



MED526 | Interactivity for Social Enterprise

PRODUCTION

LOG

B00832999
Chloe Clarke

Content Table

Introduction	3
Brief	9
First meeting	18
Pitch Meeting	20
Revised Pitch.....	37
Brand Guidelines	45
Website.....	65
Content.....	67
Final Thoughts.....	69
Bibliography.....	72

The slide features a clean white background with decorative yellow elements. In the top right and bottom left corners, there are stylized sun and leaf motifs. The sun is represented by a large yellow circle with several smaller, teardrop-shaped leaves radiating from its edge. The text 'Introduction' is centered on the page in a simple, black, sans-serif font.

Introduction

Media Outputs for Social Enterprise

MED526, Interactivity for Social Enterprise course includes group work to complete a series of content and material for a chosen organisation. The work is submitted to Basecamp an online platform for project work to communicate, organise and share your work with your team. The group will choose an organisation to work with and help them with whatever social needs are required.

Our lecturer Adrian Hickey provided us with a brief explanation of the group production. This is a helpful reminder to remember what I should be doing and how it should be completed correctly.

He also provided a mark scheme showing where our work standard should be to get the grades I want. I have highlighted the goal I am striving to achieve. I will look back to this through the production to make sure I am on the right track to achieve the grade I am striving for.

Coursework 1 Assessment Tasks



GROUP PRODUCTION: Media Output(s) for Social Enterprise

Coursework 1a – BRIEF

- The assignment takes form of a sustained piece of group production work.
- Detailed assessment guidance will be given throughout the semester and aims to provide advice on the use of media/technologies, project management, shared decision making and high production value.
- Completed assignments must be submitted in the media format appropriate to the individual brief via the Basecamp Project Management software by the specified date and time outlined in the Key Assessment Information Table above.
- Specific guidance on how to submit these files in a professional manner that can be shared with community partners will be given in Week 12.

Coursework 1a – FEEDBACK

Written feedback on the assessment will be provided via Blackboard on 19th January 2024.

MED526 Project-Social

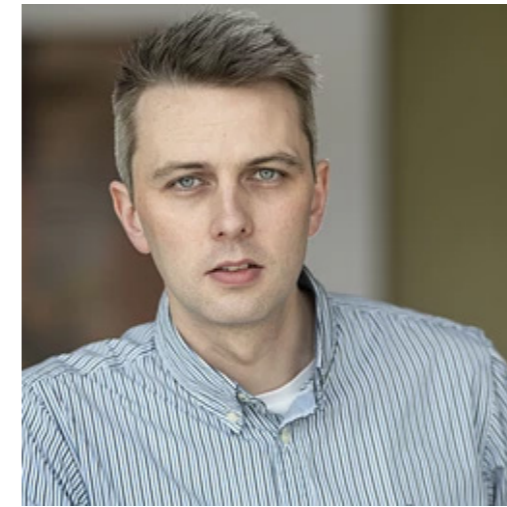
Coursework 1 – ASSESSMENT RUBRIC/MARKING PROFORMA

Assessment 1a Final Media Outputs	0 – 34 Unacceptable Work (Fail)	35 – 39 Limited Work (Fail)	40 – 49 Adequate Work	50 – 59 Acceptable Work	60 – 69 Good Work	70 – 79 Excellent Work	80 – 100 Outstanding Work
The members of the group have contributed fully to the media output(s) developed	Unacceptable contribution to the media output(s)	Very Limited contribution to the media output(s)	Limited contribution to the media output(s)	Adequate Limited contribution to the media output(s)	Good contribution to the media output(s)	Excellent contribution to the media output(s)	Outstanding contribution to the media output(s)
The members of the group have fulfilled their role within the proposal/brief	Little or no evidence of members fulfilling their role	Very Limited evidence of members fulfilling their role	Limited evidence of members fulfilling their role	Adequate evidence of members fulfilling their role	Basic evidence of members fulfilling their role	Good evidence of members fulfilling their role	Excellent evidence of members fulfilling their role
The members of the group have worked as a team to draw together knowledge and skills developed in previous modules and to apply these to this major project	Little or no evidence of using prior knowledge and skills	Very Limited evidence of using prior knowledge and skills	Limited evidence of using prior knowledge and skills	Adequate evidence of using prior knowledge and skills	Basic evidence of using prior knowledge and skills	Good evidence of using prior knowledge and skills	Excellence evidence of using prior knowledge and skills

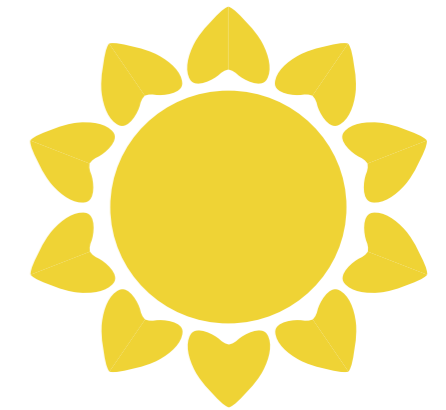
Meet the Team



Claire Mulrone
Communications



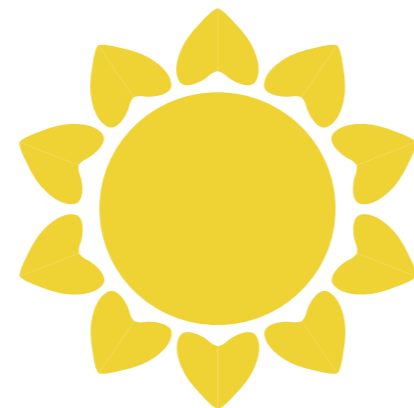
Adrian Hickey
Project Manager



Cameron Clarke
Website Design












Chloe Clarke (me)
-Graphic design
-Photography



Ebony Alexander
-Photography
-Graphic design

Time-line

Research		6 Hours
Benchmarking		12 hours
Brief		25 hours
Pitch & Revised Pitch		31 hours
Brand Guidelines		68 hours
Team meetings		2hrs 40mins
Client management		2 hours
Production Log		62 hours
Total time on project		208hrs 40mins

Organisation

During the first week of university, my class was introduced to various organisations that we could potentially work with. Each organisation was accompanied by a brief explanation of their purpose, the type of work they do, and the skills required to contribute to their projects.

Among all the organisations, Resilio caught my attention the most. It is a mental health organisation that I can personally relate to as I have seen some of my friends seeking help from similar organisations. As they have been helping so many people, I felt it was my turn to help them in any way I can. Moreover, the skills required for their projects were in line with my strengths, which include proficiency in Photoshop, Illustrator, InDesign, and DSLR photography.

Resilo

Project Specification:

Resilo, a community group dedicated to supporting mental health in the community through developing Goals, exploring Pathways, and cultivating sense of Agency. Resilio has developed a number of supporting programmes, including Hope Ambassadors, Hope Matters and a new Hip Hope Hooray app. www.resilio-ni.org

Create a new visual identity and brand for Resilo. Develop contemporary responsive interactive web site, providing access to research, showcase testimonials, identify funders, advertise events, to book training, access programme materials, and support social media posts. Develop brand guidelines and web navigation manual. Incorporate a sunflower in the identity as it's the international symbol of hope.

PROJECT
SOCIAL



Skills Required:

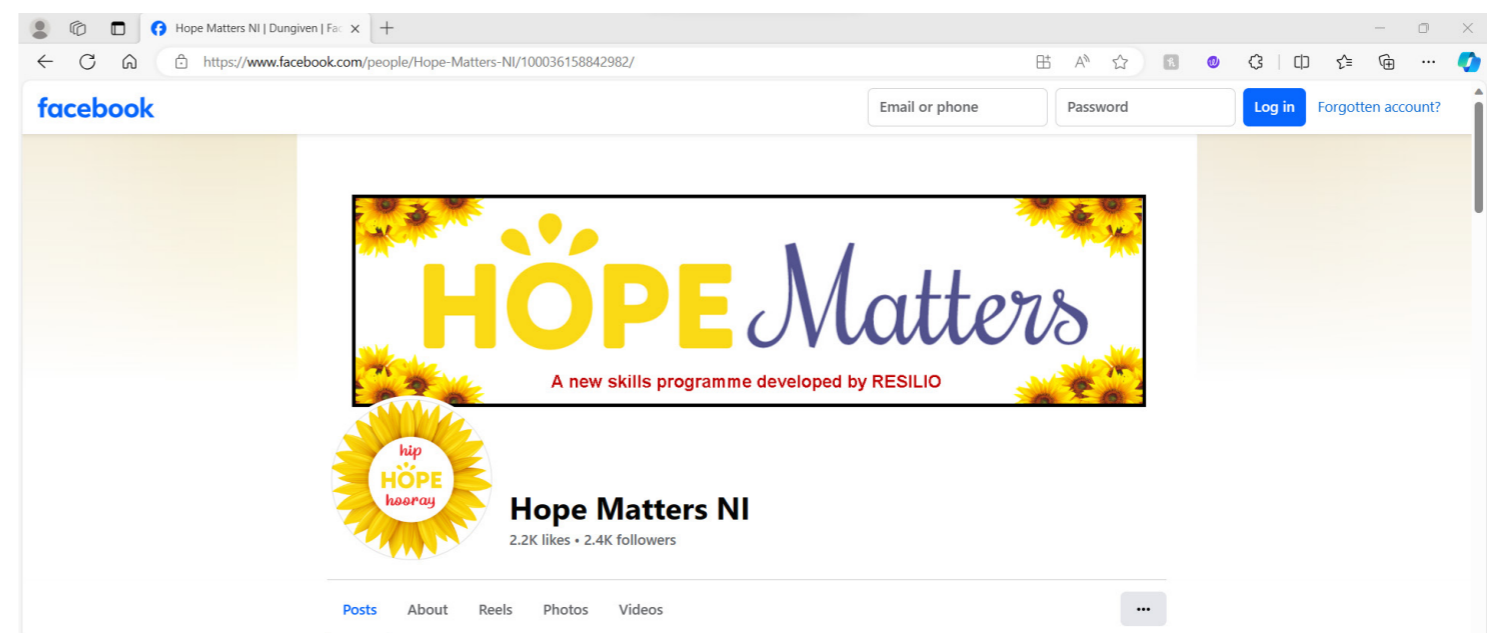
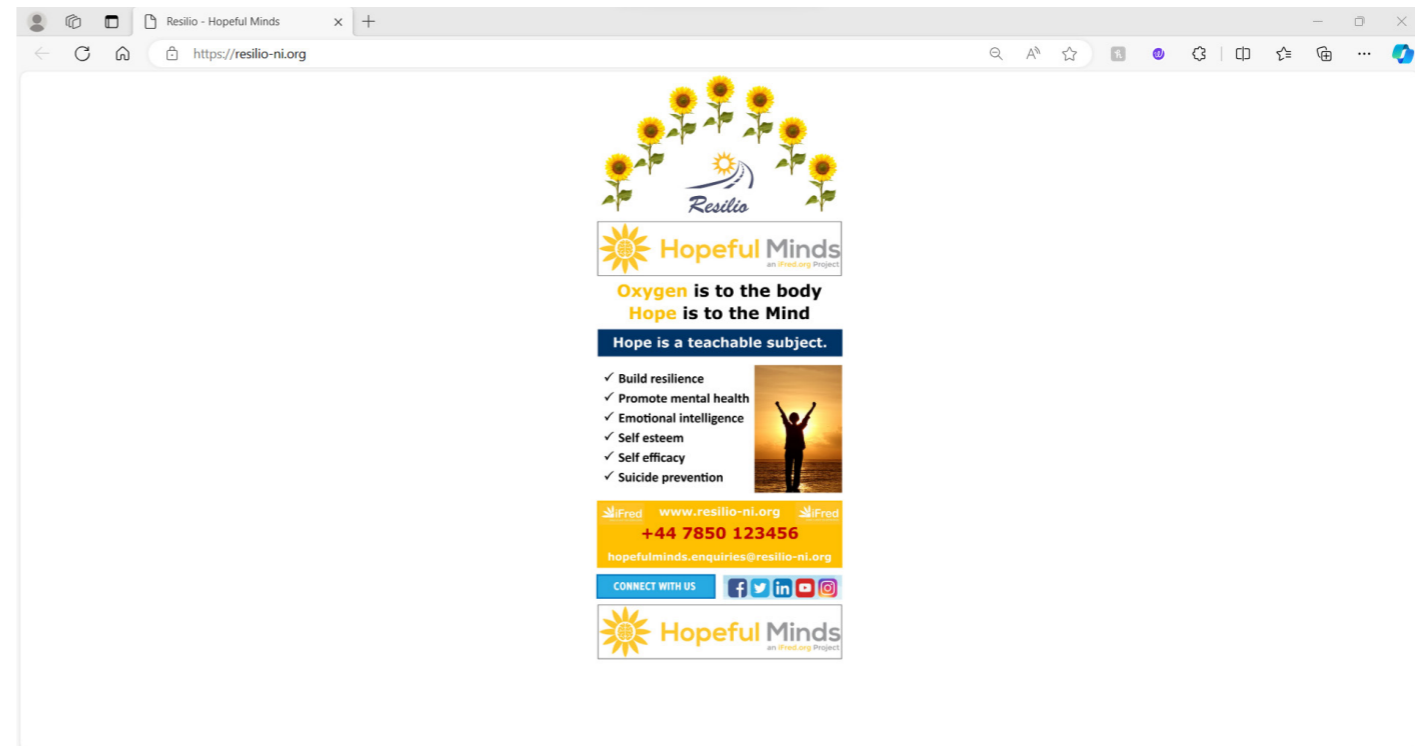
Wordpress/
HTML/CSS/
Photoshop/
Illustrator/
InDesign/
DSLR skills/

Resilio

Resilio is an organisation that offers courses and events to provide hope to local communities, showing people different ways to deal with their mental health in various situations, such as becoming a new parent or navigating the workplace. Resilio caters to people of all ages, from children to seniors, by providing resources and services. They aim to support and show love to their customers to help them overcome their mental health issues and remind them that there is always hope.

When I first researched their social media platforms, I found that they have a very active and informative Facebook page which features photos of events and training and keeps people up-to-date with what's happening in the organisation. However, their website presence was limited to an image with very little information, which they wanted to improve upon.

It's worth noting that Resilio doesn't have any other social media platforms associated with their name.



Brief



Brief









Our project required us to write a brief that includes an overview of Resilio's organisation, research, project requirements, and financial concerns. To ensure equal participation, our group decided to split the work among us. Cameron wrote about Resilio's introduction and team, I worked on benchmarking and best practices, and Ebony covered project information, goals, and aims. Once everyone completed their assigned tasks, we combined our work into a single document and submitted it to Basecamp. We took turns submitting our work and sent the final outcome, which included all of our contributions, to Basecamp.



Sections of Brief.docx

Posted by Ebony A. · October 19, 2023 · 14.5 KB

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

- Oct 19  **Ebony Alexander** ...
 Cameron  Chloe - Are you both happy with the way the work has been split? We will regroup at the end before creating the final brief document in InDesign for submission anyway so that we can keep the content consistent etc. Let me know your thoughts! 
- Oct 19  **Cameron Clarke** ...
Yes! Ebony, thanks 😊 
- Oct 20  **Chloe Clarke** ...
Yes this is great ebony thank you 

Sections of Brief

- Introduction – **Cameron**
 - Describe community partner
 - Summarise project (aim etc)
 - Explain objectives
 - Outline deliverables
 - List team
- Benchmarking / best practice – **Chloe**
 - Identify competitors / similar agencies (short paragraph on each one before benchmarking)
 - Benchmarking table which highlights best practice on each topic
 - Two or three examples of best practice with paragraph and screenshots
- The brief – **Ebony**
 - Branding / look and feel
 - Define target audience
 - Tone, message, style
 - Ecommerce / online booking for workshops and programs
 - SEO and analytics
 - Specify budget (no budget but use where applicable)
 - Timeline of deliverables
 - Content management guidelines (for client to maintain when project is finished)

Assigned to each group member to get content and information nailed down but will regroup and edit final brief together to ensure it is consistent.

