL MEDIA MOCK UP

changed logo "Care Zone" prominent.

CARE ZONE

Jade Guff!

Hot pink.

mock -

<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-vol2/>
<https://unblast.com/facebook-page-mockup-2019-psd/>
<https://unblast.com/free-twitter-post-mockup-2019/>
<https://unblast.com/instagram-post-mockup-2019-psd/>

PITCHING DECKS

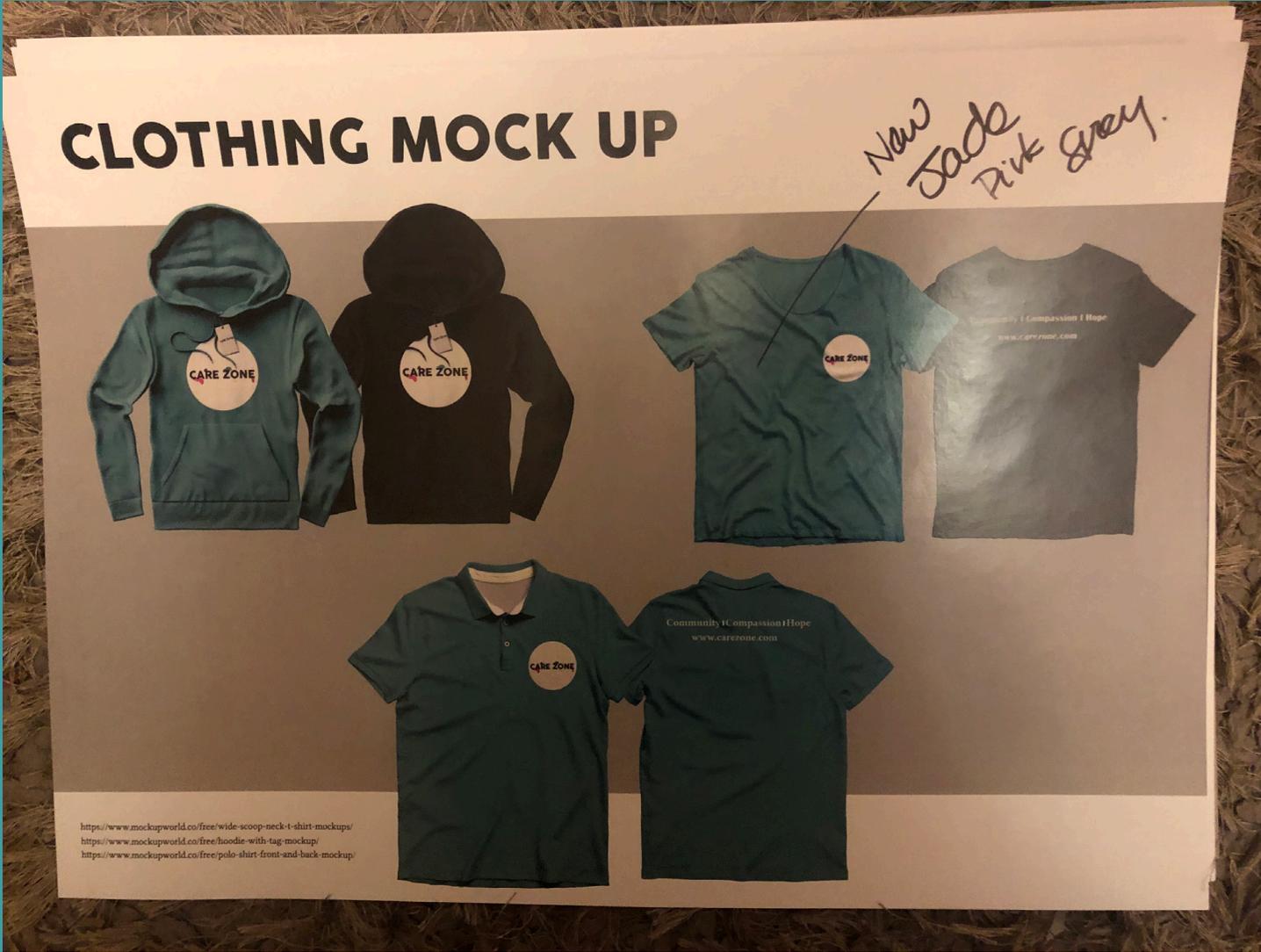
Pop up .

3 - Icon - Photo.

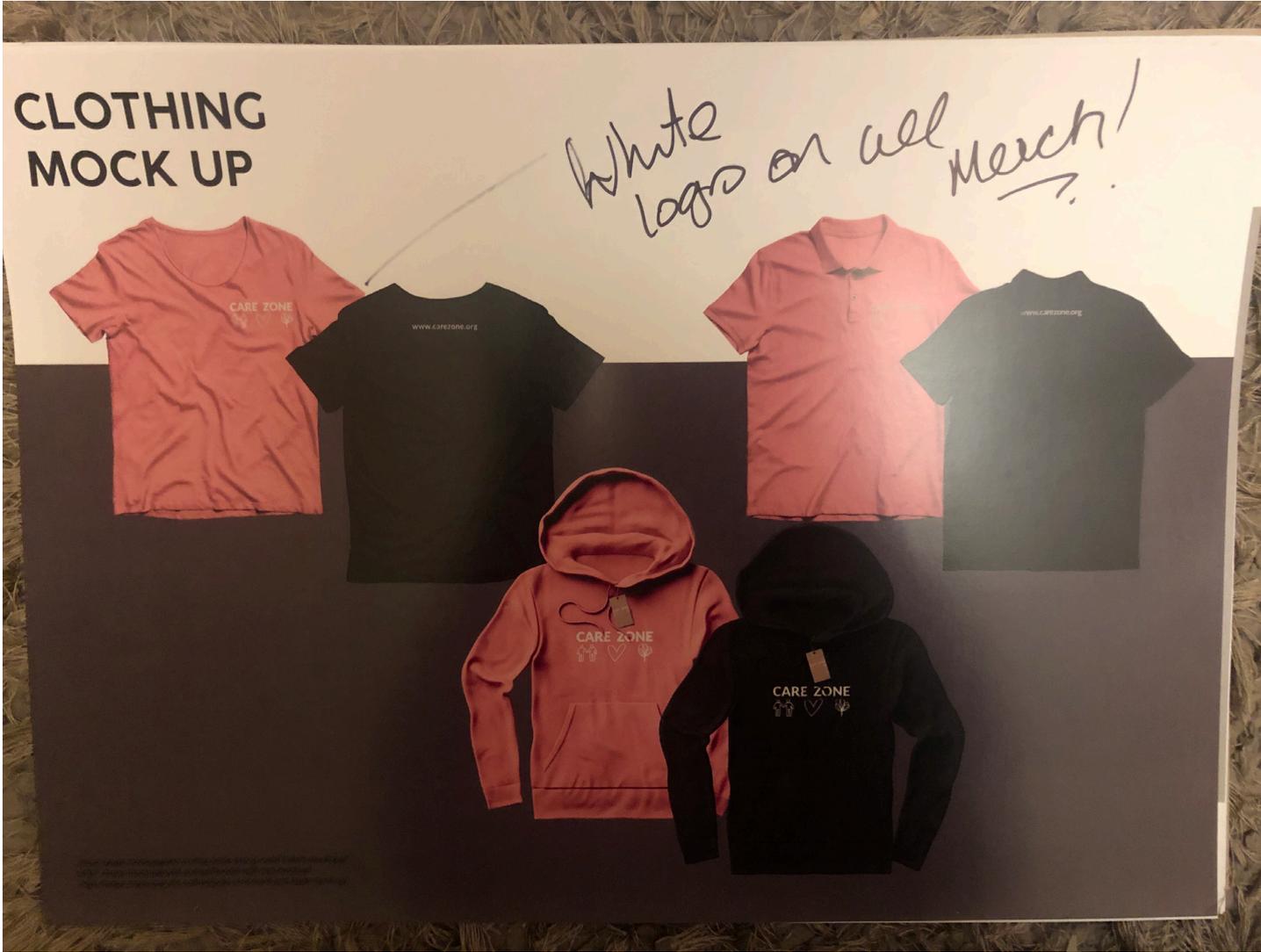
Three - colours with 3 icons.

Three new colours.

PITCHING DECKS



PITCHING DECKS



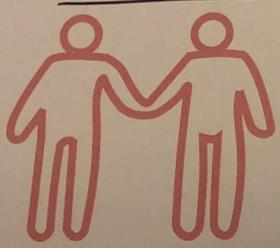
PITCHING DECKS

~~Chloe's~~ Fellet
Erin's

Jack
1st.

CARE ZONE

grey
Neutral
Dark
Pink
Highlight



Jade.



Pink



Grey.

PITCHING DECKS

From the client feedback we were to incorporate the 3 words into the logo between the logo and symbols. Within the icon pack we were to create a Christmas and Summer version to use for events and occasions. For the social media we were to create a more prominent logo with only “Care Zone” incorporated as the symbols would be too small to show in profile images; we decided we could incorporate the main logo or symbols into cover/header images on social media and into the ‘highlights’ section on Instagram. We had not previously included pop up banners in our mock ups, so we were then to include 3 with the new logo and colour palette. For the clothing/merch we were to create the clothing with the 3 new colours and with all a white logo as it stands out more. A gif will be created as well, using the 3 icons, possibly with the different colours.

Following the feedback and visual identity/branding chosen we then were to create a new design deck to present the new visual identity.

FINAL PRODUCT

These were the final decks, formulated as a team.



FINAL PRODUCT

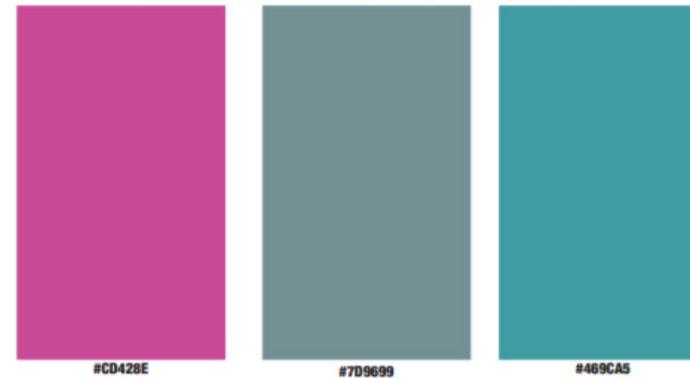
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LOGO DESIGN



<https://www.lotoland.co.uk/magazine/discover-the-meaning-of-colours.html>
<https://www.les.com/teaching-resource/adaptable-colour-meaning-symbolism-charts-11064783>
<https://www.bourncreative.com/meaning-of-the-color-pink/>

COLOUR THEME



TYPEFACE

LOGO:

'LATO'

HEADER:

'LATO'

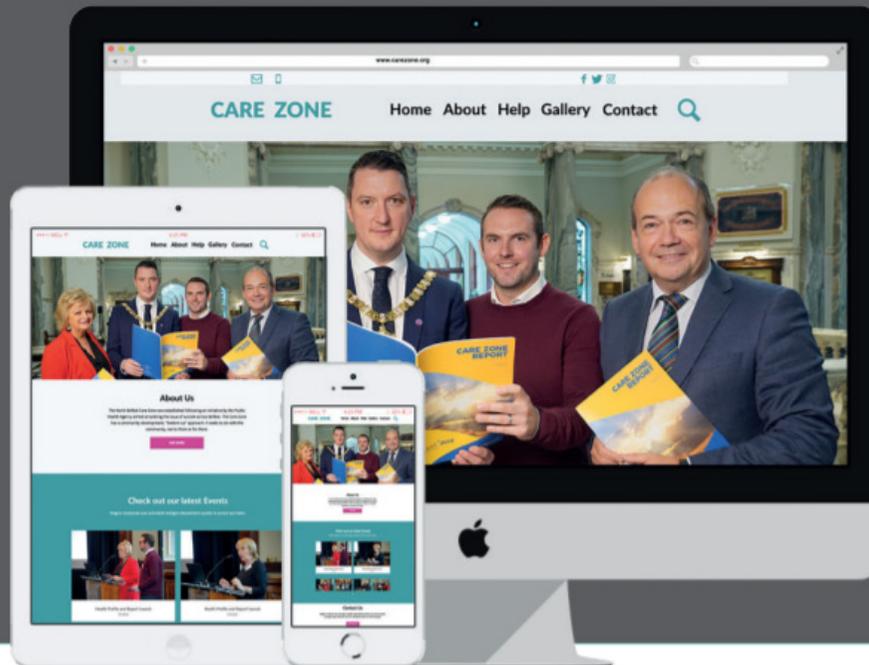
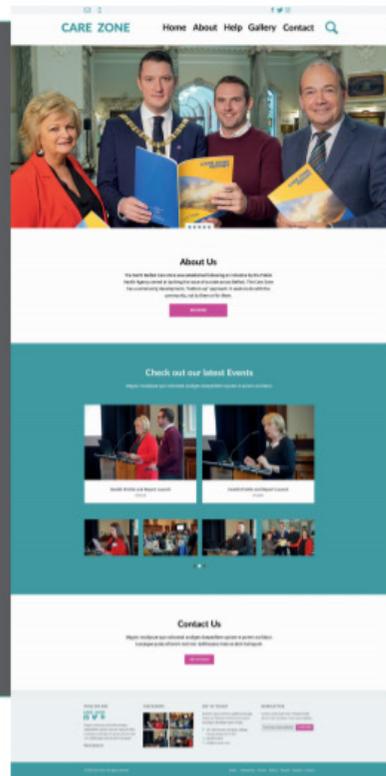
BODY:

'SOURCE SANS PRO'

FINAL PRODUCT

These were the final decks, formulated as a team.

WEBSITE



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-v02/>
<https://graphicburger.com/down/7q-reen-psd-creative-portfolio>

FINAL PRODUCT

These were the final decks, formulated as a team.

CLOTHING MOCK UP



FINAL PRODUCT

These were the final decks, formulated as a team.

SOCIAL MEDIA MOCK UP



<https://freebiesbug.com/psd-freebies/flat-responsive-showcase-v02/>
<https://unblast.com/facebook-page-mockup-2019-psd/>
<https://unblast.com/free-twitter-post-mockup-2019/>
<https://unblast.com/instagram-post-mockup-2019-psd/>

FINAL PRODUCT

These were the final decks, formulated as a team.

POSTER MOCK UP



<https://graphicburger.com/bus-stop-billboard-mockup/>

FINAL PRODUCT

These were the final decks, formulated as a team.

BANNER MOCK UP



FINAL PRODUCT

These were the final decks, formulated as a team.

