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# Scoping the Project - Client Brief



## Client Introduction

Building Ballysally Together (BBT) is a non-profit community based group that has been running since 2003. Ran by a number of volunteers BBT offers inhouse training and an onsite cafe (Sally's) to the residents of Coleraine housing estate; Ballysally. The housing estate that was once infamous for its own fly-on-the-wall documentary; The Estate, the area of our client is a primary factor that may influence our brief and project demographics. In the year 2012/2013 just 2.8% of the residents in the area were enrolled into higher education courses and in 2013, 162 working aged people were claiming unemployment related benefits (NI Assembly, 2015).

BBT had initially proposed that we develop a new visual identity for the organisation including a web page. However after discussion during the first client meeting, development on the project outlines have been made.

## Aims and Objectives

“To create a new visual identity for a community based hub: BBT and the sub-brand Sally's Cafe. This project will be approached by creating designs that match the target audience: The community of Ballysally, which ranges from old to young, and from those working class to those who are unemployed. There is an emphasis on health and wellbeing within the community. We will do more in depth audience research to inform the deliverables.”

# Scoping the Project - Project Elements

## Logos

During our first meeting with the client it was decided that the current logo for BBT needed updated. In addition the client's sub-brand 'Sally's Cafe' required a logo. With inspiration developing from the current logo, this design would refresh the aesthetic look of the brand and enhance the aims and objectives of BBT.

## Website

In order to develop the client's online presence it is proposed that we will create an easily navigated website. The website will be the hub for accessing the services that our client provides, including the primary business; Sally's Cafe. This website will include a photo gallery, access to Sally's Cafe menu and providing that the renovations are completed by the project deadline a 360 Tour of the premises.

## Signage

Mock ups of our client's brand will be implemented on a number of places, including: on the wall at the side of the premises, the front of the building - for Sally's Cafe and inside.

## Social Media

Due to the lack of online presence BBT has currently, we will design mock ups of what the organisation will look like on Facebook and Twitter with logo and cover images.

# Scoping the Project - Project Elements

## Print Media

Both templates for Sally's Cafe Menu and leaflets highlighting the services offered by BBT will be designed. Additionally we will design t-shirts complete with branding on them.

## Brand Guidelines

It is essential to provide the client with brand guidelines as an idea on how to use the brand. This will include ideas on colour schemes and a how to guide for using and updating the website.

## Photo and Video

For the website section of this project, we will create a photo gallery and include a 360 video tour of the premises if renovations are finished.

# Scoping the Project - Existing Brand Identity



Fig. 1: Current BBT and Sally's Healthy Eating Sign (Side of building)



Fig. 2: Current Sally's Healthy Eating Sign (Front of building) with Logo.

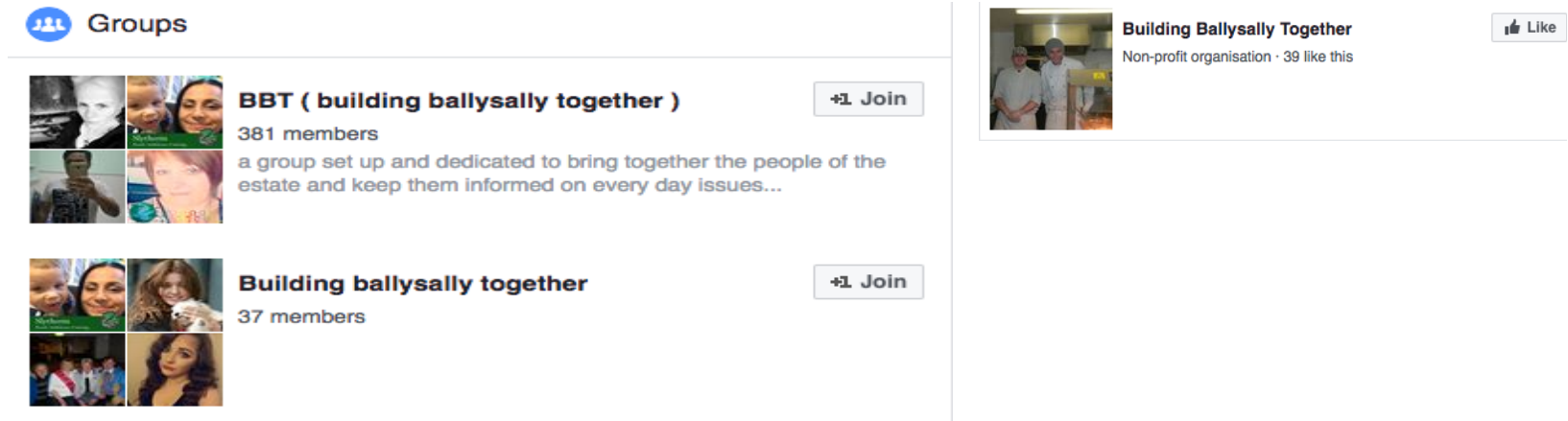
Current Sally's Healthy Eating Cafe Menu



Fig. 3: Current Sally's Menu boards

# Scoping the Project - Existing Brand Identity

Our Client's only Social Media Presence - two groups on Facebook and one 'Like' Page:



The current logo and signage for our client reflects a 'building bricks'; an element that was discussed in our initial client meeting to potentially keep. However the sign on the side of the building (Fig.1) does not match the actual logo on the front of the building (Fig. 2) nor the logo on the pop up banner as featured on page 23 (Fig. 23). As shown above BBT lacks social media and online presence that is updated frequently or includes full information on the services our client offers.

A refreshment on the brand and branding elements is required to create a more aesthetically pleasing and professional look. In addition the menu is only accessible in house at the cafe and on a whiteboard. It is essential to bring this brand online and show everything BBT offers including the meals on offer at Sally's.



# Location Photography



# Location Photography



The photographs shown here were taken in February before renovations began on our client's premises.



# Organisation Research

## Similar Organisations in Northern Ireland



React is a community based organisation located in Armagh, NI. They offer Youth Development and victim services. Like our Client BBT, React also offer training through a range of projects such as summer schemes and drop in sessions. Although unlike BBT this organisation does not have an onsite cafe.



The logo is simply text based but has a nice font that stands out and each letter represents the aims of the organisation: Reconciliation, Education And Community Training.

In terms of drawing inspiration from this organisation. I like the visual identity of the website, it has a basic, uncomplicated colour palette and the website is easily navigated. They also have external links to a Facebook page.

If I go on to designing a text based logo, I would look into a similar typography.

# Organisation Research

## Similar Organisations in Northern Ireland



### The Sandel Centre at the heart of the community

The Sandel Centre is a community centre located just outside Coleraine town centre and is owned by Mountsandel Christian Fellowship (MCF). It has an active online presence with a website, embedded with various contact details and a Facebook page. The organisation's logo (Fig. 3) holds elements of similarities to that of its parent brand MCF (Fig. 4), making the connection identifiable. However, it does lack interesting colour and creative flair. I don't feel the brand stands out or offers any inspiration to develop upon, yet the website is informative and has a section for the range of services the Sandel Centre offers. Our client requires a responsive website that includes information on its sub-brand and main service 'Sally's Café', The Sandel Centre also has a similar service. A very positive aspect to this organisation is that their inhouse "ideal place to meet up with friends and colleagues"; Cinnamon Café is also listed on the website, which is an element we will consider looking at for inspiration.



Fig. 3 : Sandel Centre  
Logo



Fig. 4 : MCF Logo

# Organisation Research

## Similar Organisations in Northern Ireland

exodus

**Exodus** is a Christian Youth Organisation with locations in Coleraine, L'Derry and Lisburn. Training, mentoring and resources have grown to move to Sutor, Romania. Originally founded and opened in 1997 in Port-stewart, Exodus is “The Christian Nightbase” that provides entertainment, Christian mentoring to young adults. It is also the a big organisation that leads and trains fellowships to mission across the world.



Fig. 5: Exodus T Shirt

This organisation is the one I lean to for biggest inspiration in branding development. Exodus reflects a positive online presence with a responsive, interactive website and active social media channels on Twitter, Facebook and Vine. The website uses simple, uncluttered page tabs and a colour palette of just three colours purple (main), white and black.



Fig. 6: Exodus DMYM

I mostly look to this organisation for logo inspiration out of all the previous examples. Exodus uses a font to display their brand, however has an additional icon, the ‘X’ that can be used in a variety of designs (Fig. 5) and services (Fig. 6) that they offer. I like the idea of using just a typeface and a primary letter to reflect the brand.

# Organisation Research - Design Inspiration

The industry is full of inspirations to draw upon and to allow development of new ideas. Below are three brands that have successfully got my attention through their visual media.



