Clifton House

Project Social Production Log

INTRODUCTION

Welcome,

This production log will document my process of the Clifton House Project as part of Project Social. Within this I will show my exploration, findings and processes towards the final outcome. I hope to clearly showcase how I made creative decisions and worked within a team to develop a successful response to the client, Clifton House.

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1.1
Clifton House
Belfast Charitable Society

Clifton House is a Georgian building in the centre of Belfast, it is the original Poor House and was opened by the Belfast Charitable Society in 1774. For years, the house was used as a Hospital and nursing home for older people. The house continues to be used for housing as well as being the home of the Clifton House Centre, which strives to bring history to life with guided tours, augmented reality and exhibitions telling the stories of the Poor House. The core values of Clifton House sit within its work to deliver help to those who are disadvantaged. The house is also used for hosting corporate events and conferences. This upcoming year, Clifton House approaches it's 250th Anniversary.

1.2
Client Research

Clifton House Belfast

To deliver the best outputs for the client, it is important that we understand who they are, where they began, and what their core values are, and what their needs and goals are. Once we, as a designer understand this, it helps us deliver more accurately to the brief provided. As said by Lunenfeld (2003), "Design research creates a place to braid theory and practice to make the work stronger". The research step is an important step in any project, however understanding the history of Clifton House was necessary to construct this project, we must look back on it's story to build it's future and ensure that the history is identifiable through it's new identity. We conducted a lot of research through the current Clifton House website along with any other relevant online sources we could find. This information is what is currently available to the public, and what our first initial understanding of who Clifton House , and the Belfast Charitable Society are.

Online Research

Opened in 1774 by Belfast Charitable Society

the building was the original Poor House in Belfast, until the 1880s

For 120 years it was a hospital and a nursing home for older people

For over a century it was used as a nursing home and hospital for older people

Clifton House is Belfast's most historic meeting venue, offering an inspiring space for a wide range of events including seminars, conferences, strategic planning sessions and private fine dining.

It is also home to a heritage centre alongside a residential home and sheltered accommodation apartments.

The house offers guided tours, talks and exhibitions, as well as augmented reality, helping to tell the stories of the Poor House and those who sought sanctuary there.

Our visit to Clifton House.

On Friday the 27th of October, Josh and I headed to Clifton House to visit the team and learn a bit more about the house itself. A deeper understanding of the House and the history allowed us to understand the brief better , and design assets that reflect the house accurately and resonate with / target the right audience.

It was important to us as a team to not only meet the members at Clifton House to further understand what they wanted out of this project, but to also dive into the history of the House. We as designers understand that design must not just look good but solve a problem. The power behind a good brand is brand strategy. Filtering in meaning to the aesthetics, makes a bigger impact than something that just looks good. This was our goal.

Lunenfeld discusses the importance of research in his paper "The Design Cluster", "By moving away from "mere styling" of the product itself and into the interlocking systems that manifest, support, constrain and envelop products, designers can rightfully claim lay claim to a much farther reaching contribution" (2003). To achieve this power to the brand we wanted to learn as much as possible from the visit, and implement it across all of our design decisions. At the House we took a tour with one of the Historians, Jason. Jason informed us about the founders of the house and the important characters associated across its 250 year time-line. Not only this, we learned about the architecture and design of the House, Designed by an amateur architect Mr Cooley. The building was something I wanted to incorporate into my master logo. Josh and I were also fortunate to speak with other members of Staff, and got to explore the house with the Augmented Reality tour, which allowed us to see into the House's past.
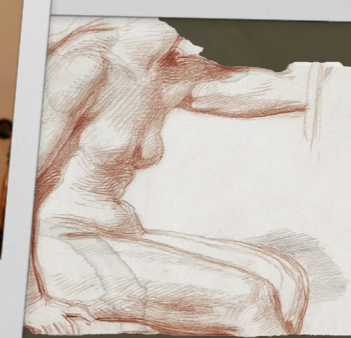

House Entrance

Exploring with AR

AR Tour of the house

Our visit to Clifton House

This visit was a great opportunity for our team to learn more about Clifton House. The team made these plans to visit the house using the software Basecamp where our team held all communication, shared files and documents and scheduled meetings. This made it easy to organise, alongside Claire's email thread to the community partner requesting available dates that was suitable for us to visit. Presented is the process of us figuring out availability, planning and scheduling as a team, utilising the software.

Once Claire informed us via Basecamp that Clifton House had availability on Friday the 27th of October, I referred to the Basecamp board where the whole team filled out their individual availability as well as when the group as a whole was available. Using this information, I sent a chat into Basecamp asking the team if Friday suited.

We used our scheduling tool on Basecamp to set a date and time for the visit. Everyone was sent an invitation to this event, including Adrian and Claire, so that they could see what we were doing during the week. This tool was really useful for organising meetings and setting reminders for internal deadlines for our team.

Email from Caroline re visit this Friday?

Claire Mulrone · Oct 24 · Notified 4 people

Hi Claire,
We were wondering if the students working on the 250 Anniversary piece would also like to come in on Friday at 10.30am for a short tour of Clifton House at the same time as the students working on the education packs?

Would you be able to reach out to them to offer the date / time. We would take them through the history of the house to start, and then move into more specifically about the Children of the poor house, but would be relevant for both.

Thanks
Caroline

Caroline McCoubrey
Freelance Marketing Consultant
mccoubreycaroline@gmail.com
07834278045

Oct 24 — Ellie McDowell
Hi Claire,
This would be great! This works for us, we were going to suggest Friday also!
Thank you!

Oct 24 — Claire Mulrone
Great Ellie, drop Caroline an email to confirm.
Claire

Oct 24 — Joshua Keyes
Perfect

Add a comment here...

Group Availability

Joshua Keyes · Oct 5 · Notified 4 people

Josh
- Monday 9th *1pm- / 3.30pm-* / Tuesday 10th X / Wednesday 11th *1pm- / 3.30pm-* / Thursday 12th *10am-?* / Friday 13th *10am-*

Ellie
- Monday 9th **9am-** / Tuesday 10th **9am-11am** / Wednesday 11th **1pm-2pm** / Thursday 12th **10am- ?** / Friday 13th **1pm-2pm**

Tia
- Monday 9th **-** / Tuesday 10th **9am-11am** / Wednesday 11th / Thursday 12th **10am-?** / Friday 13th

Tia is starting new position on Friday. Has not gotten rota yet. availability for next week confirmed tomorrow at start date.

Group Availability

Monday - 1pm On-wards / **Tuesday** - 9am-11am / **Wednesday** - 1pm-2pm/ **Thursday** - 10am-?/ **Friday** - 10am-12pm or 1pm-2pm or 3pm-5pm

Campfire

🔔 Notifying
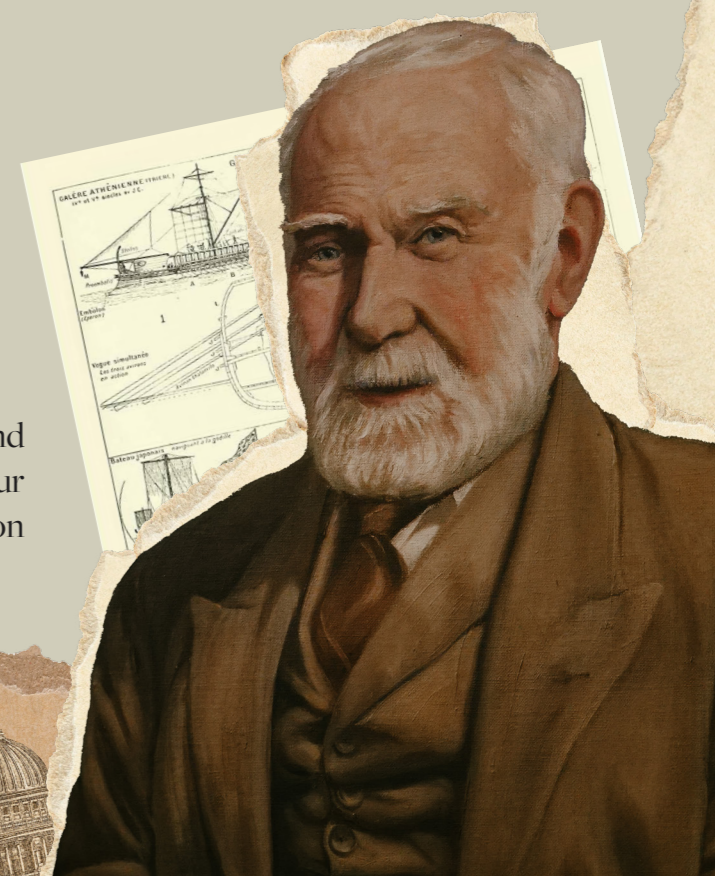
Saturday, October 21

9:34pm Me
Hi guys! Are we all free to propose visiting client this coming Friday?

Tuesday, October 24

Tia Gabbidon-Lyttle 12'03am
Joshua Keyes
Me and Ellie have combed through the brief again addressing the feedback> 🟣 Tia Can you please add in any decorative illustrations / graphics.

I've had a couple of attempts at adding the graphics we discussed during class, but I feel that the addition of these graphics don't suit the layout and leave the pages feeling cramped. Possibly need to sit together and rethink possible decorative illustrations/graphics, let me know what you think! :)

Ellie McDowell
Hi guys! Are we all free to propose visiting client this coming Friday?
Absolutely Ellie!

Myself and Tia discussing availability to visit client on Friday 27th of October. This was the date the team at Clifton House suggested.

Add this schedule to your Google Calendar, Outlook, or iCal...

Today | **Oct 2023** | **Nov 2023**

SUN MON TUE WED THU FRI SAT | SUN MON TUE WED THU FRI SAT

Oct 2023
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Nov 2023
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCT 27, 2023 — Meeting @ Clifton House
10:30am - 12:30pm
Add an event

NOV 1, 2023 — Evening Meeting : Pitch Deck
7:30pm - 10:00pm

NOV 7, 2023 — Pitch Meeting @ Belfast Campus
4:00pm - 6:00pm

Show everything up to Jan 31, 2024

Friday, October 27

Joshua Keyes 12:17pm
Me and Ellie are just out of Clifton House there and got to meet Caroline and Lauren. Went really, very friendly and had a great chat about the history. We are now Clifton house educated.

Really well, very friendly ***

12:18pm Me
We are now history buffs!

Unfortunately Tia was unable to attend last minute to the visit. After myself and Josh attended the tour of Clifton house, we kept the rest of the team up to date on the campsite chat.

Summary.

To summarise, Basecamp allowed us to organise and communicate easily to plan and update others about our visit. We also uploaded all images that we captured on our visit to share with the team.

What did we learn?

The visit to Clifton House helped us to build on our knowledge of the history of the building, and all of the characters associated with it. This was really useful for us to develop out our ideas and concepts for the project ahead of us. Here are some of the facts we learned about Clifton House from our tour.

The Belfast Charitable Society own the centre section of the house.

Belfast Charitable Society was apart of bringing the first of clean water systems to Belfast.

The basement of the House was used to teach women and children to use spinning wheels.

Clifton House was built by an amateur architect, Mr Cooley.

There was often over 200 people living in the poor house at one time.

A bell from one of the first churches in Belfast was used in the house to alert residents that it was meal time.

Clifton House has a AR tour via ipads that allows you to look around the house as it was years ago.

As well as a tonne of information about the history and the house, we also got to capture some imagery of the rooms and art inside the house. I took all of these images on my camera and edited them. These photos were really useful to use as inspiration when creating mood-boards and developing out a brand strategy. It allowed us to create something that fit in well with the personality of the house.

Photo suite.

Market Research

Benchmarking & Competitor Analysis

Whether you are launching a re-brand or marketing campaign, or social media presence, it is important to not only understand your audience, but also your competitors. In this instance, there was 3 main areas we needed to research into within the competitors of Clifton House. As the audiences will be similar, we can analyse what type of content and approach performs well for others, and apply it to our own strategy and plan. These are the 3 areas in which we researched:

Once we established the areas we needed to look at, we needed to find out who our clients competitors were. So how do we find that out? How we approached this was by figuring out what the clients USP and services are. Once we knew this, we could use these to search other organisations that offer these services within Northern Ireland. First up was to establish what Clifton House was offering, their unique selling points and the categories they fall into:

We ran into some issues when trying to find other similar organisations that are offering the same unique combination of services that Clifton House does. What we found in our research was that most Georgian houses that tend to offer event spaces, are usually wedding venues and this is their main selling point. There are not many other organisations that are event venues and also historical houses that facilitate tours and exhibitions. So, how did we get around this? We as a team came to a decision after a discussion that it was best to base the majority of our market research on Georgian houses in Northern Ireland that are used for event hire, even if this is primarily wedding venue. We decided this as this was the market with the widest range, this market is also the most popular so we thought we would gain the most value from researching it. We also researched other historical houses that didn't offer event hire.

Similar Brands
The style of how others are presenting themselves, and why it is working for them.

Anniversary Brands
Temporary re-brands for similar organisations celebrating milestones.

Social Media
How others create and distribute content, and which platforms they utilise.

Services/ Unique Selling Points
Venue Hire
Catering
Tours

Categories
Historical Houses
Georgian Houses
Event Hire
Corporate Hire
Historical Talks
Historical Exhibitions
Northern Ireland/ Belfast
Tourist Attraction

Here's what we found.

And how we found it.

Before we began looking up competitors we needed to figure out how we were analysing these organisations, and essentially how we were "scoring" them against Clifton House. I carried out some research into performing brand assessments and benchmarking categories. I shared these with the team on a Basecamp message board so that everyone could conduct their benchmarking in a way that is consistent with everyone else in the team. It also acted as a useful guideline in how we needed to break down these organisations brands, social media and other assets.

Take a look

Useful Resources.

I added into Basecamp a useful website that breaks down benchmarking categories for evaluating brand strategy which is one of the elements we decided to compare.

I also added in some useful websites that break down how to perform a brand assessment, as well as what elements we should be looking at. For each website I added, I summarised what I felt was the key information that I found within, for easier accessibility & efficiency for the team.

Additional helpful sites, also looking at what a successful social media plan looks like, so that we could break down the competitors social presence.

Whilst re-searching, I came across the Kellers Brand Equity model. This came in really useful further down the line when we began to develop our strategies and identity. I considered this model when designing my concept to ensure I was thinking about the audience. I added this into our board to assist us with benchmarking.

Benchmarking.

The team began to search for the competitors or similar organisations using Google search and our categories we established earlier, we then broke these down into 3 types of categories. I created a message board for the team to add links to all the organisations we found.

Similar Organisations   Estate Anniversary's   Similar Social Media

The Prep.

Josh then uploaded to the same message board, an Excel sheet template for us to begin scoring these organisations. We scheduled a Microsoft Teams call to plan how we would break down the information I found in the resource websites, and use this in the benchmarking template. I scheduled the call in Basecamp for 6pm and sent invites to the rest of the team, so that we could collaborate and decide on the categories together.

Basecamp
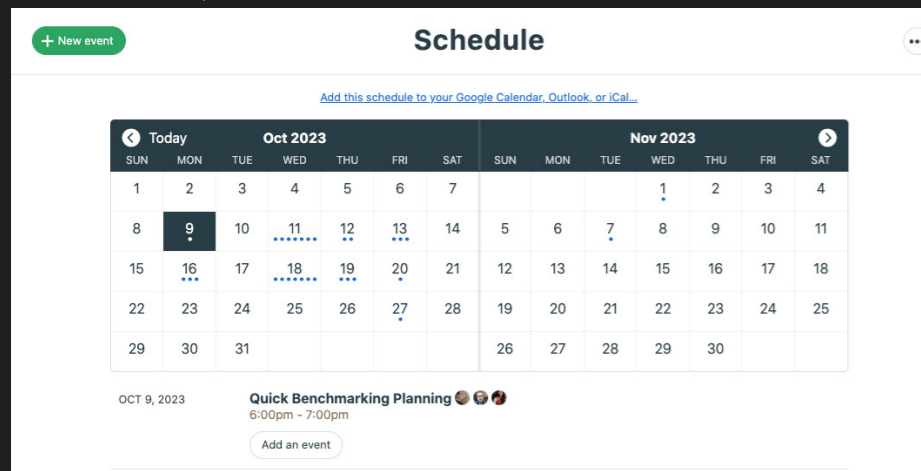
Toggl
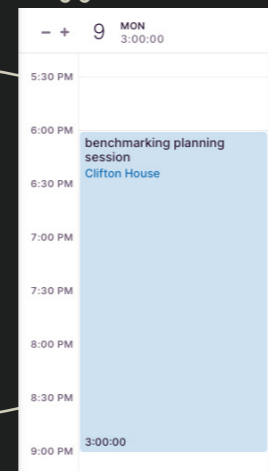
As shown above, the meeting was entered into our schedule. The image beside is taken from my Toggl account. We used Toggl to track our time, to simulate how we would price and track our time across projects in a paying client situation. As shown, I added our benchmarking session to our Clifton House project tag. The meeting lasted longer than anticipated, spanning across 3 hours. This is why it is important to track your time, because more often than not we under-estimate how long tasks will take. We spent a lot of time deciding what exactly we thought was important to examine in other organisations, by discussing each section in detail and filling out the template together. As we began filling out the template, we encountered an issue. Excel was making it difficult for us to fill out our sections, this could be down to lack of familiarity to the software. We decided that for efficiency, we would swap to a Word document. Josh recreated this up quickly and added it to Basecamp, as shown in the image at the top of this page.

Once the form structure was completed, it was time to fill it out and begin scoring. To divide up the work, we gave each of ourselves 2 organisations to break down. I then created to-do lists in Basecamp for each of us, assigning a deadline of October 12th. We decided as a team, to stay on schedule, that we would give ourselves deadlines to ensure we kept good time management. Below is shown each of our to-do lists for our first week with assigned tasks for each, this is so that Basecamp would notify us when deadlines were nearing. This was also helpful as we could see how other members of the team were progressing with the checklist tool, meaning we could see if we needed to offer up any help. For each to-do list I added all members of the team, including Claire and Adrian as subscribers. This means that when someone ticks of an item or comments, all members will be notified.
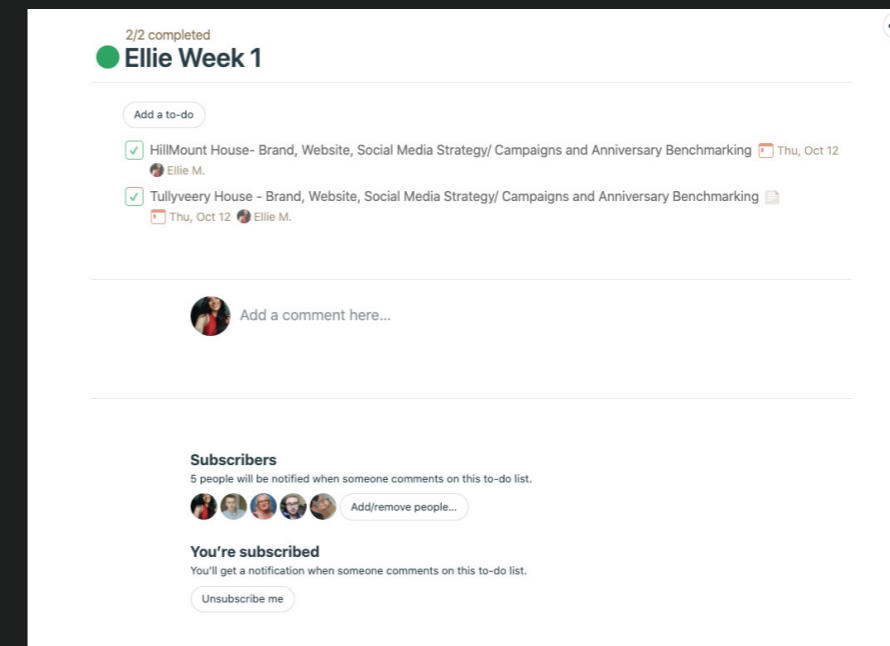
As you can see from this screen grab, I was assigned Hillmount House and Tullyveery House to assess the Brand, Website, Social Media Strategy/ Campaigns and Anniversary elements of these. We added in a section to analyse the websites of each as there was a possibility that we may need to create web assets for Clifton House, however this had not yet been confirmed.

I also set up Josh and Tia's first week of to-do lists. They were able to tick these off as we progressed.
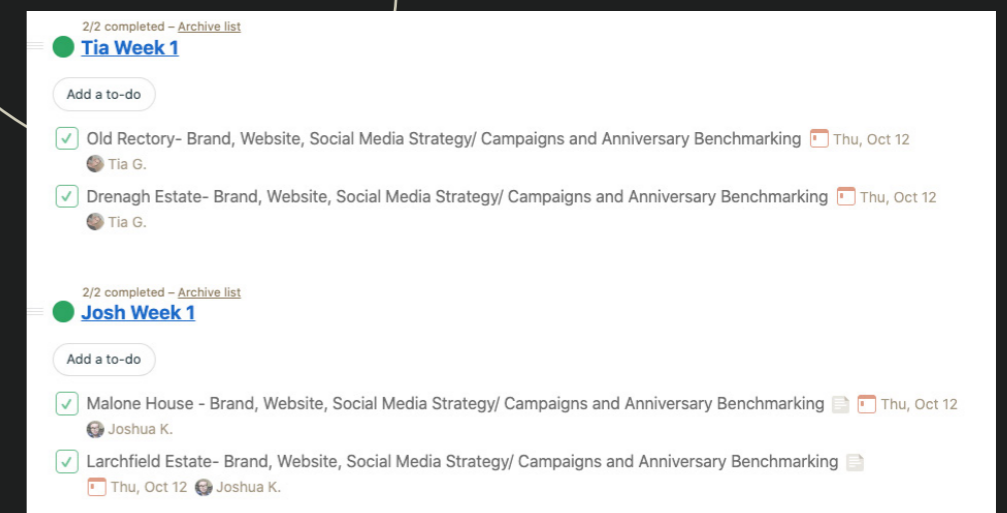
The Production.

As shown in the following documents, we divided the benchmarking into categories and then category features. We used this sheet to examine, analyse and score in detail each area of these organisations. This exercise helped us to not only find inspiration from others, but to see where others may have not succeeded in their attempts. Once we had each filled out our assigned organisations sections, we as a team collaboratively filled out the Clifton House section. This proved most effective as we could combine all of our learnings and examine Clifton House in greater detail. As shown in the screen shot of my Toggl account below, we spent a lot of time ensuring that we filled this out as accurately as possible, The meeting lasted from 7pm-12pm on Microsoft Teams. We decided to work on this late so that we could deliver on our internal deadline of the 12th of October. I also added this into our schedule on Basecamp prior, as before we ended up spending more time on this than planned.

Shown above is myself asking the team on the campfire chat if the rest of the team were available for a meeting. Once the team confirmed, I scheduled us in some time for this in our Basecamp schedule.

The Document.

| Category	Feature	Drenagh Estate	Old Rectory	Malone House	Larchfield Estate	Tullyveery	Hillmount House	Clifton House
Content	Photography	Photography is used greatly through-out their website and socials. Photography is professional and showcases what Drenagh can offer its clients base extremely well.	Photography is one of the main branding points of Old Rectory. All photography used with in the website and the socials follows the same green/teal undertones, allowing the brands chosen colour aesthetic to shine through without ruining or distracting their protentional clients from the professionally shot content which is their mainly to showcase what they can provide as a brand.	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	Outside of their logo, graphics are used to convey information quickly and efficiently to their clients, fitting with the nature of straight to the point information often seen on socials such as Instagram.	For this brands identity graphics are limited to the logo of the brand. They avoid putting text and graphics over their imagery, presenting the brand as sleek.	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	The copy across the different platforms is attention grabbing and straight to the point.	The copy is informative and clear through out the official website and the socials.	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 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 of poor quality and structure, with some posts only containing relevant information provided. Call to actions are showcased across a variety of posts. Question lead captions increase engagement and interaction with the post.	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 with the post.
	Tone of voice	The tone of voice across the socials is professional and clean, however with the use of emojis in their copy and trend following videos through out their social they also present a fun and friendly approach to their branding.	As mentioned above the tone of voice is extremely informative and clear. It uses the phrase 'we' a lot, giving the reader the feeling of being involved from the get go. As well this the overall tone of voice is friendly and approachable.	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 and relatable slang.	Hillmount has an inconsistent tone of voice. Based on majority, the tone of voice is friendly, inviting and descriptive.	Tone creates sense of urgency for customer to interact with socials. Friendly and upbeat.
	Brand Consistency	Drenaghs brand is consistently bright and fun through out their socials and website, mainly achieved with the use of photography and videography.	Old Rectory has a consistent teal colour scheme through out their socials and their website. As well as this the posts are clean, clear and straight to the point along all their different platforms adding to their professional image.	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.
	Video	Video is used heavily on their socials. These videos range from showcasing what a future clients wedding day could be like to the fun side of the staff that work there.	On opening the official website of 'The Old Rectory' you are greeted with a beautifully shot video which showcases the grounds in all it's beauty.	Videos have not yet been posted on socials to promote events / offers or showcase the buildings rooms.	High quality, relevant videography is used throughout socials to showcase and promote past and current events.	Use of high quality images and video to make reels from weddings/ event/ generic content. Great use of turning image posts into reels for higher levels of reach.	There is a large library of reels within the Hillmount Instagram page, however these take on a more "home-made" style, appearing less professional. These videos still create high levels of reach and exposure.	There is video presence across socials however this could be improved by adhering to a format of either portrait or landscape. A walk through of interior of building and rooms would be engaging and enticing. Video promotion of events would increase event awareness.
	User Generated Content	User Generated contented is the base line to the majority of content that is posted through out their website and socials, the brand relies heavily on their customers to be able to showcase what the brand is truly about.	User generated content can be seen on their Facebook page in their review section. As well as this the imagery content they post on their socials is also heavily created by their users (clients), allowing the brand to showcase to any future clients what their day could look like.	User generated content is displayed through reviews on Facebook and across Malone Houses website.	User generated content is displayed through reviews on socials and through customers wedding images and videos tagged to Larchfields page.	High levels of user generated content, sharing couples wedding video/imagery every so often. There is opportunity to expand this by sharing reviews or reposting tagged posts more often.	Hillmount House has mediocre levels of user generated content such as graphic led posts of reviews as well as showcasing couples wedding videos. This appears to be their main type of content.	Consistent tagged posts across socials. Reviews are presented at the bottom of the website however posting reviews on socials will increase engagement.
	Stories Activity	Drenagh is on-top of posting on their story, using their stories as a platform to repost and bring attention to posts that they have been tagged in.	Old Rectory uses their stories to repost previous clients posts that they have been tagged in, once again user generated content to showcase what the brand is about.	During benchmarking Stories were not present or posted across socials.	During benchmarking Stories were not present or posted across socials.	During benchmarking Stories were not present or posted across socials. However, based on the highlighted stories selection we can presume that Tullyveery are active on stories.	During benchmarking Stories were not present or posted across socials. However, based on the highlighted stories selection we can presume that Hillmount are active on stories.	During benchmarking Stories were not present or posted across socials.
	Highlights	Drenagh uses their highlights to showcase the different areas of the Drenagh estate as well as food and different events that they have hosted.	Old Rectory uses their highlights to showcase the different sections of their socials more usual friendly, allowing their users to easily find	During benchmarking Highlights were not present or posted across socials.	During benchmarking Highlights were not present or posted across socials.	A number of highlighted stories with use of branded covers, another great utilisation of the brand as well as allowing users to access relevant	There is a total of 3 highlighted stories, with unbranded covers which appears less professional. However, this is a great tool for	During benchmarking Highlights were not present or posted across socials.

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Category	Feature	Drenagh Estate	Old Rectory	Malone House	Larchfield Estate	Tullyveery	Hillmount House	Clifton House
		content of the areas of the estate that they want to see.				content they may be searching for.		users to view past content.
Strategy	Posting Routine	Posting routine varies between socials. Instagram – Every day, fitting for the platform. Facebook – On average once a week.	Posting routine varies between social. Instagram – every other day/ weekly. Facebook – every couple months.	Facebook routine posting ranges from posting everyday to every 2 days. Instagram has not been posted to since 2020.	Posting routine consists of an average of 3 times per week which is great for engagement. This is consistent across Facebook as well.	Posting routine consists of an average of 2-3 times per week, which is a great balance for this type of organisation in terms of keeping their audience interested whilst not overwhelming/ exhausting the content.	Hillmount has an inconsistent posting routine. On average there is around 1-2 posts. This organisation could benefit from a more structured posting schedule to boost engagement.	Posting routine is consistent with content being posted 1-3 times a week averaging at 2 posts per week. This is great and will boost engagement with tailored posts.
	Account Activity Responsiveness	They are extremely active, interacting with many comments, reposting posts they've been tagged in on their stories and liking comments under the majority of their posts.	Between the two socials, Old Rectory is more active on their instagram account rather than their Facebook account. They repost tagged images, as well as liking comments and even commenting on comments left by users.	Malone house is responsive to some comments however their responses could be improved to increase engagement.	Larchfield is extremely responsive with comments being responded to appropriately and tagged posts being interacted with.	Tullyveery has great responsiveness across their social channels. They interact with their audiences via replying to comments and liking tagged posts regularly.	Hillmount has a moderate level of responsiveness across their social channels. There is interaction with users but no communication via comments.	Clifton house is responsive with replying to most comments and queries however interaction with more comments and tagged posts will boost engagement.
	Location tags	Uses location tags well throughout their posts, not only increasing the brands awareness but also gives a clear location of Drenagh House Estate.	Uses location tag well through out their posts. Increasing the brands awareness as well as giving a clear location of Old Rectory.	Malone Houses location is tagged across social posts. This increases brand awareness and displays clearly where Malone House is located.	Larchfield consistently tags their location in wedding posts however they do not tag their location in other posts used to promote events or showcase offers.	Tullyveery consistently tags their own location in all posts however they could expand on broader areas such as Northern Ireland to expand their audience reach.	Hillmount consistently tags their own location in all posts, however they could expand on broader areas such as Northern Ireland to expand their audience reach.	Location tagging was not present across socials. Tagging locations such as Belfast will increase reach and drive engagement and traffic.
	Use of hashtags	Hashtags have been used appropriately throughout their socials.	Overall, Old Rectory doesn't use hashtag on the majority of their posts or at all. Instead, they seem to rely on their following to gather likes and interactions.	Hashtags have not been used on Instagram however they have been used appropriately on a variety of posts on Facebook.	Larchfield uses appropriate hashtags to promote their posts across socials with their own #larchfieldestate tag being used regularly.	Tullyveery uses specific and appropriate hashtags across all posts, there has been clear research into hashtags, using many variations of the same phrases to cover all search results.	Hillmount uses specific and appropriate hashtags across all posts, there has been clear research into hashtags, using many variations of the same phrases to cover all search results.	Hashtags are present across socials. Increasing tailored hashtags such as #Discoverni #Belfast #Belfast History will prove valuable to engagement and reach.
Results	Following	Between their Facebook and Instagram alone, Drenagh House Estate has a following of over 29K.	Between their Facebook and Instagram, Old Rectory have over 20.5k followers.	Malone House has amassed a following of 361 followers on Instagram and 643 followers on Facebook totalling to 1k followers across socials.	Larchfield has amassed a large following totalling to just shy of 27k followers. Facebook has the most followers at 16k. This is a great audience to promote to.	Tullyveery has over 9k following across both Instagram and Facebook. The ratio of engagement to following is very positive and impressive.	Hillmount has around 9k following across both Instagram and Facebook.	Clifton House has amassed a total of 9k followers across social media platforms. Biggest audience residing on facebook.
	Average Likes	Average likes per photo posts are between 10-30 likes. Average likes per video post are between 99-1,000 likes.	On average likes between their socials range from 30-400+ likes.	Socials receive an average of 16 likes per post on Instagram and 2 likes per post on Facebook.	Socials receive an average of 33 likes per post however this average increases by 100% when a wedding post partnered with the guest is posted.	Socials receive an average of 43 likes per post, with higher levels of reactions in the photography and video than graphics.	Instagram receives an average of 22 likes per post,	Average like count consists of 12 likes per post which can be increased by increasing the use of hashtags and tailoring content to the brand and tourism market.
	Average Comments	On average comments range between 2-10 comments a post.	On average comments range between 5-50 comments a post.	2 comments per post is the average across Instagram with 1 comment per post averaging on Facebook.	2 comments per post is the average across Instagram with 1 comment per post averaging on Facebook.	3 comments per post is the average across Instagram and Facebook.	1 comment per post is the average across Instagram and Facebook.	Clifton house did not average a comment per post. This could be increased through creating more question lead captions to increase interactivity with the posts.
	Tagged	Many of the posts that Drenagh are tagged in on Instagram are from clients or business that have worked along side them for different events, increasing the engagement between user and poster.	The majority of the posts that Old Rectory is tagged in are from couples that have been married on their grounds, increasing engagement between user and brand. However the brand is also tagged in a number of posts promoting event wear, showing they also have a healthy relationship with other brands.	Businesses are tagged across socials such as photography accounts that have captured Malone house to hosted businesses such as cafes.	Accounts are tagged across socials such as past guests and catering accounts/charities and partnerships. Partnership posts with guest prove to be most valuable bringing in the most engagement.	Tullyveery includes tags consistently throughout posts and copy such as interiors/ sponsorships/ photographers etc. This is a great tool to build brand awareness, expand on reach and increase exposure.	Hillmount generates a consistent amount of tagged content regularly. This includes tags consistently throughout posts and copy such as interiors/ sponsorships/ photographers etc. This is a great tool to build brand awareness, expand on reach and increase exposure.	Clifton house regularly tags other business and event organisers. Increases collaboration and tagging other business in perhaps a partnership post would prove valuable for engagement.

