

Clifton House

Josh Keyes

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Clifton House

Introduction

This production log will detail and document the processes carried out by my team and I throughout the module Project Social. Project Social is a final-year module that grants students the opportunity to work with a community partner of their choosing, delivering assets to meet the brief provided.

Our group chose the project Clifton House which required a refined brand identity, social media templates and merchandise mock-ups to support its 250th anniversary in 2024.

This was a project I felt confident delivering with having previous experience delivering these assets to clients. From creating the brief to pitch delivery, this document will evidence all research, design processes and problem-solving that took place from the initial meeting to the final client handover.

Client Research

Prior to our meeting with Clifton House, we had little to no knowledge of what Clifton House is and what it stands for. We started our client research by firstly researching when they were established and their main missions and values. This information was found through analysing their website and socials to educate ourselves prior to the initial meeting. Our research informed us that Clifton House was established

in 1774 as a poor house which offered refuge to children and adults who were unable to provide for themselves and their families. Today Clifton House is recognised as one of the most historic established buildings in Belfast, with stories of its past residents such as Mary Ann McCracken living on today through the staff who provide tours to the public.

Clifton House Visit



It was very important to meet with the clients and explore the history of Clifton House to give us a better understanding of Clifton House's brand and core values. Ellie (fellow team member) and I attended this visit and were given a tour of the building, and learnt about Clifton's important characters who played various roles in the development and establishment of the house.

Market Research

To further understand the market that our client was catering to it was important to carry out research. Our first method of research was to search for similar buildings that offered event spaces to clients and businesses.

We conducted this research by searching online using keywords such as 'Tourism' 'Historical' 'Anniversary' and 'Heritage'. Our research provided us with 6 similar businesses to analyse and research. We split the businesses between the group and carried out market research on each establishment.

Our research found that an active social media presence in addition to a clean and consistent brand that was evident both online and across social media performed well. Utilising social media and creating interactive and engaging content was evident in the success of many of the establishments that had been researched.

To better understanding the performance of the different establishments in the market we conducted our second research method of benchmarking. We used benchmarking to cross analyse many factors of performance such as online brand presence, social media interaction and brand cohesiveness.

Benchmarking

Feature	Malone House	Larchfield estate	Tullyveery	Hillmount House	Clifton House
Photography	Sleek photography has been used across socials to represent the brand well and present professionally.	Professional and sleek photography is used across all socials primarily to promote events, offers and showcase weddings held.	Images used with the brand are all light, airy, sharp and high quality. Reflecting the brand and paring well with the logo and colours	High quality images with consistent editing style that pairs well with the brand. However, there is also a number of lower quality images across the social media.	Clifton House presents professional and sleek photography to promote and showcase upcoming and past events across socials. This establishes a professional feel.
Graphics	Graphics have not been used across Instagram however they have been presented in a variety of posts on Facebook to promote events and offers.	Graphics in combination with typography and photography have been used across socials to promote events. The posts are sleek and in line with the branding.	Consistent style, utilising the brand colours. Inconsistent use of brand typography.	Graphics are of a consistent, simplistic style that remain true to the brand. The absence of colour allows the photography to shine throughout the Instagram grid.	Graphics in combination with typography and photography have been used across socials to promote events. The posts are clean and in line with the branding with.
Quality of copy	Copy across socials is compelling and informative of the images / graphics accompanying it.	Copy across socials is interesting, relevant and compelling. Many posts contain a call-to-action within the copy to direct potential guests and customers to their website.	Strong structured caption style. Use of call to actions. Copy style uses lots of rhetorical questions to promote engagement. Some captions are too lengthy.	Copy is of poor quality and structure, with some posts only containing hashtags. Minimum amounts of call to actions utilised. There appears to be an inconsistency in personality and writing style throughout posts.	Copy is informative and structured well with relevant information provided. Call to actions are showcased across a variety of posts. Question lead captions increase engagement and interaction.
Tone of Voice	Malones Houses tone of voice is professional and upbeat which is enticing and inviting.	Larchfields tone of voice is professional and upbeat which is enticing and inviting.	Tullyveery uses a friendly, poetic and inviting tone of voice. They remain professional whilst also showing off some personality utilising light humour slang.	Hillmount has an inconsistent tone of voice. Based on majority, the tone of voice is friendly, inviting and descriptive.	Clifton creates sense of urgency for customer to interact with socials. Friendly and upbeat.
Brand Consistency	The brand image is sleek, professional and clean is consistent across socials. This can be defined further with the use of logos displayed on socials.	The brand image is sleek, professional and clean is consistent across socials. Logos, graphics and clean typography is consistent throughout posts and videos on socials.	The Tullyveery brand, is extremely consistent identifiable across all assets. The use of logos, brand colours, video templates and photography style is consistent across platforms.	The Hillmount brand is greatly consistent. The minimal style is identifiable across all assets. The use of logos, brand colours and photography style is consistent across platforms.	Brand could be more consistent across socials. Branding elements such as social media templates and guidelines for posting would increase brand consistency and cohesiveness across socials.

Benchmarking

Feature	Malone House	Larchfield estate	Tullyveery	Hillmount House	Clifton House
Logo	Malone houses logo is sleek, clean and is individual. It consists of Malone House text with an illustration graphic of the entrance to their building.	Larchfield Estates logo is very clean and sleek. It makes use of script typography and presents as professional.	Clean logo, inspiration taken from house itself. Very overdone in this area.	The Hillmount House makes use of a simple word-mark style. The minimalistic look conveys professionalism and luxury. Use of a strong font creates a clean look.	Clifton House does not consistently showcase their primary logo across the branding. The logo is quite large and would benefit from perhaps a smaller or simpler secondary logo to distribute across socials.
Brand Colours	Purple, white and light yellow is presented across Malone Houses branding. This is showcased on their website.	White, off black and neutral tones are used across the website and socials to display the brand. This is clean, appealing and looks professional.	Blue pallet, simple yet effective. The shades of blue give off feelings of luxury and elegance. Clean and work well aesthetically and with the values of the brand.	Off white, dark grey and a teal blue are the brand colours of Hillmount House. The use of the grey and white reflect a clean and professional brand, using the teal blue as an accent colour creates a fresh look.	No obvious brand colours displayed across branding and socials. Use of black, white and maroon. Adhering to a branding colour palette will improve brand image and presence.
Slogan	The slogan "Your beautiful Georgian house in the heart of Belfast" ties in well with the branding.	"Discover the most idyllic setting for your wedding day, corporate away day or special event" is the slogan present across the branding.	No obvious slogan.	"Home to beautiful events", a personal slogan using home as a reference is inviting specifically to those looking to have a wedding event at the house.	Clifton House does not currently make use of a slogan for the branding. A slogan would prove valuable.
Image	Malones houses image is communicated through sleek typography and graphics which presents the brand as professional and is inviting.	Larchfields estates image is clean, professional and high end. Its use of typography and high-quality images promotes a premium brand feel and image.	Tullyveery promotes a elegant, classy venue. The use of high quality images and video conveys a professional and luxury environment. The use and style of graphics used across social platforms however, contradicts this and lowers the perceived value and aesthetics of the brand.	Hillmount house conveys a highly professional and premium establishment through not only the look and feel of their brand but also through the clean content they share across their digital platforms ie photography, video and graphics.	The brand image does not fully reflect Clifton House and can be improved by developing a concrete brand for rollout.
Typography	Malone house presents clean typography across the branding which is professional and compliments the brand.	Clean, crisp, script and thin serif typography is used throughout the branding is displayed across the website and socials consistently.	Sleek serif font that is often used in this industry, conveys elegance and works well with the overall look of the brand. Not consistently used across social platforms.	Use of typography is consistent throughout digital assets. The use of a clean and friendly font differentiates it from the possibly overused serif used by similar establishments. The font is clear, easy to read and compliments the brand well.	Too many fonts used across socials and branding. Light serif contingency used across branding will create a more professional image reflecting the brand better.

Benchmarking

Benchmarking was carried out by our group to analyse how different organisations preformed in areas such as brand identity and social media analytics. I colour coded green for good performance, yellow for okay performance and red for bad performance.

For the benchmarking I analysed Malone House, Larchfield Estate and Clifton House which were two prestigious business who offer event spaces to clients and hold historical value. In my research I identified gaps in Clifton House's performance regarding brand identity, logo

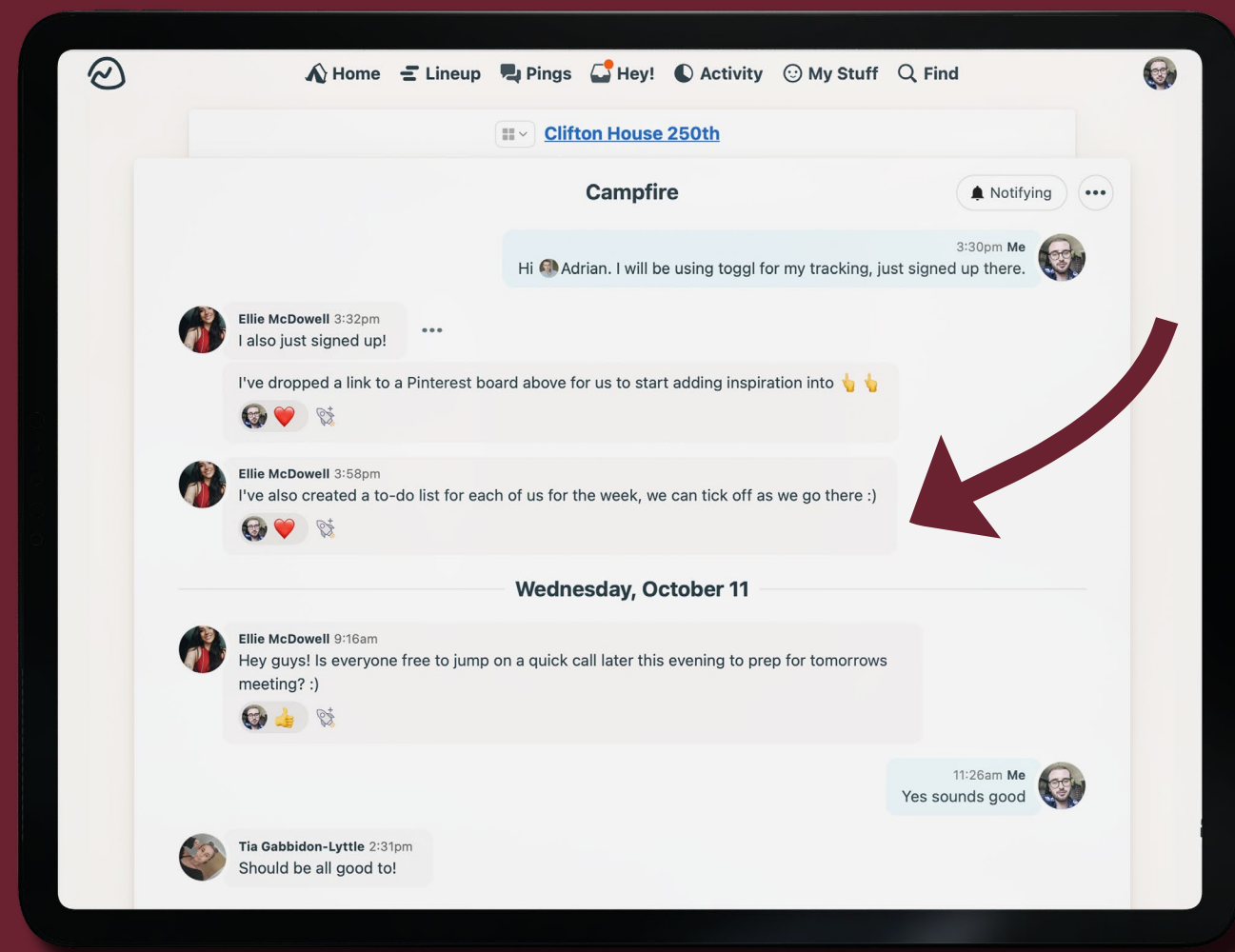
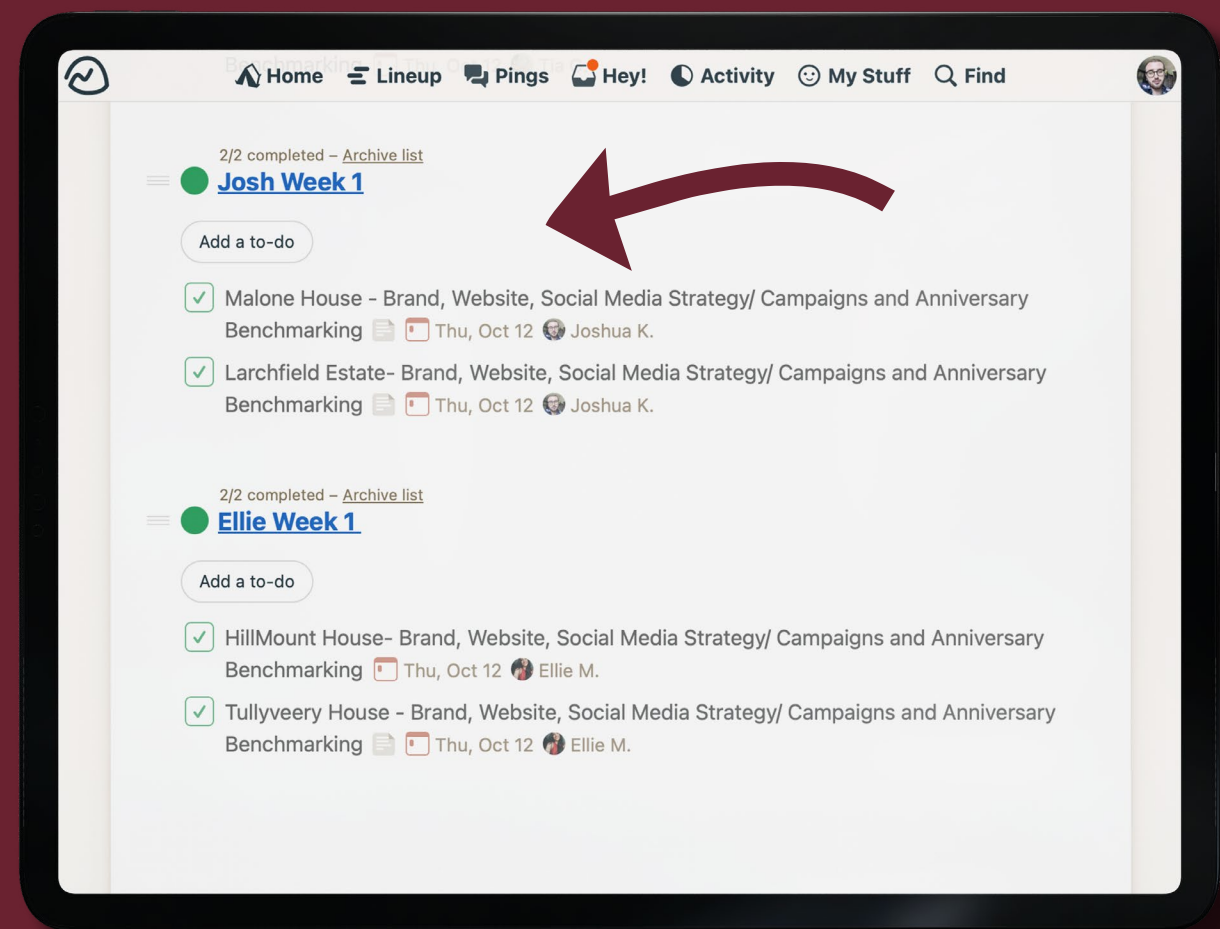
and brand colours. These areas that need to be improved with the project going forward.

I am confident in our group that we will be able to successfully construct and deliver assets that will address these issues we identified. Going forward we will ensure that through the creation of social media templates we implement a strong cohesive brand identity. We will address gaps in social media presence by advising clients during the handover to utilise tools that will boost engagement of social media posts.

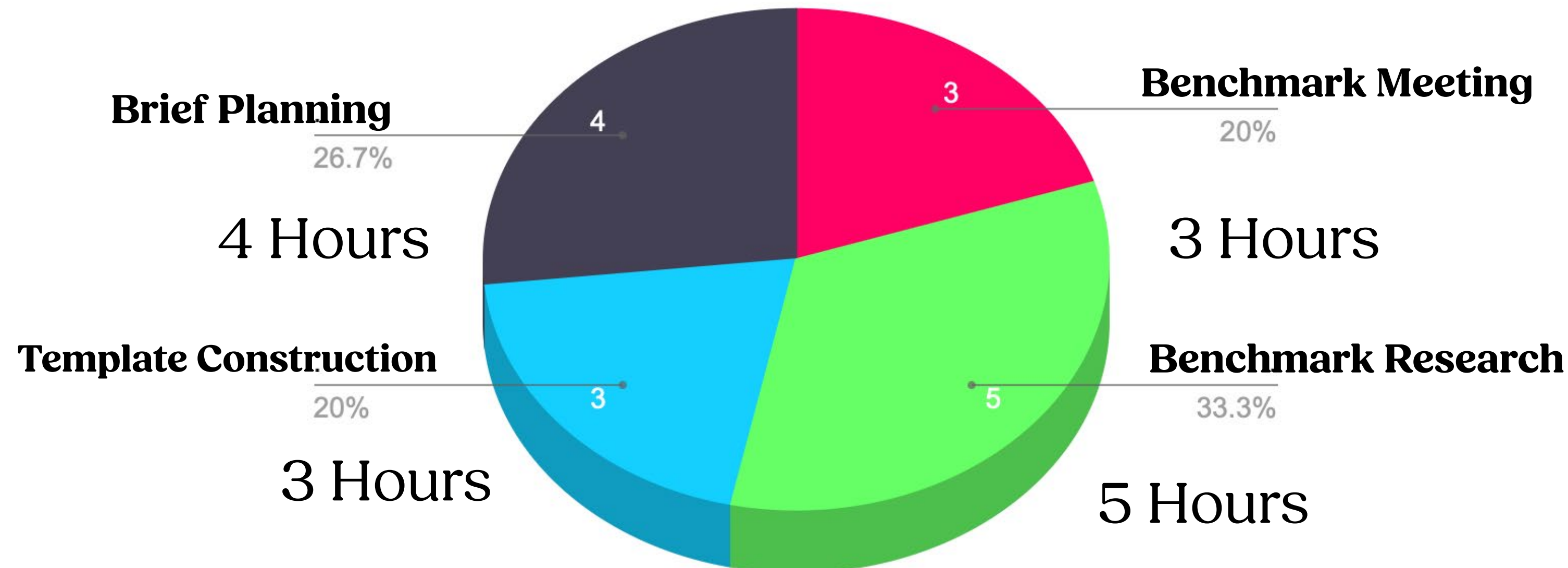
Planning

To stay on track and effectively delegate roles during the initial research and preparation phase we used Basecamp. In Basecamp we communicated amongst ourselves to pre-plan how we would carry out benchmarking, delegating different establishments to different members. I researched Larchfield estate and Malone House illustrating my findings in the benchmarking grid shown prior.

I researched many categories such as brand identity and social media strategy to effectively create a plan of action going forward to the initial meeting. During this process, we met as a team on the 11th of October. We discussed relevant questions we would ask the client in the first meeting as well as finalising our benchmarking results.



Preproduction Time Tracking



During the preproduction stage I utilised the tool Toggl to track all the time I was spending on tasks. The benchmarking took up the majority of this stage totalling to 11 hours total of research. Planning for the brief was 3 hours as we held a meeting prior to the meeting to brainstorm questions and directions we wanted to take the brief and overall project in.

Summary

Through both client and market research, we have educated ourselves sufficiently to undertake the task of designing and creating assets to support Clifton House's 250-year anniversary. We identified gaps in how Clifton House uses social media and presents itself as a brand.

We concluded that although they do use social media to promote some events, they do not correctly utilise this tool, with a lack of interaction in posts and little to no

brand cohesiveness. Going into the initial meeting and creation of the brief, we will ensure to keep brand cohesiveness and interactivity in mind when assessing our approach and design process.

During this research process, I had not identified any problems that required problem-solving, however, brand cohesiveness and social media presence was an issue that would need to be addressed during the design process and delivery of assets.

The Brief

Initial Meeting

We first met with Clifton House on Thursday 12th October via teams to discuss the brief and asset creation. In this meeting, Caroline (Events Organiser), Paula (CEO) and Laura (PhD Student) attended alongside my team and I. Paula ran our team through the assets that Clifton House required and further educated us on what Clifton House is and her role within the building and The Belfast Charitable Society. The initial meeting was vital in our production of the brief as we were able to discuss all the potential deliverables of the project as well as the mission and values Clifton House has.

This information allowed us to start to brainstorm the deliverables in line with the communicated tone and message we were to adhere to.

The main aim of the project which was communicated by Paula and her team was the creation of assets that would complement their upcoming 250-year anniversary in 2024. These assets consisted of creating a refreshed brand identity with a new logo, colours, type, social media templates and graphic assets that would roll out in line with the anniversary celebrations.

Takeaways

During the meeting, I took notes regarding Clifton House's background as well as the objectives for the brief so that we could revise our notes when starting the production of the brief. Our first takeaway from the meeting was that the primary focus of the project was to develop and create branding that will complement the historic features of the house and celebrate the 250 Anniversary.

This was the vocal point of the project with all design assets being influenced by this main theme. Another takeaway was that it was important for the social media templates to illustrate their tone and

message throughout the design and graphics. The social media templates would be created to ensure a coherent brand rollout with consistent branding presented across socials to further establish Clifton as a historic building.

Lastly, throughout our design process, we were to ensure the designs were suitable for the current audience of Clifton which is 50+ as well as introduce a new younger audience. This was vital as Clifton House is looking to not only further establish itself in the current market, but also to reiterate that it is a legacy that needs to live on.

Notes

Project Goals

- Raise Society's Profile: Celebrate 250 years and the essence of Clifton House.
- Create Legacy: Go beyond the building, establish a lasting legacy.
- Metaphorical Brickwork: Set the foundation for the key message.
- Content: Historic facts, charitable events, events, talks, and projects.

Communication and Branding

- Primary Communication Channel: Social Media (e.g., Facebook).
- Website Refinement: Including banner and branding enhancements.
- Social Media Campaign: Create and run a campaign.
- Target Audience: Primarily older individuals interested in history, potentially older men, retired people, men and women over 50 for tours and talks.
- Expand to Younger Audience: Increase brand awareness.
- Tourism Focus: Collaborate with Tourism NI.
- Event Promotion: Display a monthly interactive event banner on the website.
- Video Content: Increase video content production.
- Branding: Implement colourful branding inspired by Conway Hall and the Royal Academy of Arts.

Brainstorming

Structure

Community Partner

The project

Objectives

Target Audience

Deliverables

Competitors

Tone, Method & Style

Time-scale

Budget

The Team

Theme

Emotive

Royal

Heritage

Renaissance

Assets

Images

Graphics

Mock-ups

Type

Sleek

Royal

Thin

Serif

Historic

After our initial meeting, we began to start to brainstorm ideas in the direction we wanted to take the project. This ranged from deciding the overall design and theme of the brief to what information we would present in it. I broke this down into 4 categories, structure, assets, theme and type. Breaking the brief down into sections made it easier to brainstorm ideas for each important asset of the brief prior to construction.

Brief Inspiration

Clifton House
The Seasons
#6A2230

Clifton House
Bodoni 72 Oldstyle
#2B3E3A

Clifton House
Fields
#7B8079

Clifton House
Mixta Didone
#C09759

I put together a mood board so that I could have a better idea of the direction I would like the brief to go in. The main inspirations for this mood board was historical and royal colours as well as a serif fonts that would present clean and professional.

Research

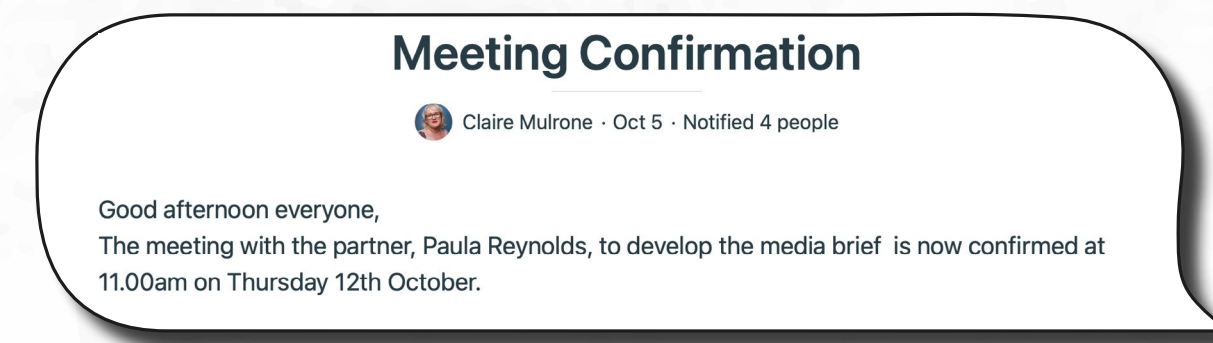
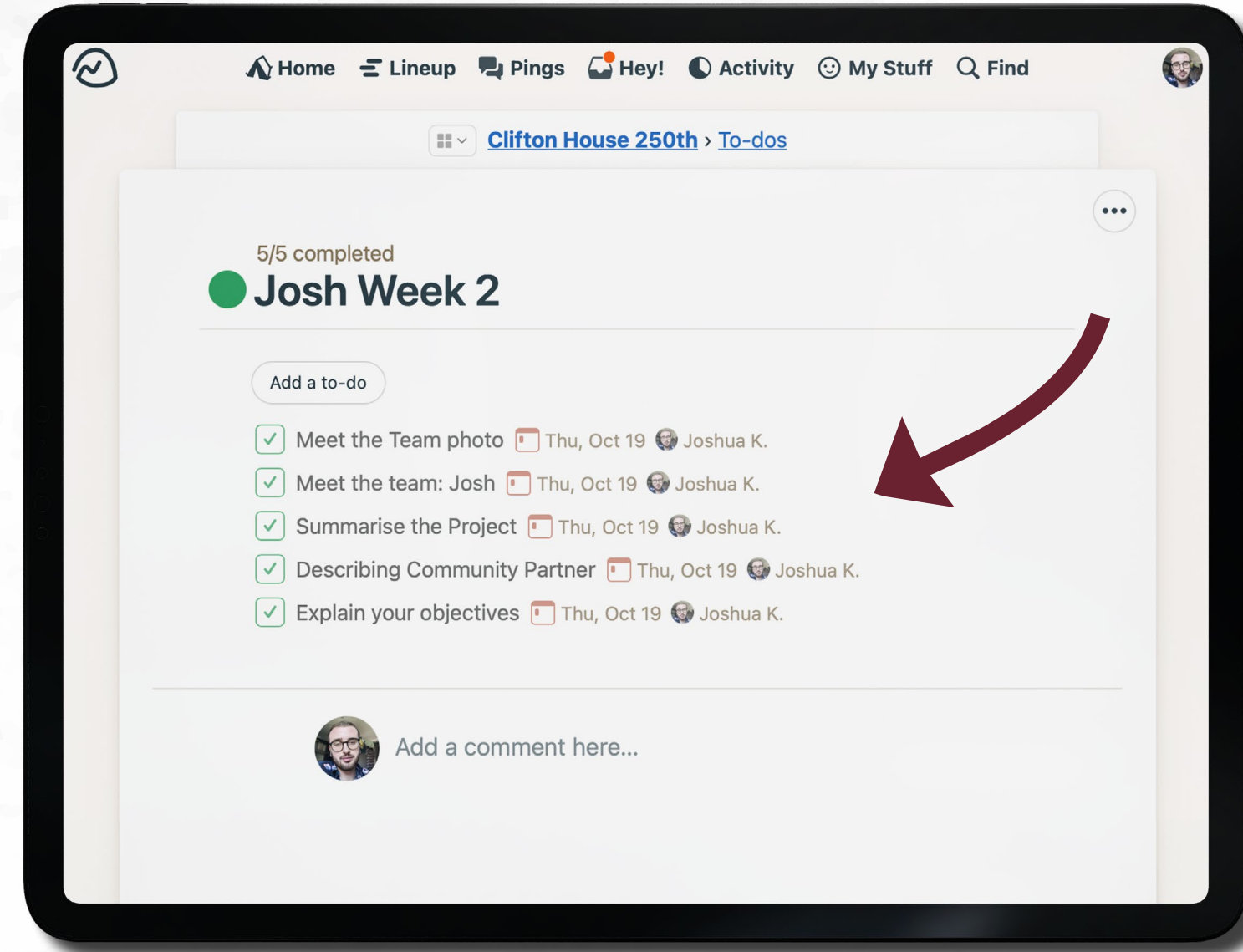
After conducting research into what Clifton House is and the market in which they reside, we needed to conduct research to construct the brief. We identified key elements in the brief such as costing that required research to provide accurate pricing information for items such as posters and merchandise.

