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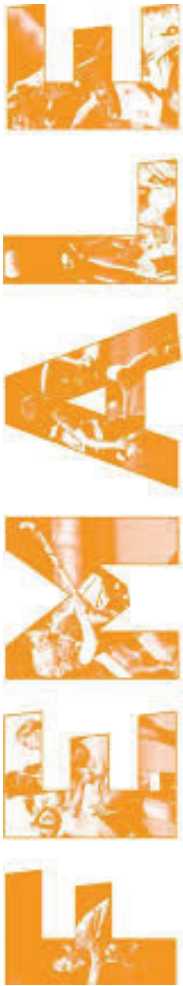
PRE-PITCH RESEARCH

INTRODUCTION

FIVE GOVERNING BODIES JOINED FORCES TOGETHER TO ESTABLISH THE FEMALE SPORTS FORUM IN JANUARY 2010 TO WORK TOGETHER TO INCREASE OPPORTUNITIES FOR FEMALES TO PARTICIPATE IN SPORT AND PHYSICAL ACTIVITY. THEIR AIM IS TO RAISE THE PROFILE OF FEMALE SPORT AND CREATE A BETTER SPORTING EXPERIENCE FOR ALL WOMEN AND GIRLS AT ALL LEVELS AND ABILITIES ACROSS NORTHERN IRELAND.

THE VISION OF THE FEMALE SPORTS FORUM IS FOR EVERY WOMEN AND GIRL ACROSS NORTHERN IRELAND TO FEEL THAT PARTICIPATING IN SPORT AND BEING PHYSICALLY ACTIVE IS A VITAL PART OF THEIR EVERYDAY LIFE.

COMING UP TO THE 10TH ANNIVERSARY IN JANUARY 2020, THE FEMALE SPORTS FORUM WANT TO REFRESH AND CREATE A NEW BRAND AND VISUAL IDENTITY TO CREATE MORE OF A COMMUNITY OF FEMALES WHO WANT TO BE ACTIVE ACROSS NORTHERN IRELAND. THE REBRANDING TO CAPTURE MORE SPORT GOVERNING BODIES TO GET INVOLVED. THEY ARE OPEN TO THE IDEA OF A COMPLETELY NEW VISUAL IDENTITY AND BRANDING INCLUDING A NEW NAME AND STRAPLINE. THE WORD 'FORUM' WAS MOSTLY ASSOCIATED WITH GAMBLING WEBSITES AND ONLINE MESSAGE BOARDS, WHICH COULD BE SIGNIFICANT IN STEERING OUR APPROACH ON THE REBRAND.



SPORTS FORUM

FEMALE SPORTS FORUM ABOUT | NEWS | EVENTS | RESEARCH | CONTACT

WOMEN & GIRLS

ACTIVE, FIT & SPORTY

This pledge is addressed to all stakeholders of female sport who can directly or indirectly influence female participation in sport and physical activity in Northern Ireland.

SIGN PLEDGE



FEMALE SPORTS FORUM

FEMALE SPORTS FORUM

ABOUT

Background

Five Governing Bodies joined forces in January 2010 to establish the "Female Sport Forum" to work together to increase opportunities for females to participate in sport and physical activity. Our aim is to raise the profile of female sport and create a better sporting experience for all women and girls at whatever level or ability across Northern Ireland.

The Forum is a unique collaboration between Ulster Hockey, Ulster Camogie, Ulster Ladies Gaelic, Ulster Rugby and the Irish Football Association. We are supported by Sport Northern Ireland, the Northern Ireland Sports Forum and Ulster University.

Our Vision

Our Vision is for every woman and girl across Northern Ireland to feel that participating in sport and being physically active is a vital part of their everyday life.

The Female Sports Forum is committed to increasing female participation in

RT reported, NI: The key to keeping girls involved at your group. Interesting. Check out our latest Girls Unite Module, Consulting Girls E...

1th December 2019

Subscribe to Newsletter

FEMALE SPORTS FORUM

Gymnastics

February 17-18: British Championships, acrobatic (Stoke)
March 8-11: British Championships, artistic (Liverpool)
March 22: World Cup (Birmingham)
April 4-15: Commonwealth Games (Gold Coast, Australia)
April 8: World Cup of Gymnastics (The 02, London)
April 12-15: European Championships, trampoline & tumbling (Baku)
April 13-15: World Championships, acrobatic (Antwerp)
June 1-3: European Championships, rhythmic (Valladolid)
June 22-24: British Championships, rhythmic (Telford)
August 2-5: European Championships, artistic (Glasgow)
September 7-16: World Championships, rhythmic (Sofia)
October 25-November 3: World Championships, artistic (Doha)
November 7-10: World Championships, trampoline (St Petersburg)

Hockey

January 28: Super 6s (Copper Box, London)
April 5-14: COMMONWEALTH GAMES (Gold Coast, Australia)
April 5: India v Wales, Pool A

FEMALE SPORTS FORUM

FEMALE SPORTS FORUM

Celebrates women & girls in sport with Active, Fit & Sporty Expo Promotion Events

ACTIVE FIT & SPORTY

Park Centre, Abbey Centre & Conswater, Shopping Centres

Join us for demonstrations, try it sessions and links to local clubs

For more information and more expo events check out our Facebook and Twitter!

FEMALE SPORTS FORUM

Celebrates women & girls in sport with Active, Fit & Sporty Expo

Saturday 31st March 1.00 - 4.00pm @ Valley Leisure Centre

ACTIVE FIT & SPORTY

Join us for a fun filled day with Cool FM road show, inflatable games, demonstrations and a wide range of sports to try inside and outside the centre.

For more information and more expo events check out our Facebook and Twitter

FEMALE SPORTS FORUM

ACTIVE FEMALE WINNERS GALLERY

oneills SINCE 1918

WOMEN & GIRLS

ACTIVE, FIT & SPORTY

OUR PLEDGE

This Pledge is addressed to all stakeholders of female sport in Northern Ireland. Here are the key actions for change:

- Media
- Role Models
- Leadership
- Research & Evaluation

We commit to taking positive action to make a change for female sport across Northern Ireland.

Sign the pledge at www.nisf.net

FEMALE SPORTS FORUM

ACTIVE FEMALE

Emma Mitchell
Athletics

Danielle Hill
Swimming

FEMALE SPORTS FORUM

ACTIVE FEMALE

Cara Murray
Cricket

Clara Brown
GAA

An error occurred. Please try again later. (Playback ID: q4Dz61-Gctzf-cyq) Learn More

An error occurred. Please try again later. (Playback ID: pPmngkV_8rsCC_) Learn More

Great Coaching
Gael Football - Football Coach
View on YouTube

GLMS from Killicomine, Junior High
Youth Sport Trust
View on YouTube



BRAND RESEARCH





BRAND RESEARCH.

When we selected our community partner, we knew as a team we would have to do thorough research on their existing brand in comparison to similar organisations.

I started by analysing the Female Sports Forum's current visual identity throughout their different platforms. They have currently got, a logo, website and social networks not only working but up to date which was a positive. It showed us that they are attempting to actively update their online presence and social platforms to show their current content they have.

The first major issue that I came across was there was no consistency throughout and that as an organisation they are portraying more than one identity throughout everything they brand themselves on. From their website to their print material the FSF logo is constantly being altered and changed making it hard to know what logo their most current representation is. As a team we were confused to which was their main logo so it means their target audience would be potentially not understand either. This problem weakens their branding that could be quite strong if they had brand guidelines to follow for consistency throughout.

Female Sports Forum's connection to the Northern Ireland Sports Forum is the reasoning behind the colour scheme and visual identity. The FSF colour scheme is constantly shifting from orange and navy on their website to orange and purple gradient on some print work to a very random shift to green and grey on some of their social media content. Their aesthetic is always changing from geometric backgrounds to block colour which again is inconsistent.

It was clear from our research that consistency is something that our client struggles with and is something we need to work through in the rebranding so that they can easily appeal to their desired demographic.

BENCHMARKING.

Category	Features	Female Sports Forum	IWG Women and Sport	Women's Sports Trust	Fast and Female
First Impression	Aesthetics	Use 'Hero' images to represent Active female	Use 'Hero' images to represent events they run	Large text is the first impression of their brand as well as the logo saying the same thing	Use 'Hero' images to represent Active female of all ages with message in large
	Identifiable Target Audience	On homepage	On homepage	On homepage	On homepage
Look & feel	Identifiable Chief aim	On homepage	On homepage	On homepage	On homepage
	Retina (HD ready)	Some images are not, logo not consistent	Some images are not, not consistent	Some images are not, not consistent	Majority are but some aren't
	Responsive	Yes	Yes	Yes	Yes
	Content in prime position	Image slider – too fast and doesn't fit	Image slider gives no information about them you have to scroll slightly to find mission	Image slider unclear, also loads of info and goes too quick. Also, homepage quite cluttered	Welcome text
Logo Design	Body text font	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top left (not consistent)	Top left (Not consistent with logo in tab)	Top Right	On homepage its incorporated into the image but in other pages top left.
Logo Design		Not consistent throughout the site, main logo isn't clear or isn't featured in the top left.	Minimalistic but consistent branding of it throughout except in the tab.	Fitting for the brand but text is quite hard to read when sized down	Doesn't fit the modern branding but would appeal to younger people.
Technical	Content management system	Wordpress.	Wordpress.	Wordpress.	Wordpress.
	Analytics embedded	Google Analytics	Google Analytics	Google Analytics	None
Navigation	Primary Menu Format	Fully exposed click through (drop down when scaled to mobile/tablet mode)	Fully exposed Click Through & Rollover (Drop Down when responsive)	Fully exposed Click Through & Rollover (Drop Down when responsive)	Fully exposed Click Through & Rollover (Drop Down when responsive)
	Primary Menu Position	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Means of getting to top of page	None	In the secondary footer, not clear	In the footer	None
	Sitemap	None	None	None	None
Content	Contact us	Linked in the footer in every page	Always in the footer	Primary Menu at the top	Primary Menu at the top
	No. of clicks to Contact Us	One	One	One	One
	Promotional videos / photo gallery	Has a Gallery Page but can only access it on homepage. A few videos are broken and aren't very well organised.	No Gallery Page. Videos and photos featured on homepage and different pages (lots of links to youtube, broken but they have a youtube)	No Gallery Page. Collection of photos on homepage. No videos, youtube linked	No Gallery Page. Photos on every page and collection of pages on the homepage. No videos, youtube, linked but not up to date videos posted to social media
	Upcoming Events	Broken link, but shows a long list which is hard to navigate	Scattered & under the about and programme tabs	Under Initiatives tab, just listed. Can arrange an event with	Upcoming Events listed with other events in a drop menu

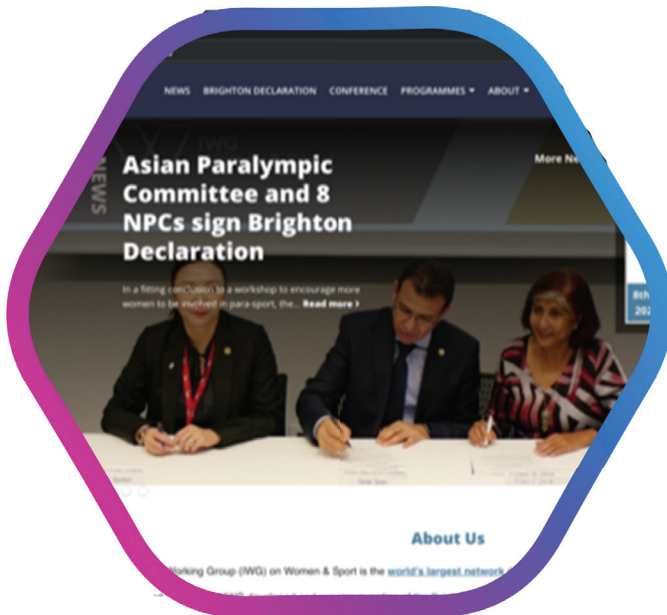
Category	Features	Female Sports Forum	IWG Women and Sport	Women's Sports Trust	Fast and Female	
Branding				them on the speaker's tab		
	Explanation of organization	On about page (one click away)	On homepage and about tab for more information	On homepage also linked to the about us tab	On homepage also linked to about page and footer at all times	
	Evidence of outdated content	Yes – outdated events and videos	Yes – outdated events on front page	Yes – outdated events	No – Events all up to date	
	Social Media	Twitter and Facebook links in the header and homepage. Instagram link is broken.	Linked in top right: Youtube, Instagram, Twitter, Facebook all working	Linked in top right: Facebook, Twitter, Instagram, Youtube & Flickr all working	In footer: Facebook, Instagram, Twitter and Youtube.	
	Privacy policy	None	In secondary footer	In footer	In footer	
	News	Yes – can access this from the primary menu	Yes – Featured in primary menu and drop down on hero image on homepage	Yes – Featured in Primary Menu	Yes – Featured in Primary Menu	
			Orange and White on the website then shifts to Green in the publications	Navy, Orange, Blue and White is there brand colours	Green, Grey, Black and White	Main colour is pink with blue and purple gradient in other images. Very consistent on all platforms
	Search	Search	No	Yes – Top right corner	Yes – Top right corner	Yes – Top right corner
		Type of search button	N/A	Dropdown and Text	Dropdown and Text	Dropdown and Text
	Functionality	Calendar	Broken link	No Calendar	No Calendar - Listed	No Calendar - Listed
	Load Time	1.84s	5.19s	1.11s	2.78 s	
Accessibility	Email subscription	Yes but it redirects to website	e-Newsletter Subscription	Ezine Subscription	E-Newsletter Subscription	
	How many font types	6	4	2	3	
	Clear & Accurate Headings	Yes – but they aren't consistent, the navigation of the website is confusing	Sort of	Yes	Yes	
	Are links visually distinct	No – links are mismatched	Yes	Sometimes – not consistent	Yes – big buttons throughout	
	Link underlining	No	Yes	No	No	
	Hyperlinks change colour if visited	No	No	No	No	
Other Features		Subscribe to their newsletter	Support us buttons throughout for donations or partners.	Donate buttons and 'in my opinion' and also the mixed zone section	Donation buttons and very up to date blog. Engage tab too.	
	OVERALL SCORE	19%	38%	50%	61%	

Benchmarking is one of the first steps that I have taken for the development of a new media package that we will provide for the Female Sports Forum.



IWG WOMEN AND SPORT.

