

The logo features the word "yeHa" in a white, rounded, lowercase font. It is 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 shapes: a large pink shape to the right and a smaller pink circle below it. An orange square is located in the top right corner of the page.

yeHa

Youth Education Health Advice

Production Log

Jade Bailey

Interactivity for Social Enterprise
2019

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Introduction

For this module, we are required to work in small groups for a community partner to provide design services that will benefit them, this is in partnership with the Science Shop and Ulster University.

We will be working for Yeha, a young persons mental health and wellbeing charity, which provide support, mentoring, counseling and therapeutic creative arts.

This project will take place over 12 weeks up to a launch in early January. During this time we will present our deliverables and ideas to the community

partner. We will also have multiple targets and deadlines to achieve in order to meet the deadline.

In a group we will work on creating a new visual identity for Yeha such as a new logo, new merchandise such as hoodies and stationary, pull up banners, a motion graphic trailer, a series of interview with service users and staff members and a brand guideline and wordpress user manual for the website we will create for them.

This production log will be a reflection of my process and progress while working towards

the deadline. It will also be used as a form of noting community partner responses to our deliverables and also correspondence.

Community Partner

Who is YeHa?

The YeHa Project is a youth project under the Ardoyne and Shankill Health Partnership that aims to tackle health inequalities and promote healthy living and wellbeing in the Ardoyne and Shankill communities. YeHa works alongside young people between 12-24.

They have a variety of services:

- Health workshops for schools.
- Youth Crises Counseling.
- Personal Development Group Work.
- Health and Fitness
- Programs Creative Therapies

To gain an understanding into YeHa's current logo and website, I researched them further. This is their current logo which they have had since 2007 when they first launched.



Current logo



Current Website

Proudly powered by [WordPress](#) | Theme: [Bulk](#)

Meeting Community Partner

Our first meeting with Yeha was on the 04-10-19 at 2:30 in Ulster University Belfast campus present was our group; Catherine Morren, Chloe Rae, and myself, Claire Mulrone from Science Shop and also Sean Delvin from Yeha.

We prepared questions in advance for Yeha in order to get a better sense of what Yeha is and what they stand for.

1. What is YeHa?
2. What is your vision for Yeha?
3. What do you want the brand to represent?
4. What feelings do you want your brand to evoke?
5. What is the target audience?

We learned that Yeha was founded in 2007 and that they are moving to a new building and would like a brand refresh in time for moving to the new

site. They also stated that they would like to keep their tagline as it is how people know them.

They want a new logo that is relevant to the brand, but that is also creative. They expressed interest in keeping a similar colour scheme of the grey and navy blue that is in the current logo.

A new website will be a crucial part of the project as YeHa's current website is outdated and lacks information, They provide a lot of services so we will need to find a way in which we can convey all the information on the website without making it look cluttered. The website will be important in attracting funders to Yeha as most of their service users are referrals from schools or other organisations, gaining new members through the website is

not a priority.

We asked Yeha what emotions they wanted their brand to convey and they said they wanted Yeha to evoke feelings of Safety, calmness, reliability, communication and listening, and connecting but also wanted the youth focus to be strongly emphasised in the new visual identity.

Yeha said they would like:

- A new website
- A new logo
- Hoodies and polos
- Stationary
- A video or motion graphic explaining Yeha
- Pull up banners

and due to the website and new logo we will also need to include:

- Brand guidelines
- Wordpress user guide

Project Schedule

After meeting with the community partner, we made a project schedule that should allow us to meet the week 12 deadline.

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

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

Benchmarking

Benchmarking similar charity websites

To gain further understanding and development of the project, a benchmarking exercise was conducted on other young people's wellbeing charities in Northern Ireland, Scotland and England. By comparing these in a benchmarking exercise we hope to see similarity and what websites are demonstrating best practice. All charities assessed were Young people's wellness charities.

Below are the names and website links to the websites benchmarked.

Greater Manchester youth network
<https://www.gmyn.co.uk/main/>

Youth Scotland
<https://www.youthscotland.org.uk/>

Inspiring Scotland
<https://www.inspiringscotland.org.uk/>

Yeha
<http://yeha.biz/>

Benchmarking

Benchmarking Summary

The Greater Manchester youth network has good contemporary features and is user friendly in terms of functionality. It has the highest score of 56% and has shared features with other charity non-profit websites such as having the identifiable aim and target audience present in the home page. However, the website was very text heavy 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 and the website lacked any analytics.

Youth Scotland achieved a score of 48% and has an Identifiable Target Audience and identifying aim present on the first page of the website, as well as good quality images. The design was responsive and had a screen

overlay search menu. However, there was no contact section for possible users limiting the use of the service. There was no FAQ's and no other language options for multilingual users. The website loading time was very fast, and images loaded quickly.

Inspiring Scotland has a score of 45%. It has a very noticeable inconsistent visual aesthetic, the logo on the main homepage is blurry however the other images are good quality. They have a contemporary layout but use a serif typeface for large bodies of text. They have responsive web design and use google analytics to identify their target audience. Their site navigation can be awkward for users to interact with, the drop-down hover effect contains different categories for users.

The Yeha website has a joint score of 36%. It has an inconsistent and outdated website, with the last update being 2018. The website lacks information and a FAQ or contact section, there is also no links to social media or other social networking sites, narrowing down their potential users. There is a lack of images and the main hero image is blurry. The website is hosted on WordPress and has a responsive design features.