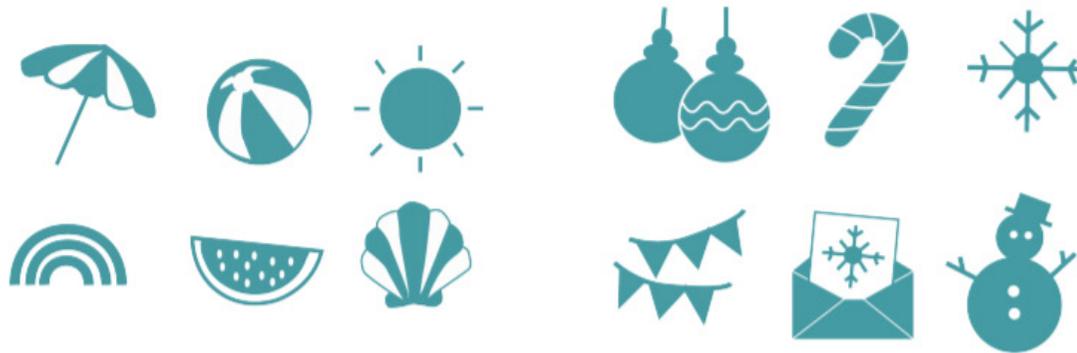
ICON PACK MOCK UP



FINAL PRODUCT

These were the final decks, formulated as a team.

ICON PACK MOCK UP



FINAL PRODUCT

In our brief we discussed our roles, Mark's role was to create the website in WordPress. The agreed domain was www.carezonecommunity.com. In our website we plan to incorporate past images and videos of Care Zone/related Care Zone content and any new footage or photos we take during our time on working on the project.

On Tuesday 5th November we had went on a tour day with the Jordanstown Sociology students to North Belfast to Sacred Heart Parish to see the Care Zone area and find out more information. During this we were able to photograph the area and take some footage to be used within the website, social media, videos, and the main promotional video. In our team we all photographed the area, so we had a wide range of shots and footage to work with.



FINAL PRODUCT

In our brief we explained how we planned to film Community Champions and interview local residents so they could have their say in the website and on social media.

In preparing for filming, we had planned to book out equipment in good enough timing for filming, prepare questions to ask, shot list, and storyboard so everything would go smoothly. Mark oversaw booking out equipment, including camera, tripod, audio recorder, and lighting equipment.

The Equipment Mark booked out included:

- 1 Calumet Photography Tripod w/ Gittos VH6011 Head
- 1 Calumet Photography Tripod with Ball Head
- 1 Ledgo LG-B150 LED Modular Lighting Kit
- Panasonic AGAC90EJ Camera Kit A

We were also able to use Erin's Camera – Canon EOS 750D.

We planned out questions to ask our interviewees on the day. Some of them we didn't ask to all of our interviewees, such as the changes to the Marrowbone Millennium Park; this question was asked to Sean and Jo directly.

Questions:

What does the Care Zone Project mean to you?

Aspirations and hopes for the project?

How do you see the project inspiring the community in events and plans to come?

Upcoming events?

How will the website/online presence (including social media) help Care Zone?

What changes will be made to the Marrowbone Hill Park?

How is the Care Zone progressing and making change?

Other comments?

FINAL PRODUCT

Before filming and post filming we had also created shot lists as not all shots and parts of footage were used in the final outcomes.

Shot List Video 1

Shot	Location	Shot Description	Shot Type
1	Interior	Cecilia McCloskey speaking (Lower thirds on screen)	Medium Shot
2	Exterior	Image of Care Zone area outside of Sacred Heart Parish/Birdseye view of The Care Zone Area	Long/Birdseye view Shot
3	Interior	Mickey Meehan speaking (Lower thirds on screen)	Medium Shot
4	Exterior	Memorial plaque for Declan Curley	Close Up Shot
5	Interior	Mickey Meehan speaking	Medium Shot
6	Exterior	Image of Street Art/Mural of the local Boxing Academy to represent Mickey's words "we're on their side, we have their backs" – just as in the ring you're on someone's corner	Medium Full Shot
7	Interior	Cecilia McCloskey speaking	Medium Shot
8	Exterior	The Street Art/Mural of Sacred Heart Primary School	Medium Long Shot
9	Interior	Mickey Meehan speaking	Medium Shot
10	Exterior	Fenced off area with barbed wire that leads you to the shop and other houses	Full Shot
11	Interior	Mickey Meehan speaking	Medium Shot

FINAL PRODUCT

Erin oversaw creating storyboards and unfortunately, due to deadlines and edits to the videos she was unable to produce the storyboards.

Shot List Video 2

Shot	Location	Shot Description	Shot Type
1	Interior	Sean Devlin speaking (Lower thirds on screen)	Medium Shot
2	Interior	Some Community Champions in Ulster University (Belfast Campus)	Full Shot
3	Exterior	Sean Devlin and Jo Murphy (image) holding 'Hope' balloons from a previous event	Medium Full Shot
4	Interior	Jo Murphy speaking (Lower thirds on screen)	Medium Shot
5	Interior	Care Zone Report and Health Report Launch Day (Community Champions photographed with the Lord Mayor of Belfast and a copy of the Care Zone Report)	Medium Shot
6	Interior	Sean Devlin speaking	Medium Shot
7	Interior	Concert of Hope (2016) Invites	Close Up Shot
8	Interior	Sean Devlin speaking	Medium Shot
9	Interior	Brian Kennedy and The Gardiner Street Gospel Choir	Close Up Shot
10	Interior	Sean Devlin speaking	Medium Shot
11	Interior	Jo Murphy with Clergy people	Medium Shot
12	Interior	Sean Devlin speaking	Medium Shot
13	Exterior	The green space in Marrowbone Park	Extreme Long Shot
14	Interior	Jo Murphy speaking	Medium Shot
15	Exterior	Local residents queueing up for the Concert of Hope (2016)	Long Shot
16	Interior	Sean Devlin speaking	Medium Shot
17	Exterior	Entrance/Exit of Marrowbone (Marrowbone) Park (known locally as the 'bone hills')	Medium Full Shot
18	Interior	Sean Devlin speaking	Medium Shot

FINAL PRODUCT

For the Promotional Video the shot list was shorter than the interviews as the graphics were the same type of shot, the Concert of Hope (2016) was not our own footage, and this was planning out the content to use so various images in between Eamonn Holmes may be changed.

Promotional Video Shot List

Shot	Location	Shot Description	Shot Type
1	-	Different facts and statistics about Care Zone	Graphic
2	Interior	Sean Devlin and Jo Murphy during an interview	Medium Shot
3	Interior	Concert of Hope ticket	Close up Shot
4	Exterior	<u>Local residents</u> queueing for Concert of Hope (2016 footage)	Long Shot
5	Interior	Volunteers and members preparing before Concert of Hope (2016 footage)	Medium/Close up Shots
6	Interior	Concert of Hope (2016 footage) with voiceover from Sean Devlin and Jo Murphy	Mixture of Close Up, Medium, Wide Shots
7	Interior	Cecilia McCloskey and Mickey Meehan during an interview	Medium Shot
8	Exterior	Mickey Meehan with <u>local residents</u> at an event	Medium Shot
9	Interior	Eamonn Holmes speaking	Medium Shot
10	Interior/Exterior	Various images from events and fun days	Various Shots
11	Interior	Eamonn Holmes speaking	Medium Shot
12	-	Care Zone logo	Graphic
13	-	End credits including the Science Shop logo, Ulster University logo and named students	Graphic

FINAL PRODUCT

We also were able to film on Erin's camera as well for different shots and we took images throughout to show our filming process. Unfortunately, on the day the audio recorder battery was flat and so we had to rely on the audio taken on Erin's camera to insert into editing. Apart from this everything else went smoothly and according to plan. We had gained a good amount of footage and content that could be used in the website and online. Images taken on the day were to show film setup and during.



FINAL PRODUCT



FINAL PRODUCT

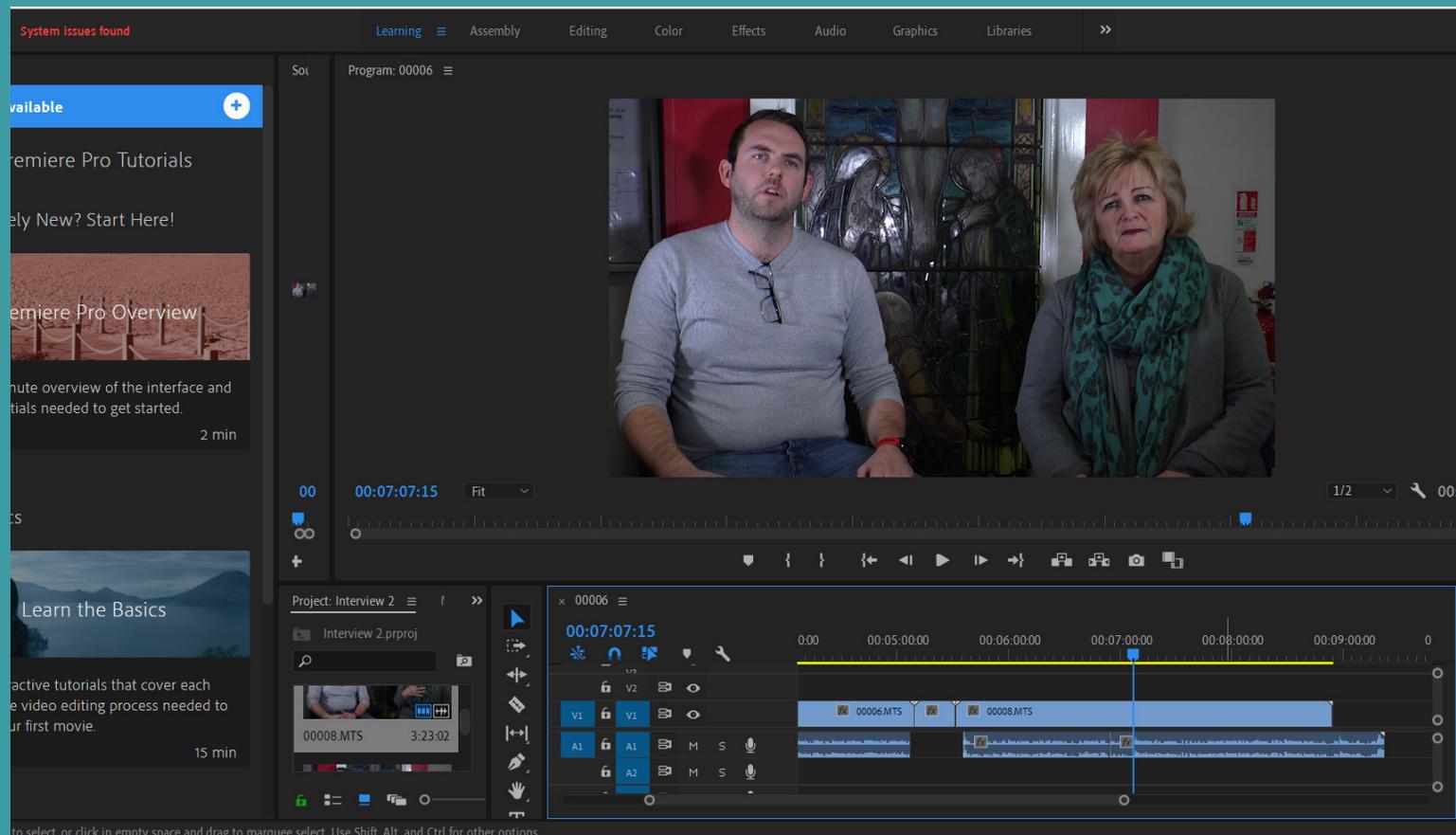


FINAL PRODUCT



FINAL PRODUCT

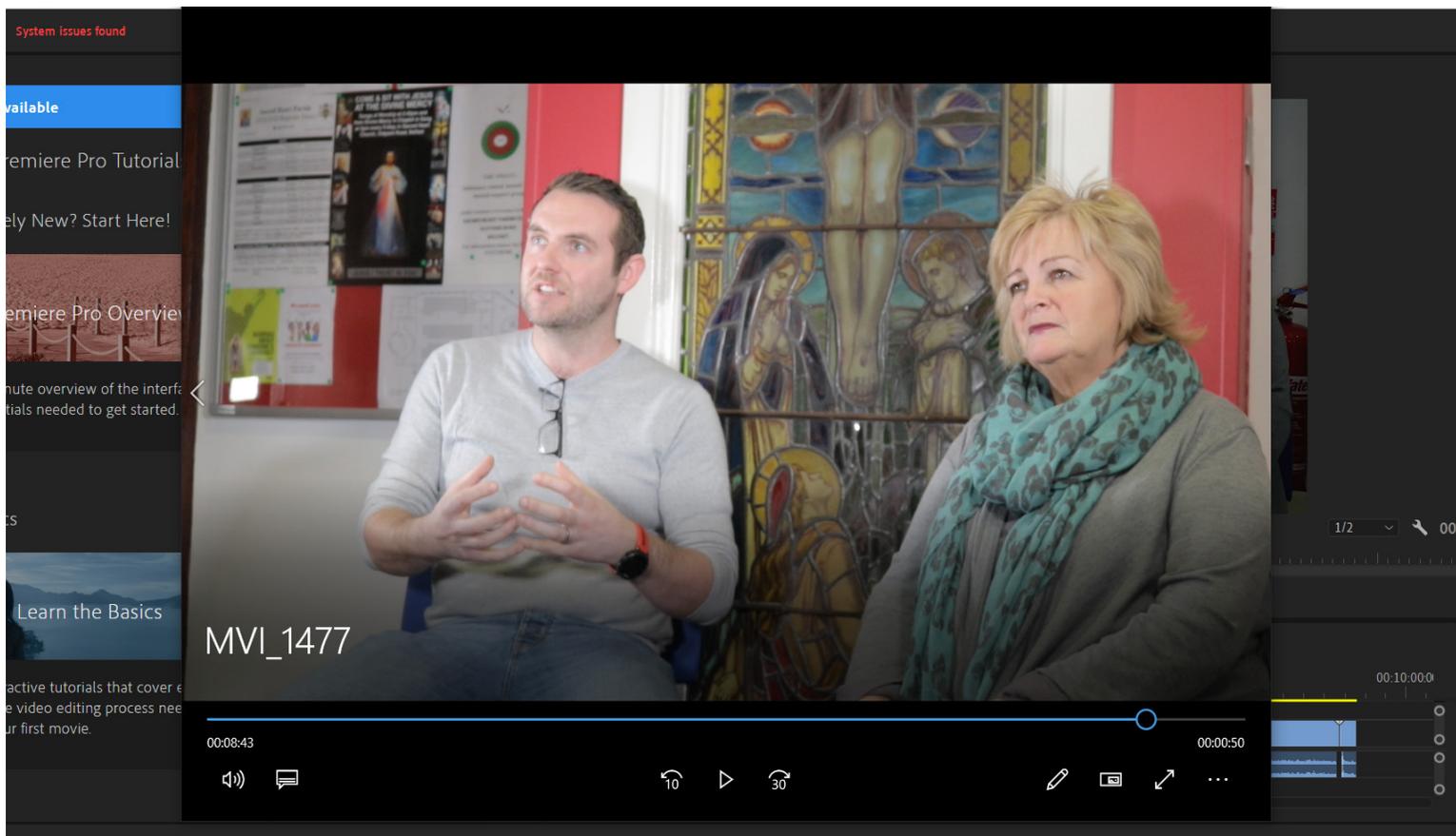
When editing I took the footage into Premiere Pro as it is best for films and videos. In Premiere Pro I was able to split up the footage, cut out parts to just include the key parts and any unnecessary parts where the interviewees were thinking about what to say or may have started with 'um', so it was clean and clear. Once I had synced the audio from Erin's footage to Mark's footage, I was then able to take the key parts and then take the audio clips into Audition to remove the background noise and touch the sound up.



