

MED526 : Project Social

Production Log

North Belfast Advice Partnership

Rachel Johnston
B00880228



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Background

Meet the Team



Aimee Adair

- Graphic Designer
- Website Developer
- Lead Photographer

adair-a10@ulster.ac.uk



Rachel Johnston

- Graphic Designer
- Social Media Strategist
- Merchandising Manager

johnston-r63@ulster.ac.uk

Claire Mulrone

- Project Manager

cm.mulrone@ulster.ac.uk

Darren Berkland

- Creative Director

d.berkland@ulster.ac.uk

Introduction to Project Social

Project Social is a module designed to give students experience of what it will be like working in 'the real world' by working on a real live brief. Students get to work with the clients / community partners as if it was their job in an agency.

The community engagement manager finds community organisations that need help, whether that be by building a whole new brand identity for them or perhaps by creating videos and building their social media presence, and then they match them up with students who match the skills required to fulfil their needs.

This module benefits both parties involved as the community partner receives design work for free from the students, but the students also get real world experience within the industry and get to build new skills such as presenting work to clients and taking on feedback etc.

For this module, the students work in teams to create the outputs for the community partner. This builds their teamwork and communication skills and gives them experience working within a design team within the industry.



Community Partner

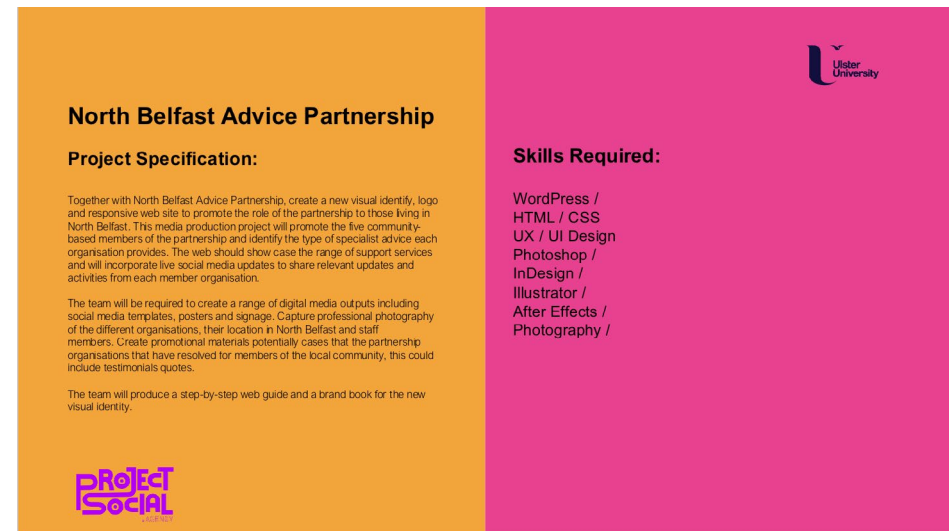
During our first Project Social class we were introduced to the 3 briefs, and then we had to rank them in order of what one we would like to do the most.

I chose North Belfast Advice Partnership (NBAP) because I felt that I had the skills required to fulfil this brief and to create the range of digital media outputs that they had asked for. I was particularly interested in using my graphic design skills to create social media templates, posters and signage for NBAP.

I also liked who NBAP were as an organisation and what they do. They provide essential advice and support services for local residents within North Belfast.

After I had stated which brief I would like to work on, we were split into two teams as there was only five students in my class. I was put in a team with Aimee, as Darren and Claire thought that my graphic design skills and Aimee's website design skills would go well together.

Aimee and I were under a lot of pressure as it was just the two of us compared to a group of three, and this brief had already been assigned to students years before who failed to deliver what the community partner had asked for, which only made us more determined to do our best work.



The image shows a project specification document for the North Belfast Advice Partnership. The document is divided into two main sections: an orange section on the left and a pink section on the right. The orange section contains the title 'North Belfast Advice Partnership', the heading 'Project Specification:', and three paragraphs of text detailing the project goals and requirements. The pink section contains the heading 'Skills Required:' and a list of skills including WordPress, HTML/CSS, UX/UI Design, Photoshop, InDesign, Illustrator, After Effects, and Photography. The Lister University logo is visible in the top right corner of the pink section, and the Project Social logo is in the bottom left corner of the orange section.

North Belfast Advice Partnership

Project Specification:

Together with North Belfast Advice Partnership, create a new visual identity, logo and responsive web site to promote the role of the partnership to those living in North Belfast. This media production project will promote the five community-based members of the partnership and identify the type of specialist advice each organisation provides. The web should show case the range of support services and will incorporate live social media updates to share relevant updates and activities from each member organisation.

The team will be required to create a range of digital media outputs including social media templates, posters and signage. Capture professional photography of the different organisations, their location in North Belfast and staff members. Create promotional materials potentially cases that the partnership organisations that have resolved for members of the local community, this could include testimonials quotes.

The team will produce a step-by-step web guide and a brand book for the new visual identity.

Skills Required:

WordPress /
HTML / CSS
UX / UI Design
Photoshop /
InDesign /
Illustrator /
After Effects /
Photography /

Project Social

Lister University

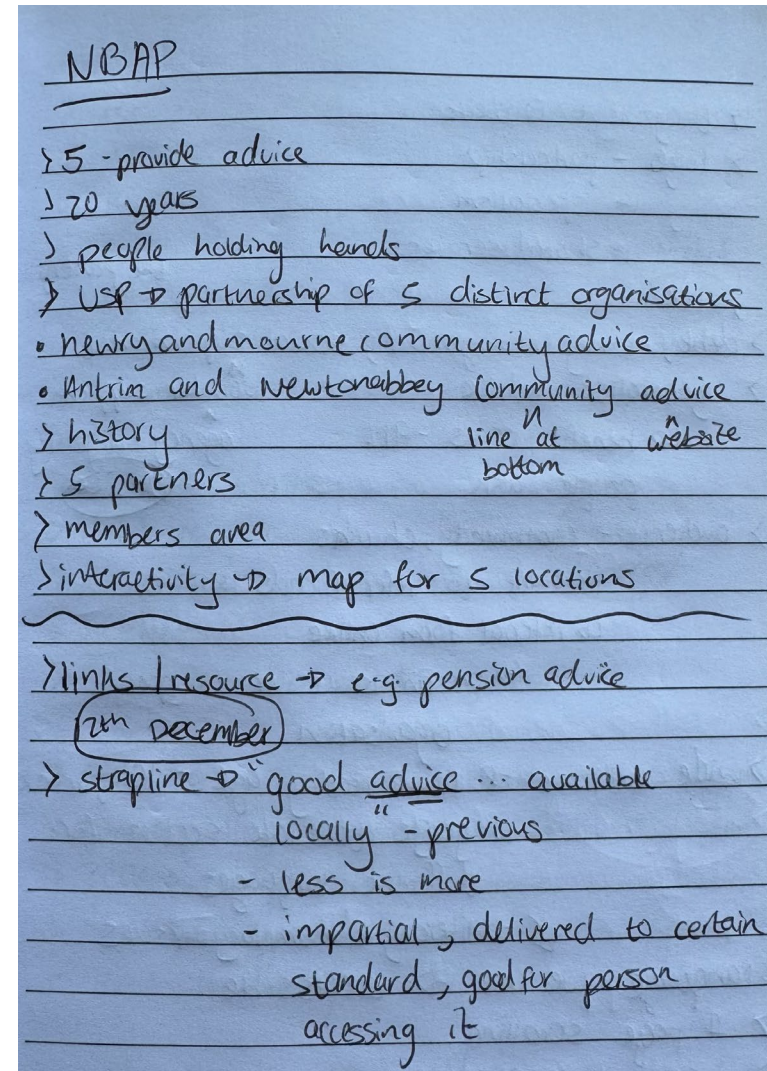
Initial Meeting

Our initial meeting with Stephen Reid from NBAP was on 30/09/25 at the Ulster University Belfast Campus. This is where we met Stephen for the first time and discussed what he wanted out of this project.

We mainly talked about the purpose of what NBAP do and who they do it for. He explained to us about the five different partner organisations within NBAP and what advice each of them provide. He also talked about who their main target audience for their services are and what we need to keep in mind when designing for them, such as no technical jargon due to their typically low numeracy and literacy skills.

He also gave us some ideas he had about the brand identity and the logo in particular and what he wanted it to convey. As well as this, Stephen mentioned some similar organisations websites and said what he liked and didn't like about them. This was really helpful as it gave us a bit of guidance about what he liked the look of and what he wanted included in NBAP's own website.

Furthermore, from this meeting we finalised the outputs he would like us to create for NBAP, such as a new visual identity, a website, an A5 flyer and a range of merchandise. Upon reflection, I would have liked to have done more research into NBAP before this meeting so that I could have asked more questions.



My notes from the meeting

- > they have Facebook
- > logo - partnership
 - specialism
 - shared services
- (vine) , the pantry
- > debt, money management, social supermarket
- > generalist advice
 - ↳ benefit issues - 911.
 - ↳ people ask
 - ↳ voucher support
 - ↳ agency/dignity
 - (Choice)
- > audience - community, churches
 - ↳ want to refer friends
 - ↳ referral form online
 - ↳ on an issue or to specific organisation
- > wide audience → low reading age - 10 years old
 - ↳ google translate section for different languages
 - ↳ → literacy & numeracy issues
- > language we use → accessible
- > 4 page scrolling
- > use simple icons
- > simple, direct, financial jargon X

- > use simple terms, describing words
- > IMPACT
- > TRUST
- > Asking for help - tell me what I need to do
 - ↳ signposting - younger audience
- > too much info? - don't need to explain EMA, PIP etc.
- > corporate identity
- > childcare provider
- > ex prisoners
- > residents
- > community development organisations
- > link to 5 websites → icons, logos
- > same quality service to get from anywhere
- > collective approach
- > strategic approach
 - cross community
- addressing practical things on a shared basis

Claire's notes from the meeting

Project Social - North Belfast Advice Partnership Notes- September 25

Meeting Tuesday 30th September at the Belfast campus

In Attendance: Claire Mulrone, Rachel Johnston, Aimee Adair and Stephen Reid

Apologise: Elaine Burns

North Belfast

North Belfast has high levels of poverty and deprivation, with several Super Output Areas ranked among the most deprived in Northern Ireland due to factors like low income, unemployment, and poor health and education outcomes. While there are issues with underinvestment and a need for more resources to improve outcomes. However, the area also boasts areas of community strength, green spaces like Cave Hill, and a vibrant history.

The purpose of the new Digital Output: To maximise access to Advice services

Target audience: Funders in particular Belfast City Council, councillor and political representatives

North Belfast Advice Partnership – the main purpose is to provide generalist advice.

NBAP provide a range of shared services across the five community partners. They have a collective approach to delivery of services and training. The services are provided in the five organisations office as well as outreach centre's where they run drop-in clinics.

All the organisations in the partnership have different roles in the community.

They work with all communities in North Belfast.

The type of support they provide includes

- Money Management - Debt Management
- Social security support - Housing advice
- Pension advice

Much of the work they do for clients comes from referrals from, Churches, community group, and political representatives.

Many of the client group have literacy and numeracy issues.

Digital OUTPUTS

1. Create a New Visual identity –

Develop a new visual identity and logo along with a brand book. Consider the development of a byline to explain the partnership.

2. Create a website –

Keep the language simple, don't use jargon or abbreviations

Make it easy navigation, to be responsive, have a contemporary feel

Include a resources page where clients can access online resources to help them explore issues so could include a pension calculator, advice on benefits etc

Create a map showing the five partners and the out centre.

Add plug in for social media

Online referral form for both clients and other organisation

Consider other languages plug in

3. Create a hard Copy guide

This is a hard copy guide of the web site content.

A5 spiral bound guide in hard copy, branded.

4. Create a range of merchandise including.

- Create designs for 5 branded Pop ups for each of the individual partners
- Posters
- Create branded social media templates for FB and Instagram
- Create an Info graphic template to share regular statical updates for Belfast City Council

Belfast City Council logo needs to be on digital outputs.

On the web page along the bottom include the logos of the five organisations that will redirect to their websites.

Stephen to send a collection of stats that demonstrate the headline activity and impact of the partnership. Could be used in a motion graphic.

022

The Brief

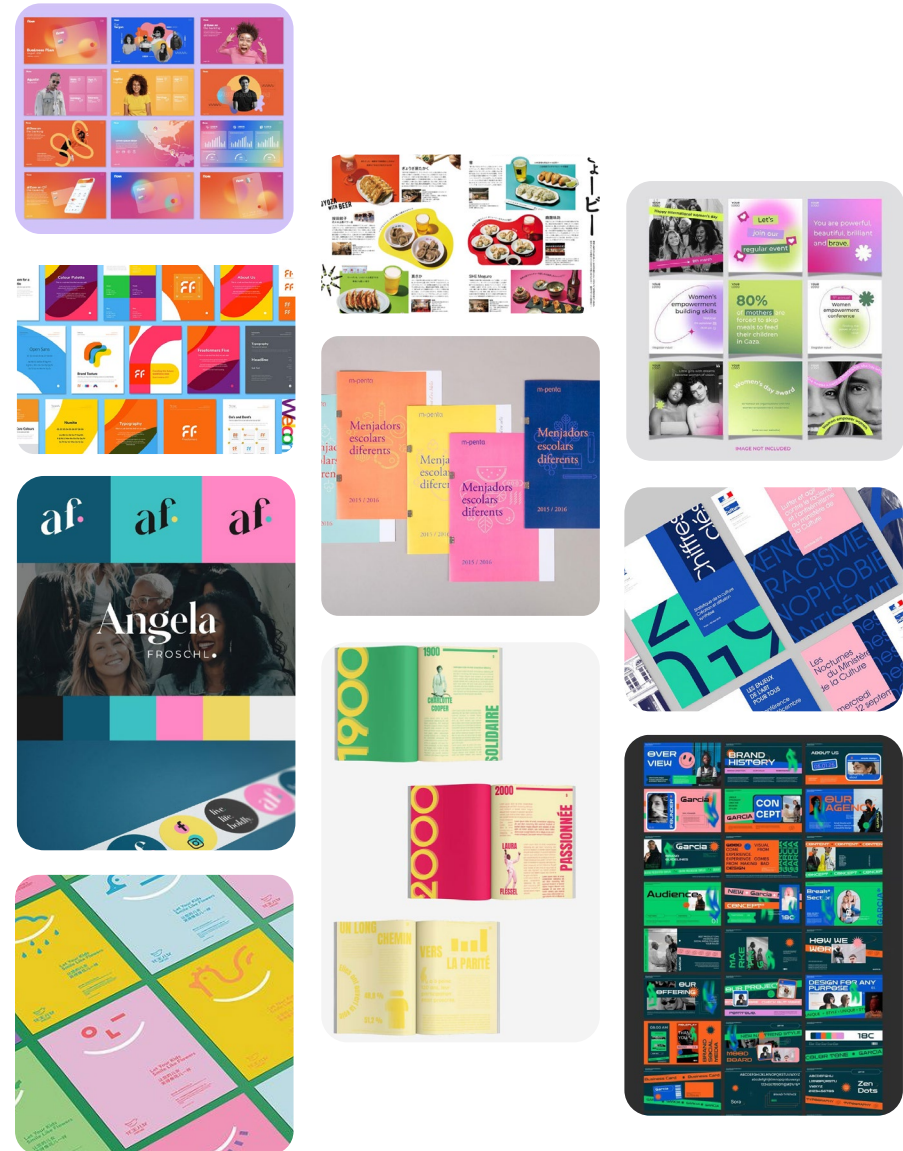
The Initial Brief

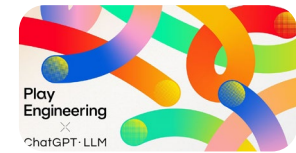
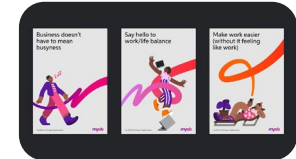
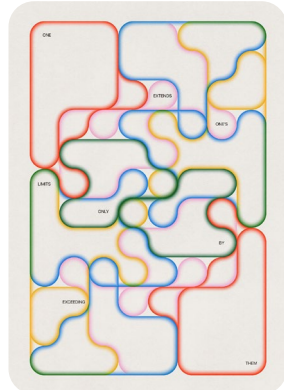
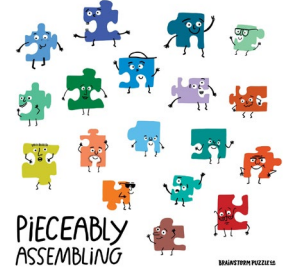
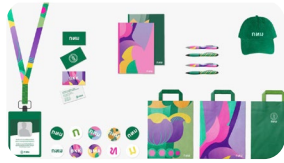
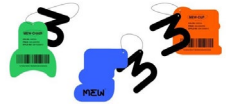
A brief is a statement of intent that allows the client to have a better understanding of exactly what we are delivering to them and why. We will include our initial research and benchmarking of similar organisations so that they can see our thought process and why we think NBAP need or don't need certain things. We will outline the key objectives of the project and who we aim to target. A list of deliverables will also be provided, as well as budgeting for them.

To start the brief document, Aimee and I discussed what it should look like. We researched ideas that we liked on Pinterest and used these to influence our design choices. We decided it would be a good idea to make a joint Pinterest board so that we could both add ideas we liked to this and combine them.

We decided we wanted it to be clear, simple and precise so we used big numbers to separate the different sections and added colour gradient lines throughout to add a pop of colour.

Then we decided on the sections we needed to include and divided this in half for each of us to work on, but also made sure to help each other throughout with wording etc. I undertook sections one to six, and Aimee undertook sections seven to twelve.





North Belfast Advice Partnership Brief



Aimee Adair & Rachel Johnston
Project Social 2025

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COMMUNITY PARTNER

The North Belfast Advice Partnership (NBAP) is a **partnership of five local organisations in North Belfast** that collaborate to provide generalist advice services, such as money management, social security support, pension advice, debt management and housing advice. These local organisations all have a collective approach to delivery of services and training, but they have different roles within the community. A majority of the work they do in supporting individuals comes from referrals from churches, community groups and political representatives. These services are provided in the five organisations office as well as outreach centres where they run drop-in clinics.

As of right now, NBAP have no digital presence either through a website or social media and as a result, the visibility

of NBAP as a partnership is limited, and the **full impact of their collaborative efforts is not being effectively communicated** to the wider community, potential funders, or referral partners. Therefore, our team will create a new brand identity for NBAP that will allow each of the individual organisations to showcase the amazing work they do.

It's important that we clearly demonstrate how the five organisations of NBAP work together collaboratively to provide essential advice and support to individuals in the local community. **Each organisation brings its own expertise** and community connections, but it is their shared approach that makes the partnership so effective. Showcasing this collaboration helps build public trust and reinforces NBAP's credibility with funders and stakeholders.



THE PROJECT

Together with North Belfast Advice Partnership, we will create a **new visual identity, logo and responsive website** to promote the role of the partnership for those living in North Belfast.

This media production project will promote the five local organisations of the partnership and identify the type of specialist advice each organisation provides.

The online resources will **showcase the range of support services** and will incorporate live social media updates to share relevant updates and activities from each member organisation. As a team we will:

→ Create a range of digital media outputs including **social media templates, posters and signage.**

→ Capture **professional photography** of the different organisations, their location in North Belfast, and of the five representatives of each organisation.

→ Create **promotional materials**, potentially cases that the partnership organisations have resolved for members of the local community, this could include testimonial quotes.

We will produce a **step-by-step guide** to online resources and a **brand book** for the new visual identity.



OBJECTIVES

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The purpose of this project is to **develop a recognisable brand identity for NBAP** that represents and promotes the wide range of services offered by its five local organisations. By creating a unified brand, we aim to present a stronger, more consistent presence in the community, making it easier for individuals to understand who they are, what they do, and how they can help.

A key objective of this work is to **extend NBAP's outreach**, ensuring that all individuals, regardless of their background or circumstances, are able to access the generalist advice services available to them. Ultimately, this project is about increasing visibility, accessibility, and impact across the community.

NBAP needs this project to **ensure the long-term sustainability of its services**. This project will serve as a tool to effectively communicate their mission, achievements, and the real-world outcomes of their efforts to current and potential funders. By showcasing the value they bring to the community, the project will enhance their ability to secure funding, ensuring continued trust and investment in their work.

We also aim to develop a strong, future-proof **brand identity that NBAP can continue to build upon in the years to come**. This brand will serve as a foundation for consistent communication across all platforms. Our goal is for NBAP representatives to actively use the website and social media channels to share content, using our templates and brand guidelines.



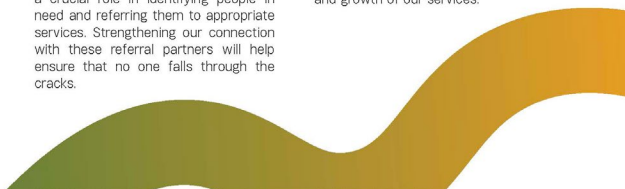
TARGET AUDIENCE

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The target audience for this project is **individuals within the community who are in need of help and guidance**. These may include people facing financial hardship, housing issues or other complex challenges. Our goal is to ensure they are aware of the support available through NBAP's network of organisations and feel confident in reaching out for assistance.

In addition, we also aim to engage with **local organisations and community groups that advocate on their behalf** such as churches, food banks and schools. These organisations play a crucial role in identifying people in need and referring them to appropriate services. Strengthening our connection with these referral partners will help ensure that no one falls through the cracks.

By raising awareness of NBAP's impact and increasing our visibility within both the community and the wider support network, this project will also enhance our ability to attract **funders**. A clear, unified brand and strong community presence will position NBAP as a credible and essential service provider in the eyes of potential funders, including local government bodies such as Belfast City Council. Additionally, it will help engage local representatives and councillors, who play an influential role in advocating for community resources and supporting funding applications. This, in turn, will contribute to the long-term sustainability and growth of our services.



DELIVERABLES

)5

At the end of the project we will deliver multiple outputs for NBAP such as:

A new visual identity

- Colour scheme that connotes NBAP's values of partnership, support and growth
- Typography that is easy to read, professional and fun
- An eye-catching logo that an audience recognise to be NBAP
- Brand guidelines document to explain usage of these three elements to ensure the brand is consistent throughout each platform in the future

Website

- Easy to navigate and use little text in simple language
- An online resource section to guide users on how to help themselves
- A referral form for individuals to refer themselves or others and one for other organisations to refer individuals

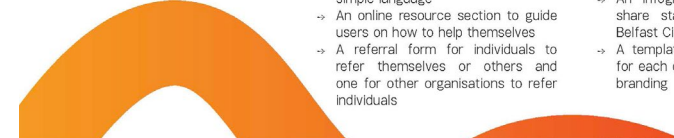
- An interactive map of the five organisations location
- Photographs of the five organisations
- How to step-by-step guide on how to update the website

Social Media

- Templates for testimonials, event announcements and updates
- Profile pictures for Instagram and Facebook
- Highlight covers for Instagram
- Facebook cover image

Merchandise

- A5 hard copy guide that will include all of the website content for users who may not have access to the internet or electronic devices
- An infographic guide template to share statistical updates for the Belfast City Council
- A template for five pop-up stands for each organisation with the NBAP branding



SIMILAR ORGANISATIONS

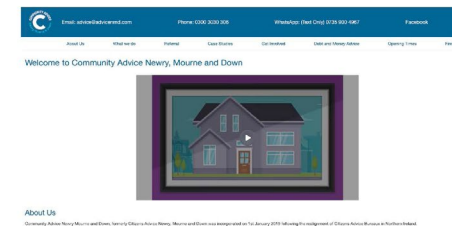
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As a group, we conducted a comprehensive benchmarking process to evaluate the online presence and service delivery of similar organisations within the community advice sector. This analysis provided valuable insights into the content, design, and digital strategies that most effectively engage the target audience.

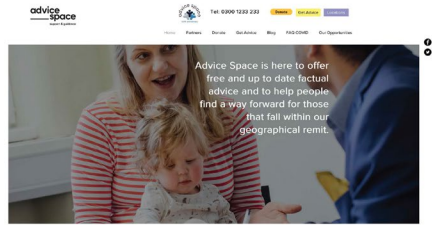
Key competitors identified include **Community Advice Fermanagh, Community Advice Antrim &**

Newtownabbey, Community Advice Newry, Mourne and Down, Advice NI, Advice Space, Advice North West and East Belfast Independent Advice Centre. These organisations represent strong competition due to their similar service offerings and well-established digital platforms. Each demonstrates a clear understanding of their audience through the use of clean, visually appealing, and interactive websites, complemented by consistent and engaging social media activity.

