



MED 526

Interactivity for Social Enterprise

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# Introduction

## Client

The Rural Health Partnership was established in March 2002, to “enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems”.

Working in the greater South Armagh area as well as other parts of the Southern Trust, they promote the health and recovery of people experiencing mental health and well being issues.

South Armagh is predominantly a rural area, and as such people can feel more isolated than their counterparts living in urban environments.

The partnership strengthens and supports local rural communities and provides them with training, education and the ability to develop personally in ways they would not be afforded otherwise. They deliver programmes and courses alongside other providers to promote self care, mental health and physical activity with a strong emphasis on those who are isolated and suffer from mental health problems related to living in a rural area lifestyle.

## Aims

We are going to provide the RHP with a new brand identity, stemming from a new logo and colour scheme

We are going to produce deliverable goods, in terms of design work featuring the new visual identity

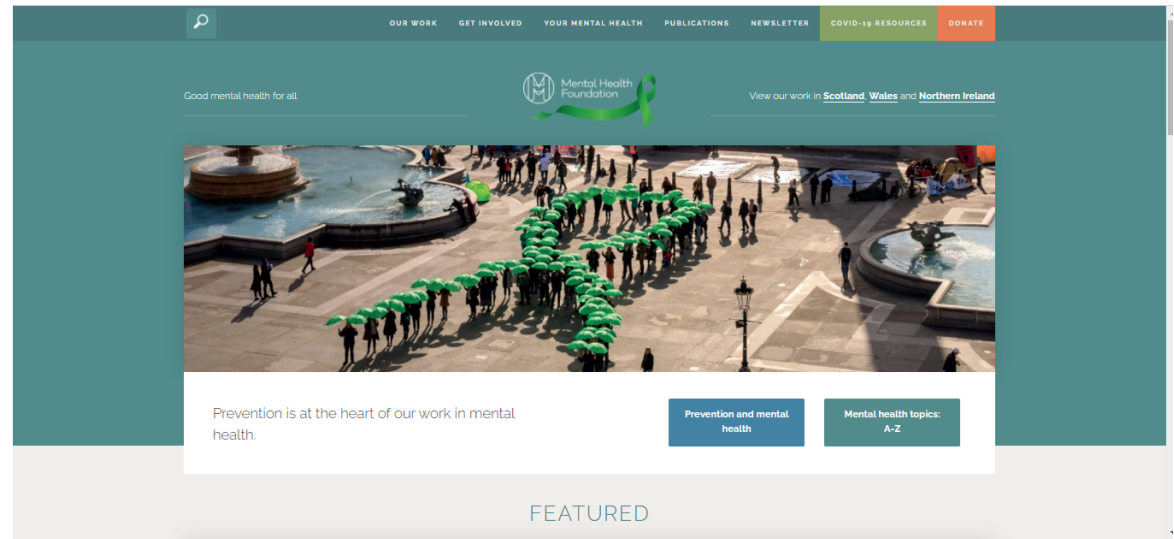
We are also going to develop a website that they can use to promote their events and services

# Bench Marking

## Mental Health Foundation:

This website features several strengths that would be applicable to the development of our website, such as the donate feature, which is accented with a bright orange button that stands out against the blue website, serving as a call to action for the user. Another strength of this website is its use of images. The hero image on the homepage is very eye-catching, and having images serve as hyperlinks aids the user in visually distinguishing the various pages of the website.

The Mental Health Foundation website, while aesthetically pleasing is confusing to navigate, due to the number of hyperlinks and pages only accessible from specific pages it would be easy for a user to become lost, especially without a sitemap.



We began by looking at similar organisations websites and ranking how effectively that met certain standards, such as load time, responsiveness, online support, use of an FAQ section etc, as well as providing a written description of what we felt were the websites strengths and weaknesses

We then gave them a percentage based on how many of the standards they successfully met, from this we discussed various design elements we felt were effective and that we should include in the website

	Feature	Mental Health Foundation	Action Mental Health	Yellow Wellies	Rural Support	ACRE	NCRHC
First Impression	Aesthetics	Hero Image Introduction	Graphic Based splash page	Slides introduction	Uses Hero Image as introduction	Uses Hero Image as introduction	Graphic Based splash page
	Identifiable Target Audience	"About Us/Who We Are" Page	Yes, button on splash page "How can we help you?"	Yes first page	Yes, Front Page	Yes, Front Page	Yes, front page
	Identifiable Chief Aim	"About Us" Page	Yes, on splash page	Yes first page	One click away	One click away	Yes, front page
Look and feel	Retina (HD Ready)	Yes		Yes	Yes	Yes	N/A
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes
	Content in Prime Position	No	Yes	Yes	Yes	Yes	Yes
	Body text font	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif
	Logo placement	Center	Top left	Top Right	Top left	Top left	Top left
	Book Online	No-Links and Phone Numbers to organisations	N/A	N/A	N/A	N/A	N/A
Technical	Content Management System	HeadScope	Wordpress	Wordpress	Wordpress	Wordpress	Optima
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Online support	No	No	No	no	no	No
	Telephone support	Yes	No	Yes	yes	yes	Yes
	Primary Menu Format	Fully Exposed Click Through	Fully exposed, click through	Fully Exposed, drop down	Fully exposed, drop down	Fully exposed, drop down	Fully exposed, click through
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top left	Horizontal Top Right	Horizontal Top Right	Horizontal Top
Navigation	Means of getting to top of page	None	None	None	None	None	None
	Sitemap	None	None	None	None	None	Yes
	Breadcrumbs	Yes	None	Yes	Yes, below header	Yes, below header	No
	Contact us	Footer	Button in Navbar	In primary menu	In primary menu	In primary menu	Button in navbar and footer
	No. of clicks to Contact Us O	1 Click	1	1 Click	1 click	1 click	1 click
	Explanation of service	2 Clicks About Us/Who We Are	1	Homepage	On homepage	On homepage	Homepage and button in navbar for more detail
Content	Evidence of outdated content	None	None	None	None	None	None
	Social Media	Follow Us section on home page	Links in Navbar	Embedded links in header and footer, twitter on homepage	Embedded links in header/footer	Embedded links in footer	Link in footer
	FAQ Section	None	None	None	In drop down menu	none	None
Search	Privacy policy	1 Click in Footer	Tab in footer	In primary menu	none	none	Footer
	Search	Embedded in NavBar	In Navbar	Embedded in header	none	yes	None
	Type of search button	Roll Over	Link to own search page in navbar	Roll over	n/a	Link to own search page in navbar	N/A
Functionality	Load Time	1.17s	1.8s	2.241s	1.01s	2.2s	1.81s
	Email subscription	Yes, Newsletter	None	Yes, newsletter	Yes, Newsletter	Yes, Newsletter	None
	Multilingual	Yes, Welsh	No	No	No	No	No
Accessibility	No. languages other than English	1	0	0	0	0	0
	How many font types	3	3	3	3	3	2
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes, use of images	Yes	Yes	Yes	Yes	Yes
	Link underlining	Yes	Yes	No	No	No	No
	Hyperlinks change colour if visited	No	No	Yes	Yes	Yes	No
Overall Score		73%	62.10%	77.35%	67.50%	64.80%	59.40%
	results	2nd	5th	1st	3rd	4th	6th

# Brief

## Meeting with Partner



Claire Mulrone · Sep 28 · Notified 5 people

I have been able to secure a meeting with your Partner on Monday 4th or Tuesday 5th at 10.00am. Can you please let me know which date suits. I need everyone in attendance. I know we said we would avoid Tuesday meetings but I understand your class with Helen starts at 1.00pm. I'd like to confirm this today. Please let me know your availability.

Thanks

Claire



We initially began by having a quick meeting with the community partner on Microsoft Teams

From this meeting we gained a list of the partners desired outcomes which we added to the brief under "deliverables"

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# Rural Health Partnership

Brief

## Community Partner - (Tiernan)

The Rural Health Partnership was established in March 2002, to "enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems". Working in the greater South Armagh area including places like Dungannon, Portadown and Newry they aim to aid families, farming families and settled travelers in the most rural parts of South Armagh as they are the most in need due to being isolated from mental health aid, due to poor infrastructure in rural areas.

The partnership strengthens and supports local rural communities and provides them with training, education and the ability to develop personally in ways they would not be afforded otherwise. They deliver Rural Health Partnership programmes, as well as courses alongside other providers to promote self care, mental health and physical activity with a strong emphasis on those who are isolated and suffer from mental health problems related to the rural location.

With plans for a spring launch the Rural Health Partnership wish to burst into the spring scene with a fresh and new visual identity, something memorable and visually their own. The current logo/identity is in need of a complete refresh, building on the service users they currently attract, but providing an opportunity to recruit new members of the rural community.

## Project Summary - (Dean)

We are going to develop a new visual identity for the Rural Health Partnership. This incorporates a new logo and colour scheme which will help modernise the current identity. We will showcase mockups of this logo utilised on various promotional material like pens and other merchandise, as well as on apparel that can be used by partnership staff to raise awareness of the partnership while they deliver courses in the community. Other promotional material, such as pop ups will be designed to allow the company to promote their services at events. We will also develop a website using Wordpress. This will allow for easy editing of the website without the need for advanced coding capability. A motion graphic will be developed that showcases the wide range of services the Rural Health Partnership provides, as well the collaborations and training they provide for other organisations and the local health trust. This motion graphic will be utilised on the website and on social media to raise the profile of the partnership to service users, funders health practitioners and policy makers.

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## Objectives - (Chris)

- Why is this project needed?

It is clear that the RHP would greatly benefit from a rebrand. Their existing logo/banner is in need of a professional refresh. Whilst their team is very active on social media, they need a professional website so they can share the diverse portfolio of services they provide the rural community. They support so many critical educational programmes across their local district and having a website as their central hub would help raise awareness to their extensive work, reach a wider audience and make it easier for potential funders to support their delivery.

## Target Audience - (Alex)

The primary target audience is rural families, individuals, older members of the community, settled travellers and individuals needing mental health support in the local rural areas. As Facebook is the main source of engagement along with physical promotion, a social media campaign developed using Instagram and Facebook will allow for more people in the local community to become aware of the partnership.

This partnership offers educational programmes, community celebrations and classes including South Armagh Women's Group, Weekly Walking Groups, Painting Day At The Farm. The diverse range of educational programmes and events attract a wide variety of people from the local community.

## Outline Deliverables - (Dean)

- Visual Identity and Brand
- Brand Guidelines
- Website - (existing address - <https://rhpsa.org/>)
  - Pull in content - photos, text etc (Emmet to assist us with photos)
  - Page dedicated to Community hub and the healthy living center
  - The 3 themes are for the range of services are self care, physical activity, mental health
  - Live calendar to track events / online booking feature
  - Donate button (justgiving?)
  - #careforcommunities
  - Newsletter/e-zine
  - Responsive website
  - Live social media feed
- Motion Graphic showcasing the work of the Rural Health Partnership
- Mockups for Apparel
  - Polo shirt
  - Sweatshirt
  - Promotional Material
    - Pens
    - pop up banner
    - bumper stickers #careforcommunities
    - bus shelter ad
    - Stress balls
- Social Media Promotional material - facebook, instagram.

## Competitors/Similar Companies - (Individual)

In project management, benchmarking is often undertaken to help inform the decision process. Benchmarking is the process of measuring performance against other comparable websites to allow for the best possible outcome. Our group picked 6 similar websites to benchmark from within the UK to compare for best practices, design and functionality.

The 6 websites are:

- Yellow Wellies
- Mental Health Foundation
- Rural Support

- Action with Communities in Rural England
- Action Mental Health
- National Centre for Rural Health and Care

We collated the data from these websites and these are our findings below:

### Yellow Wellies Benchmarking:

The strengths of the YW website is mainly how professional the website is, with a clear message, a consistent colour scheme and brand identity, along with a primary menu containing each relevant page with all the relevant content, a link to all there socials in the header and footer, with plenty of images and videos throughout the website to keep it lively.

The only noticeable weaknesses are it's slightly slow loading time, a lack of interactivity to further help engagement and it's inability to be read in multiple languages.

Overall I rated this website at 77.35%. This is due to the fact that this is an excellent example of a professional website that manages to keep it's brand consistency and get it's main point across without becoming too text heavy. They do a great job of linking the socials and not having the website feel static, while linking to all the relevant information, advice and resources you would expect from a charity based website.

