

The logo features the word "yeHa" in a white, rounded, lowercase font. The letters are set against a speech bubble background with a vertical gradient from orange on the left to purple on the right. The speech bubble is surrounded by abstract red and pink shapes, including a large triangle and a circle. A solid pink rectangle is located in the top right corner of the page.

yeHa

Youth Education Health Advice

# Production Log

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Interactivity for Social Enterprise  
2019

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# Introduction

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## What is the Project

For this project myself, along with two of my fellow classmates, Catherine and Jade, will be working with a community partner.

The community partner we are working with is The YeHa Project.

The YeHa project is a youth centre which supports young people's health and well being in North Belfast.

In this project, as a group, we are creating a new visual identity for YeHa, e.g. new logo, website, merchandise, etc.

This project will be over a 12 week semester, a launch will be taking place at the end. The

launch allows us to present what we have achieved and hand over a pen drive to the community partner with everything they will need to maintain and keep up their new visual identity.

Throughout this production log I will go through what YeHa currently have. The brief based on what the community partner said they would like during the meeting we had with them. I will also do benchmarking which will involve looking at website for other youth centres to see what they do and don't do right, to know what to include on the new website we will create for YeHa.

I will then go through designs and mock ups for how I think their new visual identity should be, the community partner will then pick which design out of myself and my fellow classmates they like the best and think suits how they want YeHa to be represented.

We will then work through the design to create a high end and professional looking brand new visual identity that YeHa will go on to use for the foreseeable future.

# Project Schedule

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After meeting the community partner we came up with a schedule that we aim to stick to in order to complete the project in

the designated amount of time, 12 weeks, we have been given. Below shows the schedule with the list of the tasks we have to do,

the actions we have to do to complete those tasks, and what week we aim to have them done.

Phase	Task	Actions	Completion
<b>Scoping Project</b>	<ul style="list-style-type: none"> <li>Benchmarking</li> <li>Developing the brief from the initial meeting with community partner</li> </ul>	<ul style="list-style-type: none"> <li>Content Analysis</li> <li>Technical Analysis</li> <li>Analysing existing functionality</li> <li>Collecting Visual Resources</li> </ul>	Week 3
<b>Project Proposal</b>	<ul style="list-style-type: none"> <li>Analysis of user &amp; client needs</li> <li>Developed data from client meeting &amp; benchmarking process</li> <li>Create brief</li> </ul>	<ul style="list-style-type: none"> <li>Define project goal</li> <li>Finalise all content decisions</li> <li>Assess limitations of proposal</li> <li>Develop production schedule</li> </ul>	Week 4
<b>Design Phase</b>	<ul style="list-style-type: none"> <li>Pitch Design deck</li> <li>Client decides what design to take forward</li> </ul>	<ul style="list-style-type: none"> <li>Create design deck which answers the brief; logo design &amp; colour palette analysis</li> <li>Gather feedback from client on the designs</li> </ul>	Week 5-6
<b>Paper Prototype</b>	<ul style="list-style-type: none"> <li>Plan how the site is going to look by creating a site map and wire frames</li> </ul>	<ul style="list-style-type: none"> <li>Create wire frames</li> <li>Create landing and inner page artworks</li> </ul>	Week 6-7

Phase	Task	Actions	Completion
	<ul style="list-style-type: none"> <li>Plan on video content</li> <li>Design for pop up banner</li> </ul>	<ul style="list-style-type: none"> <li>Create storyboards for video work</li> <li>Create pop up banner</li> </ul>	
<b>Development</b>	<ul style="list-style-type: none"> <li>Develop website</li> <li>Film video content</li> </ul>	<ul style="list-style-type: none"> <li>Coding &amp; validation - design for functionality</li> <li>Content populations - artworks/banners &amp; videos</li> <li>Film/edit video - add motion graphics</li> </ul>	Week 8-9
<b>Testing</b>	<ul style="list-style-type: none"> <li>Upload the site &amp; test functionality of the site and if all elements work effectively</li> </ul>	<ul style="list-style-type: none"> <li>Cross Platform &amp; browser testing</li> <li>Test for navigational issues</li> <li>Video testing</li> </ul>	Week 10-11
<b>Adjustments</b>	<ul style="list-style-type: none"> <li>Make necessary adjustments</li> </ul>	<ul style="list-style-type: none"> <li>Implement changes to the site based on the response from the testing phase</li> </ul>	Week 11
<b>Launch</b>	<ul style="list-style-type: none"> <li>Launch the final site along with video content, pop up banner etc.</li> </ul>		Week 12

# Meet the Community Partner

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## The YeHa Project

The YeHa Project was founded in 2007. We meet with Sean Devlin to give us more of an idea of what he wanted for the project in terms of refreshing current content or creating new content.

The things we spoke about doing were:

- Website refresh
- Logo refresh
- Hoodies/Polo Shirts
- Info Card
- Letterheads
- Video/Motion Graphics about The YeHa Project
- Pop-Up Banner

The YeHa Project supports young people in North Belfast aged 12-24 to tackle issues affecting their health & emotional well being. Their work with young

people embraces the core principles of youth work with therapeutic approaches.

They offer a range of programmes including:

- Counselling
- One to One Support
- Support Groups
- Training & Education
  - Open College Network

They have two main programmes which are:

- Aspire
  - 14-16 year old at risk of fallen out of education
- Breakthrough
  - Focus charity
  - Targets students who are being excluded from school

They work with 5

schools across North Belfast in which they have mentoring scheme where 6th formers are trained in mentoring and are an advocate between the younger students and The YeHa Project. Each of the student in this programme wear hoodies with the YeHa logo on the front and a Peer Mentoring logo on the sleeve, Sean spoke with us and said that because we are refreshing the logo we would need to redesign the hoodies for these students and any other members of the project who may wear these hoodies.

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## Current Logo



This is YeHa's current logo. They have had this logo since they first started in 2007. YeHa were happy to let us change the logo.

They are looking for a newer more modern logo, that represents YeHa and what it's all about. The logo is very grungy

looking and needs a newer fresher look and feel to it.

## Current Website



This is YeHa's current website. It is very grey and boring. It isn't very youthful for a youth centre.

It doesn't show off

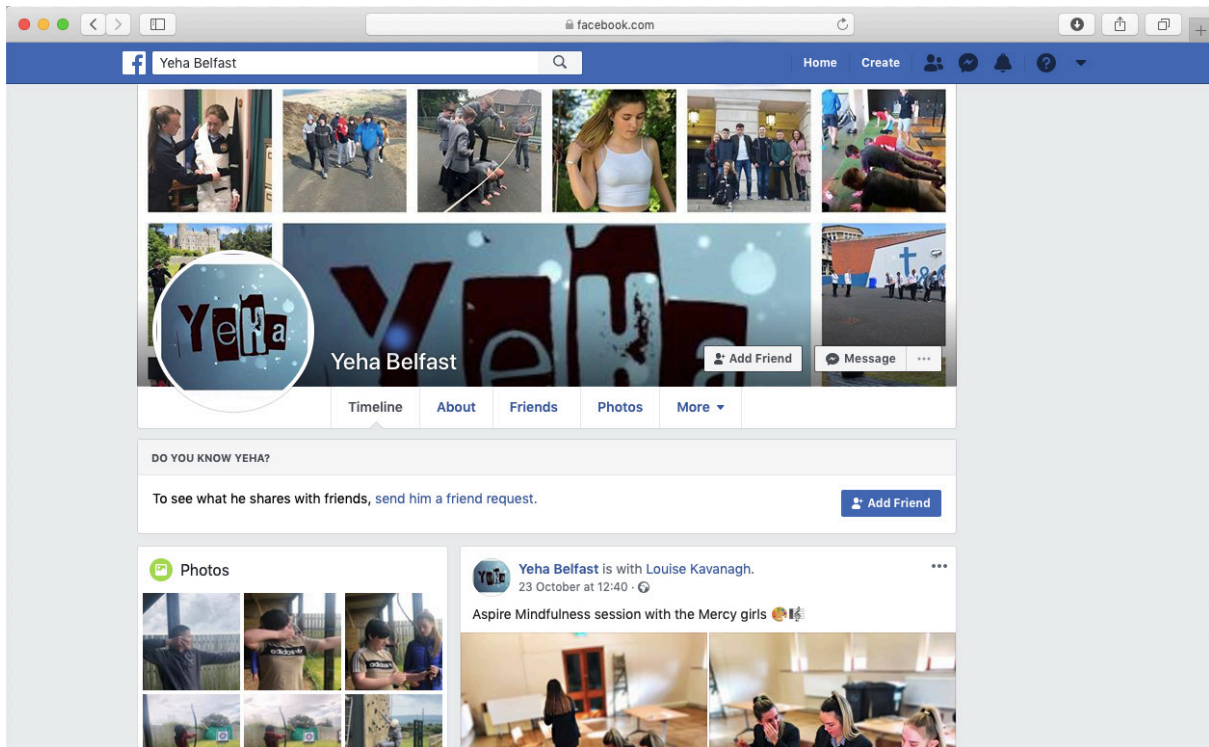
what YeHa do with the young people that they help, there are very few pictures, all of which are of low quality.

The website is just black

and white and does not showcase their logo anywhere.



## Current Facebook



This is YeHa's current Facebook page. They do keep their page up to date, however some of the images are not of great quality, though

it does showcase what YeHa actually do, unlike their website. What they need to do is to post photos to their website and keep

their website the same way they keep their Facebook page up to date.

# Benchmarking

## Comparing Websites

Category	Features	YMCA	Reach Out UK	Youth Action	Macs
First Impressions	Aesthetics	Use 'Hero' images to represent youth services	Use 'Experience' images slider to represent youth services	Use 'Experience' images slider to represent youth services	Text Heavy first impression
	Identifiable Target Audience	On front page	On front page	On front page	On front page
	Identifiable Aim	On home page	On home page	On home page	On home page
Look & Feel	Retina (HD Ready)	Images and logo are	Images, videos and logo are	Most images are	Most images are
	Responsive	Yes	Yes	No	Yes
	Content in Prime Position	Image	Image slider	Image slider	An event
	Body text font	Sans-serif	Sans-serif	Sans-serif	Sans-serif
	Logo Placement	Top left	Top left	Top left	Top left
Technical	Content management system	Wordpress	Wordpress	Independent hosting	Wordpress
	Analytics embedded	Google analytics	Google analytics	Google analytics	Google analytics

## Comparing Websites

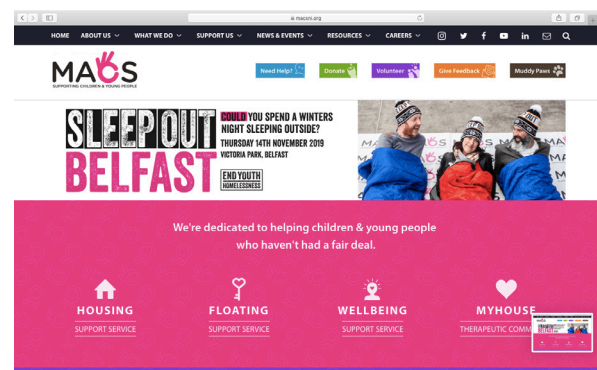
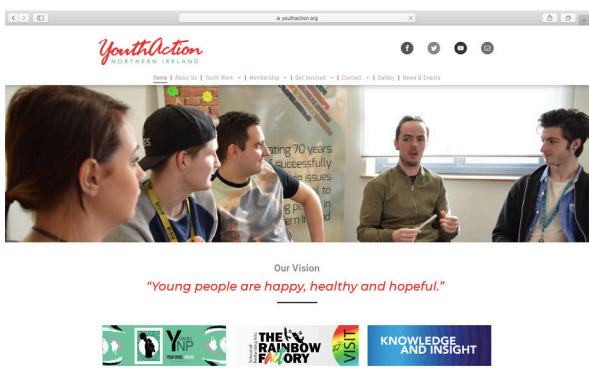
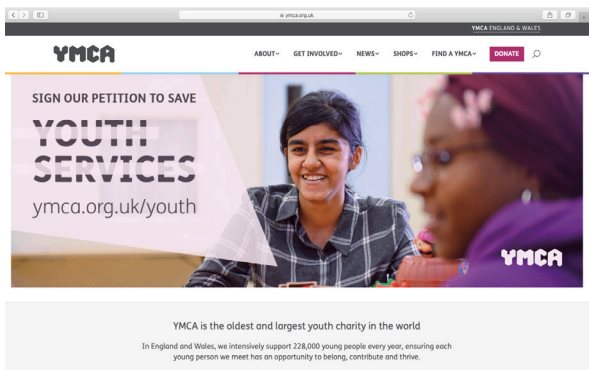
Category	Features	YMCA	Reach Out UK	Youth Action	Macs
Navigation	Primary Menu Format	Drop down	Drop down	Drop down	Drop down
	Primary Menu Position	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Means of getting to the top of the page	Top of the page function	None	None	None
	Site map	None	Exposed in footer on every page	None	None
	Bread crumbs	No	Yes	No	Yes
	Contact Us	In the footer	In the footer	In the primary menu	In the header (not clear)
	No. of clicks to Contact Us	One	One	Two	One
Content	Explanation of service	Two clicks	On home page	On home page	On home page
	Evidence of outdate content	Yes, blog posts from 2015	Yes, posts from 2017	Yes, images from 2014	Yes, news posts from 2014
	Social Media	Links in footer	Links in footer	Links in header and footer	Links in header and footer

