

P
ink Ladies
Cancer Charity

PRODUCTION LOG

By

Jacque Ball

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INTRODUCTION

This book is a production log that details 13 weeks of client work. The work in this log is from our client “The Pink Ladies”. Our team consists of myself, Cory Mcshane and Eoin Stewart.

THE BRIEF

THE CLIENT

The pink ladies originated from a powerful protest outside Stormont against the lack of support and funding for Breast Cancer from the government. They wore Pink during this protest and became known as the Pink Ladies.

The Pink Ladies currently support survivors of cancer, those currently in treatments and the families of the effected. They having monthly meetings and daily events. The Pink Ladies have been helping people all over Northern Ireland for 15+ years and have made significant progress when it comes to ensuring funding to help drive their organisation further to allow them to help more people. The Pink Ladies started with the overall aim to help women with breast cancer.

However as they got bigger, they were able to extend their organisation to include the Pink Panthers and Hugs.

THE PROJECT

The Pink Ladies require a new visual identity and a website that provides accessible information with ease. For the website they are looking 1 video, 3 minutes; that showcases

the work they do. The Pink Ladies require separate pages for their sub programmes like The Pink Panthers and Hugs. They also require a single email system that will distribute emails to their customers/supporters. To make it easier for our client to manage the website after our completion, we will create a manual that clearly shows how to maintain and upload content to the website. When we have created the new branding, we will also create branding guidelines that the Pink Ladies can follow to maintain their new visual identity. Our client also mentioned that it would be good to make a printed out colouring book for people to do as an activity. Currently the Pink Ladies have no website to compare to similar agencies which gives us a great opportunity to create new branding and online presence to support the growth of the Pink Ladies and to open up them up to new audiences.

THE TARGET AUDIENCE

The target audience for the project can be placed into two groups, primary and secondary users.

Primary Users:

Those who are affected by Cancer.

Secondary:

Those who want to learn more about Cancer, support friends or

family members effected by Cancer, and volunteers.

The Pink Ladies currently do not have a website and want to expand the scope of their services and bring in service users from outside of Derry-Londonderry, we want to create a website which has all the information required for a new service user to become involved.

THE DELIVERABLES

The different types of deliverables that are needed to expand the Pink Ladies aim for the organisation are listed below:

We will provide the Pink Ladies with a new visual identity; this will include new branding for their existing logos (Pink Ladies/Pink Panthers/Hugs), it will also include a printed and PDF version of their new Brand Guidelines. This is a detailed, annotated manual on how to use their logos. Whether this be on printed or online use

-

We will also be providing them with a new website, The Pink Panthers and Hugs Support Group will also be getting standalone pages on the site.

- We will deliver a promotional video show reel to show all of the activities available through pink ladies to funders, potential users and the general public.

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We have also been asked to feature printable activities like a colouring book

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We will deliver a detailed manual on how to upload content and other features on the website.

-

We will be creating Leaflets and Flyers for the Pink Ladies to put where needed.

BENCHMARKING

We have reviewed 9 different cancer organisations and the best one we had reviewed as being best practice was; Macmillan Cancer Support based on the features they had, the website was welcoming and brought people in with a warm video and text approach that draws the attention of the users instantly. Modern website design with a personal touch keeps the user on the site and allows them to find what they are looking for with ease.

Another best practice website we found is from another

charity called the National Breast Cancer Foundation, it is very aesthetically pleasing, and smooth to navigate, it has a personal look and feel that which is what we need to have in ours to make it feel like its personal to the user.

From the benchmarking that was done we found that Action Cancer was not held to the standard in which we had expected to find compared to the others we had looked at due to issues with the layout and general needs in which we would expect from a website, it was badly constructed in terms of how to navigate throughout and find information that would be relevant to the user.

Overall based on the benchmarking, we will be ensuring that we provide the Pink Ladies with a website that not only provides users with the best experience possible but allows the user to get the information needed while sticking with a clear and concise design approach that compliments their brand.

Benchmarking similar charities

As part of our planning process we have looked at nine other cancer related charity organisations that supply the same services as “Pink Ladies”. These different charities are from a range of different locations across the globe. The purpose of this is to look at the different websites and review them for demonstrating examples of best practice.

The sites we have accessed during the benchmarking:

Action Cancer

<https://www.actioncancer.org>

National Cancer Institute

<https://www.actioncancer.org>

National Breast Cancer Foundation

<https://nbcf.org.au/W>

Cancer Society New Zealand

<https://www.cancer.gov/>

American cancer society

<https://www.actioncancer.org>

Canadian Cancer society

<http://www.cancer.ca/en/?region=qc>

Cancer Focus NI

<https://cancerfocusni.org/>

Macmillan Cancer Support

<https://www.macmillan.org.uk/>

Cancer Support Scotland

<https://www.cancersupportscotland.org/>

Category	Features	Action Cancer	National Breast Cancer Foundation	American Cancer Society	Cancer Focus NI	Cancer Support Scotland	National Cancer Institute	Pink Ladies
First Impressions	Aesthetics	Uses "events" images to represent what they do.	Uses "Hero" Images to represent statistics	Uses "hero" image to represent aim.	Uses images to represent what they do	Uses images to represent aim	Uses hero images and text to represent aim	
	Identifiable Target Audience	On front page	Front page	Front Page	On Front Page	On Front Page	On Front Page	
	Identifiable Chief Aim	Saving lives supporting people	Promoting and supporting cancer support	Get donations and save lives	Helping the fight against cancer	Support people who have been affected by cancer	Researching Cancer	
Look & Feel	Retina (HD Ready)	In General, HD READY	Yes, HD Ready	Yes	Some images are HD, others are not	Yes, HD ready	Yes, HD Ready	
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes	
	Content In Prime Position	Image Slider	Image Slider	Image and text	Image Slider and text	Images and text	Images and text	
	Body Text Font	Freight-sans-pro	Modern Era Bold	Source Sans Pro	Helvetica Neue	Source Sans Pro	Montserrat	
	Logo Placement	Top Left	Top Left	Middle Centre	Top Left	Top Left	Top Left	
Technical	Book Online	Yes, left on homepage	Donating, no booking	Donating, no booking	Donate, top right	Donate, Top Right	Booking Appointments	
	Content Management System	Kentico	Wordpress	Adobe Experience Manager	Wordpress	Wordpress	Drupal	
	Analytics Embedded	Google Analytics	Google Analytics	None	Google Analytics	Google Analytics	Google Analytics	
Navigation	Primary Menu Format	Fully Exposed Rollover	Fully Exposed Rollover	Horizontal Rollover	Fully Exposed Click-able	Full Exposed Rollover	Fully Exposed Rollover	
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top	Horizontal Top	Horizontal Top	Horizontal Top	
	Means of getting to page top	None	None	None	None	None	Back to top button	
	Site-map	Exposed on footer of every page	None	Yes, Footer	None	None	Yes, in the footer	
	Breadcrumbs	Below Primary Menu	Below Primary Menu	None	None	None	None	
	Contact Us	On Primary Menu	Footer	Footer	Footer	Footer	Yes, in footer	
	No. of click to contact page	One Click	One Click	No Clicks	One Click	One Click	One click	

