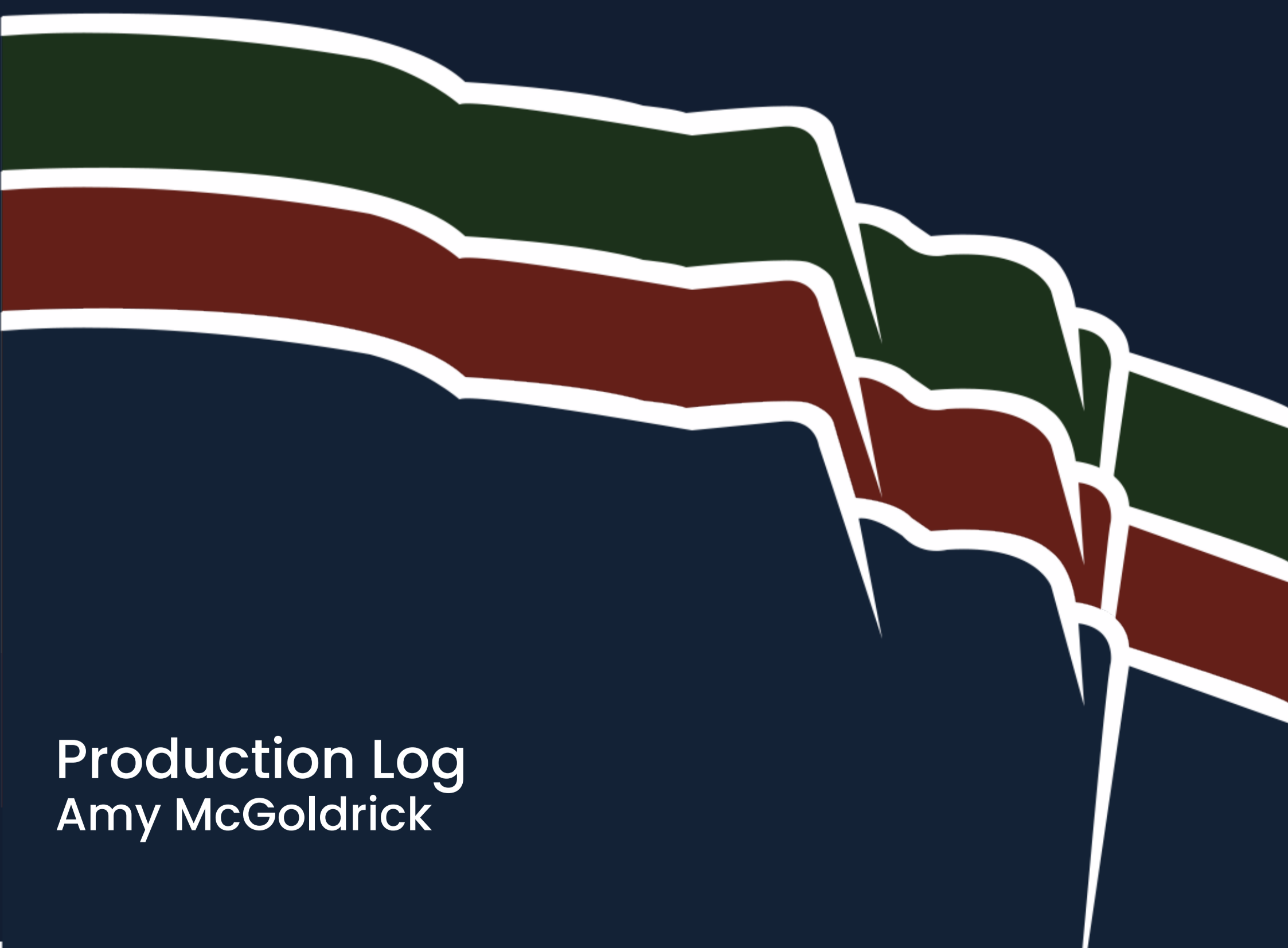


Production Log  
Amy McGoldrick



# Welcome,

This production log will document my process of the North City Business Centre as part of Project Social. Within this I will demonstrate my research, exploration, and experimentation which led to the final outcome. I hope to clearly showcase how we achieved our creative decisions and work together as a team to fulfil our brief for the client, NCBC.

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## 1.1 North City Business Centre

**North City Business Centre** is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. **NCBC** accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

**NCBC** provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small

businesses and individuals interested in starting their own business. **NCBC** also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, **NCBC** plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

## 1.2 Client Research

To deliver high quality outputs for the client, it is important that we understand the organisation as its core. Understanding where they began, who is running the business, what their core values and missions are as a business. Once this is accomplished, it acts as a baseline to deliver optimal outputs for the clients representing their brand identity. As a designer taking time to do the research on **NCBC** was necessary to build the

the brand, the website, or social media templates. While knowing the organisations history we are also moving it forward too as they continue to expand in North Belfast opening three locations. We gathered a lot of research using what was available to us online and conclude this about **NCBC**.

- It's been trading for 32 years
- currently has two sites on Duncairn Gardens with the third site to open in the near future. 3 cross community in an area of targeted social need
- North Belfast has high levels of poverty deprivation, with several Super Output ranked among the most deprived in Northern Ireland due to factors like low income, unemployment, and poor health and education outcomes.
- the area also boasts areas of community strength, green spaces like Cave Hill, and a vibrant history.
- Target audience : New business, Growing businesses and Virtual Businesses bridging its history and experience to support future startups
- Commercial meeting space that can be booked and meeting space.
- They have launched a four month programme of support

Tuesday the 30th September we met with Bill and Sarah from NCBC at the Belfast campus in Ulster University to learn more about the enterprise. Further knowledge of NCBC meant we could understand their needs, target audience, and goals for the business which we then can design a brief tailored to this from our conversation.

It was valuable to us to discuss NCBC's intentions for the project, understand what they wanted out of us and how we would go about creating this. We highlighted areas of improvement within NCBC's online presence and generated ideas we thought would refresh this.

We want to incorporate a pleasing brand identity to an audience while also being intentional with our creative choices. "It is said that the motivation for all human creativity is the desire to communicate." (Ingledeu, J. (2011). The core values should be easily identifiable through their new branding and online presence.

# Our meeting

North City Business Centre Project Social Meeting Up Date [Summarise](#)

Mulrone, Claire  
To: Karol Winiarski; Amy McGoldrick; Catherine Atkinson  
Fri 26/09/2025 09:59

You replied on Fri 26/09/2025 11:18

Good morning Amy, Kat and Karl  
Bill from North City Business Centre isn't available on Tuesday, could we pivot this to Wednesday 1st October afternoon at 3.30pm or 4.00pm?  
Claire



[Flexible Education & Widening Participation Annual Review 2025](#)

**Claire Mulrone SFHEA**  
Head of Widening Access & Participation  
Co-Director Social Justice Hub  
Flexible Education & Widening Participation Directorate  
T: 07940656299  
E: [cm.mulrone@ulster.ac.uk](mailto:cm.mulrone@ulster.ac.uk)

Amy McGoldrick  
To: Mulrone, Claire  
Fri 26/09/2025 11:18

Hi Claire,  
  
Yes I can do this time  
  
Thank you,  
Amy

Mulrone, Claire  
To: Karol Winiarski; Amy McGoldrick; Catherine Atkinson  
Fri 26/09/2025 17:18

Bill has confirmed can see you on Wednesday at 4.00pm. I'll see you all on campus in the main foyer .  
Have a great weekend.  
Claire

Sent from [Outlook for iOS](#)

[Great! See you then!](#) [Wonderful, thank you!](#) [Thank you! You too!](#)

[Reply](#) [Reply all](#) [Forward](#)

Claire is organising an initial meeting with NCBC to talk more about the project

## Market Research

### Benchmarking and Competitor analysis

When launching a re-brand, you need to reconsider the competition against the area your brand is in. You must consider their USP, what is working for them and what they are lacking which we can fulfil in our own project. We had to research other enterprises in Northern Ireland as they are marketing their services towards a similar audience as NCBC. Analysing this meant comparing social strategies in what content they were putting out and how they utilised each platform. From this we can apply what we have identified as strengths. These are the 3 areas we researched

- Similar enterprises
- Social media
- Online presence

Once we knew what we needed to look for we immediately started with discovering who our clients' competitors were. Claire was able to suggest some local enterprises from people she had worked with previously and some independent research we found our own. Additionally, we had asked NCBC to send us some websites that they liked the look off and from that they had sent over similar organisations to themselves.

**“Benchmarking is a technique for comparing e-government performance, and is normally based on a set of indicators. Such indicators are used to calculate some kind of performance index. The performance index can be used to rank different governments or government agencies against each other.” (Berntzen, L. and Olsen, M.G., 2009)**

We identified NCBC's unique selling points

- Office hire
- Units to rent
- Virtual services
- Advice

We chose to analyse ten business's online presence this included:

- Enterprise Causeway
- Mallusk
- Brewin
- Enterprise NI
- Roe Valley enterprises
- North City Business Centre
- Banbridge District Enterprise
- East Belfast Enterprise
- Carrickfergus Enterprise
- Ballymena Business Centre

We were given a pre-existing excel sheet with categories to mark each of the organisation's online presence against. Karol and Kat took the responsibility of analysing each as they felt their strengths were both in understanding websites and coding. I had the responsibility of taking the information and putting it into our final deck, colour coding it to highlight strengths and weaknesses in each of the business's sites.

	A	B	C	D
1	BENCHMARKING			
2				
3	<b>Category</b>	<b>Feature</b>	<b>Website</b>	
4	<b>First Impressions</b>	<i>Aesthetics</i>		
5		<i>Identifiable Target Audience</i>		
6		<i>Identifiable Chief Aim</i>		
7	<b>Look and Feel</b>	<i>Retina (HD ready)</i>		
8		<i>Responsive</i>		
9		<i>Content in Prime Position</i>		
10		<i>Body Text Font</i>		
11		<i>Logo placement</i>		
12	<b>Technical</b>	<i>Book Online</i>		
13		<i>Content Management System</i>		
14		<i>Analytics Embedded</i>		
15	<b>Navigation</b>	<i>Primary Menu Format</i>		
16		<i>Primary Menu Position</i>		
17		<i>Means of getting to top of page</i>		
18		<i>Sitemap</i>		
19		<i>Breadcrumbs</i>		
20		<i>Contact Us</i>		
21		<i>No. of clicks to Contact Us</i>		
22	<b>Content</b>	<i>Explanation of Service</i>		
23		<i>Evidence of Outdated content (deadlinks)</i>		
24		<i>Social Media</i>		
25		<i>FAQ Section</i>		
26		<i>Privacy Policy</i>		
27	<b>Search</b>	<i>Search</i>		
28		<i>Type of Search Button</i>		
29	<b>Functionality</b>	<i>Load Time</i>		
30		<i>Email Subscription</i>		
31		<i>Multilingual</i>		
32		<i>No. of languages (other than English)</i>		
33	<b>Accessibility</b>	<i>How many font types</i>		
34		<i>Clear &amp; accurate headings</i>		
35		<i>Are links visually distinct</i>		
36		<i>Link underlining</i>		
37		<i>Hyperlink change colour if visited</i>		
38	<b>Overall Score</b>			
39				
40				

The NCBC website was graded at 34%. Each of the other websites managed to score higher Brewin Dolphin website scoring the highest at 71% and Ballymena Business Centre website scoring second at 66%. The Brewin, which scored 71% in the benchmarking, should be the minimum experience we provide for our users. This site has HD images, Videos, is fully responsive, has a quick load time of 1.3s and is very easy to navigate. Ballymena Business Centre included some extra features within their online space such as an appealing landing page and fully responsive design helped their website gain a respectable number of points.

From this research, we know we need to have the bare minimum of:

- Engaging content (360 site tour)
- HD images
- Videos
- Easy navigation
- Fully dynamic (responsive)
- A clear and quickly identifiable of Target audience
- A clear and quickly Identifiable Chief Aim
- Links to social media
- A quick way for users to get back to the top of the page without scrolling (such as an arrow)

 = poor online presence  
 = good online presence

Category	Feature	Enterprise Causeway <a href="https://www.enterprisecauseway.co.uk/">https://www.enterprisecauseway.co.uk/</a>	Mallusk <a href="https://mallusk.org/">https://mallusk.org/</a>	Brewin <a href="https://www.brewin.co.uk/">https://www.brewin.co.uk/</a>	EnterpriseNI <a href="https://enterpriseni.com/">https://enterpriseni.com/</a>	Roe valley enterprises <a href="https://roevalleyenterprises.co.uk/">https://roevalleyenterprises.co.uk/</a>
First Impressions	Aesthetics	Hero banner with their baseline and hashtag that represents them. strong brand colours as soon as you enter the online space. there's not a lot of imagery, and they use a lot of white space. The information to visual content (images, animations, videos) doesn't seem balanced.	Contemporary corporate feel. It's laid out professionally with easy navigation; however, the colours are bright, bold and fun. There are animations, video content and lots of imagery. You have a lot of room to breathe through the information, and it's a visually pleasing site. This site is fun and would appeal to a wide range of users and potential audience.	Very corporate, clean layout, and easy to navigate. Lots of white space. cool tone colours, navy blue, grey and white, which are known for being corporate colours. Hero with their main aim in text and indication of the target audience. cards to direct the user to sections and pages that provide the information they are looking for. This provides quick navigation and accessibility in the site. There's also a video to make the information more engaging. Images displayed across the site help to make this web space more engaging; however, you get the feel this is aimed at an older market.	Again we're seeing the colour scheme of blues and greens gives it a corporate feel; however, the green makes it pop and adds some vibrancy. Bottom borders have rounded corners, and the buttons themselves animate their scale when hovered over. This adds interactivity and enhances engagement. The information is cleverly sectioned for easy navigation with accessibility in mind. The site itself has lots of animations, such as numbers flipping as its counts up, and menu list items animating in colour when hovered over. This site is more fun and appealing due to these small interactive elements, colour scheme and easy navigation.	Again, seeing blues, however this colour scheme is lighter and doesn't feel as corporate. You can see they're using colours that link to the river roe as its the same colours used in their logo, which is using negative space as the river with either grey and blue to the sides of it to form the shape of an 'R' for River Roe. The web space features lots of images, and they are sharp and bright. This gives the user something else to look at to break up all the information in text. The web space also features a calendar for upcoming events which we haven't seen yet. This shows a sense of community spirit. The nav bar animated to add a background colour when hovered over, and the button border corners are rounded, so it diverts away from strict corporate layouts as it adds movement to the site.
	Identifiable Target Audience	On Home Page	On Home page	On Home Page	On the home page	On the home page
	Identifiable Chief Aim	On Home Page	On Home page	On Home Page	On home page	On home page
Look and Feel	Retina (HD ready)	Most of images are	Most images are	Some images are	Some images are	Most images are
	Responsive	Yes, not fully responsive. When on a screen sized 1440px by 900px the hamburger menu does not display all nav options.	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive

	Sitemap	None	None	None	None	None
	Bread crumbs	None	None	Inside the hero	inside the top banner	inside the hero
	Contact Us	In primary menu and footer	form on home page, and link to contact page on primary menu and footer	In primary menu and footer	In primary Menu and footer	In sub-menu in top bar
	No. of clicks to Contact Us	1 click away	0 clicks. On the home page and the designated contact page.	1 click away	1 click away	1 click away
Content	Explanation of Service	on the home page in the form of a video or 1 click away for textual.	On the home page	On the home page	On the home page	On the home page
	Evidence of Outdated content	Events blog on the first page and Units to Rent section are dead links.	No	Yes, a few deadlinks	Yes, a few deadlinks	Yes, a few deadlinks
	Social Media	Linked in footer. Facebook, X and Instagram.	Linked in footer. Facebook, X, Instagram and LinkedIn	Linked in footer and contact page. LinkedIn, X, Facebook.	Linked in footer. Facebook, X, Instagram, LinkedIn, and Youtube.	Linked in footer. Facebook, X, LinkedIn.
	FAQ Section	None	None	None	None	None
	Privacy Policy	None	None	Yes	Yes	Yes
Search	Search	None	None	Yes	None	None
	Type of Search Button	N/A	N/A	Input field with a search icon	N/A	N/A
Functionality	Load Time	3s LPC	20.3s LPC	1.3s LPC	10.9s LPC	1.8s LPC
	Email Subscription	Yes, on every page in a banner above the footer	Yes, on a banner above the footer on every page	Yes, 1 click through the sub-menu	No	No
	Multilingual	No	No	No	No	No
Accessibility	No. of languages (other than English)	N/A	N/A	N/A	N/A	N/A
	How many font types	3	1	2	2	1
	Clear & accurate headings	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes
	Link underlining	No, arrows appear beside them	Yes	Yes	Yes	No
	Hyperlink change colour if visited	No	No	No	Yes	No
Overall Score		57%	57%	71%	62%	51%

	Content in Prime Position	Yes. Uses hero, cards, banners and videos on the home page which helps section all the information and make it easily navigable to the information you want to find.	Yes. Uses a hero slider, designated sections for easy navigation of information, a very clear contact form on the home page, a carousel for tenant testimonies to condense the layout, and offers a video tour.	Yes. Uses hero with tag line, cards, banners, sections, videos and images which help to keep the information sparse and give the rest of the content room to breathe.	Yes, uses sections for information, image carousels, cards to highlight key information, bullet point lists, and maps for visual representation of all their locations.	Yes. uses a slider hero with a call to action on the first page, sections for easy information navigation, cards with images and text and calls to action and an interactive calendar.
	Body Text Font	proxima-nova, (sans-serif)	Overpass, (sans-serif)	Roboto, Arial (sans-serif)	General Sans (sans-serif)	SF-Pro (Sans-serif)
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top Left
Technical	Book Online	No. There is however a contact form on contact page	You can express interest online. There's an 'available spaces' button on the nav, which will tell you which spaces are available to rent, along with information about the unit and prices. Each space has an 'enquire now' call to action. This then opens a form and the user can fill it in to express interest in the unit and give consent for the business to contact them about it. There is also a Contact form on the home page and contact page.	No. There is no book online; however, users can request a call on their contact us and home page.	No booking online however users can make an account on their site for EconX.	No booking online however, users can contact the business from the contact form on the contact page.
	CMS	Wordpress	WooCommerce	WordPress	WordPress	WordPress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Primary Menu Format	Horizontal navigation bar, which switches to hamburger menu with a drop-down for screens with a width of under 1450px	Horizontal nav bar with primary menu in the top bar and a secondary menu beneath. This then changes to a hamburger menu, which opens a sidebar for a responsive layout for screen widths under 1200px.	Horizontal nav bar on the left-hand side, with a drop-down to showcase the sub-menu options. This nav turns to a hamburger menu on the right side when the screen width drops below 992px for a responsive design.	Horizontal Nav bar in the centre of the web space. This offers a drop-down sub-menu on 2 out of the 5 nav options. This changes to a hamburger menu on the right-hand side for screens under 1025px wide for a responsive layout.	Horizontal Nav bar on the right-hand side with a top bar sub-menu. The nav bar changes to a hamburger menu on screen sizes less than 767px wide for a responsive layout.
	Primary Menu Position	Top Right	Top Right	Top Left	Top Centre	Top Right
Means of getting to top of page	Scrolling back to the top or clicking the links in the footer to reload the page	Scrolling back to the top or clicking the page line in the footer	Scrolling back to the top, clicking the page link in the footer and there's a 'back to top' call to action in the footer too.	Very limited. Scrolling back to the top or clicking the page's link in the footer from the few listed.	Scrolling back to the top or click on the link in the footer to refresh the page.	