Fig. 8: Snap Kitchen Logo

**Snap Kitchen** is an American based healthy food restaurant and retailer that offers busy humans to “buy healthy handmade meals with actual flavour” and has a mission for “high standards and radical transparency” (Snap Kitchen, Facebook). Similar to this business, our client’s sub-brand Sally’s Cafe identifies as healthy eating cafe. The logo displays a straightforward design with the ‘fork and knife’ elements that can be adapted (Fig 8) and applied to a variety of designs such as menu boards, takeaway boxes and clothing.

# Organisation Research - Design Inspiration



Fig. 9: Snap Kitchen logo designs on a bag, boxes, snacks, business cards and flyer.



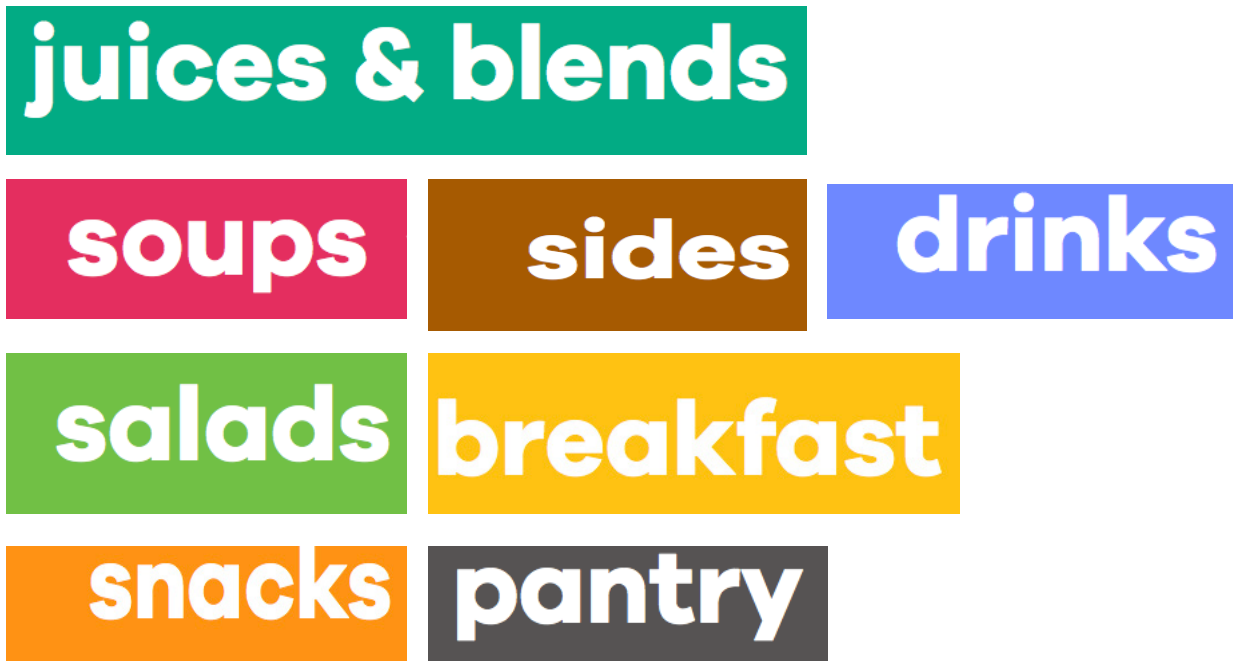
Snap Kitchen's logo on a Zip up Hoodie.

# Organisation Research - Design Inspiration

Snap Kitchen's colour palette (Primary):



Snap Kitchen's colour palette (Secondary):



Our client has requested that we use a palette of bright colours within our designs. Snap Kitchen uses a primary palette of black and white and a secondary rainbow palette. Colours are organised by products (Fig.9). This is a great way of allowing room for designs to stand out and individualises the menu.



# Organisation Research - Design Inspiration

I draw inspiration from the **I give an 'X' Campaign** which has a design that simulates the 'X' that members of the public would use to vote in politics. This campaign was set up to encourage the public to vote in 2015 UK Elections as in the previous election only 65% of the public voted. Campaign founders Naresh Ramchandani and Marina Willer wanted to change that statistic by encouraging the public to choose an 'X' and change their social media profile pictures (Fig. 10 ). This idea reflects a strong consumer involvement and could encourage brand - or in this case campaign - loyalty. They have two visual representations: a video and the adaptable X logo. The campaign designs are very attractive and can be easily refreshed to create a new look and still display the message. I find the idea of having a singular letter representing the brand an effective tool for marketing. Heller (2016) implies that most brands have already begun to shed their full names for acronyms such as McDonalds ('M') and more recently PayPal ('PP'). Single lettering logos have derived from the app culture, primarily because it "maximises [brand] personality within the confines of a tiny square" of a mobile screen. (Heller, 2016)

Pick an X from below. Then, make it your profile picture on Twitter, Facebook or Instagram and announce #igiveanx to encourage everyone to vote this time around.

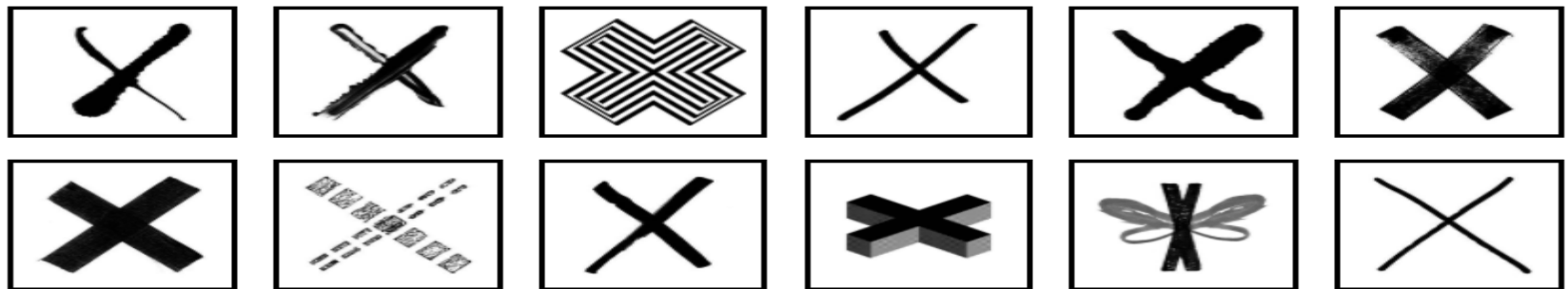


Fig. 10: People can use a range of Xs as social media pictures.

# Organisation Research - Design Inspiration

As well as using a range of fonts to display the 'X' logo. I give an X Campaign uses photographs such as crossed arms to display the X (Fig. 11 ). Fig.12 shows what this design looks like when implemented on social media pages Twitter, Facebook and Instagram. This design would be an appropriate example to follow for a simplistic logo that can be adapted for different purposes of the BBT's brand.



Fig. 11 - Arms in an X

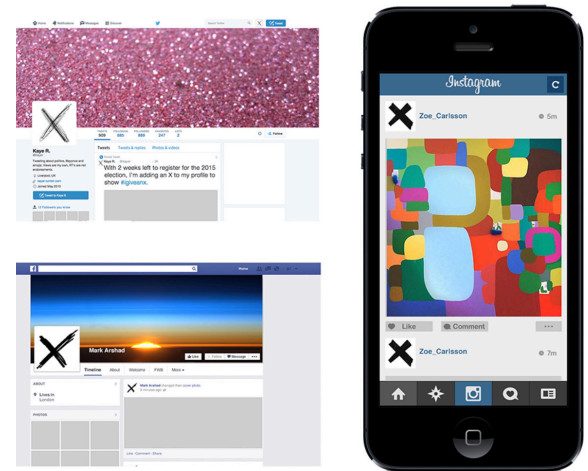


Fig. 12 - X Campaign Social Media

# Organisation Research - Design Inspiration

**Museum of Arts and Design** is an American museum that was founded in 1956 by Aileen Osborn Webb. The company uses the 'MAD' abbreviation to emphasise the brand. It is a memorable word that can be used to advertise the museum using phrases, examples have included the phrases 'lets go mad' and 'mad for it.'