IWG Women and Sport scored 38% overall, first impression of this site was very professional but lacked clear headings for ultimate user engagement. They had nice branding and logo design, even with some inconsistencies, they also implemented attractive social media feeds that looked aesthetically pleasing which is something that we will take forward for Female Sports Forum. It harboured a lot of weakness' with video links broken and outdated events and the professionalism of the page didn't make it feel approachable for users.



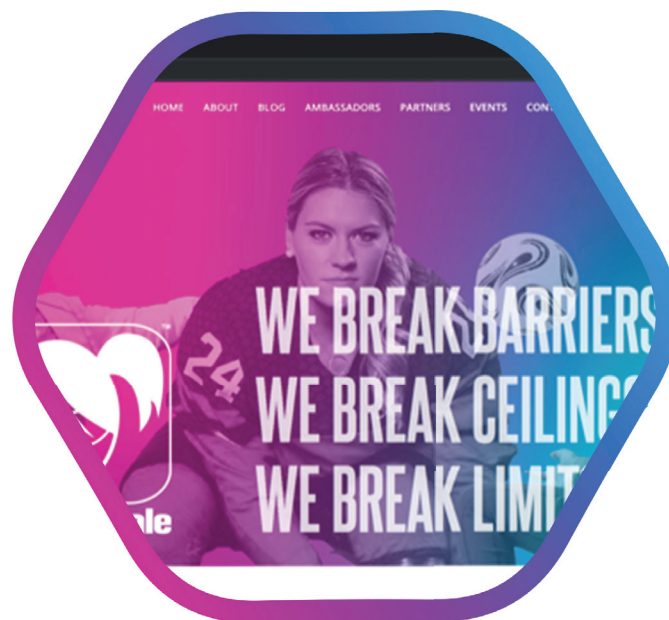
FAST AND FEMALE.

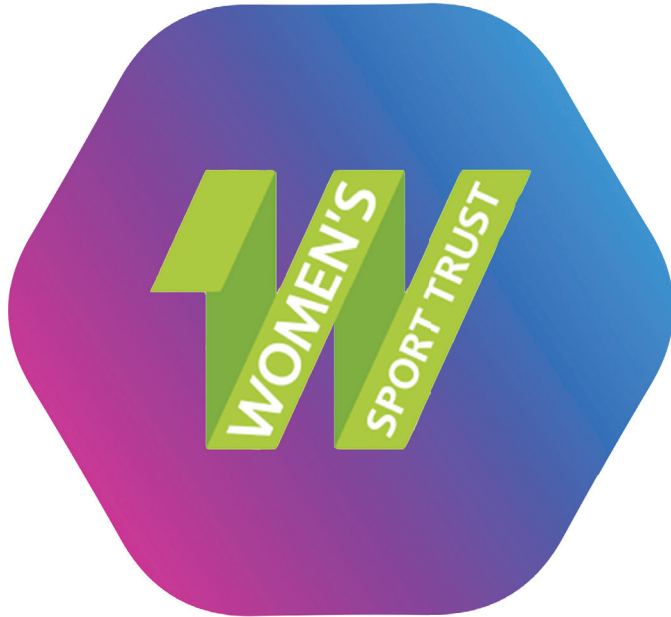
Fast and Female had a clear message in front of the hero image stating “WE BREAK BARRIERS WE BREAK CEILINGS WE BREAK LIMITS” I felt like the boldness of the typography and statement would engage a user to carry on looking at their site as it was on trend with modern animated button.

The site was extremely contemporary and up to date with events that they run easily accessible on the site and listed in a more appealing manner which is something I think we need for the new Female Sports Forum site. In the primary menu it featured a engage tab that I felt made the organization feel like a community that anyone could join which is what you want the user for the Female Sport Forum site to feel.

It had a search function that worked very successfully, which I feel like the female sports forum is lacking so that it hits all of the target audience for people who want to look up something specific for the site, it is an important feature I would like to see in the redesign of the site for better functionality.

Even though the logo was not my favourite of all the sites I benchmarked its branding felt the most consistent throughout which is definitely something we want to focus on for the rebranding of Female Sports Forum across all platforms.





WOMEN'S SPORT TRUST.

Women's Sports Trust was the runner up to the best contemporary features on their site but again with the score of 50% definitely has room for improvement. This website an odd mix of dated and contemporary design trends in web design but its functionality and its actual content that put up its score. The site was fast at loading up and also had a functional search feature. They also are involved in a lot of social media and made it very prominent to their organization which is something that Female Sports forum want very connected to their site.

The site also had an 'In my opinion' section which allowed users to participate in writing articles on the site about different women in sports stories and information, which is something that I feel could benefit the Female Sport Forum. Also, it features 'The mixed Zone' which brings together different news items from different organizations creating a community for information and news on women's sports stories online locally and internationally which again engages the user to get involved.

The branding or logo design isn't something that can be used for the Female Sports Forum, but it gives an insight to what they can do with creating the community like feel for their users.



BENCHMARKING CONCLUSION.

The Female Sports Forum scored the lowest out of all the websites that I had benchmarked as it lacks the functionality and accessibility that they want to achieve for their community based organisation. The presentation of so many different visual identities and logos on different platforms creates confusion on their ultimate branding for their target audience. All of the other sites had a 'donate' function that lifted their score as it seems to be something that they are consistently missing out on with fundraising opportunities.

The benchmarking process resulted in finding elements good practice in similar sites that could be implemented in the redesign and rebranding of the Female Sports Forum. However, Fast and Female scored the highest meaning it is the most consistent for what we in vision the new media package to look like, it was a good example to look at but is just a base for improvement. I think overall there needs to be more interactivity with the community of target audience that they tend to build through the connection of social media and site which is where we will take nice elements from Women's Sports Trust with the Mixed zone.

Through my analysis of all the results of the sites benchmarking has given different elements of inspiration and examples for the new media package and visual identity of Female Sports Forum to go beyond what similar organisations to be the benchmark of its kind when we are done.



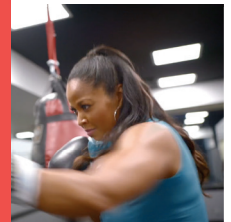
VIDEO RESEARCH



#ThreeLionesses
Lucozade Sport | The Lionesses
34,259 views · May 28, 2019

322 46 SHARE SAVE

AND UNIFY THE WOMEN'S GAME



First video I looked at was lucozade's women's football advert. What I loved about this video that it was a call to action to get involved in women's football. It gives me inspiration for FSF new video as it should be about empowering all women to join their community

The next video was one that was featured on Women's Sport Foundation that showcases all women getting involved in sport in a natural way. This is something I think is imp

The next video was the FA Women's Super League rebranding video. It had striking bold type throughout to show what the rebranding was intended to do for the organisation, Which I think would be super effective for FSF's new showreel.

VIDEO RESEARCH.

THE MEETING.

We had a meeting with two representatives at Female Sports Forum in order to assess what the project entailed. This was one of the first stages of mapping out all the deliverables for their rebranding. This process is to ensure that the team produce the exact content they want to achieve a successful new visual identity.

Following this successful meeting combined all our notes to develop a detailed and unique brief to ensure everything they want from this project is delivered to the standard desired. This is then to be approved for the Female Sports Forum.

It was very clear from our meeting that they are excited and motivated to have a fresh identity to compliment how the company has progressed in the recent years. This rebranding of the Female Sports Forum is essential for what the organisation needs to be more encourage their desired demographic to get involved.



**CLIENT
MEETING**



THE BRIEF

THE OBJECTIVE.

Together as a team, we need create a new name for the Female Sports Forum with a new logo, with matching tagline for their aesthetic, redevelop the website on WordPress, with monthly ezine templates available and create a showreel video that depicts everything that they offer as a brand.

Right now, their current brand is extremely focused on sport and they don't want to limit themselves to that as their organisation consists of all forms of fitness activities for all ages.

This new visual identity must focus on active females participating in any type of fitness activity. The organisation wants their whole colour palette to change so that it is a new aesthetic for their fresh organisation name. They mentioned during our meeting to be conscious of our demographic and where they intend to implement their brand so that the colour palette does not lead to unintended association with sectarian issues around flags in Northern Ireland.

TARGET AUDIENCE.

The primary target audience is females from teenagers and up. Secondary target audience of men who work in the sports industry.

They want to appeal to individuals who wish to carry out a leadership/volunteer role, to allow them the opportunity to train and develop their skills and knowledge with this population. This will allow development of a workforce that is fit for purpose to deliver the participation opportunities.

DESIRED DELIVERABLES.

In the brief we had to outline what deliverables we would give back to the Female Sports Forum at the end of this. These are the requested aspects:

1. NEW VISUAL IDENTITY

They wanted a contemporary visual representation for their organisation that fit them and reflect their motives more effectively. To emphasise a sense of community throughout so their target audience felt like this is something they can be apart of.

2. FRESH LOGO WITH MATCHING BRAND

We are to design and new logo that represents the organisation as a community and that showcases the new name to portray what they stand for. The logo has to be delivered in different variations for multiple placements so the Female Sports Forum can use their new logo with ease.

3. NEW TAGLINE

This is to be a catch line that defines the organisation and can be used with their, website, merchandise, stationary and social media so it can be connected with their new brand and identity.

4. A REDEVELOPED WEBSITE

To allow the Female Sport Forum to have a consistent presence on all forms of media and communicate the same image throughout we will design a new website on WordPress so that it is easy for them to edit. New Graphics will be designed and added to the website that can also be used for their social media.

5. SHOWREEL VIDEOS

This video content will be created for the Female Sports Forum to use on their website as a showreel of what they offer and appeal to the user to get involved in their community. This will consist of high quality and consistent standard of different footage we got so they can implement that on their social networks too

6. MARKETING MATERIALS

To complement the new visual identity, we will deliver ezine layouts, letter heads, stationery and pop up banners that allows them to present themselves with a consistent visual representation. This will also consist of new merchandise designs for hoodies, caps, pop sockets, sports bottles and lanyards for their events.

7. BRAND GUIDELINES

Accompanying these new resources will be easy to follow so that they can keep the new brands image consistent once the project is ready to hand over. This includes a guide for all other deliverables so that they can manipulate them appropriately so it stays consistent throughout.

WORK ALLOCATION.



JENNY

- VIDEO PRODUCTION
- DOMAIN AND HOSTING
- WEBSITE



ALEX

- VIDEO PRODUCTION
- VIDEO EDITING
- GIF
- ICONS



BETHANY

- VIDEO PRODUCTION
- LOGOS
- MERCHANDISE
- EZINE TEMPLATES
- BRAND GUIDELINES
- STATIONARY KIT

PROJECT SCHEDULE.

WEEK.	TASK.	AIM.	ACTION.	COMPLETE.
1.	Selection of Community Project	Select a Community Project	Each group will have a Community partner to work with	26/09/19
2.	Researching similar organisations	Benchmarking websites from similar organisations	Each group member will benchmark 3 websites each including other content	09/10/19
3.	Creating a brief for the Community partner	Benchmarking websites from similar organisations	Have a brief that maps out the aims of the project and with the desired deliverables for the client	11/10/19
4.	New Ideas	Design and create content for the Design Decks	Design new logos with taglines, with matching website mockups. Also stationary and merchandise ideas	23/10/19
5.	Correct Design Deck	Analyse and revise our concepts in our design decks	Go through revisions and produce final design deck	28/10/19
6.	Pitch Preparation	Finalise the chosen design and develop a pitch deck for the pitch on 07/11	Each pitch deck will have one finalized design from the design deck	01/11/19
7.	Pitching the designs	Pitch our Designs to our community partner	Evaluate the community partners decision	07/11/19
8.	Summarise Pitch feedback	Amend designs and send to Community Partner for approval	Carry out their desired corrections for production stage	14/11/19
9.	Assign roles and start the production	Assign the roles to start the production stage.	Work on your personal assigned role	19/12/19
12.	Submission of the project	Bring all the deliverables together	Deliverables uploaded onto Basecamp	19/12/19

BRIEF RESPONSE.

11:10 < Back 4 Messages >

TH Tandy Haughey Yesterday
To: Jenny & 4 more... >

RE: Female Sports Forum Brief

Jenny and Team

Thank you for the brief.

I will get a chance to have a look at this later this evening – but what I have done is cc Angela who is the Chair of the FSF in on this email so she has the connection too. The brief will be forwarded onto Angela too for review.

Emma will be the best person to really advice on this one 😊

Tandy

From: Jenny Lindsay
Sent: 14 October 2019 16:00
To: Haughey, Tandy <tj.haughey@ulster.ac.uk>; emma@nisf.net
Cc: Mulrone, Claire <cm.mulrone@ulster.ac.uk>; Hickey, Adrian <a.hickey@ulster.ac.uk>
Subject: Female Sports Forum Brief

Good Afternoon Tandy/Emma,

Following up from our meeting last Wednesday

11:10 < Back 4 Messages >

TH Tandy Haughey 09:23
To: Jenny & 4 more... >

RE: Female Sports Forum Brief

Team #AFS 😊

Just a wee note to be mindful that there are also the leadership / volunteer development aspect ... opportunity for training to occur to develop skills and knowledge to work with this population. Development of a workforce that is fit for purpose to deliver the participation opportunities.

Regards
Tandy

11:10 < All Inboxes >

EL Emma Liebe Yesterday
To: Tandy Cc: Angela & 3 more... >

Re: Female Sports Forum Brief

This is great! I don't think you have left anything out.

I am happy to answer any queries and look forward to the end result.

Many thanks
Emma

On Mon, 14 Oct 2019 at 4:43 pm, Haughey, Tandy <tj.haughey@ulster.ac.uk> wrote:

Jenny and Team

Thank you for the brief.

I will get a chance to have a look at this later this evening – but what I have done is

12:05 < Back 6 Messages > Female Sports Forum B...

Kind regards,
Jenny

AP Angela Platt 11:58
To: Jenny, Tandy & 3 more... >

Hi All,

Sorry for delay in replying – great work on the brief and I feel it captures everything that is needed.

I would agree with Tandy's comments on leadership / volunteer development. Only other point I would have is that while it was originally founded by the 5 Governing Bodies the reason for the rebranding exercise is to try to capture more sport governing body's to get involved as well as other organisations too.

Hope that makes sense but I look forward to seeing what ideas and concepts the group create.

Kind Regards
Angela



BRIEF CONCLUSION.

They were very happy with the plans that we laid out in the brief. We amended the brief to add the highlight on their 5 governing bodies to be represented in our designs and focus.

When designing the website, we should consider a search system to allow the target audience to search for what they are looking for. When discussing the website with The Female Sports Forum, they wished to have a social media feed of Twitter, Facebook and Instagram on their homepage. They want to have a strong link between their website and their social media pages.