Category	Feature	North City Business Centre <a href="https://www.north-city.co.uk/">https://www.north-city.co.uk/</a>	Banbridge District Enterprise <a href="https://bdelonline.com/">https://bdelonline.com/</a>	East Belfast Enterprise <a href="https://eastbelfast.org/">https://eastbelfast.org/</a>	Carrickfergus Enterprise <a href="https://ceal.co.uk/">https://ceal.co.uk/</a>	Ballymena Business Centre <a href="https://www.ballymenabusiness.co.uk/">https://www.ballymenabusiness.co.uk/</a>
First Impressions	Aesthetics	Text over image carousel, which is very jumpy	Image of conference room roughly indicating what they offer, matching colours, accompanied, creating a professional feel	Appealing short video that sets out the mood for the website, followed by a slick design	Appealing home page with a photo carousel which is moving at a nice pace showcasing what's on offer	Pleasant entry to the website with a short introduction to the business and a "Contact Us" button
	Identifiable Target Audience	First glance text mentions units to rent, indicating the target audience could mainly be businesses/business start-ups	"Meet your business needs" first seen quote indicates the target audience is businesses	Heavy on the word "Entrepreneurs" throughout the whole homepage, indicating their primary audience	Clearly stated that they are working with "the local business community" and "entrepreneurs"	Target audience outlined on the landing page: "Entrepreneurs" and "Business Owners"
	Identifiable Chief Aim	The aim of the company has been fully explained on the About Us page	The goals of the company have been identified on the About Us page	Goals mentioned on the home page: "We support entrepreneurs at every stage"	Goals mentioned on the home page: "supporting budding entrepreneurs and growing businesses"	The goals of the company have been outlined thoroughly on the home page
Look and Feel	Retina (HD ready)	Images used are of low quality from the web, causing distortion	High-quality photography has been used, which seems to be up to date	High-quality images have been used, as well as any videos present	High-quality images have been used	High-quality photography has been used, which seems to be up to date
	Responsive	No, the website is not fully responsive for mobile screen sizes.	Fully responsive design	Fully responsive design	Fully responsive design	Fully responsive design
Technical	Content in Prime Position	Positioning of content has a simple solution, not necessarily eye-pleasing.	Content seems to be placed nicely, positive use of white space present, as well as image-to-text proportion adequate.	Great placement of all content, well-thought-out website and planned.	Content placement excellent, one big mistake on the about us page, where text is cut off on one section of the page.	Great use of space, video and images on the website
	Body Text Font	Avenir, sans-serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top left
Navigation	Book Online	No	Yes	Yes	No	No
	CMS	Wix	WordPress	WordPress/WooCommerce	WordPress	Wix
	Analytics Embedded	No analytics embedded	No analytics embedded	Google analytics	No analytics embedded	Google analytics
Primary Menu Format	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Burger menu	

	Primary Menu Position	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Top of the page, right-hand side
	Means of getting to top of page	Scroll back to the top of the page	Back to top button available	Scroll back to the top of the page	Scroll back to the top of the page	Scroll back to the top of the page
	Sitemap	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Sitemap available on (https://ceal.co.uk/site-map-tenants/)	No .xml file detected
	Breadcrumbs	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable
	Contact Us	The "Contact Us" button on every page is easily accessible	"Get in touch" button available at the top right of the page	"Contact Us" button inside the burger menu	Contact information displayed in the header	"Contact Us" button on the landing page
	No. of clicks to Contact Us	1 Clicking on the "Contact Us" button will take you directly to the contact page	1 Clicking on the "Get in touch" button will take you directly to the contact page	2 User must click on the burger menu and then locate "Contact Us"	0 Contact information is provided in the header of the website	1 Clicking on the "Contact Us" button will take you directly to the contact page
Content	Explanation of Service	Yes	Yes	Yes	Yes	Yes
	Evidence of Outdated content	Outdated photos are used on the website	Page seems to be up to date	Website seems fresh, possibly updated not a long time ago	Photos seem to have been used the same for a few years back	Page seems to be up to date
	Social Media	Buttons available to access a Facebook page and X	No social media links detected	Social media buttons are available at the bottom of the page	Buttons for various platforms are available in the header	Part of the website used to promote their social media
	FAQ Section	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website
	Privacy Policy	No	No	Yes	Yes	Yes
Search	Search	No	No	No	No	No
	Type of Search Button	No	No	No	No	No
Functionality	Load Time	0.8s	1.36s	1s	0.8s	5.3s
	Email Subscription	Yes, email subscription made possible, sign up for the newsletter	No	Yes, provide an email for the newsletter	No	Yes, subscription is available
	Multilingual	No other languages detected	No other languages detected	No other languages detected	No other languages detected	No other languages detected
	No. of languages (other than English)	English (0)	English (0)	English (0)	English (0)	English (0)
Accessibility	How many font types	1	1	1	1	1
	Clear & accurate headings	Clear, accurate use of headings	Good use of headings	Good use of headings	Appropriate use of titles, headings, etc, website easily readable	Good use of headings

## Summary

Overall, from this task we had a clear understanding of where NCBC was in terms of the areas identified against the criteria. This was great as we could then focus in on the areas that we could support them in achieving. If we were to do this task again it may be ideal to look into organisations outside of Northern Ireland to benchmark as they have different results which could identify strengths in which we have not previously recorded.

	Are links visually distinct	No, hard to locate links that look just like most text on the website	Links are of different colours, making them stand out more	Links are not clearly shown, hard to tell what the main text/link	Links are off a different colour, ensuring they are highly recognisable	Links are of different colours, making them stand out more
	Link underlining	No	While on hover, the link gets underlined	No	No	While on hover, the link gets underlined
	Hyperlink change colour if visited	Links change colour while hovered on, but don't change back to the original colour after interaction	Links do not change colour after being visited	Links change colour after they have been interacted with	Links change colour on clicks, but are barely noticeable	Links fully underlined
Overall Score		34%	57%	63%	54%	66%

# The Brief

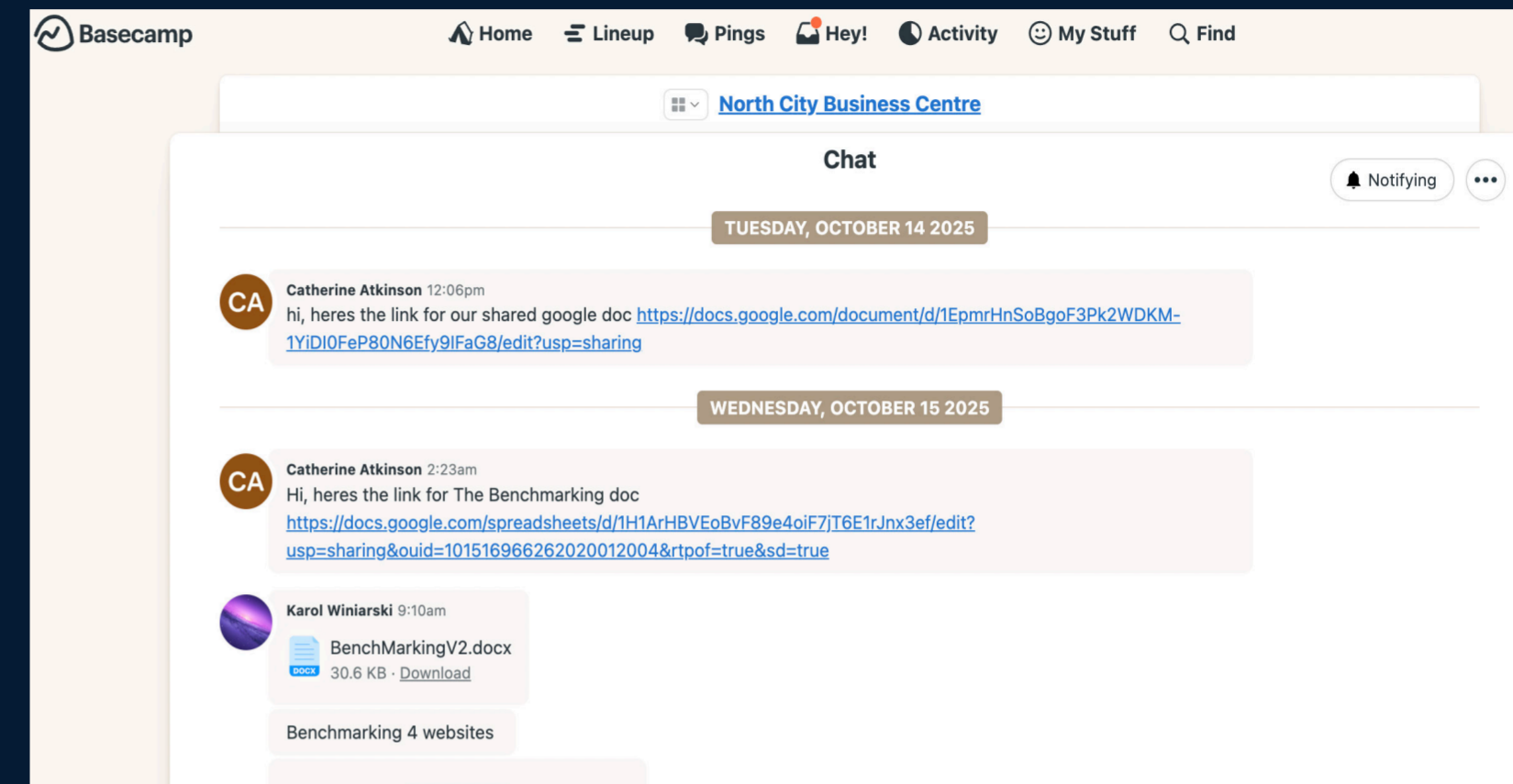
# 2022

## 2.1 Brief Creation

After our first meeting with NCBC it was time to begin creating the brief. This was an important document as it demonstrates our research and it's how we communicate to the partner our intentions for the final productions. We began this by creating a google doc which we could upload our write ups for reach of the sections which could then be peer reviewed by each other before putting it into the final document.

The brief consisted of

- Contents page
- Community partner
- The project
- Objectives
- Target Audience
- Deliverables
- Benchmarking
- Budget
- Timescale
- Team members



Here you can see Kat shared the link for our Google doc and benchmarking doc which we uploaded each section to as it was completed.

### Amy

- The project
- Tone, message and style
- timescale

### Karol

- Objectives
- Deliverables
- Target audience
- Budget

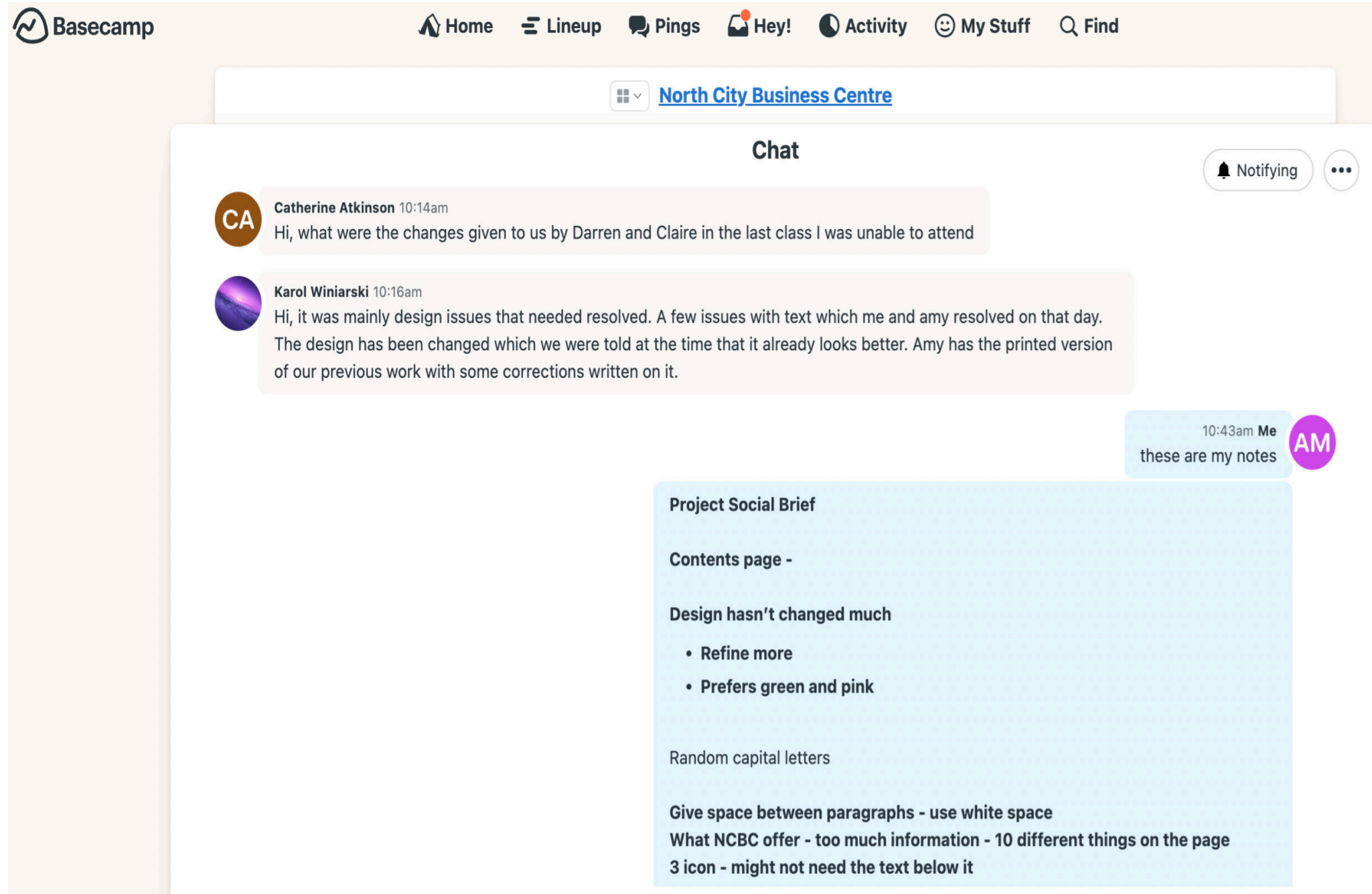
### Kat

- Community partner
- Benchmarking
- Team Members

After our first week of designing the brief we had our first team meeting with Claire and Darren. Unfortunately, this first week highlighted a few issues in which we had to take quickly correct to stay on track with the project plan. Our use of basecamp was limited as we had been using a different platform to contact each other which proved ineffective as we could not organise or keep on top of messages / files uploaded. As a result of this, our group effort as a team was limited as we had not taken the time outside of class to organise our responsibilities in person therefore our work was not up to the expected standard.

Once this meeting was done we stayed behind to discuss and delgate each section. Also we intended to utilise Basecamp to communicate going forward as everything was organised and could be seen by Claire and Darren to help us if there were any issues.

Once the layout was established, we then divided the sections as seen above and got to work uploading each of our sections.



Use NCBC - in bold/highlight

Underline title instead of pink block

Don't refer to nbc as a business refer to it as a organisation on project page  
 The project will be achieved by building them a new online presence  
 Don't need to explain step by step

**Objectives page**  
**Too much information**  
**Said the same thing twice**

**Target audience - check for lines between paragraphs**

**Typeface - doesn't read corporate**  
**Sans serif for the heading**  
**Serif for the text**

**Pages experiment with the design such as using shapes such as circles or lines**

**Page number**

**Deliverables - too much on the page**  
**Spread over two or three pages**  
**Branding, web presence, social media**

**Project Social Brief**

**Contents page -**

**Design hasn't changed much**

- Refine more
- Prefers green and pink

Random capital letters

**Give space between paragraphs - use white space**

**What NCBC offer - too much information - 10 different things on the page**

**3 icon - might not need the text below it**

**Tone style message - move to middle of the page**

**Bench marking - through the bench marking process each one receives a score**  
**PULL QUOTE NCBC RECEIVES A 34**

**Next page**  
**These are the sites we bench marked**  
**Then narrative**  
**Pull quote on pg 3**

**Consistency with bullet points or dashes**

**Colour code**  
**Different typeface**

**Write numbers 1 - 10 as one to ten**

**Karol twice on team pg**

**Change the cover**

# North City Business Centre

Made in North Belfast

## Community Partner

North City Business Centre is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. NCBC accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

NCBC provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business. NCBC also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, NCBC plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

**It is a space for people to achieve something**

3

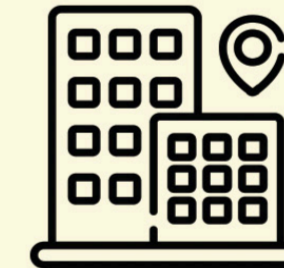
## Contents

- Community partner	3
- The Project	5
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- Target audience	7
- Deliverables	8
- Tone, message & style	10
- Similar organisations/benchmarking	11
- Budget	22
- Timescale	25
- Team members	26

## What NCBC offer



**49 units to let**  
in the business centre  
(from 500 sq. Ft. to 200 sq. ft.)



**2 sites located**  
on Duncairn Garden  
(3rd location pending)



**Professional guidance**  
and **advice**  
(on business start-up)

4

# The Project

The project involves reinvigorating **NCBC's** online presence to promote the organisation as they expand into their third location in North Belfast. **NCBC** intends to help develop the economic development in North Belfast bringing it from a deprived area into a successful and ideal location for business owners.

The project will be achieved by building **NCBC** a refreshed online presence. This will have a contemporary feel and will be refreshed using a bright and exciting colour palette. Additionally, the site will have features to include a map showing the three hubs, along with links for social media platforms.

The online presence will contain different media; we will utilise both photography and videography to capture shots of the premises. To create an immersive experience, 360 cameras will be used to film the buildings, allowing for walk-through experiences of the units. This creates a complete image for businesses considering operating from a unit.

Also, as **NCBC** hosts various events, this will give an opportunity to record and create highlight reels that can be uploaded to their online presence. Finally, pieces to cameras with individuals from **NCBC** will be filmed which will create a deeper understanding of the business and what it has to offer.

The project will be successful in refreshing the brand with intent to evolve alongside the digital world. The updated online presence and brand will ensure to reach each of the objectives set to reflect **NCBC's** purpose.

5

# Target Audience

The target audience for this project is individuals involved in business activities such as start-ups, entrepreneurs and small established businesses.

We want to focus on individuals with a mindset that values innovative solutions and seeks efficiency for the running of their business - individuals who are proactively seeking external support to help them achieve their growth objectives.

**NCBC** helps entrepreneurs with large-scale growth by providing their businesses with units, allowing for more space to carry out their business duties. It is also very beneficial for small businesses that are interested in renting temporary space to hold a meeting or an event. We also aim to attract individuals who understand the importance of structured training programmes and other resources provided by **NCBC**, who are also ready to invest in this type of support to help the growth of their business.

7

# Objectives

By refreshing **NCBC's** brand and online identity we will

## Encourage a strong sense of community

Create deeper engagement with local entrepreneurs, startups, business owners, and prospective tenants so that **NCBC** feels not just like a facility, but like part of the engine of North Belfast.

Promote **NCBC** as a hub where people support each other—through networking, mentoring, collaboration, and joint events—so that individuals see that success is possible within **NCBC**.

Increase visibility and community involvement in **NCBC** initiatives so people feel ownership and pride in what's built "in North Belfast."

## Position **NCBC** as a professional, trusted partner

Enhance **NCBC's** reputation so that when new or growing businesses consider a base, **NCBC** is among their first choices because of its professionalism, supportiveness, and accessibility. **NCBC** should be a place that is friendly and inviting.

Ensure that **NCBC** is seen as the go-to place for quality business advice, reliable facility provision (units, conference/training space, virtual office services), and affordable, flexible support.

## Drive economic development & accessible business support

We will expand and improve support services to lower barriers for people wanting to start or scale up a business—including mentorship, training, advice, funding guidance, and flexible leasing options.

Leverage **NCBC's** property assets (units, virtual offices, meeting space) to make business space accessible in size, cost, and location.

We will make sure people in North Belfast are aware of what **NCBC** offers, feel welcome, and know how to access support—especially those who may have been discouraged in the past.

6

# Deliverables

## Branding

A Bespoke Logo that captures **NCBC's** values and message of being a supportive place for smaller businesses in North Belfast.

Typeface that reflects how **NCBC** is adaptable and inclusive of all ages. (legible to a wide age range, and those with visual impairments)

Improve the Brand Colour scheme to reflect on the area of north Belfast, the type of work **NCBC** do and the type of audience they're looking to attract.

## Website

A reinvigorated new website design which will be more engaging, interactive and aesthetically pleasing to a wider range of audiences.

A dynamic design that will be fully responsive across all screen sizes.

8

## Social media

Short-form-videos captured on an iPhone for time effective social media reels on Instagram and Facebook.

Links to website on all social media platforms

Set up of meta suite so **NCBC** can schedule posts for the week ahead and manage all their comments, direct messages and social media invites from one place across Facebook and Instagram.

High quality Images of **NCBC** facilities for their social media to advertise rooms available.

Custom Templates to use for event days and other information **NCBC** want to showcase. With instructions on how to edit them and upload across different platforms.

Instruction of how to stay engaged and relevant on social media. Such as replying to comments, peak times to post based on follower online activity and how to find these times (e.g. most followers online between 3pm-5pm).

9

## Benchmarking

During the development process, we used a research technique called benchmarking to help us produce the best possible outcome for **NCBC** online presence. Benchmarking allows us to research other similar businesses and websites by creating a series of criteria that we feel all sites should meet, we then score these sites based on how many best practices we noted within each site.

