# North Belfast
# Advice Partnership

# Production Log
## By
# Shane Sarsfield

# Contents

# Introduction

This is my production log showing all the work I done when working with the North Belfast Advice Partnership.
As a team we decided to go with the partnership because it was the one that interested us the most. We felt the other ones where good but this one really stood out. Paul Picked it first and we and Ryan, both agreed it was a great organisation to do work for. So, we are very lucky that we got our first choice.
The partnership aims on giving advice to people who need it and helping people in need, they are a non-profit organisation and need funders and feel a new brand and a website would help them get more funding.
The partnership wanted a website and a brand they also would have liked motion graphics but weren't 100% on it, so we never ended up doing motion graphics.

The Skills Required:
Wordpress
HTML/CSS
Photoshop
Illustrator
InDesign
DSLR Skills



These are the old Logo's of the North Belfast Advice Partnership.

In this Production Log I will be showing off the work I done, and I took on the role of the designing of the logo and the brand guidelines. I also helped with the others as much as I could.

# Meet The Team

## The Team

The team is built on 3 people who all have different abilities that help us do the best work we can do.

### Shane Sarsfield (Me)

This is me. I know how to use the adobe software but especially Adobe Illustrator. I have learned through university and through my own research how to use Illustrator to the best of my abilities.

### Paul Gourley

Paul is our WordPress creator. Paul knows how to create a WordPress website and understand WordPress. On top of that Paul knows how to code as well. He isn't much of a designer but also knows how to use the adobe software and still create great designs.

### Ryan Shirlow

Ryan specialised on the Adobe Software; He is the one who really enjoys designing the most. He main software for designing is Photoshop. He can also code and edit if he needs too but he really does prefer and his abilities do show when his is designing.

# Meeting Community Partner

In the first meeting there was me, Paul Gourley, Ryan Shirlow, Claire Mulrone, Elaine Burns from the Ardoyne Association and Sinead Mckinley from the North Belfast Advice Partnership. Both Elaine and Sinead work together as they are both part of the 5 community partners.

In the meeting they discussed what they want from us and that included a Website, Improved Logo, and Branding, they said they would maybe want some form of motion graphics, but we didn't end up doing any motion graphics we also discussed briefly about the idea of an appointment card and how that would help.

The Partners discussed what they do and what they stand for. We found out that they focus on Financial Advice, but they also do Housing Advice, Family Support, Welfare Advice and run foodbanks and give out food parcels to people or families in need.

We also discovered there is 5 different community partners that work side by side with each other in North Belfast and they are The Vine Centre, Ballysillan Community Form, Ligoniel Improvement Association, Ardoyne Association and Tar Isteach. Each of these Partners have a Facebook which I did look at and did some research on.

A thing they didn't want for their logo was for it to be biased on colours, so colours that are Green and Orange that could look like the Irish flag or Blue and Red that could be interrupted for the Union Jack, as they work for both sides of the community.

Some of the key words I picked up from the first meeting are:
**Partnership**
**Support**
**Community**
**Rights based**
**Geographic**
**Poverty**

# Research

## 5 Community Partners

This is research I done to help with my logo inspiration and to help all of us get an idea of the style of organisation we are working with. By looking at their 5 partners it became more clear who they are and what they do. I will discuss a bit about them and show their logo's.

### The Vine Centre

The Vine Centre was established as an advice centre in the 1970's. Over the past few years, they have extended their services and what the facilities proved. Their recent activities include an Advice Centre, After School Clubs, Lunch Clubs, Adult education, and a lot more.

### Ballysillan Community Forum

The Ballysillan Community Forum work with people around North Belfast giving free confidential independent advice on housing, dept, employment and welfare rights.

### Ligoniel Improvement Association

The Ligoniel Improvement Association aims to improve the quality of life for all the residents in Ligoniel. Some of the services they provide are Activities and programs in the area, working with local clubs and other clubs in other areas, support young people to get into volunteering to gain some qualifications and much more.

# Research

## 5 Community Partners

### Ardoyne Association

The Ardoyne Association have been running their welfare right program for over 30 years helping over 200 clients per year. They also provide free services for all. Their main areas of work are social security, benefits that include carers and disability, housing benefits and much more helping the community.

### Tar Isteach

Tar Isteach are working for economic, social and emotional well-being of ex republican prisoners, former activists and displaced persons and their families. Their services include Counselling, Youth Provision, Advice, Training and Education for ex-prisoners and their families in North Belfast.

# Research

## 3 Websites

## Advice Space



Advice space is the first website I looked at online. The layout and the style of site stood out to me when doing my research. I analysed this site in the brief and within my benchmarking.

But I really do like the style of the site, and I do feel as it has a very calming and welcoming feel. Looking at a site that is solely aimed at advice really does help with inspiration and ideas when designing.

## 3 Websites

## Citizens Advice



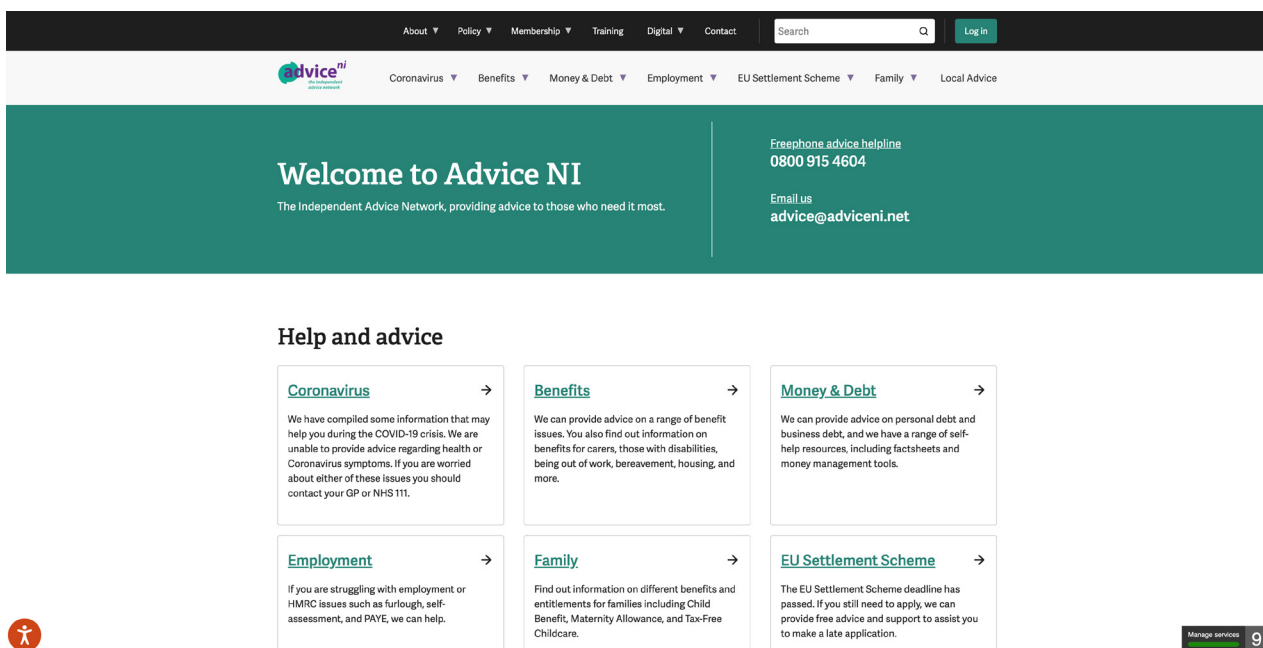The second one was Citizens Advice. This site I also analysed in the brief and within my benchmarking. There was a lot of text and the logo stood out to me which I used the idea of in one of my practice designs.

