

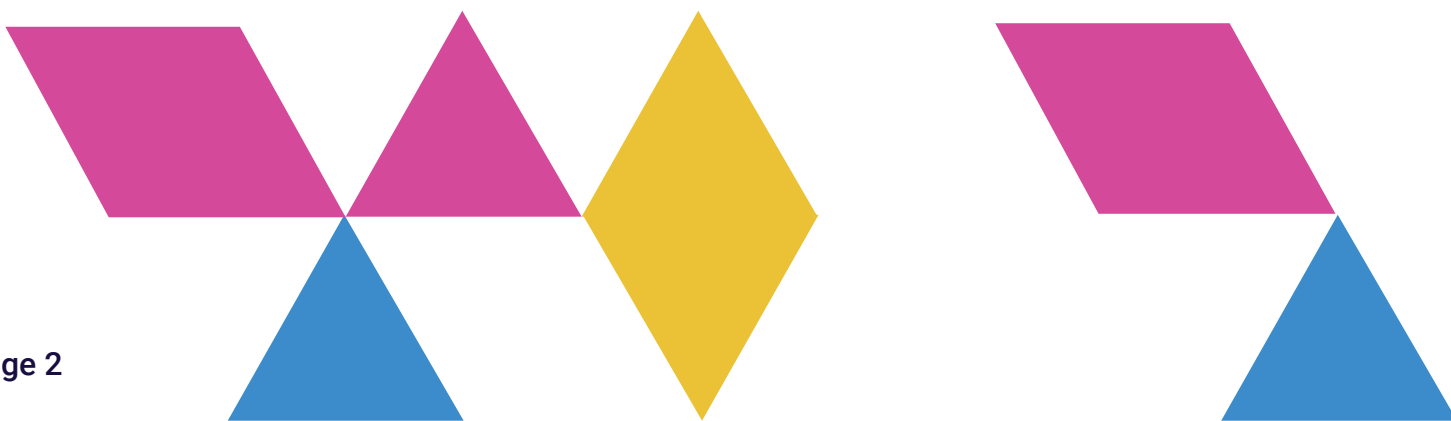


PRODUCTION LOG

Laimis Minelga // B00783790

CONTENTS

Introduction	3
Project Specification	4
Meet the Team	5
Client Background	6 - 9
Initial Meeting	10 - 11
Researching	12
The Brief	13 - 22
Benchmarking	23 - 30
Pitches	31 - 44
The Revised Pitch	45 - 48
Documentation	49 - 53
New Mockups	54 - 56
Final Push	57 - 61
Project Management	62
Evaluation & Reflection	63
Conclusion	64
Time Log	65

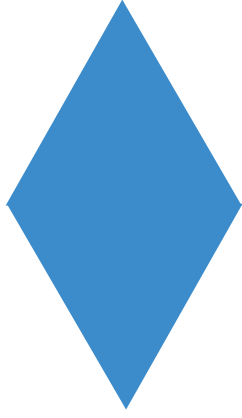


INTRODUCTION

The aim of this module is to utilise the skills I have gained in the previous 3 years of my studies and put them back into the wider community. The module gives us the opportunity to work with a community partner using design to enhance their communication to the public.

The module offers me the opportunity to work as part of a team with a community partner. This best simulates what is expected of a design agency and will give me a great insight into the industry I am pursuing. It will also give me a chance to build resilience to accepting constructive criticism by working alongside the supervision of Senior Lecturer, Adrian Hickey and Project Management, Claire Mulrone.

This production log will take you through all of the work the team has completed, with the thought process for my sections of work.



PROJECT SPECIFICATION

Develop a new website site brand and visual identity for the cross-community youth football club based in North Belfast. Additionally, develop a range of merchandise and a club football kit to include the sponsor's name. Capture the impact the club has had on helping young people to avoid engagement in antisocial behaviour in the area between the different communities.

SKILLS REQUIRED

- Wordpress
- HTML/CSS
- Photoshop
- Illustrator
- InDesign

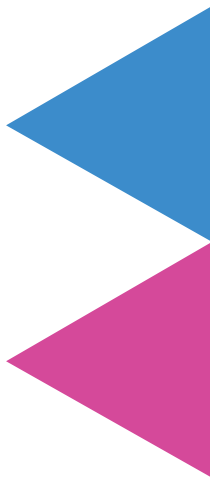


MEET THE TEAM



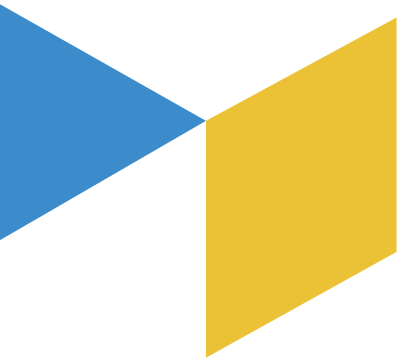
LAIMIS (Me!)

Project Management
UX/UI Design
Graphic & Social Media Designer



CASSIE

Website Developer
Graphic Design
UX/UI Design



ETHAN

Merchandise Design
Client Management
Graphic Design



CLIENT BACKGROUND

INTRODUCTION

After being briefed on the module, it was clear to be strategic with how we formed a team. It was important to create a diverse team so each member could offer their own strengths to the project. For this reason, myself and Cassie asked Ethan to join our team; with Cassie offering her experience in Wordpress, Ethan with his video experience and my placement background as a digital designer.

When choosing the project we wanted to take on, we were immediately drawn to Limestone United Football Club as it was an exciting opportunity for a fresh re-brand. It also aligned perfectly with our skill set which would allow for easier delegation.

MISSION

Limestone United FC are a community group founded by Brian Caskey in 2011 who's core concern was to gear towards addressing the issue of sectarianism within the two communities. By giving young people this platform, it opens doors into friendships, trust, and engagement.



“

Our group currently takes a leadership role within these communities and wants to widen our leadership capacity so that we can inspire both our peers and the upcoming generation towards creating a space for enhanced engagement, on both a personal and community basis. We firmly believe that within this agenda to inspire, that creating a platform for the development of a representative youth voice remains a core consideration.

”



VISION

Limestone United are focused on bringing more people together - with their inclusion of a women's team - with a commitment to a shared future. They want to move away from being a sport based club to something more community focused, with inclusion being one of their primary concerns.

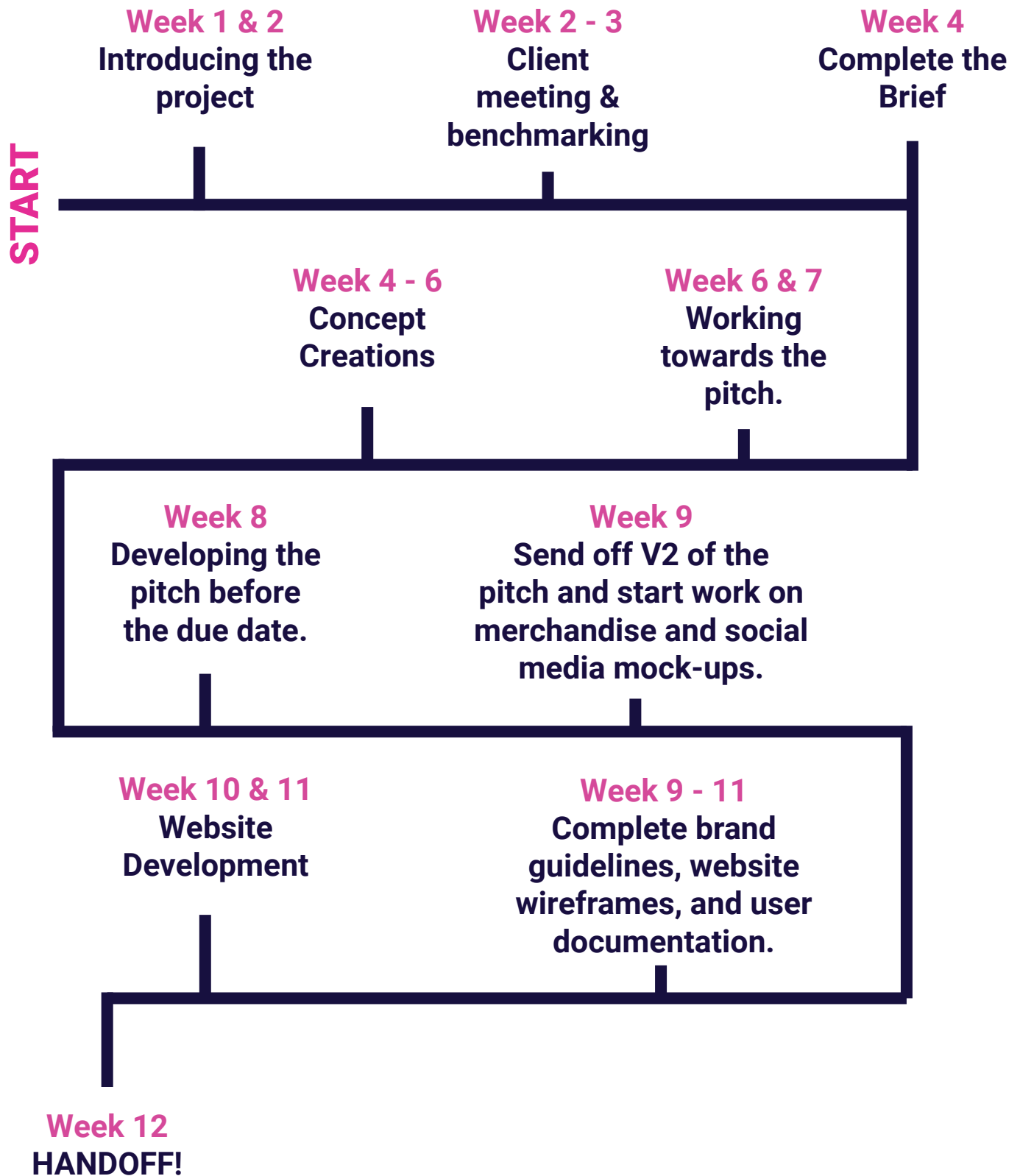
KEY VALUES

- Honesty
- Respect
- Equality
- Leadership
- Trust
- Community
- Inspiring Others

DEMOGRAPHIC

The current audience of the Limestone United website has been identified as those seeking to join the club and/or their parents. However, they hope to shift the target towards potential sponsors/partners.

PROJECT TIMELINE



INITIAL MEETING

After doing some brief research on their current branding, we were scheduled to have our first meeting with the community partner on Wednesday 5th October. The meeting was conducted on Microsoft Teams with Claire also attending.