## Comparing Websites

Category	Features	YMCA	Reach Out UK	Youth Action	Macs
	<b>FAQs Sections</b>	No	Yes, in the Level Up Experience drop down	No	No
	<b>Privacy Policy</b>	Yes, in footer	Yes, in footer	Yes, in footer	Yes, in footer
<b>Search</b>	<b>Search</b>	Yes, in header	Yes, in header	No	Yes, in header
	<b>Type of Search Button</b>	Drop Down	Text	-	Pop Up
<b>Functionality</b>	<b>Load Time</b>	4.5 s	6.9 s	3.7 s	5.1 s
	<b>E-mail Subscriptions</b>	Yes, e-mail updates	Yes, newsletter	No	No
	<b>Multilingual</b>	No	No	No	No
	<b>Number of languages other than English</b>	None	None	None	None
<b>Accessibility</b>	<b>How many font types</b>	One	One	Two	One
	<b>Clear &amp; Accurate Headings</b>	Yes	Yes	Yes	Yes

## Comparing Websites

Category	Features	YMCA	Reach Out UK	Youth Action	Macs
	Are links visually distinct	Yes	Yes	Yes	Yes
	Link underlining	Yes	No	Yes	No
	Hyperlinks change colour if visited	No	No	No	No
<b>Overall Score</b>		36%	48%	30%	27%



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## Summary

On benchmarking websites for Youth Charities across Northern Ireland, England & Wales it is clear from the overall scoring that the Reach Out UK has the best example of a website design. Reach Out UK has a clear home page that tells users what their aim for their charity is. It has clear pictures and heading that allow the user to navigate easily. Out of all the features we would expect to see on this particular website category, Reach Out UK scored 48%, this is still a low score, meaning that they could still improve their website.

The YMCA is the second highest scoring website against the features we would expect to see. Although the score, 36%, still isn't great. The layout of the primary menu was very good, simple and easy to navigate round. The links to other pages of

websites are very clear and are the clearest of all the websites. This website involved having the user to do two clicks to the about page to find out the explanation of the service, whereas the rest all had the explanation on the home page

. The Youth Action website and the Macs website were very close in score with the Youth Action having a few more points.

The Youth Action page, has a score of 30%, it is very simple and has a basic colour scheme. However, on the home page there is a lot of information, which requires the user to scroll down a lot, and there is no means of getting to the top of the page once the user has scrolled down, so the user has to scroll all the way back to the top again once finished. There are a lot of images, which show

the user all the charity has to offer, however some of the images are not great quality. This website had the fastest loading speed out of them all.

The Macs website scored the lowest, 27%. There was a lot of information on this website, which could be hard for a user to navigate round, without the use of a site map. The contact us page was very hard to find as it wasn't labelled it was just an icon of an envelope. Like the Youth Action page the Macs website has a lot of information with no means of getting back to the top function.

All of the websites have drop down menus, which can be hard for a user to navigate through, as they could be unsure as to which category the sub category they are looking for is under.

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All off the website have evidence of outdated content, with the Youth Action and the Mac having the oldest

content dating back to 2014. This content can be seen as irrelevant and is taking up space on the website, which

can also confuse the users.

## Conclusion

Whist doing this benchmarking process we have found elements of good practice in the features we would expect to find.

Out of all of the websites the Reach Out UK

performed the best in the most areas.

By doing this benchmarking it allows us to have a clear view of other youth charities website in order to help YeHa improve

their website so they can have the highest benchmark score out of all the youth charities.

# Brief Document

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## 1. Introduction

YeHa supports young people's health and well being in the North Belfast area. They run a variety of programmes tailored towards those struggling with exclusion, mental health issues, well being issues and at risk of falling out of education.

## 2. Objectives

Our objective is to create a new visual identity for YeHa, starting with a refresh of the logo. We will also create a website for YeHa as their main objective is to attract new funders and to showcase their successes and promotes the services they provide. We will create a video or motion graphic that targets the audience and represents what YeHa do in a creative way.

## 3. Deliverables

We will deliver a fully functional website, that caters to the target audience in order to secure YeHa with more opportunities for funding. We will create a video/motion graphic illustrating the journey of a service user through the programmes YeHa offer. We wish to do something similar representing the journey to becoming a volunteer as this will convey the value of the work they do in the local community and the benefit it has on the lives of young people.

As YeHa attend talks and visit schools, we will develop an information card that can be handed out easily among possible service users that includes the details of YeHa.

We will create a range of stationery such as report templates,

post templates and PowerPoint templates. As YeHa visit different locations we will also create a pull up display.

As YeHa have active services users, volunteers and mentors we will create a range of merchandise such as hoodies and polo shirts that will display the new logo.

Overall, we will create a new visual identity complete with brand guidelines and a new logo, to be used for the relaunch of YeHa as well as stationery and a pull up banner.

## 4. Target Audience

The target audience has been identified as mainly funders. We aim to develop a website, portfolio and video that promotes the services and work of YeHa, in order to appeal to funders. Aside from funders, we believe it



would be beneficial for the website to contain all the programmes YeHa run, as it may be beneficial for service users or possible volunteers.

## 5. Benchmarking

After completing the benchmarking process, in which we analysed similar youth charities around the UK, we discovered key trends and limitations and see a clear opportunity to improve YeHa so that they can have the best features incorporated into improving their site.

The highest scoring website we identified was Greater Manchester Youth Network, scoring 56%. This website had good contemporary features and was user friendly in terms of functionality. It had shared features with other charity non-profit websites such as having the

identifiable aim and target audience present in the home page. It had a consistent style between being approachable for users but also maintaining professionalism.

However, the website was text heavy with information and some of the feature images were blurry or bad quality. There was no search bar option, in order to be more user friendly this feature needs to be implemented.

## 6. Tone

We aim to create a balance between professionalism and fun. Professionalism to attract the funders and fun to attract service users. It is important we create a logo which represents what YeHa does, and that is creative in order to give service users a sense of identity.

YeHa's main focus is on the health and well being of young people, we will take into consideration sensitive issues when using tone throughout the website, pop-up banner, etc.

## 7. Budget

Word Press - £48 a year for the personal package. £84 a year for the premium package. £240 a year for the business package. Deluxe Pull-Up banner - £125  
Standard Pull-Up banner - £65  
Info Cards - 100, £33.50, £45.  
Hoodies with Embroidered Logo minimum order of 12 will cost £18 each including VAT.  
Polo Shirts with embroidered Logo will cost £11.64 including VAT.

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## 8. Schedule

On week 6, Monday 28th October - Friday 2nd November, we will each present a pitch document displaying the designs that we each think meet the brief the best.

It will then be decided which design pitch meets the criteria; this will be the design we will use to further develop the desired deliverables. All desired deliverables will be finalised in week

12, Monday 9th - Friday 13th December for physical materials to be printed in order to be presented at the exhibition which takes place on Thursday 9th January 2020 at the Ulster University Coleraine campus.

## 9. Team Members

Jade Bailey  
- Graphic Designer,  
- Videographer.

Catherine Morren  
- Website Designer/ Developer  
- Videographer

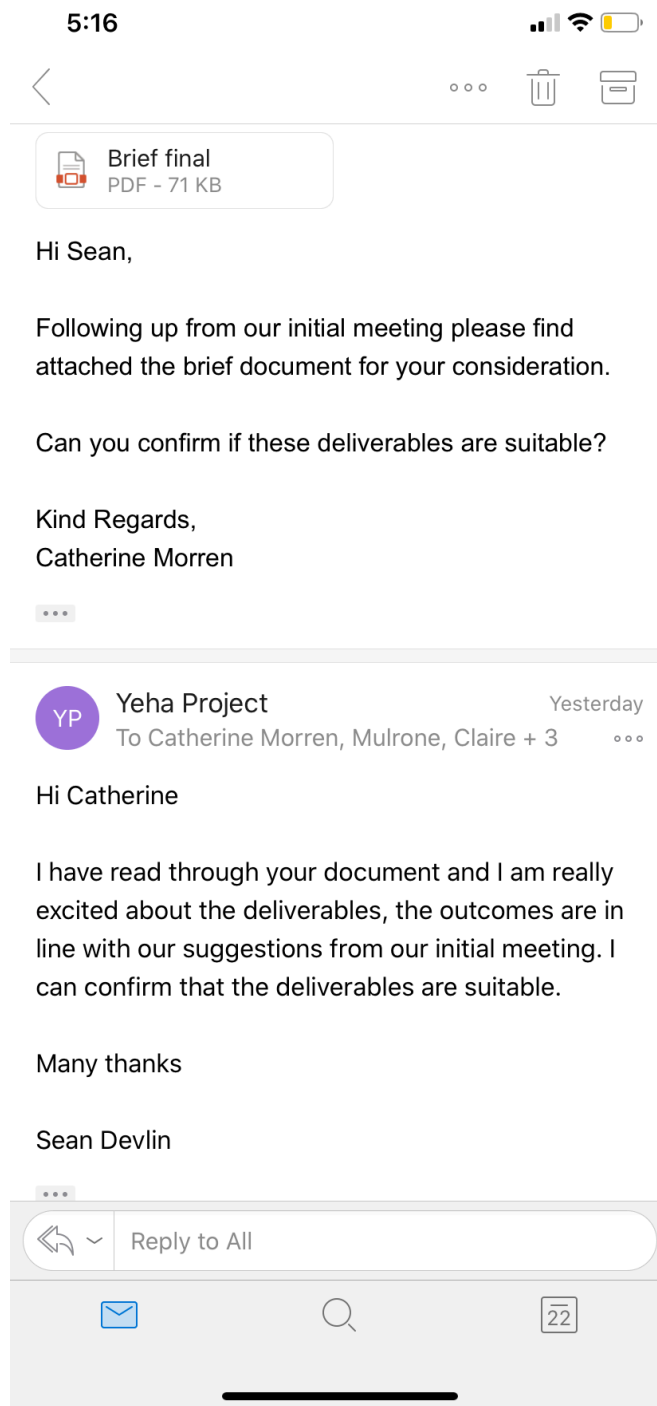
Chloe Rae  
- Website Designer/ Developer  
- Motion Graphics

Adrian Hickey  
- Creative Director

Claire Mulrone  
- Project Manager

# Community Partner's Response

## Response to Brief



# New Visual Identity

## Inspiration



<p><i>blue</i></p> <p>TRUST SMART CALM FAITH NATURAL STABLE POWER</p>	<p><i>red</i></p> <p>LOVE IMMEDIACY ENERGY SALE PASSION ANGER HUNGER</p>	<p><i>black</i></p> <p>BOLD RICH POWER MYSTERY ELEGANCE EVIL STRENGTH</p>	<p><i>green</i></p> <p>SOOTHING ECO-FRIENDLY NATURAL ENVY JEALOUSY BALANCE RESTFUL</p>
<p><i>yellow</i></p> <p>CHEER ATTENTION CHILDISH FRESH WARMTH ENERGY OPTIMISM</p>	<p><i>orange</i></p> <p>HEALTH ATTRACTION STAND OUT THIRST WEALTH YOUTHFUL HAPPINESS</p>	<p><i>pink</i></p> <p>TENDERNESS SENSITIVE CARING EMOTIONAL SYMPATHETIC LOVE SEXUALITY</p>	<p><i>purple</i></p> <p>ROYAL MYSTERIOUS ARROGANT LUXURY CHILDISH CREATIVE SADNESS</p>



# THE FOREGEN



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## Colour Palette



### Yellow

#fcfe58

Yellow represent freshness, optimism, energy and attention.