This site is very formal and full of information which is good and bad because it does look too formal but it is a familiar name and logo so people will recognise it. So, I did look at the logo a lot in the site.

# Research

## 3 Websites

## Advice NI



The Final site was Advice NI which was formal but not as formal as Citizens Advice. This site I also analysed in the brief and in my benchmarking.

I liked this site because as well as seeming formal they don't have a lot of information standing out right away. Instead, they have a bit of information and bit titles which is great for navigation within the site to get you to one point faster which I liked.

# Research

## Benchmarking

| Category | Feature | Advice Space | Citizens Advice | Advice NI |
|---|---|---|---|---|
| First Impression | Aesthetics | Hero Image first page | A lot of text | A bit of text and a big title |
| | Target Audience | Clearly shows target audence on first page | Clearly shows target Audience on first page | Clearly shows target Audience on first page |
| | Aim | shows aim on first page | Shows aim on first page | Only shows a bit of aim on the first page |
| Fell & Look | Responsive | Yes | Yes | Yes |
| | Content In prime position | Hero Image and Text | Text gand gives you the option to pick the location you want | Not a lot of content very little |
| | Body Font | Sans Serif | Helvetica | Adelle sans |
| | Logo | In top right corner | In the top right corner | In the top right corner |
| Navigation | Menu | Fully exposed | Fully exposed | Fully exposed |
| | Analythics | Google | Google | Google |
| | Menu Bar | Top of screen | Top of screen and right side | Top of screen but also has sub drop down bars |
| | Contact Us | At the bottom of first page and phone number at the top | Own page for contact us with alot of subpages that give more contact information like a live chat | In menu bar with a lot of information |
| | Clicks to Contact | None just a scroll | One click | One click |
| Content | Outdated Content | None | None | None |
| | Social Media | On all pages at the right side | All on right side | Bottom of Screen |
| | FAQ section | One click on the nav bar | None | None |

# Research

## Benchmarking

| | | | | |
|---|---|---|---|---|
| | **Privacy Policy** | Bottom of the screen | Bottom | In contact page |
| **Search** | **Search Bar** | None | Yes | Yes |
| | **Type of Search Bar** | None | Type | Type |
| **Functionality** | **Load Time** | 2.4 | 3.2 | 3.1 |
| | **Email Subscription** | None | None | None |
| **Accessibility** | **How many fonts** | 3 | 4 | 2 |
| | **Clear Headings** | Yes | Yes | Yes |
| | **Links are easy to notice** | Yes | Yes | Yes |
| | **Underline Hyperlinks** | No but they change colour | Nobut they change colour | Some are at the bottom |
| | **Hyperlinks change colour when visited** | No | No | No |

When doing the benchmarking I looked at the 3 websites I researched and seen the differences to sort of compare and understand what makes a good website. When finally doing the benchmarking and just looking back on all of them they all had differences like Advice Space is the fastest site and has everything perfectly positioned too look pleasing but Citizens has a live chat bot and more information on the contacts but they do have too many fonts, and Advice NI had a Menu Nav bar with drop down options which is goof but they didn't have a lot of information when you first enter the page.

Each of them has their advantages and Disadvantages but I felt that Advice Space was the better page as it more visual pleasing as well as having a lot of what the other websites have and its easily navigable.

# Brief

## Tasks

Paul and Ryan Split the tasks into 3 per person when I was off getting my second Covid-19 vaccine. They told me the 3 I would be doing through Basecamp, the 3 I would be doing was:

1. Describe the community partner

2. Outline the Deliverables

3. Tone, Message and Style

**Describe the community Partner:** I looked at the notes I taken from the meeting as well as looked at their twitter and anything I could find online on them through new articles to find out exactly who they are and what they do.

**Outline the Deliverables:** This was just explaining what we would be doing for the partner, and I said we would create a brand for NBAP that they could use and create a full functioning website for NBAP for the end of the semester.



North Belfast Advice Partnership

0/0 completed
**Brief tasks**
1. Describe the community partner - Shane

2. Summarise the project - Paul

3. Explain your objectives - Ryan

4. Define your target audience - Ryan

5. Outline the deliverables - Shane

6. Benchmarking - Paul, Ryan, Shane

7. Tone, message, style - Shane

8. Timescale - Paul

9. Budget - Paul

10. List the team - Ryan

Shane - 1, 5, 6, 7
Ryan - 3, 4, 5, 6
Paul - 2, 6, 8, 9

**Tone, Message and Style:**
**Tone:** For tone I felt we would have an inviting and not intimating tone so people feel welcomed by NBAP and they would feel more comfortable contacting them.

**Message:** I said that the message would be set out clearly on the website that they would provide advice for the community of North Belfast.

**Style:** The style would be friendly and welcoming and formal to build confidence with anyone seeking NBAP's serveries especially seeking advice their NBAP.

# Brief

## Brief Issue!

### the brief

North Belfast Advice Partnership ▾

Claire Mulrone · Oct 29 · Notified 4 people

I really need to see the updated brief today. can you please upload a pdf.
Claire

**Claire Mulrone**  Nov 1  •••
Can I please see the pdf of the brief.
Claire

SS  Add a comment...

### Serious Concerns about progress

Adrian Hickey · Nov 5 · Notified 4 people

You all need to know Claire and I have serious concerns about the progress of this project. We are still missing work and amendments from weeks ago. The community partner will need to know if the work isn't going to get done and we will have to take a decision soon and inform them.
The other issue is for all three of you and your own degree progress. If you don't complete the project you are putting 40 credits of first semester in jeopardy. That means you will have to resit them and are putting your progress to graduation in doubt. Sorry to have to report this but that is why Claire and I are so concerned. We have enough experience of delivering these projects to know it is in real difficulty.

