

# Content

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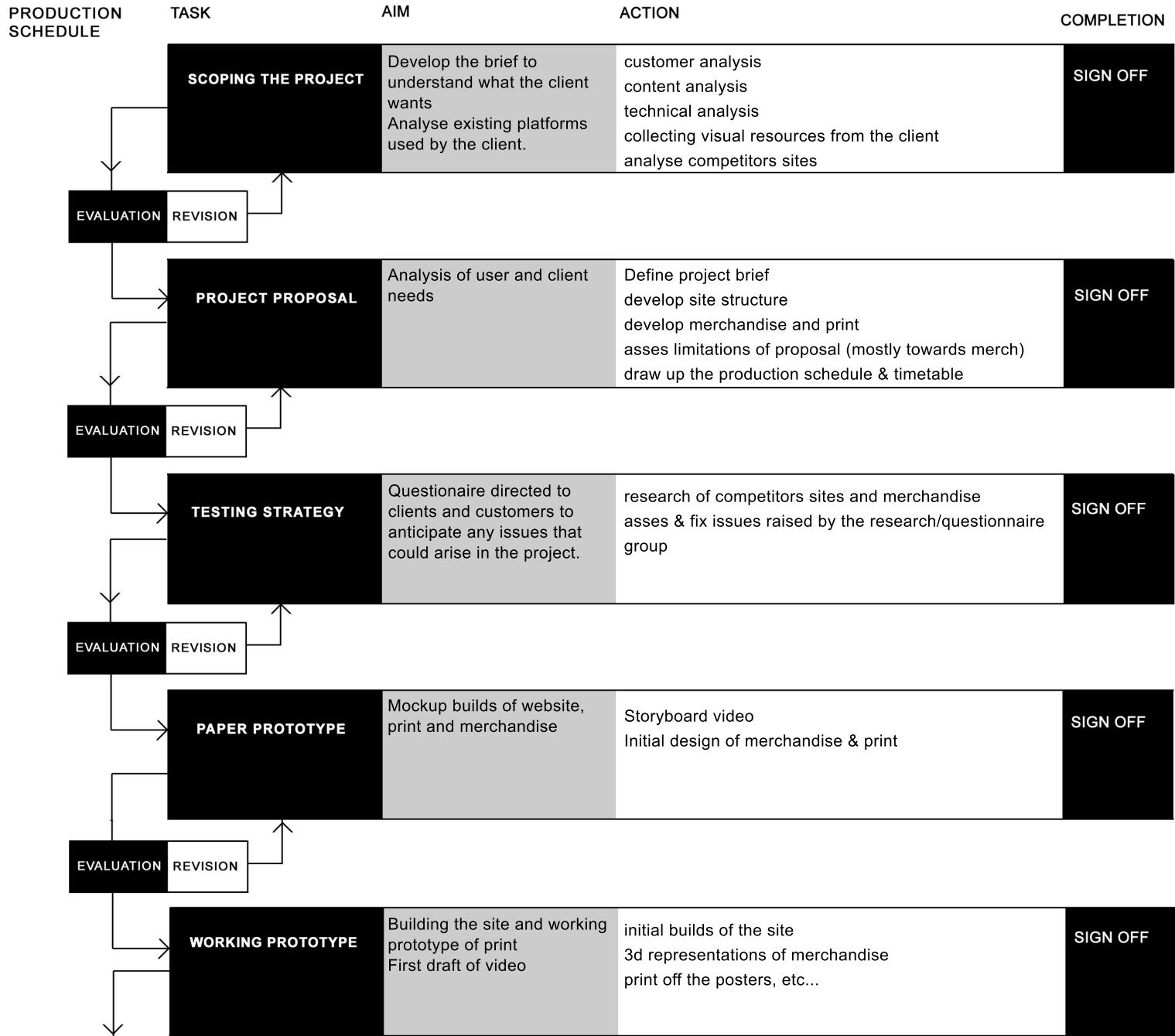
# Introduction

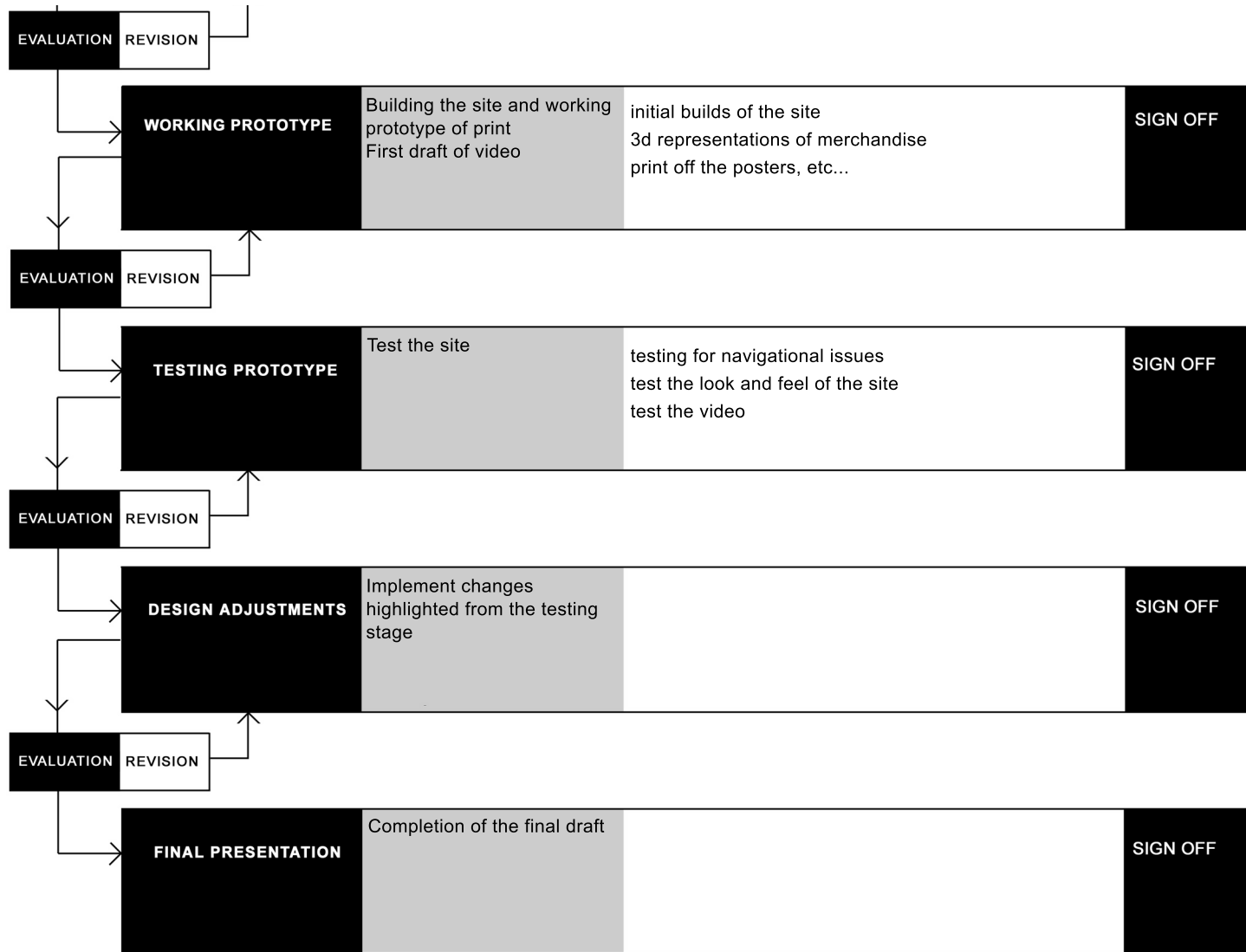
**Welcome to this production log that will detail and map out my creative process in the development of work carried out for Surestart Coleraine Partnership. Along with my colleague Jack Calhoun, we will work together to ensure that Surestart receive the best possible service required and this can take many forms such as photographer, logo design, website revamp and videography.**