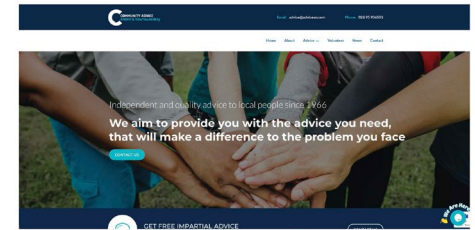
Community Advice Newry, Mourne & Down
→ <https://www.advicenmd.com>



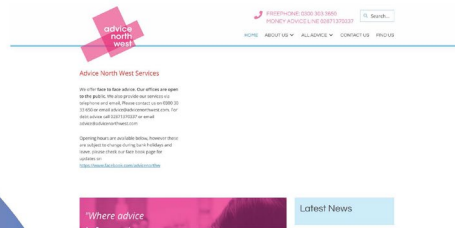
Advice Space
 → <https://www.advice.space>



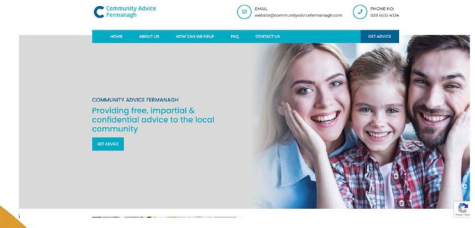
Community Advice Antrim & Newtonabbey
 → <https://communityadviceantrim.co.uk>



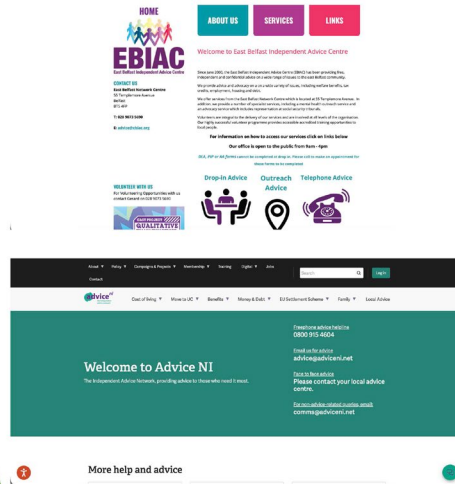
Advice North West
 → <https://advicenorthwest.com>



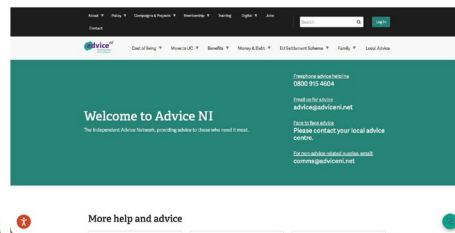
Community Advice Fermanagh
 → <https://communityadvicefermanagh.com>



East Belfast Independent Advice Centre
 → <https://www.ebiac.org/welcome-east-belfast-independent-advice-centre>



Advice NI
 → <https://www.adviceni.net>



BENCHMARKING



Category	Feature	Advice NI	CAC Fermanagh
First Impressions	Accessibility	Text heavy	Text heavy
	Identifiable Target Audience	Yes on first page	On front page
Look and Feel	Recognisable Chief Aim	Yes on first page	On home page
	Address (URL clarity)	No	No
Technical	Responsive	Yes	Yes
	Content in Footer Position	Yes	More image ad/ text
	Body Text Font	Adulte Sans	Adulte medium
	Page Placement	Top left corner	Top left
Navigation	Book Online	Yes	Yes
	Content Management System	Drupal	Word press
	Analytics Embedding	No	No
	Primary Menu Position	Drop down	Drop down
	Primary Menu Position	Top horizontal	Top horizontal
Content	Means of getting to top of page	No	Yes
	Clarity	No	No
	Broader context	No	No
	Contact Us	Yes	Yes
Search	No. of clicks to Contact Us	3	1
	Explanation of Service	Yes on homepage	Yes
	Evidence of Outdated content	Yes (links)	No
Functionality	Social Media	Yes	Yes
	FAQ Section	Yes	Yes
	Privacy Policy	No	No
Accessibility	Search	Yes on homepage	No
	Top of Search Button	Drop down	None
	Load time	Quick - 0.5 seconds	Quick - 0.5 seconds
Overall Score	Email Subscription	No	No
	Accessibility	No	No
	No. of languages (other than English)	0	No
	How many font types	2	2
Overall Score	Clear & consistent headings	Yes	Yes
	Key links visually distinct	Yes	Yes
	Link underlining	Yes	Yes
	Hyperlink change colour if visited	Yes	Yes
Overall Score		70%	70%

Category	Feature	CA antrim & newtonabbey	Community Advice Newry, Mourne and Down
First Impressions	Aesthetics	Video image	Uses video to explain services, text heavy
	Identifiable Target Audience	Yes	Yes
Look and Feel	Identifiable Chief Aim	Yes	Yes
	Retina (HD ready)	No	No
	Responsive	Yes	Yes
	Content in Prime Position	Yes	No
	Body Text Font	Carmon Sans Heavy	Arial Greek
Technical	Logo placement	Top left	Top left
	Book Online	No	No
	Content Management System	WordPress	Firebase
	Analytics Embedded	Yes	No
Navigation	Primary Menu Format	Dropdown	Horizontal top menu bar
	Primary Menu Position	Top horizontal	Horizontal
	Method of getting to top of page	No	No
	Breadcrumbs	No	No
	Breakdowns	No	No
	Contact Us	Yes	No
	No. of clicks to Contact Us	1	None
Content	Explanation of Service	Yes on homepage	Yes
	Evidence of Outdated Content (headlines)	No	1
	Social Media	No	No
	FAQ Section	Yes	No
	Privacy Policy	Yes	No
Search	Search	No	No
	Type of Search Button	No	None
Functionality	Load Time	Check, 0.6 seconds	Check, 0.6 seconds
	Email Subscription	No	No
	Multilingual	No	No
	No. of languages (other than English)	0	0
Accessibility	How many font types	2	2
	Color & Accurate Headings	Yes	Yes
	Are links visually distinct	Yes	Yes
	Link underlining	Yes	Yes
	Hyperlink change colour if visited	Yes	Yes
Overall Score		60%	50%

BENCHMARK FINDINGS

Based on the benchmarking analysis conducted, it's evident that many organisations within this sector make effective **use of icons** to represent different sections of their websites. Implementing this approach for the NBAP website would enhance visual appeal and improve usability, allowing visitors to quickly identify and navigate to the information they need. Additionally, several organisations place their **"Contact Us" section** prominently at the top of the homepage. This ensures that users can easily access key contact details without having to search through multiple pages, ultimately improving user satisfaction and accessibility.

Furthermore, introducing a **referral form** would provide visitors with a simple and confidential way to refer themselves or others such as friends, family members, or colleagues who may benefit from NBAP's support services. This addition would not only strengthen engagement but also make the process of seeking help more inclusive.

Notably, Community Advice Antrim & Newtownabbey stands out for its user-friendly website design. The effective **use of icons and straightforward navigation** supports accessibility for older users and individuals with lower literacy levels, enabling them to easily identify relevant information. Their **active Facebook presence** is another strength, providing real-time updates on events and services, an approach that effectively reaches their audience, who are more likely to engage via social media than through website visits.

Another valuable feature identified is the inclusion of a clear and engaging **"About Us" section**. Incorporating this element into the NBAP website would communicate the organisation's values, mission, and commitment to the community, helping to build trust and professionalism with users.

BENCHMARK FINDINGS

Through our benchmarking process, we found that the Advice Space website performed strongly, achieving a score of 76%. This was largely due to its inclusion of features not commonly found on other sites—for example, a good balance of text, images, and icons.

From these findings, we understand the importance of using high-resolution images to ensure fast load times. Our site must be responsive and accessible across all devices, especially since our audience may not always have access to high-end technology.

Many of the websites we reviewed also demonstrated good practices. Common strengths included a **clearly defined target audience and chief aim** presented on the landing page and clear service descriptions. Most sites were also **responsive, Retina (HD) ready, and had quick load times**. They typically used a number of font styles and clear and accurate headings.

The Advice North West website featured a **type-in search function**, which we plan to incorporate into our own site to help users quickly find what they need.

TONE

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The tone of the NBAP website should be **friendly, supportive, and reassuring**, while maintaining a strong sense of **professionalism and trustworthiness**. Visitors should immediately feel welcomed and confident that they are in the right place to receive guidance and assistance. The language used will convey empathy, understanding, and approachability, reflecting the organisation's commitment to supporting individuals within the community. By avoiding overly formal or complex language, the website will remain **clear and accessible** to all users, regardless of background or literacy level.

As part of this project, NBAP will undergo a comprehensive rebrand to modernise its image and strengthen its connection with the local community. This rebrand will include the creation of a new website designed to be **visually appealing**,

easy to navigate, and reflective of NBAP's values.

Additionally, the establishment of an active Facebook presence will help **extend the organisation's reach**, allowing it to share updates, promote services, and engage directly with clients in a more accessible and familiar digital environment. Together, these efforts will give NBAP a strong, cohesive online presence that enhances both visibility and community engagement.

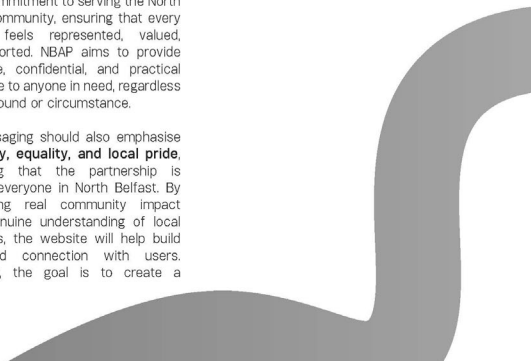


MESSAGE

The overall message of the website should convey that the NBAP is a **trusted, approachable, and community-driven source of support** for individuals seeking advice on a wide range of local issues. The site should reflect the organisation's strong commitment to serving the North Belfast community, ensuring that every resident feels represented, valued, and supported. NBAP aims to provide accessible, confidential, and practical assistance to anyone in need, regardless of background or circumstance.

The messaging should also emphasise **inclusivity, equality, and local pride**, reinforcing that the partnership is here for everyone in North Belfast. By showcasing real community impact and a genuine understanding of local challenges, the website will help build trust and connection with users. Ultimately, the goal is to create a

platform that **empowers individuals, simplifies access to vital resources, and promotes the overall wellbeing and unity of North Belfast.**



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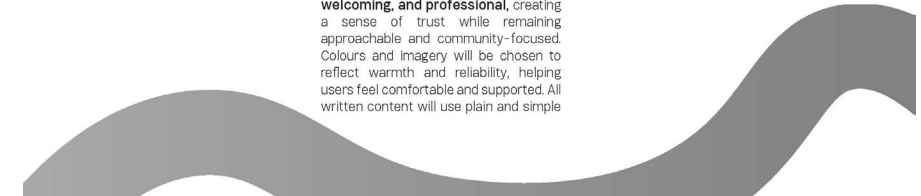


STYLE

The visual and written style of the website should be **clean, simple, and easy to navigate**, presenting a clear and professional image that reflects the voice of the organisation and those representing it. The layout will feature intuitive menus and clearly visible contact options including phone numbers, email links, and enquiry forms so users can easily connect with the team. Recognisable icons and clear headings will guide visitors naturally through the site, ensuring information is straightforward to find.

The overall mood should be **friendly, welcoming, and professional**, creating a sense of trust while remaining approachable and community-focused. Colours and imagery will be chosen to reflect warmth and reliability, helping users feel comfortable and supported. All written content will use plain and simple

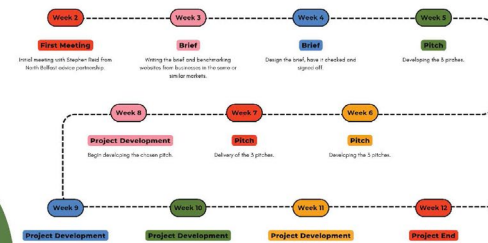
English in a relatable voice, ensuring the message is clear, inclusive, and easy for everyone to understand.



TIMELINE

The project timeline is a critical element in establishing **clear creative direction** and ensuring all deliverables are completed efficiently and on schedule. Beginning in Week 2, an initial meeting with NBAP will be held to discuss objectives and expectations. This will be followed by **research** and benchmarking against similar organisations to inform the project direction. In Week 4, the project **brief** will be finalised based on

insights from the initial meeting and research phase. Over the subsequent two weeks, the team will develop and present **three creative concepts** for NBAP's consideration. Once a concept is selected, the team will proceed with the design and **development phase** over the next six weeks, leading up to the final deadline in Week 12, with the official **handover** in January.



11

BUDGET

There is no fixed budget allocated for this project, as the deliverables are primarily digital and do not incur significant production costs. However, the team has considered **potential promotional activities** and identified the estimated

expenses associated with these optional outputs. These include **printing and rental fees** for any physical materials or installations that may be utilised to support the campaign's visibility and outreach.

PRODUCT BUDGET CHART

TYPE	QUANTITY	DURATION	COST
SPIRAL BOOKS	100	N/A	£180
LEAFLETS	500	N/A	£72.42
BUS STOP POSTER BELFAST	1	2 WEEKS	£362
BOOKMARKS	200	N/A	£23.74
BUSINESS CARDS	250	N/A	£14.69

WORDPRESS BUDGET CHART

PLUGIN / TYPE	COST PER MONTH	COST PER YEAR	FEATURES
SOCIAL SHARING / BUTTONS (E.G. SOCIAL WARFARE / NOVASHARE)	£7.50	£89.80	ADDS SOCIAL SHARE BUTTONS, COUNTS, CUSTOMIZATION, SHARE ANALYTICS
SMASH BALLOON (SOCIAL FEED PLUGIN)	-	£38	DISPLAYS INSTAGRAM / FACEBOOK / OTHER SOCIAL FEEDS ON YOUR SITE, FEED CUSTOMIZATION, MODERATION
WP-OPTIMIZE PREMIUM	£4.90	£58.80	CACHING, DATABASE CLEANUP, IMAGE COMPRESSION, PERFORMANCE TOOLS
EMBEDSOCIAL	£48	£576	SOCIAL MEDIA AGGREGATION, REVIEWS WIDGETS, SOCIAL MEDIA PUBLISHING TOOLS
FEED THEM SOCIAL PREMIUM	-	£37	DISPLAY SOCIAL FEEDS (FACEBOOK, INSTAGRAM, ETC.)

WORDPRESS BUDGET CHART

TYPE/ TIER	COST PER MONTH	COST PER YEAR	FEATURES
WORDPRESS PERSONAL	£4	£48	CUSTOM DOMAIN, REMOVE ADS, ACCESS MORE BUILT-IN THEMES, BASIC SUPPORT, MODERATE STORAGE
PREMIUM	£7	£84	ALL PERSONAL FEATURES + MORE DESIGN TOOLS, ACCEPT SIMPLE PAYMENTS, EXTRA CSS, MORE STORAGE
BUSINESS	£20	£540	INSTALL PLUGINS, UPLOAD CUSTOM THEMES, ADVANCED SEO, REMOVE WORDPRESS BRANDING, LARGER STORAGE
ECOMMERCE (HIGHEST TIER)	£45	£540	ALL BUSINESS FEATURES + FULL E-COMMERCE TOOLS, PAYMENTS FROM MULTIPLE REGIONS, STORE MANAGEMENT
SELF HOSTED/ PREMIUM THEME	£40	£160	LETS YOU USE ADVANCED DESIGN FEATURES, UPDATES & SUPPORT, YOU MUST STILL PAY FOR HOSTING, DOMAIN, ETC.

THE TEAM

Our design team is made up of **Aimee Adair** and **Rachel Johnston**, who will be supervised by Claire Mulrone and Darren Berkland. Both members of the team bring a unique set of skills gained

through both university studies and hands-on experience in the creative industry. Work will be distributed evenly, maintaining a balanced and collaborative workflow across the team.



Aimee Adair
 → Graphic Designer
 → Website Developer
 → Lead Photographer
adair-a10@ulster.ac.uk



Rachel Johnston
 → Graphic Designer
 → Social Media Strategist
 → Merchandising Manager
johnston-r63@ulster.ac.uk

Claire Mulrone
 → Project Manager
cm.mulrone@ulster.ac.uk

Darren Berkland
 → Creative Director
d.berkland@ulster.ac.uk

12

The Final Brief

Aimee and I showed this brief to Darren and Claire and they suggested a few changes. Darren wasn't too keen on our design, he didn't like the big numbers or the colour gradient lines as he said we had filled too much space and advised us not to be afraid to use white space.

There were also other small suggestions they made such as not to justify our paragraphs and to ensure all of our tables, such as the benchmarking tables, were all the exact same.

Aimee and I took this feedback on board and discussed how we could improve the document. We thought single pages with the titles of each section would be better than the large numbers, and we also shortened all of our text to be more concise and easier to understand. We made sure to follow Darrens advice of allowing for more white space.

In addition, we simplified our colour palette to four colours. We chose bright and vibrant colours to convey the welcoming nature of NBAP. We used these colours to separate the document into four different sections and just used one colour per section. We also added outlines of light grey circles behind the text to add some visual interest.

In the final brief, we also added screenshots of each of the websites that we benchmarked so that NBAP could see them for themselves and understand why we thought some were better than others. It also gave them a chance to look at similar websites to the one they would like to create and get ideas about what elements they liked and what ones they didn't.

Overall, Aimee and I were very happy with how the final brief came together and feel that the feedback from Darren and Claire really helped us to get to that point. More importantly, NBAP were very happy with the brief and gave us lovely feedback that gave us the confidence to begin the creative phase:

Afternoon everyone...

As it stands, I'm happy to accept the brief as a basis for proceeding. I think it's very well presented, easy to follow and reflects the conversation that we had at the start of the month.

There are some things I don't understand (what are breadcrumbs?) and some things that might need clarified, but I presume this will happen as the project progresses.

Would it be useful to touch base before the three options are worked up?

Thanks for your work to date, Rachel and Aimee. We're off to a good start.

Regards

Stephen

North Belfast Advice Partnership Brief

Aimee Adair & Rachel Johnston
Project Social 2025

- | | | | |
|----|-------------------|----|-----------------------|
| 01 | Community Partner | 06 | Benchmarking |
| 02 | The Project | 07 | Benchmark Findings |
| 03 | Objectives | 08 | Tone, Message & Style |
| 04 | Target Audience | 09 | Timeline |
| 05 | Deliverables | 10 | Budget |
| | | 11 | The Team |

COMMUNITY PARTNER

01

The North Belfast Advice Partnership (NBAP) is a collaboration of five local organisations working together to provide essential advice and support services to the people of North Belfast. Collectively, they offer a wide range of generalist advice, including money management, social security guidance, pension and debt advice, and housing support to local residents in need of financial support. Each organisation contributes its own specialist knowledge and community connections, and together they form a strong network dedicated to improving the lives of local residents. Much of their work stems from referrals made by friends, churches, community groups, and political representatives, ensuring that those most in need are directed to the appropriate support. Services are delivered across the five partner offices as well as through outreach centres and drop-in clinics throughout the community.

At present, NBAP does not have a presence, either through an online resource or

social media platforms. This lack of online visibility means that the partnership's collective impact is not being effectively communicated to the wider community, potential funders, or referral partners. To address this, our team will develop a brand identity that unites all five organisations under a cohesive and recognisable image. This rebrand will include the creation of a dedicated online resource and active social media presence, allowing NBAP to share updates, highlight success stories, and showcase the valuable work they do.

Through this rebranding and digital development, we aim to clearly demonstrate how NBAP's collaborative approach delivers essential advice, guidance, and community support. By highlighting both the individual strengths of each partner and their shared commitment to North Belfast, the brand identity will enhance public trust, strengthen credibility with funders, and reinforce NBAP's role as a cornerstone of community wellbeing.

THE PROJECT

02

This project presents an exciting opportunity to redefine and strengthen **NBAP** through the development of a unified brand identity and a powerful online presence. Working collaboratively with **NBAP**, our goal is to design a distinct visual identity and responsive online resource that reflects the partnership's values, professionalism, and commitment to the North Belfast community.

The brand identity will establish a cohesive and recognisable image, positioning **NBAP** as a trusted and approachable source of advice and support. By combining strong visual design with clear and inclusive communication, the project will highlight the individual strengths of each member organisation while presenting them as one

collective voice working together to improve the wellbeing of local residents.

The online resource will act as a central hub of information and engagement, showcasing the full range of services provided by **NBAP** and its partners. It will also feature live social media integration, ensuring that updates, events, and news are shared in real time to keep the community connected and informed.

Ultimately, this project goes beyond visual design, it is about creating a lasting and engaging digital identity that enhances **NBAP's** visibility, builds community trust, and communicates the essential impact of its work across North Belfast.

OBJECTIVES

03

The objective of this project is to strengthen **NBAP's** visibility, credibility, and outreach within the North Belfast community. By developing a strong and cohesive brand identity, we aim to position **NBAP** as a trusted, approachable source of advice and support—accessible to everyone who may need its services.

A key focus is to increase awareness of **NBAP** and the vital role it plays in supporting local residents. This includes presenting the partnership in a way that highlights its commitment to helping individuals and families, while fostering stronger relationships with referral partners, community groups, and other organisations across North Belfast.

The project will emphasise trust, professionalism, and inclusivity, ensuring **NBAP's** identity reflects its compassionate approach. By clearly communicating the partnership's impact, we will help the community better understand the breadth

of services **NBAP** offers and the meaningful difference it makes in people's lives. Ultimately, this project will expand **NBAP's** reach, strengthen community connections, and enhance its reputation as a key source of support in North Belfast.

We will bring the brand to life by translating **NBAP's** core values, mission, and personality into a clear and engaging visual identity. Our goal goes beyond aesthetics, it's about crafting a consistent, purpose-driven experience that truly represents who **NBAP** are.

Using a thoughtful blend of colour, typography, layout, and imagery we will create a brand that not only captures attention but builds lasting trust. By presenting **NBAP** in a polished and professional way across all touchpoints, we will establish a recognisable and memorable presence that resonates with the community.

TARGET AUDIENCE

04

Individuals within the community who are in need of help and guidance

- These may include people facing financial hardship, housing issues or other complex challenges. Our goal is to ensure they are aware of the support available through NBAP's network of organisations and feel confident in reaching out for assistance.

Local organisations and community groups that advocate on their behalf such as churches, food banks and schools.

- These organisations play a crucial role in identifying people in need and referring them to appropriate services. Strengthening our connection with these referral partners will help ensure that no one falls through the cracks.

Support including funders

- By raising awareness of NBAP's impact and increasing our visibility within both the community and the wider support network, this project will also enhance our ability to attract support including funders. A clear, unified brand and strong community presence will position NBAP as a credible and essential service provider in the eyes of potential funders, including local government bodies such as Belfast City Council.
- Additionally, it will help engage local representatives and councillors, who play an influential role in advocating for community resources and supporting funding applications. This, in turn, will contribute to the long-term sustainability and growth of our services.

DELIVERABLES

05

Visual identity

- A memorable logo for NBAP
- Brand guidelines document to explain usage of these core elements, such as colour and logo use, to ensure the brand is consistent throughout each platform in the future

Online resource

- Easy to navigate and use simple language
- An online resource section for users
- A referral form for individuals to refer themselves
- An interactive map of the five organisations location
- Photographs of the five organisations
- Step-by-step guide on how to update the website

Social media

- Templates for testimonials, event announcements and updates
- Profile pictures for Instagram and Facebook
- Highlight covers for Instagram
- Facebook cover image

Merchandise

- A5 hard copy guide that will include all of the website content for users who may not have access to the internet or electronic devices
- An infographic guide template to share statistical updates
- A template for five pop-up stands for each organisation with the NBAP branding

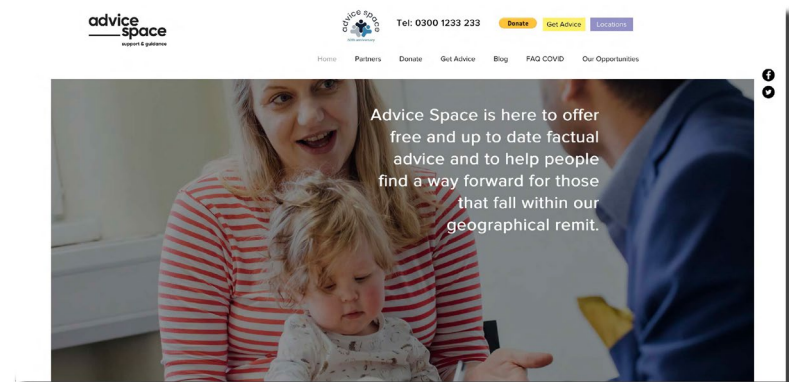
BENCH-MARKING

06

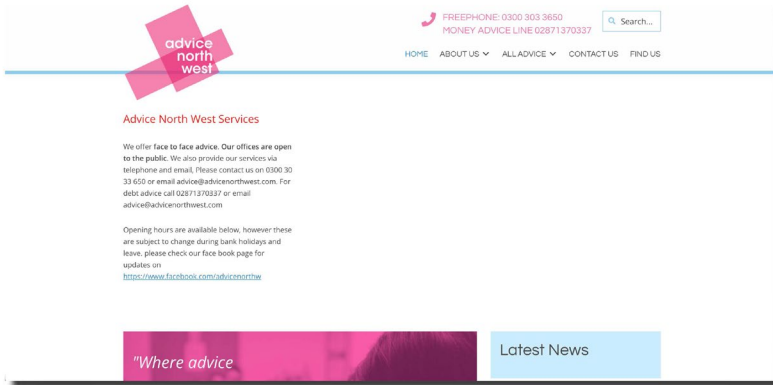
We conducted a comprehensive benchmarking process to evaluate the online presence and service delivery of similar organisations within the community advice sector. This analysis provided valuable insights into the content, design, and digital strategies that most effectively engage the target audience.