PG Paul. You did come to class yesterday and put in a bit of work to get some designs done which is good to see. If you would collate these into a PDF

We had an issue with the brief, we were very behind on doing it and where being very slow. We had many conversations with Adrian and Claire about the urgency of the situation so as a team we finally got our stuff together and started finally handing in and getting work done. We spend a lot of time pushing away the work and it became worrying for us when we realised how behind we really where and discussed as team before we went to class what we were going to do and how we were going to change, and we did. After ages of being pushed for the brief, we finally got in a draft and started getting the train rolling.

# Brief

## Feedback & Changes

### North Belfast Advice Partnership ▾

**NBAP Project Brief draft 2.pdf**

Posted by Claire M. · October 28, 2021 · 18.6 MB

Download · Replace with a new version

**Notes:**
This is not ready to go to the partner. There was a lot of text but it was not concise and does not reflect the range of the advice the partnership offers. less is more. see my suggestions. I would like to see this version later this afternoon to allow Adrian to look at the third draft before sign off.

Oct 28

**Adrian Hickey** Senior Lecturer in Interactive Media
Please use this one as it contains both sets of comments - please make the amendments and reupload here for approval.

**Project Brieft Final.pdf**

Posted by Shane S. · November 18, 2021 · 1.42 MB

Download · Replace with a new version

Nov 18

**SS** Shane Sarsfield
That is the brief uploaded.

Nov 18

**Claire Mulrone**
Shane
Thanks for this.
There a spelling mistake on page six with difficulties and a spacing issue in the last paragraph on this page too. Once sorted I am happy for this to go to Sinead and Elaine.
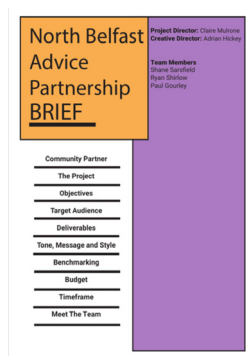
Sinead McKinley
<sinead@northbelfastadvice.org>;
Elaine Burns

The same day we handed it to Adrian and Claire to look at we got feedback and I started working on that while the others started their pitches and designs. I handed it back and forth between Adrian and Claire until I got it perfected. This took a little while throughout the day but after time we finally got the final brief.

North Belfast Advice Partnership BRIEF

**Project Director:** Claire Mulrone
**Creative Director:** Adrian Hickey

**Team Members**
Shane Sarsfield
Ryan Shelow
Paul Gourley

Community Partner
The Project
Objectives
Target Audience
Deliverables
Tone, Message and Style
Benchmarking
Budget
Timeframe
Meet The Team
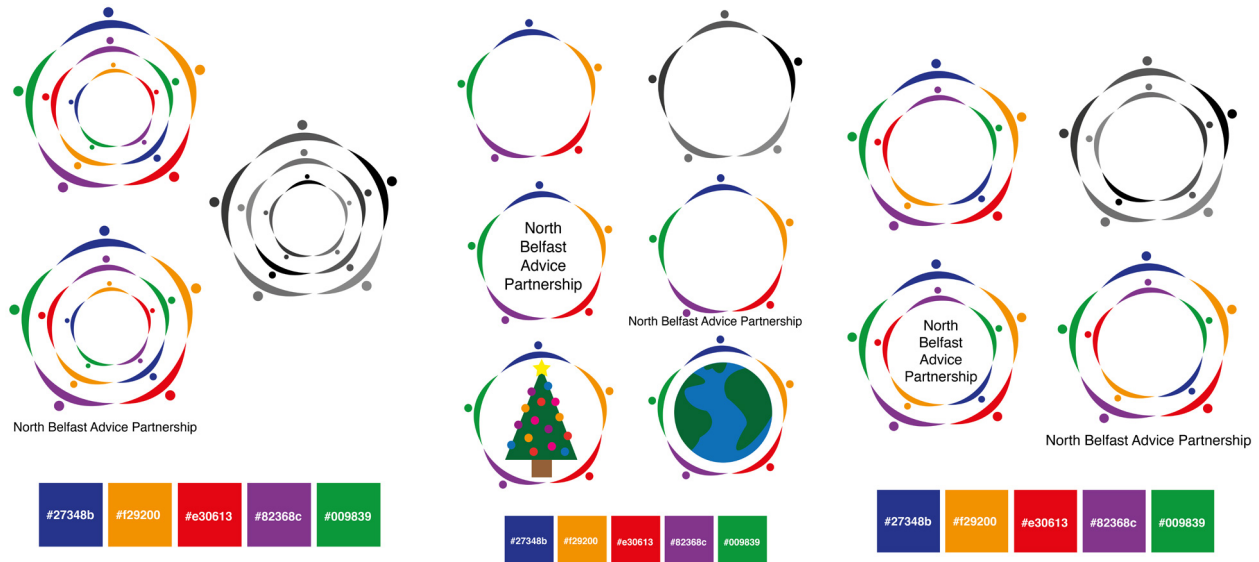
**Project Brief Finished.pdf**
Posted by Shane S. · November 18, 2021 · 18.8 MB

## Final Brief

The final brief is a 20-page booklet that was created between the 3 of us and with the help for both Adrian and Claire we finally got it done and it was time for the next big step which was starting the pitch.

# Practice Design's

## Logo 1



#27348b  #f29200  #e30613  #82368c  #009839

North Belfast Advice Partnership

North Belfast Advice Partnership

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North Belfast Advice Partnership

North Belfast Advice Partnership

#27348b  #f29200  #e30613  #82368c  #009839

#27348b  #f29200  #e30613  #82368c  #009839

The first logo is meant to represent a group of people holding hands. There are 5 different people who represent the 5 different organisations.

The choices of colour for this one was to represent different things.
Green and Orange was to represent the catholic side of the community its mainly used for the Ireland flag and for the partnership to show they will help and represent that side of the community.
Blue and Red was to represent the protestant side of the community and it meant to represent the Union Jack flag. Which is also showing there are there to help and represent that side of the community
Purple and Orange was used because it was the original colours of the partnership's logo. So, I felt it was right to keep that as a memento to the original logo.

2 of the logos have the same 5 people inside. These where ideas to use up the white space in the middle of logo, it felt sometime bare, but it was, and experiment and it did fill up the white space but also kind of felt a bit cluttered.