Benchmarking

Category	Features	GMYN	Youth Scotland	Inspiring Scotland	Yeha
First Impressions	Aesthetics	Static image slideshow with lowered opacity banner. Text heavy.	Hero image with text over it.	Image slideshow with links to different pages.	Blurry hero image, with logo over it.
	Identifiable Target Audience	On front page	On front page	On front page	On front page
	Identifiable Aim	On front page	On front page	On front page	On front page
Look & Feel	Retina (HD Ready)	Some images are blurry. High quality logo.	Good quality images.	Good quality images. Logo slightly blurry.	Barely any images, and bad quality images. Low quality logo.
	Responsive	Yes	Yes	Yes	Yes
	Content in Prime Position	Image slideshow	Static image with text over.	Image slideshow with links to different pages.	One hero image, little text, not in frame with image.
	Body text font	San serif	San serif	San serif	San serif
	Logo Placement	Top left	Top left	Top left	Centre of hero image
Technical	Content management system	Word press	Independent hosting	Word press	Word press
	Analytics embedded	None	Google analytics	Google analytics	None

Benchmarking

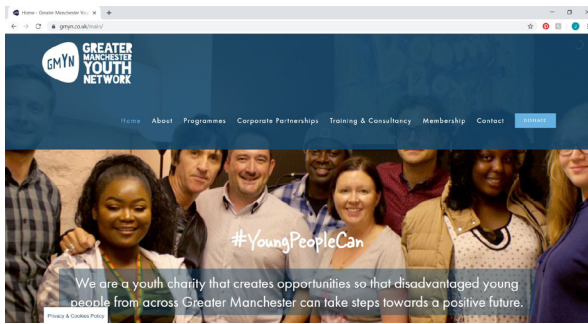
Category	Features	GMYN	Youth Scotland	Inspiring Scotland	Yeha
Navigation	Primary Menu Format	Fully exposed, becomes a drop down.	Top centre	Top left	Top centre, becomes a drop down.
	Primary Menu Position	Horizontal Centre	Horizontal Centre	Top left	Top centre
	Means of getting to the top of the page	Top of page function	None	None, icon to bring user to bottom of page.	Website has only one page.
	Site map	None	None	None	None
	Bread crumbs	None	None	None	None
	Contact Us	In the primary menu	Primary menu	Primary menu	None
	No. of clicks to Contact Us	None	One	One	N/A
Content	Explanation of service	Homepage	Homepage	Homepage	Homepage
	Evidence of outdate content	None, recent updates few hours ago.	None, news feed up to date.	None, news feed up to date.	Updated, last update 2018
	Social Media				

Benchmarking

Category	Features				
	FAQs Sections	None	None	None	None
	Privacy Policy	One click away in main menu	In footer, one click away	In footer, one click away	In main menu
Search	Search	None	Top right	Top right	None
	Type of Search Button	N/A	screen overlay	screen overlay	N/A
Functionality	Load Time	3.24 seconds	1.5 seconds	4.81 seconds	3.5 Seconds
	E-mail Subscriptions	Can apply for a membership.	Log in function beside search bar	None	None
	Multilingual	No	No	No	No
	Number of languages other than English	0	0	0	0
Accessibility	How many font types	2	3	2	2
	Clear & Accurate Headings	Yes	Yes	Yes	Yes

Benchmarking

Category	Features				
	Are links visually distinct	Yes	Yes	Yes	Yes
	Link underlining	No	No	Yes	Yes
	Hyperlinks change colour if visited	No	Yes	No	No
Overall Score		56%	48%	45%	36%



Greater Manchester Youth Network



Youth Scotland



Yeha



Inspiring Scotland

Brief

Writing a creative Brief

01. The task

Outlining the task, What problem needs to be addressed? – what's the focus? what feature is the most important?.

02. The deliverables

What are we going to deliver? It is important to present these clearly, in possible bullet point form so the community partner can understand them clearly.

03. Background information

Who is the community partner? What represents them? Explain what led us to write the brief and present research supporting the project.

04. The objectives

What is the goal of this work? What does the project need to do or communicate?.

05. The target audience

Who is the project for? What audience is it trying to attract? What audience profiles need to be considered?

06. Choice of channels

What platform will the project be on? Consider how this can affect the target audience.

07. The key message

What are we trying to convey through the project?

08. The budget

How much will this cost? As we are working with a charity community partner cost needs to be carefully considered as they may have a little or large budget.

09. How success will be measured

The objectives should be closely linked to the idea and the work.