Refer to rough brief template in files for an idea of how this will be laid out

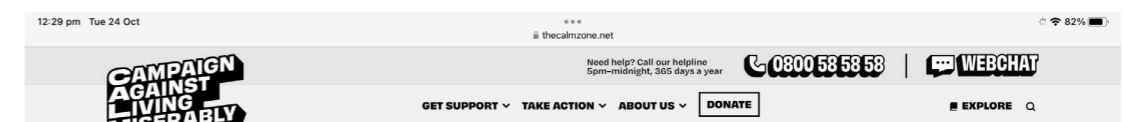
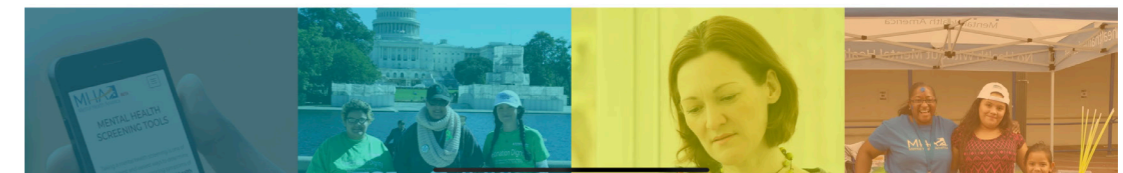
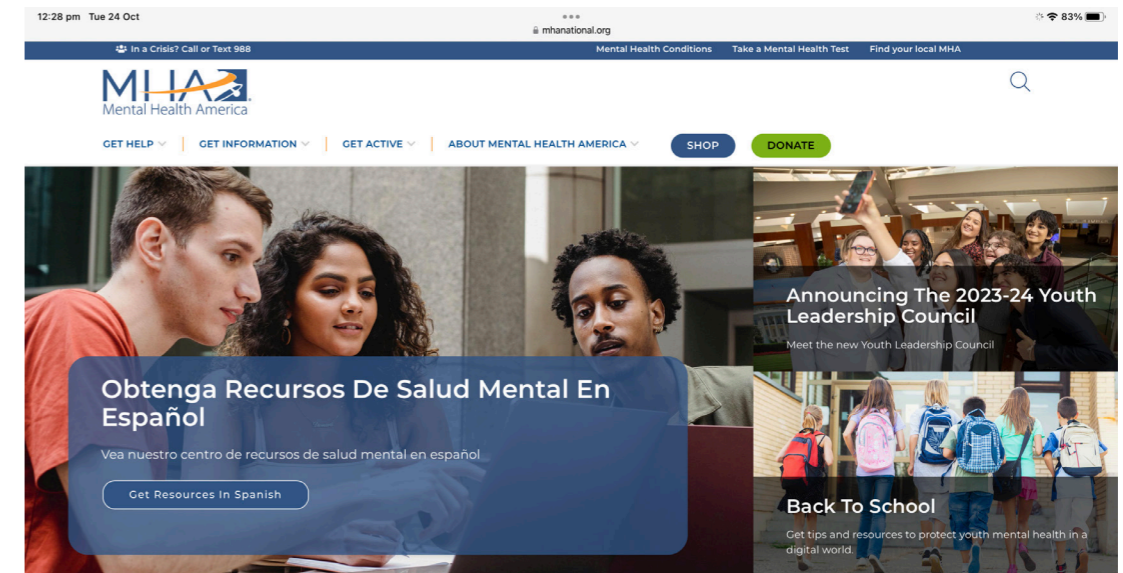
Benchmarking

The brief requires benchmarking. This is a way to compare your website with others to analyse progress and performance. It also helps to see how other organisations present themselves to engage and attract users, and to keep an eye on competing organisations.

Each of my team members benchmarked Resilio and two other companies, comparing Resilio's website with some of the best mental health organisations worldwide. Looking at companies worldwide provides a larger perspective on how organisations present themselves to others.

Benchmarking also provides inspiration from these websites by viewing the different elements and designs they used to create an attractive and engaging website for mental health users.

I then conducted my own benchmarking, looking at Resilio, Calm Zone, and Mental Health America.



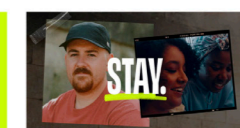
Introducing the new CALM Patron...

COMEDY | AMBASSADORS | UNITED AGAINST SUICIDE



Introducing our new CALM ambassador, Ricky Hatton

COMEDY



Anyone can feel suicidal. There's always a reason to Stay.

SUICIDE PREVENTION



Introducing our new CALM ambassador, Ricky Hatton

INTERVIEWS



I created my first benchmarking document with as much detail as possible. Again I included the organisation of Resilio, CALM and Mental Health America. There was many great elements and designs which stood out to me in these website. The elements I took from these website examples where the bold of colour, soft text, images show casing there events and quick access to help. I created this benchmarking table on a word document as I thought it was the quickest and easiest to create and for corrections. I sent this into Basecamp and in class Adrian looked over this and helped me with corrections.

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
Content	Quantity of content	A large range of different topics and activities are displayed on main page. 1 click away from many articles and videos containing a variety of a lot of information.	A large range of different topics and activities are displayed on main page. 1 click away from many articles and videos containing a variety of a lot of information.	Title of organisation, tagline, key points of the organisation and contact details are shown on the main page of the website
	Explanation of service	Yes	Yes	Scroll on home page
	Privacy policy	Yes	Yes	N/A
	Quality	Bold, clear and vibrant font and images	Clear, simple graphics	Clear, vibrant and SD images
	User emergency helping service	Yes, in the heading bar and in a bubble in the lower right of the screen so that it will always be in the screen for the user to access when needed	Yes, on main page	N/A
	Companies Social media	A social media update is on their first article. More access to social media accounts at the footer of the website	In the footer of page access to all there social media's are displayed	No links
	FAQ section	In footer in bold text	No FAQ on website	N/A
	Donations	On main page half way down the page access to donate is available and in the navigation button	Donation access is at the top of the main page and in the navigational button	N/A

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
First impressions	Identifiable target audience	Pictures on the main page shows a variety of people indicating that the target audience is everyone	Pictures on the main page shows a variety of people indicating that the target audience is everyone	No
	Aesthetics	Cinematic, bold	Elegant, simplistic	Uses sunflowers to symbolise hope
	Identifiable Chief aim	Found on the 'about' page with detailed explanation	On the homepage	Further down home page
Look and feel	Retina (HD)	All images and logos are of great HD quality	All images and logos are of the great HD quality	Most images and logo are not
	Responsive	Yes	Yes	Yes
	Logo placement	Top left	Top left	Centre
	Body text font	San serif, capital,	San serif	San serif
Technical	Contact email/messaging service	Messaging services available on contact right and bottom right.	No direct contact on the homepage though you can signed up to connecting to the company	Half way down landing page
	Search systems	Top right	Searching system on top right corner of home page	No
Do this on your computer	Analytics embedded	Non analytics embedded	Google analytics	No analytics embedded
Do this on your computer	Content management System	Craft CMS	Drupal	N/A

12:13pm



Chloe C. added a new file called [Benchmarking-Chloe.pdf](#)

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
First impressions	Identifiable target audience	Pictures on the main page shows a variety of people indicating that the target audience is everyone	Pictures on the main page shows a variety of people indicating that the target audience is everyone	No
	Aesthetics	Cinematic, bold	Elegant, simplistic	Uses sunflowers to symbolise hope
	Identifiable Chief aim	Found on the 'about' page with detailed explanation	On the homepage	Further down home page
Look and feel	Retina (HD)	All images and logos are of great HD quality	All images and logos are of the great HD quality	Most images and logo are not
	Responsive	Yes	Yes	Yes
	Logo placement	Top left	Top left	Centre
	Body text font	San serif, capital,	San serif	San serif
Technical	Contact email/messaging service	Messaging services available on contact right and bottom right.	No direct contact on the homepage though you can signed up to connecting to the company	Half way down landing page
	Search systems	Top right	Searching system on top right corner of home page	No
Do this on your computer	Analytics embedded	Non analytics embedded	Google analytics	No analytics embedded
Do this on your computer	Content management System	Craft CMS	Drupal	N/A

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
	Detail explaining the organisation	In their navigation button an 'about us' button is available to learn more about the company. Also on the main page many buttons are available to see what CALM stands for.	On the main page it shows information about who mental health America are.	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	No other languages are able to be accessed	The first section on the website shows Spanish resources	0
	Clear navigation	Topics are clearly stated on the first page and in the navigational button are used for more important information	Topics are clearly stated in the navigational button and other articles and resource are shown on the main page	No
	Accessible link	All links are working and up to date	All links are working and up to date	No
	Subtitles	Videos on this website all have subtitles	No videos are on this website for subtitles	N/A
	Online access	Easily navigated and quick online access	Easily navigated and quick online access	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible
	Link underlining	Yes	Yes	No
	Hyperlinks changing colour if visited	When hyperlinks are clicked they will then change colour but resume to their original colour when returning back to the website.	When hyperlinks are clicked they will then change colour but resume to their original colour when returning back to the website.	N/A

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
	Are links visually distinct	Links are either displayed as graphics or are colourfully underlined, bolden and capitalised	Yes links are bold	No
	Clear and accurate headings	Yes	Yes	No
	Audio	No	No	No
Functionality	Load time	3.01 seconds	2.99 seconds	4.63 seconds
	Multilingual	No	Yes	No
	Support access	Yes	Yes	Yes
Navigation	Primary menu	Logo on the top left, full width primary and secondary nav-bars.	Logo on the top left, full width primary and secondary nav-bars.	None
	Contact Us	At the bottom of the page	At the bottom of the page	Scroll to the bottom of the page
	No. Of clicks to Contact Us	0 Ways to contact them are on the main page	0 Ways to contact them are on the main page	0
	Site maps	No	No	No
	Means of getting to the top of the page	Footer bar at bottom of the page that brings the user to the top of the page	A black button follows the user scroll for quick access to get the top of the page.	No
	Breadcrumbs	No	No	No

The second benchmarking document I made included Ebony and Camerons benchmarking. I created this benchmark table in a word document again.

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
First impressions	Identifiable target audience	On what is Hub of Hope page	On About us page	No
	Aesthetics	Uses motion graphic shapes that represent emotions, a neutral colour scheme of blue, off-white, and different shades of orange, very relaxed feel	Uses rollover images to advertise different events. Uses white, light blue and dark blue as the colour scheme, vibrant and refreshing	Uses sunflowers to symbolise hope. Uses white, dark blue and white as a colour scheme, unorganised feel
	Identifiable Chief aim	Home page	Home page	Further down home page
Look and feel	Retina (HD)	Logos and images are HD-ready	Logos and images are HD-ready and high-quality	Most images and logo are not
	Responsive	Yes	Yes	Yes
	Logo placement	Top left	Top left	Centre
	Body text font	San Serif	San serif	San serif
Technical	Contact email/messaging service	Beside the menu tab at the top of the page on the right	Top of homepage on the banner	Midway through the page
	Search systems	Advanced search system, starts with your postcode, finds the nearest help centre	N/A	N/A
Do this on your computer	Analytics embedded	Google analytics	Google analytics	No analytics
Do this on your computer	Content management System	Nginx	WordPress	N/A

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
Content	Quantity of content	Large	Large	Title of organisation, tagline, key points of the organisation and contact details are shown on the main page of the website
	Explanation of service	Homepage and in the menu tab	Homepage main body	Scroll on home page
	Privacy policy	Bottom left of the homepage	Bottom left of the homepage	N/A
	Quality	N/A	N/A	Clear, vibrant and SD images
	User emergency helping service	One-click top right of home page	One-click contact us	N/A
	Companies Social media	No links	Links in banner at the top of the homepage	No links
	FAQ section	In menu tab	N/A	N/A
	Donations	Menu tab on the right at the bottom	Top in banner below social media links	N/A
	Detail explaining the organisation	Menu tab is what is Hub of Hope	Menu tab in what we do - about us	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	0	0	0
	Clear navigation	Yes	Yes	No
	Accessible link	Yes	Yes	No
	Subtitles	N/A	N/A	N/A

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
	Online access	Yes	Yes	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible
	Link underlining	No	No	No
	Hyperlinks changing colour if visited	N/A	N/A	N/A
	Are links visually distinct	No	No	No
	Clear and accurate headings	Yes	Yes	No
Functionality	Load time	0.93 sec	14.19 sec	4.63 seconds
	Multilingual	No	No	No
	Contact Us	Click he 'Need Help Now' button	Top of the page on the banner	Scroll to the bottom of the page
	No. Of clicks to Contact Us	1	1	0
	Site maps	In footer of every page	In footer of every page	No

		Hope4LifeNI http://hope4lifeni.org.uk/	The JED Foundation https://jedfoundation.org/the-story-of-jed/	Resilio http://www.resilio-ni.org
	Link underlining	No	No	No
	Hyperlinks changing colour if visited	N/A	N/A	N/A
	Are links visually distinct	No	No	No
	Clear and accurate headings	Yes	Yes	No
	Audio	No	No	No
Functionality	Load time	1.5 seconds	1.6 seconds	4.63 seconds
	Multilingual	No	No	No
	Support access	Yes	Yes	Yes
Navigation	Primary menu	Visible on every page / rollover / drop down	Drop down	None
	Contact Us	Visible in header	In the footer	Scroll to the bottom of the page
	No. Of clicks to Contact Us	1	1	0
	Site maps	In the footer of every page	In footer of every page	No
	Means of getting to the top of the page	None	None	No
	Breadcrumbs	None	None	No
Total		39	51%	51%

		Hope4LifeNI http://hope4lifeni.org.uk/	The JED Foundation https://jedfoundation.org/the-story-of-jed/	Resilio http://www.resilio-ni.org
First impressions	Identifiable target audience	On landing page	On about us page	No
	Aesthetics	Uses blue/green colours to symbolise 'cool, calmness, and peace'	Uses group images to represent community and support	Uses sunflowers to symbolise hope
	Identifiable Chief aim	On home page	On home page	Further down home page
Look and feel	Retina (HD)	All images and logo are	Some images and logo are	Most images and logo are not
	Responsive	Yes	Yes	Yes
	Logo placement	Top left	Top left	Centre
	Body text font	Serif	Sans serif	San serif
Technical	Contact email/messaging service	One click in header	Scroll to footer	Half way down landing page
	Search systems	Top right	Top right	No
Do this on your computer	Analytics embedded	No analytics embedded	Google Analytics	No analytics embedded
Do this on your computer	Content management System	WordPress	WordPress	N/A
Content	Quantity of content	The organisation details, programmes and aims are all on the home page.	Organisation details, many resources and updates are all provided on the home page	Title of organisation, tagline, key points of the organisation and contact details are shown on the main page of the website

		Hope4LifeNI http://hope4lifeni.org.uk/	The JED Foundation https://jedfoundation.org/the-story-of-jed/	Resilio http://www.resilio-ni.org
	Explanation of service	On home page	On home page	Scroll on home page
	Privacy policy	N/A	One click footer	N/A
	Quality	Colourful, clear and simple	Clear, bold and HD images and graphics	Clear, vibrant and SD images
	User emergency helping service	N/A	Two clicks nav bar	N/A
	Companies Social media	Links in footer and contact us	Links in footer and drop down menu	No links
	FAQ section	N/A	N/A	N/A
	Donations	Call to action button at top of each page	Call to action button at top of each page	N/A
	Detail explaining the organisation	On the main page	On the main page	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	0	0	0
	Clear navigation	Yes	Yes	No
	Accessible link	All links are working and up to date	All links are working and up to date	No
	Subtitles	N/A	N/A	N/A
	Online access	Easily navigated and quick online access	Easily navigated and quick online access	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
	Means of getting to the top of the page	None	None	No
	Breadcrumbs	None	None	No
Total		39	61%	64%

This is my final benchmarking document that I created which is in the final brief. After showing Adrian my second draft of the benchmarking he explained that it would be easier to do corrections and would look neater if I made the table in InDesign. So I rewrote the benchmarking table in Adobe InDesign for the last time with all corrects from Adrian's feedback in class. The final benchmarking document also contained an explanation of each website in more detail after the table.