**Together we will ensure that Surestart get the best possible service and are pleased with the end result.**







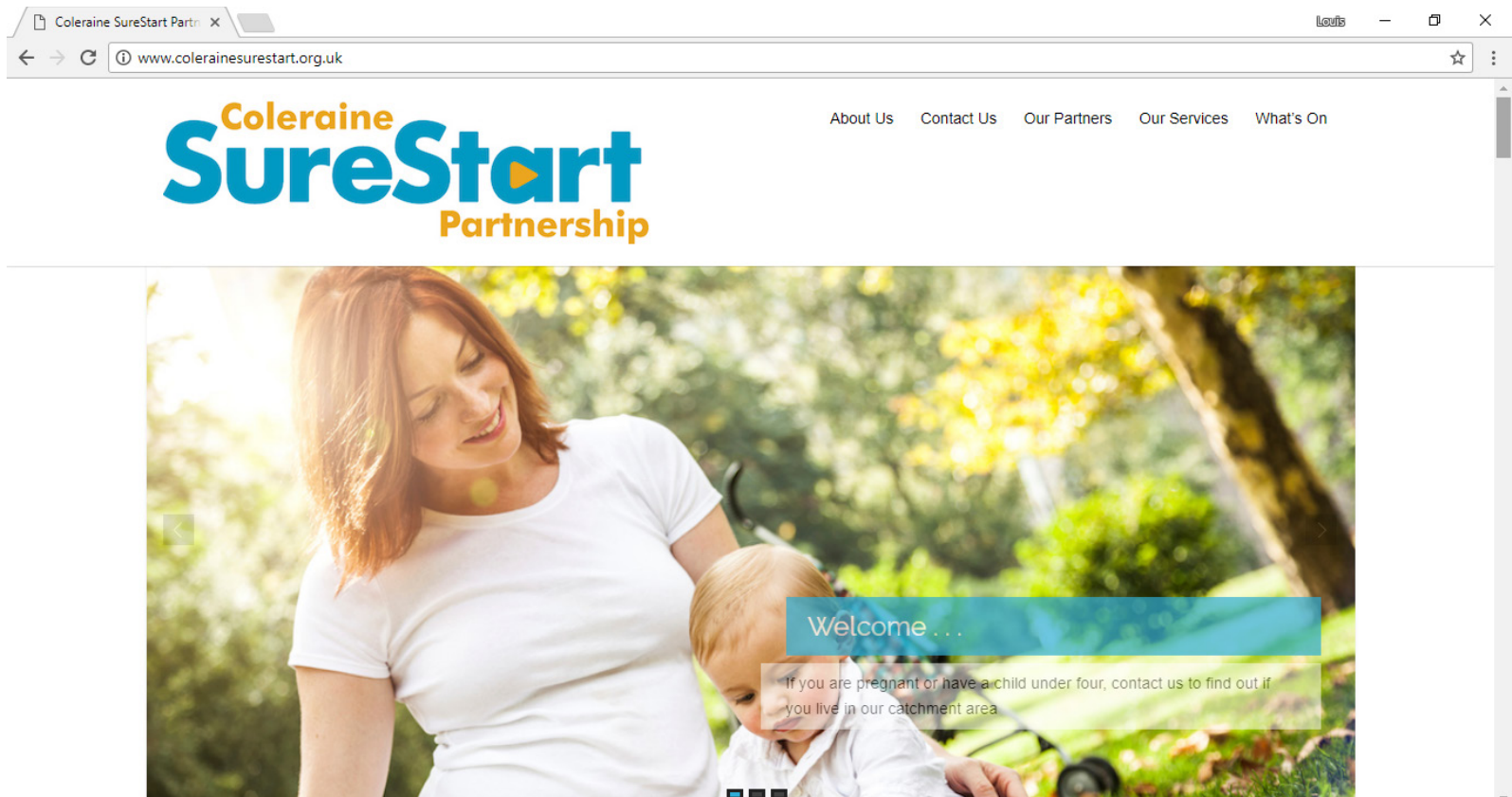


**Attached above is the agreed upon Production Schedule for Jack and myself and where we hope to be over the coming weeks. We aim to stick to this production schedule to make sure that the work for SureStart is carried out well.**

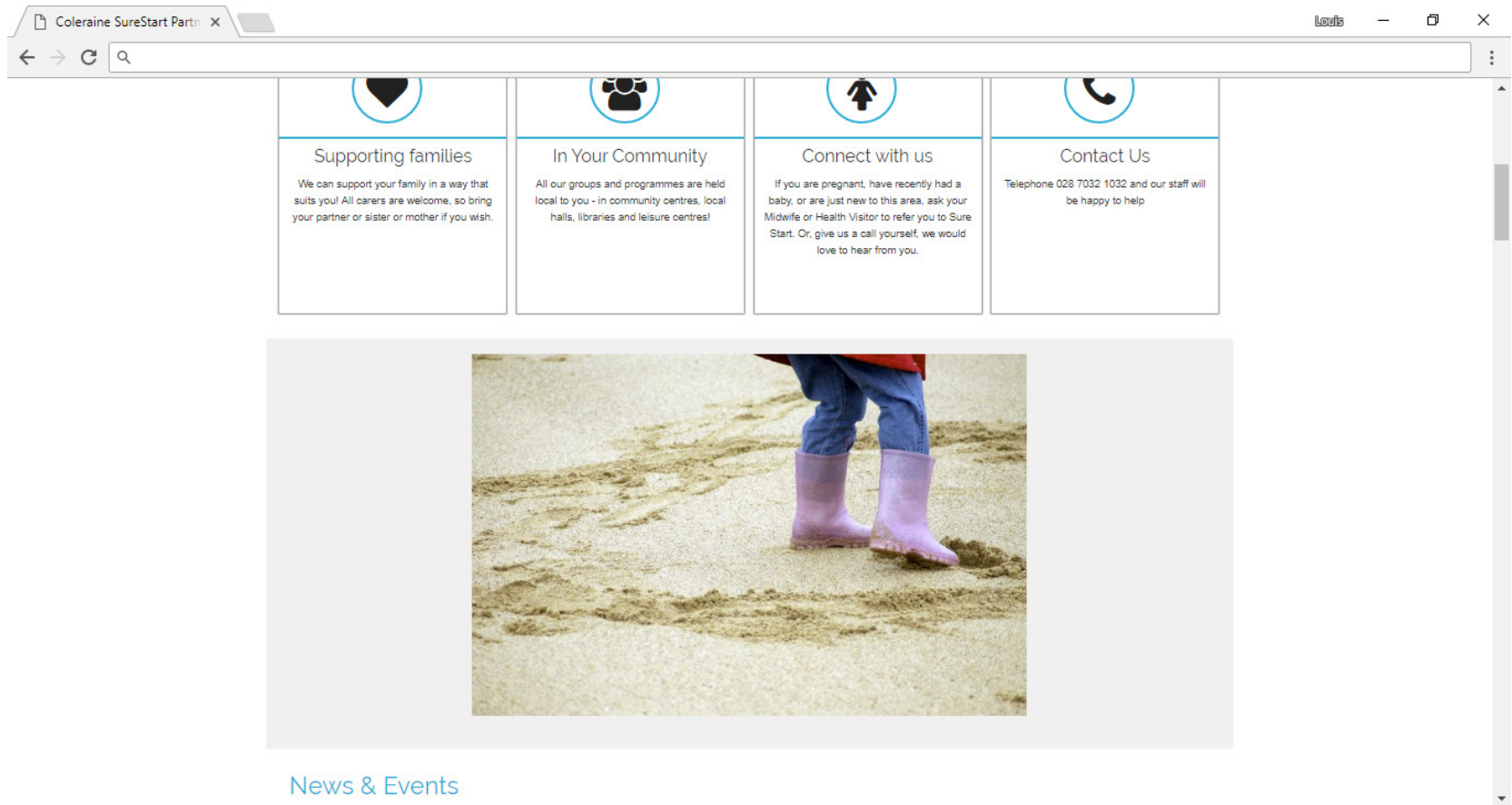
# Research

**Before we got started into doing anything creative and trying to help Surestart Coleraine Partnership, we had to do research about their competitors and similar companies to Surestart to see what would work best for surestart and how we can take this research and apply it to our work.**