### Blue

#90e2ee

Blue represents trust, calm, stable and power.



### Purple

#5016bb

Purple represents creative, luxury and mysterious.



### Green

#8cf758

Green represents soothing, balance and restful.



### Red

#f75858

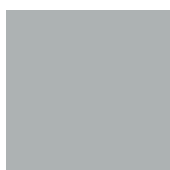
Red represents passion and energy.



### Orange

#efb35d

Orange represents health, wealth, youthful and happiness.



### Grey

#adb3b4

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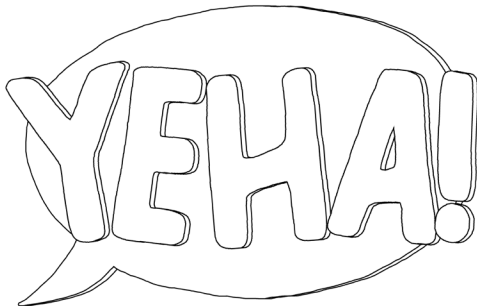
**Logo 1**



**Logo 2**



**Logo 3**



# First Logo Ideas

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## My Logo Design

The font I chose was The Foregen font which is a fun and bold font, it is clear and easy to read.

To make the logos stands out I have made each of them have a 3D element.

I have given two options of the each design for the community partner to pick from. One has the tag line and one does not. I thought by having the option of no tag line, it would be better for the likes of the polo shirt and hoodies where the tagline could be too small to read. Another reason could be if they just wanted to use the plain logo with no text on it, incase of a heavily text based page.

### Logo 1

YeHa is based in an area in North Belfast, I took inspiration from the outline of the North Belfast. So I decided to incorporate that into

the YeHa logo. I put the outline of North Belfast in the background with the YeHa written on top. Then on the second option I have the tagline written below it.

### Logo 2

I again took inspiration from the outline of the North Belfast, but this time I decided to use the outline of North Belfast as the point on the exclamation mark. The choice behind the exclamation mark was because it gives it a fun element. It sounds like its shouting, which makes it exciting and fun. I put the YeHa written on top part of the exclamation mark, going down the way. Then on the second option I have the tagline written along side the exclamation mark.

### Logo 3

YeHa are a group which talk to young people

to help them, they have many mentoring schemes and one to one support groups, so I used a speech bubble for the shape of the logo. So it looks like some one is saying YeHa, whilst also tying in the element of conversation used in their mentoring programmes and one to one support groups. I put the outline of the speech bubble in the background with the YeHa written on top. Also for this logo I rotated the letters so that it added a bit more to the design, rather than just have them straight. Then on the second option I have the tagline written below it.

### Mock Up

I have put each of the logos on different mock ups:

- website
- hoodie
- polo shirt

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Logo 1



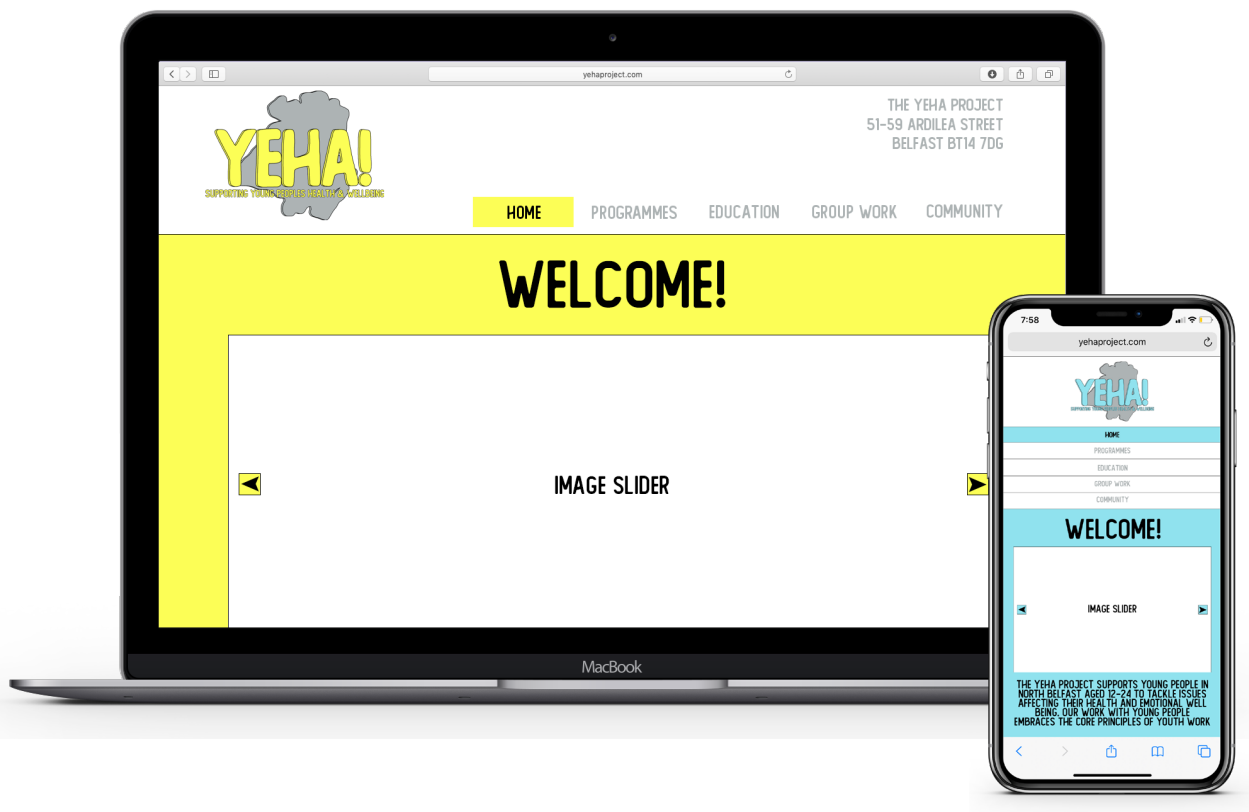


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Logo 1



## Website Mock Up



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## Hoodie and Polo Shirt



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Logo 2

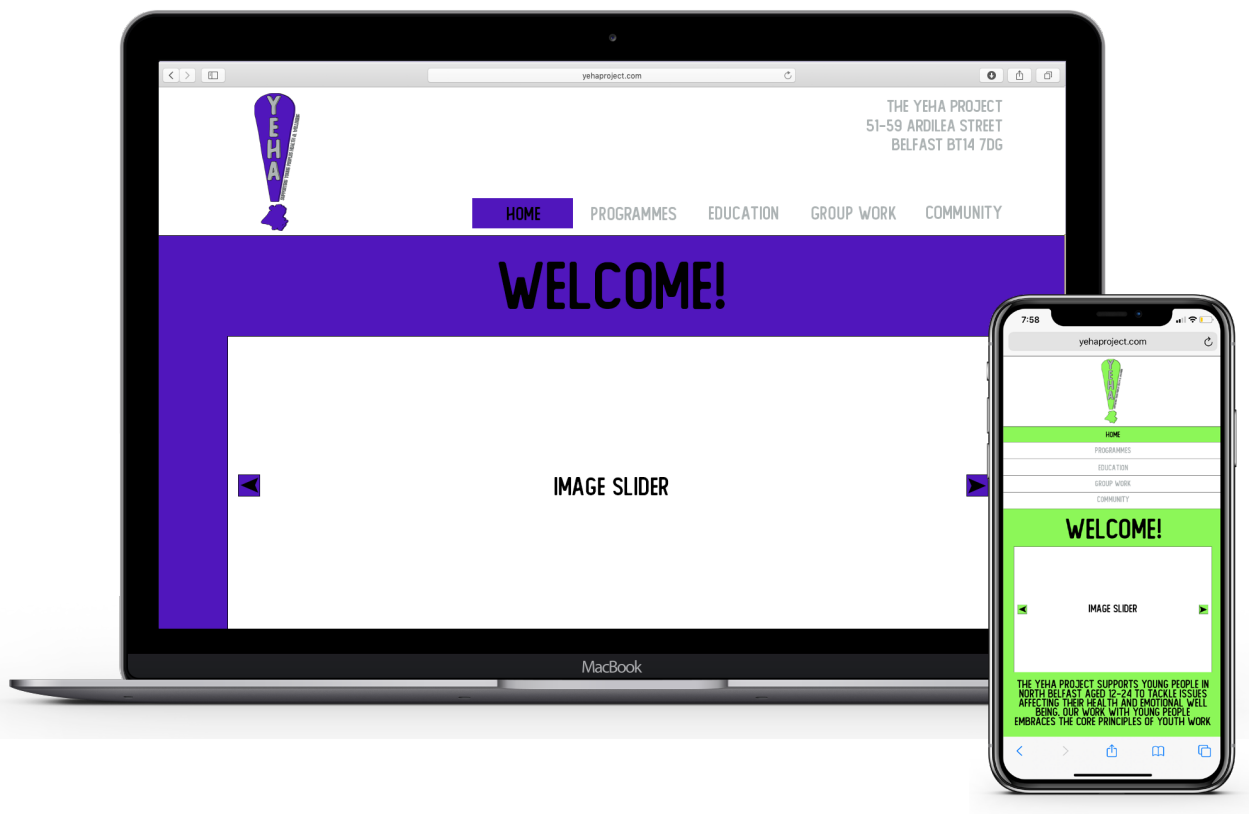


Logo 2



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## Website Mock Up



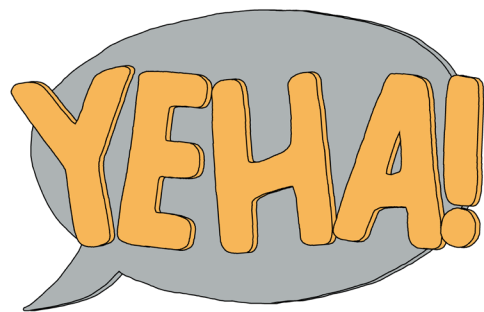
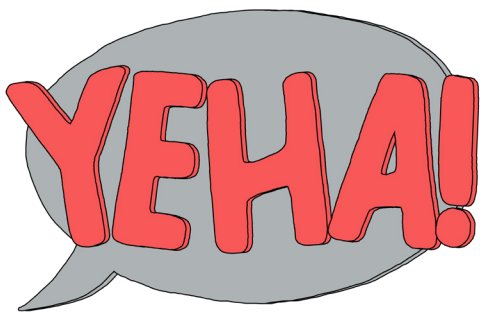
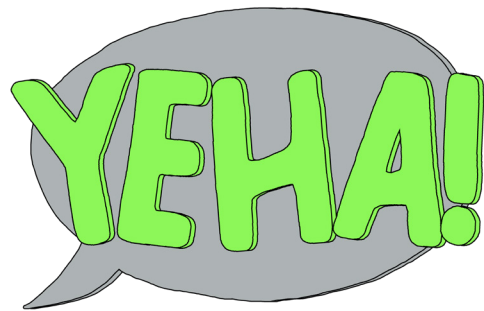
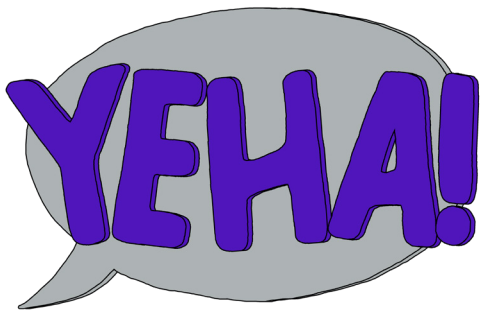
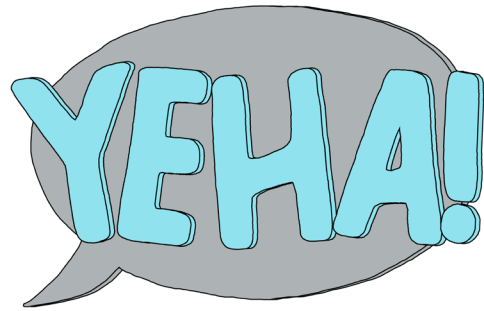
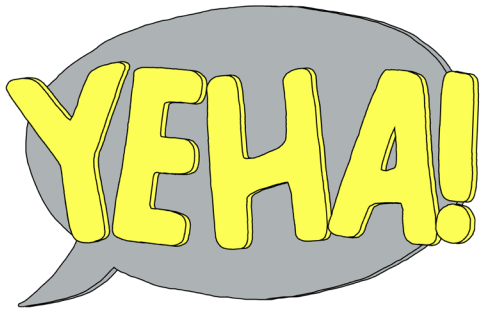
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## Hoodie and Polo Shirt