Category	Features	Action Cancer	National Breast Cancer Society	American Cancer Society	Cancer Focus NI	Cancer Support Scotland	National Cancer Institute	Pink Ladies
Content	Explanation of service	One click away	One click away	On homepage	On Homepage	On Homepage	On homepage	
	Evidence of outdated content	None	None	None	None	None	None	
	Social Media	Links in header and footer	Links in Header	Links in footer	Links in header and footer	In the Header and footer	Yes, on homepage header and footer	
	FAQ Section	None	Yes, in footer	None	None	Yes, under the About Us Tab	None	
	Privacy Policy	One click away in footer	Yes, in footer	one click away in footer	Yes, one click away at the bottom of page	Yes, in the footer	One click away in the footer	
Search	Search	Embedded in homepage	Embedded in homepage	Embedded in homepage	Embedded in homepage	Embedded in Homepage	Embedded in Homepage	
	Type of search button	Auto-fill drop-down	Detailed Drop-down	Text search	Text Search	Text search	Text search	
Functionality	Load Time	3.14s	3.62s	5.03s	5.92s	3.85s	3.13s	
	Email Subscription	Bottom right in footer, news letter.	Yes	Yes, one click away	Yes, one click away	Yes, on home page	None	
	Multilingual	No	No	Yes	No	No	Yes	
	No. Languages other than English	0	0	12	0	0	1 other language	
Accessibility	How many font types	5	3	7	3	1	3	
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes	
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes	Yes	
	Link underlining	No	Yes	Yes	No	No	Yes	
	Hyper-links change colour if visited	No	Yes	No	No	No	No	

Category	Features	Cancer Society New Zealand	Canadian Cancer Society	Macmillan Cancer Support	Pink Ladies
First Impressions	Aesthetics	Uses hero images to represent aim	Uses hero image to represent aim	Uses hero images and text to represent aim	
	Identifiable Target Audience	On the front page	On the front page	On the front page	
	Identifiable Chief Aim	Helpline and cancer support	Cancer support	Helping people deal with cancer	
Look & Feel	Retina (HD Ready)	Yes, HD ready	Yes, HD Ready	Yes, HD ready	
	Responsive	Yes	Yes	Yes	
	Content In Prime Position	Image slider and text	Images and text	Videos, Images and Text	
	Body Text Font	Arial	Sans serif	Helvetica and Arial	
	Logo Placement	Top Left	Top Left	Top Left	
Technical	Book Online	Donation	Donate button in header	Donate, top right	
	Content Management System	SilverStripe	Sitecore	Microsoft ASP.NET	
	Analytics Embedded	Google Analytics	Google analytics	None	
Navigation	Primary Menu Format	Fully exposed	Fully Exposed rollover	Fully exposed	
	Primary Menu Position	Horizontal top	Horizontal top	Horizontal top	
	Means of getting to page top	None	None	Button at the bottom of the page	
	Site-map	None	None	Yes, in the footer	
	Breadcrumbs	Yes, below menu	Yes	Yes, Below Menu	
	Contact Us	In the footer	Footer	In the menu	
	No. of click to contact page	One Click	One click away	One click away	

Category	Features	Cancer Society New Zealand	Canadian Cancer Society	Macmillan Cancer Support	Pink Ladies
Content	Explanation of service	On homepage	On the homepage	On the homepage	
	Evidence of outdated content	None	None	None	
	Social Media	Yes, in footer	Footer	Yes, to the right of the page	
	FAQ Section	One click away under about us	None	None	
	Privacy Policy	One click away	One click away in footer	In the footer	
Search	Search	Embedded in homepage	Embedded in homepage	Embedded in homepage	
	Type of search button	Text search	Text search	Text search and drop town	
Functionality	Load Time	5.74s	5.37s	5.80	
	Email Subscription	None	Yes, on homepage	None	
	Multilingual	Yes	Yes	None	
	No. languages other than English	1 other language	1 other language - French	0	
Accessibility	How many font types	4	3	3	
	Clear & Accurate Headings	Yes	Yes	Yes	
	Are links visually distinct	Yes	Yes	Yes	
	Link underlining	Yes	No	Yes	
	Hyper-links change colour if visited	No	Yes	No	

SCORE:

Action Cancer: 32%

National Breast Cancer: 50%

American Cancer Society: 41%

Cancer Focus NI: 41%

Cancer Support Scotland: 50%

National Cancer Institute: 50%

Cancer Society New Zealand: 47%

Canadian Cancer Society: 52%

Macmillan Cancer Support: 53%

CANCER CHARITY WEBSITES BENCHMARKING RESULTS

For benchmarking we used 9 different cancer charity's websites from the UK, Australia, America, Canada and New Zealand. We then scored each of them using the table above to give us their total score.

As you can see from the table Macmillan Cancer Support have the highest overall total at 53%. The table shows you that the Macmillan Cancer Support website has the highest score by using modern web design to give the user a better overall experience while also making information easier for them to access without having to click into another page. This does not mean that there is no room for improvement.

Canadian Cancer Society is the next cancer associated website. With a score of 52% this website still holds up with it's contemporary web design. The design is simple and allows the users again easily navigate the site to find whatever their looking for. On the homepage their is a selection box that allows the user to select if they: "Have cancer, are a friend or family member of someone who has cancer, want to help, want to stay healthy". By selecting one of these it takes the user to the information relevant to what they specifically want. This site also uses a fully exposed roll-over on the navigation bar, when expanded it shows more categories the user can choose from. This will allow them to get to places quicker, meaning less time clicking into unwanted pages.

These next three websites all have the same score of 50%; National Cancer Institute, Cancer Support Scotland and National Breast Cancer Foundation.

National Cancer Institutes website has a simple but effective user interface which creates a lot of blank space so information is not cluttered. The site uses a hero image and a small slice of information in the top left of the centre image to identify who they are. Further down the homepage their social media is on display in boxes across the screen. By containing everything to boxes it helps create that non-cluttered look. One problem with the website is that the animated roll-over animations on the Navigation Bar; lag and slow the site down, it is unfortunately noticeable.

Cancer Support Scotland's website is another great example for using blank space and aligns specific content to the centre of the page. This site is also made using Word-press, a cheaper option to creating a website which allows back-end users to easily upload content to the website. This would also make it simpler to set up new pages in the future. Word-press would also allow us to use different plug-ins to achieve things like event updates. The Cancer Support Scotland websites use of Word-press is very effective yet there are a few issues with content not lining up on the homepage and others, meaning that more time needs to be put into the website, doing this would give it a higher score.

The National Breast Cancer Foundation's website is elegant in it's design of content and colour. The simple colour scheme of Light Pink, White and Dark Gray works perfectly with their fade-in navigation bar which transitions from a static top navigation bar to a sticky navigation bar. This feature along with the content design makes navigating the website a very satisfying, aesthetically pleasing experience. The downside to this website is getting to pages you want quickly.

The Cancer Society New Zealand follows behind with 47%. This website is basic but it does provide all the information their audience would need as it is accessible in the main navigation bar. The loading time of the site is nearing 6 seconds, this is too long to be waiting as most people would instinctively click back for it not loading quick enough.

American Cancer Society's website is scored at 41%. It is another simple yet effective use of modern web design yet it lacks ease of navigation to make it a effective user experience. For example, if the user wanted to get to the cancer atlas, the user would have to go to the site map to find the link under "our research". However, when the user goes to the our research page there is no link to the cancer atlas. On our future site we must makes pages easier to find and if there are not links to them, then we need to make them visible or remove them entirely if not needed.

Cancer Focus NI is a website is heavily animated and hard to navigate. The slow loading times on pages really let the user experience down. The amount of times you have to click on links to get to small information is excessive. The design and simple colour scheme of this website sets it apart from the other negative aspects of this website. It still needs some improvements to get a higher score than 41%

The Action Cancer has a score of 32%, this score reflects the state of this website in its broken content. The examples for this are the newsletter not scaled correctly, the navigation bar overlapping, their socials not fitting in line. Fixing these major layout issues would give this website a higher score.

TONE, MESSAGE AND STYLE

The style will be consistent throughout the project including the logo and sub-logos. This will be determined by the audience, since it will mostly be cancer patients, family members, friends and those who want to learn more about cancer. It will be welcoming, and the goal of the visual identity will be to make it feel personal. The message will be; to support people with cancer and their families on coping with it, there will always be help there for those who need it. The overall tone will be engaging and welcoming but professional as it is a sensitive subject.