museum of arts and design

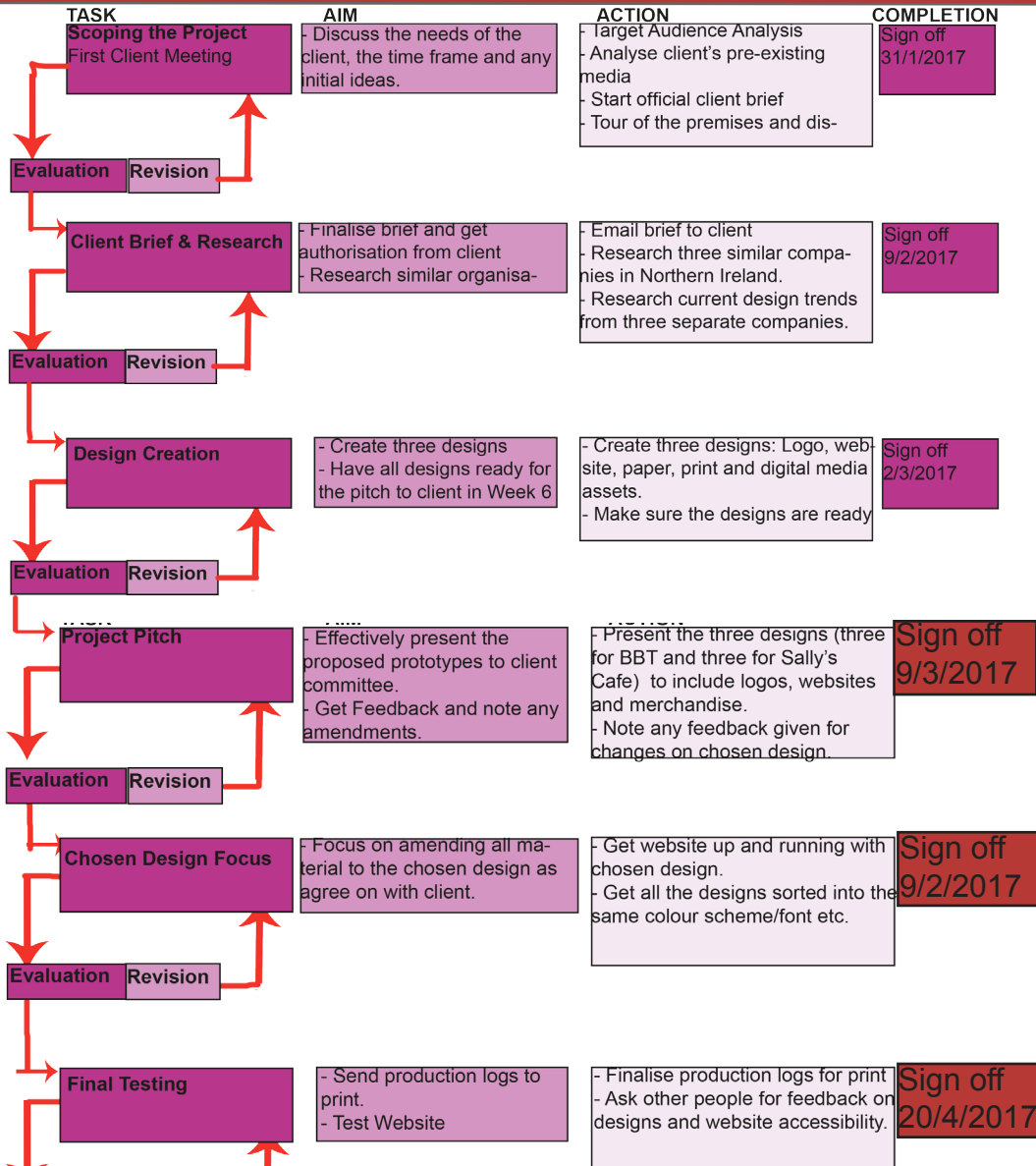


The logo was created by using circular and square shapes (Fig. 13 ) Similar to the previous 'I give an X' example I like the idea of using a logo made up of letters followed by the words below as a brand identity for BBT. The same idea could be applied to the sub-brand Sally's Cafe.

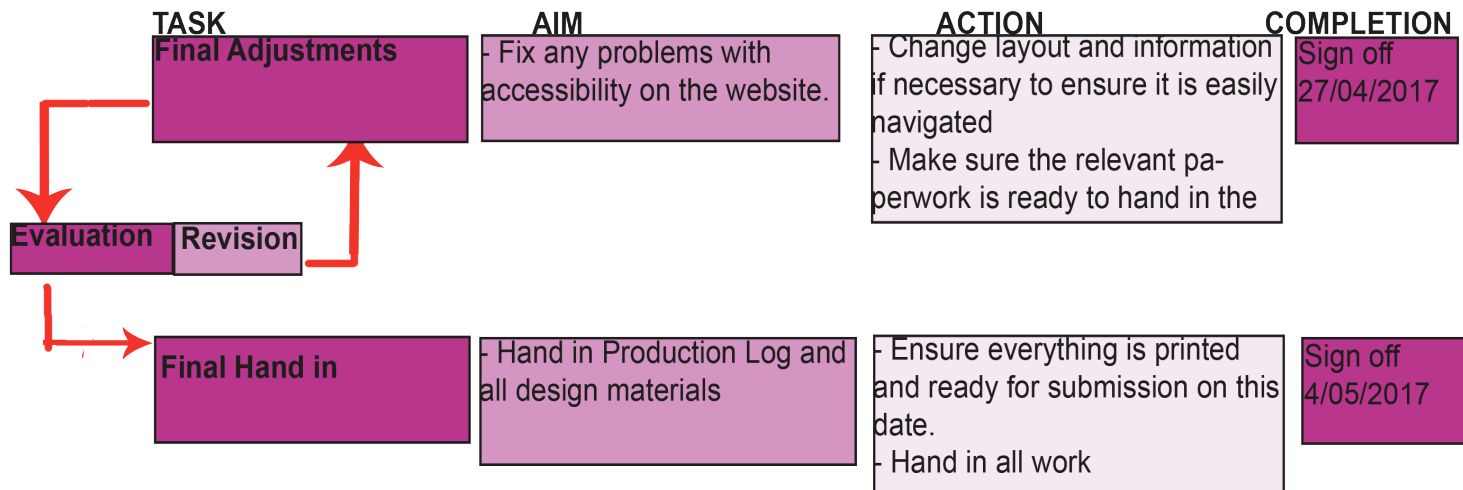


Fig. 13 - Shapes to create MAD

# Project Planning - Production Schedule



# Project Planning - Production Schedule



# Branding Development: Singular Letters



Fig. 14: One letter brands



Fig. 15: Black Letter Press

A lot of companies can be recognised as one letter (Fig. 14) More recently Netflix have adapted their logo to fit inside the perimeters of an mobile application icon. This has influenced the development of representing Building Ballysally Together as a 'B', much like Fig. 15 of Black Letter Press. Fig 15a shows some sketches of this idea.

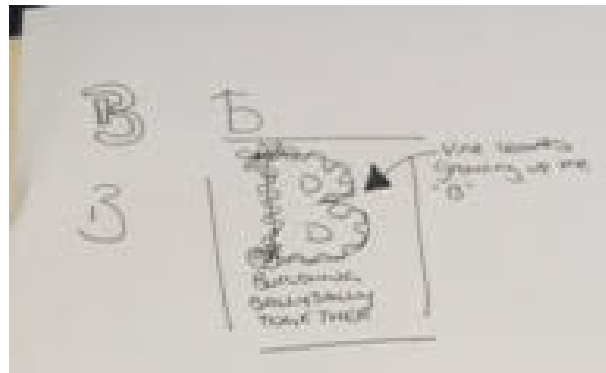
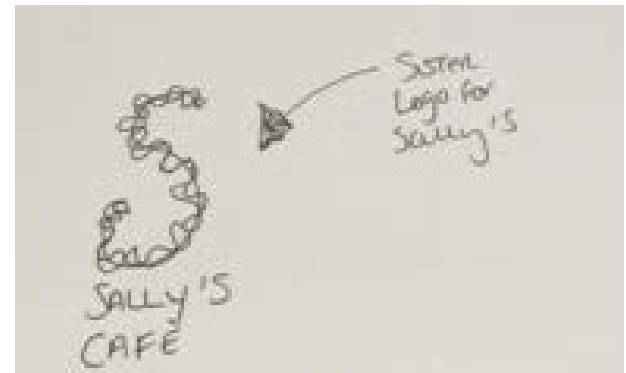


Fig. 15a: BBT Idea 1: Capital B, with vine leaves around it and the full BBT name below.



Sally's Idea 1: Capital S with vine leaves around it and Sally's Cafe below.

# Branding Development: Primary (BBT) Logo

In our first meeting with the client, they specified that they liked the blocks element from their original logo (Fig. 1) So I decided to mock up a few designs with building blocks in them. I looked back to my original ideas of representing the organisation through singular letters. Fig 16 shows BBT in defined blocks, whereas fig shows the blocks incorporated into the B.