### Action Mental Health:

<https://www.amh.org.uk/>

The Action Mental Health website scored an overall rating of 62.10%. This is by no means a low score or means the website itself was bad as it had strengths as well as some weaknesses that we should consider when creating the Rural Health Partnership website. Some of the notable strengths are its landing page as it combines graphics and text to introduce the user and explain what they are all about. This is a great idea as it lets the user know right away without having to navigate through the site to figure out what you do. Another strength would be the donate button, however it would have been better placed toward the top of the page perhaps beside the "Need urgent help?" button which is another incredible feature as this is a call to action for those who need urgent help and don't have to spend unnecessary time navigating the site.

A weakness I found was its search feature. There is a noticeable search button on the navigation bar however upon clicking you are brought to a different page to search, while not a huge



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problem I think it may be better to simply have a search bar work on every page as load times are different for everyone and it might frustrate users if they have to load up a new page to search.

#### **Mental Health Foundation:**

This website features several strengths that would be applicable to the development of our website, such as the donate feature, which is accented with a bright orange button that stands out against the blue website, serving as a call to action for the user. Another strength of this website is its use of images. The hero image on the homepage is very eye-catching, and having images serve as hyperlinks aids the user in visually distinguishing the various pages of the website.

The Mental Health Foundation website, while aesthetically pleasing is confusing to navigate, due to the number of hyperlinks and pages only accessible from specific pages it would be easy for a user to become lost, especially without a sitemap.

#### **Rural Support:**

Web address - <https://www.ruralsupport.org.uk/>

From the six sites that we selected for comparison, Rural Support placed 3rd, scoring 67.50%

This is a very professionally made website with its mission statement clear from the get go. "Building Strong Farm Families" by offering support and guidance which is evident throughout the website.

The navigation is clear and concise. The drop down menus show there's a wealth of information just a few clicks away. We feel this could be improved by offering a search function to help users navigate the site more efficiently, with a return to the top of the page button adding further value. The included breadcrumb feature is always a bonus and we aim to implement similar features in the final project.

From inspecting the code we can see that Wordpress has been used which keeps the functionality to a high standard.

There is a little room for improvement, but overall the website is an excellent example and fit for purpose.

#### **ACRE - (Action with communities in rural England):**

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Placing 4th on our list, <https://acre.org.uk> scored 64.80% overall.

This website boasts a very clear and concise navigation. As was standard across the board, it uses a hero image with an embedded link to their live social media news feeds. They have a well thought out sub navigation in the form of a horizontal carousel with 12 subheadings with clearly designed icons for each.

There is a wealth of information within a few clicks via the drop down menus on the navigation bar. There are breadcrumbs which are not clickable but do allow the user to remain orientated when browsing the site.

Where the site dropped marks against our benchmarking criteria, the load time was slightly slower than the other 5 sites. There was no 'return to top of page' function which as a standard practice we'd expect to see. There was no real privacy policy on display but overall this website performs quite well and is fit for purpose.

#### **NCRH (National Centre For Rural Health and Care):**

The website for the NRCHC scored an overall rating of 62.10%. The landing page for this site was great in my opinion as it was very minimal and didn't feel at all cluttered only holding the information they deemed to be most important such as navigation tools, logo, buttons for work teams and about, and a brief "mission statement" to tell the user what they are about. The rest of the site maintains this minimal approach as well as housing easy to read titles, headings and clear fonts which enhances its usability. This website is functional first, although its aesthetics and overall design and layout do not suffer either.

One of the only weaknesses I found was the social media link. It was hidden in the footer as a small icon that I felt was easily missable and should instead be housed in the heading or navbar and the size of the icon should be increased drastically as social media is a very important outlet for mental health as people are more likely to follow you if it's clear you have a social media account to follow.



### Benchmarking Results:

<b>1: Yellow Wellies</b>	<a href="https://www.yellowwellies.org">https://www.yellowwellies.org</a>	<b>77.35%</b>
<b>2: Mental Health Foundation</b>	<a href="https://www.mentalhealth.org.uk">https://www.mentalhealth.org.uk</a>	<b>73%</b>
<b>3: Rural Support</b>	<a href="https://www.ruralsupport.org.uk">https://www.ruralsupport.org.uk</a>	<b>67.50%</b>
<b>4: Action with Communities in Rural England</b>	<a href="https://acire.org.uk">https://acire.org.uk</a>	<b>64.80%</b>
<b>5: Action Mental Health</b>	<a href="https://www.amh.org.uk">https://www.amh.org.uk</a>	<b>62.10%</b>
<b>6: National Centre for Rural Health and Care</b>	<a href="https://www.ncrhc.org">https://www.ncrhc.org</a>	<b>59.40%</b>

### Conclusion:

The benchmarking was a valuable exercise as it has helped us identify a lot of good features which we may wish to emulate for the final project, whilst flagging up some of the pitfalls that we'd hope to avoid.

"Yellow Wellies" scored the highest using the metrics, but we feel each site had a lot to offer in comparison with only minor shortcomings pulling their percentage down.

The Rural Health Partnership is South Armagh's only Healthy Living Centre. The Healthy Living Centre Alliance acts as a central hub for all of Northern Ireland's centres - <https://www.hcalliance.org>. We decided not to include this in our benchmarking process as it's essentially a parent site for the Rural Health Partnership. Many of the features used in this

bsite stand out to us and it's an overall excellent example of a site that we'd hope to be on par with.

### One, Message and Style - (Alex)

The style and tone of this project will be consistent with the brand's overall message, which is one of being uplifting, inspiring colours to help show the partnership as a positive light for our communities. The Rural Health Partnership is a positive and supportive organisation providing a range of educational programmes, and a wide range of accessible services to all rural communities in South Armagh. This needs to be reflected in the range of interactive media outputs, and new brand identity. This is an inclusive and proactive partnership, supporting the integration of people with mental health in the community.

### Timeline - (Dean)

H.O World Mental Health Day 10th October

Leaflet 29th of October

Finalised Products (Test Uploading, Rendering, Exporting Files) 3rd December

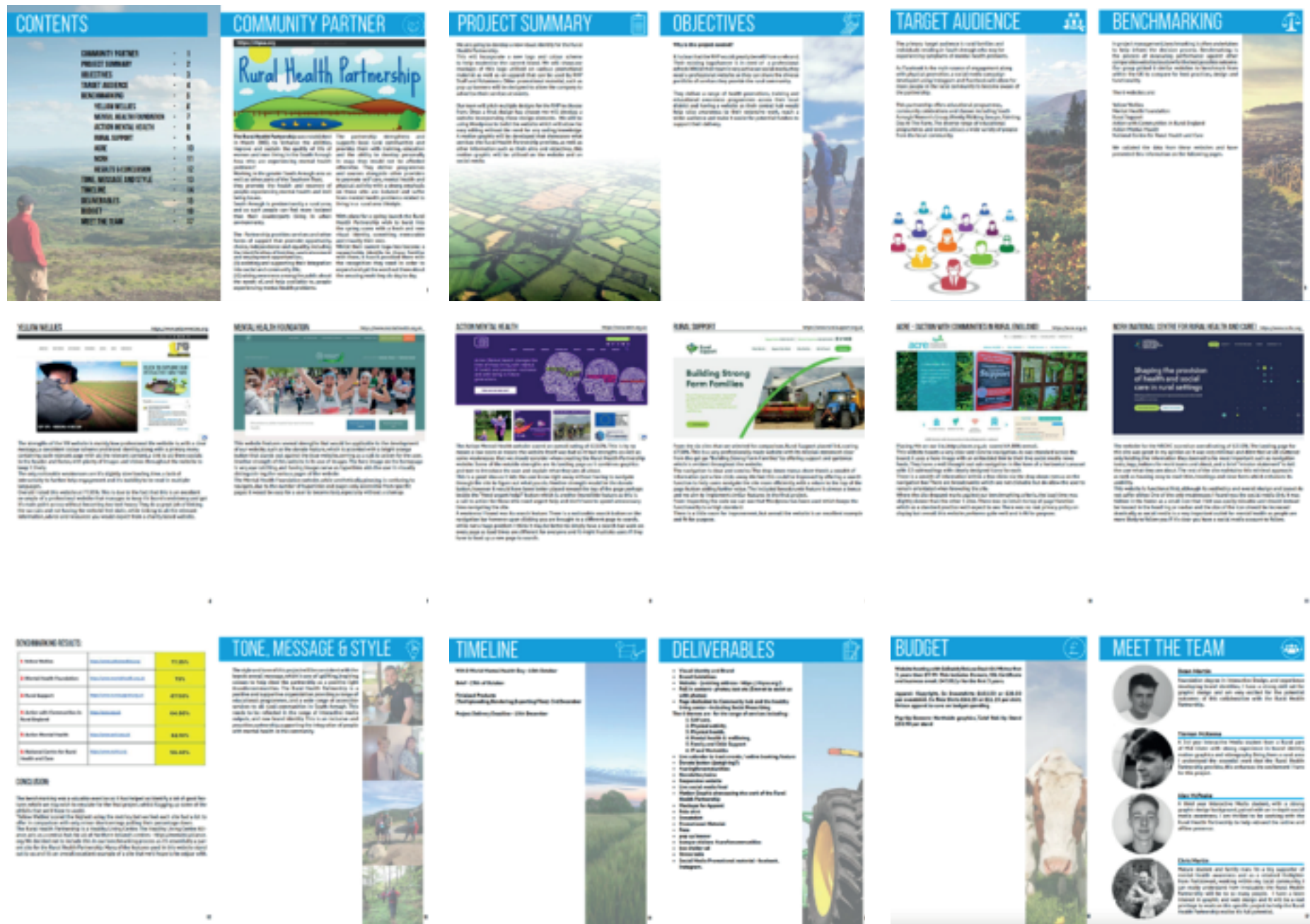
Project Delivery Deadline 10th December

### Budget - (Tiernan)

- Website hosting with GoDaddy Deluxe Deal- £4.99/mo first 3 years then £9.99. This includes Domain, SSL Certificate and business email. £47.88/yr for the first 3 years.
- Apparel- Copyright, 5x Sweatshirts £102.50 or £20.50 per sweatshirt. 5x Polo Shirts £66.25 or £11.25 per shirt. Unisex apparel to save on budget spending.
- Pop-Up Banners- Northside graphics, 'Gold' Roll Up Stand £38.90 per stand

### Meet the Team - (individual)

After the brief was approved Chris produced it in inDesign, adding a more modern aesthetic to the document



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**Alex** - A third year Interactive Media student, with a strong graphic design background, paired with an in-depth social media awareness, I am thrilled to be working with the Rural Health Partnership to help rebrand the online and offline presence.

**Dean** - Foundation degree in Interactive Design, and experience developing brand identities, I have a strong skill set for graphic design and am very excited for the potential outcomes of this collaboration with the Rural Health Partnership.

**Tieman** - A 3rd year Interactive Media student from a Rural part of Mid Ulster with strong experience in brand identity, motion graphics and videography. Being from a rural area I understand the essential work that the Rural Health Partnership provides, this enhances the excitement I have for this project.

**Chris** – Mature student and family man. I'm a big supporter of mental health awareness and as a retained firefighter from Portstewart, working within my local community, I can really understand how invaluable the Rural Health Partnership will be to so many people. I have a keen interest in graphic and web design and it will be a real privilege to work on this specific project to help the Rural Health Partnership realise it's full potential.

# Fonts

**Rural Health Partnership**

**Rural Health Partnership**

**RURAL HEALTH PARTNERSHIP**

Rural Health Partnership

Rural Health Partnership

Rural Health Partnership

I began by experimenting with fonts. I felt either a Sans font (with softer edges) or a script/handwritten font would be best suited for the Rural Health Partnership as it makes it feel more personal

The two fonts I felt were most appropriate were Open Sans and Infree, these are the two fonts I would use most in drafting logos

# Logo Drafts



The first concept uses leaves from an apple tree, as the Rural Health Partnership is based in Armagh, which is the orchard county.