In addition to ensure that when the project is completed, we must provide the organisation with a brand guideline document so they know what colour theme, typeface and design they can use when developing content in future. The central message of the website and promotional materials is to attract female in Northern Ireland to keep active and fit.



PRE-PITCH PREP



NEW FOCUS

NEW NAME.

In our research of the Female Sports Forum and similar brands and sites we noticed very quickly that 'Sports Forums' are used for betting and gambling message boards. When speaking to the Female Sports Forum they too have made this link and are really enthusiastic about changing their name to fit a more modern 'forum' for women in Northern Ireland and beyond.

So, as a team we were challenged with not only creating 3 new logos and branding we also had to come up with 3 different names for the Female Sports Forum as an organisation. They are coming up to their 10-year anniversary when they started, they were a branch off the Northern Ireland Sports Forum but now are coming into their own organisation so they want a whole new name with a new focus.

We brainstormed ideas of key words that we took from our initial meeting and individually came up with new names that we knew depicted FSF as a brand and be their new logo too.

It was very important to our community partner that their new name was inviting to their desire demographic.

So, these key words that I pulled from our initial meeting and their social presence and deliberating what was the best name was very important process as it opened up more options to what they currently have. The new name would also determine the style and design of their new logo and visual identity, so this process was crucial.

LIFE

SPO

NI

DEV

LADY

VITAL

FEMALE SP

ACTION

GO

WOMEN

ACTIVE

CHANGE

RTY ABILITY

VELOP DO

GIRL
TEAM

SPORTS FORUM

LEADERSHIP

UNITE

FIT

COMMUNITY

PHYSICAL

In this stage we were reminded by Claire and Adrain that their new name can be fun and more colloquial instead of such a formal title. With a brand name such as Female Sports Forum you should go forward instead of backwards in regard to their whole brand presence.

Allow them as a brand to step out of their comfort zone.

ACTIVE WOMEN.

My first concept idea was Active Women. This new name vision stemmed from the fact that FSF had a tagline of active fit and sporty and they wanted to focus more on being active than the sporty side. I like the idea of highlighting active as it appeals to their desired target audience of anyone that feel like they can be an active person by doing something as going for a walk or cleaning the house.

When we talked about colours, FSF couldn't stress enough the importance of not having any colours that have sectarian motives with the nature of Northern Ireland so the first colour I was reminded of was purples, pinks and aqua. These colours are usually associated with women and I thought it would compliment the nature of the logos.



CONCEPT 1

FIRST CONCEPT IDEAS.



When I first started sketching some rough ideas, I was constantly reminded that they wanted to stress they idea of community.

So, I thought of adding the first two letters of Active Women and making them into one shaped logo to create that sense of togetherness as a brand.

These were soon discarded as they all needed to go that extra bit further.

LOGO DEVELOPMENT.

I wanted to elevate my logos further so when creating different logos with different fonts I came across Neometric Medium.

The W of this font did not have the round angles that I was looking so I rotated a capital M to create a W. The A in this font was too wide to go up and through the W easily so I duplicated the W layer and used the pen tool to cut the duplicated letter in half to make an arch for the "A" that had the same roundness as the W. I then created a rectangle shape in the middle of the arch to complete the A and then cut out the middle section so that the middle leg of the W was brought to the front of the layer. After this I used the pen tool to cut curves that followed the natural roundness in both the W and the A and made these into new shapes. These new shapes had the drop shadow blend option placed into them and the opacity reduced to 80%.

The main thing I was going for was to keep the feeling of continuous movement with the rounded font that almost appears as if it loops in on itself and to do that I used the different shades of the colours and the drop shadow to make it have depth

This further rearrangement of the font I thought the middle of the W intertwining the gap in the letter A harboured the message of togetherness in the logo just like through the organisation it would be representing. I thought this was super effective as it shows that their target audience can feel like they can be active within a group of women at any age.



COLOUR DEVELOPMENT.



When designing the logo, I had made it with a bright purple for the A with a black W. I thought that this was preventing the full potential of the actual shape of the logo. I then experimented with the colours I had originally envisioned for the logo.

It was through this process that I didn't like it was the colours I had originally envisioned and thought it was to predictable and needed heightened.

But when I did more deeper research into colour I wanted to find meaning within the colours that ran true with Active Women as an Organisation. In the initial meeting they said that they didn't want a pink logo due to the feminist agenda it harbours, but in much research into the colour it is intended to provoke an approachable nature. This is perfect for their rebranding as it is to allow all women to feel like they can easily approach this active community and feel a part of it.

The next colour I am looking into was a shade of teal, when I did my research it said that teal was a colour for revitalizing and rejuvenating Which fits perfectly for this logo as it is what the brand is trying to do for their 10 year anniversary with this fresh visual identity.

Then the final colour is a dark maroon colour, not only does it really compliment the other chosen colours it also is supposed to represent confidence and this is important for their rebranding as an organisation they are about ensuring that all females are given the opportunity to take part in sport and active recreation, no matter what their age, ability, race or creed.

FONT DEVELOPMENT.



ACTIVE WOMEN



ACTIVE WOMEN



ACTIVE WOMEN



ACTIVE WOMEN



ACTIVE WOMEN

After the colour pallet was set and I took a look at the graphic part of the logo I knew that I had to write the title as part of the logo to ensure that people knew what it was, Active Women.

I attempted to do this with the Neometric font, the biggest problem I had with this was that it exposed my manipulation of the font to create the main body of the logo. With this it just didn't match the aesthetic I created with the graphics. I moved on to this with the baloo font, it was soft and round typeface that is quite bold but the cartoon feel of the font conflicted with the loop theme in the graphics.

After this experimented with bold and sporty typefaces to try carry on the theme of movement though looping. I did this with Azonix font that is very futuristic, it didn't seem to fit in with the aesthetic of the graphics with its sharp edges. I then found axis, a wide bold font, it wasn't the worst but it didn't seem to fit the round corners of the main body of the logo.

When I researched on logos that are quite bold a lighter typeface compliments it so that it overall isn't extremely heavy, so I experimented with Adequate. This font worked beautifully with the logo as it didn't take away from it but works in tandem with it quite effortlessly.

FIRST DRAFT LOGO.



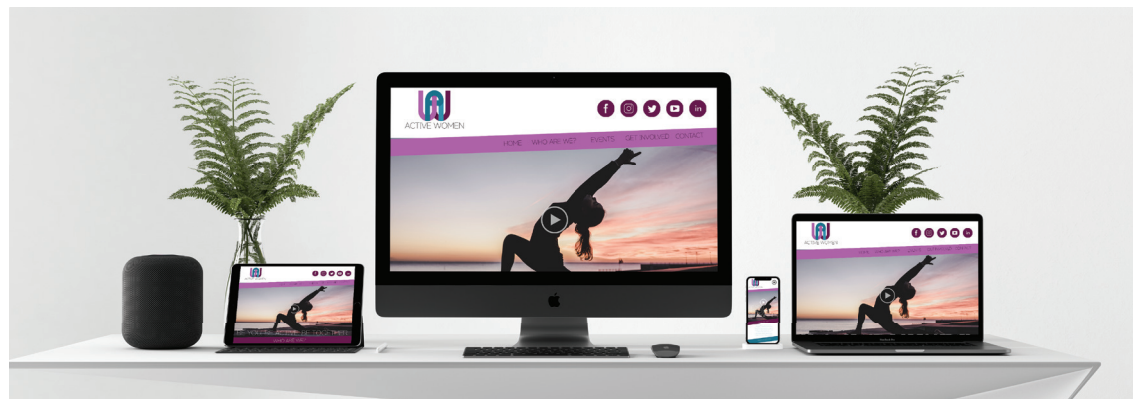
This is the first draft logo for the Active Women Rebrand with everything considering into the development of the logo. This is the first draft as it is to get put into the first design deck to be criticised by Adrain and Claire to see how to fix and perfect the logo and visual identity proposal.

The next step is to mock up the website on different devices, merchandise and their stationary kit. This is done to show the potential on the new logo and name. Once this is done the visual representation will be imagined and is the first steps in developing a secure identity for their rebrand with this new name.

MERCHANDISE MOCK-UP.



WEBSITE MOCK-UP.



STATIONARY MOCK-UP.



These are the first mock-ups of the website, stationary kit and merchandise that were put into the first design deck. All of these mock-ups were separately made in photoshop and then implemented into the design.

These aren't the final mock-ups for the Active Women logo and brand design as it is still to be revised. This revision is so it is a strong option for being the design for my pitch deck that I will pitch to the Female Sports Forum so the design and look of the deck needs to be strong, so they understand my thought process for their new brand.



REVISED ACTIVE WOMEN.

In the evaluation of our first design decks when it came to pitching my Active Women idea they thought the colour pallet was very appropriate for the new branding. The only problem they had with the font was the writing at the bottom, it made the logo an odd shape. The graphics of the logo were really tall then the type of “Active Women” was very side making it not easily for multiple placements on the stationary, merchandise and website.

When discussing my options for changing the logo they said the top graphic made it look like a football badge and that should determine the placement of the writing below. So with that evaluation, I took the type from below and aligned it with the sides of the graphic with “Active” on top of “Women” so that it was one tall shape. I had to make the top graphic a bit bigger to allow the size of the type to stay consistent to the first draft on the logo.

This is the final draft of this logo in preparation with pitch selection and I am happy with the presentation of it. In the design deck I added a version of the logo on a dark background making the type go white. I also showed the 3 colours in a colour scheme way which was prep for the pitch deck when I had to talk about the meaning of the colours.





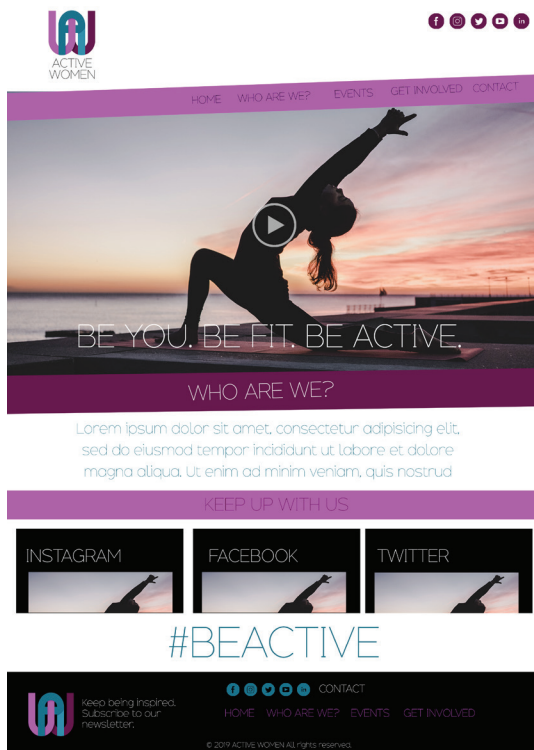
REVISED

WEBSITE MOCK-UP.

In my mock-up for their new Active Women website I thought it would be effective to have the video/showreel playing at the top of the website automatically playing so it showcases it effectively. After a short bit about their organisation I thought this would be an effective placement for their social channels front and centre on the site.

I also created the tagline of “Be you. Be fit. Be active.” That would be hash tagged and made into a gif that loops big on their site. I thought this would effectively reinstate the organisation focus.

In this revised mock-up I changed how the devices were present so that if this deck was to be pitched, they wouldn't be distracted by anything other than the website template being implemented onto the different devices. I decided on using all the apple devices as they are very recognisable. I think it showcases the website mock-up effectively and looks more approachable to their current site.



REVISED STATIONARY MOCK-UP.



When creating the final mock-up of stationary they were happy with the use of the lines that was inspired by the logo and using them to have an extra edge on some stationary objects that are seen as quite boring.

I noticed when I was mocking these stationary items up that they logo by itself is very effective as it has a lot of movement in the loops that if you add to much it seems cluttered. It is why in the revision of it the block colour behind the address on the letterhead is taken away in the revision as it was just too much.



REVISED MERCHANDISE MOCK-UP.

During the pitch of our first design deck, we had all used pull over jumpers and not hoodies, we were advised that hoodies were more than likely more appealing to the demographic we were going for so I mocked up a hoodie in this final draft.

They thought it would be a good idea to add a polo neck top as well as tshirt for coaches and other trainers that want to get involved, so I added the logo like a crest on the top right corner of the chest. They loved my water bottle mock-up but thought we should also have other accessories that showcase the new brand identity for Active Women. So I added a lanyard for their staff and for their events.

In my first deck I just had the different mock-up elements separately on a page, I thought this was quite messy. I added all the mock-ups and made a merchandise collage of mock-ups so that it presents them beneficially.

SHE CAN DO IT.

My first concept idea was Active Women. This new name vision stemmed from the fact that FSF had a tagline of active fit and sporty and they wanted to focus more on being active than the sporty side. I like the idea of highlighting active as it appeals to their desired target audience of anyone that feel like they can be an active person by doing something as going for a walk or cleaning the house.

When we talked about colours, FSF couldn't stress enough the importance of not having any colours that have sectarian motives with the nature of Northern Ireland so the first colour I was reminded of was purples, pinks and aqua. These colours are usually associated with women and I thought it would compliment the nature of the logos.



CONCEPT 2

When I first started sketching some rough ideas, I was constantly reminded that they wanted to stress they idea of community. So, I thought of adding the first two letters of Active Women and making them into one shaped logo to create that sense of togetherness as a brand.

These were my first interpretation logos for the new name idea, but they were very quickly discarded as they looked very close to some of nike ad campaigns and that wasn't what I wanted for their rebrand! I wanted it to harbour some familiarity and nostalgia but not in a very obvious way so had to move on from this idea.

SHE CAN DO IT.

SHE CAN DO IT.

SHE CAN DO IT.



FIRST CONCEPT IDEAS.

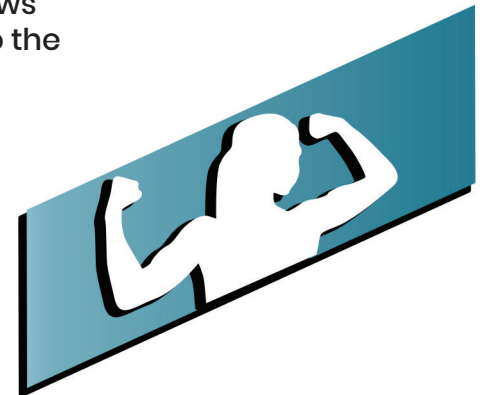
LOGO DEVELOPMENT.

