

# UPROD ACTION LOG N

A log that documents the creation and evolution of design involved in crafting Greater Village Regeneration Trust a fresh new visual identity.

**Joel Gaston**

Interactive Media



GVRT

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Greater Village Regeneration Trust (GVRT) are a professional non-profit association operating within the heart of Belfast, Northern Ireland providing service to the local and wider community.

GVRT are first and foremost a community body that works as an umbrella organisation governing a number of dedicated programs with a specific vision to craft a better community. GVRT's main marketing channel is their multiple social media accounts which they use to update the community. GVRT wants a dedicated website to publicise their services to the local community



## Angela Johnston

During our meeting with GVRT the staff suggested some similar organisations sites and visual identities that they either liked or disliked. These similar charitable agencies operate within the local Belfast area many which do focus on the same goals of bettering their community and therefore seek similar funding. Our goal is to help GVRT stand out and appear the most professional, approachable and relevant community agency in this area to attract substantial growth and promote donation.

2 of the sites GVRT suggested we look at were:

- East Belfast Community Development agency
- Ashton centre



# 01.

Client Project : Greater Village Regeneration Trust - GVRT

After having a look at both of these competitor sites we can see the appeal of the brighter colours that the staff liked. Currently GVRT has had no online presence other than social media accounts. This means that GVRT are reliant on their social media and lack a central hub.

The new site had to be functional with a professional and clean design to be able to compete with the similar agencies. However, we also hope to make something that is more interesting and engaging so that GVRT can stand out with its own identity.

<https://www.facebook.com/GVRT1999/>

337 Donegall Rd, Belfast, BT12 6GP



# East Belfast Community Development Agency

[Home](#) | [About Us](#) | [Programmes](#) | [Reports & Research](#) | [Annual Report](#) | [Strategic Plan](#) | [News](#)



October meeting of East Belfast Drug and Alcohol Network

East Belfast Community Agency is the most visually impressive website of the similar companies based in Belfast. All graphics follow a consistent design element and an analogue/saturation colour scheme. The overall look of the site is modern and smooth. All hyperlinks are colour coded in the primary colour with a roll-over effect giving the user a nice indication that it is a link. There is a bit too much going on at the header logo section making the logo a bit unclear. However, the content doesn't show a clear target audience(s) and some pages are very text heavy. Like most community websites as they are information based. Homepage is well laid out in blocks, but some images are not HD ready.

**ashton**  
Supporting  
North Belfast

[Home](#) | [About Us](#) | [Community Impact](#)

**ashton**  
Kinderkids Daycare

Caring & learning is what we do, in partnership with you!

christine.mckeown@ashton  
fionnuala.black@ashton

**Afterschools**

Open Regist Programme

No More Yo

12 Week Pai 2020

Dementia A

FREE classes

<p><b>Training &amp; Employment</b></p> <p>Provide, promote and facilitate education and training to help individuals to reach their potential.</p>	<p><b>Culture &amp; Arts</b></p> <p>To provide or facilitate arts and culture activities that will empower people of all ages in North Belfast.</p>	<p><b>De</b></p> <p>Digit were entre into</p>
<p><b>Childcare &amp; Family Support</b></p> <p>Provide high quality, affordable day care and after schools services to local children.</p>	<p><b>Youth Development</b></p> <p>Provide the opportunity for young people to grow up and develop social and life skills in a safe and secure environment.</p>	<p><b>Soc</b></p> <p>The N Enter proje indiv start enter</p>