Ellie and I arranged a meeting amongst ourselves to research costing prices so that we could provide Clifton House with accurate costing information. We searched for businesses online that provided printing services for posters and merchandise and found the necessary data for the brief. This research is illustrated to the right with the costing table.

Type	Quantity	Duration	Cost
48 Sheet Billboard	3	1 Month	£4,859
6 Sheet Posters	10	1 Month	£7,2625
Tote Bag	200	N/A	£222
Pen	200	N/A	£142
Patch Key Chain	250	N/A	£470
Rounded Bookmark	200	N/A	£25
A5 Flyer	250	N/A	£70

Planning

Before the creation and submission of the brief, we delegated ourselves roles within the brief dividing the sections amongst ourselves. We communicated this in person and through Basecamp, setting to-do lists for each member addressing all required inputs for the brief. We planned a meeting to coincide with the creation and production of the necessary assets for the brief which we all attended.



Constructing The Brief

What We did

Freeland

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FreightBig Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bottle Green # 2D3125

Establish Structure & Theme of Document

After discussing in person, the different approaches, we would take to the brief, we decided upon using a green colour as the primary theme of the brief. We decided that using alternating images featuring images captured during the visit to Clifton House visit would contrast nicely against the rich green. We decided upon the using the font FreightBig Pro which was sleek and easy to read for the main body text with Freeland used to accent the titles of each page.

What I did

Community Partner

Clifton House comprises a variety of board members, volunteers, and organisations. At the front-line Chief Executive Paula Reynolds leads her team of board members and partners to inform and educate the public of the house's history. Clifton House provides event spaces to a variety of charities and organisations that aim to educate and raise awareness about a variety of issues regarding, poverty, slavery, and women's rights, to name a few. The Belfast Charitable Society's mission is to promote, protect, and enhance the heritage and this is all made possible through the collaborative effort of partners and board members.

Clifton House is approaching its 250th anniversary and wants to promote its values and mission to a wider audience and expand its community. This will be made possible through the creation and development of a brand refresh and social media outputs for event promotion. It is important to the team to create a legacy that will live on so that Clifton House and all that it stands for will continue to educate and advocate for minorities and other social justice issues. Our approach for the branding and social media outputs is to develop and enhance Clifton's branding and assets so that their missions and values are evident in the brand image.

01

Objectives

Our primary objective for this project is to develop and enhance the Clifton House brand identity and social media presence through celebrating its 250th anniversary. Tailoring and creating cohesive branding that aligns with the historical properties core values will allow a more defined and stronger brand image to emerge that will roll out across platforms. A refreshed brand roll out will allow Clifton House to promote and showcase past, current and future historical and charitable events cohesively. Tailored and professional social media asset creation and distribution across platforms will increase engagement and awareness of events and

values that Clifton House represents. This will take form of images, videos, graphics and copy that has been intentionally designed and created to drive engagement, expanding the community reach. With Clifton House celebrating its 250th anniversary next year our objective is to create and develop appropriate assets and branding that will compliment the new brand roll out and showcase the historical monument. Communicating this monument with the new enhanced brand image will allow the legacy to be preserved and identified in the years to come.

03

The Project

Clifton House is a project with a lot of potential. The project will require the development and refinement of branding assets, such as logo, colour palette and image. The project requires social media outputs and templates which will then showcase and promote upcoming events. These events will be posted in accordance with the Clifton House calendar. Creation of a website is not required for this project however the assets that will be developed to compliment and strengthen the brand for roll out across web.

Branding consistently across socials will promote events, increase audience reach, engagement and brand awareness. The social media posts will showcase a variety of events ranging from charitable events, historical moments and raising awareness for economic issues. Clifton House requires assets to be produced in accordance with the newly developed branding to promote and exhibit the Clifton House 250th anniversary. This will take form as potential website assets and social media assets.

02

Brief Creation

I wrote key elements of the brief such as describing the community partner, outlining the objectives of the project and the overview of the project. I revised my notes when creates these pages to ensure that I was hitting all the points provided in the meetings.

What I did

Type	Quantity	Duration	Cost
48 Sheet Billboard	3	1 Month	£4,859
6 Sheet Posters	10	1 Month	£7,2625
Tote Bag	200	N/A	£222
Pen	200	N/A	£142
Patch Key Chain	250	N/A	£470
Rounded Bookmark	200	N/A	£25
A5 Flyer	250	N/A	£70

Research

I carried out research whilst on our team zoom call to identify costing information for the potential costs of advertising and merchandise. While I carried out this research I provided Ellie with the appropriate figures and she created the table to display all of our findings in.

What I did



Critical Review

Once all the elements of the brief had been added Ellie and I critically reviewed all elements of the brief cross-checking spelling, grammar, composition, alignment and overall presentation. Once Ellie had finished spelling checking the document, I created more rulers to ensure that all elements on all the pages were aligned correctly to ensure there were no critical design or formatting issues on the pages.

Client Feedback

Hi Ellie, Tia and Josh,
Thank you again for sending through the brief. Just some of Paula and I's thoughts:

Overall - The brief was well laid out and very clear, however the style of the text made it difficult to print and read off screen. Something to consider if elements of the brief were taken into the branding.

Target Audience - Just for clarification, we would like to try and reach a younger audience, however need to ensure that with branding and messaging that we don't alienate our existing older audiences (45+), who have supported Clifton House over the last few decades.

Shortly after the brief was submitted to the client, we got feedback via email. This email detailed changes to the tone, message, style and target audience.

Tone, message and style - I think 'emotive' needs to be included, along with 'educational and informative' etc etc. Much of the reason for the work of Belfast Charitable Society, including the reason for the building of Clifton House, is to tackle poverty and disadvantage, and unfortunately those reasons are as strong today as they were 250 years ago. Due to the set up of Clifton House, those engaging with our talks and tours are helping BCS to continue to do this work, as all proceeds go back into the ongoing work of the Society. This is a message that would appeal to the socially conscious (young and old).

We think the latter is something that we haven't communicated to you all very well, but would be an important element to draw out as we look ahead to our next 250 years. Do you want to meet again briefly to have another quick chat, perhaps via zoom?

We are also conscious that the list of deliverables that you have outlined are very ambitious and we don't want you spreading yourselves too thinly. It might be that we could have a look at those too, before we get too far down the line?

Client Feedback

We received the feedback email from Clifton House detailing concerns surrounding elements of the brief. In the initial brief, we had briefly mentioned that we would be catering to the current target audience of Clifton House in terms of design and content as well as attracting a younger target audience. This was an oversight of miscommunication with the initial meeting pulling focus to attracting a younger target audience as the primary aim of the brief however catering for the current target audience of over 45 was the focus.

Tone, message, and style required emphasising the key factors, with education and emotive being the main focus. While we had addressed that the

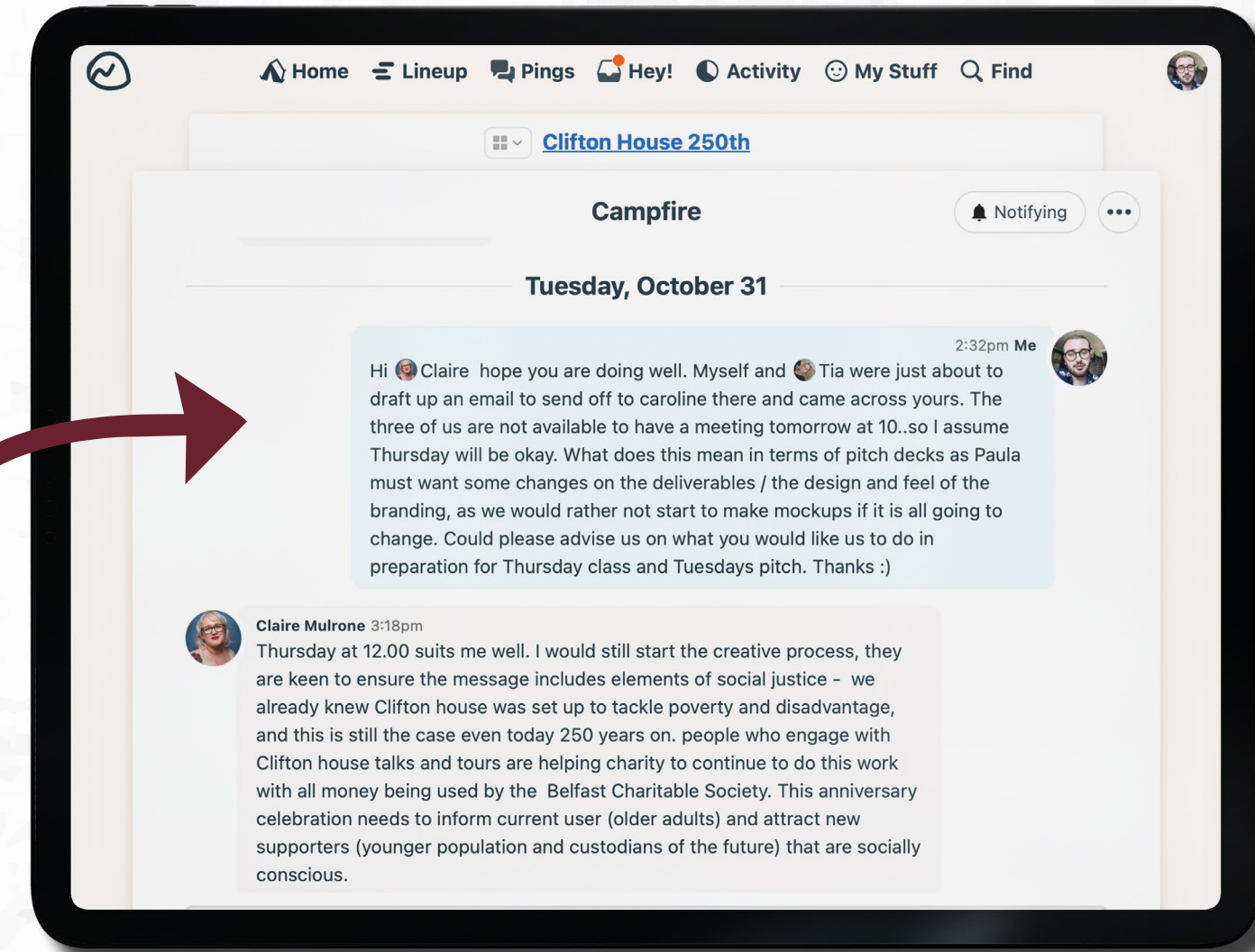
tone must communicate the current values of Clifton House we had not specified in the tone, education and addressing poverty as a key message.

Unfortunately, due to the nature of working with RGB and designing the brief to be read on screen, we did not anticipate that the brief would be printed thus raising concern for the brief being hard to read. This was not an issue that needed to be addressed as appropriate print formats of the brief would have been sent to the client had we been aware it would be printed. Overall the feedback from the brief was positive with minor changes to be revised in order to progress into the next stage of producing the assets.

Problems Faced

After the initial feedback, we ran into an issue regarding the design process of the deliverables. Due to the feedback, we were unsure how to proceed with the tone and message of the design that was required to be created soon for the pitch decks. We consulted our group supervisor Claire on what to do in this situation as we were unsure.

From talking with Claire and once again consulting with the group we decided that it would be best to continue with the design process and address any issues if they arise down the line. This was our first real problem which we quickly solved. Had we not solved this issue it would have created a delay in the design process and potentially the overall delivery of the pitch.



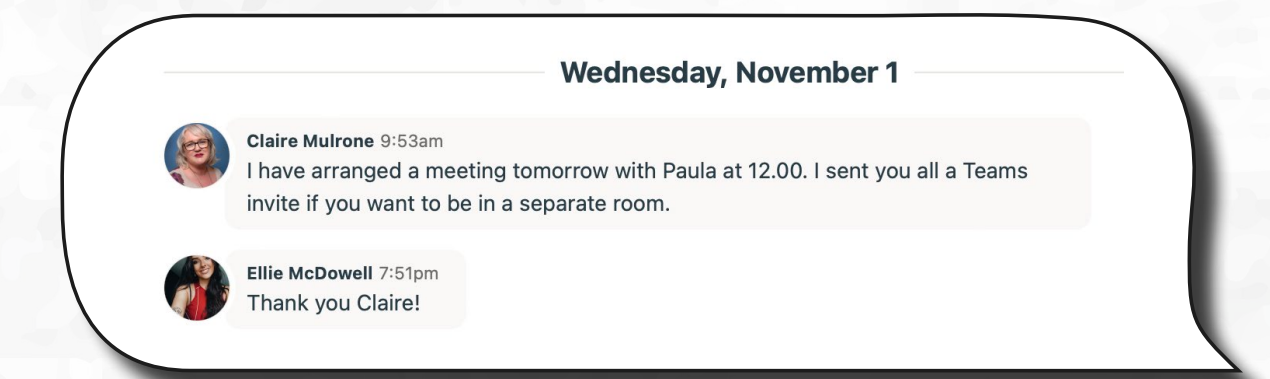
Second Meeting

Shortly after we had submitted the brief, we received feedback from Caroline. This email detailed concerns surrounding the tone and message of the brief as well as the target audience. Once we had read the changes requested, we decided it would be best to schedule another meeting with Paula to discuss the gaps in our brief so that it could be revised.

We contacted Paula from Clifton House and arranged another meeting for the following week. During this meeting, Paula was able to run us once again through the current social media calendar informing us of events that were open to the public and those that were not. This was vital to our brief as determining the timescale and deliverables varied depending on the social media outputs. Initially, we had anticipated that we would be creating 12 months

of social media content for their 250-year anniversary campaign, however, this was not the case.

We had concluded during the meeting that social media templates created with new branding and graphics would be the only social media deliverable. Paula once again ran through Clifton House's tone of voice, mission and values allowing us to further understand how we would revise the brief and set the tone for the project. This information allowed us to accurately represent and communicate the core values of Clifton House.



Notes

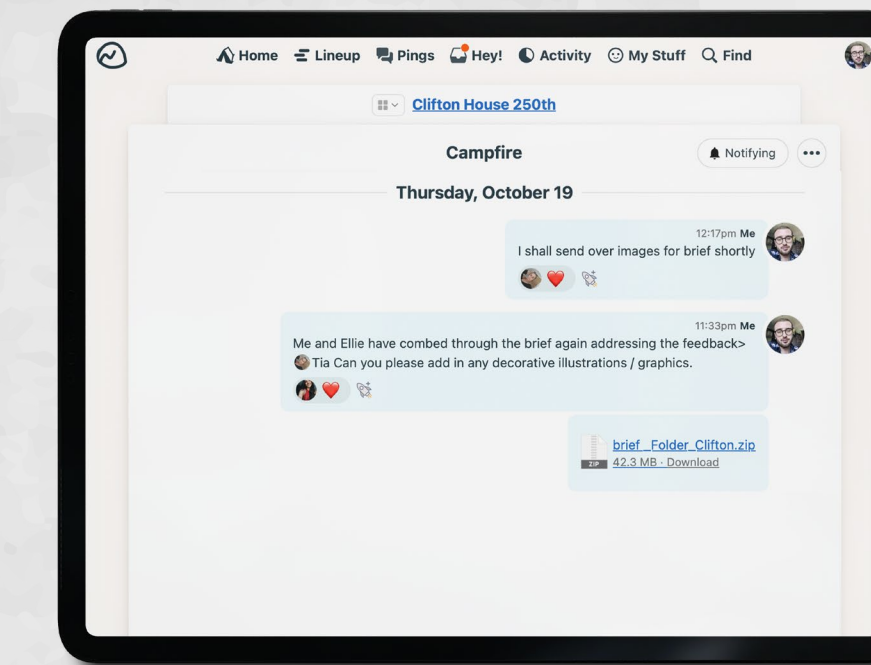
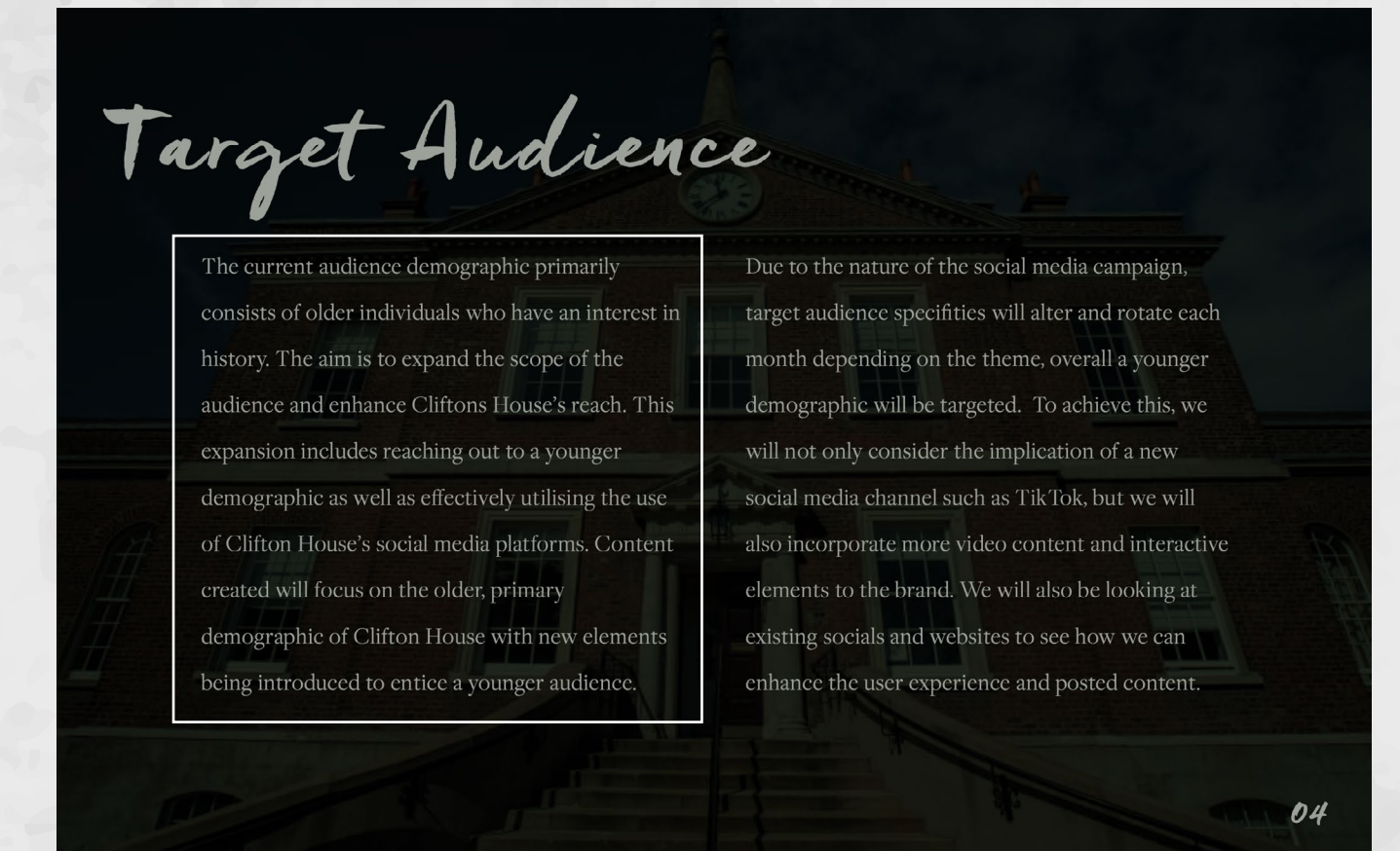
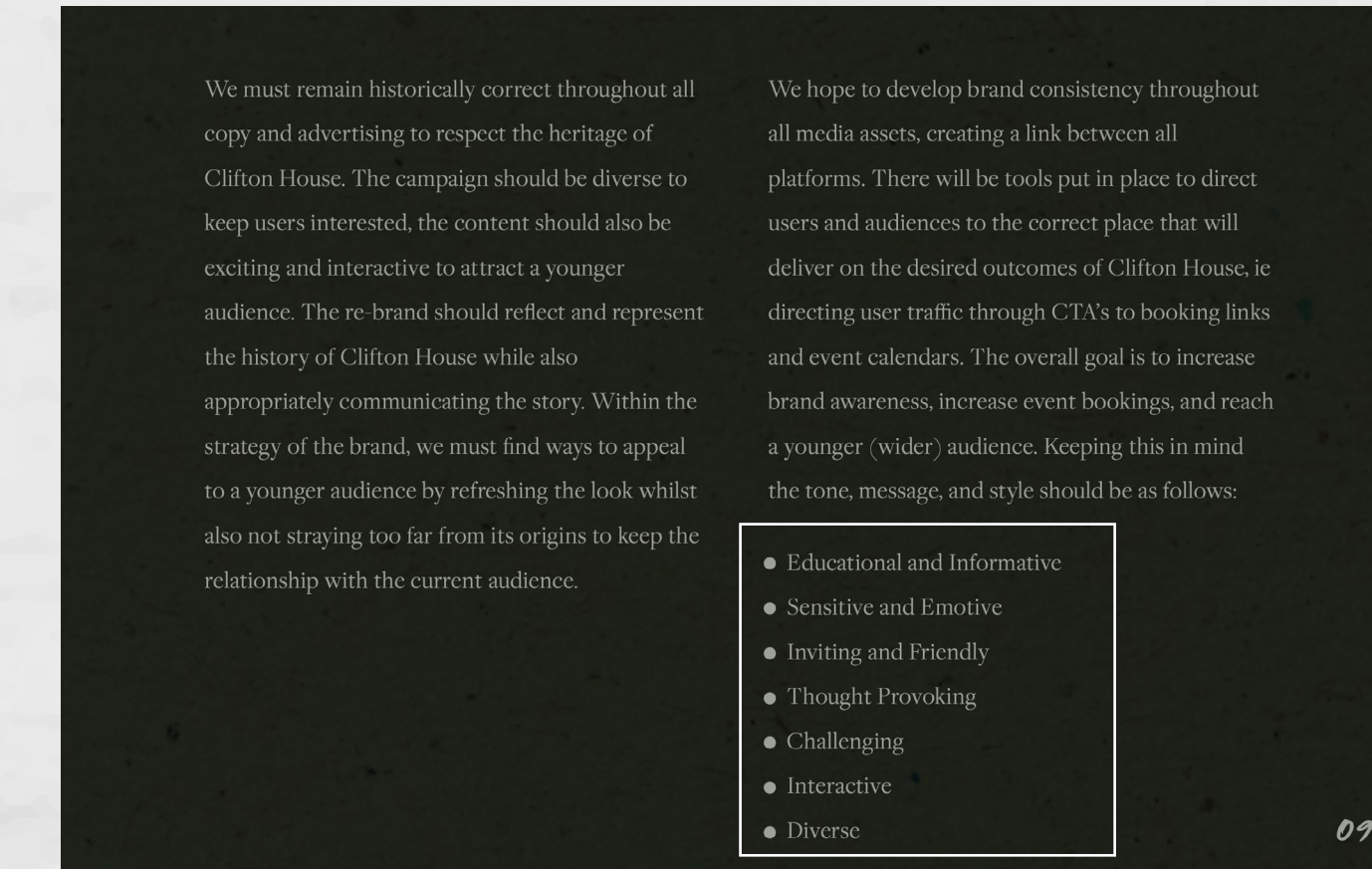
Objectives

- Raise profile,
- Build something to serve for another 250 years
- Develop 3 templates for different themes
- 3 colour themes / Challenge / Reboot / History
- New word for 'reboot' | FUTURE / PAST / LEARNED

Tone and Message

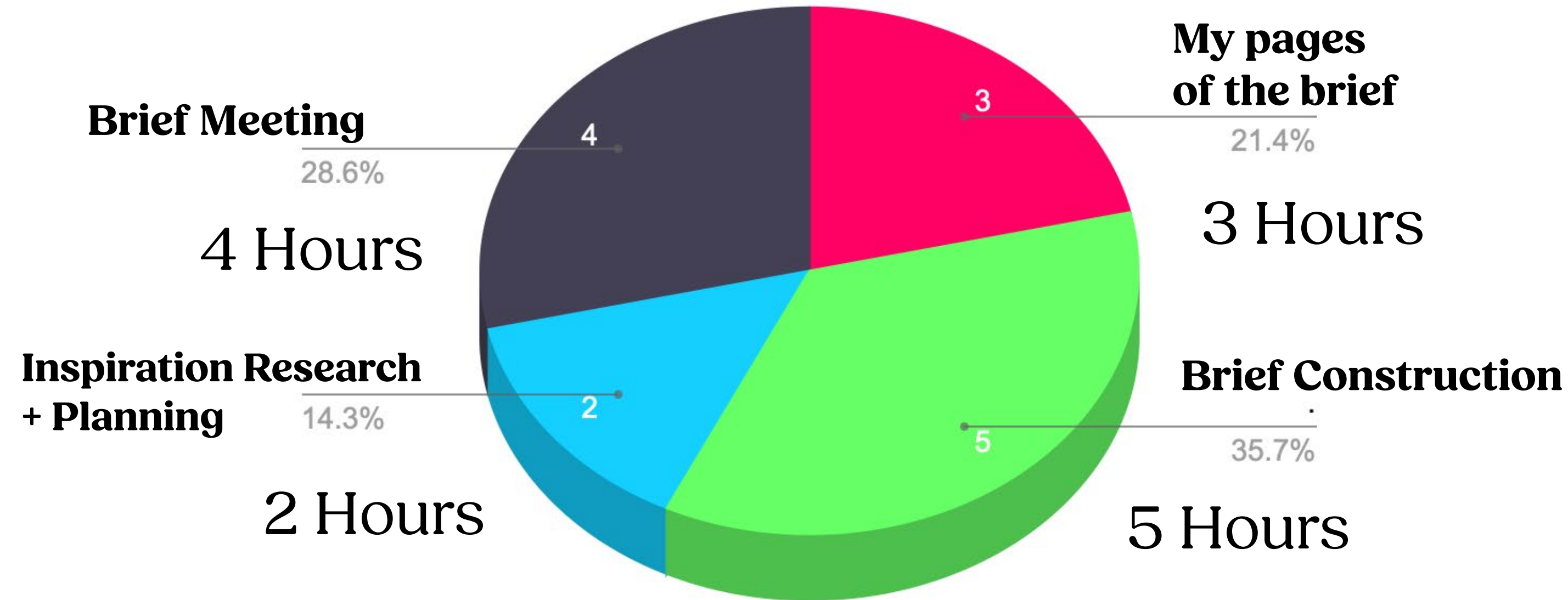
- Messaging- Look after poor people + Emotive
- Sensitive, emotive and in-depth
- What we would do now-to tackle social justice
- What have we learnt over 250 years?
- What does social justice look like today?
- Challenge, historical fact or something they have granted-content must include.
- Why are these issues still here 250 years later?
- In-depth message
- Emotive colours
- What other ways to collect information

Revisions



After the second meeting, I revised the original brief file with all the specified changes. These changes consisted of rewriting parts of the target audience to address the issue that the current target audience of Clifton 45+ was not the primary focus of the brief. I also changed the tone, message and style addressing the need to pull focus to Clifton House's tone being emotive and education as they address poverty and education in all that they do. Once I had completed these changes, I uploaded the revised file into Basecamp so that Tia (group member) could experiment with introducing a corner graphic to each page.