I created a rectangle and tilted it upwards at an angle to create a parallelogram type shape. Inside this shape I filled it in with blue and applied a gradient overlay so it went from light blue to dark blue.

To make the shape layer pop I added a drop shadow and made it thick, opaque and to a 45 degree angle to help make it seem as if the shape has momentum and is in movement in the same direction of its angle. This didn't pop as much as I wanted it to so I added an additional stroke overlay to the shape so that it appeared bold and more eye catching. The same drop shadow and stroke was added to the text at the edges of the shape in order to appear consistent and in unison with the rest of the shape.

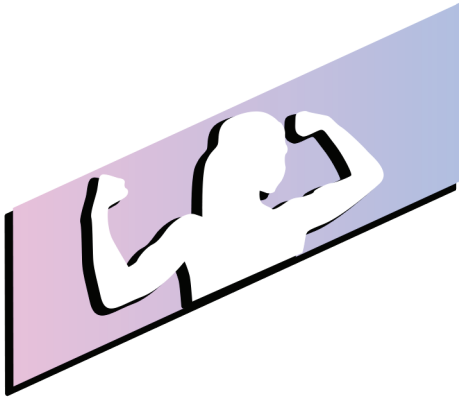
I found an image of a woman flexing in an athletic pose and used colour overlay to fill the image in with white. I placed this woman in the middle of the blue shape where her arms flex at the same angle as the shape so that it flows aesthetically and adds even more energy to the momentum of the logo.

Once I was happy with the placement of the athlete in the shape, I added the same drop shadow to her as well.



COLOUR DEVELOPMENT.

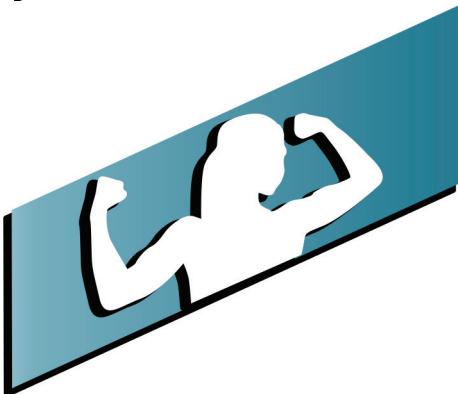
When I created this logo I knew that it would look create with a gradient it would just make the whole cartoon feel of the logo pop. It was just finding what colours I thought would be the most effective for the rebrand.



I experimented with pastel colours as I felt like they always have harsh associated with their brand that it could be something light and refreshing. But when I put the colours in the background of the main logo it wasn't bold enough and took it down a level, so I knew it had to be harder colours.



Next I had a look at purple gradient running into blue I thought that this wasn't overly effective and vibrant enough so I then moved onto the lighter blue running into the darker blue and loved how it made the graphics stand out with the drop shadow.



FONT DEVELOPMENT.

When I first started looking at fonts I really wanted to incorporate the Nike font but in experimenting with it I felt like it was too similar to their ads and it wasn't what I was going for.

I installed a font called headlineNEWS and wrote SHE CAN and DO IT as separate text layers. I rotated the text so that it matched the angle of my blue shape and aligned it onto the edges of the shape.

I originally had the SHE CAN in the same blue as the shape, but I felt this didn't help with the flow of the logo and broke it up too much so I made the stroke and drop shadow the same colour as the shapes overlays.



FIRST DRAFT LOGO.



This is the first draft logo for the She Can Do It Rebrand with everything considering into the development of the logo. This is the first draft as it is to get put into the first design deck to be criticised by Adrain and Claire to see how to fix and perfect the logo and visual identity proposal.

The next step is to mock up the website on different devices, merchandise and their stationary kit. This is done to show the potential on the new logo and name. Once this is done the visual representation will be imagined and is the first steps in developing a secure identity for their rebrand with this new name.

WEBSITE MOCK-UP.



STATIONARY

MOCK-UP.



MERCHANDISE MOCK-UP.



CONCEPT 2 CONCLUSION.

After much deliberation at the first design deck pitch meeting it was decided that we should rule this logo and rebrand out as it can be interpreted into many ways.

It was said in the meeting that it can be perceived as a snare a woman rather than being a positive and motivational name. Such as I don't want to do it so she can do it. This premature cut decision was so that their desired audience might perceive the name as this and is too much of a risk.

There was further problems with the iconography that I used at the top which depicts that only strong women who fit the image are allowed to be apart of the active community. It is not an image or message that we want to promote considering the brands vision is to encourage all females are given the opportunity to take part in sport and active recreation, no matter what their age, ability, race or creed.



GO ON GIRL.

My third and final concept was Go On Girl. This fresh brand name is a play on our Northern Irish colloquial saying of come on ya girl ye but in a more stripped back version. The name still harbours its true meaning to fit your organisations demographic so all women not matter what sporting or fitness ability feel like they should and can get involved, go on girl!

When I was researching women's sports rebranding I came across the FA Women's Super League is the highest league of women's football in England. Their new hexagon based logo look extremely dynamic and showed a certain amount of movement that I thought would be very fitting for Go On Girl as a rebrand.



CONCEPT 3

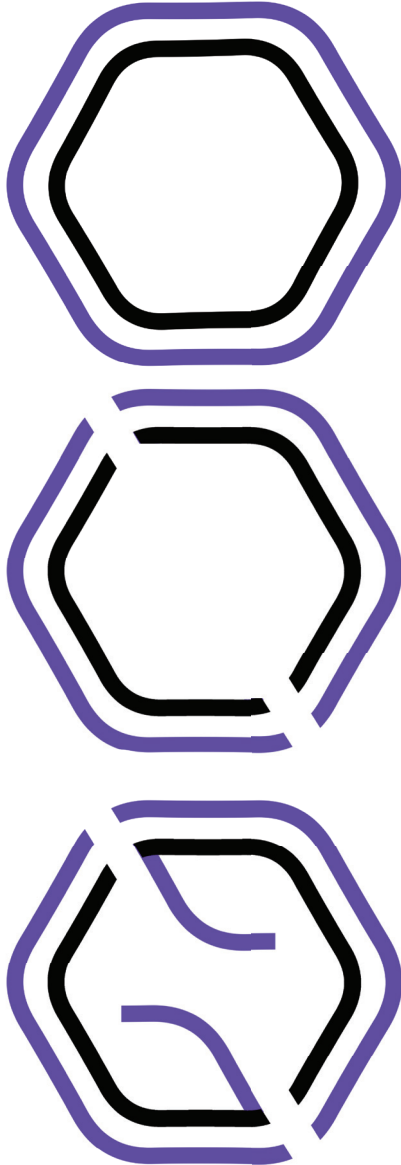
FIRST CONCEPT IDEAS.



When I first started sketching out rough ideas for this name I knew that I would implement Go on Girl within a hexagon.

Then I played around with the idea of making 2 G's in the hexagon to show Go on Girl.

These were soon discarded as they all needed to go that extra bit further.



LOGO DEVELOPMENT.

The main logo is a representation of a hexagon which is to signify a strong community like a bee's hive. The inspiration for this new visual identity is bee's - live together in a beehive as a community working together to create honey.

It was something that really stuck with me at our original meeting, that you wanted to project unity and balance as an organisation with your target audience of teenagers right up to whatever age that anyone can come and join in as no matter what way the hexagons always come together.

Hexagons also have 6 sides which is representing you plus the 5 governing bodies coming together to form Go On Girl which I thought was something very important for the brand to emphasise as they said to us that it was important when writing the brief.

But I had originally thought of making 2 G's in the logo so that is why I implemented the split diagonally. I then used the pen tool to cut the exact corner on the hexagon to make the G's. I thought this process was very effective.

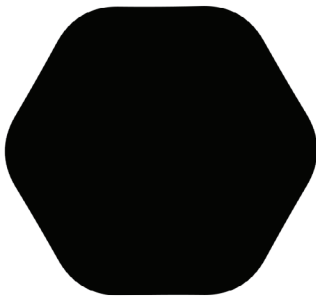
All I needed after this was the type of go on girl within the main body of the logo or beneath it.

COLOUR DEVELOPMENT.

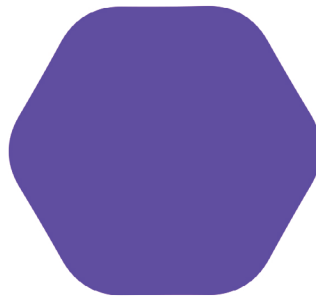
Now let's talk about the colours used to make up the Go on Girl logo.

Purple as main colour with black and white as secondary colours. I knew from the initial meeting that I wanted to have a logo that was purple because I thought aesthetically it matched them as a brand but also purple is an important colour for women.

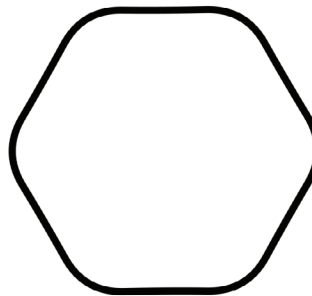
Internationally, purple is a colour for symbolising women. Purple is also associated with empowerment and ambition and with their rebrand about getting everyone involved in being a collective group of active women I think this stand alone colour beside black and white is encouraging and eye-catching for your new brand and visual identity.



BLACK



PURPLE



WHITE



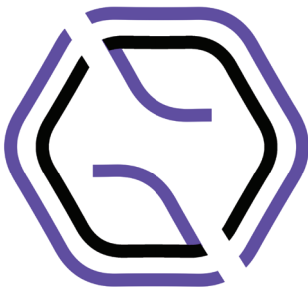
GO ON GIRL



GO ON GIRL



GO ON GIRL



GO ON GIRL

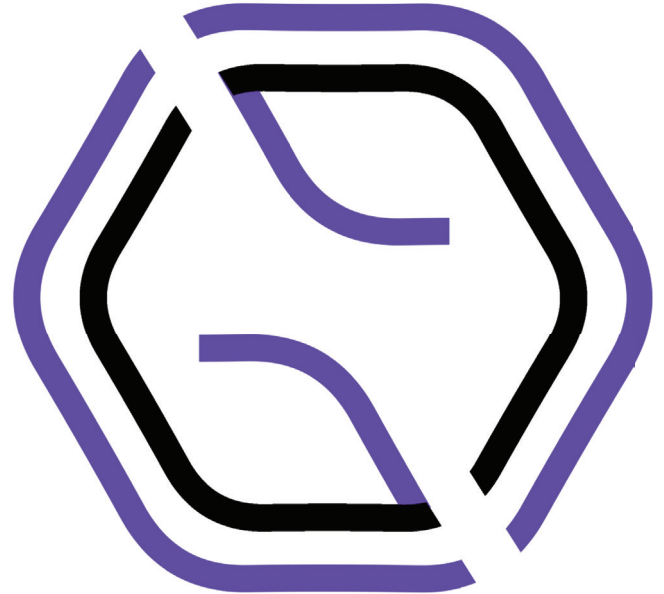
FONT DEVELOPMENT.

When I first started to look at typefaces for this again, I went for a sportier approach to fonts that I knew evoked motion and movement, that is why I experimented with Azonix. I thought that is was quite fitting with the main body of the logo but looked very futuristic and though we want the new logo to be modern I felt like it was too scientific looking.

The next font I tried to incorporate with the main graphics was lovelo line light, I envisioned this light font to work perfectly with the lines and curve that make up the logo, but I found that it was too light and didn't have a strong enough impact. It is why the next font that I attempted was Futura Bold Oblique, it was a thicker font, but the letters were quite narrow, so it didn't fit the overall aesthetic.

Finally, I found Axis, it is wide sans serif font that is bold and impact font. This typeface is an exciting combination with the swirling graphics above making it very capturing for their desired audience for this rebrand. As soon as I saw the font I envisioned the headings of the website and templates for their social media so I knew it was a positive choice.

FIRST DRAFT LOGO.



GO ON GIRL

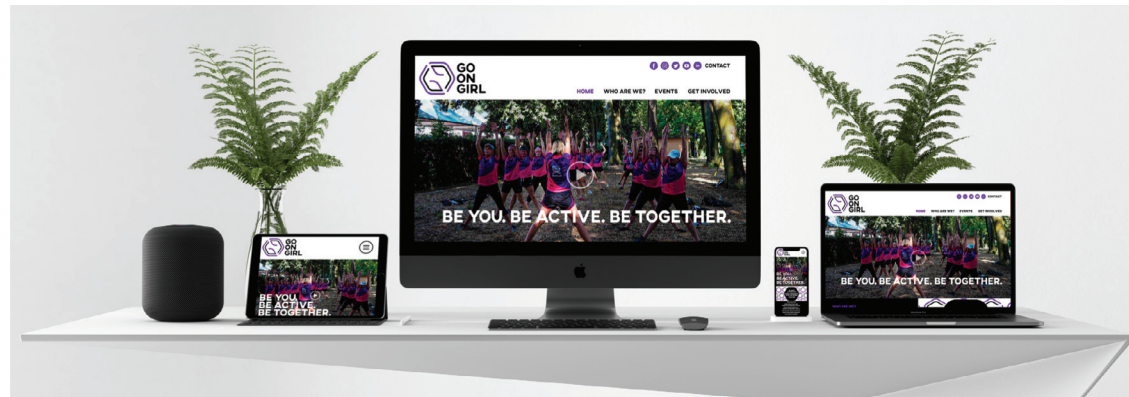
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MERCHANDISE MOCK-UP.



WEBSITE MOCK-UP.



STATIONARY MOCK-UP.



These are the first mock-ups of the website, stationary kit and merchandise that were put into the first design deck. All of these mock-ups were separately made in photoshop and then implemented into the design.

These aren't the final mock-ups for the Go On Girl logo and brand design as it is still to be revised. This revision is so it is a strong option for being the design for my pitch deck that I will pitch to the Female Sports Forum so the design and look of the deck needs to be strong, so they understand my thought process for their new brand.



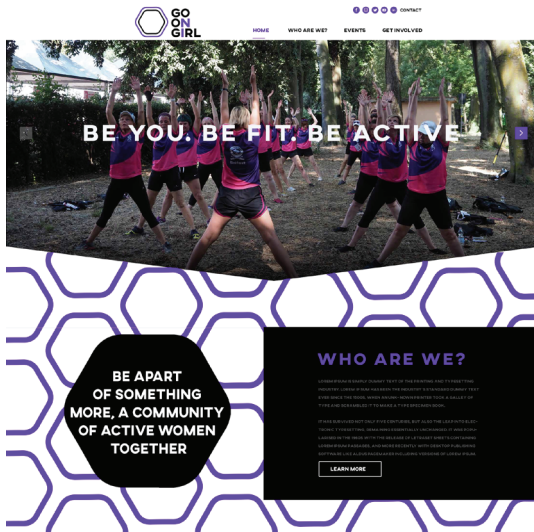
REVISED GO ON GIRL.