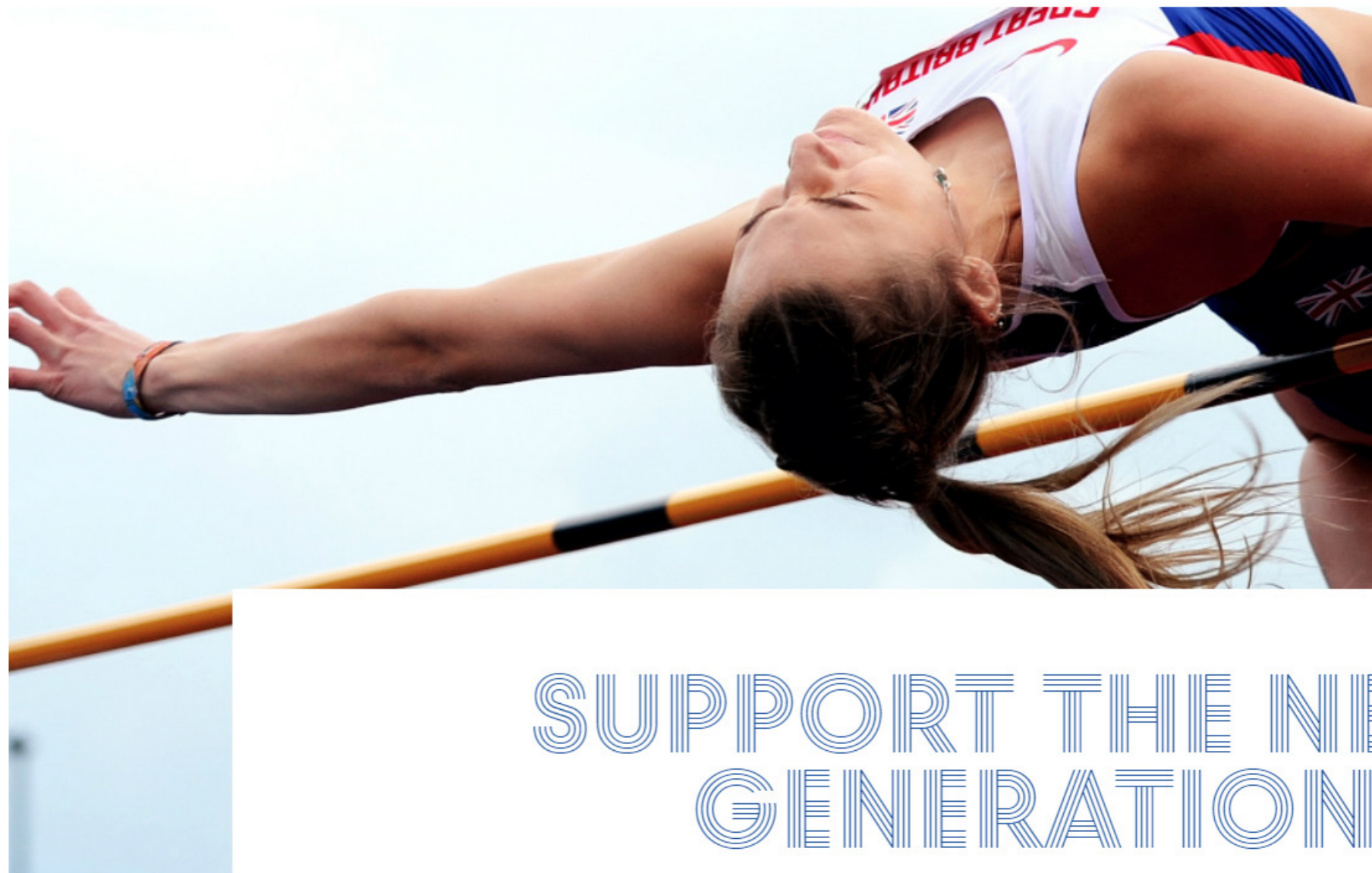
The overall aesthetics of the Ashton centre website feel very blocky while there is no discernible colour palette. Some images in the image slider are not clear and do not fit the frame of the slider. The site has a large footer that could be trimmed down to fit the necessary information. The overall look of the site is simple, and they do make it clear who their target audience is does show their target audience on the homepage.



# GROUNDWORK

work is a federation of charities working local  
ly to transform lives in the UK's most disadvan  
communities.

This site gave a professional and clean first impression, there was a nice black, white, green palette and the company has a strong logo. The key information was available right from the first page. It was made clear what the company's aim is and examples of what they do were given. The overall layout and design of the site was visually pleasing, and all the images were high definition. The sites function such as applying for a grant, donation and sign up features were easy to find, and an FAQ page was also included. The navigation text and drop-down bar was very easy to use however the contact page took a while to find.