11

## Tone, message & style

The tone of the project will be friendly, inviting and professional, creating a welcoming atmosphere for business owners considering **NCBC** as a place to run and grow their businesses. It's all about making people feel supported and confident, showing that **NCBC** is here to help local entrepreneurs every step of the way.

The style will reflect this approachable and community-focused spirit through vibrant and exciting colours, capturing the energy and opportunity that **NCBC** offers. The visual identity will be fresh and engaging, designed to connect with people from all walks of life in North Belfast.

The message is "**Made in North Belfast.**" This speaks to the heart of **NCBC**—it's built by people born and bred in the area, rooted deeply in the local community, and growing alongside it. It celebrates the economic growth and positive change that **NCBC** brings to North Belfast, highlighting that this success is homegrown and something the whole community can be proud of.

10

Our team decided to research 10 various business enterprise websites (including **NCBC**'s current website) and compare what we thought worked well and what did not. These websites are:

- North City Business Centre
- Enterprise Causeway
- Mallusk
- Brevin Dolphin
- EnterpriseNI
- Roe valley enterprises
- Banbridge Enterprise
- East Belfast Enterprise
- Carrickfergus Enterprise
- Ballymena Business Centre

The aim of this part of the research development was to grade all of these websites and compare them to the grade received by the **NCBC** current website.

**The NCBC website was graded at 34%**

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Close behind was the East Belfast Enterprise website, which came in third. Sitting at 63%, EBE has been successful in maintaining a well-established online presence. A video on the landing page looks visually appealing and is well-received by users visiting the site. EBE has also been successful in presenting high-quality, up-to-date photography that is relevant to the business. A fully responsive design and a fast loading speed of 1 second contribute to the overall smooth flow of the website, helping it achieve a higher grade in the benchmarking process.

Banbridge and Carrickfergus both had average websites that ticked off most of the basics. Both had quick loading times—1.36 seconds for Banbridge and 0.8 seconds for Carrickfergus. The websites featured clear headings that served their intended purpose well. However, some of the negative issues both websites had in common were the lack of email subscription options. Email subscriptions are essential for such businesses; without them, potential customers miss the opportunity to receive updates or news, which could lead to a loss of engagement or missed business opportunities.

All these websites and the process of benchmarking provide us with the opportunity to reflect on what worked well, what didn't work well and how we can use that to enhance the user experience of **NCBC** website and make it a more exciting and engaging webspace.

15

## Budget

**NCBC** has no set budget for this project and does not require any extra items including printing, merchandise etc. The website on the other hand will require some additional costs to fulfil the goals needed to be achieved. **NCBC** requires a big online space therefore the website will require a bigger amount of space (considering video and high-quality photographs) We will look at 2 available offers on WordPress that could handle the workload. Extra storage is also available within the business plan with extra costs which would allow for more room on the website. Possible costs have been outlined below.

22

From this research, we know we need to have the bare minimum of:

- Engaging content (360 site tour)
- HD images
- Videos
- Easy navigation
- Fully dynamic (responsive)
- A clear and quickly identifiable of Target audience
- A clear and quickly identifiable Chief Aim
- Links to social media
- A quick way for users to get back to the top of the page without scrolling (such as an arrow)

Our team feels each of these elements plays a key role in creating a cohesive web environment that will benefit both the user and **NCBC**.

The main objective of this research was to ensure **NCBC's** website does not make the same mistakes as other sites and instead provides a joyful experience for users on the website.

16

Plans available	Cost per month	Costs per year	Features
Premium	£7	£84	<ul style="list-style-type: none"> <li>- 13 GB Storage</li> <li>- Unlimited pages, posts, users, and visitors</li> <li>- Free domain for one year</li> <li>- Ad-free browsing experience for your visitors</li> <li>- All premium themes</li> <li>- Fast support from our expert team</li> <li>- Premium stats</li> <li>- Install plugins</li> <li>- Customise fonts and colours sitewide</li> <li>- Connect Google Analytics</li> <li>- Upload Videos</li> </ul>
Business	£20	£240	<ul style="list-style-type: none"> <li>- 50 GB storage</li> <li>- Unlimited pages, posts, users, and visitors</li> <li>- Free domain for one year</li> <li>- Ad-free browsing experience for your visitors</li> <li>- All premium themes</li> <li>- Priority 24/7 support from our expert team</li> <li>- Premium stats</li> <li>- Install Plugins</li> <li>- Customise fonts and colours sitewide</li> <li>- Connect Google Analytics</li> <li>- Upload Videos</li> <li>- SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments</li> </ul>

23

Additional storage	
Business plan	Costs per month
50 GB + 50 GB	£40.71
50 GB + 100 GB	£67.83
50 GB + 150 GB	£101.75
50 GB + 200 GB	£135.67
50 GB + 250 GB	£169.58

24

## Team Members



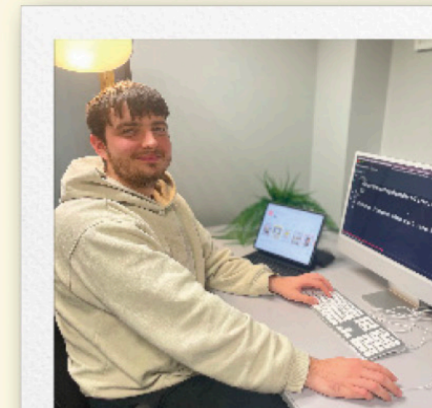
**Kat**

Atkinson-C5@ulster.ac.uk

Loves photography & short-form video production

Her German Shepherd takes her for lots of walkies

Could live all day in a VR World (and has done)



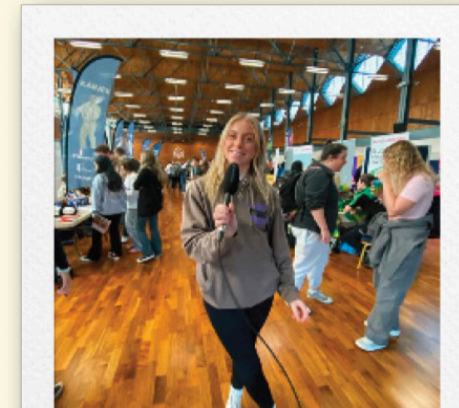
**Karol**

Winiarski-K@ulster.ac.uk

Loves Coding, Designing websites

Addicted fish keeper (setting up 4th fish tank)

Loves to travel, Favourite location visited (EGYPT)



**Amy**

McGoldrick-A5@ulster.ac.uk

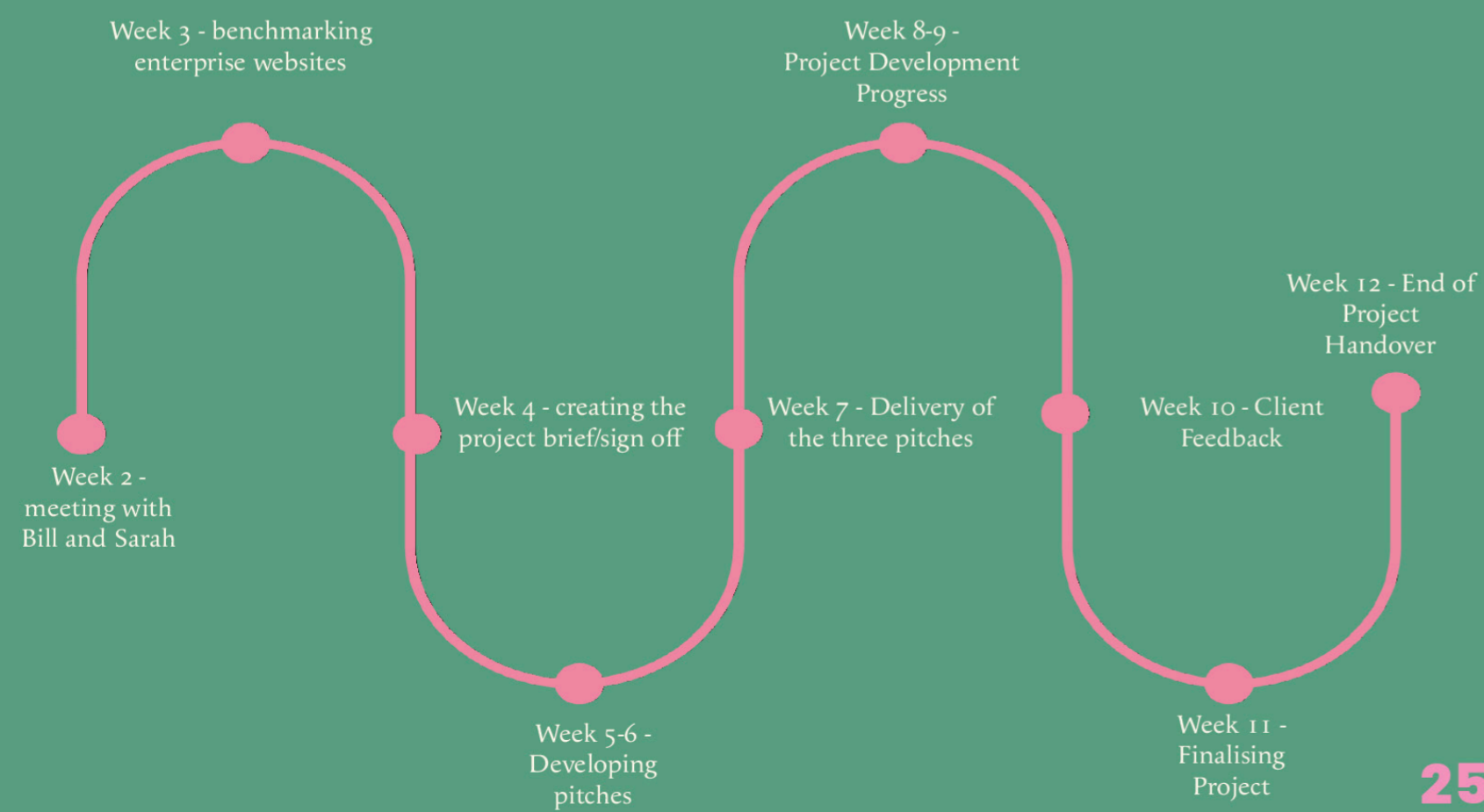
Loves filming and editing

Very active and enjoys sports

Favourite place is the beach

26

## Timescale



25

## ncbc brief UPDATED.pdf

Posted by Amy M. · October 27, 2025 · 4 MB

[Download](#) · [Replace with a new version](#)

### Notes:

Updated brief including all corrections



Here you can see  
Claire and Darren  
giving the sign off for  
our brief

Oct 27, 2025



**Darren Berkland**

Claire I think this looks great. Such a brilliant effort by the group.

...



Oct 28, 2025



**Claire Mulrone**

I agree Darren great effort. Lets get this back to the partner this morning.  
Please email it to them and cc me into the email too.

...



[Sarah.Smith@north-city.co.uk](mailto:sarah.smith@north-city.co.uk) <[sarah.smith@north-city.co.uk](mailto:sarah.smith@north-city.co.uk)>

Bill Atkinson <[bill.atkinson@north-city.co.uk](mailto:bill.atkinson@north-city.co.uk)>

Mulrone, Claire <[cm.mulrone@ulster.ac.uk](mailto:cm.mulrone@ulster.ac.uk)>

NCBC Brief

[Summarise](#)

AM

Amy McGoldrick



To: [Sarah.Smith@north-city.co.uk](mailto:sarah.smith@north-city.co.uk) <[sarah.smith@north-city.co.uk](mailto:sarah.smith@north-city.co.uk)>; **+1 other**

Thu 30/10/2025 10:18

Cc: Mulrone, Claire; Karol Winiarski; Catherine Atkinson

ncbc brief UPDATED.pdf  
4 MB

Hi,

I have attached our brief below!

Thank you,  
Amy

I then sent the brief  
on to Bill and Sarah

BA

Bill Atkinson <[bill.atkinson@north-city.co.uk](mailto:bill.atkinson@north-city.co.uk)>



To: Amy McGoldrick

Thu 30/10/2025 10:47

You forwarded this message on Thu 30/10/2025 11:21

This sender [bill.atkinson@north-city.co.uk](mailto:bill.atkinson@north-city.co.uk) is from outside your organisation.

[Block sender](#)

EXTERNAL EMAIL - This email was sent by a person from outside your organization. Exercise caution when clicking links, opening attachments or taking further action, before validating its authenticity.

Secured by Check Point

Amy

Looks good and lots of detail, just some feedback not keen on the colour scheme on the slides I have attached our logo for reference



Bill replied with some  
feedback on our brief

Regards



Mulrone, Claire



To: Bill Atkinson <[bill.atkinson@north-city.co.uk](mailto:bill.atkinson@north-city.co.uk)>; **+1 other**

Thu 30/10/2025 11:42

Cc: Amy McGoldrick

Good morning, Bill and Sarah.

Thanks for the feedback. It would be great if you could read through the full brief, there is lots of interesting information in the bench marking section, the colour scheme used in the brief is not the final design project. We are confident it represents the conversations we have had and identifies the range of digital media out put you need.

The students are moving into the creative phase where they individually create a visual identify, a colour scheme and typography that aligns with their vision. We will be excited to present you three ideas at our pitch meeting on campus in a couple of weeks.

Could be ask for feedback early next week.

Kind regards  
Claire

Here you can see  
Claire clearing up a  
misunderstanding  
between the brief and  
final designs

# Designing a logo

# 03

## 3.1 Initial Designs

Now that the brief had been signed off it was time to begin the creative process of designing a brand new logo for North City Business Centre. Before beginning this process I did a tour of North Belfast to take photos and gather inspiration that I can use for my designs. This was such a fun activity to do as it generated so many more ideas that I felt would fit the brief. NCBC wanted to be represented and easily identified as a part of North Belfast which was important to keep in mind when designing.

A few examples can be seen to the side of my favourite photos with elements that stood out the most to me.

- parallel lines
- gates
- structure
- historic architecture
- greens
- blues



Belfast Waterworks



Belfast Castle

Crumlin Road Gaol



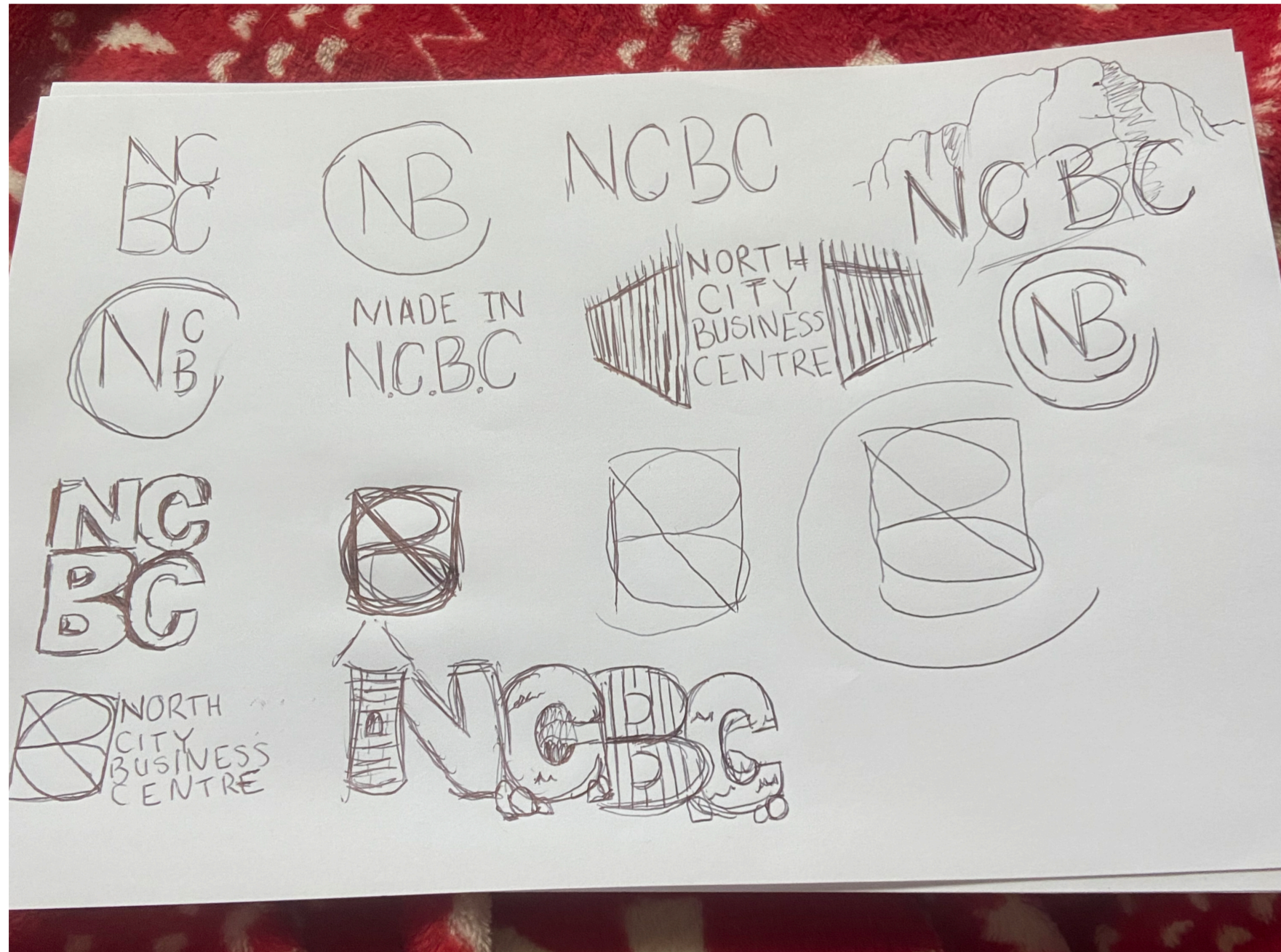
## 3.2

# Sketches and first thoughts

Before beginning the design process on Illustrator I decided to do some sketches to generate some ideas and visualise how they may look. I initially began playing about with the letters NCBC experimenting with what shapes or designs could be made from layering them on top of each other.

Along with this I attempted doing a drawing of Cavehill and other landmarks in North Belfast I had visited previously into letters however, I realised that an animated design did not fit the professional theme we intended to reach in our brief.

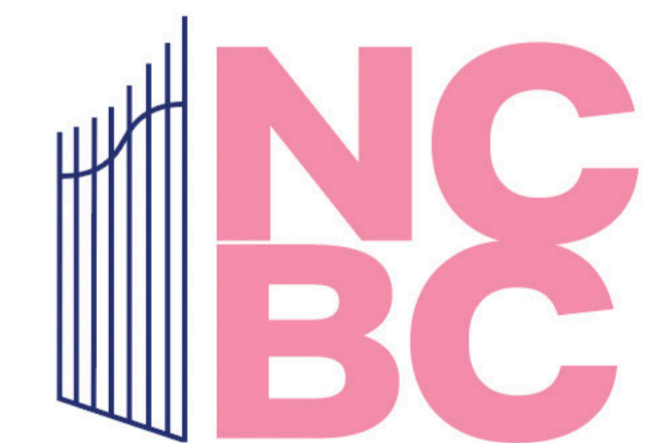
Also, I attempted to design a logo with gates. I wanted to do this because with previous knowledge of NCBC, what always stood out to me about their location was their gates. As soon as I found out we were working with them it was what I envisioned immediately. A mix of using my photos of North Belfast and my inspiration directly from NCBC I had to try a design that incorporated lines or gates etc.