In the evaluation of our first design decks when it came to pitch my Go On Girl logo and visual identity it was said that my vision the two G's within the logo were not perceived very well and was interpreted for something else so it needed to be reviewed.

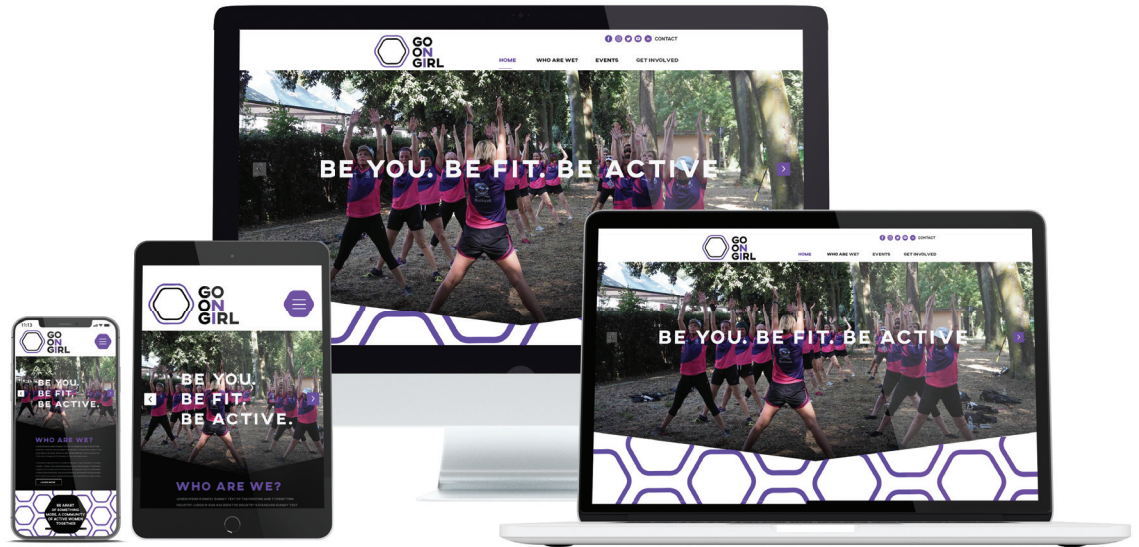
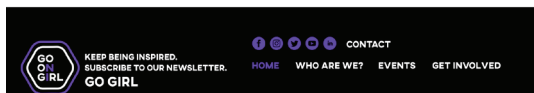
They were very positive about the hexagon structure of the logo and wanted to keep it with just the type in the centre, taking the theory of less means more. When discussing how we can elevate the logo a bit further, when mocking up the logo in that format I notice that NI could be highlighted. It shows where they originated and a call for all women who live in Northern Ireland to feel like they can get involved and be a part of the community, but Go on Girl as a whole isn't limiting anyone getting involved

They thought the colour pallet was very appropriate and eye-catching for the organisations target audience and not to change it. I was asked to quickly draft up the logo with Active Women colours to see how it looked, it was quickly discarded.

These are the different logo variations, from normal to one for dark backgrounds and the logo needs to be slimmer for making it more adaptable for different placements. I did a few revisions of the logo and through process of elimination this is the final draft of this logo in preparation with pitch selection and I am happy with the presentation of it.



KEEP UP WITH US



REVISED WEBSITE MOCK-UP.

Here is the mock up of your new site that comes with the social networks right at the top making it easier for people to reach you and your primary menu that features home, who are we, events and get involved that also branch down to different menus.

Then we responsive revolution slider right away that shows key events, training and activities that you are running. I have carried on the theme of the hexagon throughout to encourage the sense of community. A short introduction to the organisation with a quote beside it. Then the gif so that it catches people eye about your tagline and then featured is your active women award which is a call to action for people to get involved with your competition.

There is also featured is a keep up with us area that encourages people to go to your social media making it more consistent with your site so people can interact.

In the footer we have go a subscribe to your ezine list to courage and drive people to get involved on a weekly or monthly bases. The ezine layout will follow the same format as the site.

REVISED STATIONARY MOCK-UP.



When drafting up the final mock-up of the Stationary Kit that they could potentially have, the hexagons were amazing background fillers and made all the documents look extremely professional.

In this revised version we changed the white A4 folder and notebook to the black background as it showcases the alternative coloured logo and looked very modern. We also changed the name cards to compliment slips as we felt like it would be more appropriate for the organisation and they would get more use out of it.



REVISED MERCHANDISE

MOCK-UP.

During the pitch of our first design deck, we had all used pull over jumpers and not hoodies, we were advised that hoodies were more than likely more appealing to the demographic we were going for so I mocked up a hoodie in this final draft.

They thought it would be a good idea to add a polo neck top as well as tshirt for coaches and other trainers that want to get involved, so I added the logo like a crest on the top right corner of the chest. They loved my water bottle mock-up but thought we should also have other accessories that showcase the new brand identity for Go On Girl. So I added a lanyard for their staff and for their events.

In my first deck I just had the different mock-up elements separately on a page, I thought this was quite messy. I added all the mock-ups and made a merchandise collage of mock-ups so that it presents them beneficially.



THE PITCH

FINAL PITCH PREPARATIONS.

Our pitch is on the 7th of November, the final steps before the whole team pitch our chosen ideas. It was time for us to choose and perfect which one of the concepts that we would like to pitch forward for the rebranding of the Female Sports Forum.

Out of all of my concepts I chose my Go On Girl, after all the revisions I think it is the strongest logo that has a very complimentary visual identity established throughout the mock ups and design. It portrays what they wanted from the rebrand for their organisation.

There could be some extra refinement for the actual pitch that gives me extra elements to my pitch deck to make sure that I'm showcasing everything this rebrand has to offer.



CONCEPT 1:
Go On Girl
LOGO VARIATIONS:



COLOUR
SCHEME:



BLACK PURPLE WHITE

ICON DESIGN:

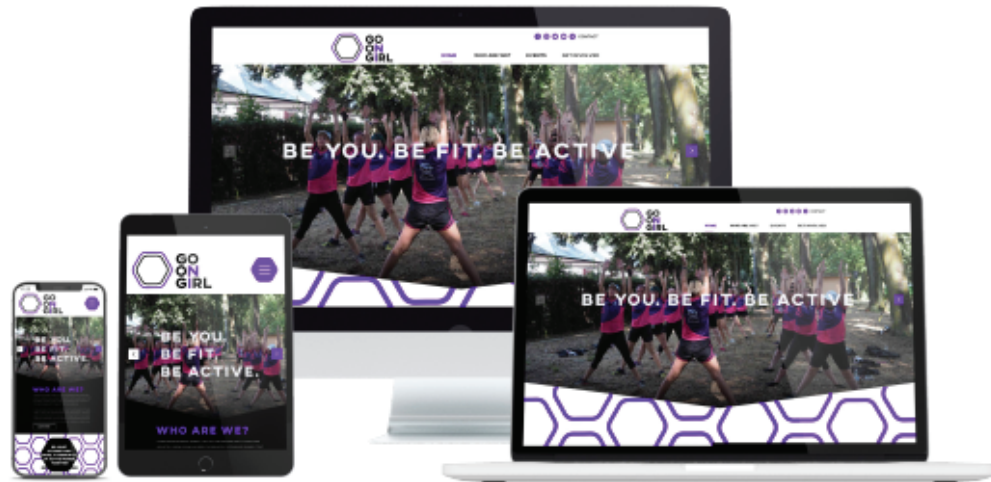


HOME PAGE LAYOUT:



#BEFIT

MOCK-UPS OF APPLE DEVICES:



MERCHANDISE OPTIONS:



STATIONARY:



For the final pitch deck, I added some icon design as they said in the initial meeting that icons would help them as a brand to set out the sports and activities they offer. I thought this would be effective but also add another element to the new visual identity and how it deals with any icon design, not just physical activities.

Another element I added for the pitch was a GIF. This was mocked up as a feature on their new website. The gif is of their new tagline, #BEYOU #BEFIT & #BEACTIVE. I thought this feature was very effective for the final pitch deck as it actually shows they physical product of the mock up which could be quite appealing when pitching this concept.

PITCH VIDEO PREPARATION.

I am going to be absent for the pitch on the 7th of November so we had a look at my options of how I personally could still present my own work and pitch it to full extent.

I didn't want to miss this opportunity for them to choose my work that I had worked on for so long and put effort in. When I thought of my options facetime was one, but you weren't promised correct connection and could be a possible mess.

So I came up with an idea that I would make a motion graphic video of me commentating my work and going through the reasons of the design. I asked Adrian and Claire if this was okay and they were excited to see what content I could come up with.



VIDEO PITCH



I had a tight deadline of just one weekend: this was to write the script for the voiceover, record all the audio to a good quality, implement that into aftereffects and animate it and export it and send via wetransfer to the group for the pitch.

Once the script was perfected, I then had to record every clip separately so that it would be easier in post and then export all the files into Aftereffects and animate it so that it was visually appealing to watch as well as listen to.

I decided to do the voiceover because I think information about the brand, I created would be more successful coming from the person who make it, and I want it to be received well. I have also gave Alex instructions on different question they may ask about the brand so if they had any question they could ask him, I am hoping that is not the case though and that I have put enough content into this video

Pitch


Hey! I am so sorry that I won't be able to join you at this pitch for the rebranding of the Female Sorts forum. I hope this video demonstration of the depiction of the brief will allow you to see my vision for this rebrand come to life.

So without further a do I give you Go On Girl. This fresh brand name is a play on our Northern Irish colloquial saying of come on ya girl ye but in a more stripped back version but still harbouring its true meaning to fit your organisations demographic so all women not matter what sporting or fitness ability feel like they should and can get involved, go on girl!

Finder File Edit View Window Help

Project: gog 13.wor | used 1 time
A 00:03:10

deck Sound



Preview

Info: Audio
K: 2127
Y: 756
G: 0
B: 0
A: 0

Layers: 10
1. gog 13.wor | used 1 time
2. gog 13.wor | used 1 time
3. gog 13.wor | used 1 time
4. gog 13.wor | used 1 time
5. gog 13.wor | used 1 time
6. gog 13.wor | used 1 time
7. gog 13.wor | used 1 time
8. gog 13.wor | used 1 time
9. gog 13.wor | used 1 time
10. gog 13.wor | used 1 time

Timeline: 00:00:35:28

Properties: Scale: 100.00%


Timeline: 00:00:35:28

Toggle switches / Moors

Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.

QuickTime Player File Edit View Window Help

Bethany Monnordie Pitch Video.mp4




00:01 | -05:39

Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.

QuickTime Player File Edit View Window Help

Bethany Monnordie Pitch Video.mp4




01:16 | -05:24

Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.

QuickTime Player File Edit View Window Help

Bethany Monnordie Pitch Video.mp4




02:08 | -04:32

Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.

QuickTime Player File Edit View Window Help

Bethany Monnordie Pitch Video.mp4

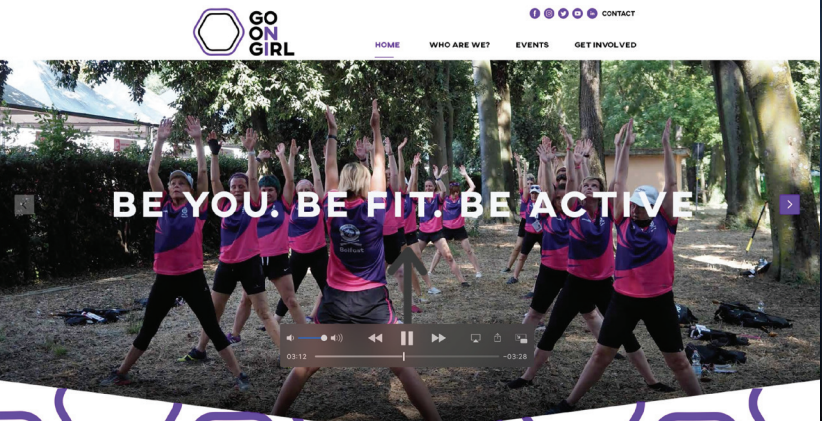


02:34 | -04:06

Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.

QuickTime Player File Edit View Window Help

Bethany Monnordie Pitch Video.mp4



GO ON GIRL

HOME WHO ARE WE? EVENTS GET INVOLVED CONTACT

BE YOU. BE FIT. BE ACTIVE

03:12 | -03:28

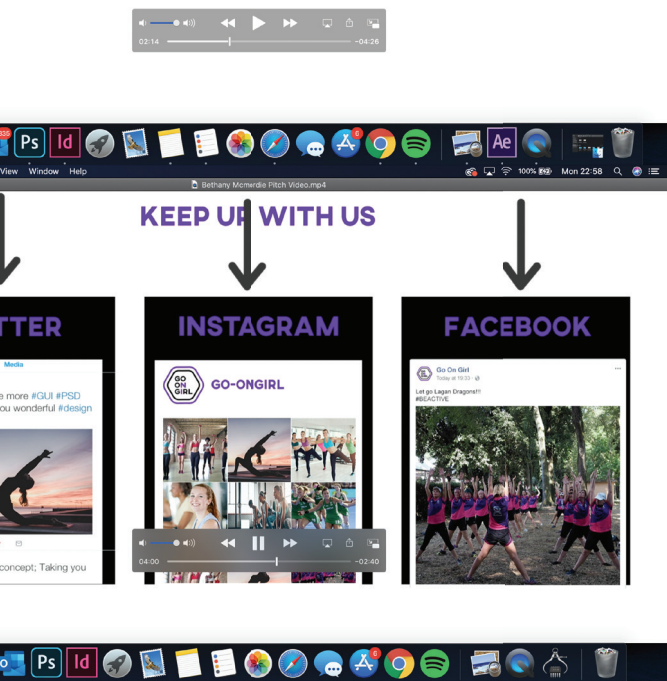
Mac OS X dock with icons for Word, Outlook, Photoshop, Illustrator, and various system utilities.



While I was working and going through the process of making this pitch video it made me realise the amazing opportunity I had to showcase my work with a scripted video that animated my work is a fun and modern way of pitching. It was a positive part of this process as it allowed me to display my work more in a more constructively, as it allowed my client to see the mocked up website scroll effortlessly through my animation of it.