# SUPPORT THE NEXT GENERATION

SportsAid helps the most promising young British athletes  
them with financial support, recognition and personal  
opportunities during the critical early stages of the

The sites overall look is sparse however it fulfils its needs. The site also has a lot of empty space and lacks a lot of detail or description. The site features no site map or breadcrumbs meaning that the user is consistently hitting the previous page button breaking any engagement and immersion. The site takes unusually long to scroll down the pages, despite the spare content. Once the user does meet the bottom of the page, they are only left to just scroll right back up again with no "back to top" button most sites have adopted for ease of use. The search functionality is very basic offering key word results with no headers or ways of refining categories.



st websites we use cookies to deliver a personalised service. To use the website as inte

The site has a mixed colour palette of blue, white and green taking inspiration from its logo. The site is clean and responsive. Even in mobile screens the site conforms well having its navigation bar and search combine in to one button drop down. The site has an excellent site map that clearly shows the many directions and subbranches of the site however the breadcrumbs are sometimes missing creating a strange inconsistency. The search option here is made more effective placing each article in a category in order to refine further however there is no filter option. Some social media links appear to be non-responsive or broken entirely indicating that the online presence isn't as well kept as the site maybe.

The overall appearance of the site was professional and clean. There was a well-balanced use of colour and images. The key information most users would be looking for was available right from the home page. Other important features like the donation and contact page where very easy to locate via large buttons on the home. The navigation was very well done using the text and dropdown search bar. I could easily look for and find the exact page I wanted to visit. Opportunities for improvement on this site are the lack of an FAQ page and some slightly lower quality images.



## The Brief

### Project Summarised

Create a brand-new online presence for GVRT: The site will bring all GVRT sub branches together into one place with each one of them having their own web page(s) to promote what they do It will connect all communications between users and GVRT via an enquires form on the site.

- Propose a new visual identity in the form of a logo: The proposed new logo will have a modern look and will be high resolution (HD quality for both screen and print) Alternative – Modernise the current logo to make it more appealing and in high resolution.
- Promotional video for Blythefield 3g pitch: Using existing drone footage and new footage to create a short promotional video for the pitch that will be used on the site and social media platforms. The video will be used as a social media piece and last 10-30 seconds.

### Deliverables

- New website with subbranch pages: - Fit4life - Blythefield 3g pitch - Richview - Treeco - Housing - Gallery of existing and newly capture photographs of events and classes - Catalogue the street art in the area that was developed locally with a historical theme
- Website user manual for staff showing in detail how to change images, videos, display booked dates on the calendar
- The new visual identity design files and guideline will also be handed over that will detail the usage of the design, print and digital files along with templates for letter or letterheads and other associated materials.