This was my initial ideas page sketching out on paper before moving onto Illustrator



### 3.3 The Logo





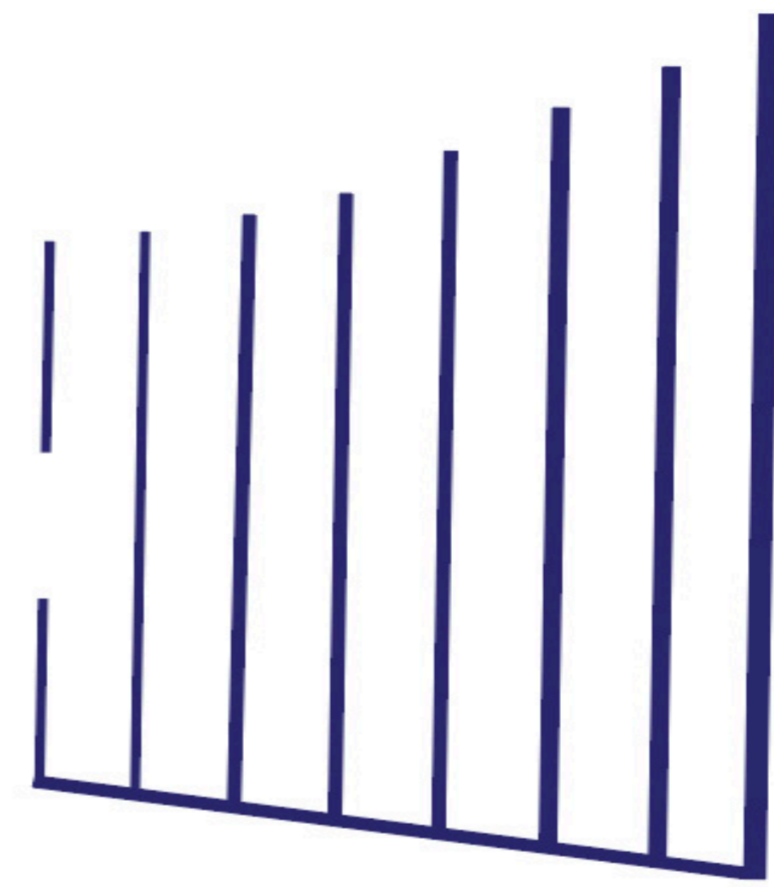
During a meeting with Claire and Darren we were presenting our designs. In a previous week Darren had asked me to develop more on my gate idea. I tried a lot of variations during this design process changing straight lines to curves, adding more detail that tied into the building. Eventually, I had developed this to have two gates with bricks standing on either side and a symbol that could be found on the gates of NCBC. I liked this design; however, I knew there was too much going on and it could not be a final logo. Darren also explained this and decided to ask everyone in the class to remove something from the design. At first, I didn't understand this task as it was removing effort and work, I had put into the design but going forward I had a clear picture of how I wanted the design to look. You can over do a design that the brand gets lost in it and we as a designer have not fulfilled the brief which we wanted the logo to be easily recognised as part of NCBC. After this task we were left with just one gate. With some discussion we pieced together how this simpler design did a lot more for the NCBC as a brand than the original. I wanted to explore through visuals a way to represent what NCBC stood for which is proving space to grow businesses and the economy in North Belfast. The slant of the gate mimicked a graph with increasing numbers representing the growth businesses can explore through utilising NCBC's units.

"Less is more had simple meaning. First mentioned in Robert Browning's poem "Andrea del Sarto" (1855), it suggests that everything simple is better and more beautiful than the complex and tangled." (Bokhua, G., 2022). The gate is open with North City Business Centre beside it to illustrate the idea that NCBC is the gateway for businesses to expand and provide support to entrepreneurs and businesses.

Original Logo



New Logo





North  
City  
Business  
Centre



North  
City  
Business  
Centre



North  
City  
Business  
Centre



North  
City  
Business  
Centre



North  
City  
Business  
Centre



North  
City  
Business  
Centre

After some refinement on the gates logo this was the final design that I would be using in my pitch with NCBC. We decided to stick with the blue colours as we felt it was the best match for NCBC as a business. The light blue had the friendly and welcoming approach we intended and the navy also convey a professional tone to the design.

04

Unused concepts

It tried experimenting with layering NCBC to create different shapes and changing the colours to create a bit of dimension between the layers. This was my first idea which was good to experiment with but none of them stood out as a logo representing NCBC how we intended to from our brief.



In one of our weekly meetings Darren had asked me to develop this idea a little more as he did like the cut outs within the letters. This led into my next design



Overall, out of all the unused logos this was my favourite as I loved changing up the colours within the letters making it more interesting to look at. It was fun to to design however, the typography and bold colours did not represent NCBC as a business therefore is not the final logo





Made In North Belfast  
North City  
Business  
Centre.



Made In North Belfast  
North City  
Business  
Centre.



Made In North Belfast  
North City  
Business  
Centre.



Made In North Belfast  
North City  
Business  
Centre.



## 4.2

### The Colours

When considering a colour palette to be used in my logo I had to refer to our brief specifically the tone, style and message. A few key points to highlight from this include

- The tone will be friendly, inviting, and professional
- To reflect the support and confidence in NCBC

- The style will be approachable and community focused

- This will be achieved through vibrant and exciting colours

- The message is to convey a positive change that NCBC brings to North Belfast

I designed each of my logos with this kept in mind. My first choice in colour was navy as I needed something to break up the bright colours and help them stand out. Black was another option I felt could have been used however, it did not convey a welcoming tone. The colour navy symbolises authority and

stability conveying a sense of wisdom. This is reflective of NCBC as a business as they help entrepreneurs grow their business. Light blue represents calmness, reliability and trust. Each of these are important traits that should represent NCBC morals and mission to improve North Belfast's economy through local businesses.

As alternative colours I experimented with pink and yellow incorporating it into the designs. "the more colourful the logo, the more it is perceived as being friendly, feminine bold, modern, unique and memorable." (Nasseraddin, A., Westland, S. and Marsden, J., 2019) I felt these colours achieved the friendly and inviting approach we were aiming for. Also, NCBC is home to a lot of different business's, there is no two the same to avoid competition therefore, the bright colours appeared as a welcoming organisation. "We observe the designed form from the outside as object or from within an environment." (Bokhua, G., 2022.)

## Primary Colour

**Hex:** #2b296e

**R:** 43 **G:** 44 **B:** 109

**C:** 100 **M:** 96 **Y:** 23 **K:** 9

## Primary Colour

**Hex:** #97d5eb

**R:** 151 **G:** 213 **B:** 235

**C:** 44 **M:** 0 **Y:** 7 **K:** 0

## Primary Colour

**Hex:** #dfbcd2

**R:** 223 **G:** 188 **B:** 210

**C:** 13 **M:** 32 **Y:** 6 **K:** 0

## Primary Colour

**Hex:** #fff18d

**R:** 254 **G:** 240 **B:** 140

**C:** 3 **M:** 1 **Y:** 56 **K:** 0

Prep + Plan

05

## Chat

THURSDAY, NOVEMBER 13 2025

CA

Catherine Atkinson 11:55am

**PITCH DECK**cover page/ pitch deck title

-logo

-concept (where idea came from)

- submarks (take aspects of logo and make it smaller, for social media) eg. big ulster vs normal
- black and white or grey scale of logos
- typography plus examples of it
- colour pallets
- websites/social media mockups
- merchandise 9dont oer crowd this section)
- blank page
- start again x2

Now that we had each chosen our final logo it was time to make the final pitch to propose to North City Business Centre. We worked together to choose a design to present each of our logos and creave decisions behind them.

## Urgent updates

 Darren Berkland · Nov 17, 2025 · Notified 4 people

Everyone,

I need an urgent response.

When is the earliest you can pitch your work. We have an opportunity for as early as Thursday at 10 - but I'm not convinced. I do need to see a final pitch deck on Thursday in the very least. I'll be going through the posts pointing at logos to start with.

Pitch deck needs:

Concept / tone descriptor.

Logo and submarks

Palettes

Typography treatments

Mock-ups of designs (social media / online spaces / public adverts / merch)



Nov 17, 2025



**Karol Winiarski**, Student

I am available to come in tomorrow from around 8.30 to work on the pitch on one of the macs available. Class is from 1.15-4.15 and i can stay in later as well to finish it off and hopefully print.

CA I can stay later

Perfect



Nov 17, 2025



**Catherine Atkinson**, Student

I think we would need to know everyone's work schedules to see what times we have available to do a pitch design we're happy with.

We haven't spoken as a group about our pitch deck design yet which only gives us tomorrow and Wednesday to figure out a design and mockups and finish it to where we all agree it's okay and then show it to you for feedback.

I'm available everyday this week and think we'll get more done in person. I can be in the uni on Tuesday evening/ all day Wednesday if anyone else is available to design it with me.

I definitely think we need to be working in person if have any chance at getting it completed for then.



Here you can see our team having a productive conversation organising our final pitch

Nov 17, 2025



**Amy McGoldrick**, Student

I can be in Thursday for 10. Also I am working on Wednesday so wouldn't be able to travel up

we can finalise tomorrow the mock ups we are going to use/design, one of the mock ups I would like to use is the sign post one I posted at the weekend if everyone is happy with that



Nov 17, 2025



**Catherine Atkinson**, Student

That would mean Karol and I would have to design the pitch deck ourselves, and Amy would have to send us everything over tomorrow at the latest so we could have everything we need to put it all together on Wednesday. If amy can send us everything she has tomorrow, then it might be okay, but it might be cutting it tight to do the pitch to the client on Thursday, if we need feedback before presenting it.



Nov 18, 2025



**Amy McGoldrick**, Student

We could organise it today so it's not left all till tomorrow? Karol didn't say he was available tomorrow and was going to complete it today so would be better to do it today or it gets left to you tomorrow which wouldn't be fair



Nov 18, 2025



**Karol Winiarski**, Student

Yeah im ready to stay late today if needed unfortunately have work tomorrow all day so wouldn't be able to.



NCBC Pitch Belfast Summarise

- This event occurred 1 month ago (Wed 26/11/2025 10:00 - 12:00) Follow up ▾
- Room B\_BD-03-044, Belfast Campus Ulster University,
- Paradi, Clare on behalf of Mulrone, Claire invited you [Accepted 2](#), [Didn't respond 1](#)

**Mulrone, Claire** sent a meeting request Thu 20/11/2025 11:58

Paradi, Clare on behalf of Mulrone, Claire

To: Catherine Atkinson; Karol Winiarski; **+1 other** Thu 20/11/2025 14:40

Mulrone, Claire updated the meeting location  
Room B\_BD-03-044, Belfast Campus Ulster University, ~~Belfast Campus~~

[B\\_BD-03-044](#) booked and accepted

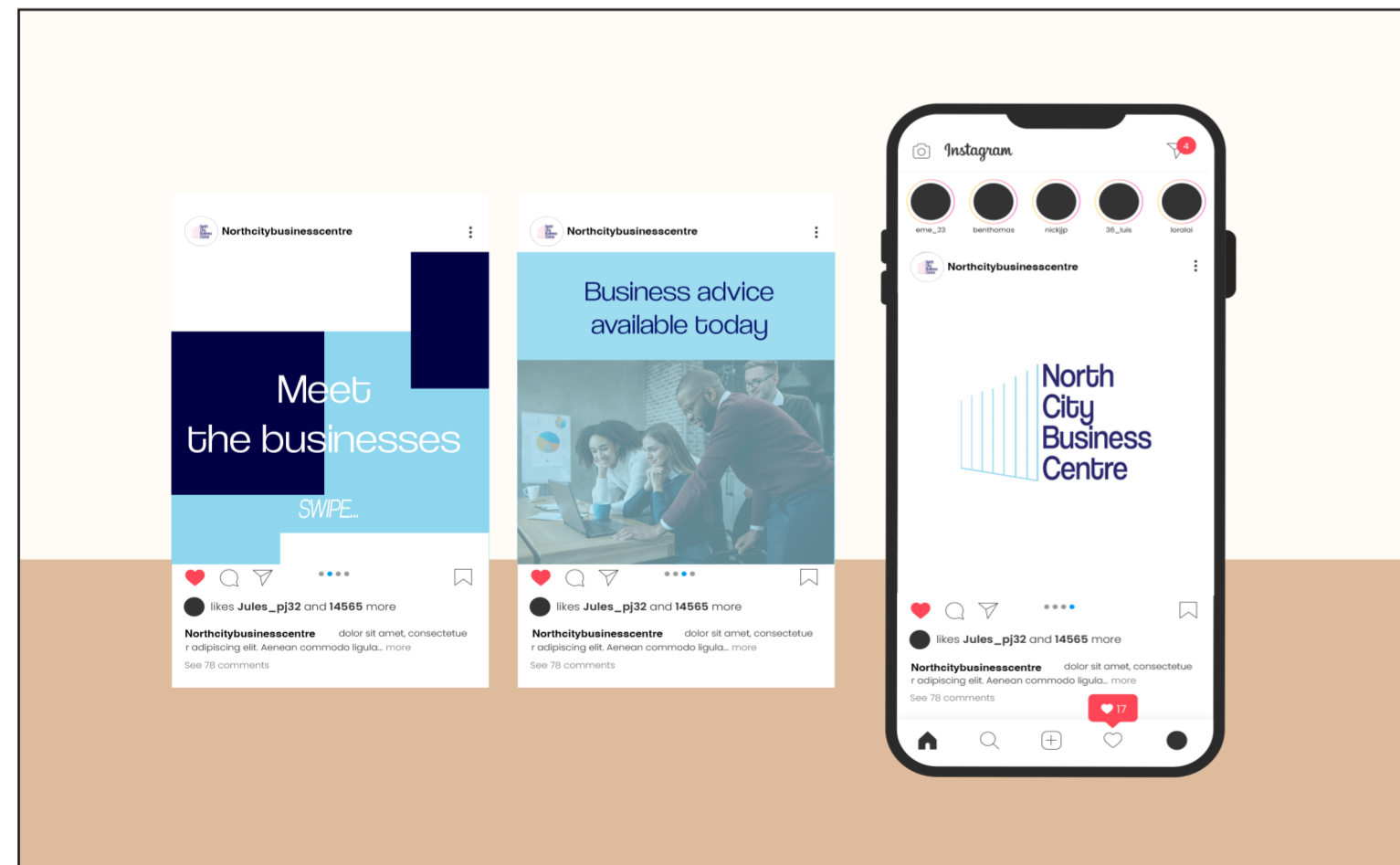
Reply Reply all Forward

**Our pitch is finalised and booked in!**

# The Production

06

# The Mock ups







# The Pitch Deck

07

# North City Business Centre

## Pitch Deck

### Concept



My logo concept is an experimental design based on one of the most iconic attractions in North Belfast – Cavehill.

As shown in the image above, I took a photograph of Cavehill and traced its outline as the foundation of my design. I then increased the stroke and filled the negative space with a colour that represents heritage, as North Belfast has a rich culture and history that I wanted to incorporate into the logo itself.

I chose a sans serif font for the text within my logo because I wanted it to be easily legible and accessible to a wide range of viewers. I also feel that a sans serif typeface is adaptable to a wide range of mediums, both in print and on the web.

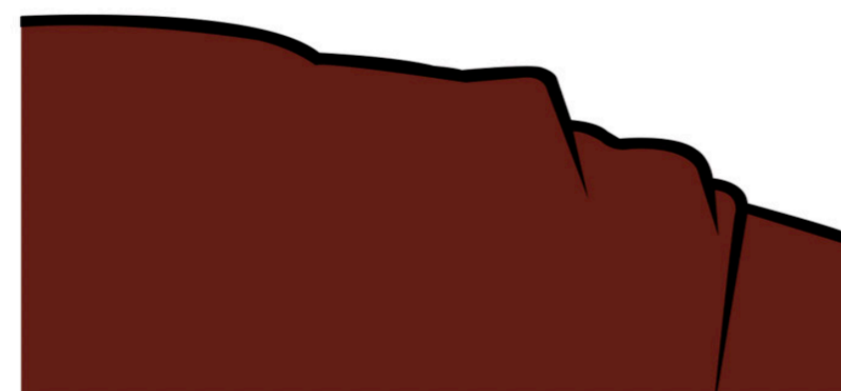


While researching various logo styles I found a lore that 7 eleven originally had all Caps "ELEVEN" however John P. Thompson Sr.'s wife suggested that they should soften the logos appearance and the graphic designer later changed it to have a lower case "n" to give it a more graceful and friendly whilst giving a smooth look. Therefore I implemented this theory by using case sensitive typography on the larger typeface and upper case on the smaller typeface.



**SYDNEY OPERA HOUSE**

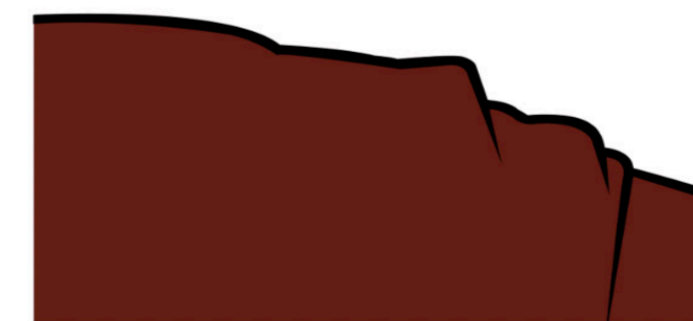
I researched various location-based logos and used the process of taking the most iconic features of the location (for example, the Sydney Opera House highlights its distinctive sails) to follow the outline of Napoleon's Nose at Cavehill.



**North City**  
BUSINESS CENTRE

Logo 1 – Napoleon's Concept  
North City Business Centre

### Submarks



## Colour Variations



## Greyscale



## Greyscale



## Typography

### Montserrat

The quick brown fox jumps  
over the lazy dog

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

### Heading

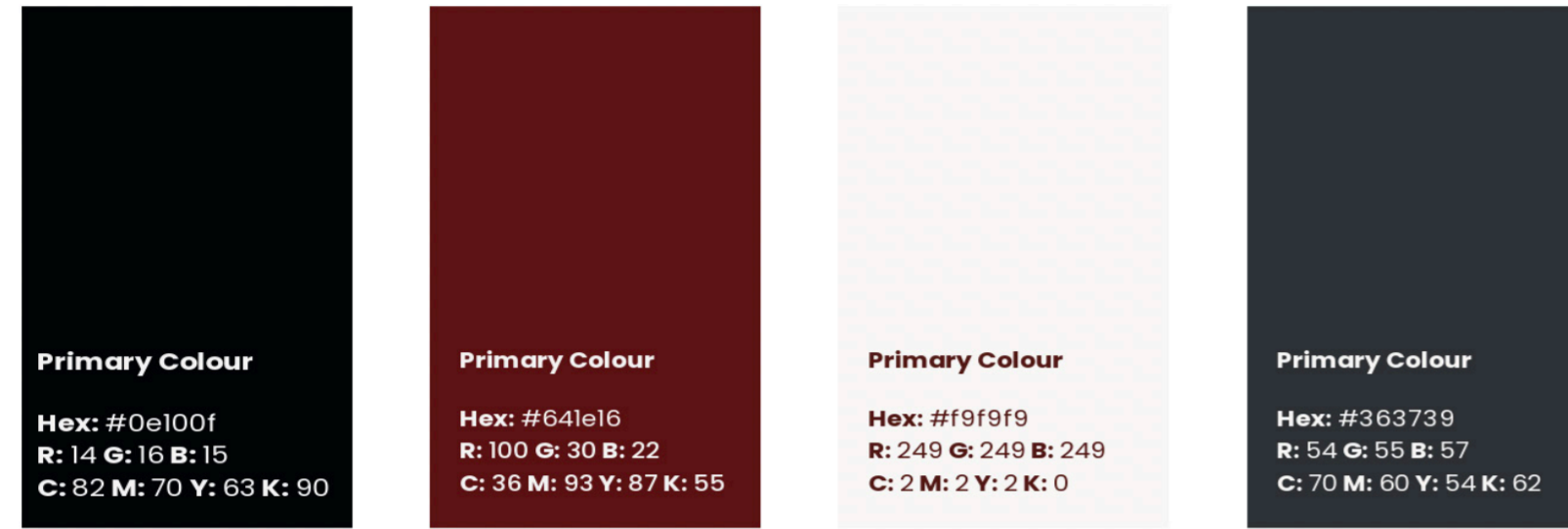
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## Colour Palette



## Website/Social Media



## Website/Social Media



## Signage



## Merchandise



## Merchandise





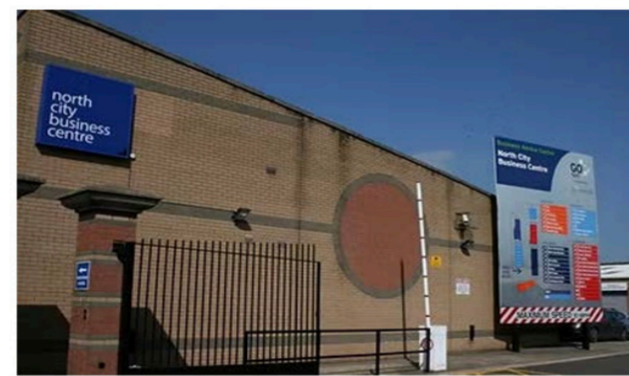
## Submarks



## Concept



My logo concept is based on bricks, which I have used to create stairs that resemble steps to success. Bricks indicate strength and stability.  
The logo consists of three steps, representing the three sites at NCBC. The steps do not finish, symbolising continuous growth.



My inspiration for the colours of the logo came from the various designs featured on the NCBC building. I used the eyedropper tool to achieve the closest possible match, ensuring the logo can be more closely associated with the business.



This logo is a simple yet powerful design. Every element has been carefully thought through and made to fit its purpose, creating a meaningful tool for NCBC.