The process has taught me to do something like this for my future pitches.

#BEACTIVE



"GO ON GIRL IS A BRAND THAT IS TO MAKE EVERYONE FEEL INVOLVED AND READY TO BE ACTIVE WOMEN TOGETHER AS A COMMUNITY. IT IS ALLOWING WOMEN THROUGHOUT TO FEEL THEY HAVE THE OPPORTUNITY TO FEEL INCLUDED AND VALUED IN GETTING FIT AND LEARNING FROM ONE ANOTHER UNDER ONE UMBRELLA,

IS IT THERE TIME TO JOIN THE COMMUNITY? GO ON GIRL!"



PITCH

PITCH DAY.

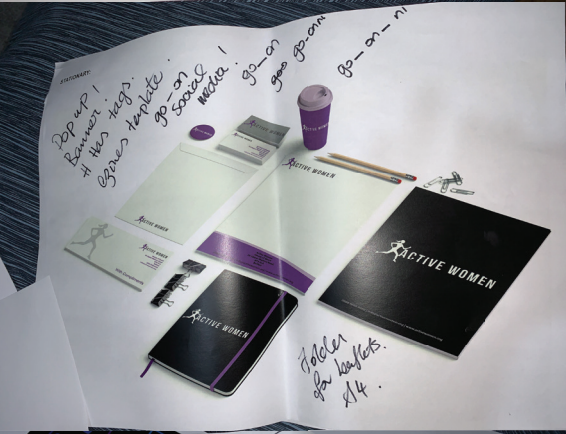
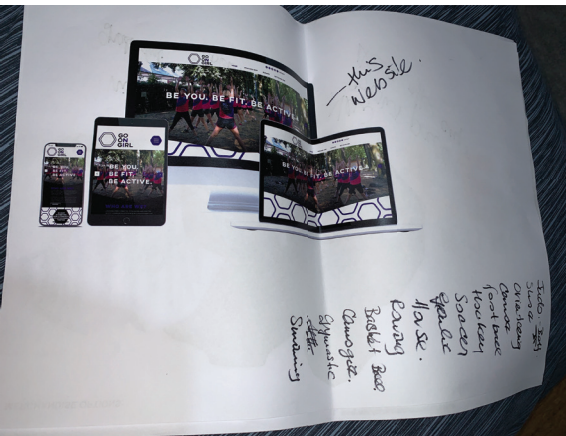
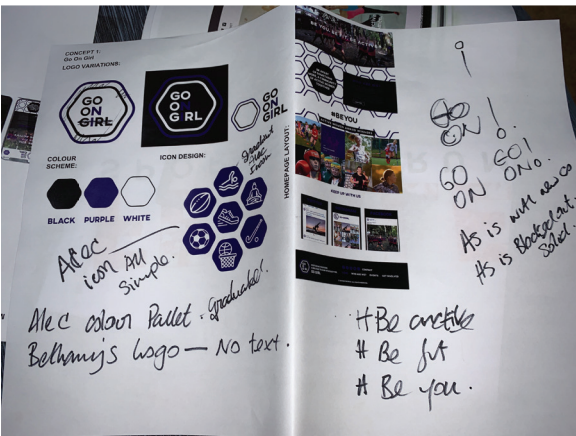
On the 7th of November 2019 our team each pitched our best concepts for the rebranding of the Female Sports Forum. It was the moment we were all waiting for as the concept and design that we had been creating is getting chosen for us to work on til the end of the semester.

We all pitched our ideas successfully.

After this we were asked to leave the room as the two representative of the Female Sports Forum wanted to have a private discussion about their decision. We were then informed that they were not picking any of our ideas and that it they wanted to combine my logo with Alex's colour pallet and slightly change the name.

They didn't want to choose any names from what we had pitch as they were not keen on the idea of 'women' or 'girl' to be in their rebranding.

Claire Mulrone supervised the whole pitch and came to the conclusion that we were to move forward with the gradient colours over my logo with the name "Go on!".



PITCH NOTES.



POST PITCH



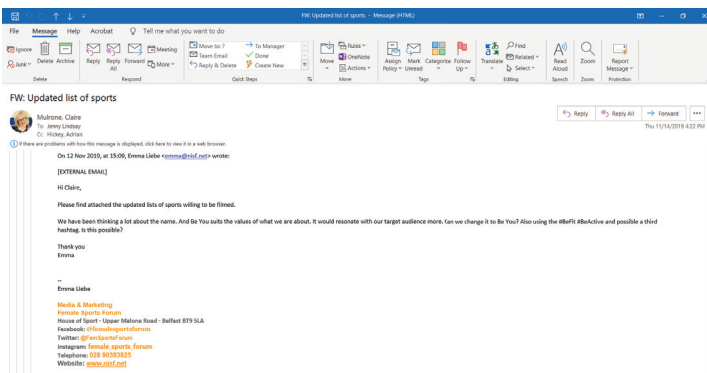
NEW NAME.

Post Pitch, I went home and played around with new logo concepts with my PSD files and Alex's Go Gradient of Pink and Blue. I loved the gradient effect on the hexagon and really reminded me of Fast and Female from my benchmarking.

I tried to add the explanation mark but Axis ! was very intense and took away from the rest of the logo. But without it was too plain, even though I thought it looked slick at the fact that the 2 words, go on aligned perfectly.

This was what they had asked for so we started mocking up the usual stationary, merchandise and web.





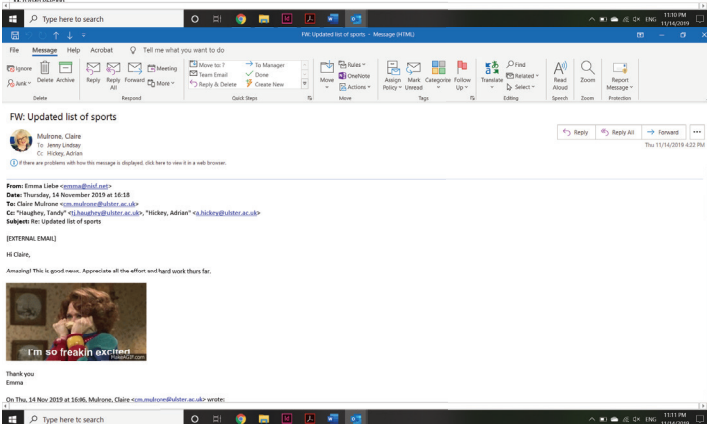
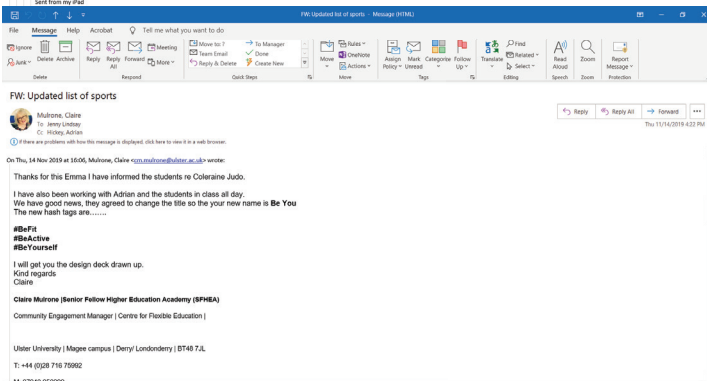
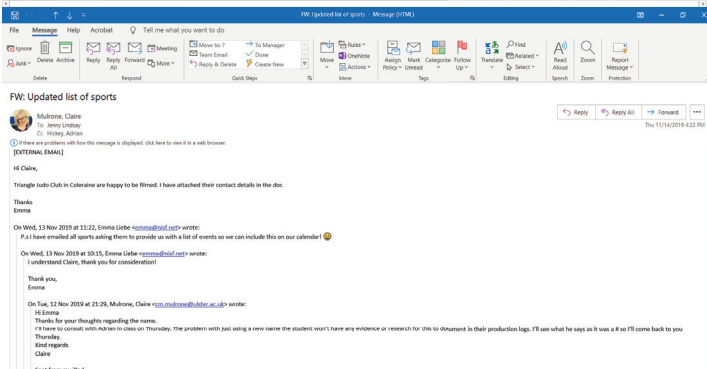
NEW NEW NAME.

After spending majority of the day redoing all our mock ups for the new Go On logo, we received an email from the Female Sports Forum saying that they thought about the name and wanted to go with Be You.

Be you stemmed from my tagline from Go on Girl #BEYOU, #BEFIT & #BEACTIVE. They felt like as an organisation of active women that this defines them better which is a positive.

We had a short turnover to get these new mock-ups to be implemented into the final deck to be given to the female sports forum to definitely approve.

I mocked up the logo and it looked very modern and effective which was surprising, but I was very happy with the end product of Be You. After I was done moving the gradient and centring the logo it was time to put into all of my mock-ups for them to approve.





MAIN LOGO.

Our main brandmark consists of two hexagons, one within the other with BE YOU is in the centre. The use of the hexagons expresses the idea of support and community.

Our 'Be You' logo is wrapped in our Go Gradient of a bright pink shade running into a blue shade.



PRODUCTION

READY SET GO.

We are now in week 9, we are currently working through what deliverables will be needed for the 'BE YOU' rebrand due date on the 13th of December.

As a team we all said where our strengths lay and what we would feel comfortable taking on. We decided that I would take on the design elements of the logo and the brand guidelines because I created the logo, so it would then be easier for me to make the rules.

I will also take on the stationary kit and merchandise as they also chose my designs for them from the pitch so it was easier for me to have an manipulate the files.

I was also going to take on some video production as I am going to go with Alex to some locations to help with filming in different areas, also to get some footage of local yoga classes.

The final thing I was going to take on was Ezine Templates, they were really eager about these because they currently send out monthly newsletters so having a template to stick by would be easier. We will be setting them up on Mailchimp as it is a recommendation from us to them due to the easiness of this platform.

TO-DO

- Video
- Logos
- Merchandise
- Ezine templates
- Brand guidelines
- Stationary kit

READY SET SHOOT.

As part of our deliverable the 'BE YOU' they wanted to have a showreel type video that showcases not only the sporty side of what they do but footage of women being active.

We were given a spreadsheet of other organisations that would be available for footage. We reached out to these organisations about possible footage days and if they would be able to accommodate them.

A lot of them didn't get back to us but the ones that got back we made our way to. We were following Jenny's Storyboard that was agreed in the pitch meeting.



VIDEO
PRODUCTION



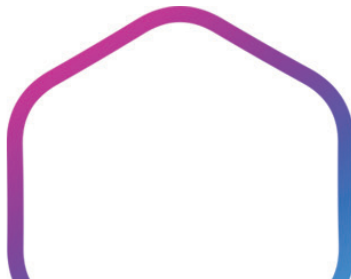
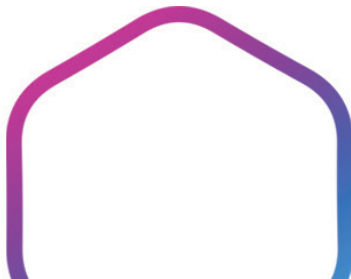
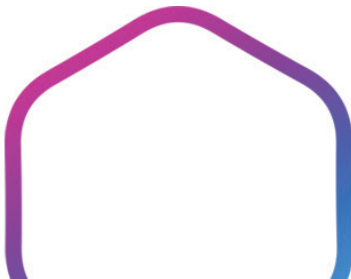
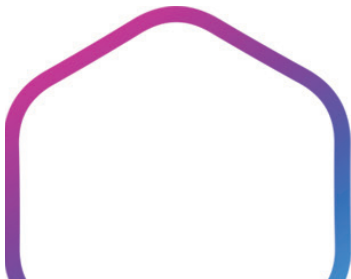
I attended the day of the week in Ulster at Jordanstown where there is a lot of different group sports going on such as hockey, GAA, football and netball. It was a great opportunity for us to get a lot of footage all at the one time. We had arranged with them that we would be there but when approaching the teams, they were excited to get some footage taking in a natural style.

This gave me an idea for the organisations imagery. Their visual identity should use two types of imagery – brand driven images & point and shoot.

Brand imagery is focused on activity. The photos and video should promote the idea of women's performance, community and positivity.

Point and shoot can be a good way of reporting events that Be You are involved in or represent, it is up to the user to take a smart approach when selecting the images that they should use. They shouldn't be blurry or at awkward angles.







FOOTAGE TAKEN.

As an organisation they already have a lot of connections with the governing bodies which made it easy to get in contact with a few clubs to set up some filming dates. When it came to the planning of places we wanted to get footage it was very ambitious due to the fact when we tried to get in contact with them some never got back or they got back on dates that were past the deadline in the new year. This was a big hurdle we had to get over but we just worked with the footage that we had.

Also another problem was that team sports usually train at night and because this was coming into winter, so all our footage is dark but I think it is still very effective.

Alex is our editor so he is currently working through all the footage we got to see if we need to get more team sport.

LOGO VARIATIONS.

WHITE LOGO. BLACK LOGO.



As a new brand they asked for all their available logos that they could use for all different placements.

As the creator of the hexagon logo I am very aware that it is an award shape so I produced the horizontal logo is to be used when it is for more narrow placements on their documents.

The gradient of the logo means that when in black and white the logo goes into a grey gradient logo which I don't think looks professional so it is why I designed the mono versions of the logo can also be used. The white logo can be used for extremely dark images. The black logo can be used for the black and white documents.

I go into more detail about how to use the logo in the brand guidelines.



HORIZONTAL LOGO.



MERCHANDISE

MERCHANDISE DELIVERABLES.



We had already mocked up the merchandise but I had went in and then saved the files and edited them so they were easier edited for the organisation to send to get them printed. So now all they need to send off is the file.

EZINE TEMPLATE

Upcoming Events Rename Help Preview and Test

Want to get fit this January?
**TAKE A LOOK AT OUR
UPCOMING EVENTS**
#BEACTIVE THIS NEW YEAR!

Want to get fit this January?
**TAKE A LOOK AT OUR
UPCOMING EVENTS**
#BEACTIVE THIS NEW YEAR!

Save & Close We'll autosave every 20

Save and Exit

Good Morning, Be!

Start your day off right with some account stats and recommendations.