The one that doesn't have more groups of people inside it, instead had other items, I used examples like a Christmas tree or the world. It could be changed for seasons or certain important days of the year.

The reason this one wasn't pick was because it was either too cluttered or too bare. Everyone in the group did enjoy the idea of community and the colours but we felt it wasn't right for the partner.

# Practice Design's

## Logo 1



#0e8a9e  #004a23

#0e8a9e  #004a23

The second logo was inspired by citizens advice logo. With the idea of the speech bubble. Inside the speech bubble I decided to use the outline of Northern Ireland coloured green with the speech bubble coloured a lighter blue. I also decided to put the text inside the icon because I felt it looked better to fill the white space.

The colours were used to show Northern Ireland as an island that's why I used green to represent the island with the speech bubble being blue to show the sea around the Island

I decided to use the full partnerships name and the abbreviation of the partnership because it would show the partnership the different ways it could look with both titles in the logo.
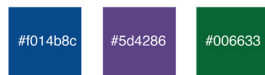
We decided not to use this one because it was too close to citizens advice logo. But again, they did like the idea of using the outline of Northern Ireland which I used in the 3rd design.
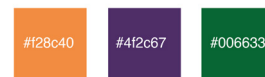
# Practice Design's

## Logo 1



North Belfast Advice Partnership

| #f014b8c | #5d4286 | #006633 |

North Belfast Advice Partnership

| #f28c40 | #4f2c67 | #006633 |

North Belfast Advice Partnership

North Belfast Advice Partnership

This logo is 4 hands going in a circle around Northern Ireland. The idea behind this one was the community circling Northern Ireland. Their where two different sets of colours for the logo.

The one that wasn't used was the bright purple and bright orange which was the idea of the original colours for the partnership's original logo with the green in the middle to show the island.

The used colours were a darker purple and a darker blue and green.
The purple was for the original partnership's logo, and it also complimented the blue in the logo.
The blue is usually aimed towards advice and as they are and advice partnership it would work well with the fact, they give out advice.

The green is just to show Northern Ireland and majority of Northern Ireland is green, so people know what it is straight away.

This design for the logo was picked for the pitch but it had one simple change which was the middle.

# Pitch

**North Belfast Advice Partnership**

| #014b8c | #5d4286 | #006633 |

This is the logo we decided I should use for the pitch. Claire advised me of Changing the whole of Northern Ireland, to just the area of North Belfast. So, I spent around an hour carefully trying to trace out the area of North Belfast, on a map and put it in the middle but kept the same style of green.

The Advice Partnership did like the idea of geographical as they are from North Belfast so I wanted to keep that geographical side to the logo design.

# Pitch

## Logo Mockup & Design

### Logo Mockup



This is just showing off how the new logo would look on a sign that could be put outside their building. It gives the partnership and idea and how it looks.

### Logo Design



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**North Belfast**
**Advice Partnership**

#014b8c    #5d4286    #006633

The new logo is hand circling North Belfast giving this idea of community. The colour green is for the land of North Belfast, the blue stand for advice and it complements the purple, and the purple is for the partnership itself where their old logo use to have purple in it.

# Pitch

## Appointment Card

### Appointment Card Design



Front

Back

This is the appointment card idea. It has the logo on the front nice and big to show it off on the back it has a few details of the partnership and a name date and time area where this could all be filled out. The design is for filler and to make the card more visual appealing.
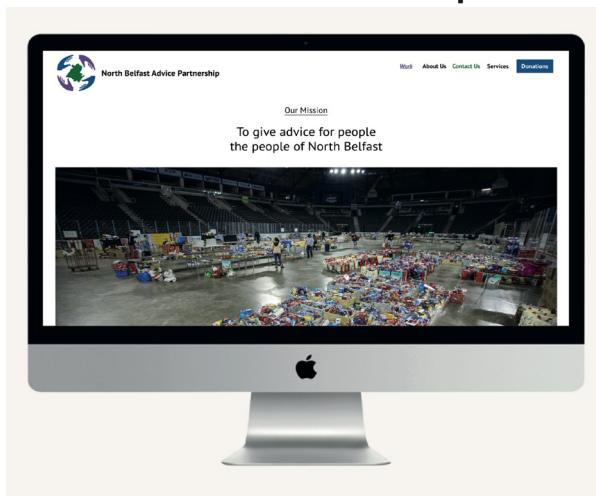
### Appointment Card Mockup



This is the Mockup for the card showing how both sides would look like.

# Pitch

## Website Mockup

### Website Mockup



The website is just big images some text throughout and under the images there are links to relevant articles. It would have a donate button, a nav bar to get around the site which brought you to Work, About Us, Contact Us and Services. The work button is the home button.

### Website Mockup Phone



The Phone design would look relatively the same but instead would have a hamburger Nav bar which would have the donate button inside it.

# Final Logo Design

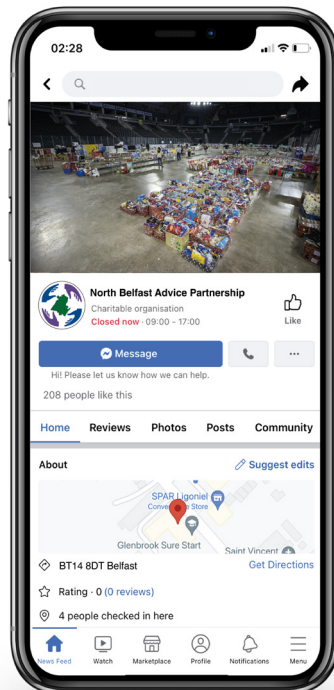

## North Belfast Advice Partnership

My logo was the one that was used. So, the final design of the logo was the same logo shown in the pitch but instead of using the font as PT Sans Bold it was decided to use Roboto Bold which was the font that was used for Paul's logo.
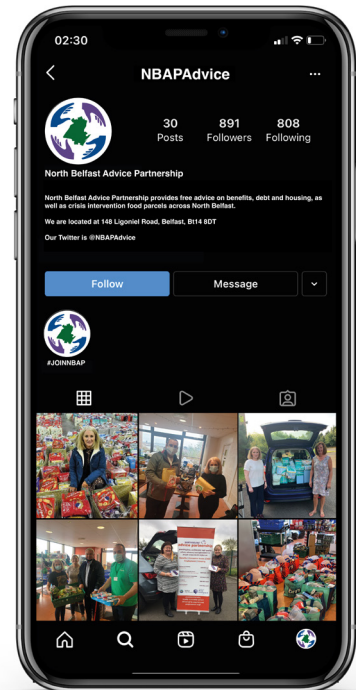
# Mock-Ups

## Social Media



**Twitter**          **Facebook**          **Instagram**

I am just showing off how the icon could look on differen't social media's.