I then experimented with the text placement, having it wrap over the top, having it not on a path and having it placed in the middle of the leaves

The leaves have a transparency allowing the overlaps to be visible, adding a monochromatic effect to the green and orange sides

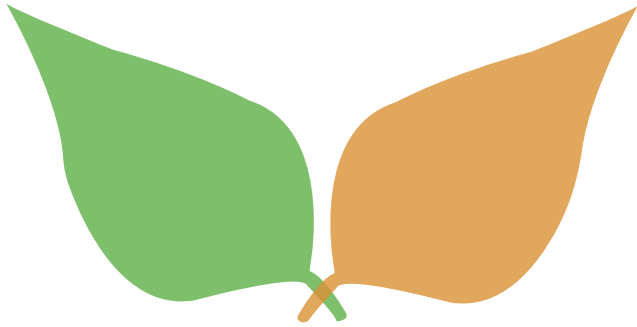


I then abbreviated the Rural Health Partnership text to RHP

I also added the Infree font as I felt it added to the overall hand drawn effect of the logo design

Moving forward I decided to remove the opacity effect, as while it looks good on screen, when it is used in print or on a smaller scale it may become obscured

**Rural Health**



**Partnership**

**Rural Health**



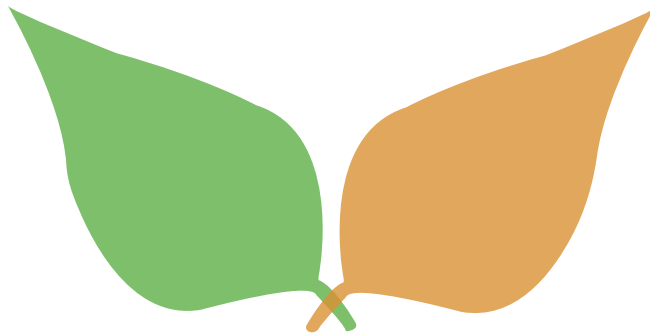
**Partnership**

Rural Health



Partnership

**Rural Health**



**Partnership**

I made the leaves a solid colour, removing the opacity, I also decided to only use two leaves to simplify the design

I also added a white vein to the design to add more visual interest and it contrasts against the bold colours of the leaves

I then added the Inkfrees logo to complete the illustrative aesthetic of the refined logo design



For the next design I decided to go for a more modern style of design

Having a geometric design comprise the RHP, with a lowercase r in the bottom left, making up a portion of a capital H and a P joining on to it

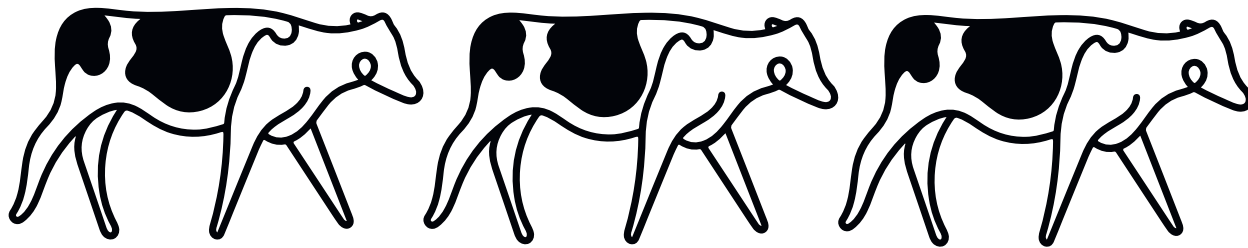




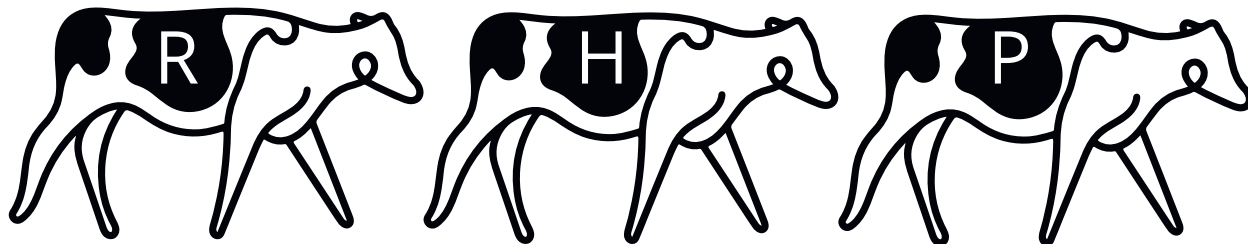
I then experimented with a wide variety of colour palettes, using warm colours, cool colours and pastels

For the design I felt the most appropriate colour palette was the green monochromatic design, as the simplicity lends itself to contrast with the complex design

## Rural Health



## Partnership



Similar to the leaf design I wanted to use some iconography that represented the Rural Health Partnership

For these design I used cows to accent the Rural aspect of the company, as well as representing the farmers that make up a large portion of their demographic

I used the Open san font above and below, and then abbreviated it to RHP with the letters forming the cows spots. I didnt feel that this would work moving forward as the letters would be too small to be legible

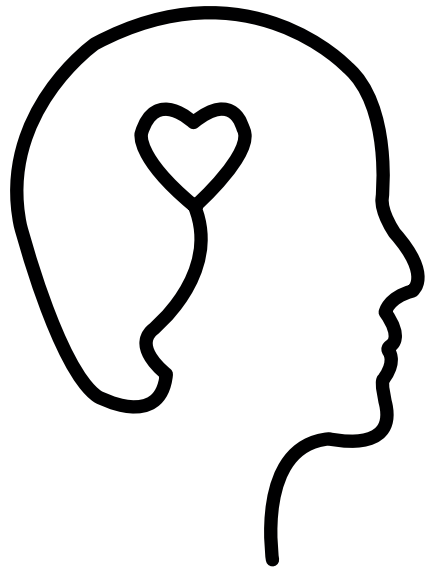


I then opted for a more illustrative design and began to experiment with text

Having the RHP form spots on the cows faces didn't work out so I decided to have the text wrap around the top, again using Open Sans (Bold) and Infree

I prefer the look of Infree as it matches the line width of the cow design

Rural Health



Partnership



**RHP**



Next I wanted to highlight the mental health aspects of the partnership, using the iconography of a person's head

I incorporated the heart into the brain to show the positive effects of good mental health, and representing the help the partnership can provide

I ultimately decided against going in this direction, as the Rural aspect is the most unique aspect of the partnership, and should be represented in the logo

*Rural Health*

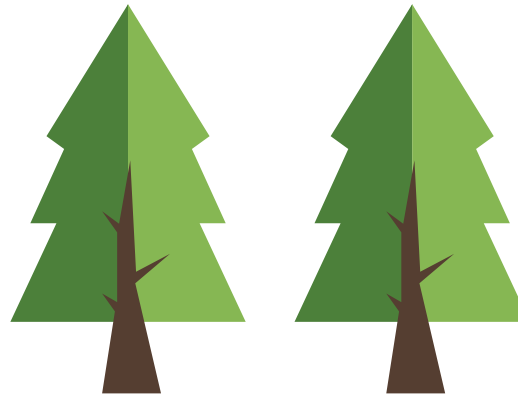


*Partnership*

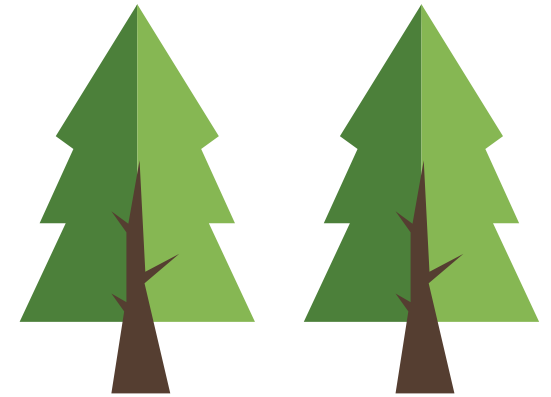


**RURAL HEALTH  
PARTNERSHIP**

*Rural Health*



*Partnership*



*Rural Health  
Partnership*

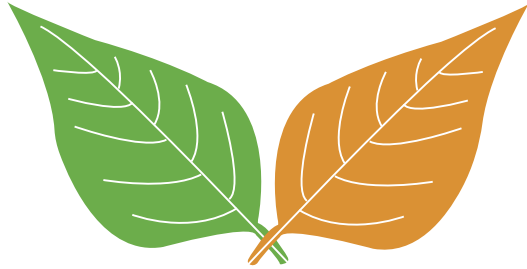
I wanted to go back to the Rural aspects using illustrative trees, I felt these represented the area of the partnership well

I changed the number of trees, and went with two different design but utilised the same colours for both to stop it becoming too complex

I then used a number of more illustrative fonts, such as Cocogoose, Infree and Black Pink Cursive

# Logo Development

**Rural Health**



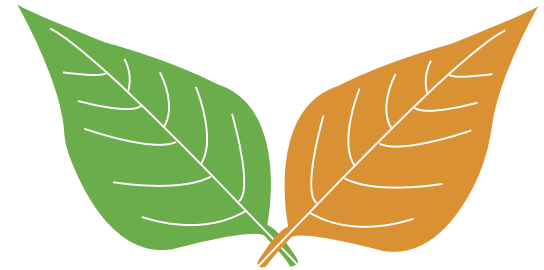
**Partnership**

*Rural Health*



*Partnership*

**RURAL HEALTH**



**PARTNERSHIP**

After consulting with my team and Adrian I decided to further pursue the leaf logo as we felt it best represented the Partnership

I Went back and selected various fonts to see what best suited the design



I decided to use Inkscape as the handwritten aesthetic matches well with the illustrative logo design

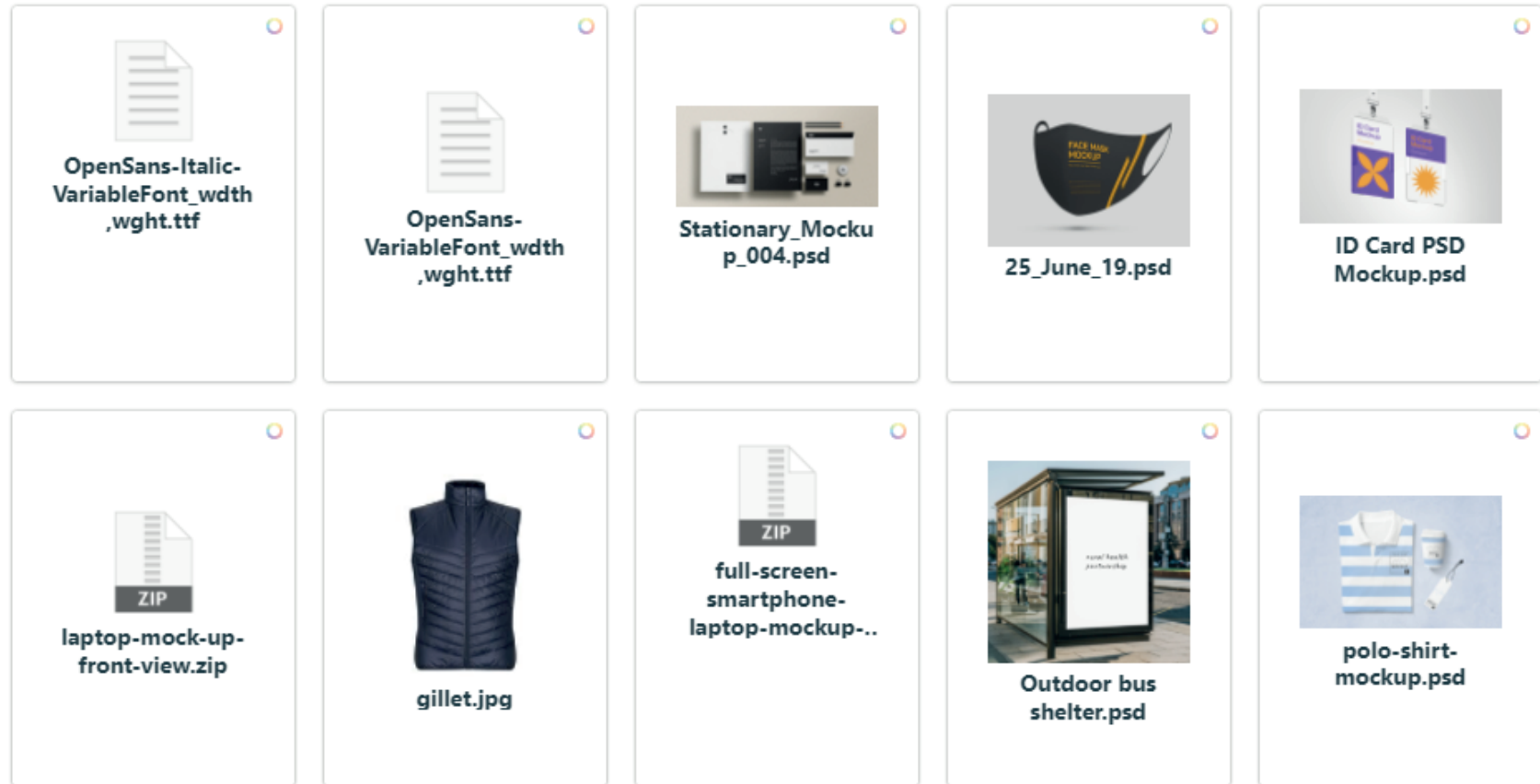
I added the text on a curve above and below the logo, this helps to frame the design and adds to the overall flow of the design, making it appear as more of a badge