Overview Activity

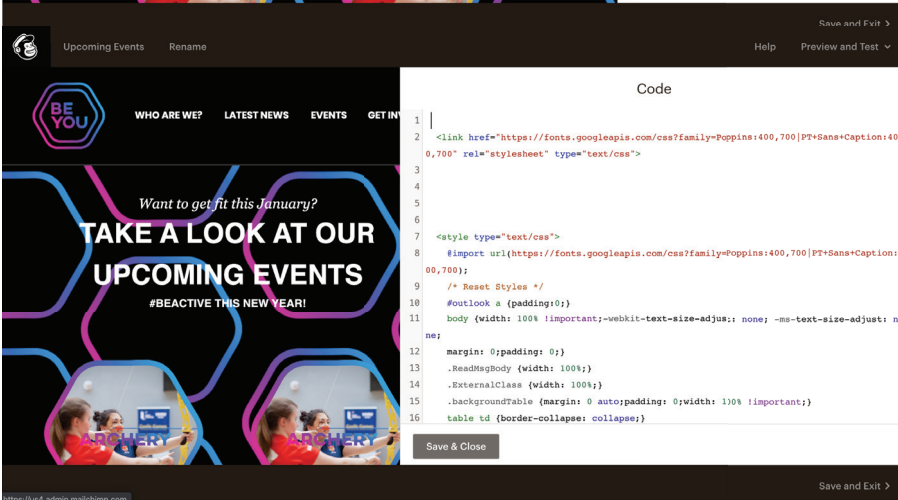
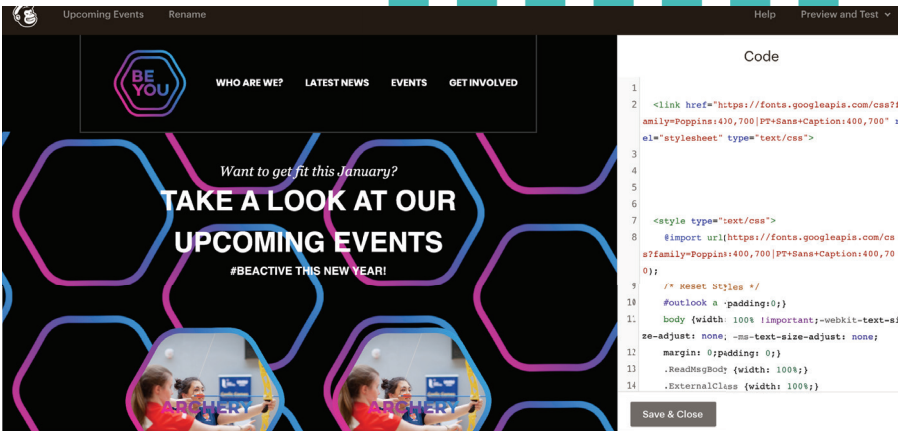
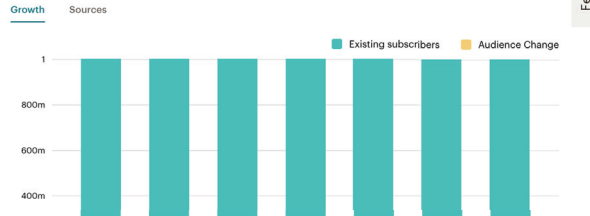
Audience

+0

Audience Change (7 days)

1 Total Audience 0 Unsubscribes and Bounces

View Audiences



In our initial meeting with 'Be You' we had spoken about how important the ezine process was for them as an organisation as it something the only platform that some member use to see what is currently going on with them. So in the rebrand they wanted a template of how to do their ezines with their new visual identity.

We set them up on a free Mailchimp account to trial if it was working for them when they launch their new brand then they can buy the full membership. This meant thought that we were very limited to templates and features.

In the past I had found it easy to code the emails myself but that wasn't an option for the free version of mailchimp, so I opted for their drag and drop option that allowed me to add sections of code when needed.

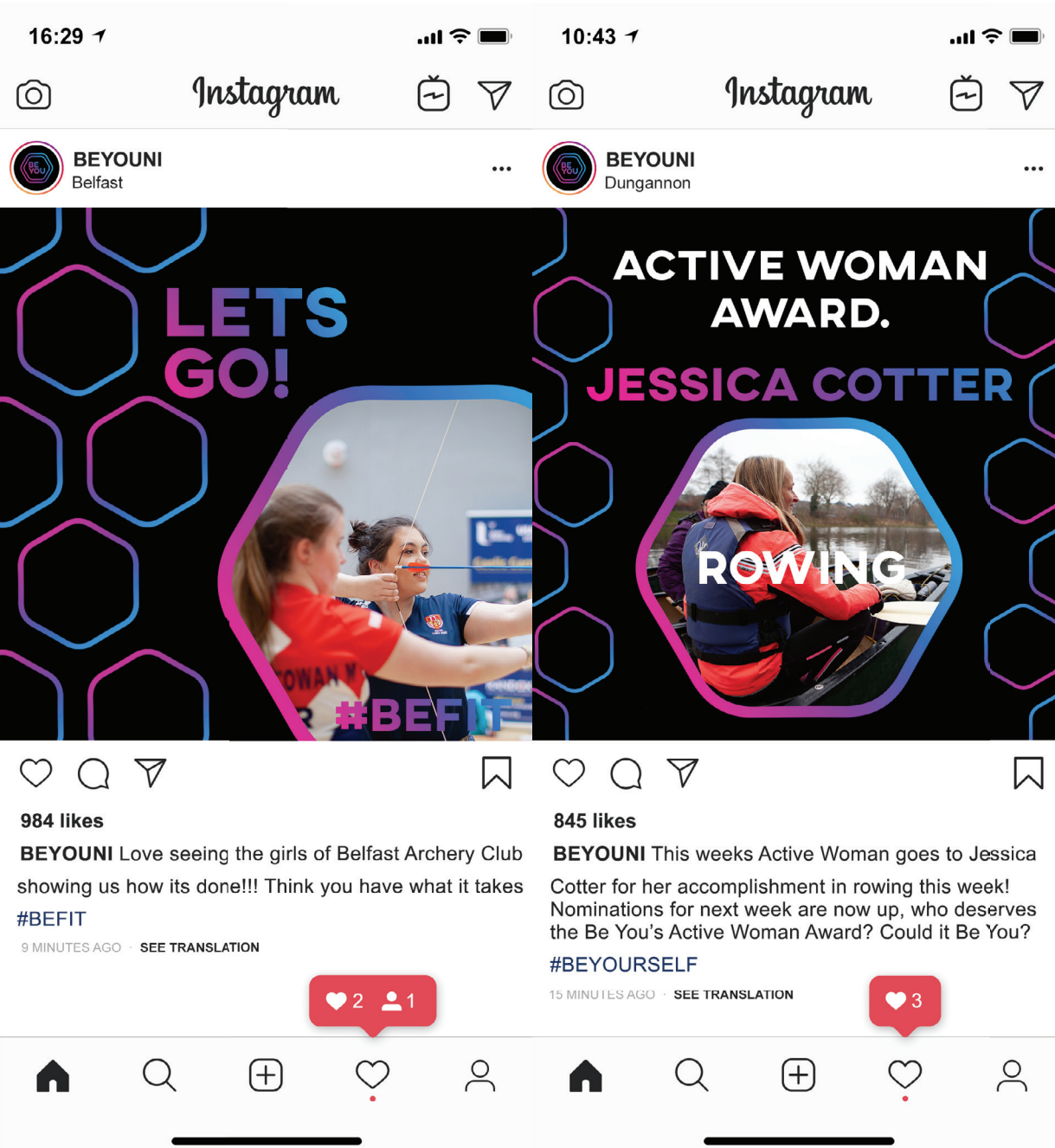
I thought coding the header was necessary so it had the same feel to it like the site making it extremely user friendly. But then I thought for the handover of deliverables it would be easier to do the rest with the drag and drop system so that it was easy for them to edit. The header can remain untouched and is something that gives the email structure in the future.

The rest is just set up as images that their subscribers can click and follow only their site. It is a basic template so that they could follow the same aesthetic as their whole site and not brand away from that.

SOCIAL MEDIA TEMPLATES.



SOCIAL
MEDIA



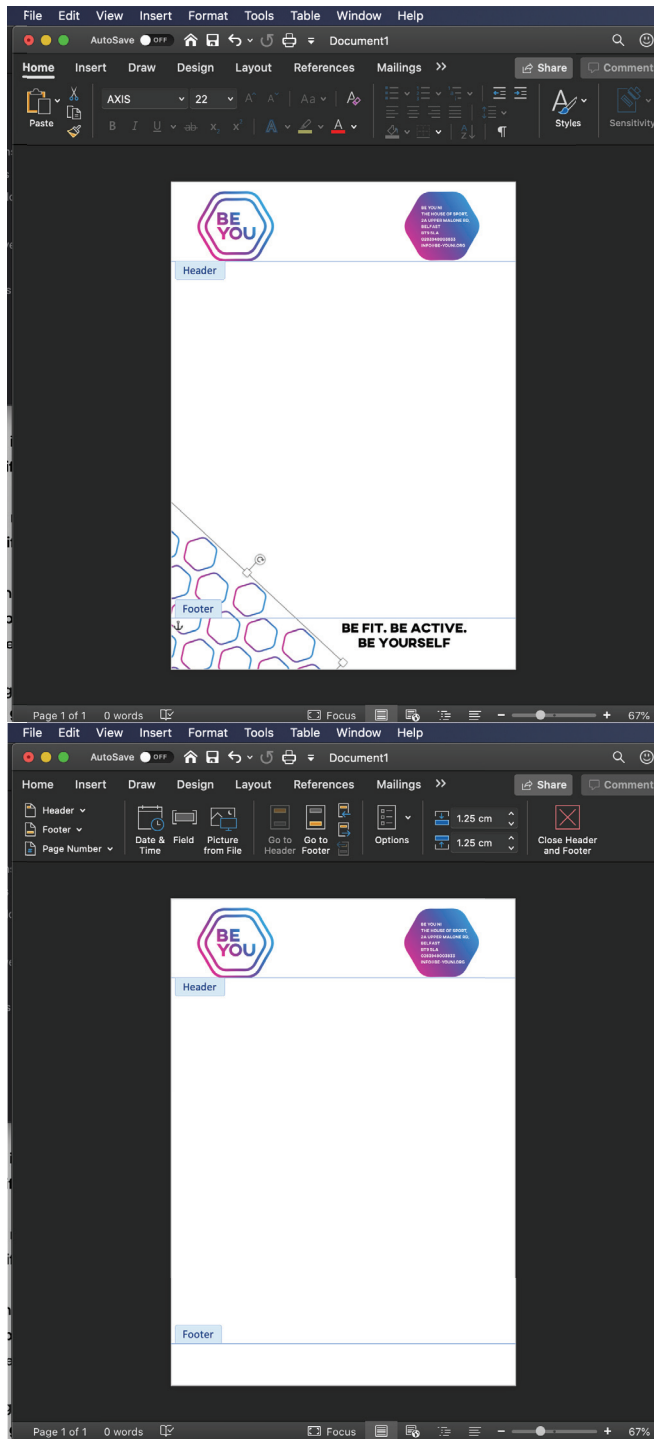
In both the initial meeting and pitch they stressed how important their social media was and how they wanted to implement it throughout all their platforms more. So, I decided that it would then be important for them to have a template of their social media posts so they can follow that aesthetic.

At the moment there is no theme throughout so I thought how I designed these would give them an idea of how they can style their social media and what imagery they can use. I think this is a good start for their new social media.



STATIONARY TEMPLATES.

We did an initial mock up of the stationery for 'BE YOU' and after looking at it again I could see that the A4 Folder was a bit plain and could do with more of the imagery on them to make it more appealing and eye catching. I also felt like the business card needed some extra work.



HEADED PAPER.

I designed their headed paper in word so that they could have a version that allowed them to use it without manipulating it. The headed paper featured the logo address and phone number. I thought this looked very plain so I added the hexagon background and the tagline at the bottom so that their website and print media all looked consistent. These were sent to the client for their own use of this at their launch.



BETHANY MCMORDIE
INTERN

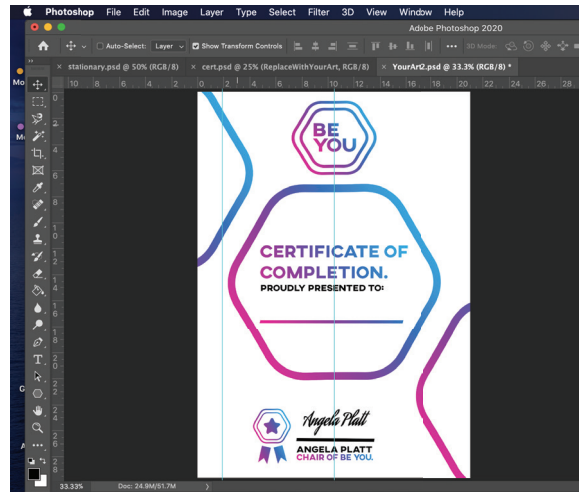
BETHANY@BE-YOUNI.ORG
0759582375



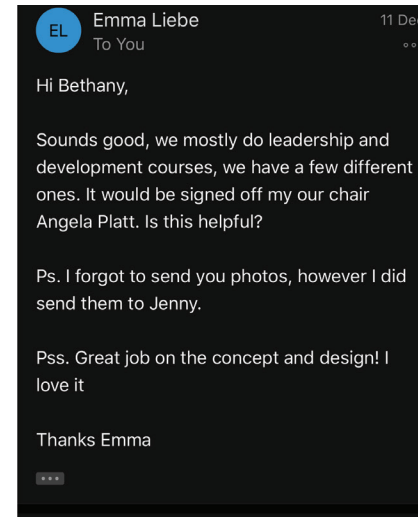
BUSINESS CARDS.

When I reviewed the original mock-ups, I thought the business cards weren't inviting enough. They didn't tell you the person's work which I think is very important for a business card.

The whole rebrand is very vibrant and I thought the business card wasn't living up to that, so I added the gradient to the Name and title which I found was very effective.



CERTIFICATE TEMPLATE.



As an organisation they do a lot of leadership development and other training and even though it wasn't something that was in the brief or in the pitch I had emailed one of the Be You representatives and she thought this was a great idea so I designed a template of it and also a mock up so you can see how effective it was in real life.

I also created the certificate icon at the bottom to look consistent.



POP UP BANNER TEMPLATE.

As an organisation they run a lot of events in different places, though we didn't mock the pop-up banners for the pitch I think this is a crucial template they would need to have so they can get the pop up banner done for their events.

I designed this with their hashtags be from and centre with a lot of their brand imagery to make it look very captivating for people who don't know what their brand is.





BRAND GUIDELINES

BRAND USAGE GUIDE.

As part of our brief we were asked by the BE YOU organisation to create brand guidelines so once we hand over the deliverables they had a document that aided them to keep the consistency.