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Category	Feature	Drenagh Estate	Old Rectory	Malone House	Larchfield Estate	Tullyveery	Hillmount House	Clifton House
Brand Identity	Logo	The logo for Drenagh is clear and consistent through out it's usage of the webpage and occasional usual on socials, it is simple and identifiable.	The logo for Old Rectory is simple, classic yet modern. It is their brand name, not only is this an recognisable logo but it is fitting for many different areas of branding, regardless of the size.	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	The brand colours are extremely fitting with the brands identity, the use of green/teal and white pairs nicely with the coat of arms logo, adding to the consistent 'royal treatment' vibe the brand has.	As mentioned in imagery the brand colours are green/teal. This gives the brand an overall new and fresh feel.	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 professional 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	During benchmarking brand was yet to have a clear slogan.	"One of a kind venue for a one of a kind bride"	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	The image of Drenagh Estates is communicated heavily throughout the use of photography and videography as well as colour and typography. They have given themselves the image of professional, but also fun.	The image of Old Rectory is heavily communicated through the use of photography, especially with in their Instagram, they use less typography and more imagery, choose to rather show than tell their users what they're about.	Malones houses image is clean, professional and high end. Its use of typography and high-quality images promotes a premium brand feel and image.	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 highly professional and 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.
	Graphics	The coat of arms is the main graphic used with in the branding of Drenagh Estate, the coat of arms graphic represents the family who owned the estate, making it a very fitting logo and graphic to feature of the website.	Graphics are very limited with Old Rectory imagery, being saved for the logo.	The main graphic is an illustrated graphic of Malones front door to their building. This is present across the branding and easily identifiable.	Larchfield Estates branding does not consist of any graphics individual to the brand. However graphics used across social media are clean and sleek which represents the brand.	The graphics used across the social are of poor design quality yet attempt to upkeep brand consistency by showcasing brand colours in every other post. Graphics found on the website are of a higher level of design and promote a cleaner look, cohesive to the brand itself.	Hillmount house utilises a clean graphic style with a minimalistic approch. These graphics are also cohesive to the rest of the brand that we can identify consistently throughout the establishments assets.	Graphics are used across socials and branding however more cohesive graphics in line with the brand would create a more established feel and present better.
	Typography	The choice of typography throughout the main website is not only a fitting font but also clear. Typography is also used through out their social accounts, although there are a couple issues with readability in some areas the over all usage of typography adds to their posts, allowing them to get quick information about to their users.	The chosen font for the typography is fitting to the brand. Not only is it clear and easily read but the serif font also provides elegance to the page. There are two types of fonts used through out the website, for a more professional look Old Rectory could reduce this to one to keep the overall theme the same through out their socials and webpage.	Malone house presents clean typography across the branding which is professional and compliments the brand.	Clean, crips, 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.
Brand Equity	Loyalty	Drenagh Estates brand loyalty is heavily present through-out their branding. From brides and grooms posting about how great their day was and tagging them, to other companies who have worked along side them posting about how much they enjoyed working alongside the staff and the brand as a whole. As well as this their Facebook page features over 500 reviews with an overall score of 4.6/5.	Past reposting their clients images on their stories and overall general feed, Old Rectory has little to no brand loyalty with their user base.	Malone Houses brand loyalty is good with many reviews referring to being recommended by a previous guest or customer and guest stating they would be returning. This is showcased with 4/5 rating with almost 100 reviews.	Larchfields brand loyalty is excellent with many reviews referring to being recommended by past guests and repeat customers. This accompanied by great engagement on socials and a rating of 4.9/5 with nearly 300 reviews.	Tullyveery has excellent brand loyalty. With high numbers of client/visitor/ staff content/ involvement and levels of responsiveness/ interaction on social platforms promotes loyalty to their consumers. This is re-enforced by glowing reviews.	Hillmount house brand loyalty is good, from what can be gathered from social platforms, they often share images/videos of couples wedding days celebrating them and sharing their congratulations. There is opportunity to be more responsive to user interaction as well as more user content.	Brand loyalty regarding reviews is positive. Increasing interactions with guests via comments, stories , tagged posts will further increase brand loyalty.
	Brand Awareness	Drenagh Estate House is a stunning Georgian stately home known for its events and weddings. They are known for their incredible service as well as their elegancy and royalty.	Old Rectory is a "truly one of a kind venue" they don't stray from this marketing perspective in the slightly, instead they push and add to it with the graceful and stunning photography they post throughout their socials and webpage.	Malone House is a renowned brand for its elegant event venue, known for exceptional service and unforgettable experiences, achieved through effective marketing and a strong online presence.	Larchfield Estate has strategically built its brand awareness as a top-tier event venue. This has been made possible through effective marketing, social media engagement, and captivating promotional events.	Tullveery appears to have a good level of brand awareness. Based on high levels of activity on Instagram and Facebook. There is opportunity to expand on brand awareness through other digital platforms such as TikTok.	Hillmount House appears to have a good level of brand awareness. Based on high levels of activity on Instagram and Facebook. There is opportunity to expand on brand further across different platforms such as TikTok and LinkedIn.	Brand awareness can be improved through developing the brand further across different platforms such as TikTok and LinkedIn to reach a wider audience.

		Drenagh Estates	Old Rectory	Malone House	Larchfield Estate	Tullyveery	Hillmount	Brand
Brand Association		Drenagh Estates is most commonly associated with stunning, elegant and overall incredible weddings.	Old Rectory is most associated with stunning one of kind weddings.	Malone House is associated with sophistication in event hosting. It has established itself as staple historical house that hosts events in Belfast.	Larchfield Estate is associated with high end and luxury events spaces which is demonstrated through its social media presence and branding across all platforms.	Tullyveery has great brand connotations. Through their content rolled out across their assets, including the brand itself it promotes itself as fresh, professional and with the times.	Tullyveery has great brand connotations. Through their content rolled out across their assets, including the brand itself it promotes itself as premium, luxurious and professional .	Brand has a strong association with history and culture in Belfast. Branding with the colour maroon associates with royalty however this contradicts the history of the house as it was originally the poor house.
Brand Roll-out		They have been able to roll out their brand with a fully functional website and a variety of different social medias that they have been able to adapt their content to accordingly.	Old Rectory has rolled out their brand with the use of a full functional website as well as different social medias. That they were able to adapt their content to accordingly.	Malone House brand roll out consists of a functioning website, social media assets and	Larchfield Estates brand roll-out consists of a fresh and clean website, promotional events, and social media which increases its reputability as a top event venue.	Tullveery's brand roll out is consistent and clear throughout their digital assets. The use of the brand typography throughout social media platforms could be more cohesive to improve on this.	Hillmount House has a consistent roll out across social media platforms and their website. With all assets adhering to the brand guidelines this is a highly professional tool.	Broll roll out hard to identify as all content distributed across platforms is not cohesive to a set of brand guidelines.
Aesthetics		The Estates Aesthetics are clean, clear and sleek. With the use of an appropriate colour scheme, logos, graphic and typography as well as a beautiful variety of different images of the venue they are able to capture and portray what makes the building historical beautiful but what makes it beautiful today.	Old Rectory Aesthetic as mentioned above is "fresh elegance" this is apparent with not only the use of colour, which is added as an undertone to all of their Instagram posts to help keep a consistent colour Aesthetic but can also be seen with their choice of intro videography and overall imagery and chosen typography.	Malone Houses branding aesthetic is reminiscent of its history as a historic building. This is communicated via colour schemes, logo design and images in the branding. This establishes the brand as a historical event space with appropriate aesthetic.	Larchfield Estate boasts a high end and luxurious aesthetics that is communicated with the branding through the style of typography and images incorporated into the branding. This aesthetic is in line with their socials and their website.	Tullyveerys brand aesthetics are adequate. Photography style is strong and creates a beautiful sense of the house itself. There is opportunity to further and better reflect the brand in use of typography, logo and quality of these assets as they are implemented.	Hillmount house has excellent aesthetics that successfully communicate the beauty and history of the house itself. The use of type and colours reflect the brand extremely well.	Opportunity to develop stronger brand aesthetics through refresh or further development and refinement of current brand aesthetics.
Flexibility		Drenagh Estate is extremely flexible when it comes to their strategy as seen with the use of comical reels on their Instagram. As well as this the brand also has a TikTok where they create videos on with in the estate with their employees based on events they are holding and current trends.	Old Rectory has definitely made an attempt at beiyng flexible when it comes to presenting their content, not only have they created reels but they also have their own tiktok page. Although this page is mainly used for presenting videography rather than following trends.	Flexible with incorporating other businesses into their posting.	Room for flexibility with social media and branding.	Tullveery expresses good flexibility with their brand promoting a range of different types of digital content.	Hillmount House expresses good flexibility with their brand promoting a range of different types of digital content.	Room for flexibility with social media and branding.
Consistency		Overall the branding through out the different socials is consistent, you will get the same tone of voice from the website that you would get from their social media pages due to appropriate posting.	The overall branding of Old Rectory is consistent through out the different socials and their webpage due to the reasons mentioned above.	The brand is consistent displayed on the website and through social media. All relevant material from the branding is displayed	Branding is very consistent Across social media and website. Sleek, easily recognisable and looks cohesive. Overall professional look.	There is a good level of consistency of the brand throughout the assets. There is room for improvement across social channels by adhering more often to the brand typography and the use of logo stamps.	There is a high level of brand consistency across the Hillmount assets. There is room for improvement across social channels by adhering more often to the photography style and the use of logo stamps.	Branding is not consistent across assets produced and branding elements.
Purpose		Drenaghs purpose is to provide a beautiful historically filled space for people to hold events and weddings. Something that is clear through out their branding.	Old Rectorys purpose is to provide personal, beautiful, fresh elegancy weddings.	The brand's purpose is to provide a space for events and weddings to take place. This is reiterated through its branding.	The brand's purpose is to provide a space for events and weddings to take place. This is reiterated through its branding.	The brands purpose is to provide a space for events and weddings to take place, this is communicated well through their branding identity and strategy.	The brands purpose is to provide a space for events and weddings to take place, this is communicated well through their branding identity and strategy.	Looking at the brands asset the brand purpose is to facilitate and educate customers, guests and businesses by providing services and event spaces.

We practised using positive language throughout our benchmarking of Clifton House. In areas that we felt Clifton were weaker in we used phrases such as "there is an opportunity to.." or "there is room for improvement.."

We then added an editable version of this word document as well as a PDF to our documents on Basecamp. We invited Adrian to the folder to review our work, we had no changes to make.

Benchmark Research

Benchmarking of
Benchmarking of Branding and Socials .docx
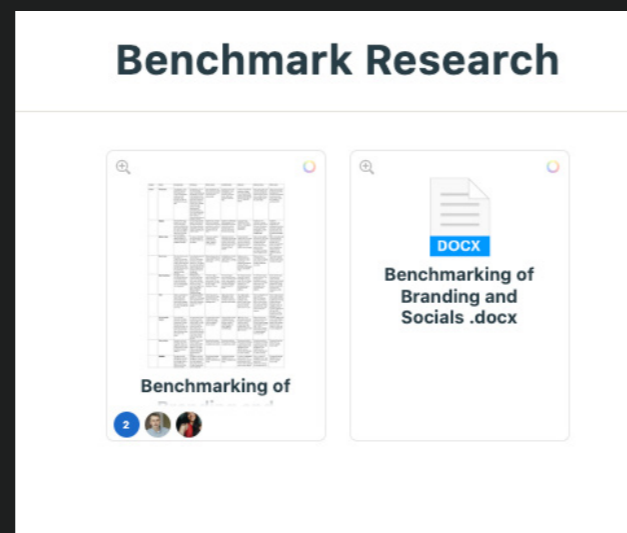
Summary.

Overall, our learnings from the benchmarking process is that Clifton House is below average on most of the areas we researched into. However, this was helpful as it gave us insight into the areas in which we need to support them. We can support them through the assets that we create. If we were to carry this process out again, it would be useful to look at a wider range of organisations to see how else we could strengthen our concepts. Due to the few similar establishments this was quite difficult to achieve. A solution to this may be to look outside of Northern Ireland into a larger market.

THE BRIEF
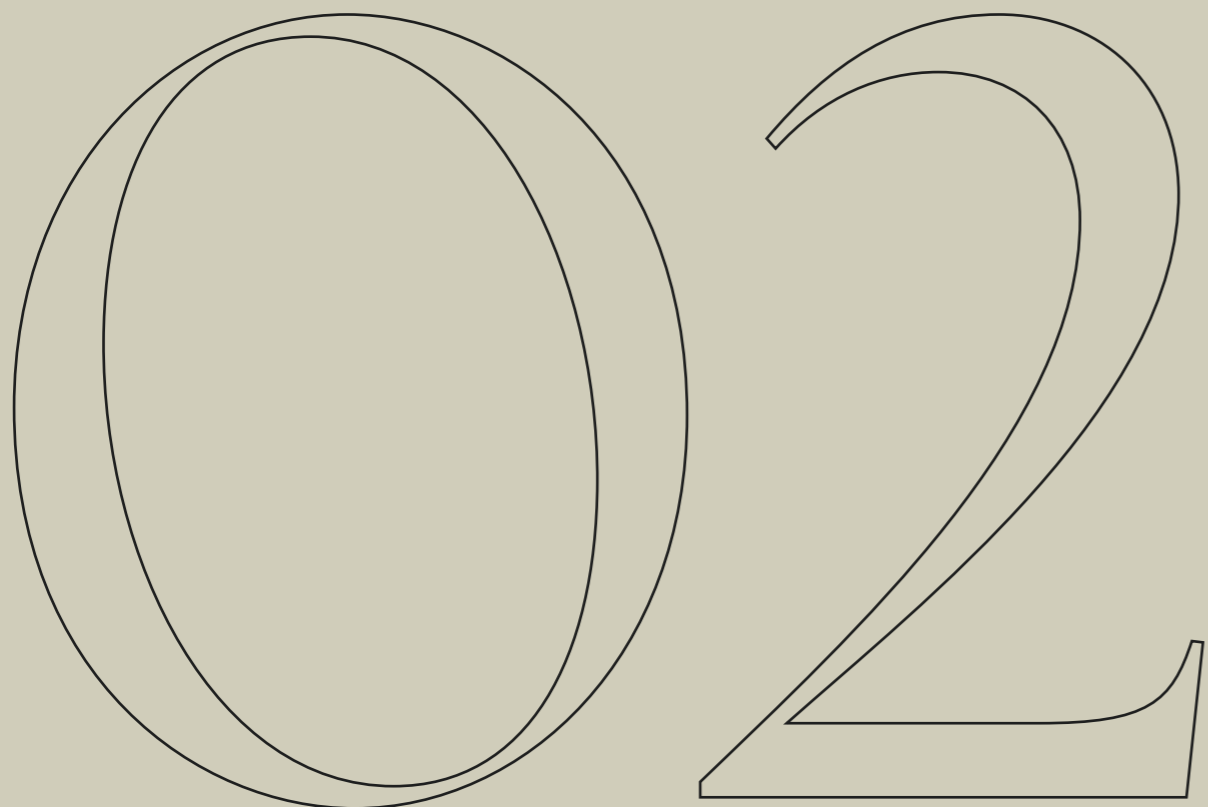
Initial Meeting

With The Belfast Charitable Society.

02

The initial meeting with the client was really important to us. We not only wanted to make a good impression so that the team could trust us with this project, we also wanted to get to know the team and find out what they would really like out of this work. The meeting would allow us to understand what the deliverables are as well as the directions they want to go in, it also gave us the opportunity to establish boundaries and restrictions with the current brand.

Meeting Confirmation

Claire Mulrone · Oct 5 · Notified 4 people

Good afternoon everyone,
The meeting with the partner, Paula Reynolds, to develop the media brief is now confirmed at 11.00am on Thursday 12th October.

We will use one of the adjacent rooms to the Agency for the meeting.

Kind regards
Claire

Oct 5	**Ellie McDowell**
	Thank you Claire!
Oct 5	**Tia Gabbidon-Lyttle**
	Thank you!
Oct 6	**Joshua Keyes**
	Perfect Thank you Claire.

Initially, Claire had full communication with the client. Therefore, Claire arranged a date for us to meet using our availability board on Basecamp. On the 5th of October, Claire posted a message board in Basecamp to inform us of when this meeting would take place. The initial meeting would take place on the 12th of October, we had at this point finished our benchmarking and research so that we were prepared for this meeting.

Claire created a backup message board on Basecamp that included the meeting link for us to use on the day.

Meeting Link

Claire Mulrone · Oct 10 · Notified 4 people

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

Microsoft Teams meeting
Join on your computer, mobile app or room device
Click here to join the meeting
Meeting ID: 358 088 954 40
Passcode: G9467Z
Download Teams | Join on the web
Join with a video conferencing device
903776206@ulster.ac.uk
Video Conference ID: 128 998 327 0
Alternative VTC instructions
Or call in (audio only)
+44 28 9621 6669,,130779453# United Kingdom, Belfast
Phone Conference ID: 130 779 453#
Find a local number | Reset PIN

Learn more | Help | Meeting options

Once we had this confirmation, I added it into the Basecamp schedule. This would act as a reminder for us to ensure we had all our prep one before hand.

Today	Oct 2023							Nov 2023					
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	**12**	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

OCT 12, 2023 ✅ Index
Completed Oct 12
Ellie Week 2

Meeting with Clifton House
11:00am - 12:00pm

[Add an event]

Meeting Prep Notes

Ellie McDowell · Oct 11 · Notified 4 people

Potential Questions

- What do you currently like about your brand/ social media ?
- What results would you like to achieve from us working together?
- Is there anything in particular you like from other brands that you would like to take inspiration from for his project?
- What do you expect from us in terms of deliverables?
- Is there any core values you would like to shine through in this work?
- Is there any areas that we need to be sensitive about when re-working/ talking about?

During our benchmarking meeting on the 11th of October we established a number of questions that we wanted to ask the client. We as a team discussed what we felt was the most important information we needed from the client. This screen shot shows the questions that we came up with.

The meeting.

The initial meeting was a great success. Claire joined our first meeting to introduce us to the team. We loved getting to meet the community partners Paula, Caroline and Lauren. The team was really friendly and excited about the work we were about to start. The meeting lasted only an hour but in that time we learned lots about what the Belfast Charitable Society does and the History of Clifton House. Josh was assigned to take notes throughout the meeting so that we could refer back to them. Josh then typed these up and uploaded the documents to a message board on Basecamp. 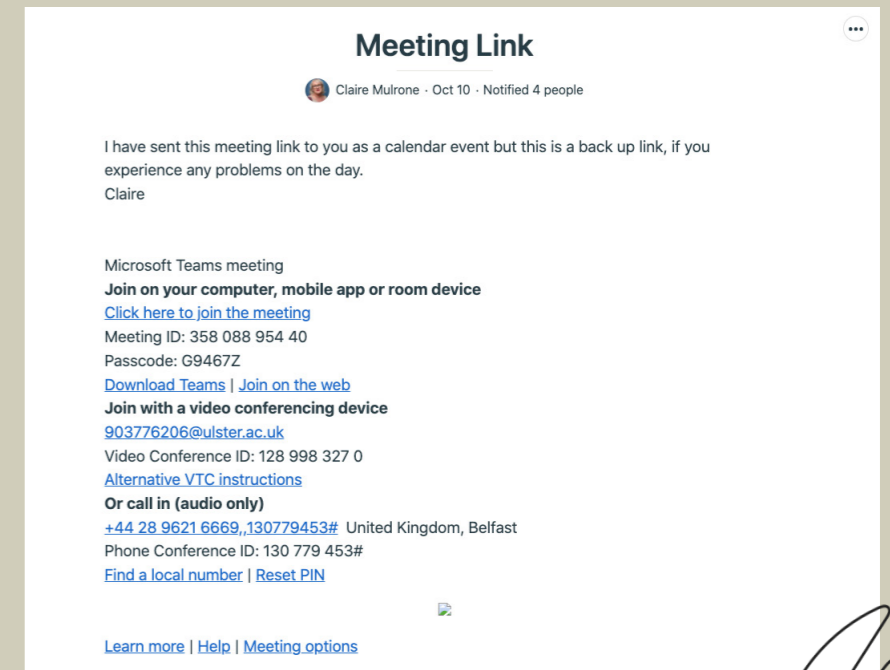We discussed Project Goals, Events and Time-lines, Communication and branding. We also established a main point of contact who would be Caroline the Marketing Consultant at Clifton House. This is who we would send all enquiries to. Within the meeting, the team at Clifton House walked us through their calendar for their upcoming year. They had created a social media schedule to celebrate the 250th anniversary. This calendar included the themes for each month, events that will be taking place and any other information that would be useful to us. Unfortunately, time ran on and we did not have time to ask all of our questions that we had prepared. However, we felt that the team covered all questions that we had when they were walking us through the project. Anything that wasn't covered, we asked at the end of the meeting. The overall census of the discussion was that the team wished to reach a younger audience whilst also still appealing to their current demographic. The other point of interest, was to communicate through all messaging either a historical fact, message about the BCS or what the BCS would be doing today in 2024, and what have we learned?
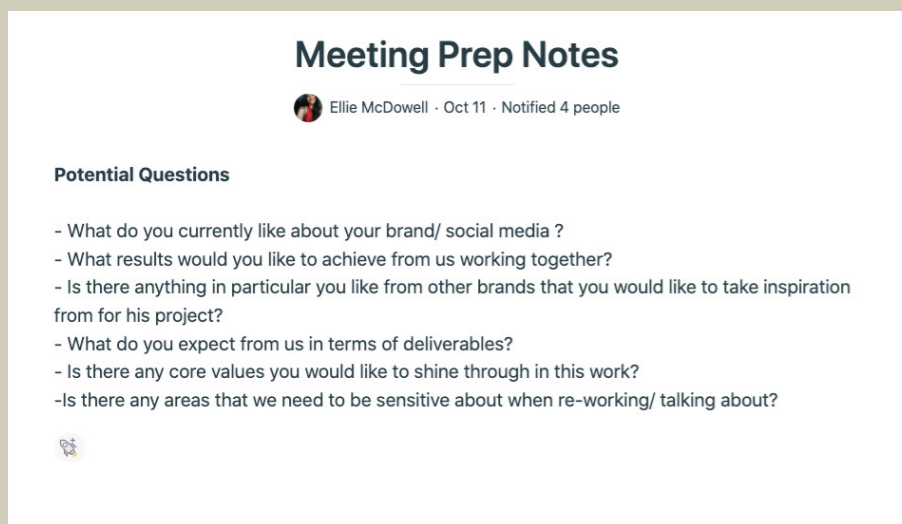
Introduction

- Project Management: Caroline is leading the project in collaboration with Clifton House.
- Main Point of Contact: Caroline.
- Historical Background: Clifton House is the home of Belfast Charitable Society, 271 years old, focused on delivering philanthropy.

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.

Projects and Events Timeline

- March: Women of the Poor House theme.
- March: Fine Art Exhibition by Second-year Students.
- March: Music Event featuring various groups.
- March: Mary Ann McCracken.
- April: Health and Development Medicine.
- May: History Harvest - Clifton House's contribution to Belfast development.
- June: Immigration and Reuniting Families.
- July: Mary Ann McCracken.
- August: Clifton House Founding and Key Figures.
- September: Water Infrastructure Development.
- October: Characters of the Poor House/Black History Month.
- November: Addressing Disability
- December: Celebrating Clifton House.

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.

Additional Information

- Two main projects: Education resource pack and Family trust (confidential).
- Explore partnerships and collaborations.
- Acknowledge Clifton House's involvement in anti-slavery.
- Address the disability topic for relevance.
- Funding from NI Water for Belfast Charitable Society.

This structured client brief outlines the key aspects of the project for Belfast Charitable Society, its goals, and the timeline of events. It also emphasizes the importance of effective communication and branding to reach both the primary and a younger audience, promoting the rich history and mission of Clifton House.

The Takeaways.

After the meeting it was clear to us what Clifton House wanted for this anniversary project. We could use these notes to guide us and keep us on the right track as we developed out the assets for this project. After this discussion, we were also able to establish and define the deliverables in which we were to create for the client. These were as follows:

250th Anniversary Logo and Brand Design.

Brand Guidelines

Social Media Campaign Identity, including templates for each type of content post.

Icons to use for each theme of the month.

A1 Posters for each months theme.

Photo suite (Optional addition)

Merchandise Designs

Branded Social Media Calendar (Optional addition)
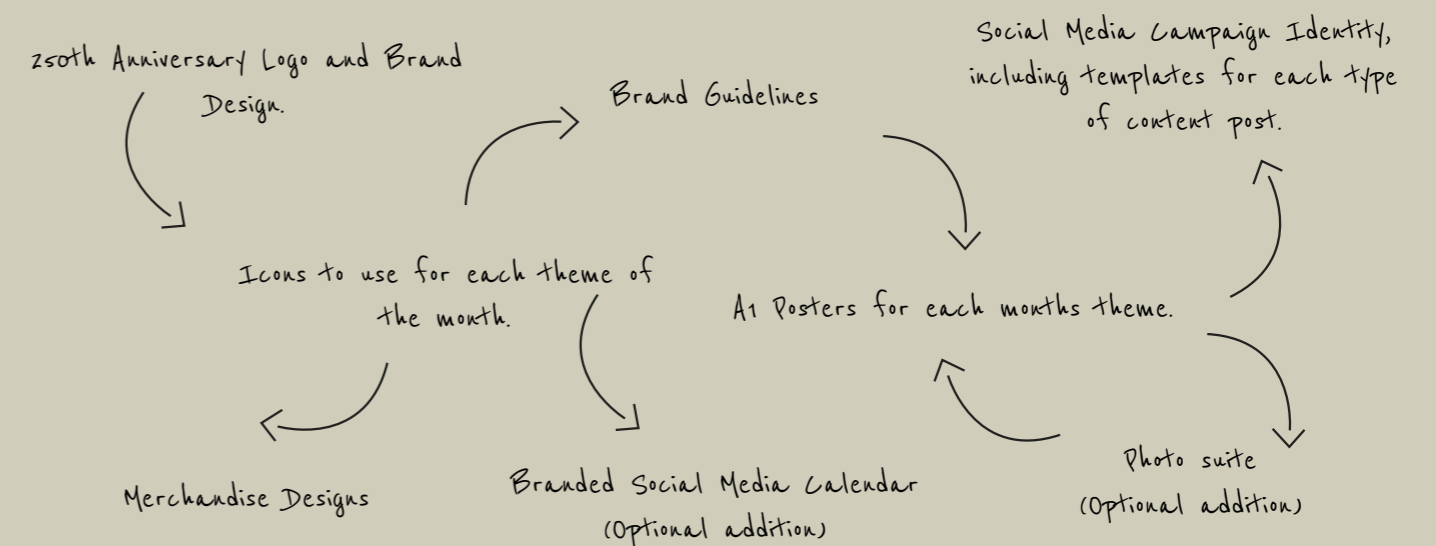
Email From Caroline

Claire Mulrone · Oct 13 · Notified 4 people

Hi Claire,

Was lovely to meet you online yesterday, along with the students who will be working on the overall branding of the 250th Anniversary year of activities and events. Below and attached are the information requested:

- Recent funding projects of Belfast Charitable Society - see attached and also https://belfastcharitablesociety.org/our-present/our-grants/

- Details of the North Belfast Heritage Cluster re History Harvest event - https://greatplacenorthbelfast.com/about-us/#northbelfastheritagecluster and also details on all the various buildings here: https://greatplacenorthbelfast.com/our-members/

- Details of Clifton House Tours can be found here: https://visitbelfast.ticketsolve.com/ticketbooth/shows/873643256
Only a few remaining dates this year for our public tours if they prefer to join it. Let us know which date and we can save comp tickets for the students OR if they prefer to visit themselves at another time, Jason, our archivist, could spend an hour giving a shorter tour, showing the AR etc. Let us know their preference, and we can take from there.

- Fuller breakdown of Jan / Feb events - to follow early next week

- Numbers of different social media channels - see below (just to note that Belfast Charitable Society doesn't have its own socials, so all info goes through Clifton Belfast. The Mary Ann McCracken Foundation has its own channels which would share Clifton House's posts (and vise versa).

• Facebook (https://www.facebook.com/CliftonHouseBelfast) - largest and longest running channel for Clifton House - 5725 followers (28% men; 72% women; mainly age 45+; 2050 followers from Belfast, rest from across NI and Dublin)
• Twitter (https://twitter.com/cliftonbelfast) - 2235 followers. In september, on aver per month our Twitter impressions are between 25K - 35K
• Instagram - newest channel for Clifton Belfast - 827 followers (66% women and 33% men; slightly younger age demographic but mainly 25 - 64 age; NI only following with 34% from Belfast)
• LinkedIN (https://www.linkedin.com/company/11402273/admin/feed/posts/) - used for conference hire, recruitment mainly - 74 followers (179 connections via linked account for Lucy fraser)
• YouTube - we upload our videos here, but generally so we can share or embed them on our channels or website.

- Analytics of traffic to website of each social media channel - to follow early next week.

Thanks Claire.

Claire created a message board to share this follow up email from Caroline. We requested a number of items from the team that would help us. As you can see from the screen grab, we asked Caroline to source us some analytics's from their social media channels. This was to help us further understand their audience, so that we could mould our content around this knowledge. Analytics's give us a great insight to what type of content works and what doesn't. This can be different for every organisation, depending on their audience majority and type of work. For example, people following Clifton House are likely to be of an older audience and have an interest in History and Charity. Therefore, the type of content they would most likely want to see would be, historical facts, event details and any updates about the house. There is also opportunity to branch into a younger audience, we can do this by promoting more video, interesting graphics and distribute across platforms with younger audiences such as Tik Tok. Caroline also provided some other information such as Tour details and funding projects. Caroline also agreed to send us a colour coded calendar for open and closed events that we could advertise in the social media campaign.

emails of partner

Claire Mulrone · Oct 19 · Notified 4 people

Paula Reynolds paula@cliftonbelfast.org.uk
Caroline Mccoubrey mccoubreycaroline@gmail.com
Lauren Smyth lsmyth62@qub.ac.uk

Claire also provided the emails of the partners for us on a Basecamp message board for us to use to contact them with any questions.