**Before we could get into competitor analysis, we had to see what was currently wrong with SureStart Coleraine Partnership website that they would ask for help.**



**(SureStart, Coleraine PARTnership, 2017)**



**When looking at Surestarts website, it was apprent straight away that they would need some help as there was a list of things currently wrong with the wesite such as:-**

- **Stock images used instead of real photos**
- **Too large of a logo**
- **Font size was different and inconsitent across pages**
- **Repetition of articles one after each other**
- **Load time of pages was far too long**
- **Not all pages linked across togetehr**

**What Surestart had done well though was making sure that the information they wanted put across was there and easy to find as well as explaining exactly who their target market was**

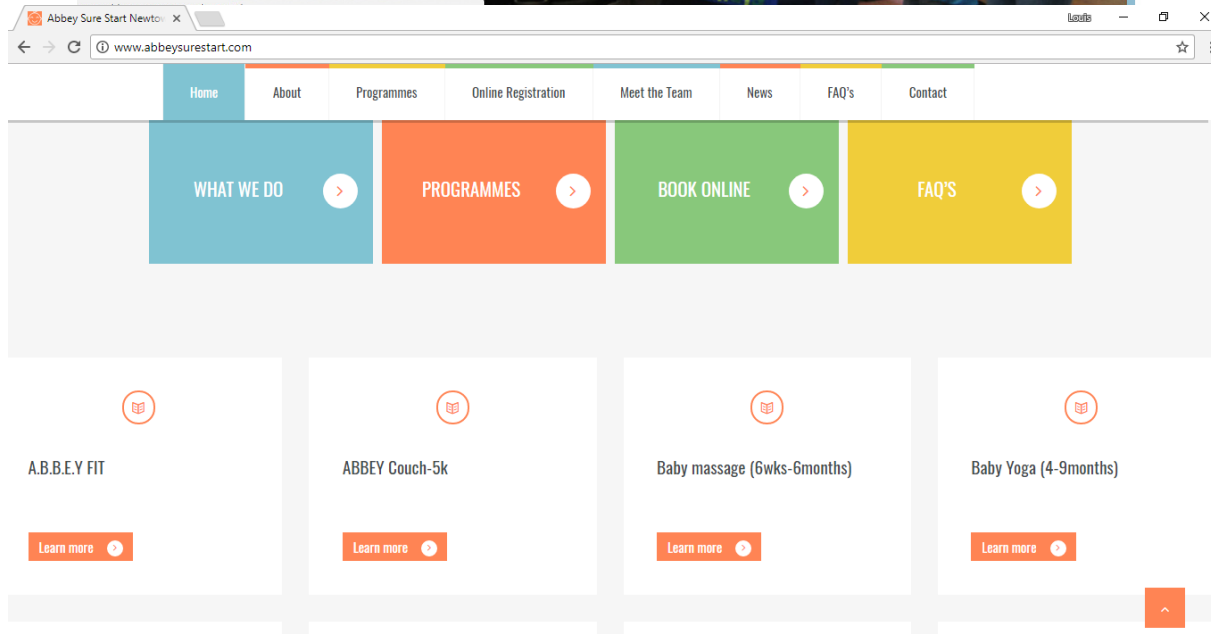
# Competitors

**After looking at Surestarts Coleraine Partnership website, I moved onto researching and highlighting competitors/similar websites to see what works well for them and if that could be incorporated in Coleraine Surestarts own website through my own ideas. The first competitor I looked at was another Surestart company based in Northern Ireland and that was "Abbey Surestart".**

**As can be seen on page 9, Abbey Surestart is somewhat similar to Coleraine Surestarts with its layout and background but that seems to be the only similarities amongst the two and is clear to see just on the homepage alone how much better laid out Abbey Surestarts is compared to that of Coleraine's website. The Abbey Surestart website uses non-stock images, a functioning slider of images, lots of colour that shows the fun, friendly, family nature that Surestart tries to promote daily, a header that moves with the page so it's always easy to navigate the page at any given moment and consistency with the fonts.**

**There are downsides to the website as well though, the page load times are longer than that of Coleraine's and towards the bottom of the page there should be images with each blog post but there just isn't leaving the website the feel a bit empty.**

**Overall I feel that Abbey Surestarts website is a good competitor to that of Coleraine due to having a site that looks off for the brand guidelines a lot more set out by SureStart themselves.**



(Abbey Surestart, 2017)

**Competitor #2 I looked at was East Belfast Surestart which again just like competitor #1 is a Surestart company based in Northern Ireland. This website was unlike Coleraine Surestart websites compared to Abbey Surestarts, East Belfast was very much different, for example as you can see on page 11, East Belfast Surestart website was very dominant with the colour blue.**

**It ranges from light blue to darker blue depending on where your mouse is on the screen. On the website itself it doesn't have brand guidelines to specify why this is so with more research I was able to give my own opinion as to why they would have went in this direction. "Dark blue: trust, dignity, intelligence, authority**

**Bright blue: cleanliness, strength, dependability, coolness  
(The origin of these meanings arise from the qualities of the ocean and inland waters, most of which are more tangible.)**