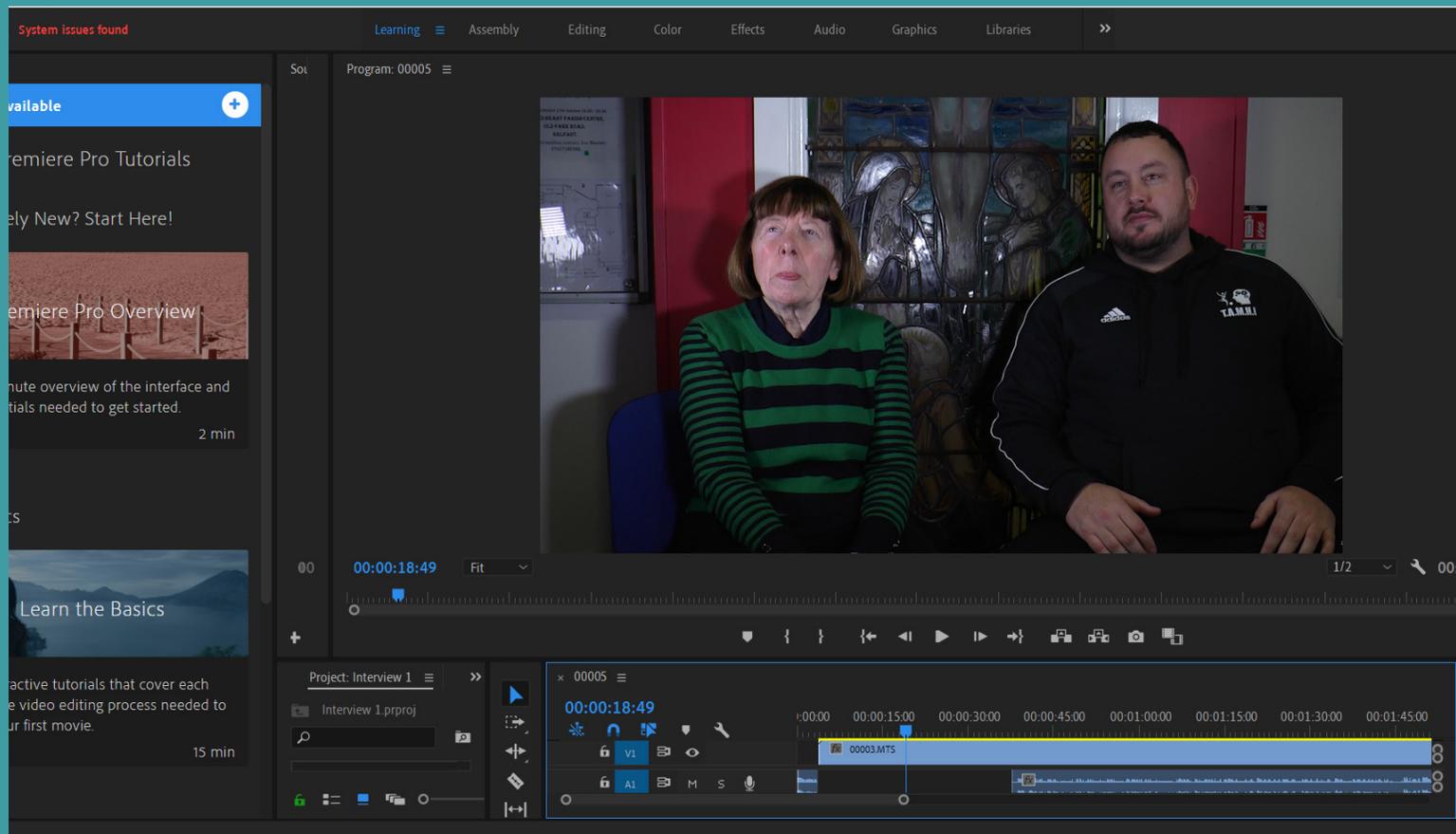
to select, or click in empty space and drag to marquee select. Use Shift, Alt, and Ctrl for other options.

FINAL PRODUCT

Throughout editing the pieces of footage, I used Premiere, Audition, Media Encoder, and Photoshop. I used Photoshop mainly for the images that were to be added in and Audition to edit audio, Media Encoder to export out footage and Premiere to do most of the editing of footage and to add in graphics such as credits. To sync Mark's footage with Erin's audio, I watched the footage in between as they recorded at different times.

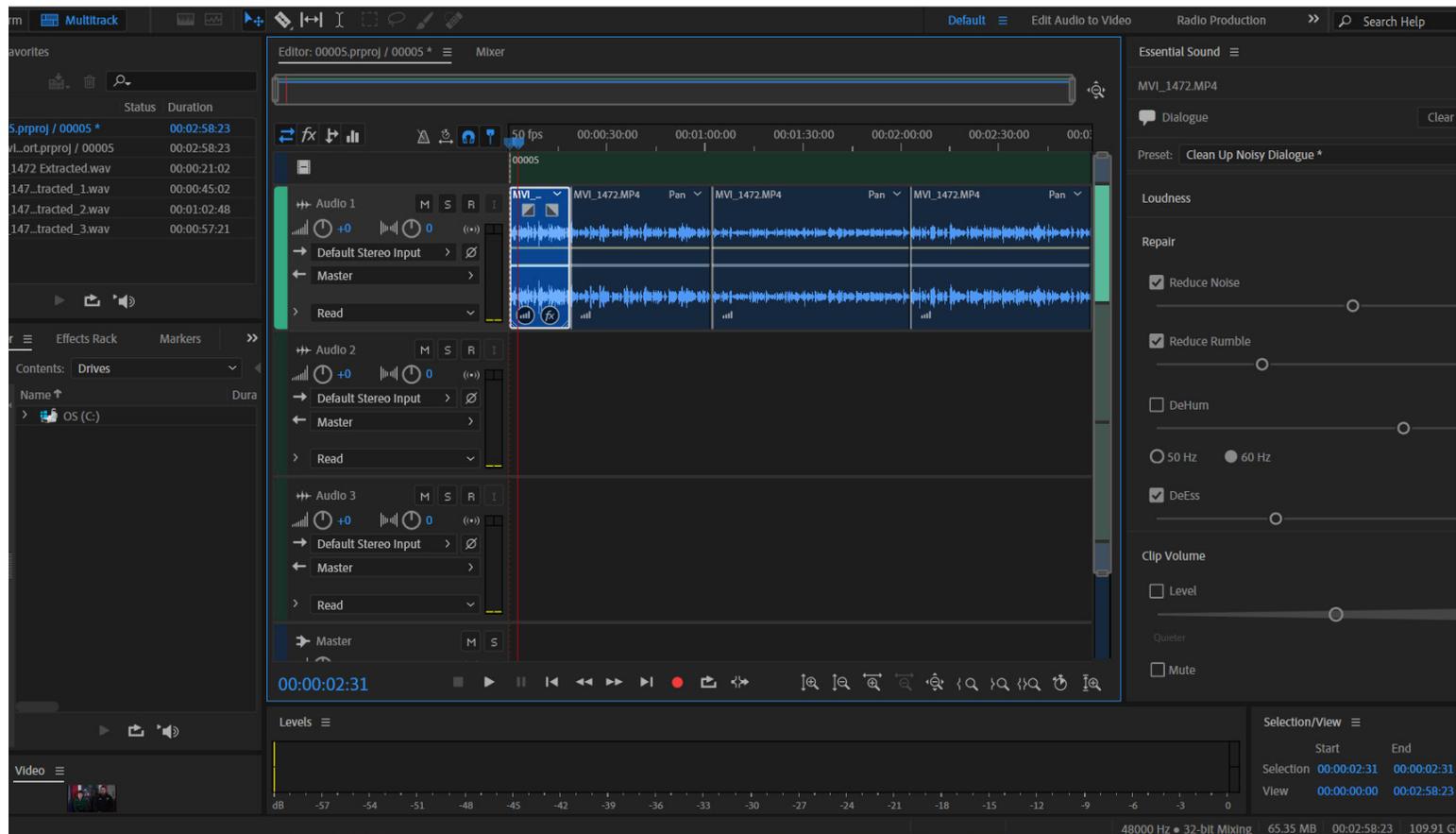


FINAL PRODUCT



FINAL PRODUCT

Using Audition and following YouTube tutorials I was able to edit out background noise.

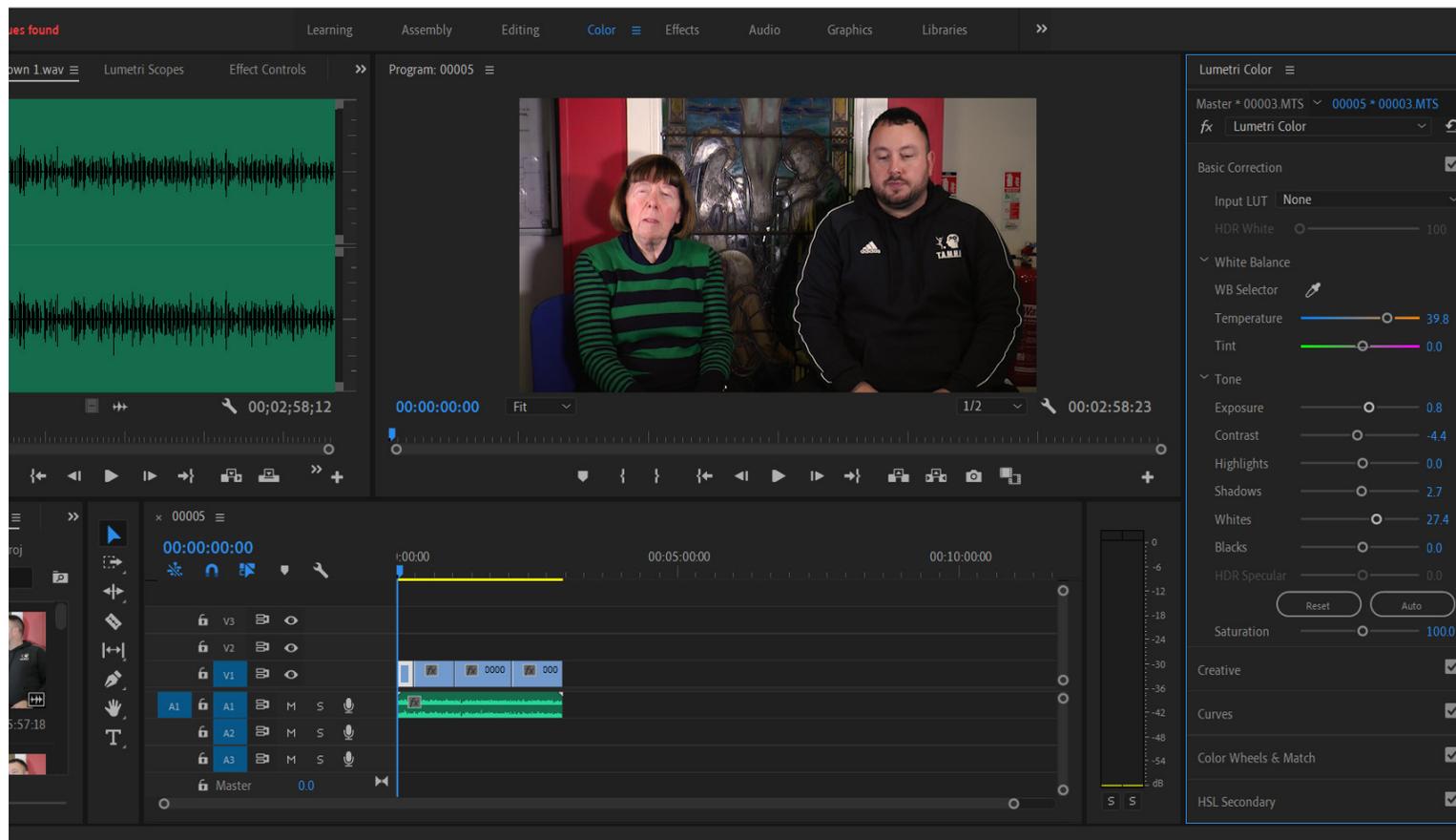


FINAL PRODUCT

Once the audio was sorted, I could then export it out of Audition back into Premiere Pro. From this point I could then work on fixing the colour and setting of the visual footage. When setting up the camera we had setting up the lighting just right, but it may have slightly change once we had our first two interviewees sitting, which Mark may not have noticed when filming on his camera. However, this was fixable using the colour effects and settings. I adjusted both videos to the same settings, so they didn't look completely different. Then I added lower thirds to the left and right to introduce the interviewees as they first started to speak as I thought this would be a good idea to introduce them to the Community and let them know their roles in Care Zone and who they can talk to if they didn't know before. To break up the video I have added in images throughout to explain what they're talking about and to showcase the area. Once the video was ready and approved by the Project Manager and Creative Director it was ready to be exported and then uploaded onto Vimeo or YouTube so it would be easier to embed into the WordPress website.

FINAL PRODUCT

Once I had sorted out the clips and audio I could then fix the colour and visuals of the footage as the footage was slightly dull and not bright enough to give a positive look on the website. I adjusted white balance, tone, and adjustments under the Lumetri Colour.