I also asked Claire for her email to ensure she was cc'd into all emails. This was to ensure Claire could see all communication between us and the client.

Claire Mulrone
Assignments · Activity · 4 06 pm GMT

Tuesday, October 24

1:38pm Me
Hi Claire, could I possibly get your email address to cc into email to team at clifton house? :)

Claire Mulrone 3:12pm
cm.mulrone@ulster.ac.uk

5:37pm Me
Thank you!
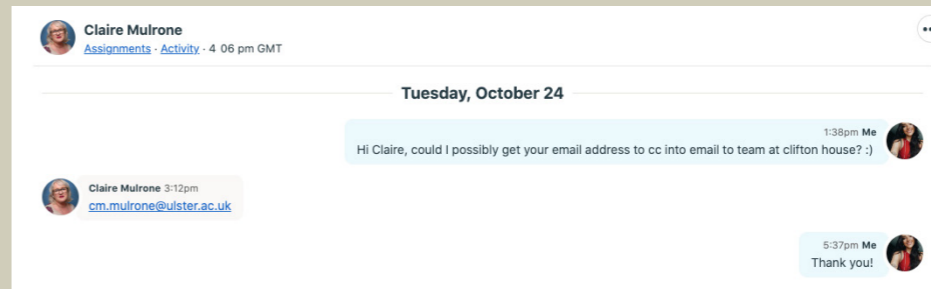
2.2

Brief Creation

The Prep.

After our initial meeting it was time to begin creating the brief. This document is really important as it contains a number of things we must communicate to the community partner about the project. In week 2, Adrian gave us a lesson on how to write a brief. We as a team, took a lot of guidance from this lecture and used it as a structure for our own brief. Outlined below is what Adrian informed us a brief should be:

• Shows your understanding of the project based on your kick-off meeting with the community partner.

• Proposes the work you are going to undertake to meet the challenges put forward by the community partner.

• Serves as a record of the work to be undertaken including media type, amount of work and deliverables.

• Serves as a document which helps steer the creative decision making as you progress the project.

• Finally, serves as the benchmark against which you will assess and reflect on your final media outcomes.

Keeping all this in mind we began planning the brief and how we were going to structure it. Again, we used the structure that Adrian used in week 2.. This was the sections we used as a team to develop out the brief:

• Index

• Community Partner

• The Project

• Objectives

• Target Audience

• Deliverables

• Competitors

• Tone, Message and Style

• Time-scale

• Budget

• Meet the Team

Once we established the layout of the brief we then assigned each member of the team sections to create. I created a message board on Basecamp to do this.

The Brief

Ellie McDowell · Oct 12 · Notified 4 people

SECTIONS

Josh's Section:
- Describing Community Partner
- Summarise the Project
- Explain your objectives

Tia Sections:
- Define Target Audience
- Outline the Deliverables
- Identify the Competitors

Ellie's Sections:
- Index
- Include details on tone method and style
- Provide the timing
- Specify your Budget
- List the team

This is how we decided to break up the work. As you can see, I have more sections than both Josh and Tia. This was due to the fact that my sections didn't need as much detail as the others, I was also the one creating & designing the document, entering in everyone's work. We came to this decision as a team. After this distribution of work was established, I then created to-do lists for week 2 for each member of the team.

9/9 completed
🟢 **Ellie Week 2**

Add a to-do
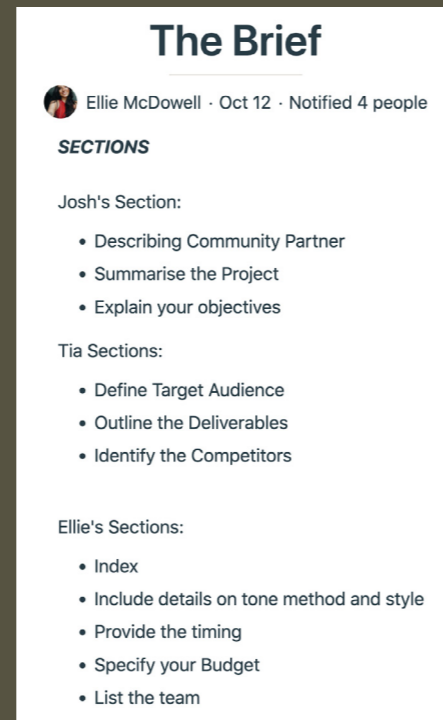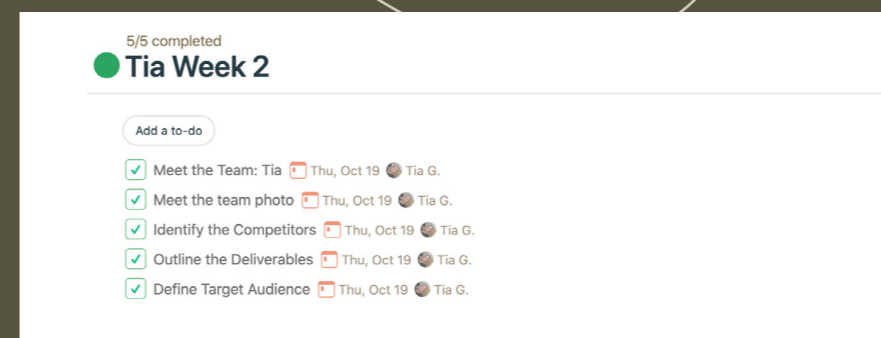- ☑ Specify your Budget   📅 Thu, Oct 19   Ellie M.
- ☑ List the team   📅 Thu, Oct 19   Ellie M.
- ☑ Meet the team: Ellie   📅 Thu, Oct 19   Ellie M.
- ☑ Meet the Team photo   📅 Thu, Oct 19   Ellie M.
- ☑ Provide the timing   📅 Thu, Oct 19   Ellie M.
- ☑ Include details on tone method and style   📅 Thu, Oct 19   Ellie M.
- ☑ Create Brief document
- ☑ Cover
- ☑ Index   📅 Thu, Oct 12   Ellie M.

5/5 completed
🟢 **Josh Week 2**

Add a to-do
- ☑ Meet the Team photo   📅 Thu, Oct 19   Joshua K.
- ☑ Meet the team: Josh   📅 Thu, Oct 19   Joshua K.
- ☑ Summarise the Project   📅 Thu, Oct 19   Joshua K.
- ☑ Describing Community Partner   📅 Thu, Oct 19   Joshua K.
- ☑ Explain your objectives   📅 Thu, Oct 19   Joshua K.

5/5 completed
🟢 **Tia Week 2**

Add a to-do
- ☑ Meet the Team: Tia   📅 Thu, Oct 19   Tia G.
- ☑ Meet the team photo   📅 Thu, Oct 19   Tia G.
- ☑ Identify the Competitors   📅 Thu, Oct 19   Tia G.
- ☑ Outline the Deliverables   📅 Thu, Oct 19   Tia G.
- ☑ Define Target Audience   📅 Thu, Oct 19   Tia G.

These are screen shots of the to-do lists I created for week 2. We gave ourselves an internal deadline of October 19th to have these tasks completed. Our time management was great over the entire project and these to-do lists kept us in check. As you can see in the images, there is more tasks than we assigned on the initial board. This was due to the fact, as we chipped away at the work, we found there was other things we needed to do. So, we added these additional tasks to our lists.

The Creation.

We gave ourselves a week to complete the brief, I added into the Basecamp calendar a meeting for the 19th of October, which was our deadline. The purpose of this meeting was to have final checks of the brief and ensure we were happy with the document before it was sent of to the client.

Oct 19 Brief Meeting   ...

Added by   Ellie M.

When   Thu, Oct 19, 7:00pm - 9:00pm BST   Add to my calendar...

With   Ellie M.

Add a comment here...

Left page (31)

Calendar screenshot:
```
16 MON        17 TUE        18 WED        19 THU
1:30:00       0:00:00       3:00:00       6:40:00

6:30 PM
7:00 PM
7:30 PM                                   Brief creation    Brief Meeting
                                          Clifton House     Clifton House
8:00 PM       Brief creation
              Clifton House
8:30 PM
9:00 PM
9:30 PM       1:30:00
                                          3:00:00
10:00 PM
10:30 PM
11:00 PM
11:30 PM                                                    4:20:00  $
```
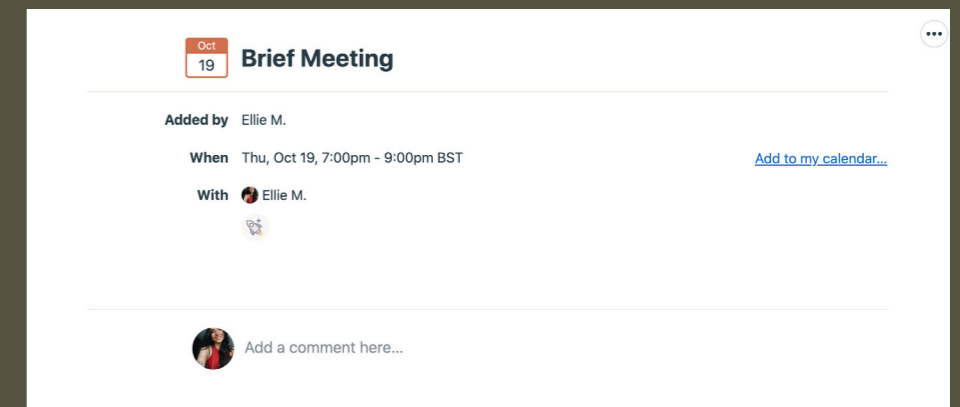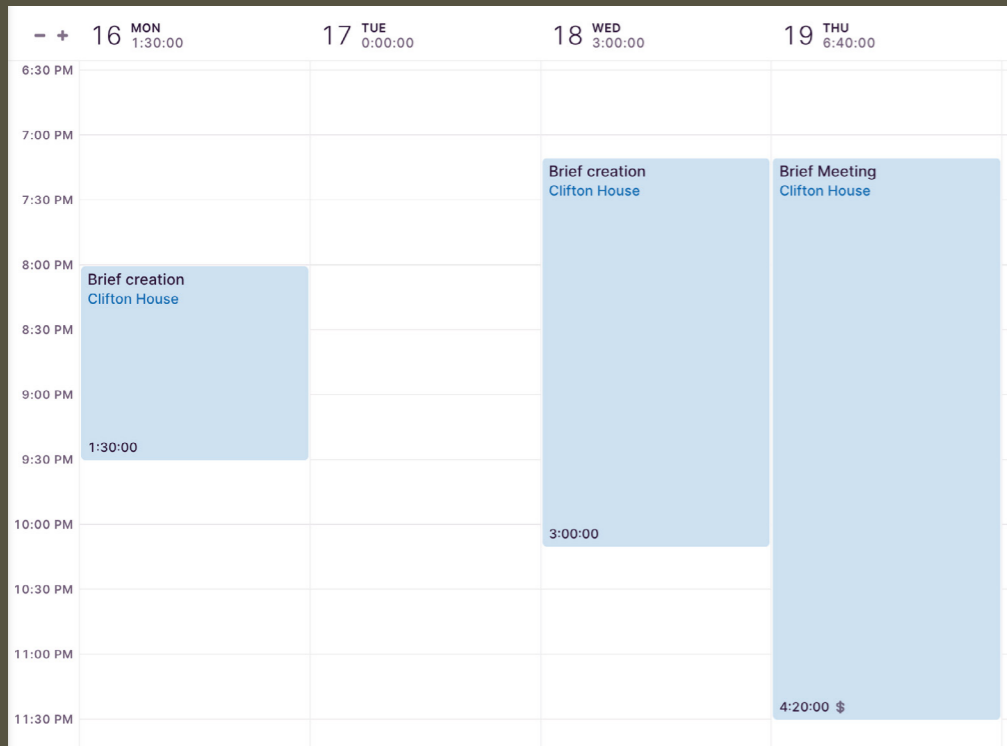
This is a screen grab of my toggl account from week 2. I spent 4 1/2 hours creating my section of the brief on Monday and Wednesday. On Thursday myself and Josh had a 4 hour session finalising the brief and making all the changes we received from our feedback in class with Adrian. This was done over Microsoft Teams.

Tia had missed a few classes, to ensure we kept in communication with her we used the campfire chat to request any pieces of work we needed from her for the brief.

Tuesday, October 17

7:40pm Me
😊 Tia do you mind sending me over your sections when you have them finished so I can pop them into the brief pdf? :)

Tia Gabbidon-Lyttle 7:54pm
😊 Ellie I'll have them over to you tomorrow, just making a couple changes to my paragraphs :)

7:55pm Me
😊 Tia No worries at all! Thank you so much!

Wednesday, October 18

Tia Gabbidon-Lyttle 5:01pm
That's everything sent over now 😊 Ellie

5:36pm Me
😊 Tia Thank you so much! I will add it all to the document now :)
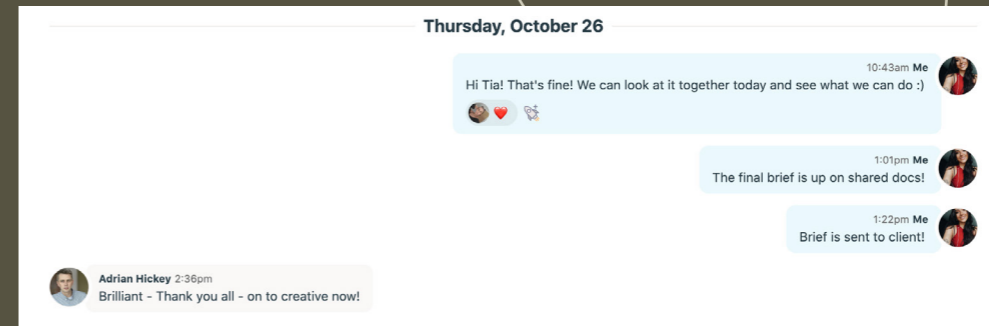
Thursday, October 19

Joshua Keyes 12:17pm
I shall send over images for brief shortly
😊 ❤️ 😺

Joshua Keyes 11:33pm
Me and Ellie have combed through the brief again addressing the feedback> 😊 Tia Can you please add in any decorative illustrations / graphics.
😊 ❤️ 😺

📎 brief_Folder_Clifton.zip
42.3 MB · Download

Once myself and Josh had completed making the amends, Josh added the updated document into the campfire chat so that Tia could add in some decorative illustrations to the document.

Right page (32)

Unfortunately, myself and Josh had some communication issues with Tia throughout this process. We didn't hear back until the 24th about the additions to the brief. Tia suggested that we rethink adding any illustrations into the brief.

Tuesday, October 24

Tia Gabbidon-Lyttle 12:03am
Joshua Keyes
Me and Ellie have combed through the brief again addressing the feedback> 😊 Tia Can you please add in any decorative illustrations / graphics.

I've had a couple of attempts at adding the graphics we discussed during class, but I feel that the addition of these graphics don't suit the layout and leave the pages feeling cramped. Possibly need to sit together and rethink possible decorative illustrations/graphics, let me know what you think! :)
😊👍 😺

Thursday, October 26

10:43am Me
Hi Tia! That's fine! We can look at it together today and see what we can do :)
😊 ❤️ 😺

1:01pm Me
The final brief is up on shared docs!

1:22pm Me
Brief is sent to client!

Adrian Hickey 2:36pm
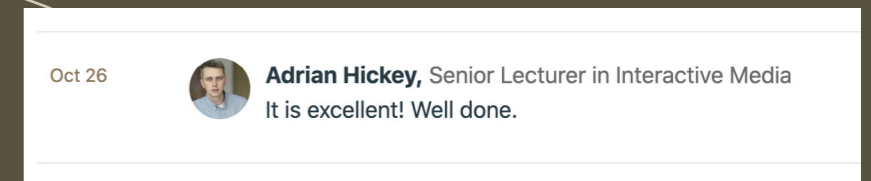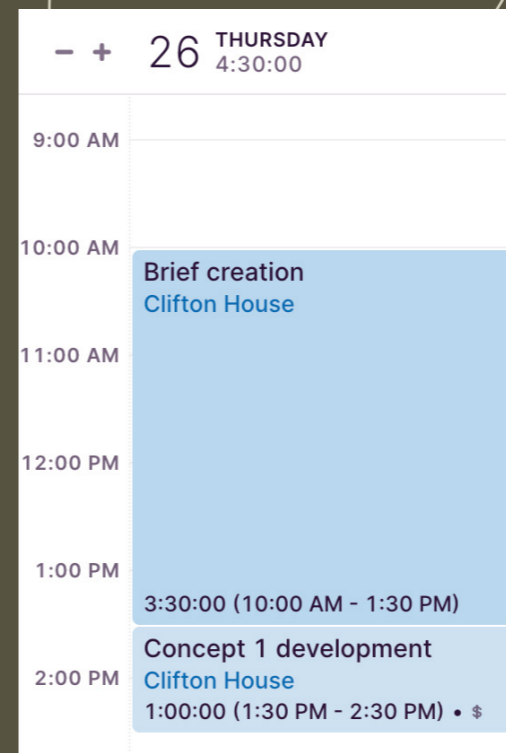Brilliant - Thank you all - on to creative now!

We took Tia's feedback on board and took a look in class together. We came to the decision as a team to leave the illustrations out for a cleaner look. Here was my response in the campfire chat.

Calendar screenshot:
```
26 THURSDAY
   4:30:00

9:00 AM
10:00 AM    Brief creation
            Clifton House
11:00 AM
12:00 PM
            3:30:00 (10:00 AM - 1:30 PM)
1:00 PM
            Concept 1 development
            Clifton House
2:00 PM     1:00:00 (1:30 PM - 2:30 PM) • $
```
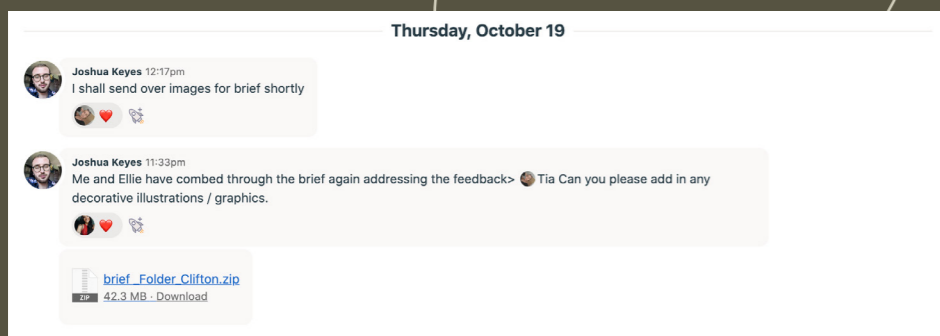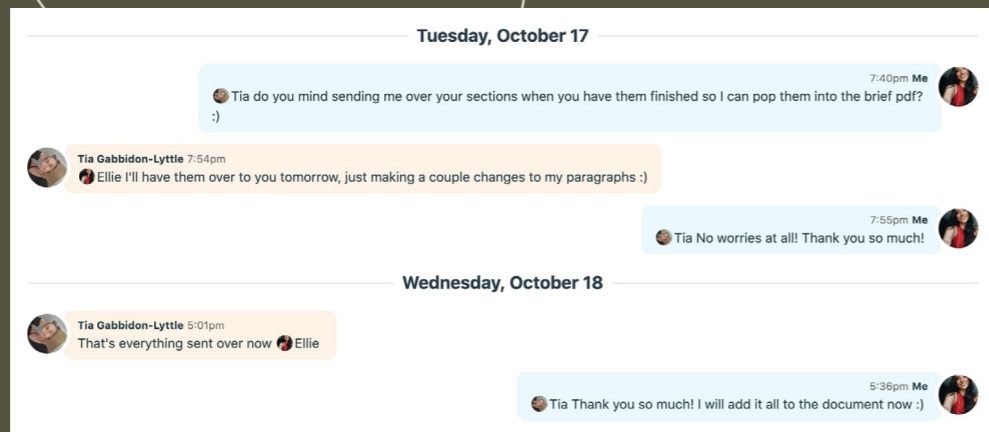
We logged 3 1/2 hours of class time on Thursday 26th of October for brief creation. This included finalising the brief with Adrian and sending it off to the client.
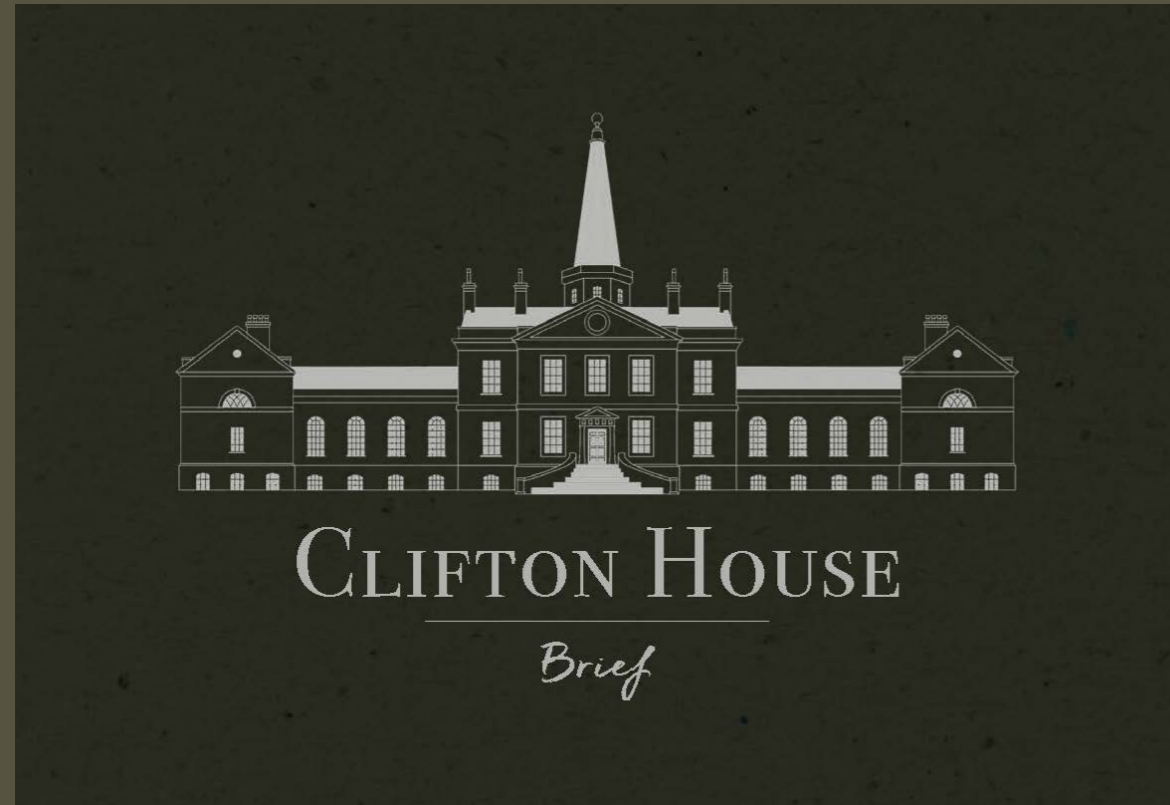
Sign off from Adrian on Basecamp before we sent the brief.

Oct 26   **Adrian Hickey,** Senior Lecturer in Interactive Media
          It is excellent! Well done.

The Brief.

CLIFTON HOUSE

Brief

Ellie's Section

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

Josh's Section

Index

Ellie's Section

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, vincrease 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

Josh's Section

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

- Full re-brand along with accompanying brand guidelines

- Increased brand awareness

- Increased younger audience

- Development of online presence and overall user engagement, interactivity and experience

- Increased social media presence through 12 month campaign

- Interactive banner highlighting the events taking place over the 250th year celebration

- Social media templates for to showcase the 250th year celebration, catered towards the different socials

06

Competitors

As a team we have carried out a benchmarking process which allowed us to identify other historical Georgian Houses which not only provide similar services to Clifton house, such as event space hire and historical tours but are also vying for the attention of Clifton Houses current and future target audience. Notable competitors within this niche include the following:

TULLYVEERY HOUSE   HILLMOUNT HOUSE
HOME TO BEAUTIFUL EVENTS   DRENAGH

These establishments pose as strong competitors as not only do they cater to a similar clientele, but they also have a strong online presence in the form of clean, striking, and interactive websites as well as clean, consistent, and engaging social media. Drenagh Estate has a strong social media presence as their flexibility has allowed them to reach a larger, younger audience with their use of TikTok and following recent trends. Understating the competitions offerings, strategies and online practices will be instrumental in ensuring that Clifton House stand out and will be able to provide a unique and compelling experience for their customers.

07

Tone, Message and Style

When evolving Clifton House brand, along with brand assets such as social media templates for the 250th anniversary campaign, we must prioritise the organisations core values and expected outcomes of this project.

After a discussion with Clifton House, we understand that the organisation wishes to attract a younger audience to continue sharing the history of the estate. Before expanding on this and analysing how we can increase brand awareness within this demographic (potential expanding onto younger user populated platforms such as TikTok) we must revisit how the brand is already being delivered and utilised on existing media and platforms. It will require reviewing the language to understand how this can be optimised to resonate with the younger audience. The use of language throughout the social media campaign should be informative, story driven, and inviting.

The language and tone should encourage the targeted audience to visit Clifton House, this can be further influenced by the use of appropriate CTA's (Call to Action's) and traffic directing tools. The campaign should include brand consistency, showcasing exciting content to encourage users to either visit Clifton House or follow/ engage with other Clifton House content. By increasing the type of media outputs distributed, as well as using the correct social media techniques we hope to increase following and reach across platforms.

08

We must remain historically correct throughout all copy and advertising to respect the heritage of Clifton House. The campaign should be diverse to keep users interested, the content should also be exciting and interactive to attract a younger audience. The re-brand should reflect and represent the history of Clifton House while also appropriately communicating the story. Within the strategy of the brand, we must find ways to appeal to a younger audience by refreshing the look whilst also not straying too far from its origins to keep the relationship with the current audience.

We hope to develop brand consistency throughout all media assets, creating a link between all platforms. There will be tools put in place to direct users and audiences to the correct place that will deliver on the desired outcomes of Clifton House, ie directing user traffic through CTA's to booking links and event calendars. The overall goal is to increase brand awareness, increase event bookings, and reach a younger (wider) audience. Keeping this in mind the tone, message, and style should be as follows:

- Educational and Informative
- Inviting and Friendly
- Interactive
- Diverse

09

Tia's Section

Timescale

The timescale on this project is important so that we can establish a creative direction, along with ensuring that the deliverables are created on time. We have created a detailed timeline to specify these key dates along with allowing ourselves room for unforeseen circumstances. Starting in week three, an initial meeting with Clifton House will take place, followed by research into similar organisations, along with a benchmarking process. The following week we will create the brief based on our previous meeting. The team will then go on in the next two weeks to develop and deliver 3 pitches for Clifton House to choose from. The chosen concept will then be developed over the following six weeks, to take us up to the deadline on week 12, followed by handover in January.

Week 3	Week 4	Week 5	Week 6	Week 7	Week 12	December
				5 Week Development Stage		
Benchmarking competitors. Meet with Clifton House.	Creation of the Project Brief.	Sign off of brief.	Pitch Development	Delivery of 3 pitches.	Deadline.	Client Handover.

10

Ellie's Section

Budget

There is no established budget for this project as the deliverables are digital-based and have no required costs. However, the team has explored ways to promote the campaign and underlined the general costs of these potential outputs. Included are the print and rental fees for each product.

Type	Quantity	Duration	Cost
48 Sheet Billboard	3	1 month	£4,859.11
6 Sheet Posters	10	1 month	£7,625.81
Tote Bag	200	n/a	£222
Pen	200	n/a	£142
Patch Key Chain	250	n/a	£470
Rounded Bookmarks	200	n/a	£25.35
A5 Flyers	250	n/a	£70

11

Ellie's Section

Meet the Team

Our team is made up of Ellie McDowell, Joshua Keyes, and Tia Gabbidon-Lyttle. Each team member has a specific skill set, developed through University as well as working directly in the creative Industry. All members of the team will be given individual roles and responsibilities for this project. Workloads will be evenly distributed and balanced throughout the team's dynamics.

Ellie   Josh   Tia

12

Ellie's Section

37

38

# A little bit about my findings.

Time scale

For the time scale section, I broke down each individual milestone in which we had to cover over the project. I then looked at how many weeks that we had (12) to complete the project. This was then implemented into our internal deadlines in our to-do lists in Basecamp to ensure we stayed on schedule. Of course, some tasks will take longer than anticipated however, I ensured that we had enough room for unforeseen circumstances and errors.