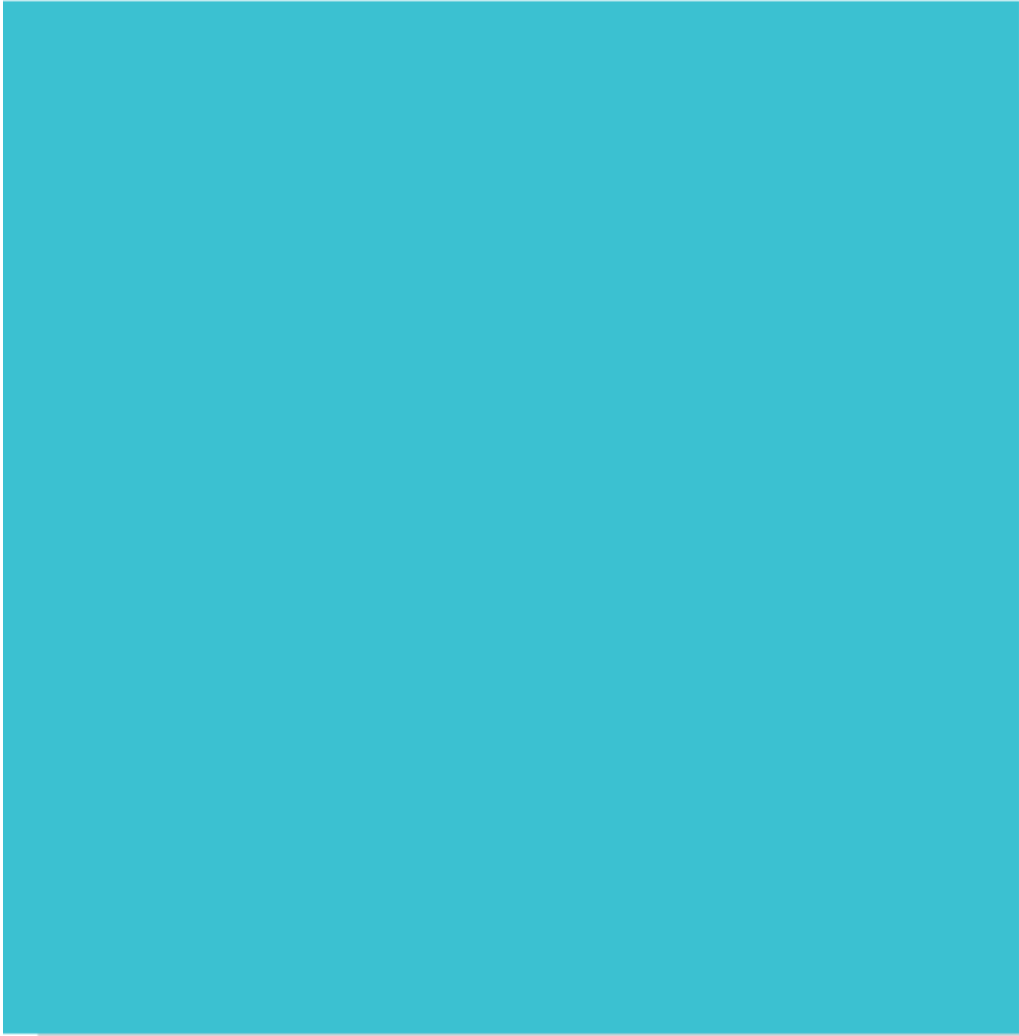
10. Any mandatory

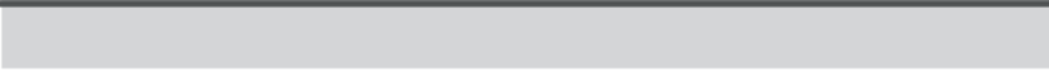
What aspects does the community partner not wish to change? What has to be worked around or changed completely?.

<https://www.creativebloq.com/advice/how-to-write-the-perfect-brief>

YeHa Project

Supporting young people's
health and well being





Brief Document



The Brief

01. 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 and well-being issues and at risk of falling out of education.

02. 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 success and promote 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.



03. Deliverables:

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

-We will to 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 to 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 to create a new visual identity complete with brand guidelines and a new logo, to be used for the relaunch of YeHa as well as a portfolio of images that highlight the work of YeHa, stationery and three pull up banner displays which capture the work that YeHa does for the community.

04. 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.

05. 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 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. The website lacked any analytics which makes the company unable to analyse their audience.

The Shine Trust website scored the lowest with 22%, it is a basic structure and holds a lot of content however the font can be overpowering to look at as it is very bold and comes across text heavy. In terms of colour scheme there is a clear black, white and orange. The search function offered needs refined to be truly useful. They have a basic logo which doesn't stand out in comparison to the other sites' logos.

We believe that creating a contemporary website, with a consistent design and colour scheme, as well as strong user functionality and responsive design will improve YeHa's online presence.

06. 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, portfolio book, pop-up banner, etc.

07. Budget Specification:

Word press - £48 a year for the personal package. £84 a year for the premium package. £240 a year for the business package.

Blurb Book

Large Landscape - standard paper, £37.99.

Premium paper, £43.99.

Small Landscape - standard paper, £21.99.

Premium paper, £24.99.

Deluxe Pull-Up banner - £125

Standard Pull-Up banner - £65

Info Cards - 100, £33. 500, £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.

08. Project 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.

09. 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 response

After the brief was created, Catherine emailed the brief to Sean Delvin from Yeha.

Below is our email and his response.



Catherine Morren

Thu 17/10/2019 15:24

yehaproject@gmail.com; Mulrone, Claire; Hickey, Adrian; Jade Bailey; Chloe Rae ✓



Hi Sean,

Following up from our initial meeting please find attached the brief document for your consideration.

Can you confirm if these deliverables are suitable?

Kind Regards,
Catherine Morren

Brief Document for YeHa



Yeha Project <yehaproject@gmail.com>

Mon 21/10/2019 21:39

Catherine Morren; Mulrone, Claire; Hickey, Adrian; Jade Bailey; Chloe Rae ✓



Hi Catherine

I have read through your document and I am really excited about the deliverables, the outcomes are in line with our suggestions from our initial meeting. I can confirm that the deliverables are suitable.