Brief Time Management



During the brief creation stage I utilised the tool Toggl to track all the time I was spending on tasks. The research and planning took **2 Hours** and was carried out by all team members. I spent **3 hours** creating and refining my pages for the brief. The brief took **5 Hours** to construct and we did it after the meeting we held the night before for **4 hours**. The total time spent on the brief equated to **14 Hours**.

Summary

During the planning and creation of the brief, we were faced with challenges that we overcame by demonstrating problem-solving skills and groupwork. This required the delegating of revisions as well as constructing the production of the brief in a way that we all could contribute.

I oversaw revising the brief changes, as well as constructing the order in which we would divide the pages of the brief. Ellie and I discussed and brainstormed the

theme, font and overall style of the brief as well as carried out the research required for the costing table. This teamwork was planned in basecamp and carried out online via Zoom. Overall, the process of the brief creation and revisions went great, and I consistently contributed throughout.

Pre-Production

The plan

Before going into the creation and experimentation phase of the project I first wanted to create a plan that would allow me to kick-start my design process in the right direction. I started to brainstorm key elements that I wanted to experiment with such as emotive, bold and historic.

These were the 3 core elements that I decided I would bring forward to the experimentation phase allowing me to experiment in line with the briefs outlined objectives and deliverables. I carried out research on various designer online to draw inspiration from and arrived at three designers shown in the next pages.

I used keywords such as heritage and historical to drive my research as these projects coincided best with Clifton House. All designers share a similar inspiration focussing on renaissance art and history to inspire their designs and concepts.

Royal

Bold Historic

Emotive Sleek

Modern

Inspiration

Heritage - Polina Nikitina



(Nikitina, 2022)



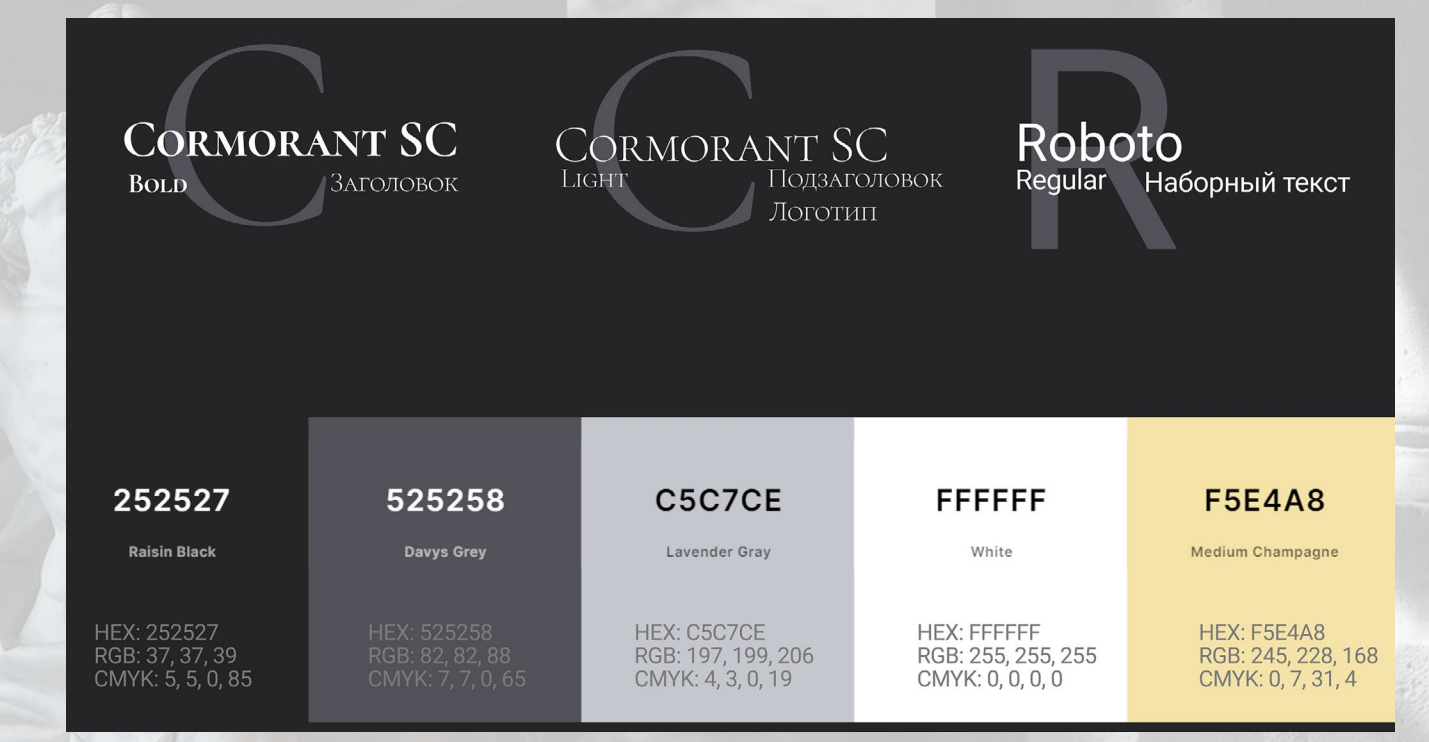
(Nikitina, 2022)



(Nikitina, 2022)



(Nikitina, 2022)



(Nikitina, 2022)

Pizzeria - Arkan Gahramy



(Gahramy & Studio, 2023)



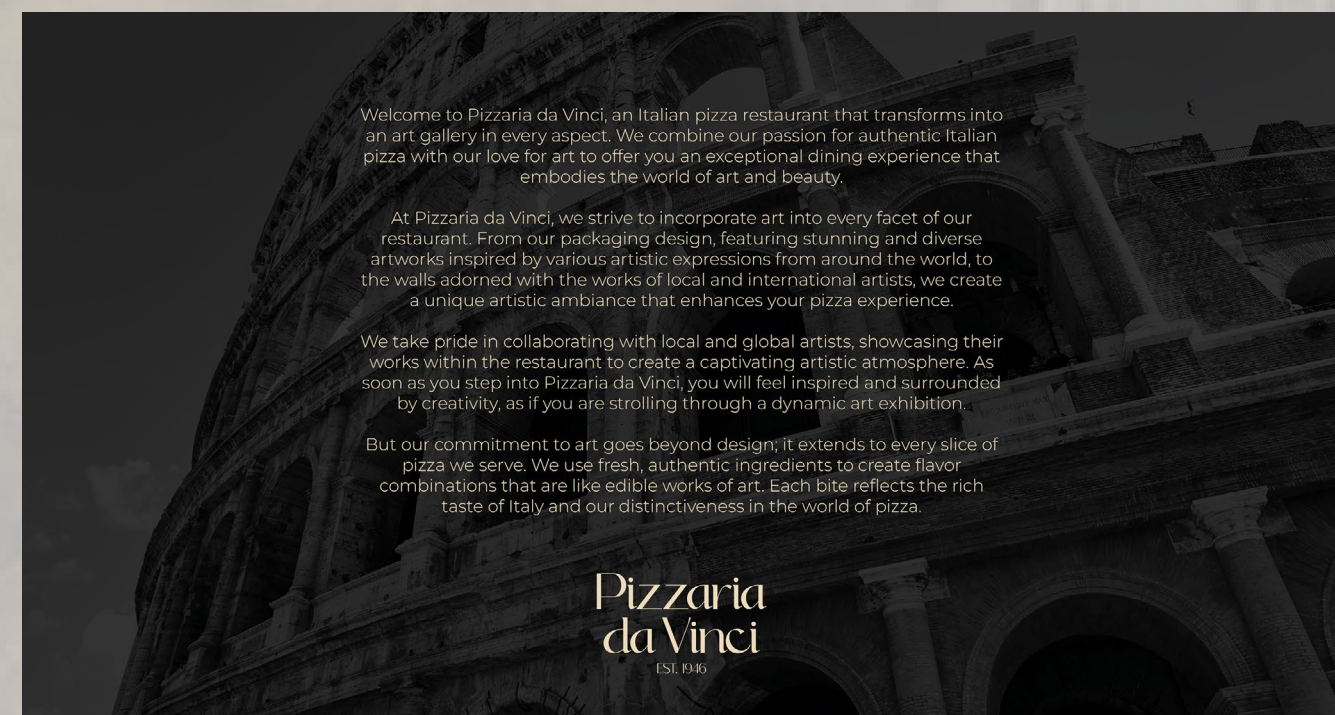
(Gahramy & Studio, 2023)



(Gahramy & Studio, 2023)



(Gahramy & Studio, 2023)



(Gahramy & Studio, 2023)

(Gahramy & Studio, 2023)

Souvenir - Anastasia Seregina



(Seregina, 2021)



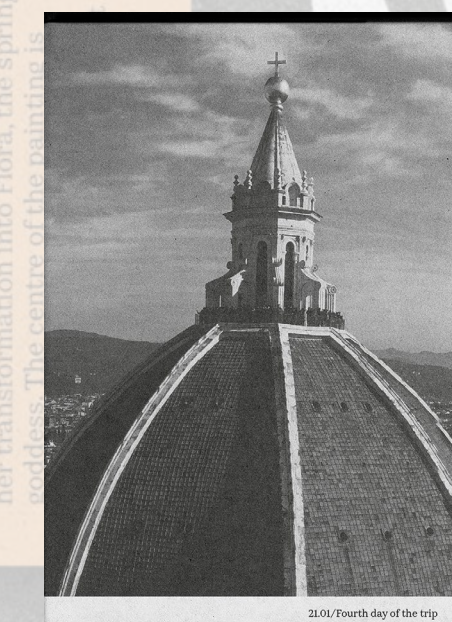
(Seregina, 2021)



(Seregina, 2021)



(Seregina, 2021)



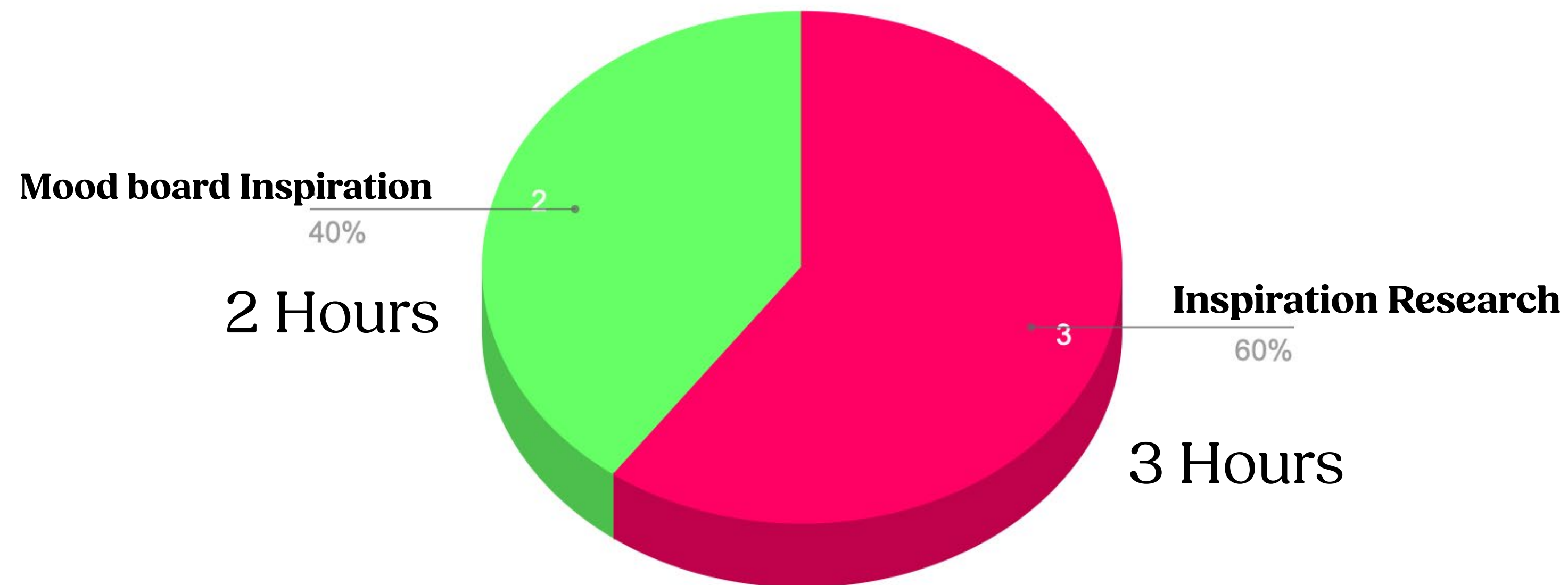
(Seregina, 2021)

(Seregina, 2021)

Moodboard



Preproduction Time Tracking



Before I went into the experimentation phase I carried out research into different designers and methods of designing. This research took up 3 hours and I used Behance during this time to find the designers. I created and experimented with a variety of mood boards which took 2 hours. Overall during this phase I spent 7 hours planning and researching.

Summary

During the pre-production phase I was able to carry out research on different designers to draw inspiration before I started experimenting. This was very important as it allowed me to compare and contrast different techniques of incorporating renaissance art styles into contemporary designs.

I was inspired most by Heritage by Polina Nikitina who incorporates modern design concepts with renaissance historical style graphics and

images. Her colour palette although mostly neutral tones created great contrast against the designs, and this is something that I want to think about whenever I will be experimenting.

Going forward I will be reflecting upon my research carried out in this pre-production phase whilst I experiment with different concepts to meet the brief.

Experimentation

Colour Palette



Heritage 1

Heritage 2

During the design process I experimented with a variety of colours. Paula had stated in the meetings that she wanted to have colours that represented Clifton House and its royal heritage. I decided that I wanted to make the colour palette the focus of my design drawing inspiration from royal heritage and historic colours.

I was inspired by researching different mediums of art and buildings using them as inspiration for my colour palette. From experimenting I decided that I will be implementing Heritage 2 as the main colour palette across my designs.

Typography

The Seasons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Americana Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

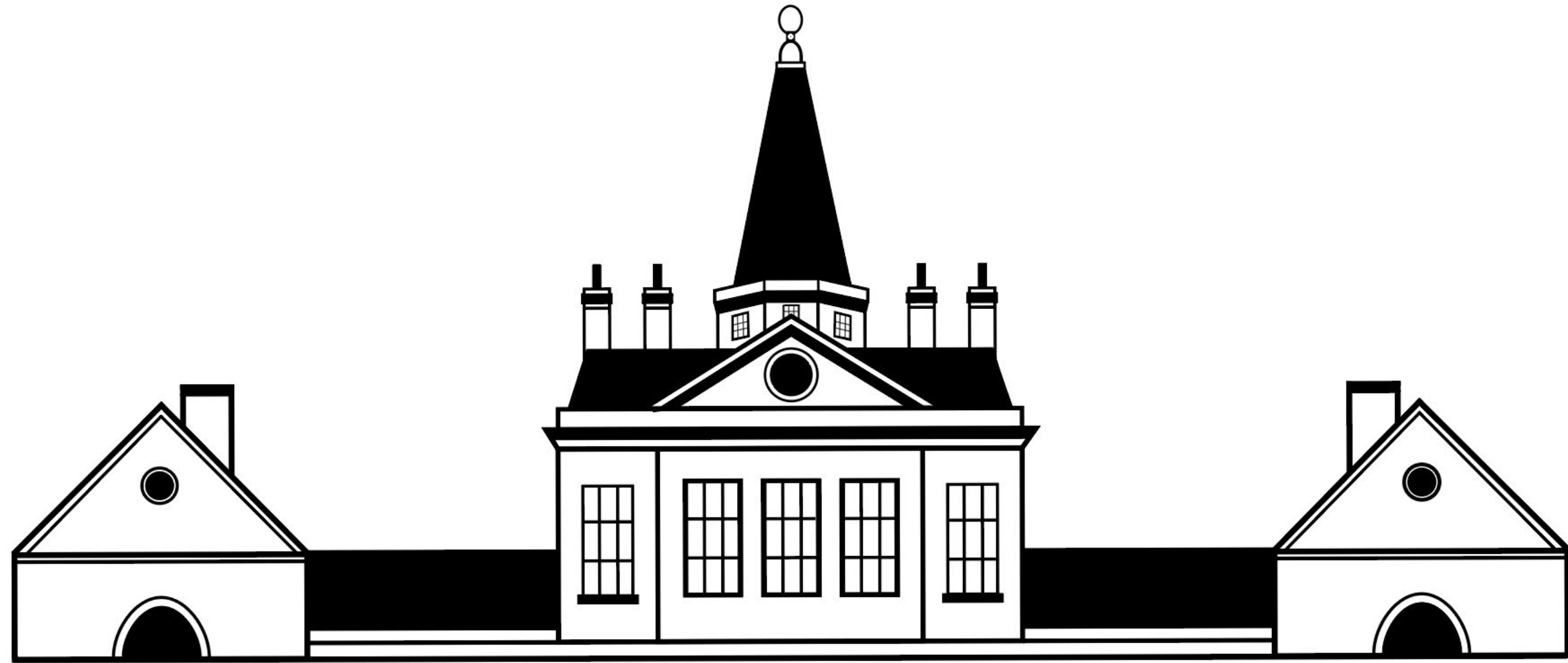
Athelas

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

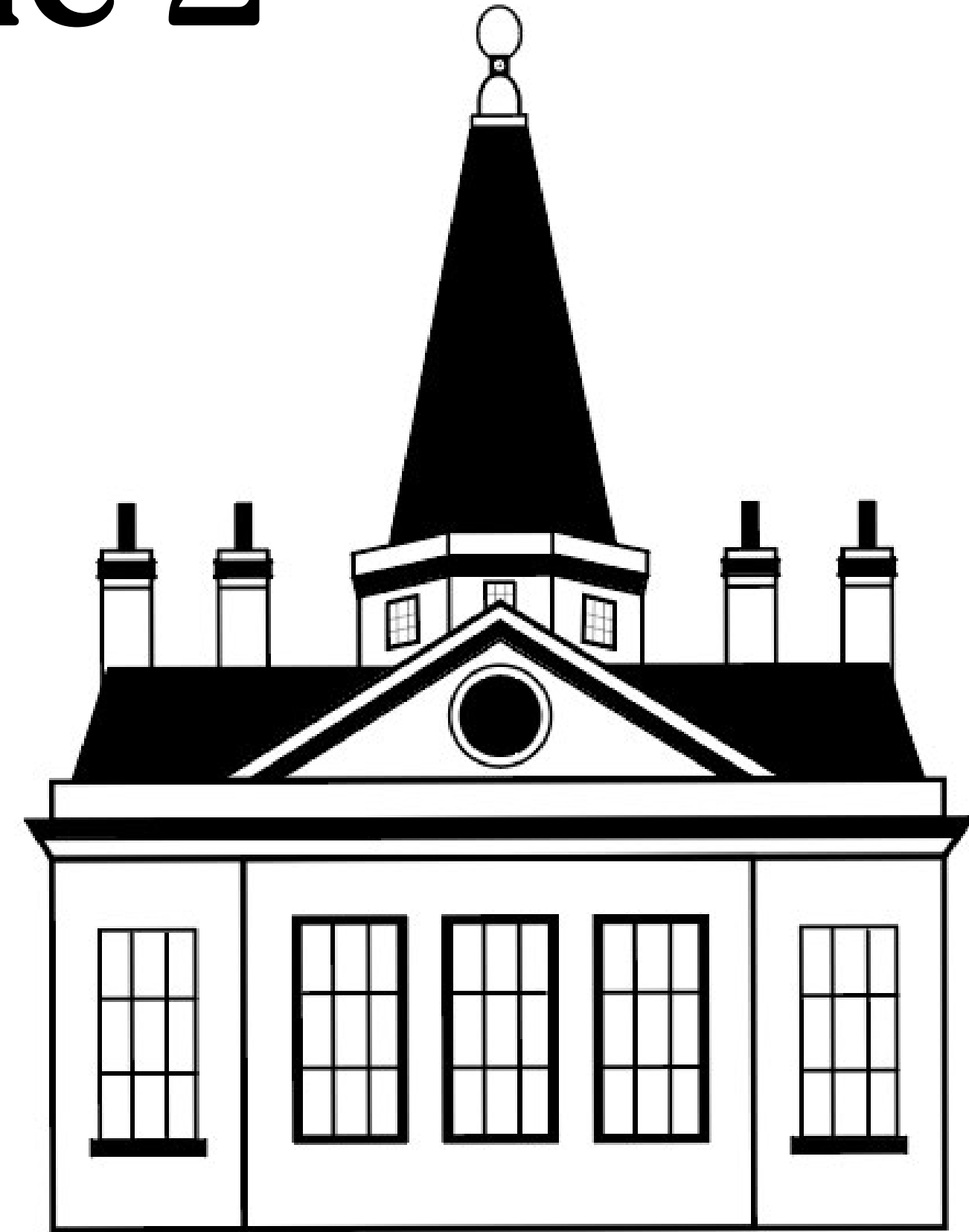
I experimented with a variety of fonts which I thought would be suitable for the re branding and new social media outputs. From my experimentation I was drawn to the 3 fonts shown to the left. Each font contains characteristics of the original typeface, sharing a royal feel with a thing serif font.

I had originally anticipated taking one of the concepts in a modern direction however this did not suit the tone, message and style that Clifton House had specified. From the 3 fonts I experimented with I decided that I wanted to go forward into the creation of the logo using the fonts The Seasons and Americana.