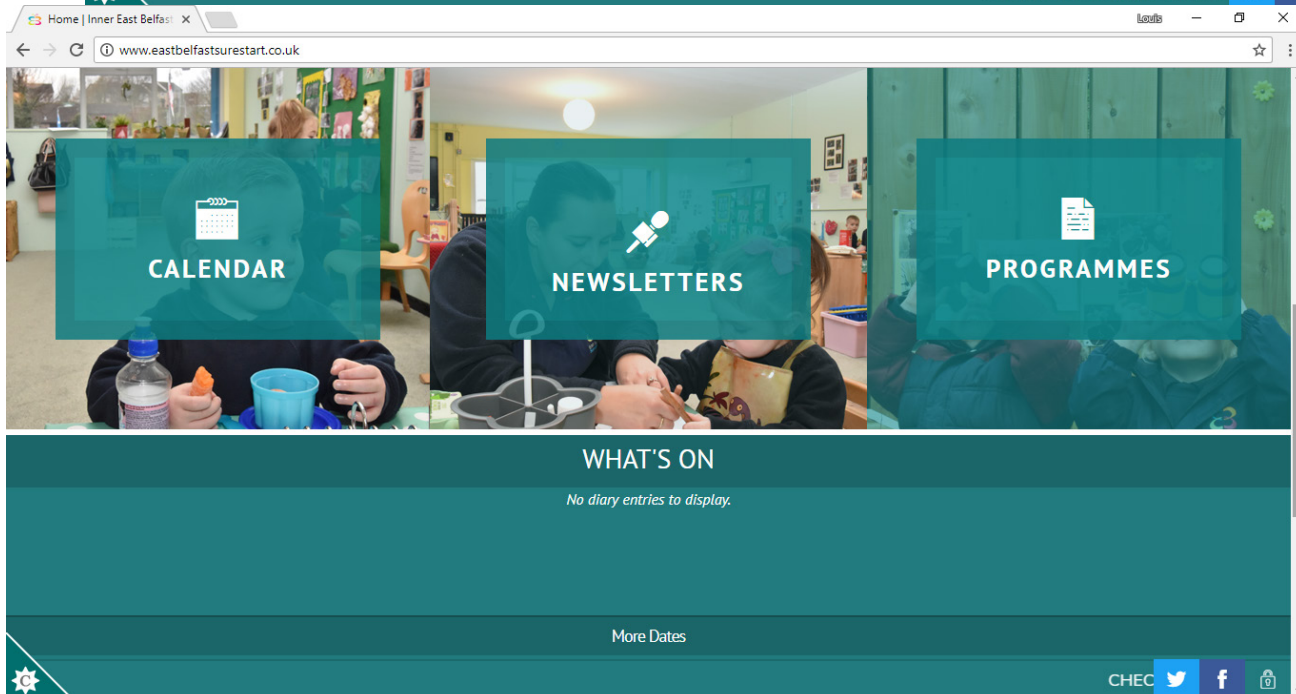
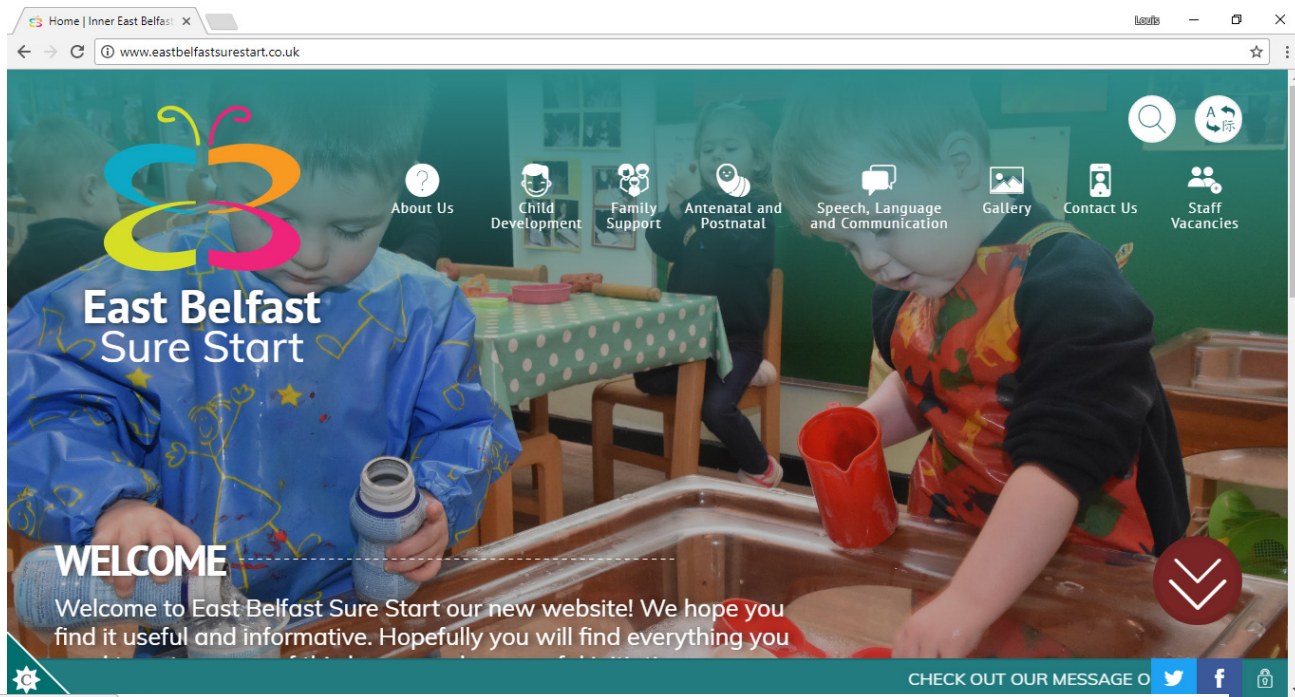
**Light (sky) blue: peace, serenity, ethereal, spiritual, infinity  
(The origin of these meanings is the intangible aspects of the sky.)**

**Most blues convey a sense of trust, loyalty, cleanliness, and understanding. Blue is the most commonly used color in corporate identity." (<https://www.colormatters.com/the-meanings-of-colors/blue>)**

**The website itself though is quite difficult to navigate with multiple sub-headings under each main heading which can lead to some confusion. On the other hand, the load time is a lot quicker, information is clear and easy to spot on the homepage and it uses its own images.**

**Overall I feel that compared to Coleraine Surestarts website, this is a good example of a corporate site with extensive search features and a lot of information to dig through but with the too much blue on the website it makes the whole thing very distracting and confusing to navigate, something I wish to avoid when making Coleraine Surestarts website.**





(East Belfast Surestart, 2017)



**Competitor #3 I looked at was Family Support NI. Instead of looking at website with the same brand association as Coleraine Surestart I wanted to look at the competitor in the same type of working environment as them, family work and child support and so the best competitor to them would be family support NI.**

**The Family support NI website is very informative throughout the entire site and is quite obviously used to make any person visiting to feel more at ease when visiting the page due to this information. What it does well compared to Coleraine Surestart is have consistent font, ease of access to contact, faster load of page times, the use of colour to divide different headings similar to that of Abbey Surestart, and also Family Supports NI's best feature, its expansive search parameters which can take you to any page but also is tailored to help the user in any way it can.**

**Similarities to Coleraine Surestart is that it uses stock pictures instead of ones taking themselves, a large logo to easily identify brand recognition and the use of background.**

**Overall I feel Family Support NI is the better website to use because of its search engine as can be seen on page 13 but all it would need to do is use non stock images.**

Home - FamilySupportNI x

www.familysupportni.gov.uk

# familysupport NI.gov.uk

Helping You Find the Services You Need

Home About us Contact us Links

## NEWS & EVENTS

Apply for Pre-School & Primary School places for Sept 2018  
28.11.2017

HMRC Small Business Forum – Help for Childminders  
23.11.2017

[More News & Events](#)

FamilySupportNI.gov.uk

### Family Support NI Website

This site provides details of a wide range of services provided by statutory, voluntary and community organisations to support families. This information will help Families, Young People, Children and Practitioners in Northern Ireland to find local services to meet their needs.

You will also find details of ALL REGISTERED childcare providers in N.Ireland. Government Agencies eg HMRC/DSD use this website to verify registration of childcare providers

Search Family Support Services

Choose a Service ▼ Keyword Search Postcode Search Any Distance ▼ All of N Ireland ▼ [Search](#)

Search Childcare Services

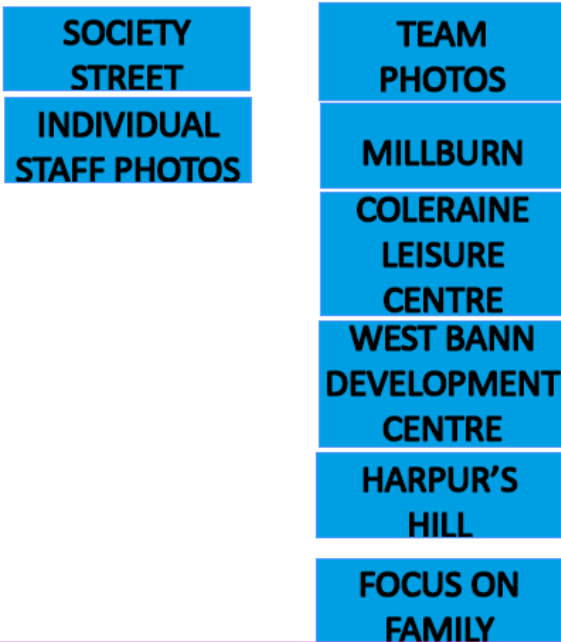
Type of Provider ▼ Keyword Search Postcode Search Any Distance ▼ All of N Ireland ▼ [Search](#)

Vacancies  
  Experience of Disability/Complex Needs  
  School Pick Up/Drop Off  
  Willing to accept Childcare Vouchers  
 Flexible Working Hours  
  Pre-School Funded Places