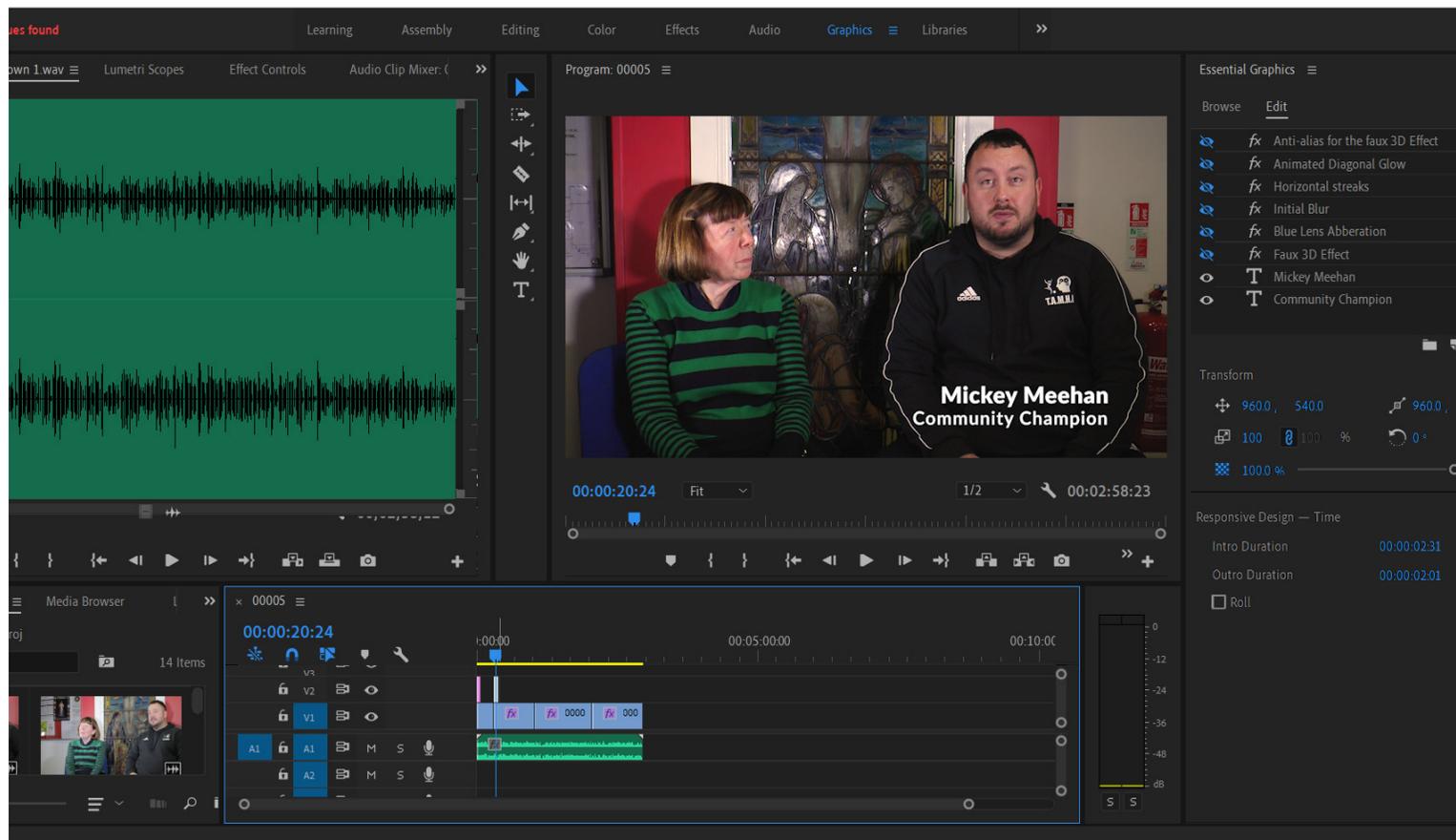
FINAL PRODUCT

The image displays the Adobe Premiere Pro interface during a video editing session. The top menu bar includes options like Learning, Assembly, Editing, Color, Effects, Audio, Graphics, and Libraries. The main workspace is divided into several panels:

- Left Panel:** Shows two audio waveforms on a green background, representing the audio tracks for the video.
- Center Panel:** A video preview window showing a woman in a green and black striped sweater and a man in a black Adidas hoodie sitting in front of a stained glass window. The timecode at the bottom of this panel is 00:00:09:37.
- Right Panel:** The Lumetri Color panel, which is currently set to 'Lumetri Color' for the '00005 * 00003.MTS' clip. It includes sections for Basic Correction, Creative, and Adjustments. The Adjustments section shows sliders for Faded Film (9.7), Sharpen (0.0), Vibrance (23.9), and Saturation (100.0). There are also two color wheels for Shadow Tint and Highlight Tint, and a Tint Balance slider.
- Bottom Panel:** The timeline and effects rack. The timeline shows a sequence of clips with timecode markers at 00:00:00, 00:05:00:00, and 00:10:00:00. The effects rack shows the 'fx 0000' effect applied to the video track.

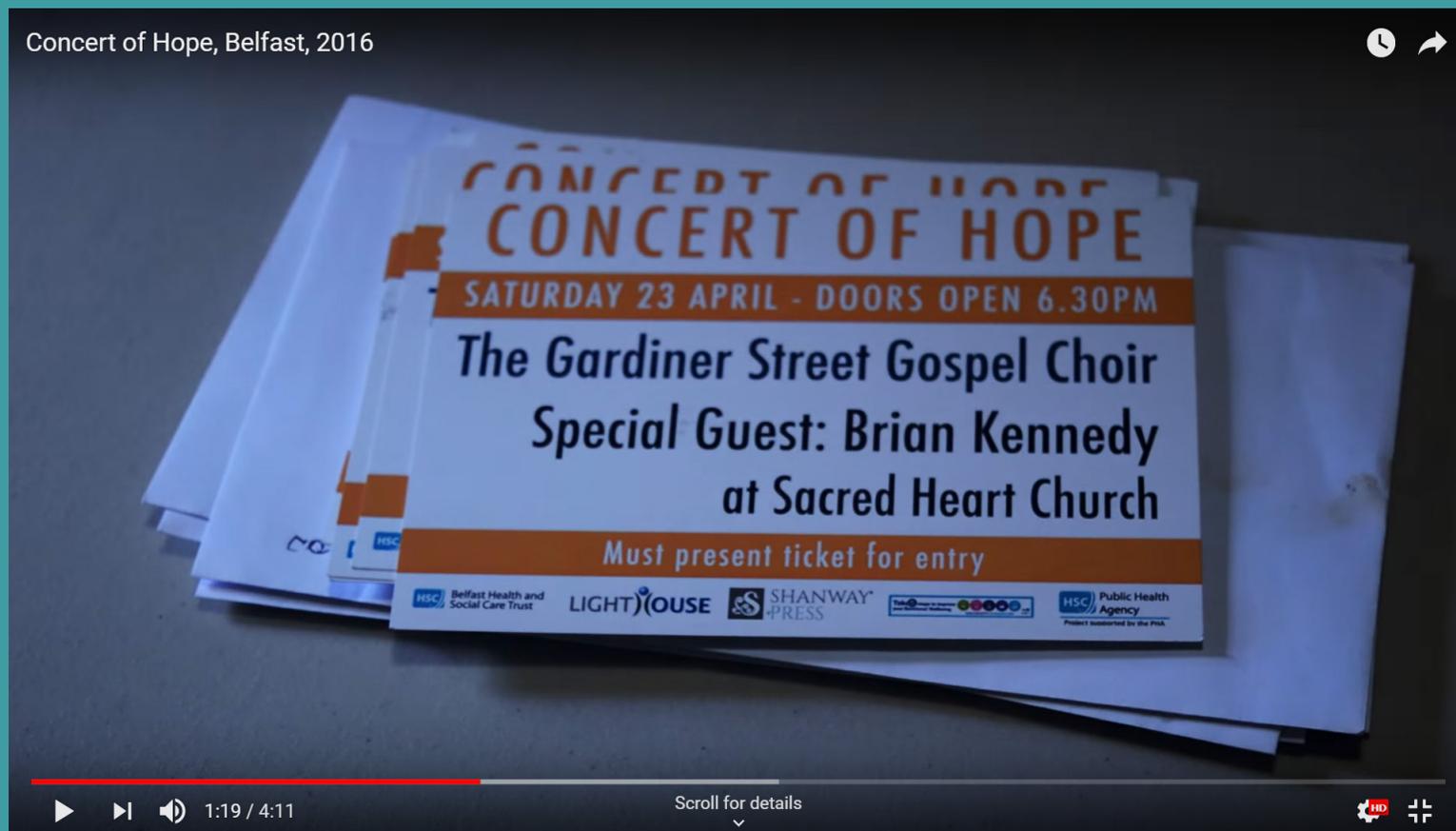
FINAL PRODUCT

To help identify who the Community Champions are so the Community can recognise them and know who they can talk to I have added lower thirds. I removed effects and kept it clear and simple using the same font from the logo and visual identity.

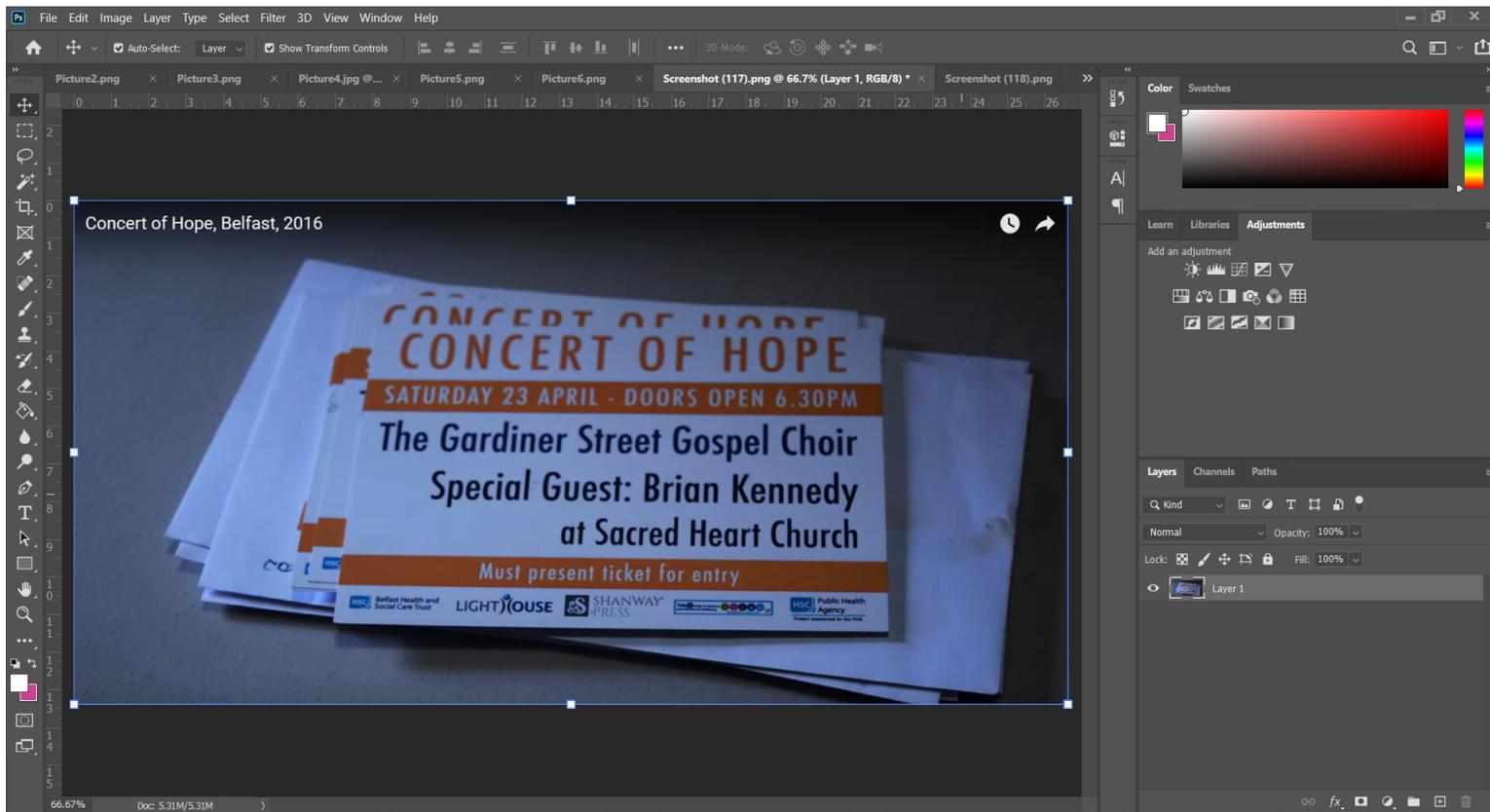


FINAL PRODUCT

To get shots to include in my videos I screenshot images/clips that I would like to include and took them into Photoshop to crop them for the rough edits. We were able to use footage from the Concert of Hope (2016).