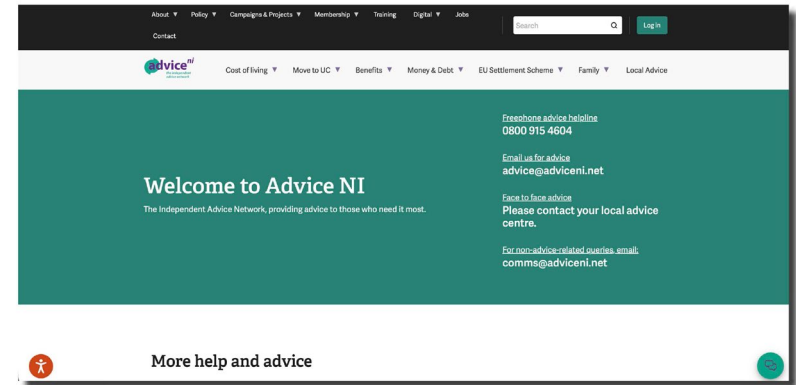
Community Advice Newry, Mourne & Down
→ <https://www.advicenmd.com>



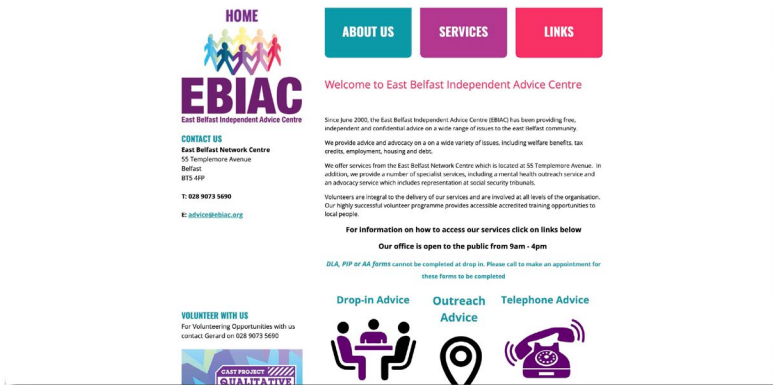
Advice Space
→ <https://www.advicespace.me>



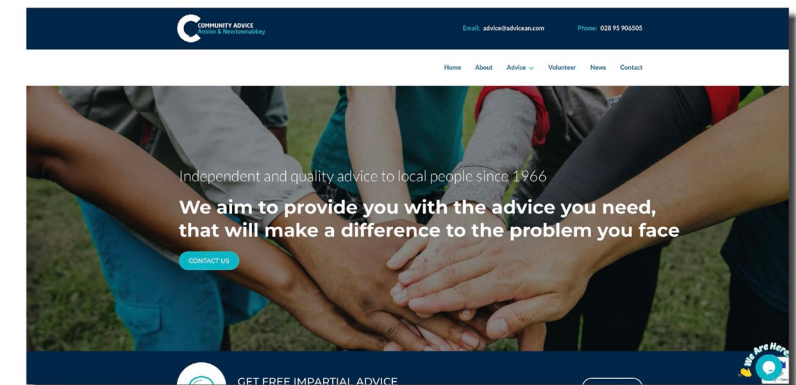
Advice North West
 → <https://advicenorthwest.com>



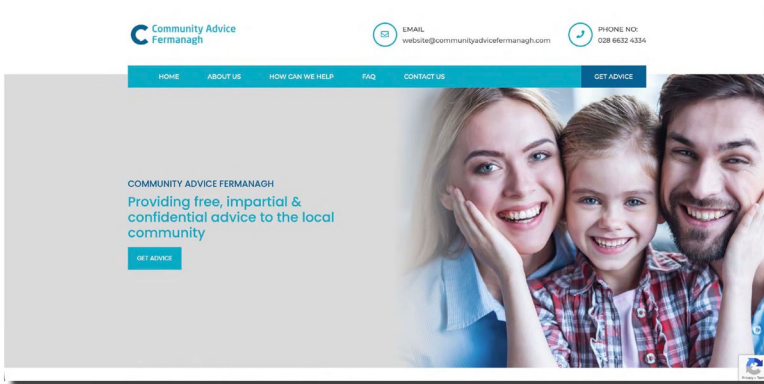
Advice NI
 → <https://www.adviceni.net>



East Belfast Independent Advice Centre
 → <https://www.ebiac.org/welcome-east-belfast-independent-advice-centre>



Community Advice Antrim & Newtonabbey
 → <https://communityadvicean.co.uk>



Community Advice Fermanagh
 → <https://communityadvicefermanagh.com>

Category	Feature	CA Antrim & Newtonabbey	CA Newry, Mourne & Down
First impressions	Aesthetics	Hero image	Uses video to explain services, text heavy
	Identifiable target audience	Yes	Yes
	Identifiable chief aim	Yes	Yes
	Retina (HD ready)	No	No
	Responsive	Yes	Yes
	Content in prime position	Yes	No
	Body text font	Carmen sans heavy	Arial greek
	Logo placement	Top left	Top left
Technical	Book online	No	No
	Content management system	Wordpress	Firebase
	Analytics embedded	Yes	No
Navigation	Primary menu format	Dropdown	Horizontal top menu bar
	Primary menu position	Top horizontal	Top horizontal
	Means of getting to top of page	No	No
	Sitemap	No	No
	Breadcrumbs	No	No
	Contact us	Yes	No
	No. of clicks to contact us	1	None
Content	Explanation of service	Yes on homepage	Yes
	Evidence of outdated content (deadlinks)	No	1
	Social media	No	No
	FAQ section	Yes	No
	Privacy policy	Yes	No
Search	Search	No	No
	Type of search button	No	No
Functionality	Load time	Quick - 0.5 seconds	Quick - 0.6 seconds
	Email subscription	No	No
	Multilingual	No	No
	No. of languages (other than english)	No	No
Accessibility	How many font types	2	2
	Clear & accurate headings	Yes	Yes
	Are links visually distinct	Yes	Yes
	Link underlining	Yes	Yes
	Hyperlink change colour if visited	Yes	Yes
Overall score		65%	50%

Category	Feature	Advice NI	CAC Fermanagh
First Impressions	Aesthetics	Text heavy	Hero Image
	Identifiable target audience	Yes on first page	Yes on first page
	Identifiable chief aim	Yes on first page	Yes on first page
	Retina (HD ready)	No	No
	Responsive	Yes	Yes
	Content in prime position	Yes	Yes
	Body text font	Adelle sans	Latinka medium
	Logo placement	Top left	Top left
Technical	Book online	Yes	Yes
	Content management system	Drupal	Wordpress
	Analytics embedded	No	Yes
Navigation	Primary menu format	Dropdown	Dropdown
	Primary menu position	Top horizontal	Top horizontal
	Means of getting to top of page	No	Yes
	Sitemap	No	No
	Breadcrumbs	No	No
	Contact us	Yes	Yes
Content	No. of clicks to contact us	3	1
	Explanation of service	Yes on homepage	Yes on homepage
	Evidence of outdated content (deadlinks)	No	No
	Social media	Yes	Yes
Search	FAQ section	Yes	Yes
	Privacy policy	No	No
Search	Search	Yes	No
	Type of search button	Dropdown	No
Functionality	Load time	Quick - 0.5 seconds	Quick - 0.5 seconds
	Email subscription	No	No
	Multilingual	No	No
	No. of languages (other than english)	No	No
Accessibility	How many font types	2	2
	Clear & accurate headings	Yes	Yes
	Are links visually distinct	Yes	Yes
	Link underlining	Yes	Yes
	Hyperlink change colour if visited	Yes	Yes
Overall score		56%	61%

Category	Feature	East Belfast, Independent Advice Centre	Advice Space
First Impressions	Aesthetics	Text heavy with no images and few icons	Good balance of text, images and icons
	Identifiable target audience	Yes on first page	Yes on first page
	Identifiable chief aim	Yes on first page	Yes on about us page
	Retina (HD ready)	Yes	Yes
	Responsive	Yes	Yes
	Content in prime position	No	Yes
	Body text font	Fact variable	Low medium
	Logo placement	Top left	Top left
Technical	Book online	No	Yes
	Content management system	Drupal	Wix
	Analytics embedded	No	No
Navigation	Primary menu format	Dropdown	Rollover and click
	Primary menu position	Top horizontal	Top horizontal
	Means of getting to top of page	No	No
	Sitemap	No	No
	Breadcrumbs	No	Yes
	Contact us	Yes	Yes
Content	No. of clicks to contact us	0	1
	Explanation of service	Yes on homepage	Yes on homepage
	Evidence of outdated content (deadlinks)	No	No
	Social media	No	Yes
Search	FAQ section	No	Yes
	Privacy policy	Yes in footer	Yes in footer
Search	Search	No	No
	Type of search button	No	No
Functionality	Load time	Quick - 0.5 seconds	Quick - 0.5 seconds
	Email subscription	No	No
	Multilingual	No	No
	No. of languages (other than English)	No	No
Accessibility	How many font types	2	1
	Clear & accurate headings	Yes	Yes
	Are links visually distinct	Yes	Yes
	Link underlining	No	No
	Hyperlink change colour if visited	No	Yes
Overall score		53%	76%

Category	Feature	Advice North West
First Impressions	Aesthetics	Text heavy with no Images and few Icons
	Identifiable target audience	Yes on first page
	Identifiable chief aim	Yes on about us page
	Retina (HD ready)	Yes
	Responsive	Yes
	Content in prime position	No
	Body text font	Open sans soft regular
	Logo placement	Top left
Technical	Book online	Yes
	Content management system	Wordpress
	Analytics embedded	No
Navigation	Primary menu format	Rollover and click
	Primary menu position	Top horizontal
	Means of getting to top of page	No
	Sitemap	No
	Breadcrumbs	Yes
	Contact us	Yes
	No. of clicks to contact us	1
Content	Explanation of service	Yes on homepage
	Evidence of outdated content (deadlinks)	Yes 1
	Social media	Yes
	FAQ section	No
	Privacy policy	Yes in footer
Search	Search	Yes
	Type of search button	Type
Functionality	Load time	Quick - 0.5 seconds
	Email subscription	No
	Multilingual	No
	No. of languages (other than english)	No
Accessibility	How many font types	3
	Clear & accurate headings	Yes
	Are links visually distinct	Yes
	Link underlining	No
	Hyperlink change colour if visited	Yes
Overall score		71%

BENCH-MARK FINDINGS

07

As a team we implemented an in-depth benchmarking exercise to assess how similar organisations within the community advice sector present themselves online and deliver their services. This evaluation offered important insights into the types of content, design choices, and digital strategies that successfully attract and engage their target audiences. Key organisations identified include Community Advice Fermanagh, Community Advice Antrim & Newtownabbey, Community Advice Newry, Mourne and Down, Advice NI, Advice Space, Advice North West and East Belfast Independent Advice Centre.

Through our benchmarking process, we found that Advice Space performed strongly, achieving a score of 76%. This was largely due to its inclusion of features not commonly found on other sites, for example, a good balance of text, images, and icons, which we will ensure is in our online presence. The Advice North West website featured a type-in search function, which we also plan to incorporate into our own site

to help users quickly find what they need. Many websites we reviewed demonstrated good practices. Common strengths included a clearly defined target audience and chief aim presented on the landing page and clear service descriptions. Most sites were also responsive, Retina (HD) ready, and had quick load times. They typically used a number of font styles and clear and accurate headings.

Furthermore, introducing a referral form would provide visitors with a simple and confidential way to refer themselves or others such as friends, family members, or colleagues who may benefit from NBAP's support services. This addition would not only strengthen engagement but also make the process of seeking help more inclusive.

From these findings, we understand the importance of using high-resolution images to ensure fast load times. Our site must be responsive and accessible across all devices, especially since our audience may not always have access to high-end technology.

TONE, MESSAGE & STYLE

08

Tone

The tone of the **NBAP** website should be friendly, supportive, and reassuring, while maintaining a strong sense of professionalism and trustworthiness. Visitors should immediately feel welcomed and confident that they are in the right place to receive guidance and assistance. The language used will convey empathy, understanding, and approachability, reflecting the organisation's commitment to supporting individuals within the community. By avoiding overly formal or complex language, the website will remain clear and accessible to all users, regardless of background or literacy level.

As part of this project, **NBAP** will undergo a comprehensive rebrand to modernise its image and strengthen its connection with the local community. This rebrand will include the creation of a new website designed to be visually appealing, easy to navigate, and reflective of **NBAP**'s values. Additionally, the establishment of an active

Facebook presence will help extend the organisation's reach, allowing it to share updates, promote services, and engage directly with clients in a more accessible and familiar digital environment. Together, these efforts will give **NBAP** a strong, cohesive online presence that enhances both visibility and community engagement.

Message

The overall message of the **NBAP** should convey that they are a trusted, approachable, and community-driven source of support for individuals seeking advice on a wide range of local issues.

The site should reflect the organisation's strong commitment to serving the North Belfast community, ensuring that every resident feels represented, valued, and supported. **NBAP** aims to provide accessible, confidential, and practical assistance to anyone in need, regardless of background or circumstance.

The messaging should also emphasise inclusivity, equality, and local belonging, reinforcing that **NBAP** is here for everyone in North Belfast. By showcasing real community impact and a genuine understanding of local challenges, the website will help build trust and connection with users. Ultimately, the goal is to create a platform that empowers individuals, simplifies access to vital resources, and promotes the overall wellbeing and unity of North Belfast.

Style

The visual and written style of the online resource should be clean, approachable, and easy to navigate, presenting a professional image that reflects the voice and values of **NBAP**. The layout will feature intuitive menus and clearly visible contact options such as phone numbers, email links, and enquiry forms, making it straightforward for users to reach out for support. Recognisable icons and clear headings will guide visitors

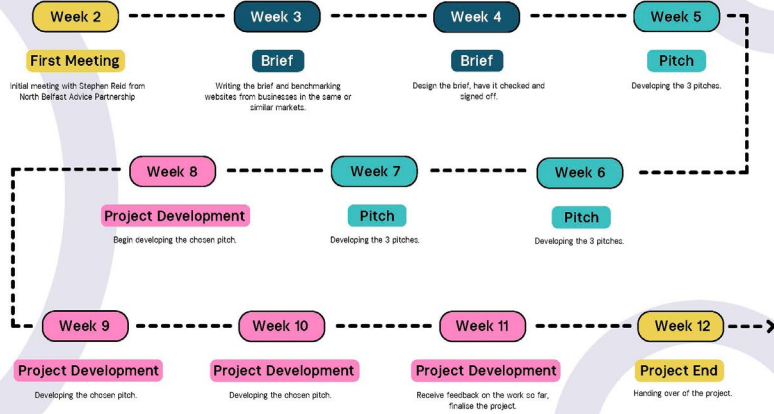
naturally through the online resource, helping them find what they need quickly and confidently.

The overall mood should feel friendly, supportive, and reassuring, creating a sense of trust and belonging while maintaining professionalism. Colours and imagery will be warm, inclusive, and community-focused, reinforcing **NBAP**'s approachable and trustworthy character. All written content will use plain and simple English in a relatable voice, ensuring that information is clear, compassionate, and easy for everyone to understand.

This style directly emphasises **NBAP**'s core message of accessibility, inclusivity, and community support. By combining professional presentation with a warm and welcoming tone, the design and content will communicate that **NBAP** is both reliable and approachable, reflecting its mission to provide practical help and reassurance to those who need it most.

TIMELINE

09



BUDGET

PRODUCT BUDGET CHART

Type	Quantity	Duration	Cost
Spiral books	100	N/A	£180
Leaflets	500	N/A	£72.42
Bus stop poster in Belfast	1	2 weeks	£362
Bookmarks	200	N/A	£23.74
Business cards	250	N/A	£14.69

WORDPRESS BUDGET CHART

Type / Tier	Cost per month	Cost per year	Features
Personal	£4	£48	Custom domain, remove ads, access more built-in themes, basic support and moderate storage
Premium	£7	£84	All personal features + more design tools, accept simple payments, extra CSS and more storage
Business	£20	£540	Install plugins, upload custom themes, advanced SEO, remove WordPress branding and larger storage
Ecommerce (Highest Tier)	£45	£540	All business features + full ecommerce tools, payments from multiple regions and store management
Self Hosted / Premium Theme	£40	£160	Lets you use advanced design features, updates and support; you must still pay for hosting, domain etc.

PLUGIN BUDGET CHART

Plugin / Type	Cost per month	Cost per year	Features
Social sharing / buttons (eg. social warfare / novashare)	£750	£89.80	Adds social share buttons, counts, customization and share analytics
Smash balloon (social feed plugin)	-	£38	Displays Instagram / Facebook / other social feeds on your site, feed customization and moderation
WP-Optimize premium	£4.90	£58.80	Caching, database cleanup, image compression and performance tools
Embedsocial	£48	£576	Social media aggregations, reviews, widgets and social media publishing tools
Feed them social premium	-	£37	Display social feeds (Facebook, Instagram etc.)

Our design team is made up of Aimee Adair and Rachel Johnston, who will be supervised by Claire Mulrone and Darren Berkland. Both members of the team bring a unique set of skills gained through both university studies and hands-on experience in the creative industry. Work will be distributed evenly, maintaining a balanced and collaborative workflow across the team.



Aimee Adair

→ Graphic Designer & Website Developer
→ Bubbly & Ambitious
adair-a10@ulster.ac.uk



Rachel Johnston

→ Graphic Designer & Social Media Manager
→ Energetic & Artistic
johnston-r63@ulster.ac.uk

Claire Mulrone

→ Project Manager
cm.mulrone@ulster.ac.uk

Darren Burkland

→ Creative Director
d.berkland@ulster.ac.uk

THE TEAM

03

Idea Generation

Research

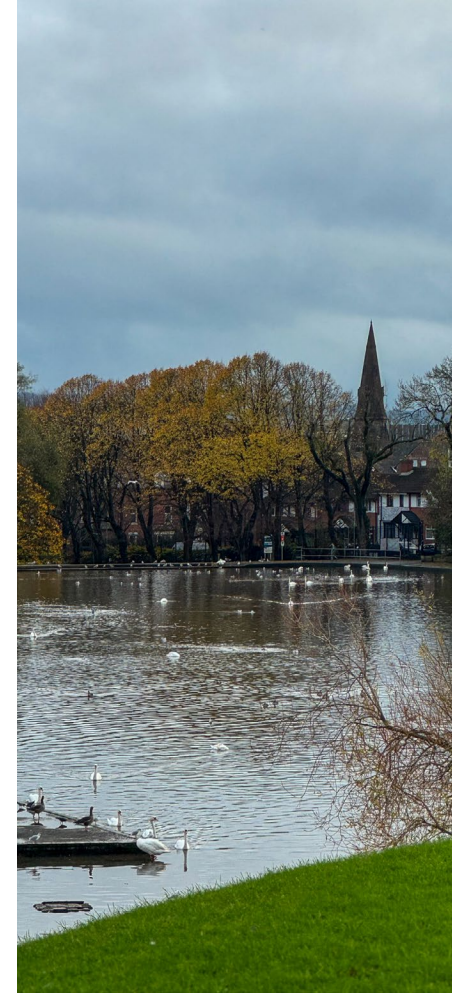
To begin the design process our team thought that it would be beneficial to go to North Belfast and get inspiration from our surroundings and from places that local residents would recognise. As Gibson (as cited in Ingledew, 2014, pp. 11) says, "You should, as a creative person, constantly experience as much as you can so that when a brief comes you've got some inspiration already. The whole world gives you stuff to call on. Immerse yourself in the world of culture - both high and low." We thought that by going out to different places around North Belfast we could immerse ourselves within the project and gather inspiration from the real world that relates to the brief.

We started off by visiting Waterworks, the largest pond in North Belfast, where we became inspired by the colours of the scenery and the wildlife there. Next we went to Crumlin Road Gaol which had lots of beautiful architecture. I was particularly drawn to the shape of the bricks and of the windows. Finally, we visited Belfast castle. This location had an amazing view over all of Belfast.

There were so many different textures and shapes to be inspired by here. We realised that there is a lot of water features around North Belfast like ponds and the river and felt inspired by this to create a logo to do with water and wild life.

After we visited the well-known sites in North Belfast we also headed to some of the five partner organisations of NBAP to see what they looked like as well. We found them very easy to find and thought that they all looked welcoming from the outside, but also needed a unified brand to show that they all worked together.









Initial Ideas

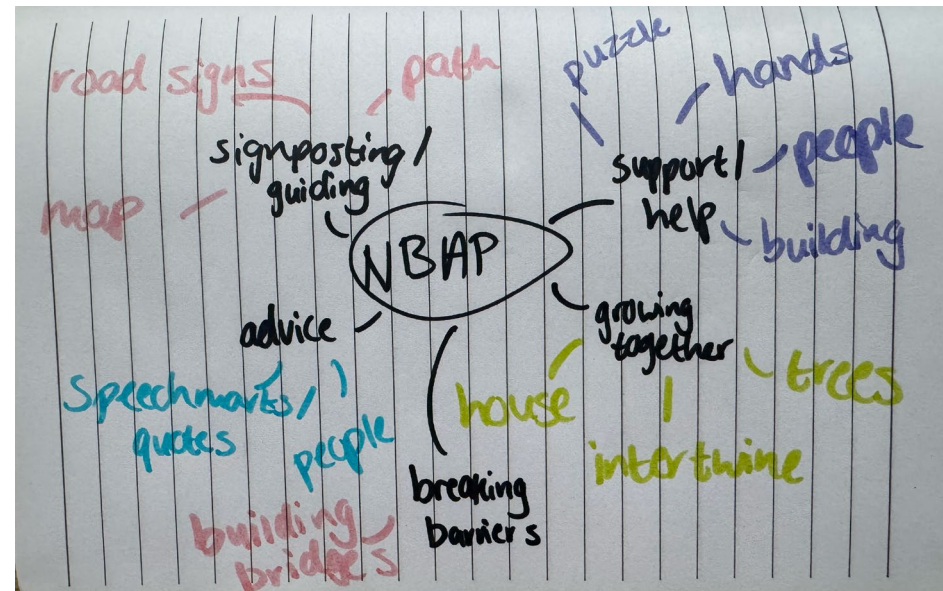
To begin the design process I started to brainstorm ideas about how I could embody what North Belfast Advice Partnership does into a visual identity. According to Bonnardel & Didier, 2020, "brainstorming is structured by four rules; 1) generate as many solutions as possible; 2) defer judgment about solutions until the end of the generating session; 3) try to come up with original ideas; and 4) combine and build on existing ideas." I found that by brainstorming ideas I could build upon these to get to my final outcomes.

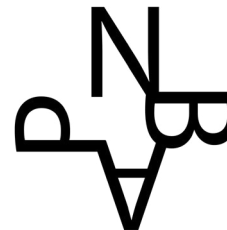
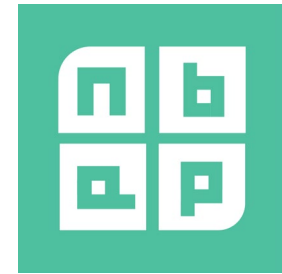
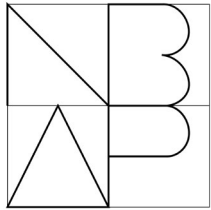
The keywords from my brainstorming that came to my mind when I thought of NBAP were;

- advice
- support/help
- signposting/guiding
- breaking barriers
- building connections
- growing together

After I had decided on these key themes I started to think about how I could visualise them into a logo by creating a mind map. I really liked the idea of building connections and people coming together to help one another, and visualising this through puzzle pieces coming together or a bridge to show the connection between two things.

I then did some research on Pinterest and made quick sketches in Illustrator using these potential concepts. These were just rough sketches to get my ideas on to paper and to see if I could develop any of them further. I wanted to get as many ideas out of my head and onto the page before I overthought them. I think that it works well for me to get all of my ideas out so that I can visualise them and build on them further.





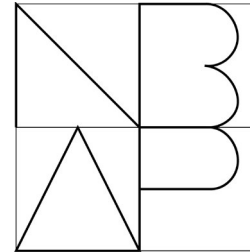
Concept One

After doing some initial sketches, Aimee and I discussed these different themes and decided on three key themes that we would base each design around. This was to ensure that we had three different designs to create so that we weren't doing the same concept, and so that we were able to show NBAP three very different designs to give them a variety of choice.

One of the three themes that Aimee and I had decided for our concept was to use puzzle pieces in some way. We liked this idea because it showed different pieces coming together to create one big picture. This could show how each of the five organisations within NBAP come together to provide a shared service to the North Belfast community.

I thought about joining four puzzle pieces in a square and adding the letters NBAP within each puzzle piece. I tried this a few different ways but was sort of stuck on how to improve upon my initial sketches, something just wasn't right.

Then, I had found one image on Pinterest of the letter 'P' and how it was two puzzle pieces together to form the shape of the letter, and I thought that this was a good idea if I could do the same thing with the letters 'N', 'B' and 'A' to spell NBAP.



Concept One

I used the same puzzle configuration of the letter 'P' from the image I found on Pinterest and then I duplicated this four times as I realised that the curve in the letter 'P' could be used in all of the other letters. By using the same configuration for the rest of the logo it also helps to keep it consistent.

I flipped the stem of the letter 'P' upside down to create the letter 'B', and then I flipped this horizontally and cut off the stem to create the letter 'A'. Once I had the letter 'A' I rotated it 90° to create the letter 'N'. While doing this I made sure to keep every letter the lowercase version because I feel that this makes the logo look less bold and more friendly and welcoming, which is what NBAP want to convey. It makes people more likely to come to them for help and advice.

I showed this design to Darren and Claire in one of our crit sessions and they liked this logo idea but thought that some of the letters were difficult to distinguish, particularly the 'N' and the 'A'. Darren suggested making small adjustments such as adding a very short stem on the 'N' and cutting out a small bit of the 'A' to make them more recognisable. When making these adjustments I made sure to keep the changes aligned with the rest of the logo. These changes made a very big difference to the logo and I felt that it now looked like the letters NBAP.

Once I had decided on the shape of the letters I made a few further refinements such as the width of the stem as I had realised that some were thicker than the others. I also rounded off a few of the points and adjusted the spacing between the letters so that they were all the same. These small tweaks made the logo look more professional and I began really loving this outcome.



Concept One

After I had finished the design of the logos I wanted to experiment with a colour palette. The initial colours I used were just bright colours that I liked with the darker version of them for the stem. Although I did like these colours I wanted to try many different variations to see if it could look better.

Darren had suggested trying a process that he had used which was keeping the same saturation and brightness for each colour and just adjusting the hue each time. This was so that each colour tone would match but be slightly different. I tried this technique a few times and ultimately thought that the original colours used was my favourite, but I enjoyed experimenting with different techniques.

I also tried using primary colours, greyscale variations and using only two colours but still preferred the original colours. I liked that each letter used two different shades of the one colour and thought that they all went well together. Therefore I decided to work on these colours and brighten them up slightly so that they weren't as dull.

I was glad that I experimented with different colours so that it could solidify that these were the best colours for the logo. They were bright and fun which set them apart from other advice organisations and also makes them more approachable.



Concept One

After I had come to a conclusion on the logo spacing and the colours, I trialled a few different fonts to use for the text. I wanted to find a font that complemented the logo typeface and balanced out the 'funness' of the logo itself. I used the full name of North Belfast Advice Partnership and the colour black as I felt this was the best choice and it went with all of the colours of the logo.

I used the following fonts;

- Nura Normal
- RL Aqva Black
- Quicksand Bold
- School Teachers Regular
- Poppins SemiBold
- Baskerville SemiBold

I felt that these fonts offered a range of different styles and each created a different feel for the overall logo. Ultimately I decided on using Poppins SemiBold as I felt this was a simple font that paired nicely with the logo itself. The letters in this font also matched the same shape as the letters I had designed. If you look at the letter 'A' in particular you will notice the similarity.

I felt that a simple font was the best choice for this logo, because a bold, funky font would bring the attention away from the logo itself, which I didn't want to do.



Concept One

After I had decided on the typography for the logo I wanted to try a few more variations to see if there were any secondary or submark options for this logo. It is good to give the client / community partner multiple variations as some may suit different applications better than others, for example, a submark logo may fit a profile picture better than the primary logo.

I played around with the layout and orientation of the letters, putting the 'N' and 'B' at the top and then the 'A' and the 'P' below these in a square. I made sure to keep the same amount of space between each of the letters and aligned them to each other.

I really liked this and thought it would work well as a submark. I tried this version with the text at the side and also below the logo to see how this would look too. I liked how these looked as well and thought that I will show these to NBAP in the pitch meeting to see which one they preferred. However, the logo could work itself without any text as it does already say NBAP.

I also asked Aimee what she thought about this design and she really liked it too as it used our puzzle idea that we both thought of together.