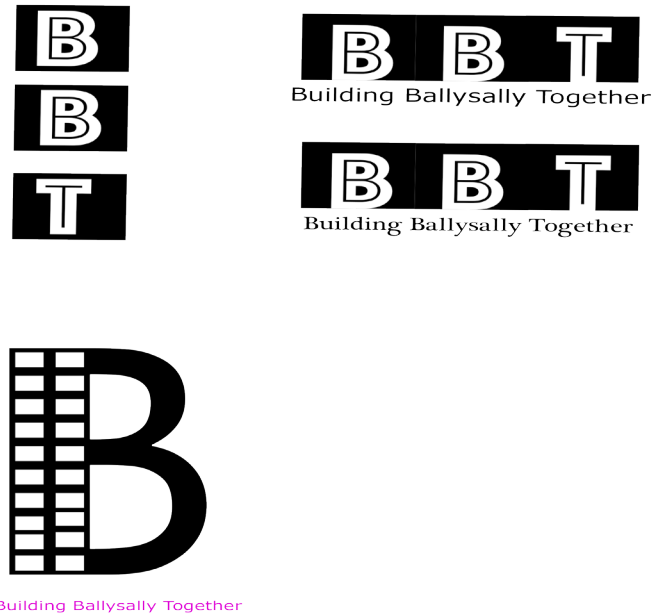


Fig. 16: BBT Blocks

# Branding Development: Modular Design

After working on designs that focused on one letter to represent BBT, I came to the conclusion that an outsider would have trouble placing what the 'B' or 'BBT' meant, although to a small community a singular letter design could grow on them. However, my lecturer advised me that this may not be the best design to proceed with.

I started researching other methods of design for text based logos, one of which that popped up was a Modular Design. Below is an approach called **modular design** which is when the wording of the whole brand or part of brand has been chopped. This design has been adopted by Saks Fifth Avenue's to create a modern look on a classic brand (Fig 17) Although a famous retail brand, I loved this approach to design, it's eye catching and can be applied to any wording, especially text based companies and organisations.



Fig. 17- SAKS rebrand (Pentagram, 2017)



# Branding Development: Modular Design

I looked at multiple YouTube Videos to learn the basis of modular design. The first stage to creating this design to words is applying grids on Photoshop. Then I made each letter as new layer and used the lasso tool to cut up small parts of the letters. Although visually, I thought it was a unique design, it was a time consuming to learn. Additionally I felt that this design wouldn't appeal to the clients, as I was concerned the designs weren't clear or fully readable.

Fig 18 shows an experiment of the 'B' chopped up. Whereas Fig 19, 20 and 21 were an experiment on the whole organisation's name.

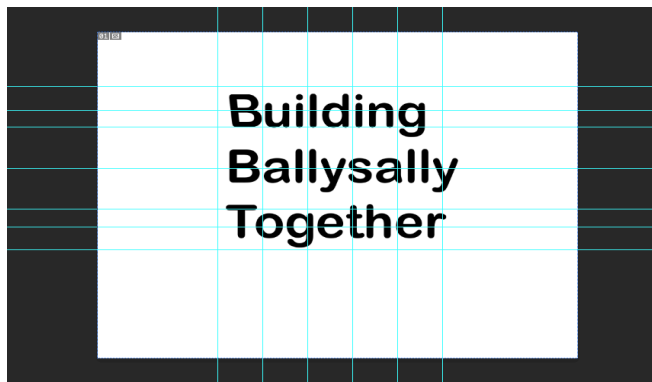


Fig. 18



Fig. 21



Fig. 19

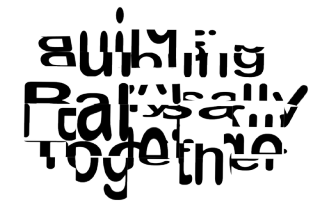


Fig. 21



# Branding Development: Primary (BBT) Logo

The first draft designs of building blocks, inspired me to experiment on a new shape, I decided to use five circles to represent the five services that our client currently offers: Culture/Arts/Heritage, Cafe, Community Festivals, Training and Growing Places Project. Fig. 22 show examples of experimenting with this idea, I've added colours, each representing a service. These colours have been taken from the pop up flyer our client currently has printed (Fig 23)

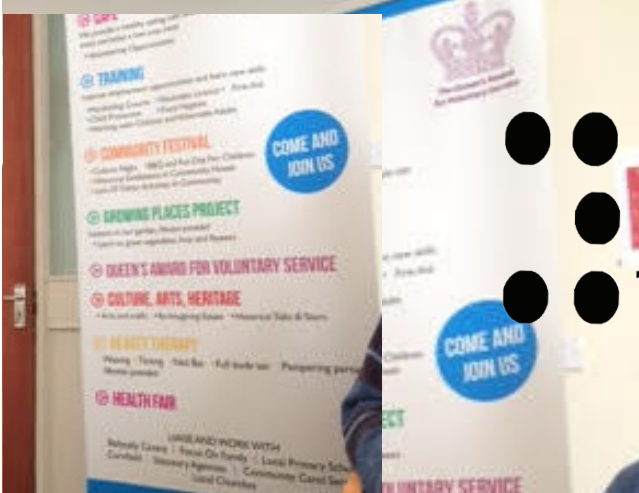
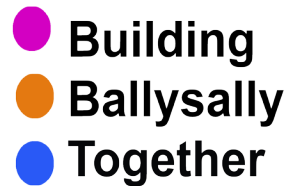


Fig. 23



Fig. 22



I quickly decided to remove the lines on both of these designs above as they were unnecessary.

# Branding Development: Primary (BBT) Logo



**Firdaus** is a light and artistic font. Yet, it seems too young for the target audience on this logo.



**Maneo** is bold, however, I felt it was too casual for professional use. Although could be used as a header font for event flyers.



**Night Wind Sent** is a very detailed and calligraphic font. Like Maneo I felt it was too casual to use.



**Paper Daisy** is a light, stylish font. However I felt our client needed something bolder.



**SK-Modernist** is a clean and crisp font that would look great as header or body text.



**Treehouse** was again very detailed like Maneo and Night Wind Sent. I felt it was not suitable for professional use.

After careful consideration to the client's needs and under the supervision of my lecturer I chose this font.

# Branding Development: Primary (BBT) Logo

Fig.24 shows the design as shown in fig. Implemented onto the organisations' Facebook and a Website Mockup. Feedback from my lecturer and family said it may look better with three circles. My idea with this logo was to somewhat create a 'B' outline, however I quickly changed the logo to match comments accordingly (fig. 25)

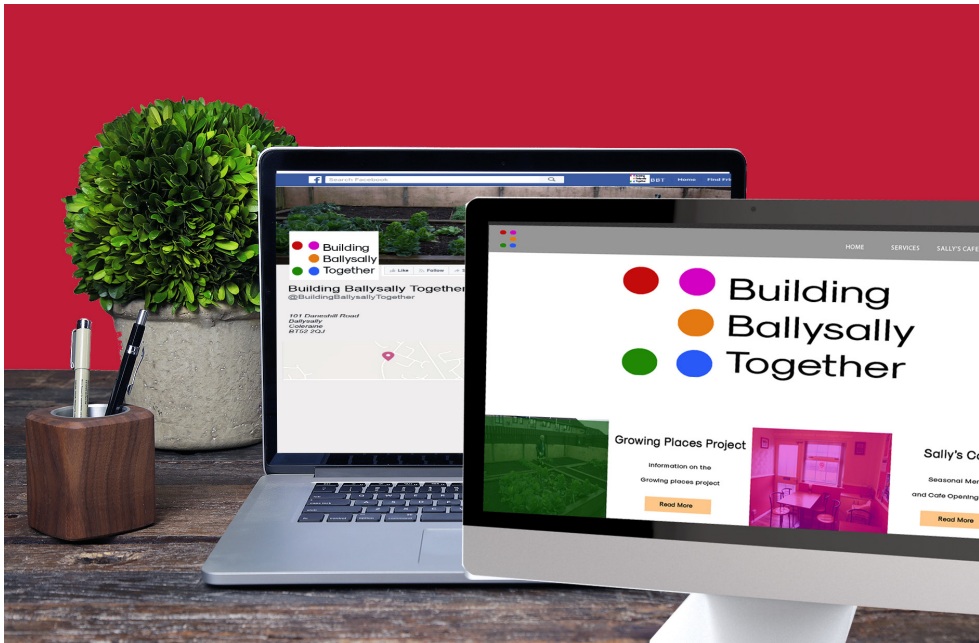


Fig. 24 - Old Circles Design on Interactive Media



Fig. 25 - New Circles Logo

# Branding Development: Primary (BBT) Logo

At this stage I looked back at both the modular and singular letter idea I had. I wrote out the full organisation name 'Building Ballysally Together' in a font I previously dismissed: **Firdaus**. I felt this font was not age appropriate, however if angled differently it gives it more of an 'age' and could really stand out. This design was very easily created once I knew the basics of cutting down text and what I wanted to achieve.