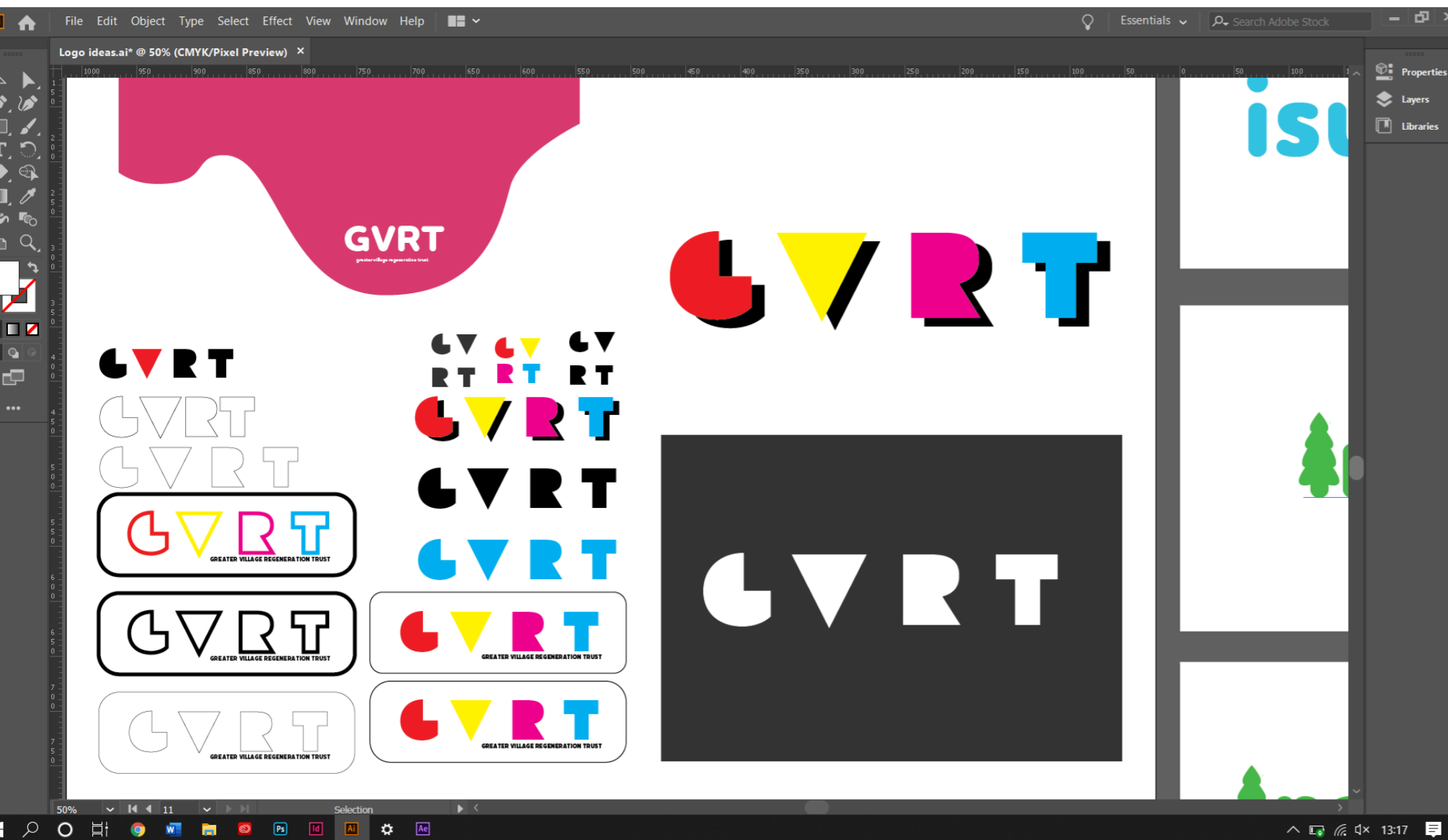




# 02.

In order for us to craft Greater Village Regeneration Trust a fresh new visual identity we first needed to brainstorm and develop something new that still would be innkeeping with the core values of the organisation. When designing a logo GVRT hadn't really give us much to work with. Already they did have an exciting icon of an industrial chimney. The reasoning gathered behind this was that when the organisation was founded the designer wanted to pull from the local monument of the area. As it stood tall it would make the greater village area more identifiable. Still to this day the tower stands but in disrepair and as the surrounding environment has become taller and more modern it no longer has the effect. When asking members of staff about the logo little information was available.

As the organisation expressed, they did not feel that the original logo best represented them anymore they had no issue with us completely starting from scratch. This could allow us to add a modern and uplifting tone best fitting Greater Village Regeneration Trust.



The development and experimentation of digital design work with the application of previous media theory

With free rein for the client to design multiple options that would allow them for a diverse number of alternatives for a new overall visual design I begin to create the logo from which would influence the overall design of the style. Early on I would experiment with multiple colours which would draw upon similar charitable identities. The reasoning being that colour is a good key and something which can connote diversity. The idea behind the geometric font was to establish a new modern aesthetic. This was very much inspired by Michael Bierut saks fifth avenue new look campaign.