TIMING

Our Production schedule for deliverables has been decided, Week 6 - Monday 28th October to Friday 2nd November will be the pitch, where we will pitch our individual work on the visual identity and to choose one to go forward with. We will create mock-ups of the website for the pitch. We will be informed of events we will need to film in the coming weeks. We will consider the technical side of the website such as when we should put it up and what back-ups are in place in case something went wrong with the version we were working on.

By the end of week 12 - Monday 9th to Friday 13th December everything will be finished and ready for the exhibition on 9th January 2020 at Ulster University in Coleraine.

PRODUCTION SCHEDULE

Project Schedule for the last 3 weeks



THE BUDGET

We looked at multiple domain names such as Pinkladies.co.uk which came to £0.99p/1 year, compared to Pinkladiescharity.org at £15.99/ 1 Year, which could be preferable as similar organisations would prefer .org, the domains were researched using 123-reg as it is known as a reliable source for domains. We will be using Wordpress to showcase the website as it is easy to use and it will provide the Pink Ladies with the opportunity to keep on expanding and keeping everyone up to date as its an easy service to use. Price of Wordpress will be £7 a month.

The Pink Ladies had discussed with ourselves that they would like to take different leaflets and flyers online so that more people can have access to them rather than spending some of the budget on printing which worked out around £214.80 for 2000 Letterheads with 120gsm Paper Type.

2000 Leaflet for £110 with 130gsm Paper Type.

10 Colouring Books would be £60.50.

The Brand Guideline book for 2 printed copies would be £17.

THE TEAM

The team is Cory McShane, Jacques Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director; Adrian Hickey.

We will use our knowledge of Interactive Media gained through study and experience to deliver the project to a high standard. Our individual skills are outlined below.



JACQUE
BALL

SKILLS:

- After Effects
- Animation/
Modelling
- HTML/CSS
- Graphic Design/
Illustration
- Product Design



CORY
MC SHANE

SKILLS:

- Communication and
Design (Graphic
Design)
- Videography
- Photography
 - Coding
- After Effects



EOIN
STEWART

SKILLS:

- Graphic Design
 - Filming
 - Editing
- Time Management
- Problem Solving

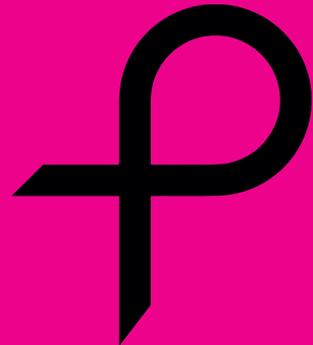
FIRST DRAFT LOGOS

Below are the first logo design I have done. I did these designs in week 1. I wanted to originally keep things similar to their previous logos. Keeping the pink and the blue in colour. I also wanted to keep the design inside a circle so that they could be used in badges.



Compared to the Pink ladies and Panthers logo in the top right of the image, I wanted to modernise the logo and make them consistent the across the whole organisation.

The second set of logos originated from the idea of turning the breast cancer ribbon into the “P” in Pink.



Next I picked the font Futura PT and created the rest of what is the First Draft of the Pink Ladies Logo.



I then went ahead and did the same with the Pink Panthers Logo but changed the sub-text to black as well as doing the same for the side-text.



I also designed a logo for hugs, Made it look friendly and more appealing than their current hugs logo.



I then created some other various design for each logo. This one was created using the font bungee. I wanted to see what a more simplistic design would look like.



For this design I took the inspiration from Grease and how the text look on the back of their leather jackets. I feel like I achieved the 70s style that the pink ladies are based off.



FINAL LOGO DESIGNS

These are my final logo designs. I simplified the colour on the main text to Magenta. I also fixed all the text to match on the fonts. For the hugs logo, I added a teddy bear and changed the box colour to cyan.



This however was not the final designs for the logos. We eventually had our pitch where we looked over the logos and redesigned them to what the pink ladies wanted. We created a new logos for: HUGS, a new program called Pink Education and then an overall charity logo.

Pink Ladies
Cancer Charity

Pink
LADIES
WOMANS CANCER SUPPORT GROUP

Pink
PANTHERS
MENS CANCER SUPPORT GROUP



Merchandise

We then followed up by creating merchandise for the Pink Ladies. We created charity buckets, banners, bumper stickers ,t-shirts and jackets, water bottles and school bags.















ink Ladies
Cancer Charity

www.pink-ladies.co.uk



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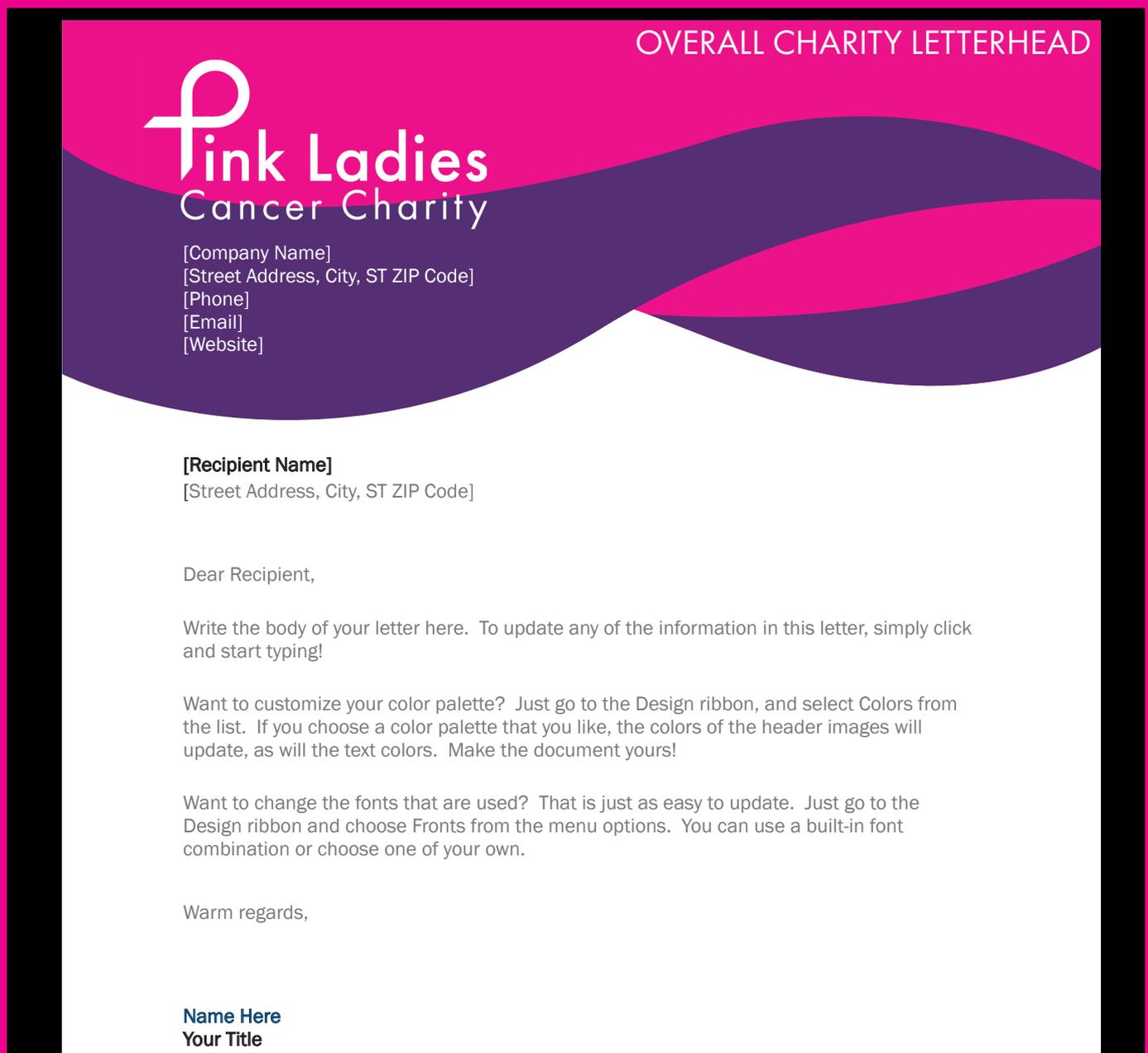






Letterheads

I then created the letterheads for the Pink Ladies as an overall charity organisation. I did different colours for each sub-group of the organisation.