Building  
Ballysally  
Together

uilding  
allysally  
Together

B  
uilding  
allysally  
Together

B  
uilding  
allysally  
Together

# Branding Development: Work Experience

In September 2016 I undertook a short term work experience with the Marketing Department at St Catherine's Hospice in Crawley. Conveniently the hospice were in the process of a huge rebrand. During my experience I sat in on team meetings with the graphic designer, fundraising manager and social media executives to look at how these designs are applied to various platforms. The designs were outsourced, however St Catherine's were given brand guidelines including: colour palettes, fonts: both for casual and professional use and illustrator brushes so the designs could be repeated. I was one of the first people to experiment with the brand guidelines and try come up with a range of posters and flyers. Fig. 26 and Fig. 27 shows the before and after brand transformation.



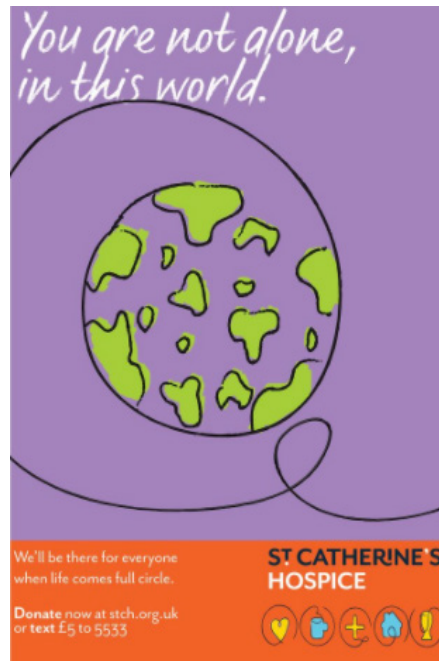
Fig. 26 - St Catherine's old logo



Fig. 27 - St Catherine's new logo

# Branding Development: Work Experience

Although an expensive experience to volunteer over in England, my time at St Catherine's Hospice has helped massively with this project. I learnt that logos aren't just static or grounded to one colour scheme. Here are a few ways I experimented with St Catherine's visual identity:



# Branding Development: Secondary

## (Sally's) Logo



Fig. 28



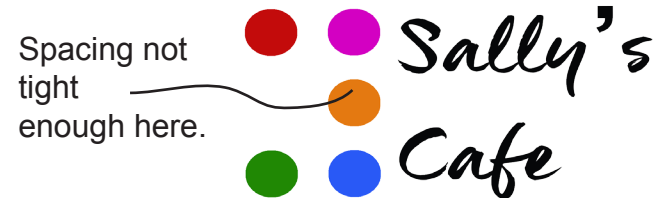
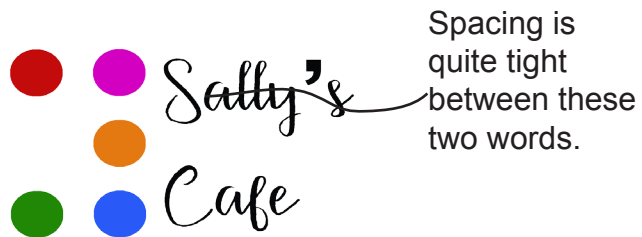
These are the first logos that I came up with when designing an identity for Sally's Cafe. Our client expressed much interest in lots of incorporating lots of bright colours.

For this design I simply repeated the same design I had done out for BBT, only replaced the text to Sally's Cafe. Fig. 28 shows my want to highlight Sally's by changing the text colour to pink. After getting feedback for these designs, I re-evaluated how I else could parent the BBT circles (Page 25 Fig. 25) design with Sally's.



# Branding Development: New Typography

I tried to change the font for the same design as seen on the previous page and made notes on ways to improve further, however I felt strongly the placement of dots weren't quite correct.



# Branding Development: Secondary (Sally's) Logo



Fig. 29



A simple change on how the circles could be arranged and a different font gave this design a more modern look. I also toned down the opacity (fig 29) the dots to make the brand look less like it should be for a brand that may appeal to children. I decided to look back at all the fonts I experimented with on BBT's branding and immediately tried another font I disregarded: Night Wind Sent. It fitted this design perfectly.

# Branding Development: Typography for Sally's

For my next logo design of Sally's Cafe I wanted to explore more typography. I have evidenced that I have given fonts a second look. In order to see what fonts may be more suitable I downloaded a few, some of which were stated as the Top Fonts of 2016 on Creative Bloq, others I looked on Da-Font.com for inspiration. Here are my favourites and their pros and cons.

Sally's  
cafe

Sally's  
cafe

Fonts (L-R): SK-Modernist

Pros: Clean and crisp font. Cons Too basic.

Sally's  
cafe

Sally's  
cafe

Palanquin: Pros: Again is a clean font. Cons: Very light and restricts it from standing out.

Fonts (L-R): Kitten

Pros: Nice bold, strong font. The curves in the lettering helps it to stand out and gives option for further creativity. Cons: Maybe, too thick.

Sally's  
cafe

SALLY'S  
CAFE

Noto Sans. Pros: Like Palanquin it is clean and simple. Cons: It isn't an exciting font.

Fonts (L-R): Night Wind Sent.

Pros: Stylish and beautiful font that stands out. Cons: Is it appropriate for a community cafe?

Azedo. Pros: Crisp font with a flair of creativity in some letters. Cons: Letters are all capitals.

# Branding Development: Typography for Sally's

Sally's  
cafe

Sally's  
cafe

Sally's  
cafe

Sally's  
cafe

Sally's  
cafe

Sally's  
cafe

Fonts (L-R): Firdaus. Pros: Very nice font, easier to read than most scripted fonts. Cons: Font is not easily read in smaller size. Only suitable for Header text (instead of body text)

Surfing & Kiteboarding. Pros: Interesting design. Cons: Hard to read in smaller size.

Fonts (L-R): Maneo. Pros: Like Firdaus and Kitten all beautiful designs and easy to read. Cons: too bold.

Treehouse. Pros: Scripted design follows a straight lines, making it clean. Cons: N/A I like this one a lot.

Fonts (L-R): Paper Daisy. Pros: Cute, small design. Cons: Maybe too small and basic.

Gloss And Bloom. Pros: Marker design, similar to the current Sally's Cafe menu (as it is on a whiteboard) It's personal, almost handwritten. Cons: It looks quite unprofessional.

# Branding Development: Typography for Sally's

After experimenting with a selection of fonts I have now been able to see which styles are most appropriate for our clients sub-brand Sally's Cafe. I have now shortlisted them for further design amendments:



Sally's  
cafe

Sally's  
cafe

Fonts for shortlist (top): Treehouse and (bottom) Gloss and Bloom.



Sally's  
cafe

Sally's  
cafe

Fonts for shortlist (top): Firdaus and (bottom) Night Wind Sent

# Branding Development: Logo Development

I liked the idea that Snap Kitchen had of incorporating utensils into their branding, it's very stereotypical to use a fork and knife (Fig 30) to reflect a cafe or food business. However, Catherine had the idea to put a fork or knife instead of a letter or replace a letter with utensils. So we thought to change the 'l's to a fork and knife. It was then Catherine reminded me of Chill (Fig.41) the food convenience store local in Coleraine that uses this idea for their brand. I drew out a sketch as an idea (Fig. 42)

Fig. 40



Fig. 41

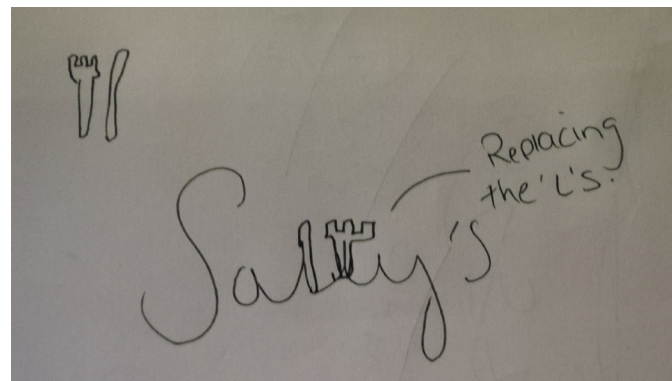


Fig. 42

# Branding Development: Logo Development

I then shortlisted the fonts from my typography research and added the new knife and fork icons. Finally I choose my favourite from the list and went ahead with amending that.