## Attempting to showcase the heart of Greater Village Regeneration Trust

This came from attempting to mould the shape of the type to fit something identifiable. Overall my favourite piece of the production the Heart as I would refer it to be a simple yet effective way of just trying to invoke the V within GVVRT. The lower-case bubble-like font perfectly shaped the plumb cartoonish heart making it feel warm and friendly. The heart as became something that if chosen could have been part of the singular logo.

By compressing the GV together it broke down the Greater Village aspect into something that could have been inspired by of all things, the McDonalds logo.

This design was however too close to Heart Radio thus the client did nit end up going with this design.



## The multicore Splash logo

After vector tooling out a simple shape intended to look like a person simply resizing and duplicating variations somehow made the splash icon. What I had intended was to make the body of a person however simply adding multiple and applying all a unique colour represented how diverse the people and actions of the originations are. Also, the simplicity of them all standing together crated a sense of unity. Something I would have changed would have been to make it not as modern. The logo itself is modern and clean but that became its downfall.

The logo was just too modern and completely thrown out the unique aspect. It became too much as the client and I agreed... "like a banks logo".





# 03.

The Clients chosen visual identity and style moving forward

After designing the pitch document and presenting the 4 options that had been refined after weeks of communication and tailor work. Presented was 4 logos total from each of the two members of the team.

From the 4 pitched designed the client when for a variation of the design seen on the left. Dubbed the comical name "BOYO" by the client the logo was originally navy and not as clean shaped. However, the client saw the potential and was excited by how flexibility the design could be to fit the many sub groups held under the umbrella of the organisation.

# Greater Village Regeneration Trust

## "BOYO" design refinement and useage

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C0 M65 Y100 K0



HEX 3D99D0  
R62 G153 B208  
C71 M27 Y2 K0



HEX 4EAF4C  
R78 G175 B74  
C72 M5 Y98 K0



HEX FF7900  
R244 G121 B32  
C0 M65 Y100 K0



HEX 3D99D0  
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C71 M27 Y2 K0



HEX 4EAF4C  
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C72 M5 Y98 K0



HEX ED1C24  
R237 G33 B39  
C0 M99 Y97 K0



HEX F9C80E  
R248 G200 B21  
C3 M20 Y99 K0



HEX E6007E  
R241 G38 B156  
C0 M100 Y0 K0



HEX ED1C24  
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C0 M99 Y97 K0



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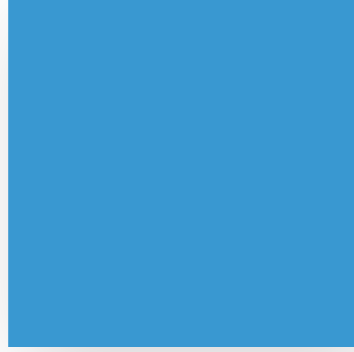
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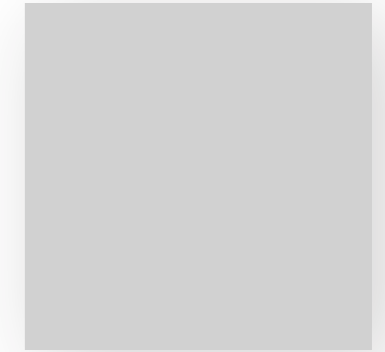
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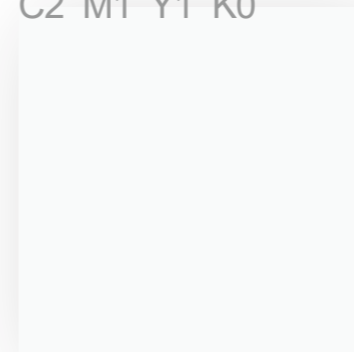
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# Greater Village Regeneration Trust