## Colour Variations



## Greyscale



**North City**  
Business Centre



**North City**  
Business Centre

## Typography

### Montserrat

The quick brown fox jumps  
over the lazy dog

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

1234567890

#### Heading

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Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

## Greyscale



**North City**  
Business Centre



**North City**  
Business Centre

## Colour Palette

#### Primary Colour

**Hex:** #000000  
**R:** 0 **G:** 0 **B:** 0  
**C:** 91 **M:** 79 **Y:** 62 **K:** 97

#### Primary Colour

**Hex:** #cc3433  
**R:** 204 **G:** 52 **B:** 51  
**C:** 13 **M:** 90 **Y:** 80 **K:** 4

#### Primary Colour

**Hex:** #ffffff  
**R:** 255 **G:** 255 **B:** 255  
**C:** 0 **M:** 0 **Y:** 0 **K:** 0

#### Primary Colour

**Hex:** #333333  
**R:** 51 **G:** 51 **B:** 51  
**C:** 69 **M:** 60 **Y:** 56 **K:** 66

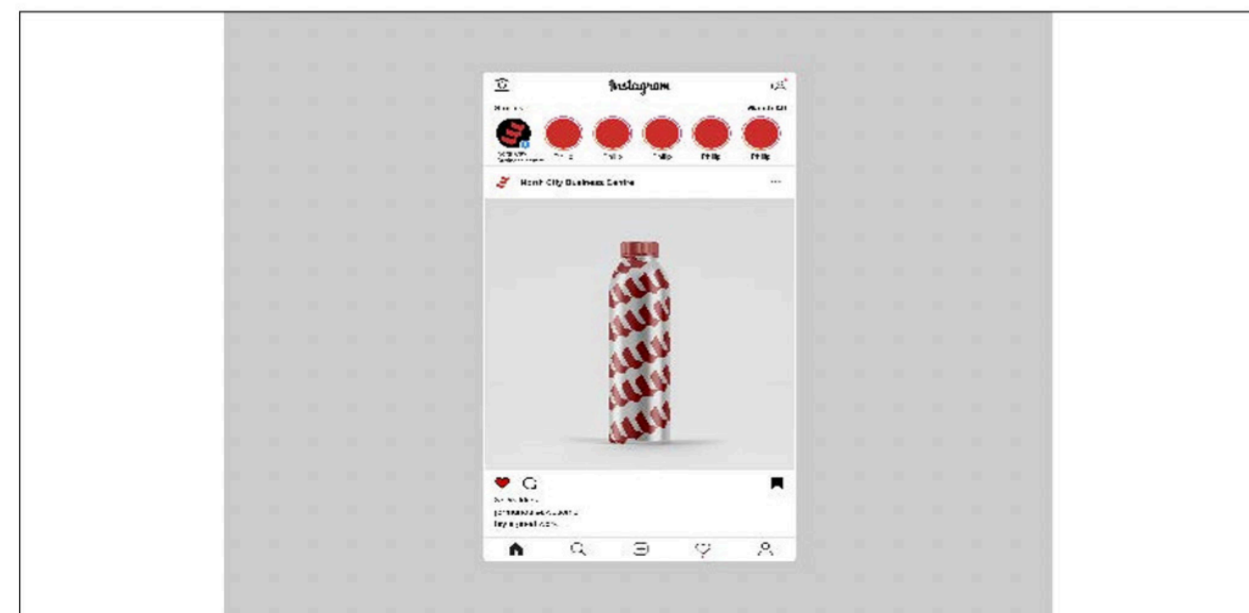
## Website/Social Media



## Signage



## Website/Social Media



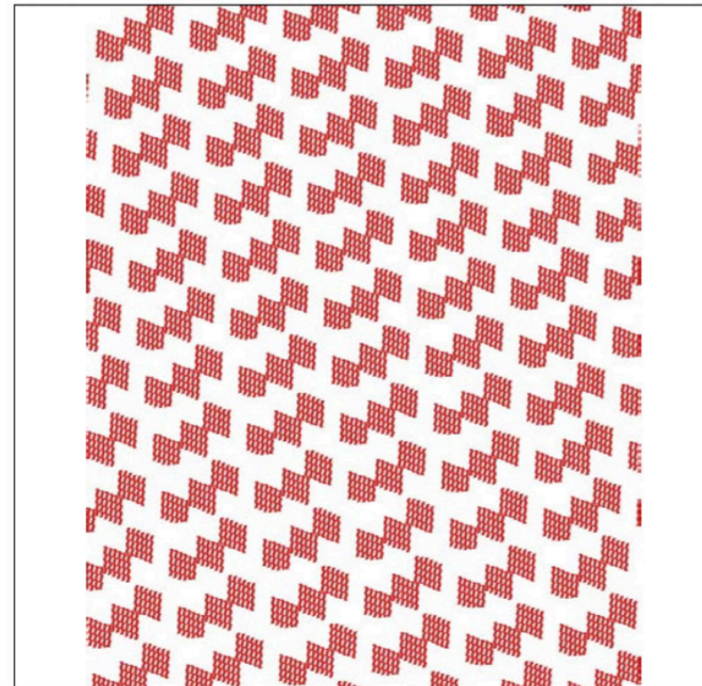
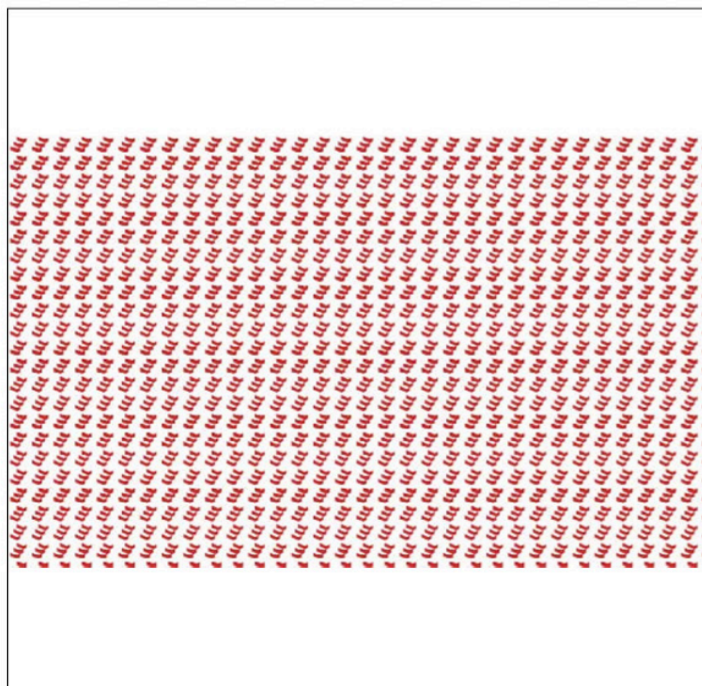
## Merchandise



## Merchandise



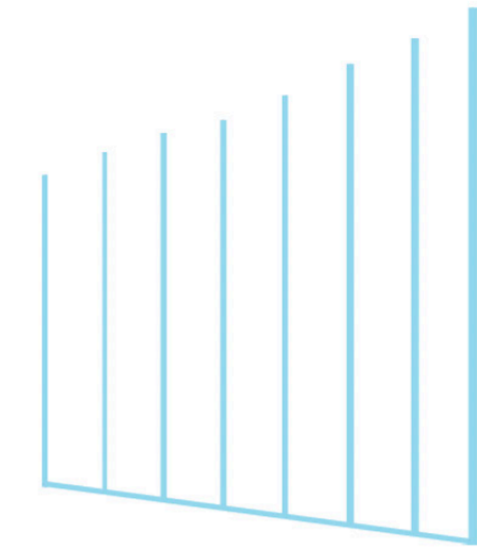
## Patterns





Logo 1 - Gate Concept  
North City Business Centre

### Submarks



### Concept



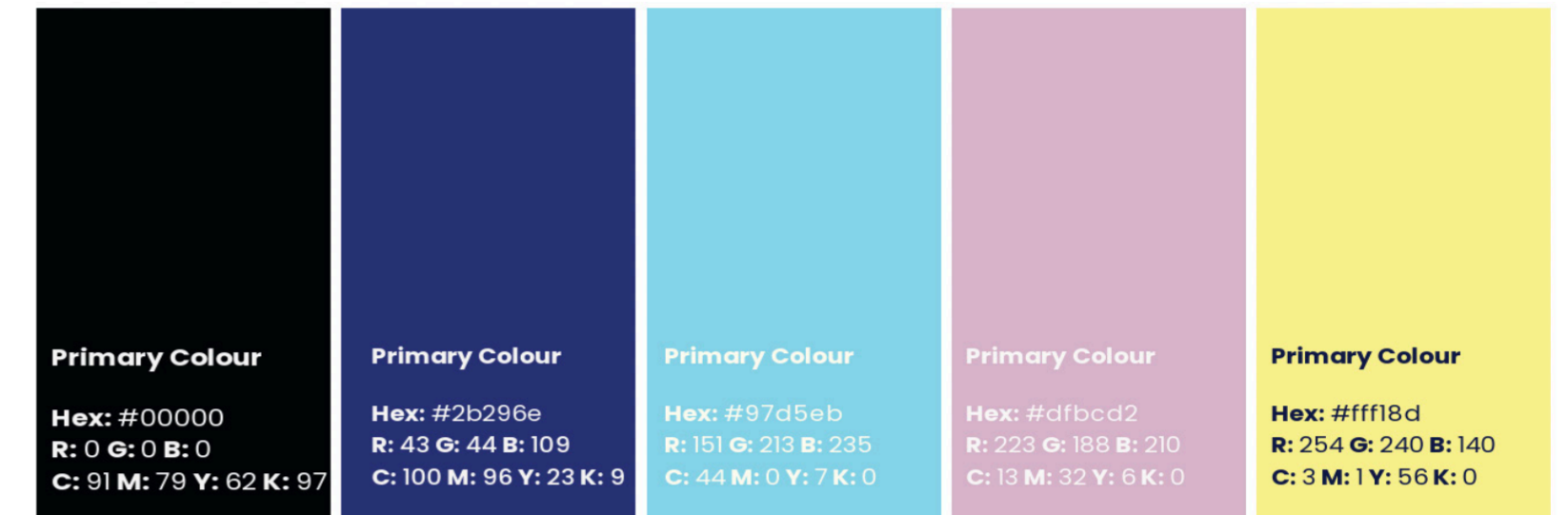
### Colour Variations



## Greyscale



## Colour Palette



## Typography

### Coolvetica

The quick brown fox jumps over the lazy dog

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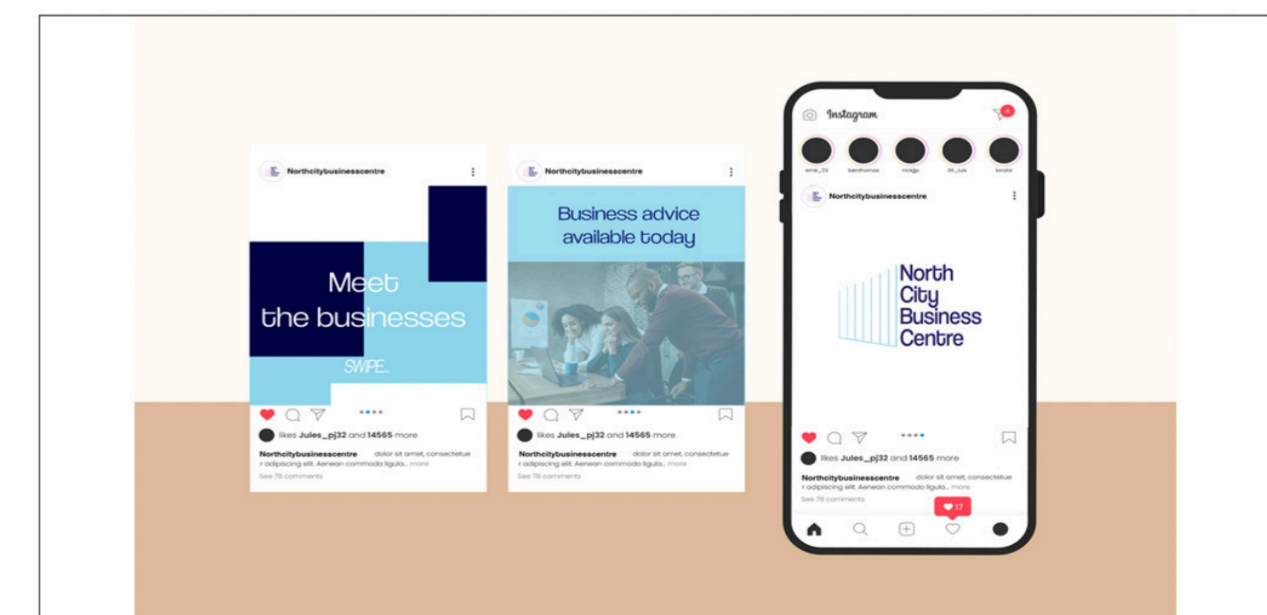
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## Website/Social Media



## Website/Social Media



## Merchandise



## Merchandise



## Merchandise



Merchandise



# The Pitch

08

## 8.1 The Pitch

On the day of our pitch, after much difficulty getting it printed out, we eventually had our pitch deck printed on A3. We each made our way to the Belfast campus to meet Claire. I felt confident in our work that NCBC would be pleasantly surprised with each of our logos. We met Claire in the reception of the BC building and she took us to a room she had booked out in advance for the pitch. To prepare, we checked the order of our printed versions making sure they matched our digital version to ensure a seamless presentation. I ran through my own notes memorising the points I wanted to ensure I made throughout my pitch. We faced a challenge on the day as Kat's laptop would not connect to the screen. This was inconvenient but a minor issue as we did have our printed versions however, the colour of designs appeared slightly differently to the digital and without a digital version we felt we would appear as unprofessional. As previously mentioned there had been an issue with printing out work therefore some pages were A3 and some were in A4. After a few attempts the board finally started working to display our presentation. We

We were greeted by Sarah who we initially had at our first meeting with and Chris who is the developmental manager for NCBC. Paul was unable to be at the pitch however, he was in contact with Sarah throughout to ensure he was up to date with decision making. Each of us delivered our pitches discussing concepts and the decisions which were made behind the designs. The client was overwhelmingly positive they appreciated the time and detail each of us had gone to deliver our designs. There was much discussion between them as to which they liked the most, and what represented NCBC best. In response to my concept, they loved the backstory as to why I chose my gates design and how it represented NCBC as the 'gateway to success'. However, Paul explained that he loved the story, but he didn't feel that it came across in the design unless it was explained. Sarah seemed keen on my design but also expressed that she is unsure if it appeared as a more comfortable transition from their original logo compared to the others. There were elements of each design which they liked. It eventually was between Kat and I's design. However,

after much discussion they decided to choose my design. Unfortunately, as Paul was unavailable the designs had been sent to him and he ultimately decided to go for Kat's design of Cavehill. He had asked to see Kat's logo in a blue colour instead of the original red which he then decided was the logo that represented NCBC the best going forward. We had a quick discussion of the plan going forward and what was needed for the updated pitch deck.

### Congratulations 🥳

 Claire Mulrone · Nov 26, 2025 · Notified 4 people

Great pitch guys. You did really well and presented your creative solutions in a very professional way. The team from NCBC were very impressed with your work and understood the hours you had committed to it.

Please refer to my notes regarding the next phase for the refresh of the pitch document. I know we were working on one logo and there was final last minute switch but the CEO choose the one he wanted to lead the organisation into the next phase.

We need to represent the Cavehill in three different colours representing the three business hubs. The main logo will be blue. Please also mock up what it would look like a a vinyl on a window.

Congratulations again you did a great job!  
Claire



---

**Here is our final notes from the pitch as claire congratulates us and we move into finalising the revised pitch**

8.2

## Changes and Revisions

After the pitch there were details that needed refined to the logo and brand. This was Kat's concept therefore she took the responsibility of organising this. This included

- Defining the colour palette to include blue, red and green to represent each of the business's hubs
- Additional mock ups upon request of NCBC

After this was completed the final brief could be sent to NCBC to finalise all decisions as we go into production to design their new brand identity. . I will show the final brief over the next few pages.

## North City Business Centre Pitch Deck



**North City**  
BUSINESS CENTRE

Logo 1 - Napoleon's Concept  
North City Business Centre

Concept

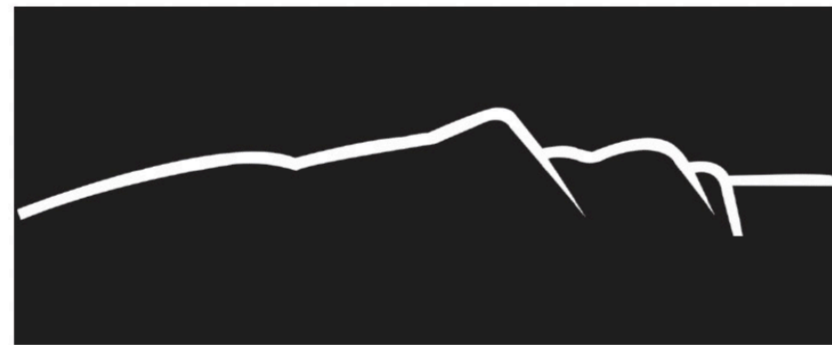


Colour Variations

For each site location



Submarks



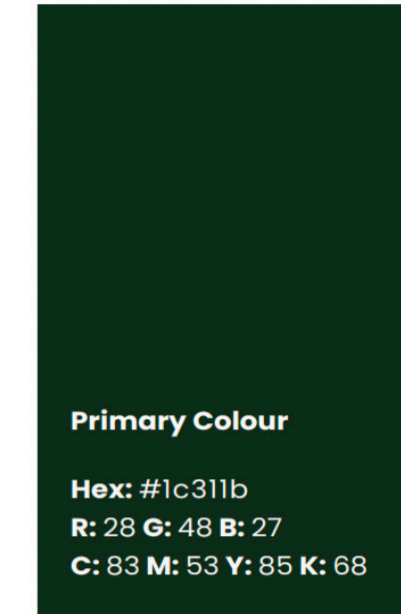
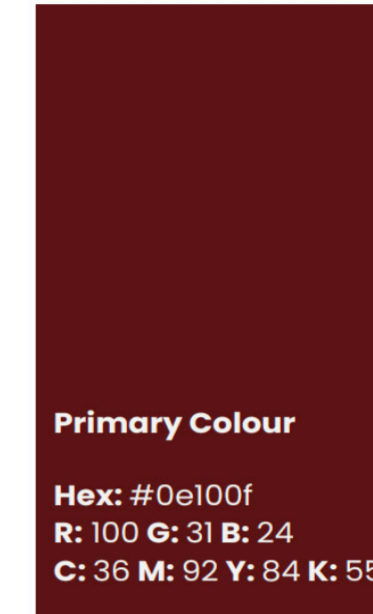
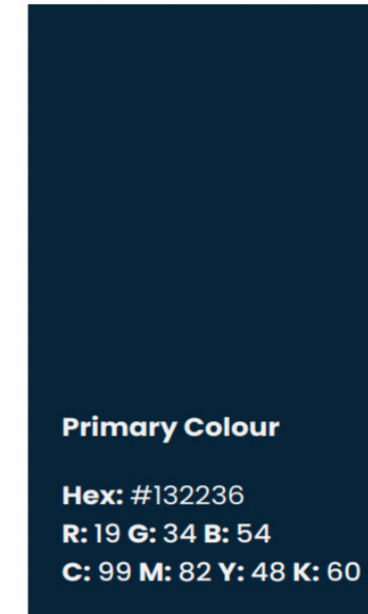
Greyscale