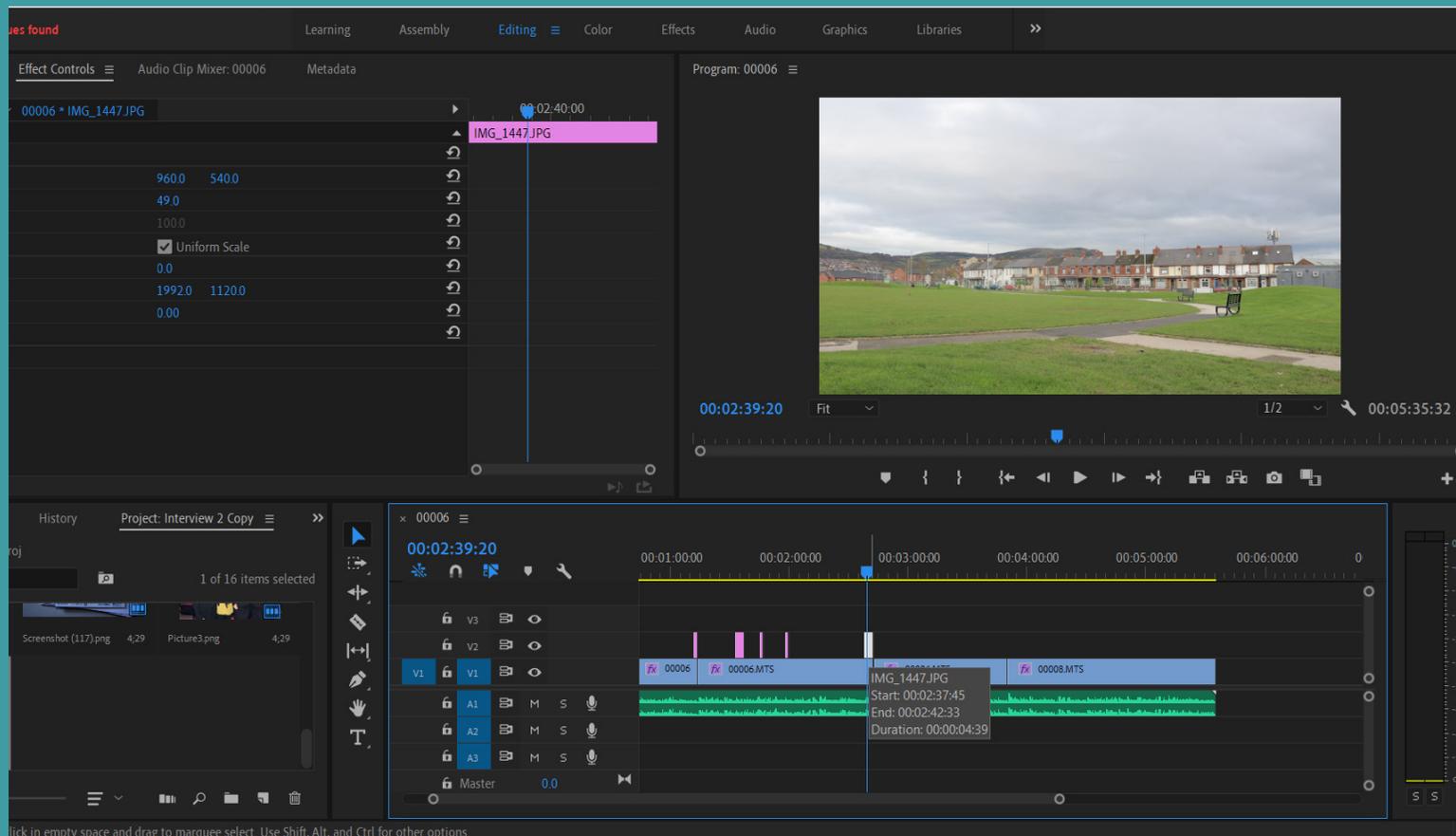


FINAL PRODUCT



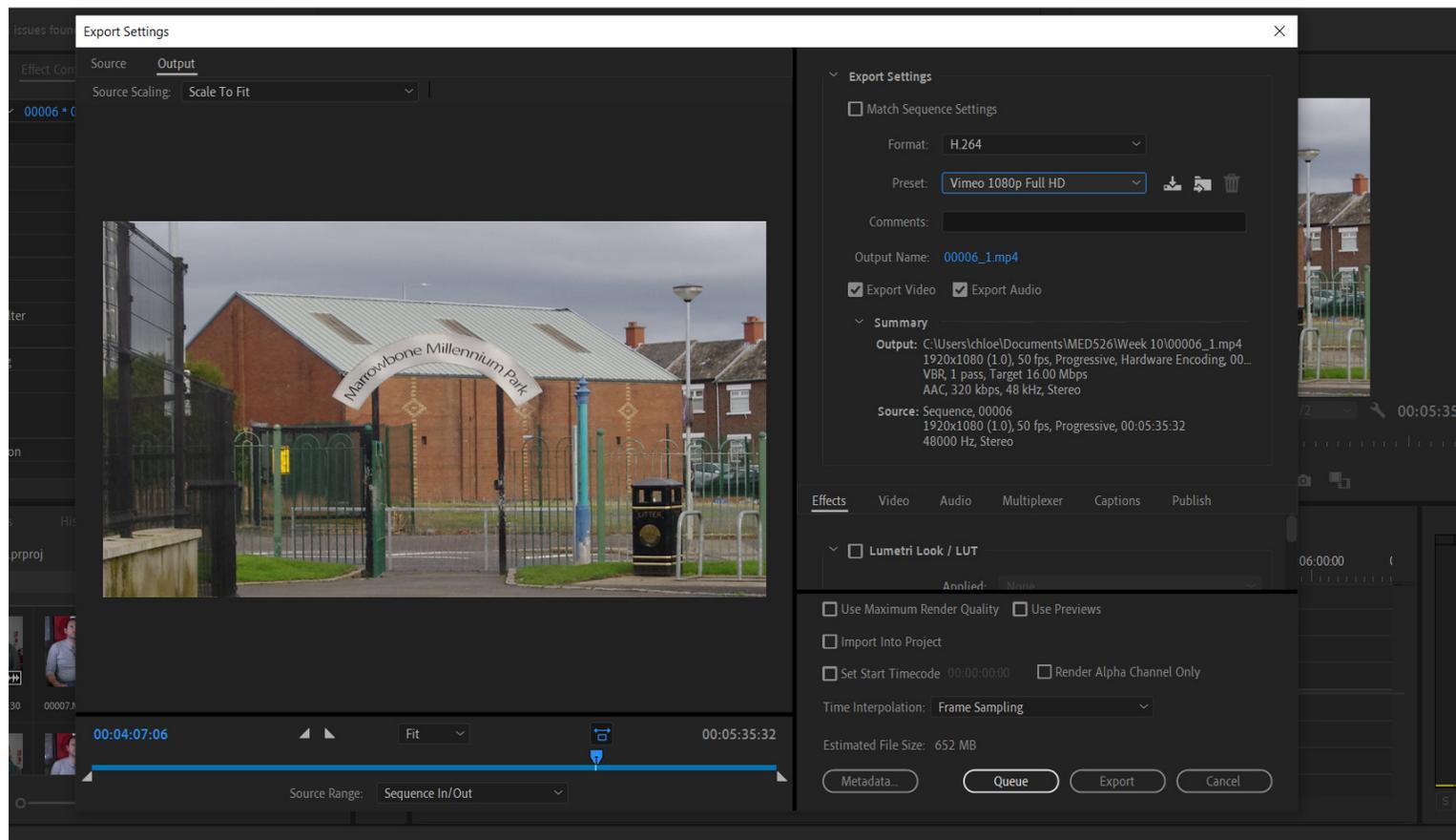
FINAL PRODUCT

When inserting images into the footage I added the images above the video footage.



FINAL PRODUCT

These are the settings I used when exporting the footage. (CTRL + M for shortcut). I chose full HD as anything more would take longer time to load and I chose Vimeo as the video can then be uploaded to YouTube or Vimeo as this is how the videos will be embedded into the website/WordPress.



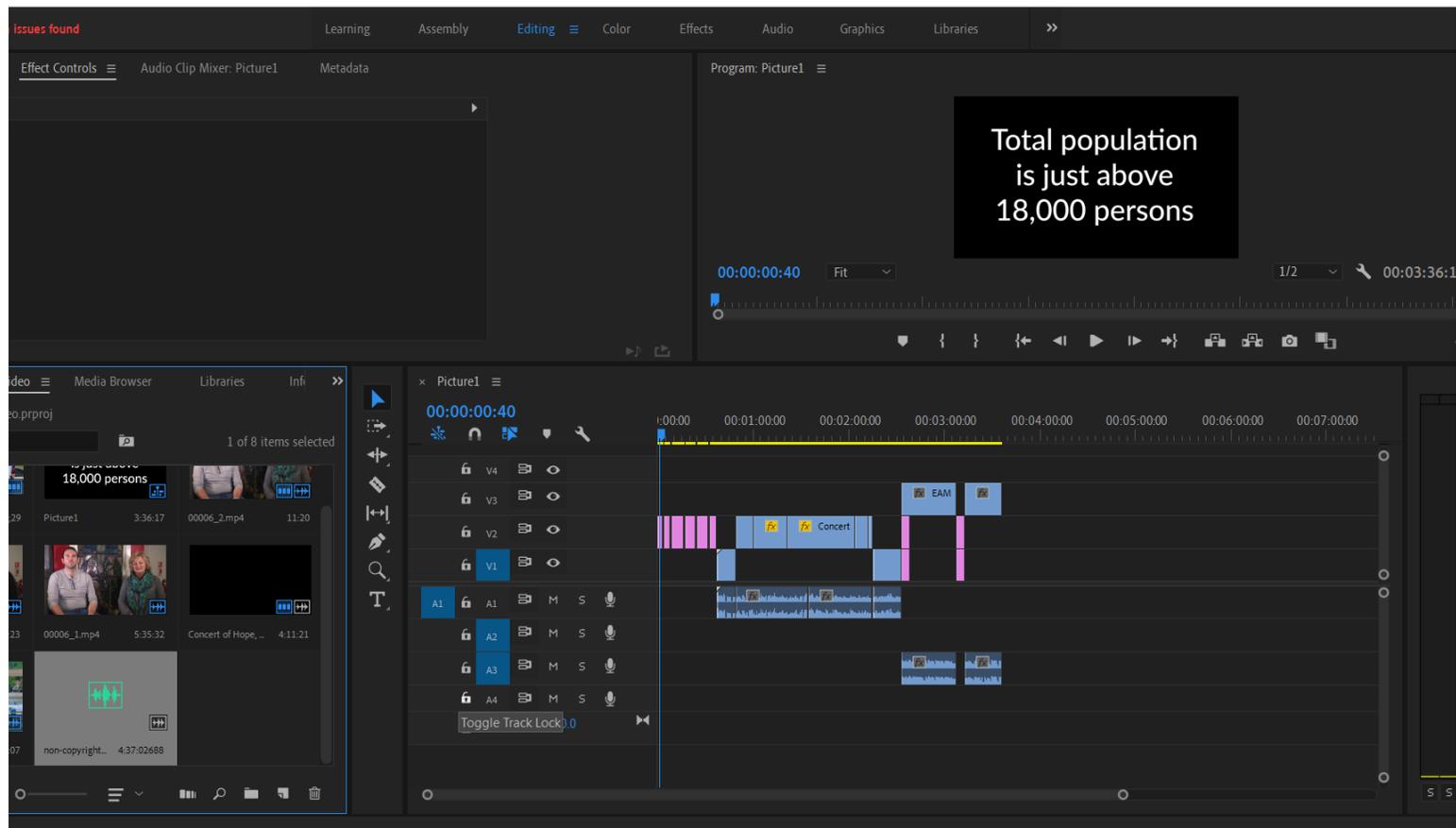
FINAL PRODUCT

As a group we came up with an idea for the Promotional Video. We decided it would include a slide(s) with some bullet points from the Care Zone Report and Health Report to explain how deprived the area is. The next shot would be the footage of Sean Devlin we captured saying “The Care Zone for me, is a proper grass roots, local community, level way of bringing positive change to an area that has been through many struggles.” After this we would then feature footage from the Concert of Hope (2016) and have Jo Murphy, Sean Devlin, Cecilia McCloskey, and Mickey Meehan as voice over on the footage talking about events and the event in shot. After the Concert of Hope (2016) footage we would then show Cecilia McCloskey and Mickey Meehan is captured saying “It’s time to fight back and get the equality that surrounding areas have. It’s time to let the people know, we’re on their side, we have their backs.” We would then feature images or slide(s) including facts of how the Care Zone is bringing change to the area. The video would then finish with the voiceover of Eamonn Holmes (from 3 minutes 28 seconds into the video given to us from Care Zone) then the Care Zone logo, and then credits.

This was our original idea, however when I went to edit it, I changed some things slightly as I have edited the footage and from where Eamonn Holmes speaks you need to have footage from earlier in the video to get a better understanding. So, I then put footage of Eamonn Holmes in after Mickey Meehan speaks, I have also added an image in the end of Mickey’s clip to represent ‘having their backs’. To show how Care Zone is bringing change to the area, with access to photos from events and fun days I have been able to show case the positivity and the good Care Zone has brought to the community. After the images I have then added in Eamonn Holmes, a clip where he asks people to get involved which I think is a good way of making people feel like they’re all involved in their community and to encourage coming together as a community. The video then ends on the Care Zone logo, followed by the team involved behind the new visual identity; the Science Shop logo, Ulster University logo, then a breakdown of our roles along with our names so we can then showcase this video in our portfolios when applying for future work.

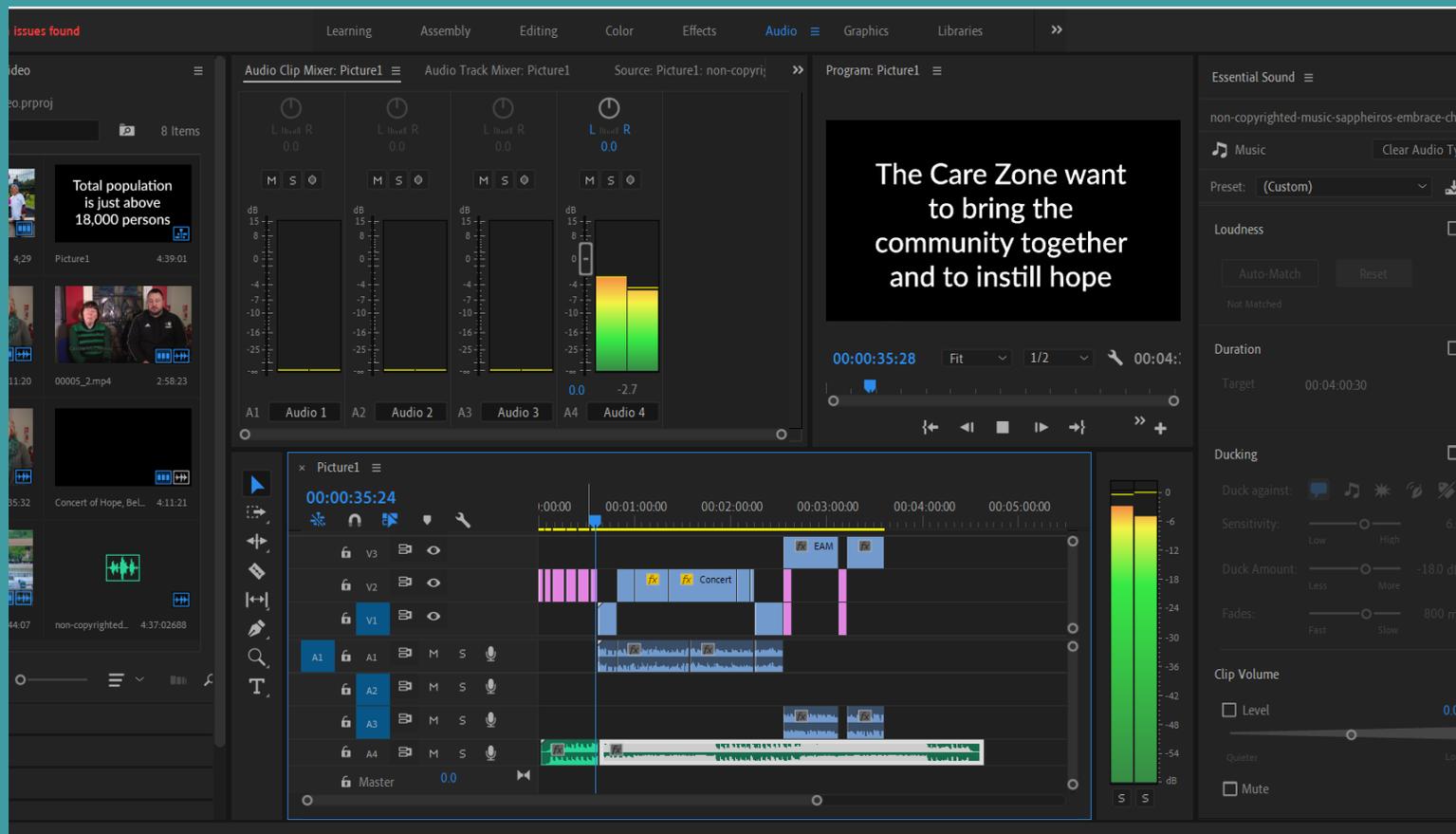
FINAL PRODUCT

A main part of our website was to be our promotional video. Using previous footage and content from Care Zone and partners we were able to create a video to promote the Care Zone. We were also able to apply content from the Care Zone Report and footage/audio we had previously recorded alongside a video Eamonn Holmes had provided for the launch of the Care Zone Report and Health Report.