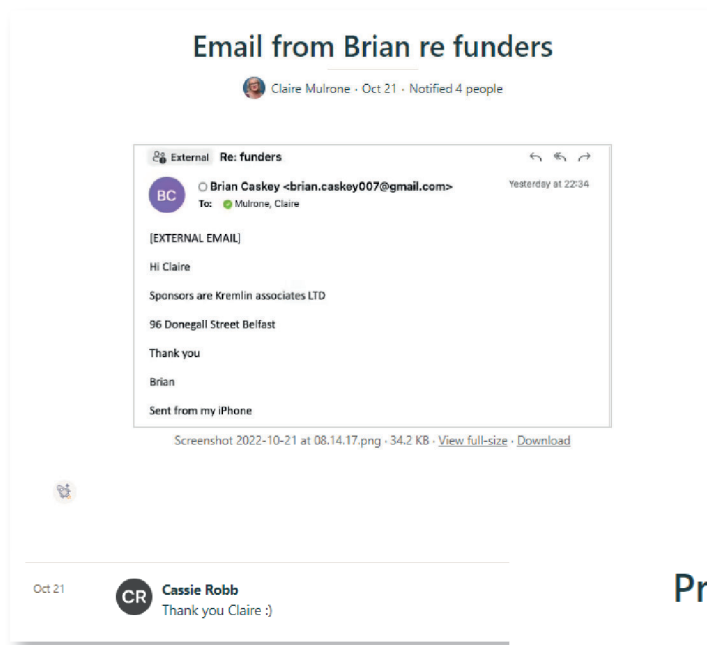
During the meeting, we all took separate notes to ensure nothing was missed out. It was important for me to come out of the meeting with a clear idea of what was being asked.

At this time the community partner was aware they wanted a re-brand but there was an unclear view of how they wanted this achieved. Therefore, I asked the client to exactly specify what was needed towards the end of the meeting.



AFTER THE MEETING...

During the first meeting, Brian was unsure of who the sponsors of the football team would be for the new kit.



But we soon got confirmation that "Kremlin associated LTD" would be the official sponsors.

Project Discussion Meeting Notes

Cassie Robb · Oct 5 · Notified 4 people

I really enjoyed getting to listen to the story of how Limestone United came about and I am so excited to get to work on this project together.

With some connection issues, I was still able to note down a few things that was discussed.

The History

- Limestone has been around for eleven years.
- Initially set up by Brian to help reduce violence in the community and bring people together to create a cross-community project where individuals would be able to access facilities and find a better path for their lives and promote themselves.
- It is called "Limestone United" because of the location and United is the idea of people from all different backgrounds and communities coming together for a common goal.
- Players are selected based on what they want to achieve from the project and to be selected they must agree to put sectarianism and racism behind them.
- Limestone United is a place for hope and it is a community that wants to encourage personal journeys and growth although initially, football was the main hook to get people interested.

Our Task

- To create a new mission statement
- New website that ties in with the overall brand that we design
- Instagram and Facebook mockups
- Get their social media feeds on the website
- To rebrand and refocus their attention on all the work that is happening behind the scenes and the new upcoming projects
- Create three different kits 1. Senior kit which is 16+ 2. Junior kits which is under 16s and then a new girls kit.
- As well as merch including a water bottle, half zip, beanie, gloves, kit bag, pennants



Cassie compiled all of the notes into one, easy to read post on Basecamp.

RESEARCHING

During the initial stages of researching their current branding, it was made clear that it was inconsistent throughout their social media, website and kit design. The most notable difference was an older version of the logo being used as the crest on the kits.

Additionally, we had noticed that it was difficult to find all of their social media platforms - this is something we made note of for our re-brand. We also had to be mindful of other local community clubs and respect both sides of the different communities by not incorporating either sides colours into the final re-brand.

After the initial meeting, it was clear that we needed to create a cohesive brand that blended seamlessly between the website, social media, and merchandise.



THE BRIEF

The next stage of the project was to collectively create a brief for Limestone United, taking into account all of the information we were given during the initial meeting. We started the process of our draft brief which was to be checked and signed off by Adrian and Claire. The purpose of this document was to show Limestone United our understanding of their community efforts and our vision for the deliverables.

During class time, we took some time to discuss our approach to this and how we would allocate the workload. We decided to split it up equally on the amount of time we expected each section to take.

To create this document together, we scheduled a whole day on campus to collate all our sections into one document.

I was in charge of the following:

- Outline the “**Timeline**”.
- Outline the “**Deliverables**”.
- Describe each **team** member and their skills.
- Explain the “**Look/Feel**” of Limestone United.
- Explain our “**Content Management Guidelines**”.
- Outline the “**Branding**”.

*As we didn't have a new colour scheme, we decided to design the document using their original colours being green and purple.

COMMUNITY PARTNER

Limestone United FC was initially set up eleven years ago by Brian Caskey, who had worked on the Limestone Road and had witnessed the violence between two communities. As a solution to the problem, Brian had the vision to bring the two communities together. His aim was to reduce violence and bring people together to create a cross-community project - where individuals would be able to access facilities and work towards a better future.

“Limestone United” got its name from the location (Limestone Road) and the thought of the two communities coming together from diverse backgrounds and communities for a common goal.

Limestone United was originally set up as a football club and selected its players based on what they wanted to achieve from the project although players had to agree to put sectarianism and racism behind them.

Limestone United is a place for hope and it is a community that want to encourage personal journeys and growth. Although football was the main hook to get people interested, it has developed over time, and they are now looking to create a girls/women’s programme to grow the community and become more inclusive. Limestone United now consists of 3 leaders, 12 community champions/ volunteers, c.60 players, and 20 at-risk youth players set to join.

Now that the club is growing Limestone United FC requires promotional work (website, video, tagline, and merch) designed so that they have a new brand and visual identity to promote all the work that the club and individuals are doing.

AIMS

- To create a new mission statement representative of the work that Limestone United aims to accomplish.
- To update and rebrand the appearance of Limestone United Football Club both on and off the pitch, and promote brand consistency through the new website and merchandise. This will include a new logo and a new kit for each team, water bottles, half-zips, beanies, gloves, kit bags and pennants.
- Refocus attention to work that is happening behind the scenes such as cross community efforts, the new girls team, and the community centric approach to the club.
- To bring the club further into the public eye through effective Facebook and Instagram marketing, and a new website. This will also attract potential sponsors and help secure more funding.



PLATFORM

The website will be designed to be responsive to both desktop and mobile formats. This decision was made for accessibility purposes – we are aware that not everyone who follows the club will have the hardware to access one site or the other, especially during the current cost of living crisis – we feel that it is important to make sure that access is available to as many people as possible.

WordPress has been chosen as the content management system for this site as it is frequently updated and will prove useful during the maintenance of the site in the future, it is an intuitive system and will allow for Limestone United to independently manage and maintain the website. Similar sites use WordPress and are clear evidence of the high quality websites it can support and maintain.

BRANDING

Limestone United FC do not have a consistent branding set across all of their channels but this is something that will be worked on. There should be consideration on how to best overhaul the brand to include a neutral logo and palette to their merchandise and website. The branding should extend beyond the logo, through video, photography, merchandise, and encompass the unity and inclusion of multiple communities. It is also important to develop a consistent social media brand to increase visibility and generating support for fundraising purposes.

AUDIENCE

Limestone United has three main target audiences. This includes; Young People, Parents, Potential Sponsors and Community leaders.

Young people – They populate the teams and are the most impressionable when it comes to the cross-community efforts of the club. Though it includes those aged under 13, we are mainly referring to those aged 13 – 24 here. We specify these two age groups due to the rules on many social media platforms requiring the user to be older than 13 to use it. Ideally, they will feel confident wearing the new kit and merchandise, and will engage positively in channels such as the updated social media pages and website.

Parents are some of the most important people when it comes to branding the club. These people will likely have grown up through the troubles and will be understanding and encouraging of the cross-community ethos the club, they will be willing to encourage their children to take part in this to create a safe, welcoming and accepting community in their local area.

Parents will also be spending money on kits and other merchandise, it is important to make this visually appealing to ensure it is used and seen in public by other people.

Potential Sponsors – Limestone United is open to the idea of attracting new sponsors, this is to be kept in mind when designing kits, merchandise and the website. High quality brands will want to be associated with a high quality club. These sponsors may also resonate with the mission statement and goals of the club, it is important to make this information clear.

LOOK / FEEL

The initial look will encompass a neutral colour scheme to be as inclusive as possible. The front page should have a simple layout centred on imagery and a large focus on what the organisation stands for - driving home the core values.

With the sensitive aspect of a cross-community project, careful consideration will be taken with the tone of copy, being respectful and inclusive to coincide with the criteria for joining the team. The website needs to also cater to potential sponsors so there will be a focus on social inclusivity and life skills the organisation provides. To entice users to join the club, a showcase of fun activities and opportunities within the club will be present. To entice funders, a showcase of what impact the club has made to members and the community.

CONTENT MANAGEMENT GUIDELINES

As part of the overhaul, a clear and simple content management guideline must be created. This will be used by the social media volunteer to assist with the creation of new content within the brand guidelines. The document will guide the tone of text, guidance on appropriate image and video use, and an explanation of each operation that can be performed on the website. The guidelines will also include a section on how to export the merchandise design files for manufacturing as they may be used further down the line. This will be a simple, branded PDF document with careful consideration of the target user.

UNIQUE SELLING POINTS

- Limestone United offer two communities the opportunity to unite and work together to achieve a shared goal.
- Limestone United offer opportunities for personal growth and development that wouldn't be offered outside of the organisation.
- They offer a range of people with different backgrounds the change to turn things around and work together towards a brighter and better future.

SEO & ANALYTICS

Limestone United FC will be relying on search engine optimisation and analytics to drive their website and boost their page to reach their demographics and the wider community. SEOs are designed to improve the appearance and positioning of web pages in organic search results. These SEOs are essential for the overall success of the website and needs to blend seamlessly into the overall feel of the website. Limestone United will need keywords and search terms to help in the development e.g. Cross Community Football Club.

The analytics of the website is as equally important as this is the real driving point for the website as it is the quantitative data that Limestone United will use to measure the success of the background work that they've embedded. The analytics are used to make conclusions and can be used to calculate the algorithms and check what webpages people are spending the most amount of time on.



BUDGET

Due to the nature of this project being part of a university module designed to feed back to the community, Limestone United will cover the costs of the budget – this also means that the time spent on this project cannot be considered billable hours.

Limestone United's funding comes from the community, we are remaining conscious of this fact and acknowledge that we must be conservative with the budget. For this reason, we are choosing the cheapest options possible with the greatest quality. It is also worth noting that when creating any video content for Limestone United, we will use royalty free music and sound effects.

BUDGET BREAKDOWN

Website:

Free Wordpress - £0

Business Wordpress - £20 per month billed annually, £240 annually.