Budget

The client does not have a specific budget for this project. However, I thought it would be useful for the client to know the average costs for merchandise items and advertising. I used a range of sites to find an average cost of printing on items such as pens, key chains, bookmarks, all things that would appeal to this client and its audience. I used a really useful site to compare the rental costs for advertising spaces in Belfast, the site is called Billboard Advertising found at

www.billboardadvertising.org.uk
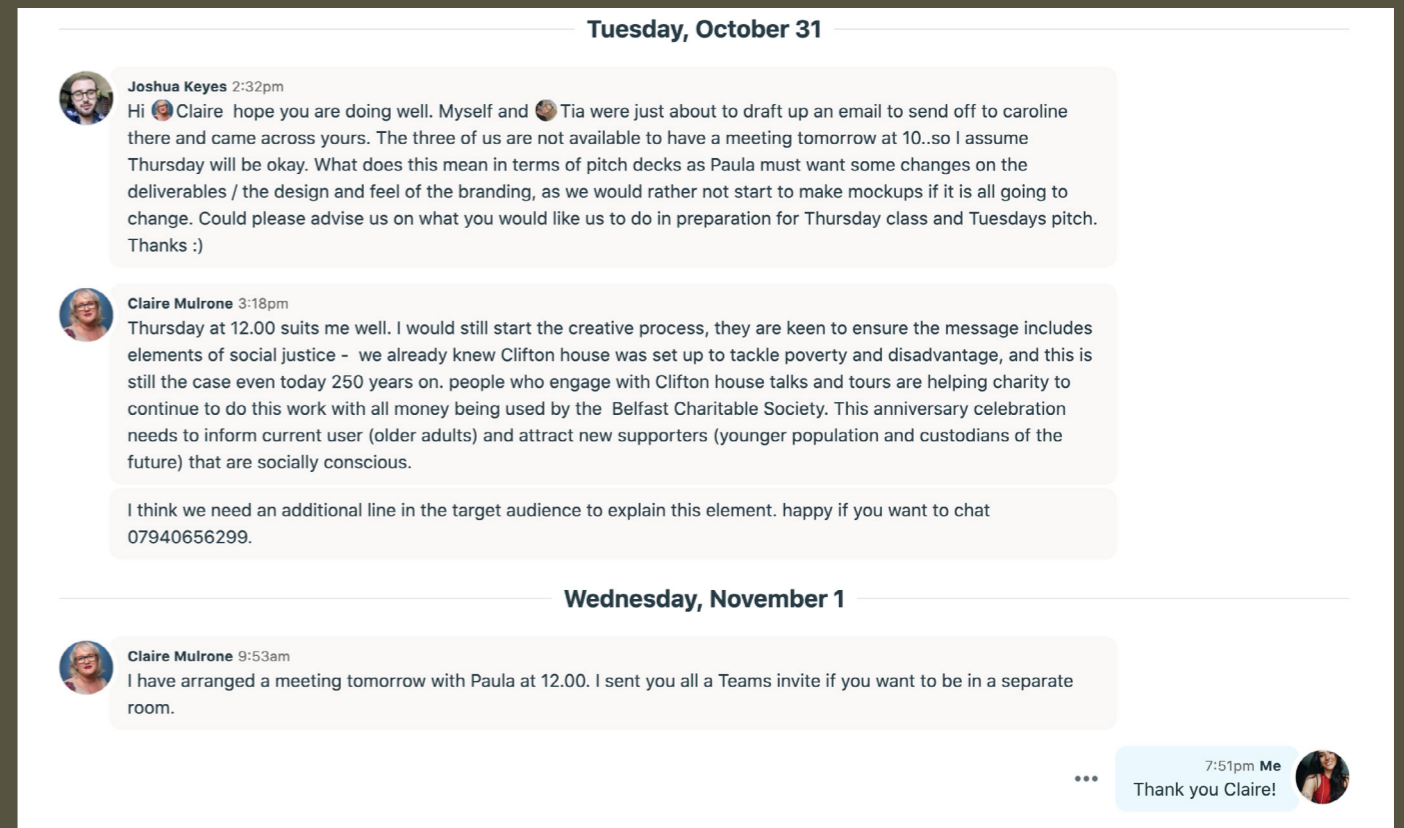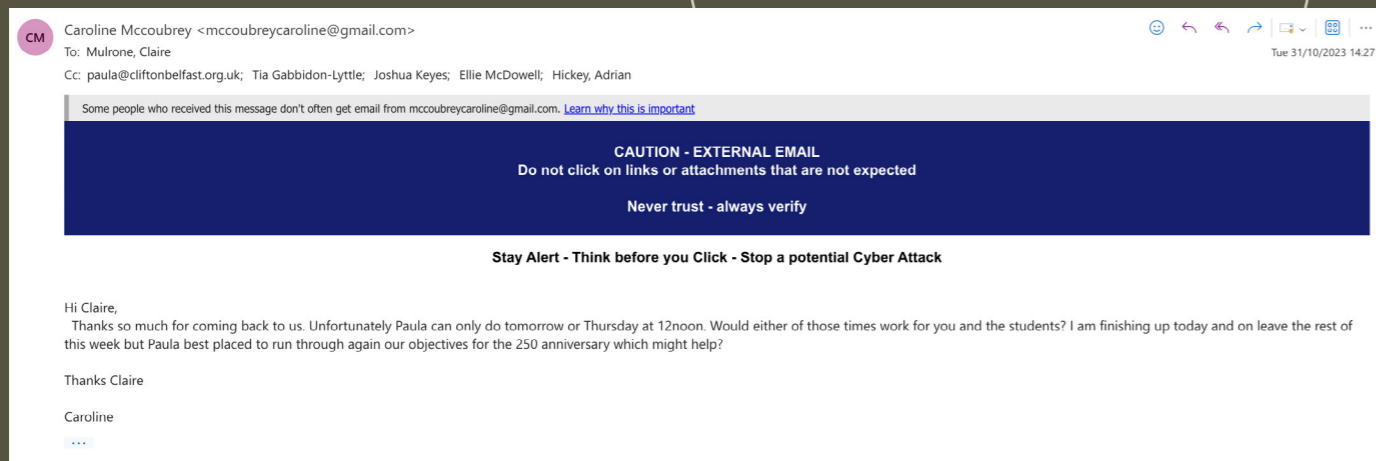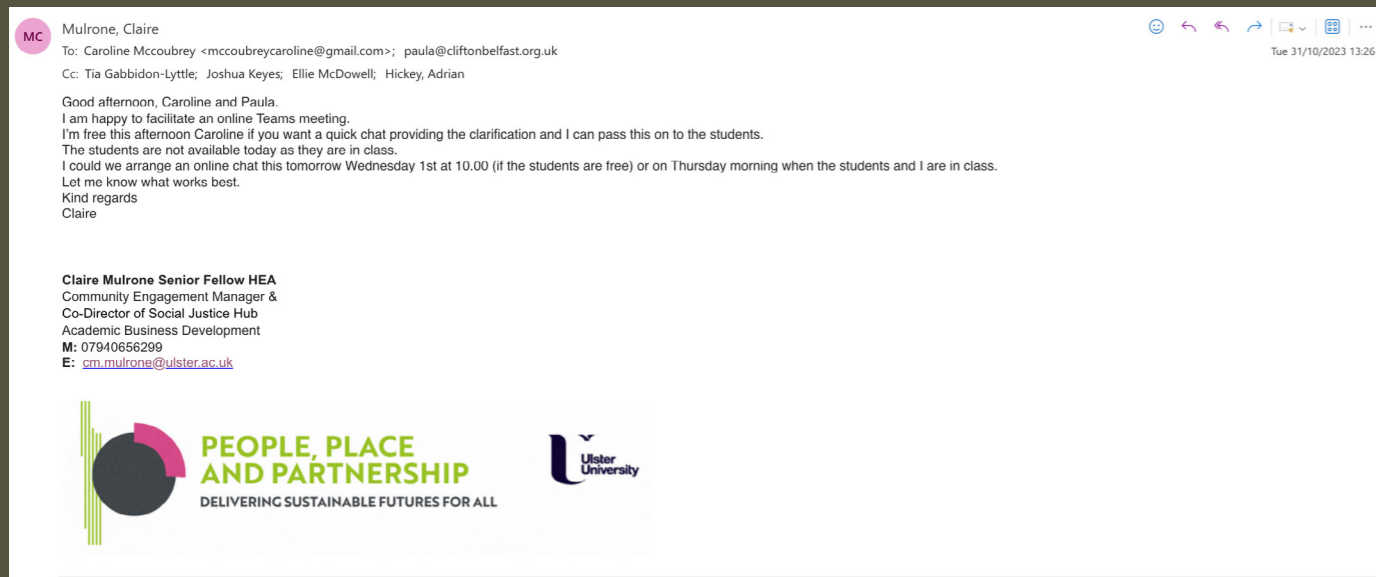
The Feedback.
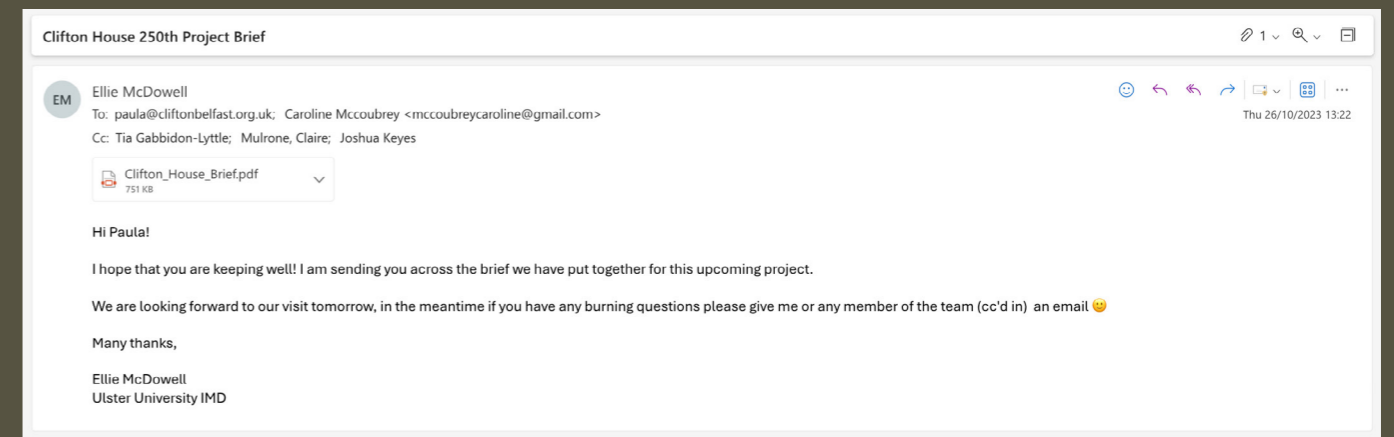
The above screen grab shows my email to the team on Thursday the 26th of October. As soon as we got the go-ahead from Adrian I sent the brief off immediately so that we could get feedback.
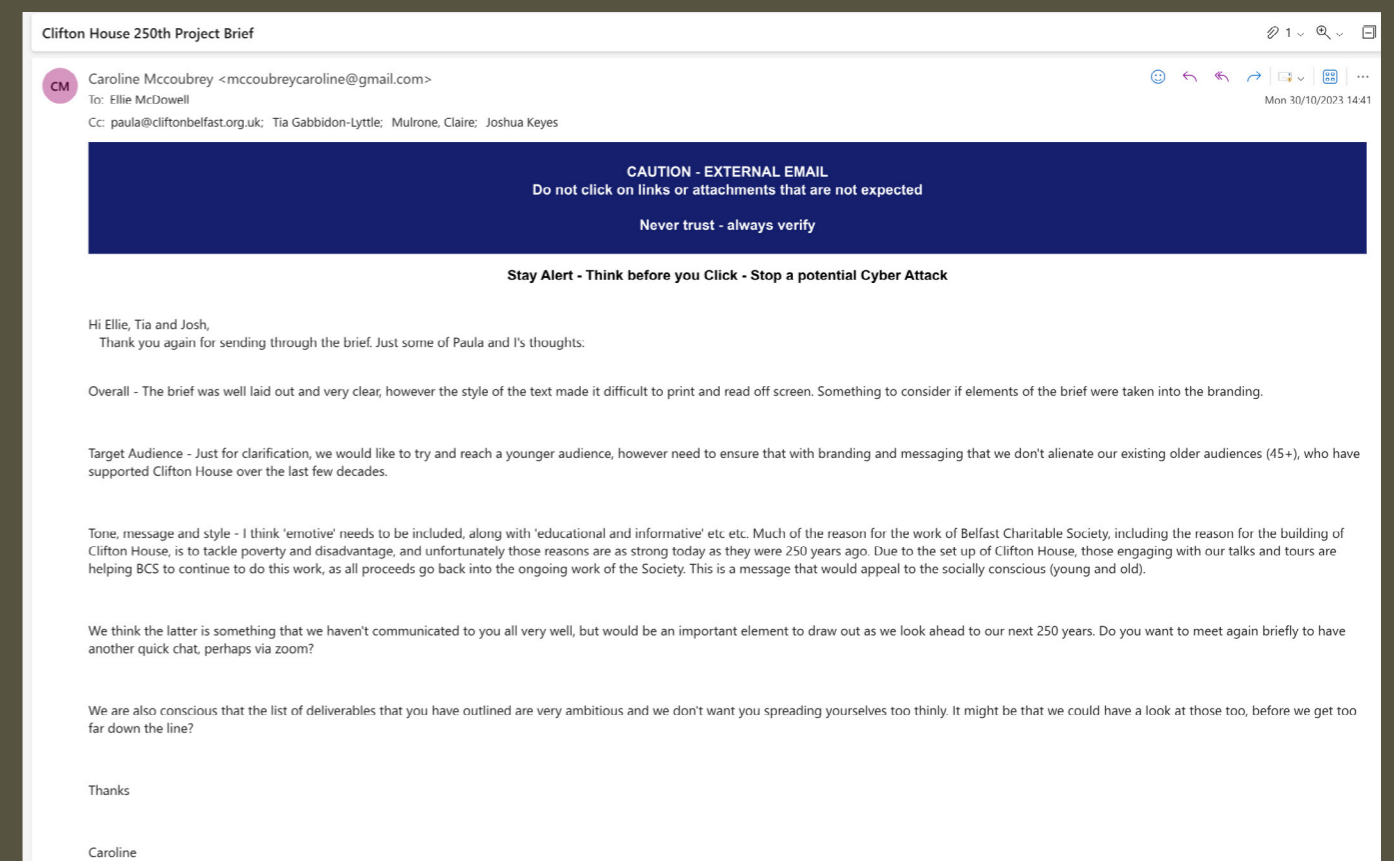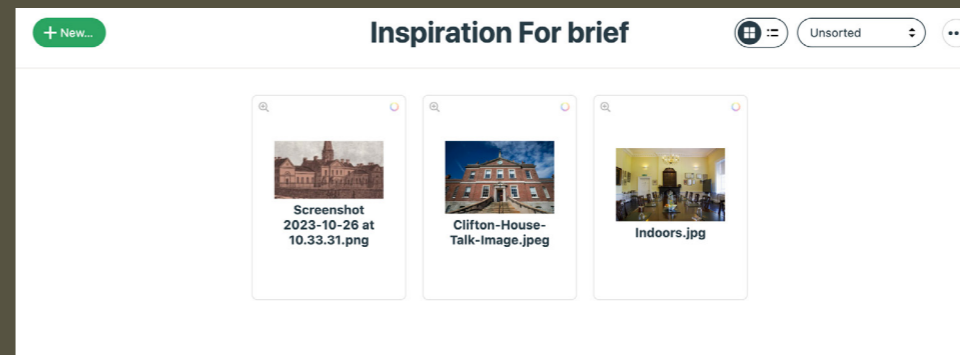

This was the response from Caroline and the team. Overall, the response was positive. The team at Clifton communicated that there was a few changes required involving target audience, Tone, message and style, and the deliverables. The team felt they hadn't communicated to us properly so we decided it was best for us to have another meeting to clarify a few things before we made anymore progress.
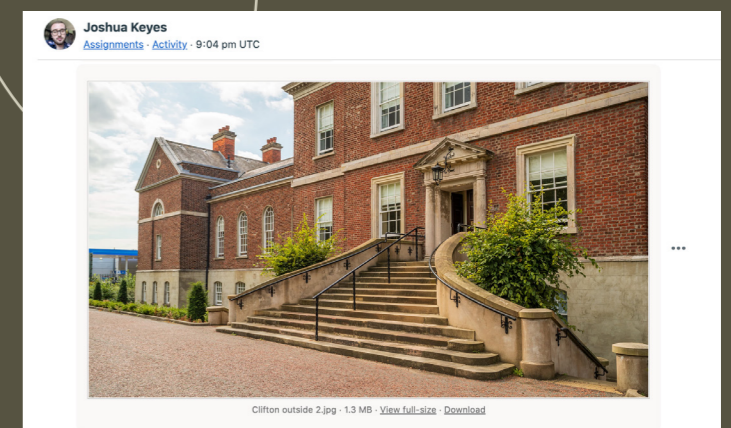
The following emails show Claire responding to Caroline's email to organise another meeting over teams.

Mulrone, Claire

To: Caroline Mccoubrey <mccoubreycaroline@gmail.com>; paula@cliftonbelfast.org.uk
Cc: Tia Gabbidon-Lyttle; Joshua Keyes; Ellie McDowell; Hickey, Adrian

Tue 31/10/2023 13:26

Good afternoon, Caroline and Paula.
I am happy to facilitate an online Teams meeting.
I'm free this afternoon Caroline if you want a quick chat providing the clarification and I can pass this on to the students.
The students are not available today as they are in class.
Could we arrange an online chat this tomorrow Wednesday 1st at 10.00 (if the students are free) or on Thursday morning when the students and I are in class.
Let me know what works best.
Kind regards
Claire

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

PEOPLE, PLACE AND PARTNERSHIP
DELIVERING SUSTAINABLE FUTURES FOR ALL

Ulster University

Caroline Mccoubrey <mccoubreycaroline@gmail.com>

To: Mulrone, Claire
Cc: paula@cliftonbelfast.org.uk; Tia Gabbidon-Lyttle; Joshua Keyes; Ellie McDowell; Hickey, Adrian

Tue 31/10/2023 14:27

Some people who received this message don't often get email from mccoubreycaroline@gmail.com. Learn why this is important

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

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

Hi Claire,
Thanks so much for coming back to us. Unfortunately Paula can only do tomorrow or Thursday at 12noon. Would either of those times work for you and the students? I am finishing up today and on leave the rest of this week but Paula best placed to run through again our objectives for the 250 anniversary which might help?

Thanks Claire

Caroline
...

Mulrone, Claire

To: Caroline Mccoubrey <mccoubreycaroline@gmail.com>; paula@cliftonbelfast.org.uk
Cc: Tia Gabbidon-Lyttle; Joshua Keyes; Ellie McDowell; Hickey, Adrian

Tue 31/10/2023 14:5

Hi Caroline and Paula.
We can make 12.00 work on Thursday.
I'll issue an invite.
Claire

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

PEOPLE, PLACE AND PARTNERSHIP
DELIVERING SUSTAINABLE FUTURES FOR ALL

Ulster University

Tuesday, October 31

Joshua Keyes 2:32pm
Hi 🧑 Claire hope you are doing well. Myself and 🧑 Tia were just about to draft up an email to send off to caroline there and came across yours. The three of us are not available to have a meeting tomorrow at 10..so I assume Thursday will be okay. What does this mean in terms of pitch decks as Paula must want some changes on the deliverables / the design and feel of the branding, as we would rather not start to make mockups if it is all going to change. Could please advise us on what you would like us to do in preparation for Thursday class and Tuesdays pitch. Thanks :)

Claire Mulrone 3:18pm
Thursday at 12.00 suits me well. I would still start the creative process, they are keen to ensure the message includes elements of social justice - we already knew Clifton house was set up to tackle poverty and disadvantage, and this is still the case even today 250 years on. people who engage with Clifton house talks and tours are helping charity to continue to do this work with all money being used by the Belfast Charitable Society. This anniversary celebration needs to inform current user (older adults) and attract new supporters (younger population and custodians of the future) that are socially conscious.

I think we need an additional line in the target audience to explain this element. happy if you want to chat 07940656299.

Wednesday, November 1

Claire Mulrone 9:53am
I have arranged a meeting tomorrow with Paula at 12.00. I sent you all a Teams invite if you want to be in a separate room.

7:51pm **Me**
Thank you Claire!

Josh and Tia posted into the campfire the above message regarding the meeting. The team were not available for the time Claire had suggested to the client, but with a quick message into Basecamp this was solved! Claire also gave us some advice on changing the brief and questions we had in regard to the pitch decks. The next step was to have the second meeting.

Inspiration For brief
Unsorted

Screenshot 2023-10-26 at 10.33.31.png
Clifton-House-Talk-Image.jpeg
Indoors.jpg

All of the images in the brief were sourced by Josh. Josh uploaded all of these to Basecamp Documents and also sent me some on the private message tool on Basecamp.

Joshua Keyes
Assignments · Activity · 9:04 pm UTC

Clifton outside 2.jpg · 1.3 MB · View full-size · Download
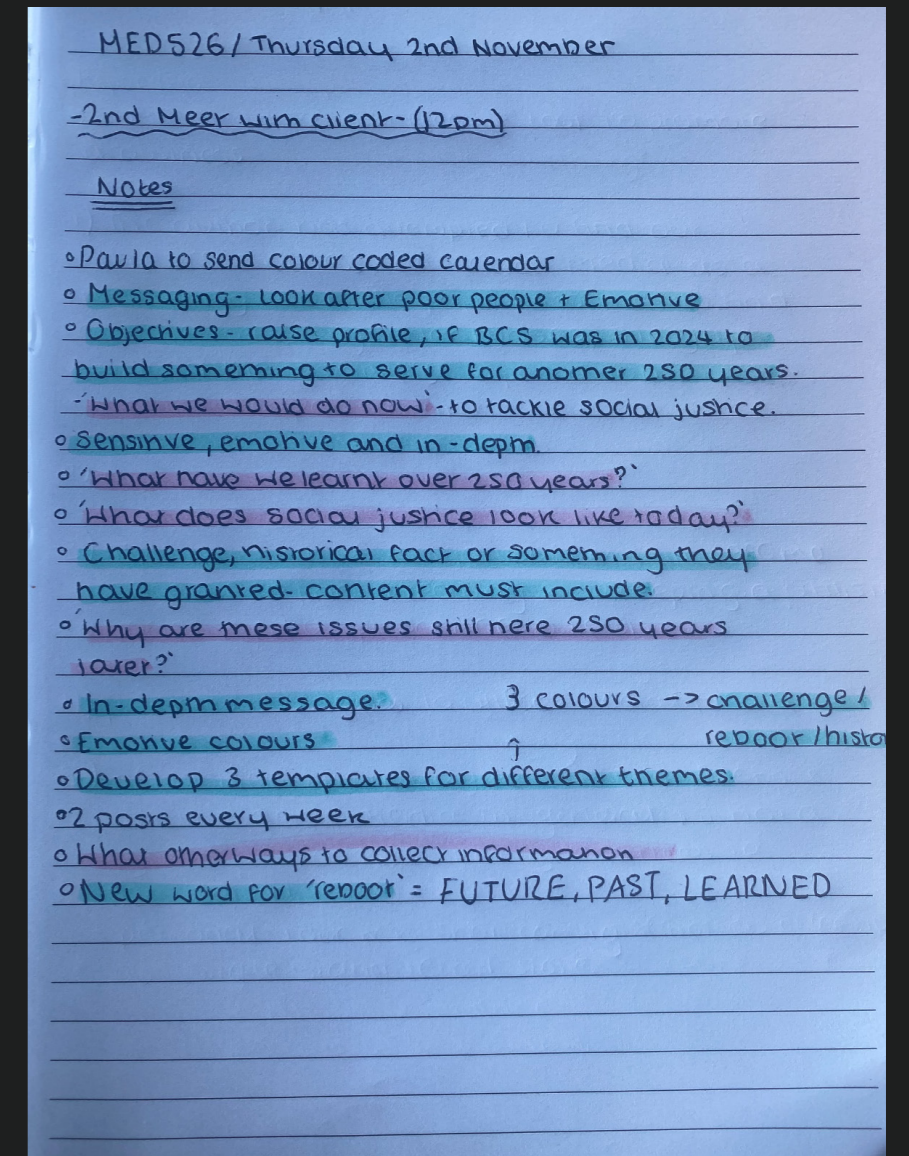
2.3
Second Meet.

The second meeting with the client went really well. They communicated their points clearly and it allowed us to make the changes needed to the brief. We set up the meeting on Microsoft Teams on Thursday 2nd of November during class time.

This is a screen grab of my notes that I was assigned to take during our second meeting. These points are some of the additions and changes the clients would like to add to the brief.

Something they really wanted to come across in this project was what they have learnt over the past 250 years as well as what are they doing today.

Within this meeting, we also discussed the social media strategy in more depth. The team felt strongly about developing 3 types of content that was either about the future, past or learned.

We also cleared up the issue with the "clear text", after printing the brief at the University, the issue was with the printer at Clifton House.

MED526 / Thursday 2nd November

-2nd Meet with client- (12pm)

Notes

o Paula to send colour coded calendar
o Messaging - Look after poor people + Emotive
o Objectives - raise profile, if BCS was in 2024 to build something to serve for another 250 years. 'What we would do now' - to tackle social justice.
o Sensitive, emotive and in-depth.
o 'What have we learnt over 250 years?'
o 'What does social justice look like today?'
o Challenge, historical fact or something they have granted - content must include.
o 'Why are these issues still here 250 years later?'
o In-depth message.   3 colours -> challenge/
o Emotive colours   reboot/histo
o Develop 3 templates for different themes.
o 2 posts every week
o What other ways to collect information
o New word for 'reboot' = FUTURE, PAST, LEARNED

2nd Client Meeting Notes- 2/11/23

Ellie McDowell · Nov 2 · Notified 4 people
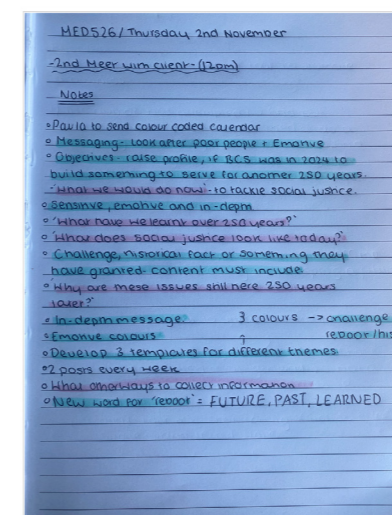
I added these notes into a Basecamp message board so that everyone could view them.

2.4
Revised Brief.

After we had our second meeting with the team at Clifton House, we went back and revised the brief and made the changes based on our notes from the meeting. Myself and Josh made the revisions to the brief. The finalised brief is shown below.

CLIFTON HOUSE

Brief

Index

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. This social media campaign will boost Clifton House's profile establishing its legacy and voice firmer in social media, increasing awareness. 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, identified and serve the public in the next 250 years to come.

03

- Full re-brand along with accompaning brand guidelines
- Increased brand awareness
- Increased younger audience
- Development of online presence and overall user engagement, interactivity and experience
- Increased social media presence through 12 month campaign
- Interactive banner highlighting the events taking place over the 250th year celebration
- Social media templates for to showcase the 250th year celebration, catered towards the different socials

06

Deliverables

Our key objective for this project is to enhance Clifton House's outreach and enhance Clifton House's outreach and engagement. We will create promotional content for the 250th anniversary's upcoming events, including the creation of an interactive banner for Clifton House's already existing website to capture audiences' attention and inform them of the upcoming events. Additionally, we will develop a series of templates for social media posts related to the 250th anniversary year

which consist with the branding of Clifton House. As mentioned above, we will also expand the target audience, with emphasis on attracting a younger demographic, in turn boosting ticket sales and online interaction. We will increase online content consumption and interactivity, along with the production of more video content. Thes efforts are geared towards creating a more cohesive and visually appealing brand image, overall enhancing the impact and presence of Clifton House.

05

Competitors

As a team we have carried out a benchmarking process which allowed us to identify other historical Georgian Houses which not only provide similar services to Clifton house, such as event space hire and historical tours but are also vying for the attention of Clifton Houses current and future target audience. Notable competitors within this niche include the following:

TULLYVEERY HOUSE   **HILLMOUNT HOUSE** HOME TO BEAUTIFUL EVENTS   **DRENAGH**

These establishments pose as strong competitors as not only do they cater to a similar clientele, but they also have a strong online presence in the form of clean, striking, and interactive websites as well as clean, consistent, and engaging social media. Drenagh Estate has a strong social media presence as their flexibility has allowed them to reach a larger, younger audience with their use of TikTok and following recent trends. Understating the competitions offerings, strategies and online practices will be instrumental in ensuring that Clifton House stand out and will be able to provide a unique and compelling experience for their customers.

07

Tone, Message and Style

When evolving Clifton House brand, along with brand assets such as social media templates for the 250th anniversary campaign, we must prioritise the organisations core values and expected outcomes of this project.

After a discussion with Clifton House, we understand that the organisation wishes to attract a younger audience to continue sharing the history of the estate. Before expanding on this and analysing how we can increase brand awareness within this demographic (potential expanding onto younger user populated platforms such as TikTok) we must revisit how the brand is already being delivered and utilised on existing media and platforms. It will require reviewing the language to understand how this can be optimised to resonate with the younger audience. The use of language throughout the social media campaign should be informative,

story driven, and inviting.
The language and tone should encourage the targeted audience to visit Clifton House, this can be further influenced by the use of appropriate CTA's (Call to Action's) and traffic directing tools. The campaign should include brand consistency, showcasing exciting content to encourage users to either visit Clifton House or follow/ engage with other Clifton House content. By increasing the type of media outputs distributed, as well as using the correct social media techniques we hope to increase following and reach across platforms.

08

We must remain historically correct throughout all copy and advertising to respect the heritage of Clifton House. The campaign should be diverse to keep users interested, the content should also be exciting and interactive to attract a younger audience. The re-brand should reflect and represent the history of Clifton House while also appropriately communicating the story. Within the strategy of the brand, we must find ways to appeal to a younger audience by refreshing the look whilst also not straying too far from its origins to keep the relationship with the current audience.

We hope to develop brand consistency throughout all media assets, creating a link between all platforms. There will be tools put in place to direct users and audiences to the correct place that will deliver on the desired outcomes of Clifton House, ie directing user traffic through CTA's to booking links and event calendars. The overall goal is to increase brand awareness, increase event bookings, and reach a younger (wider) audience. Keeping this in mind the tone, message, and style should be as follows:

- Educational and Informative
- Sensitive and Emotive
- Inviting and Friendly
- Thought Provoking
- Challenging
- Interactive
- Diverse

09

Timescale

The timescale on this project is important so that we can establish a creative direction, along with ensuring that the deliverables are created on time. We have created a detailed timeline to specify these key dates along with allowing ourselves room for unforeseen circumstances. Starting in week three, an initial meeting with Clifton House will take place, followed by research into similar organisations, along with a benchmarking process. The following week we will create the brief based on our previous meeting. The team will then go on in the next two weeks to develop and deliver 3 pitches for Clifton House to choose from. The chosen concept will then be developed over the following six weeks, to take us up to the deadline on week 12, followed by handover in January.

Week 3	Week 4	Week 5	Week 6	Week 7	Week 12	December
				5 Week Development Stage		
Benchmarking competitors.	Creation of the Project Brief.	Sign off of brief.	Pitch Development	Delivery of 3 pitches.	Deadline.	Client Handover.
Meet with Clifton House.						

10

Budget

There is no established budget for this project as the deliverables are digital-based and have no required costs. However, the team has explored ways to promote the campaign and underlined the general costs of these potential outputs. Included are the print and rental fees for each product.

Type	Quantity	Duration	Cost
48 Sheet Billboard	3	1 month	£4,859.11
6 Sheet Posters	10	1 month	£7,625.81
Tote Bag	200	n/a	£222
Pen	200	n/a	£142
Patch Key Chain	250	n/a	£470
Rounded Bookmarks	200	n/a	£25.35
A5 Flyers	250	n/a	£70

11

Meet the Team

Our team is made up of Ellie McDowell, Joshua Keyes, and Tia Gabbidon Lyttle. Each team member has a specific skill set, developed through University as well as working directly in the creative Industry. All members of the team will be given individual roles and responsibilities for this project. Workloads will be evenly distributed and balanced throughout the team's dynamics.

Ellie

Josh

Tia

12

Summary.

Creating the brief not only outlined our intentions with the project, it also gave us the chance to get a deeper understanding of the clients needs. By having the second meeting and feedback, it allowed us to improve the outcomes of what we were creating and maximise the effect they would have. It would also allow us to have a more satisfied client! We ran into a few issues in this section of the project, such as having communication issues with Tia. We overcame this by reaching out over Basecamp and continuing to have weekly meetings (myself and Josh), to ensure all work was picked up on. If I were to re-do this section of the project I would have visited the house prior to creating the document so that we had a further understanding of the client and all that Clifton House is. Unfortunately we did not visit Clifton House until we sent of our first version of the brief, once we had visited and met with the client again, it was easier to understand what they were communicating to us.

3.1

Statement of Intent.

My goal is to design a brand that not only meets the clients needs, but also really communicates good design. I want the design to have meaning and thought behind it, not just a logo that looks good. I want the Clifton House 250th Anniversary brand to appeal to an audience of my own age, therefore there will be elements of graphic design that trends amongst a younger demographic. While in-incorporating this modernism, I also want the History and Heritage to shine through throughout the entirety of the brand.