[Company Name]
[Street Address, City, ST ZIP Code]
[Phone]
[Email]
[Website]

[Recipient Name]
[Street Address, City, ST ZIP Code]

Dear Recipient,

Write the body of your letter here. To update any of the information in this letter, simply click and start typing!

Want to customize your color palette? Just go to the Design ribbon, and select Colors from the list. If you choose a color palette that you like, the colors of the header images will update, as will the text colors. Make the document yours!

Want to change the fonts that are used? That is just as easy to update. Just go to the Design ribbon and choose Fronts from the menu options. You can use a built-in font combination or choose one of your own.

Warm regards,

Name Here
Your Title



[Company Name]
[Street Address, City, ST ZIP Code]
[Phone]
[Email]
[Website]

[Recipient Name]

[Street Address, City, ST ZIP Code]

Dear Recipient,

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Dear Recipient,

Write the body of your letter here. To update any of the information in this letter, simply click and start typing!

Want to customize your color palette? Just go to the Design ribbon, and select Colors from the list. If you choose a color palette that you like, the colors of the header images will update, as will the text colors. Make the document yours!

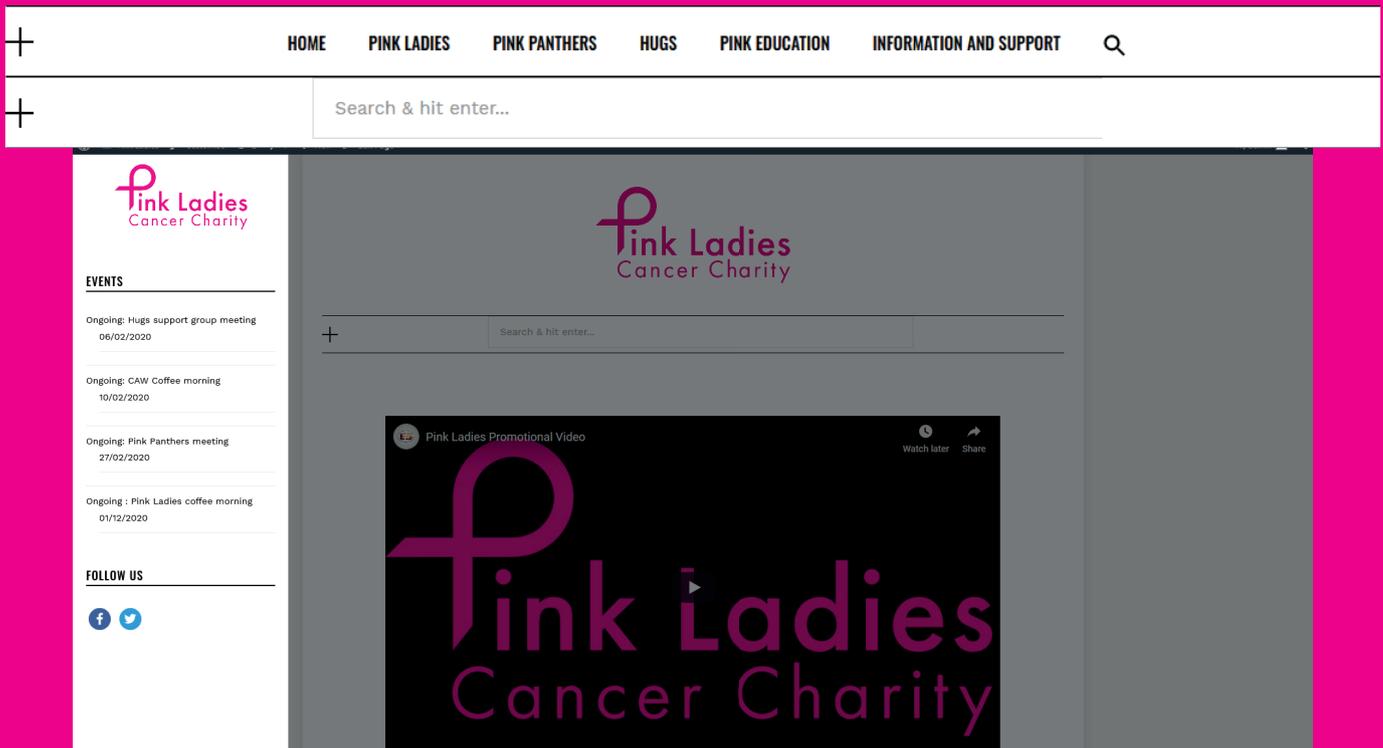
Want to change the fonts that are used? That is just as easy to update. Just go to the Design ribbon and choose Fronts from the menu options. You can use a built-in font combination or choose one of your own.

Warm regards,

Name Here
Your Title

WEBSITE

This is the final version of the website. We as a team spent over a month setting up the website on wordpress. We had many issues with our Wordpress theme. For example, we had issues with our search icon and our drop-down menu icon not showing. To fix this we used a plug-in called "Ivory Search" to replace the built in search function. I then edited the CSS Stylesheet to remove the drop-down icon, this allowed the menu to work as expected. I also added the ability for a menu to expand from the left when the plus icon is clicked. In this menu I added the events. Eoin later expanded this by adding social media links.





The Pink Ladies Cancer Support Group was established in May 2005 and is a community based approach to supporting those living with or after Cancer who have been affected either directly or indirectly. It was decided that whilst the clinical side of a diagnosis and the follow on treatments go well from a statutory and medical point of view, for those cancer sufferers, their families and carers dealing with the trauma of a diagnosis and the life changing impact on their emotional and physical well-being there was a gap in local advice and information/support services. It is a known fact that grass root services are more likely to be accessed by local residents from the communities they sit in. Although the organisation started initially as a Breast Cancer only support group within the Bogside and Brandywell area of City, we now deliver services to both male and female beneficiaries coping with all types of Cancers across all areas of the Derry Strabane District Council Ward with an ever increasing demand for the programmes we offer. We also have a male cancer support group known as The Pink Panthers who celebrated their 6th Birthday this year, proving we have been successful in engaging with men in a support environment where other such designed groups have failed.



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In October 2015 the organisation finally achieved their goal of renting spacious and easy accessible City Central premises, allowing us to meet and engage with a larger representation of all sections of our communities as laid out in our Constitution and Equal Opportunities Policy. Where the building is situated has a bus route alongside making travel much cheaper and easier, with disabled and other parking outside. These can be issues any organisation will face when their aim is to reach the most vulnerable and marginalised, who otherwise would not benefit from a lot of services. Already we have seen an increase in our numbers visiting the building and referrals coming through.



Pink Ladies

PINK LADIES CANCER CHARITY

Address: The Gasyard Heritage Centre, 128 Lecky Road Derry, BT48 6NP Email: infopinkladiesderry@gmail.com Phone: 028 7141 4004



Our organisation is unique as it is the only one of its type offering local community based access to specialised support and advice/information services as opposed to those set in a medical or hospital setting where a lot of people feel they just can't return to once treatment is over because of the traumatic journey it involves.