# Designs for Pitch

Hey! Activity My Stuff Find

## Mockups

Unsorted



As a team we searched for mockup files/psd that we could use for the pitch, we all used the same mockups to ensure consistency between our individual sections



I began the design work by starting with the bus shelter

I added brief text to summarise what the Rural Health Partnership do

I also added their phone number and link to social media accounts



#careforcommunities  
Assisting those in rural areas  
Mental Health Support  
Personal Development

Contact Us:  
028 3086 1220  
@RuralHealthPartnership



I replaced the block colours with royalty free images but kept a transparent colour layer on top, to keep the branding consistent

The images depict rural Armagh as well as Armagh Cathedral to highlight the area the partnership works in

I also made the social media icons black as it simplifies the design



#careforcommunities  
Assisting those in rural areas  
Mental Health Support  
Personal Development

Contact Us:  
028 3086 1220  
@RuralHealthPartnership



I then began work on the pop up banners that would be used as advertisement and to get peoples attention at events

I listed the 5 key pillars of the partnership on the banner, I used a line art variation of the logo, and incorporated a previous design as I well it represents the mental health aspects of the company well

I used a handwritten font to match the illustative nature of this design

I also included the partnerships social media links and phone number at bottom of the design



Mental Health

Physical Health

Self Care

Support for Families

Training and Courses



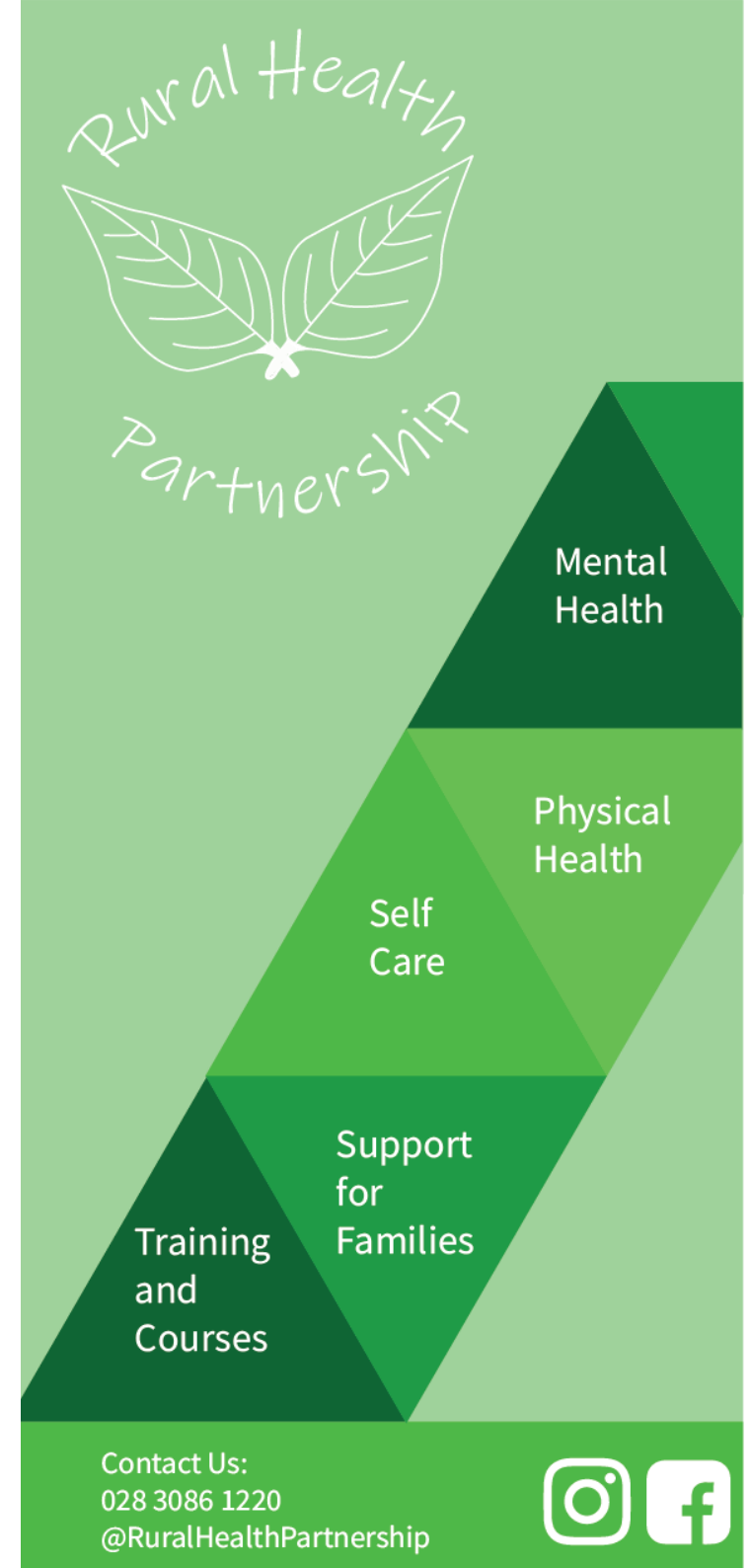
Contact Us:  
028 3086 1220  
@RuralHealthPartnership



While the first design is more illustrative, this variation uses more geometric shapes to build up a pattern using a monochromatic green colour pallet

The bolder font also fits in better with the bold colours and flatter design

The two banners are designed to be simplistic, while still giving enough information to allow people to see what the partnership represents, and will be used to draw people in so they can get further information





**Adrian Hickey**, Senior Lecturer in Interactive Media  
Thanks Dean - run with these colours for the pitch

After getting further feedback from my team and Adrian I decided change the colour of the logo

Blue and purple was chosen, as the cool colours have been proven to be relaxing to look at

Blue has links to mental health which would make it very suitable to use on a logo

Purple is also commonly linked to ideologies surrounding the mind and the sub-conscious



I also decided to create logo variations to be used against a darker background

I experimented with different uses of line colours, using the logo colours as an outline and using a white border with colour on the inside lines

The bold colour variation is too similar to standard logo so I feel I should use a design that is visually distinct



I decided to simply to the logo variation, using only black and white, this will make this secondary design visual distinct and allows it to be legible against any background colour

With the new colour pallet I went back and redesigned the bush shelter

I first began by changing the colours

While I feel that the new colour pallet creates a striking design, it needs further development



#careforcommunities  
Assisting those in rural areas  
Mental Health Support  
Personal Development

Contact Us:  
028 3086 1220  
@RuralHealthPartnership





I then added the images to the colour blocks at the top and bottom of the design

I feel that there is too much white space in this design so I will rearrange it to better fit the frame



#careforcommunities  
Assisting those in rural areas  
Mental Health Support  
Personal Development

Contact Us:  
028 3086 1220  
@RuralHealthPartnership



Contact Us:  
028 3086 1220  
@RuralHealthPartnership



I moved the logo and links to the top of the design

This creates a hierarchy of information, with the most important aspects of the design being placed at the top

#careforcommunities  
Assisting those in rural areas  
Mental Health Support  
Personal Development

Providing support for those in Armagh

Aiding farming families and  
settled travellers

Helping those who are  
isolated



Contact Us:  
028 3086 1220  
@RuralHealthPartnership



#careforcommunities

Assisting those in rural areas  
Mental Health Support  
Personal Development

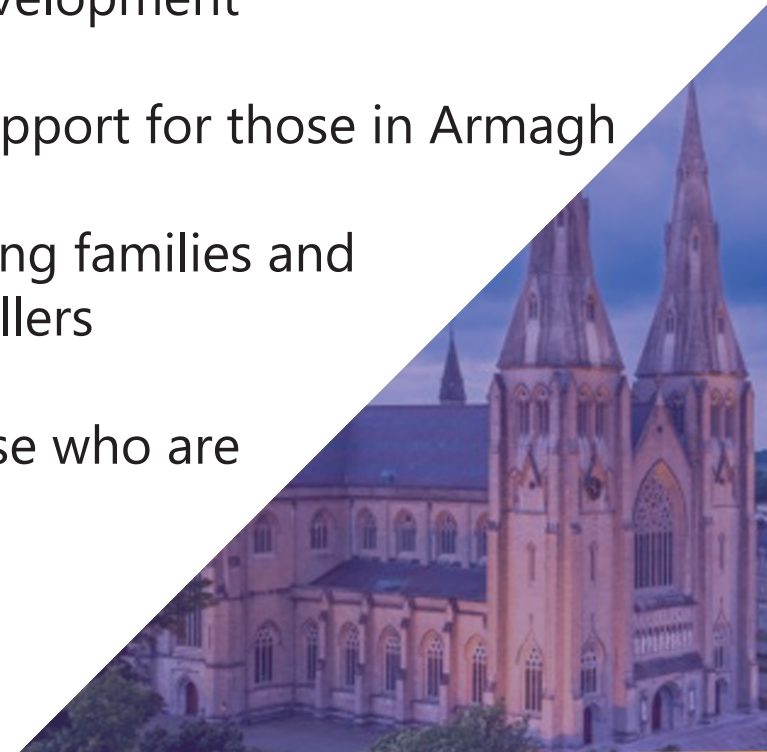
Providing support for those in Armagh

Aiding farming families and  
settled travellers

Helping those who are  
isolated

I then added the image of the cathedral to the bottom of the design, using a blue semi opaque triangle get get a filtered effect

I changed the “#careforcommunities” tagline to Inkfree and made it larger to make it stand out, it is placed below the logo and contact info to further show the hierarchy of information







I used a psd mockup to showcase what the final design would look like when in use

I then began work on the pop up banners again , I still want them to highlight the five key components of the partnership

In this first draft I simply listed them and kept the design very plain with lots of white space

I didnt feel this was eye ctaching enough so I went back to the design for the old colour scheme



Mental Health

Physical Health

Self Care

Support for Families

Training and Courses

Contact Us:  
028 3086 1220  
@RuralHealthPartnership



I experimented with different colour schemes but decided to use the pastel purple background with white text as it is easily legible and helps add consistency but using the company colours as a background

The text uses Inktree as the cursive typeface blends in well with the illustration of the head

A bold purple was used as a footer as it contrasts with the softer background colour, and allows the white text and logos to stand out



#careforcommunities

Mental Health

Physical Health

Self Care

Support for Families

Training and Courses



Contact Us:  
028 3086 1220  
@RuralHealthPartnership



#careforcommunities

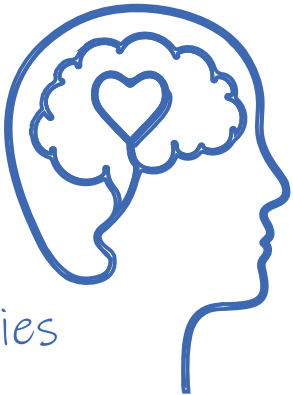
Mental Health

Physical Health

Self Care

Support for Families

Training and Courses



Contact Us:  
028 3086 1220  
@RuralHealthPartnership



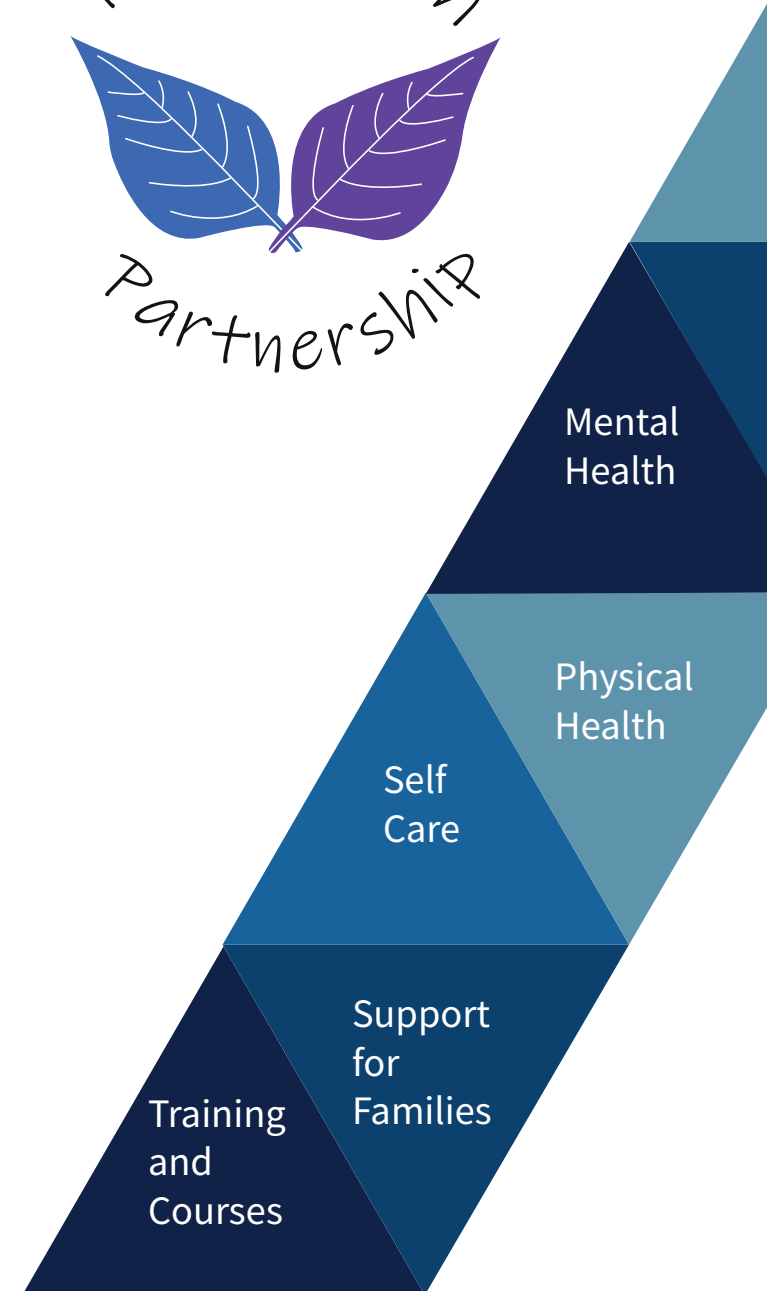


As the first design uses mainly purple I wanted to utilise a blue colour pallet for this design as the two banners together will resemble the logo