For the twitter page i had to change a few images to fit with the new logo.

North Belfast Advice Partnership didnt have ether a facebook or instagram so a greated two fake ones on photoshop to sow off how the icon would look on both them sites aswell to give the Partnership the full experience on how the new logo would look

# Mock-Ups

## Sign



This is just showing off the new logo with the new font on a sign.

# Brand Guidelines

The brand guidelines are a 16-page booklet I created to show the partnership how to use the logo and icon correctly and also use the font correctly and to also be able to redesign the website correctly by showing them the right colours fonts and fonts sizes and the correct logo to use on the site.

## Logo

### Icon

Below is the new icon for North Belfast Advice Partnership. This part of the brand guidelines will show you the Do's and Don'ts when using the icon. This will include colour, padding, different versions of the icon how to use the icon for social media.

**Coloured**
The coloured icon is the main icon that will be used. It can be used on anything related to the North Belfast Advice Partnership.

**Black**
The black icon will be mainly used for print, it can also be used as an icon on website and social media, the same as the white icon but this one has to be used on ether a white icon or some certain colours are approved.

**White**
The white icon will be mainly used for print, it can also be used as an icon on website and social media but at all times it must have a black or an approved colour background.

### Icon Padding
The padding for the icon is used to keep the icon looking tidy when it is used in any print or web material.

The padding is half the width of the icon around all sides. Depending the side it is always half the width.

This is showing each style of icon, there is coloured, black and white each of them can be used in similar ways and they all look different in a coloured way.

The padding is half the height the whole way round the icon, it is just to give the icon some space away from text and images.

## Logo

### Icon Colour/Do & Don't

### Icon Colour Pallet
Below I will show the colour pallet for the icon. The colours will be shown using Number codes, RGB & CMYK.

**Number Code: #5d4286**

C: 76%
M: 82%
Y: 13%
K: 2%

R: 93
G: 66
B: 134

**Number Code: #014b8c**

C: 99%
M: 73%
Y: 15%
K: 3%

R: 01
G: 73
B: 140

**Number Code: #006633**

C: 90%
M: 33%
Y: 96%
K: 26%

R: 0
G: 102
B: 51

### Icon Colour Background
For the icon this is showing the and colours you can use for the background of the icon.

**Do**

Do use a white background when using the coloured icon.

Do use light greys with the coloured icon if needed..

Do use the logo colours but only if they are at 20% opacity.

**Don't**

Don't use a black background when using the coloured icon.

Don't use the same coloured background at full opacity as the icon.

Don't use any colours that are too bright and don't work the icon.

This is showing the do and Don't for the background on the coloured icon.

# Brand Guidelines

## Logo

### Logo
#### Icon Do & Don't

**Icon Black Background**

For the black icon this is showing the and colours you can use for the background of the icon.

**Do**

Do use a white background when using the black icon. (Don't ever use a black background)

Do use the icon colours but only if they are at 20% opacity.

**Don't**

Don't use colours that aren't the same as the icon.

Don't use the same coloured background at full opacity as the icon.

**Icon White Background**

For the white icon this is showing the and colours you can use for the background of the icon.

**Do**

Do use a black background when using the white icon.

Do use the icon colours but only if they are at full opacity.

Do use darker greys as a background colour if needed.

**Don't**

Don't outline the icon and don't use a white background on white icon.

Don't use pastel colours that on the white icon.

Don't use the logo colours if they are at anything under 100% opacity

This is just showing the Do and Don't when it comes to both the backgrounds of the black and white icon.
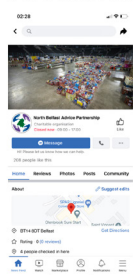
### Logo
#### Icon Do & Don't

**Icon Social Media**

This is showing how the Icons would look on Facebook, Instagram and Twitter and how to use them the right way and where and when to use them.
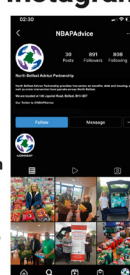
**Facebook**

Do - Use the icon as profile photos
Do - Use they've icon to its full size

Don't- Cover the icon
Don't - use icon or logo as cover photo
Don't - use the full logo as profile photo

**Twitter**

Do - Use the icon as profile photos
Do - Use the icon to its full size

Don't- Cover the icon
Don't - use icon or logo as cover photo
Don't - use the full logo as profile photo

**Instagram**

Do - Use the icon as profile photos
Do - Use the icon to its full size
Do - Use Icon for instagram stories

Don't- Cover the icon
Don't - use the full logo as profile photo

This is showing how to use the icon on social media and the Do and don't when using rhe icon on social media. This aims toward mainly Facebook, Twitter and Instagram which are the 3 most popular social media sites.

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# Brand Guidelines

## Logo

### Logo

#### Main Logo

Below is the new Logo for the North Belfast Advice Partnership. I will through the logo and showing how it will look and the Do's and Don'ts when using the logo. Some stuff will include the fonts, colours, padding and different versions of the logo.

Below will show the three different types of logos their are and these are the main logo's:

**Coloured**
The coloured logo will be the main logo for the North Belfast Advice Partnership, this can be used on anything related to the partnership.

**Black**
The Black logo is for any black and white print stuff as well as being a minimalistic logo you can use on letters, poster and any other forms of advertising.

**White**
The white icon can only be used on black or coloured backgrounds, this can be used on poster, on images and some forms of advertising.

The main logo is the one that is used on the website and can be used on anything really and that includes images, emails, forms, and posters. This is just the icon with the logo at the side. I discussed each of the logos and what they can be used for beside them.

### Logo

#### Second Logo

This is the second logo. This version is used on such things as appointments cards, emails and advertising. You can use this logo if you want depending on the situation you use it in. Their are 3 different styles to the logo, which I will be discussing below:

**Coloured**
The coloured logo is the same as the main logo but the text is underneath and smaller making the icon stand out.
With this logo it would be more used for advertising with posters and under pictures and used in company emails.

**Black**
The black logo is more used on print with having the logo black and white but you can use it for online emails posters. This one you can't use with pictures because certain colours make it hard to read the logo which then make it unflattering.

**White**
The white logo is mainly used on pictures and posters due to the white able to stand out in most dark colours. This really works when their is a dark colour behind the white logo especially on pictures for the company.

This logo is just a bigger icon with smaller text under it, this can be used on advertising, posters, emails, and documents but not on the website. This was created to just make the icon a bigger and to stand out more.