Benchmarking Webistes

(Green boxes represent Best Practice)

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
First Impressions	Identifiable Target Audience	Picture on the main page shows a variety of people indicating that the target audience is everyone	Picture on the main page shows a variety of people indicating that the target audience is everyone	No
	Aesthetics	Cinematic, bold	Elegant, simplistic	Uses sunflowers to symbolise hope. Uses white, dark blue and white as a colour scheme
	Identifiable Chief Aim	Found on the 'about' page with detailed explanation	On the homepage	Further down the home page
Look and Feel	Retina	All images and logos are of great HD quality	All images and logos are of great HD quality	Most images and logos are not HD quality
	Responsive	Yes	Yes	No
	Logo Placement	Top left	Top left	Centre
	Body Text Font	Sans serif, capital	Sans Serif	Sans serif
Technical	Contact email/messaging service	Messaging services available on contact right and bottom right.	No direct contact on the homepage though you can signed up to connecting to the company	Half wat down landing page
	Search systems	Top right	Searching system on top right corner of home page	No
	Analytic embedded	No analytic embedded	Google analytic	No analytic embedded

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
	Content Management System	Craft CMS	Drupal	N/A
Content	Quantity of Content	A large range of different topics and activities are displayed on main page. 1 click away from many articles and videos containing a variety of a lot of information.	A large range of different topics and activities are displayed on main page. 1 click away from many articles and videos containing a variety of a lot of information.	Title of organisation, tagline, key points of the organisation and contact details are shown on the main page of the website
	Explanation of Service	Yes	Yes	Scroll on home page
	Privacy Policy	Yes	Yes	N/A
	Quality	Bold, clear and vibrant font and images	Clear, simple graphics	Clear, vibrant and SD images

10

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
	User Emergency Helping Service	Yes, in the heading bar and in a bubble in the lower right of the screen so that it will always be in the screen for the user to access when needed	Yes, on main page	N/A
	Company Social Media	A social media update is on their first article. More access to social media accounts at the footer of the website	In the footer of page access to all there social media's are displayed	No links
	FAQ	In the footer the FAQ is in bold	No FAQ on website	N/A
	Donations	On main page half way down the page access to donate is available and in the navigation button in a box	Donation access is at the top of the main page and in the navigational button	N/A
	Detail Explaining The Organisation	In their navigation button an 'about us' button is available to learn more about the company. Also on the main page many buttons are available to see what CALM stands for.	On the main page it shows information about who Mental Health America are.	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	No other languages are able to be accessed.	The first section on the website shows Spanish resources.	No other languaes are able to be accessed

11

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
	Clear Navigation	Topics are clearly stated on the first page and in the navigational button and other articles and resource are shown on the main page	Topics are clearly stated in the navigational button and other articles and resource are shown on the main page	No
	Accessible Link	All links are working and up to date	All links are working and up to date	No
	Subtitles	Videos on this website all have subtitles	No videos are on the website for subtitles	N/A
	Online Access	Easily navigated and quick online access	Easily navigated and quick online access	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible
	Link Underlining	Yes	Yes	No
	HyperLinks Changing Colour If Visited	When hyperlinks are clicked they will then change colour but resume to their original colour when returning back to the website	When hyperlinks are clicked they will then change colour but resume to their original colour when returning back to the website	N/A
	Are links visually distinct	Links are either displayed as graphics or are colourfully underlined, bolden and capitalised	Yes links are bold	No
	Clear and accurate headings	Yes	Yes	No
	Audio	No	No	No

12

		Calm Zone https://www.thecalmzone.net	Mental Health America https://mhanational.org	Resilio http://www.resilio-ni.org
Functionality	Load Time	3.01 seconds	2.99 seconds	4.63 seconds
	Multilingual	No	Yes	No
	Support Access	Yes	Yes	Yes
Navigation	Primary menu	Logo on the top left, full width primary and secondary navigation bars	Logo on the top left, full width primary and secondary navigation bars	None
	Contact Us	At the bottom of the page	At the bottom of the page	Scroll to the bottom of the website
	No. Of Clicks to Contact Us	0 Ways to contact them are on the main page	0 Ways to contact them are on the main page	0
	Site maps	No	No	No
	Means of Getting to The Top of The Page	Footer bar at bottom of the page that brings the user to the top of the page	A black button follows the user scroll for quick access to get the top of the page.	No
	Breadcrumbs	No	No	No
Total		69%	74%	15%

13

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
First Impressions	Identifiable Target Audience	On what is Hub of Hope Page	On about us page	No
	Aesthetics	Uses motion graphic shapes that represent emotions, a neutral colour scheme of blue, off-white, and different shades of orange, very relaxed feel	Uses rollover images to advertise different events. Uses white, light blue and dark blue as the colour scheme, vibrant and refreshing	Uses sunflowers to symbolise hope. Uses white, dark blue and white as a colour scheme
	Identifiable Chief Aim	Home page	Home page	Further down the home page
Look and Feel	Retina	Logos and images are HD-ready	Logos and images are HD-ready	Most images and logos are not HD quality
	Responsive	Yes	Yes	No
	Logo Placement	Top left	Top left	Centre
	Body Text Font	San serif, capital	San Serif	San serif
Technical	Contact email/messaging service	One click in header	Scroll to footer	Half way down landing page
	Analytics Embedded	Google analytics	Google analytics	
	Explanation of Service	Homepage and in the menu tab	Homepage main body	Scroll on home page
	Clear and accurate headings	Yes	Yes	No
Functionality	Audio	No	No	No
	Load Time	1.5 seconds	1.6 seconds	4.63 seconds
	Multilingual	No	No	No

14

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
Content	Quantity of Content	Large	Large	Title of organisation, tagline, key points of the organisation and contact details are shown on the main page of the website
	Explanation of Service	Homepage and in the menu tab	Homepage main body	Scroll on home page
	Privacy Policy	Bottom left of the homepage	Bottom left of the homepage	N/A
	Quality	Colourful, clear and simple	Clear, bold and HD images and graphics	Clear, vibrant and SD images
	User Emergency Helping Service	One-click top right of home page	One-click contact us	N/A
	Company Social Media	No links	Links in banner at the top of the homepage	No links
	FAQ Section	In menu tab	N/A	N/A
	Donations	Menu tab on the right at the bottom	Top in banner below social media links	N/A
	Detail explaining the organisation	Menu tab is what is Hub of Hope	Menu tab in what we do – about us	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	0	0	0
	Clear navigation	Yes	Yes	No
	Accessible Link	Yes	Yes	N/A
	Subtitles	N/A	N/A	N/A

15

		Hub of Hope https://hubofhope.co.uk/	Mental Health Ireland https://www.mentalhealthireland.ie/	Resilio http://www.resilio-ni.org
	Online Access	Yes	Yes	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible
	Link Underlining	No	No	No
	Hyperlinks Changing Colour if Visited	N/A	N/A	N/A
	Are Links Visually Distinct	No	No	No
	Clear and accurate headings	Yes	Yes	No
	Audio	No	No	No
Functionality	Load Time	0.93 seconds	14.19 seconds	4.63 seconds
	Multilingual	No	No	No
	Support Access	Yes	Yes	Yes
Navigation	Primary Menu	Navigation bar top right and main body centre	Navigation bar top right and banner	None
	Contact Us	Click the 'Need Help Now' button	Top of the page on the banner	Scroll to the bottom of the page
	No. Of Clicks to Contact Us	1	1	0
	Site Maps	In footer of every page	In footer of every page	No
	Means of Getting To The Top of The Page	None	None	No
	Breadcrumbs	None	None	No
Total		61%	64%	15%

16

		Hope4LifeNI http://hope4lifeni.org.uk /	The JED Foundation https://jedfoundation.org /the-story-of-jed/	Resilio http://www.resilio-ni.org
First Impressions	Identifiable Target Audience	On landing page	On about us page	No
	Aesthetics	Uses blue/green colours to symbolise 'cool, calmness, and peace'	Uses group images to represent community and support	Uses sunflowers to symbolise hope. Uses white, dark blue and white as a colour scheme
	Identifiable Chief Aim	On the home page	On the home page	Further down the home page
Look and Feel	Relina	All images and logos are of great HD quality	All images and logos of great HD quality	Most images and logos are not HD quality
	Responsive	Yes	Yes	No
	Logo Placement	Top left	Top left	Centre
	Body Text Font	Serif	San Serif	San serif
Technical	Contact email/messaging service	One click in header	Scroll to footer	Half way down landing page
	Search systems	Top right	Top right	No
	Analytic embedded	No analytic embedded	Google analytic	No analytic embedded
	Content Management System	WordPress	WordPress	N/A
Content	Quantity of Content	The organisation details, programmes and aims are all on the home page.	Organisation details, many resources and updates are all provided on the home page	Title of organisation, tag line, key points of the organisation and contact details are shown on the main page
	Explanation of Service	On the home page	On the home page	Scroll on the home page
	Privacy Policy	N/A	One click footer	N/A

17

		Hope4LifeNI http://hope4lifeni.org.uk /	The JED Foundation https://jedfoundation.org /the-story-of-jed/	Resilio http://www.resilio-ni.org
	Quality	Colourful, clear and simple	Clear, bold and HD images and graphics	Clear, vibrant and SD images
	Users Emergency Helping Service	N/A	Two clicks nav bar	N/A
	Companies Social Media	Links in footer and contact us	Links in footer and drop down menu	No links
	FAQ Section	N/A	N/A	N/A
	Donations	Call to action button at top of each page	Call to action button at top of each page	N/A
	Detail explaining the organisation	On the main page	On the main page	Key points of what the organisation specialises in are on the main page.
Accessibility	Languages	0	0	0
	Clear navigation	Yes	Yes	No
	Accessible Link	All links are working and up to date	All links are working and up to date	No
	Subtitles	N/A	N/A	N/A
	Online Access	Easily navigated and quick online access	Easily navigated and quick online access	Many company's are called Resilio resulting in hard to find the website when search. When searching Resilio NI it is easily navigated and quickly accessible
	Link Underlining	No	No	No
	Hyperlinks Changing Colour if Visited	N/A	N/A	N/A
	Are Links Visually Distinct	No	No	No

18

		Hope4LifeNI http://hope4lifeni.org.uk /	The JED Foundation https://jedfoundation.org /the-story-of-jed/	Resilio http://www.resilio-ni.org
	Support Access	Yes	Yes	Yes
	Primary Menu	Visible on every page/ rollover/ drop down	Drop down	None
	Contact Us	Visible in header	In the footer	Scroll to the bottom of the page
	No. Of Clicks to Contact Us	1	1	0
	Site Maps	In the Footer Of every page	In the footer of every page	No
	Means of Getting to The Top of The Page	None	None	None
	Breadcrumbs	No	No	No
Total		51%	51%	15%

Best Practice

Summary

The benchmarking exercise was used to compare a range of organisations. We are compared a range of different health care organisations websites to the Resilio website. We then highlighted the sections Best Practice to calculate which website was the best example. From our benchmarking research we can see that unfortunately Resilio had the lowest percentage for best practice which only means there is a lot of inspiration we can take from the other organisation websites.

Hub of Hope is a mental health organisation based in the UK aimed to support and bring people together. In our benchmarking research Hub of Hope got 61% for best practice as they have a lot of modern elements. This website is very clear and provides a lot of detail for people to get help. The website includes a section where you can submit your address and find the closest support quickly.

The Hub of Hope website is suitable for all audiences as it is simple and easily navigated.

The next website was Mental

Health Ireland which achieved 64% best practice. Mental Health Ireland has been named the longest established mental health charity in Ireland. In their organisation the aim for the well-being, recovery and mental health of all individuals and communities to be promoted and enhanced. This website is very modern and easily navigated which is great for a large range of audiences. This website is in great quality with all logos and images being in HD and it has a large amount of information that the users can access. Though this website is very clear and easy to navigate there is a few issues with its accessibility. Their hyperlink lines are not distinct, change colour or have any underlining of them all. This means that users will not engage in further information as they are not attracted to the hyperlinks.

The next website we researched was Calm Zone. Calm Zone is a mental health organisation located in England, Wales and Scotland which offers support on many levels. A main focus for them is suicide which is a topic they have many resources on the website. This website is bold, colourful and cinematic. This website shows many stories and includes many videos and photos

with people. We like this as it shows the user that they are not alone. Another element this highlights is support. This website provides support on the main page through calling and messaging their organisations. The Calm Zone achieved 69% of the best practice this was due to the higher amount of different elements they included in their website.

We also analysed Mental Health America website which is located in the United States. This organisation is advancing the mental health and wellbeing of others through public education, research, advocacy and public policy and direct service which you can find all in their website. This website achieved 74% in the best practice which is the best out of all the websites. This website knew where to highlight the important parts of their work and then used simple elements on the serious issues. Their work is also for a large range of audiences. If you speak Spanish they provide materials for support in Spanish. They also show pictures of people throughout their website which creates the impression that no one has to go through this alone. The Mental Health America website is easy to navigate and clear to read and understand. They immediately have somewhere people can contact on their home page if they need help

through an email link.

The Hope 4 Life NI website ensures the support and education of mental health around Northern Ireland, Ireland and the UK. Hope 4 Life has a great amount of resources that can be accessed on the home page. This includes donating, their statistics, their programs, their vision, strategic focus, their socials and contacting them. All these sections allow the users to have quick and easy navigation and knowledge of the information in this organisation. However the Hope 4 Life website contains the use of serif typography which feels dated.

Finally the JED Foundation is a nonprofit foundation supporting mental health and suicide in teenagers and young adults. This foundation provides services for all of U.S. The JED foundation received 51% for the best practice as it had many great elements like great quality and clear navigation. This website has a lot of sections for users to get involved in the organisation. It is bright and contains clear photos to give the users a sneak peak into who is involved in the foundation. The JED Foundation performed poorly in the accessibility section where it showed that the organisation doesn't provided for those speaking in different languages which is also unusual as this

organisation is provided for the whole of the U.S. This website also contained no distinct links, links being underlined or links changing colours when they are pressed.

Overall all these websites have performed consistently in each section to be good examples for our research. They all showed great elements that we can learn and develop from when planning our work for Resilio. The benchmarking has helped us to understand what is important to have in a health and support website which has allowed for many ideas. Analysing the results from the websites that were benchmarked, Mental Health America is the the organisation that was most successful.

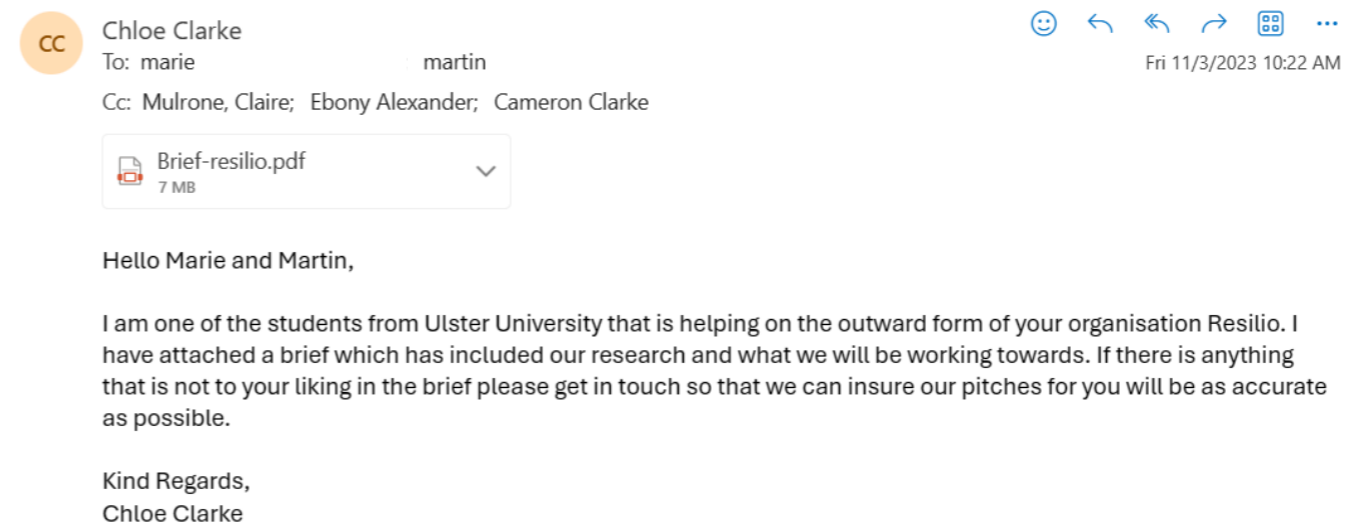
21

22

Final Brief

As my section was the last to be submitted into the brief I styled and read through it to create it the best it could be. In class I went over the corrections and feedback with my lecture. He went through it all with me to ensure it was to the best standard it could be for the clients. The main feedback he brought to my attention was the spellings errors, the use of incorrect colours and the alignment of element in the brief. After his feedback with me in class I spent the rest of that day completing his corrections and feedback. I designed the logo with sunflowers made by Cameron. I also designed the brief using the colour yellow due to yellow being the main colour representing the organisation.

This final brief was then sent to the client.

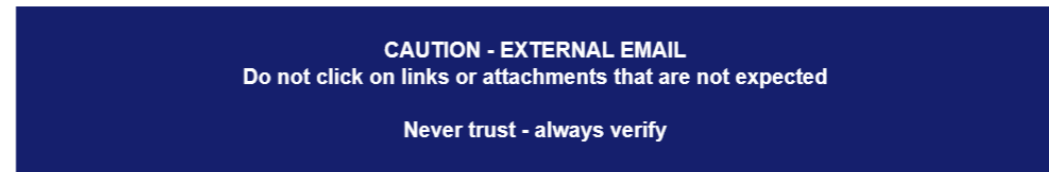


Corrected Brief

Our clients replied to my email regarding the final brief. They informed us that a section about Resilios connections with a partner was incorrect. As the introduction section was Cameron's section he offered to correct his mistakes and submitted a new intro into to Basecamp.

When Cameron finished his updated version of the introduction to the brief introduction. I resubmitted the work to Basecamp.