(Remove WordPress.com Ads, Collect payments, Live Chat Support, Upload videos, Google analytics integration, Plugins, Advanced SEO tools, Automated site backups and one click restore)

Pop-up Banners (Vinyl Banner Printing Roll Up stand £29.56 each)

Kits - (AvecSport) c. £21.50 per junior/mens, c. £24.90 per womens

Kit bags (Prosoccer UK) - £15

Zips - (AvecSport) £10

Water Bottles – (AvecSport) £1.75

Beanies - (AvecSport) £9 per hat (embroidered)

Bobble Hat - (AvecSport) £17 per hat (embroidered)

Gloves - (Kitlocker) £5 per pair

Pennants - (Globalsportspennants) - £220



TONE

The tone for Limestone United must be inclusive and respectful to all those involved in the club and the wider community. The tone of the website will set the path for the rest of the copy and any future print work created. The information will be straightforward, focusing on current news and upcoming events. Brand guidelines will be put in place to ensure that the tone and style of the site are kept consistent. At the end of the project, we will have achieved an approachable, memorable, and respectful brand that will set the path for future projects within the Limestone United FC community.

MAINTENANCE

As a team, we will be using WordPress to create the Limestone United FC website. Once we have created the website, we will pass on the login details. It will be Limestone United FC that will be responsible for updating and maintaining the website.

BENCHMARKING

COMPETITORS

As part of the brand overhaul, a benchmarking task has been undertaken on a range of football clubs. The websites, video and merchandise benchmarked are a selection of local, major and cross-community football clubs.

The sites that were benchmarked are:

Cliftonville FC
www.cliftonvillefc.net

Rosario FC
www.rosariofc.com

Inter Milan
www.inter.it/en

Crusaders FC
www.crusadersfootballclub.com

Carryduff Colts FC
www.carryduffcolts.com

Juventus
www.juventus.com/en

Coleraine FC
www.colerainefc.com

Newtown Forest FC
www.newtownforest.com

Manchester United
www.manutd.com/en

WEBSITE

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
First Impressions	Aesthetics	A large scrolling hero image gallery showcasing the team in action.	A simple hero image with dull colours.	A full screen, parallax scrolling, professionally edited video	Uses a banner to promote their store	Hero image does not fit	Low quality images	Use 'Hero' images to show the team with trophies	Use 'Hero' images to show the team in action	Use 'Hero' images to show the team together	A hero image with simple text. The logo is very large on the navigation.
	Target Audience	1 Click Away	Front Page	1 Click Away	1 Click Away	Front Page	Front Page	On front page	On front page	One click away	Front page
	Mission Statement/Aim	In "Code of Conduct"	In "About Us"	Under "Code of Ethics" in a PDF document.	On secondary website	Front Page	Business Page	Not available	In the code of ethics	On 'About' page	Front Page
Look & Feel	HD Ready	The majority of images are HD	Very few images are not.	All imagery and video is HD	On secondary website	Homepage	Business case	Blurry Pictures	High Definition	Blurry Pictures	Most images are not HD including the logo.
	Responsive Logo Placement	Yes	Yes	Yes	Mostly	Yes	No	Yes	Yes	No	Yes
	Brand Consistency	Top right	Top left	Top Middle	Top left	Top left	Top centre	Top Left	Center	Center	Top left
	Brand Consistency	Team colours apparent throughout the website and imagery.	Branding is left inconsistent throughout the website.	Team colours consistently present throughout every aspect of the website.	Branding is consistent throughout with their team colours present throughout.	Branding is shown through their use of colour and a consistent layout throughout their website.	Coleraine F.C have effectively used their teams colour schemes to present in their website	Their website is uniformed with a basic layout and they only use the clubs colour scheme throughout	Their website is very advanced the colours they use are the clubs default black and white kit but any additional colours used are the kits of the newly released kit	Their website is the least consistent although their clubs colours are present throughout there are additional colours added	Brand colours only used throughout the website colours.
Technical	Content Management System	Wordpress	Umbraco	Next.js & Node.js	Sitecore	Laravel	Wordpress	Shopify	Wordpress	Wordpress	Wordpress
	Analytics Embedded	Google Analytics	None	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	None
Navigation	Menu Format	Fully exposed click through with drop down	Fully exposed click through	Fully exposed click through with drop down	Navbar	Navbar	Sticky Navbar	Burger Menu	Burger Menu	Top nav	Fully exposed click through
	Menu Position	Horizontal Top	Horizontal Top	Horizontal Top	Top	Top	Top	Top left	Top left	Centered	Horizontal Top
	Contact Us	In the footer	In the footer	In the footer	Footer	Footer and Navbar	Navbar and footer	No contact Page	No contact Page	Contact page containing email addresses	In the visible navigation
Content	Evidence of outdated content	None	Blog posts are from over 2 years ago	None	None	None	None	Pinterest doesn't work	None	Their currently signing for "2020/2021"	Outdated photos and redundant "latest news"
	Representation of sub-teams	Only apparent through news articles linked on the website	Each sub-team is represented in the navigation	In a drop down category in the navigation	Yes but not much	Yes but lack of diversity	No	In a drop down category in the navigation	In a drop down category in the navigation	In a drop down category in the navigation	None
	Social Media	None	In the footer	In the footer	In the footer	In the footer	Top right of their hero image on the home page	In the footer	In the footer and at the bottom of the nav bar	Top right of their hero image on the home page	Only their Facebook is linked in the footer
	Photo	Lots of original imagery	Some original imagery	An abundance of imagery including professional photography	Yes - Mostly high quality	Yes - Mostly high quality	Yes - Mostly High quality	They have an impressive amount of original photos and professional photography	All their photographs are professional	All of their photographs are original although they are more amateur level	Lots of original imagery
	Video	None	None	Yes - On site	Yes - On site	No	Yes - Embedded	None	Yes - On site	None	Some embedded video
Accessibility	Are links visually distinct	Yes - On hover effects	Yes - On hover effects	Yes - On hover effects	Yes - On hover effects	Yes - Text inside yellow boxes	Yes - On hover effects	No	Yes - On hover effects	Yes - On hover effects	Yes - On hover effects
	Clear & Accurate Headings	Too many	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Percentages		37%	42%	53%	47%	58%	47%	37%	58%	21%	42%

VIDEO

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
Accessibility	Ability to change quality	N/A	N/A	Yes	Yes	N/A	Yes	N/A	Not accessible	N/A	Yes
Content	Audio Quality	N/A	N/A	High Quality	High Quality	N/A	High Quality	N/A	High quality engaging audio	N/A	High Quality
	Video Quality	N/A	N/A	Up to 4k	High Quality	N/A	High Quality	N/A	High quality 1080p	N/A	Up to 1080p
	Relevance to mission statement	N/A	N/A	Most video is only related to their matches	Video shows off their wins and matches	N/A	Videos are used to publicise their team	N/A	N/A	N/A	Video on the story of their organisation
	Duration	N/A	N/A	Up to 90 minutes	8 minutes – 2 hours	N/A	4 minutes	N/A	They range from seconds to minutes	N/A	Up to 57 minutes
Technical	Equipment Used	N/A	N/A	Professional video cameras and drones	Multiple cameras, external microphone	N/A	Single Camera	N/A	Professional filming equipment and editing software. Mixture of drone and camera work	N/A	Professional video cameras
	Distribution Channel	N/A	N/A	Their own video player	Own website	N/A	Youtube	N/A	Youtube, Tiktok, Twitch	N/A	Youtube & Vimeo
Technical	Analytics	N/A	N/A	Within their own web analytics	Google Analytics	N/A	Google Analytics	N/A	Google Analytics	N/A	Youtube & Vimeo analytics
	Percentages	0%	0%	50%	63%	0%	63%	0%	50%	0%	75%

MERCHANDISE

Category	Feature	Cliftonville United	Rosario FC	Inter Milan	Manchester United	Newton Forest FC	Coleraine F.C	Crusaders	Juventus	Carryduff Colts	Limestone United
Aesthetic	Logo/Crest Placement	Top left of kits	N/A	Top left of kits	Top left of kits	N/A	Top left of kits	Top left of kits	Top left of kits	Top left of kits	N/A
	Brand Consistency	Two very different kit branding	N/A	Consistent use of colour	Strong use of black and red	Depending on the item	Strong use of white and blue	Brand colours are used throughout	Brand colours are used throughout	Brand colours are used throughout	N/A
Commerce	Range of product	Full range of different kits, clothing & merch	N/A	Full range of different kits, clothing & merch	Kits, Clothing, Equipment, Accessories, Toys, Collectables, Face coverings, Home, Office	Mugs – otherwise unstocked	Kits, accessories, hats, bags	Half zip, range of s-shirts. Stationary, memorabilia	Necklace, Backpack, Cap, Coffee Cup,	Beanie, Snood, Coffee Cup, Water Bottle,	N/A
	Range of kit	Home & away kits	N/A	Home & away kits	Men, Women, Juniors	None – Unstocked	Mens and Juniors	Home/ Away kit	Home / Away/ Thirds kit	Home/ Away kit	N/A
	Commerce Distribution Channels	Shopify	N/A	Shopify	On site	Mugs are sold on another site	On site	Shopify	On site	Teamwear Ireland	N/A
Percentages		80%	0%	80%	60%	0%	60%	100%	80%	80%	0%

SUMMARY

Of the 9 football clubs we looked at collectively, we decided to pick the best representative of three categories. Those categories are:

- Major football clubs (Juventus, Inter Milan, Manchester United)
- Cross community football club (Carryduff Colts, Rosario FC, Newtonforest FC)
- Local football club (Crusaders, Cliftonville FC, Coleraine FC)

We critiqued these clubs in various areas including their website – and all the content it includes, promotional videos, and merchandise. When studying these examples, we found that each category had a best representative. These are Juventus, Newtonforest, and Coleraine FC – with Juventus being the best representative overall. By comparing the current Limestone United website against the top achievers, we can see that there is room for improvement.

Each website, video and set of merchandise strengths and weaknesses, but we are searching for the best representative when it comes to contemporary web design, high quality video production and fashionable merchandise. This helps us set a realistic and achievable standard for the outcome of our project.

COLERAINE FC

Coleraine is clearly the strongest representation of a local football club of those that we looked at. It had a final rating of 53%. When looking at the website, the target audience was clear from the home screen, existing fans of Coleraine FC. Coleraine FC have effectively used their teams colour to maintain brand consistency across their website. Like many similar websites, Coleraine FC have used Wordpress as their CMS and google analytics. They keep their menu at the top of the website and have an access link to the contact page here, as well as in their footer. The site has no evidence of outdated content and provides great accessibility through clear and accurate headings and on-hover effects on hyperlinks.

Coleraine has a video which gives the option to alter the quality. This makes the video accessible to those with slower internet speeds. Despite this, the video has high video and audio quality. It automatically has analytics as it is embedded from Youtube. Coleraine FC also follows the standard of providing merchandise including kits, accessories, hats and bags.