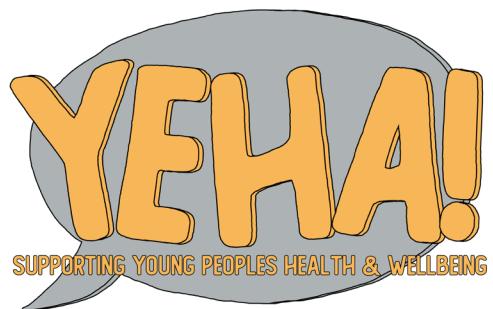
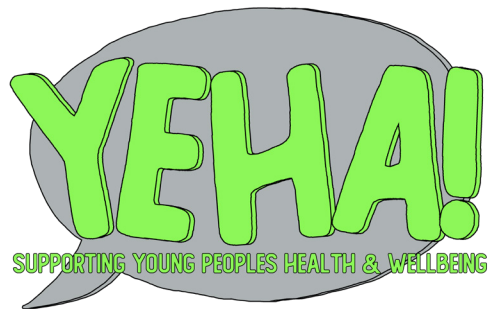
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**Logo 3**



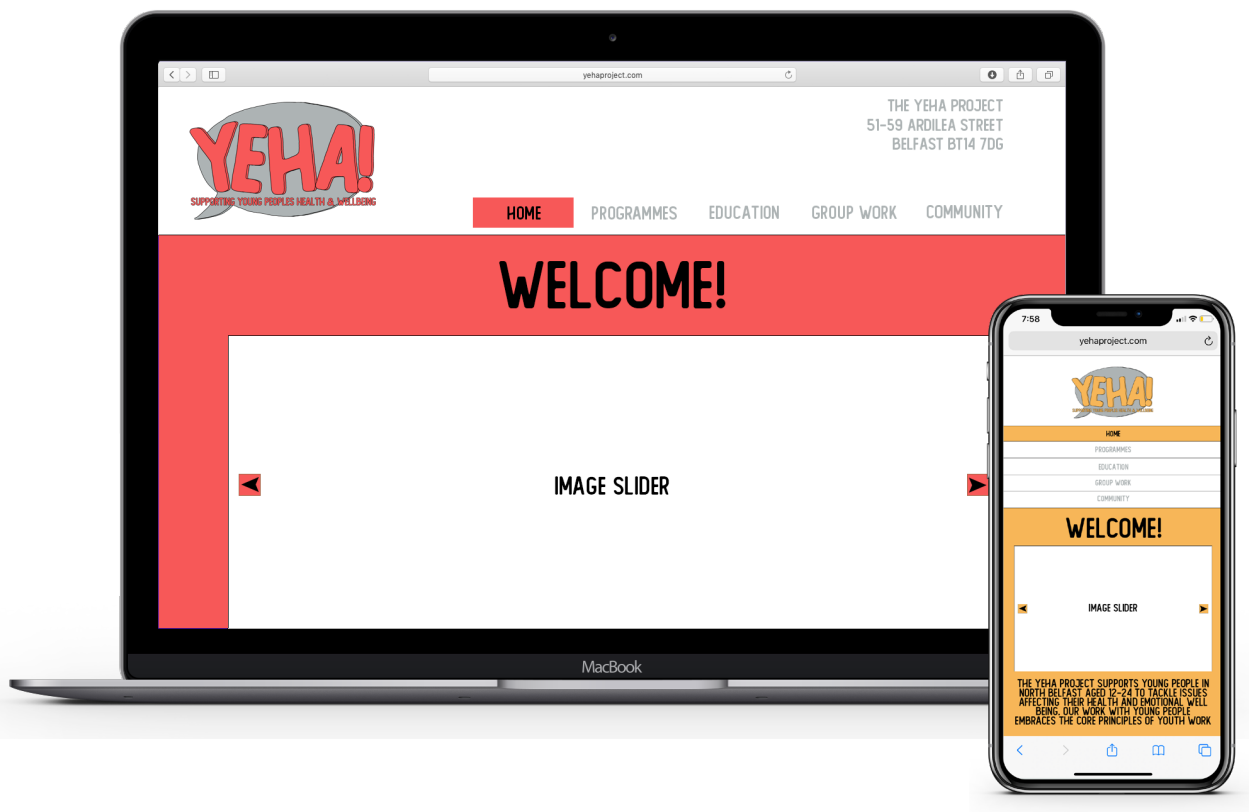


Logo 3



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## Website Mock Up



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## Hoodie and Polo Shirt



# Second Logo Ideas

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## My Logo Design

After speaking with Adrian and Claire they gave me feedback on each of my logos. The first feedback for all the logos was that the grey seemed to dull and didn't stand out that much, so to fix that I changed the colour from grey to black to which enabled all the different variation of colours for the letters to stand out more.

Also instead of having the tagline on it, we decided we should have what YeHa stands for which is Youth Education Health Advice rather than the tagline, because not that many people are actually aware of what YeHa stand for.

### Logo 1

The feedback for this was, Claire advised me that yes YeHa are set in North Belfast, not everyone in North Belfast use the service, it is only certain areas

in the north of Belfast that use the services provided by YeHa. Adrian made the suggestion of marking on the logo the location of where YeHa was in North Belfast, I didn't want to make the dot obvious so I made it simple yet still noticeable and I made it match the colour of the letters.

### Logo 2

The feedback for this was that because it was done portrait it could be harder to use as it could be awkward for placing on things like the website. However they did like the idea of it, they just agreed it could be awkward and hard to use. The changes I made to this one were instead of making the letters the colour I made the exclamation mark the colour and the letters black, so they stand out against the coloured background.

### Logo 3

The feedback for this one was that to try it with a border of a speech bubble rather than just the block colour. I tried two options for this one, the one with the black background and then one with the outline of the speech bubble. Out of the three logos this was seen as most suiting of the brief and emphasise what YeHa do with the conversational element, as YeHa are a group which talk to young people to help them relating to their one to one support groups.

### Mock Up

I have put each of the logos on different mock ups:

- website
- pull up banner
- stationery
- hoodie
- polo shirt

---

Logo 1



YEHA!



YEHA!



YEHA!



YEHA!



YEHA!



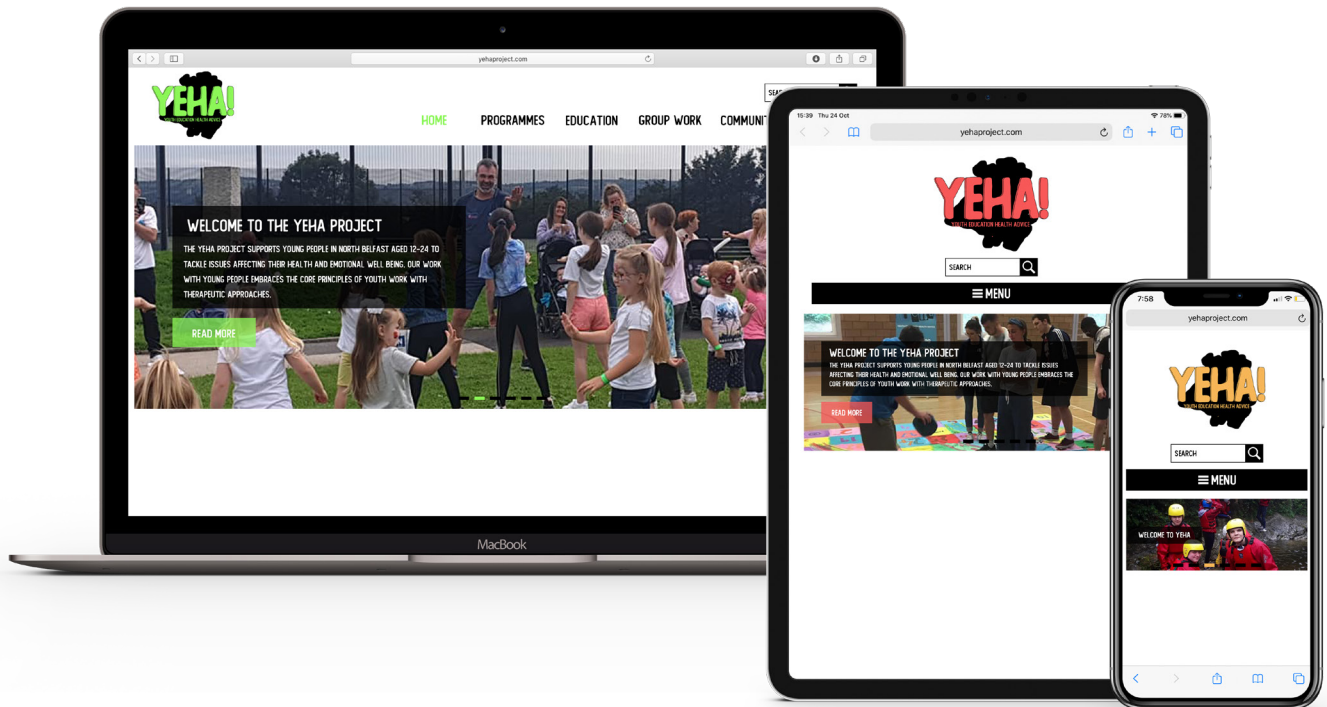
YEHA!

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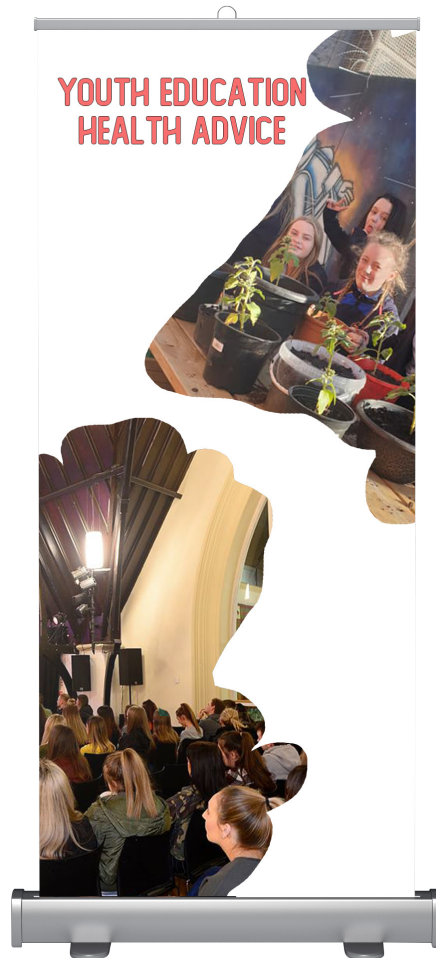
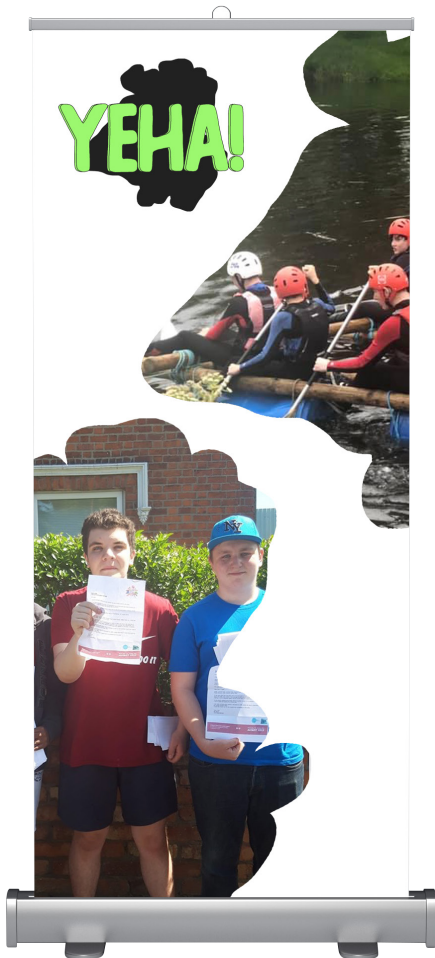
Logo 1