## Greyscale



## Colour Palette



## Typography

### Montserrat

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1234567890

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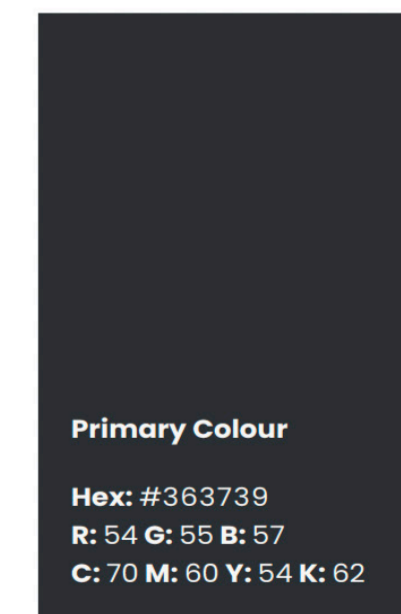
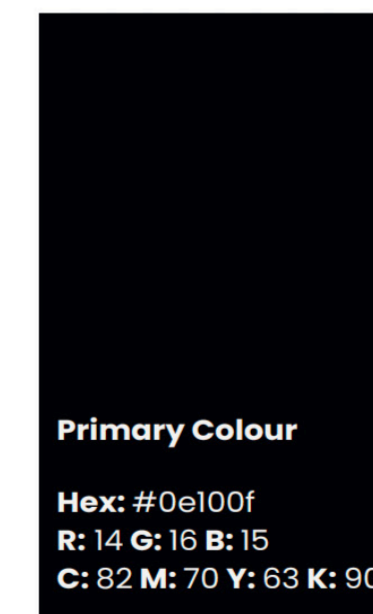
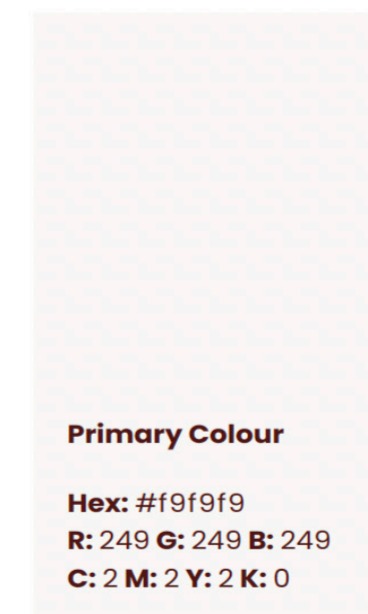
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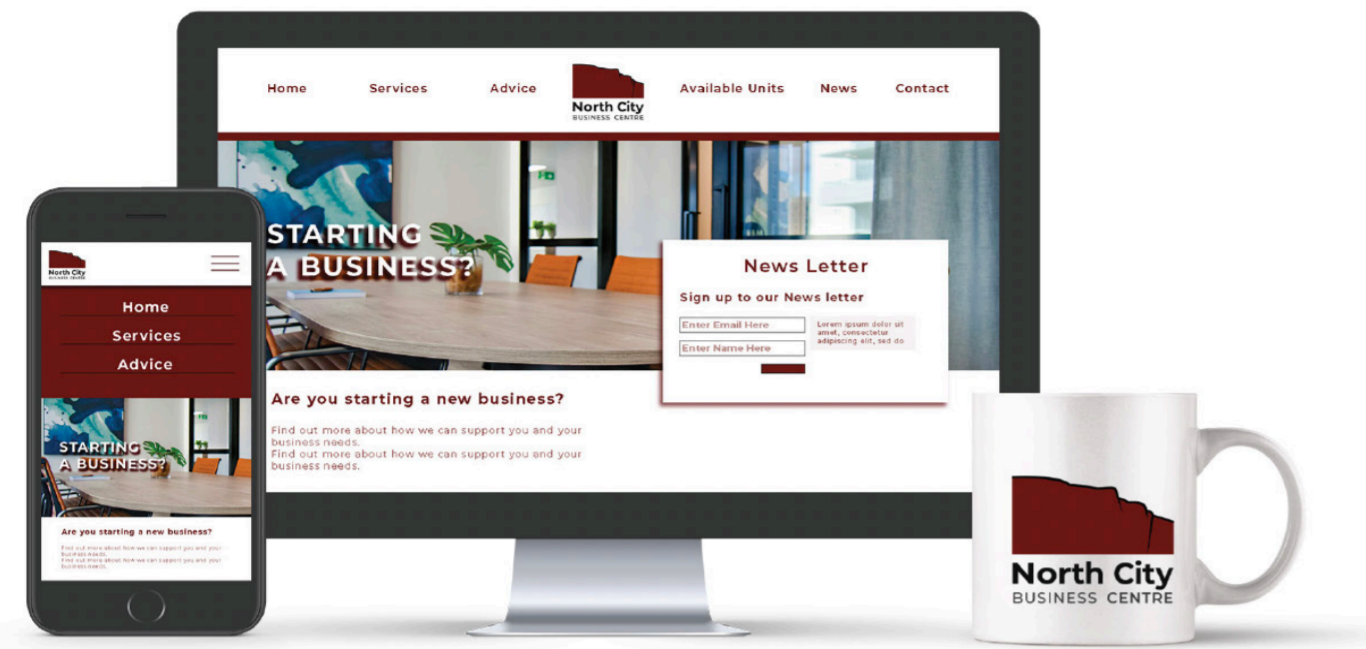
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## Colour Palette



## Website/Social Media

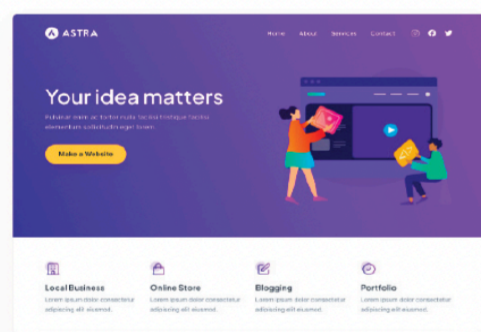


## Website/Social Media



## Website Themes

Available for £20 a month with WP business and adaptable 50GB



Astra ★ Available on Business

### Astra

#### Features

- Blog
- Custom colors
- Custom logo
- Custom menu
- E-commerce
- Editor style
- Entertainment
- Featured images
- Full width template
- Left sidebar
- Microformats
- One column
- Post formats
- Right sidebar
- RTL language support**
- Theme options
- Threaded comments
- Translation ready**
- Two columns

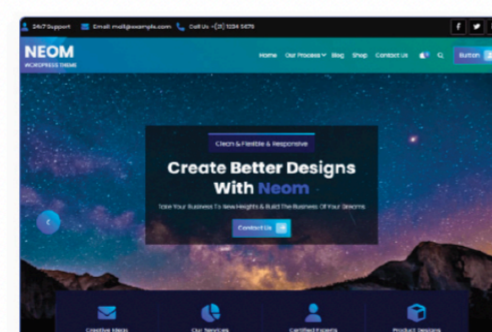


Soul Anchor ★ Available on Business

### Soul Anchor

#### Features

- Block editor patterns
- Block editor styles
- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Entertainment
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Four columns
- Block themes
- Grid layout
- Left sidebar
- One column
- Photography
- Post formats
- Right sidebar
- RTL language support
- Sticky post
- Style variations
- Template editing
- Theme options
- Threaded comments
- Three columns
- Translation ready
- Two columns
- Wide blocks



Neom Dark ★ Available on Business

### Neom Dark

#### Features

- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Education
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Full width template
- Grid layout
- News
- One column
- Right sidebar
- Sticky post
- Theme options
- Threaded comments
- Translation ready
- Two columns

## Signage



Signage



Merchandise



Signage



Merchandise



# Stationery



# Delegating Tasks

09

## 9.1 Delegating Tasks

Now that the revised pitch had been delivered to NCBC this meant we could move into the final phases of the project. At the beginning in our brief, we designed a set of deliverable we would produce by the end of the 12 weeks. This included

### Branding

A Bespoke Logo that captures NCBC's values and message of being a supportive place for smaller businesses in North Belfast. Typeface that reflects how NCBC is adaptable and inclusive of all ages. (legible to a wide age range, and those with visual impairments) Improve the Brand Colour scheme to reflect on the area of north Belfast, the type of work NCBC do and the type of audience they're looking to attract.

### Website

A reinvigorated new website design which will be more engaging, interactive and aesthetically pleasing to a wider range of audiences. A dynamic design that will be fully responsive across all screen sizes.

### Social Media

Short-form-videos captured on an iPhone for time effective social media reels on Instagram and Facebook.

Links to website on all social media platforms Set up of meta suite so NCBC can schedule posts for the week ahead and manage all their comments, direct messages and social media invites from one place across Facebook and Instagram. High quality Images of NCBC facilities for their social media to advertise rooms available. Custom Templates to use for event days and other information NCBC want to showcase. With instructions on how to edit them and upload across different platforms. Instruction of how to stay engaged and relevant on social media. Such as replying to comments, peak times to post based on follower online activity and how to find these times (e.g. most followers online between 3pm-5pm).

To achieve each of these deliverables we had a meeting with Darren in class and created a list of all the tasks needing completed. Using this list, we were able to delegate tasks among us that could be ticked off as we went along. A colour key was used

**Green – complete**

**Orange – work in progress**

**Red – unsure of progress**

**Purple – unable to complete**

This was an effective way of keeping organised as we were all now working on individual tasks therefore this led to slightly less communication during this week. Karol and Kat decided to take on building the website between themselves. To get content for the site they travelled to NCBC to capture photos and videos. Unfortunately, I was unable to attend this however, they both utilised the opportunity to capture plenty of photos and videos. They were able to upload this to Basecamp and explained that they had limited access to some areas of the property as some people didn't want to be on camera. This was also taken place during Christmas which meant they had to work around Christmas decorations around the building further limiting the angles and space they could capture.

## Revised list as a group. Please update in the comments when something is in progress/uploaded to Basecamp.

CA Catherine Atkinson · Dec 11, 2025 · Notified 4 people

Hi all,

Here's a revised list of what is to be completed. As there is only a week left it is crucial we understand what is to be completed and we ask for help when we feel it is needed so we have full transparency of our progress as a group.

Could everyone please update this list as they move their progress along. Thank you.

Can I also point out that **Social Media Templates** were not claimed by anyone? If anyone has free time and feels they can do this, could they pick it up?

### Key

Complete

Work in Progress

Unsure of progress

Unable to complete

### Karol:

**– CONFIRM URL SITUATION (KAROL SPEAK TO LAURA).**

- Annual Report

- Newsletter template

- Window Decal

- Bus shelter Ad

- Soft shell Jacket

- Fully dynamic & responsive Website build

- Photos of the site and office spaces

- Composite new logo (Karol)

**Kat:**

**LOGO TO ALL GROUP MEMBERS (PNG + SVG). SEND TO AMY FOR BRANDBOOK.**

**FOLLOW UP ABOUT WORDPRESS PLAN + URL (KAT, CLAIRE)**

- Logos 400x400 Pixel resolution (Low quality)
- Logos 800x800 Pixel resolution (Medium quality)
- Logos 1200x1200 Pixel resolution (High quality)
- Submarks 400x400 Pixel resolution (Low quality)
- Submarks 800x800 Pixel resolution (Medium quality)
- Submarks 1200x1200 Pixel resolution (High quality)
- Business card (Kat)
- Stationary (Paper, compliment slips, highlighters, pens, lanyards, business planner)
- Email Signature
- Coffee cups
- Polo shirt
- Fully dynamic & responsive Website build
- Photos of the site and office spaces
- Short-form-videos captured on an iPhone

**Amy:**

- Submark animation
- Event template (A5 & calender of event)
- Brand Book

**The technical expense is beyond the ability of the client**

~~Video tour of site~~

~~Set up of meta suite so NCBC~~

~~360 tour of the sites~~

~~Wordpress Business Plan (£20 a month) gives at least 50GB storage (client did not respond to email)~~

I had less tasks on my lists as Kat and Karol split the work of the website and mock ups between themselves therefore I took responsibility for the brand guidelines and animation. Karol also took on responsibility for the social media templates after Kat pointed out that this had not been claimed.

# Brand Guidelines

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# Brand Guidelines

Brand guidelines are rule books for the brand. It clearly demonstrates how to use the brand correctly and prevents any changes being made to the brand to ensure continuity across anything representing NCBC. This includes the logo, colours and typography. One of my assigned tasks was to create the North City Business Centre brand guidelines.

I created a checklist of sections that must be included in the brand guidelines with some guidance from Claire and Darren.

This included

- **About the brand**
- **Primary logo blue**
- **Primary logo red**
- **Primary logo green**
- **Primary logo monochrome**
- **Don't change the logo**
- **Colour palette**
- **Typography**
- **Mock ups**

I will show the final brand guidelines over the next few pages.

# Brand Guidelines

North City Business Centre

## ABOUT THE BRAND

North City Business Centre is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. NCBC accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

NCBC provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business. NCBC also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, NCBC plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

MADE IN NORTH BELFAST

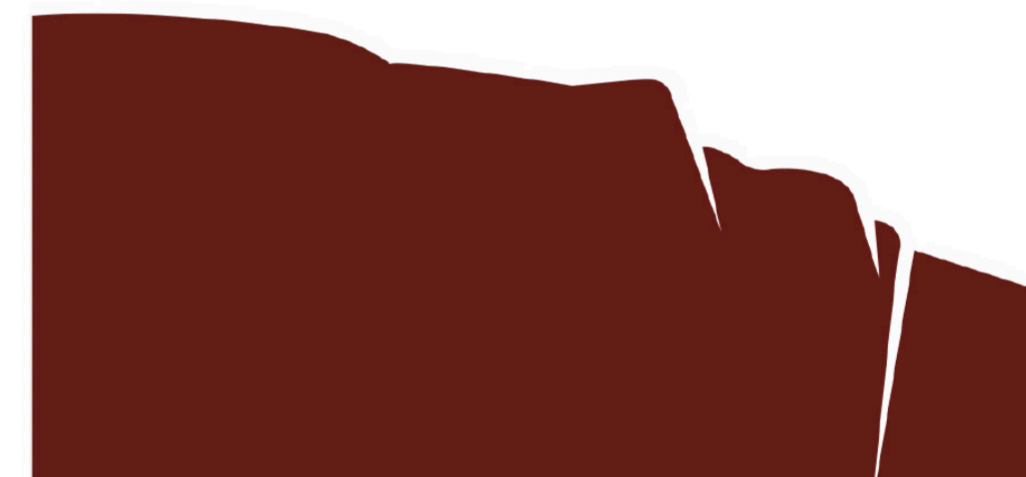
Primary Logo Blue



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Primary Logo Red



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Primary Logo Green



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Primary Logo Monochrome



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Primary Logo Monochrome



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Do not distort the logo



**North City**  
BUSINESS CENTRE

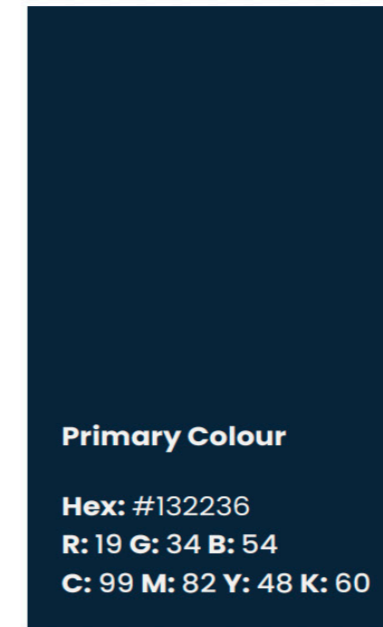
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Do not place the logo in front of an image



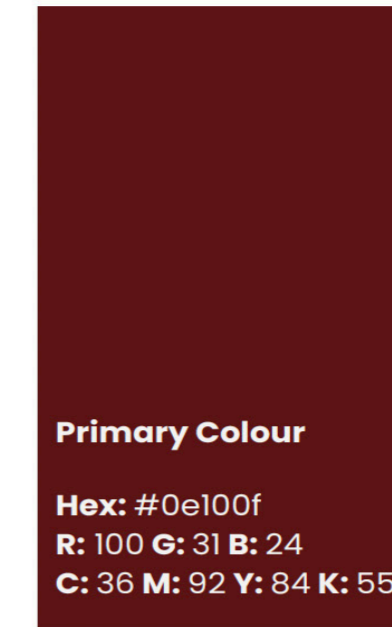
MADE IN NORTH BELFAST

Colour Palette



Primary Colour

Hex: #132236  
R: 19 G: 34 B: 54  
C: 99 M: 82 Y: 48 K: 60



Primary Colour

Hex: #0e100f  
R: 100 G: 31 B: 24  
C: 36 M: 92 Y: 84 K: 55



Primary Colour

Hex: #1c311b  
R: 28 G: 48 B: 27  
C: 83 M: 53 Y: 85 K: 68

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Do not change the colour of the logo



**North City**  
BUSINESS CENTRE

MADE IN NORTH BELFAST

Typography

## Montserrat

The quick brown fox jumps  
over the lazy dog

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

### Heading

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MADE IN NORTH BELFAST

Business Cards



MADE IN NORTH BELFAST

A4 Paper



MADE IN NORTH BELFAST

Stationery



MADE IN NORTH BELFAST

Annual Report



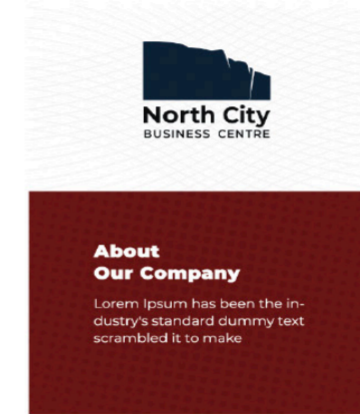
MADE IN NORTH BELFAST

Newsletter



MADE IN NORTH BELFAST

Compliment Slips



With Compliments

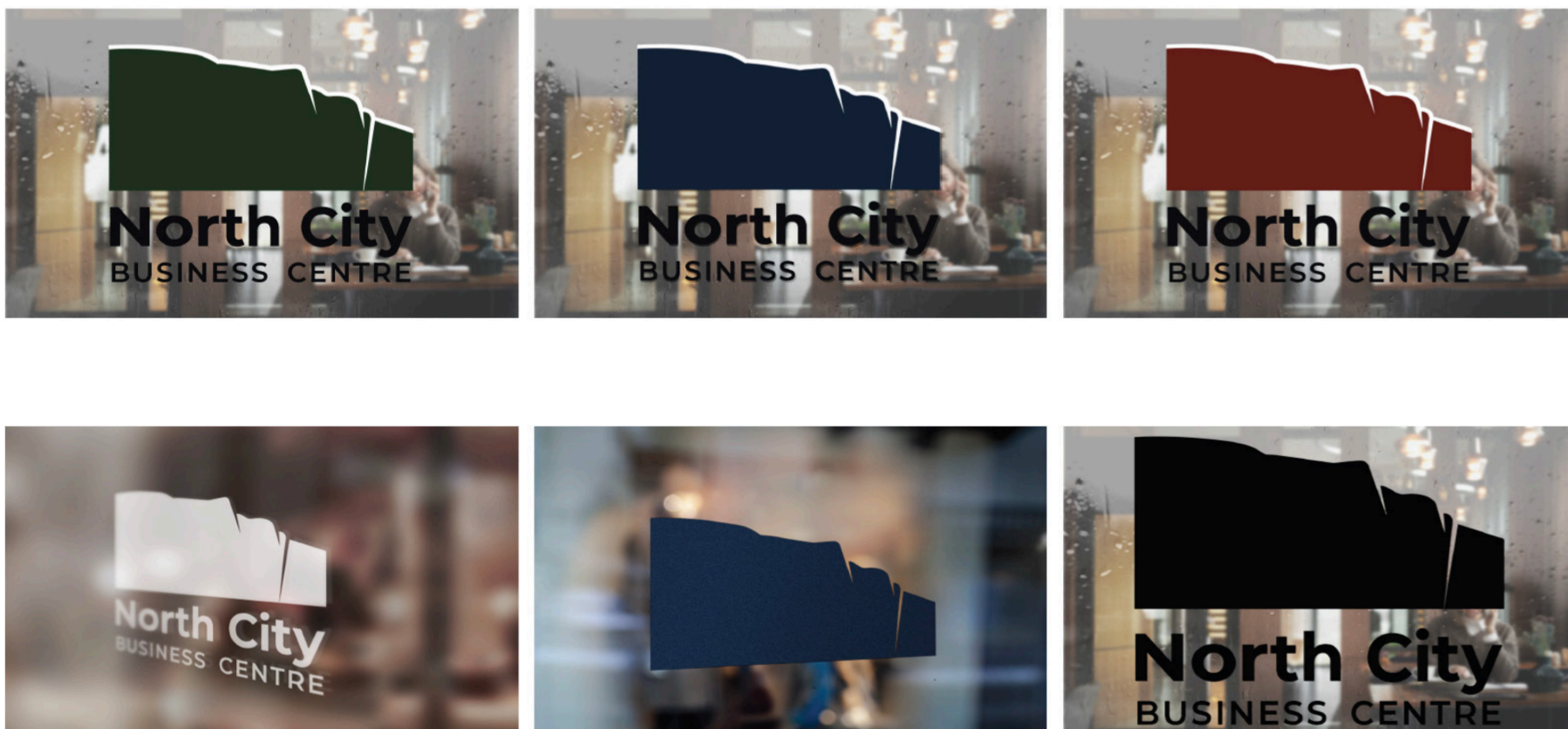
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MADE IN NORTH BELFAST