Our current work and the 2 year action plan to develop for the future on top of the increase in demand for services tells us that we need to employ more staff and recruit volunteers to support them, whilst putting a value on the volunteers we have and making sure we avoid burn out of them. Volunteers are the heart of any project and without them we could not possibly achieve our targets and goals, nor reach those most in need of our assistance.



GET TO KNOW THE SIGNS AND SYMPTOMS

Breast Cancer:

Appearance:

- A change in size or outline of either breast, especially those caused by arm movement;
- any puckering, dimpling or redness of the skin;
- veins that stand out more than usual.

Feelings:

- pain or discomfort in one part of either breast or in your armpit, particularly if new and persistent.

Lumps:

- any lumps or thickening in either breast that feels different from the other breast;
- any swelling or lumps under your armpit or around your collarbone

Nipple Change:

- a nipple that has become pulled in, changed shape or shows signs of any discharge.
- bleeding, rash or crusted, flaky skin.

Bowel Cancer:

- bleeding from the back passage (rectum) or blood in your poo.
- a change in your normal bowel habit, such as looser poo, pooing more often or constipation
- a lump that your doctor can feel in your back passage or tummy abdomen), more commonly on the right side.
- a feeling of needing to strain in your back passage (as if you need to poo), even after opening your bowels.
- pain in your abdomen or back passage tiredness and breathlessness caused by a lower than normal level of red blood cells (anaemia).
- losing weight

Ovarian Cancer :

- feeling full quickly
- loss of appetite
- pain in your tummy (abdomen) or lower part of your abdomen that doesn't go away
- bloating or an increase in the size of your abdomen
- needing to pee more often occasionally there can be other symptoms: Changes in bowel habit (eg diarrhoea or constipation)
- Extreme fatigue (feeling very tired)
- Unexplained weight loss

Cervical Cancer:

- unusual vaginal bleeding (outside of periods)
- pain or discomfort during/after sex
- vaginal discharge/ foul smell
- pain in the area between the hip bones

Ways of reducing your risk to Cancer:

Whilst cancer still exists it is vitally important to look after and make lifestyle choices to reduce your risk these include:

- A well-balanced Healthy Diet & Nutrition
- Stop Smoking
- Reduce or stop intake of Alcohol
- Maintain a Healthy Weight
- Exercise Regularly
- Limited exposure to Toxic Chemicals

You know your body better than anyone if you feel that something isn't right, we would advise you to seek medical advice ignoring this wont make it go away, early detection saves lives!



We have celebrated our 5th birthday this year and we are a sub group of the Pink Ladies Cancer Charity, we help males who have been effected by cancer and also help their families cope with it. We have ongoing events that new members are welcome to attend.

We have a range of services we provide for males that are explained in the services page. If you notice anything different we recommend that you go to your doctor, only a doctor can tell you what's wrong (if anything) and if needed send you for further investigation.



GET TO KNOW THE SIGNS AND SYMPTOMS

Prostate Cancer:

- Do you sometimes pass urine when you don't expect to?
- Do you pass urine three or more times during the night?
- Are you bursting to go and then find you barely produce a trickle?
- Do you strain to pass urine, or does it take a long time to start?
- When you pass urine are you stopping and starting?
- Do you have any discomfort such as pain or a burning sensation when you pass urine?
- Does your bladder feel full aer you've finished?
- Is there any dribbling aer you've stopped?
- Have you ever seen blood in your urine?

Male Breast cancer:

- A painless lump or thickening in your **breast tissue**.
- Changes to the **skin** covering your breast, such as dimpling, puckering, **redness** or scaling.
- Changes to your nipple, such as **redness** or scaling, or a nipple that begins to turn inward.
- Discharge from your nipple.

Testicular Cancer:

It's best to do a Testicular Self Examination during or right after a hot shower or bath. The scrotum (skin that covers the testicles) is most relaxed then, which makes it easier to examine the testicles.

Examine one testicle at a time. Both hands to gently roll each testicle(with slight pressure) between your fingers. Place your thumbs over the top of your testicle, with the index and middle fingers of each hand behind the testicle, and then roll it between your fingers. epididymis (the sperm-carrying tube), which feels so, rope-like, and slightly tender to pressure, and is located at the top of the back part of each testicle. This is a normal lump

Bowel Cancer:

- bleeding from the back passage (rectum) or blood in your poo.
- a change in your normal bowel habit, such as looser poo, pooing more often or constipation
- a lump that your doctor can feel in your back passage or tummy abdomen), more commonly on the right side.
- a feeling of needing to strain in your back passage (as if you need to poo), even after opening your bowels.
- pain in your abdomen or back passage tiredness and breathlessness caused by a lower than normal level of red blood cells (anaemia).
- losing weight

Pink Panthers would advise that you seek medical advice if you have any of the above symptoms.





We have a new sub group in our organisation and it is an educational programme. Its aim is to bring awareness to children and teenagers about the different types of cancer and the risks of them.

We go into local schools and talk to the pupils about the different types of cancer and educate them on the effect Cancer can have someone and their family, we now have a colouring book with a short story of the younger primary school children so they can understand Cancer, if they have been affected by it.



What does exposure look like?

Personal healthcare:

- Toothpaste
- Hairspray
- Hair dye
- Face Toner
- Deodorant
- Hair Mousse
- Shampoo
- Soap
- Conditioner
- Hair gel
- Body Moisturiser
- Shower gel
- Facial Moisturiser

Cosmetics:

- Make-Up
- Lipstick
- Eyeshadow
- Eyebrow pencil
- Mascara
- Blusher

Food/ Drink:

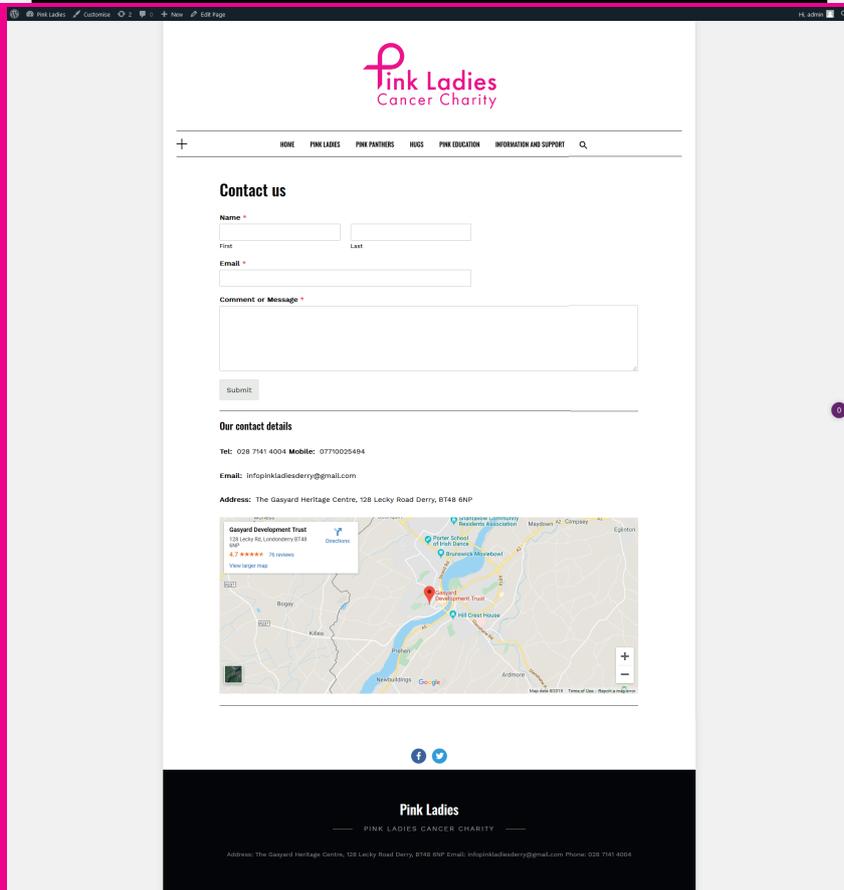
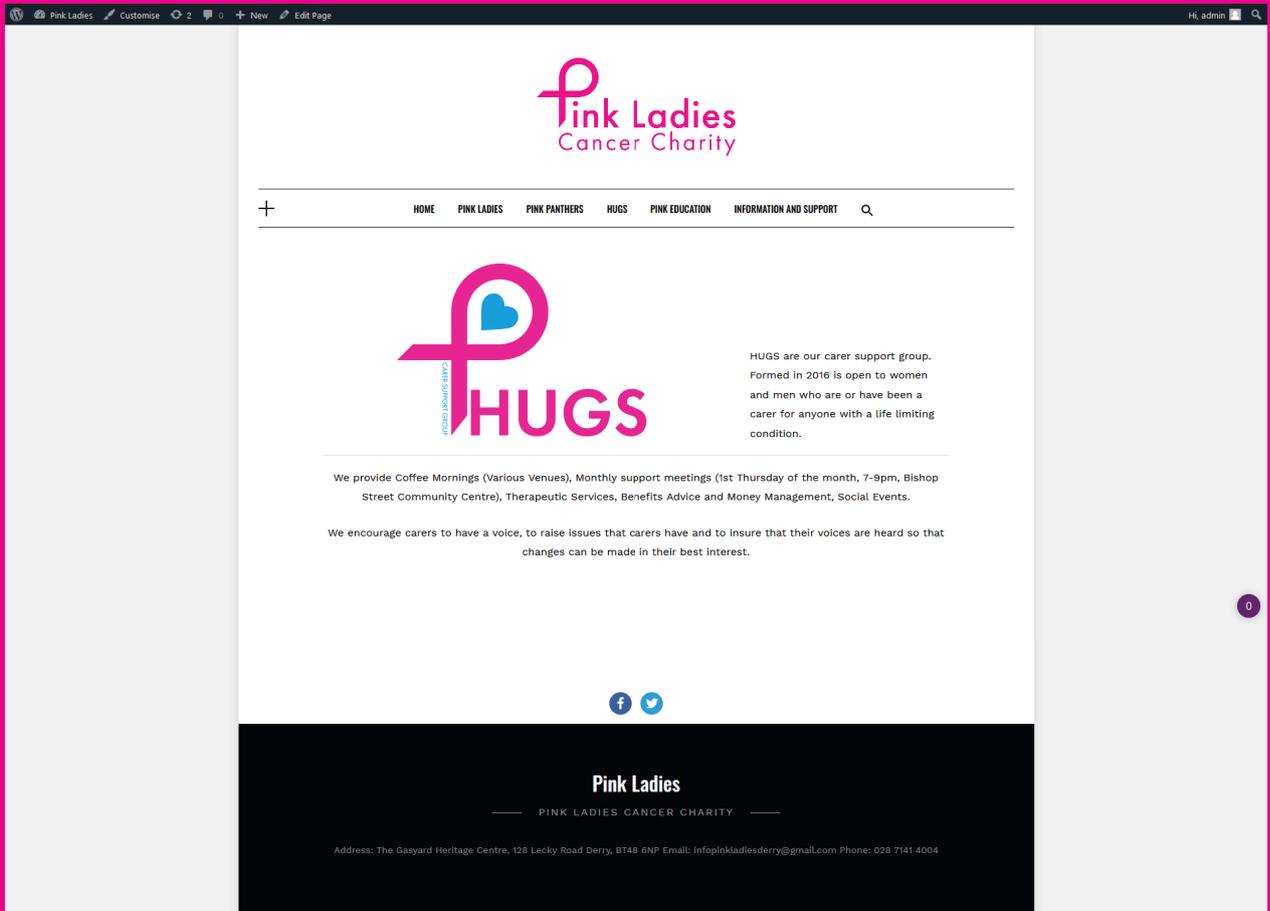
- Plastic bottles
- Tinned cans
- Canned food
- Plastic packaging
- Pizza boxes
- Take away boxes

Other:

- Sun Cream
- After-Sun

Learn to identify safer products that won't put you at risk!







HOME

PINK LADIES

PINK PANTHERS

HUGS

PINK EDUCATION

INFORMATION AND SUPPORT



Information and support

The organisation practices good governance throughout and a Management Committee has been in place since Constituted made up of two Co Chairs, a Secretary, a Treasurer and 5 other board members who meet on a monthly basis, with the opportunity to call an Extraordinary Board Meeting (EBM) if need be and an annual AGM. At present we operate 2 part time Development Worker DSD funded posts which in fact is a full time post shared between the two staff members as one of them is on a phased return to work after her second battle with Cancer and will return full time in September 2016. The other post is 30 hours F/T admin support and is through a government back to work scheme known as The Foyle Community Works Programme aimed at 18-25 year olds for 2 years. The 2 part time staff receive monthly one to one supervision from Karen Mullan (Co Chair and Founder Member/Volunteer) and Donna McCloskey (Secretary/Volunteer) both of whom have a vast range of experience in Employment Law and Governance as they already manage their own staff within their busy community based organisations. At present both staff members are responsible for the daily supervision and training of the FCWP employee and also the volunteers this in turn is overseen by both line managers. All staff report to the Management Committee during scheduled meetings. We have also just begun the process of establishing a Members Forum who will feed back to the Management Committee and have now agreed on The Terms of Reference, this gives all members and service users an equal opportunity to have a voice and say in the implementation of best service delivery.

Screening for Breast Cancer

Breast cancer is the second most common type of cancer in women in Northern Ireland after non-melanoma skin cancer. Breast cancer can occur at any age. However, the risk of developing it increases with age. Most breast cancers occur in women over 50. If it is found early, there is a better chance that treatment will be successful.

All women aged 50-70 are invited to attend for a mammogram at their local breast screening unit every three years. Women over 70 are not routinely invited for breast screening although they are encouraged to call their local screening unit to request breast screening every three years. Breast screening uses a low dose X-ray test called a mammogram to check the breast for signs of cancer.

Cervical Cancer

Cervical cancer is when abnormal cells in the lining of the cervix grow in an uncontrolled way. The cervix is part of the female reproductive system and is in the lower part of the womb. It is the opening to the vagina from the womb. The main symptom is unusual bleeding from the vagina. Finding changes in the cells through screening can help to prevent cancer developing.

Bowel Cancer

Bowel cancer is cancer that starts in the colon (large bowel) or back passage (rectum). It is also known as colorectal cancer.

Ovarian Cancer

Ovarian cancer is when abnormal cells in the ovary begin to grow and divide in an uncontrolled way, and eventually form a growth (tumour).

The symptoms of ovarian cancer can be very vague, particularly when the disease is in its early stages.

Male Breast Cancer

It's important to understand the risk factors for male breast cancer, particularly because men are not routinely screened for the disease and don't think about the possibility that they'll get it.

Male Bowel Cancer

Bowel Cancer is Cancer that starts in the colon (large bowel) or back passage (rectum). It is also known as Colorectal Cancer.

Testicular Cancer

It's best to do a Testicular Self Examination during or right after a hot shower or bath. The scrotum (skin that covers the testicles) is most relaxed then, which makes it easier to examine the testicles.

Prostate Cancer

The prostate is a gland found at the base of the bladder wrapped around the tube (called the urethra) which carries urine out of the penis. It is about the size of a golf ball and its job is to produce fluid which carries sperm.

The symptoms for prostate cancer can be similar to those found in men but for most men there are no symptoms. Therefore, it is important that you discuss any symptoms you have with your doctor.