The monochromatic blue colour pallet allows the white text to be highly legible even when read from far away

For the footer I used a dark blue to help create contrast, this also helps the white text to stand out

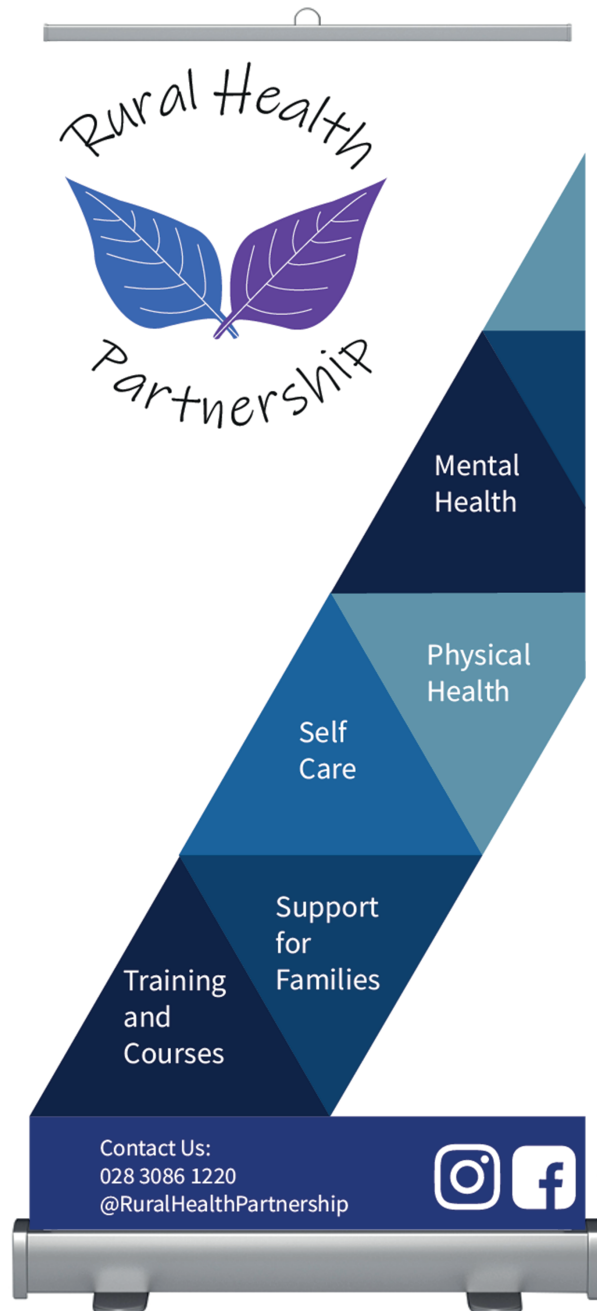
This banner has lots of white space, this is to allow room for the designs and text, the minimalist nature of the banner complements the geometric pattern and makes it look very modern and professional



Contact Us:  
028 3086 1220  
@RuralHealthPartnership







I used a psd mockup to showcase what the design would look like when printed out, the stands would be placed to catch peoples attention, and invite them to come over

I feel the designs acheive this effect by having two unique asthetics, and showcasing only relevant information



## Campfire

Friday, November 5

TM

Tiernan McKenna 5:28pm \*\*\*

Sweater - Dark Grey

Polo shirt - White

For the sake of continuity in the pitch

\*\*\* 5:30pm Me

DM

In the photoshop file, in the making layer is where you can get rid of the blue stripes

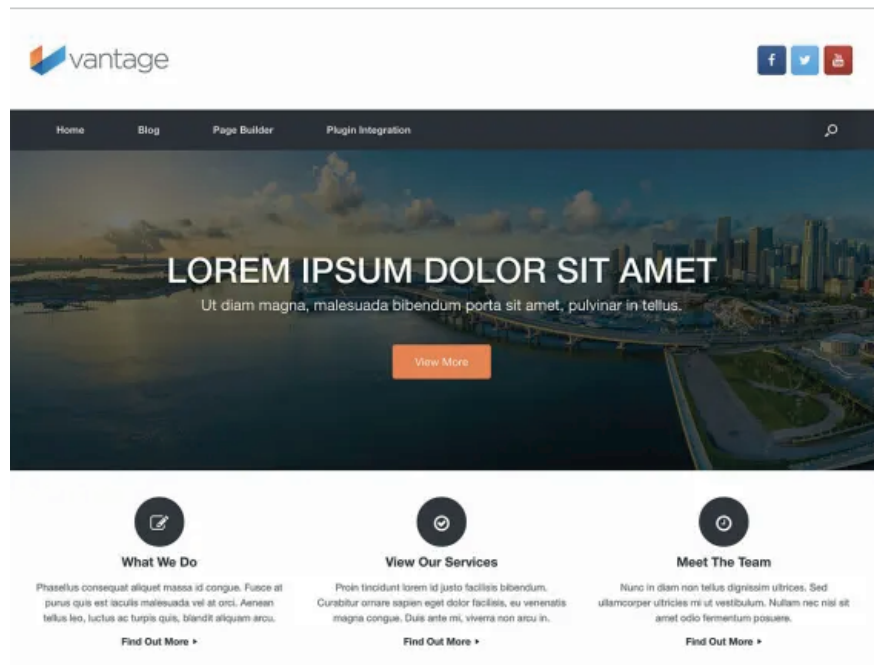
In the jumper you have to make all the other colour layer invisible, or else it will be the colour of the highest layer

Friday, November 12



The next mockups show what the logo, and the white variation would look like on clothing

On basecamp when discussed what colours we should use, as well as this I explained how to remove the stripes from the shirt mockup to make it plain



I then created a mockup for a website, this website is modelled after the “Modern” template from WordPress

We based our mockups on WordPress templates as this was the most likely platform that we would use, therefore this would provide a realistic idea of what the final product would look like



As requested by the client we created a mockup of a stressball with the logos on them

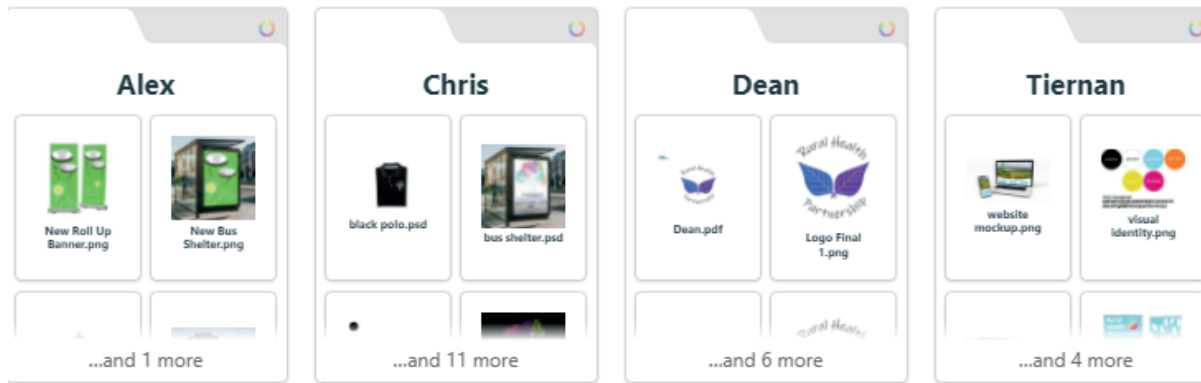
The stressball was selected as it has links to mental health

By showcasing this example we are displaying that a logo can be applicable for a variety of promotional items



## Mock-ups for pitch

Unsorted



We then used Base Camp to upload our PNG mockup images to use in the pitch

We sat down with Adrian, and were informed to make sure the design is consistent throughout each member's pitch, and to keep the design minimal as to not distract from the design work

# Pitch

We each started with a large image of ourselves to help the members of RHP to differentiate the designs between the group

Next was a large image of the logo, as this is the focal point of the brand identity as it includes both company colour and fonts



# DEAN MARTIN

LOGO



MAIN LOGO



## VISUAL IDENTITY



#4161AB

#62388E

FONTS:

INK FREE -

qwertyuiopasdfghjklzxcvbnm

OPEN SANS -

qwertyuiopasdfghjklzxcvbnm

COLOUR SWATCH & FONTS

DEAN SAATHY



## ONLINE



WEBSITE ON SMARTPHONE & LAPTOP

DEAN SAATHY



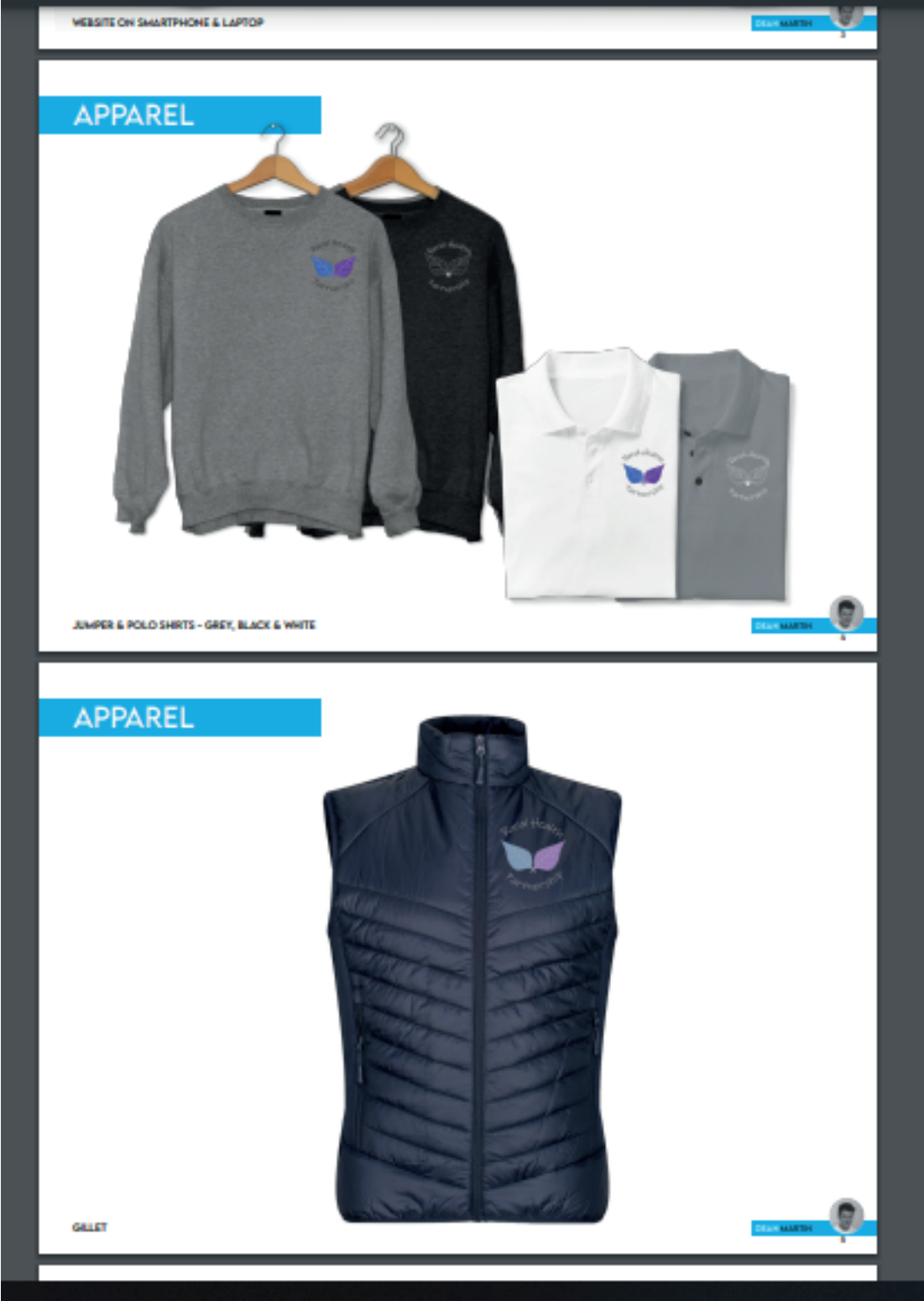
Next is the Visual Identity page, showing the logo along with the colours used and their respective HEX codes. Also included are fonts that will be used in the logo, and design work moving forward