03
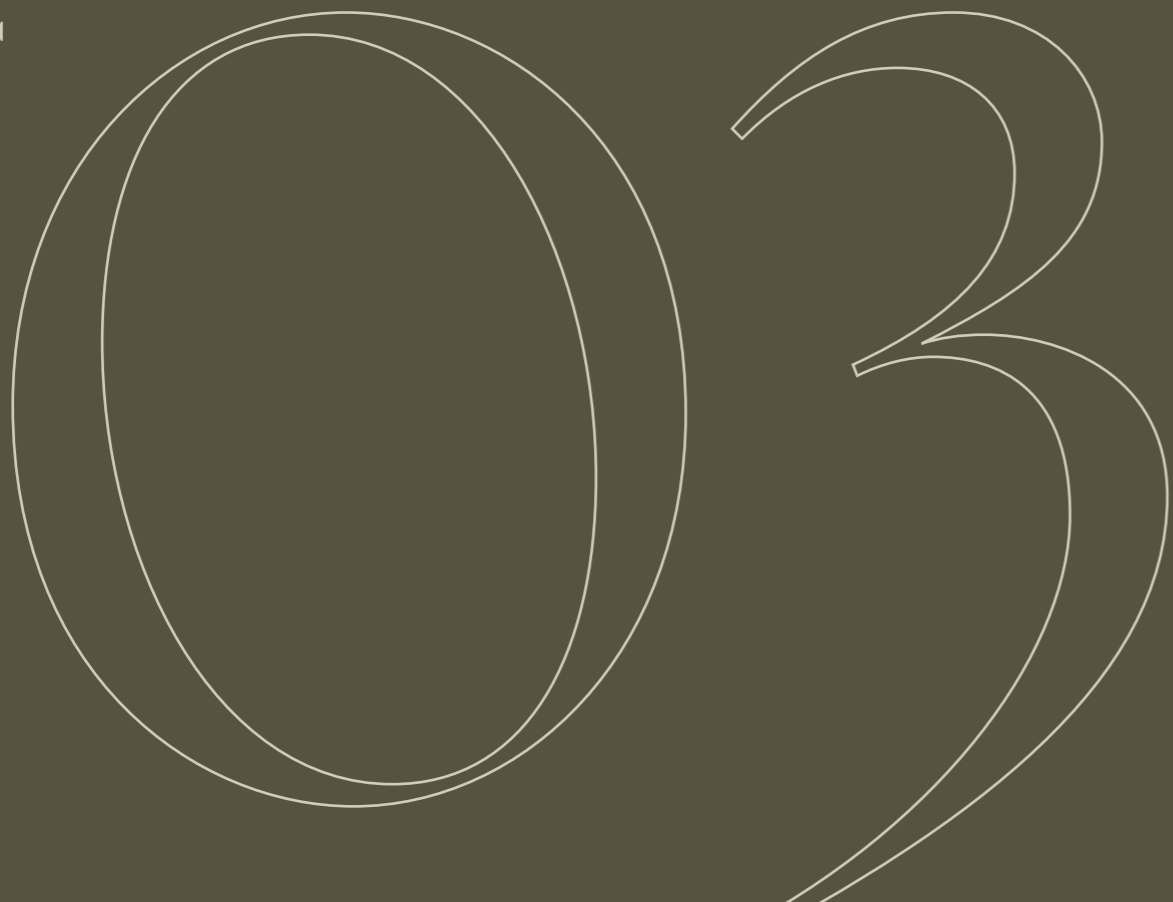
Inspiration & Mood Boards.

At the start of every great creative process is the mood boarding step. This is where you can combine lots of things you like or relate to the brief and allows the inspiration to flow. It generates ideas and allows you to make visual connections. I had a number of ideas and sources of inspiration for my Clifton House brand concept. I began thinking about history and art, I also thought about what we seen at the house, what we learnt about the house as well as colours, icons, typefaces and imagery. Here is some of the words I connected when brainstorming :

History → Art
Renaissance Paintings
Oil Paintings
Portraits found in Clifton House
Neon contrast
Colours → Historic Colours
Heritage
Will attract younger audience
Deep colours
Gold
Will keep the current audience
Historians
Old Fonts
Diaries
Sketches/ Hand Drawn
Icons
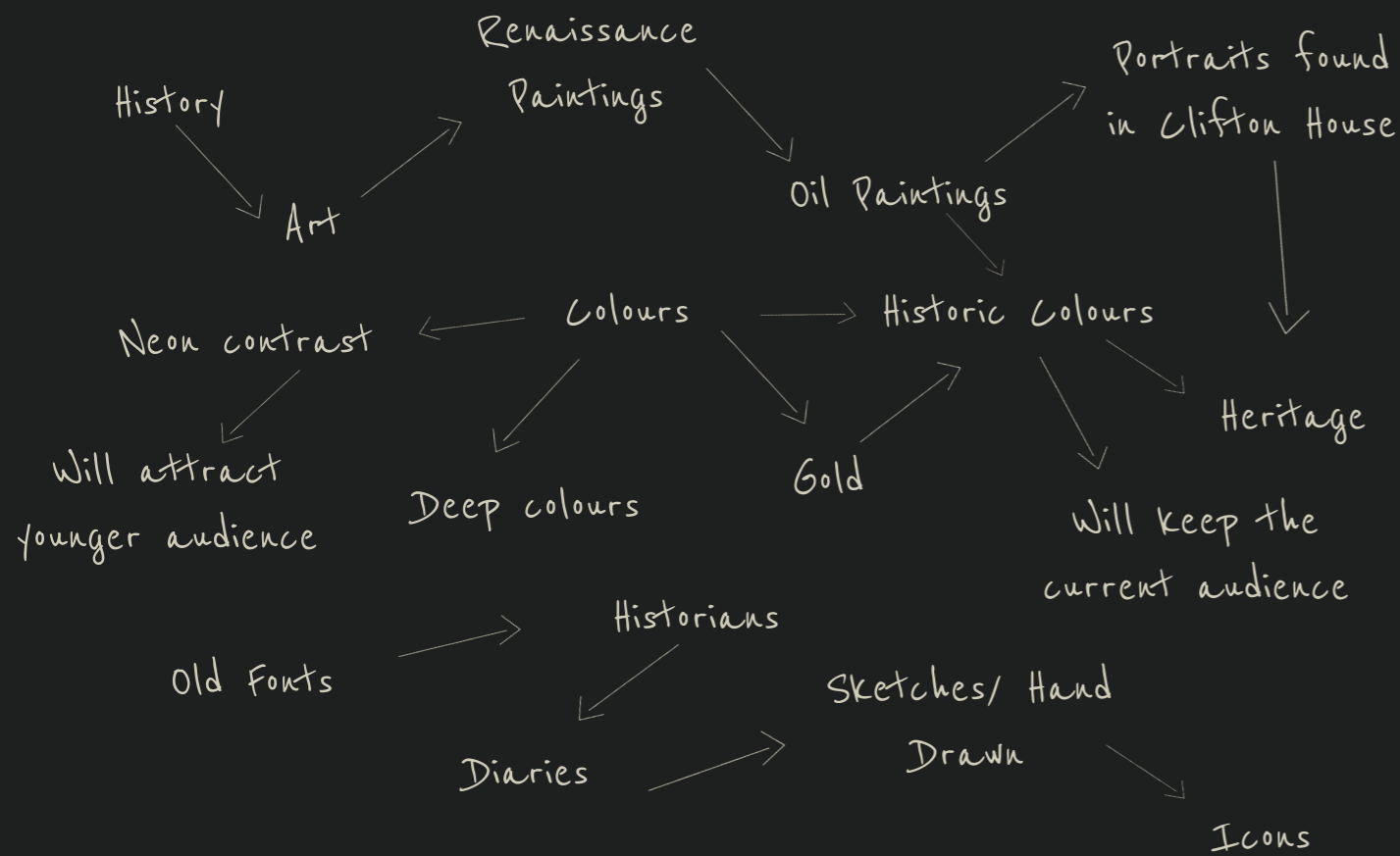
Collaborative Mood Boarding.

At the very beginning of our project I set up a collaborative Pinterest board for the whole team to add in inspiration. I shared this in the campfire chat and invited everyone to the board.

Clifton House project

40 Pins
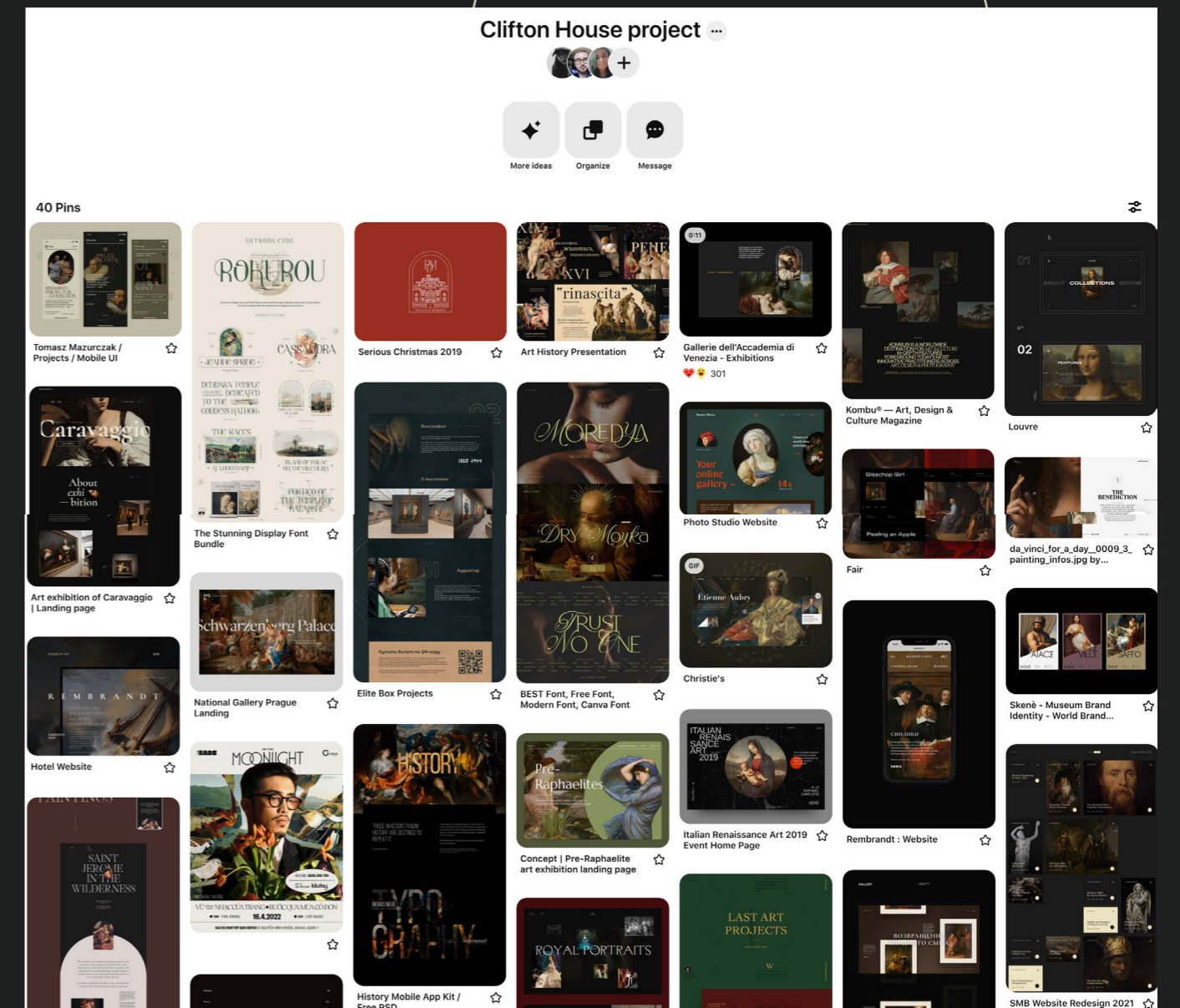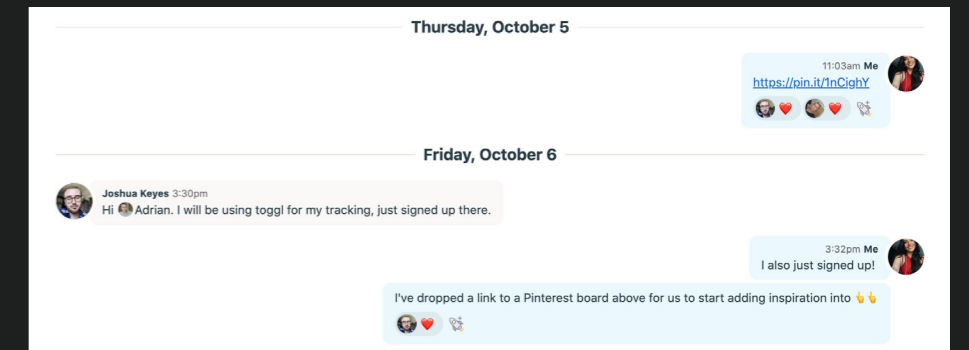
This is a screen grab of our shared Pinterest board, if you would like to take a look at all the pins we gathered use this link:

https://pin.it/4LNAKmV

Individual Mood Boarding.

My own image of portraits at Clifton House!

I set this mood board up in illustrator, I started combining my word map, Pinterest images, my own images and anything else I thought fit in. I included Icon examples, typeface examples, colours, layouts, UX structures and imagery.

Scrap booking elements, inspired by historical letters.

Thin script typefaces, reflecting a historical look.

Bright yellow typeface contrasting against dark moody colours, creating a modern look.

Using fine line drawings of the building itself within the logo.

Use of Est, could be incorporated for anniversary element.

My own image of portraits at Clifton House!

Minimalist look, very museum like. This would work well with the Clifton House theme.

I gained a lot of inspiration from these paintings in Clifton House in terms of colours.

How this could be used across other assets such as web elements.

3.3
Sketches & First Thoughts.

Sketching is a great way to let the creative juices flow, it is a fast paced process that allows you to get all of your first initial thoughts out onto a page, then you can begin to combine or develop these ideas out. Kreafolk describes the importance of sketching in the creative process as the following, "Sketching allows you to explore these ideas rapidly and without constraints, fostering a rich environment for innovation and creativity. Moreover, sketching plays a crucial role in the conceptual

l development of a logo. In the early stages of the logo design process, the aim is to generate as many different ideas as possible. Sketching facilitates this by enabling you to iterate quickly and explore various design concepts. It encourages thinking outside the box, leading to the creation of unique and compelling logo designs." My sketching process allowed me to develop out the initial ideas I had for the Clifton House 250th logo. I played a lot with the numbers and utilising the structure of the middle portion

of the house. As the BCS only owns the middle potion of the house, I felt that this could be portrayed within the logo. I also played about with the idea of incorporating the arched gate at the front of the house, this gate included the date in which the House was built and would tie in well with the 250th anniversary theme. One of my main goals was to create a logo that could also be used as a device, such a s a stamp. The device would be cohesive and a part of the logo.
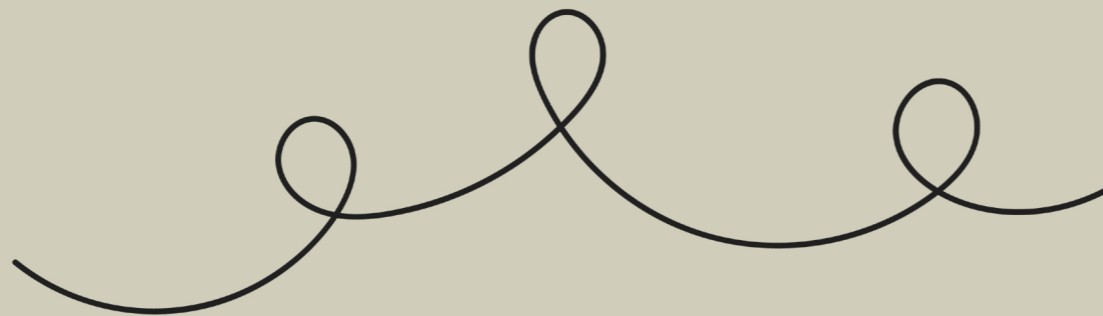
The First Sketches.

From this page of sketches you can see how I was trying to firstly combine the arch of the gate and the 250 numbers together.

Using the structure of the house as the main element of the logo.

Testing out layouts of the 250th element.
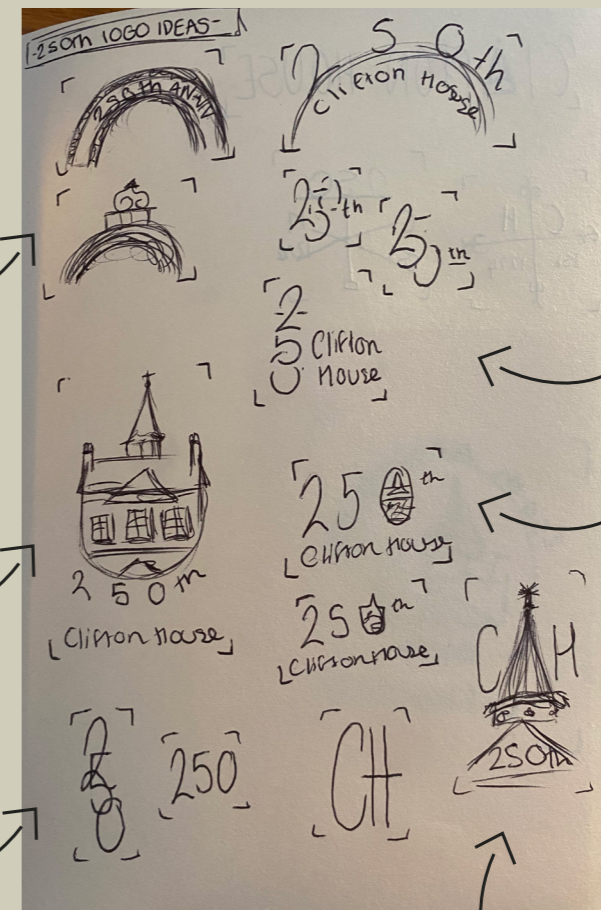
I then began to look at a 250 on its own. The stacked numbers came from a museum style of logo.

As my ideas developed out, I began to sketch the middle section of the house and incorporate it within the zero of the 250. This is the logo that I developed out in the end.

Here I was using just the C and the H from Clifton House along with the spire of the building, which is its most distinguishable feature.

I started to play around with using the spiral as the "i" in Clifton.

I also tried to use the weather vain as it is one of the original and identifiable features of the house. I swapped the NESW with C,H, EST and 1774.

I also had ideas that I sketched down when away from my sketch book so I added them in as post it notes to view side by side with the other options.
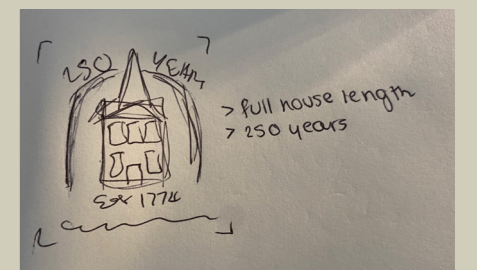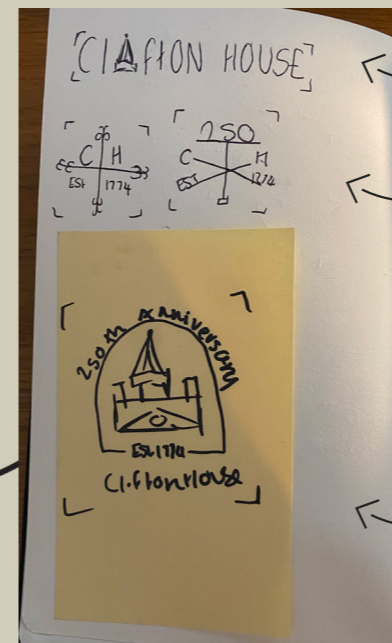
Another variation of the post it note sketch.

3.4
The Logo.

The logo will be the centre piece to the 250th Anniversary brand. It will be shown on all material used throughout the year. It is important that the logo communicates elements that are important to the client. I want the logo to be emotive, historical yet modern and incorporate the building itself as this is what the anniversary is celebrating.

After creating the initial sketches, I de-constructed the current logo. I analysed it, noted it's flaws and it's strengths. We had previously asked the client what they liked about the current logo and branding,. their response was they loved the heritage deep colours and also the corporation of the house in the master logo.

Over the next few pages I will be showcasing and breaking down my concept development working towards the pitch. I created my designs over week 5 and scheduled and tracked my time that I spent doing this on Toggl. I also set up to-do lists for everyone to create 3 design concepts on Basecamp.
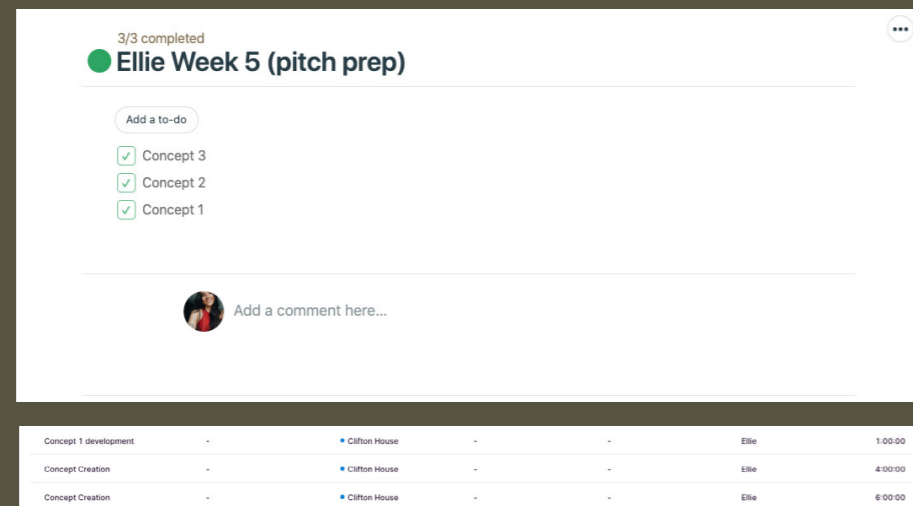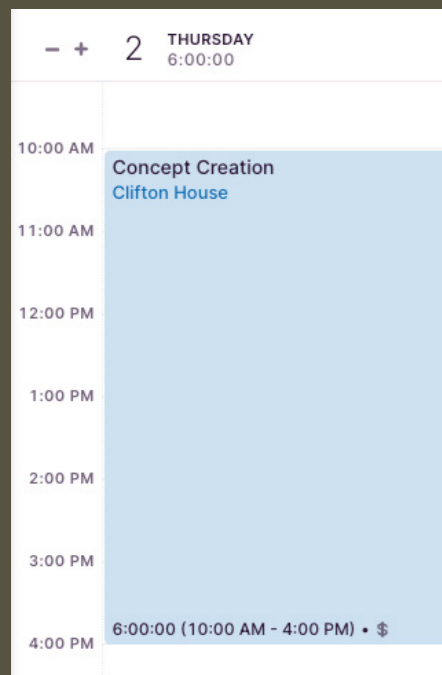
As shown above from my Toggl dashboard, I spent a total of 11 hours developing out my concept. Toggl is great as it shows me how much time I have spent in total on this project.

The development.

Clifton House
Home of the Belfast Charitable Society

This was my first art board I put together. I found this font called "Gyst Variable" and I was set on using it from the moment I saw it. I screen grabbed a section of an oil painting with the colours I wanted to use and created the background with it. My inspiration for the colours came from renaissance paintings as well as the oil paintings found in Clifton House. I used an overlay over the painting background and contrasted this with the bright lemon colour typeface. I used a format of the light version of the font for the Clifton House, and the second line of text using the regular version.

Albert Lang oil painting, the earthy, rich colours is exactly the vibe that I was going for. I feel this communicates History and heritage.
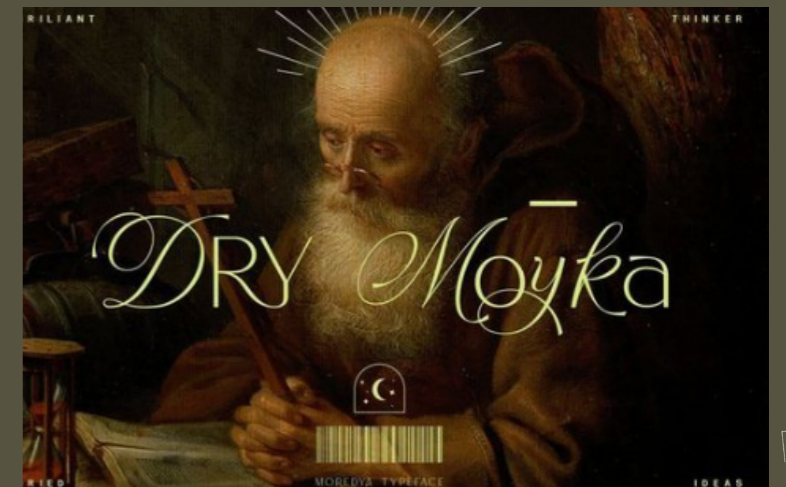
This is the image that gave me the inspiration for using the lemon colour of text over these oil painting colours to create a historic yet modern look- catering for both the current audience and a potential younger audience. It is important to the BCS to begin targeting a younger audience so that the history of the house lives on.

Testing the typeface out with the 250 numbers.

Messing around with the structure and stacking/ intertwining the numbers. I couldn't seem to find a way to make this work. The layering looked unnatural and forced.

DOSCIENTOS AÑOS
BICENTENARIO
ARGENTINO

These are some of the examples I took direction from for intertwining the numbers. One challenge I faced was finding 250 logos to see how others balanced out the heights of the numbers, however there is very little 250th logos out there. I over came this by looking at other anniversary logos that had 2's, 0's and 5's to see how other designers styled these numbers.

Clifton House
Home of the Belfast Charitable Society

Here I tested a sketched version of the House. I took the building from another angle and used the same lemon colour against a dark background. I created this sketch using procreate on my Ipad using a dry ink brush. I really liked the final outcome and look however, I felt that it was too detailed to include in the logo and could be impractical for printing. I also wanted the 250 to be a main component in the logo. I ended up using this style of sketching for other elements of the brand further down the line, as I thought the look and style of the drawing matched the vibe of the brief.

Est   1774

Clifton House
Home of the Belfast Charitable Society

I decided to create a vector of the building and incorporate it into a crest shape. I added this above the word mark, and added the Est and the date as I had looked at before. I really loved this version, it looked really professional and sleek with the thin lines. The only issue I felt with this was it didn't show off the 250th aspect enough, the only element of this was in the date, but it wasn't obvious enough.

I liked the idea of using the house within a crest, I felt this looked really Historic and brought out the heritage of the House.

I wanted to test this out against different backgrounds, I thought this would help me when it came to finalising the colour pallet later. As the painting I was initially using, belongs to an artist I couldn't use this. So I decided to use Bing AI to create these generated backgrounds. I used words such as renaissance, oil painting, oil texture, beige, deep colours and clouds to try and achieve the look I was going for. Unfortunately, none of the results produced what I was hoping for. I also tried to use the photographs of the oil paintings that I captured at Clifton House (last image), however, again I did not get the look I wanted. Doing this, created a really pixelated look as I wanted to pick up on the texture of the oil paint but the images weren't high enough resolution.

Above is some experimentation with using only the spire of the building. This concept is intended to resemble the look of the house through the gate at the front. The arch is used to contain the logo and makes it a less awkward shape. I played around with type placement in these versions, however I felt again, that this concept didn't clearly communicate the 250th anniversary celebration.

The Chosen Logo.

I decided to combine my crest idea with the 250th type design I had used earlier in my creative process. I loved this combination, it solved the issue of the 250th not being communicated as well as incorporating the building. This design also allows for the crest to be used as a device on it's own. The design is also future proofed as the crest could be used as the logo after the 250th year celebrations are over.

Here I lifted the overlay and tried out different typefaces with the logo. However, I felt that the Gyst font I selected previously worked far better. This type was almost too modern.

I held a focus group in my work (Whitenoise Studios) and the outcome was that people felt that the 0 wasn't obvious. The designers recommendations were to outline the 0 behind the spire to make it more obvious that it was 250. I understood what they were communicating, however I did not like the outcome of this design. I decided to tweak it and try to come up with a solution.

The Final Logo.
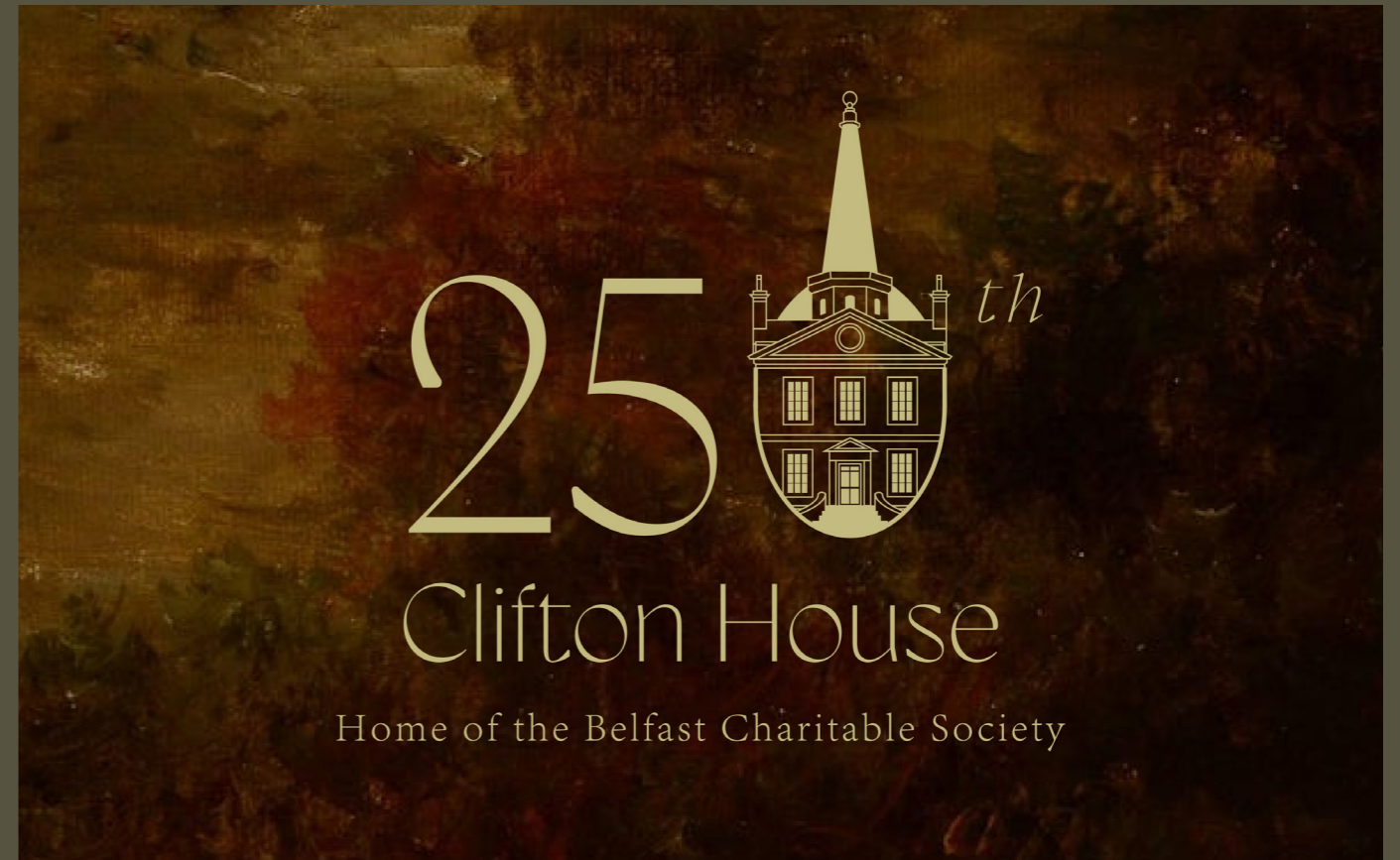
This was the final outcome. I filled in the background of the 0 behind the spire of the building to make the 250th clearer. I feel that this logo is really strong, it can be used without the word mark and the crest can be used as a stamp. This is the logo I decided to put forward for the pitch.

The Unused Concepts.

The Inspiration.

The deep colours used in these portraits from Clifton House were the inspiration in my colour pallet. I used a number of methods such as eye dropping these photographs to capture the tones of the paint.

3.5
The Colours.

From my research and inspiration, I knew that I wanted to use deep, darker and richer colours. I wanted to utilise colours that you would find in older oil paintings , this related a lot to Clifton House itself. I looked firstly at   deep greens, browns and beige. After our second meeting the client expressed

their love for their heritage colours which they selected from the Duluxe "heritage" range. One of these colours is a deep maroon, so I decided to look at some reds to incorporate. The client also makes use of green and gold, so I took some time to look at refreshing the existing colours to create a whole new colour pallet.

My goal was to create a colour pallet that complimented the logo I created. I also wanted the brand to feel professional, and well thought out. In the next few pages I will be showing my process of picking swatches that looked both on screen and print, as well as looked good together.

The Process.