MD Marie Dunne
To: Chloe Clarke
Cc: Martin Heaney
Wed 11/8/2023 2:14 PM








Stay Alert - Think before you Click - Stop a potential Cyber Attack

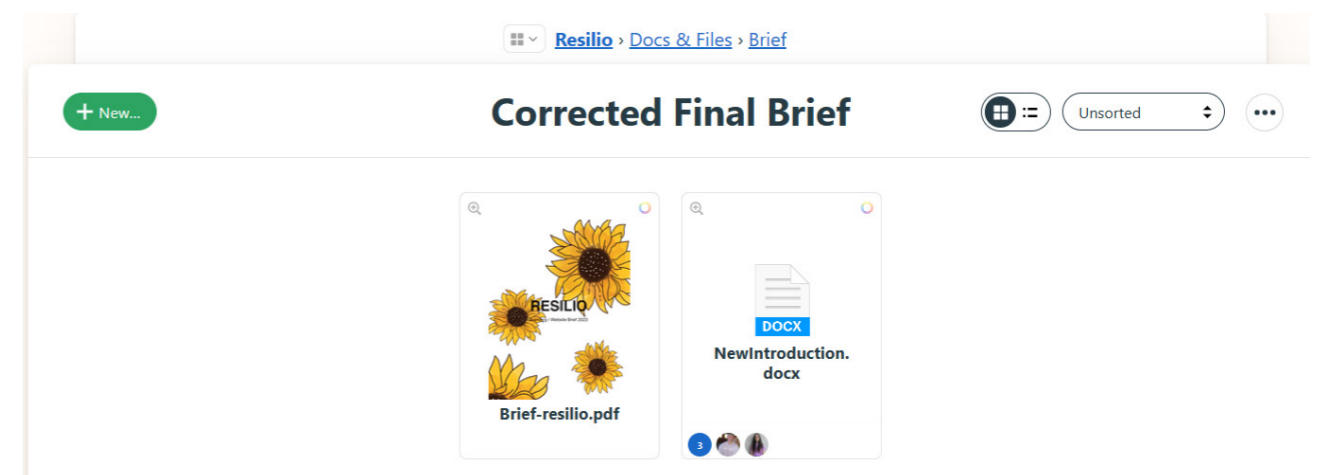
Hi Chloe thank you so much for this and I can see you have put alot of work in ti it

On reading it can I ask if you could amend
Our connection with Ifred instead

Resilio was established at a voluntary organisation to grow hope at individual , community and organisation level . It prides itself on delivering programmes that have a strong evidence base and have ongoing evaluations . We have been the first to use the Adult hope scale to measure impact

Hope this makes sense

-  **Cameron C. commented on [NewIntroduction.docx](#)** 11:53am
Thanks Chloe!
-  **Cameron C. commented on [NewIntroduction.docx](#)** 11:53am
The community partner has asked to change a small part of the brief in relation to Ifred
-  **Chloe C. commented on [NewIntroduction.docx](#)** 11:52am
Thank you Cameron I'll get that added to the brief now
-  **Cameron C. added a new file called [NewIntroduction.docx](#)** 11:52am





First meeting

Meeting notes


In our first meeting with Resilio we meet Marie Dunne the director and founder of Resilio. We also meet Martin Heaney who is the CMO for Resilio. We got to introduce ourselves, listen to them describe what Resilio is and what they are wanting from this project. During this meeting where also able to ask any questions we had about what they are needing and wanting from this project. It was very informational and allowed us to see what is the end goal of this project. The notes from this meeting will be very helpful to look back on throughout this project to be grounded with what they want and not to get carried away with what we could do. I did take notes during the meeting but Ebony created hers in to a clear document which I will use throughout the project.

Meeting Query

 Claire Mulrone · Oct 5 · Notified 4 people

Chloe and Ebony, Marie the partner, has come back, she can could you do 2.00pm Thursday 12th or would you prefer Friday either 10.00am or 2.30pm
Can you please let me know today?
Claire

Meeting Link

 Claire Mulrone · Oct 10 · Notified 4 people

Thursday 12th at 2.00pm
I have sent this meeting link to you as a calendar event but this is a back up link, if you experience any problems on the day.
Claire

Resilio Client Meeting 12/10/2023 @ 2pm

(Director of Resilio – Marie Dunn)
hopematters@resilio-ni.org

NOTES:

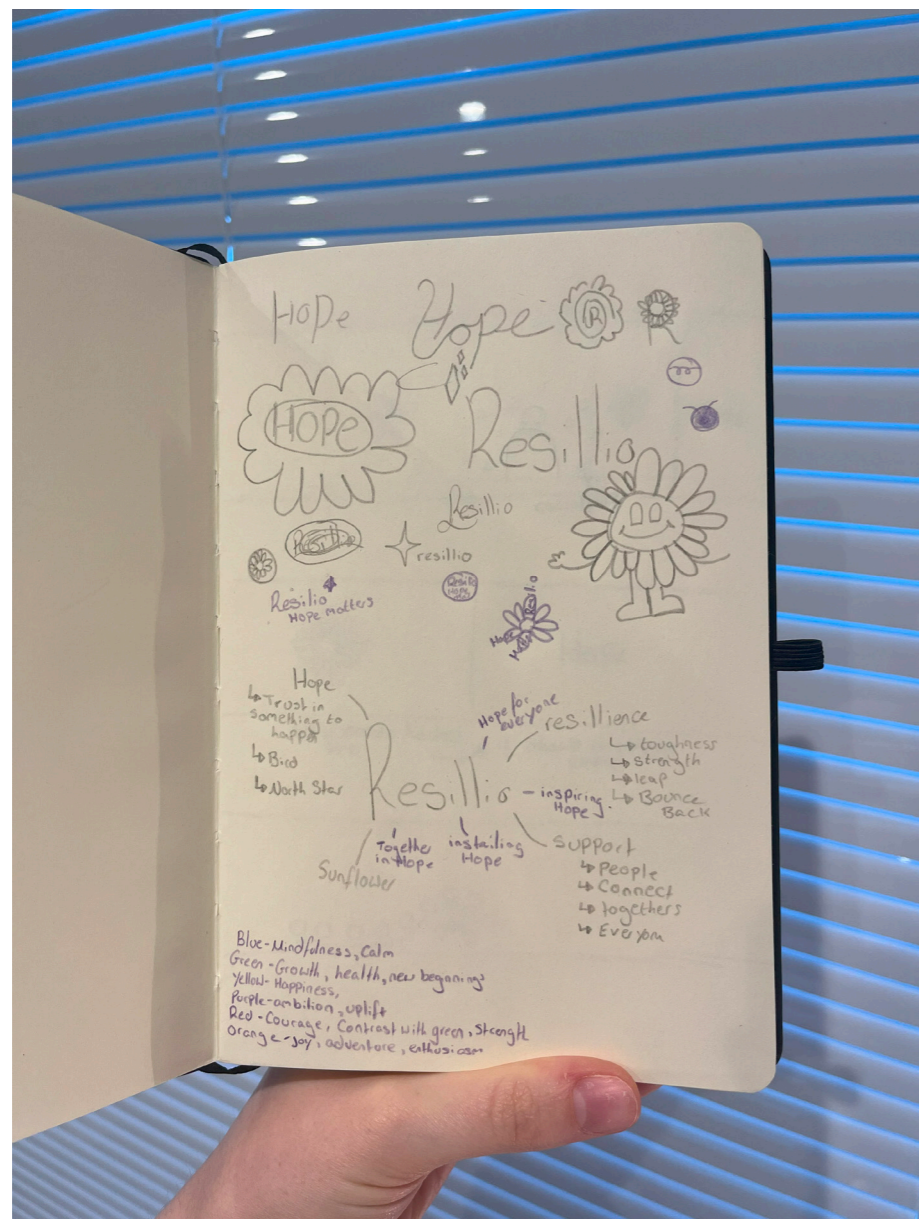
- Originating from American company iFred, Resilio was adapted for Ireland.
- Client interested in idea of live social media posts on website
 - Need to create social media profiles and plan when is best for them to go live
- “How to” guide will be provided for client when project is finished.
- Domain already exists
- Needs to be responsive and interactive
- Resilio = Latin for resilience
 - Not clear to all users. Can this maybe be represented in design elements?
- Purpose of company is to grow hope in individuals and communities
 - ‘Hope is not just a wish; it is the strongest, most powerful protector of mental health’
- Programs available to create ‘Hope Ambassadors’ and can be adapted to help the needs of individual customers
 - Hope Matters for the Workplace
 - Hope Matters for Seniors
 - Hope and Healthy Attachments (new parents etc)
 - Hope and Health Matters
- Demographic is very broad but big focus on schools and young people
- Conferences and workshops are run for spreading the ‘Hope Matters’ message
 - A list of the different programs will be sent so that they can be incorporated into the website
- Ecommerce? Signing up for training etc through website
- Data capturing
 - Pre-evaluation & post-evaluation
- Hope scale somewhere on website
 - 12 questions to be answered on scale of 1 to 5
- Motion graphics / infographics of existing data?
- Really important to incorporate sunflower into branding, but open to creative ideas
- Client wants design to be very modern, always up-to-date, and fresh
- Photo bank is available and will be sent across
- Rewrite mission statement in more creative way
 - ‘Oxygen is to the body, what hope is to the mind’
- Video montage as landing page? Can be used at event next year to showcase re-brand
 - Client’s vision: handing sunflower along to different people in each frame, to signify passing along hope
- Important to make everything very inclusive to make it clear that ‘hope is for everyone’

Pitch Meeting

Planning pitch

Following our first meeting with Marie and Martin, the next agenda was to create a pitch. Our pitch was focused on creation a brand identity for them and show how it can be used in different ways especially on a website. The logo design for Resilio should be followed with a colour scheme and mock-ups to show what their organisation can look like with these designs.

To create the pitch I firstly brain stormed ideas in my notepad to have more freedom in what I was creating. I listed out key word that might help me think of new logo ideas.



After brainstorming on paper I came to Adobe Illustrator. I haven't really used Adobe Illustrator that often so this was quite difficult for me to figure out at first. I created a few variations of flowers and worked with the radiation effect, the distortion of shapes and worked alongside the word Resilio. Marie and Martin where clear in the wanted a modern and simple logo. I decided to go soft and bold colours. I did this because of the other websites I benched marked all where comforting because of the colours used. I also thought I would make logos that where not sunflowers for a variation. Going of my key words above I create from my brainstorming I designed these 3 different logos.



First logo draft

In my first thoughts I wanted to stay away from the sunflower design as it is used by a lot of organisations already and I didn't think it would suit Resilios organisation.

For this logo I was looking into how a star shape could look for their logo. I wanted to use a star as it also symbolises hope and journey. I was struggling to find a design I liked with just the star so I added the petal from the sunflower.

From this point I realised the logo started to represent the Journey to hope starts with Resilio.

I wanted to keep the tag line in the logo so firstly put it around the side of the petal. Though after more rearranging I put a circle outline behind the petal to symbolise a sunflower a bit more. Though I realised the circle symbolises together and support.

The logo ended up meaning

In Resilio we can journey towards hope together.



Second logo draft



I worked more with the Resilios' name for this logo design. This design allowed me to work on something completely different. For the Resilios' logo I wanted something catchy and memorable so people will be able to understand quickly who it is. I worked on the letter R and inserted a star to again create a representation of the journey to hope is with Resilio. I liked this design as it was bubble and soft showing that Resilio is a soft and caring company. I also thought this design had a more professional look to it.

I added the tag line to the side of the R to remind people what Resilio stands for. This is also a tag line they use originally so people connected to Resilio will understand that this is them faster.

The colours used in this logo are significant. When brainstorming I looked at colours that would represent Resilio and these are the colours I chose.

Blue is health

Yellow is joy

Orange is happiness

Green is growth

Third logo draft

This logo was keeping to the original sunflower logo idea. I realised that even though many other companies show case their organisations with the symbol of a sunflower, this means that the sunflower is a known symbol towards help and support.

In this design I decided to half the sunflower. This creates a sunrise look. Sunrises represent a journey. So with this logo it means that the journey to hope starts with Resilio.

As the sunflower is quite bold I wanted the text to be simple and easy to see. I wanted to try the font in different shapes to see which one other people like. I like the curved text as it still represents the Resilios circle middle to the sunflower.

I just kept to simple and earthly tones.
Harvest tones.
Primary colour Yellow representing the sunflower.
Orange to compliment the yellow.
Brown representing the middle of the sunflower.
Blue representing the sky



First pitch draft

Following the creations of my different logos I created my first pitch deck draft. The pitch included my brainstorming of Resilio designs, colours I would use and my 3 drafted designs. This first pitch was created to allow my lecturer to feedback his opinions of my designs so I could improve and develop my designs to be the best they can be. Unfortunately I did not receive any feedback from Adrian.

Resilio Pitch Deck

By Chloe Clarke



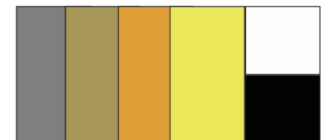
Stars represent hope and a journey
The star in this design represents the journey towards hope is with Resilio.
I kept the tag line as it show that the organisation strives for hope.
I also incorporated more bright colours. Each one meaning something different:
Green symbolising growth,
Yellow and orange symbolising joy and happiness
Blue symbolising health



I kept the star in this design as I like what it represents, on a journey towards hope.
The original symbolism of Resilio is a sunflower which I incorporated in this design by creating a sunflower leaf. I placed a semi circle outline, finished by Resilio and the tag line. This completed a circle to create the sunflower face outline. I again placed colourful colours in this design to make this design stand out more.



This design shows the sunflower design. This corresponds with the original symbolism of Resilio. I continued to have more earthy tones mostly to show of the yellow for joy and happiness. I made the petals of the sunflower to look like hearts to show the support and love that Resilio has to offer.



The following week Adrian asked to see a combined pitch deck which meant that I had to choose my favourite design. As Resilio had said in the first meeting their logo is a sunflower I chose my sunflower design. Even though I wanted to design something a bit different for them the sunflower is important to them so I wanted to keep to something they already would like. I continued to work and develop the sunflower design so that it can be as perfect as possible. When I finished with my sunflower logo design I sent my it into Basecamp and Ebony created the combined pitch deck. With this combined pitch deck Adrian looked through our work and commented on any feedback he had on our designs.

2:08pm



Chloe C. added a new file called [Pitch-deck.pdf](#)



12:58pm



Adrian H. commented on [Apologises](#)

Thanks for reorganising everyone. Can I still see a draft pitch with time for feedback please?



Adrian H. commented on [Pitch Deck \(combined\).pdf](#)

10:22am

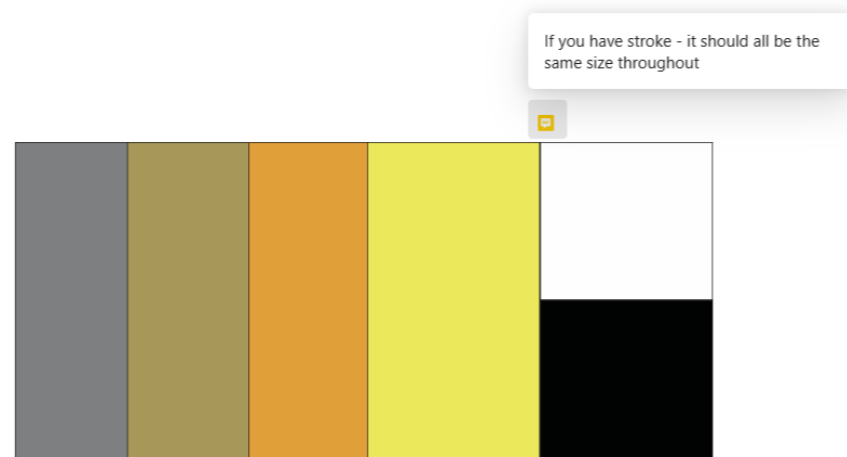
Some thoughts on the above in the attached - you will need to download it and open in Acrobat to see the comments. [Resilio Pitch Deck (combined) AH.pdf]



Resilio Pitch Deck (combined) AH.pdf ·
3.85 MB

Second pitch draft

CONCEPT 3 | COLOUR SCHEME



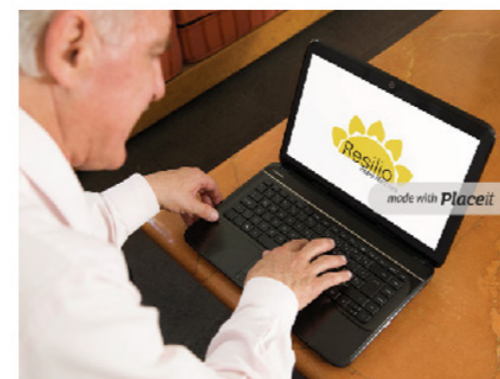
CONCEPT 3 | LOGO VARIATIONS



CONCEPT 3 | M



ING PAGE



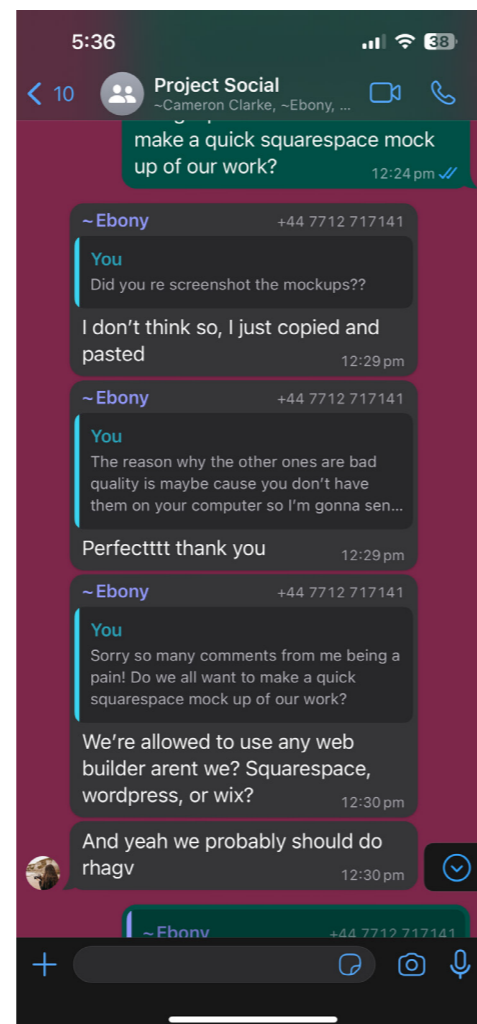
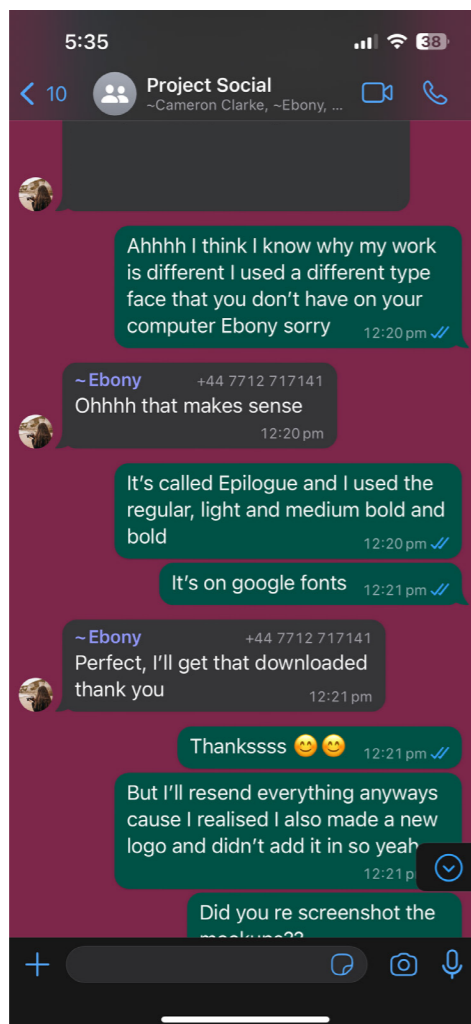
CONCEPT 3 | BUSINESS CARDS



CONCEPT 3 | MOCKUPS - TEAM LINEUP



Very low resolution again - are the images connected to the InDesign doc?