JUVENTUS FC

The Juventus Football Club is the best example overall but also the best in its own category (major football teams) other competitors in this category include Manchester United and Inter Milan. With Juventus getting a score of 63%, it is reflected throughout the website, merch and videos. From comparing the different features and functionality of the website it is the best website example and has the strongest team brand which they carry through all merch, videos and website. From the first impression and aesthetics, it is clear that Juventus want to make an impression on their viewers this is shown through their different video edits, creativity and use of photography. Juventus has a very professional look and feel to it although it lost marks because of their video accessibility as doesn't have the ability to change the quality like other football clubs have.



NEWTON FOREST FC

Newtonforest FC remains the best representation of a cross-community football club with a rating of 34%. Similarly to Coleraine FC, Newtonforest makes its target audience clear when first accessing their website, though it feels more accessible to new fans as well as pre-existing ones. They also make their mission statement clear on their homepage which we believe to be the best practice – especially for a cross community football club. Their website is responsive on web and desktop which promotes accessibility across platforms. Newtonforest make good use of brand consistency and also follow the common practice of placing their logo on the top left corner of the page. Though they don't use wordpress, they do use google analytics. Newtonforest provide access to a contacts page in their footer and in their navbar which is also common practice.

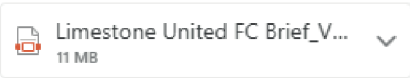
Newtonforest lost a lot of points when comparing the clubs as it does not have a video, so we were unable to benchmark this category. Their store was also completely unstocked, which is of course poor practice, however their website was strong enough to place them in first place in this category.

SENDING IT OFF

Once our brief had been checked and signed off by Adrian and Claire, I sent it off to the community partner. The community partner was very pleased with the brief which give us more confidence moving forward.

LM Laimis Minelga ☺ ↶ ↷ ↸ ⋮ Thu 10/20/2022 7:28 PM

To: Brian.caskey007@gmail.com <brian.caskey007@gmail.com>
Cc: Cassie Robb; Ethan Sharkey; Mulrone, Claire; Hickey, Adrian



Hello Brian,


I've attached the finalised brief for yourself and the team to have a look at. This document will give you a good outline of what we will deliver as per our conversation.

Please get back to me for sign off and we will move on to the next stage of the project.

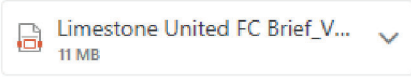
Thank you,

Laimis, Cassie & Ethan

THE FEEDBACK

BC Brian Caskey <brian.caskey007@gmail.com>  ☺ ↶ ↷ ↸ ⋮ Sat 10/22/2022 11:32 AM

To: Laimis Minelga



Hi Laimis

Thank you so much

Very happy with the brief , brilliant work

Looking forward to next steps

Kind regards

Brian
Sent from my iPhone

INDIVIDUAL PITCH

Before beginning my initial design ideas, I sat down and focused down on the key findings from the initial meeting and the brief we created.

The client expressed that they wanted something fresh and vibrant to encompass their core values and mission. It needed to be something that united the two communities Limestone United are bringing together.

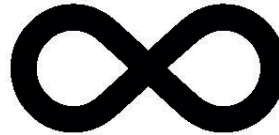
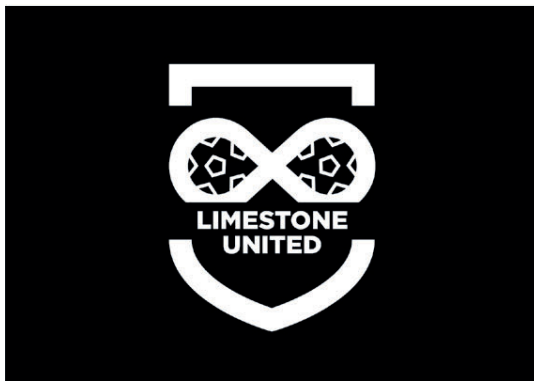
As a result, I came up with a number of varying designs and colour schemes as initial concepts.



CONCEPT 1



"A colour commonly utilised to represent unity is blue."



"the infinity can symbolise its more modern interpretation of eternity and everlasting unity between communities."



MY THINKING

My first concept revolves around an infinity logo. My research indicated that this is a symbol of eternity and everlasting unity between communities. I delved deeper into colour theory and chose blue as further representation of unity.

REFLECTION

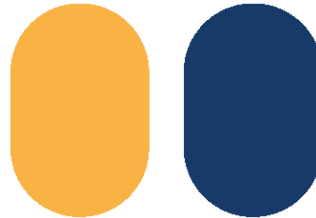
As a first attempt, I felt like it was a start in generating unique ideas. However, after some peer reviews, I noticed that the design was off balanced. The infinity aspect was also lost in translation and the feedback realised that it could be interpreted as a smiley face at a glance. Therefore, I felt this was a good start but would not be something I would develop further.



CONCEPT 2



Duel rings to symbolise two communities coming together as one.



"Yellow is a color associated with sun. It symbolizes optimism, energy, joy, happiness and friendship."



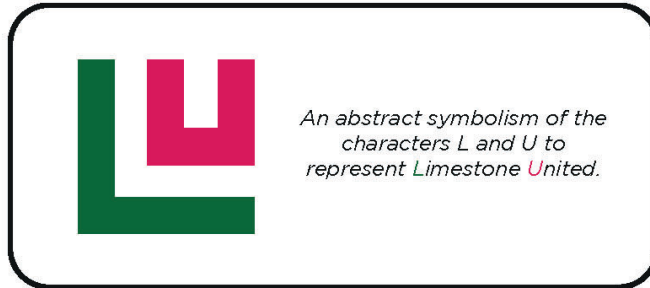
MY THINKING

My second attempt uses a large football encased in two rings that symbolise the two communities coming together as one. By choosing gold and navy as the colours, I thought it would be a good way of implementing colours from the two communities into the one logo.

REFLECTION

This second attempt felt like a stronger and more refined approach. However, after placing it on the kit, the crest felt lost in clarity and it would be hard to distinguish the elements. After showing Adrian, he also pointed out that the messaging could be lost and from an initial glance it looked like planet rings.

CONCEPT 3



MY THINKING

For this concept, I decided to go with something very modernistic with a simple, rectangular approach. Taking inspiration from the Juventus logo, I created an “L” and “U” in an abstract approach. The use of black and white kept it very neutral without infringing on either community colours.

REFLECTION

I presented this idea to Adrian and Claire for some feedback. They indicated that it felt bold but almost industrial. It didn't translate as a football logo and is reminiscent as a logo a scientific institution may use. I agree with this feedback and after some reflection, I realised it wasn't a good fit for the “fresh and vibrant” approach Limestone United were looking.

CONCEPT 4

Logo / Badge



Team Kits

Senior



Junior



Womens



CONCEPT 4

Merchandise



MY THINKING

After some further discussion with Claire, we were introduced to a new way of thinking when researching for inspiration. She described how Limestone Road was located on a large hill that is lined with trees. Therefore, I developed a crest that represented this incline and greenery with a football to unite the two sides.

REFLECTION

This idea was also discussed by Adrian and Claire and there were varying opinions. They felt like the idea was strong but had reservations on the use of colours. Without realising, I used a colour scheme of green, white, and gold which is a violation of the brief we agreed upon. I also found that the logo didn't translate well when it was scaled down.

CONCEPT 5

Logo / Badge



MY THINKING

For my final concept, I wanted to really focus down on vibrancy and something completely different for Limestone United. After some market research, I landed on a style of logos often used in e-sports. For this, I created a phoenix that represents the two communities rising from the ashes - with the two wings representing each side of the communities. The football in the middle unites these two sides.

REFLECTION

After presenting this to Adrian and Claire, there was a much more positive reaction. Despite Adrian pointing out that it was a very Americanised style, Claire thought it would be something they would actually like. Therefore, we felt like this was the concept to develop further.

This was the chosen concept for my final pitch.

DEVELOPING THE FINAL PITCH

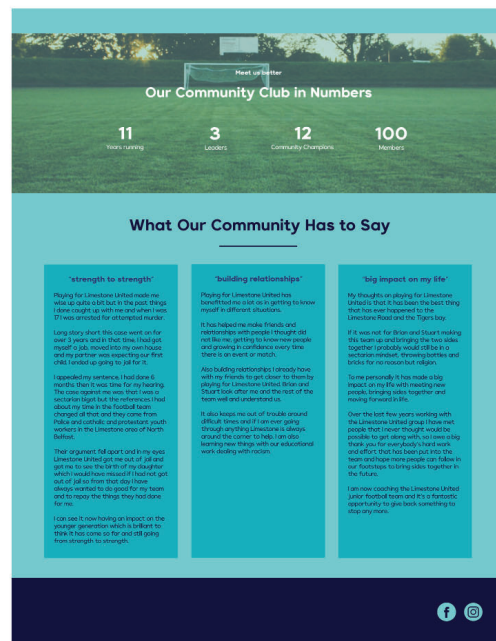
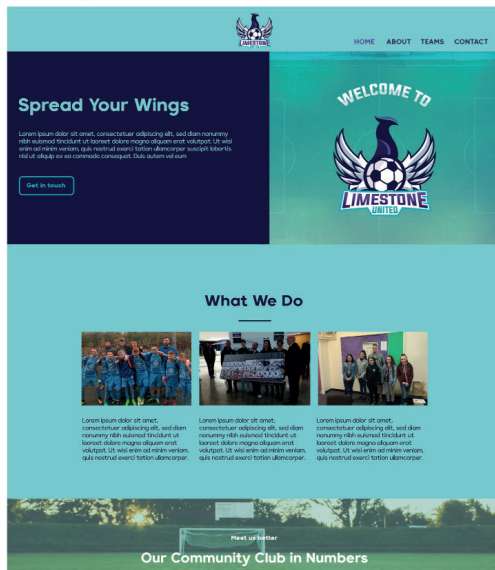
I got positive feedback and the green light to develop my final concept for the final pitch. I was excited for this process as it was my personal favourite out of the bunch.