Based on my images and from my initial ideas, I knew a few colours I wanted to use in the brand. I wanted to utilise a deep bottle green, this is a colour that Clifton House already uses. I found during my eye dropping of the previous portrait, a neutral beige from the skin tones of the man. I also wanted to use the lemon yellow from my logo concepts. The last colour I planned to find was an alternative to the maroon Clifton House was using, my goal was to find a deep red that would compliment the rest of the colours.

One of the challenges I faced was trying to find a colours that paired well both on print and on screen. This is me using swatches to choose colours based on how they look printed. Colours can look one colour on screen as RGB and look very different printed as CMYK. The use of these swatches allowed me to overcome this.

The Testing.

The testing process included a lot of trial and error. It was difficult to find a swatch that matched my lemon yellow used for the logo. My process included finding a swatch that looked similar, testing it on screen and comparing it to the original. I also had to pair these with the other colours to ensure they complimented each other. Above is an art board showing a testing of the lemon swatches.

The Final Pallet.

This was the final colour selections after testing. I decided on two greens, a red, a beige and the lemon yellow. I had to keep in mind that these had to be utilised to create visual categories for the Social Media Campaign. Therefore, there had to be enough colours to go round for each type of content. I think my final selection works really well together and they reflect a Professional brand while also communicating heritage with a twist of modernism.

The Colours.

Beige.

(C) 44 (M) 41 (Y) 62 (K) 29
#75684C
(R)177 (G)104 (B)76

Light Green.

(C) 76 (M) 50 (Y) 96 (K) 58
#2A3818
(R)42 (G)56 (B)24

Dark Green.

(C) 86 (M) 56 (Y) 82 (K) 75
#122416
(R)18 (G)36 (B)22

Deep Red.

(C) 25 (M) 100 (Y) 100(K) 75
#4C0B00
(R)83(G)10 (B)0

Lemon Yellow.

(C) 0 (M) 0(Y)38 (K) 0
#FFF8B8
(R)255 (G)248 (B)184
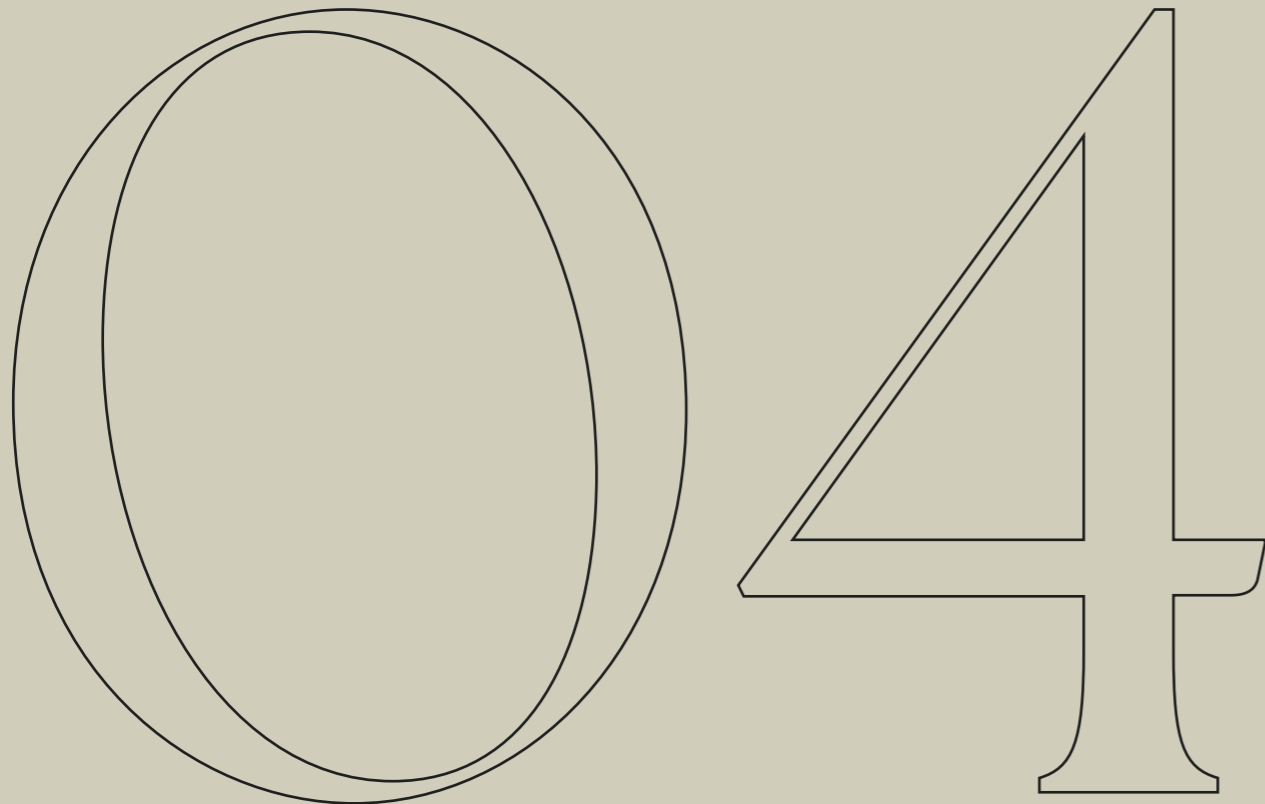
4.1
Prep & Plan

Pitch to Clifton House Belfast

As a team we worked towards pitching our finalised concepts to Clifton House. We needed to create a structure for our pitch deck, we also needed to think about how we would present this and our reasoning behind our concepts. We began to prepare for our pitch that would take place on week 7.

04

The Preparation.

Schedule

+ New event

Schedule

Add this schedule to your Google Calendar, Outlook, or iCal...

Today Nov 2023 December

NOV 7, 2023

Pitch Meeting @ Belfast Campus
4:00pm - 6:00pm

Add an event
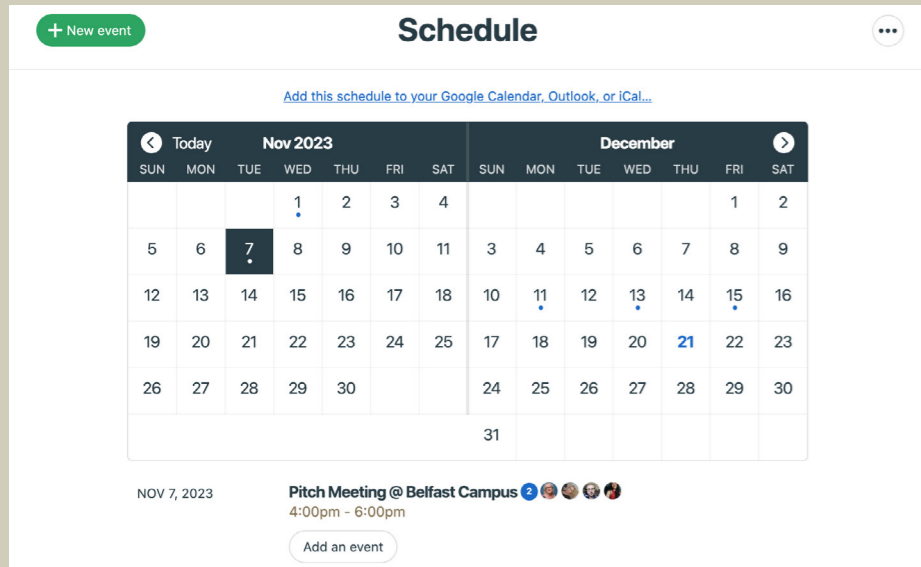
Claire set up our Pitch for the 7th of November at the Belfast Campus. This was ideal for the team at Clifton House as they are on the same road as the University. I scheduled this into our Basecamp Calendar and invited the whole team.

Pitch Document Order

Tia Gabbidon-Lyttle · Oct 26 · Notified 4 people

Concept One:
- Mood Board / Aesthetic
- Colour Scheme
- Font / Typography Details
- Logo (And it's variations)
- Digital Mock-ups
  - Interactive Banner
  - Social Media Templates
- Merchandise Options

Concept Two:
- Mood Board / Aesthetic
- Colour Scheme
- Font / Typography Details
- Logo (And it's variations)
- Digital Mock-ups
  - Interactive Banner
  - Social Media Templates
- Merchandise Options

Concept Three:
- Mood Board / Aesthetic
- Colour Scheme
- Font / Typography Details
- Logo (And it's variations)
- Digital Mock-ups
  - Interactive Banner
  - Social Media Templates
- Merchandise Options

As a team we discussed the order and structure of the pitch. Tia uploaded this guide to our Basecamp message board. However, as we began creating our section of the pitch, we felt that there was another order which was stronger and had a more natural follow along. The pitch then went in this order:

- Mood board
- Primary Logo (b/w)
- Primary Logo (colour)
- Secondary Logo (b/w)
- Secondary Logo (colour)
- Colours
- Typefaces
- Social Media
- Advertising
- Merchandise

Pitch Doc

Adrian Hickey · Nov 2 · Notified 4 people

Dear all

If you post a unified pitch document PDF here, I will review and comment to get you feedback before you go to pitch.

Keep going
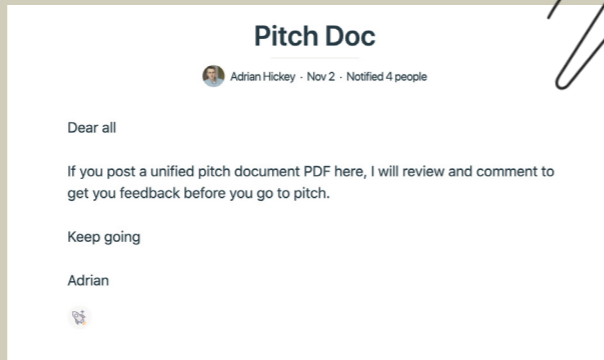
Adrian

Adrian also set up a message board for us to share our final pitch deck with him for feedback.

Ellie Week 6

7/7 completed

Add a to-do

- ✅ Brand Assets
- ✅ Pitch Deck Doc
- ✅ Mock ups
- ✅ Typeface
- ✅ Logo
- ✅ Colour Scheme
- ✅ Moodboard
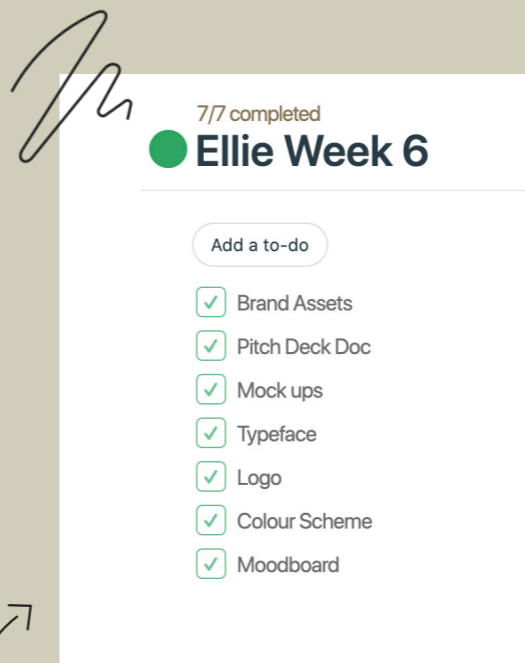
I created a to-do list for myself for week 6. I included all the elements of the brief as individual tasks. For each to-do list I invited all members of the team as subscribers so that we could see each others progress.

Mockups

+ New... Unsorted

Billboard 4 Bookmark Billboard 3 Billboard 2

Billboard 1 Bus Billboard package Instagram Package Tote Package
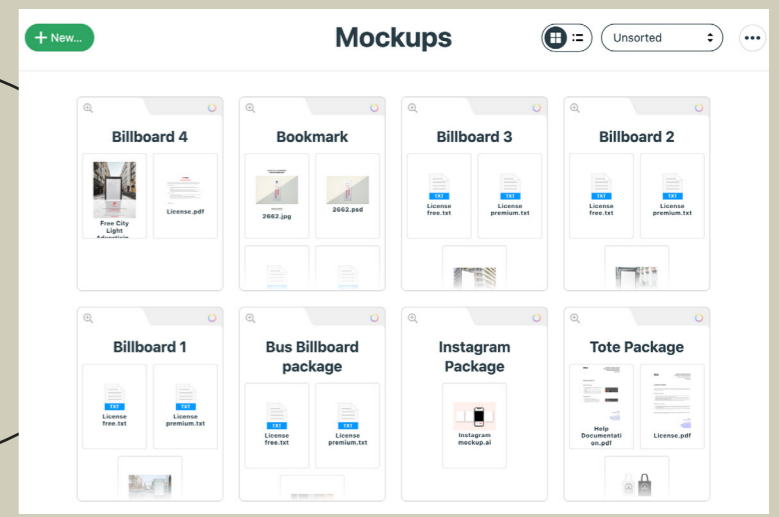
As part of our prep, Josh created a folder on Basecamp full of resource templates for creating mock-ups of the brief. This was really helpful as it meant we all had the same mock-ups for consistency throughout.

Clifton House Images

+ New... Unsorted

P1142994.jpg P1143020.jpg P1143021.jpg P1143024.jpg

P1143038.jpg P1143040.jpg P1143041.jpg P1143043.jpg
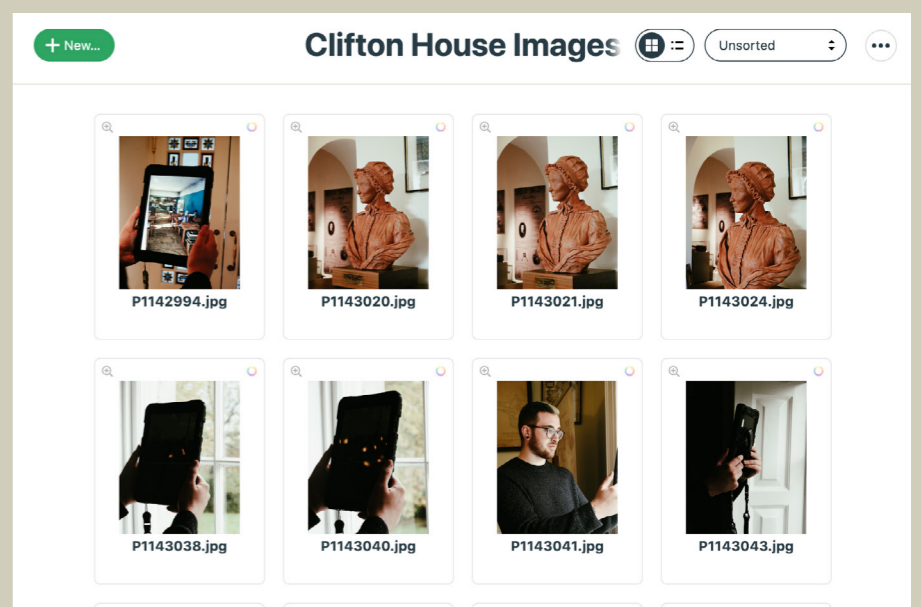
I created a folder and uploaded all of the images I captured and edited, so that the rest of the team could use these in mockups.

After all of the prep was completed, I set up an Indesign Document and started to create the pitch deck.

4.2
Production

Pitch to Clifton House Belfast

When it came to creating the pitch deck I had most of the assets already completed ready to put into the document. The only thing that was yet to be created was mock-ups, to showcase to the client the design in situation. It gives a real-life example and helps the client to visualise the roll out. I used the templates that Josh had sourced to create a bookmark, key chain, advertising spaces and tote bags. I created an Indesign document and created the pitch in a3 using the structure the team decided on previously.
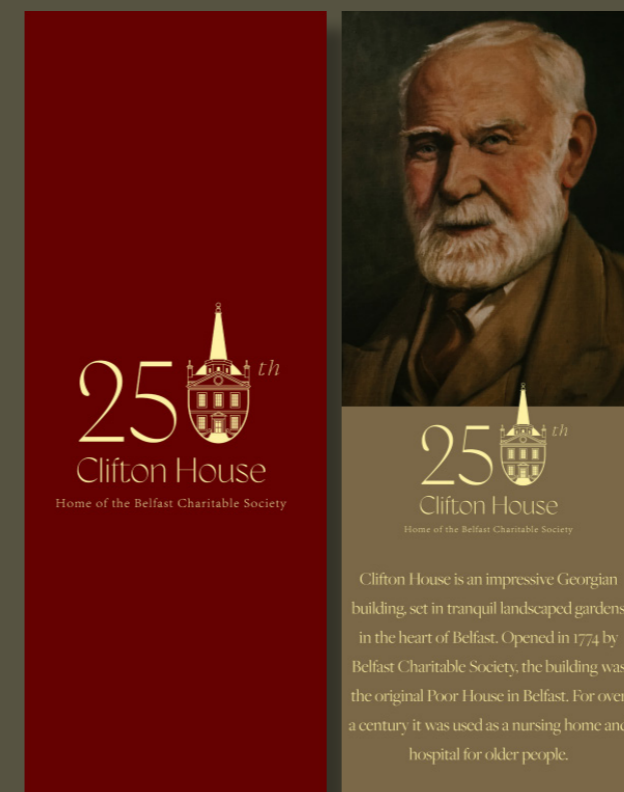
Bookmarks was something we had suggested to the Clifton House team in the initial meetings, the team responded positively to this idea and thought it suited the personality of Clifton House so well. My concept for the bookmarks was to use some of my imagery on one side, paired with a historical fact. The reverse side would showcase the 250th logo on its own.

Tote Bags was another item we discussed as a team. These are the designs I created. Using the colours of my concept, I created simple looking tote bags that showcased the master logo. I added slight details such as using the lemon for the inner side of the handle on a green bag.

I created simplistic. professional adverts, showcasing the 250th brand. I really liked this stripped back look, I feel like this type of advertising makes more of an affect than and over-crowded poster.
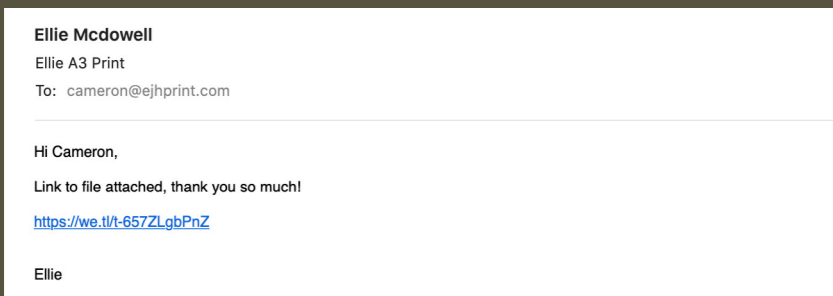

I applied this same approach to the social media content. I re-imagined the existing " on this day" content already utilised by Clifton House. I incorporated my own imagery and created a consistent look throughout the posts. This well help the client to visualise the brand across other assets.

The Creation.

While I was creating the pitch, I kept in mind my previous experiences with presenting concepts. Whilst working in Whitenoise Studios, I have pitched a number of my own brand concepts to clients. The important part is to communicate how you have listened to what they said or made clear that they wanted. It is also important to keep it clean, large imagery and little text. I ensured that this pitch was image led, allowing us to talk through our ideas and the reasoning behind them.

I logged around 7 hours on Toggl for creating the pitch. This included creating the mock-ups and adding Josh's work into the document.

The Challenges.

During the process of creating the pitch, myself and Josh were in constant communication. We were able to work with each other and finalise both our concepts and add them into the brief. Unfortunately, we had some problems getting in touch with Tia. As our pitch was on Tuesday, the group needed to have the pitch finished for Monday so that it could be checked over by Adrian and sent to the printers. I made the decision to have the pitches professionaly printed for the client, this was agreed upon amongst the team. Due to the tight turn around, I messaged into the group to ask the team to send me their work, so that I could add everything to the main document.

Sunday, November 5

5:24pm **Me**
Hi Guys! Can you send me over your pitch's and I can put it all into our shared ID doc? :)

Joshua Ive got yours thank you!

Monday, November 6

12:27am **Me**
Tia I've added the artwork file to shared docs for you to add your concept in :)

Tia Gabbidon-Lyttle 2:41am
Ellie Added my concept in
❤️

8:55am **Me**
Tia Thank you! Could you maybe package the file for me as all of the links like fonts and images are missing

Also, I have a connection with a printer who could do us 8 copies for £30 on

a3, but would be less if we need less copies

what does everyone think?

Joshua Keyes 9:04am
Yeah sounds great

9:05am **Me**
great! I can get them collected today as long as we send completed doc off before lunch

Tia would you be able to package before then? :)
👍

I reached out to the team on Sunday for all of the work to enter into the document. I had already received Josh's work, and my own work was already entered into the document. On Monday I sent another message into the chat tagging Tia, informing her that I had added a shared document file with the Indesign document so that she was able to add her own work in. Tia responded informing me that she had added her work in. Unfortunately, Tia had not packaged the file up, this meant that all of the images and fonts were missing, meaning I could not send this version to the printer. I tagged Tia in response, informing her of this information, however Tia had privately messaged Josh saying that she would print her concept off herself. This was a bit of a hurdle, but myself and Josh decided that we would still have our concepts professionally printed despite Tias work missing from the document.

Ellie Mcdowell
Ellie A3 Print
To: cameron@ejhprint.com

Hi Cameron,

Link to file attached, thank you so much!

https://we.tl/t-657ZLgbPnZ

Ellie

I sent our final pdf off to the printer on Monday morning. I would then need to pick these up in the morning before the pitch.

4.3

The Pitch Deck

Pitch to Clifton House Belfast

Over the next number of pages I will be showcasing our pitch document in which we presented to the client. I have also included images of the printed version in which ourselves and the client were really pleased with.
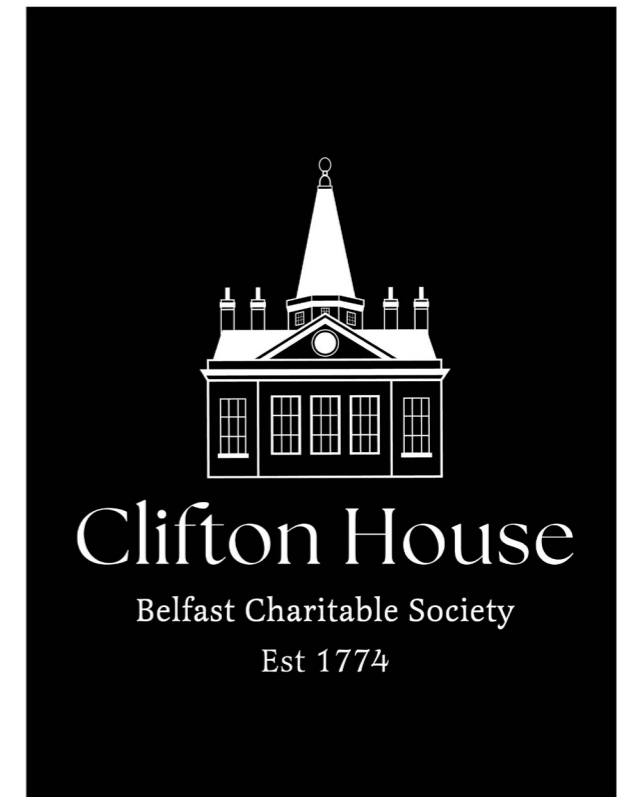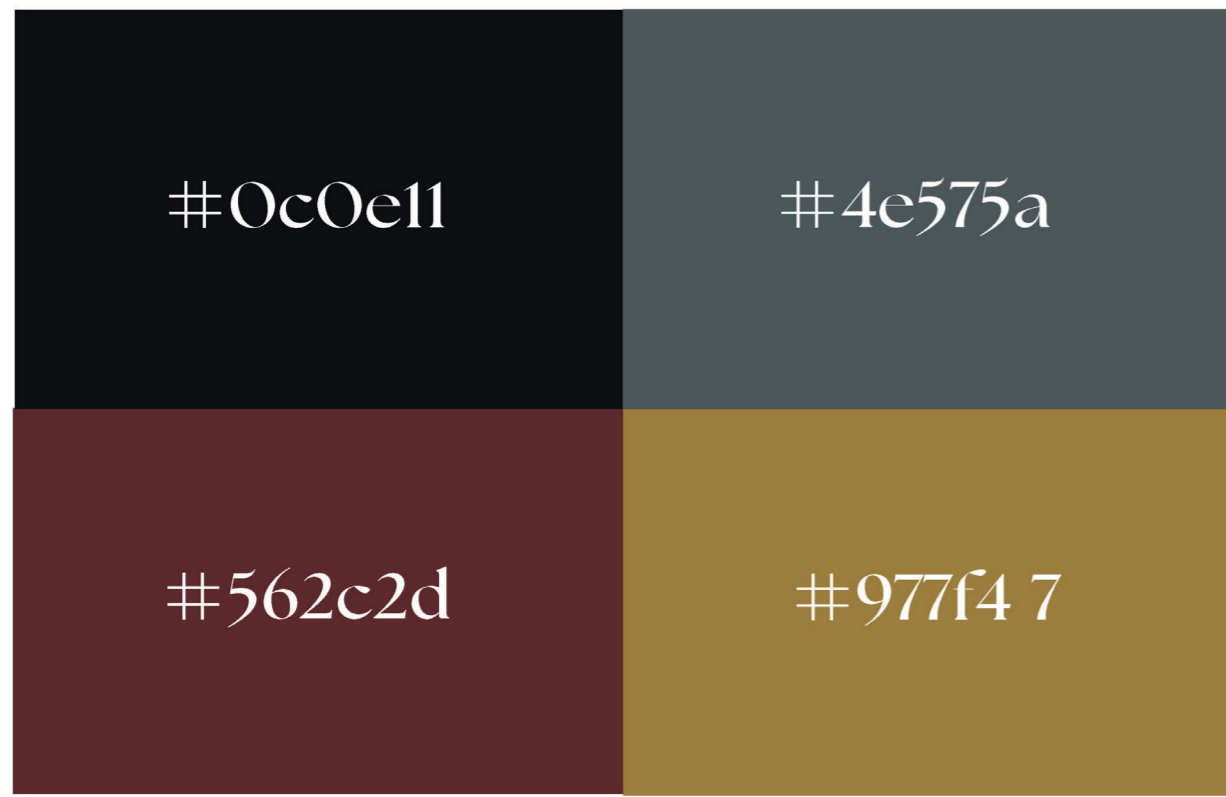
The Cover.

Josh's Concept.

Primary Logo
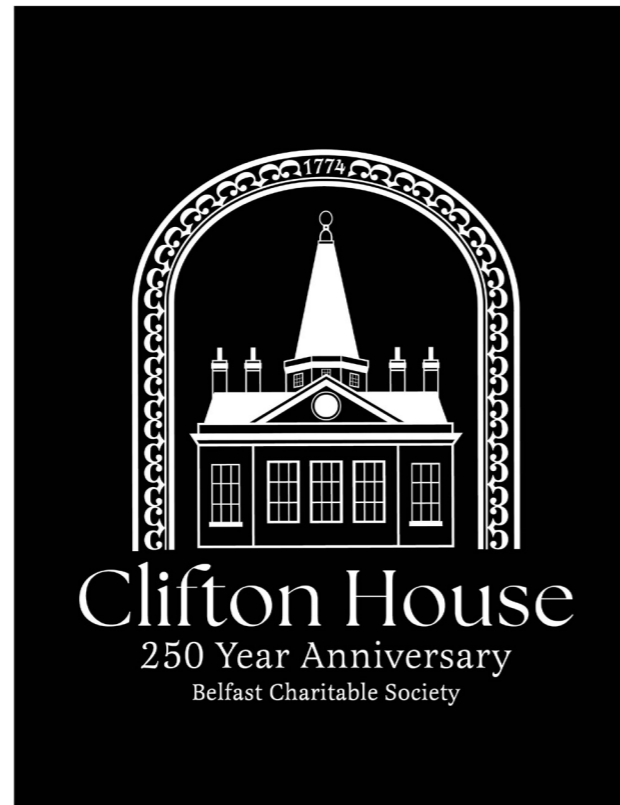
Primary Logo

Secondary Logo

Secondary Logo

Colours

#0c0e11	#4e575a
#562c2d	#977f4 7

Typeface

Primary Typeface

The Seasons

ABCDEFGHIJKLMNOPQRSTUVWXYZ
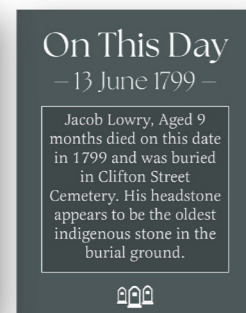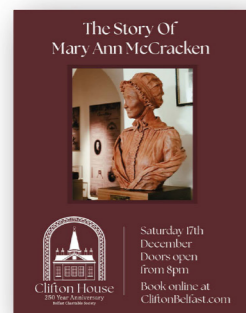abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Latienne Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Advertising

Social Media

Merchandise

Concept Two

Bodni MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!"£()&

#a58a54   #6a2529   #363d2c   #000000
                                  #ffffff
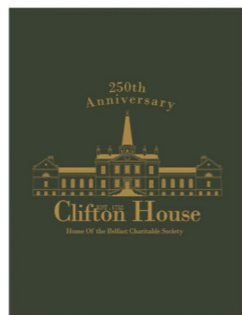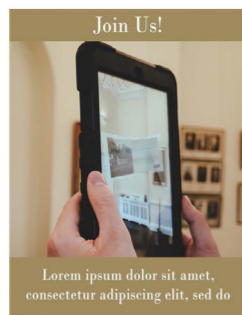
My Concept.

Social Media

Advertising

Merchandise

Some images of my concept on our printed pitch decks. The booklets were ring-binder booklets, this gave a really professional feel to them.

I had these printed at EJH Print in Belfast, they did a fantastic job and had a really quick turn around.

My Concept.