Many thanks

Sean Devlin



Logo design process

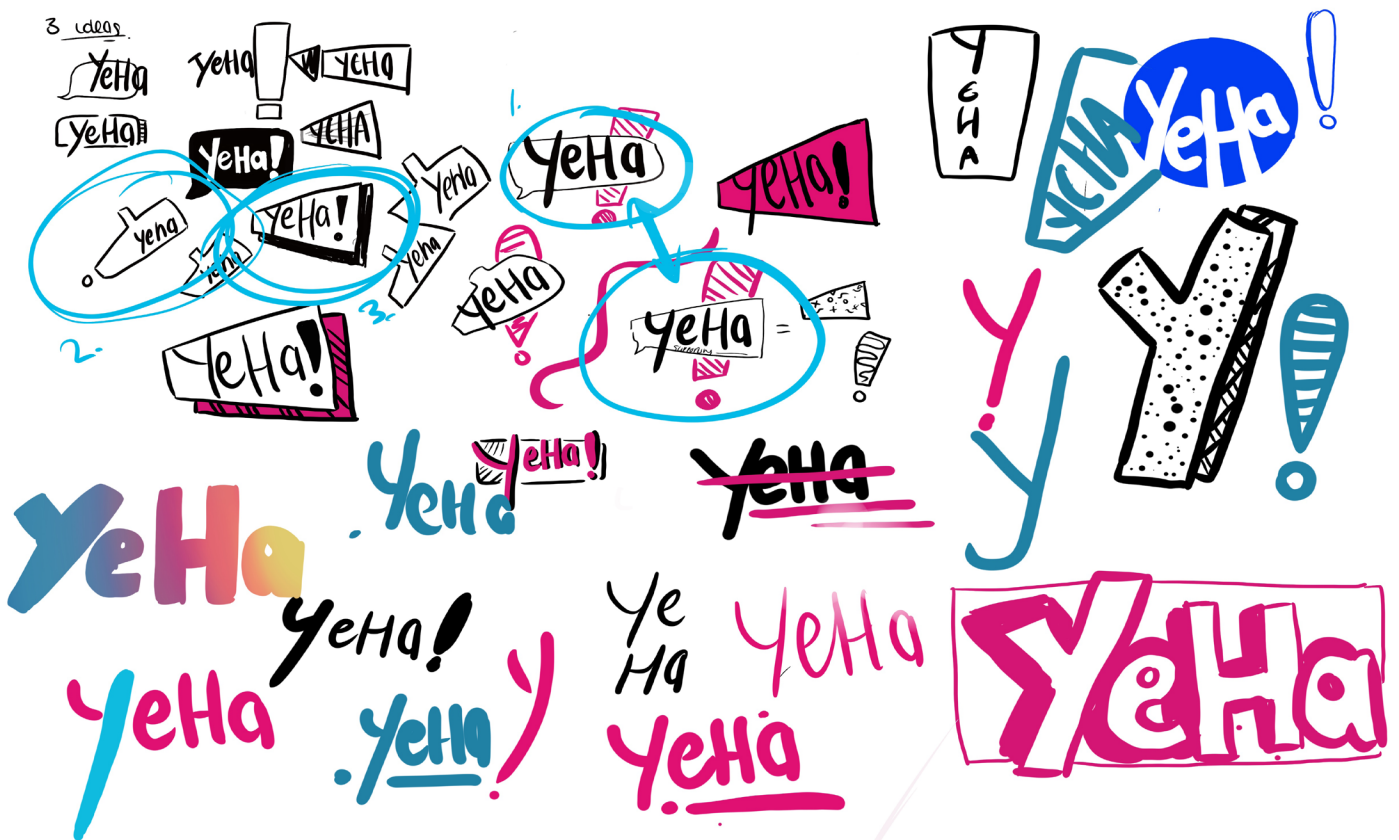
After completing a moodboard and analysing logos and branding techniques of other companies, I knew the tone of voice I wanted Yeha to highlight, as Yeha focuses on young people between 12-24 it was important for the logo to be tailored towards young

teenagers and young adults. Being a youth charity it is important that Yeha have a fun and energetic youth focus. I kept this in mind while drawing out some logo ideas.

While brainstorming as a group we decided we collectively liked the concept

of incorporating an exclamation mark into the logo design as it matched the tone in which Yeha is said, conveys a sense of excitement and also adds a contemporary vibe to the logo.

Below are the initial sketches and brainstorms of possible



Logo design process

I chose the logo ideas that I thought had the most potential and that I thought suited the brief the best to be worked on further.



Logo design process

While researching logo design trends I came across gradient designs, I liked the vibrant and contemporary style that they had and as we had identified colours which we thought suited Yeha I thought it would be interesting to combine all of the colours in a gradient, that way all the colours

would represent Yeha but create a more youth focused style.



Logo design process

Design Research

I chose this one out of them all as my first logo because I liked the dynamic style and can see a variety of possibilities for it. I liked the combination of the exclamation mark and the use of a speech bubble and hand writing style type as it

gives the logo a more personal appearance.



Colour breakdown

Logo colours

This is a breakdown of the colour gradient that I choose to use in the logo. Each colour represents a different emotion connected to Yeha.

Yellow: Happiness and positivity.

Orange: Youth, energy, movement and change.

Pink: Caring, kindness and Fun.

Purple: Creativity

Blue: Education and knowledge.



Colour Gradient



Hexcode:
f7ba23

CMYK:
2, 30, 90, 0



Hexcode:
e9482c

CMYK:
0, 82, 83, 0



Hexcode:
e21d4b

CMYK:
2, 96, 57, 0



Hexcode:
993188

CMYK:
48, 92, 1, 0



Hexcode:
5c368b

CMYK:
79, 89, 1, 0

Logo design process

Design Research

I experimented with the colours and gradient effect of the logo to see which one suited the brand style more.



Colour breakdown

Logo 1: Final logo choice

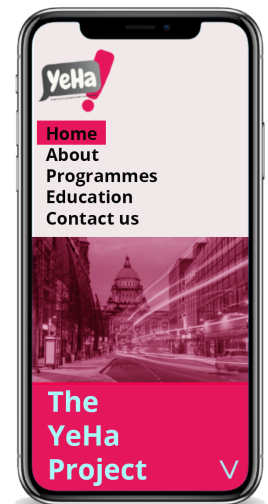


Logo design process



Colour breakdown

Website mock up



Logo design process

Banners



Logo design process

Hoodie designs



Logo 2

Design process

For my second logo choice I decided to go for a more comic book style theme, I decided to do this because Yeha is a sound it reminded me of the pop art style

of the 1950s, and the pieces of work that where comic book inspired. I choose a bold colour font and added a black and white outline around it to make it

more dynamic, also below is the colour breakdown.