Team Kits



Website

Home Page



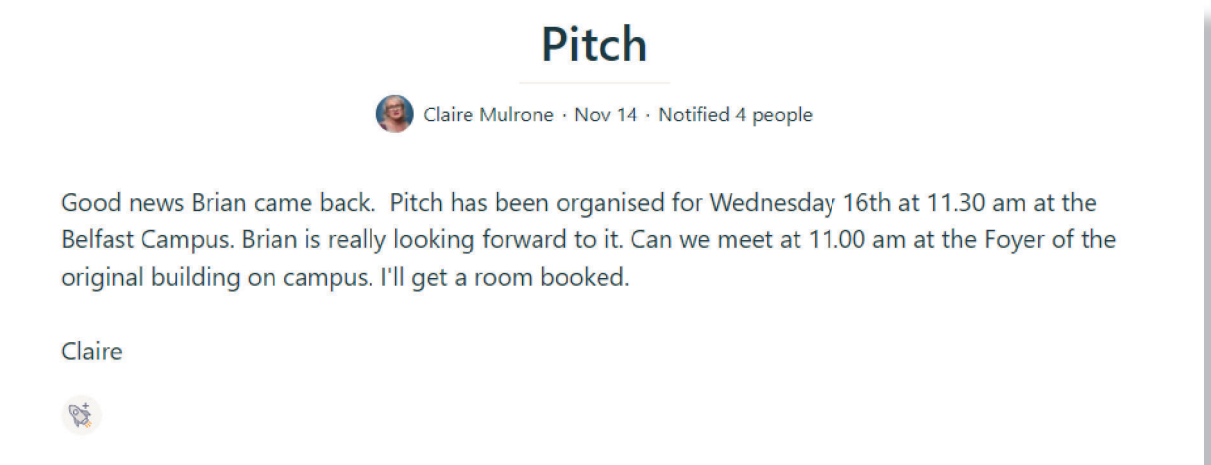
Merchandise



For the kits, I wanted to keep it within the blue colour scheme. However, with the limitations of Avec (our chosen supplier) it was difficult to find exact colours. As we decided on Wordpress for the website, I found an existing template and designed a new website with a focus on showcasing the community efforts. The merchandise variety was agreed upon during our initial meeting. For these, I kept it simple by including the tagline “Spread your wings” and adding a improvised circular pattern.

PREPARING FOR THE PITCH

The time for presenting our individual pitches was incoming so my initial thought was to create a 'guide' for my team members. I wanted to make sure everyone was on the same page for creating a cohesive and unified pitch.



The pitch had been organised for Wednesday 16th November at 11:30am at the Ulster University Campus. At this point the nerves started kicking in.

THE PITCH DAY

With the pitch being in Belfast, we had to commute to the Belfast campus. We all arrived early and met up to go through the final touches. During the commute, we noticed that Adrian had added some final feedback for our pitches so we quickly got working on them.

Nov 16



Adrian Hickey, Senior Lecturer in Interactive Media

Before you go today,

Ethan can you take off the words rebrand from your pitch please?

Ethan can you use the same font for the headings as Cassie and Liamis please?

Ethan can you remove the context sheet form your pitch please? - You can say these things in the meeting but we wouldn't provide them as part of the deck.

Everyone - don't think you have time to do this but I would have preferred to have the web stuff mocked up on devices. If you have time - either all of you do it or all of you leave it as you have it.

Finally, it does need a cover page - usually with the existing logo or brand but in this case, just a plain white sheet with Limestone Road Football Club - Pitch Deck set in Arial or a similar sans serif.

In the meeting explain your thing in your own natural language and don't read off a script - I am sure they will be impressed with your ideas and I look forward to hearing the feedback.

GOOD LUCK and enjoy the process.



The pitch was very exciting as we were greeted by the founder, Brian Caskey and two of the Community Champions for Limestone United. This reassured me as there would be a younger perspective on the new ideas being presented. I volunteered to pitch first to set the tone and momentum for my team members.

PITCH FEEDBACK

After presenting our pitches, we felt a great sense of achievement as there was high praise for our efforts. There was a great discussion on how we would move forward.

FEEDBACK OUTCOME

The discussion between Brian and the Community Champions resulted in the following agreements:

- 1** We would move forward with my logo design. However, they wanted to see more of the vibrant colours from Cassie's kit colours.
- 2** We would create a new kit using Cassie's idea with the CMYK colour model. They responded very positively with the Magenta colour for the mens kit.
- 3** We would create a new tagline that merged Cassie's and Ethan's. Resulting in "Together - Goal by Goal". However, we still had reservations on the length and wordiness of it.


We also had a long discussion on what additional merchandise they would like designed. This resulted in an additional 18 assets that they could use in the future for purchasing merchandise.

There was also discussion on what elements they needed for the new website. However, we did not discuss any design elements so this give us a bit of freedom regarding this.

FEEDBACK OUTCOME

Claire was very helpful during the pitch and took plenty of notes for our team. This resulted in a list of requirements as stated below.

Pitch meeting

 Claire Mulrone · Nov 16 · Notified 4 people

Firstly congratulations on the pitch it went really well. Here's what was agreed at the pitch for the final media outputs. Please re do a new pitch deck for the partner based on todays decisions.

Badge/logo

Laimis's with changes to contrasting colour based on Cassie colours for her team kit.

Kit

Cassie's kit with a black zipped jacket rather than navy.

Tagline

Together - Goal by Goal

Website Features and functionality

- Must support social media post/live news
- Responsive
- Support photographic Carousel
- include tag line
- calendar of events
- Headline Facts and stats
- clubs charter and brief history
- Testimonials

Merchandise

- Three pop up stands in the three colours representing the three teams
- Pennant with the new colour pallet
- Water bottles
- Black zipped hoodie
- Black zipped waterproof jacket
- Black zipped padded gilet/body warmer
- Black beanie hat
- black sports snood
- shoe/swim bag
- kit bag
- popup foldable sign for the three teams for team photos at matches
- Training bibs for teams three colours badge on front tag line on back
- Bibs with badge and volunteer text on back
- Bibs with badge and leader text on back
- Pens, pencil, easer and ruler (for schools visit)
- Certificate template for school children
- Gold participation sports medal
- Enamel pin



NO TIME TO WASTE...



I volunteered to collate all of our new designs into the revised pitch document for the team. My role was to adjust my logo with the appropriate colours. With some collaboration with Adrian, I implemented the bright magenta colour into the new logo along the wings and type outline. This made it stand out a lot more.

For the website, we delegated different pages amongst the team to design. I was in charge of the home page. To make this easier for my team, I created and uploaded an illustrator template so all the pages would be cohesive - as shown to the right.



THE REVISED PITCH

Logo / Badge



Team Kits



Website Home Page: Desktop

EMAIL US: RECALL@LIMESTONEFC.COM

HOME ABOUT CONTACT BLOG

WELCOME TO LIMESTONE UNITED TOGETHER

PLAY VIDEO

A cross-community group providing sport across the interface in North Belfast.

Playing for Limestone United made me want to go back to football in the past things I done caught up with me and when I was 17 I was arrested for attempted murder.

Long story short this case went on for over 3 years.

- Peter

My thoughts on playing for Limestone United is that it has been the best thing that has ever happened to the Limestone Road and the Tigers bay.

If it was not for Brian and Stuart making this team up.

- Declan

Our Community Club in Numbers

11 Years running 3 Leaders 12 Community Champions 100 Members



TOGETHER.

Honesty • Respect • Equality • Leadership • Trust • Community • Inspiring Others

VISIT OUR CHARTER

FIND US

Limestone Road Belfast

ABOUT US

Charter

History

BLOG

Twitter Feed

Facebook Feed

News

Events

SOCIAL MEDIA LINKS

Facebook

Twitter

Instagram

YouTube

Website About Page

OUR CHARTER

ALL MEMBERS OF LIMESTONE UNITED SIGN UP FOR OUR CHARTER.

Together.

Honesty • Respect • Equality • Leadership • Trust • Community • Inspiring Others

Our core values

Anti-sectarianism, Equality, Friendship, Trust, Engagement, Community, Active Citizenship.

Commitment to a shared future

This group has developed this charter to assist in the personal development of families and the development of our associated communities within the catchment area of a shared future. We are striving to achieve an exceptional level of achievement in building that shared future.

Care Concern

Our core concern is geared towards addressing the issue of sectarianism within our communities, an objective to which we remain committed.

Why our group is important

Our group brings people together, gives young people a voice and releases anger from other problems.

What becoming involved does for our members

Open your eyes and gain a realisation of others. Our club opens doors that normally are closed and the medium of sport to build good community relations in the Catchment North Belfast area.

Providing Leadership

Our group currently takes a leadership role within these communities and opens to wider our leadership capacity so that we can inspire back our area and the surrounding generation towards creating a new path for enhanced participation back into a fully paid and supported life. We hope to achieve that which this charter is signed that creating a platform for the development of a representative youth voice remains a core commitment.

ESTABLISHED IN 2011

Limestone United was founded in 2011 by Brian Caskey as a means to bring together the divided community of the Limestone Road through sport.

The Limestone Road is home to our club. The concept of cross community runs deep in this area. During the early - mid 1900's, people from all backgrounds would travel together through the Limestone road to their workplaces. Many of these people worked in the shipyards of Belfast.

BASED ON THE LIMESTONE ROAD

3 LEADERS
12 COMMUNITY CHAMPIONS

Currently, we have 3 team leaders along with 12 community champions representing Limestone United. Their commitment drives this community closer towards an integrated community.

BRINGING US TOGETHER THROUGH SPORT

BRIAN CASKEY

Brian founded Limestone United in 2011 as a way of bringing together the divided community of the Limestone Road.

Having retired from the PSNI Brian was aware of the community divisions caused by the troubles and wanted to encourage the community.

Over the last few years, Brian has spent a large part of his energy in bringing the club together to create one team under a shared future.

TEAM LEADER

Lorenz Brian dorah sit amet, consectetur adipiscing elit. Ut ultrices ac sapien and i venenatis. Donec pharetra tempus fringilla. Nullam porta consectetur donec.

Prism of massa augue. Suscipit nulla pharetra venenatis massa volutpat, et sed nunc nulla. Vestibulum. Nulla eget. Nunc in ultramontem. Phasellus. Integer maecenas. Mauris. Sed in. Donec. Donec eget. There is no team under a shared future.

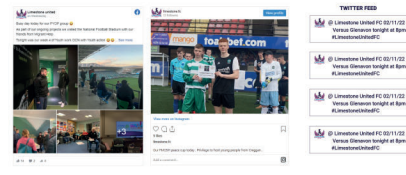
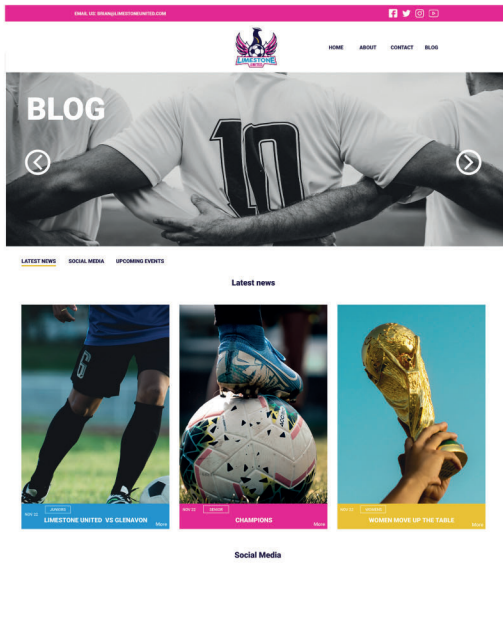
TEAM LEADER

Lorenz Brian dorah sit amet, consectetur adipiscing elit. Ut ultrices ac sapien and i venenatis. Donec pharetra tempus fringilla. Nullam porta consectetur donec.