My feedback from my lecture Adrian comments consisted of the quality of the mock-ups and the text alignment. At first I didn't realise how these mistakes happened but after further look I realised it must have been from the transfer of design to Ebony's document. I made sure to text Ebony to fix this mistake.

I realised that this was because Ebony had forgotten to download my font which I used in my design. This meant when she moved my design on to her document the text auto-changed. This caused the text misalignment.

Ebony also copied and pasted my mock-ups from my InDesign to her document which created the poor quality of image as the images were not supported on the computer.

Final pitch

After the changes of my designs had been corrected the pitch deck document was the finally completed.

The pitch deck contains the colour palette, primary logos, secondary logos, brand marking and mock-ups.

CONCEPT 3 | COLOUR SCHEME



CONCEPT 3 | LOGO



CONCEPT 3 | LOGO VARIATIONS



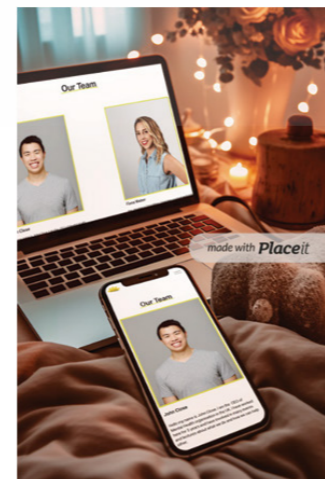
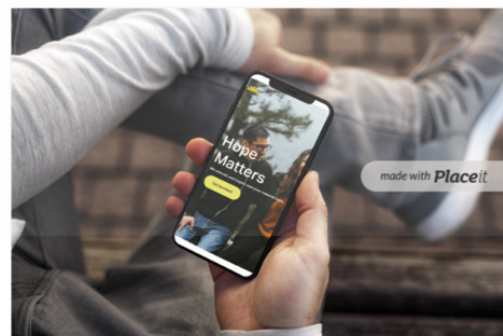
CONCEPT 3 | BUSINESS CARDS



CONCEPT 3 | MOCKUPS - WEBSITE LANDING PAGE



CONCEPT 3 | MOCKUPS - WEBSITE LANDING PAGE



CONCEPT 3 | MOCKUPS - TEAM UNIFORM



Our pitch to Resilio was being organised by Claire who was in communication with Marie and Martin. Unfortunately there was a few rescheduling which was out of our control which meant that we were a bit late in presenting our pitch to Marie and Martin. This was okay as our team then had more time to perfect our pitch by making more mock-ups and creating notes. It also allowed us to be extra prepared and less nervous for the real presentation of our pitch.

Apologies

Claire Mulrone · Nov 3 · Notified 4 people

Sorry everyone but my Dean has asked me to sit on an interview panel on Monday afternoon as a colleague is ill. I unfortunately will have to reschedule our pitch meeting to later in the week. Would you be available on the Friday 10th at 2.00pm?

Please let me know this morning as I need to email Marie and Martin.
Sorry again
Claire



- Nov 3 **Ebony Alexander** Hi Claire, unfortunately I'm not available on the 10th. Apologies for this. Is there no other availability during the week?
- Nov 3 **Claire Mulrone** Yes I also have availability Thursday at 11.30am or 4.00pm, does this suit?
Claire
- Nov 3 **Ebony Alexander** Perfect, either of those times suit great. Thanks so much Claire. Chloe Cameron are you both available ok?
- Nov 3 **Chloe Clarke** Yes both suit me
- Nov 3 **Cameron Clarke** Suits me
- Nov 3 **Claire Mulrone** Great I will email them now.
C
- Nov 3 **Adrian Hickey, Senior Lecturer in Interactive Media** Thanks for reorganising everyone. Can I still see a draft pitch with time for feedback please?
- Nov 3 **Claire Mulrone** Great news, Marie and Martin are both available on Thursday 9th at 11.30. I'll adjust the Teams invite to reflect this change and resend it.
Thanks everyone
Claire

Adrian

Claire Mulrone · Nov 9 · Notified 4 people

Unfortunately Marie had to make an emergency visit home to her family as her mother was ill and she was unable to attend the pitch. I have rescheduled this for Monday at 1.00pm.

It is critical that Marie is involved in the decision making as she started Resilio and Martin provides the technical and teaching support.

The students are naturally disappointed but as happy to be flexible in the circumstance and I really appreciate this. Martin has agreed to text my work mobile should things change and we'll have to come up with an agreeable solution.

We can chat separately about this before the end of the week.

Claire

Pitch meeting

Pitch Meeting

On Team Meeting Online @ 1pm

Attending:

Chloe Clarke, Cameron Clarke, Ebony Alexander, Claire Mulrone, Martin Heaney and Marie Dune.

The meeting was opened by Claire explaining what we will accomplish in this meeting.

Our pitch chair person was Ebony who took lead on the pitch and directed the conversation of the pitch. We discussed that the order of speaking would be Ebony, Cameron and then me. I closed and returned the conversation back to Claire. During our pitch we all took around 10 minutes explaining our design concepts. Claire followed up after our pitches to help direct the discussion of Marie and Martin choosing our designs for their logo.

After discussion they chose my design and colour palette. Ebony's font and tag-line was chosen.

This was then going to be followed by a revised deck which includes the logo they picked including their ideas and fixing up.

The history of sunflowers show that they were resourceful and loved by everyone.

I even have a history with brands which symbol was a sunflower including Alzheimer's and dementia, cancer research,

And the sunflower lanyards to raise awareness for hidden disabilities.

We see this sign of hope everywhere for people to look for help and awareness.

When brainstorming ideas, I tried to resort to something different thinking of what else represents hope like

The North Star and a Dove

Though after designing and working on these designs I came back to the sunflowers. After doing all my research I could see that the sunflowers were a big meaning of hope everyone.

This just means that I had to design something that stood out from the others.

I firstly created a colour palette that was earthy tones from the sunflower.

My primary colours being yellow representing the sunflower.

and secondary colours being orange (which is a corresponding colour to yellow), brown (which I used to represent the middle of the sunflower) and grey (a neutral colour for the other brighter colours to stand out)

My design I made is bold and soft to allow people to know that Resilio emphasises and expresses hope and that we are a soft and caring organisation.

- The font - is Epilogue- I selected this font as it is a professional font, with a little bit softer elements in it. As even though this is a professional organisation. I still wanted to show the softer and caring nature even in the font.
- Tagline - I wanted to ensure a tagline was underneath the name as even though we know what Resilio means not everyone will. I kept the 'hope matters' from previously as it shows to the audience that this organisation believes and creates hope for others.
- Sunflower design- I wanted it to be unique so I designed half a sunflower which created a sunrise look. Sunrises mean new beginnings which goes well when people approach Resilio as it is the start of a new journey towards hope.
- The petals I created into hearts were to show the love and support you receive from Resilio
- Then I designed some full sunflowers as an extra graphic for which you will see later T-shirt designs, animation graphics and website graphics, posters and even for in presentations.

My primary logo is this design (half sunflower with yellow full and Resilio and tagline)

My Secondary logo is this design (half sunflower with Resilio and tagline curved in the inside)

Submarks (half sunflower with Resilio and tagline curved in the inside)

Then we have the website which I know isn't exactly how we would see the design in website but even as a loading symbol as the user waits to access the website

Then the merchandise

Thank you for listening and taking the time to look over all our designs for Resilio

We hope you have enjoyed what you have seen today.

We are so excited to work together on this.

And if you have any questions or queries you are welcome to ask away

“Thanks for your
time today and
well done Ebony,
Cameron and Chloe
on your excellent
presentations.”

- Martin Heaney

“Congratulations you three!! What fantastic feedback from your partners.”

- Claire Mulrone

Meeting notes

My notes from the meeting

Logo-Chloe

Colour palette- Chloe

Font- Ebony

Tag line- Inspiring Hope-
Ebony

Merch- Hoodie

Zippies

T-shirts

Pollo shirts

Pop ups

Letter Heads

Template for

Annual Report

Certificate

Poster

Cards

Presentation

Brand guidelines

Guide of web page

Web page: Menu along the
top

Feed on the side- including
social media accounts

Dynamic- For phone and
laptop

Register on to page

Newsletter subscription

Pages- Home

About us

History

Trustees

Contact Us

Private and non-


Private// register page//

e-commerce// plug in

Hosting// domain name

Notes from Claire

Great Pitch

 Claire Mulrone · Nov 13 · Notified 4 people

Congratulations you three!! what fantastic feedback from your partners.

Pitch Notes

Logo - Chloe

Font - Ebony

Tag Line - Ebony

Pallet - Chloe

Merchandise and Assets

- Zippies (small logo on the front & Large Logo or strap line on the back)
- t-shirts (small logo on the front & Large Logo or strap line on the back)
- Polo Shirt (small logo on the front & Large Logo or strap line on the back)
- Certificates
- Popups
- annual report template
- Poster Template
- letter heard
- business cards
- presentation slides
- e-zine template

Web site

- Dynamic
- Tab along the top
- burger menu for tablets and phone
- plugin for live social media feed
- donate button - e commerce function
- login feature
- Martin will forward web page titles.

Motion graphic of logo and potentially for the Hope festival event.

Brand guidelines

How to guide

well done again

Claire

Revised Pitch

Revised Pitch

The revised pitch is to recreate the design of the logo for the clients including their feedback during the meeting. In class on Thursday we sat down together and work on the revised pitch together. Little changes where made.

- More semi-circle look to the design of the centre of the sunflower
- The text needed to change to the clients chosen font
- Alignment of text is changed
- A colour from the colour palette was change d to suit the colours better.
- Creating a brand mark for company suiting the primary logo

Together we worked on all these things together.

The brand mark was created by Ebony fiddling with the heart elements. She set them around the letter R. This created the same look of a sunrise at the side of the letter R. At first we weren't to sure about it but after further look it was soft and simple. We chose this design and incorporated our colours in it.

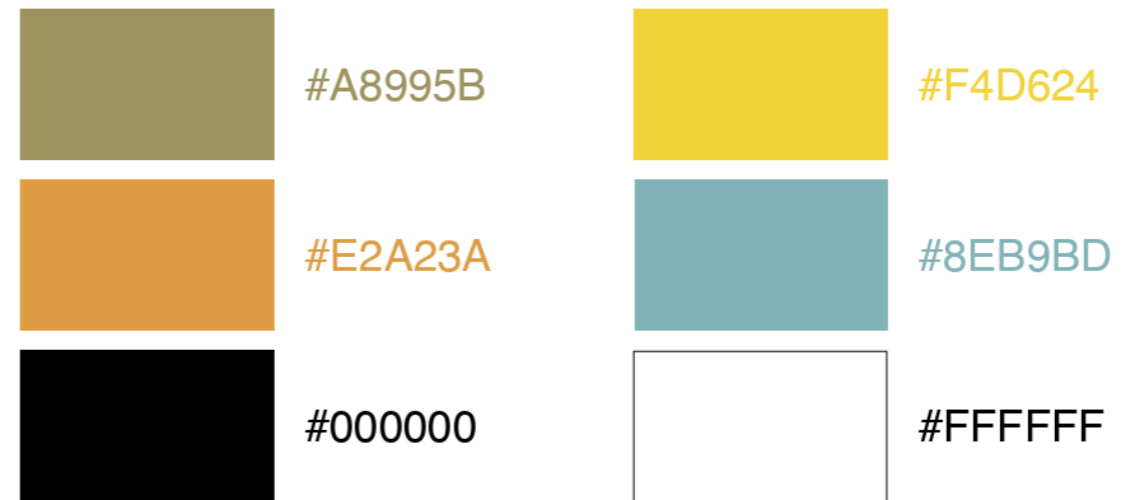
“I am really delighted with the revised pitch. It looks so professional and eye catching.”

- Marie Dunne

REVISED | LOGO



REVISED | COLOUR SCHEME



REVISED | LOGO VARIATIONS



REVISED | *LOGO SUBMARK*



REVISED | *LOGO SUBMARK VARIATIONS*



REVISED | WEBSITE HOMEPAGE MOCKUP



https://www.freepik.com/free-psd/website-template-laptop-screen_3383792.htm#query=website%20mockups&position=5&from_view=search&track=ais&uid=c32f1e5-0a0c-4593-bd2b-9b4995255900 image by rawpixel.com on Freepik

REVISED | WEBSITE HOMEPAGE MOCKUP



REVISED | INSTAGRAM CAROUSEL MOCKUP

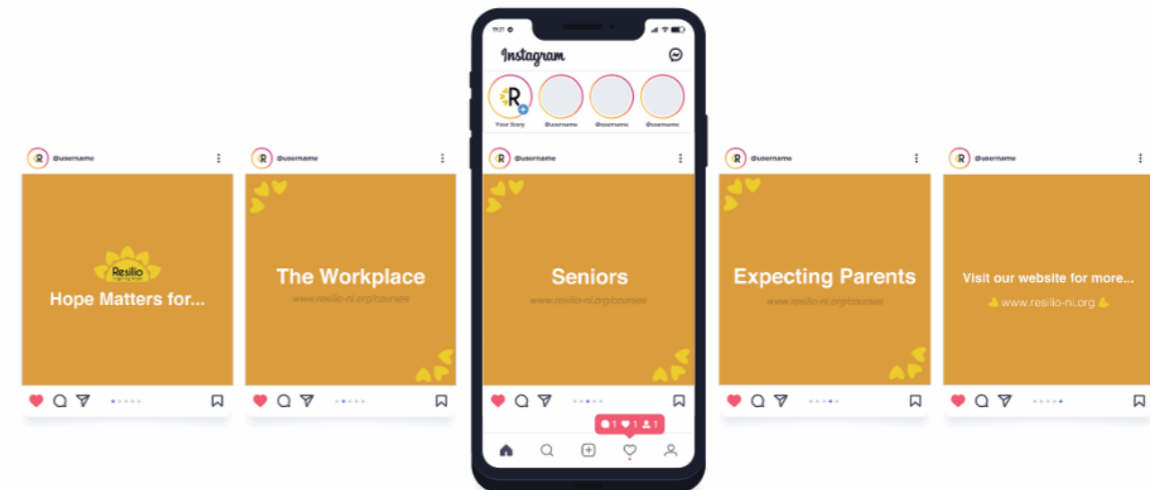
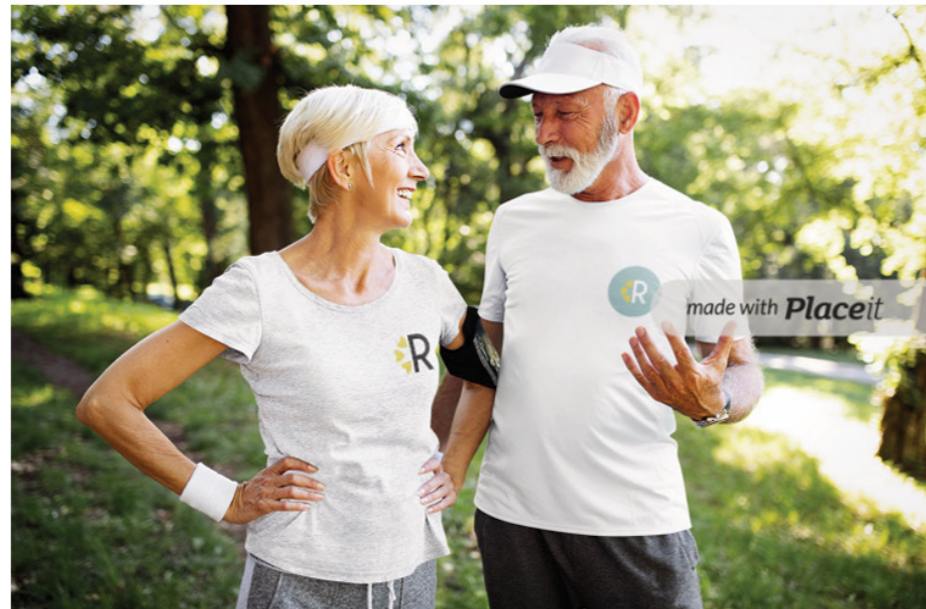


image by https://www.freepik.com/free-vector/instagram-carousel-interface_11701676.htm#query=instagram%20mockup&position=4&from_view=keyword&track=ais&uid=caf785e5-3dd4-45f4-9807-0880351e200d Freepik

REVISED | APPAREL MOCKUPS



REVISED | APPAREL MOCKUPS



REVISED | APPAREL MOCKUPS



REVISED | APPAREL MOCKUPS



REVISED | PROMOTION MOCKUPS



REVISED | PROMOTION MOCKUPS




The page features a clean white background with decorative yellow elements. In the top right corner, there is a partial view of a sun with several heart-shaped rays. In the bottom left corner, there is a partial view of a sun with several heart-shaped rays. The text 'Brand Guidelines' is centered on the page in a simple, black, sans-serif font.