Window Decal



MADE IN NORTH BELFAST

Calendar / Events Calendar



MADE IN NORTH BELFAST

Bus Stop



MADE IN NORTH BELFAST

Polo Shirt



MADE IN NORTH BELFAST

Coffee Cup



MADE IN NORTH BELFAST

Lanyard



MADE IN NORTH BELFAST

Highlighters



MADE IN NORTH BELFAST

Soft Shell Jackets



MADE IN NORTH BELFAST

Pens



MADE IN NORTH BELFAST

# Animation

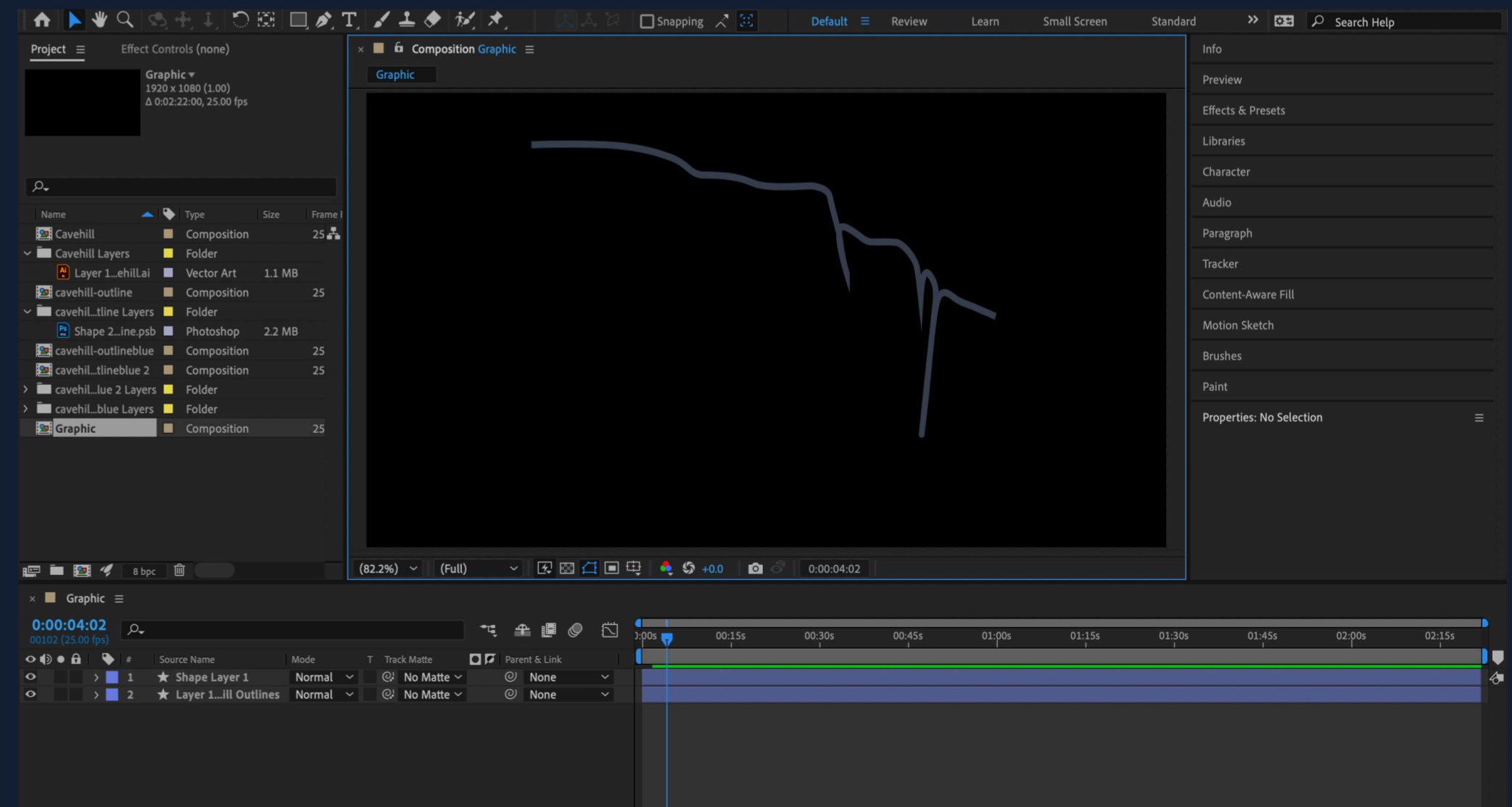
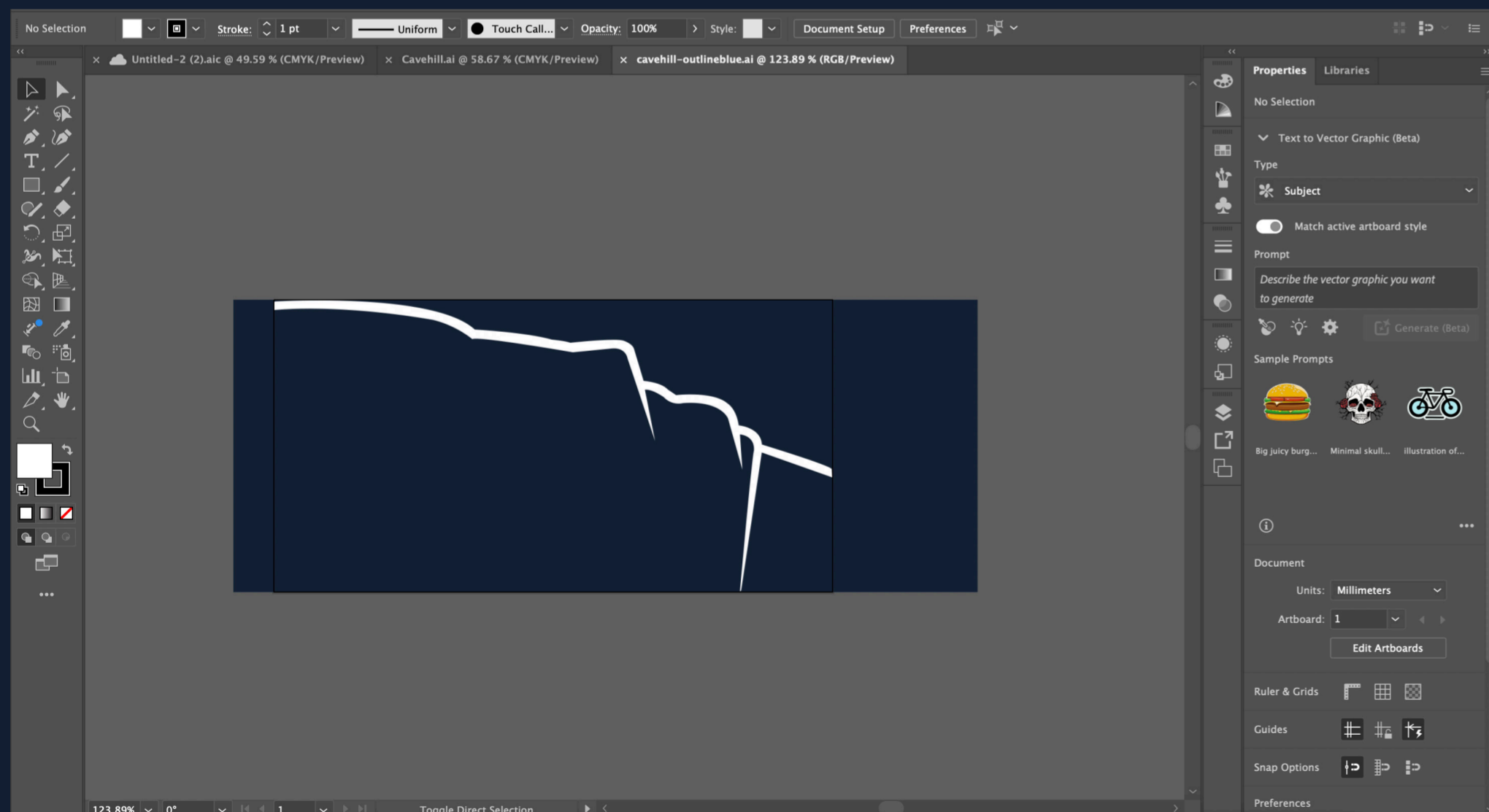
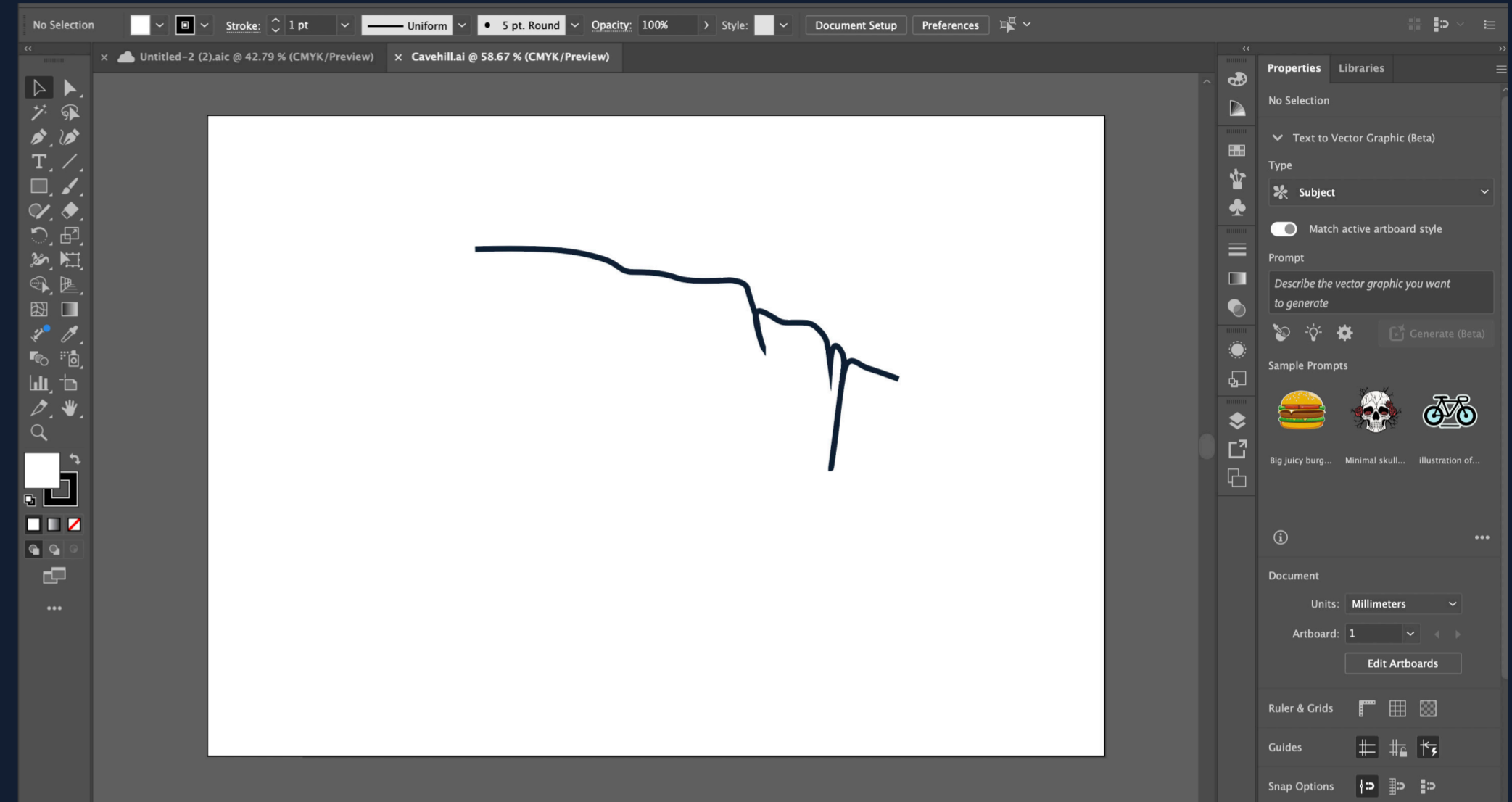
11

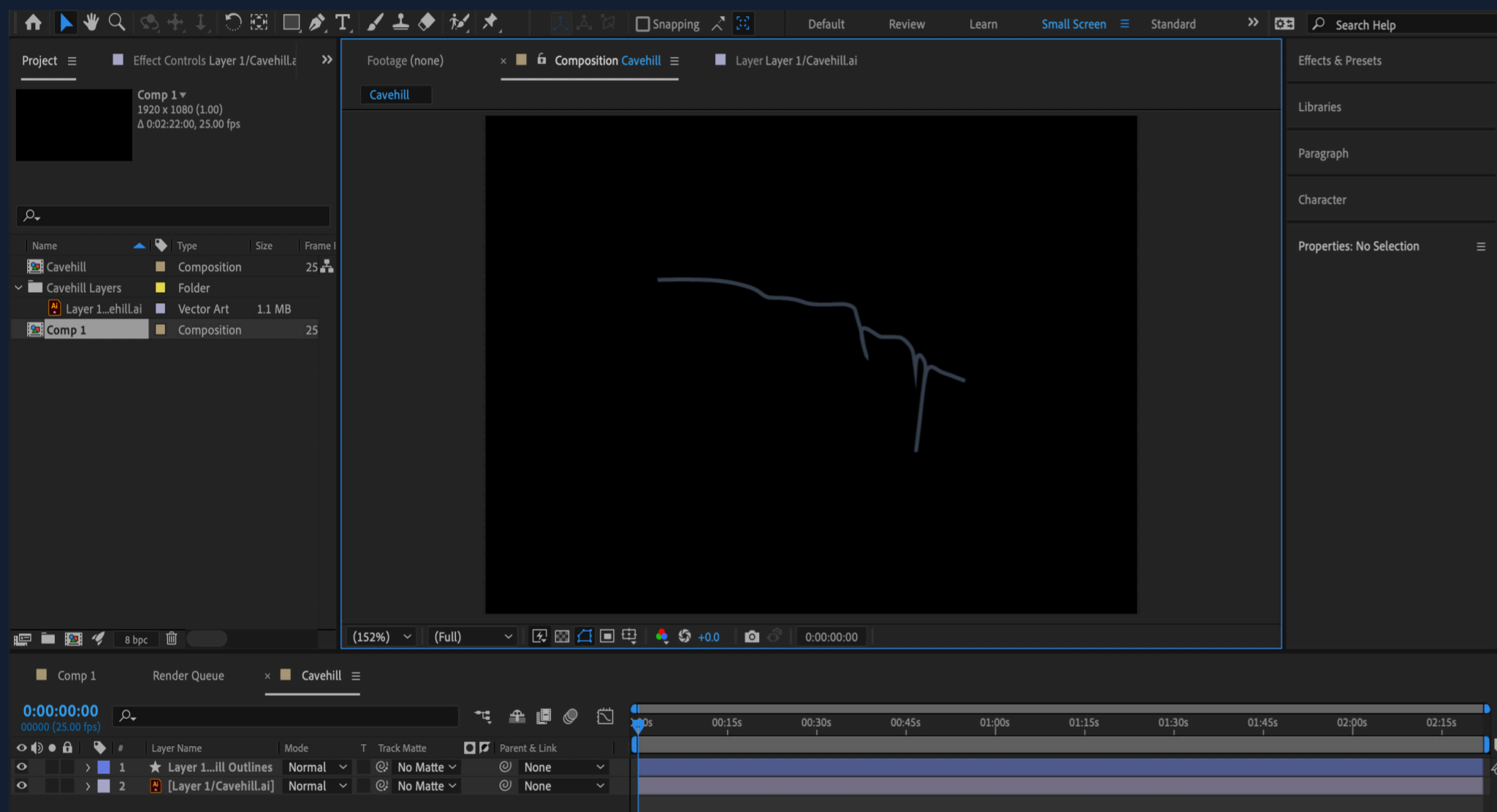
# Animation

The responsibility to design an animation for NCBC was given to me. The task involved animating the logo which I did this using After Effects and Illustrator. I was happy to do this as we organised our tasks based on each of our strengths and skills. I had an initial idea which did not go to plan however, I had a solution which turned out better than I expected.

Firstly, I began working on an idea which involved just using the outline of the Cavehill moving along the screen. North City Business Centre would appear below it as the line completed the final shape of Cavehill. To do this I needed the illustrator file as you can import an ai. File directly into aftereffects however, Kat had designed the final logo in Photoshop. As a result of this,