Yeha

Yeha

Yeha

Yeha

Colour Breakdown



Hexcode:
f2ec36

9, 0, 89, 0

CMYK:



Hexcode:
22b3ac

CMYK:
74, 4, 39, 0



Hexcode:
f57c1f

CMYK:
0, 63, 100, 0



Hexcode:
ec1384

CMYK:
0, 98, 8, 0

Logo 2

Logo 2: Developed logo design



Logo 2

Logo 2: Chosen Logo

YeHa

Youth. Education. Health. Advice

YeHa

Youth. Education. Health. Advice

Logo 2

Logo 2: Alternative logo design



YeHa!



YeHa!

Supporting Young Peoples Health and Wellbeing

Logo 2

Website mock up



Logo 2

Banners



Logo 2

Hoodie design



Logo 2

Stationery



Logo 3

YEBHA!

YEBHA!

Logo 3

Logo 3: Alternative designs



Supporting young peoples health and wellbeing



Supporting Young Peoples Health and Wellbeing



Supporting Young Peoples Health and Wellbeing



Logo 3

Logo 3: Alternative designs



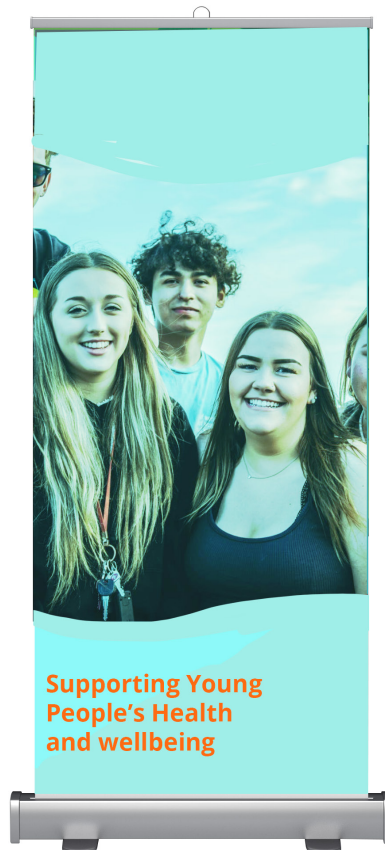
Logo 3

Website mock ups



Logo 3

Banners



Hoodie designs



Stationery



Final pitch document

Logos

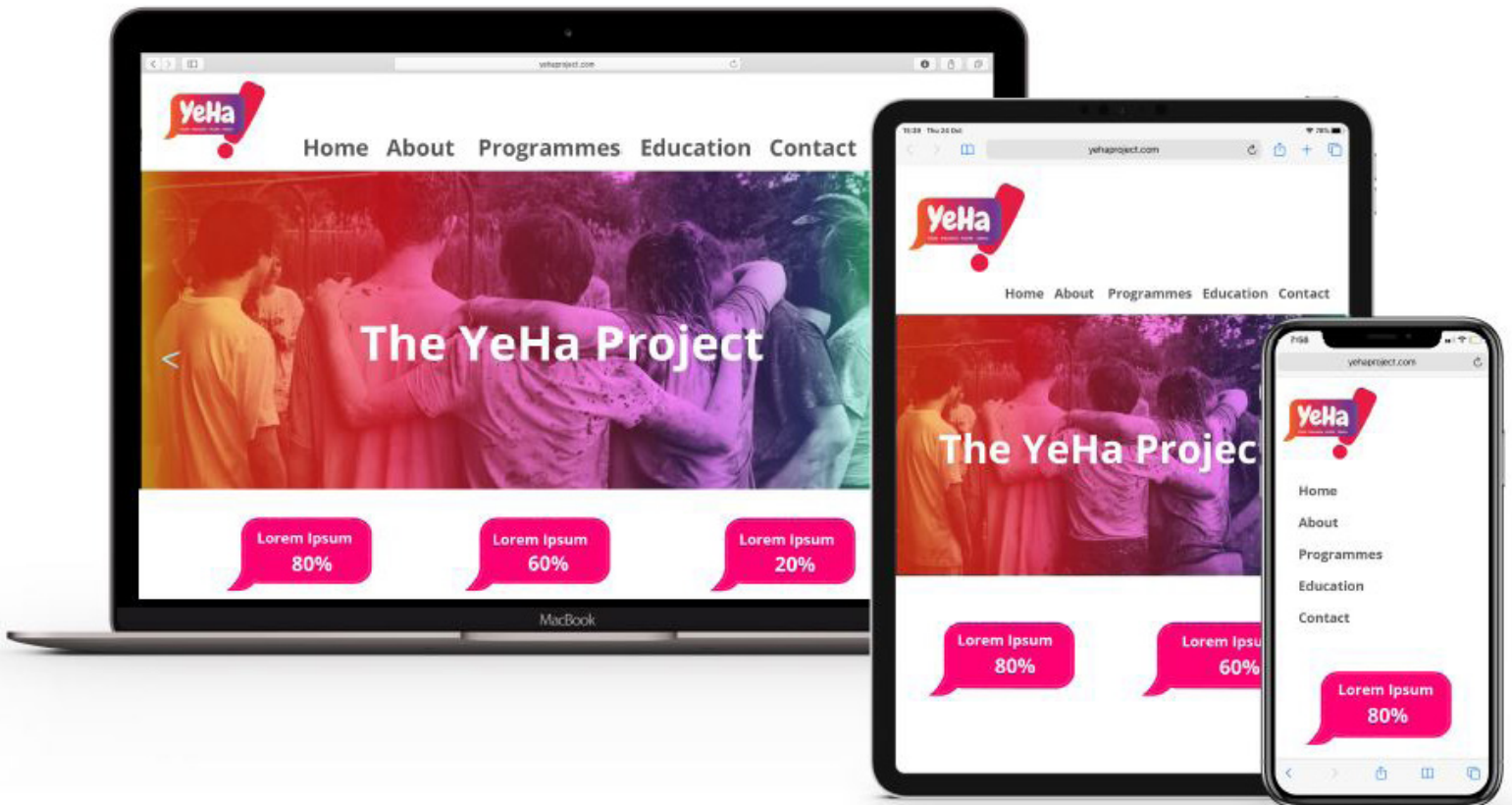


Logos



Final pitch document

Website mock up



Pull up banners



Final pitch document

Stationery



Hoodies



Pitch meeting feedback

Logo colours

Our pitch meeting took place on Ulster University Belfast campus, Claire Mulrone and Sean Delvin from Yeha were both there, Sean brought a service user to get her opinion on the work from a youth perspective.

We decided as a group before the meeting that we would drop the 'Supporting young peoples health and well-being' to 'Youth, Education, Health, Advice' as it was shorter and catchier and to use the original tagline as a secondary one. Sean agreed with this decision, we also showed Yeha a variety of logos some with the tagline and some without, Sean expressed that he wants to have the tagline on all of them so people can clearly see who Yeha are and what they stand for.

Sean loved the vibrant colours of Catherine's design but thought it was a slight bit too bold for the audience. He liked the speech bubble logos that both Chloe and I presented. While he loved how youthful Chloe's was they decided it was too youthful for the older audience. Sean picked the logo I designed for the new Yeha logo.

As for the websites, Sean liked the style of mine but wanted it combined with Chloe's wordpress template, he likes the idea of the animating statistics that was presented and wanted that on the website.