The Over-Arching Aim Of Achieving Sustainable Regeneration And Community

# 04.

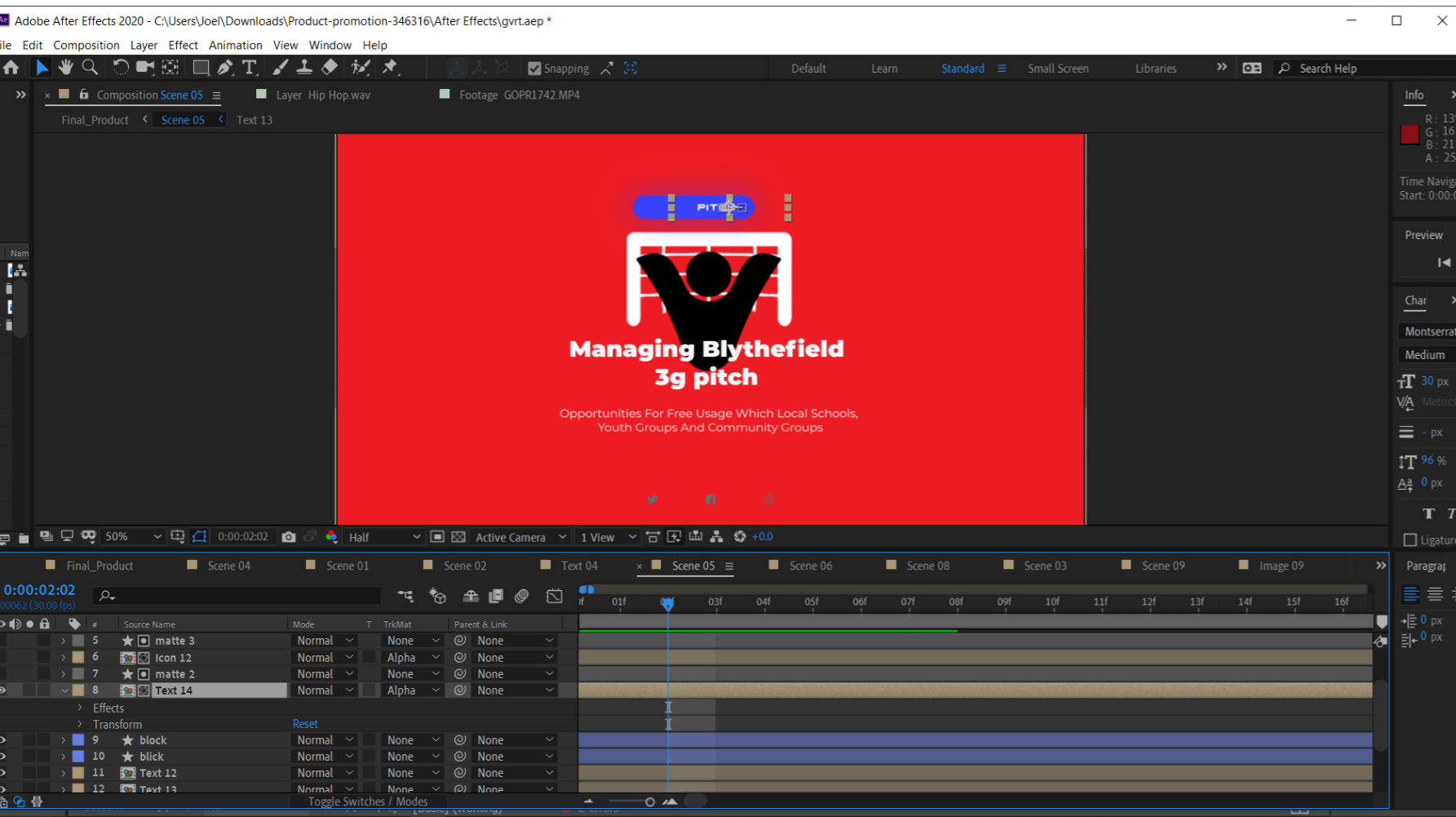
gvr.org.uk

**Richview Regeneration Centre Community GYM**

**A Social Enterprise Maintaining The Community**

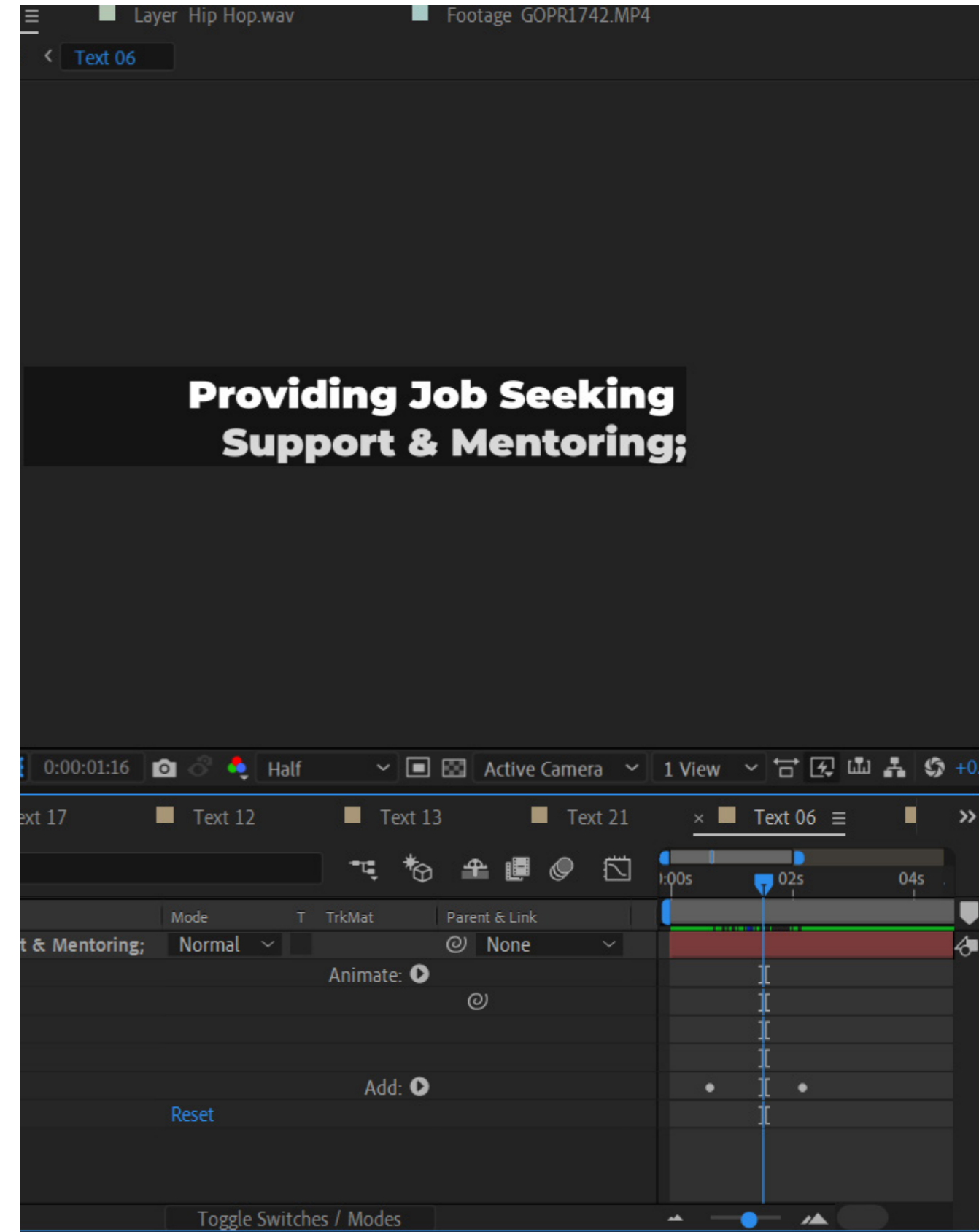
Provide Hands On Experience And Sector Specific Skills And Qualifications

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**toggl**

Timer

ANALYZE

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- Reports
- Insights
- Saved Reports