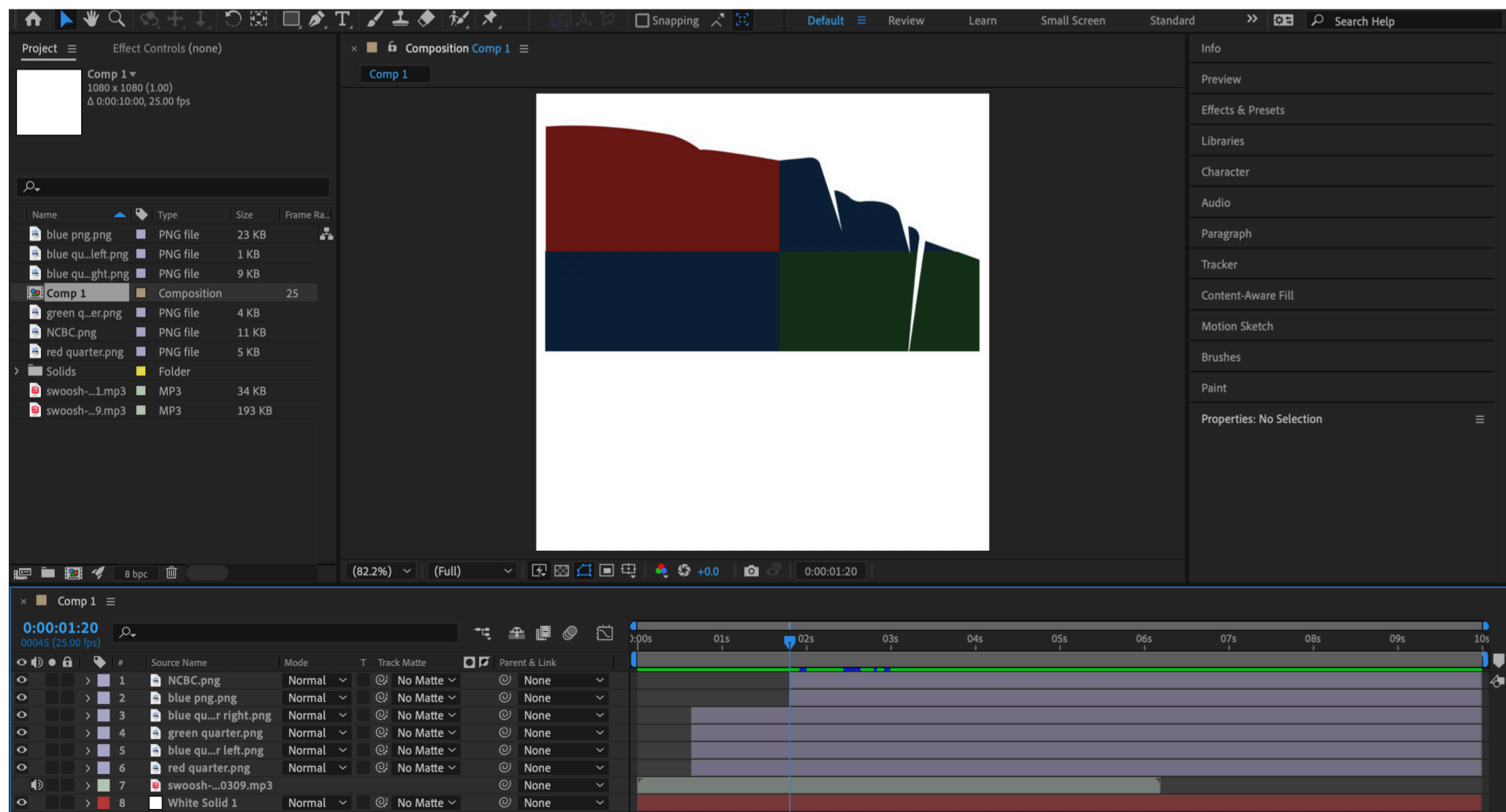
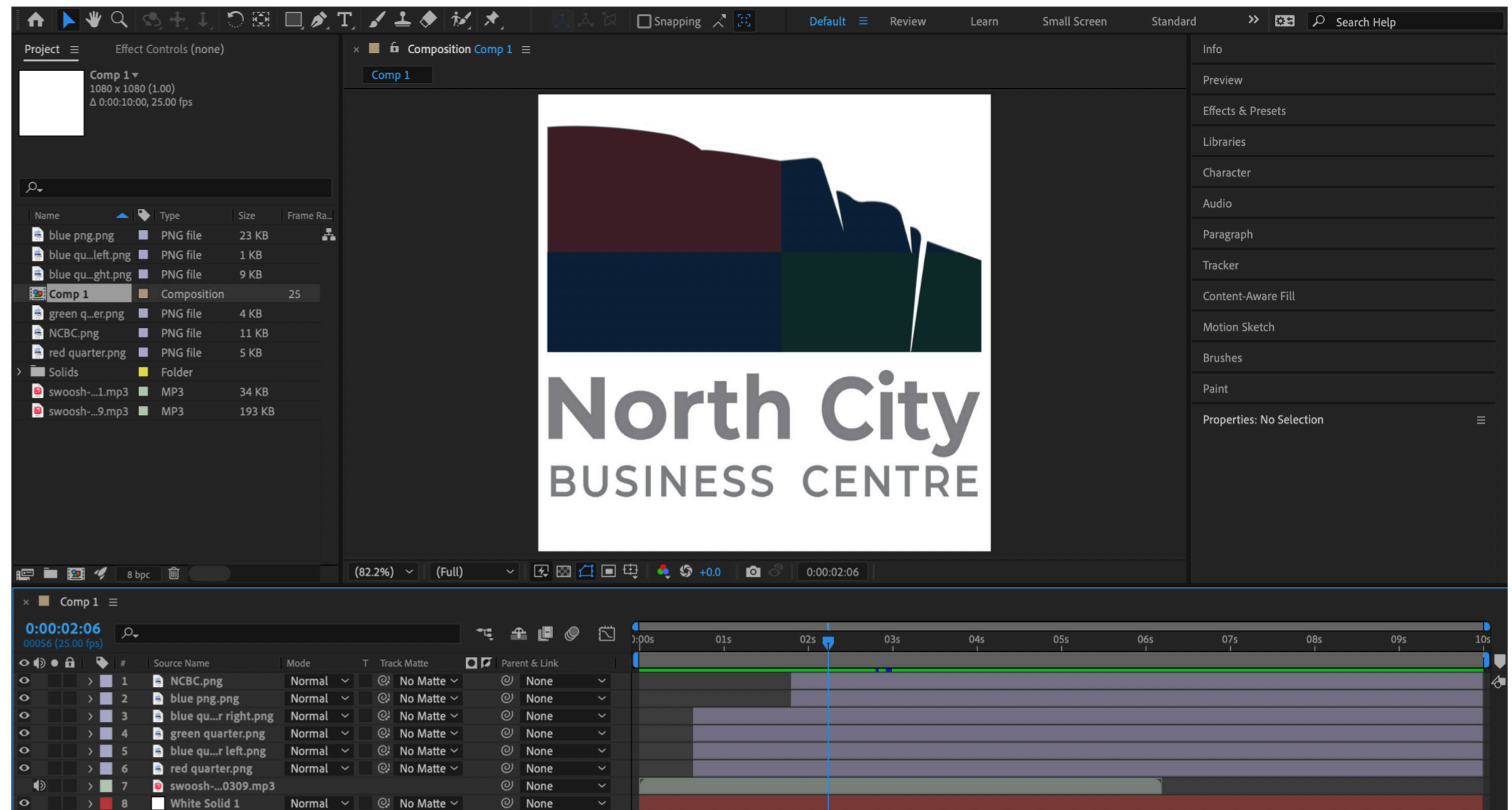
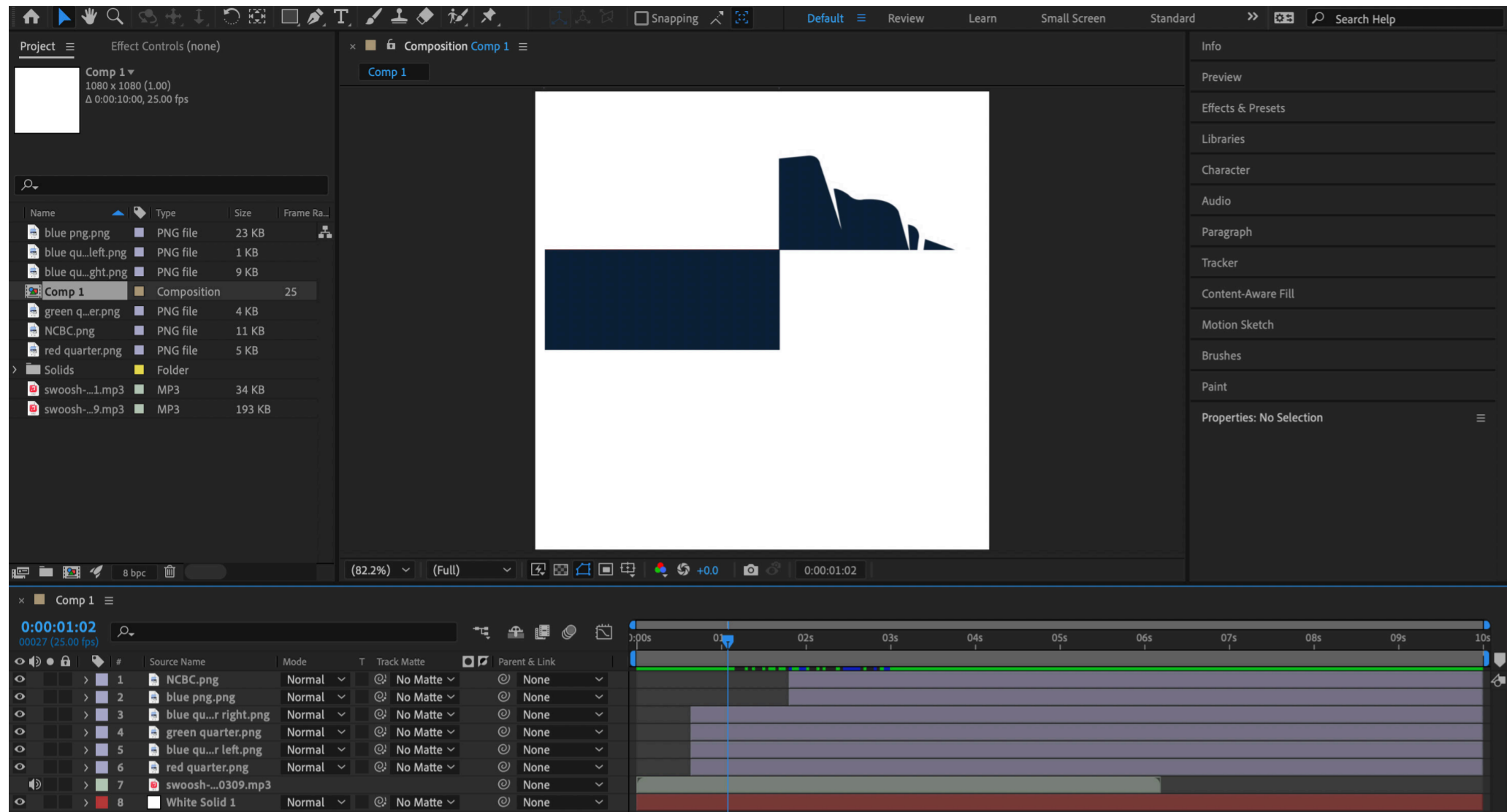
I attempted multiple times to redraw the logo using the pen tool in Illustrator and After Effects but, it simply did not match up to the original logo. It was close but I had just completed the brand guidelines explaining consistency and not changing the logo therefore I was not happy with the result.





As you can see from the examples on the previous pages the attempts in Illustrator and After Effects as seen to the left were close but not completely correct. The pen tool would curve slightly differently and create points or curve in areas I did not want. This was a frustrating task as it became very tedious and repetitive trying to do line it up but it was not possible. We also tried to open up the original photoshop file to see the points the pen tool had been used to create the original design. There was an issue with the file as it did not give me the option to rehighlight the pen tool.

As a result of this initial attempt to create an animation I started fresh with a brand new idea. I wanted to incorporate all three colours chosen to represent the three hubs in NCBC. At first I was not too sure of how to go about this as I thought it may have been to busy or distracting as a viewer balancing three colours in the screen. However, I had an idea to slice the logo into sections and the easiest way for me to do that was in four. I wanted to have these pieces move together like a puzzle piece and realised each piece of the puzzle would be a different colour as they come together to complete the puzzle.

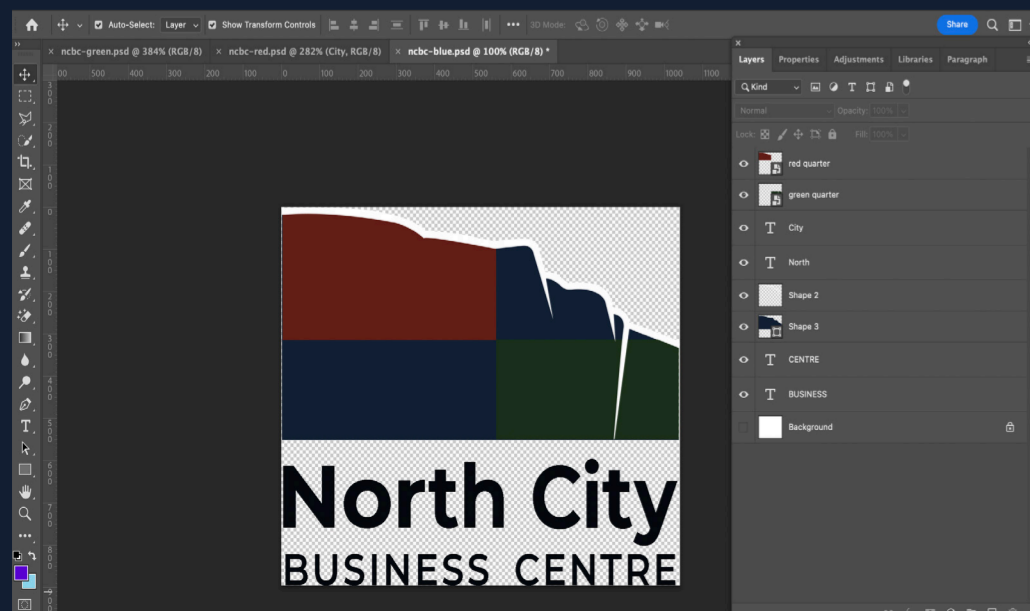
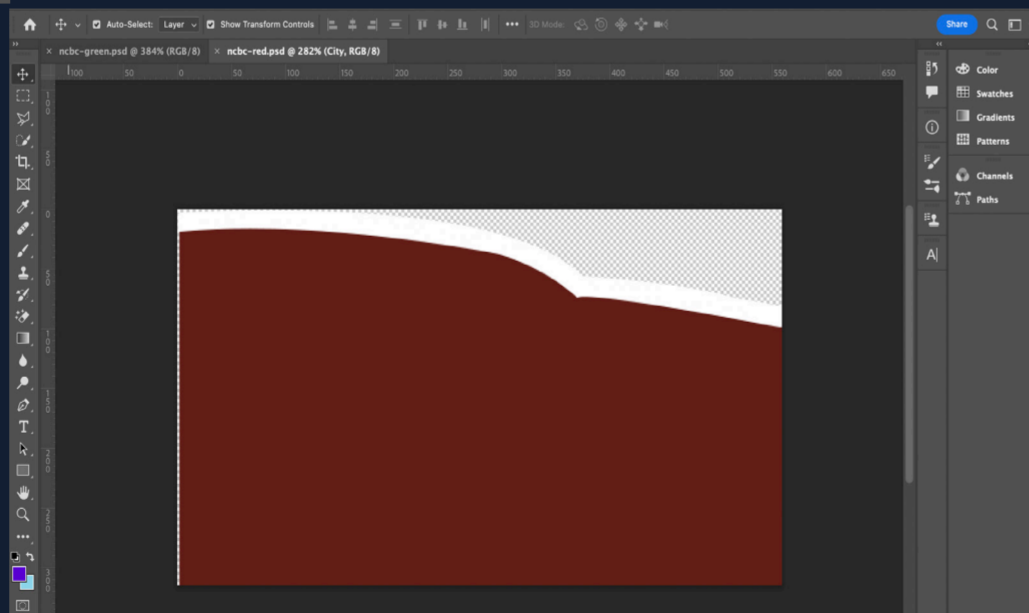
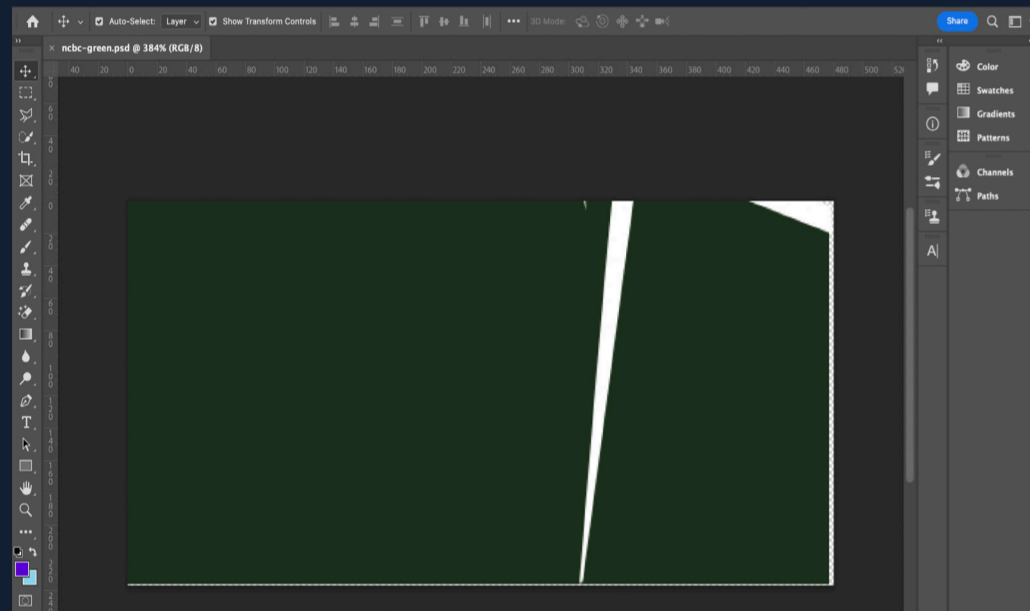


To do this I opened the photoshop file for the three different logos

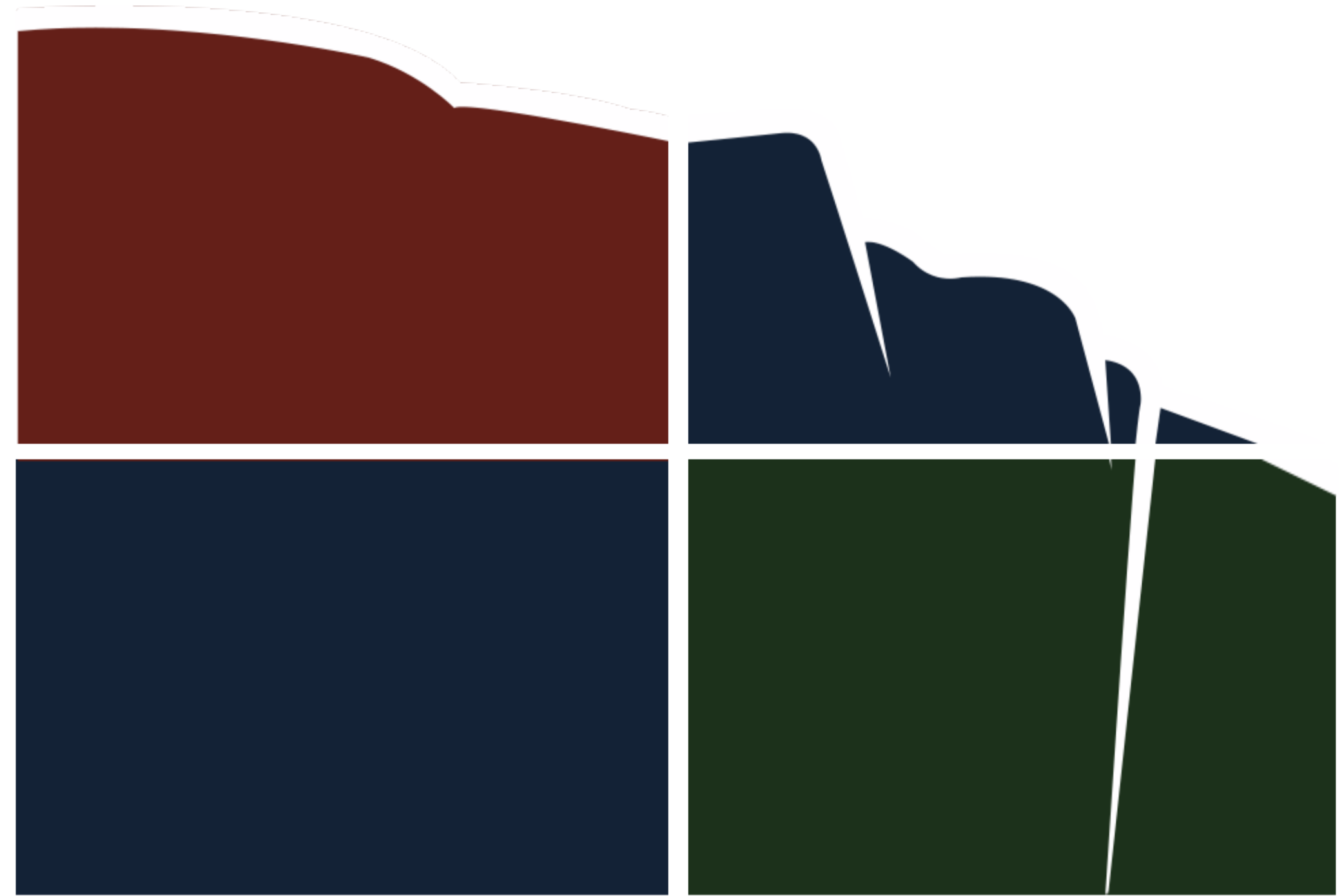
- Blue
- Red
- Green

The animation was going to be divided into four. I used the crop tool to select the section I wanted for each colour. Blue being the main colour for NCBC meant I wanted two areas to be blue, one green and one red.

This would then fade into the primary logo all together. I was able to do this using the position and opacity tool to blend each image together. Lastly, I just needed to adjust some of the key frames to slow down and speed up movements as the blue areas appeared first followed by the green and red section of Cavehill. Also, I added a 'swooshing' sound effect to complete it. After the frustrating initial attempt for designing a logo I was very happy with how this came together.



## The Completed Jigsaw



# Project Reflection

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# Project Reflection

In the beginning of the project, I was excited at the idea of doing a lot more practical work each week for a business. It was a great opportunity to work as a team learning each of our strengths and weaknesses but still coming together to produce a piece of work, we are proud of. My placement last year was primarily video and editing therefore I was excited to apply what I had learned over the year along with revisiting skills such as motion graphics and graphic design from the beginning of our course.

Working alongside a client was great experience in how the industry is especially having weekly meetings and pitches. A skill I was hesitant for was public speaking and confidently pitching my work to the client however, I really enjoyed the presentation as I had done a lot of work in preparation which in turn the client made sure to let us all know their appreciation for the work that had gone in to deliver the pitch.

Getting to work alongside Kat and Karol was a good dynamic too but of course with any group project there were some challenges. We had very good use of Basecamp however sometimes with there being so much information uploaded some would get lost in it therefore this led to some miscommunication. We all lived a far distance apart and had different work schedules therefore we relied on Basecamp to communicate. If we were to do this again something I would do different is to try organising an extra day for each of us to meet up and work in person together. Aside from this I was happy with my group as at some point during the project there was an opportunity to use our skills. Along with this it was good to learn from each other where we felt less confident and further develop these skills.

This project provided amazing work experience and improved my portfolio. My

understanding of the industry and working alongside a client has immensely improved. Finally, I am very thankful for the support and guidance that both Claire and Darren provided throughout the weeks making sure we produced an impressive piece of design work fulfilling our brief for the client.

<i>Project</i>	<i>Time</i>
<b>Class Time</b>	<b>36 Hours</b>
<b>Client Meetings</b>	<b>2 Hours 30 Min</b>
<b>Design Work</b>	<b>55 Hours</b>
<b>Editing</b>	<b>24 Hours 30 Min</b>
<b>Production Log</b>	<b>40 Hours</b>
<b>Research</b>	<b>6 Hours</b>
<b>Team Meetings</b>	<b>12 Hours 30 Min</b>

**Total time spent on module: 176 Hours**

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