## Website Mock Up



## Pull Up Banner





## Stationery



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## Hoodies



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## Polo Shirt

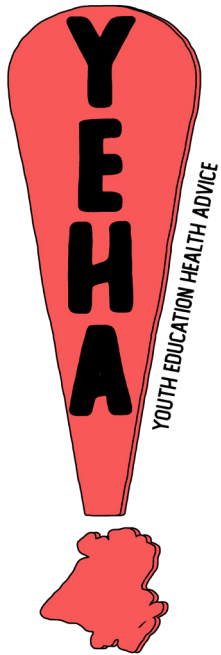


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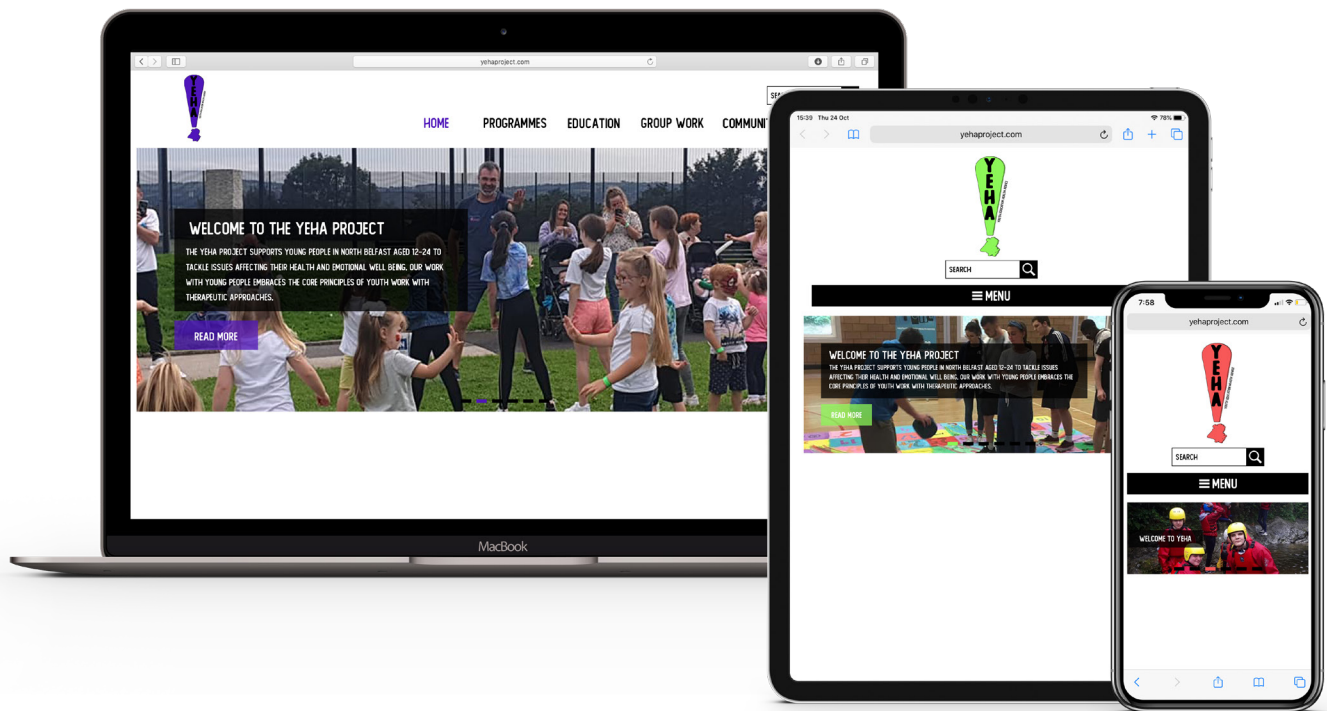
Logo 2



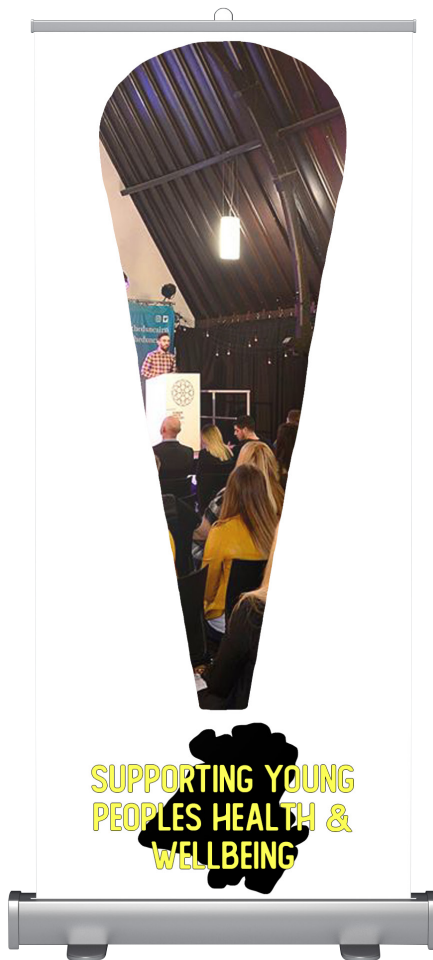
Logo 2



# Website Mock Up



## Pull Up Banner



# Stationery





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## Hoodies



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## Polo Shirt



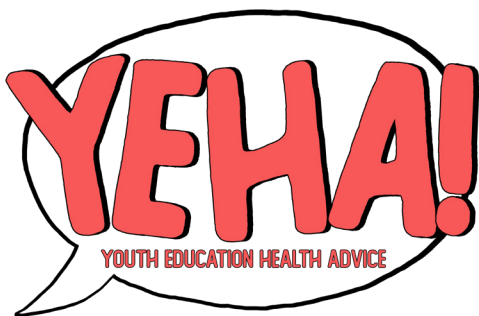
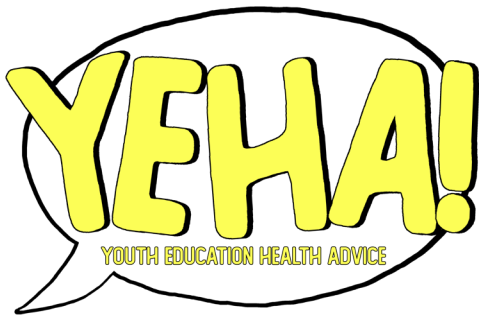
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Logo 3



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Logo 3



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Logo 3

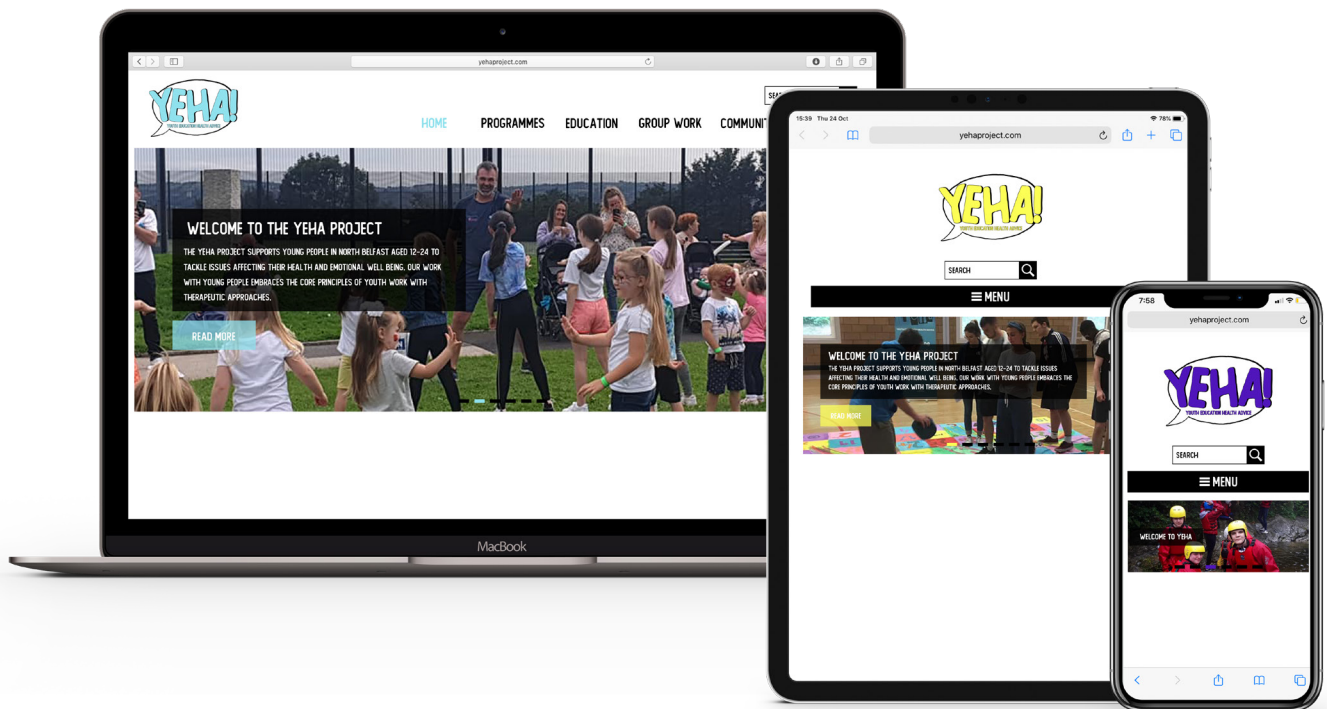


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Logo 3



## Website Mock Up



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## Pull Up Banner





## Stationery



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## Hoodies



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## Polo Shirt



# Final Logo Idea

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## Final Logo Design

The logo that I will pitch to YeHa is my logo 3 idea. I chose to go with the version with the speech bubble outline as the main logo and

then use the black background design one for the hoodies and polo shirts, so they stand out more. I was advised by Claire and Adrian

to make the colours brighter to make them stand out even more. Below are the new colours and their hex codes.

## Colour Palette



**Yellow**

#fff100



**Blue**

#00aeef



**Purple**

#92278f



**Green**

#8cf758



**Red**

#ed1c24



**Orange**

#f7941d

## Mock Ups

I have tidied up each of the mock ups and I have put each of the logos on different mock ups:

- website
- pull up banner

- stationery
- hoodie
- polo shirt

I have also included the frames for the GIFF that will preview during the

pitch to the YeHa, to allow them to see a bit of motion to the logo.