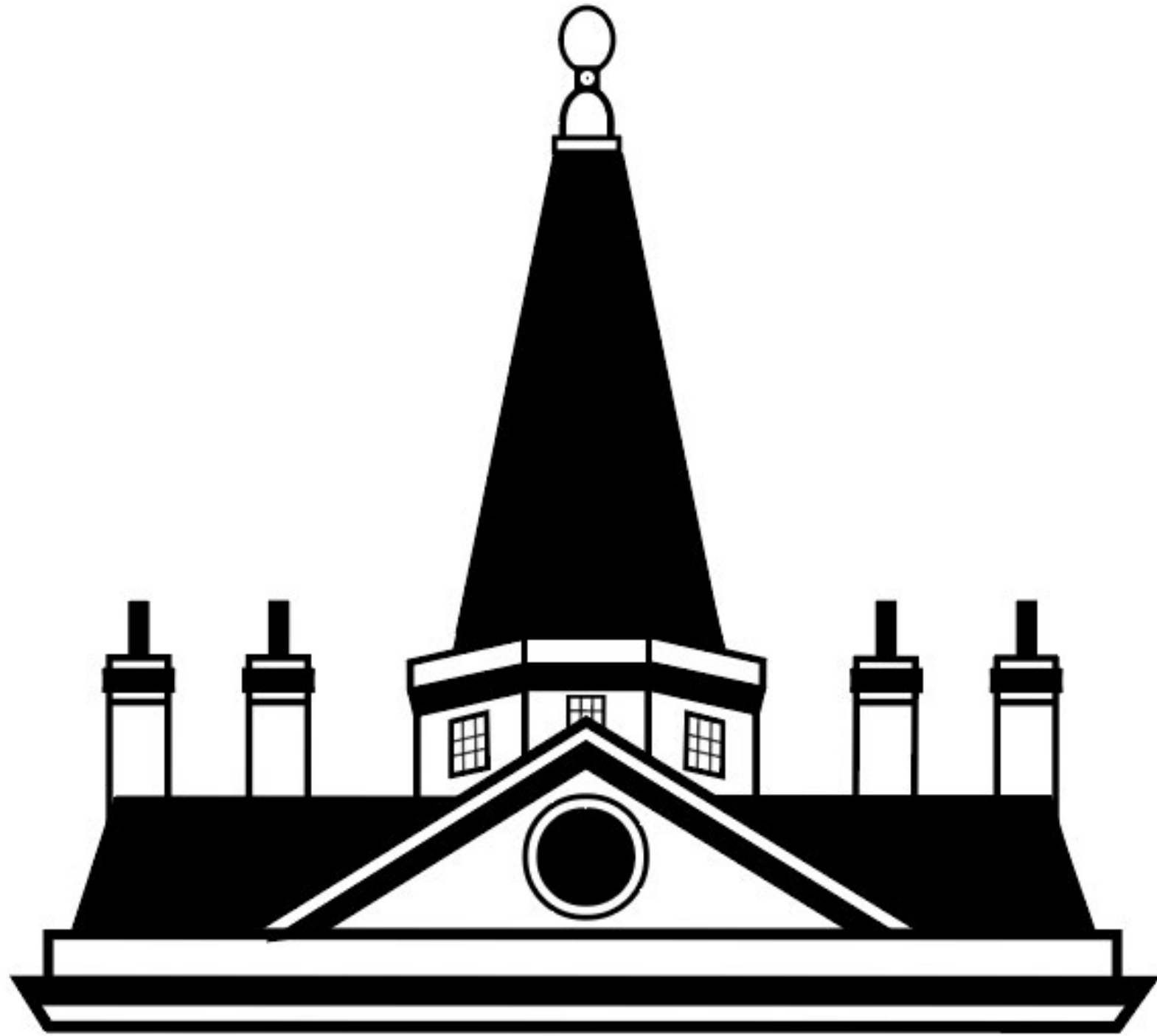
Graphic 1



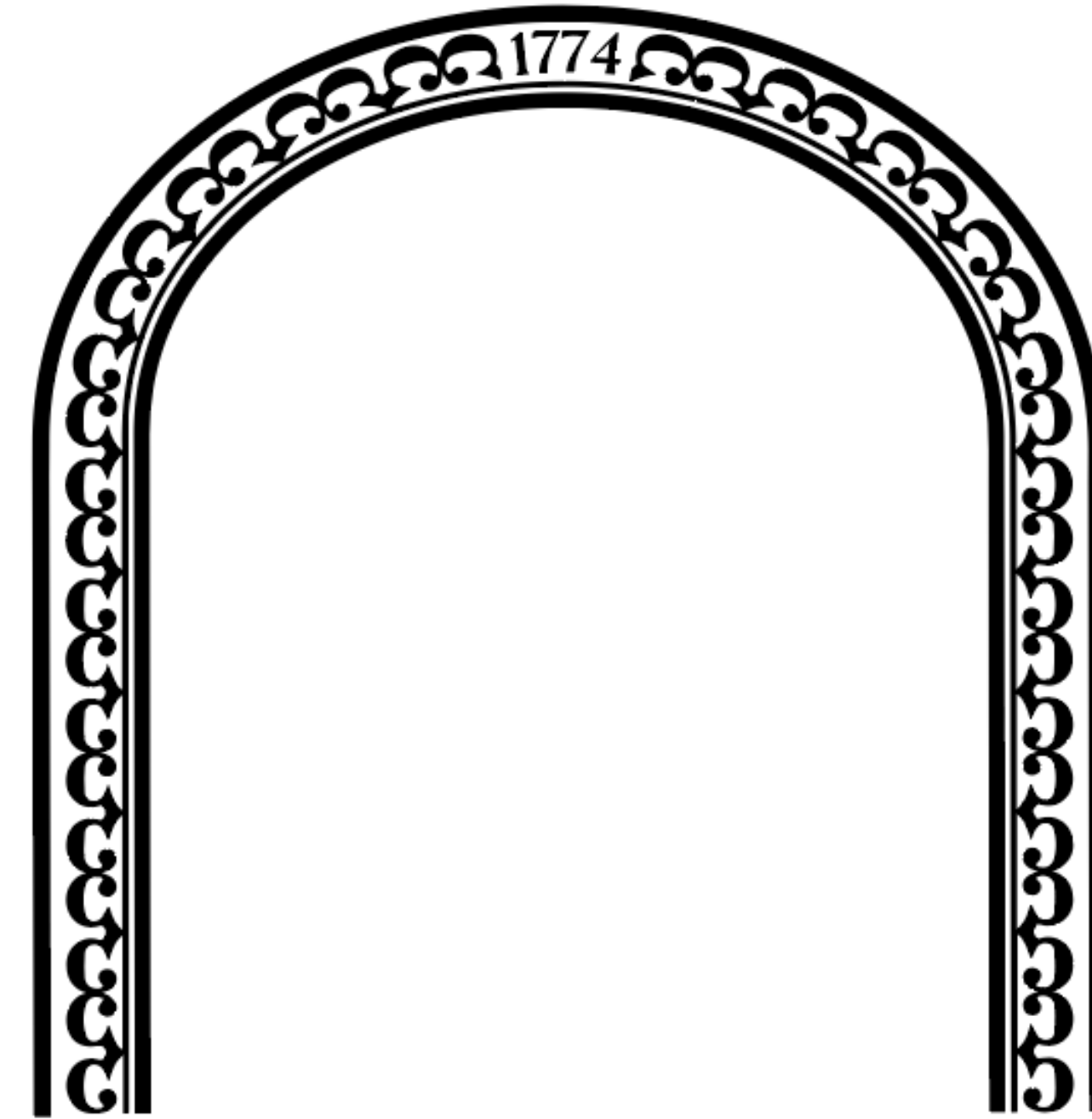
Graphic 2



Graphic 3



Graphic 4



Graphics

I wanted to create a couple of new graphics to support the rebrand of Clifton House that stayed true to the brand identity. I created 4 different graphics inspired by elements of Clifton House and the Belfast Charitable Society's Logo. The current logo of Clifton House consists of a graphic showing the structure of the building with a serif font displaying the name.

I wanted to cater to the current audience and not stray too far from the original logo, so I decided to illustrate the structure of Clifton House in a

different style. I feel that using the thicker lines in combination with the shading worked better than the original fine line illustration as it gave a more established and grander feel with it being bolder.

I also created a gate graphic as I felt that this was an important part of Clifton House's infrastructure given that it is the first thing you see as you travel up the path to the front door. After experimenting with different ways in which I can construct graphics I have decided to bring forth Graphic 2 and Graphic 4 into my concepts.

Logo Concept 1



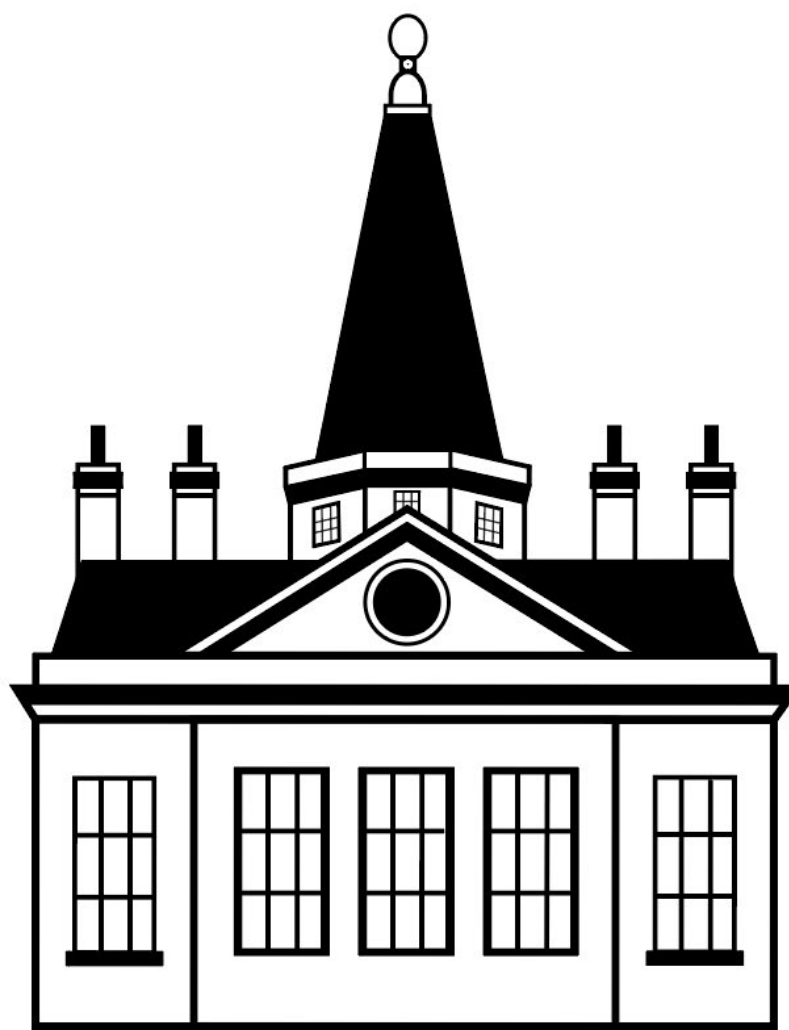
Logo Concept 2



Logo Concept 3



Logo Concept 4



Clifton House

Belfast Charitable Society

Est 1774

Concepts

I created 4 different concepts during my experimentation phase incorporating elements from the graphics I designed. Each concept takes a similar but different approach with my first concept being something completely different to the rest. I wanted to experiment with shape and how I could frame the logo typography within the graphic. Although I was happy with the result of the concept, I did not feel that it was a strong enough concept to meet the brief.

Due to the inspiration of the new branding consisting of celebrating the 250-year anniversary, I designed a concept specifically for this. Concept 2 consists of the same pattern used to create the gate graphic and the use of a banner graphic. I designed this concept drawing inspiration from a ribbon anniversary graphic with consisted of a ribbon and a circular shape to encase the type. This was a concept that turned out stronger than concept 1 however I

felt it was not strong enough to stand alone when presenting to the client. Concept 3 was inspired by the crest and tower that is an iconic part of Clifton House's history, so I made this the vocal point of this design. I deconstructed the original graphic of the house and just used the roof for this concept as I felt it looked unbalanced with the full building. Unfortunately, due to its simplicity, I felt that it was not a bold enough design to use in celebration of the 250-year brand identity.

Concept 4 is my favourite of my experiments with the house graphic being the focus of the design. This was the concept that I felt was the strongest of the 4 however It needed something to make it bolder and grander. I later incorporated the gate graphic I created previously, and this made the overall graphic stronger. Due to the structure of the gate, the graphic of the house fit inside perfectly, creating a much more refined logo.

Final Concept Design

Primary Logo



Final Concept Design

Secondary Logo



Final Concept Colours



Final Concept Type

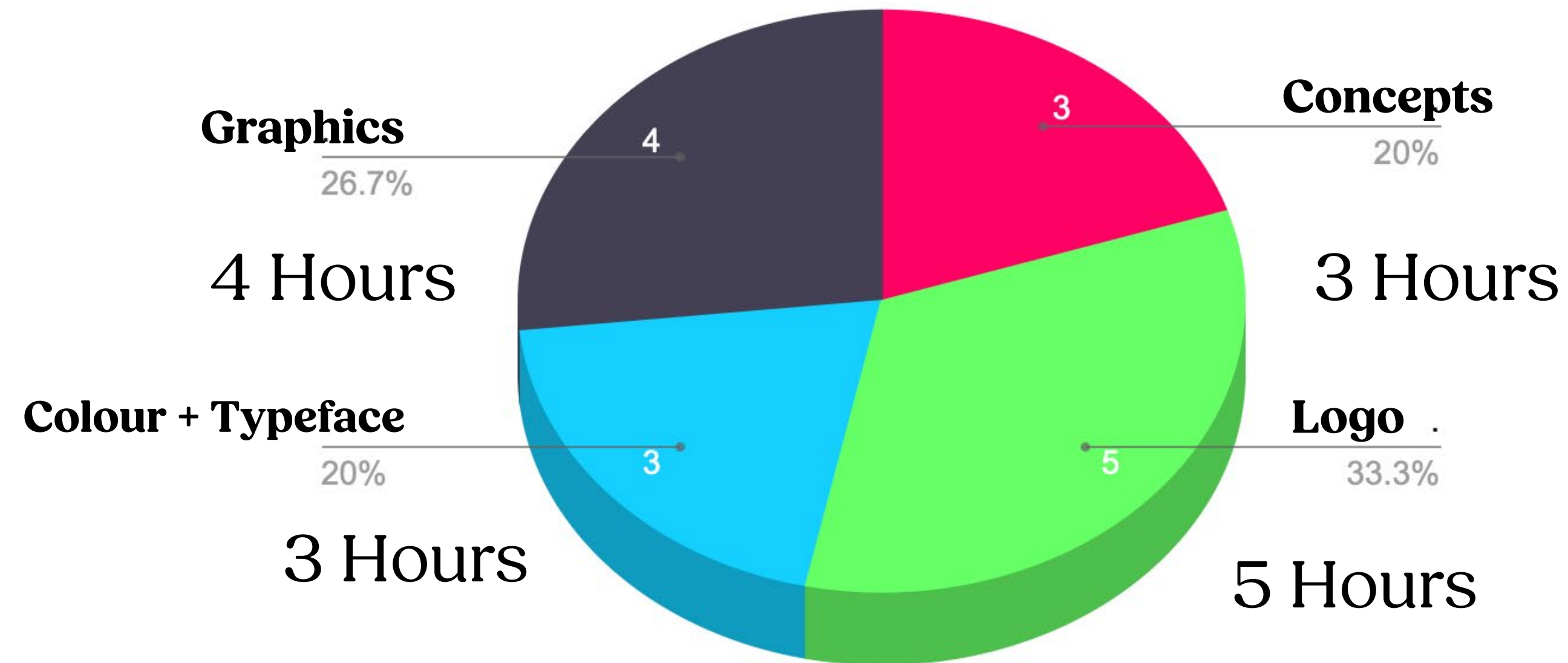
The Seasons - Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Latienne Pro - Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Experimentation Time Tracking



During the experimentation stage I spent a lot of my time experimenting with different mediums of design, compositions, typography and colour palettes. I spent 4 hours creating graphics to be used in the logo experimentation which took 5 hours. I spent 3 hours developing different colour palettes and typography options which I then incorporated into the final concepts which took 3 hours.

Summary

Overall, during the experimentation phase, I did not run into any issues or problems that halted or delayed my design process. I was able to create and identify gaps in my concepts analysing them to ensure I was bringing forth the strongest concept into the construction of the pitch. With the added addition of the gate graphic to concept 4, the final concept is now ready to be brought into the pitch deck where it will be used to create mock-ups.

Experimentation with colour allowed me to compare my designs against all the different colour palettes I used.

Using my colour palette as a guide during the design process allowed me to visualise the brand identity better. I settled with The Seasons and Latiene Pro as my primary and secondary font with The Seasons being used for the main type in the logo.

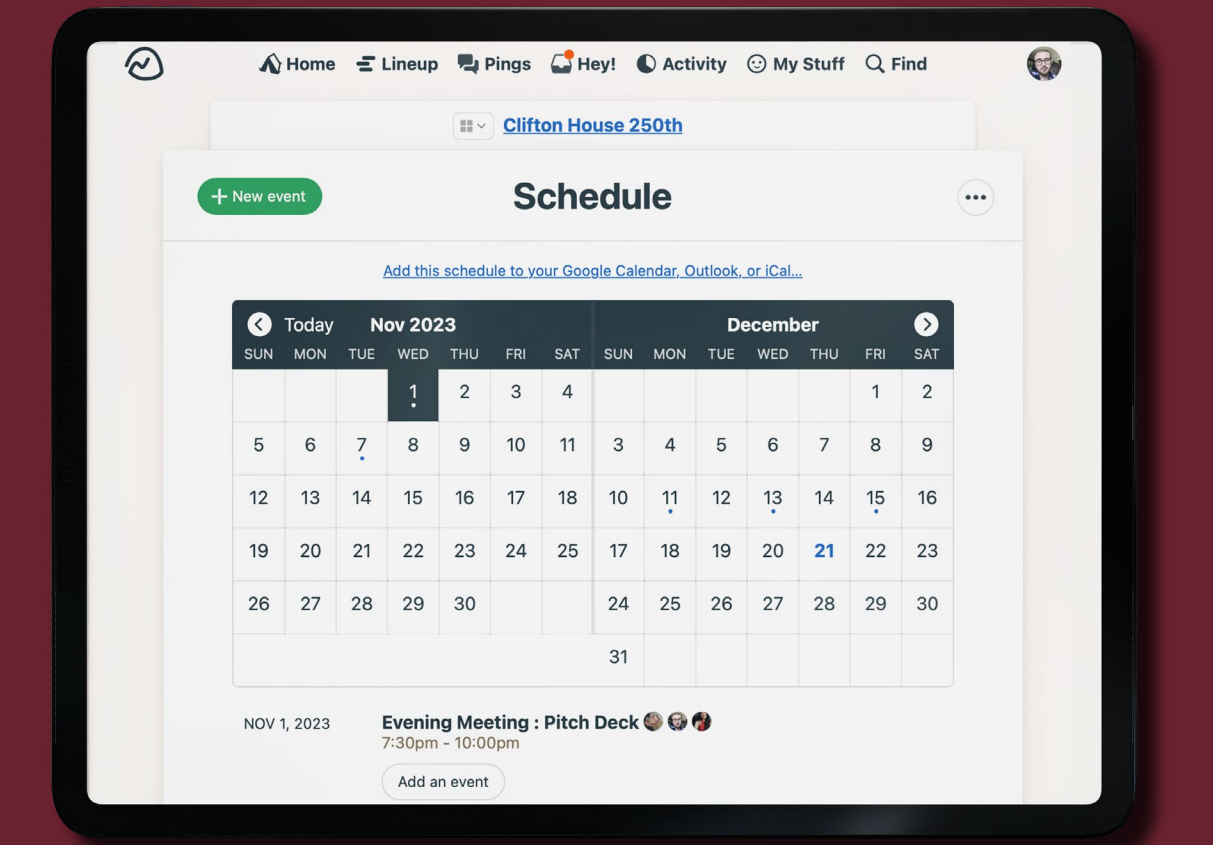
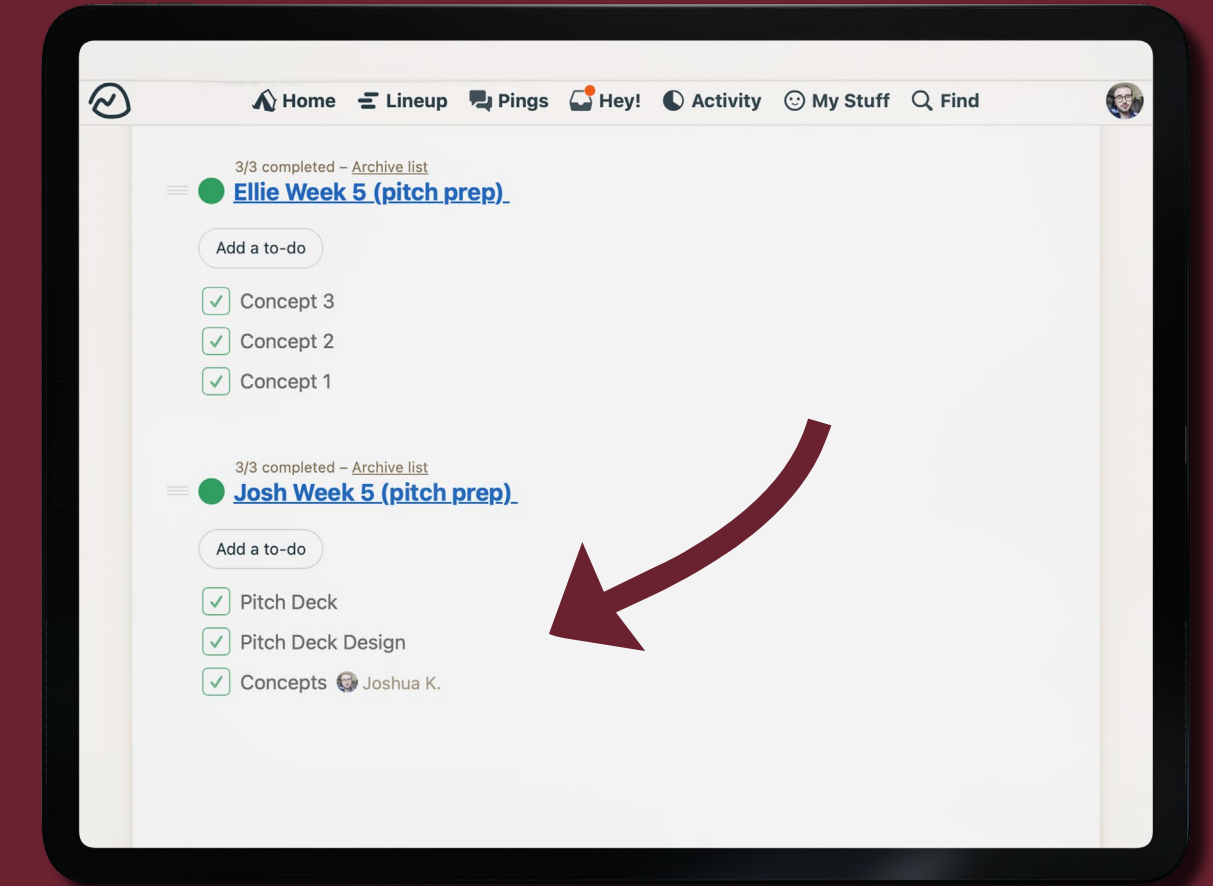
This was a font that resembled the original font in the logo, with a more elegant feel that stood out more. This was contrasted against my secondary font which was a heavier font creating more balance in the design with the use of the heavier gate graphic.

Pitch Deck

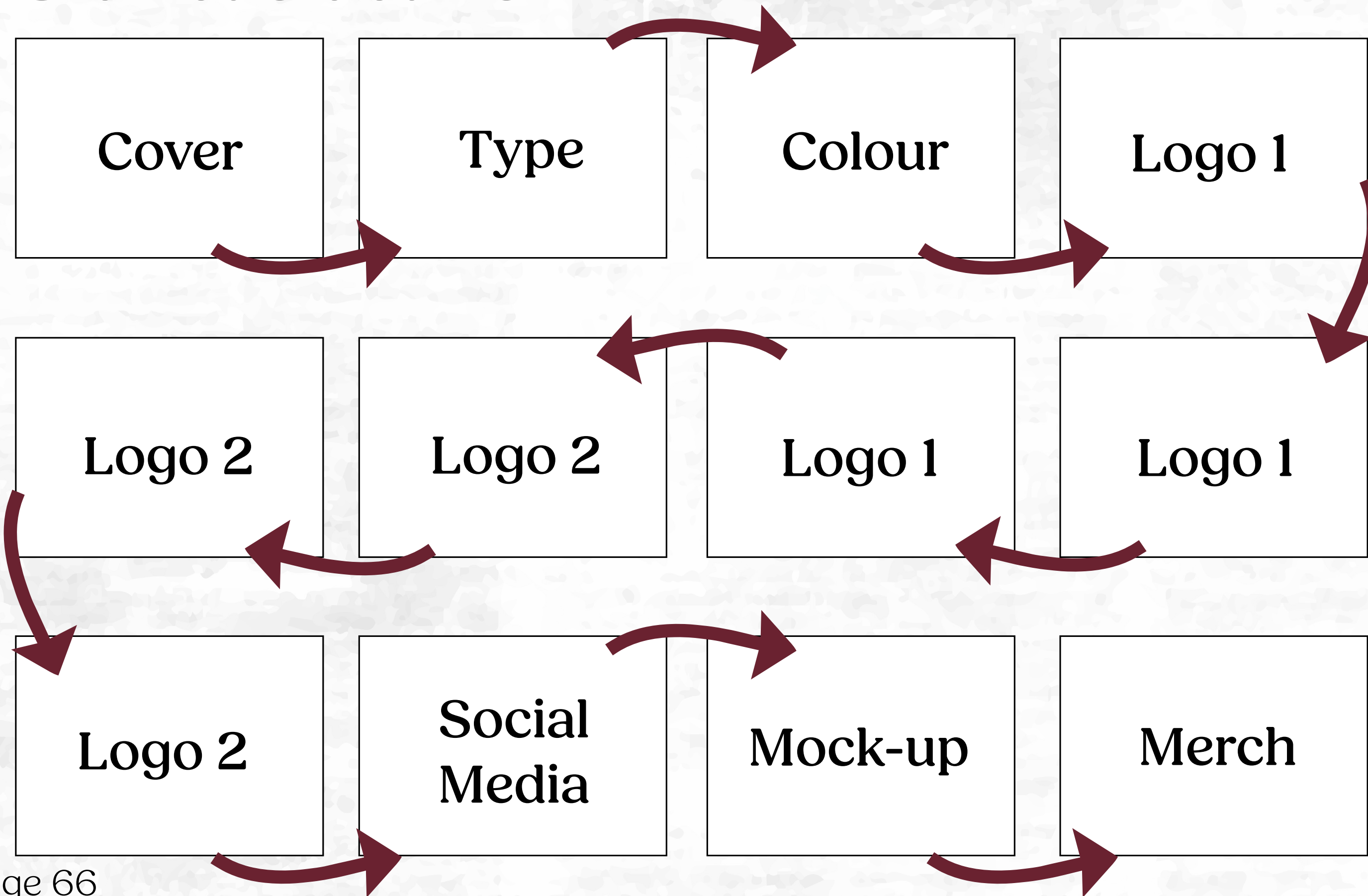
Preparation

In preparation for the pitch, we decided that it would be best to create a shared InDesign document so that when we had our final concept, we would have a set layout to display it in. This layout was designed by me and implemented by Ellie who created the shared InDesign template document.

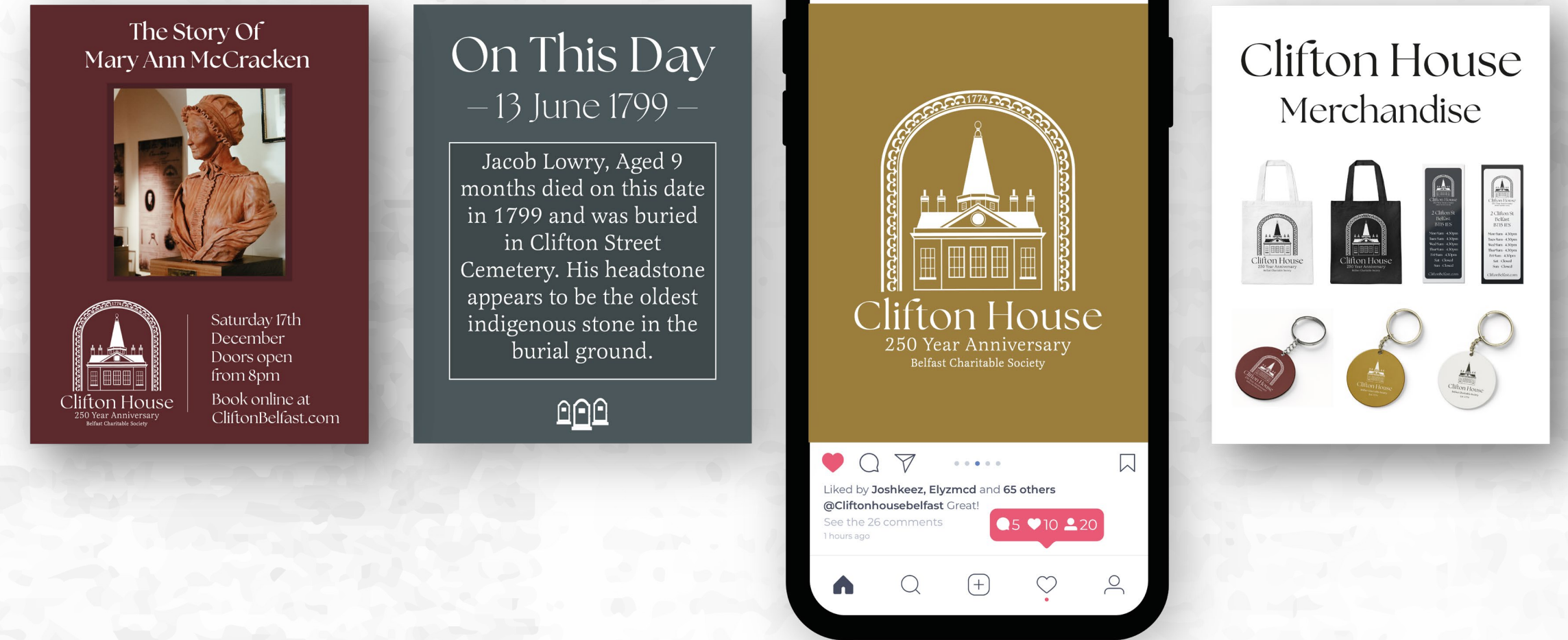
To stay on track in the weeks leading up to finalising the pitch and pitch delivery we convened over video call multiple times talking through how we would utilise mock-ups and the way in which we would display our brand concept. We utilised base camp to manage this element of the project and we created to-do lists so that each member would be able to provide the relevant material to construct the pitch deck.