## Logo

## Logo
### Third Logo

This is the third logo. This version is used on such things as emails and advertising. You can use this logo if you want depending on the situation you use it in. This is the third logo I will discuss below:

**Coloured**

This coloured logo is mainly used on emails, letters and some advertising. It is a professional look for the logo with the text sitting at the right hand side and all of the text sitting in a row. You can also see with this logo that the first letters of each word spell NBAP.

**Black**

This Black logo is mainly used on print work but it can be used on some online work like emails and documents. It does have the same professional look but it can sometimes be easier to use when you need to print a document or send an email.

**White**

The white icon can only be used on black or coloured backgrounds, this can be used on poster, on images and some forms of advertising.

This logo is like the main logo except the text goes down the ways rather than across, the reason for this was to make each first letter spell NBAP which is what the partnership calls themselves on social media. It can be used on poster, advertising, and images.

## Logo
### Fourth Logo

This is the Fourth logo. This version is used on such things as appointments cards and advertising. You can use this logo if you want depending on the situation you use it in. This logo is similar to the second one except for the text being a lot bigger.
When using any of these logo's they should be centre or top centre of any page or card it is used on. I will explain more below:

**Coloured**

This logo can be used in appointment cards and advertising.
This is a more professional look with the bigger text compared to the second logo. This one would help stand out on appointment cards because its very centred.

**Black**

This Black logo is for any black and white print stuff as well.
This one would work with some advertising especially if the advertisement is very bright. It can be used on appointment cards if needed but I would recommended stick to the coloured one.

**White**

The white logo can only be used on advertising as it has to have a dark background to be seen. It can be used on both print and digital but it can be used on appointment cards.

This is the final logo stye and this one is my personal favourite; this one was used on the mock-up sign for the partnership, and it is also used on the appointment card. This is the icon with medium text under it and I feel it's a professional one they can use for anything expect the website.

# Brand Guidelines

## Logo

I kept the padding and the font on one page because there isn't a lot on them, and it make it easier for them to see the font beside the logo to understand as well.

**Padding** - The padding is half the height the whole way round the logo and its and exclusion zone where there can't be any text or images within this zone, so it keeps the logo clear and tidy for anyone viewing it.

**Font** - The font is Roboto Bold for the logo and only Roboto bold, it just shows the font and what each of the letter Caps and Non-Caps look like as well as numbers and symbols.

## Logo

### Logo

#### Logo Padding

This is showing the padding for when using the logo this will just show the main logos padding. Use this information for the other version of the logo as well.

North Belfast Advice Partnership

The way to use the padding is take half height of the logo at the size you have it and then use that the whole way around the logo itself to then create the padding.

The padding should be used for Advertisements, emails, websites documents and even on photos.

This is to keep the logo looking clean, tidy and clear when using the logo and especially when someone else would like to use the brands logo this will make sure they keep it clean.

#### Logo Font

Below is just showing the font for the logo. This is what will be used in the website any other forms of material North Belfast Advice Partnership use.

The font is called "Roboto".

**Roboto Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**
**?!@£#&.,:**

Roboto Bold is the font that will be used in the logo. You can see that each logo use the same font.

Roboto bold gives a very friendly business feel. Its inviting for anyone who would like to use any services of the North Belfast Partnership.

Roboto Bold also helps the brand stand out within a crowd and keeps it very simplistic and not feel overt the top.

## Logo

### Logo Do & Don't

#### Logo Colour Background

For this is logo it's showing the and colours you can use for the background of the logo.

**Do**

North Belfast Advice Partnership
Do use a white background when using the coloured logo.

North Belfast Advice Partnership
Do use the logo colours but only if they are at 20% opacity.

North Belfast Advice Partnership
Do use light greys with the coloured logo if needed.

**Don't**

North Belfast Advice Partnership
Don't use any colours that are too bright and don't work the logo.

North Belfast Advice Partnership
Don't use a black background when using the coloured logo.

North Belfast Advice Partnership
Don't use the same coloured background at full opacity as the logo.

This is just showing the Do and Don't when it comes to the coloured logo background.

# Brand Guidelines

## Logo

### Logo Do & Don't

#### Logo Black Background

For this it's showing the and colours you can use for the background of the icon.

**Do**

North Belfast Advice Partnership — Do use a white background when using the black logo.

North Belfast Advice Partnership — Do use the logo colours but only if they are at 20% opacity.

North Belfast Advice Partnership — Do use lighter greys as a background colour, do not make them too dark.

**Don't**

North Belfast Advice Partnership — Don't use the same coloured background at full opacity as the logo.

North Belfast Advice Partnership — Don't use the same background colour as the logo.

North Belfast Advice Partnership — Don't use colours that aren't the same as the logo.

This is just showing the Do and Don't when it comes to the black logo background.

## Logo

### Logo Do & Don't

#### Logo White Background

For this logo it's showing the and colours you can use for the background of the icon.

**Do**

North Belfast Advice Partnership — Do use a white background when using the black logo.

North Belfast Advice Partnership — Do use the logo colours but only if they are at full opacity.

North Belfast Advice Partnership — Do use darker greys as a background colour if needed.

**Don't**

North Belfast Advice Partnership — Don't outline the icon and don't use a white background on white logo.

North Belfast Advice Partnership — Don't use the logo colours if they are at anything under 100% opacity

North Belfast Advice Partnership — Don't use colours that aren't on the colour pallet for the white logo.

This is just showing the Do and Don't when it comes to the white logo background.

# Brand Guidelines

## Font

### Font

#### Fonts

#### Font Style

Below is showing the different font styles for the "Roboto" font. Each style will be used differently and for different occasions. Some may be used more than others.

**Roboto Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,:

This is the regular style of Roboto. This style can only be used when writing documents, or as paragraphs when using it as a website. You cannot use this style of roboto as a title or as the logo style of font.

**Roboto Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,:

This Roboto Bold which is the main that font that will be used. This is mainly used for titles and is used for the logo font . This is the form of font that will be used mainly throughout North Belfast Advice Partnerships brand as it is the main font.

**Roboto Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,:

Robot Black is the final style of font. This can be used to highlight important words, or V titles. It is mainly used for highlighting. You wont see this much on text or titles. Only rarely.

This is showing off Roboto and the 3 different styles you can use for Roboto. Regular, Bold and Black.

### Font

#### Fonts

#### Font Do and Don't

Below I will explain the Do and Don'ts when it comes to the font.

**Do**

Do - Make sure the font is easy to read.

Do - make sure the font colour is ether Black Or White.

Do - Make sure the font is big enough to read in the situation you are using it in.

Do - Only use Roboto Bold for the logo.

Do - Use Roboto as the first font on a website.