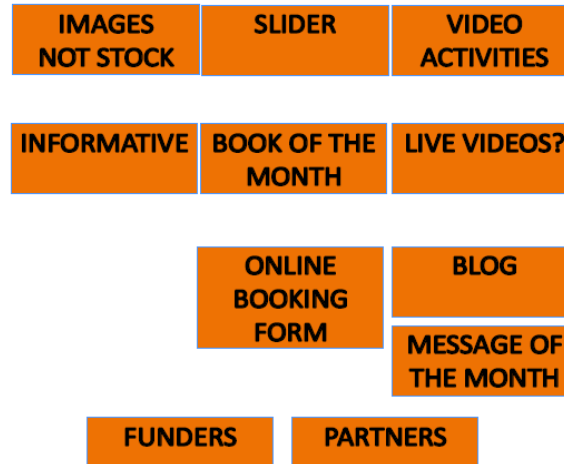
## SureStart Meeting Notes

- Revamp of the current website – with the use of wordpress
- A pitch with three different themes showing our designs and what we hope to meet the client’s project brief (Week 6)
- Analysis of all existing logos and colours - blue and orange are used in logo and primarily used on all other designs for the company
- Slider of images showing what Surestart does
- Photographs of the staff – not to be put on the website but for personal use in the office – to be done on a Thursday morning as most staff will be present
- Photographs of the 5 different sectors (places) that Coleraine Surestart work in with a group photo of the staff and families there at the time
- Divert social media queries to an online booking form
- Redesign the pages on the site to make it have a fun friendly appeal
- Target Market from their view is 19-39 year old mothers – they want to include fathers more in the images not alone with the kids but in a family setting as they still aim more towards the mothers
- Use Twitter more for a corporate purpose
- Links to partners organisations and to the funders of SureStart
- The use of a blog on the site example “The Book of the Month”
- Term Base newsletter
- Creation of advertisement for SureStart – Bus posters, pop-up stands
- Creation of a new t-shirt design and logo aimed for 2-3 year olds to show that they’re apart of SureStart when out at an activity centre

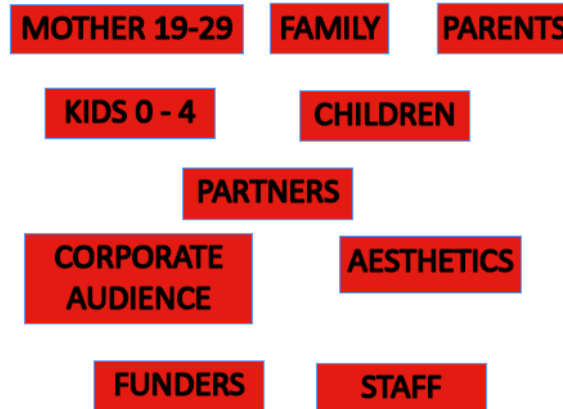
## PHOTOS



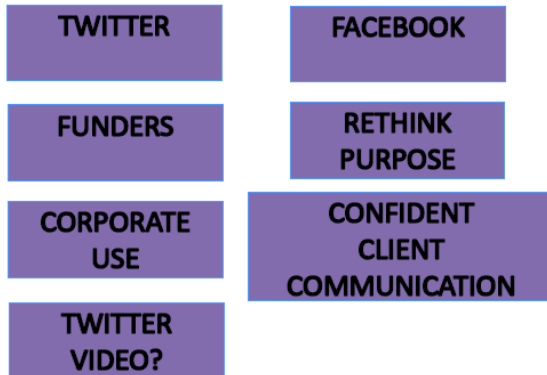
## WEBSITE REVAMP



## AUDIENCE



## SOCIAL MEDIA



# PRINT

T-SHIRT DESIGN  
(2-3 YEAR OLDS)

ADVERTISEMENTS  
(19-29)

BUS POSTERS  
(19-29 YEAR OLDS)

QUARTELY  
NEWSLETTER

SURESTART  
ACTIVITIES

# LOOK AND FEEL

FRIENDLY

HAPPY

MESSY

FUN

SAFE

# AESTHETIC

COLOUR  
PALETTE

SECONDARY  
COLOUR PALETTE

WAVE

BLUE AND  
ORANGE

We met with Surestart themselves and had a meeting to discuss what it was exactly that they wanted from us and as can be seen on page 14, those were my notes I took on the day and on pages 15-16 these were headings and key words placed into what we feel was the most important from that meeting with the headings and key words in place we could get started with our own creative process and begin working on the project at hand.

These are photos we took on the day of the meeting to help give us inspiration for the initial design phase of the project and help guide us in what we could create.

After having the meeting we could then go on to define our project brief and send it back to them for approval which they did and so we could move on to develop our first pitch ideas.



# Project Brief

## Coleraine SureStart Partnership Project Brief

### Aims

Redevelop the current website: This will be done using WordPress and hosted on SureStart's current domain. The site should represent SureStart as a professional, accessible family support initiative. The site will include a slider of original images highlighting the current activities provided at SureStart. An online enquiry form will be developed to encourage clients to use the website, Facebook will be used to promote upcoming events and opportunities for clients. The site will include a blog section that will highlight events within SureStart's newsletter (What's On). The site will also provide social links to both Twitter and Facebook. The site will include links to funders and partners.

Advertising: Designs of bus posters as identified by the client to attract young mothers (ages 19+).

T-shirt designs: Sized for ages 2-3, colour appropriate to avoid social, cultural and political associations. They will be used to identify the kids of the age group at events.

Photography: Capture of images for use in both the website and office. The office photos will be 20 headshots of the staff in the society street office and group shots of each partner. SureStart's clients during activities.

Front Window: Consider design for the front window display to be included in the week 6 pitch.

## Audience

SureStart has a target market of mothers and families, mothers particularly in the age range of 19-39 with children between the ages of 0-4.

## Platform

The site will be fully responsive to support multiple sized devices and aspect ratios. This will be optimised through the choice of WordPress theme.

The bus shelter posters and pop-up stands will be designed and printed to an appropriate size in the hope of attracting the target audience.

## Branding

Brand colour and logo will be determined by the national brand standard as it is already recognisable and well known across the UK and Ireland. All photographs and other visual assets will clearly link to SureStart Coleraine partnership.



# Logo Design

When trying to develop a logo for the t-shirts I also had to save a version of Coleraine Surestarts logo but anytime we saved, it was always blurred for example (pic 1). So I remade the logo again just to get a better definition version of it as well using darker colours on it to make it stand out a bit more as discussed in our original meeting. We weren't asked to create a brand new logo but were asked to just darken the original colours to ake it stand out more and so the new logo was created. (pic. 2)



(Pic.1)



(Pic.2)

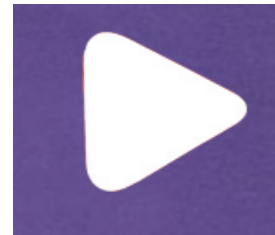
This also turned into a good thing as we were able to find a copy of Surestarts brand guidelines from the government body such as which fonts to use in the titles whihc are futura and arial.

The branding guidelines could be found here: <http://www.yorkchildrenscentres.org.uk/Childrens-Centres/Sure%20Start%20Branding%20for%20ICs.pdf>



When coming up with designs for the t-shirt themselves, I took inspiration from the logo itself as well as photos that we took on the day of the meeting of the products they showed us.

From the logo itself you can notice that the orange in the "a" looks like a play button and because I was designing a logo for kids, I thought, children love to play games and so used the "a" as a good starting point to help with my logo design.



# First Pitch

After deciding upon a specific date to present our first pitch idea, Jack and I proceeded to divide jobs amongst ourselves to see who should do what for the first pitch idea.

Jack roles: • 2 website designs, 2 bus poster designs and pop-ups

Louis roles: • 1 website design, 1 bus poster design and t-shirt mockups.



(Graphic Burger, 2017)

When deciding upon the colours for the t-shirts, we had to be sure to not use colours that would either discriminate towards gender or from political background which ruled out colours such as blue, pink, green or oranges which initially made it difficult as blue and orange were apart of the brand guidelines. So, with this information I went with red and purple, both quite neutral colours when deciding between gender and political background. This also involved me creating my own unique logos for both the front and back of the t-shirts.



With my initial approach I wanted to stay with familiarity for them. Throughout the Coleraine Surestart office are posters that have this wave with information underneath, this was my initial approach to both creating the website and the bus poster and with each thing having the sense of continuity about them.

With the bus poster I added a tagline just so then the poster didn't look so bare.