Structure



Mockups



Mockups



Mockups



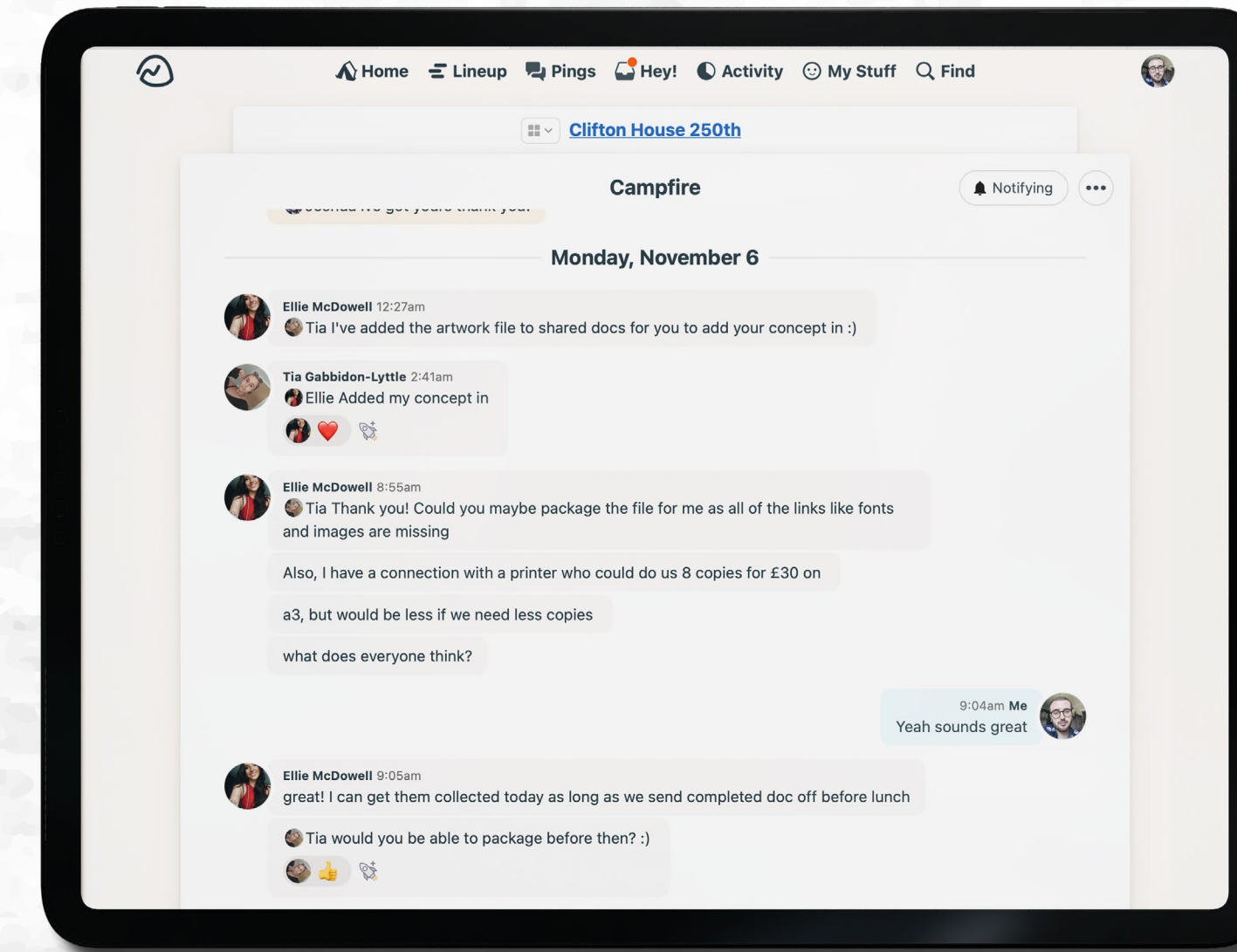
What I did

During the process of creating the pitch deck, I contributed to the overall construction in many ways. Firstly, the overall layout of the pitch deck was the original layout of my pitch deck prior to it being displayed in the shared InDesign document.

This was a layout that I created turn ensure that we would all be able to display our designs in a cohesive clean layout allowing the client to choose and review the designs without any distractions.

I created and sourced all of the mock-ups that my group used to showcase their concept designs. This ranged from social media mock-ups that I designed to tote bag mock-ups to showcase all of our different logos and colour palettes.

Problems Faced



During the creation and development of the brief leading up to the pitch on the 7th of November I did not face any problems or issues regarding my work however there was an issue in the group. Ellie and I had completed our work before the deadline however Tia had not completed her work. This halted our final construction of the pitch deck as although Ellie and I had displayed our work in the shared InDesign document, Tia had not completed hers in time for sign-off. Due to this issue, Tia unfortunately was not able to have hers printed the way that Ellie and I printed ours.

This issue did not directly impact my work or Ellie's, however going into delivering the pitch we did not present cohesively as a group as our pitch deck looked very different to Tia's. Unfortunately, due to not hearing back from Tia, there was nothing that we could have done to resolve this issue. As we continued with the project, we allocated extra time to deadlines in the event that something like this might happen again.

Final Deck



Primary Typeface

The Seasons

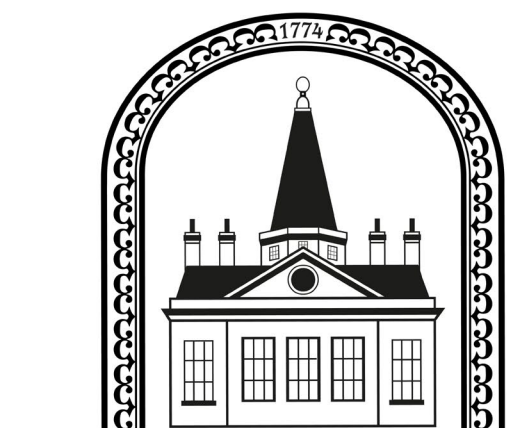
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Latienne Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Logo



Clifton House
250 Year Anniversary
Belfast Charitable Society



Clifton House
250 Year Anniversary
Belfast Charitable Society

Primary Logo



Mockups



Secondary Logo



Secondary Logo



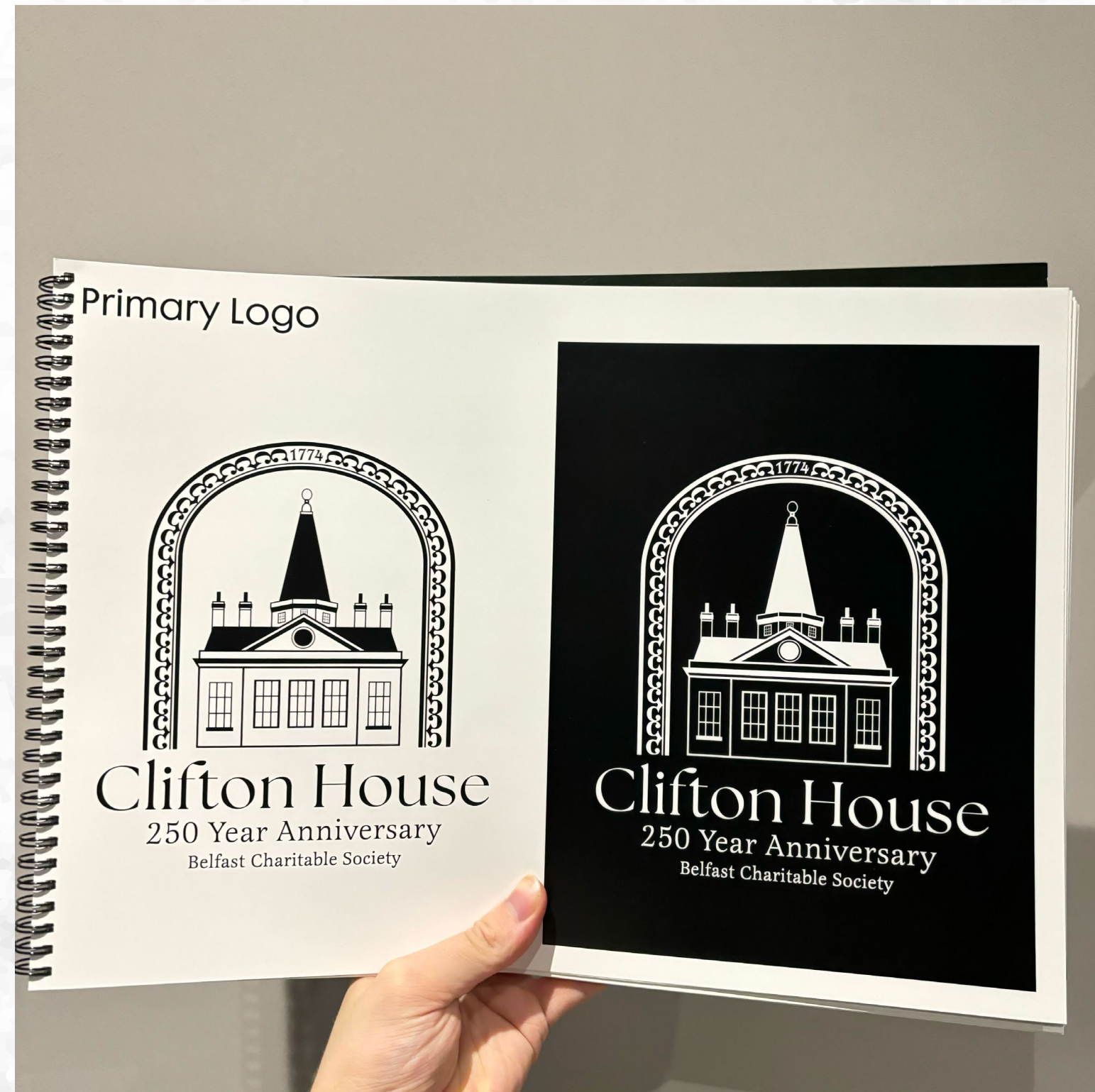
Social Media



Merchandise



Pitch Execution



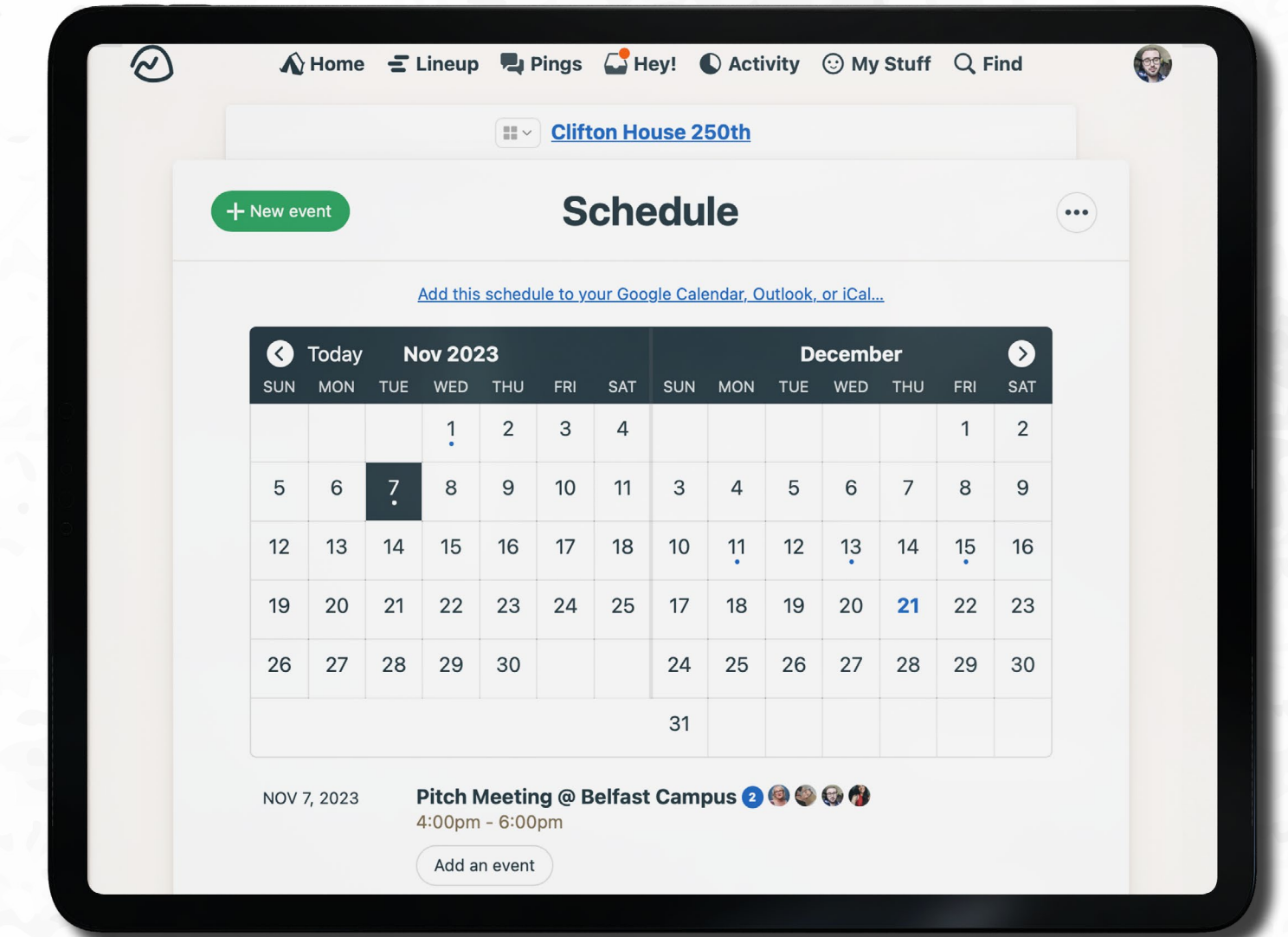
To present professionally to the client Ellie and I decided that it would be a great idea to get our pitch decks printed on thick glossy gsm. Printing our pitch decks to hand over to the client was necessary however following this extra step allowed us to feel more comfortable and confident in the work we had done.

On the day of the pitch Ellie collected the pitch decks from a connection within the printing industry and brought them over to my house. We spent 2 hours taking each other through the methods in which we would showcase and talk about our concepts. Having this time to prepare for the pitch allowed us to get rid of any unwanted nerves and uncertainty as we entered the pitch prepared to show our work.

Pitch Delivery

Overall, the pitch went very well, and both the group and the clients were pleased with the outcome. CEO Paula was particularly impressed with our work comparing it to agency standard which was the biggest compliment. On the day we pitched to Caroline (events coordinator) Paula (CEO) and Lauren (PhD student) who were very excited about each concept and found it hard to deliberate between themselves.

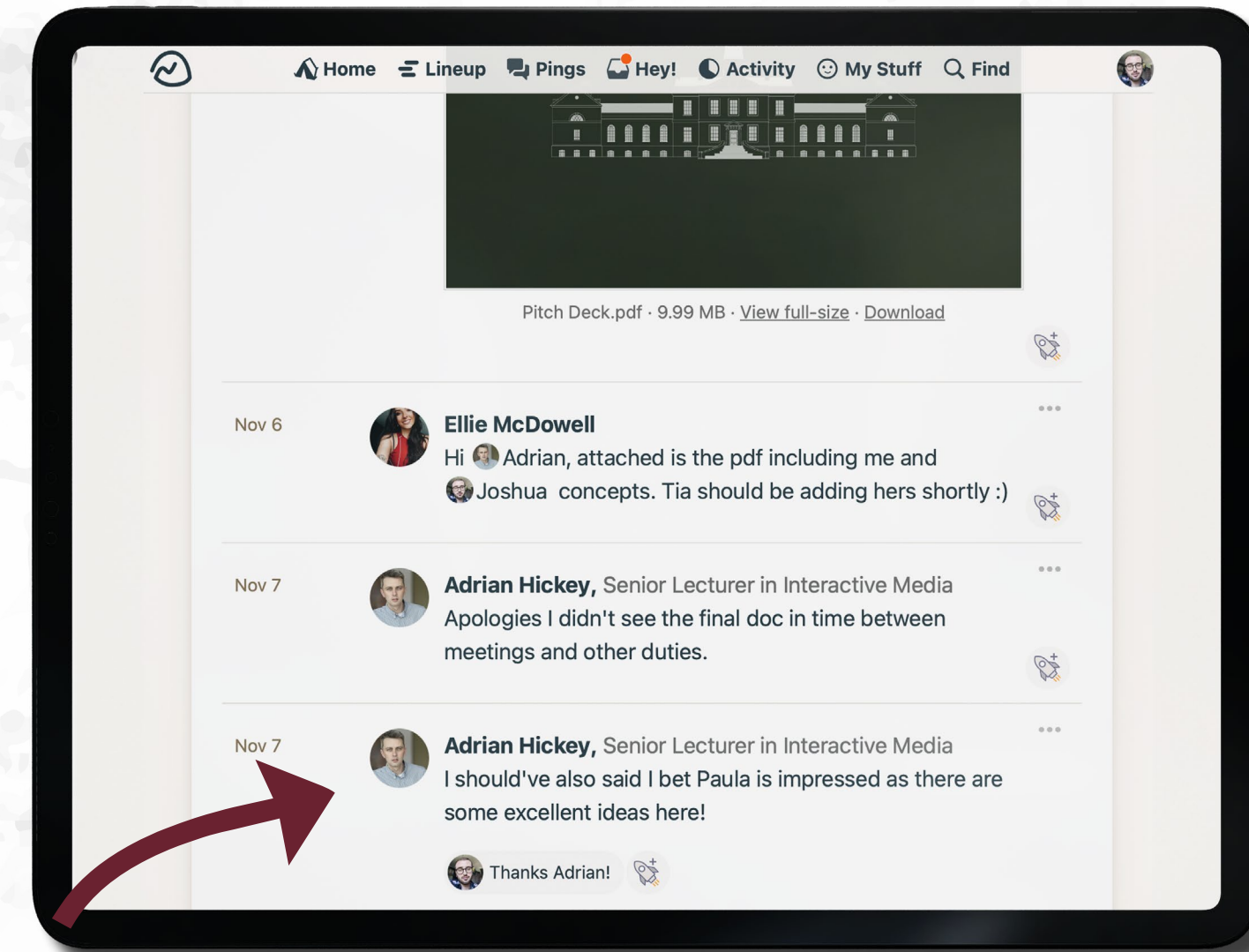
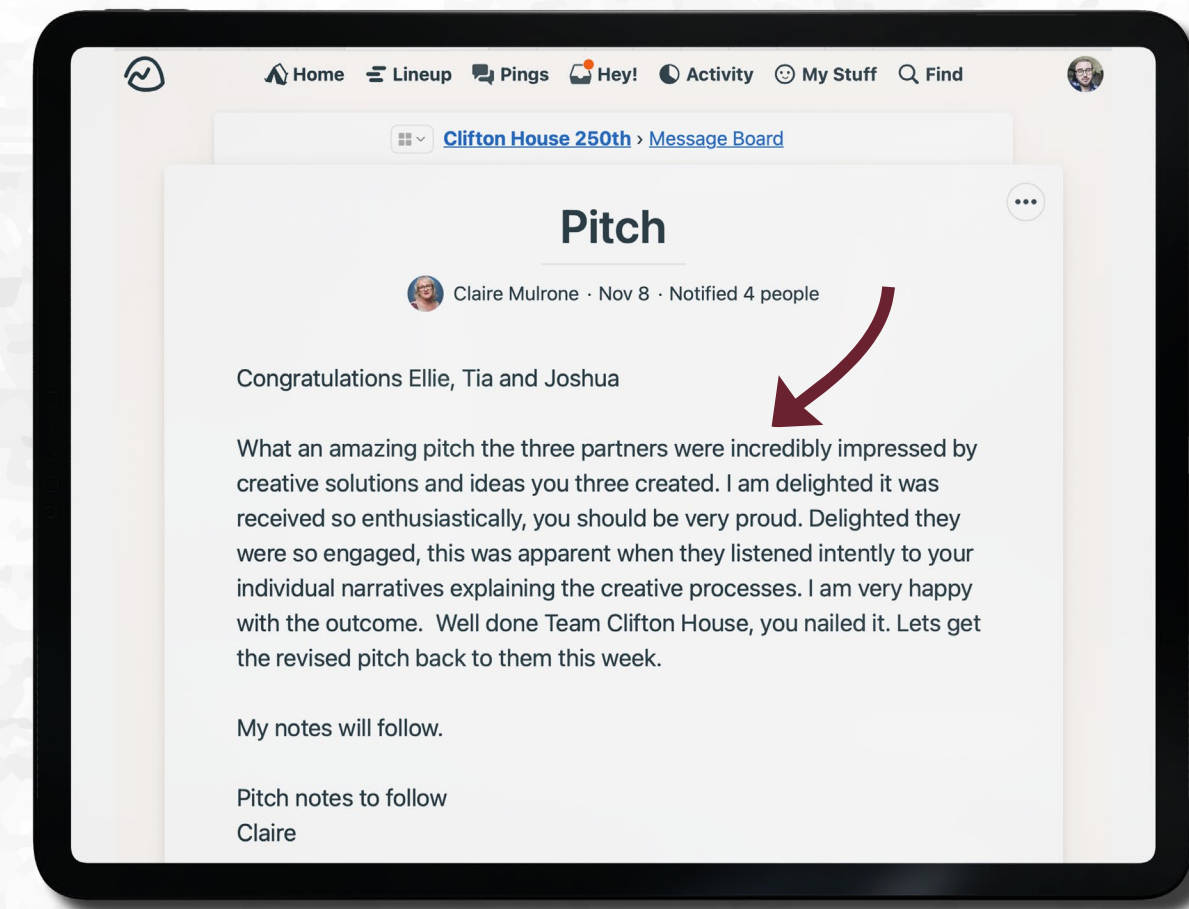
After much deliberation the client picked Ellie's pitch deck as the main concept that would be used to celebrate the 250-year anniversary with the teal colour out of my palette being selected as well. Overall, the process of pitching and receiving feedback went very smooth with the clients experience being very positive.



Feedback

Its very hard to decide which one, they are all so great!

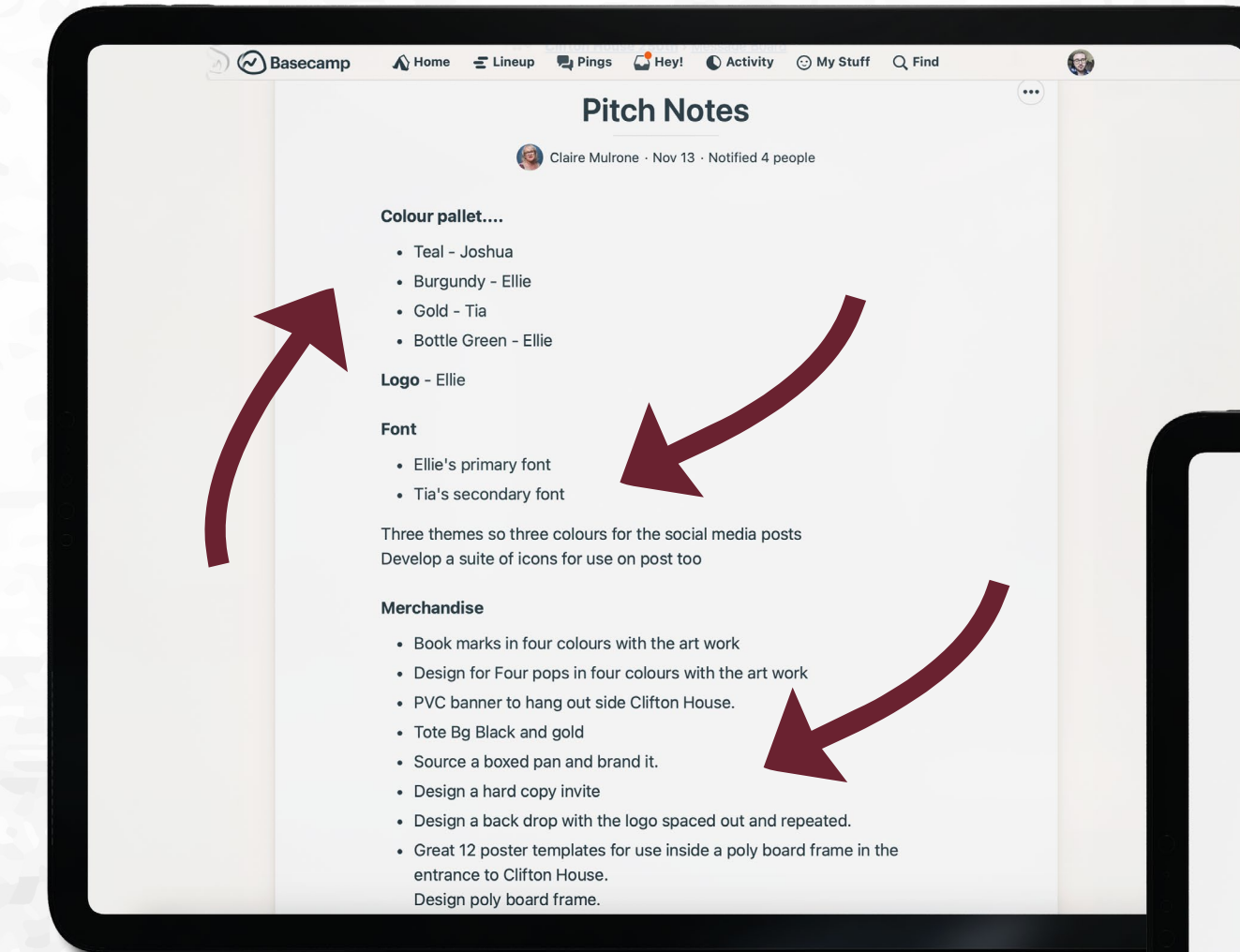
I really love the colours you picked they look great!



I'm so impressed with how all the designs turned out!