Services

Our organisation is unique as it is the only one of its type offering local community based access to specialised support and advice/information services as opposed to those set in a medical or hospital setting where a lot of people feel they just can't return to once treatment is over because of the traumatic journey it involves

- Coffee Mornings • Monthly Support Meetings
- Activities and Social outings • Befriending Service/ Listening Ear
- Counselling and Complementary Therapies in partnership with various Agencies
- Education & Prevention Workshops • Carers Support
- Benefit advice/debt and money advice • Bra fitting service in partnership with Cancer Focus.



The organisation offers a range of services specifically tailored and designed to meet the needs of those beneficiaries coming in need of our support during and after Cancer. We offer open monthly support meetings for both male and female members of our sub groups, complimented by weekly coffee mornings in various communities across all our target areas ensuring all-inclusive access to those wishing to avail. We deliver much needed counselling and complimentary therapies equally divided across several community based venues again ensuring easy access for all those identified as in need of vital assistance.

Another side to Cancer Support is the promotion of the importance of checking for any change to your body means "Early Detection" and even "Prevention". We offer free Male and Female Cancer Awareness information sessions to community-based events, schools, youth clubs and in the workplace.



These programmes and services are based completely on research and knowledge learned from those in need themselves in order that we are sure we can offer something if not everything to everyone living through what is described as "an emotional rollercoaster experience".

[get in contact!](#)



Pink Ladies

PINK LADIES CANCER CHARITY

Address: The Gasyard Heritage Centre, 128 Lecky Road Derry, BT48 6NP Email: infopinkladiesderry@gmail.com Phone: 028 7141 4004

Volunteer



Volunteers are the heartbeat of any project and without them we could not possibly achieve our targets and goals, nor reach those most in need of our assistance. They are also the eyes and ears of the grass root communities from where they come and know only too well the real-life issues affecting families today.



Pink Ladies Cancer Support Group values the involvement of volunteers in our work because they help reflect the interests, needs and resources of the community we aim to serve and bring a unique perspective on all our work

Pink Ladies Cancer Support Group strives to create a diverse and inclusive organisation within a diverse and inclusive community. Therefore, we are committed to ensuring equality of access to high quality volunteer opportunities and equality of treatment for our volunteers in all our policies and practices

If you want to volunteer contact us:

[Contact us](#)



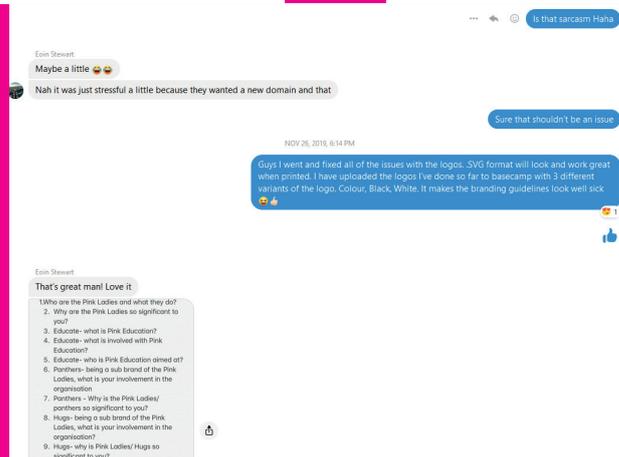
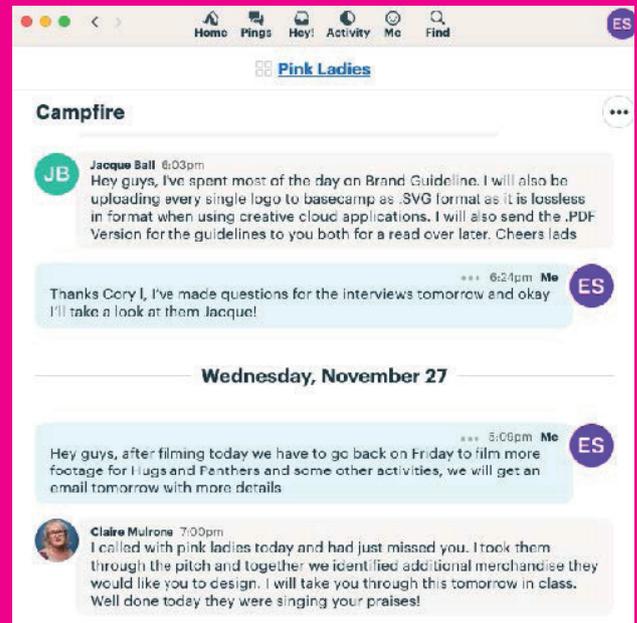
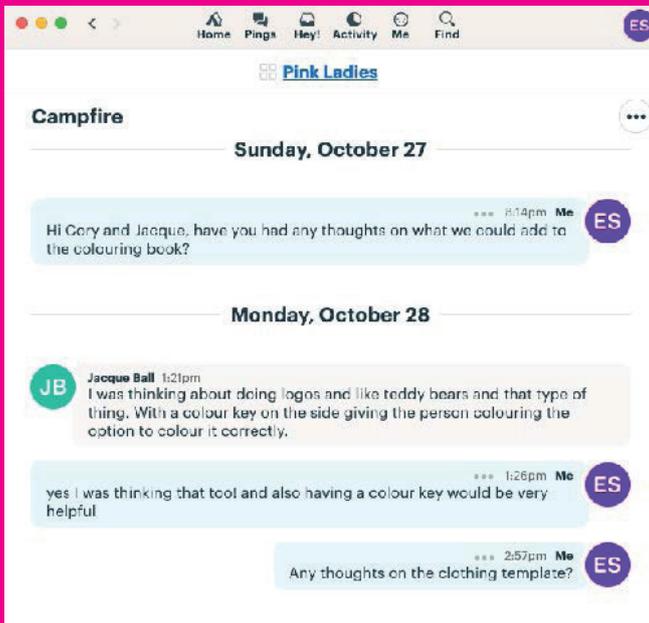
Gallery

Pink Ladies



COMMUNICATION

Throughout this project communication has been pretty good. We have communicated more on Facebook messenger than on Basecamp as it was easier and we could also call each other. We however realised that we needed to upload more to Basecamp to even this out. Below are screen-shots of the conversations.



BRANDING GUIDELINES

I created the branding guidelines and Eoin used it as a template to create the web guidelines along with Cory.

The logo for Pink Ladies Cancer Charity is displayed in white on a pink background. It features a large, stylized lowercase 'p' with a loop at the top and a horizontal bar extending to the left. To the right of the 'p', the words 'ink Ladies' are stacked above 'Cancer Charity'. 'ink' is in a lowercase sans-serif font, while 'Ladies', 'Cancer', and 'Charity' are in an uppercase sans-serif font.

ink Ladies
Cancer Charity

— BRANDING GUIDELINES —

TABLE OF CONTENTS

- 02** Introduction
- 03** Charity Logos
- 08** Logo Clear Space
- 09** Logo Treatment
- 10** Typography
- 11** Colours

01

INTRODUCTION

This book will explain how to use all 5 Logos associated with the Pink Ladies Cancer Charity.

Please read this before using the logos online or on print.

CHARITY LOGOS

This section deals with the various forms that the logos can take. Black and white logos should only be placed on their colour opposite and only used when printing.

1. Overall charity logo.

This logo should be used when representing the charity as a whole.

Full-Colour
White
Black



03

CHARITY LOGOS

2. Pink Ladies Logo

This logo should be used when representing the Pink Ladies.

Full-Colour
White
Black



04

CHARITY LOGOS

3. Pink Panthers' Logo

This logo should be used when representing the Pink Panthers.

Full-Colour
White
Black



05

CHARITY LOGOS

4. HUGS Logo

This logo should be used when representing HUGS.

Full-Colour
White
Black



06

CHARITY LOGOS

5. Pink Education Logo

This logo should be used when representing Pink Education.

Full-Colour
White
Black



07

LOGO CLEAR SPACE

All forms of the logo must have a designated amount of clear space on all sides. This is to ensure the logo's visual clarity is kept intact.

