

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:

1560 particitating young people

26 different youth work programmes

People who have benefited







The Team.

Jade Bailey







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 emphasis the conversational tone as part of the logo as YeHa provides counselling and mentoring programmes. An exclamation mark was added to the end of the logo to represent the excitement and fun that YeHa have to offer.

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

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

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The YeHa Project

Welcome to the YeHa Project

barriers to reaching their potential.

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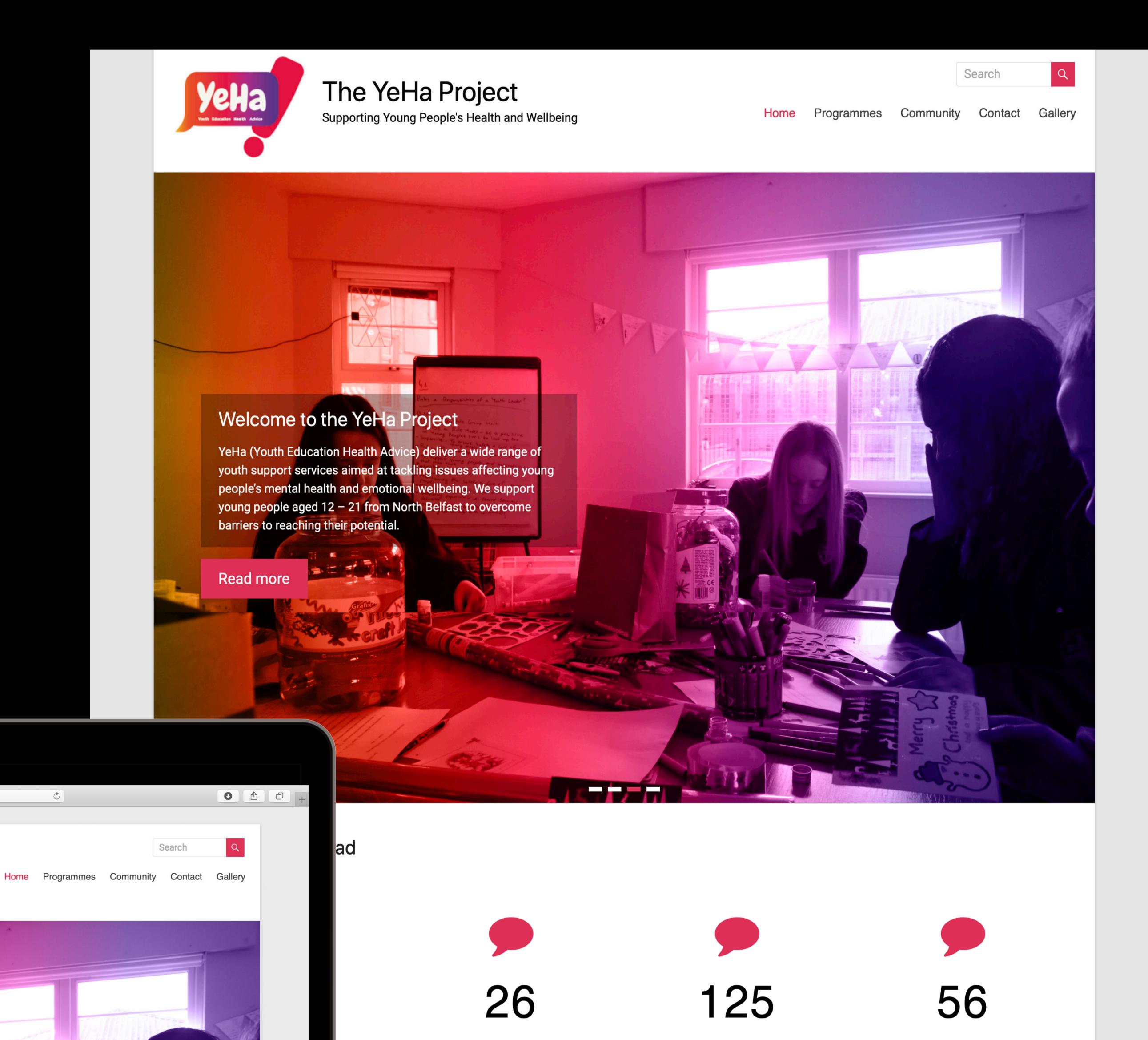
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As a team we created a new visual identity for YeHa, including brand guidelines, a new logo, a new web site with a user guide, a portfolio of images that highlight the work of YeHa, three pull up banners which capture the work that YeHa does for the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

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



Different youth work

programmes

People who have benefited

from one to one support

programme

Peer mentors