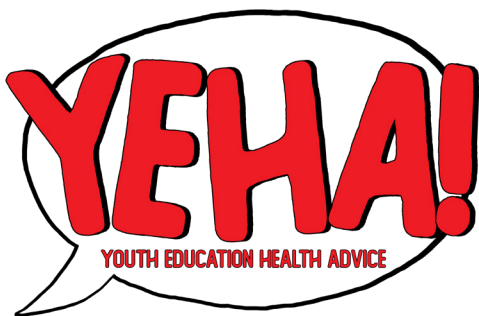
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## Final Logo Design



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**Final Logo Design**

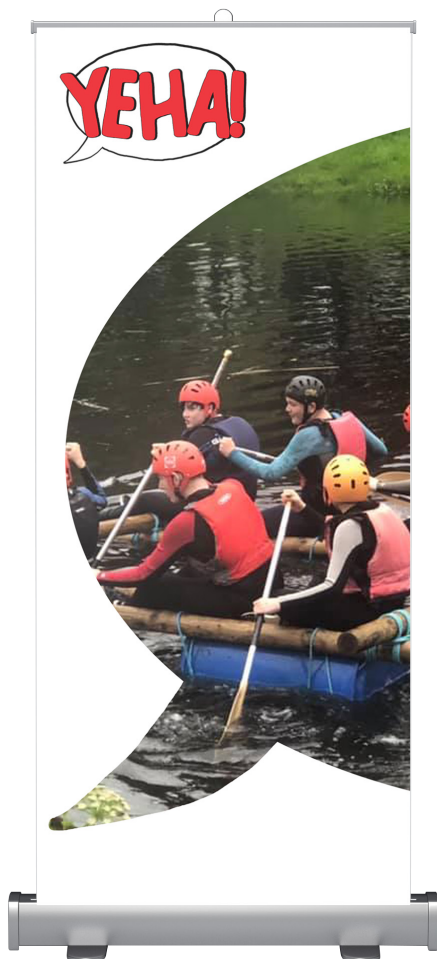


# Website Mock Up



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## Pull Up Banner





# Stationery



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## Hoodies



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## Polo Shirt



GIFF

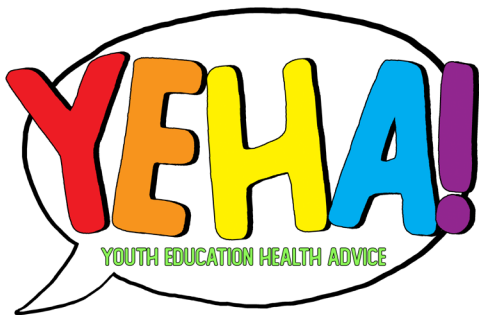
Frame 1



Frame 2



Frame 3



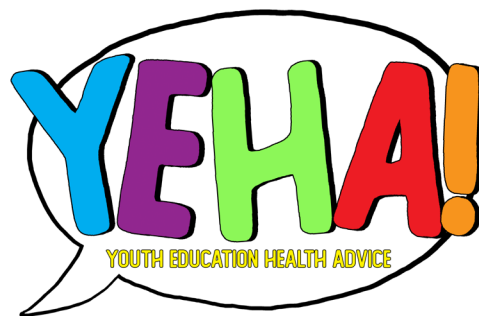
Frame 4



Frame 5



Frame 6



# Pitching the Logos

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## Feedback

### Logo

Tag line has to be on the logo - Adds significance to the logo.

Logo needs to attract key audience.

#### My logo:

- Bubbly.
- Attracts kids.
- Speech bubble has a soft effect.
- However it can appear too youthful, aimed more at young people (under 16s) isolates service users in there 20s.

#### Catherine's logo:

- Really liked the boldness of the colours.
- The crisp design.
- Though the font choice was too sharp/harsh.

#### Jade's Logo:

- Speech bubble showed the conversational element.
- Font was a soft font.
- Liked the gradient colours.

#### Community partner chose:

Jade's logo.

### Website

User guidelines to be created to act as a tutorial,

They liked the

- Animated statistics under the hero image.
- 4 statistics highlighting the achievements of YeHa in one colour.
- 4 Youth programmes icons under the statistics.
  - Youth -Education
  - Health -Advice

Need to identify a colour for each of the categories.

#### Community partner chose:

My web template, with Jade's theme.

### Banner

- Incorporate old tag line on pull up banner.
- 'Supporting young peoples health and well being'.
- Logo needs more

presence on the banners.

- Liked the bold colours of the banners, would like to incorporate more text.

#### Community partner chose:

Jade's layout with the incorporation of my text element of what YeHa stood for and their old tagline.

### Clothing

- Hoodies to match the colours in the gradient logo.
- Black and white/Grey scale logo on the coloured hoodies, so logo is not lost in the colours.
- Polo shirts to have the same design as the hoodies.

### Stationery

- Community partners liked the black notebook featuring the logo, with the colourful business cards.

# Final Logo

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## About the Logo

This logo has a dynamic style. It has a great incorporation of the exclamation mark and the use of a speech bubble and hand

written style type as it gives the logo a more personal appearance. Below are the new colours, their hex codes, their CMYK codes and

what the colours look like as a gradient.

## Colour Palette



### Yellow

#ffE600  
CMYK: 3 4 91 0



### Light Purple

#b21f93  
CMYK: 40 92 0 0



### Orange

#e94d28  
CMYK: 0 81 88 0



### Dark Purple

#6c268a  
CMYK: 79 89 3 0



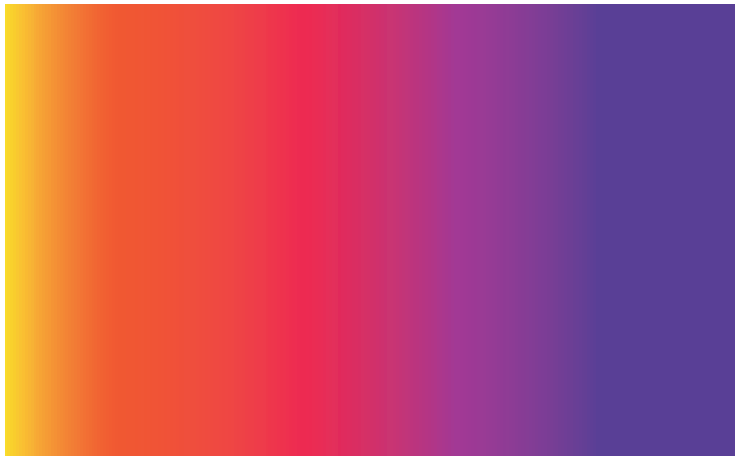
### Pink

#e81545  
CMYK: 0 95 6 0



### Blue/Green

#61bb95  
CMYK: 63 0 52 0



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## Final Logo Design



## Website Mock Up





## Pull Up Banner



# Stationery



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## Hoodies



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## Hoodies



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## Polo Shirt



# Work Allocation

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## What needs to be done

- Set Film Dates
- Book Equipment
- Reply to YeHa
- Storyboard Video & list of questions
- Film Video
- Edit Video
- Add motion graphics
- Email YeHa regarding domain name & website content
- Create website and add content
- User Guide
- Brand Guidelines

## Chloe Rae

- Storyboard Video
- Create Interview Questions
- Film
- Motion Graphic
- Edit Video/Audio
- Website
- User Guide

## Catherine Morren

- Storyboard Video
- Create Interview Questions
- Respond back to YeHa regarding film dates & domain
- Book Equipment
- Film
- Website
- User Guide

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## Jade Bailey

- Storyboard Video
- Create Interview Questions Film
- Motion Graphics
- Edit video/ Audio
- Brand Guidelines

# Filming

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## Video Research

In the first meeting with Sean we asked him if he would like a video created which would represent YeHa, and the programmes they offer and what they do in their local community.

We suggested that we would display this on their new website and their Facebook.

We all were in agreement that this type of content would be important in the relaunch of YeHa, as it can represent and show what YeHa do and is a different element to have on the website for

both funders and the young people to see.

In the discussion about the video we suggested doing a service user experience in an interview format with motion graphics added to the video to make it more contemporary, appealing and interesting for people to watch.

We started to consider and brainstorm more ideas in how to layout the video. Our first idea was to open with the video with the logo, then have a motion graphic with the young peoples

voice narrating over the video, as this would be capturing someone's experience who has taken part in YeHa.

So from our group meeting the key things we agreed upon was that it needed to be eye catching and captures an experience but also informing the user of what YeHa does.



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## Filming Dates

### Friday 29th November 2019

#### Location

- AYE (Ardoyne Youth Enterprise), Flax Street, Belfast

#### What will be happening

- This session will have the girls engaging in a community give back.
- The girls will be decorating boxes for Christmas hampers that will be donated to St. Patrick's soup kitchen.
- The girls will write positive messages of hope and then fill the boxes with food.

### Monday 2nd December 2019

#### Location

- The Community Hall at St. Marks Church of Ireland - 119 Ligoneil Road, Belfast

#### What will be happening

- This group will be participating in a session around Life maps.
- The group had requested some therapeutic art based work alongside mental health awareness.
- YeHa have created a session where the girls will creatively map out their life from when they were born until now.
- They will look at all of the things that they have accomplished and overcome within their lives.
- This correlates with the message of mental health as it will look at their journey up to now and how it shapes their perspectives about themselves and their futures.

### Thursday 5th December 2019

#### Location

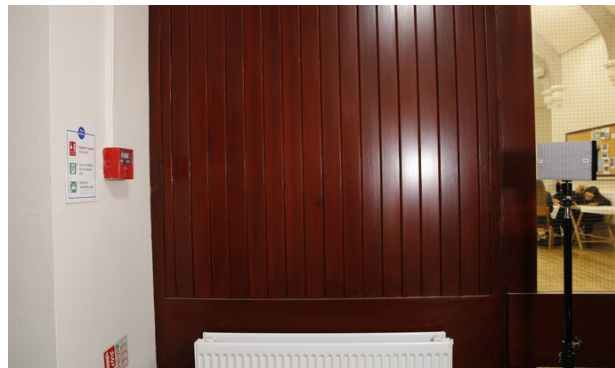
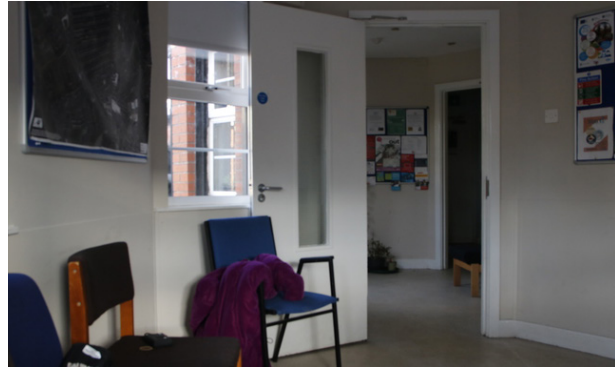
- Flex Fitness and the YeHa building, 51-59 Ardilea Street, Belfast

#### What will be happening

- The boys are taking part in a fitness class in Flex Fitness.
- The boys are learning how to use gym equipment safely and they are gaining an OCN (Open College Network) qualification in this.

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## Recce Images



Recce Images



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## **Interview Question**

We asked a number of the young people questions based on their time in YeHa below are those questions:

- How long have you been coming to YeHa?
- What do you enjoy most about YeHa?
- Have you made any new friendships since coming to YeHa?
- Have you learnt any new skills at YeHa?
- Has YeHa been a positive experience for you?
- Do you think you will continue your journey with YeHa?
- Do you enjoy working on community projects?
- Do these activities have a positive effect for you?

We asked a few of the staff questions based on their time in YeHa below are those questions:

- How long have you been working with YeHa?
- What do you enjoy most about YeHa?
- Do you feel that the young people learn any new skills at YeHa?
- Do you feel like YeHa been a positive experience for the young people?
- Do you feel like that the community projects the young people work on are effective?
- Do you feel these activities have a positive effect on the young people?