Fig. 43

I choose the first font design (Fig. 43) as the rest were too elaborate. I felt the icons looked better with a thinner font. I now just needed to make amendments to it, for instance changing the colon to match the font and spacing out the utensils better.

# Branding Development: Logo Development

Icons were drawn out and then I wrote out Sally's Cafe in the font Night Wind Sent, leaving enough space to fit in the fork and knife. Finally Fig 44 shows that I added grids on Photoshop to ensure the icons were straight against the lettering.

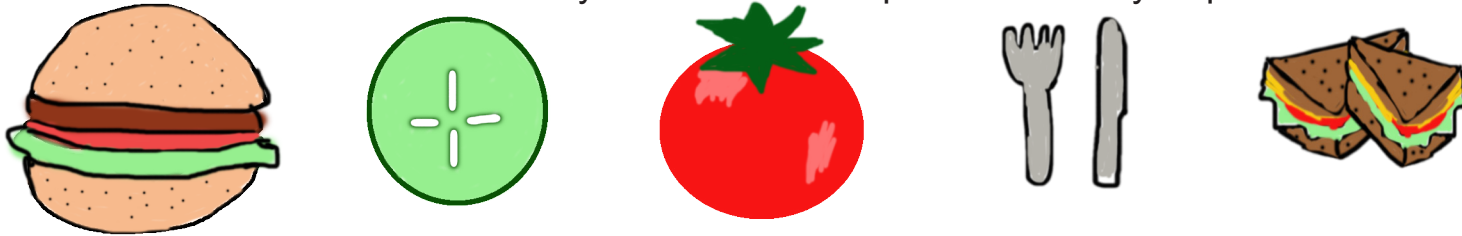


Fig. 44 - using Grids as guides.

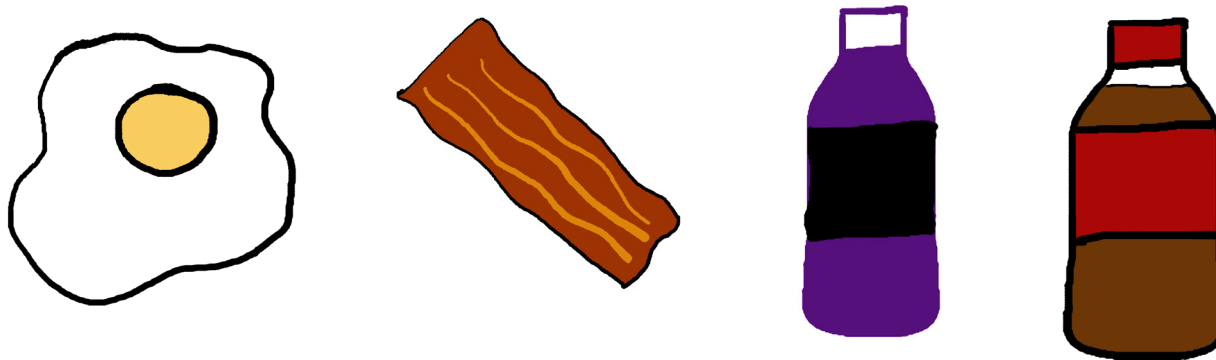


# Branding Development: Sally's Menu Icons

After taking note of all the menu items Sally's offered, we decided on creating some icons to best represent the foods and drinks. Looking back at page 11 and 12 of Snap Kitchen's branding I loved the little icons and colours they used to reflect a product / dietary requirement.



Menu Icons for Sally's Cafe. L-R: Burger, Cucumber, Tomato, Utensils and Sandwich.



Additional Menu Icons for Sally's Cafe by Catherine. L-R: Egg, Bacon, Kids Drink and Soft Drink

# The Pitch - Preparations

## Pitch Setbacks

Throughout the process of this project we encountered some minor setbacks. Our work was not ready to be pitched at the recommended Week 6 in March, however both Catherine and I worked to have it ready for the following week. We scheduled dates in which to pitch our designs with our client, however could not agree on a date until the ninth week into the project (5th April 2017). Moving forwards though, here are the logo designs we presented to our client and how they can be used across varying platforms. Our pitch took place at Sally's Cafe Premises at 10am.

## Logos we pitched - Building Ballysally Together

### BBT Heart Logo



Building  
Ballysally  
Together

### BBT - Circles Logo

- Building
- Ballysally
- Together

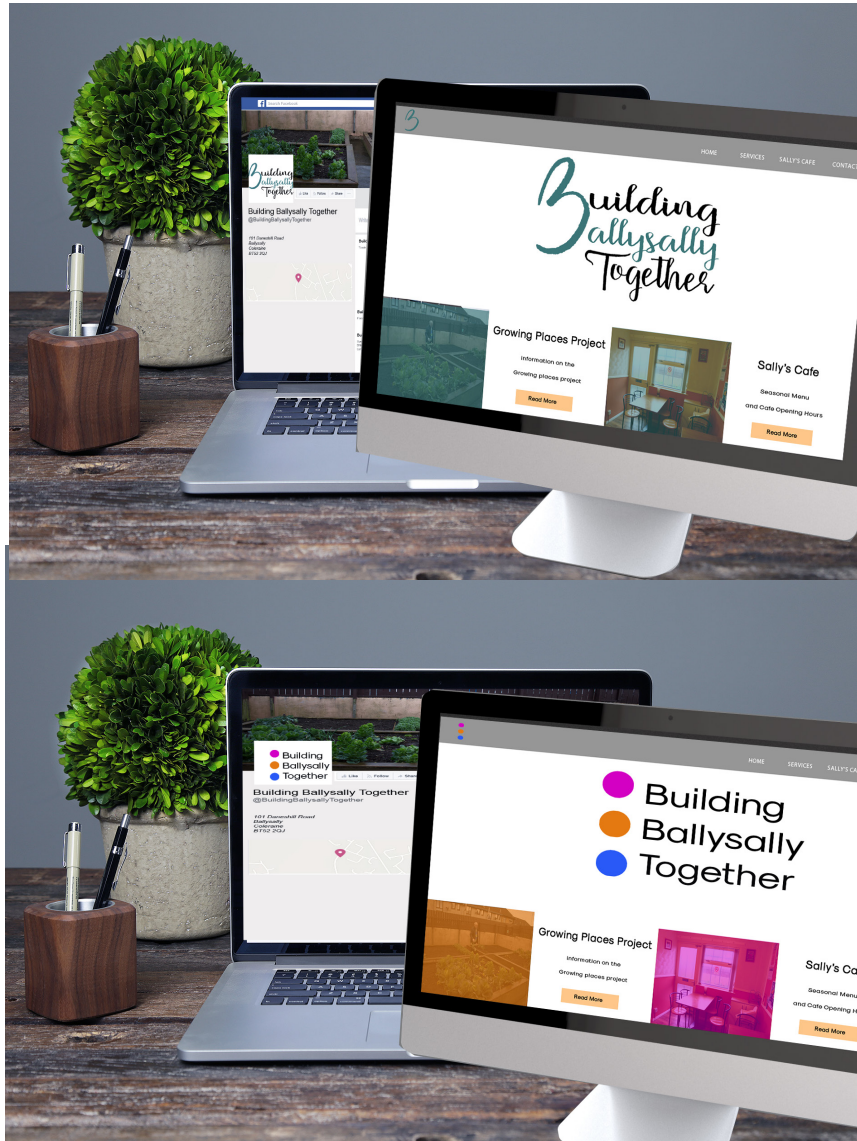


Sally's  
Cafe



Sally's  
Cafe

# The Pitch - BBT Interactive Media



# The Pitch - BBT and Sally's Cafe Signage



BBT Front Sign, Bus Shelter Sign in Circles and Heart Design.

Sally's Front Sign in Circles and Fork & Knife Design

# The Pitch - Print Media - Flyers



- Building
- Ballysally
- Together

## ● CAFÉ

We provide a healthy eating café where people can meet and enjoy a low cost meal.