As for the banners it was decided the logos needed more presence on the Banners and Sean also wanted the old logo to feature on one of the banners.

For the stationary he preferred my black notebook and colourful name cards.

We also decided that on the Yeha website the categories would be broken into 'Youth', 'Education', 'Health' and 'Advice'.

Yeha were impressed with the GIFS we presented them of the logos animating and changing colour and said it helped him to make his decision.

Final Design

Logo

Yeha chose my Logo as the final design, here is the breakdown of the colours of the gradient and the hexcodes and CMYK of each colour.



Logo Breakdown



#FFE600
CMYK: 3,4,91,0



#B21F93
CMYK: 40,92,0,0



#E94D28
CMYK: 0,81,88,0



#6C368A
CMYK: 79,89,3,0



#E81545
CMYK: 0,95,6,0



#61BB95
CMYK: 63,0,52,0

Final Design

Logo Variations



Final Design

Digital Mock-ups

The final mock up with the changes that Sean requested.



Final Design

Banners

Banners were amended to match what Sean wanted with the old Tagline being included on them now



Final Design

Stationary



Final Design

Hoodies



Final Design

Polos



Work Allocation

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
- Portfolio Book

Jade Bailey

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

Catherine Morren

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

Chloe Rae

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

Filming

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

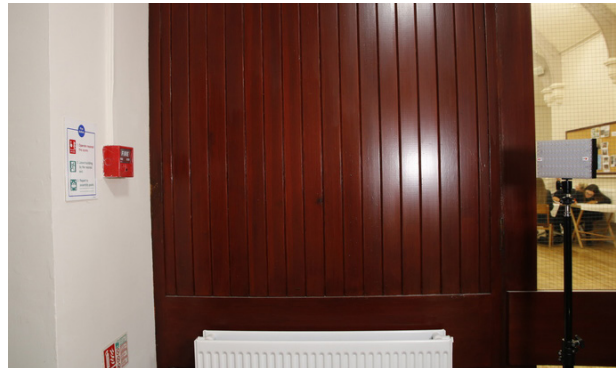
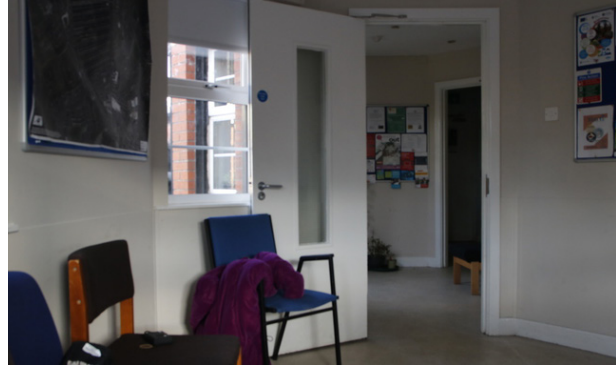
- Flex Fitness and the YeHa building, 51-59 Ardilea Street, Belfast

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

Filming

Recce Images



Filming



Film prep

Interview Questions

1. How long have you been coming to YeHa?
2. What do you enjoy the most about YeHa?
3. Have you made many new friendships since coming to YeHa?
4. Have you learned any new skills at YeHa?
5. Has YeHa been a positive experience for you?
6. Do you think you will continue your journey with YeHa?
7. Do you enjoy working on community projects?
8. Do these activities have a positive effect for you?

Brand guidelines



Brand guidelines

The Brand

The YeHa Project supports young people in North Belfast, mainly the Ardoyne and Shankill areas aged 12 to 24 to tackle issues affecting their health and emotional well being. Their work with young people embraces the core principles of youth work with therapeutic approaches.