Brand Guidelines

Splitting work

To prepare for the remaining work, we split it up among ourselves. This helped us to better understand what tasks needed to be completed for our clients. We discussed our individual strengths and preferences in class, and Ebony assigned each of us a specific task to focus on.

Splitting Workload

 Ebony Alexander · Nov 23 · Notified 2 people

Hey  Cameron  Chloe

As discussed in class together this morning, we have agreed on the following:

Cameron - Website design

Chloe - Brand guidelines

Ebony - Content (graphics/motion graphics/document templates etc)

We have agreed that this suits our individual strengths but we will of course be helping each other / contributing to each area.

Ebony



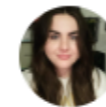
Nov 24



Chloe Clarke






This is great Ebony. Yes if anyone needs help give me a message. I have also uploaded my to do list in my guidelines folder for the next couple weeks.

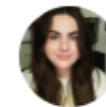
...



On Ebony, Ebony A. added

12:08pm

- Collect content for website  Ebony A.
- Create social media post schedule  Ebony A.
- Create social media account / find existing accounts  Ebony A.
- Motion graphics  Ebony A.
- Graphics  Ebony A.



On Chloe, Ebony A. added








11:59am

- Brand guidelines  Chloe C.



On Cameron, Ebony A. added

11:57am

- Make website live  Cameron C.
- Final design  Cameron C.
- Revised design  Cameron C.
- Feedback on website  Cameron C.
- Website design (WordPress)  Cameron C.
- Mockups  Cameron C.
- Sitemap for Website  Cameron C.

To-Do-List

First, I listed the topics that needed to be added to the guidelines for the next few weeks.

Chloe's guideline to do list:

- Introduction
- Content table
- brand overview
 - mission& vision
 - Key information on brand
- Logo
 - primary logo
 - Monochrome logo
 - Different colour usage
 - Correct use of logo
 - Incorrect use of logo
- Brandmark
 - primary
 - Secondary
- Colours
 - why colours are used/ details
 - Colour pal latte
 - Brand colours
- Typography
 - primary typeface
 - Secondary typeface
 - Hierarchy
- Imagery/ application
 - presentation
 - Certificate
 - Business cards
 - Instagram
 - Merchandise
 - Banner
 - Pop ups
 - Letter head
 - E-zine template

Complete and finish

Week 9

Week 10

Week 11

Overview

I began writing the guidelines by providing an overview. To gather information about Resilio, I consulted their most recent annual report, which outlined the company's goals, vision, and mission. This information helped me to gain a more accurate understanding of the organisation's key points. This overview is to remind the company of their core values and also show people visiting the organisation more about who they are. From my research previously on this course I also knew the overview well from creating the brief which had similar elements of text in it.

In this section I included:

- Vision
- Mission
- Foundation
- Customer driven
- Core Values
- Creativity
- Inclusivity
- High quality

This was a short but important element of the guidelines so that they remain true to the organisations values.

Logo

The pages I made next included was the logo of Resilio.

These pages included the;

- Primary logo:

This is the main Resilio logo.

- Monochrome logo:

This logo is designed to work on colourful backgrounds, without appearing cluttered.

- Logo with different colours:

In this section, I showed how the Resilio logo can be used with the company's colour palette. This helps to ensure that the logo appears consistent with the company's branding.

- Clear space:

The area around the logo must be free from any other elements or text. To create this clear space, I referred to the guidelines provided by Ulster University.

- Minimum size:

I also included the smallest and largest size the logo can be used in print and digital formats.

- How to use the logo:

I provided examples of the correct and incorrect ways to use the Resilio logo, to ensure that the organization uses it properly.

Brand

The brand mark is a simpler logo created for online platforms. They are recognisable, smaller, and quicker to identify. In this section of the guidelines I presented the different variations of the brand marks. This allows Resilio to see their options of brand marks that they can use for their social media accounts.

The brand mark kept the organisation colour palette being displayed along side the colour, yellow, orange, blue, brown and monochrome. The brand mark is able to be changed to the organisations preferred choice.

Colours

The colour palette of the company where displayed in the brand guidelines to show Resilio to show the exact colours that the company should use. The display of the colours include the HEX code and CYMK code which shows the exact colours that are used. These are the colours that where confirmed in the revised pitch.

When creating the guidelines I was reminded to keep the colours clear for everyone to see and providing the right codes clearly. If these are wrong this can create the organisation content, documents and logos then to be inconsistent and unprofessional. This is a very important element of the guidelines. I created it to be as clear as possible so that Resilio workers can feedback to this document and understand what the colours mean and say. A brief description of the primary colour is shown as it will be used most. The yellow symbolises the sunflower which is the main face of the organisation. This yellow is explained to the audience to understand why Resilio uses the colour yellow and why it is important to them.

Typography

The Resilio guidelines have defined the typography to be used in the organisation. The primary typography selected is Caviar Dreams, while the secondary logo is Arial, which is more accessible. I have also provided guidance on how the text should be used. This includes Display Headlines, Headings, Second Headings, Subheadings, and Body Text. The purpose of this guidance is to ensure consistency and organisation across all documents and content in the organisation.

Mock-ups

The mock-ups were created to provide practical examples of how the organisation's identity should be used. I made sure to use examples that align with the activities of the organisation. I also utilized the recorded list from the first meeting to showcase different ways of using the brand for professional promotion. This included:

- Annual reports
- Certificates
- Business cards
- Presentation slides
- Letter heads
- Banners
- Pop up banners
- Hoodies
- Tops
- Polo shirts
- T-shirts

All these documents were created firstly on Illustrator and then was inserted into a website called placeit

https://placeit.net/c/mockups?msclkid=85b0c597b685169e3b4fa01372d1af69&utm_source=bing&utm_medium=cpc&utm_campaign=placeit_bing_mu_en_1_e&utm_term=mockups&utm_content=mu_mockup_oka_e

Or GraphicBurger

<https://graphicburger.com/tag/mock-up/>

These websites provided templates for free which allowed me to display how the brand can be used in different ways. The templates would have made me use Adobe Illustrator or Adobe Photoshop to complete the template.

First guidelines draft

My first brand guideline submission was posted on a Thursday after class. This was after splitting the work between our group. I worked on the first couple of points on the to-do-list above and created a brief layout. After working at this in class, I submitted it to Basecamp. I did this to ensure I was on the right tracks and was including everything that was needed. I asked for feedback so that I could improve and create the guidelines to the best it could.

I received feedback from Ebony who gave me a couple improvements that could be made to the guidelines. This included:

- Alignment of content
- Page number alignment

The alignment of the content is very important as it allows the document to look clean and professional. I worked on this throughout the week and ensured everything was aligned more accurately using more grids and rulers in my production of this document.

The positive encouragement was also nice to hear as I was nervous that it would not be layout correctly since I have never made a brand guidelines before.



 **Chloe C. commented on [Brand-Guidelines-Resilio.pdf](#)** 5:01pm
Also I am now making the clear space and usage of logo and will repost a new update tomorrow.



 **Chloe C. added a new file called [Brand-Guidelines-Resilio.pdf](#)** 4:59pm



Notes:

Please feel free to give all feedback especially for the overview of the company. I can also see now from exporting that the black is not a true black colour so i will change that. Let me know more feedback please.

Nov 30  **Chloe Clarke** ...
Also I am now making the clear space and usage of logo and will repost a new update tomorrow. 

Nov 30  **Ebony Alexander** ...
Hey Chloe, this is looking great! I've just scanned my eye over quickly and the only thing that jumps out so far is the alignment of things. The page numbers aren't all centred and a few titles aren't aligned correctly with the rest of the content on the pages. I know it's very picky but I just feel it will give the whole document a lot more of a clean, professional look with those slight changes. I'll have a look over it tomorrow in more depth and let you know of anything else I notice. It's really coming together though even from just seeing it today in class :) 

Second guidelines draft


The second draft of my brand guidelines included the correction of my feedback from Ebony's previous comment on Basecamp. The guidelines now included everything. I sent it early so that my lecture could have plenty of time to look over my work. Later that evening I was overlooking my first work and realised a few elements could be better aligned. I replaced my draft with a new draft with better aligned elements. This draft was sent on Monday to allow plenty of time for feedback and completing working on the feedback. Unfortunately I didn't get feedback so waited until Thursday to see my lecture and ask for his advice then.

 **Chloe C. commented on [Brand-guidelines-resilio-1.pdf](#)** 2:05pm

Also Adrian when you get time could you quickly look over this. Is this enough information? Did I do the clear space correctly? Does it look okay?

 **Chloe C. replaced a file with a new version called: [Brand-guidelines-resilio-1.pdf](#)** 2:05pm



 **Chloe C. added a new file called [Brand-guidelines-resilio-1.pdf](#)** 6:49am



Notes:

This is the second complete draft of the brand guidelines. I tried my best to fix everything Ebony had stated. More feedback would be great.

Word Documents

When waiting on feedback on my brand guidelines I decided to create some word document layouts for Resilio so that they could have prepared documents that they can continuously use and comeback to for guidelines.

I firstly created a letter head layout. This document contained the logo using the correct clear space in the corner of the document. I also positioned a return address for Resilio responses. I also used Arial font which is the typeface Resilio uses. This is all for a quick and easier use when Resilio is needing to send letters to their clients.

I then made an annual report which was created by using a Word layout called Letterhead (red and black design). I used the structure of the layout from their previous annual report document. I edited this layout to link with the Resilio guidelines. I created character styles that the client would be able to use quickly and easily for titles, headings, sub heading, body, quotes and references. I used object elements that used the correct colour palate also aligning with the guidelines of Resilio. Lastly I used the sunflower graphic to create the document a bit more colourful and full.

The documents where both completed and uploaded to Basecamp. Hopefully these documents will allow Resilio to display and send information in a professional and quick manner.



Resilio
75 Main St,
Dunderry,
Londonerry
BT47 4LE
02891

Taylor Phillips
55 Pear Street
Belfast, BT23EUR

January 10, 2023

Dear whomever it may concerns,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultram blandit. amet nisl pronis in mollis.

At urna condimentum mattis pellentesque id nibb tortor.

Erat imperdiet ead quismod, nisi porta lorem mollis aliquam. Commodo ullamcorper a lacus vestibulum sed arcu non odio euismod. Aliquet egesta, tortor, at auctor. Semper viverra nam libero justo. laoreet sit amet. Diam vel quam elementum pulvinar. Egestas erat, imperdiet ead quismod, nisi porta lorem.

Habitant morbi tristique senectus et netus et malesuada. Bibendum at varius vel pharetra volutatis. ornare. Crassem, tristique.

Marie Dunne,
Head Director

www.Resilio-ni.org | Hopematters@resilio-ni.org

Saturday, December 9

Resilio

12:11pm



Chloe C. added a new file called [Resilio-Annual-Report-template-2023.docx](#)



DOCX

Wednesday, December 6

Resilio



Chloe C. added a new file called [Resilio-letter-template.docx](#)

4:39pm



DOCX



2023

Annual Report

Ego Resilio- Charity no:107684



TABLE OF CONTENTS

OverView	3
Name of Association	3
Registered Address	3
Founding Members	3
Board of Trustees 2021-2022	3
How Resilio Is Constituted	4
Mission	4
Purpose	4
Special Tribute	6
Chairpersons Address	7
Directors Address	8
ACCOUNTS	9
Hip Hope Hooray	10
Social Media	11
Hope Programmes Available	12
Hope Ambassador for Parents	12
Hope Matters for Adults	12
Hopeful Minds Facilitator Training	12
Hope Matters in the Workplace	12
Hope and Attachment Matters for new Parents	12
PARTICIPANTS FEEDBACK	13
ACKNOWLEDGEMENTS	15

OVERVIEW

Name of Association

Ego Resilio (trading as Resilio)

Registered Address

75 Main Street,

Duogobea,

Co Derry

BT47 4LE

Founding Members

Marie Dunne,

Wendy Gibbons,

Catrina Doherty,

Judy Mills (RIP),

Patricia McDaid,

Dermot McFadden,

Jason McColgan.

Board of Trustees 2021-2022

Leona Scott Chairperson

Nick Tomlinson Secretary

Patricia McDaid Treasurer

Dermot McFadden Trustee

Karen Kirby Trustee

Andy Patton Trustee

Tanya Smith Trustee

HOPE PROGRAMMES AVAILABLE

Hope Ambassador for Parents

We delivered 6 hope ambassador programmes targeting parents.

Hope Matters for Adults

Over 400 people availed of our Hope Matters training for Adults. We also delivered Hope Matters to all staff in 9 schools as part of their staff health and wellbeing and returning to school post Covid.

Hopeful Minds Facilitator Training

In this year we have trained over 150 facilitators to deliver the Hopeful Minds programme targeting children and young people. Over 400 children/young people have participated in the Hopeful minds programme which has been facilitated by our trained facilitators.

Hope Matters in the Workplace

We delivered Hope Matters in the Workplace to a number of teams in workplaces. They felt that their staff were struggling both during the lockdown period of COVID and returning to work and they needed strategies for the staff to support their mental health.

Hope and Attachment Matters for new Parents

This was created to support new parents especially parents who had experienced major challenges to their mental health during pregnancy and child birth as a result of COVID restrictions. This was developed by 2 of our Master Trainers and piloted to a group of parents in Suresstart in Omagh. The programme was evaluated using the adult hope scale and the finding have been very encouraging.

12

PARTICIPANTS FEEDBACK

Resilio prides itself on gaining feedback for participants who attend our training and below are some of the feedback comments received. —

"The way the programme was delivered makes you feel at ease and the support we got from the facilitators helped build our confidence just fantastic and a lovely way to learn."

"This was excellent training. I am not a fan of on line training but this was a very enjoyable experience and the facilitators made you feel so much at ease and I learned both from other participants and the facilitators thank you."

"Thank you for helping me to find 'me' again after attending the hope and healthy attachment programme I enjoyed the laughter, but most of all the words of wisdom and hope."

"This was great training and I am so looking forward to delivering the programme to our students. I felt so part of the group throughout the training I can't believe how interactive it was."

"We were so lucky to have received this training at the beginning of school year and the opportunity for all staff to attend, it def was one of the best staff development days I have ever attended."

"I have gained so much knowledge and skills on how to grow hope I just want to go on a do more training now and hopefully become a hopeful minds facilitator."

13

"It was so refreshing to see this new concept to promote mental health as I have been at so much training over the years around mental health but this was so uplifting, congratulations to the inspirational facilitators."

"I am taking away so much hope that I am going to focus on my own family first as we have been through some tough times over the past few years."

"I attended the hope and health attachments training and I enjoyed every minute of it. The two facilitators helped me to reignite my old spark, thank you for all your lovely words and helpful tips, I feel hopeful for what is ahead of me."

"It was so uplifting to be part of this training thank you so much and it was great to connect with some lively people."

"Excellent way to learn and really impressed with the concept of experiential learning It was great way to build my confidence to become a hopeful minds facilitator."

14

How Resilio Is Constituted

Resilio is constituted as an unincorporated entity (association) governed by a constitution based on the Charities Commission Northern Ireland (CCNI)'s model. It was adopted by the trustees on 11th May 2018. Resilio registered as a charity on 19 December 2019 and received charitable status on 21 September 2020 with Charity No: 107684.

Mission

Be authentic: We will be open, honest and real Be caring and compassionate: We will create a safe space of acceptance and understanding Be empowering: We will enable others to nurture hope through finding passion and purpose Be curious and creative: We ask 'what if' and explore pathways to survive and thrive

Purpose

1. To pro-actively contribute to suicide prevention by providing an evidence-based, trauma informed, emotional wellbeing programme in Northern Ireland that builds hope and resilience in children and young people
2. To enable adults in Northern Ireland to build and maintain hope and resilience, and to promote this within their family, school, workplace, and community setting

4

“Hope is a teachable skill”.