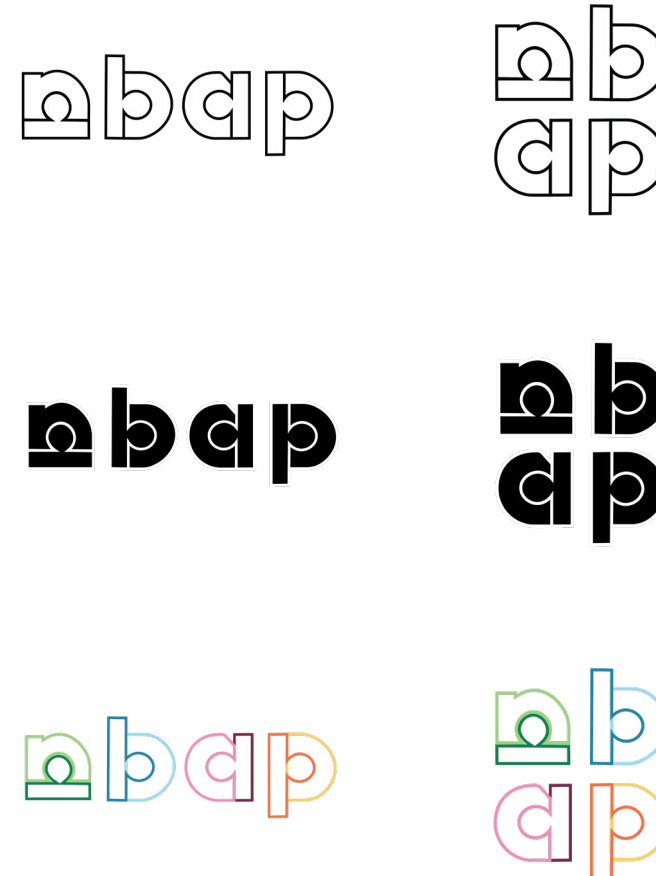
Concept One

Finally, once the primary logo and submark logo was finalised I thought about how it would work on different coloured backgrounds and different outputs.

I thought that a black and a white version would be good to provide so that it can be used on both light and dark backgrounds. However, once I had changed the colours to all white and all black, it got rid of the lines that made the logo look like puzzle pieces and just blurred it into letters. Therefore, to overcome this I decided to try adding a stroke to each puzzle piece so that they could still be seen. This worked really well and still kept the shape of the logo. I used a black fill with a white stroke and vice versa so that the lines would show up on different backgrounds.

I liked this design so much that I removed the fill of the logo and used the same bright colours from the primary logo for the stroke colours. This allowed me to show NBAP another variation of this logo and how it could be used on different coloured backgrounds.

I thought that this logo gave NBAP a fun option which was bright and colourful, as we wanted to make sure and give them many different logos to be able to choose from.



Concept Two

After I had finished with the puzzle logo concept I decided to move on to another idea. Aimee and I decided on the idea of a support network and a safe place for people to come to.

The first thing that came to my mind was to do a house. A house symbolises a safe space, which will be the NBAP location, where people can access confidential advice.

I thought about different ways to illustrate a house and did a few sketches in Illustrator. I still liked the idea of things coming together like the puzzle pieces but maybe will building blocks this time to show the outline of a house. I also tried incorporating a house shape within the NBAP letters but found this very difficult and not as sleek as the other designs.

Once I had created a few designs, I was still uncertain on this concept. I thought about adding an element to the house idea by adding people into it somehow. The bottom two logos show two people holding hands in an arch whilst also creating an outline of a house underneath them. I thought that this looked very cool but was a risky design because it was similar to an offensive symbol and some people may not like this so I decided to try another idea and I could come back to this if I struggled with others.



Concept Two

I wanted to try a different logo design that used symbolism of Belfast so that it was recognisable to people within North Belfast. I did some more research into well-known places and the different symbols of Belfast.

I found that it is famous for the Titanic and also it's harbours and docks. The symbol of Belfast is a seahorse, which I thought was interesting as it had significant meaning to people in Belfast. I tried a few sketches on a seahorse by itself and also within the letters of NBAP and found that it was very similar to the logo for the Grand Central Hotel in Belfast and was perhaps to niche for people to understand as it didn't really say what NBAP do.

I researched further and found that well-known places specific to North Belfast were Cavehill, Belfast Castle, the Waterworks and the Crumlin Road Gaol, some that Aimee and I had visited earlier. I thought about different ways I could incorporate some of these well-known places into a logo for NBAP. I tried adding a mountain into the letter 'N' and also adding a bridge to symbolise the Waterworks.

Ultimately none of these sketches were looking like actual symbols and I had felt that none really spoke to who NBAP are so I decided to scrap these ideas and try a different route.



Concept Three

Even though I wasn't set on any of the sketches I had done, they led me to the idea of using a bridge for the logo. I thought that this was the perfect symbol of connecting two places together, acting as a link between two things. I also thought that this was clever as there is the Queen's Bridge in Belfast that local residents would know about and understand the reference.

I sketched a few ideas and liked the idea of the bridge arching over the words North Belfast Advice Partnership. I also tried to incorporate icons of people to act as the support beams of a bridge. I really liked this idea but was still unsure of my first design.

Additionally, I tried to incorporate a bridge into the letters of NBAP and used the horizontal line of the 'A' to act as a bridge by adding a curved line underneath it.

I showed these designs to a few people to see if they could tell what they were meant to be and a lot of them struggled to distinguish that they were a bridge. This made me second guess these logos and therefore made me want to try again as they liked the concept but felt that I could do better. In hindsight, this was invaluable advice because without getting the advice of others sometimes we can't see what is right in front of us.



Concept Three

I tried a different bridge design by using the letter 'N' as the arch of a bridge and by adding a line through it to look like the rest of the bridge. I added the words North Belfast Advice Partnership below the arch and aligned this to the end of the line.

I really like this idea because it was simple yet effective. I brought this design to our next crit session with Claire and Darren to get their advice as I knew it still wasn't how I wanted to be. They said that they liked the concept and thought that it would work very well for NBAP but that the logo itself still wasn't clear. The letter 'N' looked a bit like an 'A', so they suggested trying different ways to show the letter 'N'.

I appreciated this feedback as I agreed with them and it forced me to try different variations of the logo. First I started by using the original version but by cutting a bit off of the top of the letter to make it look more like an 'N'. I still wasn't sure of this so I tried many different fonts to see what they looked like.

A lot of the fonts made the letter look out of place and didn't connect properly to the rest of the logo, apart from one which I found looked like an arch of a bridge and also couldn't be mistaken for any other letter than 'N'. This font was RL Aqva Black and is the bottom left logo beside here.



Concept Three

Once I had decided on the font I had liked I tried different variations of this, such as with a white outline on the line to make it stand out a bit more from the letter, or by adding a brick pattern on top of the logo to make it look more like a bridge. I also tried using the colour of bricks to see what this would look like.

Ultimately, I didn't like any of these variations and preferred the original one. However, something still wasn't sitting right with me with this logo. I found it quite boring and wanted to push myself to come up with something more exciting and that speaks to what NBAP do.

I also showed this logo to Darren and Claire in another crit session and they agreed with me that it was a good logo but could be better. Darren even commented that it looked like a logo that an airport would have. This was hard to hear as I had put a lot of work into this design but I knew he was right and the logo wasn't 100% yet.

Upon reflection I was glad that I had tried so many different variations of this concept because I knew that I loved the idea and what it would say for NBAP, that they are the connection to helping people get advice and they provide support for them. I knew that I wanted to stick with the idea because I believed in it.



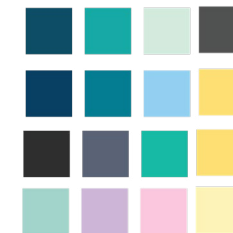
Concept Three

When I was researching more logo design inspiration on Pinterest I came across a bridge that used lines and rectangles to create a shape of a bridge. I really liked this idea and thought about how well it would work for NBAP as it was simple but had lots of components that made up the one logo.

I decided to recreate this logo and to add my own twist to it. I used four arches that included five pillars, one to symbolise each of the partner organisations within NBAP. I used a mixture of vertical and horizontal lines and rectangles to create pieces of the logo. I then added the words North Belfast Advice Partnership underneath it and aligned each end to the start and finish of the logo.

I really liked how this design turned out but wasn't set on a colour scheme. I had started with a variety of bright colours but thought that this made the logo look childish. Therefore, I focused more on professional looking colours such as dark greens, blues and yellows.

I tried four different shades of blue because I thought that these looked professional but they also could tie the logo back to water and to the Waterworks in North Belfast. I was very happy with the final outcome and decided to get Darren and Claire's advice, as well as Aimee's as her opinion was equally as important.



Concept Three

Darren and Claire really liked this logo but suggested trying other variations to ensure that this was the best one for NBAP. Aimee also really liked this idea and thought that it was different than any other advice organisation she had seen whilst researching them.

I tried using the abbreviation NBAP underneath the logo but felt that to align the text with the logo, the letters would end up being too big. I also thought that these just looked out of place underneath the logo and didn't match together very well.

I also tried a submark version of this logo that can be used in different applications. I tried adding the full words of North Belfast Advice Partnership to the side of the submark and also adding the abbreviated version underneath and to the side of the logo as well. I felt that these looked sort of odd and out of place and felt like the submark didn't need any text, but figured that it would be good to show NBAP to see what they thought.

Overall I was very happy with how this concept came out and felt that it was very fitting for NBAP. Darren had said that he thought NBAP would choose this logo because it was more professional than my other options and was also flexible with its many different elements.



04

The Pitch

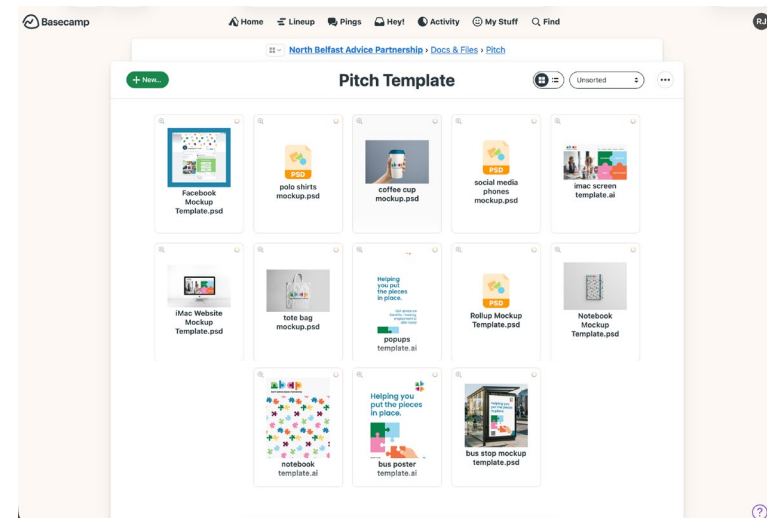
The Initial Pitch

I made an initial template for the pitch document with the page numbers and titles on each page and showed this to Aimee to see what she thought. We both agreed that it was good as it was simple and clearly showed to the clients what each design could deliver. So I sent this document to Aimee to use so that once we added all three ideas together that the pitch document would look consistent throughout.

Aimee and I also worked together to find mockups of each of the materials we wanted to showcase to NBAP and sent these to each other to ensure we used the same ones also. This just meant that it would be easier for NBAP to decide which idea they liked as they could visualise what each of them would look like on the same output.

I had chosen to use my bridge design and Aimee had chosen to do her people design, then we both decided collectively that we wanted to put forward my puzzle design as well as we both loved this idea.

We also liked the fact that each concept was very different therefore we were offering NBAP a range of ideas to choose from. One had used just the full North Belfast Advice Partnership, whereas the other two had used the abbreviated version.



My bridge design

LOGO1

1

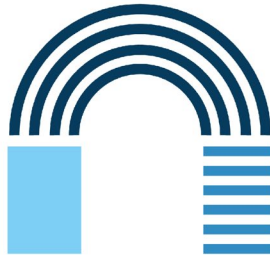


Bridge Concept

Our team created this brand identity to communicate that North Belfast Advice Partnership (NBAP) are the bridge to helping local residents overcome challenges. The bridge concept conveys the vital support network NBAP provides to local people. It also shows how NBAP foster relationships and connections within the community across North Belfast. The bridge acts as a symbolic representation of NBAP's role in linking individuals to essential advice services, strengthening community relationships, and creating pathways to better outcomes.

We took inspiration from Waterworks, the largest pond in North Belfast, which serves as a symbol of local identity. The incorporation of this aspect allows us to create a design that resonates with the locals. To reinforce the unity of the partnership, the brand uses five distinct colours, each represents one of the NBAP member organisations. By using this approach, the partnership's combined power, shared purpose, and cooperation is clearly demonstrated.

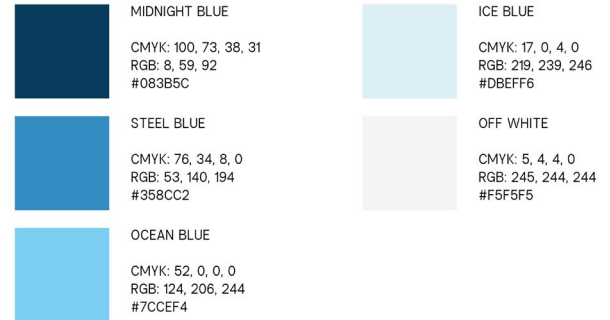
This design is flexible because of the many shapes and colours used. These design elements can be manipulated throughout the identity to create many different looks, whilst adhering to the brand guidelines. For example, 3 blue lines can be used to create a wave of water, thus tying the identity back to the bridge concept.





COLOUR PALETTE

8



GREYSCALE VARIATIONS

7



COLOUR PALETTE

9



PRIMARY TYPEFACE

Hagrid Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

SECONDARY TYPEFACE

Vayu Sans Semi Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

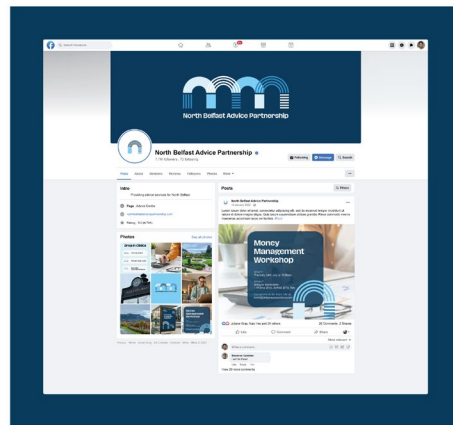
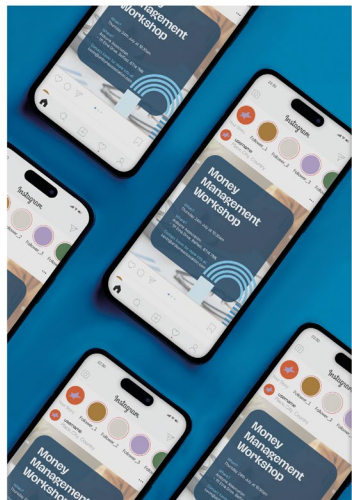
North Belfast Advice Partnership

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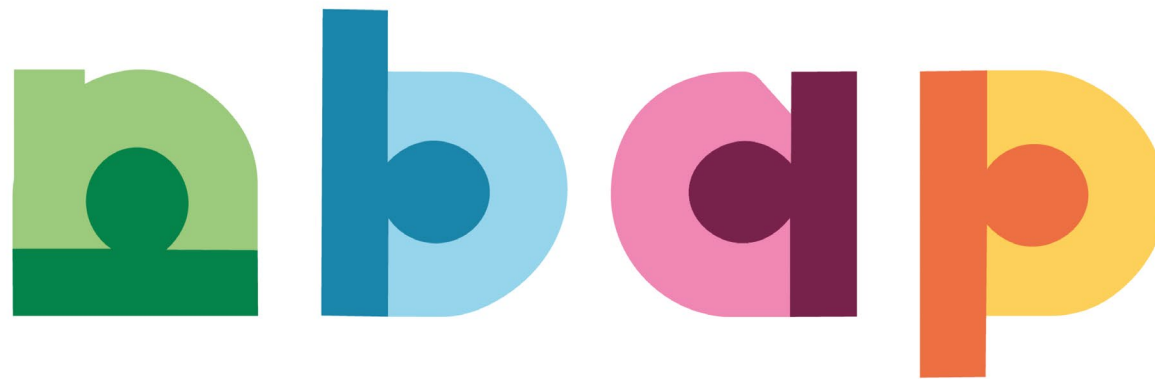




My puzzle design

LOGO 2

18

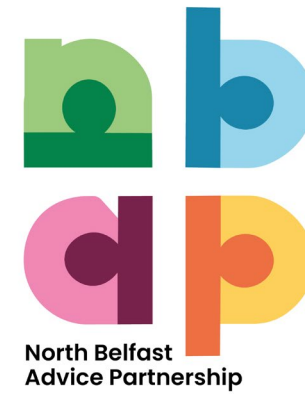


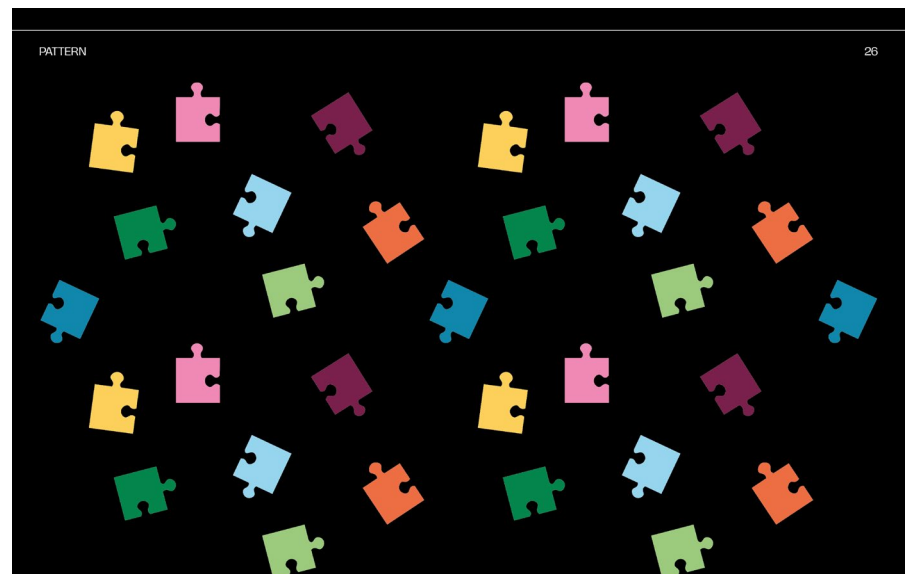
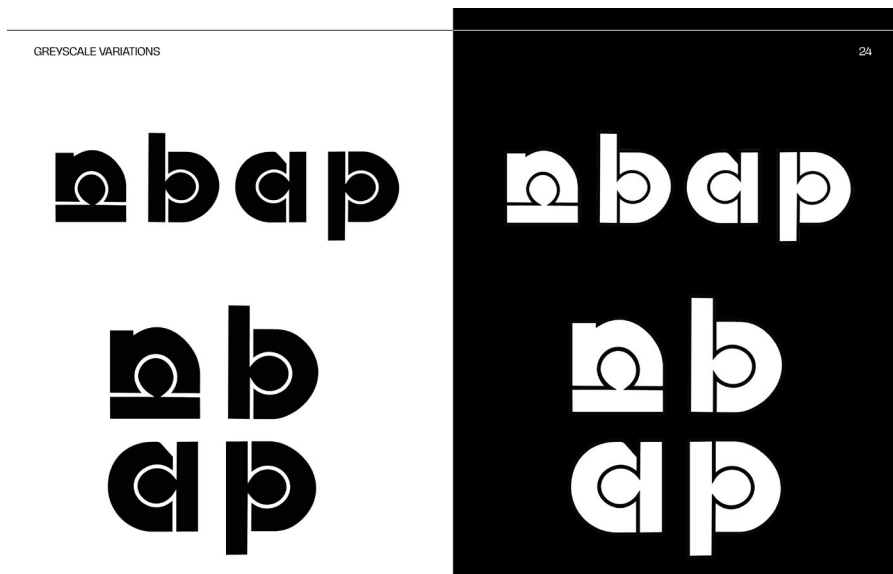
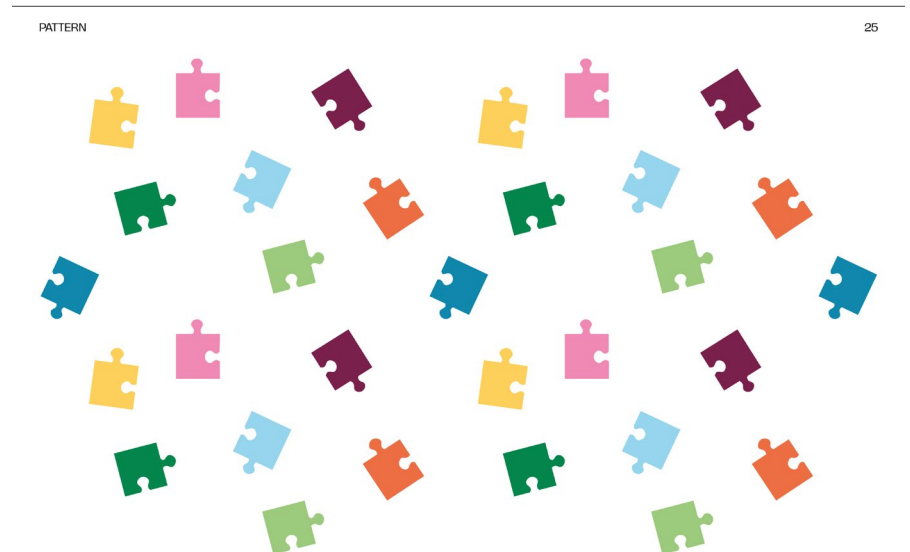
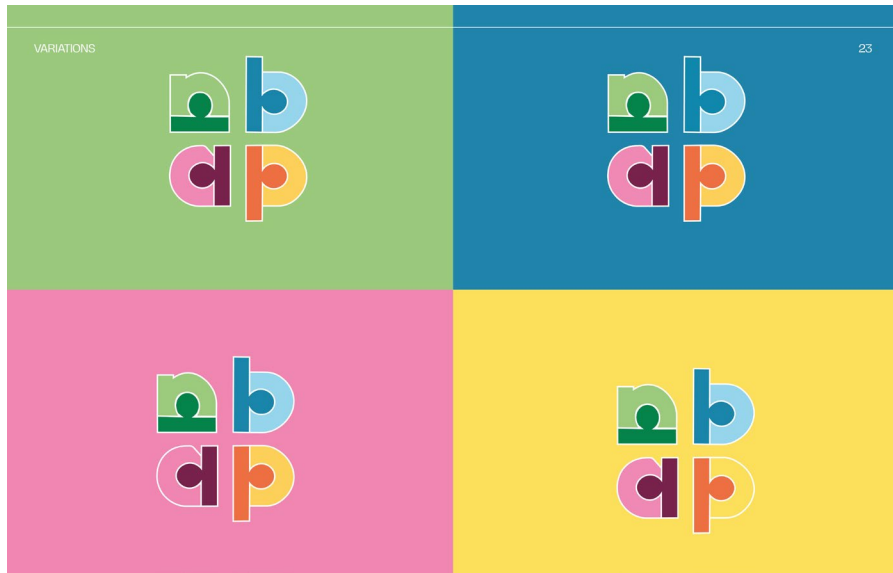
North Belfast Advice Partnership

Puzzle Concept

With this logo, our team wanted to develop a brand identity that unites all five organisations within North Belfast Advice Partnership (NBAP). We wanted to demonstrate how NBAP's collaborative approach delivers essential advice, guidance and community support. By using individual puzzle pieces, it highlights the unique skillset of each partner whilst also illustrating their shared connection and commitment to North Belfast. It presents them as one collective voice working together to improve the wellbeing of local residents. Just like a puzzle, these pieces come together to create one picture, or in this case a brand.

This concept uses a variety of colours to reflect the diverse community of North Belfast. We wanted the colours to create a friendly and approachable feel, therefore we used 4 bright colours and 4 darker variations of these to ensure it looked professional as well. We also used lower case letters to emphasise this feel.