1. Our overall charity logo.
2. Pink Ladies Logo
3. Pink Panthers' Logo
4. HUGS Logo
5. Pink Education Logo



08

LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logos orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logos colors.
4. Display the logo with colour combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logos text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logos designated clear space.
12. Crop the logo in any way.



09

TYPOGRAPHY

Our primary typeface for any web materials is FUTURA PT. We use the Book weight for standard copy and the Medium & Demi weight for anything more important than that. OPEN SANS is used for print material.

Our logos use FUTURA PT DEMI for "Pink" and BOOK for "LADIES/PANTHERS/EDUCATION". The Side text on the Logo is FUTURA BOOK as well.

FUTURA PT- MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FUTURA PT- DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FUTURA PT- Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOURS

The colours on this page represent the colours on all 5 logos. Each colour represents a different section of the Pink Ladies Cancer Charity. Only use these colours with the associated section.

Main Logo Colour:

Pink Ladies Magenta

CMYK 0, 100, 45, 10

RGB 230, 0, 126

HEX #e6007e



Colour Palette:

BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX #000000

WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #ffffff

PINK LADIES NAVY

CMYK 100, 100, 0, 50

RGB 0, 0, 128

HEX #000080

PINK EDUCATION

PURPLE

CMYK 23, 61, 0, 57

RGB 85, 43, 110

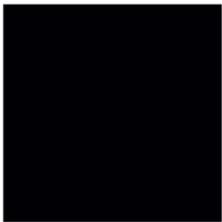
HEX #552b6e

HUGS PURE BLUE

CMYK 100, 30, 0, 11

RGB 0, 159, 227

HEX #009fe3



COLOURING BOOK

I created the colouring book over the space of 2 weeks with help from Cory. We have created a small story about a Mother getting cancer. We hope the Pink Ladies like what we have created.



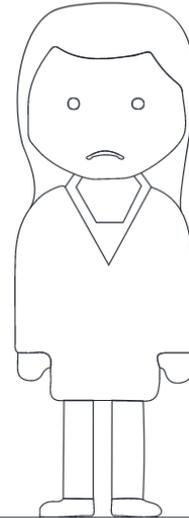
pink

EDUCATION

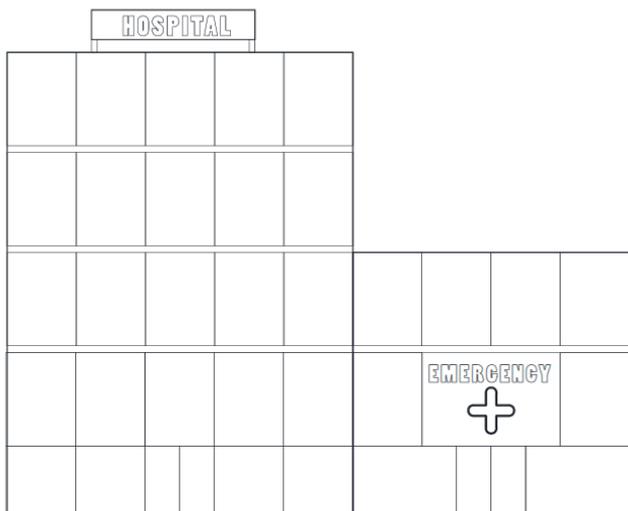
AWARENESS - DETECTION - PREVENTION

Colouring Book

MUMMY IS SICK.

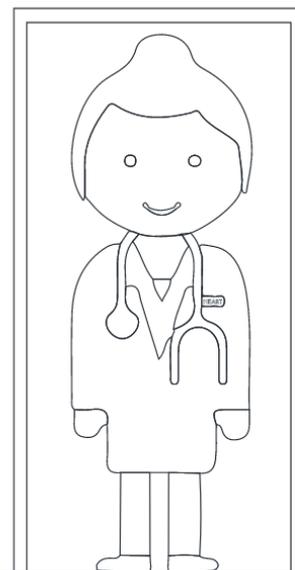


SHE HAS TO VISIT THE DOCTOR AT THE HOSPITAL

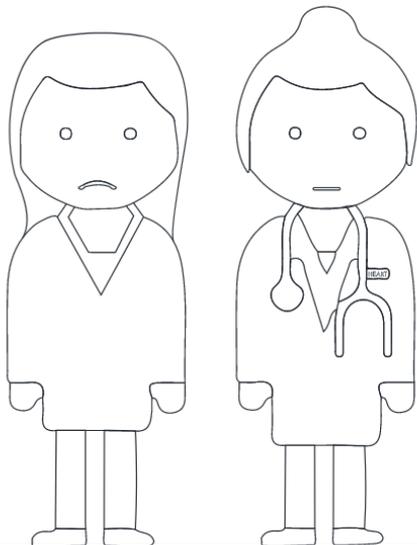


THE SPECIAL DOCTOR IS GOING TO GIVE MUMMY SOME INFORMATION.

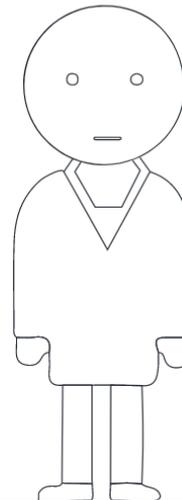
CANCER SPECIALIST
DR. HANNAH HEART



THE DOCTOR TELLS
MUMMY THAT SHE HAS
CANCER. SHE WILL HAVE
TREATMENT TO
MAKE HER FEEL BETTER.



MUMMY HAS NO HAIR.
THIS IS BECAUSE OF HER
TREATMENT.



THE DOCTOR HAS TREATED
MUMMYS CANCER AND SHE
IS GETTING BETTER.



Pink Ladies
Cancer Charity

For more information and support contact
the Pink Ladies

Tel: 028 7141 4004

Mobile: 07710025494

Email: infopinkladiesderry@gmail.com

pink-ladies.co.uk

PROMOTIONAL VIDEO

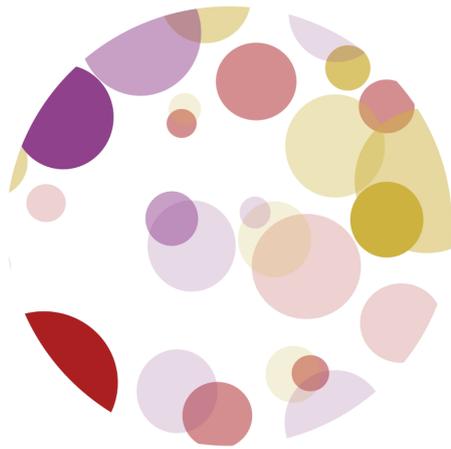
We had to make a promotional video for the Pink Ladies. Eoin and Cory filmed the footage over 2 days and I volunteered to edit as I couldn't travel. I feel that the video shows who the Pink Ladies are and what they do.



<https://youtube/I18G2PKKR8Y>

EVALUATION OF PROJECT

I feel throughout the project we have work well as a team. Every event where we have issues we managed to get together and fix them by communicating effectively. To communication with the client themselves has also been good. They had a clear understanding of what they wanted but not how they could achieve it or what they needed to achieve it. One of the main problems we had was getting repeated content from the Pink Ladies and not enough content for certain sections of the website. However, we worked with what we got and made a clean and informative website from it. Creating the new branding was the longest part of the process. It took a few months to narrow it down to our final designs and I feel we created some that you can easily identify as a cancer charity. If I had to do this brief again I think I would try and have a closer connection to the Pink Ladies. Having a closer connection to them would give them more trust in us and allow us to have more trust in them. From the merchandise to the guidelines, everything is clearly identifiable as the same organisation where as before it was hard to connect the Pink Ladies and the Panthers because their branding was so different.



The Science Shop
Celebrating 30 Years