This involved creating guidelines around the logo and its usage on the different placements they may have. I was in charge of creating these guides as I was the one who had the concept for the logo.

I have just inserted the brand guidelines on the following pages so you can see how it was presented for their usage.



BRAND GUIDELINES

GUIDE TO OUR IDENTITY



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INTRODUCTION

WELCOME TO BE YOU NI'S BRAND GUIDELINES.

This document outlines the new brand guidelines for **BE YOU**. Our brand is evolving in conjunction with our 10th Anniversary Celebrations in January 2020.

Five Governing Bodies joined forces together to establish us as the Female Sports Forum in January 2010. Our goal is to increase opportunities for females to participate in sport and physical activity.

After 10 years of the Female Sports Forum it was time to evolve to appeal to even more women throughout Northern Ireland and beyond.

The **BE YOU** brand is to inspire all women to get involved and motivate in our active community. Our new brand ethos is to emphasise our organisation's attitude to embracing all form of being physically active.

#BEFIT

#BEACTIVE

#BEYOURSELF

**BE YOU'S PRIMARY
TARGET AUDIENCE
IS FEMALES FROM
TEENAGERS AND UP.
THERE IS NO LIMIT.**

Our secondary audience is men who like to keep up with us in the sports industry.



**BE YOU IS FOR
INDIVIDUALS WHO
WISH TO CARRY
OUT LEADERSHIP/
VOLUNTEER WORK.**

As a brand we are forever expanding and with this we give amazing opportunities to train and develop skills and knowledge for would like to get involved in sports, fitness and physical activity.

As an organisation **BE YOU** will develop of a community that is fit for purpose to deliver participation opportunities so anyone can feel like they have an opportunity to get involved in sport.

**TARGET
AUDIENCE**



MAIN LOGO.

Our main landmark consists of two hexagons, one within the other with **BE YOU** is in the centre. The use of the hexagons expresses the idea of support and community.

The inspiration for this new visual identity is bee's - live together in a beehive as a community working together to create honey. We are a community working to get women to be fit, be active, be yourself!

Our **BE YOU** logo is wrapped in our Go Gradient of a bright pink shade running into a blue shade.

This version of the logo is to be used for internal and external communications, stationery, merchandise and events.

LOGO VARIATIONS.

WHITE LOGO. BLACK LOGO.



HORIZONTAL LOGO.

The horizontal logo is to be used when it is for more narrow placements on documents.

The main landmark can be used for a variety of backgrounds but the mono versions of the logo can also be used.

The white logo can be used for extremely dark images.

The black logo can be used for the black and white documents.





EXCLUSION ZONE.

An exclusion zone must be created around our logo. No text or elements should appear in this area. When the logo appears on an image background, then no image detail should intersect with this space. Every effort should be made to ensure that the logo is clearly defined on top of the background.

The position and treatment of our logo must be consistent throughout each document following these guidelines.

The standard units of measurement used in these guidelines is the hexagon in the side logo.

The **BE YOU** logo must be scaled proportionately according to the page size and other considerations.



LOGO IN USE.

The smallest that our **BE YOU** logo can be used is 25 x 25mm as after this it becomes illegible.

We want our logo to be clear and eye catching in every format at all times.



COLOUR PALETTE



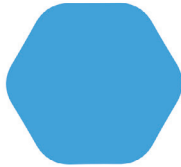
GO GRADIENT.

Mix of Powerful Pink and **BE YOU** Blue.



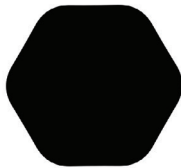
POWERFUL PINK.

#F200BD	RGB: 242	CMYK: 0%
	0	100%
	189	21%
		5%



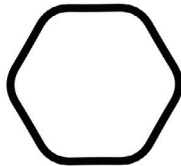
BE YOU BLUE.

#08A9FC	RGB: 8	CMYK: 96%
	169	32%
	252	0%
		1%



BRILLIANT BLACK.

#000000	RGB: 0	CMYK: 75%
	0	68%
	0	67%
		90%



WE GOT THIS WHITE.

#FFFFFF	RGB: 225	CMYK: 0%
	225	0%
	225	0%
		0%





TYPOGRAPHY

PRIMARY FONT. AXIS.

Our main font family is AXIS. The font used in our **BE YOU** logo it is great for headings and titles as it is bold and eye-catching. It is also very effective with promotional material and merchandise for the **BE YOU** brand.

SECONDARY FONT. Poppins Extra Bold & Poppins Medium.

This font family is used for all professional produced materials is Poppins. This font family comes in a range of styles and weights and has lower case which reads better for any professional documents/website work.

*All fonts used are free for public use.

*These fonts are the only fonts that will be used in conjunction with the be you brand to ensure the brand is consistent throughout.

OUR BRAND IMAGERY.

Imagery is an important aspect of the overall impact of the be you brand identity. Our identity uses two types of imagery – brand driven images & point and shoot.

Brand imagery is focused on activity. The photos and video should promote the idea of women's performance, community and positivity.

Point and shoot can be a good way of reporting events that Be You are involved in or represent, but users should adopt a common sense approach to image selection.



BRAND IMAGERY.



POINT AND SHOOT.



ICONS



STYLE.

We have provided some examples of icons that be you use to represent the activities that we are involved in. These visual shorthands are useful where space is limited, helps to reinforce the message and useful for accessibility.

The boldness of these icons is true to our be you brand identity and can be added to in order to keep the brand consistent.

BAD PRACTICE.

When choosing the correct Be You logo for your application please consider output/file size and background colour.

There are various versions of our Be You logo to choose from, the first choice would be the main logo which can be used on front covers, powerpoint presentations, html emails and stationery items.

It is imperative that when using our logo, the proportions and colour remain unchanged and the direction of the hexagon is not rotated. Our Be You logo should never have a solid shape placed behind it as should be a stand alone against the background.



*The logo should not be placed in a solid shape.



*The logo colour should not change



*The logo hexagons should not be rotated.



*The logo should not be distorted



BRANDING IN USE: MERCHANDISE

EXAMPLES



EXAMPLES

BRANDING IN USE: WEB.

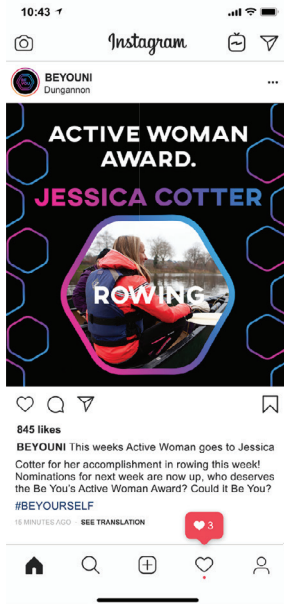
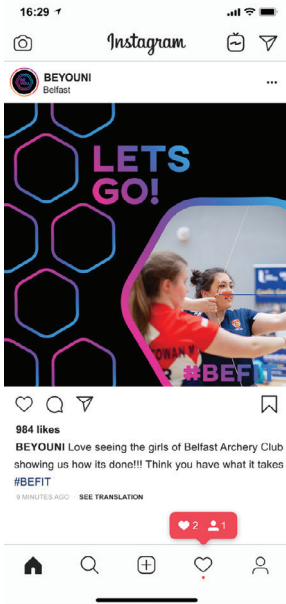


BEYOUNI.ORG

BRANDING IN USE: SOCIAL MEDIA, CERTIFICATION & PRESENTATION TEMPLATES.

If you would like to use these materials please contact us for a version of the digital templates.

EXAMPLES



VINYL BOARD DESIGN FOR EXHIBITION.

VINYL BOARDS



#BEFIT
#BEACTIVE
#BEYOURSELF



OUR PROJECT.

AFTER 10 YEARS OF THE FEMALE SPORTS FORUM, IT WAS TIME TO EVOLVE TO APPEAL TO EVEN MORE WOMEN THROUGHOUT NORTHERN IRELAND AND BEYOND. THE 'BE YOU' BRAND IS TO INSPIRE AND MOTIVATE ALL WOMEN TO GET INVOLVED IN THEIR ACTIVE COMMUNITY.

THIS NEW BRAND EMPHASISES THE ORGANISATION'S ETHOS TO EMBRACE ALL FORMS OF BEING PHYSICAL ACTIVITY FOR ALL WOMEN!

THE TEAM HAD TO BLEND THE SKILLS LEARNT THROUGH OUR INTERACTIVE MEDIA COURSE TO CREATE AND EMBRACE THE VARIETY OF DIFFERENT MEDIA OUTPUTS FROM DESIGN, FILM TO WEB DEVELOPMENT.



MEET OUR TEAM.



JENNY LINDSAY



ALEX MCQUITTY



BETHANY MCMORDIE



✉ INFO@BEYOU.NI.ORG

f BE YOU NI

@BEYOU.NI

BEYOU.NI.ORG



TIME SHEETS

TOGGL TIME SHEETS.

Projects

Show active Filter by: Client Team Project name

Bulk edit

PROJECT	CLIENT	STATUS	TEAM
Benchmarking		9 h	Memordie-B
Brand Guidelines		14 h	Memordie-B
Brief		16 h	
Class time		13 h	
Design Deck 1		19 h	Memordie-B
design deck 2		12 h	Memordie-B
Ezine		9 h	Memordie-B
Finalising		7 h	Memordie-B
Meetings with Community Partner		5 h	
Merchandise		5 h	Memordie-B
New Logo		9 h	Memordie-B

Projects

Show active Filter by: Client Team Project name

design deck 2		12 h	Memordie-B
Ezine		9 h	Memordie-B
Finalising		7 h	Memordie-B
Meetings with Community Partner		5 h	
Merchandise		5 h	Memordie-B
New Logo		9 h	Memordie-B
Pitch Deck		8 h	Memordie-B
Pitch Video		7 h	Memordie-B
Project Schedule		2 h	Memordie-B
Researching		12 h	Memordie-B
stationary		5 h	Memordie-B
video production		7 h	Memordie-B

14 d

January March May July September November

Design Deck 1	19:39:55
Brand Guidelines	14:00:00
Brief	13:24:12
Researching	12:23:18
Other	91:31:21

150h 58 min

- Pitch Deck 8:00:00
- Benchmarking (no project) 7:15:00
- Finalising Media Package 7:00:00
- Video Production 7:00:00
- Class time 7:00:00



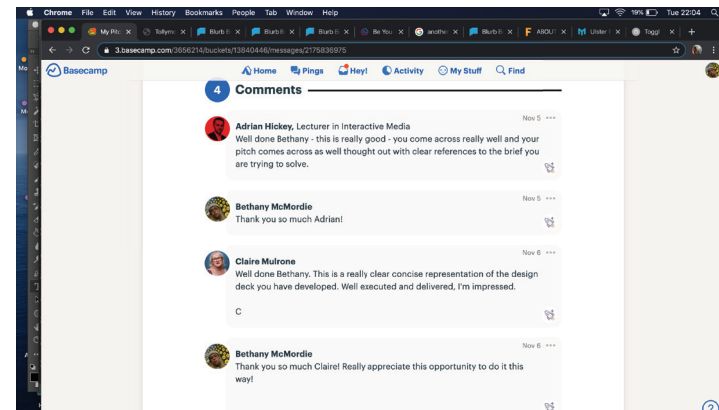
COMMUNICATION

MAIN SOURCE OF COMMUNICATION.

We knew throughout this process how important communication is and basecamp is the perfect tool to keep on top of your work through communicating to those in your team. It was a place that we set deadlines to get work done and uploaded our finished files.

Couldn't have done a project like this without it, will definitely take it into the future with me.

110



BASECAMP.

The image displays a grid of 18 screenshots from the Basecamp web application, illustrating various project management and communication features:

- Forums:** Multiple screenshots of the 'Campfire' forum, showing discussions about production materials, pitch decks, and team updates. One forum post includes a photo of a person in a boat on a lake.
- Message Board:** A screenshot of the 'Message Board' section, listing items such as 'Pitch Deck', 'Pitch Document', 'Pitch 3.0 Open Thursday 7th November Raffle', 'Contacts', 'Changes to product Partner', and 'Meeting with Client'.
- To-do Lists:** A screenshot of the 'To-do's' section, listing tasks like 'Production Deliverables', 'Upload Design Decks', 'Brief', 'Benchmarking Draft', and 'Upload PDF of Benchmarking Drafts'.
- Pitch Documents:** A screenshot of a 'My Pitch Document' page, showing a document titled 'Pitch Deck' by Anthony McMorris.
- Production Materials:** A screenshot of a 'Production Materials' page, displaying a grid of various production-related items like 'Photograms', 'Logo on website', 'Footage', 'SMS Communication Screenshots', 'Research', 'Final Production Pitch', 'Potential Filming Dates', and 'Production Materials'.
- Calendar:** A screenshot of a calendar view showing dates from Tuesday, December 19, to Friday, December 21.
- Summary and Design Decks:** A screenshot of a 'Summary of Pitch Deck' page, showing a grid of design decks and materials for 'Alex's Production Materials', 'Barney's Production Materials', 'Jenny's Production Materials', and 'Visual Boards'.



EVALUATION

During this whole process I have been responsible for several roles including a lot of research, creating the chosen logo, designing the chosen website, merchandise and stationery with Alex's colour palette and designing their ezines and social media.

It has been an extreme journey getting to where the brand is now, we have went through big bums such as the organisation not being keen on our name pitches to close to none of the clubs being able to get the footage due to winter conditions. This didn't stop us from trying to do our best with what we could get and try to achieve the highest standard that we could achieve.

This process has taught me a lot about what it is like to deal with a real client and what is the best practice for when I am to pitch and show my ideas. How to write a brief, how to design up brand guideline and project schedules will be so helpful for me in the future. The mock-up process helped me visualise my work and ideas and made it easier to create a visual identity around them.



The whole rebrands made me excited to keep creating things for their brand, such as the certificate, presentation slides and the social media, I was highly motivated to go that extra mile to ensure the success of this project. I hope this is proven to the client and that they are proud of the things we have achieved.

We worked to a tight schedule and it taught me to manage my time more efficiently and to compromise when things can meet that time schedule. I felt like as a team we worked well co-ordinating different tasks.

It has been extremely rewarding to see how far we have taken this organisation through this rebrand. Seeing the organisation go from Female Sports Forum, a quite dated brand and visual identity to BE YOU a modern take on a Women's Active Community through all their platforms.

It has been a privilege to get this experience and working for an amazing real-life client, it will be such a impressive piece for my portfolio of work that I will be extremely proud to have for when I graduate.



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