SPECIAL TRIBUTE

Judy, a dear friend to all our Hope Family

It was with great sadness that our chairperson and true hope ambassador Judy Mills passed away on the 29th of December. We will never forget her commitment and hard work in setting up RESILIO.

She believed that hope was the most important tool in the battle to reduce suicides and poor mental health. We will continue to honour her memory as we carry on the work she was so passionate about.

Judy Mills
29th December 2021
Rest In Peace

6

CHAIRPERSONS ADDRESS

Hello everyone,
It is my great pleasure to present the 2021/2022 Resilio Annual Report.

First and foremost, I need to acknowledge that it has been a sad year for the Resilio Family. In December 2021 we received the devastating news that our previous chair and founder member and friend to many Judy Calhoun had sadly lost her brave fight against cancer.

Judy, as many of you know, was a brave and courageous woman. She was hardworking and committed to improving mental health services for those who would walk that path behind her and she has left an indelible print on all our hearts. Judy was a dedicated mammy, granny, friend to many and member of the Resilio board until her death and we extend our deepest sympathies to all those who loved her dearly. Judy - you were an inspiration, an oracle of knowledge and a great friend and ally. 'They say you die twice One time when you stop breathing and a second time, a bit later on, when somebody says your name for the last time'. Judy's name will be spoken for a very long time.

As we approach our third year as a registered charity it is safe to say we have grown in size and strength and the 'hope' conversation could not be any more relevant when we look at the news that is filtering in around us. So to those who deliver the hope message - thank you. To Marie and the team who work tirelessly researching the latest research and delivering relevant and up to date content - thank you and to the board who are always there to offer their support, knowledge and experience - thank you.

Next year is going to be a big and exciting year for Resilio and I look forward to this growth.

Chairperson
Leona Scott

7

DIRECTORS ADDRESS

It has been a productive year for Resilio. Our Hope family have worked extremely hard to continue to deliver our menu of training both locally, nationally, and internationally. This annual report will capture not only the amount of training delivered but also its impact.

We are delighted to be the first organisation to begin to measure HOPE using adult hope scale. We pride ourselves on delivering programmes that are evidence based and can contribute to promoting mental health and suicide prevention by equipping individuals, communities and organisations with knowledge, skills to maintain resilience and grow hope, during these very challenging times.

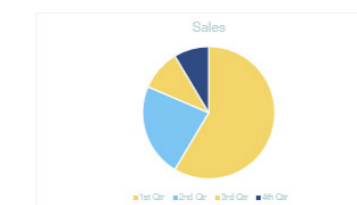
I would like to express my sincere appreciation to our Hope family for their commitment, care, and compassion both for each other and the work they do. This was so needed when we learned of the passing of our beautiful Chairperson Judy Mills. I personally want to say a special thank you for your kindness to me as Judy was a very special part of my life as a true friend.

RESILIO would never have achieved so much and to continue to grow so strong without the amazing hope family. I would also like to express my gratitude to our very committed Board members who help to guide the organisation in achieving its clear mission to grow hope for all.

Director and Founder
Marie Duran

8

ACCOUNTS



9

HIP HOPE HOORAY

The Hip Hope Hooray App has been live now for 2 years in both the Google Play and Apple App Store platforms. We have over 300 people who have registered and downloaded the App.



10

SOCIAL MEDIA

Resilio now has a very vibrant social media presence on Facebook and Instagram. We have nearly 600 followers on Instagram and over 2000 followers on Facebook. We like to share positive messages and images with our followers and keep everyone updated on our training programmes.

11

ACKNOWLEDGEMENTS

We would like to thank all our facilitators, volunteers and everyone who ran fundraisers or made donations to Resilio over the year.

We would also like to thank our funders as we would not be able to do this work with our your trust and support:

- Public Health Agency NI
- Developing Healthy Cities
- Greater Shantallow Area Partnership - GSAP
- ESB Energy for generation Fund
- Western Health and Social Care Trust
- CLEAR
- Ventura
- Castfederg
- LIPS

Finally we would like to thank the members of our Board for all their work throughout the year.

"Hope is the belief that the future will be better than the present, along with the belief that you have the power to make it so."

Dr Shera Lopez

15



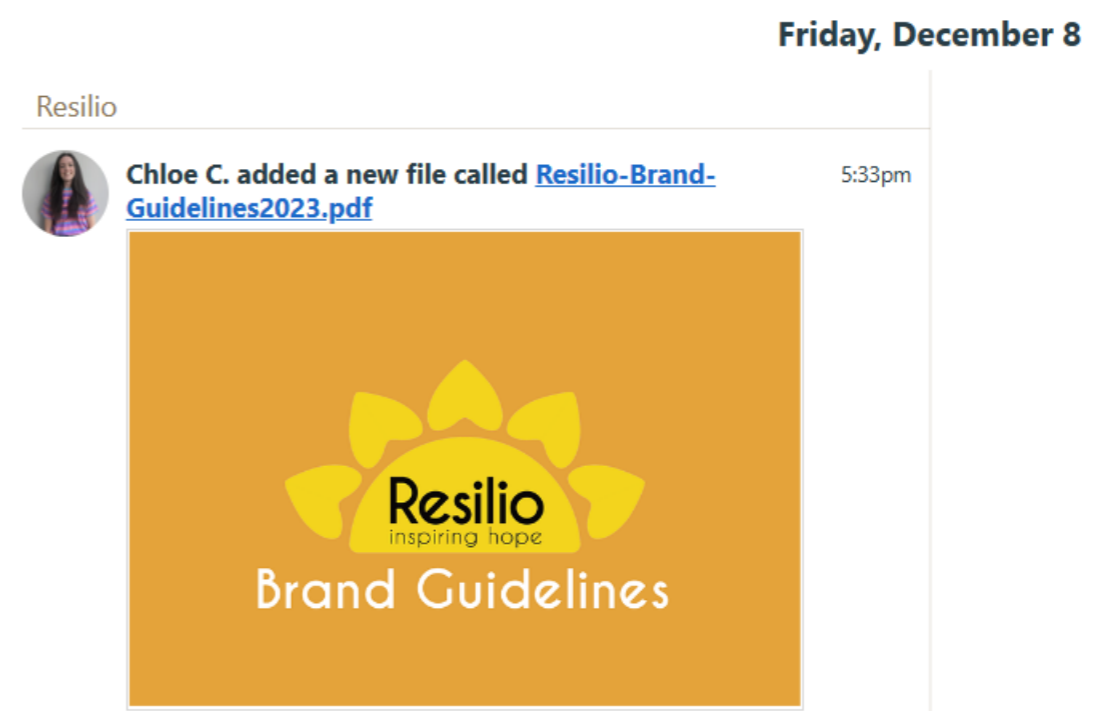
Third guidelines draft

When going to my social enterprise lecture that Thursday after posting my 2nd brand guideline draft I asked my lecture for advice and if the brand guidelines where up to standards. He give me a list of improvements that I could make my work better. This included:

- Clears and spaced colour palette.
- Colour palette codes centred.
- Fix the alignment of the text hierarchy
- Change font to Arial for clients to easier access
- Closing page with brand logo

During my class time I spent it working on these points. I was able to complete his feedback and finish it that day. I submitted it to Basecamp to update everyone that I had finished it.

When uploading the files to my laptop I had a few export errors when the colours would come distorted. I had to get my lecture to look over this issues the following week so that it was suitable for the clients. This was resolved with his editing my export setting in Adobe InDesign. This was then my Guidelines completed.





Introduction

Welcome to the Resilio Brand Guidelines.

In this document you will be able to find information to maintain the brand and elements of Resilio. This allows our brand to be kept to its true and authentic form.

Resilio is all about inspiring hope, supporting everyone and teaching others about mental health.

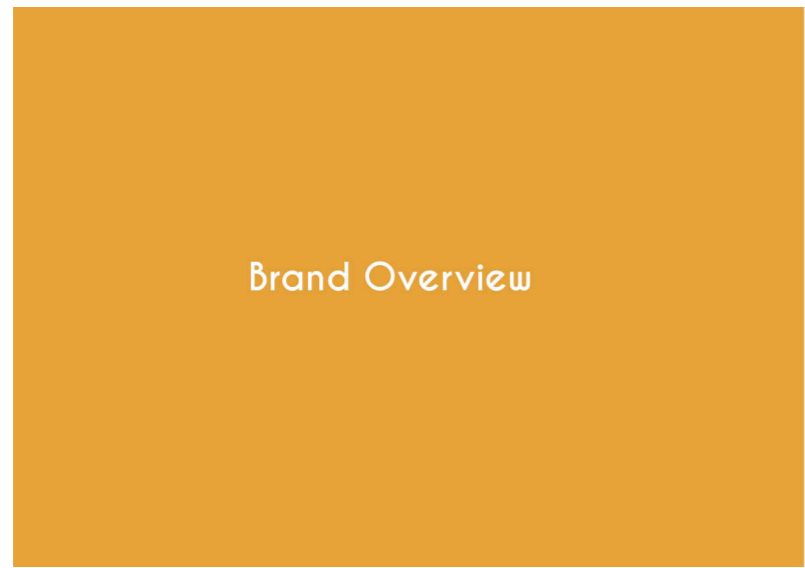
These guidelines will be able to hold on to the visions and outlook of Resilio.

Contents

Brand Overview 4

- Vision 5
- Mission 5
- Foundation 6
- Customer Driven 6
- Core Values 6
- Creativity 6
- Inclusivity 6
- High Quality 6
- Logo 7**
- Clear Space 9
- Minimum Size 9
- Logo usage 10

- Correct use of the logo 13
- Incorrect use of the logo 14
- Brand mark 15
- Colours 17**
- Primary Colour 18
- Colour palette 19
- Typography 20**
- Primary Typeface 21
- Secondary Typeface 22
- Hierarchy 23
- Mock-ups 24**



Vision:

A hopeful, compassionate and resilient community for all.

Mission:

- Be authentic:
- We will be open, honest and real
- Be caring and compassionate:
- We will create a safe space of acceptance and understanding
- Be empowering:
- We will enable others to nurture hope through finding passion and purpose
- Be curious and creative:
- We ask 'what if' and explore pathways to survive and thrive

Foundation

In this section of our brand guidelines we will be explaining more about who we are, our aims for our organisation and what we stand for. It will allow you to understand our brands purpose and the key principles of what we do.

Customer Driven

Our main priority is our customers and to ensure that you receive the best help and experience.

Core Values

We devote our programmes and outreach to spread hope to our local community.

Creativity

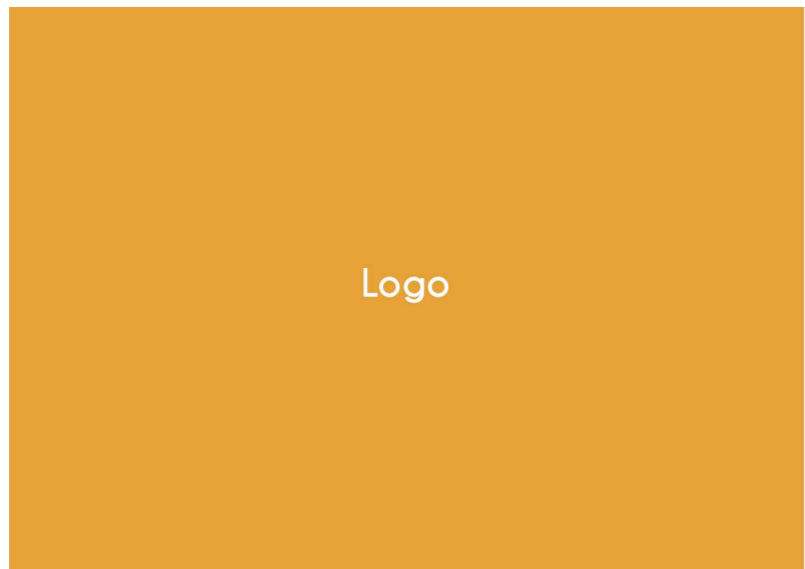
Our passion and dedication to Resilio makes us think more creatively to engage and promote our work. This allows Resilio to gain a positive impact on our customers.

Inclusivity

The work we do is to allow everyone to have the opportunities to gain hope. We provide a range of workshops and material for anyone to be apart of. We are always excited and encouraged to see new customers every day.

High Quality

We take care and pride in our programmes and workshops. We strive for these to be the best standard to allow the best practice. This also ensure our audience is receiving the best information.

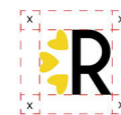


Primary Logo



Clear Space

Clear space is given to the logo where other graphic elements should not encroach.



Minimum Size

To secure the logos clear visuals we have created a minimum size for the print and digital outputs of the logo. The brand mark may be used in a smaller size for external promotional items such as key rings or badges, which in this case the logo should be made as large as possible in the print area.

Minimum print size

Minimum digital size



Logo usage



Correct use of the logo.



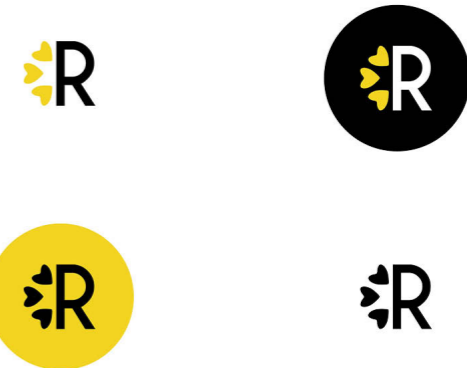
13

Incorrect use of the logo



14

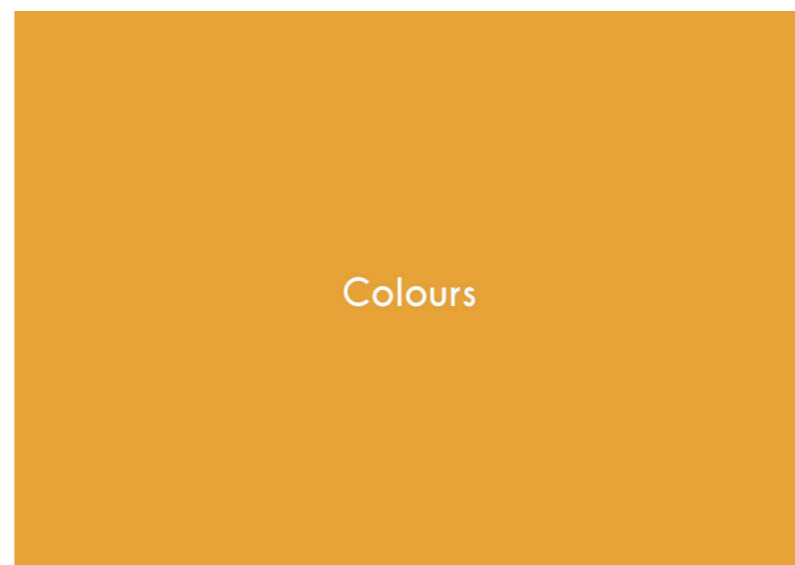
Brand mark



15



16



Primary Colour

We use yellow as our primary colour as it represents a lot for Resilio.
 Firstly the yellow represents the sunflower that is the face of our brand. The yellow also stands for Joy, Happiness and positivity which is key words that describes the organisation.