Next is the mockup that includes the company website shown on both a laptop and mobile, as the partnership stated that they wanted a responsive website design



Next we showcased what the logo would look like on apparel

We all used the same mockups and coloured clothing. As having different colours would be distracting make it more difficult for the partnership to compare and contrast the designs



## PROMOTIONAL MATERIAL



## DESIGN VARIATIONS





## ALL LOGOS FOR CONSIDERATION



# ANY QUESTIONS?

We ended the pitch with a discussion of what further items or designs the partnership wanted, they included things such as facemasks, pens (with website url), Christmas ornaments, bumper stickers, templates and a large pvc banner to be used at events

Then then discussed what individual designs they liked and began to discuss what they wanted to use as the final logo and visual identity, as well as other elements of branding, such as using images of Slieve Gullion

They decided that they wanted to use my design for the bus shelter, and for the final logo they wanted a combination of Chris and Tiernans logo with the fonts that I selected

# Tasks



Chris Martin · Nov 18 · Notified 5 people

1. Website - large photo carousel, clear band across the top to aid navigation, include live social media feed, a donate button and a calendar of events. **Chris and Tieman**
2. Logo - Amalgamation of Tieman and Chris **Awaiting approval**
3. Poilet - **Chris and Tieman**
4. Font - **Opens sans**
5. Set up Twitter account, and rebrand Facebook and Instagram accounts **Alex**

They want the photography to be focused on their main location in south Anmagh with rural view of Slieve Gullion and the ring of Gullion. ( Southern Board health board area.) **Everybody**

The final media outputs should include the designs for...

1. Bus stop poster and billboard poster. **Dean**
2. Website Mock-up - **Tieman**
3. Six pop up designs for the six colour of the tree (logo, image, web address) **Chris and Tieman**
4. Face Mask - **Dean**
5. Polo shirts (embroidered logo) in the six colours of the logo - **Tieman**
6. Gilliet's (embroidered logo) - **Alex**
7. Jackets zipped (embroidered logo) - **Alex and Dean**
8. Travel cup and water bottle Eco-friendly so sustainable rather than disposable - **Chris**
9. Stationery, letterhead, compliment slip, business cards - **Tieman**
10. Pens web address - **Dean**
11. bumper sticker - **Chris**
12. Stress ball - **Chris**
13. Name badges - **Dean**
14. PVC Banner design to secure to railings at outdoor events - **Dean and Tieman**
15. Newsletter template - **Alex**
16. Annual report template - **Tieman**
17. Christmas bobble - **Chris**
18. Zoom or Teams branded background for professional online meetings - **Chris**
19. poster template - **Everybody**
20. social media template - **Alex**
21. Small teddy with a branded t shirt for school based projects - **Chris**
22. Brand Guidelines - **Everybody**
23. Have fun
24. Motion graphics - **Dean, Alex, Tieman.**



We then refined the design deck down into a set out deliverable outcomes

Between the group we divided the deliverables out evenly, unsuring we all played to our strengths

I was in charge of producing the brand guidelines, a document that will detail the new visual identity and provide information on how to apply this identity moving forward

I was also given design work on promotional materials

# Great Pitch! Well Done!

---



Claire Mulrone · Nov 11 · Notified 5 people

Both of your partners were delighted with the designs you created. You all gave great informed and professional narratives, they were delighted with your explanations of your design choices.

Thanks Alex and Chris of seamlessly stepping up when Tiernan had technology problems.

Tiernan thanks for persevering and getting back in. Dean thanks for hosting and helping to navigate the pitches to showcase the elements the partner wanted to see again.

I think the final logo and design options will work albeit you have things to work on. Chris I see you have put up notes. I took a lot too regarding final merchandise designs.. I hope to get these collated over the next few days and I'll put them up here.

I'm looking forward to see the refined design deck. Congratulations 🎉

Claire

# Deliverables

The team didn't feel like Chris and Tiernans design blended well so we opted to use the original tree with the colour scheme that Chris selected

They also didn't like the Infree font so decided to use Cocogoose instead

We sent the logo off for approval and began to work on producing final mockups



I produced a mockup design for an ID card as the partnership stated they would find them useful

One uses a white background with the main logo, and the other uses a purple background (colour selected from the logo) and the white outline variation. This helps differentiate the designs and provides them with more options, such as one design for staff and one for members

Both design featuring the #careforcommunities tagline to help define it as a part of the brands identity



Hello Chris

We have been thinking about your groups logo design and really liked using the tree idea with the colours as our logo , since our last meeting we found this one see attached – not sure though if we can use it legally ?? - I just googled tree logos with people and this came up - we liked the idea as the tree trunk was made from people and the leaves were hands ( helping hands) ( which we thought portrayed that we help people and the tree as you said is a place to take refuge to take cover in a storm, strength, growth etc we also like the idea of the hands/ leaves being colourful which tied in with your idea of colour blocking )

Could we use the attached ?? inside a green circle with green at the bottom as in this logo instead of the hills idea and could we see what that looked like with Rural Health Partnership listed at bottom and / or along the top of the circle please

Thank you – I am sorry if this is putting you all to a lot of work !! I look forward to hearing from you.

Kind regards

Maiella



We then recieved a message from Majell requesting we use a logo they found online instead of the design we sent her

We immediaty informed Claire, as this would firstly be illegal to use somebodies copyrighted design, and would result in us having none of our own work used by the partnership

This is the design in question, which is in a similar vein to our own as it is illustative and features a tree



Claire Mulrone · Nov 19 · Notified 5 people

I have had a conversation with Majella and the situation is resolved. They were not aware of the process and are happy to keep the new logo you sent yesterday with two small changes.

The first is replace the pink at the bottom of the circle to green. The second is we agreed to use Deans font in the logo. They preferred its softer more personal look. If these are made we can draw a line under this and move on to the next stage. Delighted you have access the the web Chris, this will make the web development phase easier.

Majella will email you all again on Monday when she is back in the office. You could send the revised logo to her by return email after this.

Have a great weekend.

Claire

---

Claire had a conversation with Majela, and they compromised on including the Infree font as they felt the handwritten look makes the logo appear more personal

They also wanted to change the pink in the logo to green, further accenting the "Rural" aspect of the company



This is the final logo that we will use

The Infree font adds a personal touch, and there are five colours to represent the five key elements of the Rural Health Partnership

Mental Health  
Physical Health  
Self Care  
Support for Families  
Training and Course/IT Skills



I then began to work on a template that partnership can use for newsletters or other documents

This variation uses the full coloured logo with black border, and uses the company colours as headings and in the “RHP” text in the footer, this is to make it more eye catching, and should be used for newsletters, not official documentation

The footer also feature the partnerships phone number and address

## Rural Health Partnership



### Heading

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**RHP**

028 30861220

Wald Centre, Tullynavall Road, Cullyhanna, Newry, B350PU



Heading

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I went back to the lanyard and ID badge design to change the logo to the updated variation

The rest of the design remains the same, it is fairly minimal as to not make it difficult to read the wearers name



As the partnership requested I began to develop a pvc banner that they can use at events

I implented design elements from the logo (the rolling hills) to create a landscape and added the tree

The information on the banner is minimal including the partnerships name, tagline, phone number and address. This was done as the design is eyecatching as to invite people over to talk to the staff, but still provides enough information so that they can get in contact



**Tiernan McKenna**

Lines are very thick, maybe decrease the thickness



**Tiernan McKenna**

Also create a white line variant of this banner



After uploading the designs to base camp I recieved feedback from my team, requesting that the lines on the design be made thinner, and to include a variation using the white lined logo



I first began by reducing the line thickness on the design, as we were in class I was able to receive quick feedback on each member's opinion on the redesign, we all agreed this would be the most appropriate to use moving forward





I then created a variation using white, this could become useful if the partnership has multiple banners at one event as it allows them to display the same information while having visually unique banners

As Tiernan was absent I began to work on the polo shirt designs

The partnership requested additional designs using all the colours of the logo

I created two white t shirts using both the coloured logo and the black variation

The polo shirts are very simplistic in nature, as they utilise the logo to show who the members of staff are, allowing them to be easily identified at events





As the partnership had stated they wanted to use my bus shelter design at the pitch, I added in the new logo and changed the image in the bottom right to Slieve Gullion as was requested in the pitch meeting

The rest of the information remained the same as it quickly summarised what the partnerships goals are, and will allow individuals to quickly indentify if their are any services they would like

The contact information is placed at the top making it easily identifiable





For the pen the design work had to be kept fairly simple, as it is so small the logo cant be used as it would be illegable at this scale. Instead, to keep the brand identity prominent I used the rolling hills design as the basis for the pen, this made it bright and visually unique, allowing it to be associated with the RHP just as the logo would

The name of the partnership was written in bold so it would contrast with the blue background, and the url was added to the pen grip in a sans font so it would catch the users eye



The stress ball was again used due to its relationship with mental health, and serves as a unique piece of promotional material

The logo's circular design complements the stressball, and the ball was made white so the mai logo (full colour with black line) could be used

As the Rural Health Partnership requested I designed some Christmas Baubles as it is currently winter and these would make for interesting promotional items

I used to colour picker tool to select the blue, pink and purple tones from the logo, these colours were chosen as they pair well together and can stand out if placed on their own

The white logo variation was used as the colours became too complex when all placed on this object, so having a more minialist look made the bauble more useful for decorting. The white logo was used instead of the black lines as it creates a softer look, again making it better suited for use as a decoration





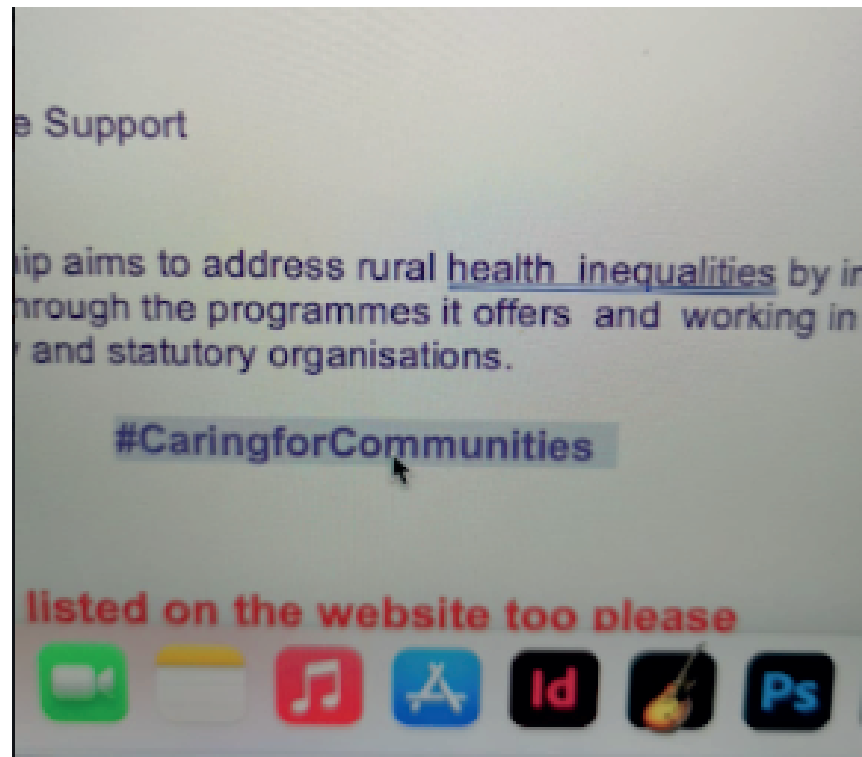
Due to the current pandemic face masks would be very useful for staff, and would serve as promotional material that could be used by many individuals