	SAGE GREEN CMYK: 46, 0, 63, 0 RGB: 155, 206, 125 #9BCE7D		BUBBLEGUM PINK CMYK: 0, 60, 3, 0 RGB: 240, 135, 178 #F087B2
	FOREST GREEN CMYK: 86, 23, 87, 8 RGB: 3, 131, 73 #038349		DEEP BURGUNDY CMYK: 41, 94, 34, 37 RGB: 120, 33, 75 #78214B
	PALE BLUE CMYK: 45, 0, 7, 0 RGB: 148, 212, 235 #94D4EB		BRIGHT ORANGE CMYK: 0, 67, 76, 0 RGB: 238, 112, 66 #EE7042
	OCEAN BLUE CMYK: 52, 0, 0, 0 RGB: 124, 206, 244 #2084AA		BUTTER YELLOW CMYK: 1, 20, 72, 0 RGB: 253, 207, 92 #FCD15C

	SAGE GREEN CMYK: 46, 0, 63, 0 RGB: 155, 206, 125 #9BCE7D		BUBBLEGUM PINK CMYK: 0, 60, 3, 0 RGB: 240, 135, 178 #F087B2
	FOREST GREEN CMYK: 86, 23, 87, 8 RGB: 3, 131, 73 #038349		DEEP BURGUNDY CMYK: 41, 94, 34, 37 RGB: 120, 33, 75 #78214B
	PALE BLUE CMYK: 45, 0, 7, 0 RGB: 148, 212, 235 #94D4EB		BRIGHT ORANGE CMYK: 0, 67, 76, 0 RGB: 238, 112, 66 #EE7042
	OCEAN BLUE CMYK: 52, 0, 0, 0 RGB: 124, 206, 244 #2084AA		BUTTER YELLOW CMYK: 1, 20, 72, 0 RGB: 253, 207, 92 #FCD15C

TYPEFACE

Poppins Semi Bold

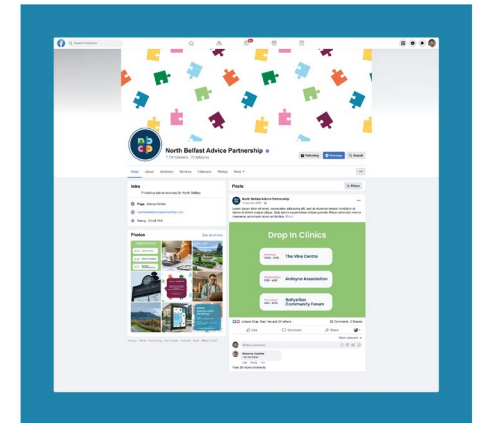
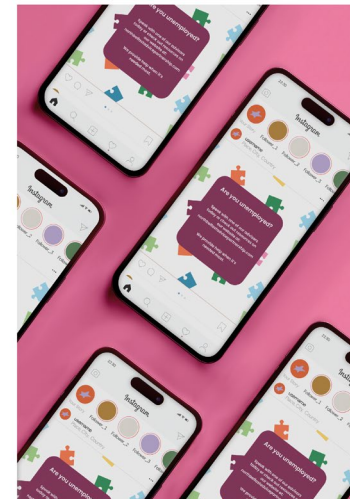
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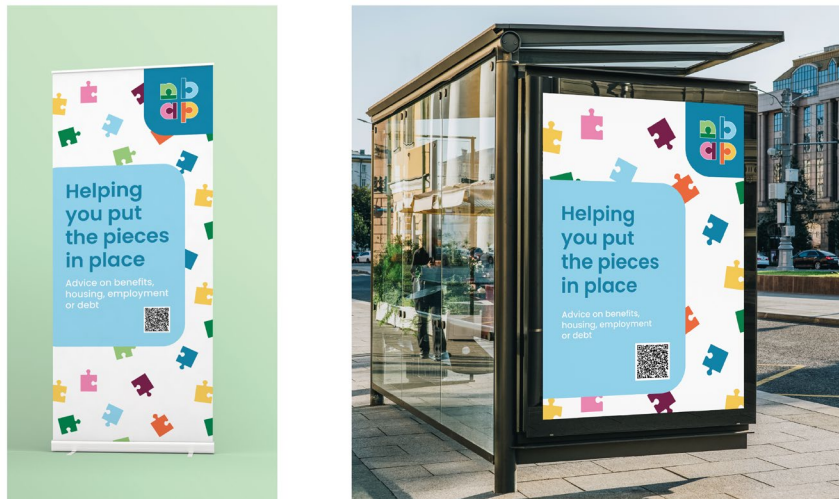
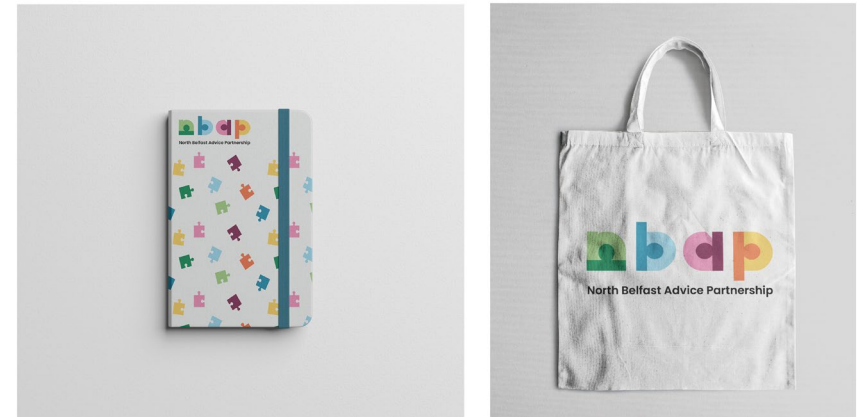
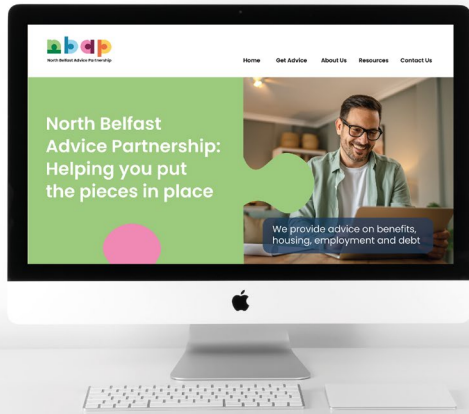
North Belfast Advice Partnership

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Curabitur tincidunt malesuada leo, in vulputate turpis pellentesque sed. Mauris efficitur magna nec mauris ornare, vitae laoreet neque dictum. Maecenas facilisis ultricies urna eu luctus. Aenean lacinia quam in lacus vestibulum rutrum. Suspendisse potenti. Nullam sollicitudin auctor justo in euismod. Vestibulum sit amet erat curs Curabitur molestie ornare maximus. Vivamus.







Aimee's people design

LOGO 3

37



**North Belfast
Advice Partnership**

People Concept

The concept behind this design is to communicate NBAP's supportive position in the North Belfast community through a visual identity that is welcoming, inclusive, and approachable. The abstract characters within each letterform are designed to represent people from all walks of life, symbolising openness, diversity, and connection. Their lively yet polished look makes the design more welcoming to the target audience while maintaining a credible tone. The use of five distinct colours represents the five organisations that make up the partnership, highlighting unity within diversity and emphasising how each contributes to the shared goal of helping the local community.

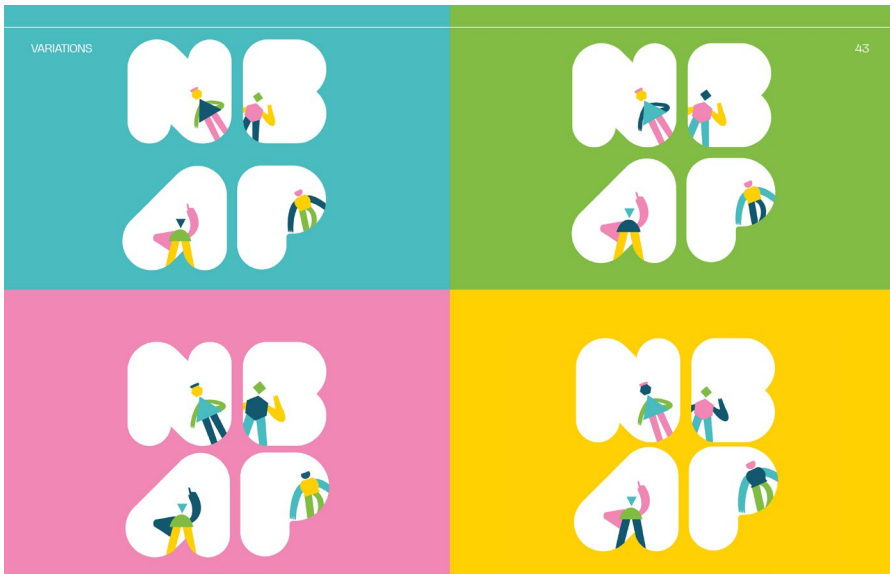
I designed the characters so they could also function as representative mascots for NBAP. Their simple, friendly forms make them memorable and adaptable, allowing them to guide users through key areas of the webpage in an approachable way. By incorporating these characters into navigation and call-to-action elements, the design enhances clarity, supports accessibility, and strengthens NBAP's welcoming identity across its digital presence.








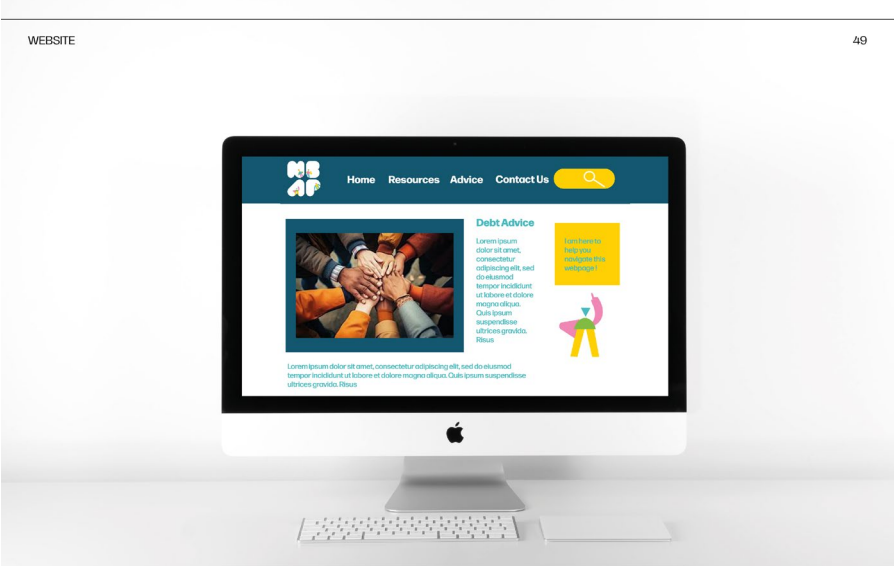
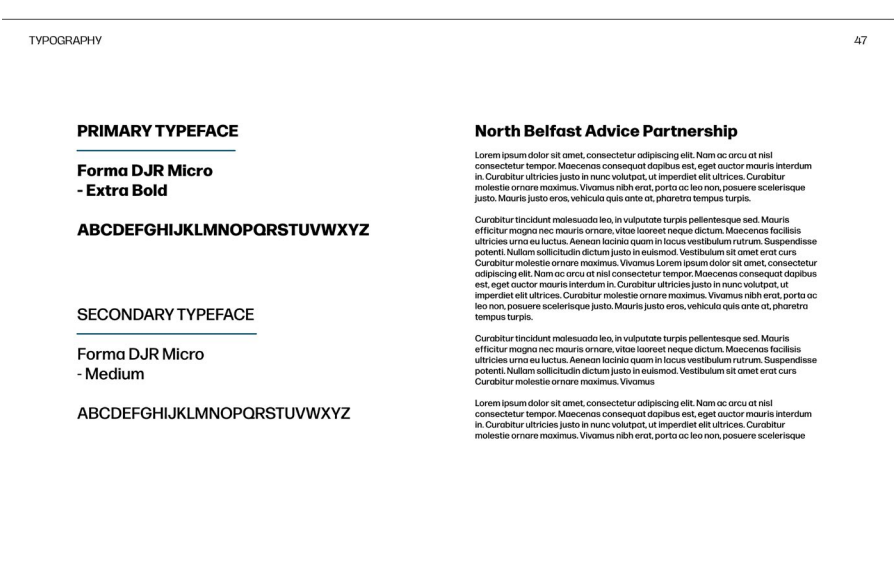
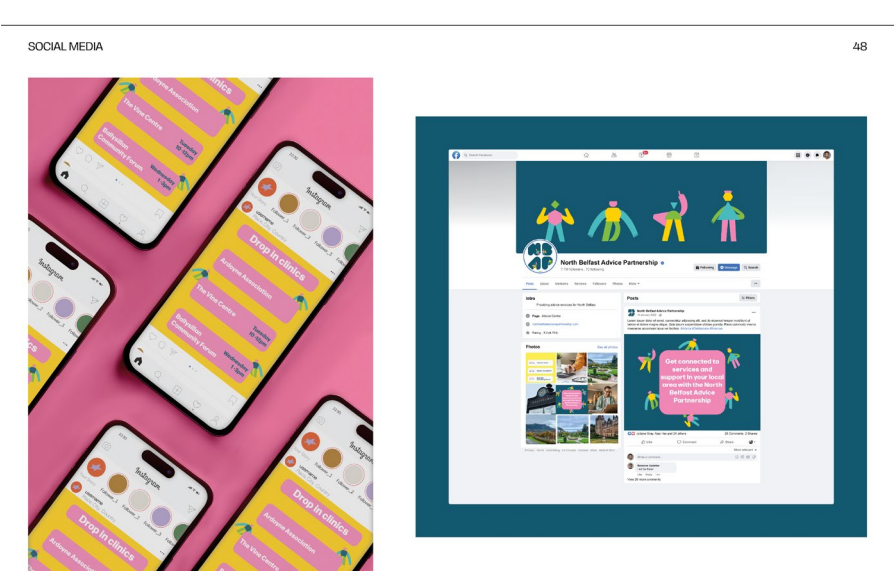
**North Belfast
Advice Partnership**

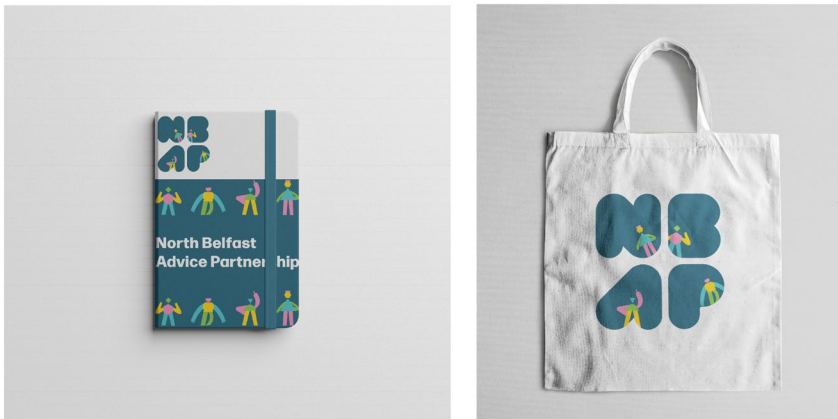
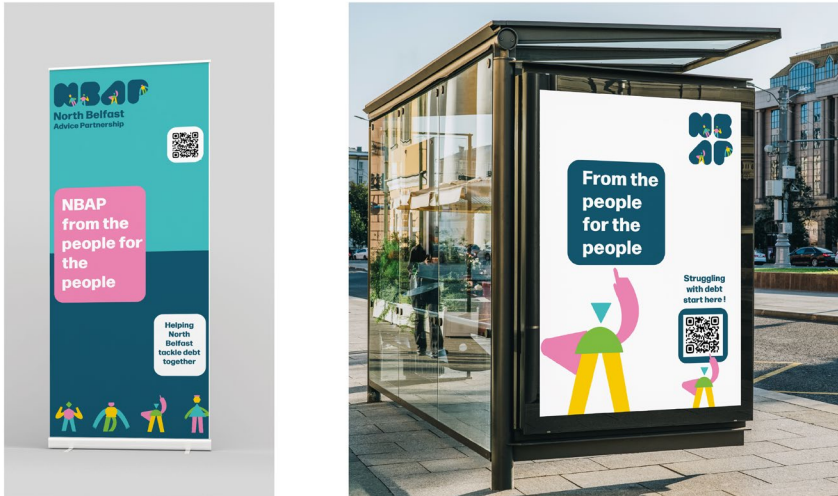


**North Belfast
Advice Partnership**



 <p>NORTH BELFAST TEEL Hex: #12576F RGB: 18, 87, 111 CMYK: 84, 22, 0, 56</p>	 <p>PARTNERSHIP PINK Hex: #F287B6 RGB: 242, 135, 182 CMYK: 2, 57, 0, 0</p>
 <p>UNITY BLUE Hex: #40C0C2 RGB: 64, 192, 194 CMYK: 67, 0, 25, 0</p>	 <p>SUPPORT YELLOW Hex: #FFD000 RGB: 255, 208, 0 CMYK: 0, 12, 100, 0</p>
 <p>COMMUNITY GREEN Hex: #7FC240 RGB: 127, 194, 64 CMYK: 53, 0, 72, 0</p>	





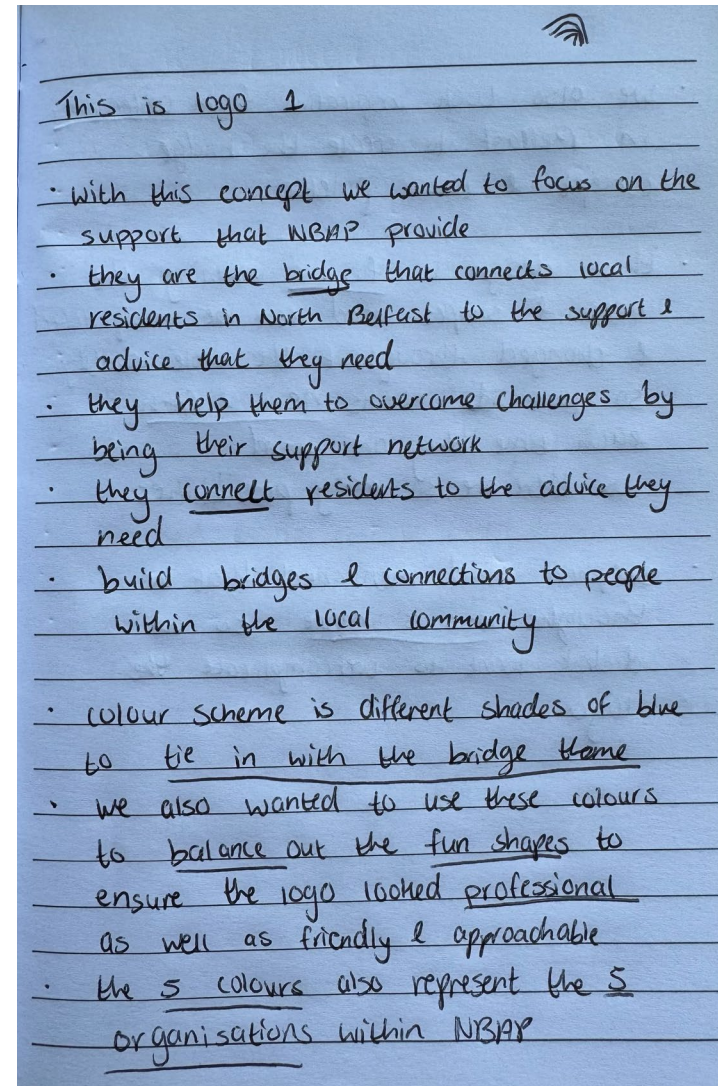
The Pitch Meeting

The pitch meeting with North Belfast Advice Partnership was held on 18/11/25 at the Ulster University Belfast campus. The people in attendance were myself, Aimee, Claire and three representatives from NBAP, Stephen from the Vine Centre, and Claire and Kathy from the Ardoyne Association.

I had prepared a short script for each of the designs that I was pitching to make sure I got all of the points across that I wanted and didn't miss anything. This was good for keeping me on track and helped me communicate my ideas clearly.

Aimee and I presented each of our designs to the group and then we all had a discussion about what we thought would work best for NBAP and why. Overall it went very well and they said they were very impressed with our efforts and designs.

After they asked a few questions about each design and had a discussion about them, they decided to go with my bridge concept design. They thought that it looked the most professional out of the three and could also visualise themselves using it. They also liked it because it didn't use the abbreviation of North Belfast Advice Partnership (NBAP), which the other two had used, as they were trying to avoid using the abbreviation.



- We also took inspiration from Waterworks in Belfast to create the bridge concept & colour palette
- This design is flexible meaning the lines & shapes used can be manipulated & changed throughout the whole identity so that it looks new & fresh each time they are used
 - ↳ there are so many possibilities
- Stephen had mentioned that he thought less is more so we didn't want to overcomplicate the logo

- ↳
- This is logo 2
- With this logo we focused on the connection of the 5 organisations under 1 brand
 - All the puzzle pieces come together to form the 1 word, much like how all of the organisations come together to help residents of North Belfast
 - Focus on unity & shared goal^s
 - We used bright colours with darker variations of them to keep the logo fun & approachable but also professional
 - We made sure to use lower case letters in this logo to emphasise the friendliness of NBAP & to make people feel comfortable enough to reach out for help
- Stephen had emphasised the shared services ~~services~~

The Pitch Meeting

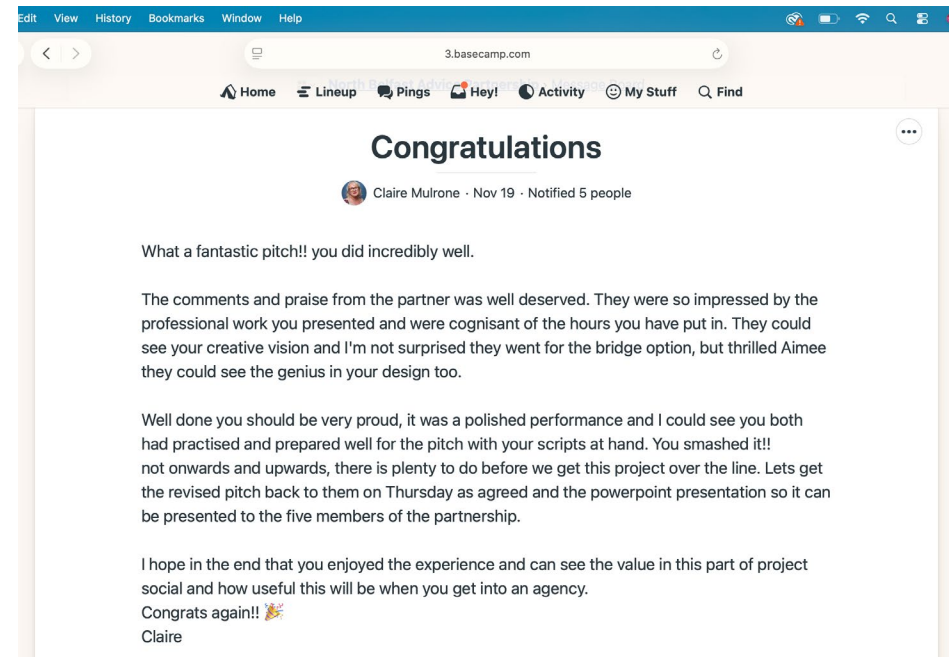
Amazingly NBAP didn't have many amendments for the bridge concept itself, they just wanted us to change the number of lines used in each shape to five to represent each of the five organisations within NBAP. We thought that this was a really good idea and were happy to make this change.

They also wanted to see more mockups and gave us a few ideas of practical things that they would like to potentially purchase for NBAP in the future, such as trolley keys, radiator keys, piggy banks and lanyards.

Overall, I am really happy with how the pitch went and thought that Aimee and I presented our designs effectively and also answered all of their questions with professionalism. This was great experience to have pitched my ideas to clients that I know I will have to do many times in my career in the future.

I think that the logo they had chosen will have significant positive impact for NBAP and it's rollout across many different platforms will provide brand recognition and allow an audience to trust them with their needs. As Mohamed & Adiloglu, 2023 suggest, brand trust and perception is "when a carefully designed logo can instill trust and convey professionalism, influencing consumer perceptions of the brand's credibility and quality"

Claire Mulrone also gave us great feedback:



The Revised Pitch

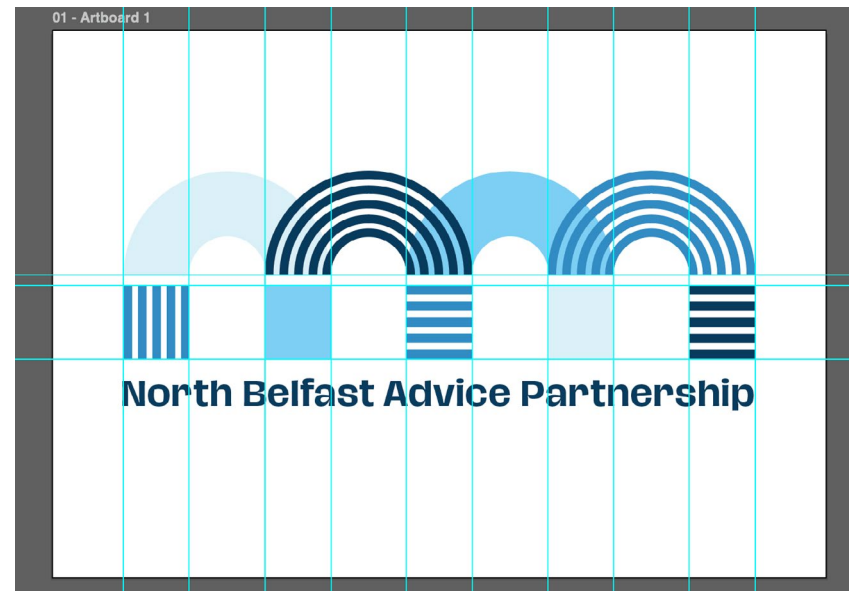
After the pitch meeting I immediately started to make the few changes that NBAP had requested so that we could send them the refined version asap. Stephen had emphasised how he would like the document to present to the other member organisations within NBAP to show them the new brand identity that they had chosen and why.

Aimee and I discussed the changes that needed to be made and split the workload between us. I updated the logo, its variations and the submark options, as well as updating the original mockups to ensure that each had the new logo with the five lines. Aimee found some new mockups of what NBAP had requested and used the updated logo to create new visuals for them.

Changing the lines to be five in each section was more difficult than I had thought as I had to make sure that each section of the logo had the same amount of spacing throughout to ensure consistency. I used rulers to make sure each lined up correctly and that the text underneath was the same width as the logo.

Next I used this logo to create many different variations, such as greyscale variations and full colour variations. Then I made some submark options that NBAP had requested. I also created a pattern using the submark logo, which Darren had suggested doing.

After I had finished with the illustrator file I made sure to upload this to Basecamp so that Aimee could use these logos in the mockups that she decided to do.





Bridge Concept

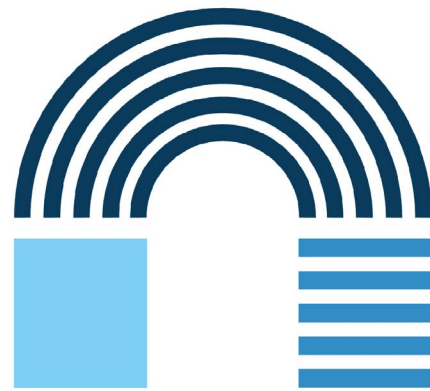
Our team created this brand identity to communicate that North Belfast Advice Partnership (NBAP) are the bridge to helping local residents overcome challenges. The bridge concept conveys the vital support network NBAP provides to local people. It also shows how NBAP foster relationships and connections within the community across North Belfast. The bridge acts as a symbolic representation of NBAP's role in linking individuals to essential advice services, strengthening community relationships, and creating pathways to better outcomes.

We took inspiration from Waterworks, the largest pond in North Belfast, which serves as a symbol of local identity. The incorporation of this aspect allows us to create a design that resonates with the locals. To reinforce the unity of the partnership, the brand uses five distinct colours, each represents one of the NBAP member organisations. By using this approach, the partnership's combined power, shared purpose, and cooperation is clearly demonstrated.

This design is flexible because of the many shapes and colours used. These design elements can be manipulated throughout the identity to create many different looks, whilst adhering to the brand guidelines. For example, 3 blue lines can be used to create a wave of water, thus tying the identity back to the bridge concept.