They were set up over ten years ago to tackle health inequalities in North Belfast and their focus is on trying to get young people to focus on healthy lifestyles and make positive and healthy choices regarding their well-being.

They prioritise mentoring and support work where a young person can work with a youth worker informally centered around mental health and well-being. This may involve building coping skills and strategies for any difficulties they are facing in their life and looking at their interests and skills. They aim to get young people more involved in their communities.

Brand Personality

The YeHa project are youth focused and want to emphasis that in their brand personality. They are positive, energetic and passionate about supporting young peoples health and well-being.

They are bold, caring and act as a mentor for many people in the local community, they provide knowledge and support and do so in a exciting and delicate manner.

YeHa also focus on the importance of conversation and communication which must reflect through the brand personality.

Brand guidelines

The Values

The YeHa project supports the health and well-being of young people aged 12-24, they provide mentoring, peer groups, educational support and qualifications and community programmes.

YeHa aims to support young people into making their health and well-being a priority as well as giving young people the skills to better themselves and to gain more opportunities. This youth focus is part of the core of YeHa and should be reflected in all areas.

Tone of Voice

YeHa should have a bold, vibrant, and youthful tone of voice, they should be represented by bright colours that convey the meaning of YeHa in them.

YeHa are positive and provide encouragement to many young people this should be reflected in their brand.

The Logo

The logo is made up of 3 elements which represent what YeHa stands for:

The speech bubble represents the conversational tone and the emphasis YeHa place on communication in the form of counselling and peer mentoring.

The exclamation mark represents the youth aspect of YeHa, it conveys a sense of excitement and positive energy.

The main typeface adds a personal handwritten element to the logo, making it feel more personal to each service user or employee. It also highlights the youth aspect of YeHa.



Brand guidelines

Logo variations

There are two logo variations to be used depending on the colour background.

The black exclamation mark logo:
Should be used on pastel or light coloured backgrounds such as a light yellow or a light pink in order to maintain the style of the logo

The white exclamation mark logo:
Should be used when the logo is being placed on a dark or very bold background colour such as a dark red or purple.



Logo Colours

These are the colours for the main logo.

Each of them represent a different aspect of YeHa, included is the Hex-codes and CMYK codes for each colour if they are to be used for a different purpose.

Included also is the gradient from the main logo which previews how the colours should be structured from left to right if used in gradient form.



#FFE600
CMYK: 3,4,91,0



#E94D28
CMYK: 0,81,88,0



#E81545
CMYK: 0,95,6,0



#B21F93
CMYK: 40,92,0,0



#6C368A
CMYK: 79,89,3,0



#61BB95
CMYK: 63,0,52,0

Brand guidelines

Logo Spacing & Size

The clearance between the logo and anything else has to be no smaller than the size of the dot in the exclamation mark. As shown to the right.

Please make sure that the correct amount of space is left around the logo to ensure quality of the logo and brand.

When resizing logo please make sure that it is kept in proportion and not stretched. To ensure that the logo is kept in proportion hold shift key on keyboard when resizing, to maintain the integrity of the logo.



Logo Misuse

To the right is examples of the logo being misused.

Please don't not do anything like this.

The Logo MUST NOT:

- Be Stretched
- Changed in anyway
- Edited in anyway
- Be change in terms of colour (except when using alternative logos provided previously).



Brand guidelines

Typeface

Beside is the names of the typeface you should use for titles or main text.

For titles and subtitles please use Chewy, this can be downloaded for free on Google Fonts.

For main text please use Open-Sans this can also be downloaded for free on Google Fonts.