(Bus Poster, 2017)



# First Pitch - Changes

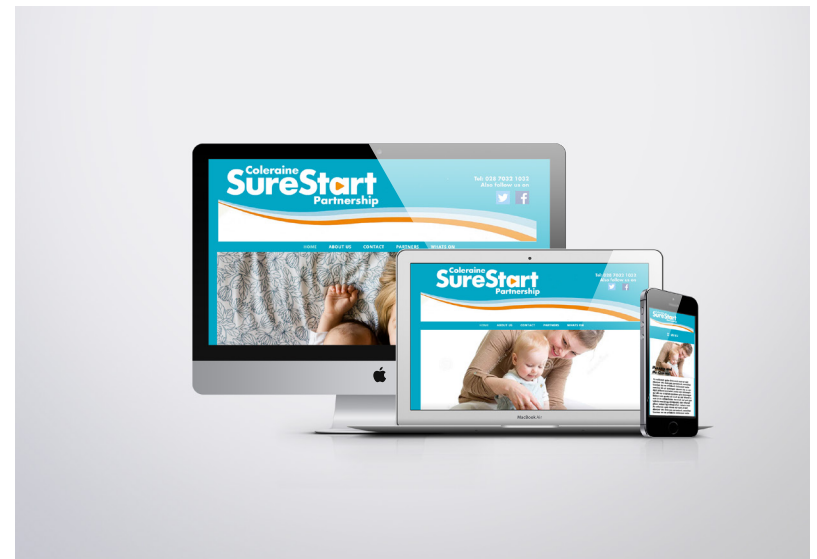
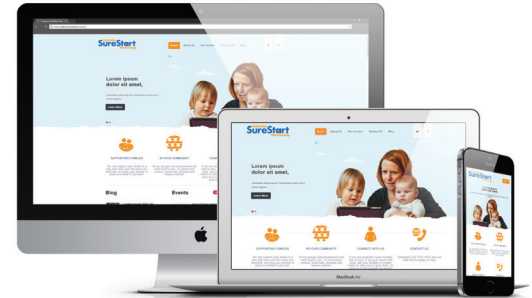




**Before Jack and I went into the pitch meeting with Surestart, we both took the time to come together and make sure that our work was both in the same style and to make sure everything was actually ready to be presented to them.**

**With that in mind, I changed a few things around to make sure that it fit together well with Jack's and that involved me changing up the templates used, all credit to "Graphic Burger" as well as making the t-shirt templates all the same.**

# Web Designs





# Print Designs







Coleraine  
**SureStart**  
Partnership

[@ColeraineSureStart](https://www.facebook.com/ColeraineSureStart)  
[www.colerainesurestart.org.uk](http://www.colerainesurestart.org.uk)  
Tel: 02870321032

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Tel: 02870321032

## T-shirt Designs

Above is the design deck that we presented to Surestart in week 6 (2nd of Novemer 2017).

During the meeting we were recieving feedback as to what they liked, what they didnt, what they would want changed and if we could combine elements from things and join them together.

From this Jack and I went and fixed up some issues brought up and changed things around and were able to present to them better versions of the design decks and show them exactly what they wanted.



## Web Designs



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## Print Designs











## T-shirt Designs



**After being asked to fix and change multiple things this was our end result for what we felt Coleraine Surestart should be doing. Of course the annoying thing about this was still that we had not yet went to take our own photos but still we were pleased.**

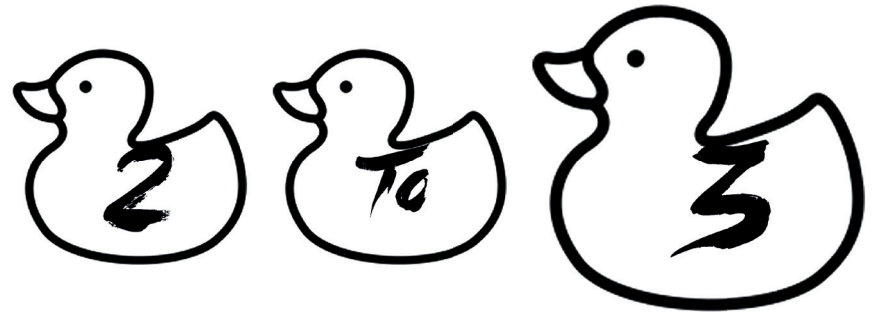
**After designing the t-shirts we convinced them that we could make it with their branded colours, but they also wanted a new logo as the t-shirt was going to be for their 2-3 year old group but I also had to design polo shirts for the staff members.**



When designing the adult polo shirts, I used the darker blue that I put into the new logo design for Surestart to stay with the brand recognition but also to relate to that corporate feel. At the meeting we learnt that they liked the purple colour used for the kids but asked for it to be put into the adults shirts as the purple was also used in previous staff tops that they had used and wanted a revamp. Also along the bottom of the shirt on the back is the website which I felt was one of the better features on the shirt.



At the pitch meeting we agreed to make new logos for the 2-3 year olds without a name and so JAck created two and I created two in the process. The first of mine as you can see on page 34, was children playing blocks with "2 to 3" on them. This was because I initially thought this was a fun design that relates closely to children because of the children blocks.



My second design were the ducks with the same "2 to 3" with the 3 duck bigger than the 2 because the 3 is older. I also went for the look of having the numbers be in the place of the wings to actually look like little duck wings.

After getting JAck's designs as well I then fixed up the t-shirt design to the final mockup of the shirts using the colours they specifically asked for the children's shirts.