Moodboard

Primary Logo
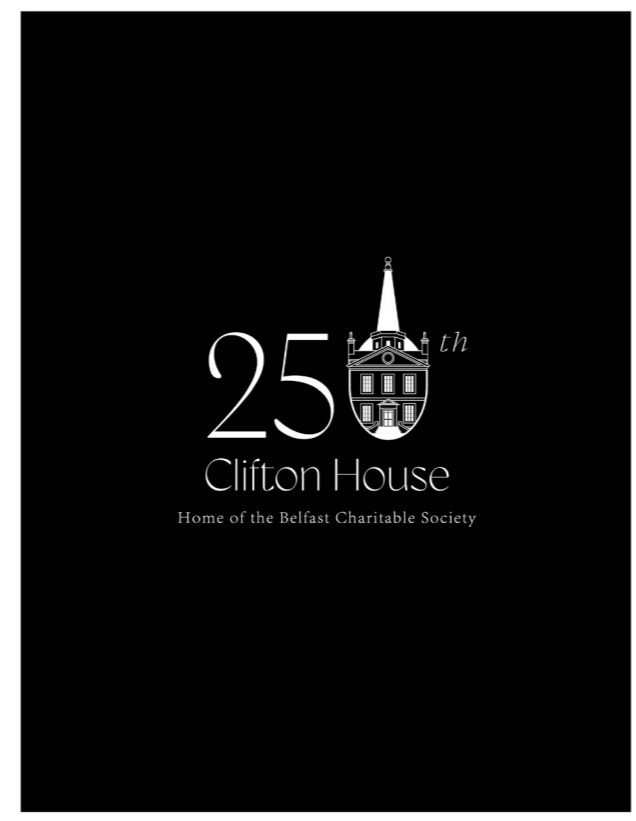
Secondary Logo
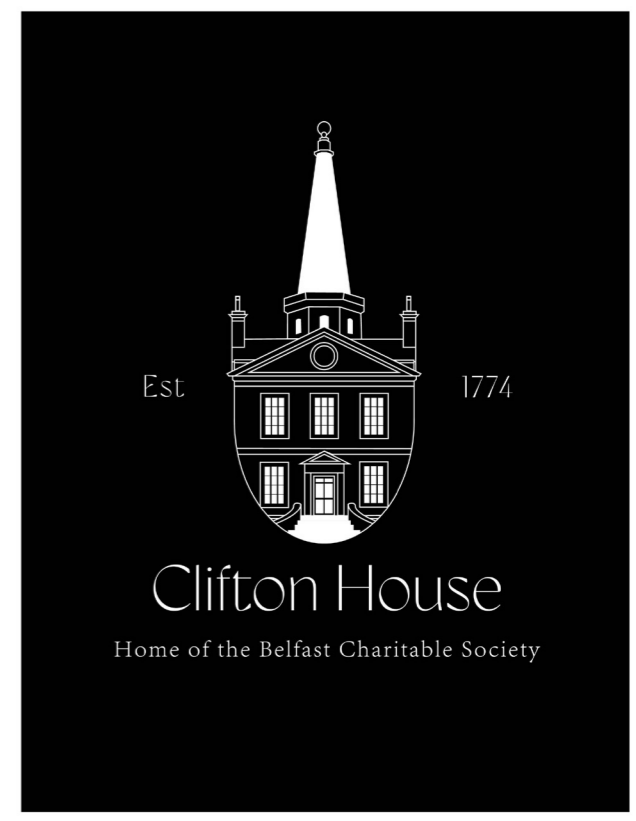
Colours

Light Green
(C)76 (M)50 (Y)96 (K)58
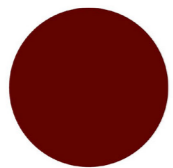#2A3818
(R)42 (G)56 (B)24
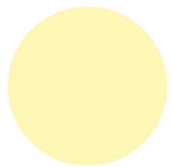
Light Yellow
(C)0 (M)0 (Y)38 (K)0
#FFF8B8
(R)255 (G)248 (B)184

Dark Green
(C)86 (M)56 (Y)82 (K)75
#122416
(R)18 (G)36 (B)22
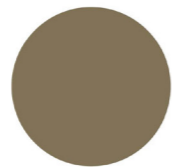
Beige
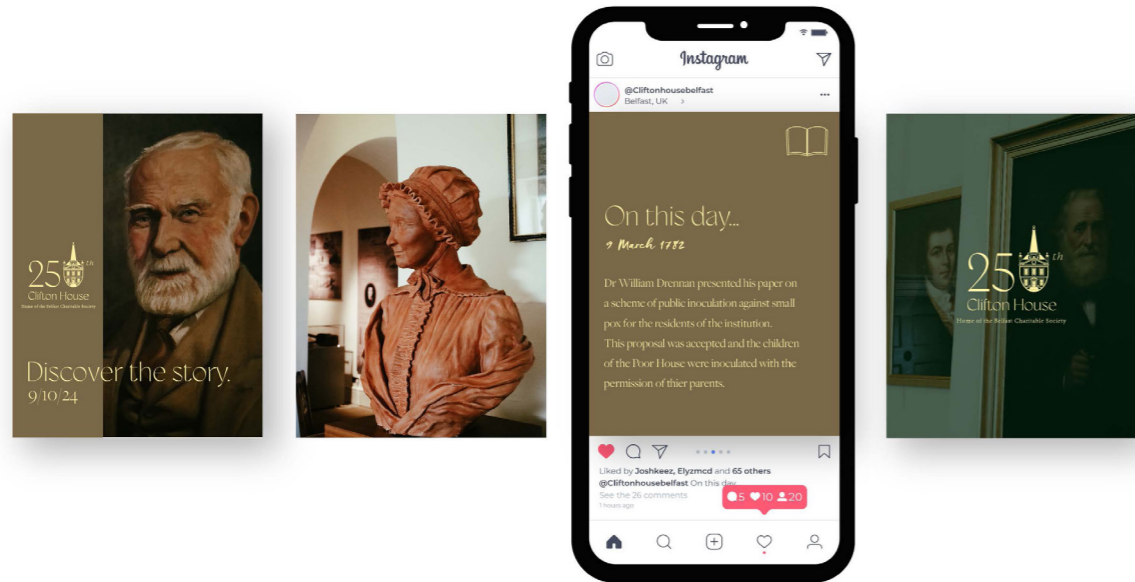(C)44 (M)41 (Y)62 (K)29
#75684C
(R)117 (G)104 (B)76

Deep Red
(C)25 (M)100 (Y)100 (K)75
#4C0B00
(R)83 (G)10 (B)0

Typeface

Primary Font
Gyst Variable Light

Secondary Font
FreightBig Pro Book

Social Media

Merchandise

Advertising

Some images of my concept on our printed pitch decks. The booklets were ring-binder booklets, this gave a really professional feel to them.

I had these printed at EJH Print In Belfast, they did a fantastic job and had a really quick turn around.

4.4
The Pitch

Pitch to Clifton House Belfast

On the day of our pitch, I collected the decks from the printers then myself and Josh travelled into the campus together. We felt prepared and confident in our work, and we were looking forward to showing our ideas to the client. To prepare, I ran through my pitch a few times before the meeting to ensure I was to communicate everything I wanted to. We faced a few challenges on the day as a team. There had been a lack of communication, as mentioned previously, from Tia. Tia had been tight for time and ended up printing her pitch off separately on normal paper. Of course, this is not an issue. However, we felt as if it looked as if we were less prepared or rushed. Despite this, all 3 of us delivered a great pitch to the client. Each of us spoke about our concepts and the choices we made. The clients reaction was more than positive, they loved all the concepts.

They were blown away by the work and found it hard to pick which concept they liked most. In response to my concept, they loved the idea of using the portion of the building that they own within the logo. Paula, specifically liked the idea of using the portraits within Clifton House within the brand and as inspiration. There was elements of each concept that they liked and they wanted to combine some of these together. From my experience, this often happens. Clients find elements of each concept they like and blend them together. In this instance, the client chose my logo, 3 of my colours, my primary font, Tia's gold, Josh's Teal and Tia's secondary type face. There was a few complications with these combinations that I will discuss later in this production log, however there was one that we had to discuss within the meeting. As the client wanted to utilise Tia's

secondary font, it meant that my primary typeface had to be swapped with this. The problem with this was that, within my logo

As seen above, the client wanted to change the primary font to Tia's selection. However, my logo has been constructed with the typeface, even with the numbers. Claire and myself highlighted this to the client and they understood completely, and with knowing this knowledge didn't want to change the look of the main part of the logo. As a compromise , we discussed changing the secondary font to Tia's and keeping my font as the primary typeface. This meant that we would have to change the second line of the logo to the Bodoni typeface.

The Feedback & Notes.

Pitch

Claire Mulrone · Nov 8 · Notified 4 people

Congratulations Ellie, Tia and Joshua

What an amazing pitch the three partners were incredibly impressed by creative solutions and ideas you three created. I am delighted it was received so enthusiastically, you should be very proud. Delighted they were so engaged, this was apparent when they listened intently to your individual narratives explaining the creative processes. I am very happy with the outcome. Well done Team Clifton House, you nailed it. Lets get the revised pitch back to them this week.

My notes will follow.

Pitch notes to follow
Claire

Nov 8 — **Ellie McDowell**
Thank you Claire!

Nov 8 — **Joshua Keyes**
Thankyou Claire! Couldn't have done it without your help 😊. We will get that sorted this week!

Nov 8 — **Adrian Hickey,** Senior Lecturer in Interactive Media
Brilliant! Well done!

Claire set up a message board on Basecamp and gave us feedback. The client was really pleased and Claire communicated to us in person that the client said we were...

"Better than an Agency."

Claire also posted notes from the meeting summarising the deliverables we needed to create over the next number of weeks, as well as the changes to the brand identity.

Pitch Notes

Claire Mulrone · Nov 13 · Notified 4 people

Colour pallet....

- Teal – Joshua
- Burgundy – Ellie
- Gold – Tia
- Bottle Green – Ellie

Logo - Ellie

Font

- Ellie's primary font
- Tia's secondary font

Three themes so three colours for the social media posts
Develop a suite of icons for use on post too
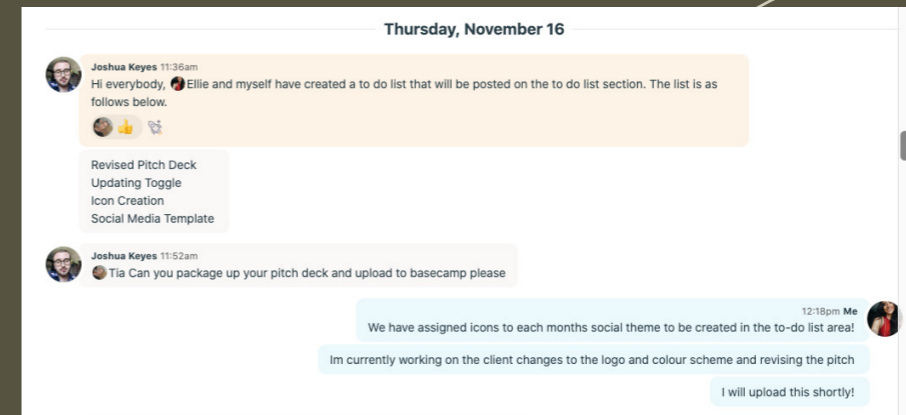
Merchandise

- Book marks in four colours with the art work
- Design for Four pops in four colours with the art work
- PVC banner to hang out side Clifton House.
- Tote Bg Black and gold
- Source a boxed pan and brand it.
- Design a hard copy invite
- Design a back drop with the logo spaced out and repeated.
- Great 12 poster templates for use inside a poly board frame in the entrance to Clifton House.
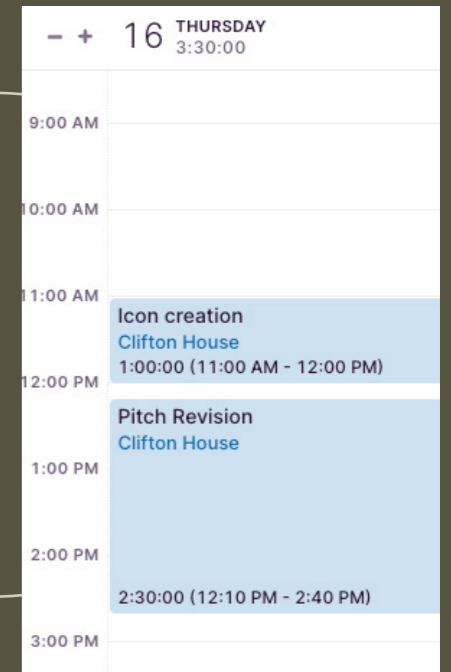
The Production.

Thursday, November 16

Joshua Keyes 11:36am
Hi everybody, 🙋 Ellie and myself have created a to do list that will be posted on the to do list section. The list is as follows below.

Revised Pitch Deck
Updating Toggle
Icon Creation
Social Media Template

Joshua Keyes 11:52am
🙂 Tia Can you package up your pitch deck and upload to basecamp please

12:18pm Me
We have assigned icons to each months social theme to be created in the to-do list area!

Im currently working on the client changes to the logo and colour scheme and revising the pitch

I will upload this shortly!

There was continuous updates between myself and Josh within the campfire chat. We made sure that our communication was always flowing in case others needed help.

— + 16 **THURSDAY** 3:30:00

9:00 AM

10:00 AM

11:00 AM

12:00 PM

Icon creation
Clifton House
1:00:00 (11:00 AM - 12:00 PM)

1:00 PM

Pitch Revision
Clifton House

2:00 PM

2:30:00 (12:10 PM - 2:40 PM)

3:00 PM

I spent 2 1/2 hours on Thursday 16th making the changes to the pitch. I logged this time on toggl as shown above.

4/4 completed
Week 8

Add a to-do

✓ Organised folder of templates 👤 Joshua K.
✓ Icons to be created 👤 Ellie M. 👤 Joshua K.
✓ Send Revised pitch to client 👤 Ellie M.
✓ Revised Pitch

Joint checklist between myself and Josh with assigned tasks on Basecamp.

4.5
Changes & Revisions

After the pitch there was changes that needed to be made to the logo, and brand as a whole. As it was my concept that was chosen , it was my responsibility to make the changes to the logo. To show the client these changes, I sent the updated pages of the pitch deck that required changes back to the client. However, there were a few things that we had to push back on and give the client some design guidance. This is something I have had to do regularly within my work in the industry. There is a way to approach this as to not offend the client and their requests, but to advise them with your expertise and ensure they have the best possible outcome.
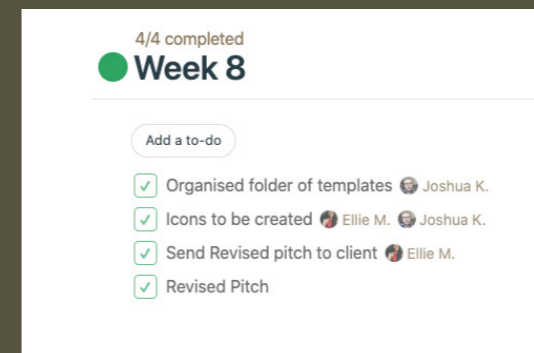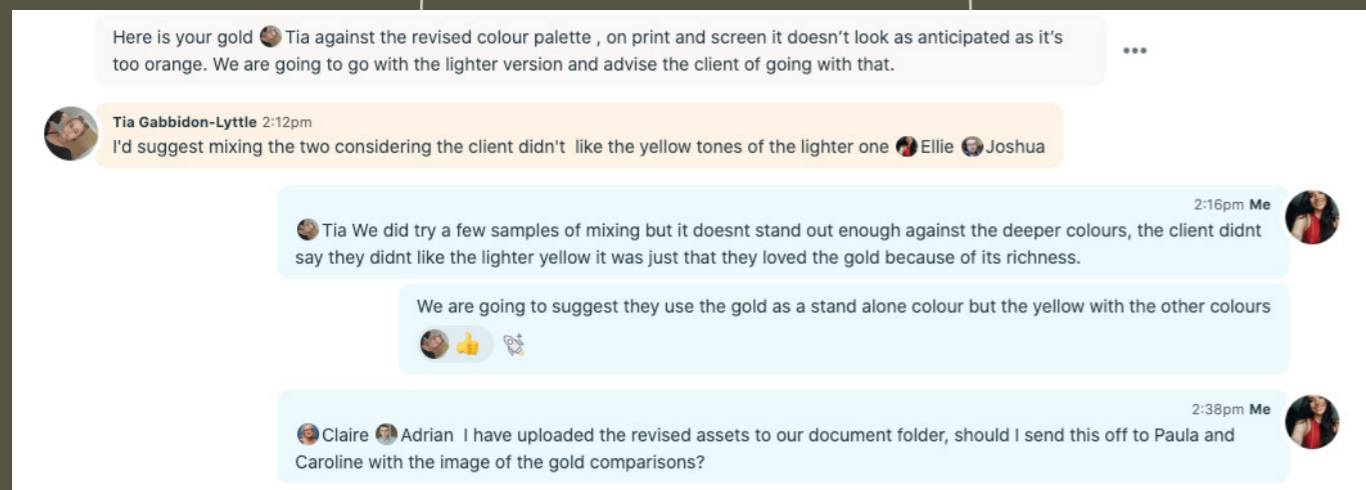
The Complications.

During the revision stage , we encountered a pre-empted problem. This was something I had been hesitant about with one of the client changes , however we carried out tests to see if we could make it work. The client wished to use the deep gold that Tia had used in her concept, along with the other deep colours in the pallet. This would be in substitute of the lemon yellow, the client felt that the gold looked richer. My concern with this was that, the gold would be difficult to see against the colours. I set up some mock ups beside the use of the lemon colour for contrast. We printed these off to test , we concluded that we were correct and the colour was not only hard to see, but also did not fit in well with the rest of the colours. We decided to send off our advice to the client, which was to resort back to the yellow.

The Testing.

Myself and Josh printed these comparisons out, so that we could clearly communicate to the client the issues. The gold, when printed, appeared orange and was hard to read against the other colours. Tia had not been present in this class, so we sent her this image to show her why we would not be able to use her colour.

Here is your gold 🟡 Tia against the revised colour palette , on print and screen it doesn't look as anticipated as it's too orange. We are going to go with the lighter version and advise the client of going with that.

Tia Gabbidon-Lyttle 2:12pm
I'd suggest mixing the two considering the client didn't like the yellow tones of the lighter one 🟡 Ellie 🟡 Joshua

2:16pm **Me**
🟡 Tia We did try a few samples of mixing but it doesnt stand out enough against the deeper colours, the client didnt say they didnt like the lighter yellow it was just that they loved the gold because of its richness.

We are going to suggest they use the gold as a stand alone colour but the yellow with the other colours
👤👍 🐱

2:38pm **Me**
🟡 Claire 🟡 Adrian I have uploaded the revised assets to our document folder, should I send this off to Paula and Caroline with the image of the gold comparisons?

This screen grab shows our communication with Tia over the campfire chat. Tia had suggested using a combination of the two, however me and Josh explained that we had played about with the colours and the yellow stood out the most. We also turned to Adrians advice on this design decision and he agreed that the yellow was the best choice.
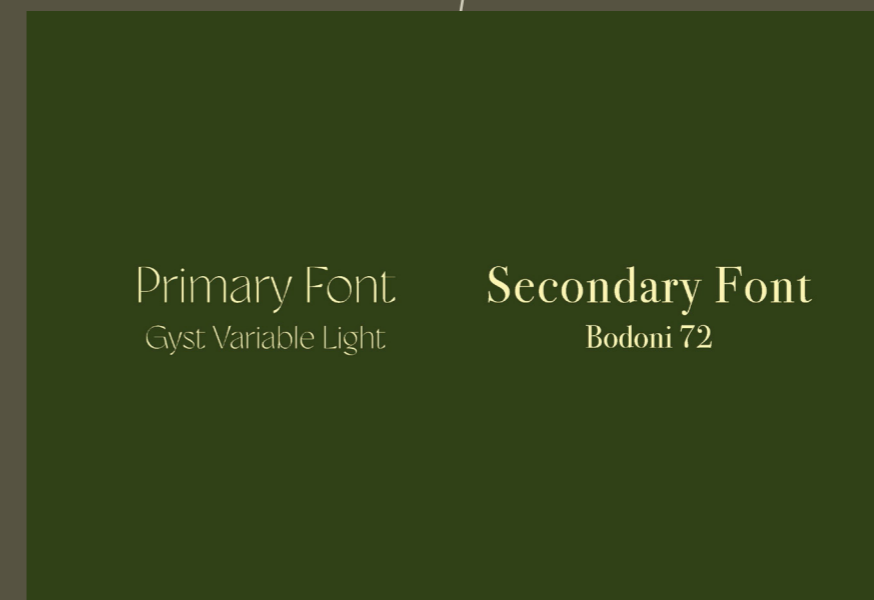
The Final Changes.

New Font

Old Font

The first change was substituting the Bodoni font into the secondary line of the logo. I placed these side by side with the old typeface to show the client the change.
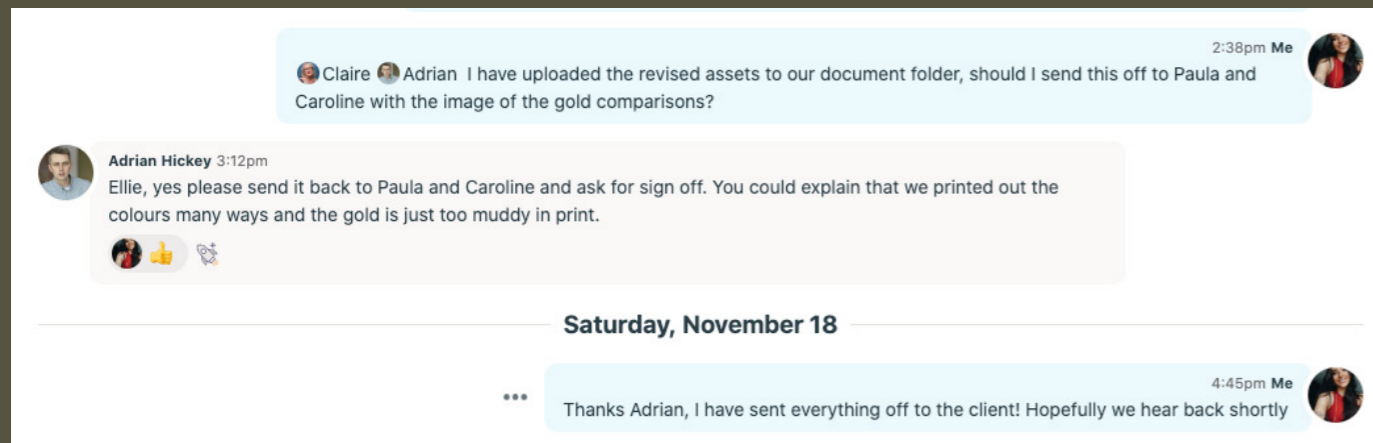

The new finalised colour scheme. Utilising my green, yellow and red with Josh's teal colour. I placed the logo over top of the colours to show the client how this would look in use.
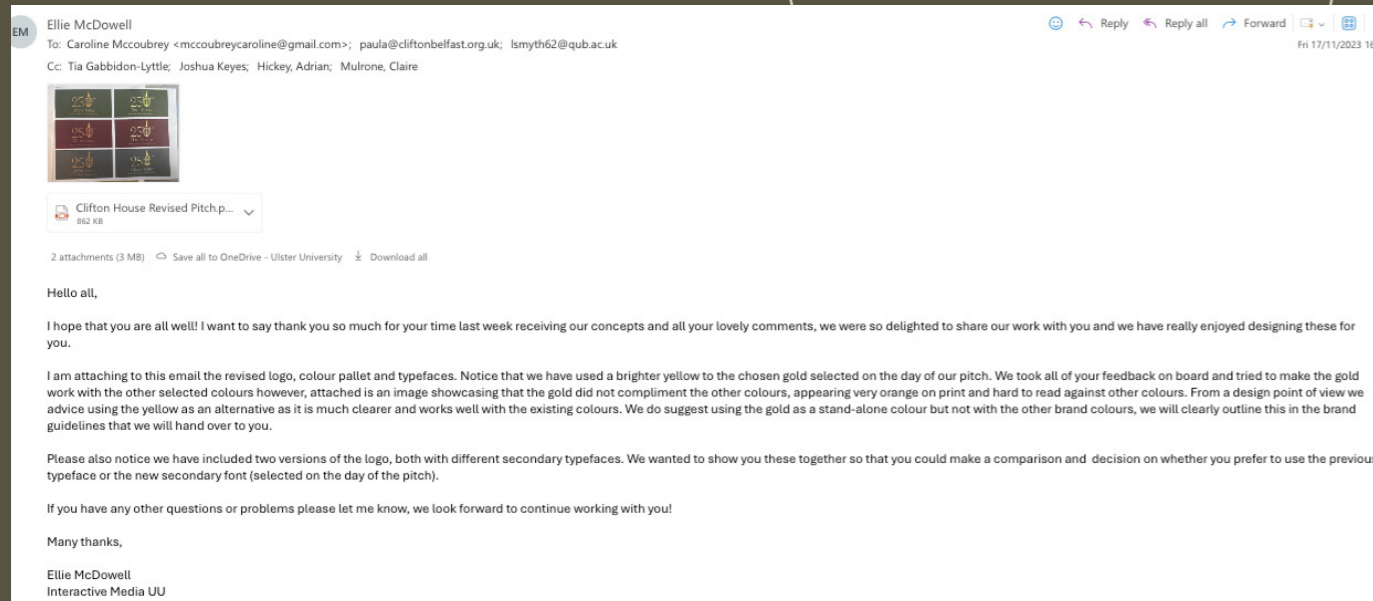

Primary Font
Gyst Variable Light

Secondary Font
Bodoni 72

The final change was to change the secondary font to the Bodoni 72 typeface.

The Sign off.

> 2:38pm **Me**
> 🧑 Claire 🧑 Adrian I have uploaded the revised assets to our document folder, should I send this off to Paula and Caroline with the image of the gold comparisons?

> **Adrian Hickey** 3:12pm
> Ellie, yes please send it back to Paula and Caroline and ask for sign off. You could explain that we printed out the colours many ways and the gold is just too muddy in print.

> **Saturday, November 18**

> 4:45pm **Me**
> Thanks Adrian, I have sent everything off to the client! Hopefully we hear back shortly

Sign off from Adrian in the Basecamp Campfire chat.

Ellie McDowell
To: Caroline Mccoubrey <mccoubreycaroline@gmail.com>; paula@cliftonbelfast.org.uk; lsmyth62@qub.ac.uk
Cc: Tia Gabbidon-Lyttle; Joshua Keyes; Hickey, Adrian; Mulrone, Claire
Fri 17/11/2023 16:08

Clifton House Revised Pitch.p...
862 KB

2 attachments (3 MB)   Save all to OneDrive - Ulster University   Download all

Hello all,

I hope that you are all well! I want to say thank you so much for your time last week receiving our concepts and all your lovely comments, we were so delighted to share our work with you and we have really enjoyed designing these for you.

I am attaching to this email the revised logo, colour pallet and typefaces. Notice that we have used a brighter yellow to the chosen gold selected on the day of our pitch. We took all of your feedback on board and tried to make the gold work with the other selected colours however, attached is an image showcasing that the gold did not compliment the other colours, appearing very orange on print and hard to read against other colours. From a design point of view we advice using the yellow as an alternative as it is much clearer and works well with the existing colours. We do suggest using the gold as a stand-alone colour but not with the other brand colours, we will clearly outline this in the brand guidelines that we will hand over to you.

Please also notice we have included two versions of the logo, both with different secondary typefaces. We wanted to show you these together so that you could make a comparison and decision on whether you prefer to use the previous typeface or the new secondary font (selected on the day of the pitch).

If you have any other questions or problems please let me know, we look forward to continue working with you!

Many thanks,

Ellie McDowell
Interactive Media UU

I then emailed the team the revised pitch along with the image of the colour testing.

Caroline Mccoubrey <mccoubreycaroline@gmail.com>
To: Ellie McDowell
Cc: paula@cliftonbelfast.org.uk; lsmyth62@qub.ac.uk; Tia Gabbidon-Lyttle; Joshua Keyes; Hickey, Adrian; Mulrone, Claire
Mon 20/11/2023 14:35

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

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

Thanks so much for this Ellie, and apologies only coming back to you now. We understand about the colours, and the yellow does stand out better with the other colours, so happy to go with that, and as you say if you could still provide us with the gold colour separately too, that would be great.

In terms of font, and hope I have understood you, we still like the 'new font' which was selected on the day and is reflected in your attachment. It just stands out a bit more for us. Is that ok?

Thanks again

Caroline

The client was happy to take our advice on the gold, so all of our changes were signed off and we now had the brand finalised.

Ellie McDowell
To: Caroline Mccoubrey <mccoubreycaroline@gmail.com>
Cc: paula@cliftonbelfast.org.uk; lsmyth62@qub.ac.uk; Tia Gabbidon-Lyttle; Joshua Keyes; Hickey, Adrian; Mulrone, Claire

Hi Caroline,

Thank you so much! Of course, all of that is perfect! Thank you for clarifying 😊

Many thanks,

Ellie McDowell

Summary.

This section of the project was quite challenging in terms of having turning work around quickly and experiencing communication issues with the team. As we had made internal deadlines for ourselves from the first week, it allowed us to have some additional time for these changes. In terms of over coming communication issues, myself and Josh kept checking in with each other and set up a joint checklist where we assigned the weeks tasks to each other. We ensured that no work fell through the cracks. I was really pleased to have the client choose my concept, I thoroughly enjoyed developing this out and seeing it come to life.

05

5.1
The Icons
Clifton House Belfast

One of the deliverables to be created by our team was icons to use for each months theme across the social media campaign. These would be used within the social media templates as well as the posters that would be displayed each month inside the house. The icons were assigned to myself to create, over the next few pages I will show how I designed and developed these. At this point of the project we had less communication with Tia, therefore the work was divided up between myself and Josh.

The Inspiration.

My inspiration for these icons came from my logo development. I created this sketch as a potential logo, I felt that the hand drawn style worked really well with the historical theme.

Monday, November 20

Hey Guys! 😊 Tia 😊 Joshua, Im sending through some inspo for the icon/ templates style that I think would work well and compliment the overall brand   9:18am Me

I can send through some mock-ups and get your thoughts/ feedback!

I also found some other images on Pinterest that I sent into our campfire chat to get the rest of the teams thoughts. These ideas were all of a similar style, delicate and hand-drawn.

COLLECTION
SWEET PEA
LINE ART

FINE ART

The inspiration was received well by the rest of the team!

Joshua Keyes 9:37am
Hey 😊Ellie , I love the inspo that would work well!
😊 ❤️ 🚀

The Themes.

12/12 completed
🟢 Icons To Create

Add a to-do

- ✓ August - Founders , Board members , Presidents - Members behind board simplified 📄 🧑 Ellie M.
- ✓ December - Changed to the old house - Building icons / construction icons 📄 🧑 Ellie M.
- ✓ November - Addressing disability with children 📄 🧑 Ellie M.
- ✓ September - development of Belfast and partnerships - Hand Shaking 📄 🧑 Ellie M.
- ✓ January - The house - House 📄 🧑 Ellie M.
- ✓ April - Health and Development of medicine - stethoscope 📄 🧑 Ellie M.
- ✓ June - immigration / reuniting families - Ship 📄 🧑 Ellie M.
- ✓ July - Mary Ann McCracken - Outline of statue of Mary Ann 📄 🧑 Ellie M.
- ✓ October - Characters of the house - Man and woman integrated outlines 📄 🧑 Ellie M.
- ✓ May - Cemetery - Grave stone 📄 🧑 Ellie M.
- ✓ February - Education - Book 📄 🧑 Ellie M.
- ✓ March - Women of the poor house - Outline of a woman / Spinning cotton wheel 📄 🧑 Ellie M.

Myself and Josh created this to-do list, we assigned an icon to each months theme. We discussed all of these selections in detail to understand what would communicate the theme best. I then assigned all of these tasks to myself, allowing me to tick them off. I also used the attach tool to upload each drawing to the task.

The Production.

These screen grabs show my time logged against icon creation on my Toggl account. In total I spent around 7 hours in total creating the icons.

The Icons.

I created all of these icons with Procreate. They were all sketched using the dry ink brush that gave an older feel to them. The hand drawn style worked really well for the look we were going for. Note that January's icon is the logo, launching the campaign.

February

Education & Apprenticeships
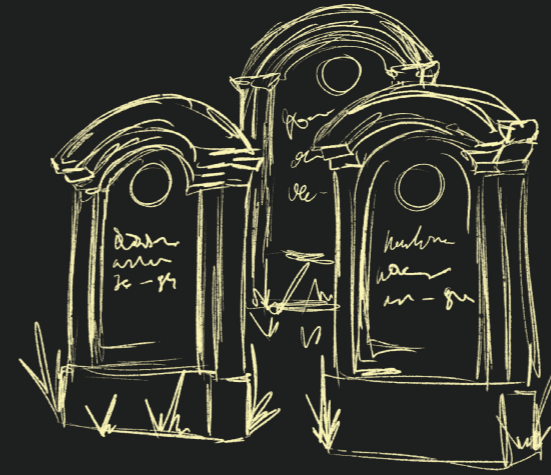
March

Women of the Poor House.

April

Health and Development of Medicine.

May

Our influence at Home.

June

Emmigration & Reuniting Families.