Do - Make sure when using one of the logo's as you make it bigger or smaller make sure the font follows it in size.

Do - Use the fonts when ever you are able too.
(e.g. Microsoft Package, Adobe Package, Wordpress)

Do - Have the font as big as you need it on posters and banners. As long as it is presentable.

**Don't**

Don't - Make the font bigger than the logo.

Don't - Use anything other than Roboto as the first font

Don't - Have the logo font anything other than Roboto Bold.

Don't - Have the font Under 12pt when writing documents.

Don't - Have the background behind the font a colour that is hard to read from.

Don't - Have any outlines (Stroke) around the font.

Don't - Mix any fonts together.

Don't - Use any other fonts on the logo.

Don't - Use the styles of font in ways they aren't meant to be used. (e.g. Roboto Black for a paragraph in the website.)

I am explaining the Do and Don't when using the font and how to use the font the right way when handling the brand.

# Brand Guidelines

## Website

### Website

## Website Logo & Colour Pallet

### Logo on Website

Only use the main logo as the logo for the website. The logo that is shown below is the logo you have to use on the website.

North Belfast Advice Partnership

This is the website logo. It is the main logo that you can use in all situations.

When using this logo it must be in or around the top left side of the the webpage.

You must keep the padding around the logo to keep it clear from the Nav bar and any additional text.

You have to have the logo big enough that you can see it but not too big that it overwhelms the page. The best way to see this is to keep it around the same size as the nav bar or just a bit bigger.

Make sure this is high quality when you use it.

When using this on the site make sure that the background it white and no other colour.

Don't ever change the way the logo looks.

### Website Colour Pallet

**Number Code: #5d4286**

C: 76%   R: 93
M: 82%   G: 66
Y: 13%   B: 134
K: 2%

**Number Code: #014b8c**

C: 99%   R: 01
M: 73%   G: 73
Y: 15%   B: 140
K: 3%

**Number Code: #C0C0C0**

C: 28%   R: 192
M: 21%   G: 192
Y: 22%   B: 192
K: 3V%

**Number Code: #006633**

C: 90%   R: 0
M: 33%   G: 102
Y: 96%   B: 51
K: 26%

The Colour Pallet for the website is the same as the icon but in addition you can use some greys throughout. Above is one of the greys we used throughout the site.

This is showing the logo for the website and how to use the logo the right way and how it should look.

I am also showing the colour pallet for the website, you can also use gray as well as the normal logo colours.

### Website

## Website Font

### Website Font

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,':

**Roboto Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**
**?!@£#&.,':**

**Roboto Black**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**
**?!@£#&.,':**

These are the 3 fonts you can use on the site. Their is more explanation on how to use them on the fonts area.

Their will be another font to use if this one doesn't work on the site that one is only for emergency's and should only be used as an extra font incase the main one doesn't work.

### Font Sizes

Below is showing the font sizes for when you use the font on the website.

H - stand for Heading and the number beside the H stands for how big the heading is. So H1 is the biggest heading.

P - stand for paragraph and that is just the text along the page.

**H1** - 23px

**H2** - 20px

**H3** - 18px

**H4** - 17px

**P** - 14px

**Top bar & Footer** – 12px

**Nav bar** – 13px

These sizes are the ones that suit the website the best and work best on the website. They keep the site looking tidy and clean. Use these font sizes when making any changes on the site.

This is explaing th website font which is also Roboto and the font sizes for the site which include the H1, H2, H3, P and Nav bar font sizes.

# Project Management

## Basecamp

Basecamp was the place we used most. Its where we uploaded everything, set ourselves To-Do lists and where we got our feedback. I personally used the Docs and File's part of the of basecamp. It was the place where you uploaded everything and where you could organise everything. It was the main part of basecamp I stayed on.

# Project Management

## To-Do

The To-Do was handy we used it a few times for the Brief and the Benchmarking and for final To-Do's, like Shane – Brand Guidelines as you could see. But I don't think we fully understand how to use it because we couldn't figure out how to check it off. Instead, we just told each other we checked it off and told Adrian and Claire through notifying them on the uploaded and writing final in the title. But we did use it to give ourselves tasks.

< **North Belfast Advice Partnership** ▾ •••

## To-dos 🔵 0/0

➕ New list

🟢 **Shane**
Brand guidelines & additional text
0/0 completed

🟢 **Ryan**
Redesign appointment card and find additi...
0/0 completed

🟢 **Paul**
Create Wordpress website
0/0 completed

🟢 **Brief tasks**
1. Describe the community partner – Shan...
0/0 completed

🟢 **Project management** 1
Clockify as a group project
0/0 completed

🟢 **Benchmark websites** 2
Paul Www.nationaldebtline.org Shane Ww...
0/0 completed

Home  Hey!  Activity  Find  Me

# Project Management

## Message Board

We only used the message board a few times, but we felt better using WhatsApp Adrian and Claire would message us on the message board and someone ether Ryan or Paul would email but mainly we didn't reply there. At the end I used it to ask Claire to send us some additional information, but it wasn't something we really felt we should use. We just felt more comfortable on WhatsApp.