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IMG\_0937.MOV



IMG\_0938.JPG



IMG\_0938.MOV



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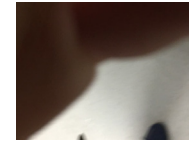
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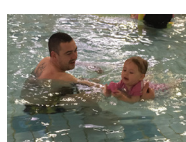
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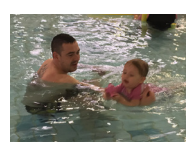
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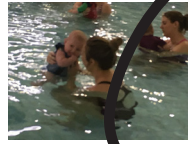
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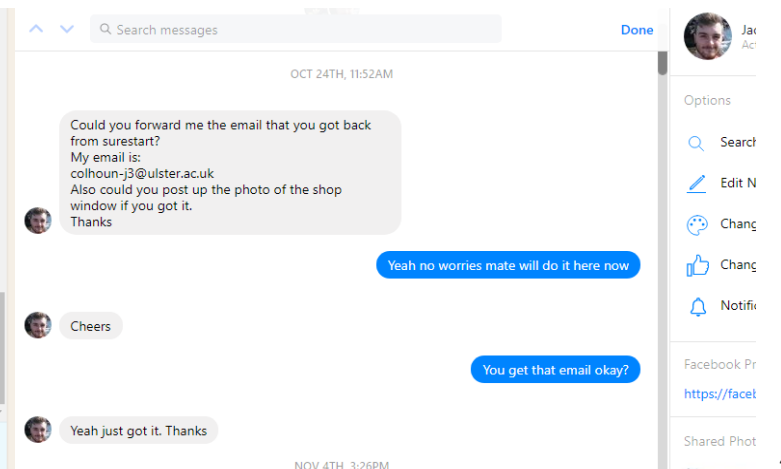
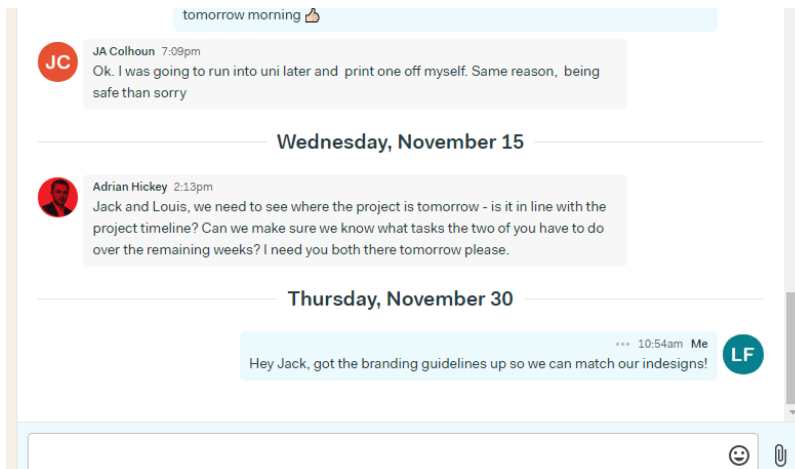
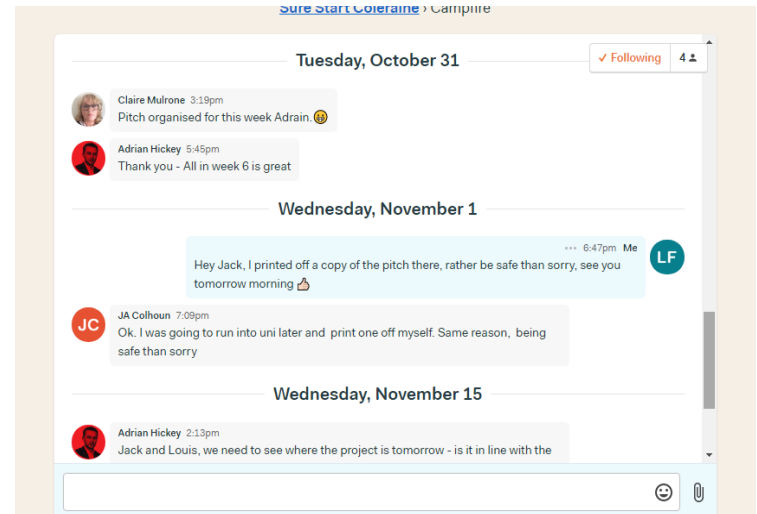
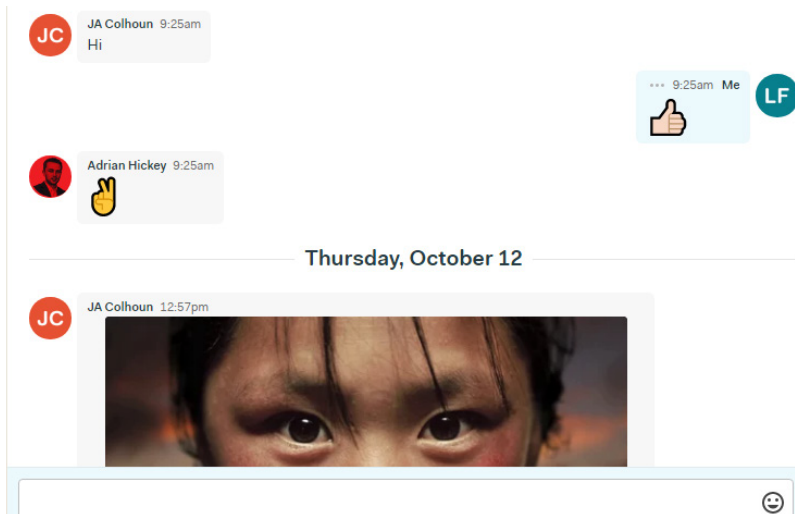
Setting/Centre	Date	Time for Staff Group	Time for Children's Photos
Emma, Sure Start	14/11/17	09.00	
Ballysally Play	14/11/17	09.20-09.30	09.30-09.50
Family Support Worker at Focus on Family	14/11/17	10.00-10.10	
Focus on Family Creche	14/11/17	10.15	10.30
Baby Move, Coleraine West	14/11/17		11.30-12.00
SS Toy Shop, SS	14/11/17		13.30-13.45
Focus on Family 2-3 YOP	14/11/17	14.15	14.30-15.15
Moyra, Sean Catherine	14/11/17	15.30-16.00	
Family Links Nurturing, West Bann	15/11/17	09.30-10.00	
Stories, Songs & Sticking, SS	15/11/17	10.00-10.15	
Swim	15/11/17	10.20-10.40	
Harpus Hill 2-3 YOP	15/11/17	11.15	11.00
Family Support Workers at Harpus Hill	15/11/17	11.30	
Family Support Workers at West Bann	15/11/17	13.00	
West Bann 2-3 YOP	15/11/17	13.10	13.15
Family Support Worker at Ballysally Community Centre- Ronnie & Lynsey	15/11/17	13.45	

The contact sheets are all the photos I took over a two day period for Surestart showing off the activities they do, such as "baby move, baby swim, Toddler Time etc.", as well as the different centres and how the staff interacts with the children and with each other.

The circled images are the ones that I feel are the best and also relate closely to the project brief of fun, messy and family, specifically photos of both a mother and father in them because even though Surestart Coleraine Partnership is more aimed towards mothers aged 19-39, they also want to aim more to a father dynamic and I feel like these photos have done this.

# Communication

When working in a group, it's always key to have good communication, not only with your partner but also with the company you are working for. Through the use of basecamp, Facebook Messenger and University email, I feel I was able to keep up quite good communication within the group project.





would you be able to fix up the t-shirts and website etc for the design deck. I'll come up with a few more designs for the backs of shirts. Don't know if you seen Claire and Adrians comments on Basecamp or not.

Yeah I seen them, I'm working all weekend here but I'll have them done on Monday for us

No problem 😊 cheers

NOV 7TH, 12:43PM

Have you done any forms for getting out equipment yet? I'm gonna do one now if you havent

No I haven't mate, what all are you thinking of getting out?

Hey man, I'll be in the port in about an hour, is there anything else you remembered that we might need for tomorrow or did you get it all? 😊

I'll have a camera and tripod from Mervyn in a few hours. Couldn't get a greenscreen or any lightbox es. Can't think of anything else

Aw no worries I'm sure we'll be grand to use either the whiteboard or the orange wall but I can't think of anything else either so I think we're good

NOV 8TH, 4:29PM

Got the camera and tripod

Great! What time do you want to be there tomorrow at?

What time did they say?

Search messages

Do

Usir Camera, tripod, maybe a lightbox or greenscreen or something. Can you think of anything else?

No I think that's about it. I'll be up in coleraine tomorrow if you can think of anything else I can pick it up then

I'll be in uni too. What's your b number by the way? I need it for this form

B00658498

Also it's just for Thursday isn't it. I don't need to hold on for any longer than that do I?

Nope just for Thursday, well maybe the camera for a day longer to get the photos saved onto the laptop but I think a day is fine

I can move the photos onto my laptop straight after. So I'll out the date of return as Thursday afternoon

type a message...

Search messages

Done

Well they said some of th would be there from half 8 but we can go at that time or at 9

9, I want that extra half hour sleep

NOV 13TH, 1:13PM

What time are we meeting up with surestart tomorrow? And do we need to get the camera again? Or just use our phones

I needed to tell Mervyn a day in advance to get cameras and forgot.

NOV 13TH, 2:52PM

I have no idea what time to meet at, I would say the morning but they didn't tell us where to go so I'm not sure

I would say phones are fine

But I'll email Aileen here about the times for tomorrow and hopefully she'll get back to us soon

Oh we just got an email from Claire

Telling is about times

Close Confirmed Times from Se... DOCX - 14 KB

Setting/Centre	Date	Time for Staff Group	Time for Children's Photos
Emma, Sara Start	14/11/17 09:00		
Ballyvaughan Play	14/11/17 09:20-09:30	09:30-09:50	
Family Support Worker at Focus on Family	14/11/17 10:00-10:10		
Focus on Family Ceeche	14/11/17 10:15	10:30	
Baby Move, Coleraine West	14/11/17	11:30-12:00	
SS Toy Shop, SS	14/11/17	13:30-13:45	
Focus on Family 2-3 YOP	14/11/17 14:15	14:30-15:15	
Moyna, Sean Catherine	14/11/17 15:30-16:00		
Family Links Nurturing, West Bank Hill	15/11/17 09:30-10:00		
Stories, Songs & Sticking, SS	15/11/17 10:00-10:15		
Swim	15/11/17 10:20-10:40		
Harpus Hill 2-3 YOP	15/11/17 11:15	11:00	
Family Support Workers at Harpus Hill	15/11/17 11:30		
Family Support Workers at West Bank	15/11/17 13:00		
West Bank 2-3 YOP	15/11/17 13:10	13:15	
Family Support Worker at Ballyvaughan Community Centre - Rosine & Lynsey	15/11/17 13:45		

Email Word Save

Options

- Search
- Edit Nick
- Change
- Change
- Notifici

Facebook Pro

<https://faceb>

Shared Photo

What's the craic with the website. Do you know what's happening?