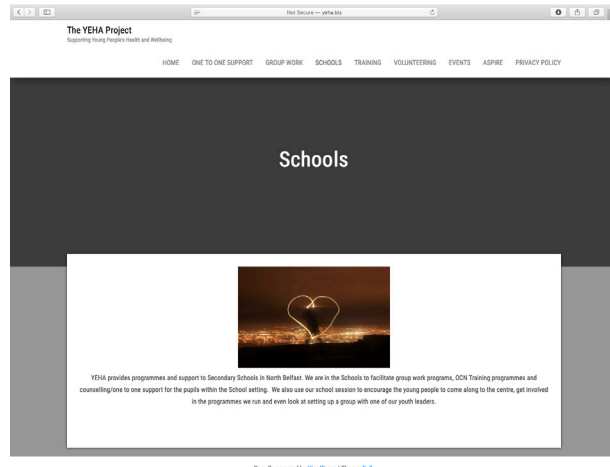
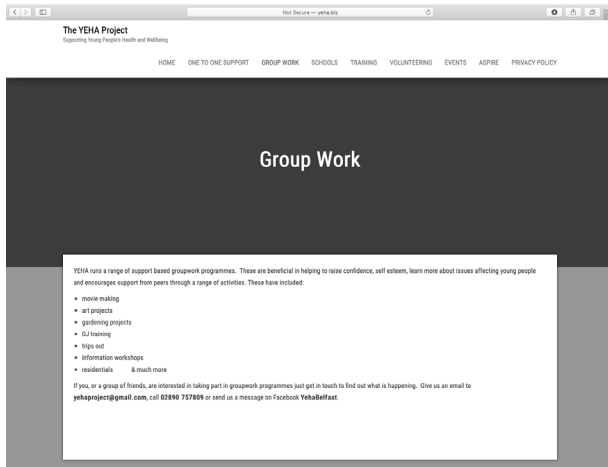
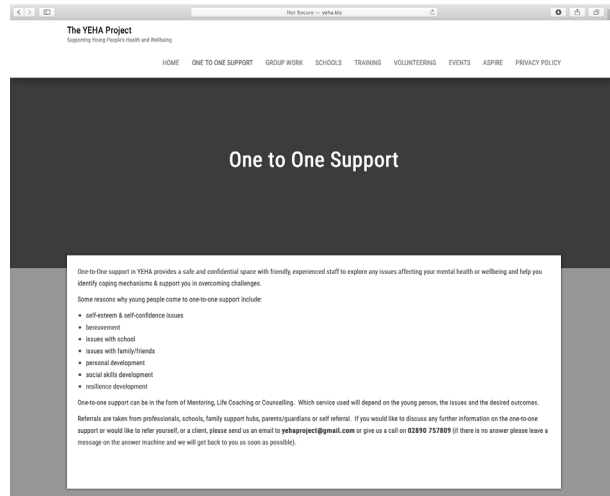
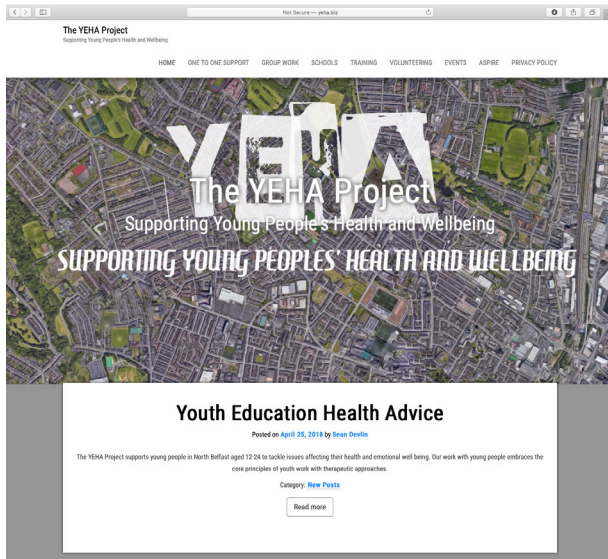
# Storyboards

## Trailer - Paper Drawing

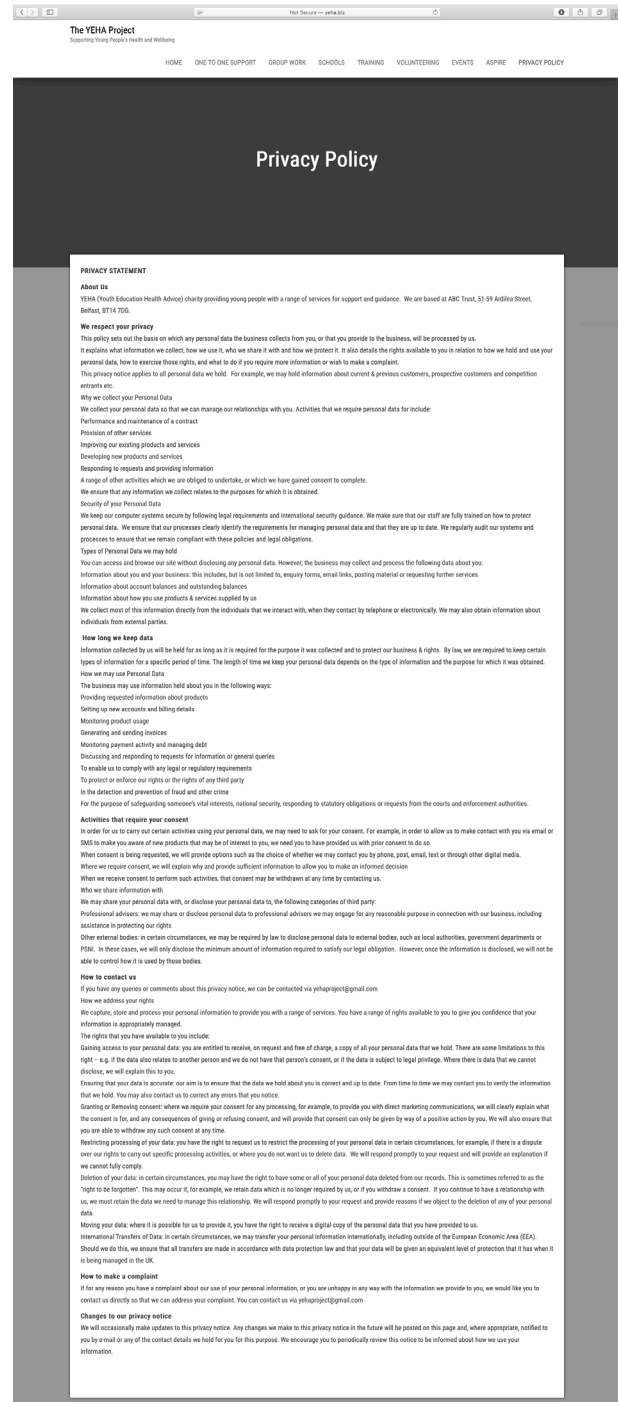
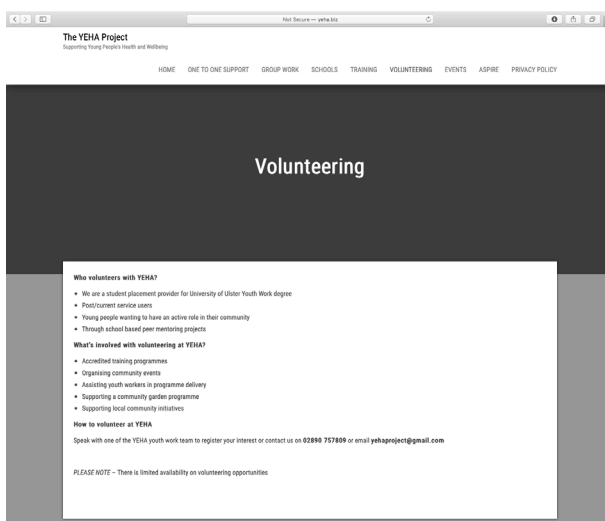
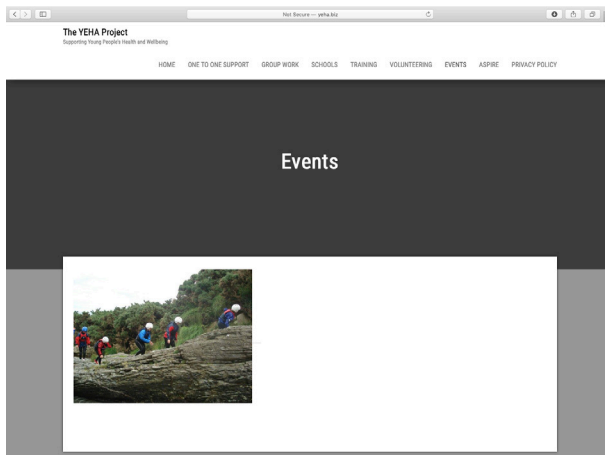
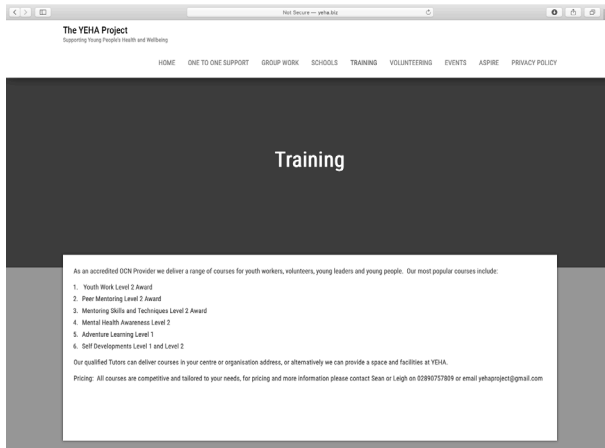


# Old Website

## What it looked like

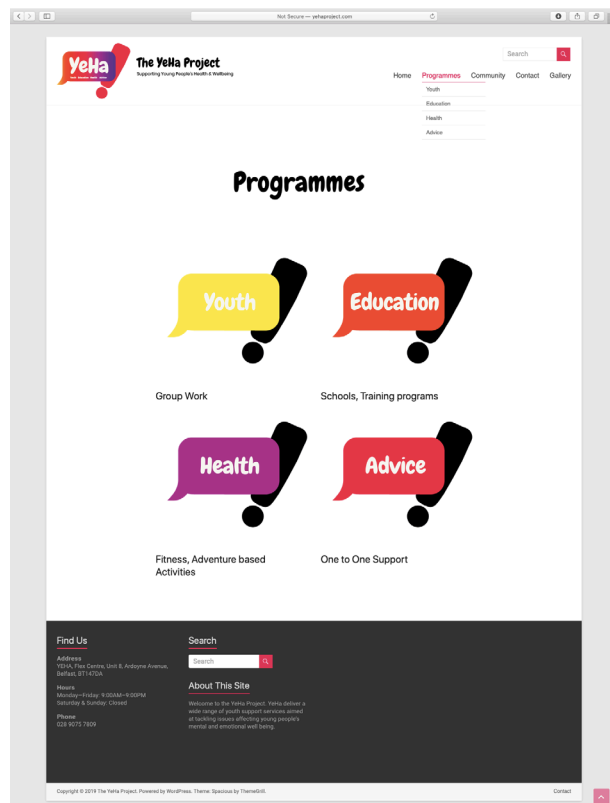
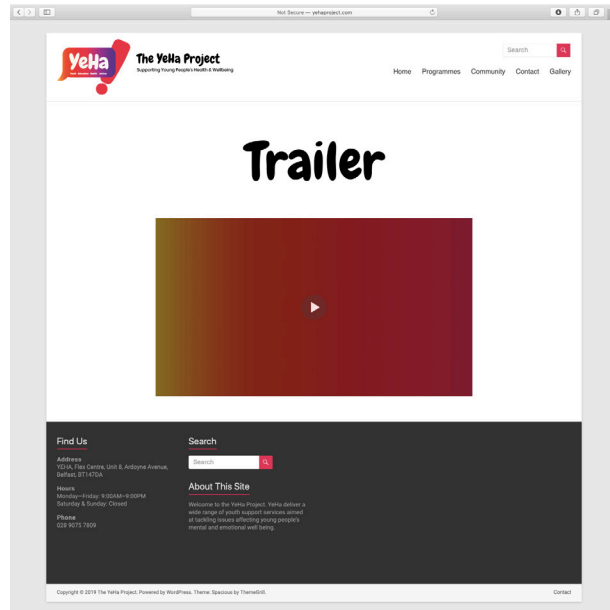
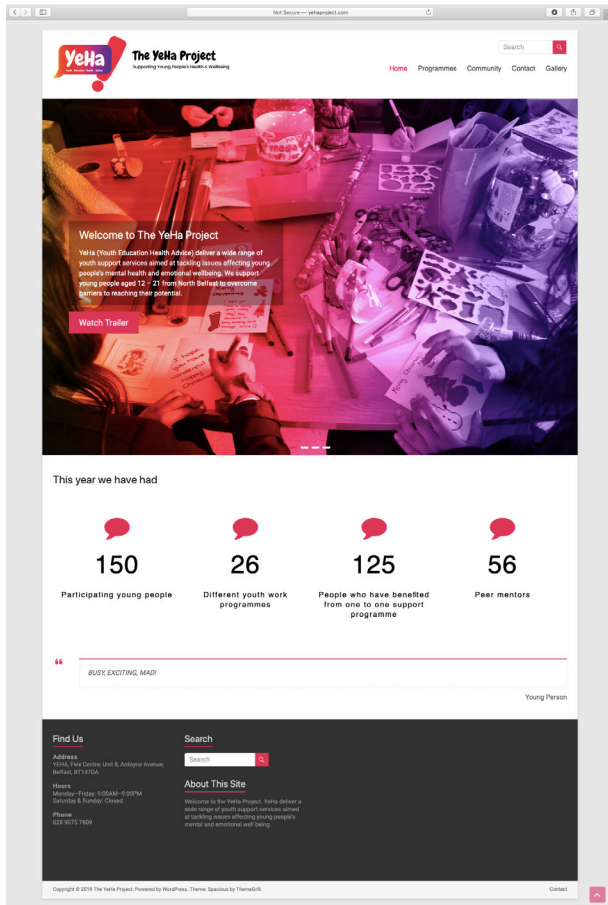


