



The 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 emphasize 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.

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.



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

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).



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