**North Belfast
Advice Partnership**

VARIATIONS



North Belfast Advice Partnership

6



North Belfast Advice Partnership



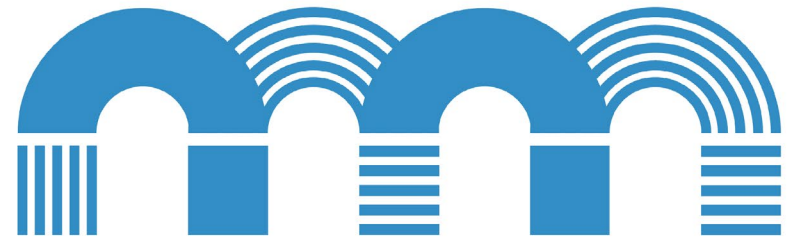
North Belfast Advice Partnership



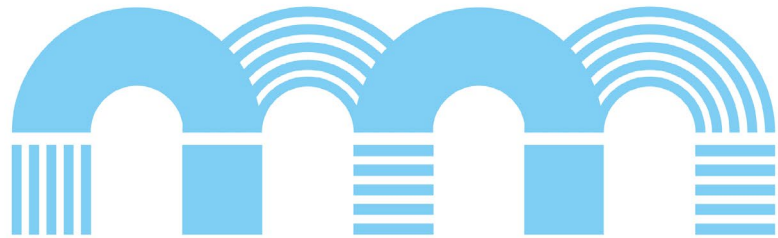
North Belfast Advice Partnership



North Belfast Advice Partnership



North Belfast Advice Partnership

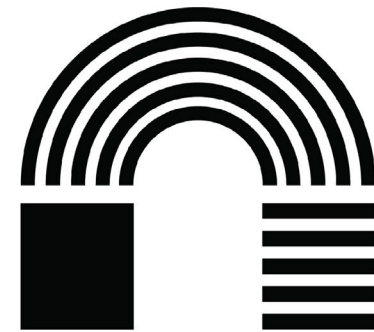
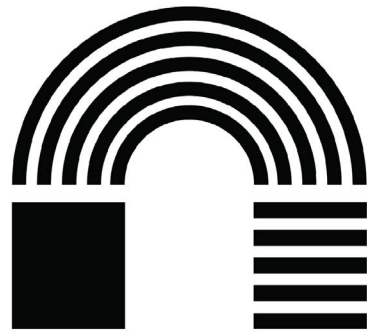


North Belfast Advice Partnership

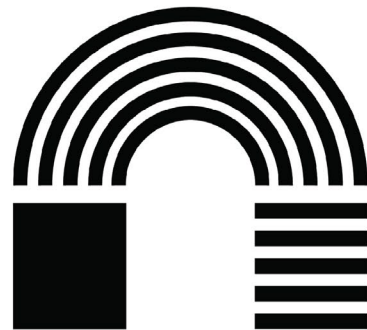


North Belfast Advice Partnership

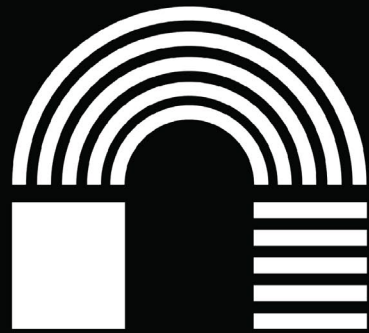




**North Belfast
Advice Partnership**



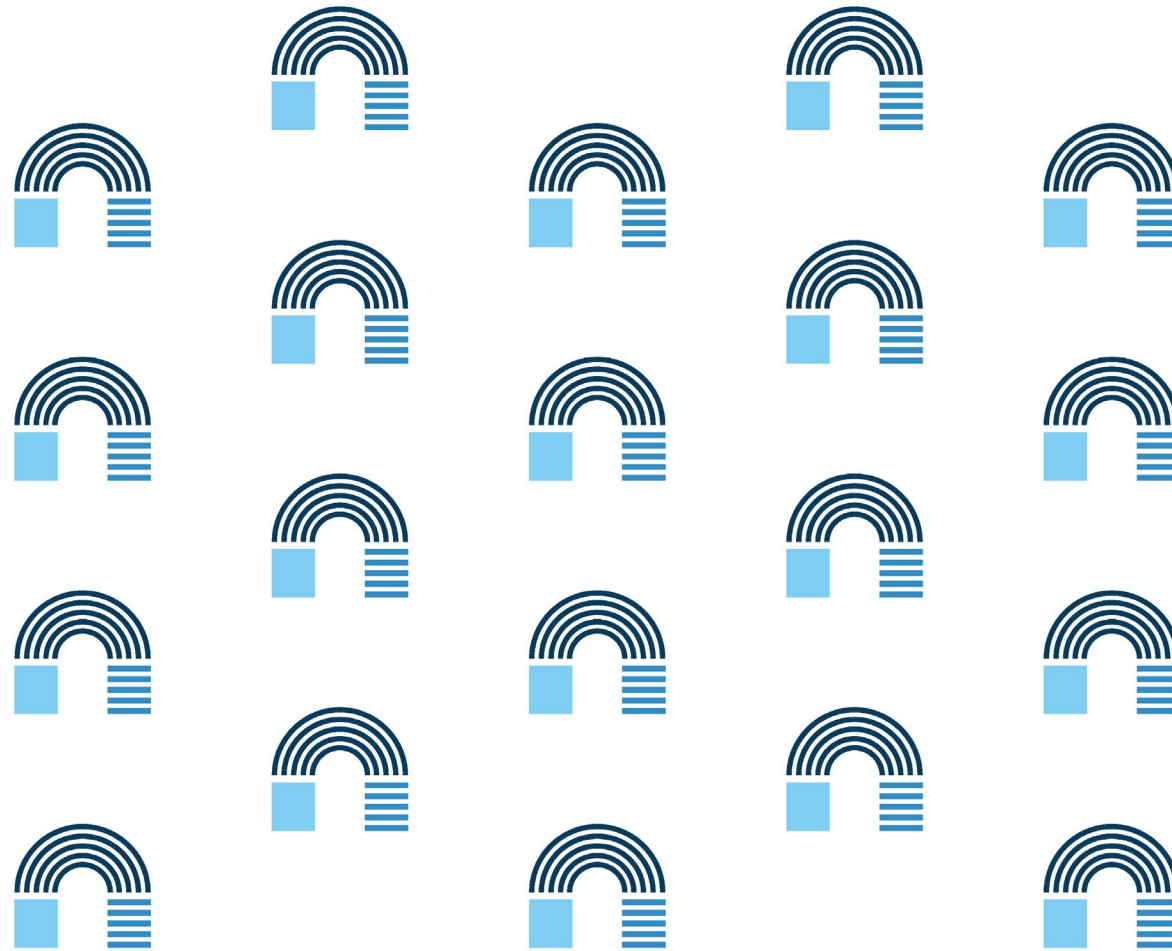
**North Belfast
Advice Partnership**



**North Belfast
Advice Partnership**



**North Belfast
Advice Partnership**





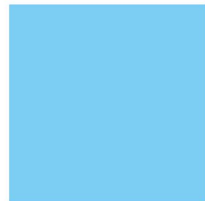
MIDNIGHT BLUE

CMYK: 100, 73, 38, 31
RGB: 8, 59, 92
#083B5C



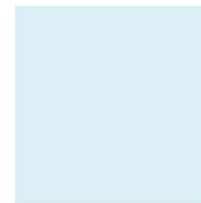
STEEL BLUE

CMYK: 76, 34, 8, 0
RGB: 53, 140, 194
#358CC2



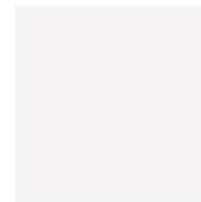
OCEAN BLUE

CMYK: 52, 0, 0, 0
RGB: 124, 206, 244
#7CCEF4



ICE BLUE

CMYK: 17, 0, 4, 0
RGB: 219, 239, 246
#DBEFF6



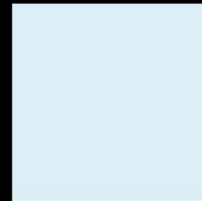
OFF WHITE

CMYK: 5, 4, 4, 0
RGB: 245, 244, 244
#F5F5F5



MIDNIGHT BLUE

CMYK: 100, 73, 38, 31
RGB: 8, 59, 92
#083B5C



ICE BLUE

CMYK: 17, 0, 4, 0
RGB: 219, 239, 246
#DBEFF6



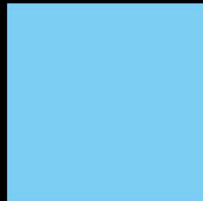
STEEL BLUE

CMYK: 76, 34, 8, 0
RGB: 53, 140, 194
#358CC2



OFF WHITE

CMYK: 5, 4, 4, 0
RGB: 245, 244, 244
#F5F5F5



OCEAN BLUE

CMYK: 52, 0, 0, 0
RGB: 124, 206, 244
#7CCEF4

PRIMARY TYPEFACE

Hagrid Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPEFACE

Vayu Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

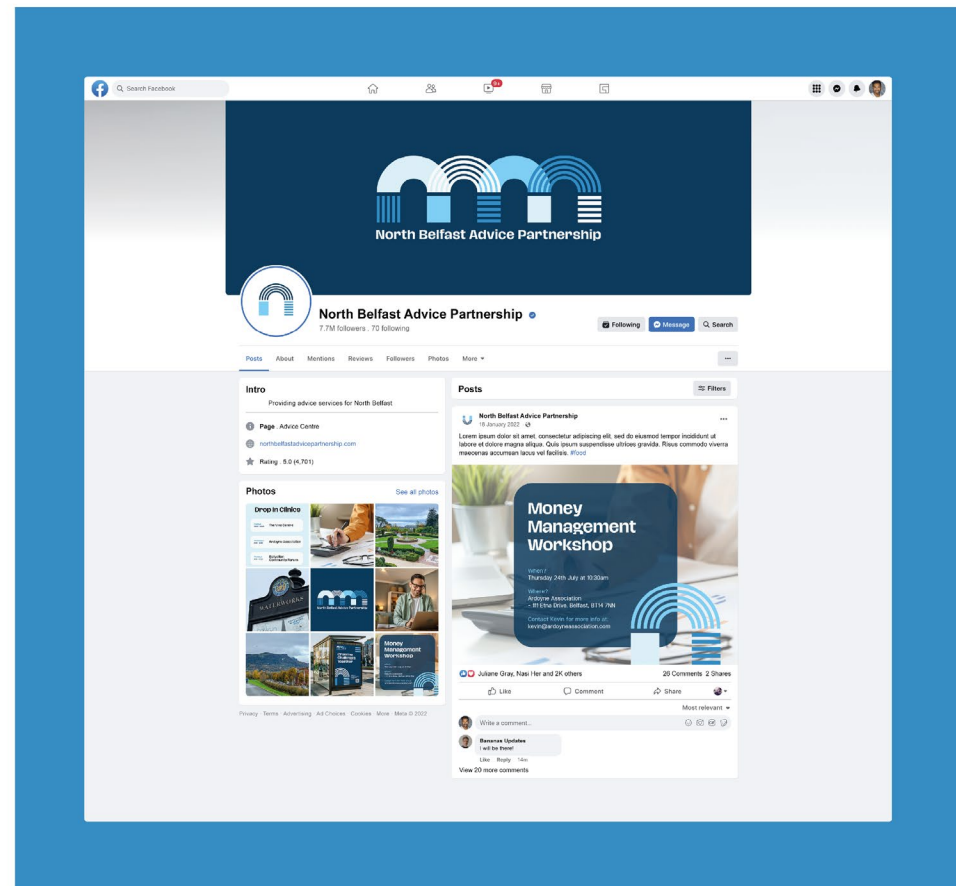
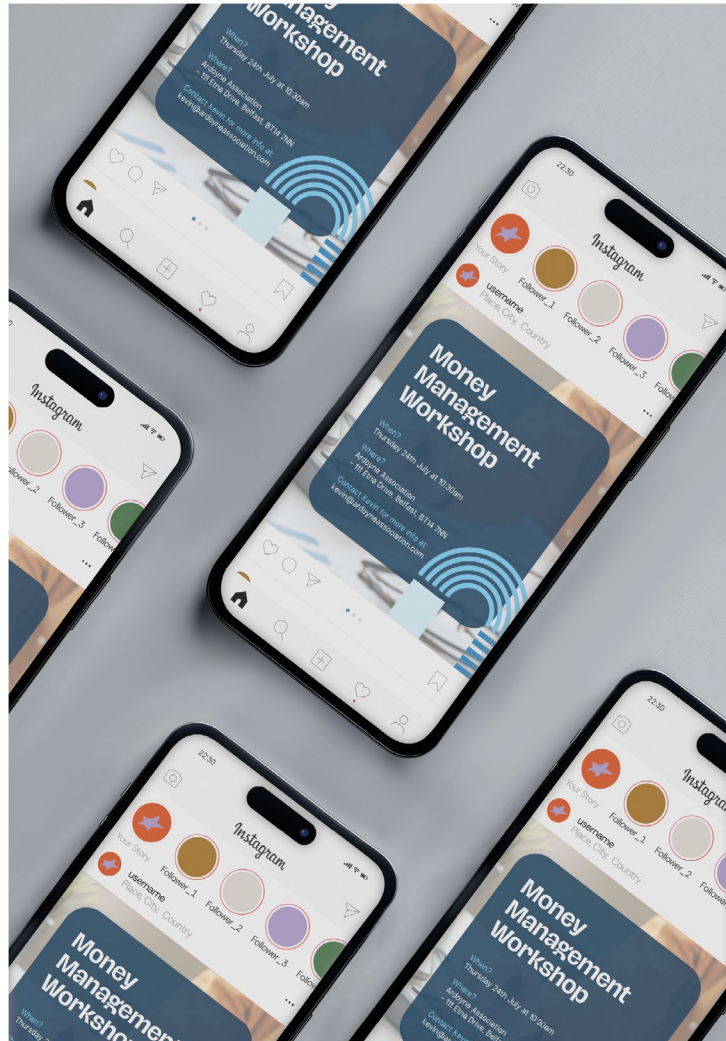
North Belfast Advice Partnership

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05

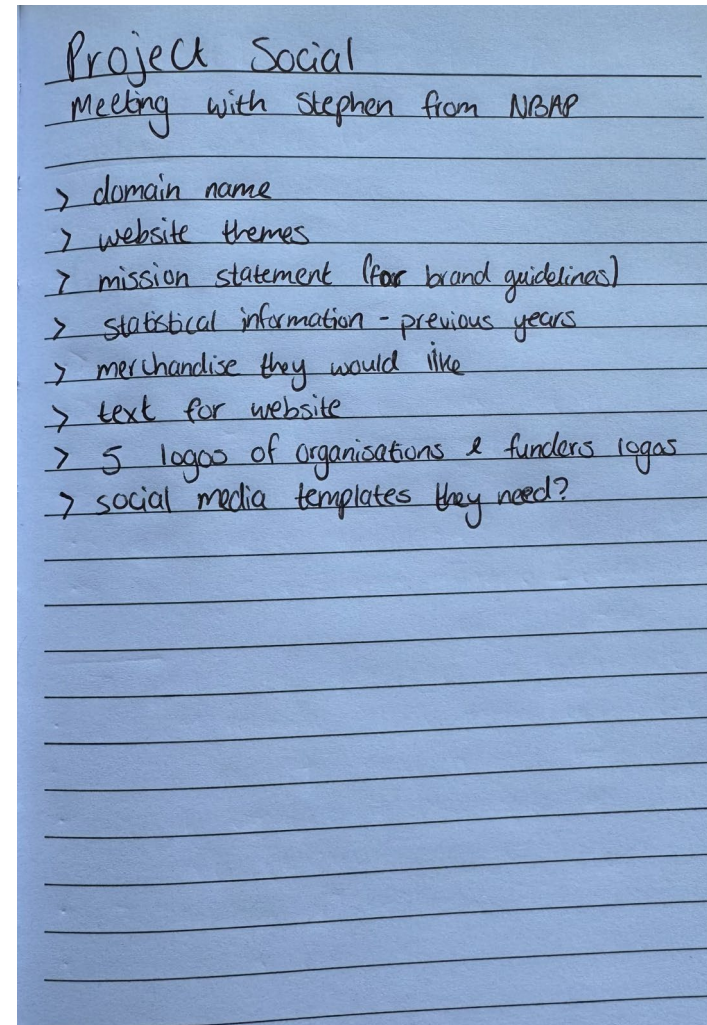
Final Outputs

Final Meeting with Stephen

Aimee and I had one more meeting with Stephen from NBAP, over Microsoft Teams, before we started the final outputs just to sort out what we needed from him.

To be able to start the website design process we needed Stephen to decide on a domain name for the website, which he chose to be www.northbelfastadvice.org. We also needed him to have a look at some of our own research about website themes for what the website structure could look like, as well as any additional plug-ins that he wanted such as a Google Maps plug-in or social media updates plug-in. Stephen chose the things that he wanted and paid for them while on the meeting so that we would have immediate access to them and be able to start the design process.

Additionally, we thought it would be useful to have a mission statement from Stephen about what NBAP do that we could use across both print and digital materials, such as the brand book and the website. We also asked for the original files of the logos for the five partner organisations and any funders logos they have, so that we had the best quality ones to use and to ensure we were using the correct ones too. Finally, we asked for a few examples of merchandise they would like mockups for and also any social media posts they would like templates designed for.



Project Management

Aimee and I decided to set out what each person has to do before we get started on the final outputs. This is so that we both weren't doing the same thing and also so that the tasks were split evenly between us. We worked together and wrote out a list of our tasks and then I made a list of final outputs for us on Basecamp so that we could tick these off and know how the other person was getting on.

Since the idea chosen was mine, we both decided that it made sense for me to do a lot of the design aspects. That is why I had chosen to do the logo suite, brand book, merchandise and the letterhead. I also was keen to do the quarterly infographic as I already had an idea in my head for this.

Aimee was keen to undertake the design of the website and the website handbook. This would mean she would be the best person for the budgeting as this included website pricing and add-ons.

Since Aimee was doing the website, we decided I would do the logo animation and social media templates as these were the most time-consuming tasks left. Then that left Aimee with the A5 flyer and the presentation template to do as these wouldn't take too long and she could primarily focus on the website.

0/5 completed

☰ ● **Final Outputs**

Aimee

- ☰ Website ● AA Aimee A.
- ☰ Website Handbook ● AA Aimee A.
- ☰ A5 flyer ● AA Aimee A.
- ☰ Presentation Template ● AA Aimee A.
- ☰ Budgeting ● AA Aimee A.

Add a to-do

0/7 completed

☰ ● **Final Outputs**

Rachel

- ☰ Logo Suite ● RJ Rachel J.
- ☰ Brand Book ● RJ Rachel J.
- ☰ Social Media Templates ● RJ Rachel J.
- ☰ Merch ● RJ Rachel J.
- ☰ Logo animation ● RJ Rachel J.
- ☰ Quarterly Infographic ● RJ Rachel J.
- ☰ Letterhead ● RJ Rachel J.

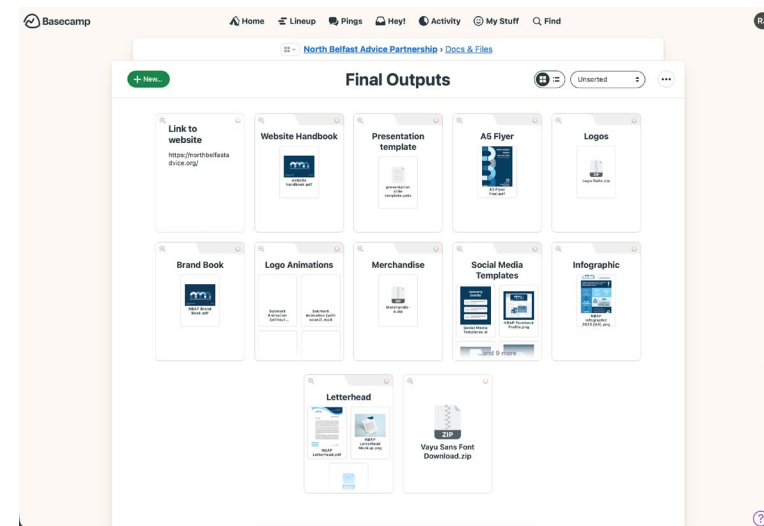
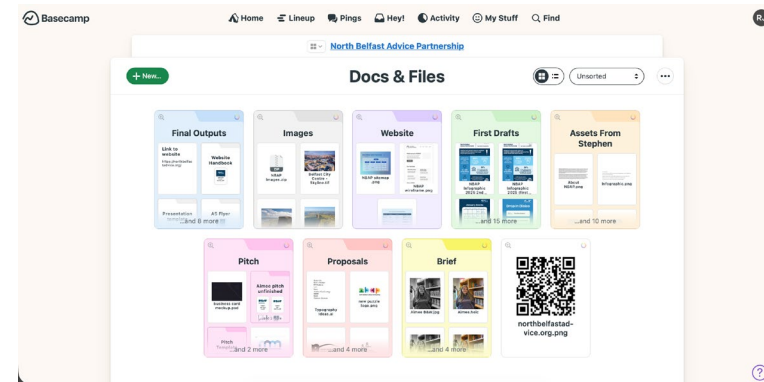
File Management

Before we started the design process I also wanted to ensure we had a place to upload our files that was organised so that we knew where everything was. This also made it easier for NBAP because each folder was named with each of the outputs and will be easy to navigate and find.

We uploaded both of our finished files to the 'Final Outputs' folder so that we can hand this whole folder over to NBAP when we were ready. I also separated the rest of our files into folders for each process of the production including, the brief, proposals, the pitch and the first drafts.

I then made separate folders for the assets from Stephen as he had mostly emailed them to myself, so I wanted to make sure that Almee had access to these, and also so that Claire and Darren could see that Stephen had gotten back to us and had provided useful information and assets for us to use.

I made sure to include the Vayu Sans Font Download folder here as well so that NBAP could download and use this on their own devices without having to go and look for this themselves and potentially use the wrong one or be made to pay for the use of it, as I made sure to find a free font for them to use to lower the cost. The other font for NBAP is available through Adobe Fonts with an account, as is stated in the brand book.



Logo Suite

My first task was to create the logo suite. This was so that NBAP had all the possible variations of the logo at their disposal to use in the future.

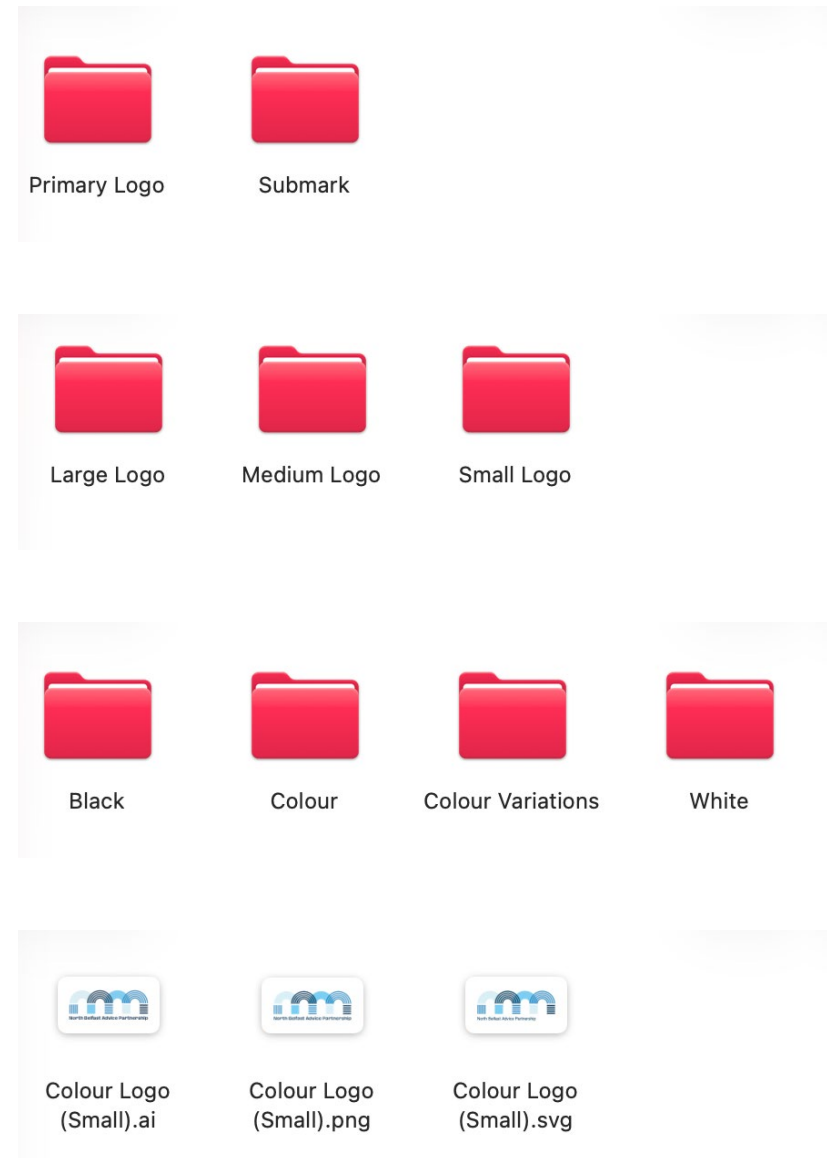
I made two folders of logos, one for the primary logo and then one for the submark logo.

I made three different sizes of each logo; small, medium and large. The small is 400px x 230px, medium is 800px x 430px and the large is 1200px x 630px. This means that they will be able to choose the best one for the task and that it will be of a high quality.

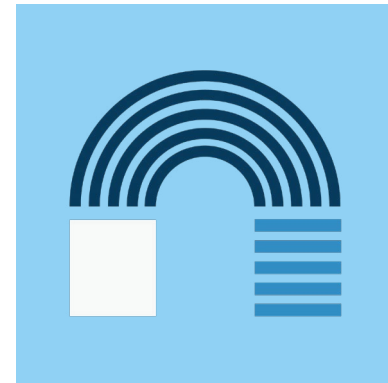
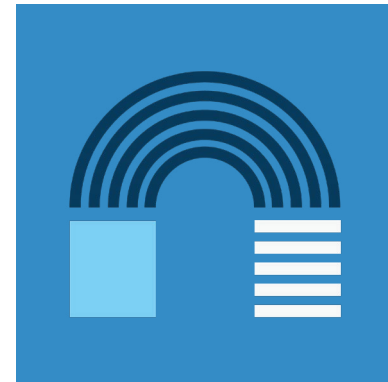
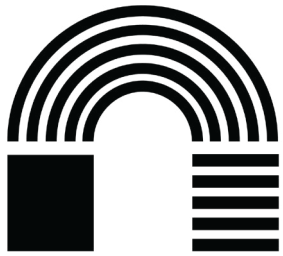
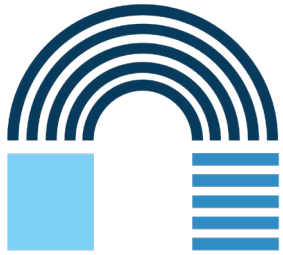
Then I also made a primary colour version and a black and white version. I also made different colour variations without each of the blue so that they could be put on different coloured backgrounds.