## What it looked like



# New Website

## What it looks like





## What it looks like

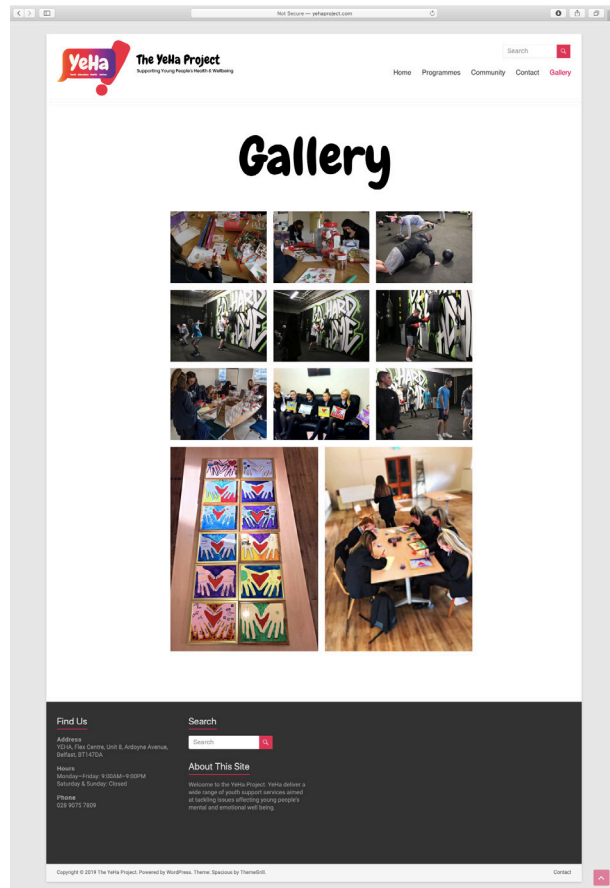
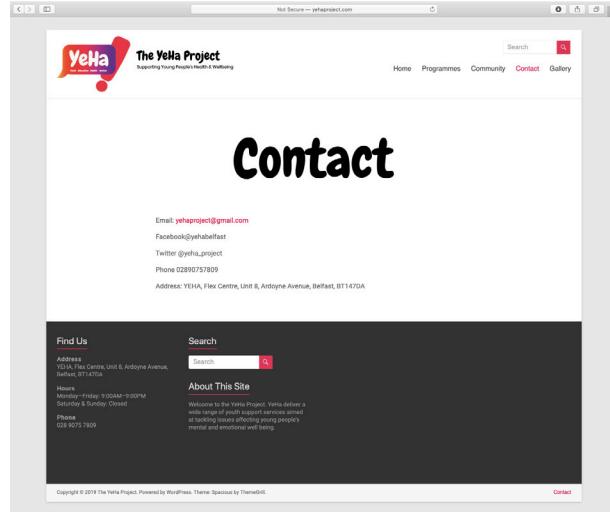
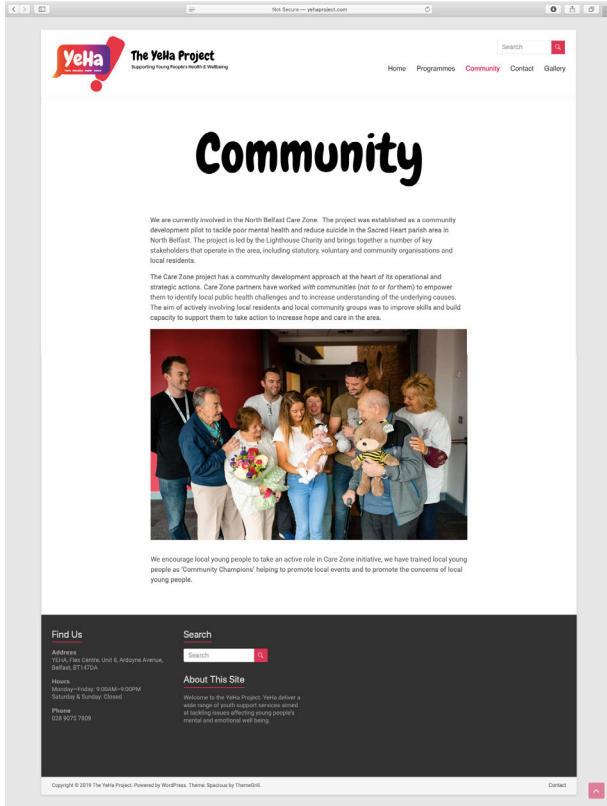
The screenshot shows the 'Youth' page of The Yeha Project website. The header includes the logo, navigation menu (Home, Programmes, Community, Contact, Gallery), and a search bar. The main heading is 'Youth'. Below it is a photo of a group of young people working together at a table. The text describes the wide range of opportunities available for young people aged 12-21 from North Belfast, listing benefits such as increasing confidence, learning about issues, and gaining support. A 'Programmes' button is visible. The footer contains contact information, a search bar, and an 'About This Site' section.

The screenshot shows the 'Education' page of The Yeha Project website. The header is identical to the Youth page. The main heading is 'Education'. The text describes support for Post-Primary Schools in North Belfast, mentioning programs like ASPIRE, Breadthrough, and Canzone Schools. It lists training programs such as Youth Mentoring, Youth Work, Health and Fitness, and Adversity Learning. A 'Programmes' button is visible. The footer contains contact information, a search bar, and an 'About This Site' section.

The screenshot shows the 'Health' page of The Yeha Project website. The header is identical to the Youth page. The main heading is 'Health'. The text describes fitness and adventure-based activities, listing programs like Exercise and Nutrition, Adventure Learning, and Fitness Classes. It mentions a partnership with Flex Fitness Belfast. A 'Programmes' button is visible. The footer contains contact information, a search bar, and an 'About This Site' section.

The screenshot shows the 'Advice' page of The Yeha Project website. The header is identical to the Youth page. The main heading is 'Advice'. The text describes one-to-one support provided by trained staff, listing issues such as self-esteem, bullying, and family issues. It mentions that referrals are taken from professionals and schools. A 'Programmes' button is visible. The footer contains contact information, a search bar, and an 'About This Site' section.

# What it looks like



# Trailer Video

## Screenshots

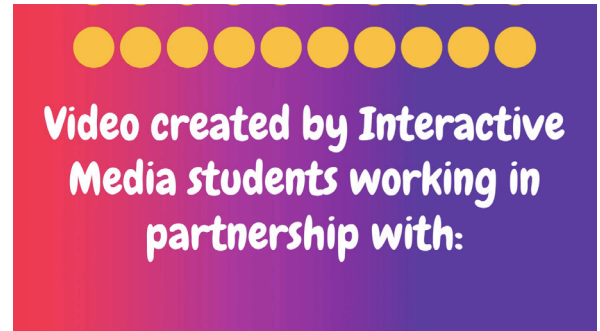


## Screenshots



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## Screenshots



# Vinyl Boards

## What are they?

For our exhibition in January we, as a team, had to create two vinyl boards for our display.

The exhibition is when our community partner will see the final visual identity and all we have

created to go with it.

**YeHa**  
Youth Education Health Advice

**Supporting Young People's Health & Wellbeing**

**What do YeHa do?**

YeHa (Youth Education Health Advice) deliver a wide range of youth support services aimed at tackling issues affecting young people's mental health and emotional wellbeing. We support young people aged 12 - 21 from North Belfast to overcome barriers to reaching their potential.

**In the past year YeHa have had:**

- 150** participating young people
- 26** different youth work programmes
- 125** people who have benefited



 **YeHa Belfast**  [www.yehaproject.com](http://www.yehaproject.com)

## What are they?

On the boards we have explained what YeHa does. We have also included a picture of

one of the activities they, the new website, hoodie and polo shirts, our process on how we

got there, alongside pictures of us as a team.

### The Team!

Jade Bailey



Catherine Morren



Chloe Rae



### What we did!

In order to create a new logo for YeHa it was important for us to capture what YeHa represents to the local community and to the youth workers. We identified the key emotional aspects that YeHa represent such as safety, fun, positivity, youth, communication, friendly, etc, and used these to pick a colour scheme. We chose to use a gradient effect to capture all the emotional aspects and create a contemporary style. We decided to use a speech bubble to emphasize the conversational tone as part of the logo as YeHa provides counselling and mentoring programmes. An exclamation mark was added to the end of the logo to represent the excitement and fun that YeHa have to offer.

We delivered a fully functional website, that caters to the target audience in order to secure YeHa with more opportunities for funding.

We have also created a video/motion graphic illustrating the journey of a service user through the programmes YeHa offer. YeHa engages in talks and presentations at local schools, to ensure potential services users have contact information we created a multi purpose information card that can be used by all YeHa staff.



As a team we created a new visual identity for YeHa, including brand guidelines, a new logo, a new web site with a user guide, a portfolio of images that highlight the work of YeHa, three pull up banners which capture the work that YeHa does for the community and a range of stationery, hoodies and polo shirts that will display the new logo.

YeHa plan to relaunch there new visual identity in early 2020.



# Final Thoughts

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## Communication

I feel like the communication between us as a team was very good and very consistent. We worked well and always discussed with each other and kept each other in the loop, everyone knew what they had to do and what everyone else was doing. We were always helping each other with feedback on each others work.

We as a team used Basecamp as well as a Facebook messenger group chat to keep in contact with each other through out this process.

We communicated well with the community partner, YeHa. We got information that we required of them in the desired time period we had asked for it. They were always helpful in giving us the information that was asked for. When it came to the dates for filming they gave us a detailed list of what they were doing and where they will be on each of the dates. Also when it came to meeting with YeHa face to face they were always very helpful and friendly.

We used email to keep in contact with YeHa throughout the process.



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## Team Work

The team consisted of myself, Jade and Catherine.

As a team we worked effectively. We were organised and had everything done for when it was assigned to be completed.

For the pitch to the community partner each of us presented a logo that was in fitting with the brief and that suited the community partner well. The community partner was very pleased with what we had pitched and loved all three of the designs.

In terms of work load, we assigned equal roles and split the work evenly. We made sure that everyone was happy with their role. We helped each other when we needed it.

Everyone pulled their weight and we all worked equally and together as a team.

I think the team I was working with were very good to work with and I'd be happy to work with them again in the future if the occasion arose.

---

## Visual Identity

I feel like the visual identities that we created individually for our community partner, YeHa, fitted their brief and exceeded their expectations.

Each of our individual logos were to a high standard and matched the brief and the community partner was very over positivelywhelmed with all the different variations and how different it was to their old logo and how they would have never thought of any of the ideas that we came up with, but yet it they all represent YeHa perfectly.

With the final logo that was chosen, I feel like it adds a new fresh look for YeHa. The gradient adds a more modern feel to it.

The speech bubble incorporated the conversational tone that YeHa have, with their mentoring programmes, one to one support groups, etc.

The colours that were chosen with the logo worked well and were easy to work with. The colours added a boldness to logo, that wasn't quite there in their old logo. It allowed the logo to stand out.

Overall I think we created a new visual identity that met the brief well and that the community partner is please with.

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YeahYeahYeah-Studios. (2019). *Home*. [online] Available at: <https://yeahyeahyeahstudios.de> [Accessed 17 Oct. 2019].