Prism of massa augue. Suscipit nulla pharetra venenatis massa volutpat, et sed nunc nulla. Vestibulum. Nulla eget. Nunc in ultramontem. Phasellus. Integer maecenas. Mauris. Sed in. Donec. Donec eget. There is no team under a shared future.

12 COMMUNITY CHAMPIONS

Website Blog Page



Upcoming Events

NOVEMBER 2022						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- 30th NOVEMBER**
Limestone United FC
Versus Glenavore at Bawn
#LimestoneUnitedFC
- 14th NOVEMBER**
Limestone United FC
Versus Glenavore at Bawn
- 17th NOVEMBER**
Limestone United FC
Versus Glenavore at Bawn

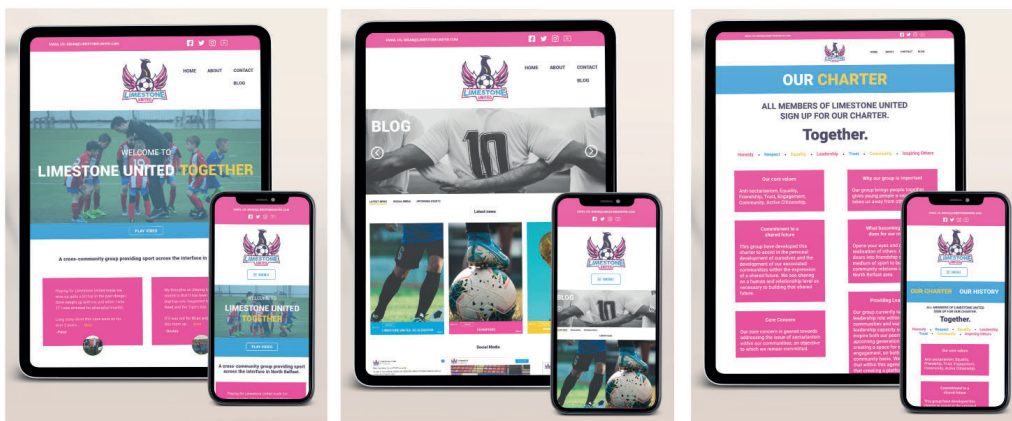
FIND US
Limestone Road
Glenavore

ABOUT US
Charter
History

BLOG
Twitter Feed
Facebook Feed
News
Events

SOCIAL MEDIA LINKS
f t i g

Website Tablet & Mobile



Merchandise



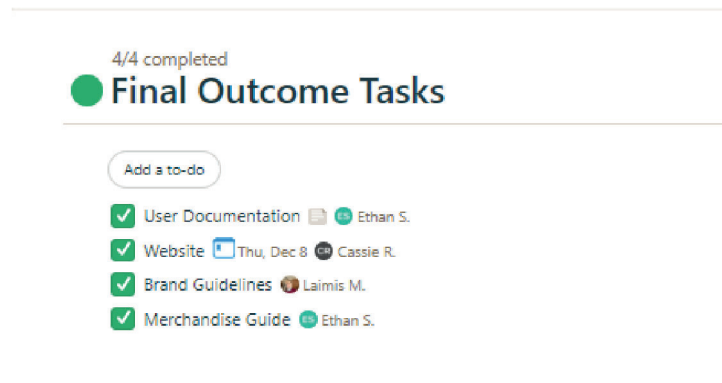
**MEET THE NEW LIMESTONE
UNITED BRAND!**

INTERNAL DOCUMENTATION

Despite not getting any feedback regarding the revised pitch, we knew there was no time to waste. The next step was to create the internal documentation. These documents included:

- Brand Guidelines
- Merchandise Guide
- User Documentation

To keep everyone on track, I utilised Basecamp and assigned everyone their roles.



BRAND GUIDELINES

I decided to put myself forward to design the brand guidelines as it is something I got very familiar with during my placement year. For this, I did research on what current brand guidelines included for large companies such as Facebook, Spotify, and Youtube.

BRAND GUIDELINES

WELCOME TO LIMESTONE UNITED

Limestone United is a place for hope and it is a community that want to encourage personal journeys and growth. Limestone United FC was set up by Brian Caskey, who had worked on the Limestone Road and had witnessed the violence between two communities.

As a solution to the problem, Brian had the vision to bring the two communities together. His aim was to reduce violence and bring people together to create a cross community project - where individuals would be able to access facilities and work towards a better future.

"Limestone United" got its name from the location (Limestone Road) and the thought of the two communities coming together from diverse backgrounds and communities for a common goal.

PAGE 4

PRIMARY LOGO



PAGE 6

INCORRECT USAGE

These are examples of what not to do when designing with the Limestone United logo.

1. Don't Distort the logo.
2. Don't use a custom colour in the logo.
3. Don't crop in on the logo.
4. Don't rearrange elements of the logo.
5. Don't reflect the logo.
6. Don't add effects to the logo.



PAGE 7

SPACING

Clearspace makes sure the logo has space to breathe from other visuals, such as text and other graphics.

In most cases, it's better to give the logo even more space, but at minimum, ensure the logo has a clearspace of at least half the width of the height of the football element of the logo (as visualised to the right).

In order for the Limestone United logo to be recognisable, it's important that the logo is never smaller than 200px x 200px or 2.5in x 2.5in for printed material.



PAGE 8

The tagline Limestone United use is "Together".

The tagline is a symbolisation of unity across both communities surrounding the Limestone Road.

When using the tag line along side the logo, ensure it is placed across the top. This can be as arched or regular type.

Regular Type

TOGETHER

Arched Type

TOGETHER

PAGE 10

Roboto is one of the typefaces used in Limestone United's brand identity. It is used for all headline text and body copy.

The weights used in Limestone United's brand identity includes Medium and Bold.

Roboto Medium is used for body copy and call-to-actions while Roboto Bold is used in headlines, sub-headlines, and call-to-actions.

For headers and sub titles, use all capitalised type.

Roboto Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
 QqRrSsTtUuVvWwXxYyZz
 0123456789!?*
 @&\$€%#()<>.:;'"=/+-

Roboto Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
 QqRrSsTtUuVvWwXxYyZz
 0123456789!?*
 @&\$€%#()<>.:;'"=/+-

PAGE 12

MERCHANDISE

Dicapslock is the typeface used in Limestone United's merchandise and tagline.

In all cases, use Dicapslock Regular.

DICAPSLOCK

ABCDEFGHIJKLMNopQRSTUVWXYZ
 0123456789!?*
 @&\$%#[]<>.:;=/'+-

Case Examples:



PAGE 13

Limestone United use 4 primary colours that make up the vibrant branding. The 4 colours represent CMYK colour model, Pink, cyan, yellow, and key.

In sequential order, use these colours as accents.

Use **Electric Pink** as the primary accent for assets such as buttons, the background of text boxes, and header titles.

Use **Trusting Cyan** as a secondary accent for assets such as subtitles and secondary buttons.

Use **Community Yellow** as a tertiary accent for highlighting important key type.

Use **Friendship Navy** as the primary type colour. Anything excluding titles can be coloured using Friendship Navy.

Electric Pink

CMYK: 4/92/0/0
 RGB: 227/38/135
 HEX: #e32687

Trusting Cyan

CMYK: 78/27/1/0
 RGB: 18/148/209
 HEX: #1294D1

Community Yellow

CMYK: 9/21/92/1
 RGB: 237/196/28
 HEX: #EDC41C

Friendship Navy

CMYK: 98/100/38/49
 RGB: 36/26/64
 HEX: #241A40

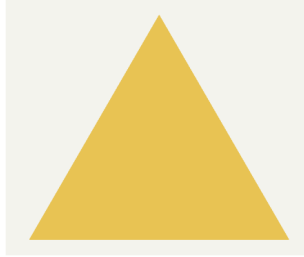
PAGE 15

When using the Limestone United brand, we use geometric shapes connected at each corner to surround the logo or design.

The appropriate list of shapes are displayed to the right. These shapes can be used in any 90 degree orientation using only the Limestone United colours.

Ensure there is sufficient space between these shapes and other type or logos.

Large Equilateral Triangle



Small Equilateral Triangle



Rhombus



Parallelogram



PAGE 17

This was an important document to make not only for Limestone United's future branding, but also for my team. I wanted the team to have a reference point when creating their designated content.

ALL NEW MOCKUPS

During our pitch meeting, the client expressed their need for a number of merchandise to go alongside their re-brand. The following needed to be designed:

- Three pop up stands in the three colours representing the three teams
- Pennant with the new colour pallet
- Water bottles
- Black zipped hoodie
- Black zipped waterproof jacket
- Black zipped padded gilet/body warmer
- Black beanie hat
- black sports snood
- shoe/swim bag
- kit bag
- Popup foldable sign for the three teams for team photos at matches
- Training bibs for teams three colours badge on front tag line on back
- Bibs with badge and volunteer text on back
- Bibs with badge and leader text on back
- Pens, pencil, easer and ruler (for schools visit)
- Certificate template for school children
- Gold participation sports medal
- Enamel pin