Finally, I exported them in three different formats for NBAP so that they could choose the best one for the output. I made an Illustrator file, a png file and an svg file.

All of the logos also have the same margins so that it is consistent throughout and so that there is enough spacing around the logo without it being overlapped or obstructed.







Brand Book

When designing the brand book for NBAP my main aim was to make it clear, practical and easy for anyone to understand when working on the brand in the future. I thought about how NBAP's materials might be used across different platforms, so I structured the guidelines to clearly explain logo usage, spacing, colour, typography and imagery.

Including rules around logo misuse and minimum sizes was important to help protect the brand's consistency and legibility. I also made sure the colour palette and typography sections were straightforward, with clear examples, so they could be easily applied across both print and digital outputs.

I found stock images that NBAP can use within their brand, such as on the website, or they could use these as guides of what to photograph of their own employees or clients that they help. I used photos that were professional looking but also showed warmth and a sense of community, which is what we want NBAP to convey.

Overall, I wanted the brand book to act as a useful reference document rather than just a visual showcase, ensuring the brand can be applied correctly and confidently by different partners and contributors.



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· Misuse		Application	06
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· Colour Palette			
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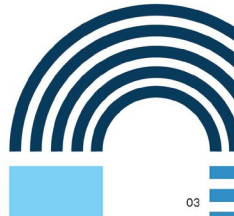
CONTENTS

02

Accessible Advice for All

North Belfast Advice Partnership is a member-based collective of independent, community based advice services working collaboratively across North Belfast and the wider Belfast area. Together, we deliver free, confidential, and impartial advice designed to empower individuals and families to achieve financial stability and improved well-being. Our advisors provide full benefit checks for those in work, unemployed, or unable to work due to illness or disability, and we ensure that carers and families with children receive their full entitlements. We also support older people through state pension and pension credit applications and in identifying disability benefits and support available to them.

North Belfast Advice Partnership adopts a holistic, person-centred approach to advice. Beyond benefits, we assist with housing costs, rates, and healthcare entitlements, as well as energy efficiency and home improvement schemes such as Affordable Warmth and insulation grants. Our advisors complete all claim forms on behalf of clients, providing end-to-end support from initial enquiry through to decision outcome. Through our extensive referral networks, we link individuals to complementary community programmes, ensuring wraparound assistance for those facing hardship or crisis. Whichever partner organisation you engage with, you can be assured of the same professionalism, quality, and commitment to helping people maximise income and improve quality of life.



03

INTRODUCTION

Primary Logo

Our primary logo communicates that NBAP are the bridge to helping local residents overcome challenges. The bridge concept conveys the vital support network NBAP provides to local people. It also shows how NBAP foster relationships and connections within the community across North Belfast. The bridge acts as a symbolic representation of NBAP's role in linking individuals to essential advice services, strengthening community relationships, and creating pathways to better outcomes.



We took inspiration from Waterworks, the largest pond in North Belfast, which serves as a symbol of local identity. The incorporation of this aspect allows us to create a design that resonates with the locals.



LOGO

05

Submark

Our submark is one of the bridges in the main logo. This is to be used as a simplified brand element for times when the full logo is too detailed or visually heavy. It works especially well in small-scale applications, social media icons, watermarking, and secondary placements where subtle brand recognition is needed. The submark should always be used in accordance with our colour, spacing and accessibility guidelines to ensure consistency across all touchpoints.



LOGO

06



Mono Primary Logo

In cases where the primary colour version of the logo may not be suitable, we provide a black and white monochrome version. This version can be used in a negative format, featuring a white logo on a black background or vice versa.



Logo Specifications

To keep the logo looking its best, please follow these rules about the space it sits in and its size. The exclusion zone shows the minimum amount of space you should leave around the logo. This prevents it from seeming crowded or out of place. The same specifications apply for the submark.



Minimum Size

We want the logo to remain legible at all times, so avoid reducing it below the size of 40mm width in print and 150px in digital communications.

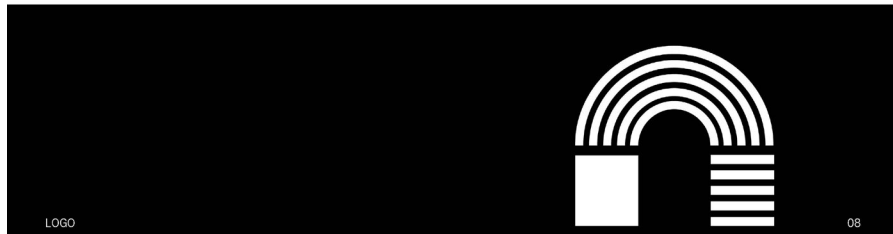


Logo

09

Mono Submark

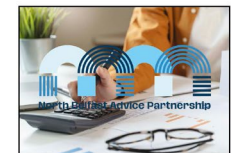
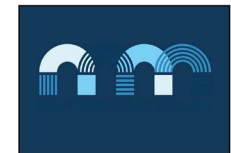
In cases where the primary colour version of the submark may not be suitable, we provide a black and white monochrome version. This version can be used in a negative format, featuring a white logo on a black background or vice versa.



Logo Misuse

We want to maintain a consistent visual style, and the logo is a big part of that.

So please avoid the following when reproducing the logo in any form.



Logo

10

Logo Partnership

The North Belfast Advice Partnership (NBAP) brand will have to co-exist with other brands on a regular basis. There are a set of rules in place, ensuring that the legibility of the NBAP logo isn't compromised and to control how other logos work in unison with it.

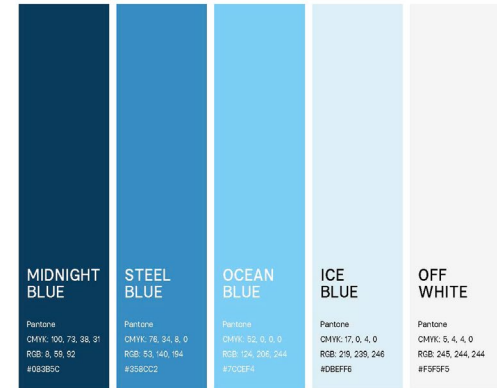


Multiple Partners

If the NBAP logo needs to sit with another logo, then it should always appear first, with a clear space twice the size of the standard logo safe space being employed. The partnership logo should be centre aligned against our logo and scaled to balance against it.

Colour Palette

The North Belfast Advice Partnership brand features a colour palette of different shades of blues. To reinforce the unity of the partnership, the brand uses five distinct colours, each represents one of the NBAP member organisations. By using this approach, the partnership's combined power, shared purpose, and cooperation is clearly demonstrated. This versatility maintains our brands distinctive and consistent appearance across various applications, reflecting the welcoming spirit of NBAP in every visual representation.



Typefaces

North Belfast Advice Partnership uses Hagrid as its primary typeface. Its clean, precise, and highly legible design makes it ideal for both large displays and small text applications. Use it across all print and digital communications.

NBAP use Hagrid Bold as its primary typeface for headings, and uses Vayu Sans Semi Bold as its secondary typeface for body text.

Hagrid is available with an Adobe Creative Cloud license through [Adobe Fonts](#).

Vayu Sans is available within the typeface download file.

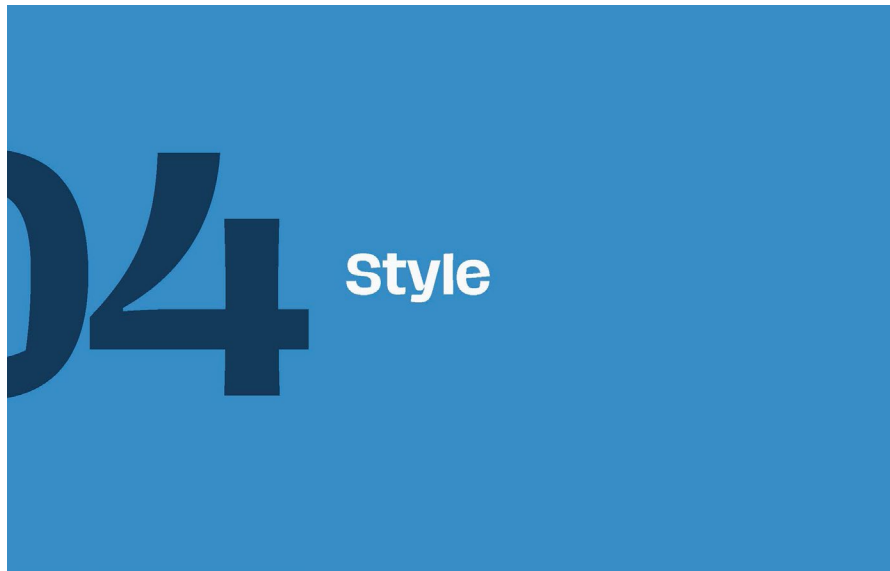
Hagrid Light
Hagrid Regular
Hagrid Bold
Hagrid Heavy

Vayu Sans Regular
Vayu Sans Semi Bold
Vayu Sans Extra Bold

Photography Style

Our people focused photography celebrates the collaborative spirit and human connection at the heart of North Belfast Advice Partnership. These images showcase our staff, volunteers, community partners, and service users working side by side, highlighting the teamwork and dedication that drive our mission. By shining a light on the individuals behind our services, we emphasise the real-life impact and meaningful support we provide, reinforcing our commitment to improving outcomes and fostering a more connected, empowered community.

We also focus our photography on well-known areas of North Belfast because these locations create an immediate sense of familiarity and connection for our audience. By capturing recognisable landmarks and meaningful places, we highlight the identity, history and everyday character of the community.



Social Media Sizes

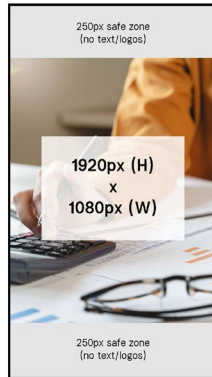
Please note, if you are using an MP4 file on a social media feed post (this includes animations and videos) the size should be 1080px x 1080px (square) for Twitter/X, LinkedIn and Facebook. All videos should have subtitles added to them.

Safe Zone

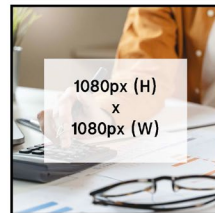
Keep a 250px area at the top and bottom clear of text to ensure its not obstructed by icons.

- Limit the amount of text used, needs to be readable within the first 15 seconds.
- Consider using more than one story to spread out content if it's too heavy.

Instagram and Facebook Story



Instagram, Facebook and Twitter/X Post



SOCIAL MEDIA

19



Print



Merch



Logo Animations

Aimee and I had a meeting about what we thought the logo animation should look like. We thought of ways that we could gradually make the logo appear in cool ways by sliding or fading in. I tried a few of these ideas and then asked Aimee what she thought of them all.

We both decided that we liked when the submark logo built up from the bottom and how the lines came in individually to build the bridge icon. We thought this was a nice, clean and simple way to animate the logo that matched the brand identity and what we wanted NBAP to convey.

After I had animated the submark we thought it would be a good idea to use this within the primary logo animation. The main submark of the logo would animate in by lines and then the rest of the primary logo would slowly fade in in place. I also added the typewriter effect to the text of the main logo so that it would gradually appear in as well.

Once Aimee and I decided on the animations I searched for a sound that would go well with them. Initially I had looked at a swooshing sound effect that we would hear every time a new line appeared, but ultimately this was too fast and didn't sound the way we wanted it to. Therefore, I decided on a nice chime that went with the beat of the lines but was still slow enough that it felt calming.





North Belfast



North Be



North Belfast Advice Partnership

Merchandise & Advertising

For the majority of the merchandise I decided to go with white as the main colour and then with our primary logo on it. This was because I have had experience with designing merchandise for brands and realised that some companies don't offer the ability to choose the specific colour code of the product. Some just have generic navy or black colours which won't match our colour palette exactly.

Moreover, perhaps NBAP will need to choose some companies that offer a cheaper cost and therefore less options in colour for their merchandise as they are a charity organisation. This is why I have designed the merchandise with this in mind and it also allows the brand to remain more consistent across all aspects.

I also mainly used the primary logo throughout as well as a few colour variations and submark options. NBAP had mentioned in our pitch meeting that they really liked the submark logo and eventually might even use this as their main logo, but until the brand recognition was built up we felt it was best to use the primary logo with the North Belfast Advice Partnership text so that the audience recognise that it is NBAP, as this is a new brand identity for them and will be new to people in North Belfast.







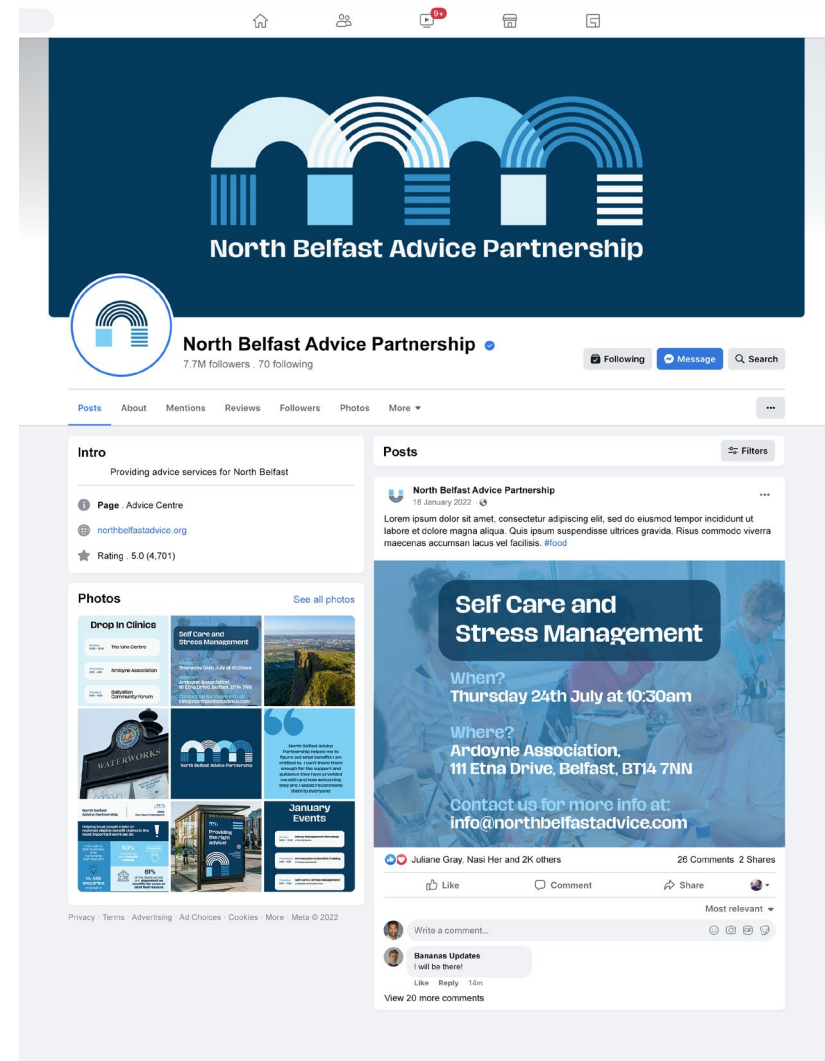


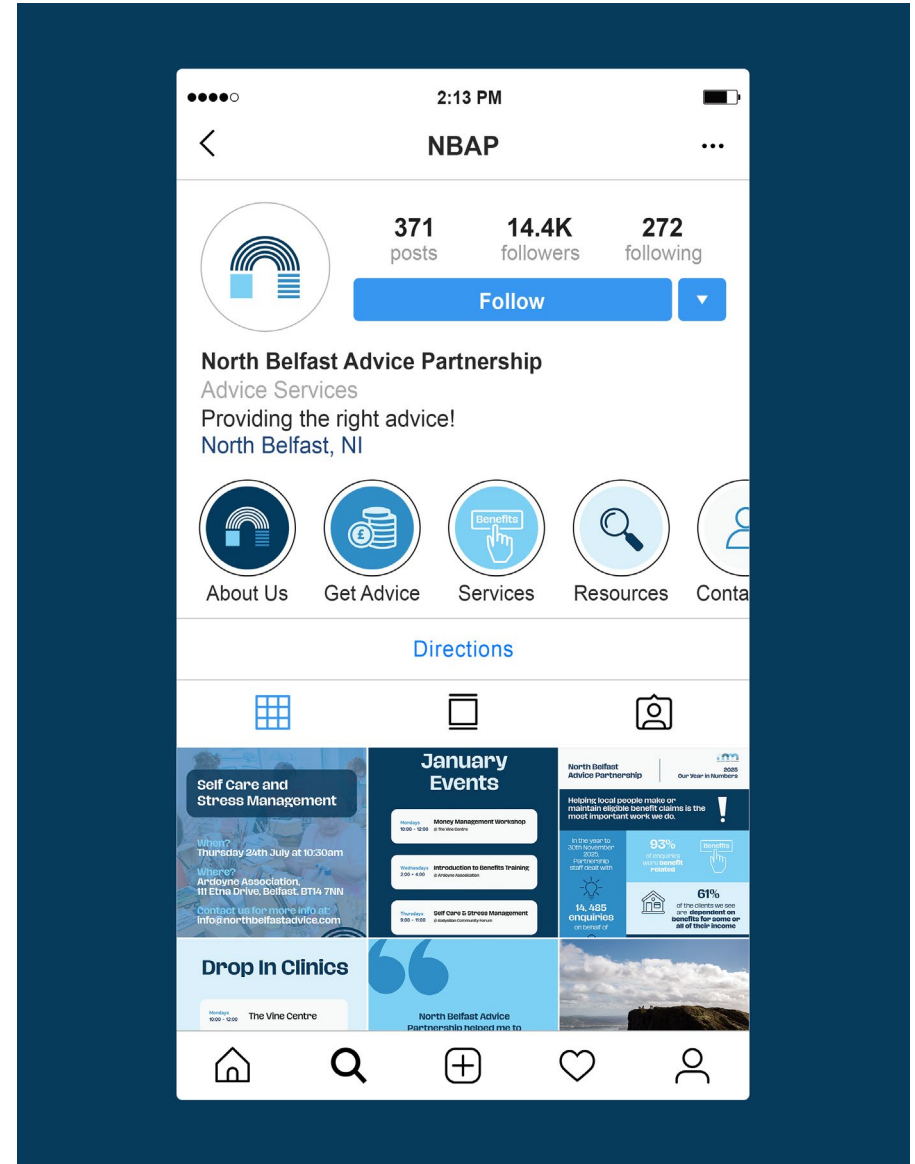
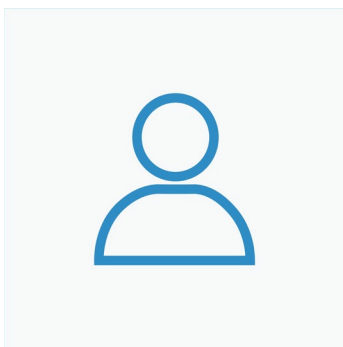
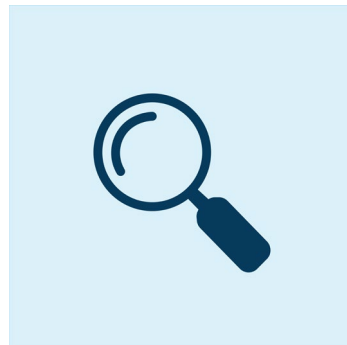
Social Media Templates

I had the task of designing what NBAP's social media accounts would look like. I had spoken with Stephen from NBAP about what he would like the social media accounts to say about what they do. He gave me some ideas about example templates that I could make for them that will actually be used in the future, such as a post about an event, a testimonial and a facts post, which is the infographic.

I wanted to keep NBAP's social media presence consistent across all platforms therefore I used the primary submark logo as the profile pictures, and on the Facebook page I used the primary logo with the midnight blue background to contrast this. I created templates that NBAP can use to just edit and update the text when they need, such as for dates and times of drop in clinics or of testimonials. This makes it easier for NBAP so that they don't have to make new posts each time, they can just quickly change the text and post these to update their followers.

I created icons for the Instagram highlight covers to convey what information each had included. I made sure to go back to the brand guidelines and use each colour within the colour palette for these. The use of icons makes it easier for their audience to understand what they are looking at and helps them to find the different information faster.





January Events

Mondays **Money Management Workshop**
10:00 - 12:00 @ The Vine Centre

Wednesdays **Introduction to Benefits Training**
2:00 - 4:00 @ Ardoyne Assosication

Thursdays **Self Care & Stress Management**
9:00 - 11:00 @ Ballysillan Community Forum

Drop In Clinics

Mondays **The Vine Centre**
10:00 - 12:00

Wednesdays **Ardoyne Association**
2:00 - 4:00

Thursdays **Ballysillan Community Forum**
9:00 - 11:00





North Belfast Advice Partnership helped me to figure out what benefits I am entitled to. I can't thank them enough for the support and guidance they have provided me with and how welcoming they are. I would recommend them to everyone!



Self Care and Stress Management

When?

Thursday 24th July at 10:30am

Where?

**Ardoyne Association,
111 Etna Drive, Belfast, BT14 7NN**

**Contact us for more info at:
info@northbelfastadvice.com**

Infographic

When I had chosen to design the quarterly infographic, I had an idea of what I wanted it to look like in my head. I knew that I wanted to use icons to illustrate the information alongside bold numbers and words. Stephen from NBAP sent us over some examples of data that he had collected from the organisation and I used these to create this infographic.

For the infographic...

In the year to 30 November 2025, Partnership staff dealt with **14,485 enquiries**, on behalf of **5,557 clients**.

93% of enquiries were **benefit related**.

Helping local people make or maintain eligible benefit claims is the most important work we do.

61% of the clients we see are **dependent on benefits for some or all of their income**.

Staff helped clients secure additional benefit entitlement totalling **£17,256,524**.

I did some research into what kind of infographic styles there was on Pinterest, as well as looking at Ulster University's own style as I had worked for Ulster during my placement year and had come across some infographic designs that I had liked.

Next, I combined a lot of elements from the different designs I had liked and used the NBAP colour palette and typography to ensure it conformed to the brand identity. I made it in Illustrator in A4 size as well as a smaller size so that it can be posted to NBAP's social media.



Letterhead

When developing the letterhead for NBAP I did some research as I wanted to ensure that it was professional but also highlighted the welcoming nature of their partnership.

Firstly, I made sure to include the logo at the top left-hand corner of the letterhead. Then I added the phone number, website and address of NBAP to the top right-hand corner with a wave of the blue colour palette beneath it to look like water, to tie in with the bridge idea. This was Aimee's suggestion after I had asked for her advice on my first draft. I added some filler text of Lorem Ipsum so that we could visualise what the letter could look like. Finally, I added three blue lines from the logo to the bottom left-hand corner to fill the space.

To create this I used Microsoft Word so that when handed over to NBAP they could edit the text easily. I designed the visual elements in Adobe Illustrator and then brought them into Word and locked these layers so that they could not be distorted and only the text was editable.

I think that this letterhead turned out very well as it is simple but also effectively communicates NBAP's professionalism and is consistent with its brand identity so that when people receive a letter from NBAP they will instantly know who it is from without even having to read any of the content.



Aimee's Final Outputs

I thought that it would be useful to include Aimee's final outputs as well so that you can see the whole visual identity and how it has been kept consistent across all media outputs, both print and digital.

I made sure to finish the brand book early on in the production to make sure that Aimee had the correct information and was able to keep going back to it to use it as a guide, as did I.

Aimee's final outputs included;

- presentation template
- A5 Flyer
- website production (northbelfastadvice.org)
- website handbook

It was great to see our vision come to life, especially with the website, as people will be visiting this in the future and our hope is that it makes it easier and more accessible for people to access the advice they need.

We also hope that it helps NBAP to showcase the amazing work they do to the public and to funders so that they continue to receive funding and continue to grow as an organisation.



Presentation Template



A5 Flyer

The flyer features a large, stylized letter 'B' on the left side, composed of various shades of blue and white concentric lines and blocks. The background is a solid dark blue.

North Belfast Advice Partnership

Providing the right advice!



Advice on
benefits, housing,
employment
or debt

The flyer has a light blue background. At the top left, there is a photograph of a large, dark rock formation (Criffell Hill) overlooking a city. The text is centered and right-aligned.

North Belfast Advice Partnership

North Belfast Advice Partnership provides free, confidential advice to help people across North Belfast with money, benefits, pensions, and housing support. Our friendly advisers offer clear guidance, complete forms on your behalf, and help you access the support you are entitled to. We work together as a local partnership to make getting help simple, supportive, and stress-free.