I mocked up masks using a variety of the company colours, and featured different logo variations

This shows that the masks can use bold colours with the bright logo and be very eye catching, or be black and white with the simple line art variation and be more understated

This serves to show the Rural Health Partnership how many different aesthetics they can achieve using the materials we provide them with





## Outline Deliverables - (Dean)

- Visual Identity and Brand
- Brand Guidelines
- Website - (existing address - <https://rhpsa.org/>)
  - Pull in content - photos, text etc (Emmet to assist us with photos)
  - Page dedicated to Community hub and the healthy living center
  - The 3 themes are for the range of services are self care, physical activity, mental health
  - Live calendar to track events / online booking feature
  - Donate button (justgiving)
  - #careforcommunities
  - Newsletter/ezine
  - Responsive website
  - Live social media feed
- Motion Graphic showcasing the work of the Rural Health Partnership
- Mockups for Apparel
  - Polo shirt
  - Sweatshirt

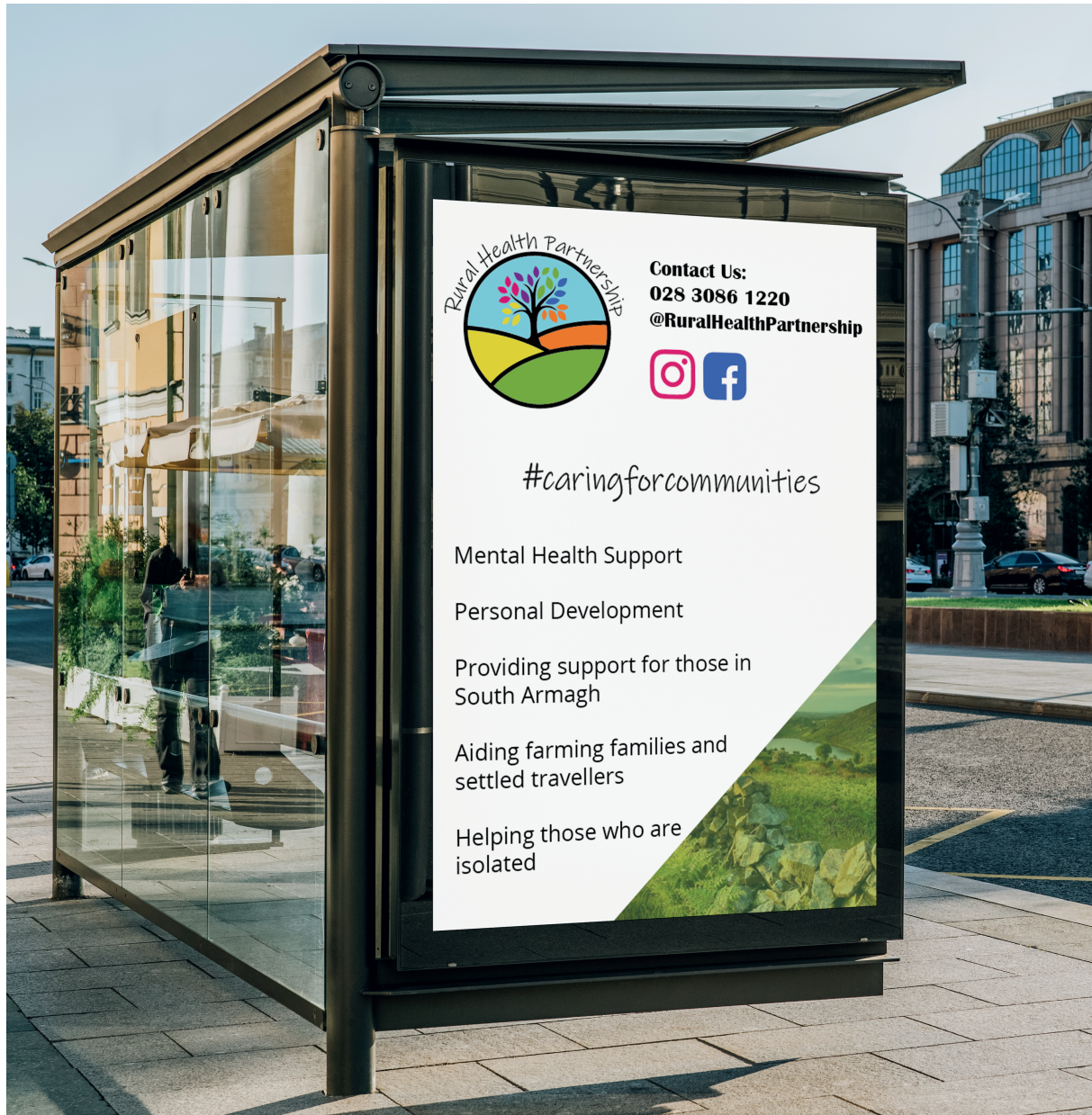
We then encountered an error regarding the tagline, some of us had been using #careforcommunities, as stated in the brief and others had changed to #caringforcommunities as was stated in the revised message Majella sent

We agreed to change everything to #caringforcommunities as it was the most recent version that we had heard from the Rural Health Partnership



I then changed the tagline in the pvc banner and white variation to #caringforcommunities





I also made the amendment to the bus shelter advertisement



TODAY  
5:32pm



**Claire Mulrone**

On all the signage, advertising including this bus shelter ad and pop ups are you going to include the new website url?



As the new website was under development  
I had to go back through the designs again and  
add the url

This will allow people to have a point of reference,  
when they see the banners they can have a look  
at the website to get a more in depth understanding  
of what service the Rural Health Partnership  
provide

I made then change to the banners and listed the website after the phone number

I kept a line break after the tagline #caringforcommunities, and ad none in the contact info section to keep the relevant information grouped together





I then added the url to the bus shelter design, placing it in the top right with the rest of the contact information

Rural Health Partnership



Rural Health Partnership



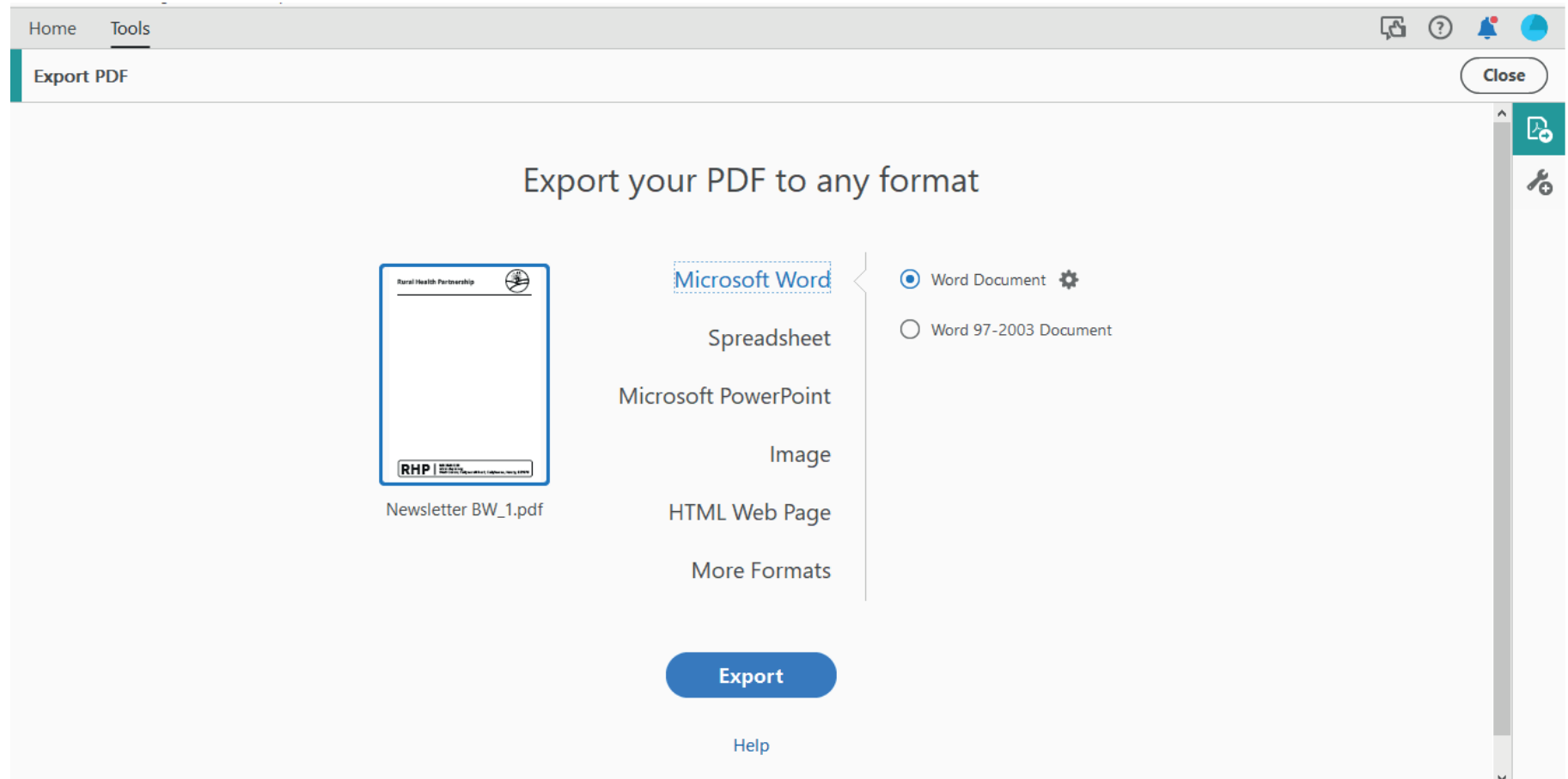
**RHP**

028 30861220  
www.rhpsa.org  
Wald Centre, Tullynavall Road, Cullyhanna, Newry, B350PU