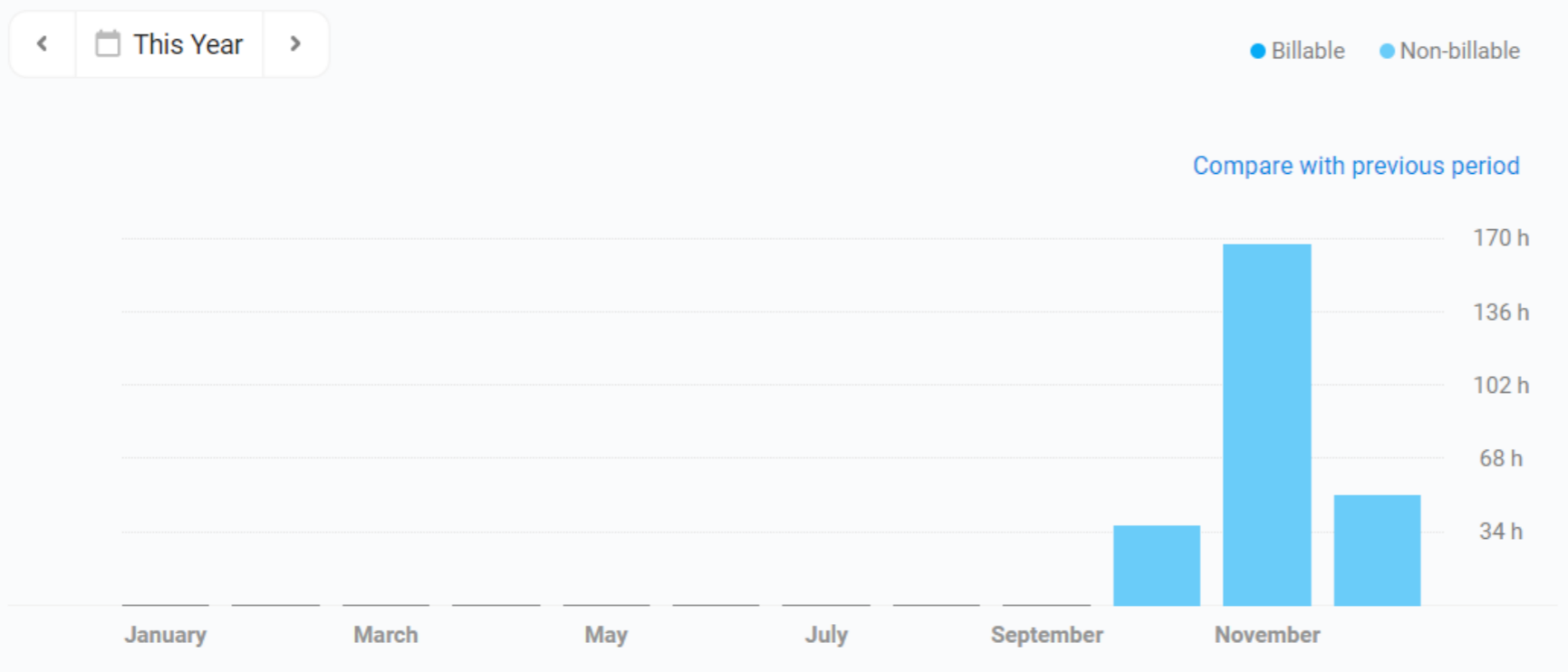
MANAGE

- Projects
- Clients
- Team
- Tags
- Settings
- Help
- Show more

WORKSPACE

- GVRT

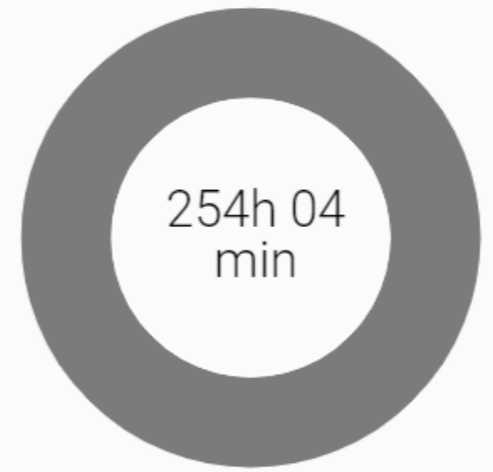
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MOST TRACKED

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(no project) **51:05:11**

● Without project **254:04:11**



# PRODUCTION

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