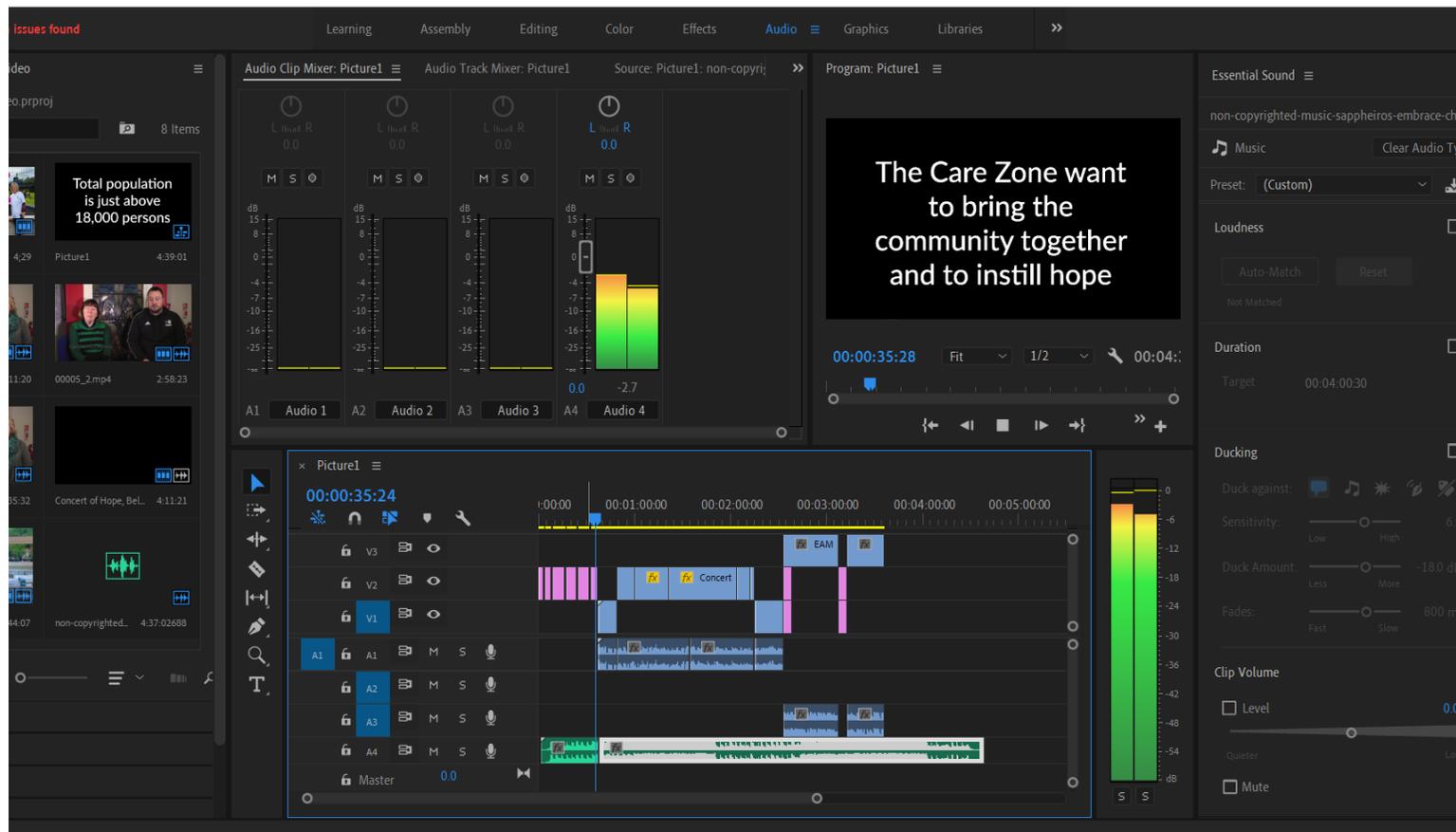
FINAL PRODUCT

When creating the Promotional Video, we wanted to include facts and figures about Care Zone and so we used graphics/text within Premiere to create this. We also applied footage we had taken, footage of Eamonn Holmes (provided previously for the Care Zone launch Report and Health Report 2019), the Concert of Hope (2016) footage was taken but sound removed with Sean Devlin and Jo Murphy's voice overlaid with background music throughout the promotional video.



FINAL PRODUCT

When applying the background music, I had got not copyrighted music that was free to use. The artist only asked that you put in 2 lines of information in your video description when uploading on YouTube or Vimeo meaning this would not be shown in the video or on the WordPress/website. For the video I kept the background music at the original level then edited it so you could hear the voiceover more for the other parts of the video.



FINAL PRODUCT

An opportunity came upon us to create a Christmas Leaflet for an upcoming event for Care Zone – a ‘Christmas Clean Up’. This Christmas Clean Up is being organised by Care Zone and is involving large skips at 2 different locations during the hours of 11am until 3pm to recycle unwanted items.

Care Zone contacted our Project Manager with this email:

Care Zone
□ Cecilia Rice
Sent: Thursday, 14 November 2019 at 11:31
To: □ Mulrone, Claire
Cc: □ Jo Murphy; □ yehaproject (yehaproject@gmail.com)

[EXTERNAL EMAIL]

Hi Claire,

Hope you're keeping well.

Following today's meeting with NIHE and BCC regarding the "Christmas Clean Up," there are a few things that need be finalised around locations and recycling. However, I've sent through what information we have at present, so the students can start working on the leaflet.

Jo has a 'wacky' idea for the flyer detailing that with Santa is coming to the Care Zone, the Elves are conscious of the area needing to be being clean and tidy. The Elves as also pro recycling! The date for the clean up is Thursday 19th December 2019, times and locations TBC. If possible, we'd like the leaflet to be quirky 😊

If possible, could the students design an A5 leaflet with the 'Christmas Clean Up' info on the front, and on the back, the Care Zone logo and brief information on who and what the Care Zone is.

We will let you know asap regarding the times, venue and what can and cannot go in the skips.

If I've left anything out or if your students have any ideas, please let us know.

Thanks,

Cecilia Rice
Administrative & Finance Officer

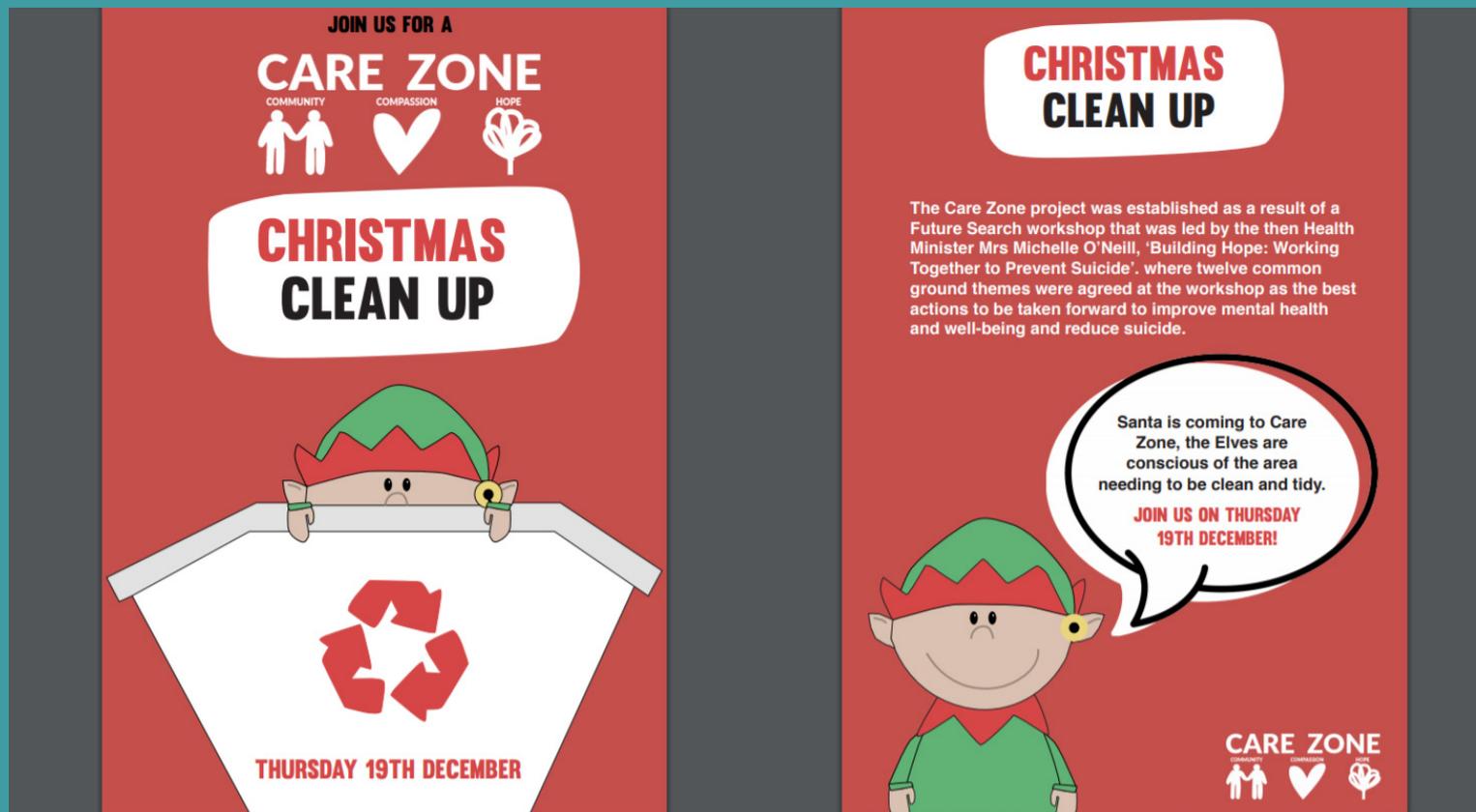
FINAL PRODUCT

We then were tackled with creating a leaflet. Erin took on the task of doing this first and many different versions were created to try and incorporate the idea they had in mind and to include all details. We were also given feedback from our Creative Director on the design elements and what looked right. To create the leaflet, we mainly used Illustrator for the design, some elements in Photoshop for the additional logos, and InDesign for the print ready version to include the front and back as one document to then be exported out from InDesign into a PDF document (one with printer marks/bleeds and one without).



FINAL PRODUCT

This leaflet went through many different phases and changes. It firstly started off white but the first copy that was uploaded to Basecamp had a red background and was slightly closer to what we ended up with. All illustrations created for the leaflet were by Erin Stavri. As you can see in the previous mock up, we started off with a bin but evolved to a skip as skips will be used in the Christmas Clean Up. Other small changes were also made.



FINAL PRODUCT

Slight changes.

JOIN US FOR A
CARE ZONE
COMMUNITY COMPASSION HOPE

CHRISTMAS CLEAN UP

THURSDAY 19TH DECEMBER

CHRISTMAS CLEAN UP

The Care Zone project was established as a result of a Future Search workshop that was led by the then Health Minister Mrs Michelle O'Neill, 'Building Hope: Working Together to Prevent Suicide', where twelve common ground themes were agreed at the workshop as the best actions to be taken forward to improve mental health and well-being and reduce suicide.

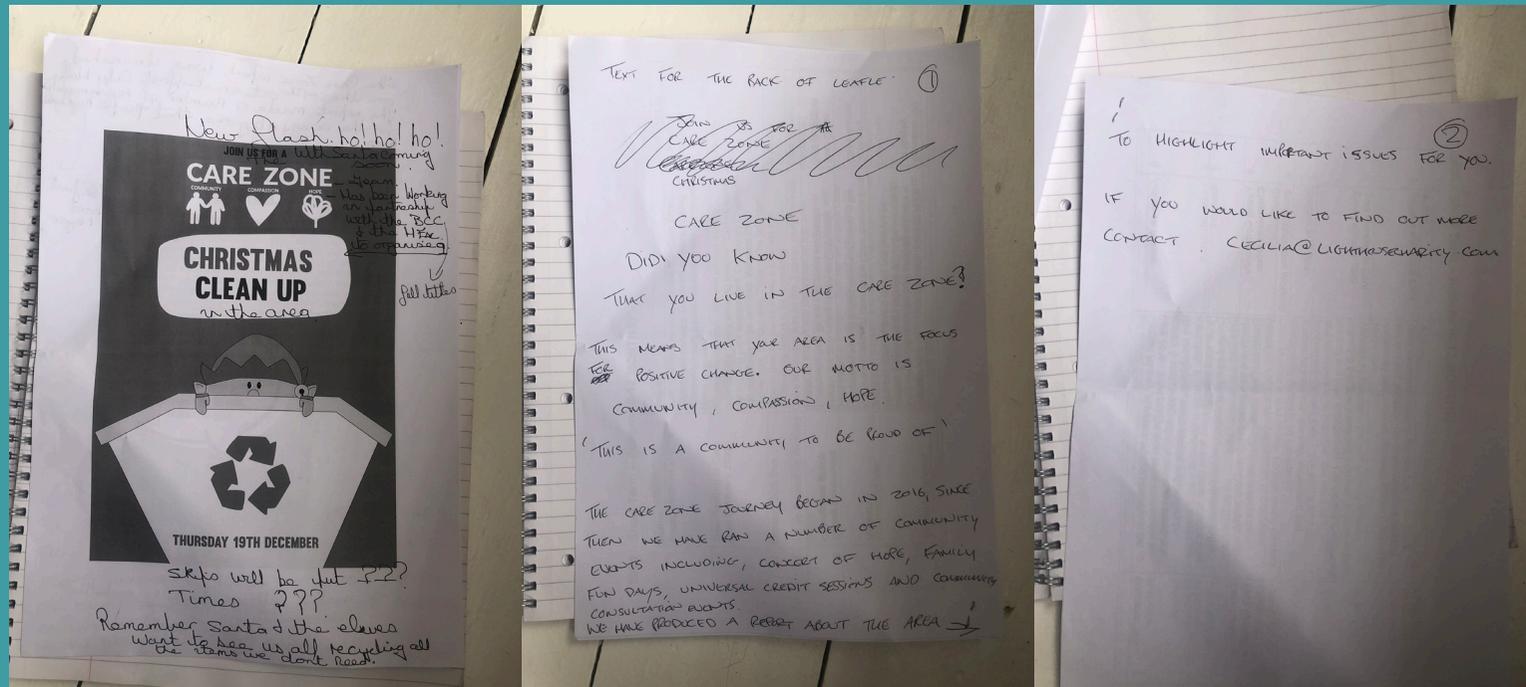
Santa is coming to Care Zone, the Elves are conscious of the area needing to be clean and tidy.
JOIN US ON THURSDAY 19TH DECEMBER!