**RHP**

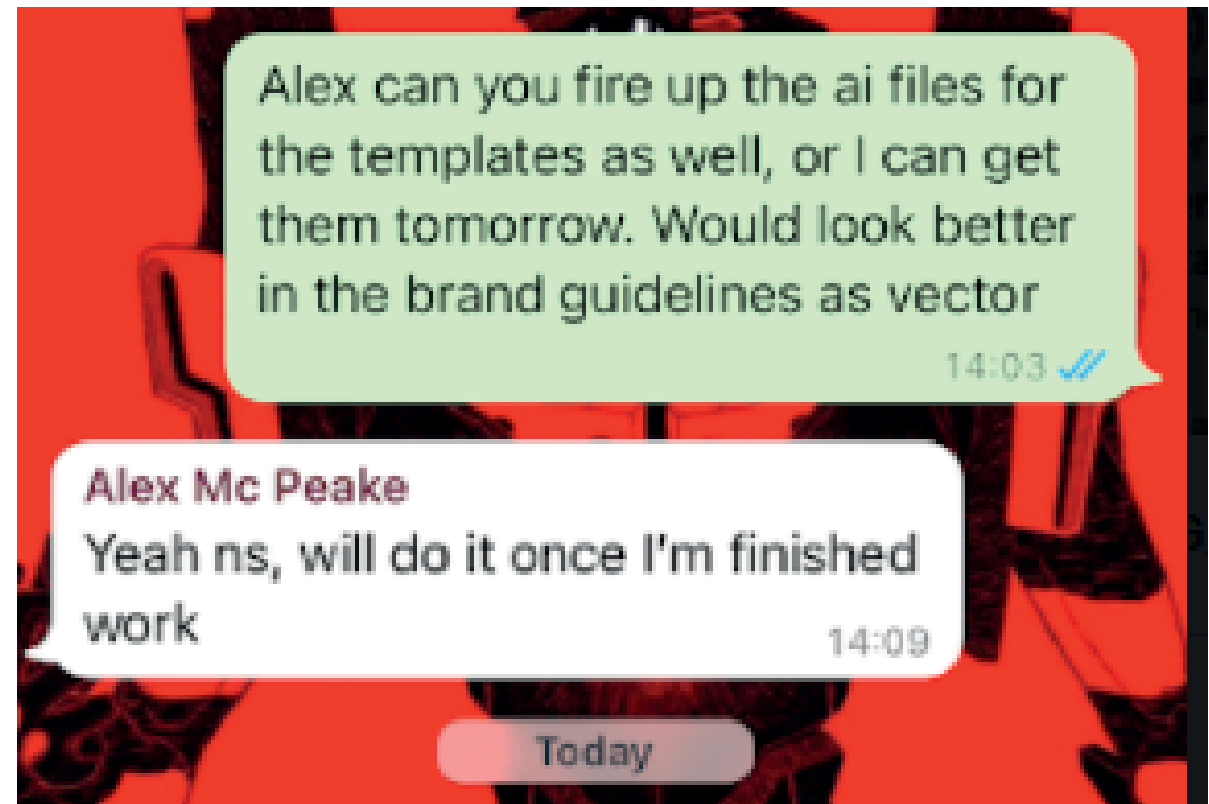
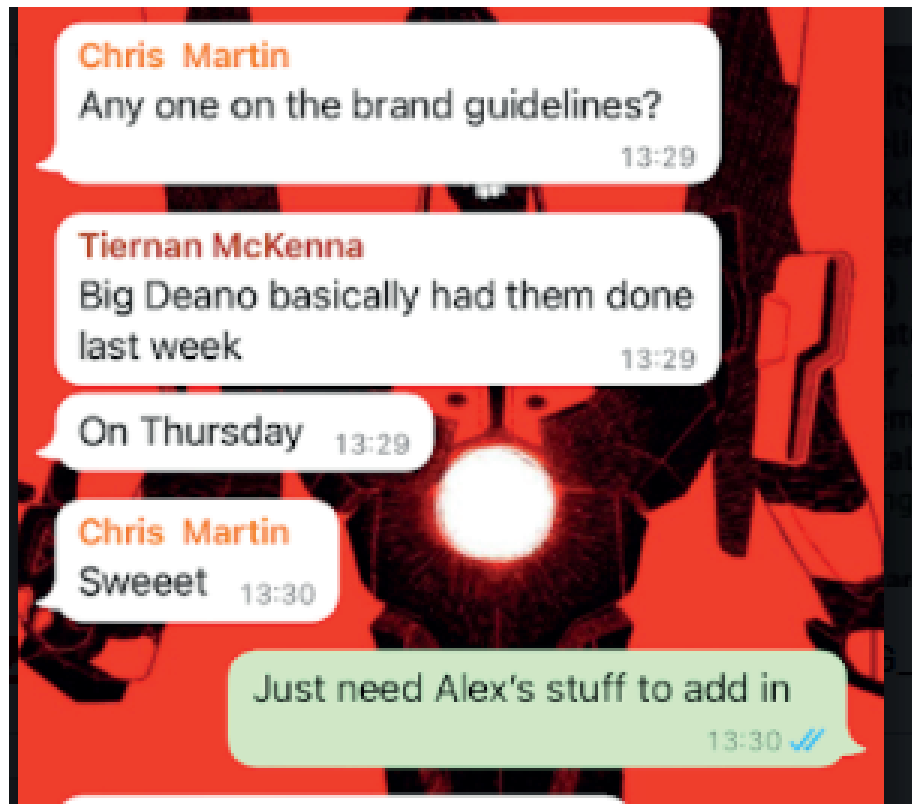
028 30861220  
www.rhpsa.org  
Wald Centre, Tullynavall Road, Cullyhanna, Newry, B350PU

The url was also added to the footer section of the document templates



I then had to save the documents again in various formats, I could save as a pdf straght from Illustrator, but had to use Adobe Acrobat to save the PDF as a word document. This will make it easier for the partnership to add in their own content





I then wanted to begin working on the brand guidelines but this process was delayed a week because I needed work from Alex that he hadn't yet finished

I wanted to include the social media templates as they are an important stage of branding and must be kept consistent to look professional online

Fot the cover I used the rolling hills and tree to create a landscape, this will help the document to be easily recognisable

The first section details the various logo variations and decrives when they should be used and what coloured backgrounds they are best suited for

This section was added as the partnership doesnt have a graphic designer and this quick guide will enable them to pick the most appropriate logo for the situation

Rural Health Partnership  
Brand Guidelines



Logo Variations



**Main logo**  
For use on web and print  
Use against a white background  
Can be used on a colourful background



**White Main logo Variation**  
For use on web and print  
Use against a black background  
Can be used on a colourful background



**Black Logo**  
For use on web and print  
Use against a white background  
Can be used on a colourful background  
Useful for printed documentaion



**White Logo**  
For use on web and print  
Use against a black background  
Can be used on a colourful background

Next I presented all the colours used in the logo, and provided the HEX code and RGB values for each colour. This will allow the Rural Health Partnership to use the exact same tones each time they use a colour, having this consistent colour scheme will make their products and designs appear more professional

I also added a list of fonts, showing example text for each and stating when they should be used, and what for (heading, sub heading or body)

### Colours



#77AC2C  
R-119  
G-172  
B-44



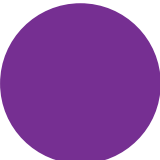
#EE7522  
R-238  
G-177  
B-34



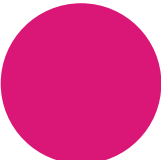
#EBD917  
R-235  
G-217  
B-23



#4261AB  
R-66  
G-97  
B-171



#782784  
R-120  
G-39  
B-132



#D8106F  
R-216  
G-16  
B-111

### Fonts

*InkFree*

Used for partnership name, and tagline  
"Rural Health Partnership"  
"#caringforcommunities"

Open Sans

Used for body text  
If Open Sans is not available, use a Sans-Serif font

Open Sans Bold

Used for subheadings  
Used for web and print

Cocogoose

Used for headings/subheadings  
Used for print  
<https://www.dafont.com/cocogoose.font>

Britannic Bold

Alternative heading/subheading font  
Used for print  
<https://fontsgreek.com/fonts/Britannic-Bold-Reg>

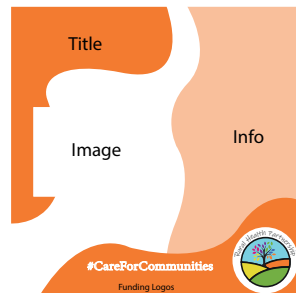
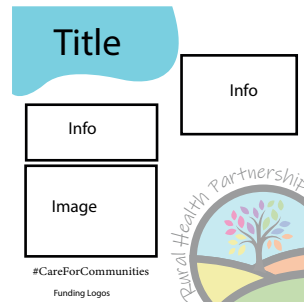


I then added in one of each of Alexs templates, three for Instagram and three for Facebook

Alex had already developed a guide so no further text was needed, as it is all laid out visually where all the elements go (titles,info,images)

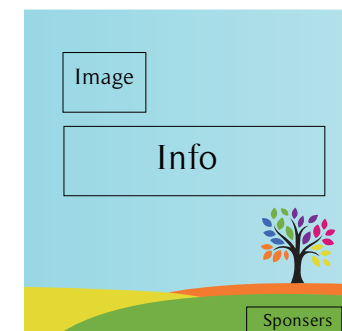
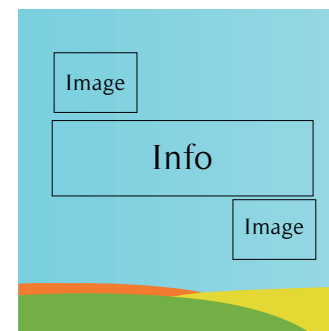
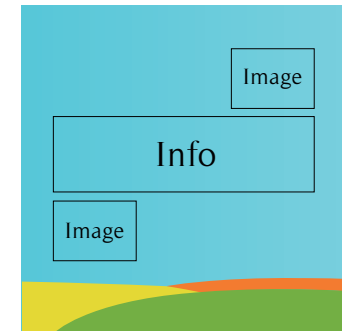
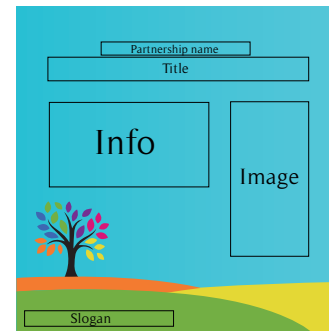
## Social Media

### Instagram



## Social Media

### Facebook



## Promotional Materials



For use on small print, don't include the "Rural Health Partnership" text as it is too hard to read. Instead use a heading font such as *Inkfree*, or **Cocogoose**



Any of the logo variations can be used against the colours. For smaller prints use either all black or white variations as it is easier to make out from a distance.

Utilise the black logo against lighter backgrounds, and the white logo on darker backgrounds.

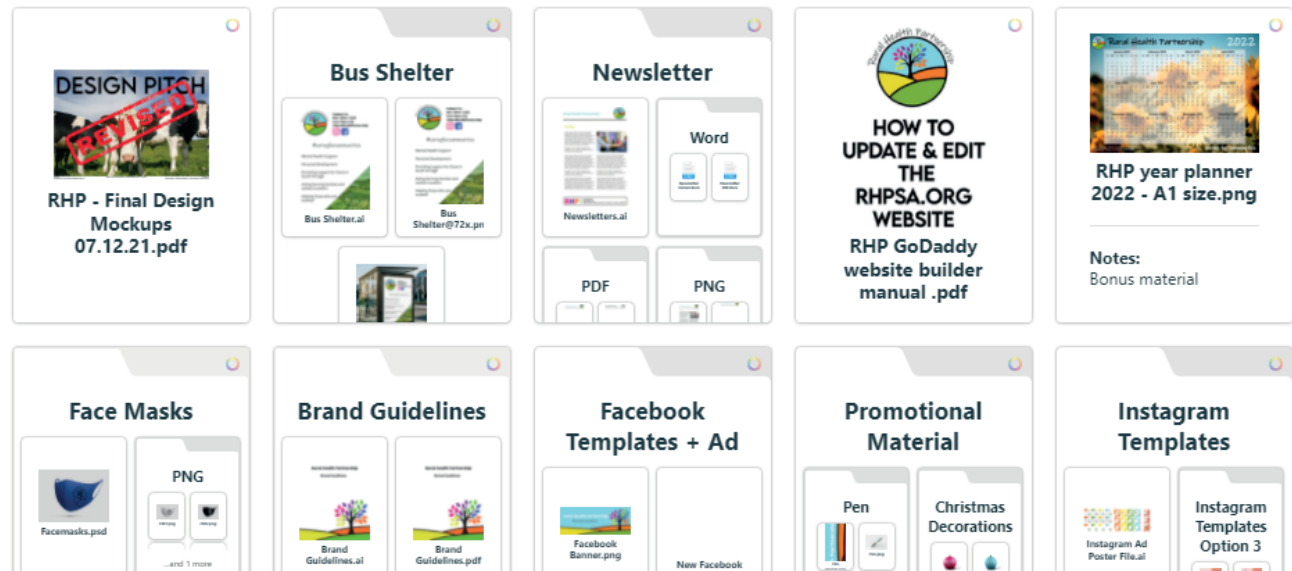
The final page shows how the various logos can be used on promotional materials, highlighting when line art variations should be used and if the text should be included

All the master files, mockups and alternate formats (pdfs, word etc) were uploaded to the Deliverables folder on basecamp

+ New...

## Deliverables

Unsorted



[Rural Health Partnership](#) > [Docs & Files](#) > [Deliverables](#)

+ New...

## Newsletter

Unsorted



# Time keeping

The time for this project was tracked using clockify

Bench Marking-2 Hours  
Breif- 5 Hours  
Designs for pitch- 15 Hours  
Deliverables- 60 Hours  
Project Managent- 10 Hours

MEMBERS					
GROUPS					
REMINDERS					
Show all ▾					
Search by name or email					
ADD NEW MEMBER					
Members					
NAME ↕	EMAIL ↕	BILLABLE RATE (USD) ↕		ROLE	GROUP ↕
Alexmcpeake20	alexmcpeake20@gmail.c...	—	Change	+ Role	+ Group
Chris Martin	christym2020@gmail.com	—	Change	+ Role	+ Group
Martin-d41 (you)	martin-d41@ulster.ac.uk	—	Change	Owner	+ Group
Mckenna-t13	mckenna-t13@ulster.ac.uk	—	Change	+ Role	+ Group

# Evaluation

## Client

The client was mostly responsive and got back to use fairly quickly

Some peices of information did take alot longer to get, such as Chris needing text for the website

Other issues such as them wanting to change the logo to something we didnt make did crop up, but as a team and with Claires help we resolved these issues

## Team

We worked well together as a team and collaborated on many aspects of this project. We had effective communication both online and in person

We also had some communication errors, such as not being sure if we should use #careforcommunities or #caringforcommunities, and Alex delayed the Brand Guidelines by not uploading his social media templates

## Individual

I felt I worked well as part of the team, and collaborated well with others. I used feedback constructivly in my work to make improvments

I felt I used my time effectivley and spread the workload out over the course of this project, not leaving it all until the end



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