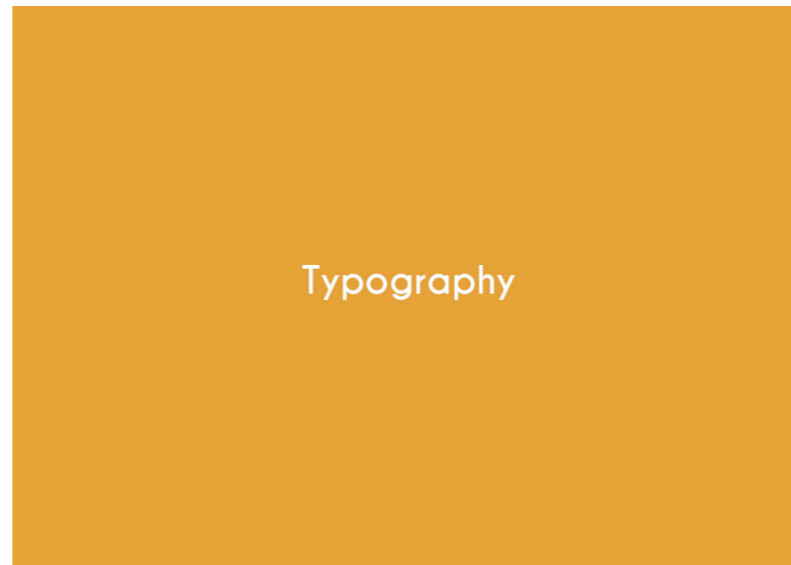


Colour: Yellow
 C: 6
 M: 11
 Y: 95
 K: 0
 HEX: #f3d624

18

Colour palette

<p>Colour: Yellow C: 5 M: 11 Y: 95 K: 0 HEX: #f3d624</p>	<p>Colour: Brown C: 35 M: 33 Y: 76 K: 4 HEX: #a8995a</p>	<p>Colour: Black C: 75 M: 68 Y: 67 K: 90 HEX: #000000</p>
<p>Colour: Orange C: 11 M: 39 Y: 90 K: 0 HEX: #e2a23a</p>	<p>Colour: Blue C: 45 M: 14 Y: 24 K: 0 HEX: #8ebabd</p>	<p>Colour: White C: 0 M: 0 Y: 0 K: 0 HEX: #ffffff</p>



Primary Typeface

Caviar Dreams Regular
Caviar Dreams Italic
Caviar Dreams Bold
Caviar Dreams Bold Italic

Secondary Typeface

Arial Narrow *Italic*
Arial Narrow Bold
 Arial Narrow
 Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Hierarchy

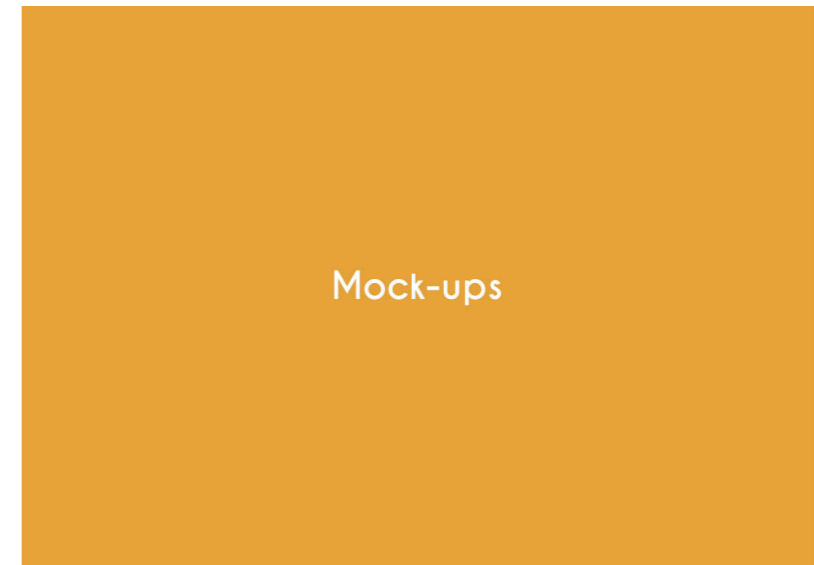
Display Headline | Font: Caviar Dreams Regular
100pt
Welcome

H1 | Font: Caviar Dreams Regular
72pt
We are Resilio

H2 | Font: Caviar Dreams Regular
48pt
Inspiring Hope

Sub-Heading | Font: Arial Regular
25pt
Sharing hope in our local communities

Body | Font: Arial Regular
18pt
A hopeful, compassionate and resilient community for all.



Overview

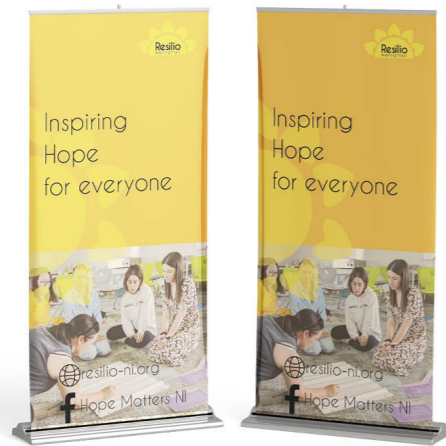
Our Programmes

Acknowledges





28



31

© 2023 Resilio. All rights reserved. <https://www.resilio.com/Free-Prod/View-Only-User-Mock-Up-88828281.htm?query=prod:20230208>
 All trademarks are the property of their respective owners. Image by: spoc-studio.co.uk on Freepress



34



33



35



32










Website


The Resilio website was created by Cameron with his previous knowledge and skill at website design he was most confident to design and create the website. There were a few setbacks with our team receiving a domain a bit later than expected. But with the help of our lecturers they were able to supply a domain name and passwords for each of us. After a lot of searching our group collectively selected a theme. This was then put all into Cameron's hands. Cameron kept us updated on Whatsapp and Basecamp on how he was doing and was always ready for feedback to ensure the website was made to the best it could.

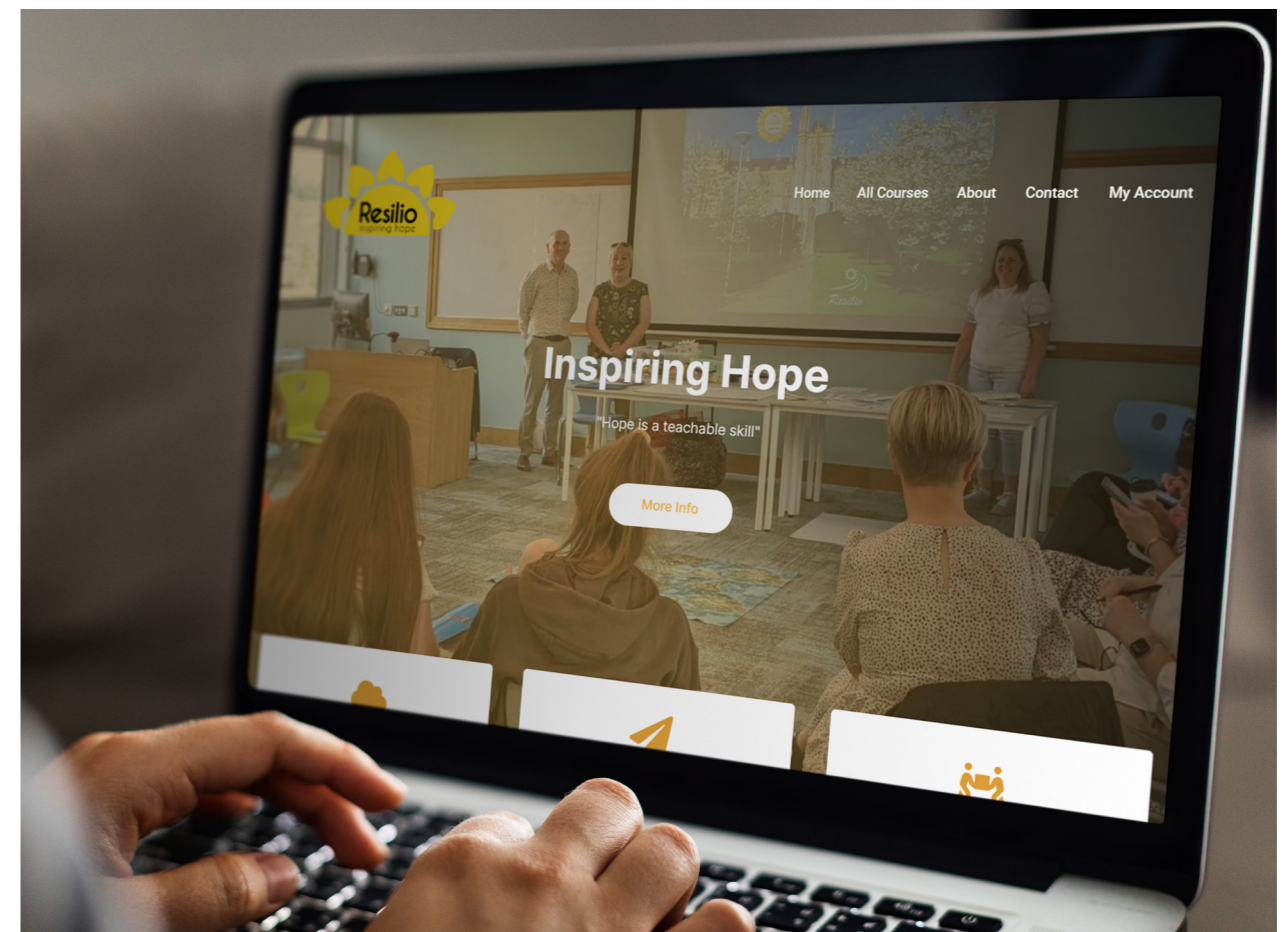
Unfortunately due to limited time and other commitments we were unable to get the social media linked to the website.

The website still contained information including:

- About Resilio
- About Resilio's services
- Programmes Resilio provides
- Contact information
- Social media links
- Images and graphic images
- The mission and values of the organisation

- Nov 24  **Chloe Clarke** ⋮
 Hey Cameron the website layouts that you showed are good. I've looked at your Wireframe and I just have a few notes sorry. I just noticed that you don't have a page for donations or for the log in page.
 There is also too many programmes in the Hope Programmes page. There is a list of the programmes in the Resilio Clients meeting notes that Ebony uploaded to the basecamp documents.
 I think the overview page needs to be a bit more specific because I know in the document Martin sent us on the emails he wanted an overview page called 'charity overview'. Just specify if the overview is about Resilio's business in general or is it for their charity work.
 Just make sure when you are editing it your vision for the website is clear for Martin to follow to understand your vision on how it should look. 
- Nov 24  **Chloe Clarke** ⋮
 Also show a button that will link from the website to the Facebook page. 
- Nov 24  **Chloe Clarke** ⋮
 Sorry I know you're making edits as well but just in case you miss it, there is no logo on the homepage. 
- Nov 24  **Cameron Clarke** ⋮
 Thankyou Chloe, will get a look at it tonight.

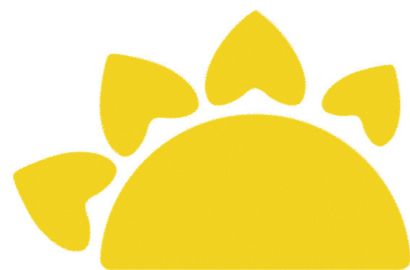
Logo is in middle of homepage 



https://www.freepik.com/free-psd/website-template-laptop-screen_3383792.htm#query=websites%20mockups&position=5&from_view=search&track=ais&uuid=c32f16d5-0a0c-4593-bd2b9b4995255900 Image by rawpixel.com

Content

The content was created and designed by Ebony. Ebony created and designed the content using her skills in Adobe Illustrator and Adobe After Effects to develop motion graphics and social media posts. With After Effects, she produced two motion graphics highlighting the Resilio programs, along with a logo movement GIF that can help promote the brand. Ebony's work also included Twitter and Facebook banners, customer testimonials, and a poem that a customer wrote about their experience with Resilio. The content can be used to update social media accounts and promote the organisation. The testimonials demonstrate how customers have benefited from Resilio programs and services, while the poem can be turned into a poster to highlight the positive experience of a customer. Ebony always stayed true to the brand identity and welcomed feedback to make sure her work was top-notch.



Final Thoughts

Working as a group

I worked on a group project with Ebony and Cameron and it was a great experience. We supported each other and had a lot of fun while working on it. Although I had never worked with them before, I am glad we were able to combine our skills and knowledge to create a great project.

Ebony was an excellent team leader who kept us on track and encouraged us throughout the project. She helped me learn more about client communication and using Adobe Illustrator for graphic designs. Cameron brought a lot of humour to the group and was confident in his website building skills. Working with him helped me learn more about building a website using WordPress. Overall, this project was a great learning experience that allowed us to grow in knowledge and creativity.

We created a WhatsApp group to stay in touch with each other throughout the project. We used it for meetings and to quickly respond to messages.

Our primary communication tool was Basecamp. We used this platform to message each other about any issues, questions, or updates on our work. The chat feature was particularly helpful in ensuring that everyone was on track with their work.

Basecamp is a platform designed for group work, allowing teams to communicate with each other. It provides features that allow you to message your team members directly or privately. It also allows you to create a schedule to plan your upcoming weeks with your team. There is also a section to upload and organize your work with your team. Lastly, you can create a to-do list to keep yourself on track and ensure you know what you have done and what you still need to do.

Community partner

The Community Partner Resilio was an amazing organisation to work with. There is so much hope and love in this organisation that it is infectious. They are passionate about helping others and spreading hope. Their work has created a significant impact on others, and it has been a blessing to work alongside them. We collaborated with Marie, the director, and Martin, the CMO of Resilio, who were both so bubbly and excited to work with us. Unfortunately, we have only interacted with them online, but their enthusiasm for the project has made us more excited to create it for them.

When working on this project with them, they were very helpful. They were happy to help us with anything we needed and supply us with information or documents when needed. They were also very patient and supportive of us, even after sending many emails. It has been a pleasure to work alongside Marie and Martin.

Self Evaluation

I thoroughly enjoyed the Interactivity for Social Enterprise course. I have gained a wealth of knowledge and skills from this course. I made every effort to contribute to the project and it has helped me develop my skills in Adobe software and client communication. This was my first time working with an organization, and it provided me with invaluable experience and knowledge on how to work with clients. This course has equipped me with knowledge and skills that can be applied in future work.

I ensured that I did all the work to the best of my ability and received feedback so that I could improve things I had not noticed before. I ensured that I did all the work to the best of my ability and received feedback so that I could improve things I had not noticed before. When there was set back I strived to keep going, asked for advice from lectures and my team and kept working until it was resolved. I continuously was there for my team if they needed any help and offered support often.

Bibliography

<https://www.project-social.co.uk/>

<https://basecamp.com/>

<https://www.facebook.com/people/Hope-Matters-NI/100036158842982/>

<https://www.ulster.ac.uk/communications-toolkit/guidance>

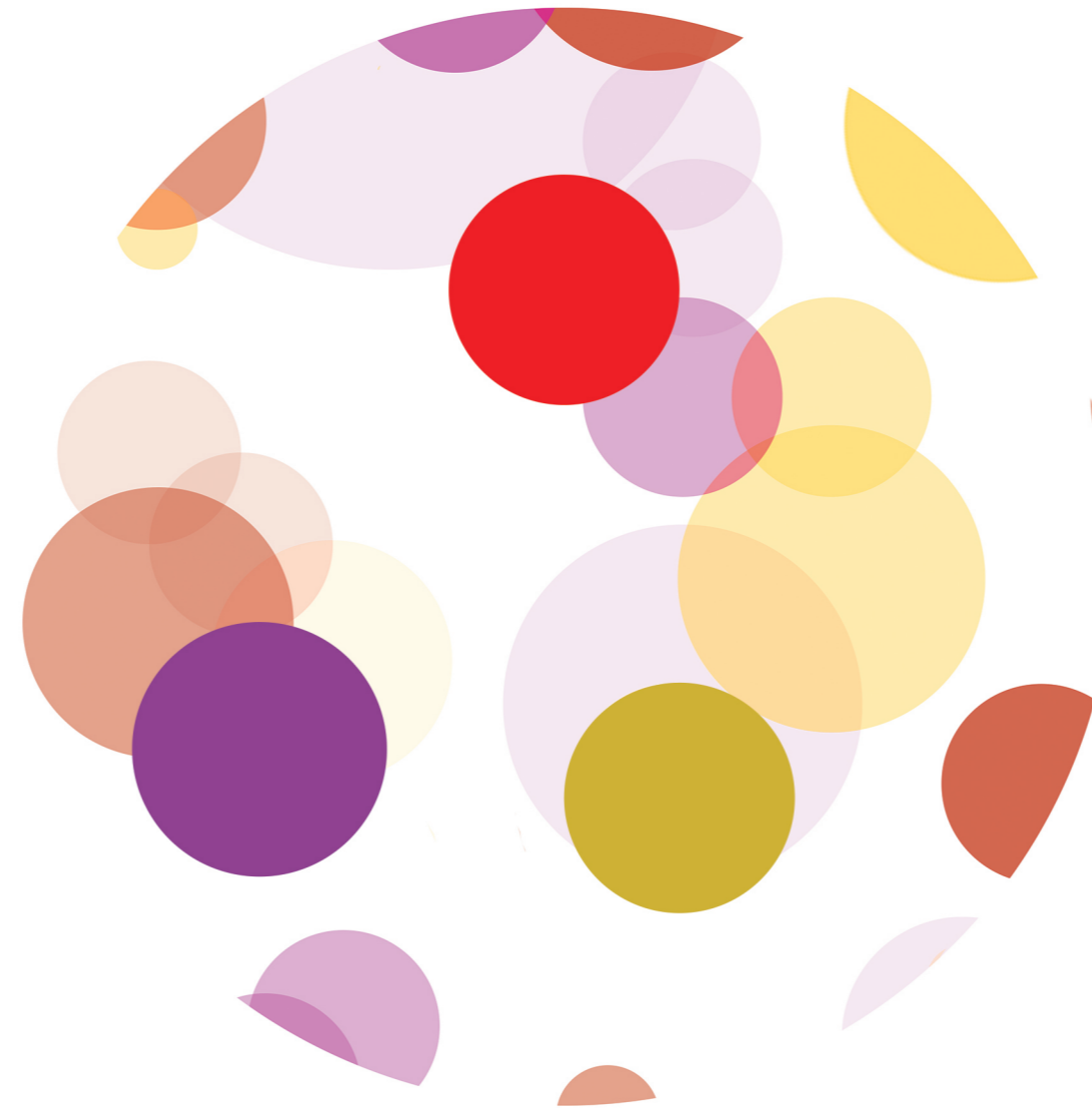
<https://web.whatsapp.com/>

<https://www.wordpress.com/>

<https://www.squarespace.com/>

https://graphicburger.com/tag/mock-up/#google_vignette

https://placeit.net/c/mockups?msclkid=85b0c597b685169e3b4fa01372d1af69&utm_source=bing&utm_medium=cpc&utm_campaign=placeit_bing_mu_en_1_e&utm_term=mockups&utm_content=mu_mockup_oka_e



The Science Shop
Knowledge • Ideas • Results