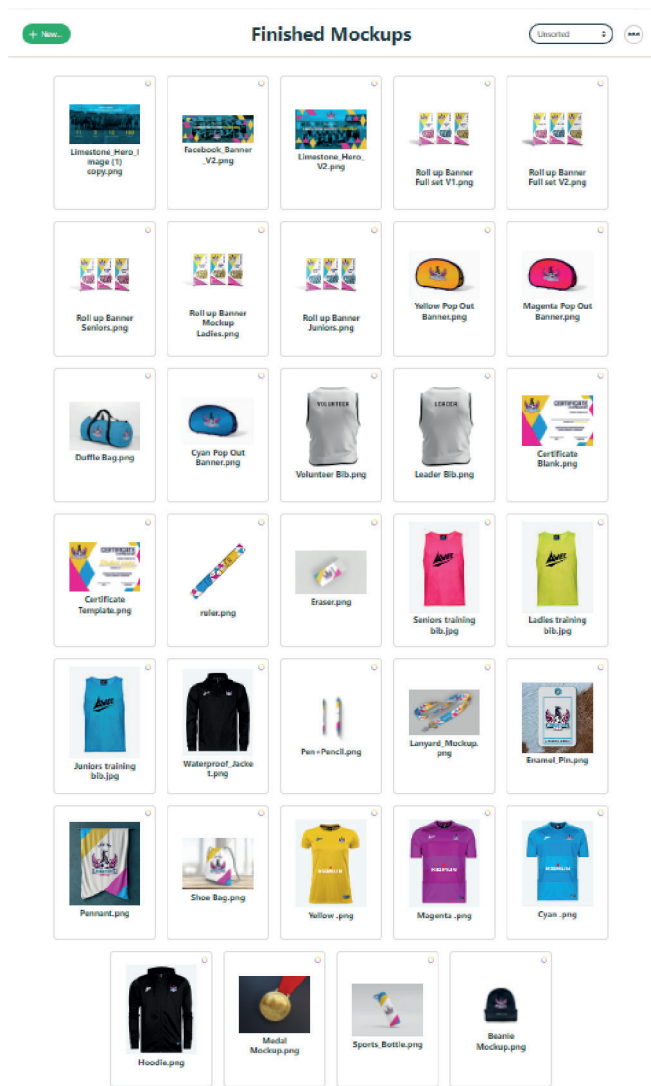
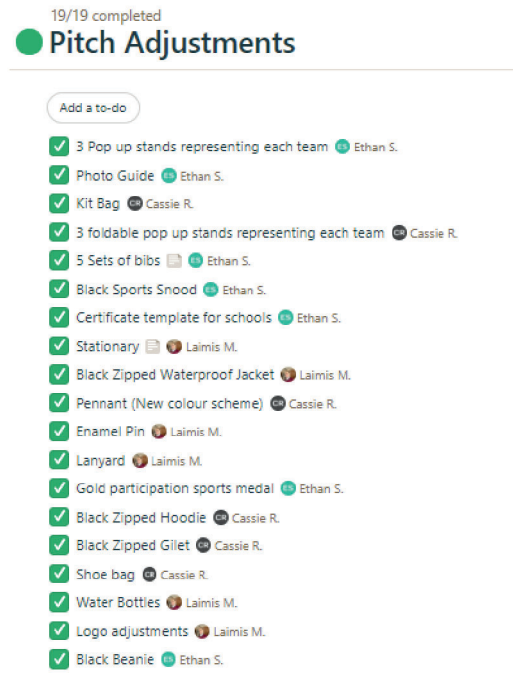
ASSIGNING MOCK-UP TASKS

To make it fair, we randomly assigned an equal number of mock-ups for each member of the team to design and upload.

I did this using Basecamp in a To-Do list.

My assigned mock-ups included:

- Stationary Set
- Black Zipped Waterproof Jacket
- Enamel Pin
- Lanyard
- Water Bottle



To keep everything together, we created a folder in Basecamp to easily display all of our mock-ups. It also give us a good sense of cohesion between all of the designs.

WHAT DID I DESIGN?



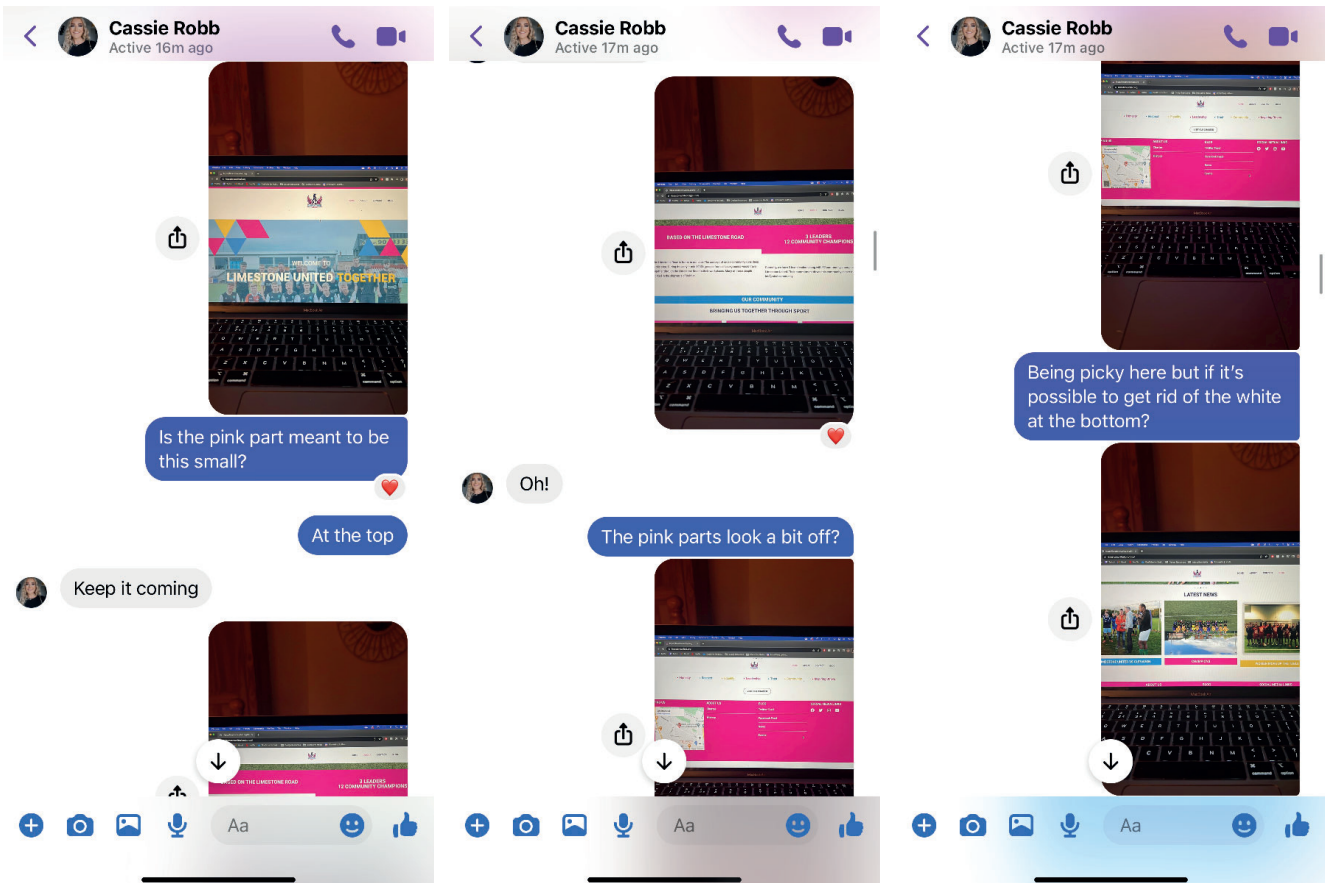
FINAL PUSH

It was now time for the final push and creating the publishable content such as the website and social media assets.

THE WEBSITE

To play to our strengths, Cassie volunteered to develop the website as she has experience in using Wordpress. As it is difficult to co-develop using Wordpress, I offered to help Cassie with user testing as she was developing.

This was conducted on Facebook Messenger as it was an easier way to communicate:



SOCIAL MEDIA

I decided to take charge of the social media launch. For this, I needed to create banners for their respective social platforms and create size variations of the logo.

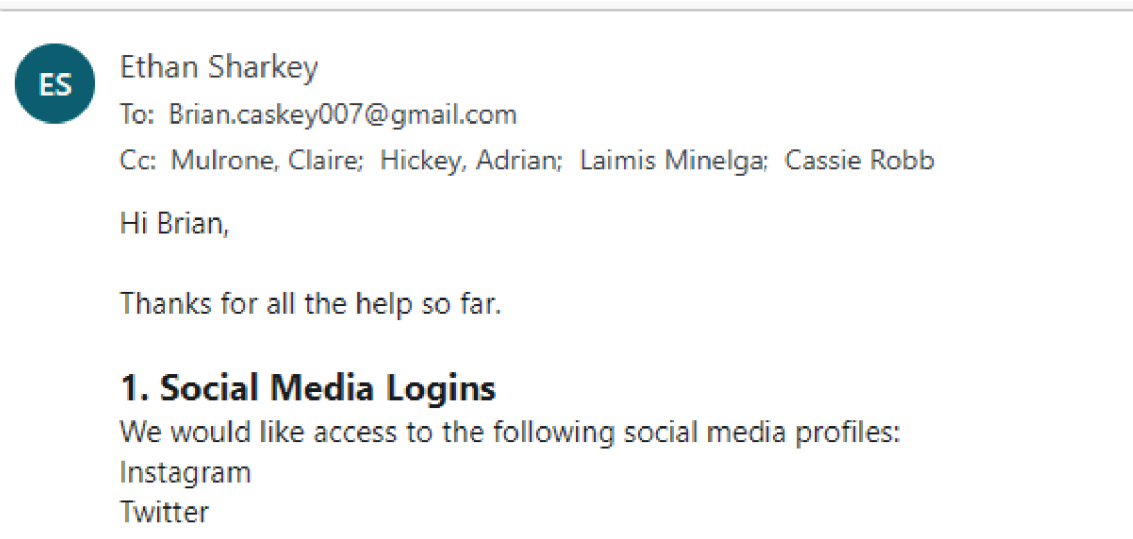
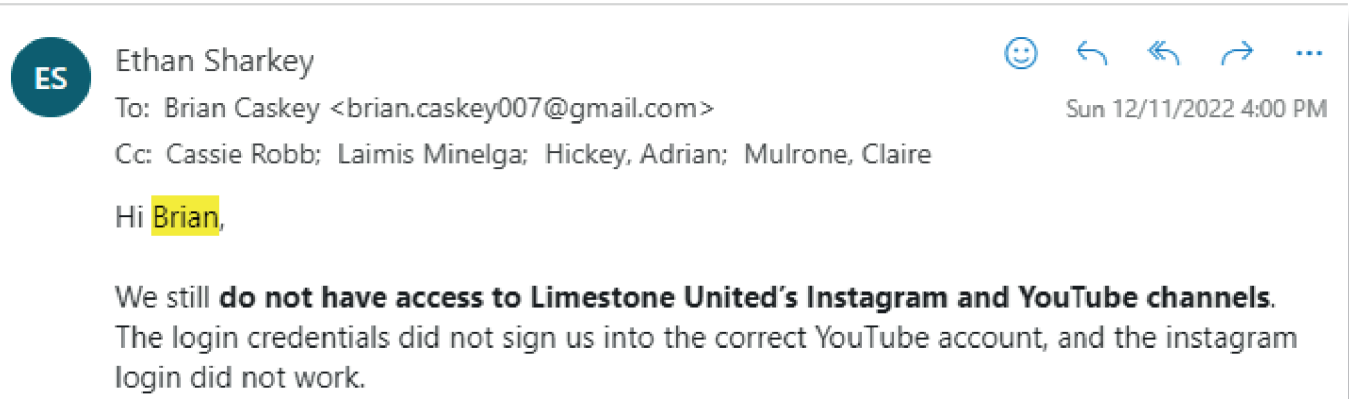
THE DESIGNS



GETTING THE LOGIN DETAILS

An unexpectedly challenging issue we ran into was trying to get all of the social media login details off the client. The main issue we ran into was the long wait times for getting a reply back from the client. Initially, we got the login details for the Facebook page.