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### Message Board

+ New message

**PG** **Website details**
Paul Gourley • Dec 10 —
https://northbelfastprojectsocial.live-

**SS** **Information for site** 2
Shane Sarsfield • Dec 2 — Hi, Clare would
you be able to send us any additional

**Brief**
Claire Mulrone • Nov 18 — I have uploaded
the changes needed to the brief. Can

**Serious Concerns about progress** 1
Adrian Hickey • Nov 5 — You all need to
know Claire and I have serious concerns

**the brief** 1
Claire Mulrone • Oct 29 — I really need to
see the updated brief today. can you

**The Brief** 1
Claire Mulrone • Oct 22 — Can you please
upload the brief for approval by Adrian and

**Benchmarking** 4
Adrian Hickey • Oct 12 — Just checking in

Home    Hey!    Activity    Find    Me
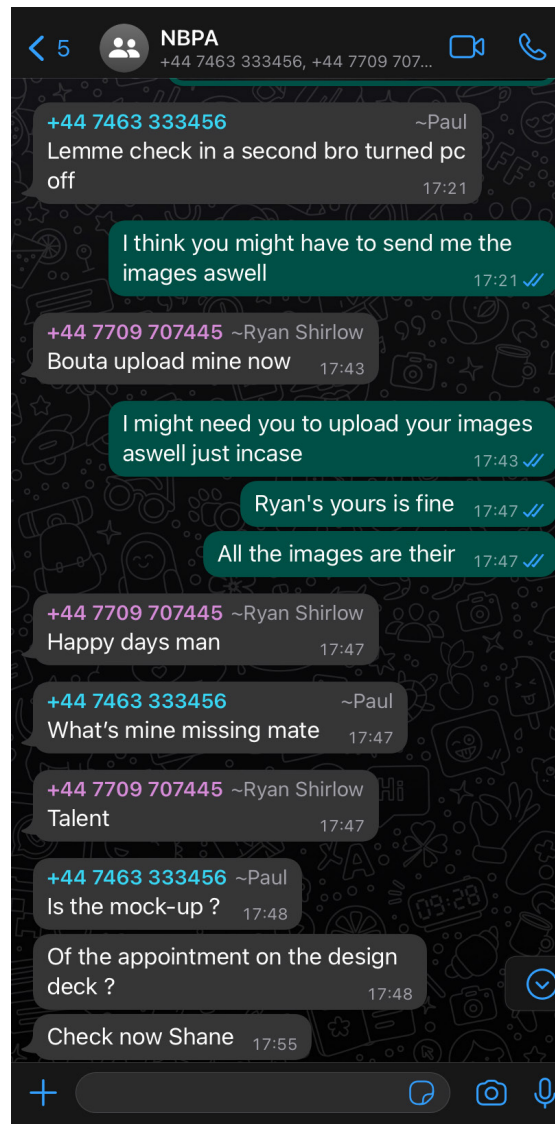
# Project Management

## Docs & Files

I was the one keeping the docs and files organised and we always uploaded everything we had done to the docs and files every pitch and design and draft because it was a way of helping us know where we went wrong and for us to keep all the designs and pitches safe for us in case, we needed to use them late. I always kept it organised. I told the other guys just to upload to the main page of docs and files and I would move it to the right place so we could keep it always organised.
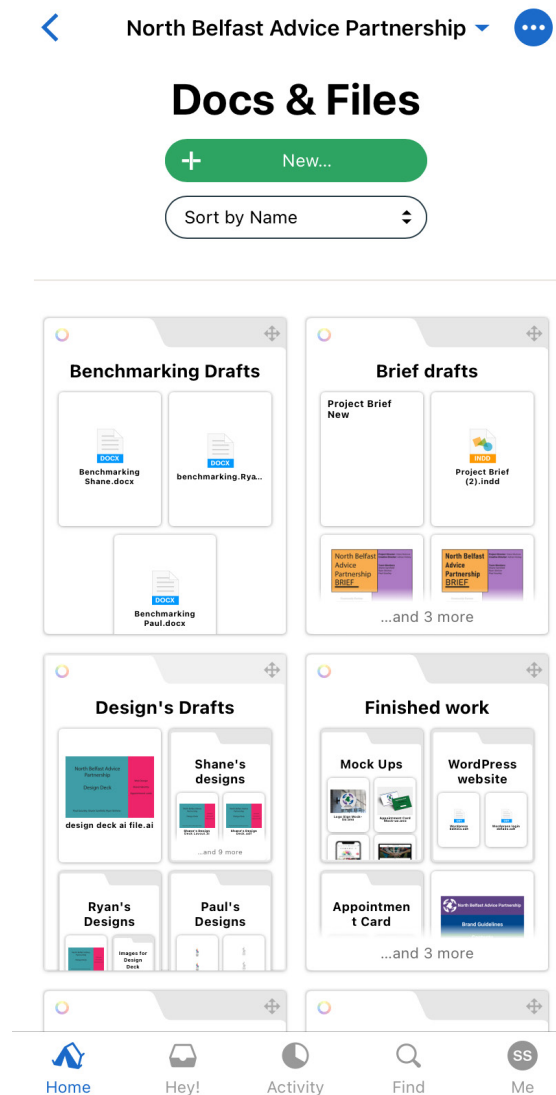
# Project Management

## WhatsApp

The thing we used most was WhatsApp as we all had it and it was easy to use. Daily we would communicate with each other and discuss what we are doing and tell each other what we have done. We mainly used it to keep ourselves as a team updated. Now their where a few times you could send something in the WhatsApp and people wouldn't reply but what we would do is privately message the person and get through to them that way.

# Project Management

## Last Minute Issue's

I was getting the 5 partners logos for Paul so he could import them on the website. I had all the logos except one I couldn't find which was the Ballysillan Community Forum logo. I liked on their Facebook, twitter, Instagram and google to find this logo.
What I had to do was go on to google maps screenshot the banner for the community forum and then trace and adjust the image on illustrator, so it looked for like a logo.

**BALLYSILLAN COMMUNITY FORUM**

Paul needed some filler images to help him when creating the site. I was in the middle of creating my guidelines so I stopped and searched the internet for images at a good quality for Paul to use then uploaded all the ones I could find on to basecamp so he could use them.

One team member didn't show up to class the day before the deadline and he didn't do his work which was find additional information for the website, so both me and Another team member mainly the other team member had to look online to find as much information as possible to fill the site. I found the YouTube video and a couple of the articles. I helped him. Bit with some information as well.

When crisis struck as a team, we got through it. We worked together and helped each other as best as we could at any time we could. Especially at the end our team really came together, and we helped each other. Between the 3 of us at the end we had great communication with each other.

# Time Log

For the Time log we use clockify. We done this to help us when going into a workplace that keeps time logs to know how much t charge a client. It also showed us how much effort and work we did put in to doing the work.

**Clockify**

## Research: 3 Hours 33 Minutes

## Brief: 13 Hours 21 Minutes

## Designing: 33 Hours 12 Minutes

## Extra Information & Images: 4 Hours 5 Minutes

## Brand Guidelines: 18 Hours 2 Minutes

## Production Log: 20 Hours 42 Minutes

## Overall Hours: 92 Hours 55 Minutes

# Conclusion

## Evaluation & Reflection

When looking back on the experience, I would do it differently and get work out faster and earlier and be more efficient. I would change a lot which would be motivation to get the work done earlier and getting the work actual done earlier. I feel we as a group haven't showed our full potential and could have done better. Overall looking at our work and the issue of us having a late start we had done well, we got everything we would have handed out on time, the website the brand guidelines and the appointment card all done on time. We helped each other and communicated and look leadership between each other when needed. As a team I do feel like we were a good fit at times and where great help to each other. Overall, I did enjoy the experience and get an insight of what it is like to work with a company. Which has given me some experience that I have needed. I have come out of this experience learning new stuff and pushing myself a lot more than what I would have usually done over the past 3 years of university.

## Conclusion

In conclusion I have showed off all the work I have done throughout the semester and reflected and evaluated what I have done and what we have done as a team. I have shown off my brand guidelines, shown off the logo I have created and any other designs I have created along the way

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