Stephanie 30 Nov  
To Jack Colhoun, You + 1

Hi Louis,

I did not create a username and password for the website. I clicked the link Claire sent me and pressed buy, it did not ask me to set up a username or password. I had originally said the week of the 4<sup>th</sup> Dec but this seems too soon! I would say 14<sup>th</sup> Dec, this will give you both more time. Let me know the date/time you are proposing to call in to show us the new website.

Steph

Reply to All

Stephanie sent us those so we have the email and password and what's it done for next Thursday so we exam work on it tomorrow in class mate if that suits you?

Tomorrow would be good yeah. Will you be in?

Yeah I have coursework to drop in so I'll leaving for about 10 minutes but I'll be in mate don't worry 😊

THU 9:39AM

You coming in mate?

Yeah. I set my phone alarm an hour late by accident

Hahahahaha no worries mate

Type a message...

LF Louis Field  
Mon 13/11, 14:59  
Mulrone, Claire; Jack Colhoun; Hickey, Adrian

Sent Items

Hi Claire,

I've received the email there and have the times saved.

Thanks,  
Louis.

Get Outlook for iOS

MC Mulrone, Claire  
Mon 13/11, 14:54

Confirmed Times fro... 14 KB

Download Save to OneDrive - Ulster University

Can you confirm you have received this email please for tomorrows photographic sessions.

Claire.

Mulrone 1 of 9

ED Elaine Donnelly <elaine@colerainestart.org.uk>  
Hi Louis Thanks so much for the project brief which we are delighted to sign off. You have clearly...  
Fri 20/10, 15:39

---

MO Microsoft Outlook <MicrosoftExchange329e71ec88ae4615bbc36ab6ce41109e@ulster>  
Delivery has failed to these recipients or groups: mulrone-c@ad.ulster.ac.uk The email address t...  
Thu 19/10, 13:36

---

LF Louis Field  
Thu 19/10, 13:36  
stephanie@colerainestart.org.uk; elaine@colerainestart.org.uk; +2 more

Coleraine SureStart P...  
115 KB

Download Save to OneDrive - Ulster University

Hello,

As attached is the project brief that we wish for you to sign off on for us to progress further. Any feedback would be appreciated and we look forward to seeing you again soon.

All the best,

Louis.

Categories ▾ ...

## Project Brief

LF Louis Field  
Tue 24/10, 11:56  
Jack Colhoun

This is the email surestart sent back to us, hope it helps!

Get [Outlook for iOS](#)

---

ED Elaine Donnelly <elaine@colerainestart.org.uk>  
Hi Louis Thanks so much for the project brief which we are delighted to sign off. You have clearly...

Categories ▾ ...

## Photos

LF Louis Field  
Thu 16/11, 09:33  
stephanie@colerainestart.org.uk

Hi Stephanie,

This is just an email with a link to a dropbox with all the images I took over the past two days.

<https://www.dropbox.com/sh/nyqv8pd6hiav7ef/AAbvnpZh-5JCVpbK4JsgcTtza?dl=0>

All the best,  
Louis

LF Louis Field  
Thu 30/11, 09:15  
stephanie@colerainestart.org.uk; Jack Colhoun; elaine@colerainestart.org.uk

Hi Stephanie,

I'm just emailing you to receive the username and password you made for the SKT Theme website. Jack and I can't access the files unless we have the username and password you made.

Also we are wondering the exact date you would like us to make your new website live. We will also come and show you the new website before we make it live to make sure that everything meets your required needs.

All the best,

Louis.

# Time Sheet

Employee Details: Louis Field

Manager Details: Coleraine SureStart Partnership

Date(s)	Hours Worked
28/09/2017	4.00
05/10/2017	4.00
06/10/2017	2.00
12/10/2017	5.00
16/10/2017	3.00
17/10/2017	2.00
19/10/2017	4.00
26/10/2017	4.00
31/10/2017	2.00
02/11/2017	4.00
03/11/2017	1.00
06/11/2017	2.00

# Time Sheet

Employee Details: Louis Field

Manager Details: Coleraine SureStart Partnership

Date(s)	Hours Worked
09/11/2017	4.00
13/11/2017	8.00
14/11/2017	5.00
16/11/2017	5.00
22/11/2017	4.30
24/11/2017	5.00
25/11/2017	2.00
26/11/2017	1.30
27/11/2017	1.00
30/11/2017	5.00
04/12/2017	5.00
14/12/2017	Finish



# **SureStart Brand Guide**

**Developing a national and local identity for Sure Start Children's Centres will improve recognition among mothers and fathers and in turn support each children's centre's promotional and outreach activities.**

**Think of the Sure Start Children's Centres brand in a similar way to any other high street retail brand. We are simply branding the service we offer to children under five and their families. In this sense, mothers, fathers, grandparents, carers and children are all our customers. Our aim is to build Sure Start Children's Centres into a national brand recognised by mothers and fathers everywhere. When they see the brand it will come to represent a set of joined-up services and an ethos that is family centred, respectful and aimed at improving outcomes for children.**

**Consistent branding will also add authority to your message.**

**The Sure Start Children's Centres brand is more than a logo; it represents a way of working, underpinned by a clear aim and a common set of principles.**

**Describing Sure Start Children's Centres:**

**Sure Start Children's Centres should always be written in full in the first instance. When referring to Sure Start Children's Centre in the same document you can drop the words 'Sure Start' and call them 'children's centres' (without capitals).**

**Sure Start Children's Centres Logo:**

**For guidance about logos e.g. dimensions and where to use it see**

**<http://www.dcsf.gov.uk/everychildmatters/research/generalresources/branding/brandingguidelines/>**

**NB: The rainbow logo is no longer valid although there is no need to replace existing signs unless damaged.**

**All of the children's centre templates have been set up with the correct branding; the firework logo is in the top corner and the Sure Start and City of York Council logos are at the bottom.**

**Fonts:**

**There are two fonts for the Sure Start Children's Centres brand: Futura Bold and Arial. Futura Bold is to be used for headings in any agency designed and produced literature. Arial is the font for all other materials, such as body copy in letters. Both fonts have been chosen for clarity and legibility.**

# Bibliography

## Templates

- [https://www.freepik.com/free-psd/laptop-mock-up-design\\_1041411.htm](https://www.freepik.com/free-psd/laptop-mock-up-design_1041411.htm)
- <https://graphicburger.com/bus-stop-billboard-mockup/>
- <https://graphicburger.com/t-shirt-mockup-psd/>
- <https://graphicburger.com/polo-shirt-psd-mockup/>
- <https://mockuphone.com/#ios>
- <http://pashademo.templatevisual.com/?product=tablet-mockup>
- <https://www.pinterest.co.uk/pin/289074869809303894/>
- <https://pitchstock.com/product/outdoor-bus-stop-poster-one/>

## Websites

- <http://www.abbeysurestart.com/>
- <http://www.colerainesurestart.org.uk/>
- <https://www.colormatters.com/the-meanings-of-colors/blue>
- <http://www.eastbelfastsurestart.co.uk/>
- <http://www.familysupportni.gov.uk/>
- <https://www.gov.uk/government/publications/sure-start-childrens-centres-logos>

## Stock Images

- [https://www.google.co.uk/search?q=mother+and+child+stock&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiD1q79\\_oLYAhXCAcAKHZu1Bh8Q\\_AUICigB&biw=1366&bih=662#imgrc=SUI1WM-wypJ4OM:](https://www.google.co.uk/search?q=mother+and+child+stock&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiD1q79_oLYAhXCAcAKHZu1Bh8Q_AUICigB&biw=1366&bih=662#imgrc=SUI1WM-wypJ4OM:)
- <https://www.dreamstime.com/stock-photo-playful-father-baby-son-having-fun-dad-image44836847>