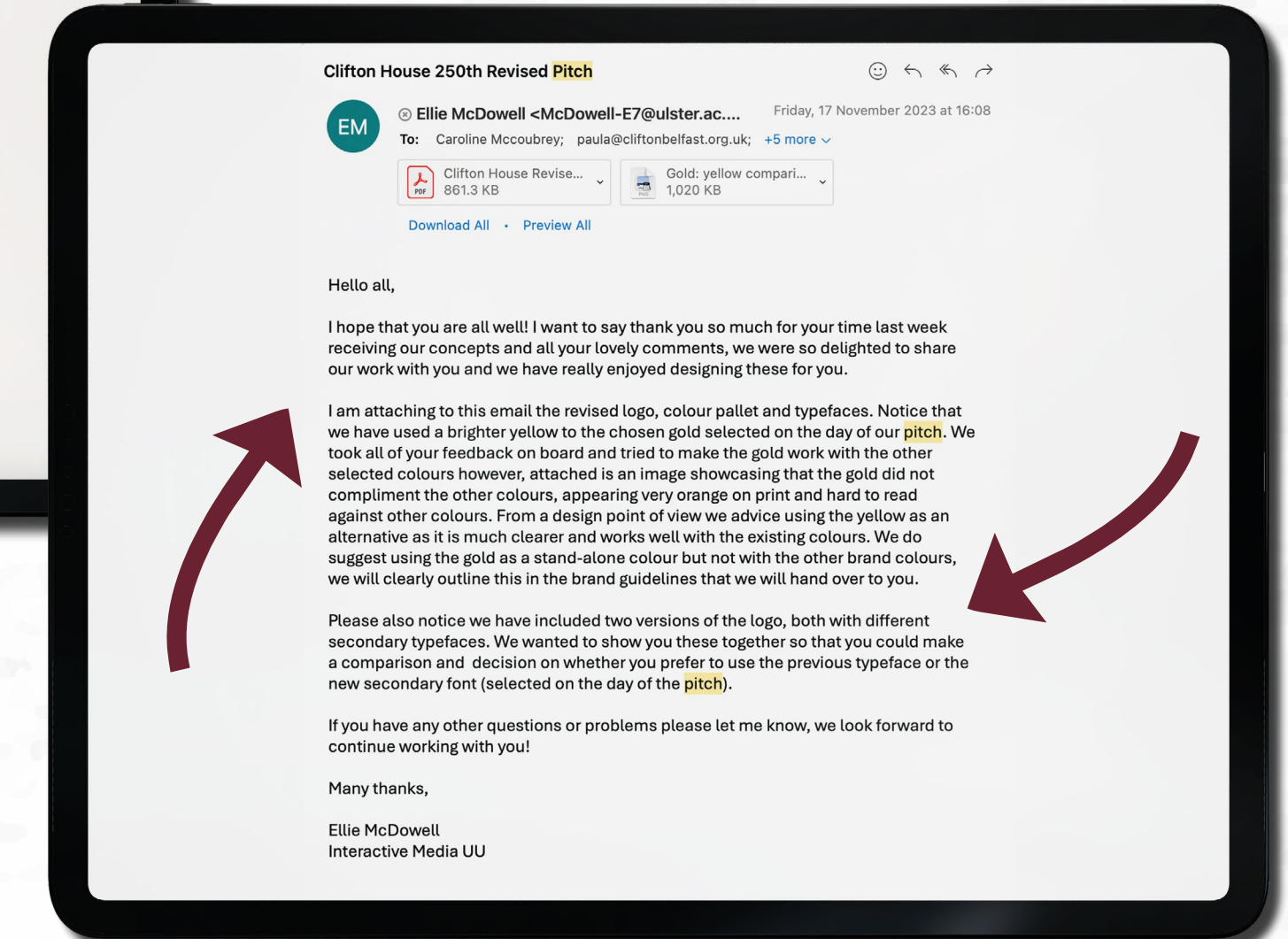
Can we not pick bits from all of them they are just so good.

Changes

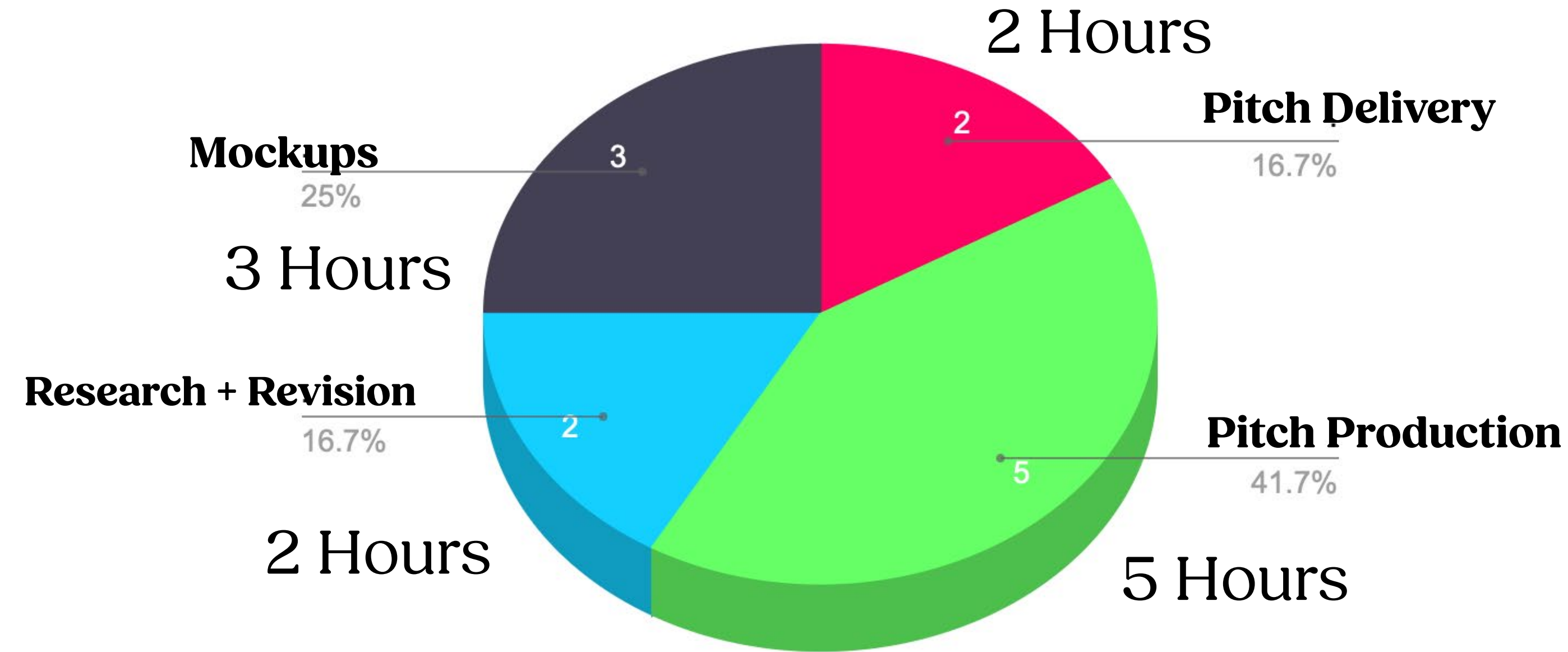


Ellie sent of the email shown to the right shortly after we implemented the changes to the pitch deck. This was the final stage we completed before we began to utilise all the elements of Ellie's design and bring it into the production phase, were we would design the social media assets.

Claire took notes during our pitch presentation so we would be able to revise the changes to the final concept they wanted to use going forward. The changes to Ellie's concept were minor and once my teal and Tia's font had been incorporated into the concept Ellie sent the revised pitch deck back to the clients via email.



Pitch Deck Time Tracking



During the creation of the pitch deck I spent 5 hours creating the overall layout and assembling it. The mock-ups took 3 hours to develop and research for the group to use. Research and revisions took 2 hours and the delivery of the pitch took 2 hours. I spent a total of 12 hours researching, developing and delivering the pitch to the client.

Summary

Overall, during the process of the creation and delivery of the pitch I presented professionally across all aspects. I communicated and presented my pitch concept to the client well and received feedback through my presentation.

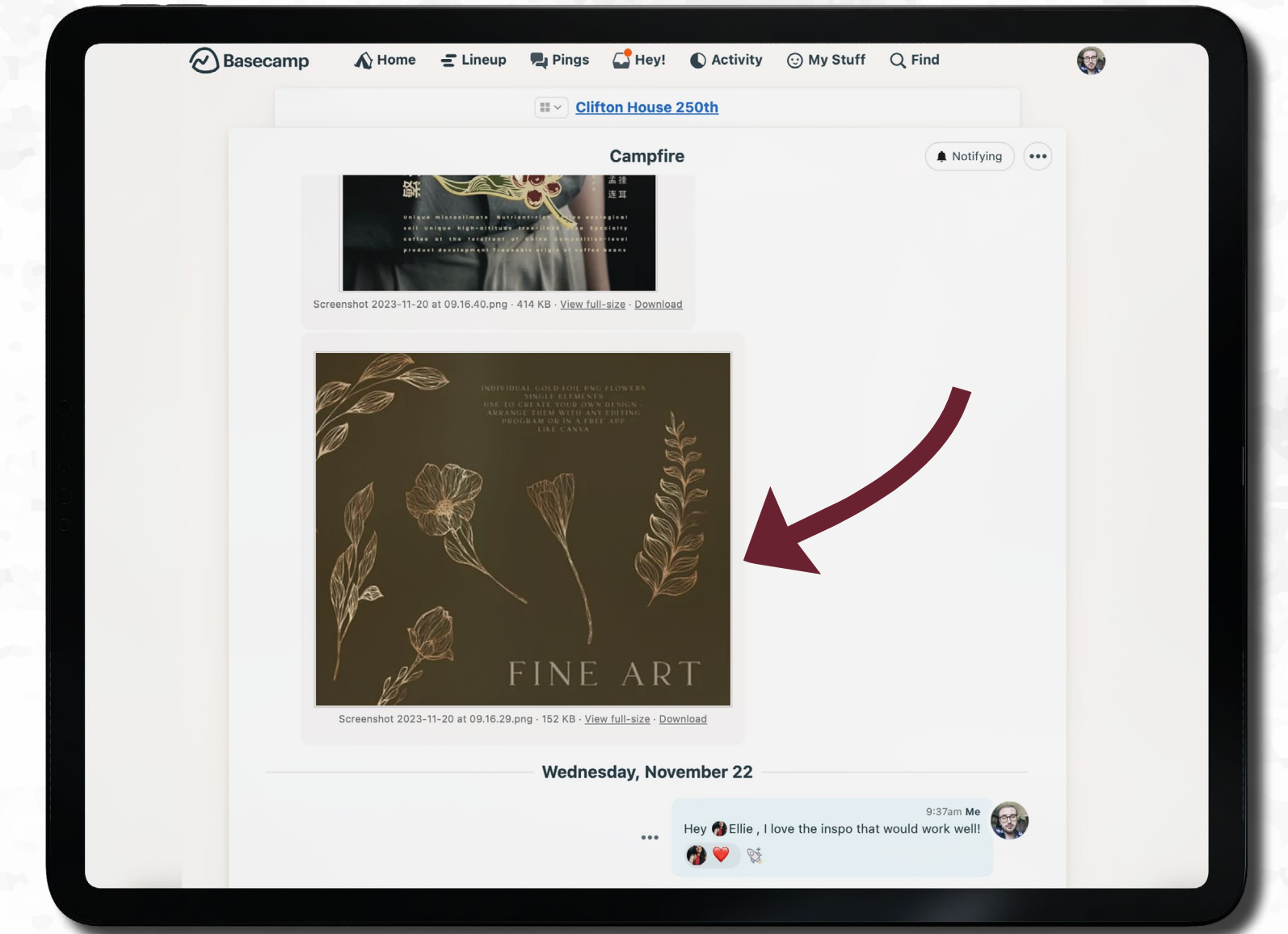
Ellie's concept was selected as the final concept, and although this wasn't my concept, I was happy with the outcome as Ellie's pitch deck was very strong. Going into the production of the deliverables I felt confident in myself and the team that we would be able to execute the deliverables using Ellie's concept.

Production

Inspiration

We drew inspiration for the graphics and construction of the social media templates through browsing Pinterest. We came across many images such as the one shown in Basecamp to the right which inspired us to design with light imperfect illustrations, contrasting them against bold heritage colours.

Going forward into the design process we will be taking a simplistic and elegant approach as we did not want the social media templates to be too busy.



Graphics



Ellie designed the graphics in a sketched outline style to illustrate the different months, themes, and characters. Designing the graphics in this medium was a shared decision after we mutually agreed that it would incorporate elements from the brief title text which was in a similar paintbrush style.

Ellie created all the graphics in Procreate which she then exported to my MacBook as I was creating the social media templates. The graphics turned out better than expected and when contrasted against the rich colours of the rebrand the graphics stand out even more.

Social Media Templates

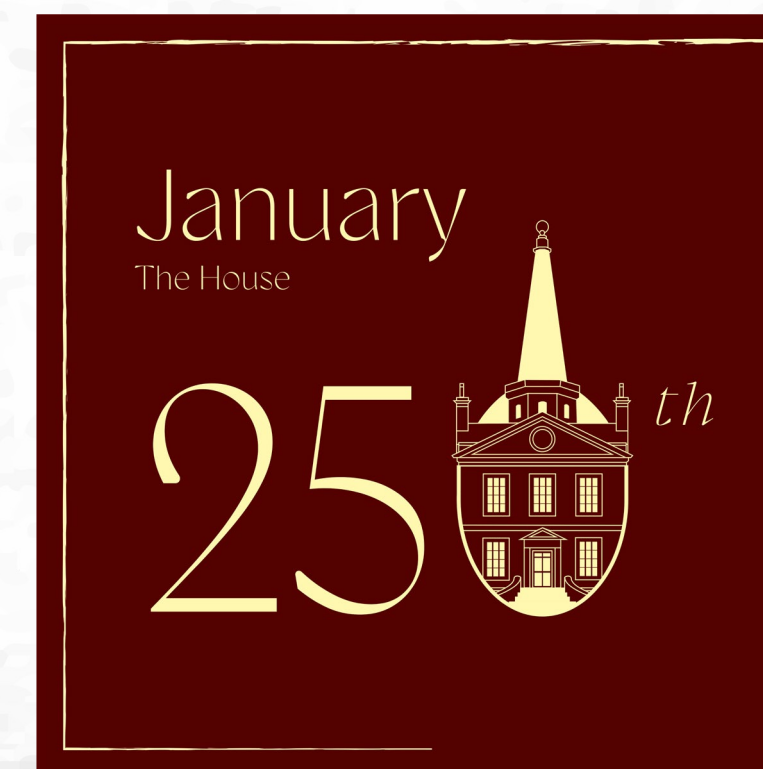
Structure



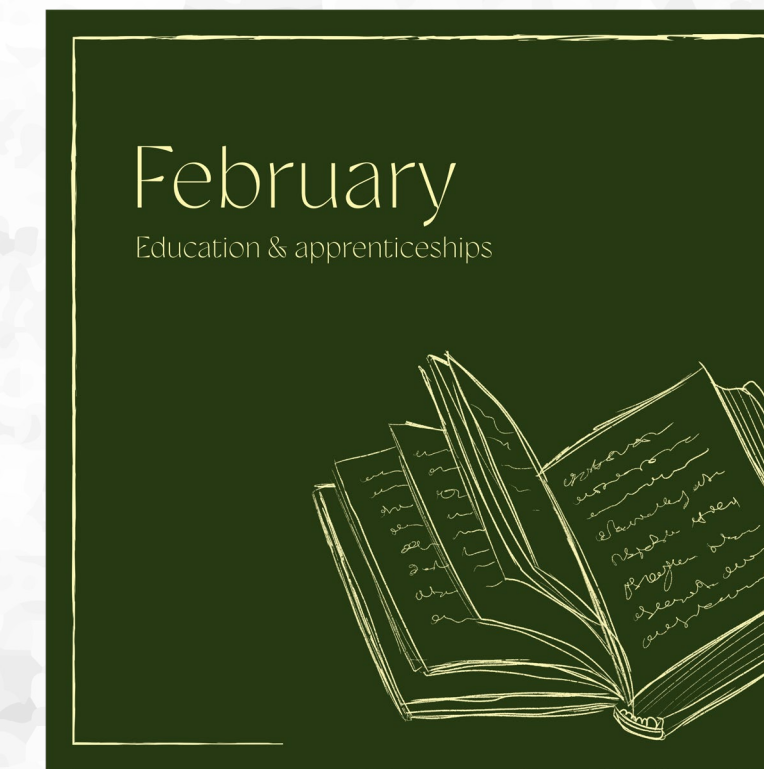
To identify each month, we created graphics that would complement the rolling pattern of red, green and teal as the months progress.

I created the order in which the colours would be displayed after carefully reviewing all the months and which colours stood out the most with different graphics. Establishing the base of this colour format allowed me to progress into the design phase of the social media templates.

Example Months



In this design I started the calendar off with the colour red as this was the best colour the 250th logo contrasted against. This post consists of the 250 year anniversary logo with a border in the same style as the graphics.



In this design I used the bottle green as I felt this was the best colour that represented education out of the 3. The bottle green background compliments the graphic well with the thin serif font.



For march we used the teal colour to emphasise the fact that the house used to be a poor house. The spinning wheel contrasts well against the coloured background and the typography.

Design

The colours rotate every 3 months starting with red, green and then teal. Each month features a border which is weighted thicker in the opposing corner to the graphic and thinner as it goes towards the graphic. This thinning in combination with similar style of roughed brush stroke creates a cohesive finish to the template complimenting all graphics.

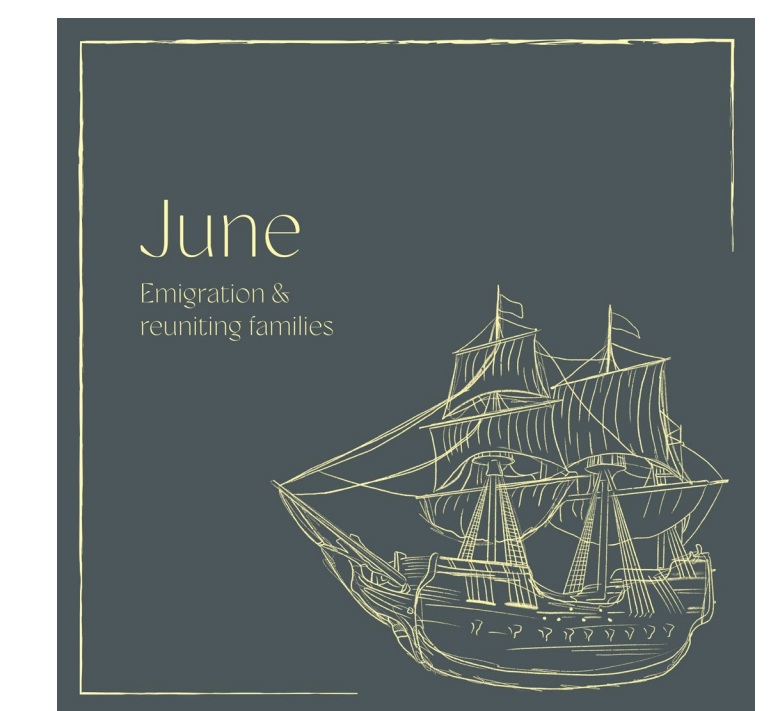
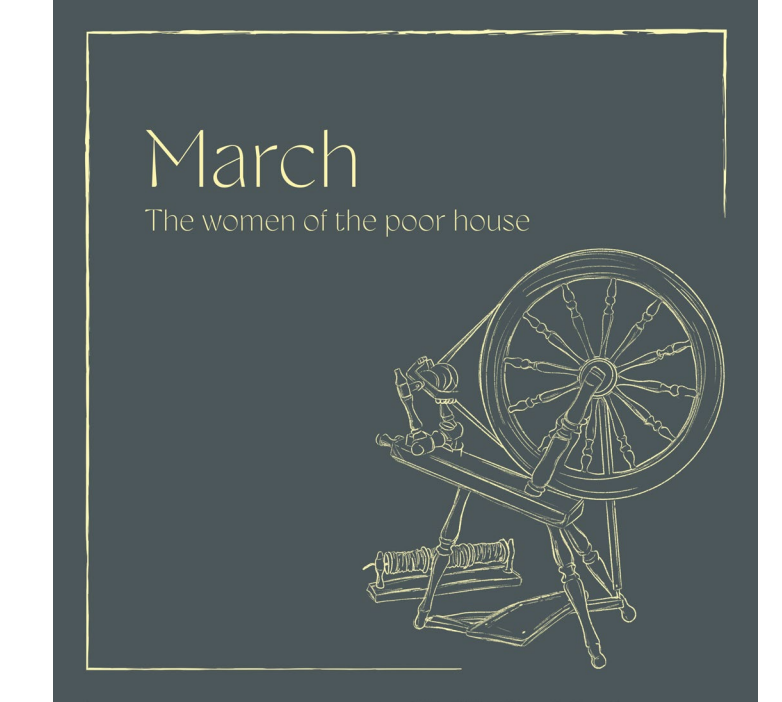
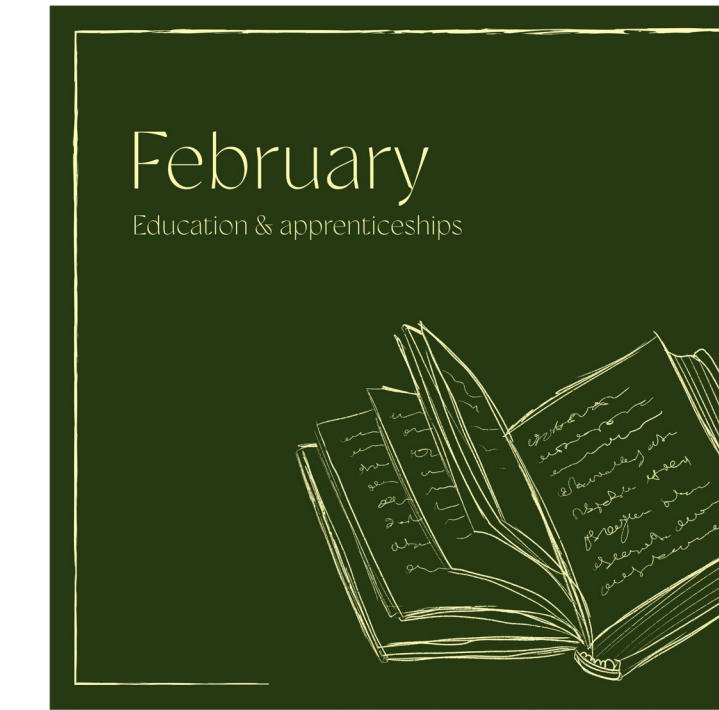
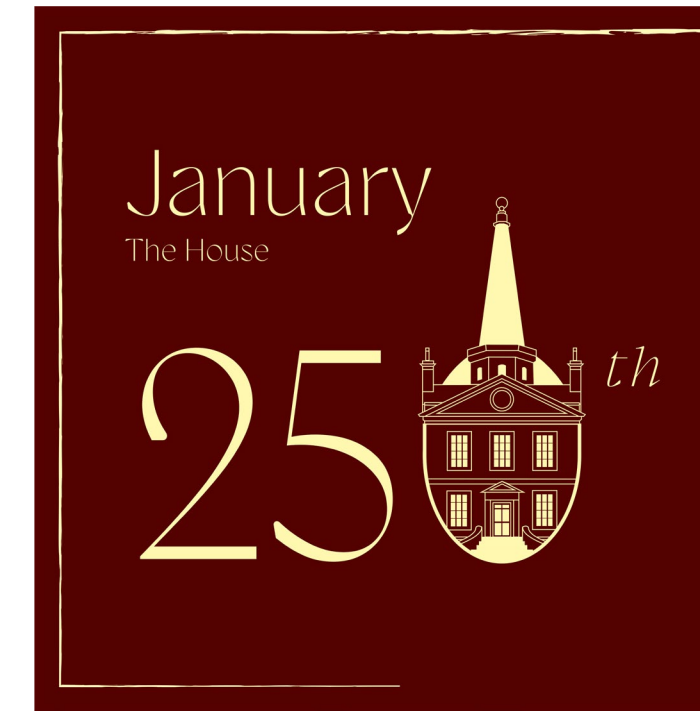
The font used throughout all the social media templates was Gyst Variable. This is the primary font of the selected concept. The text features a heading which in this example is the month December followed by the theme underneath.



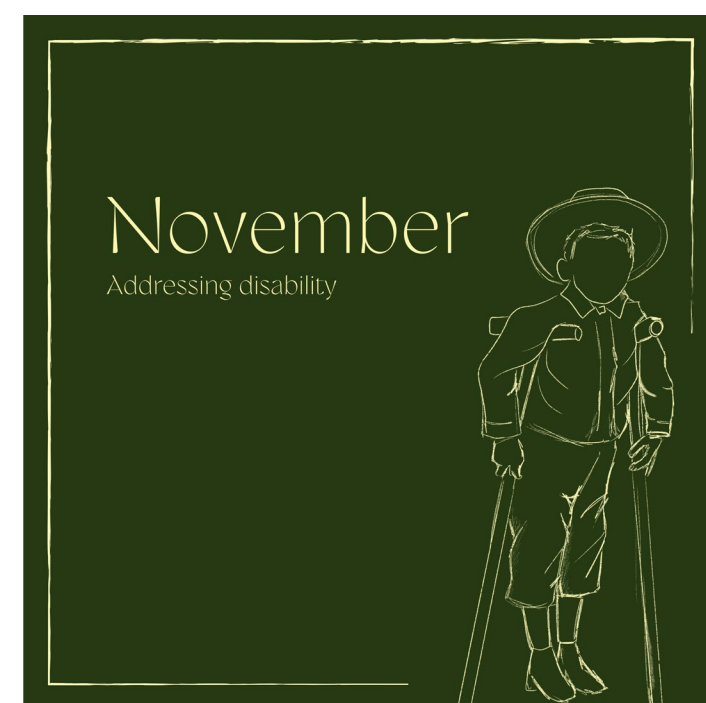
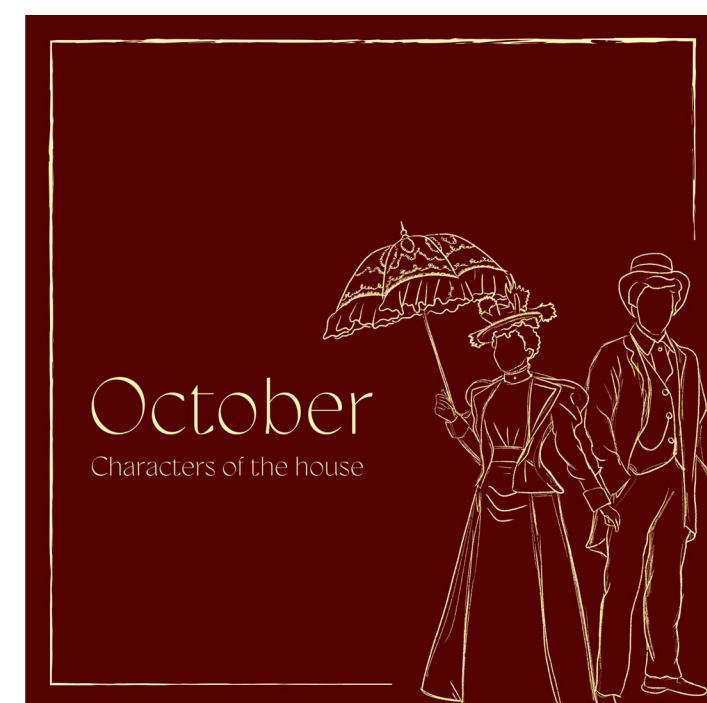
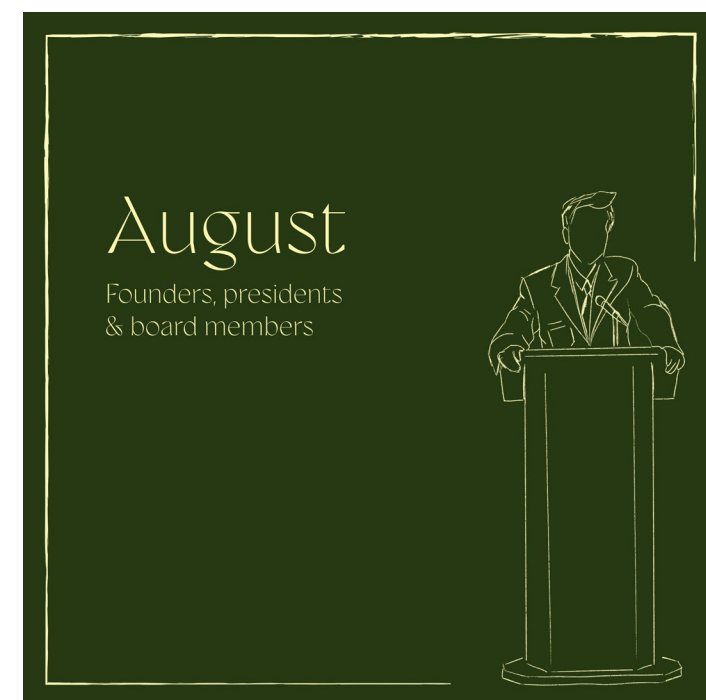
This structure of type is used throughout all of the social media templates creating a clean and sleek appearance.