11 Etna Drive,
Belfast BT147NN



193 Crumlin Rd,
Belfast BT14 7AA



244 Antrim Rd,
Belfast BT152AR

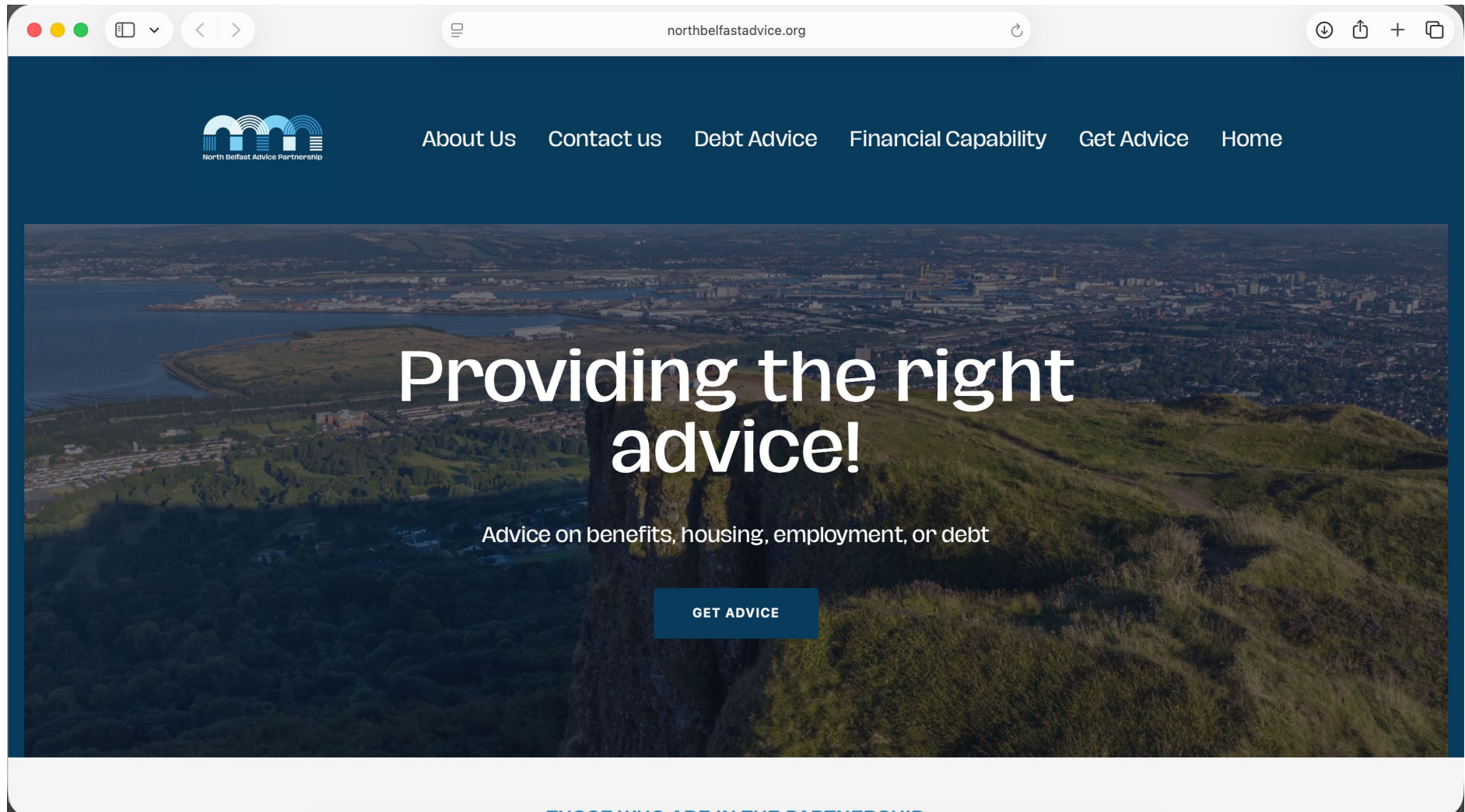


Wolfhill Centre,
148 Ligoniel Rd,
Belfast BT148DT

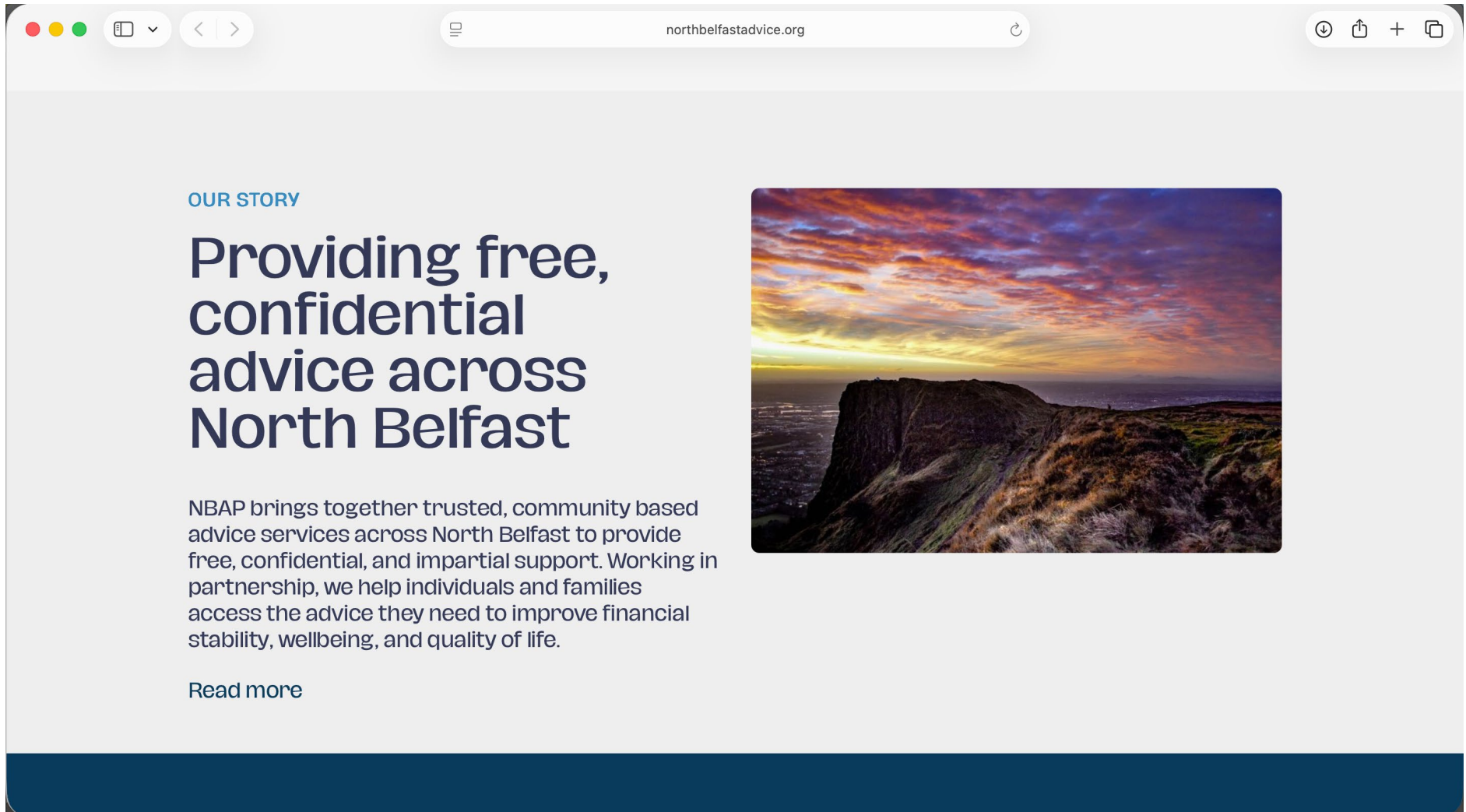


925 Crumlin Rd,
Belfast BT148AB

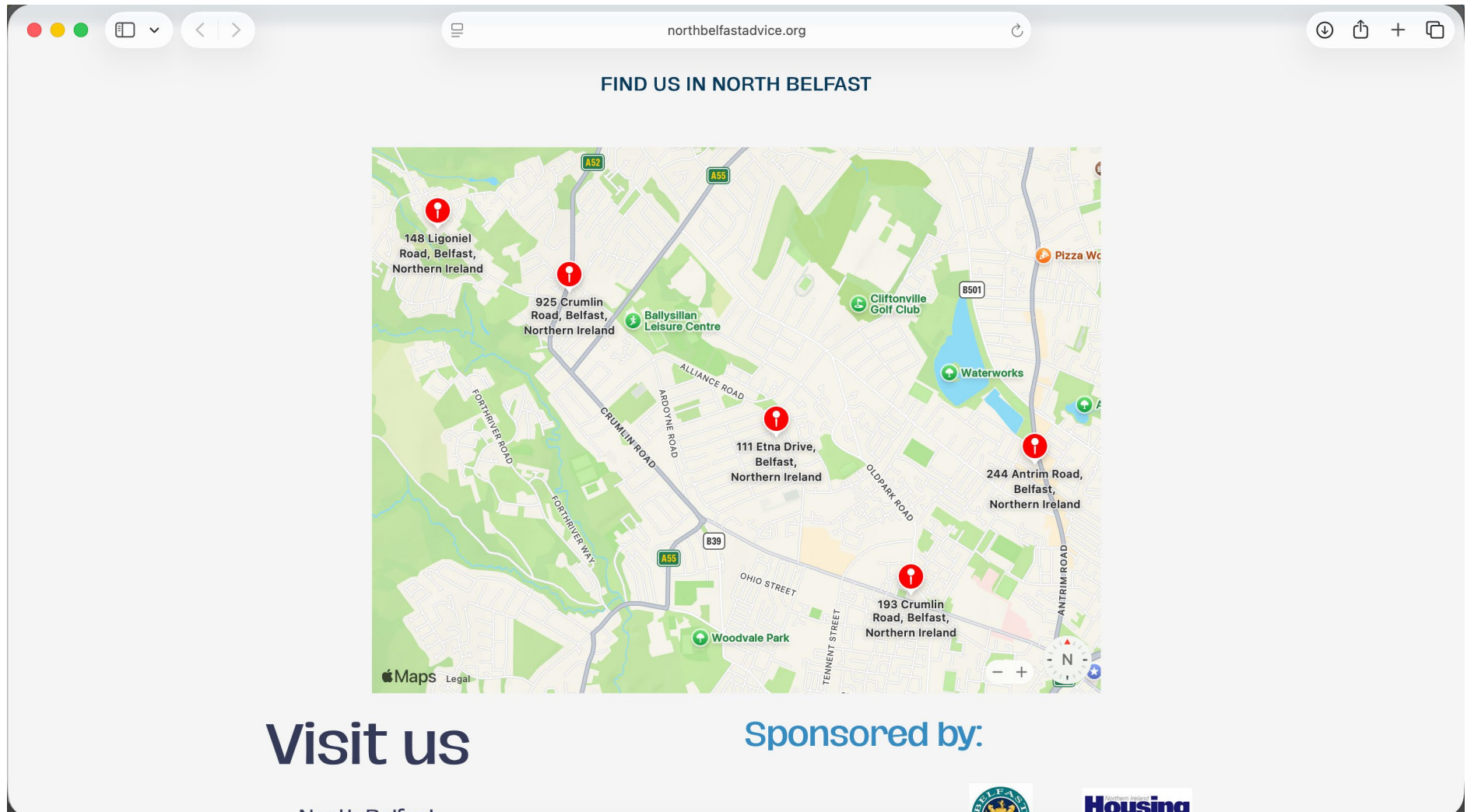
Website



Website



Website



Website Handbook



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Adding New Pages	05	Forms (Referral and Contact)	13
Editing Text Content	06	Social Media Links	14
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02

Introduction

This website guide has been created to support the north Belfast advice partnership (NBAP) team in confidently managing and updating the website on an ongoing basis. It is designed to be a practical reference that explains how to make common updates, such as editing text, images, pages, and navigation, without requiring any technical or coding knowledge.

The website acts as NBAP's main online presence and plays an important role in communicating services, sharing updates, and helping people across North Belfast access advice and support. Keeping the site up to date ensures information remains accurate, accessible, and easy for users to understand.

The website has been built using WordPress with the StartAce theme, chosen for its clean layout, flexibility, and ease of use. Pages are edited using a visual page builder, allowing content to be updated in a simple and intuitive way. This guide can be used by any member of the NBAP team as a step-by-step reference to maintain a consistent, professional, and user-friendly website.

Attached is a link to a very useful video on how to edit your website in wordpress, <https://www.youtube.com/watch?v=zBpuKybGUfs&t=302s>



Theme & Page Editing

The website uses the StartAce WordPress theme, which provides a clean layout and flexible editing options.

To edit page content:

Log in to the WordPress dashboard

Select Pages from the left-hand menu

Choose the page you wish to update

Click Edit with Elementor

Elementor allows you to edit text, images, buttons, and layouts visually, without coding.



Website Handbook

Adding New Pages

To add a new page:

From the dashboard, click Pages

Select Add New

Enter a page title and click Publish

Click Edit with Elementor to add content

Once created, the page can be added to the navigation menu.

Adding Images

To add or change images:

Open the page with Edit with Elementor

Click the image you want to replace

Select Choose Image

Upload a new image or select one from the Media Library

Images should be clear, friendly, and representative of the community.



Editing Text

To edit text on any page:

Open the page using Edit with Elementor

Click directly on the text you want to change

Type or paste your new content

Use the text settings to adjust headings, size, or alignment

Keep language clear and simple to maintain accessibility.

Adding Videos

To add a video:

Open the page with Edit with Elementor

Drag the Video widget into the page

Paste the video link (YouTube, Vimeo, etc.)

Adjust size and placement as needed

Videos can also be added from the Media Library if hosted locally.



Website Handbook

Editing the Header

To update the header:

From the dashboard, go to Appearance

Select Customise

Choose Header

Here you can:

Update the logo

Edit navigation layout

Adjust colours or styling

Changes will appear across the entire site.

Navigation menu

To edit the navigation bar:

Go to Appearance → Menus

Add or remove pages

Reorder menu items by dragging

Click Save Menu

Keep navigation clear and minimal to support ease of use.



Editing the Footer

To edit the footer:

Go to Appearance → Customise

Select Footer or Widgets

Edit text such as contact details, aim statement, or links

The footer is a good place for:

Contact information

Accessibility statements

NBAP's mission or aim

Buttons & Links

To edit a button:

Open the page with Edit with Elementor

Click the button

Update the text or link in the settings panel

Buttons should use clear calls to action such as Read more, Get help, or Contact us.



Website Handbook

Forms (Referral / Contact)

To update a form:

Open the page containing the form in Elementor

Click the form element

Edit labels, dropdown options, or messages

Ensure forms remain simple and easy to understand.

Mobile View

The website is fully responsive.

To preview mobile layout:

Use the mobile/tablet icons in Elementor

Adjust spacing or text size if needed

All changes apply to both desktop and mobile views.



Social Media Links

To update social media links:

Go to Appearance → Customise

Select Social Media

Add or edit Facebook links

These links can appear in the header or footer.

Best Practice

Use plain English

Keep paragraphs short

Avoid jargon

Regularly check links

Update content when services or contact details change



Website Handbook

Support

If further changes or technical support are required, it is recommended to contact the website developer or a WordPress administrator.



17

06

**Project
Management**

Team Communication

As you have seen throughout this production log, my team's main form of communication was through Basecamp. We used this to send each other's notes from class in case any of us missed anything, to share inspiration and to provide feedback on what we thought worked and what didn't with each other's designs.

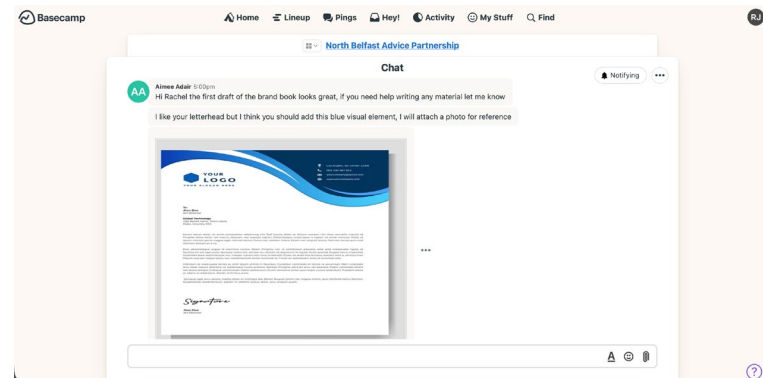
This was a critical process because we trusted and respected each other's opinions and we both wanted to do the best that we could in this module, even if it meant having to say we didn't like something the other person had made or by making suggestions on ways it could be improved. The example on the page after shows how even small feedback from each other can make a big difference to the final outcome and ultimately has improved our designs.

I feel that this is a process that all designers need to become familiar with. Receiving good and bad feedback is essential in improving as a designer, even though sometimes it is hard to hear.

We also used Basecamp to keep each other updated on our progress and to offer assistance if needed. We were always willing to help each other out if someone was struggling with the workload.

As well as this we also met in person on the Coleraine campus every Wednesday. We felt that this accelerated our progress as we weren't waiting for each other to reply on Basecamp and could ask questions and get answers there and then. We were able to provide our thoughts and work out ways to make our designs better together by sharing our ideas.

Meeting on campus also allowed us to get expert opinions as well. We frequently asked our technical support staff for their advice and if we had an idea and didn't know how to carry this out we could ask them and they always did their best to help us. It also gave us more time with Claire and Darren if we had any burning questions as well.



Team Communication



028 9035 1020
northbelfastadvicepartnership.com
171 York Road, Belfast, BT15 3HB

Monday, 1 December 2025

Dear sir/madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu leo feugiat, tincidunt nulla vel, accumsan libero. Ut eu finibus ex. Fusce a sem id massa tempor pretium. Quisque id est tortor. Nunc porta erat justo, eget pretium nulla condimentum sed. Integer ultrices aliquet risus, sed aliquet tortor. Ut ultrices convallis neque, eget placerat dolor lacinia ut. Cras pharetra mi id tortor ornare, id hendrerit felis sagittis. Proin porttitor, libero in tincidunt sodales, neque ligula ullamcorper magna, at laoreet nunc nisi nec nisi. Sed maximus rhoncus varius. Morbi pulvinar metus sit amet porttitor facilisis. Vestibulum sed ante mauris. Sed lobortis orci non augue venenatis mattis. Etiam eu massa nec orci sodales commodo molestie sed mi. In lacinia metus a laoreet tempus. Nam sodales finibus risus, vel condimentum felis commodo auctor.

Integer elementum lorem erat, ac fringilla ante egestas vitae. Suspendisse sed finibus nulla, et interdum magna. Cras massa lacus, vulputate id felis id, venenatis tristique ex. Morbi elementum vestibulum risus nec volutpat. Vestibulum posuere tristique felis, pulvinar dignissim metus accumsan id. Aenean congue ornare dui, quis vestibulum lorem aliquam sit amet. Aliquam et porttitor enim. Morbi eget faucibus turpis. Aliquam viverra tellus non venenatis pellentesque. Mauris rutrum erat nec lobortis venenatis. Mauris consequat a magna vel hendrerit. Fusce malesuada leo at elit rhoncus, sit amet pharetra magna porttitor. Pellentesque eleifend cursus neque, at blandit est dictum vel. Donec vitae dictum elit, a posuere augue.

Nam eget libero nunc. Vestibulum in risus dignissim, porttitor nisi quis, ornare odio. Vestibulum nec enim vel sem viverra porttitor. Nullam tincidunt porttitor dui in posuere. Ut iaculis pretium arcu, vel condimentum metus gravida quis. Nullam eu sapien non ante facilisis ultricies vel in nisi. Donec at dolor fermentum, mollis tellus vitae, dictum ipsum. In nisi lacus, tincidunt non ultrices et, sollicitudin non massa. Morbi nisi diam, feugiat nec molestie at, rutrum sodales nisi. Quisque rhoncus at nulla vel facilisis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nulla et lacus malesuada, bibendum sem eu, rutrum libero. Suspendisse dui augue, tempor eu odio id, consequat finibus justo.

Stephen Reid
North Belfast Advice Partnership



028 9035 1020
northbelfastadvice.org
193 Crumlin Road, Belfast, BT14 7AA

Monday, 1 December 2025

Dear sir/madam,

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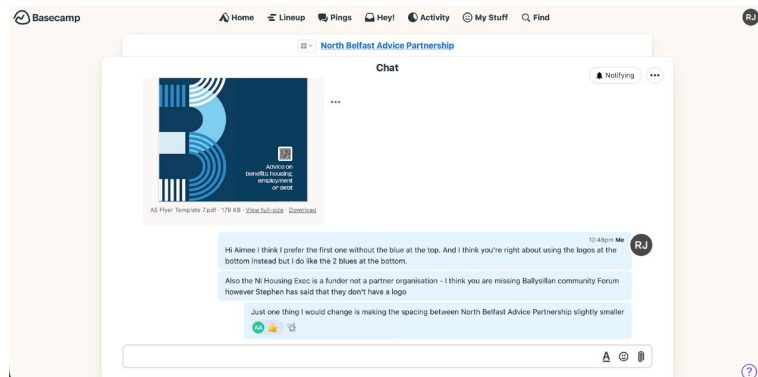
Stephen Reid
North Belfast Advice Partnership

Team Communication

Using Basecamp, has also allowed us to spot small errors in eachother's work that would have otherwise gone unnoticed. One example of this was when Aimee had confused the NI Housing Executive as a partner organisation rather than being one of the funders.

This was an easy mistake to make as Stephen had sent us logos of both the funders and the five partner organisations, but was missing Ballysillan Community Forum because they didn't have a logo.

This would have been hard to spot when you are the one designing it as you are looking at it for so long that sometimes you just glance over things. That was why it was so important for us to keep using Basecamp to show eachother our drafts and get eachother's opinions.



North Belfast Advice Partnership

North Belfast Advice Partnership provides free, confidential advice to help people across North Belfast with money, benefits, pensions, and housing support. Our friendly advisers offer clear guidance, complete forms on your behalf, and help you access the support you are entitled to. We work together as a local partnership to make getting help simple, supportive, and stress-free.

Find us at:

- Ardoyne Association: 111 Etna Drive, Belfast BT14 7NN
- Ligoniel Improvement Association: The Wolfhill Centre, 148 Ligoniel Road, Belfast BT14 8DT
- The Vine Centre: 193 Crumlin Road, Belfast BT14 7AA
- Tar Isteach: 244 Antrim Rd, Belfast BT15 2AR
- NI Housing Executive: 2 Adelaide Street, Belfast, BT2 8PB

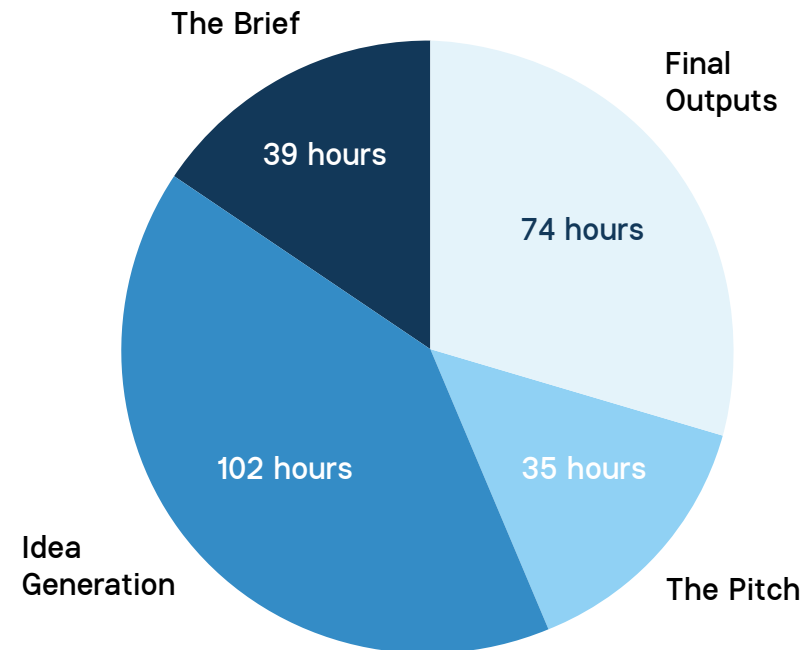
Time Management

Our group used clockify to track the hours that we spent on each section of the project. I completed a total of 250 hours on this project outside of class time. I feel that this number is very high because Aimee and I were a group of two so understandably we each had more work to do than a typical group of three.

I specifically spent a lot of time on the idea generation section as I had came up with two of the three designs that we showed to NBAP, and therefore the time I spent on the pitch document was also more because I had to present them both. Due to one of my designs being picked from NBAP, I also spent a lot of time refining the pitch as it was my logo chosen.

This was a useful tool to use because it shows me the areas I tend to spend more time on and where I can potentially spend more or less time in certain areas to streamline the process and work more efficiently in the future.

I am proud of the hours that I spent on this project and feel that it is reflected in both mine and Aimee's work. We put in a lot of time together as well having meetings about our work and giving each other advice and feedback on each different output.



Final Thoughts

Overall, I think that Aimee and I worked very well together in a team to deliver what NBAP needed. Even though I had only met Aimee this year, I feel that we got on very well and worked well as a team to communicate what we were doing and if we needed help. Aimee and I's design style is quite similar so we found it easy to agree on things but also advised each other on things we thought needed changed and pushed each other to do better.

The thing that I enjoyed most about this project was knowing that my work was being used to help people. Usually with assignments they are just being seen and marked by your lecturer and the external examiner and no one else really gets to see them, whereas with Project Social we're able to see how our work impacts the real-world.

Our work will be used by NBAP to grow their audience and to help them access more people who need help. This sense of purpose was the driving force behind my motivation for doing the best I could with the project because I knew that it would be used for a good thing.

I have learned to be a "design activist", as Scalin et al., 2012 would put it, and want to implement socially conscious design to my work in the future. They say

that socially conscious design is, "a commitment to making conscious choices and realising how all the decisions you make as a designer affect other people and the planet".

The thing that I found most difficult with this project was working within a team. Although I loved working with someone else and working together, I wasn't used to having to share the workload with other people and accepting that they may do things different than I may.

I found this very difficult at the start as I am quite a perfectionist, however, throughout I learned to trust my teammate and to also understand that sometimes someone will have a better idea than you and that is ok. It is with working collaboratively that we can improve the work as a team together and get to a better outcome than one single person.

If I was to do this module all over again the only thing that I would improve is mine and Aimee's use of Basecamp as this was slow at the start but we got there in the end.

Final Thoughts

Overall, Project Social has been a really enjoyable experience. I loved getting a feel for what it will be like to work in an industry in the future and has only motivated me more to achieve this goal. It has given me invaluable experience about working with clients, working on briefs and working in teams to deliver the outcomes.

I feel that I have grown in confidence after this module, not only in my design skills but also within my communication skills, whether it be presenting to clients or communicating my ideas to a team. I have become better at accepting feedback and problem solving to come up with solutions that take on the feedback, but by also doing what I think is best for the project as well.

I have learned from this module that my work has purpose. I never want to forget to use my skills to help people in the future, whether that be by building brands so that they can be seen by a wider audience or by creating visual identities for small businesses that would otherwise struggle to stand out. Through this module, I have learnt that creativity is not just about making things look good, but about solving problems, telling stories and making information more accessible.

By applying these skills thoughtfully I can help

individuals and organisations connect with the people who need them most, or who they need the most. This has reinforced my desire to approach my work with intention and responsibility, ensuring that what I create has a meaningful and positive impact.

I would like to say a special thank you to a number of people with whom this project wouldn't have been possible without.

Firstly, to Claire Mulrone for your expert guidance and years of experience that helped our team cross the finish line. You really encouraged us throughout the whole process and gave us the confidence to present our designs to NBAP. Secondly, to Darren Berkland for never being afraid to brutally destroy our designs so that we can rebuild them better. Without your advice our designs would still be questionable.

Furthermore, to Laura Beattie for always listening to Aimee and I when we were having mental breakdowns over our designs. You were always there ready to lend us a hand when we needed it and encouraged us to have confidence in our abilities.

And, to of course, North Belfast Advice Partnership. We appreciate your patience and support with our design process and for being amazing people to work with.

References

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Rachel Johnston Production Log