Chewy

Open-Sans

Motion graphic trailer



Community
Projects



We
Support
Young
People's
Health &
Wellbeing



Motion graphic trailer



Motion graphic trailer



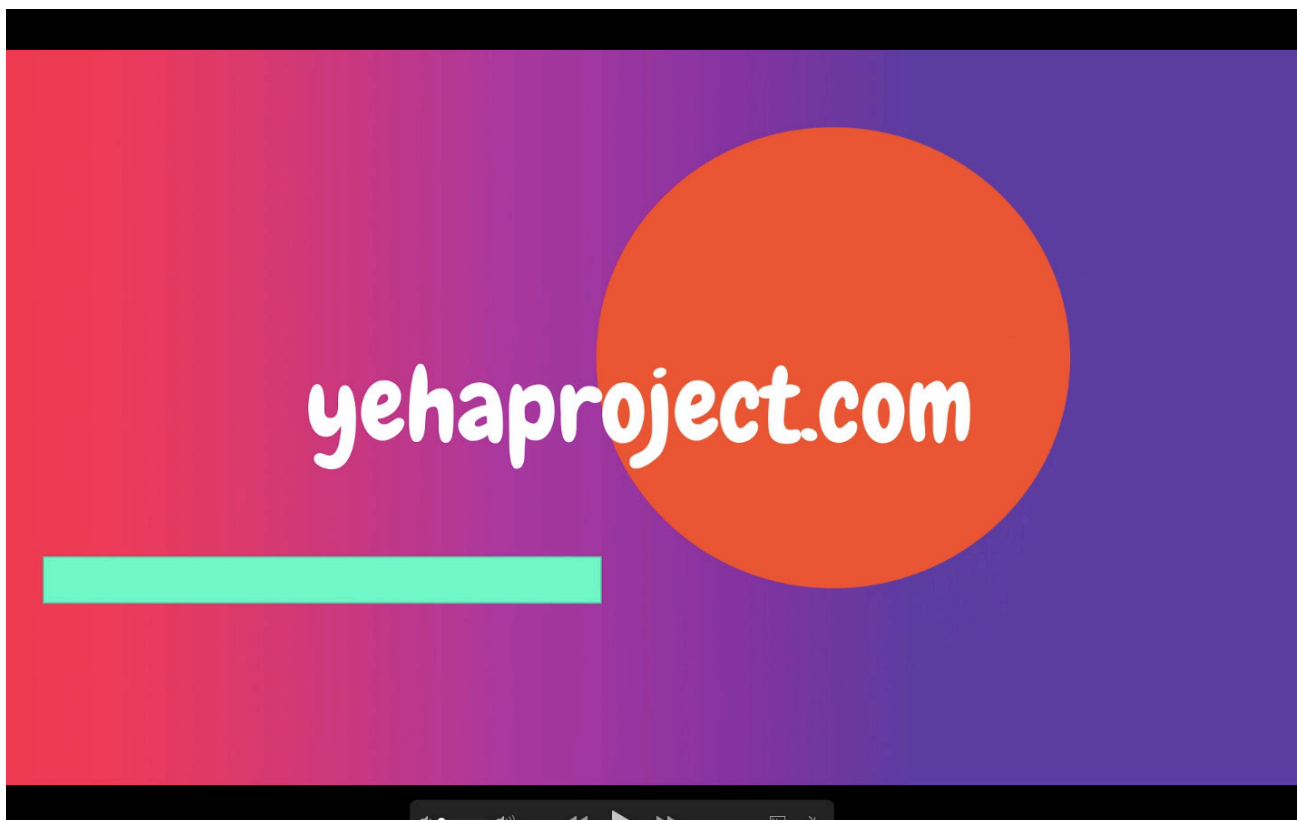
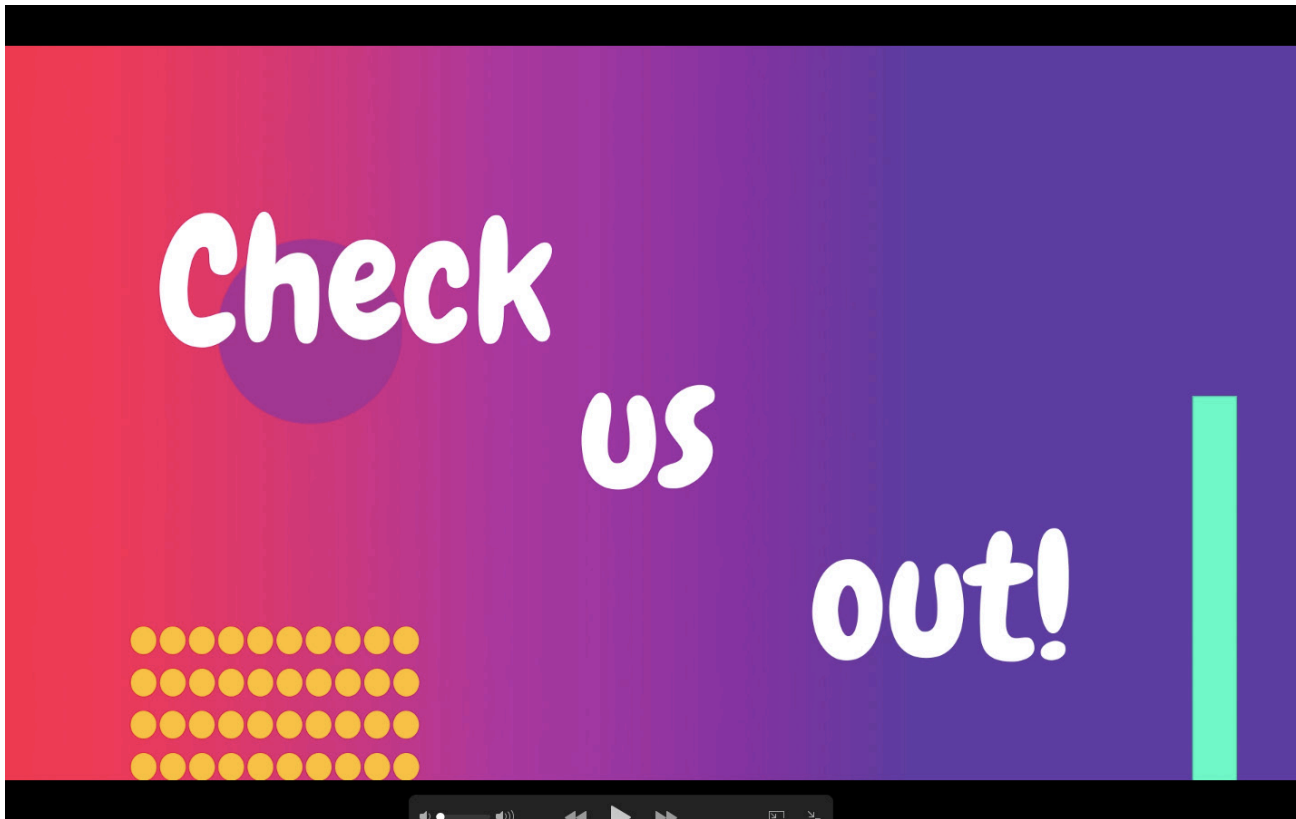
Training Programmes



Advice Support



Motion graphic trailer



Vinyls

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

f YeHa Belfast www.yehaproject.com

The Team!

Jade Bailey Catherine Moran Chloe Row

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 emphasise 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 assure YeHa with more opportunities for funding.

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

26 **125** **56**

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 stationary, hoodies and polo shirts that will display the new logo.

YeHa plan to launch their new visual identity in early 2025.