Each graphic is situated in the bottom right corner of all templates with the border surrounding the square breaking at this point. All graphics have been resized as close as possible to each other to maintain continuity across all months.

Jan-Dec Calender



Jan-Dec Calendar



Poster Board Templates

Poster Example



I introduced the same design elements into the poster templates as they would represent the themes just in a different format. I used a different composition for the graphic, centering it just below the middle so that the typography

could be positioned at the top. This was important as we wanted the customer or guest to see the graphic first as it was the focus of the design and how they would identify the months / themes.

Jan-Dec Poster



Jan-Dec Poster



Potential Posts



I created a variety of social media templates that Clifton House could use to celebrate their anniversary and promote events. The 3 themes for the social media posts were past, future and learned so I created posts in line with these themes. 'On this day' was a prominent post in Clifton's social media so I created a template for this. This was important as Clifton House often gives thanks to the characters of the house who paved the way for the poor house.

I also created a tour template that could be used to promote upcoming tours. The 250 year anniversary was arguably the most important post to design as it would set the tone for the year. I experimented with the 250th anniversary in a variety of ways which is showcased in the next pages.

Potential Posts

I created a variety of posts that could be used to promote potential events and showcase upcoming tours. This ranged from the launch of the art exhibition which is an ongoing project in collaboration with fine art students at university. Creating a wide variety of posts allowed me to showcase a variety of potential posts that Clifton House could choose from. Reflecting upon the benchmarking, Clifton House did not present cohesively as a brand across the different social media posts so it was important to create this variety of posts to address that issue. If I had not created a large variety of social media templates we risked a break in brand cohesiveness with the team potentially creating posts outside of the designed template.

Art Exhibition Launch



Clifton House now offers iPad-guided Virtual Tours, exclusively available within our premises. Immerse yourself in the rich history and architectural beauty at your own pace. Explore each detail and make the most of your visit. Grab an iPad on-site and dive into the history of Clifton House!


Virtual Tour



Clifton House now offers iPad-guided Virtual Tours, exclusively available within our premises. Immerse yourself in the rich history and architectural beauty at your own pace. Explore each detail and make the most of your visit. Grab an iPad on-site and dive into the history of Clifton House!

A piece of history

Our historic chandelier from 1900 invites you into the aesthetic of the early 20th century. This no-nonsense masterpiece reflects the simplicity and craftsmanship of the time. Made with precision, it features a balanced interplay of crystal and metalwork, demonstrating the practical elegance of the era.



Upcoming Events

- Fundraiser for equality of refugees -17th August 7pm
- Children of the poor house tour -23rd August 6pm
- Clifton house architecture -1st September 7pm
- Example tour of..... -4th September 8pm
- Example tour of..... -4th September 8pm



250 Year Anniversary

25th



Celebrating 250 years of Clifton House

25th



Clifton House

Home of the Belfast Charitable Society

Celebrating 250 years of Clifton House

250 Year Anniversary

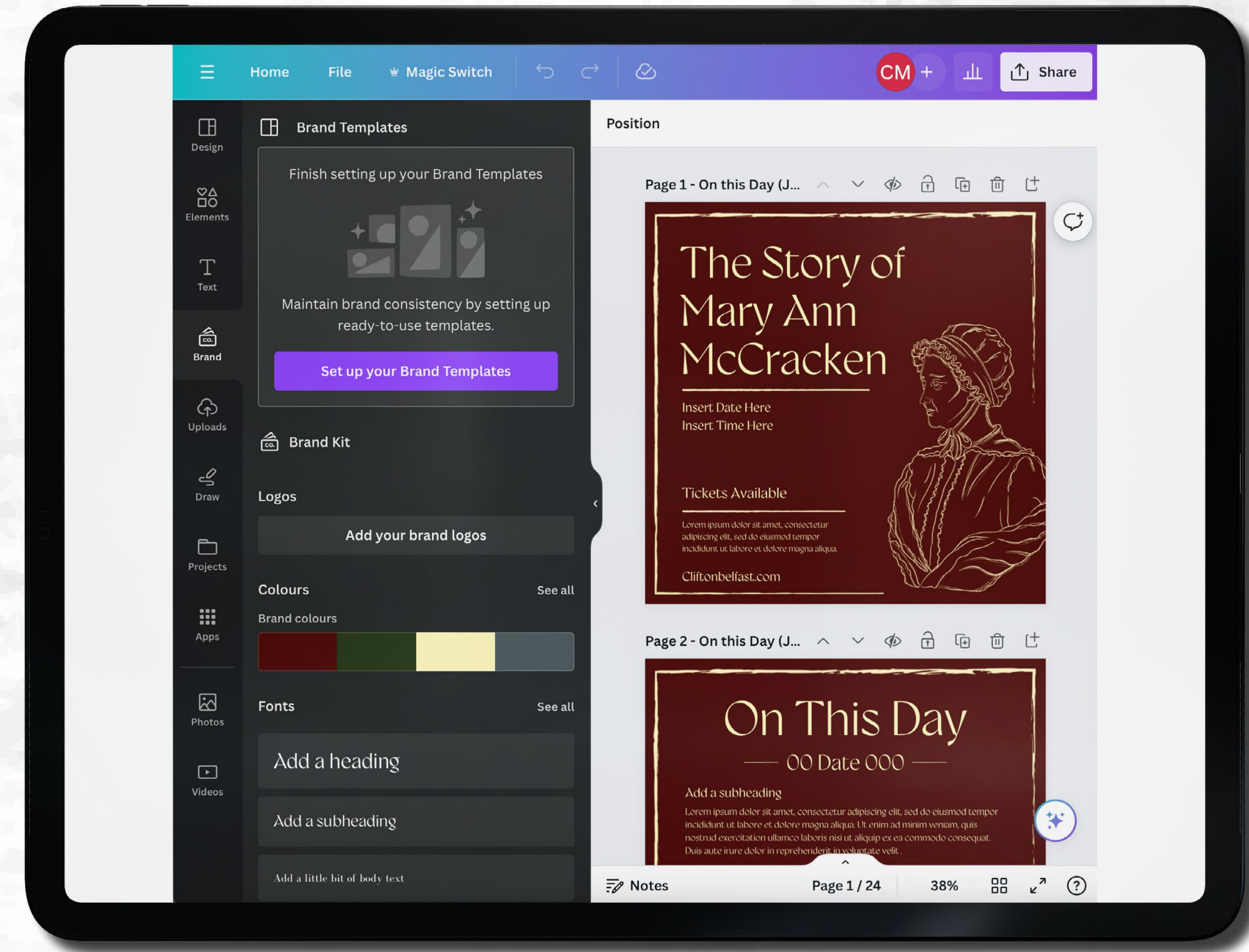


250 Year Anniversary

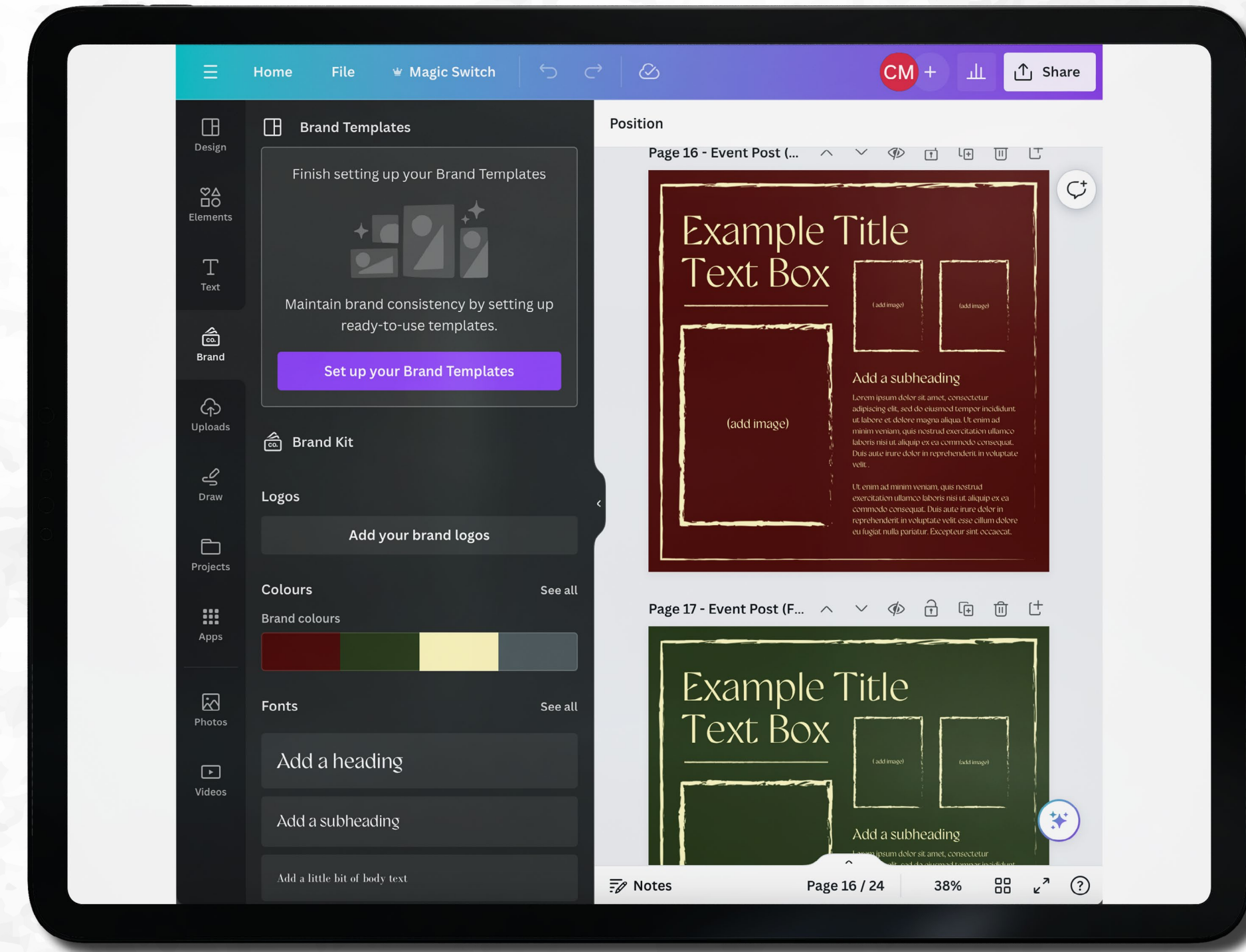


I created a variety of anniversary posts to give Clifton House a variety to choose from. I experimented with different compositions of the typography and graphics to see which worked best but ultimately allowed Paula and her team to select the design that they preferred.

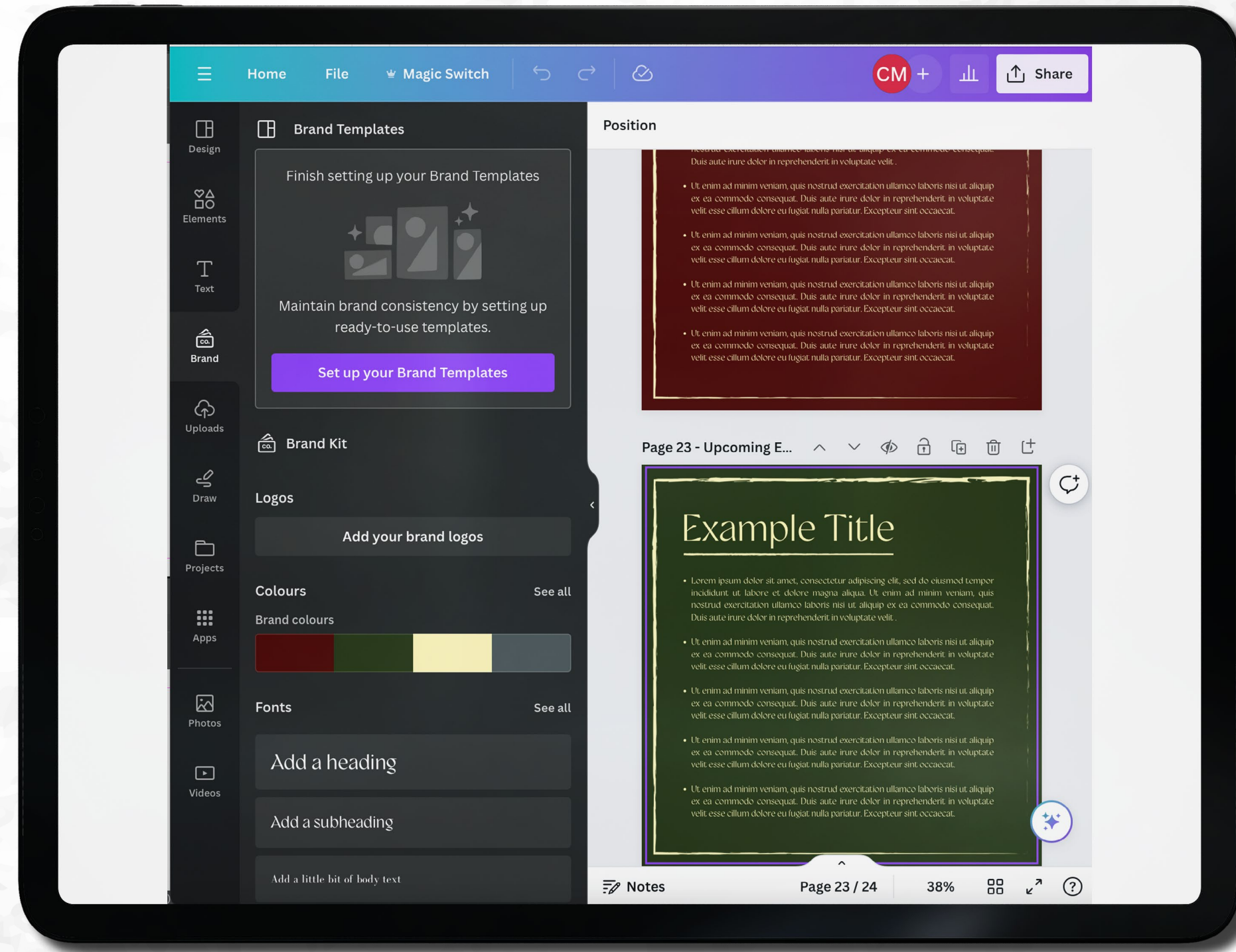
Canva Templates



Canva Templates



Canva Templates



Canva Creation

Once all the social media templates mock-ups had been created, it was now time to build them in Canva. I created a shared Canva document, allowing Ellie to edit and create alongside myself.

We both constructed the templates and imported all the necessary assets, colours, and typefaces into Canva for use after we finished. Building out the templates in Canva was relatively easy and we did not run into any issues when creating them.

Merchandise

Bookmark



Tote Bag



Merchandise

I created merchandise mock-ups using Photoshop and Illustrator which showcased our new branding that could be utilised on merchandise. I created two examples the first example was a bookmark which featured one of the most iconic characters of Clifton House Mary Ann McCracken.

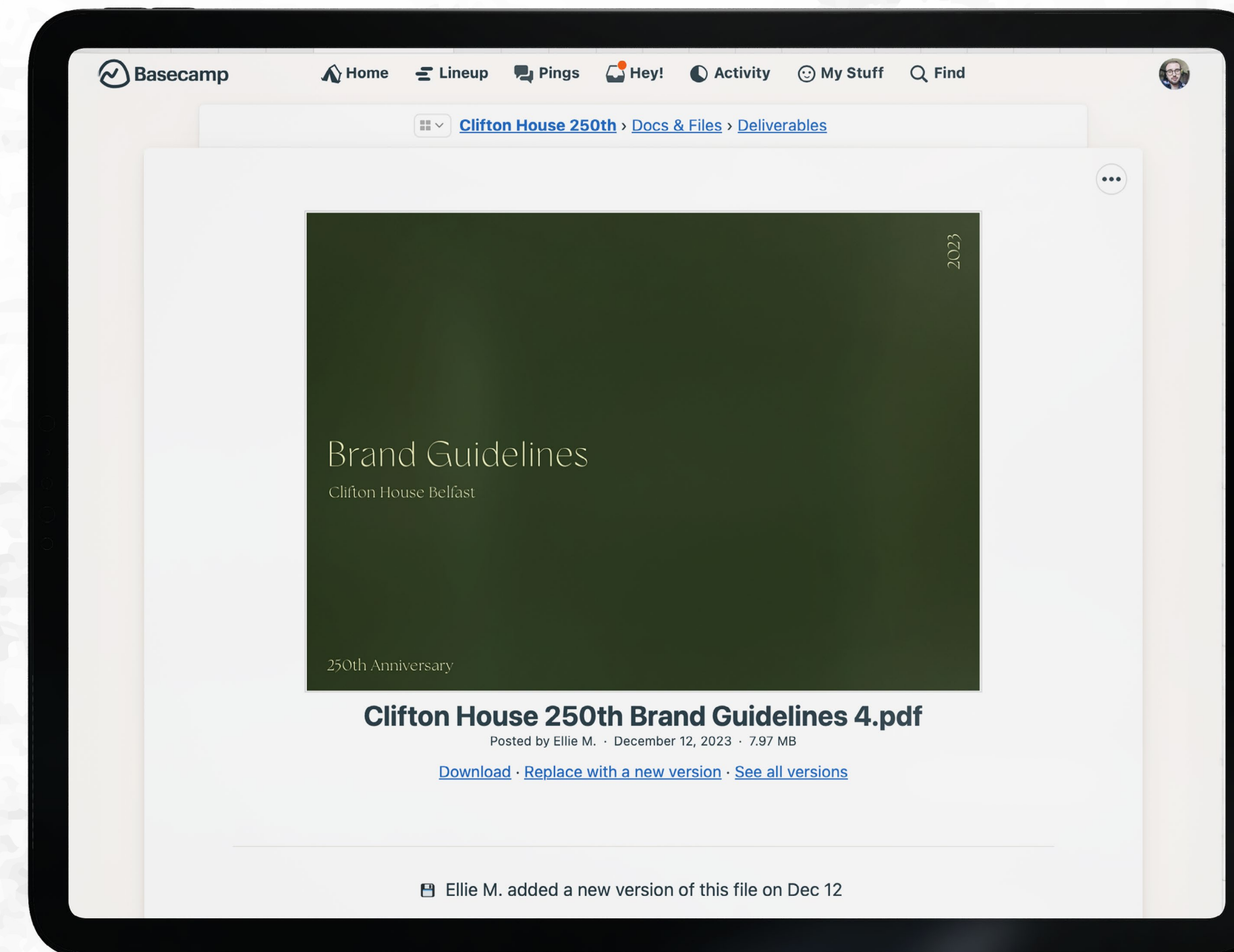
This bookmark told a little bit about Mary Ann McCracken's story and showcased a portrait of her

on the back. During the pitch, Paula and her team were very excited about the concept of creating a tote bag.

I created the mock-up by using the revised branding and took a simplistic approach. I decided to showcase the 250th anniversary crest as the main graphic on the bag as I wanted to make this the main focus.

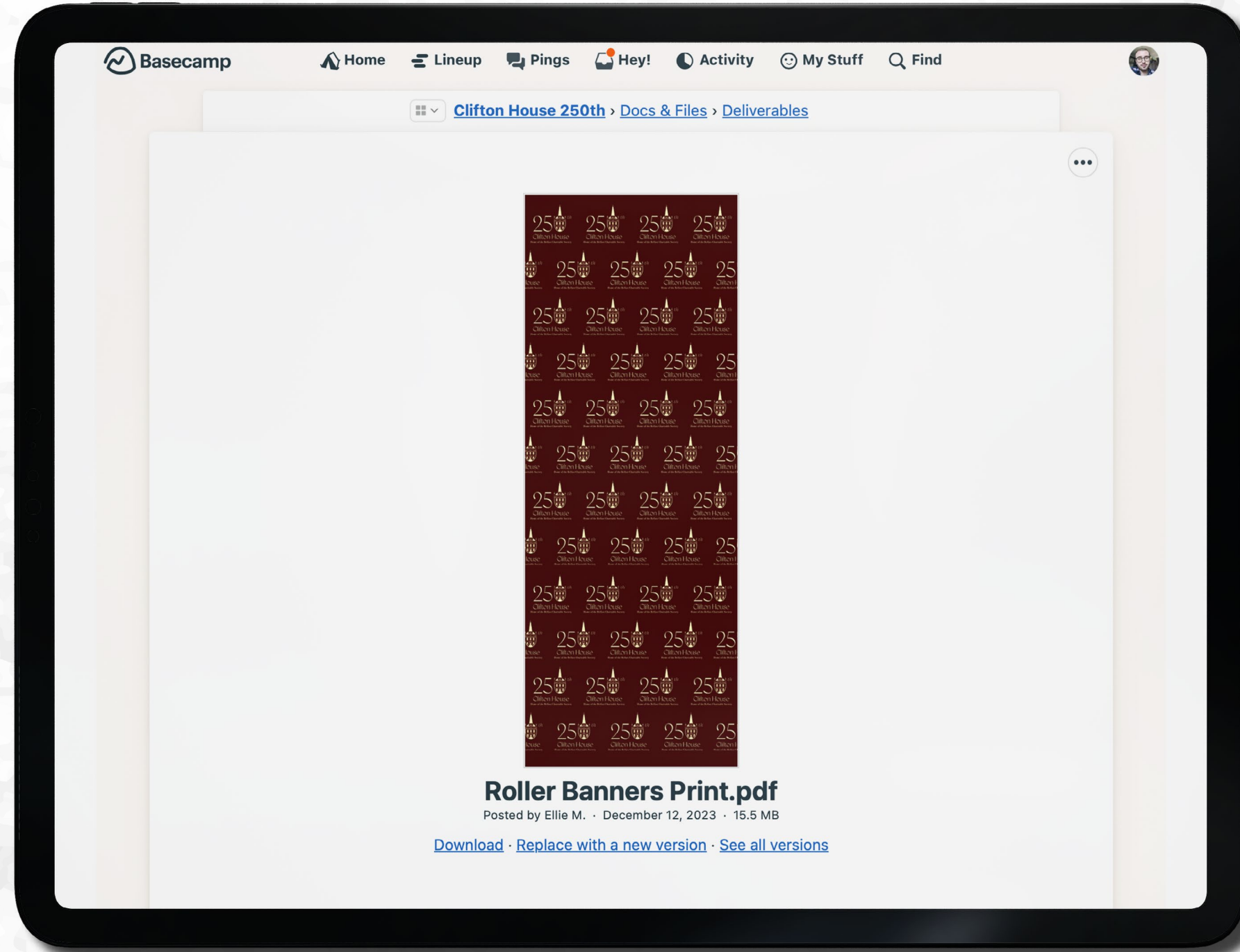
Final Deliverables

Brand Guidelines



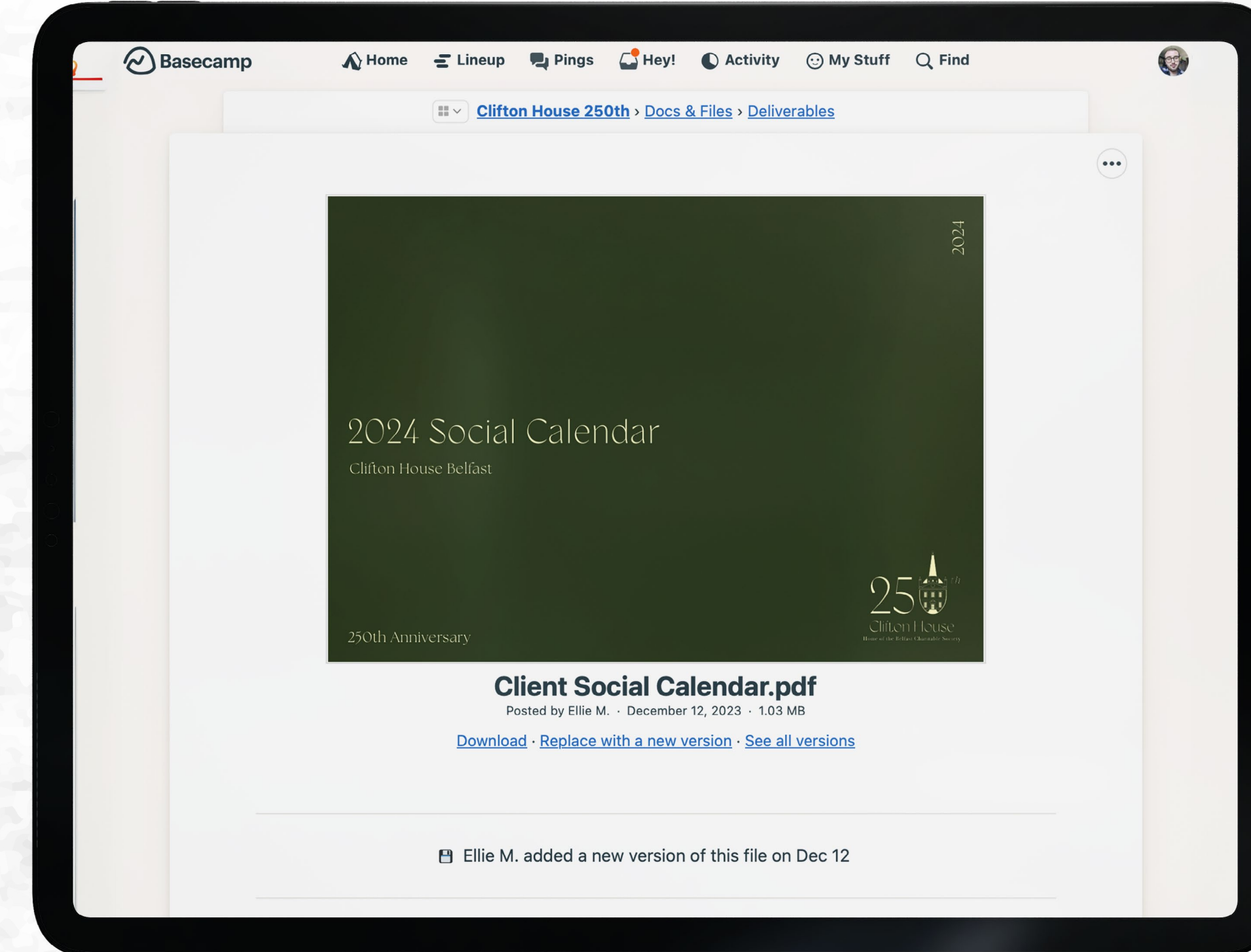
Ellie created brand guidelines for the client so that they would be able to use it as guide if they ever were unsure if they can deviate from the logo or chosen typeface. The brand guidelines were designed in the same theme as the original brief using the bottle green and thin serif font.