CARE ZONE
COMMUNITY COMPASSION HOPE

FINAL PRODUCT

When we had went down to the Sacred Heart Parish to film, we were also asked if we wanted feedback on the leaflet or did, we want it to go through our Project Manager first. We thought we'd try and get a step ahead and take back the feedback at the time so we could get to work on the leaflet. Then there were changes made to incorporate 2 inside pages and to break up the information more. Following this we were given feedback again by client, Project Manager, and Creative Director and then broke down the leaflet to 2 pages again and were able to add the locations, times, and logos, including YeHa's new updated logo from another team in our class. This meant the leaflet was ready ahead of the Christmas Clean Up event and therefore the leaflets could be handed out to the local residents and community.

This is the feedback we received.



FINAL PRODUCT

This is the updated changes (to the front and back) including changes our Project Manager and Creative Director suggested.

ABOUT US

The Care Zone project was established as a result of a Future Search workshop that was led by the then Health Minister Mrs Michelle O'Neill, 'Building Hope: Working Together to Prevent Suicide', where twelve common ground themes were agreed at the workshop as the best actions to be taken forward to improve mental health and well-being and reduce suicide.

The Care Zone project has been financially supported by the Public Health Agency, the Urban Villages programme and the Belfast Health and Social Care Trust. In addition, the Sacred Heart Parish kindly provided a venue for regular meetings and occasional events. Belfast City Council staff facilitated community events in the Marrowbone Park; Ulster University staff supported the project by providing guidance and assistance towards the training of local Community Champions and Belfast Healthy Cities provided support throughout the project and supported the production of the Care Zone reports.

Other organisations that support and are involved in Care Zone are Belfast Health Development Unit, Lighthouse, and Youth Education Health Advice (YeHa). Additional government organisations as well as stakeholders that need to be involved in continued efforts are Department of Health, Department for Infrastructure, Department for Communities, Police Service Northern Ireland, Northern Ireland Housing Executive, Various Housing Associations, Education Authority, Various education sector councils, and Voluntary and community sector organisations.

JOIN THE CARE ZONE
COMMUNITY COMPASSION HOPE
TEAM FOR A
CHRISTMAS CLEAN UP
IN THE AREA

THURSDAY 19TH DECEMBER

CARE ZONE
COMMUNITY COMPASSION HOPE

FINAL PRODUCT

This is the updated changes (to the inside pages) including changes our Project Manager and Creative Director suggested.

DID YOU KNOW THAT YOU LIVE IN THE CARE ZONE?

This means that your area is the focus for positive change. Our motto is Community, Compassion, Hope.

'THIS IS A COMMUNITY TO BE PROUD OF'

The Care Zone Journey began in 2016. Since then we have ran a number of community events including, Concert of Hope, Family Fun Days, Universal Credit Sessions, and Community Consultation Events.

We have produced a report about the area to highlight the important issues for you.

Santa is coming to Care Zone, the Elves are conscious of the area needing to be clean and tidy.

JOIN US ON THURSDAY 19TH DECEMBER!

HO! HO! HO!
WITH SANTA COMING SOON

Santa and his Elves want to see us all recycling all the items we don't need.

The Care Zone Team has been working in partnership with the Belfast City Council and the Housing Executive to organise a

CHRISTMAS CLEAN UP IN THE AREA

SKIPS WILL BE LOCATED AT:

- LOCATION EXAMPLE 1
- LOCATION EXAMPLE 2
- LOCATION EXAMPLE 3

DURING THE HOURS OF:

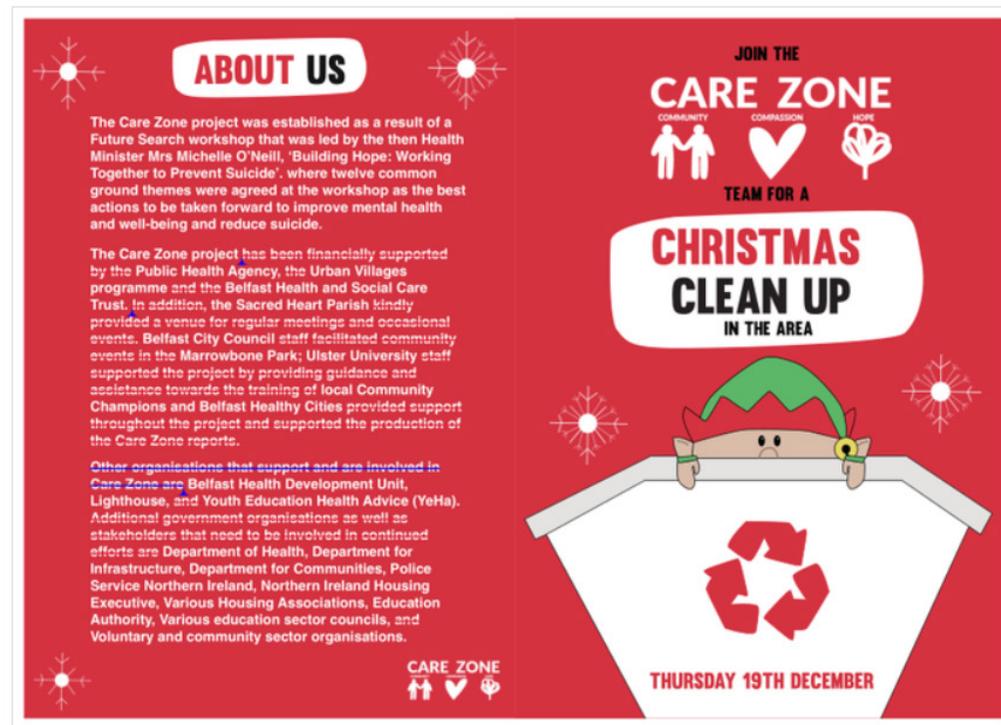
11AM - 3PM

CARE ZONE
👤❤️♻️

CARE ZONE
👤❤️♻️

FINAL PRODUCT

Other comments were made as the leaflet was word heavy and needed some rewording.



Comments from Claire Leaflet.pdf

Posted by Claire M. · November 28, 2019 · 359 KB

[Download](#) · [Replace with a new version](#)

FINAL PRODUCT

Changes to A4 double sided leaflet.

ABOUT US

The Care Zone project was established as a result of a Future Search workshop that was led by the then Health Minister Mrs Michelle O'Neill, 'Building Hope: Working Together to Prevent Suicide', where twelve common ground themes were agreed at the workshop as the best actions to be taken forward to improve mental health and well-being and reduce suicide.

The Care Zone project is funded by Public Health Agency, Urban Villages programme, Belfast Health and Social Care Trust.

Community Partners include:

Lighthouse Marrowbone Park Education Authority Department of Health Housing Associations Department for Communities Police Service Northern Ireland Education Sector Councils Care Zone Community Champions	Ulster University Belfast City Council Belfast Healthy Cities NI Housing Executive The Sacred Heart Parish Youth Education Health Advice Department for Infrastructure Belfast Health Development Unit Voluntary & Community Sector Organisations
--	--

JOIN THE CARE ZONE
COMMUNITY COMPASSION HOPE
TEAM FOR A CHRISTMAS CLEAN UP IN THE AREA

THURSDAY 19TH DECEMBER

CARE ZONE
COMMUNITY COMPASSION HOPE

FINAL PRODUCT

Changes to A4 double sided leaflet.

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We have produced a report about the area to highlight the important issues for you.

Santa is coming to the CARE ZONE, the Elves need the area to be clean and tidy.

JOIN US ON THURSDAY 19TH DECEMBER!

HO! HO! HO!
WITH SANTA COMING SOON

Santa and his Elves want to see us recycling all the items we don't need.

The Care Zone Christmas Clean Up is in partnership with the Belfast City Council and the Housing Executive to organise a

CHRISTMAS CLEAN UP IN THE AREA

SKIPS WILL BE LOCATED AT:

- LOCATION EXAMPLE 1
- LOCATION EXAMPLE 2
- LOCATION EXAMPLE 3

DURING THE HOURS OF:

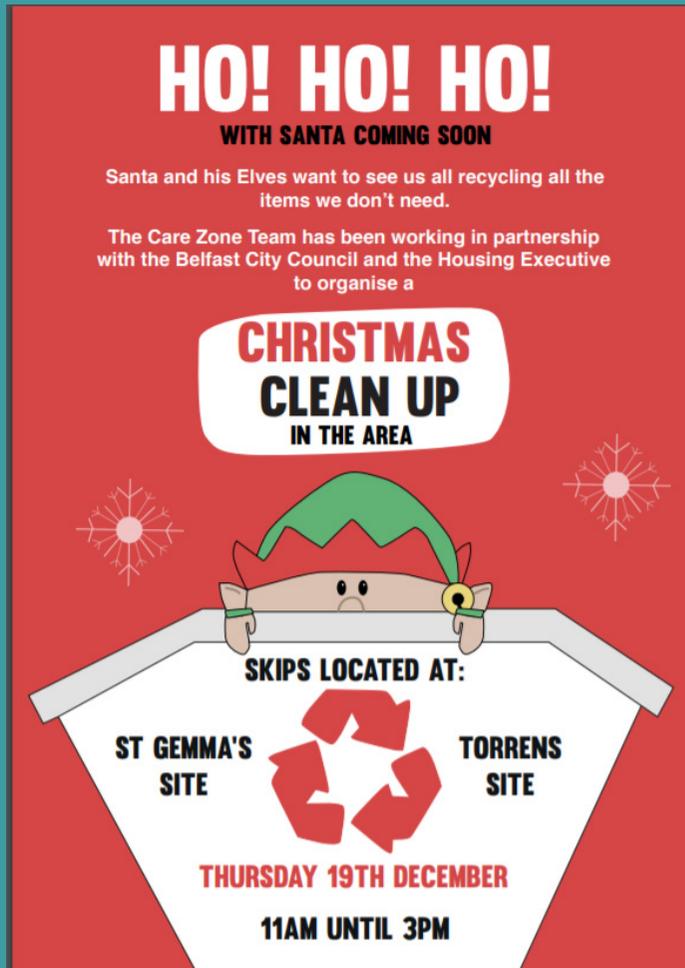
11AM - 3PM

CARE ZONE
↑ ↑ ♥ ♻

CARE ZONE
↑ ↑ ♥ ♻

FINAL PRODUCT

With the client's feedback we then cut down to an A5 leaflet with 2 sides, cutting down on content and getting the main points and information across.



HO! HO! HO!
WITH SANTA COMING SOON

Santa and his Elves want to see us all recycling all the items we don't need.

The Care Zone Team has been working in partnership with the Belfast City Council and the Housing Executive to organise a

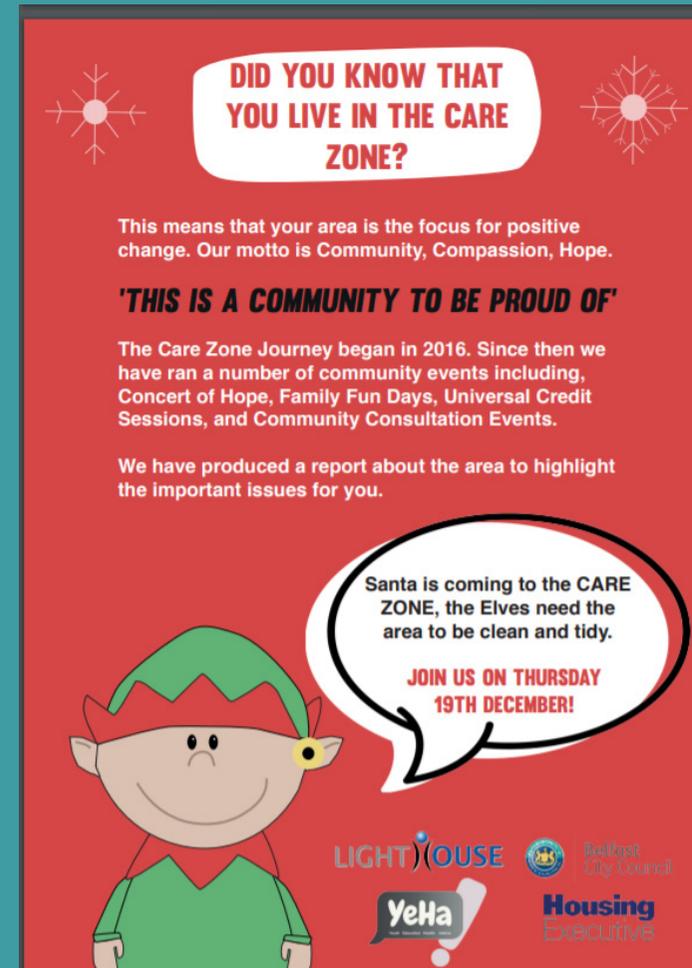
CHRISTMAS CLEAN UP
IN THE AREA



SKIPS LOCATED AT:

ST GEMMA'S SITE  **TORRENS SITE**

THURSDAY 19TH DECEMBER
11AM UNTIL 3PM



DID YOU KNOW THAT YOU LIVE IN THE CARE ZONE?

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JOIN US ON THURSDAY 19TH DECEMBER!

LIGHTHOUSE  Belfast City Council

YeHa  Housing Executive

FINAL PRODUCT

Unfortunately, due to funding and other aspects the Christmas Clean Up wasn't possible to go ahead and therefore the Christmas Leaflet wasn't able to be used. I offered to make a non-Christmas Leaflet to be used within the New Year but due to deadlines it may not be included in my production log.

The screenshot shows an email interface. On the left is a sidebar with a search bar and a list of email threads. The main area displays an email from Cecilia Rice. The email content is as follows:

Filter Care Zone Christmas Leaflet 20+ +

CR Cecilia Rice <cecilia@lighthousecharity.com>
Wed 11/12/2019 16:05
Chloe Magee; Mark Fox; Mulrone, Claire; yehaproject (yehaproject@gmail.com) ✓

Hi Chloe,

Hope you are keeping well.

Unfortunately, we have been informed this morning that the community clean up event has been postponed until the New Year. Therefore, we will be unable to use the flyer you designed.