After some more waiting, we decided to email the client to chase up the rest of the social media details.



After some back and forth, I finally got access to their Instagram page. However, the client could not find details for the Twitter as it was being managed by someone else. Therefore, we compromised and asked him to create a new Twitter page for the brand launch.

CONTINUED...

This left me with getting the YouTube channel details. I quickly realised that this would be more challenging than originally thought as I had to go through 2-step authentication with a client who is in a different part of the country.

At first I sat with Claire and she sent text messages to get Brian to authenticate the log in. However, after successfully accessing the given YouTube channel, I noticed that this was not the channel I was after. With the launch date coming soon, I needed to get the proper details. Therefore, we decided to call Brian during class time so we could resolve this issue.

Eventually, the client had realised the correct YouTube channel was managed by one of the community partners. To expedite the 2-step authentication process, Claire got access to the community champion's phone number and I was able to give him a call.

9TH DECEMBER 12AM

With our launch date and time incoming, I prepared all of the social media sites with their respective new assets. At midnight on 9th December, myself and Cassie hit publish on the new social media branding and website.



Limestone united

733 likes · 794 followers

Message Like Search

← Limestone United
0 Tweets

Follow

Limestone United
@LimestoneUnited
Joined December 2022
0 Following 1 Follower

I had to create varying sizes of the logo to fit the requirements of each social media platform.



Limestone united north belfast

@limestoneunitednorthbelfas1540

4 subscribers



limestone.fc

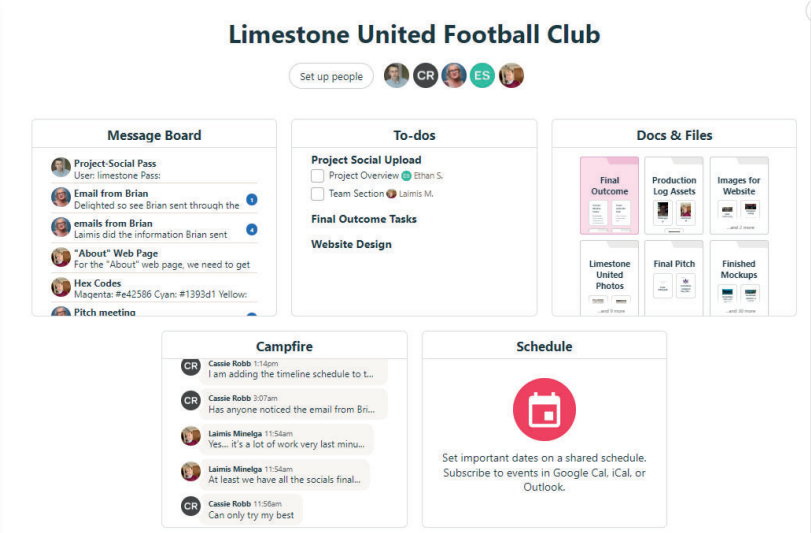
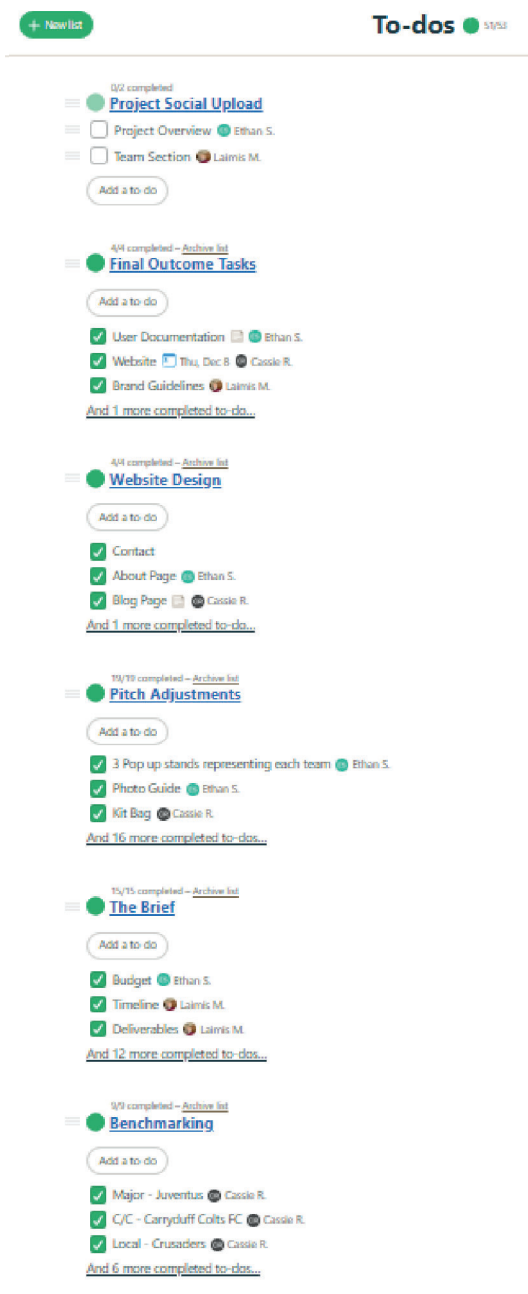
Follow Message +8

43 posts 54 followers 40 following

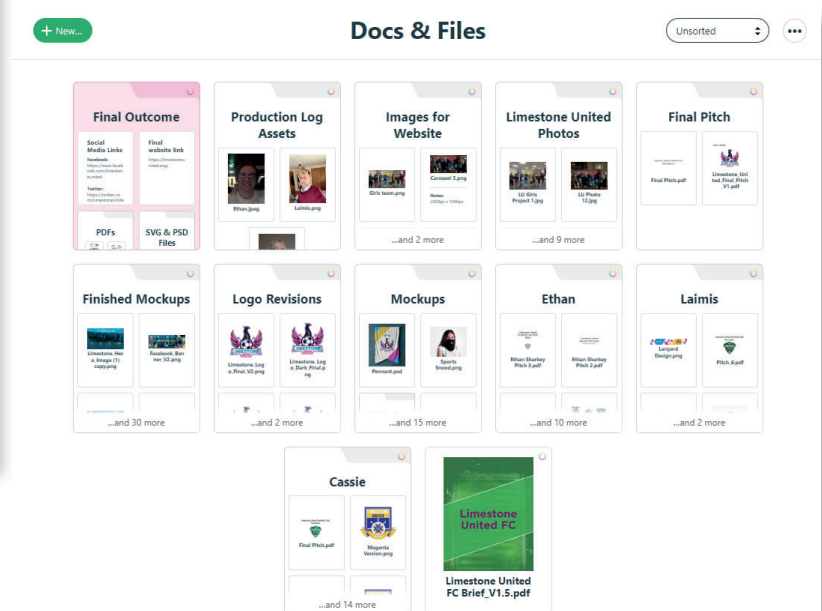
Limestone United cross community project
Limestone United Football Club

PROJECT MANAGEMENT

I took a strong role in project management by utilising Basecamp as much as possible. Additionally, I organised team meetings to discuss various aspects of the project.



My favourite feature of Basecamp was creating To-Do lists. This kept the team focused on their own tasks and allowed us to keep track of progress.



To keep all the assets manageable, I was constantly reorganising the Docs & Files folder.

EVALUATION & REFLECTION

WORKING AS A TEAM

During my placement year, I kept in contact with Cassie so we knew we would want to work together for this module. We had worked together previously on previous modules so I knew her strengths. To get a fresh set of ideas and skill set, we asked Ethan to join us as we knew he could fill in the skill gaps. Collectively, we felt we all brought something different to the team whilst still contributing to the overall aesthetic of any project we picked.

COMMUNICATION

Throughout this project, I felt like the communication was strong. We worked well and always discussed any new concepts, designs and changes. We also offered each other constructive criticism and quickly learned that there was no need to be precious with feedback. This allowed us to be honest on our thoughts without putting anyone down. As a team, we felt that a better way of quickly communication through messages and calls would be through Messenger so we created a group chat.

We communicated well with the community partner, Limestone United via email. For the majority of the project, we felt it was important to send the emails through one person; Ethan. This way the client would get less confused. Despite our efforts to communicate as clearly as possible, we felt that the client could have responded in a more timely manner.

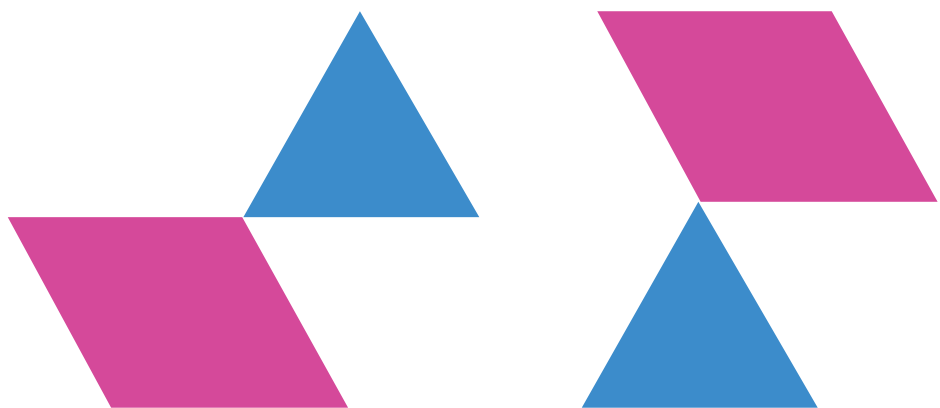
CONCLUSION

I have greatly enjoyed this project and it was such an inspiring experience that will prepare me go into the 'working world'. With the experience closely simulating a design agency, I have gained valuable lessons that I hope to take into this industry after I graduate.

I am grateful to have worked on this project alongside such an inspirational community project. Hearing their stories and how much of an impact Limestone United makes, will be something I won't forget.

I feel that I have demonstrated leadership and initiative within this project as I took charge in delegating tasks and constantly checking up on team members throughout. I was able to demonstrate decision making when design issues arose by quickly offering constructive criticism. Despite it potentially coming across as bossy, it was important that everyone had a say in decision making.

Overall, I feel that the visual identities we created for our community partner, Limestone United, fitted their brief and exceeded their expectations. I am proud of my contribution to the project and it is very rewarding seeing my logo being used.



TIME LOG

Research		9 hours
Benchmark		12 hours
Brief		13 hours
Design		40 hours
Pitches		35 hours
Website		8 hours
Guidelines		8 hours
Socials		6 hours
Meetings		15 hours
Project Management		20 hours
Production Log		55 hours



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