Roller Banner



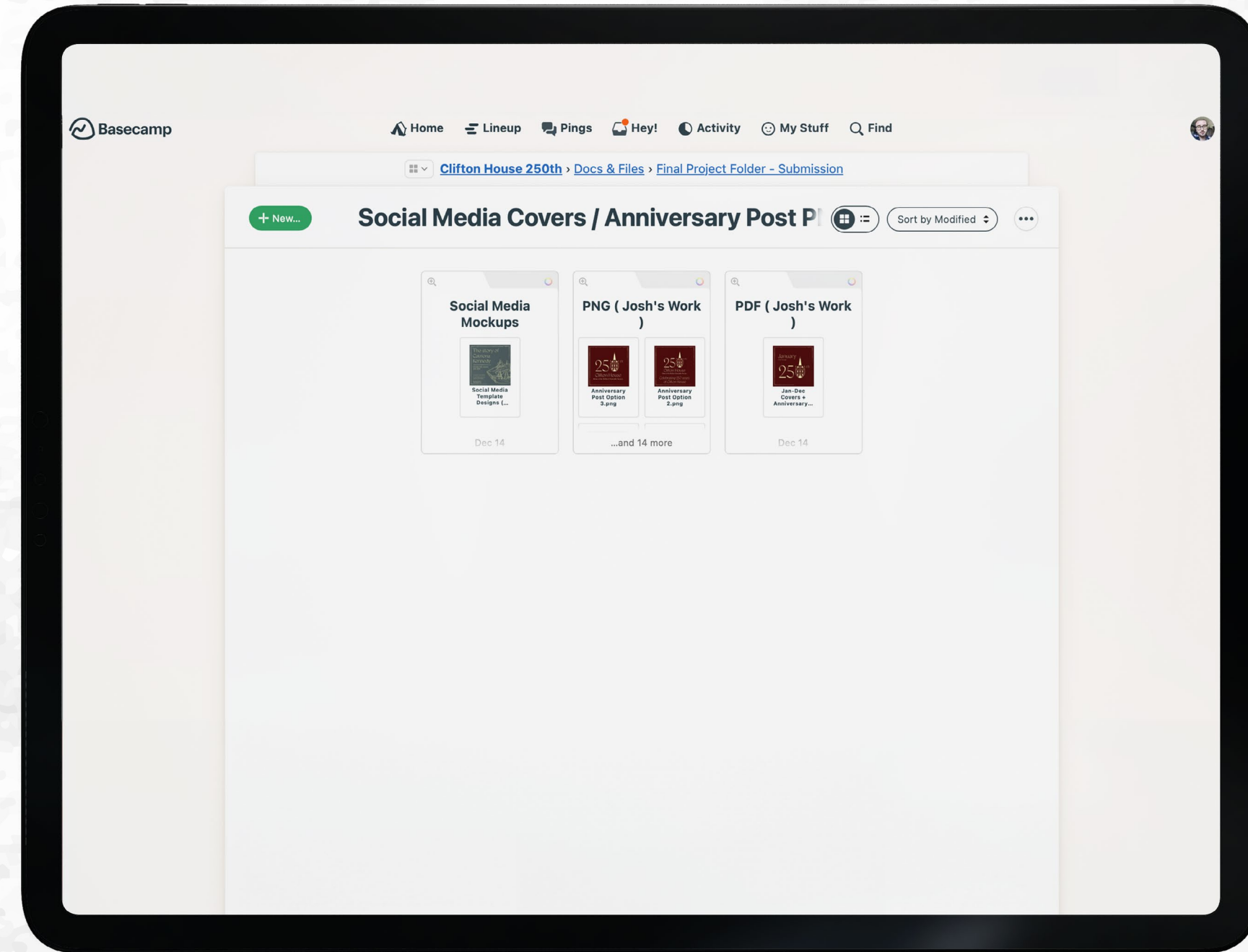
Paula wanted us to design a roller banner so that when she travelled, she would be able to display it behind her when she was doing her talks and tours. Ellie designed this banner creating it by using a repeating pattern of the 250-year anniversary logo. It was designed in the colour red as this was the colour that would be used to launch the 250-year anniversary.

Social Calender



Ellie designed and put together a complementary deliverable in the form of a social calendar in the new branding. This calendar showcased all the events and themes that will take place throughout the year allowing the client to easily review this calendar when scheduling content.

Social Media Assets



After I had created and designed all the social media templates and posters, I uploaded them all to a shared PDF so that I could compare all of them. During this stage, I was able to identify areas where the template was not consistent.

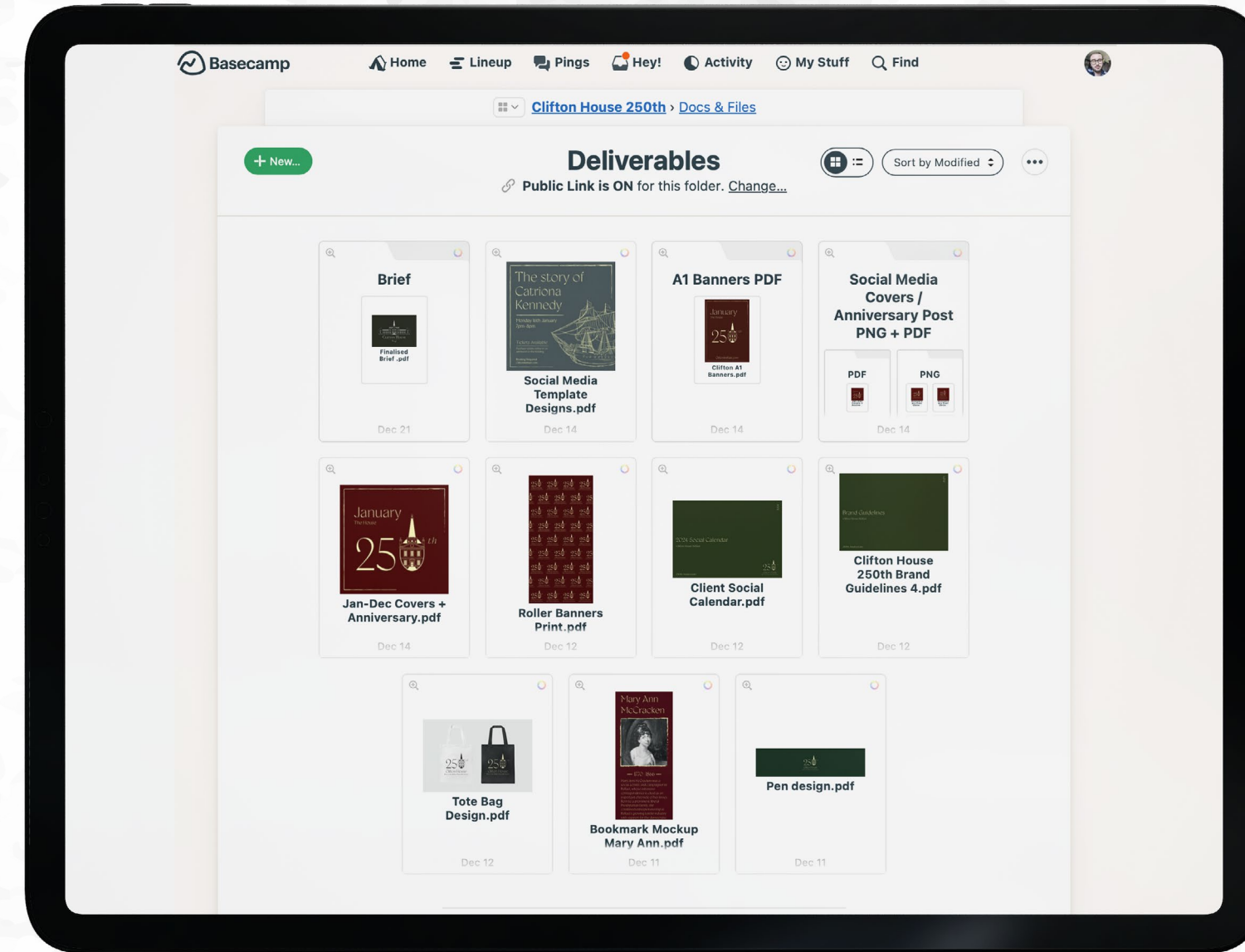
I fixed this by reworking them in Illustrator once again before I finally uploaded them all to Basecamp. I'm very pleased with how they all turned out as they all look very sleek and unique to Clifton House.

The Handover

Handover

Due to the final handover of all deliverables to the client being online, we decided that it would be best to upload all our work into a shared public Basecamp folder. Uploading all our deliverables to this folder allowed the client to review and download them, without the need for a password or memory stick.

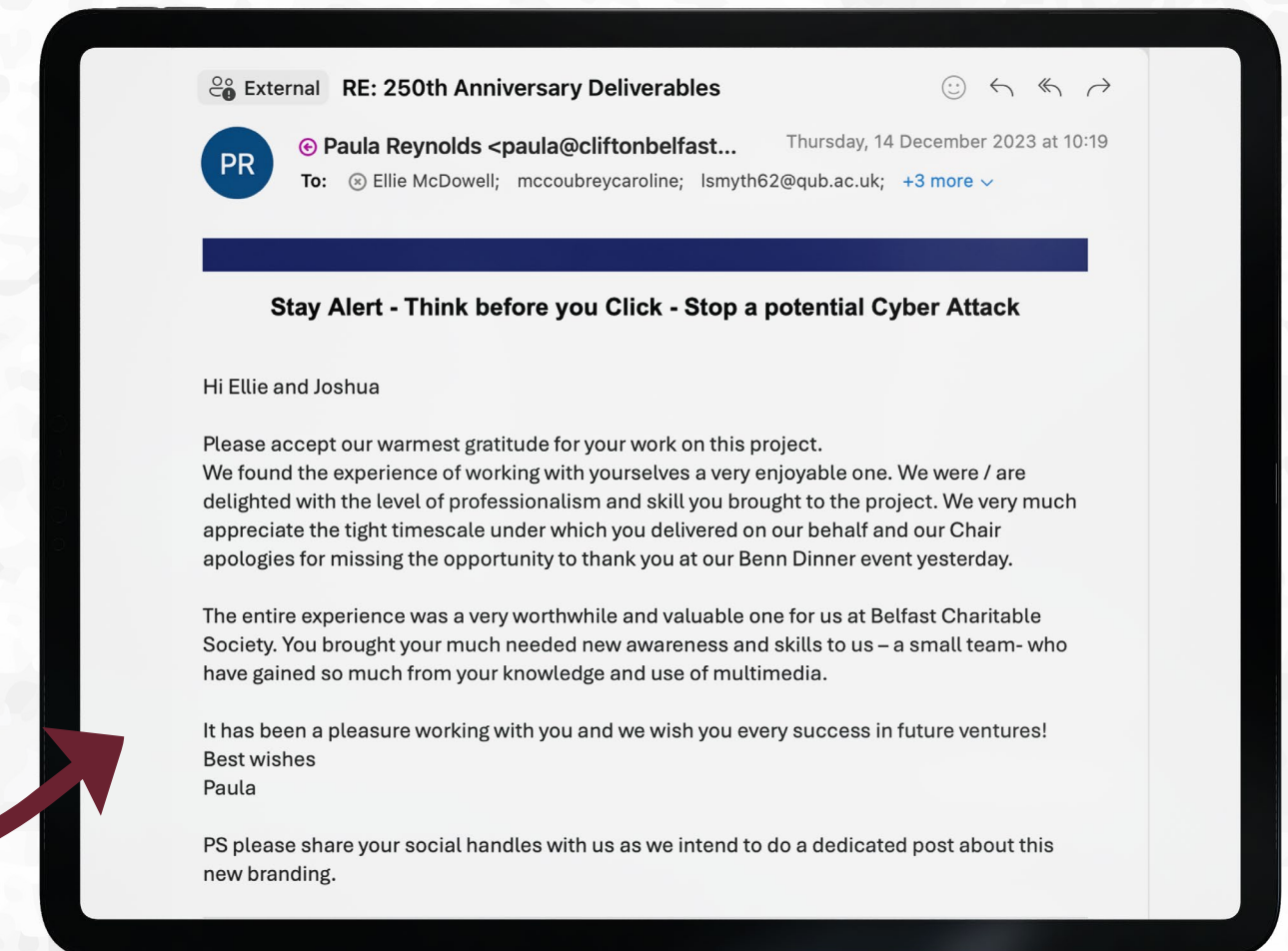
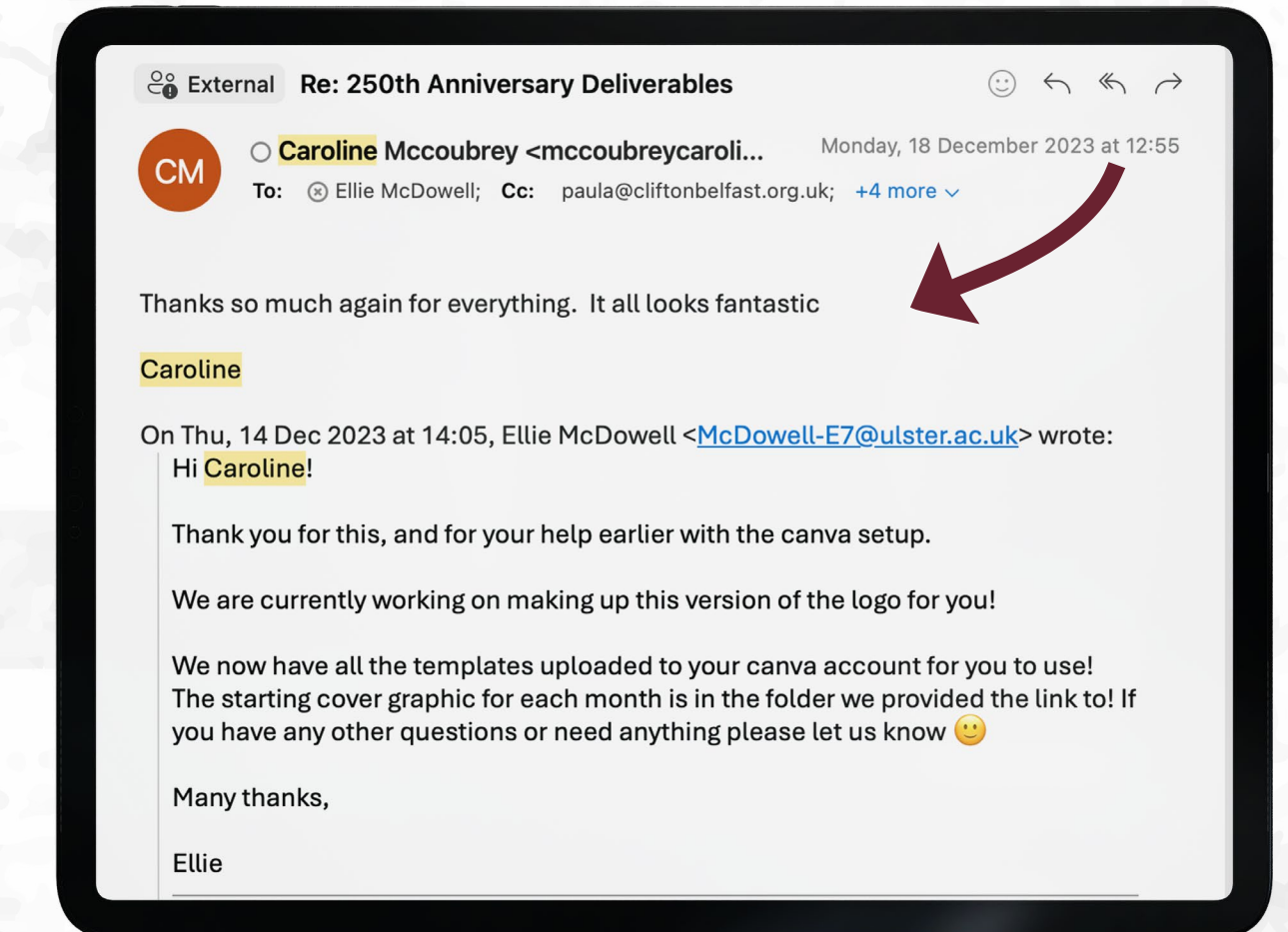
Using Basecamp for this step in the handover was vital to us as we were able to easily update and change any necessary documents in the lead-up to the handover.



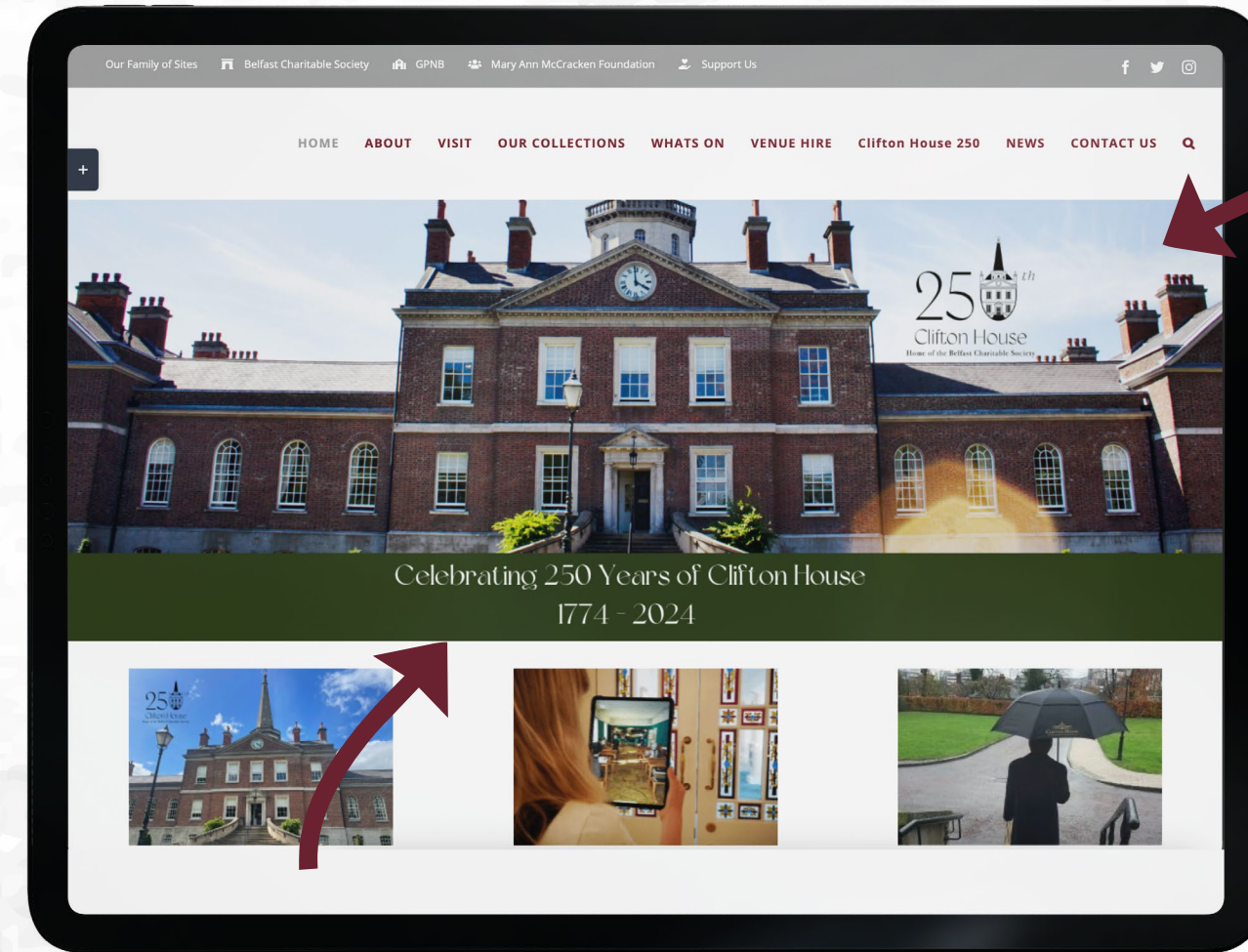
Feedback

The overall feedback that we received during the project was extremely positive with Paula and her team being very impressed with our outputs throughout the project. After we had handed over the assets Paula reached out to us sending us an e-mail to thank us for all our hard work. This was very touching as she was very grateful for everything that we had done for her.

Caroline was very pleased with the overall result of the handover stating, 'It all looks fantastic'. There were no required changes after the Canva templates were built as they were already happy with the overall design and layout of the social media templates and posters.

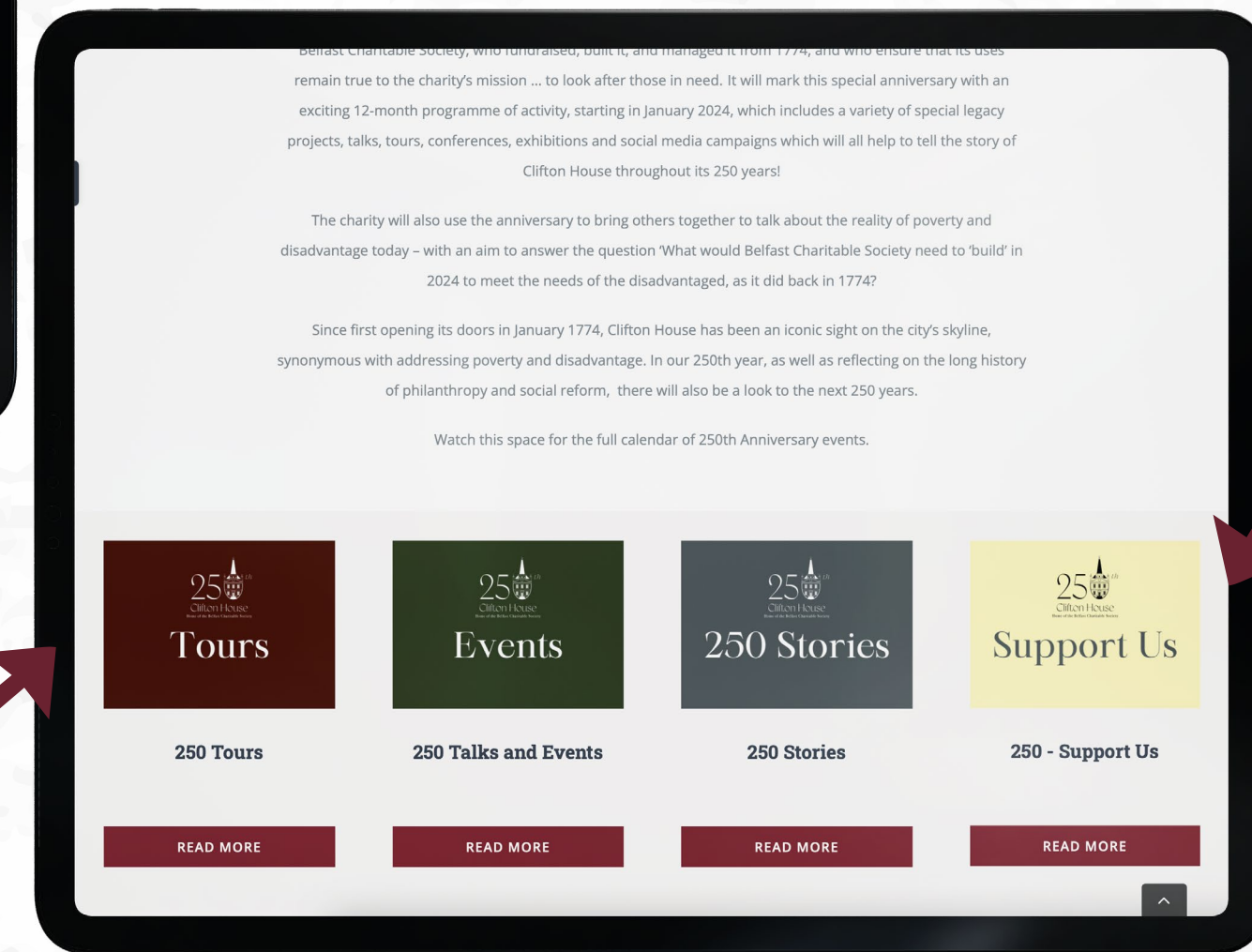


Brand Roll-Out



Shortly after the handover Clifton house began to utilise our deliverables across their website. As we provided them with all of the assets, they were able to create their own website assets to showcase the anniversary as shown to the left.

Clifton house utilised our branding colours to showcase different categories on the website such as tours, events, 250 stories and support. We were very pleased to see this as now all our hard work was being shared with the public.



Clifton House Event



Ellie and I attended the Clifton House lunch event where the new branding was showcased. We were very excited to go as we would hadn't seen Paula and the team since the pitch.

Our branding and logo was showcased at the event as shown below. This was surreal as many of the attendees were pointing to it saying that it looked great.



We celebrated with a glass of bubbles as we had finally reached the very end of our journey. We were able to network with board members and other attendees talking them through our branding.

Final Production Time Tracking



In the final production of assets **12 hours** were spent designing and building the mock-ups in Illustrator. I spent **2 hours** researching inspiration for the direction to take the templates in and **2 hours** to make the ai posters and merchandise mock-ups. Ellie and I spent 3 hours building all of our designs into Canva for the client handover. Overall during this last stretch to the handover I tracked **17 hours** to create the final assets.

Final Thoughts

From start to finish project Clifton house ran smoothly with minimal problems throughout the entire process. The problems that we did face we were able to combat with teamwork and problem-solving skills to resolve the problem. From production to pitch delivery we all produced appropriate material and delivered it well.

I feel that through all our deliverables, we have addressed all elements of the brief in our design and asset creation. We provided Clifton house with a large variety of assets ranging from social media templates to a full re-brand with brand guidelines. Overall, this project was very successful and we would really like to work with Clifton house again in the future.

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Gahramy, A. and Studio, A. (2023) Pizzeria da Vinci: Italy, Behance. Available at: https://www.behance.net/gallery/171904631/Pizzeria-da-Vinci-Italy?tracking_source=search_projects&l=18 (Accessed: 21 December 2023).

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