We are hoping to have a Care Zone meeting tomorrow, after which I should be in a better position to provide additional information.

Thanks,

Cecilia Rice
Administrative & Finance Officer
Lighthouse
187 - 189 Duncairn Gardens
Belfast BT15 2GF

T: 02890 755070
E: cecilia@lighthousecharity.com
W: www.lighthousecharity.com

LIGHTHOUSE

A beacon of Hope.....

FINAL PRODUCT

As Mark oversaw creating the website/WordPress (using the theme 'One Press Theme' by Famethemes) he was then able to screenshot, and screen record the process of how to use the WordPress and make changes. Therefore, giving Care Zone a Step by Step Guide to use after we finish working on the project. Having created the website Mark was also able to create an email specifically for Care Zone to use 'info@carezonecommunity.com'. Erin oversaw the social media and was able to mock up posts and highlights that Care Zone can then use or add to after. We also created a brand guideline for Care Zone to follow and Mark arranged a 'frame' they could use for events and fun days. For our exhibition in January we had to create designs for our Vinyl Boards to help present the team and Care Zone. Care Zone should hopefully be able to reuse the Care Zone one as it presents their new visual identity, website link, social media accounts, and some quotes from the Reports. Below is the frame before the centre part is removed.



BRAND GUIDELINES

As we have created a new visual identity and branding for Care Zone, we therefore had to create Brand Guidelines for Care Zone to stick to for further reference when creating any print work or uploading online so they don't use colours other than the colour palette or go outside of the visual identity and branding.

Here is the example of the Brand Guidelines I created.



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

CONTENTS

About Care Zone

Summary about Care Zone

Brand Mark

Primary Brand Mark

Secondary Brand Mark

Tertiary Brand Mark

Brand Mark Positioning

Digital Application

Poster/Advertising

Logos

End Frames/Credits

Branding Do's & Don'ts

Examples of what to do and what not to do

Icon Pack

Icons that will be available to Care Zone in the specific colour palette

Colour Palette

RGB and CMYK colour codes along with Hex colour Codes to get the exact colour for print and online

Typeface

Primary and Secondary fonts along with alternate recommended fonts

Typeface Positioning

Leaflet/Flyers (Print based)

Website (Online based)

Clothing/Merch

Logo to use for merch and where to position

Images Do's & Don'ts

Examples of what to do and what not to do

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

CARE ZONE



The Care Zone project was established as a result of a Future Search workshop that was led by the then Health Minister Mrs Michelle O'Neill, 'Building Hope: Working Together to Prevent Suicide', where twelve common ground themes were agreed at the workshop as the best actions to be taken forward to improve mental health and well-being and reduce suicide.

The poorer quality of life is also reflected in general health statistics. A higher proportion of people in the area report poor or very poor health, compared to the Belfast North Assembly Area or Belfast as a whole. Male life expectancy in the Care Zone project area is 74.8 years, which is 3.6 years lower than the Northern Ireland average. The standardised preventable death rate amongst the Care Zone population is more than 70% above the Northern Ireland average. All major illnesses are more prevalent amongst the Care Zone population compared with Belfast and Northern Ireland as a whole, including cancer, respiratory and circulatory diseases.

The Care Zone Journey began in 2016. The North Belfast Care Zone was established following an initiative by the Public Health Agency aimed at tackling issues of suicide across Belfast. Since then we have run several community events including, Concert of Hope, Family Fun Days, Universal Credit Sessions, and Community Consultation Events.

Our ongoing project is bringing the Care Zone community together. The Care Zone has a community development, 'bottom up' approach.

We care for everyone in the area which is why we seek to do with the community, not to them or for them.

Our message is clear, through the events and activities we will be holding in the area, we want to rejuvenate the area with 'Hope'.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDMARK



PRIMARY BRANDMARK

This is the main Brandmark for Care Zone to be used across the website, print and videos. This colour of the logo is to be used for Community driven Events.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDMARK



SECONDARY BRANDMARK

This is the secondary Brandmark for Care Zone to be used across print and for Compassion driven Events. This colour can be used across the website but only for buttons, not for the logo or main sections of the website that won't be updated; such as the navigation bar.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDMARK



TERTIARY BRANDMARK

This is the tertiary Brandmark for Care Zone to be used across print and for Hope driven Events. This colour can be used across the website but only for buttons, not for the logo or main sections of the website that won't be updated; such as the navigation bar. This colour can be used against white and the pink colour but does not work well against the jade. A white version of the logo is also available including a black version also.



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDMARK POSITIONING



DIGITAL APPLICATION

Top left aligned



POSTER/ADVERTISING

Top right aligned. With social media top left aligned and contact/website link to the bottom centre with the image/main content centre.

Where pop up boards/banners will be used, the logo will be at the top left typically or right, depending on images or content used. Social media and website link will be placed to the bottom.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDMARK POSITIONING



LOGOS

When aligning logos make sure they are in line horizontally and vertical, where logos aren't the same size to have in line vertically, centre the smaller logo to the wider logo.



END FRAMES/CREDITS

In promotional videos and film, the main logo should be used, large and centre against a white background. Where a black background or alternative colour will be used, the white or black logo may be used.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDING DO & DON'TS



DO adjust images and logos by holding shift and dragging the anchor points (usually the white boxes surrounding the image) to adjust size.



DON'T adjust images or logos without moving shift (on the keyboard) as the image will stretch and won't be the correct version of the logo.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

BRANDING DO & DON'TS



DON'T adjust the logo or icons to any colour that isn't in the colour palette or guidelines.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

ICON PACK



ICON PACK

These icons can be used across online (including website and social media), and print. With the primary colour jade being used first. The jade colour is used to represent Community and icons for community related events or posts will be used in the jade colour. For Compassion the pink will be used, and for Hope the grey will be used. Where certain colours clash, white or black may be used.



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

COLOUR PALETTE



#469ca5

R: 70 C: 71
G: 156 M: 20
B: 165 Y: 34
 K: 3



#cd428e

R: 205 C: 18
G: 66 M: 85
B: 142 Y: 3
 K: 0



#7d9699

R: 125 C: 54
G: 150 M: 29
B: 153 Y: 34
 K: 10

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

TYPEFACE

Primary Sans Serif Font: Lato

Black AaBbCcDd1234!@£?/

Bold AaBbCcDd1234!@£?/

Medium AaBbCcDd1234!@£?/

Regular AaBbCcDd1234!@£?/

Primary Sans Serif Font: Helvetica

Bold AaBbCcDd1234!@£?/

Regular AaBbCcDd1234!@£?/

Secondary Sans Serif Font: Source Sans

Bold AaBbCcDd1234!@£?/

Regular AaBbCcDd1234!@£?/

Italic is available in each font as well.

Where Lato isn't available use Helvetica, where Helvetica isn't available use Source Sans, and where Source Sans isn't available, use Arial as a last resource.

For print use body text should mainly be between 9pt and 12pt for A3/A4/A5 but may range for bigger pieces.

Headers should be between 18pt and 21pt typically.

Footers should be between 7pt and 9pt.

All sizes may range depending on your document size.

BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

TYPEFACE POSITIONING

LEAFLET/FLYERS

In the use of leaflet and flyers. Large amounts of text will be left aligned with short punchy statements centred depending on the other aspects.



HO! HO! HO!
WITH SANTA COMING SOON

Santa and his Elves want to see us all recycling all the items we don't need.

The Care Zone Team has been working in partnership with the Belfast City Council and the Housing Executive to organise a

CHRISTMAS CLEAN UP
IN THE AREA



SKIPS LOCATED AT:

ST GEMMA'S SITE  **TORRENS SITE**

THURSDAY 19TH DECEMBER
11AM UNTIL 3PM



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JOIN US ON THURSDAY 19TH DECEMBER!

LIGHTHOUSE  **Belfast City Council**

YeHa  **Housing Executive**

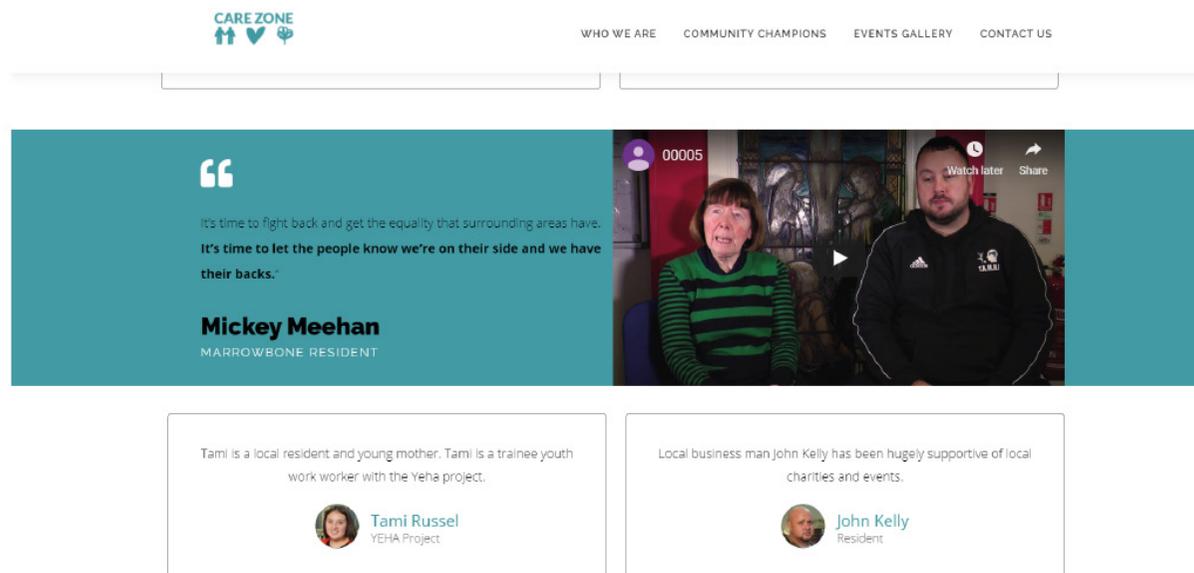
BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

TYPEFACE POSITIONING

WEBSITE

Body text will mainly be left aligned with some text centred where appropriate for the WordPress template and design purposes.



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

CLOTHING/MERCH

Where clothing or merch is used - ALWAYS use the white logo against the colour palette including black. Where white clothing or merch is used; use the jade logo against it.



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.

IMAGES DO'S & DON'TS

When posting images, we want to promote Care Zone and present a positive message. However, it's best to avoid posting pictures that are bad quality (for e.g. fuzzy or pixelated) and pictures that crop out part of a person's face.

DO Post

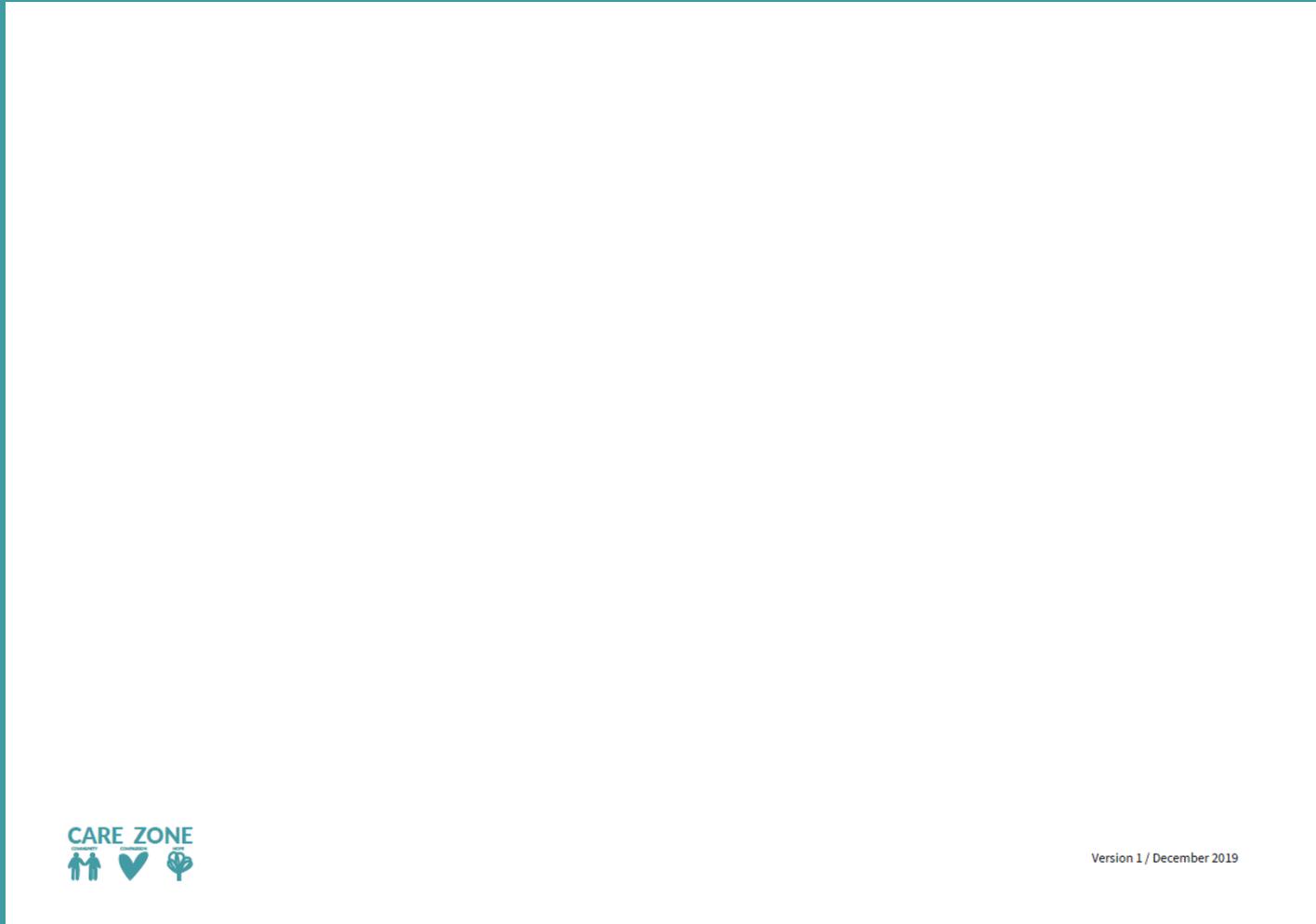


DON'T Post



BRAND GUIDELINES

Here is the example of the Brand Guidelines I created.



EVALUATION

As part of the group I am extremely proud and appreciated getting to work with Jo and her team on the Care Zone project. Overall, I hope this project will be hugely beneficial to many people's lives and the community. We successfully worked with Care Zone to deliver a high-quality media communication package that helps them in their mission to spread Hope.

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