\* Volunteer Opportunities

## ● TRAINING

Improve employment opportunities and learn new skills

\* Marshalling Course \* Pesticides Licence \* First Aid

\* Child Protection \* Food Hygiene

\* Working with Children and Vulnerable Adults

## ● COMMUNITY FESTIVAL

\* Culture Night \* BBQ and Fun Day for Children

\* Historical Exhibitions in Community House

\* Lots of Other Activities in Community

## ● GROWING PLACES PROJECT

Lessons in our garden. *Mentor provided.*

\* Learn to grow vegetables, fruit and flowers

## ● CULTURE, ARTS, HERITAGE

\* Arts and crafts \* Re-Imagining Estate \* Historical Talks & Tours

## ● HEALTH FAIR

LIAISE AND WORK WITH


Ballysally Centre | Focus on Family | Local Primary School

Cornfield | Statutory Agencies | Community Carol Service |

Local Churches




# The Pitch - Print Media - Sally's Cafe Menu



Menu

---


 **All Day Breakfast**

Large Fry (9 Items) £4.00  
Small Fry (6 Items) £3.00  
*Frys include tea/coffee*


Breakfast Baps/Sodas

1 Item £2.00  
2 Items £2.50  
3 Items £3.00  
Sally's Special £3.50


Toast and Eggs £2.00  
*Scrambled, Poached, Fried*  
*Includes tea/coffee*  
Tea/Coffee and Toast £1.00  
Three Egg Omelette and three fillings £2.75

 **Burgers**  
+ a scoop of chips or side salad for 50p


Plain £2.00  
Cheese and Onion £2.50  
Egg Burger £2.50  
Bacon and Cheese £2.75  
Hawaiian £2.75  
Double Cheese £3.25  
Chicken (Lettuce, Tomato, Mayo) £3.00

 **Salads**  
Add a scoop of chips for 50p

	Small	Large
Plain	£2.00	£2.50
With Ham	£2.25	£2.75
With Chicken	£2.50	£3.00
With Tuna	£2.50	£3.00
Warm Chicken and Bacon	£2.75	£3.50

 **Sandwiches/Baps**  
+ a scoop of chips or side salad for 50p

Salad, Egg and Onion or Ham £2.00  
Ham Salad, Ham and Cheese £2.25  
Chicken £2.25  
Tuna, Onion and Sweetcorn £2.25  
Chicken Salad, Chicken and Cheese £2.50  
BLT £2.50  
Club Sandwich £3.00

 **Panini/Toasties**  
+ a scoop of chips or side salad for 50p

Cheese and Tomato £2.00  
Ham and Cheese £2.50  
Chicken and Cheese £2.75  
Chicken, Ham and Cheese £3.00  
Chicken, Bacon and Cheese £3.00  
Chilli Chicken and Cheese £2.75  
BBQ Chicken and Cheese £2.75  
Tuna and Cheese £2.50


**Chips**

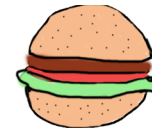
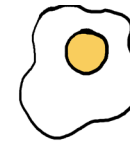
	Small	Large
Plain Chip	£1.00	£2.00
Chips, Cheese / Beans	£2.25	
Chips and Sauce / Beans	£2.25	£2.75
Chips, Cheese and Sauce / Beans		
<i>Sauces: Gravy, Pepper, Curry</i>		
	£2.50	£3.00
Chips, Egg, Sausage / Bacon	£2.50	£3.00
Chips, Sausage, Bacon, Egg	£2.50	£3.00
Chips, Bacon, Sausage, Egg, Beans	£2.50	£3.00
Chips, Sliced Chicken, Onions, Sauce		
<i>Sauces: Gravy, Pepper, Curry</i>		
	£2.50	£3.00
Chip Buttie	£2.75	£3.50

**Dips**

Curry	Gravy	Pepper Sauce	£0.50	£1.00
BBQ	Mayo	Garlic Mayo		

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Logo Font: Night Wind Sent  
Body Font: SK-Modernist

# The Pitch - Print Media - Sally's Cafe Menu



 **All Day Breakfast**

Large Fry (9 Items)	£4.00
Small Fry (6 Items)	£3.00
<i>Frys include tea/coffee</i>	
<b>Breakfast Baps/Sodas</b>	
1 Item	£2.00
2 Items	£2.50
3 Items	£3.00
Sally's Special	£3.50
<b>Toast and Eggs</b>	
<i>Scrambled, Poached, Fried</i>	£2.00
<i>Includes tea/coffee</i>	
Tea/Coffee and Toast	£1.00
Three Egg Omelette and three fillings	£2.75

 **Sandwiches/Baps**  
+ a scoop of chips or side salad for 50p

Salad, Egg and Onion or Ham	£2.00
Ham Salad, Ham and Cheese	£2.25
Chicken	£2.25
Tuna, Onion and Sweetcorn	£2.25
Chicken Salad, Chicken and Cheese	£2.50
BLT	£2.50
Club Sandwich	£3.00

 **Panini/Toasties**  
+ a scoop of chips or side salad for 50p

Cheese and Tomato	£2.00
Ham and Cheese	£2.50
Chicken and Cheese	£2.75
Chicken, Ham and Cheese	£3.00
Chicken, Bacon and Cheese	£3.00
Chilli Chicken and Cheese	£2.75
BBQ Chicken and Cheese	£2.75
Tuna and Cheese	£2.50

 **Burgers**  
+ a scoop of chips or side salad for 50p

Plain	£2.00
Cheese and Onion	£2.50
Egg Burger	£2.50
Bacon and Cheese	£2.75
Hawaiian	£2.75
Double Cheese	£3.25
Chicken (Lettuce, Tomato, Mayo)	£3.00

 **Salads**  
Add a scoop of chips for 50p

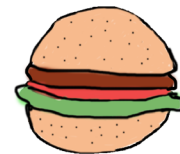
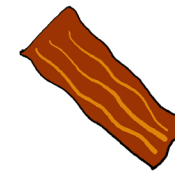
	Small	Large
Plain	£2.00	£2.50
With Ham	£2.25	£2.75
With Chicken	£2.50	£3.00
With Tuna	£2.50	£3.00
Warm Chicken and Bacon	£2.75	£3.50

**Chips**

	Small	Large
Plain Chip	£1.00	£2.00
Chips, Cheese / Beans	£2.25	
Chips and Sauce / Beans	£2.25	£2.75
Chips, Cheese and Sauce / Beans	£2.50	£3.00
<i>Sauces: Gravy, Pepper, Curry</i>		
Chips, Egg, Sausage / Bacon	£2.50	£3.00
Chips, Sausage, Bacon, Egg	£2.50	£3.00
Chips, Bacon, Sausage, Egg, Beans	£2.50	£3.00
Chips, Sliced Chicken, Onions, Sauce	£2.50	£3.00
<i>Sauces: Gravy, Pepper, Curry</i>		
Chip Buttie	£2.75	£3.50

**Dips**

Curry	Gravy	Pepper Sauce	£0.50	£1.00
BBQ	Mayo	Garlic Mayo		



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Body Font: SK-Modernist

# The Pitch - Sally's Cafe Merchandise





# The Pitch - Sally's Cafe Merchandise



# Workload Allocation

## JESSICA

Pre-Production Photography  
Website  
How To Guide for Website  
Facebook Template  
BBT signage  
BBT Poster Templates  
Final BBT Logo  
BBT Merchandise (Hoodie)



## CATHERINE

Photo Editing and Gallery for Website  
Brand Guidelines  
Twitter Template  
Sally's Signage  
Sally's Menu (Post-Pitch Amendments)  
Sally's Merchandise (Apron, Cup, Bag and T-Shirt)



# The Pitch - Feedback

Catherine was the first to present her designs to the client and committee feedback from those logos are evidenced in her production log for this project. In regards the design I presented as featured on pages XYZ on page XYZ.

## **BBT Heart Logo**

Our client thought this text based logo was nice, as a group we all came to the conclusion it had the ability to be adapted in colour schemes and stand out even in black and white.

## **BBT Circles Logo**

This circles design was said to be quite plain and wouldn't look as bold in black and white if our client was unable to print in colour. The client liked the web template that was used across all designs.

## **Sally's Cafe: Fork and Knife Logo**

Our client did not like the manipulated colour of the house as purple. They felt it was too strong but liked the fork and knife replacing the 'l's and the font.

## **Sally's Cafe: Circles Logo**

Again, our client did not like the colour of the house mocked up as terracotta (red). They felt the shade was too strong.

# The Pitch - Outcomes

Our client first chose a logo to visually represent BBT, they picked the Heart logo. The committee then chose a Sally's logo that would pair well with the Heart logo, which was the Fork and Knife Logo. Overall our client recognised the work that we both went in order to present these ideas to them. However, they wanted some amendments to the chosen designs. Primarily the biggest amendment was changing the colour schemes, the client specified that they wanted a "postbox/of-fice red" to be implemented across the designs.

**Previous palette (Chosen Sally's Logo)**



CMYK: 33, 89, 0, 0

**Previous palette (Chosen BBT Logo)**



CMYK: 78, 39, 48, 13

# The Pitch - Postbox/Office Reds

Catherine and I both researched the various reds that looked the same or similar to a postbox/office. Catherine colour swatched images of a postbox and office and we jotted down the CMYK colour codes to change the logos as follows:

We chose this colour to change the rest of the branding to as it stood out more and is the exact CMYK code for post office red.

Building  
allysally  
Together

C	M	Y	K
0	93	94	0

Building  
allysally  
Together

C	M	Y	K
25	100	100	23

Building  
allysally  
Together

C	M	Y	K
3	100	94	1

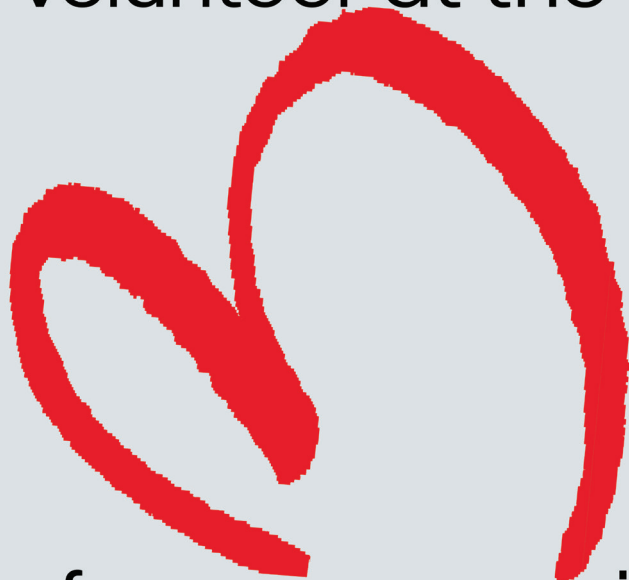
# Interactive Media - Facebook and Website



# Print Media - Flyers

Building  
Ballysally  
Together

Volunteer at the



of your community

FOR MORE INFORMATION VISIT OUR WEBSITE  
[WWW.BUILDINGBALLYSALLY.WORDPRESS.COM](http://WWW.BUILDINGBALLYSALLY.WORDPRESS.COM)

Building  
Ballysally  
Together

Event:

FIRST AID TRAINING

When:

THURS 23RD MARCH  
3.30PM

Where:

101 DANESHILL ROAD  
BALLYSALLY, COLERAINE

IMPROVE EMPLOYMENT OPPORTUNITIES AND LEARN NEW SKILLS  
[WWW.BUILDINGBALLYSALLY.WORDPRESS.COM](http://WWW.BUILDINGBALLYSALLY.WORDPRESS.COM)

# Organisation Signage





# Organisation Merchandise



# Sally's Cafe Menu



All Day Breakfast			
Large Fry (9 Items)	£4.00		
Small Fry (6 Items)	£3.00		
<i>Frys include tea/coffee</i>			
Breakfast Baps/Sodas			
1 Item	£2.00		
2 Items	£2.50		
3 Items	£3.00		
Sally's Special	£3.50		
Toast and Eggs			
<i>Scrambled, Poached, Fried</i>	£2.00		
<i>Includes tea/coffee</i>			
Tea/Coffee and Toast	£1.00		
Three Egg Omelette and three fillings	£2.75		
Burgers			
+ a scoop of chips or side salad for 50p			
Plain	£2.00		
Cheese and Onion	£2.50		
Egg Burger	£2.50		
Bacon and Cheese	£2.75		
Hawaiian	£2.75		
Double Cheese	£3.25		
Chicken (Lettuce, Tomato, Mayo)	£3.00		
Salads			
Add a scoop of chips for 50p			
Plain	£2.00		
With Ham	£2.25		
With Chicken	£2.50		
With Tuna	£2.50		
Warm Chicken and Bacon	£2.75		
Sandwiches/Baps			
+ a scoop of chips or side salad for 50p			
Salad, Egg and Onion or Ham	£2.00		
Ham Salad, Ham and Cheese	£2.25		
Chicken	£2.25		
Tuna, Onion and Sweetcorn	£2.25		
Chicken Salad, Chicken and Cheese	£2.50		
BLT	£2.50		
Club Sandwich	£3.00		
Panini/Toasties			
+ a scoop of chips or side salad for 50p			
Cheese and Tomato	£2.00		
Ham and Cheese	£2.50		
Chicken and Cheese	£2.75		
Chicken, Ham and Cheese	£3.00		
Chicken, Bacon and Cheese	£3.00		
Chilli Chicken and Cheese	£2.75		
BBQ Chicken and Cheese	£2.75		
Tuna and Cheese	£2.50		
Chips			
	Small Large		
Plain Chip	£1.00 £2.00		
Chips, Cheese / Beans	£2.25		
Chips and Sauce / Beans	£2.25 £2.75		
Chips, Cheese and Sauce / Beans			
<i>Sauces: Gravy, Pepper, Curry</i>			
Chips, Egg, Sausage / Bacon	£2.50 £3.00		
Chips, Sausage, Bacon, Egg	£2.50 £3.00		
Chips, Bacon, Sausage, Egg, Beans	£2.50 £3.00		
Chips, Sliced Chicken, Onions, Sauce			
<i>Sauces: Gravy, Pepper, Curry</i>			
Chip Buttie	£2.75 £3.50		
Dips			
Curry	Gravy	Pepper Sauce	
BBQ	Mayo	Garlic Mayo	£0.50 £1.00

As you can see, the Client decided not to go forward with the Icons as featured on page 38. They preferred a simplistic look instead.

# Project Planning - Timesheet

Task	Total Hours
<b>Week One</b>	
31st January - First Client Meeting, we discussed our client's needs.	1.5Hrs
2nd February - Completed a draft of the brief / Researched Organisations	4 Hrs
<b>Week Two</b>	
9th February - Submitted Client Brief for Approval and Research	4 Hrs
10th February - Group Meeting to discuss project plan and ideas	1 Hr
<b>Week Three</b>	
18th February - Complete Research Sections in Production Log	4 Hrs
<b>Week Four</b>	
20th February - Pre-Production Photos, dedicated time to Production Log	1.5 Hrs
23rd February - Logo Design Drafts and specific research on cafe branding	4 Hrs
25th February - Modular Experiment for BBT Logo	2 Hrs
<b>Week Five</b>	
1st March - Logo Development	3 Hrs
3rd March - Design Amendments and Shortlist	4 Hrs
5th March - Production Log, Logo Development	2 Hrs
6th March - Typography Research	2 Hrs
<b>Week Six</b>	
8th March - Logo Development	.5 Hrs
9th March - Worked on Production Log individually	4 Hrs
<b>Week Seven</b>	
13th March - Preparation for Pitch Group Meeting	2.5 Hrs
14th March - Pre-Pitch Group Meeting ensured logos are ready for pitch	3 Hrs
20th March - Group Meeting, finalised Pitch Document	4.5 Hrs

# Project Planning - Timesheet

Task	Total Hours
<b>Week Eight</b>	
25th March - Made changes to pitch document, tidied up some designs	3 Hrs
<b>Week Nine</b>	
29th March - Assumed pitch was today, added new changes to document	1 Hr
30th March - Discussed progress, got feedback and made changes to pitch	4 Hrs
<b>Week Ten</b>	
5th April - Pitched our designs to client	1 Hrs
6th April - Made client's amendments to designs and printed new pitch	4 Hrs
<b>Easter Holiday Week</b>	
11th April - Began work on client's Website	.5 Hr
12th April - Finished Production Log, sent to printers	-

Additional work will continue for this project through to Week Twelve.

Group Member: *Jessica Morrison*

# Evaluation

This project has taught me a few new things, for one it has introduced me to a new training facility and cafe quite local to me. Secondly, I have learnt new approaches in designing a brand for a local community group and most importantly I have conquered pitching to a live client as part of a team. In more detail here are the skills that I have obtained throughout:

## **Transferable/Key Skills:**

- \* Project Management - learning how to organise group work, deadlines and plan meetings through a new interface: Basecamp and coordinating the work of the team.
- \* Pitching to a live client and explaining my designs - I grew confidence and professionalism.
- \* Additional Photoshop Skills to manipulate designs onto templates and mock ups.

## **Professional/Practical Skills:**

- \* Health and Safety - Basecamp allowed us the opportunity to track where we both were during important stages of the project. For example, I was able to take note of when I went to the location to take photographs alone. Letting Catherine know where I was, was important to reduce any risks of my own health and safety.
- \* Specialised research - this project has taught me undertake research relevant to this project and source out what other organisations are doing.

Overall I think I have been creatively challenged by this project, it is the first time that I have worked for a live client and started from scratch to create a visual identity. I now feel that I have the ability to work for another client and offer the same skillset. I am pleased that I have been able to use the knowledge and skills that I learnt from taking on marketing experience at St Catherine's Hospice earlier this year. I found this project a challenge in terms of teamwork, I think the workload should have been divided up more fairly from the beginning of the project. However, if I was to redo this project I would have tried approached this issue a lot earlier on.

# Bibliography



# Bibliography





The Science Shop