July

Mary Ann McCracken.
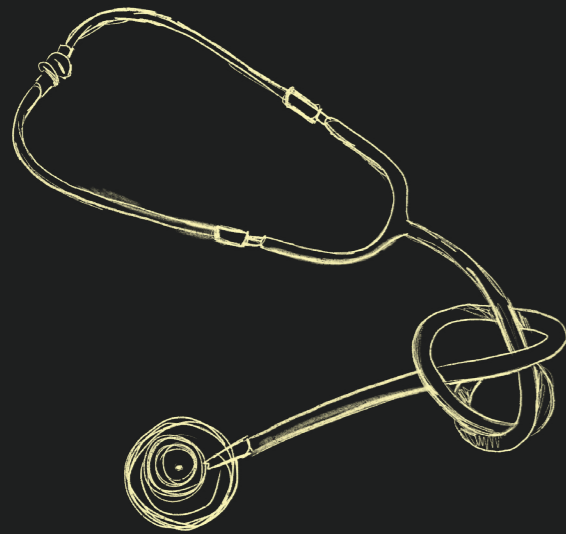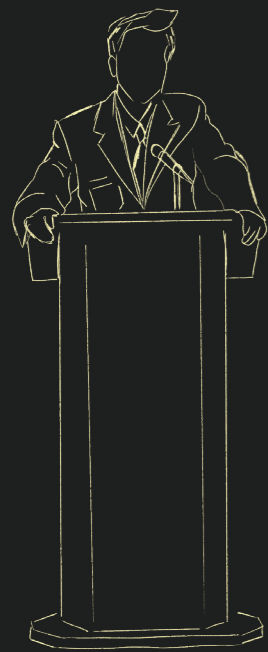
Founders, Presidents
and Board members.

Development of Belfast
and Partnerships

Characters of
the House.

Addressing
Disability Particular
with Children.

Changes to
The House.

5.2
The Templates
Clifton House Belfast

The social media template designs were assigned to Josh. This included creating themes for each months content using the colour scheme and the icons created. The client communicated to us that they wished to have each piece of content either communicating:

- Historical Fact/ Recent Funding Relevance
- BCS Message: Challenge, Risk Take or Innovate
- If BCS was to reboot today what would it do? what have we learnt?

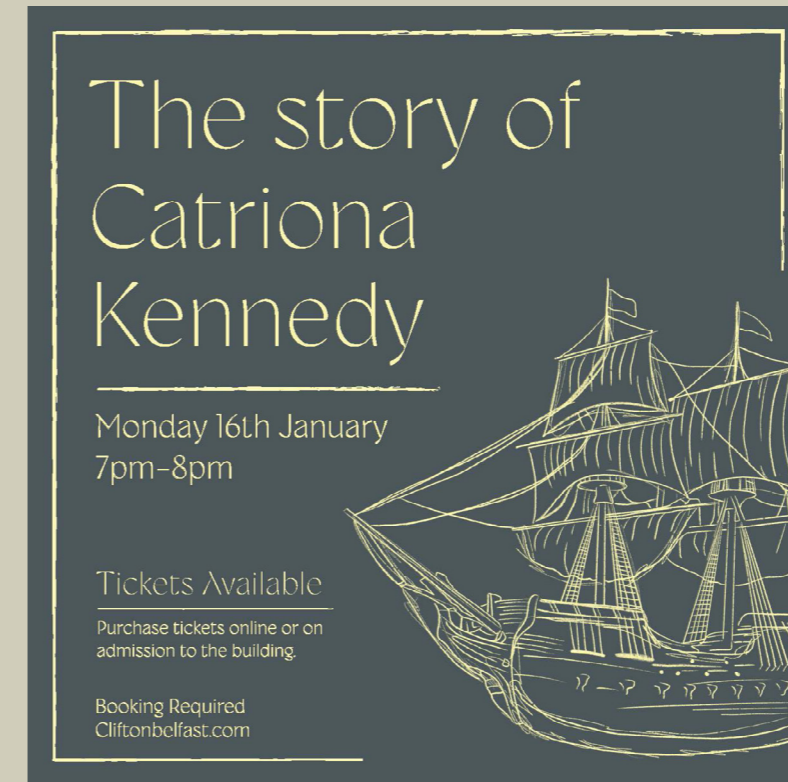| Month 2024	Themes 250 years for socials, blogs etc at 10th Oct 23	Projects	Events	Talks	Displays	Ongoing work	Messaging
January	The House - a home (1774 to 1880s) - early days and times out	UU Fine Art work start Commission Education resource pack for KS2		Marcus Patton? Architecture - form follows function OR RSUA	The House at Clifton House	Tour of house on 12th	All articles on social media, events, projects, displays, talks, reports etc to have the following:
February	Education & Apprenticeships	Ongoing - UU Fine Art work; Development of KS2 pack	Family Trusts meeting (2nd)	Pres Talk on Education and disadvantage	The House at Clifton House and Education & Appren		a) Historical fact / recent funding relevance AND OR
				David Mason for Look North			b) message on BCS / CHC work to Challenge; Risk Take; Innovate; provide equality; provide care and or
March	Women of the poor house (residents), including mentions of Mary Ann	UU Fine Art work completes	UU Fine Art work Launch Music event and AGM	Pres Talk with UNHRC Vicky Tennent	Art work competition - at CH and UU? Stitch thru time	AGM; House, Cemetery and MA tours	c) If BCS was to reboot today at 2024 what would it do? What have we learnt
		Ongoing - Development of KS2 pack	Walking Tour with M Hill				
			MAMcC statue				
April	Health and development of medicine	Ongoing - Development of KS2 pack	Reading / Dress Rehearsal Mary Ann play	Pres Talk on Medicine QUB and or Michael Doherty	Exhibition: QUB Medical Library & U.U. Medical	House, Cemetery and MA tours	
May	Our influence at Home - developing the local area; inc cemetery (Local Impact)	Ongoing - Development of KS2 pack	History Harvest with Cluster		Clifton Street Cemetery AND Great Place NB display	House, Cemetery and MA tours	
			Local CVS discussion on emerging needs and what would BCS do today				
June	Emmigration/ Reuniting families; Helping new communities and visitors, anti slavery (Global Impact)	Ongoing - Development of KS2 pack	Private sector Philanthropy CSR	Pres Talk to mark MA birthday/ death Catriona Kennedy	Clifton Street Cemetery AND Great Place NB display inc Quakers link	House, Cemetery and MA tours	
July	Mary Ann McCracken	Ongoing - Development of KS2 pack			MA, Joys and McCrackens	House, Cemetery and MA tours plus the potential for foreign language tours	
August	Founders, Presidents and Board members inc women LQ	Ongoing - Development of KS2 pack	Founding Fathers - Heritage skills and history harvest event		MA, Joys and McCrackens (potential unveil refurb portraits)	House, Cemetery and MA tours	
September	Development of Belfast and Partnerships (HC, LHL, NIW, NBHC)	KS2 pack complete	Launch KS2 pack		Molly McNeill at QUB AT CH display, Clifton Street, Glenravel St maps	House, Cemetery and MA tours	
			Local stakeholder discussion on emerging needs and what would BCS do today (Pres?)				
October	Characters of the House inc Equaino, Black teacher' WJ Brown & Thomas McCabe		Pres Event NIW events in CH Residential and Sheltered Accomo on Older Peoples day		Molly McNeill at QUB AT CH display on Water and Eq and WJB	House, Cemetery and MA tours; Presidents Talks	
November	Addressing disability particular with children		Philanthropy conference with FFNI - emerging needs	Pres talk with Lauren & Cromac Leonard re children	Disability in past and alos having aids for those with impairments	Presidents Talks	

The client provided us with this excel calendar, this highlighted all of the projects and events that would be taking place over each month. The calendar would act as a social media calendar, Josh used this to create templates based on the themes as well as exisiting content utilised by Clifton House. The events highlighted in yellow are marked as close events, not open to the public.

The Covers.

Josh created these covers for the client to post at the beginning of each month, this will be to establish the theme of the month to the audience. It will act as an introduction and launch to each month.

January
The House
25th

February
Education & apprenticeships

May
Our influence at home

June
Emigration & reuniting families

March
The women of the poor house

April
Health & development of medicine

July
Mary Ann McCracken

August
Founders, presidents & board members

September
Development of Belfast & partnerships

October
Characters of the house

November
Addressing disability

December
Changes to the house

The story of Catriona Kennedy

Monday 16th January
7pm-8pm

Tickets Available

Purchase tickets online or on admission to the building.

Booking Required
Cliftonbelfast.com

Event Post.

This template shows how the client will utilise the colours, typeface and monthly icon to create an event post. As each month has an assigned colour and icon, the client will use the social media calendar that I have created as a guide. We will build these out in Canva for the client so they are able to edit these as they wish, without changing the layout.

An example how the same type of post would look on a different month.

The story of Mary Ann McCracken

Monday 16th January
7pm 8pm

Tickets Available

Purchase tickets online or on admission to the building.

Booking Required | Cliftonbelfast.com

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

Upcoming
Event Post.

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.
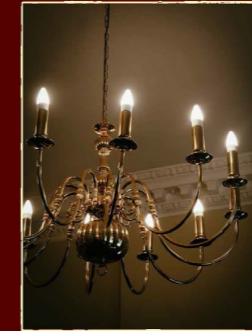
Virtual Tour

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!

Individual Topic Post's.

On This Day
— 14 July 1801 —

Jacob Lowry, Aged 9 months died on this date in 1799 and was buried in Clifton Street Cemetery. His headstone appears to be the oldest indigenous stone in the burial ground.

Jacob Lowry, Aged 9 months died on this date in 1799 and was buried in Clifton Street Cemetery. His headstone appears to be the oldest indigenous stone in the burial ground. Jacob Lowry, Aged 9 months died on this the oldest indigenous stone in the burial ground.

On this
Day Post.

Art Exhibition Launch

Join us at Clifton House on the 27th of March for an evening of artistic discovery. Meet the talented creators, explore thought-provoking installations, and engage in conversations that celebrate the power of visual storytelling.

5.3
Social Calendar
Clifton House Belfast

One of my assigned tasks was to create a branded social media calendar, which shows the client not only all of the events on that month but also which icon and colour to use within their social content. This was not a deliverable that was asked for by the client, however we felt as a team this would be a useful asset to provide.

	4	MON 2:00:00
1:00 PM		
1:30 PM	Social Media Calendar creation **Clifton House**	
2:00 PM		
2:30 PM		
3:00 PM	2:00:00	
3:30 PM		
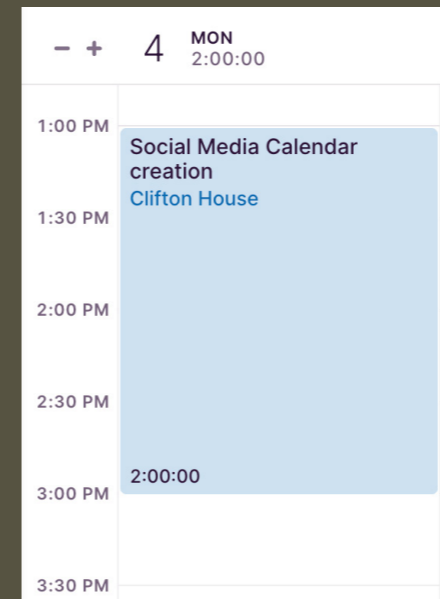
I logged a total of 2 hours for the creation of the Social Media Calendar.

✅ Client Social Branded Calendar

Added by	Ellie M. on November 23
Assigned to	🧑 Ellie M. 🧑 Joshua K.
When done, notify	Type names to notify...
Due on	Select a date...
Notes	Add extra details or attach a file...
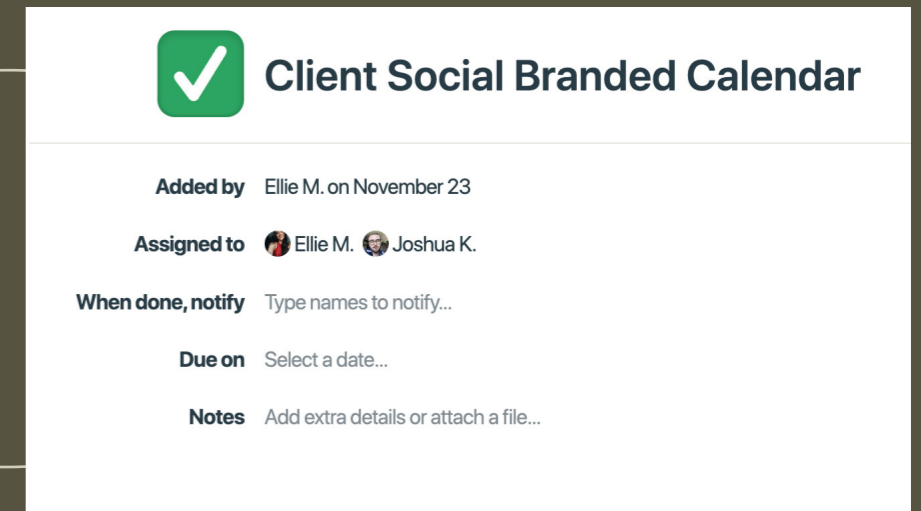
At this point in time, Tia informed us that she would be taking a leave of absence from university. Therefore, myself and Josh divided up the rest of the work between ourselves. We assigned some tasks to both of us on Basecamp. Whoever was able to pick it up at the time, completed the task.

9/9 completed
🟢 Week 11

Add a to-do

- ✅ Pen design 🧑 Ellie M.
- ✅ 12 Posters 🧑 Joshua K.
- ✅ Tote bag design
- ✅ Templates Design 🧑 Joshua K.
- ✅ Bookmark Design
- ✅ Client Social Branded Calendar 🧑 Ellie M. 🧑 Joshua K.
- ✅ Icons 📄 🧑 Ellie M.
- ✅ pop up banner - 3 versions 1 🧑 Ellie M.
- ✅ Brand Guidelines 1 🧑 Ellie M.
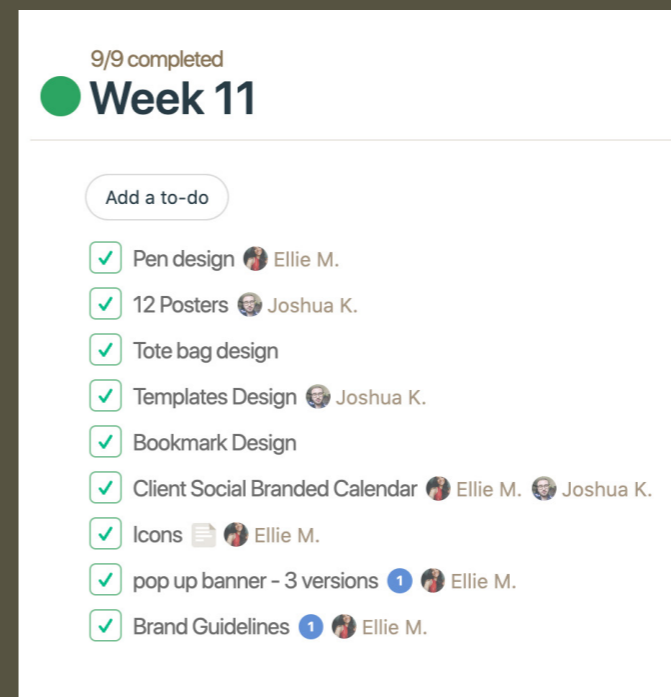
Here is our to-do list for week 12 with our assigned tasks on Basecamp. We made a habit out of sharing the documents related to the task to the checklist item.

2024 Social Calendar

Clifton House Belfast

250th Anniversary

2024

25th
Clifton House
Home of the Belfast Charitable Society

July – December table

Month	Themes	Projects	Events	Talks	Displays	Ongoing Work	Icon & Colour
July	Mary Ann McCracken	Ongoing - Development of KS2 pack			MA, Joys and McCrackens	House, Cemetery and MA tours plus the potential for foreign language tours	
August	Founders, Presidents and Board members inc women LQ	Ongoing - Development of KS2 pack	Founding Fathers - Heritage skills and history harvest event		MA, Joys and McCrackens (potential unveil refurb portraits)	House, Cemetery and MA tours	
September	Development of Belfast and Partnerships (HC, LHL, NIW, NBHC)	Ongoing - Development of KS2 pack	Launch KS2 pack / Local stakeholder discussion on emerging needs and what would BCS do today (Pres?)		Molly McNeill at QUB AT CH display, Clifton Street, Glenravel St maps	House, Cemetery and MA tours	
October	Characters of the House inc Equaino, Black teacher' WJ Brown & Thomas McCabe		Pres Event NIW events in CH Residential and Sheltered Accomodation on Older Peoples day		Molly McNeill at QUB AT CH display on Water and Eq and WJB	House, Cemetery and MA tours; Presidents Talks	
November	Addressing disability particular with children McCabe		Philanthropy conference with FFNI - emerging needs	Pres talk with Lauren & Cromac Leonard re children and partic disability	Disability in past and alos having aids for those with impairments	Presidents Talks	
December	Changes to the house in caring for Older People 1880s to now		Benn Dinner Closing celebration event		Disability in past and alos having aids for those with impairments	Presidents Talks	

January – June table

Month	Themes	Projects	Events	Talks	Displays	Ongoing Work	Icon & Colour
January	The House - a home (1774 to 1880s) - early days and times out.	UU Fine Art work start / Commission Education resource pack for KS2		Marcus Patton? Architecture - form follows function OR RSUA	The House at Clifton House	Tour of house on 12th	250th Clifton House
February	Education & Apprenticeships	Ongoing - UU Fine Art work; Development of KS2 pack	Family Trusts meeting (2nd)	Pres Talk on Education and disadvantage / David Mason for Look North	The House at Clifton House and Education & Apprenticeships		
March	Women of the poor house (residents), including mentions of Mary Ann	UU Fine Art work completes / Ongoing - Development of KS2 pack.	UU Fine Art work Launch / Music event and AGM / Walking Tour with M Hill / MAMcC statue	Pres Talk with UNHRC Vicky Tennent	Art work competition - at CH and UU? Stitch through time	AGM; House, Cemetery and MA tours	
April	Health and development of medicine	Ongoing - Development of KS2 pack	Reading / Dress Rehearsal Mary Ann play	Pres Talk on Medicine QUB and or Michael Doherty	Exhibition: QUB Medical Library & U.U. Medical Historians	House, Cemetery and MA tours	
May	Our influence at Home - developing the local area; inc cemetery (Local Impact)	Ongoing - Development of KS2 pack	History Harvest with Cluster / Local CVS discussion on emerging needs and what would BCS do today		Clifton Street Cemetery AND Great Place NB display	House, Cemetery and MA tours	
June	Emmigration/ Reuniting families; Helping new communities and visitors, anti slavery (Global Impact)	Ongoing - Development of KS2 pack	Private sector Philanthropy CSR	Pres Talk to mark MA birthday/ death Catriona Kennedy	Clifton Street Cemetery AND Great Place NB display inc Quakers link	House, Cemetery and MA tours	

Key

Closed Event

Available Space

2024

250th Anniversary

25th
Clifton House
Home of the Belfast Charitable Society

5.4
Brand Guidelines
Clifton House Belfast

Brand guidelines are rule books for your brand. It not only shows the client how to correctly use the brand, it also contains all the information associated with it. One of my assigned tasks was to create the Clifton House brand guidelines. Over the next few pages I will be showcasing the guidelines.

The Production.
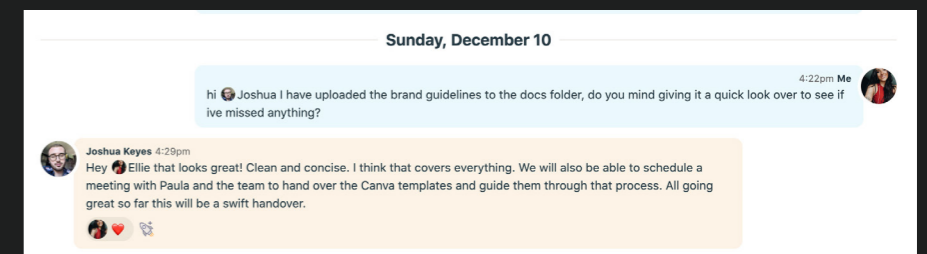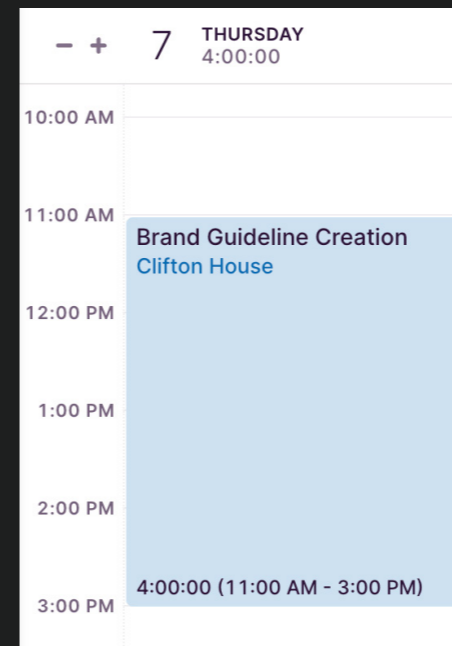
Throughout our project, we got each other to proof read and check our work. As we were working and delivering assets as a team, the entire team needed to be happy with what was being sent off. Above is a screen grab of a conversation between myself and Josh practising this with the brand guidelines. To the side is a screen grab of my time logged against this task in Toggl. I spent around 4 hours in total on this asset.

The Checklist.

During my time in the industry I have created a small number of brand guidelines. The size and detail of the guidelines depends on the size and scope of the brand. This is the checklist in which I created for Clifton House to be included in the brand guidelines.

- Mission Statement
- Master Logo
- Clear Zone
- Logo Don't s
- Logo Device
- Colours
- Typefaces
- Icons
- Photography
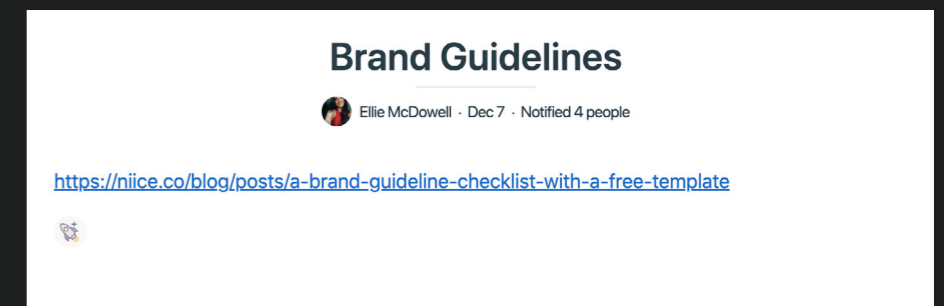
I also found this website that provides a brand guidelines structure before I had began working on it. I created a board on Basecamp and added the link so that I could refer back to it.

2023

Brand Guidelines
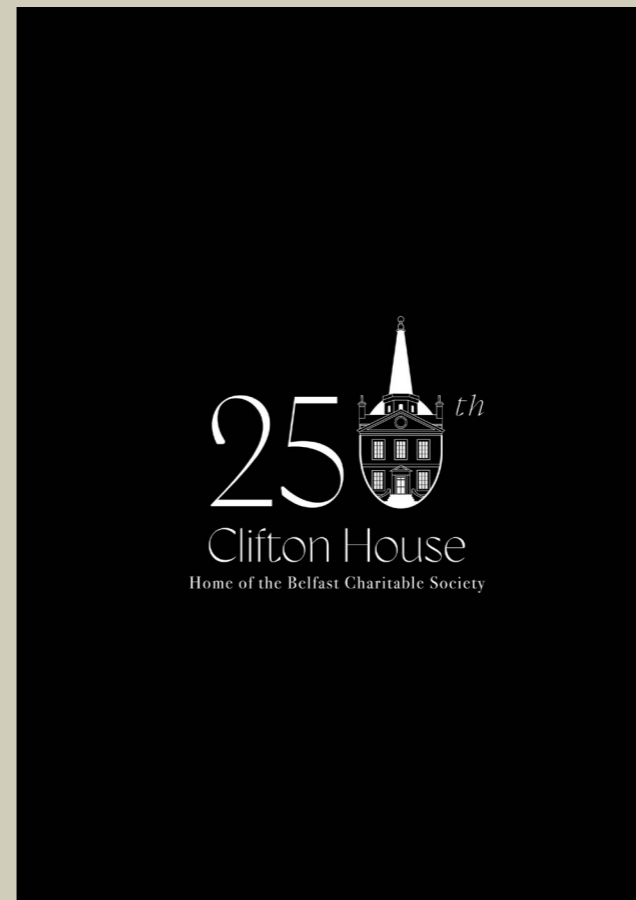
Clifton House Belfast

250th Anniversary

01

Mission Statement

The Clifton House 250th Anniversary brand identity was designed to appeal to a younger audience to continue the legacy and history of the house. The brand also remains appropriate for the current audience, by reflecting on the heritage of the house. The elegant essence within this design breathes future into the brand for sustainability whilst also ensuring we include elements of a traditional look.

250th Anniversary

Clifton House Belfast

2023

02

The Master Logo

250th Anniversary

Clifton House Belfast

250th

Clifton House

Home of the Belfast Charitable Society
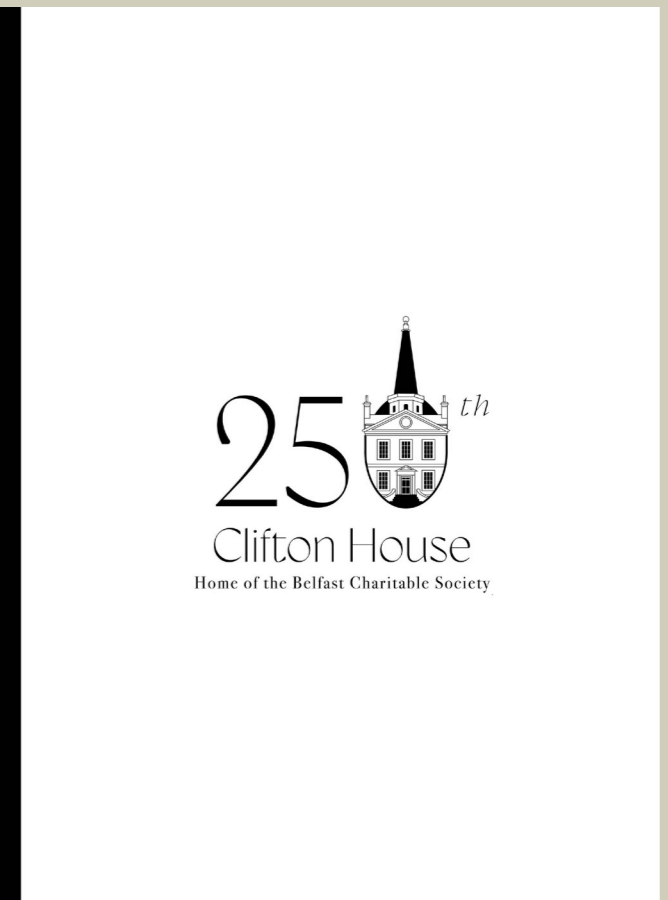
Logo dont's

Don't distort the logo.

Don't use the brand colours incorrectly.

Don't change the colour of the logo.

Dont use the logo with imagery that is hard to see.

Clear Zone

03

The Logo Device

04

The Colours

Light Yellow

(C)0(M)0(Y)38(K)0
#FFF8B8
(R)255(G)248(B)184

Blue

(C)66(M)49(Y)47(K)40
#4E575A
(R)78(G)87(B)90

Bottle Green

(C)76 (M)50 (Y)96 (K)58
#2A3818
(R)42(G)56(B)24

Deep Red

(C)25 (M)100 (Y)100(K)75
#4C0B00
(R)83(G)10(B)0

25th
Clifton House
Home of the Belfast Charitable Society

25th
Clifton House
Home of the Belfast Charitable Society

25th
Clifton House
Home of the Belfast Charitable Society

Primary Font

Gyst Variable Light

Secondary Font

Bodoni 72

250th Anniversary

Clifton House Belfast

The Typefaces

250th Anniversary

Clifton House Belfast

Heading Title

Sub- Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call to action

250th Anniversary

Clifton House Belfast

06

The Icons

These icons have been created to utilise across social media and any Clifton House platforms.

07

The Photography

Any photography used with the 250th anniversary brand should comply with this style of imagery.
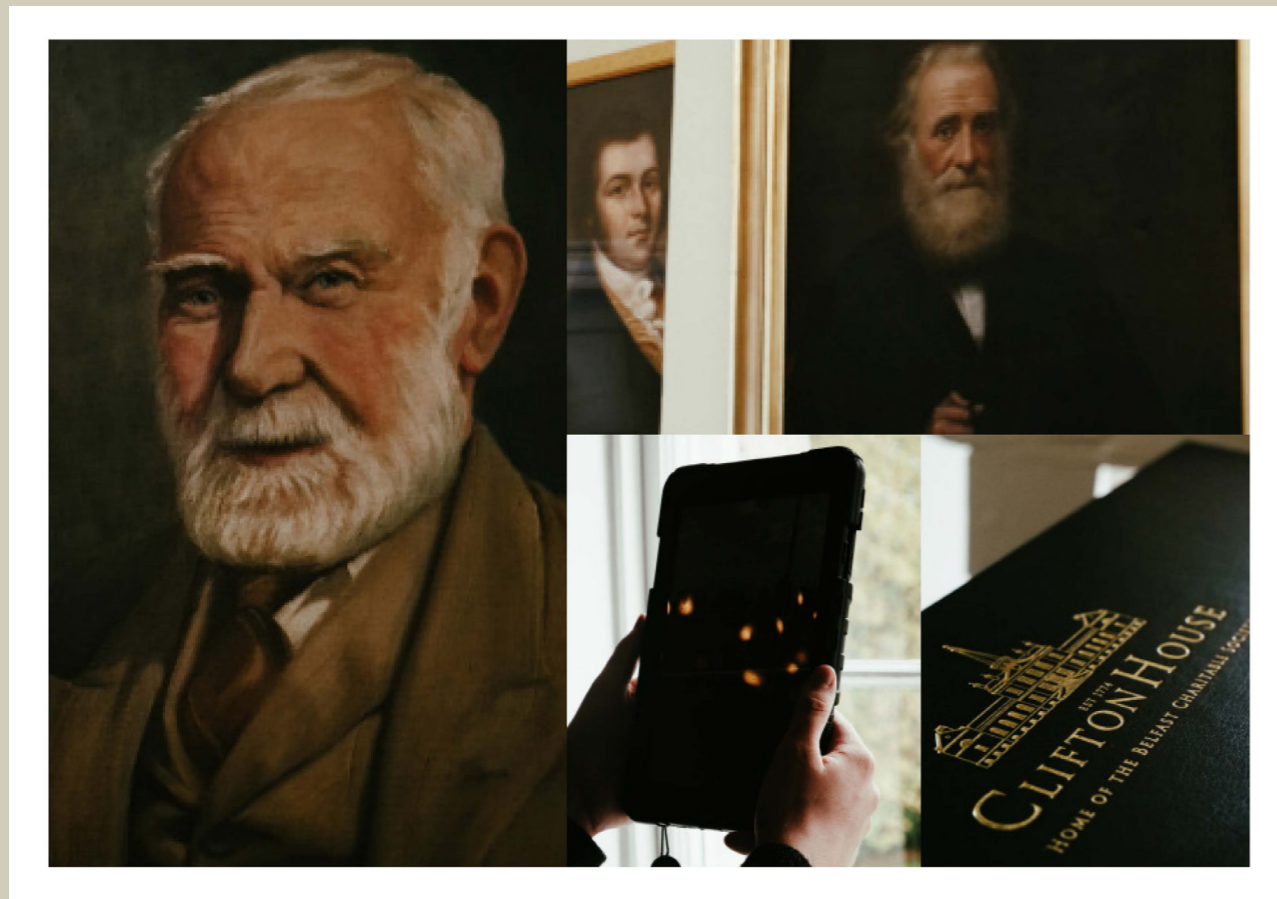
5.5

Merchandise & Outputs

As part of our deliverables for Clifton House we included a number of print and merchandise outputs. This required creating artwork to scale for specific printing. Clifton House requested items such as bookmarks, tote bags, poster boards and pen designs. As a team, we also suggested pop up banners to utilise at talks and events. Over the next number of pages I will showcase these.

The Production.
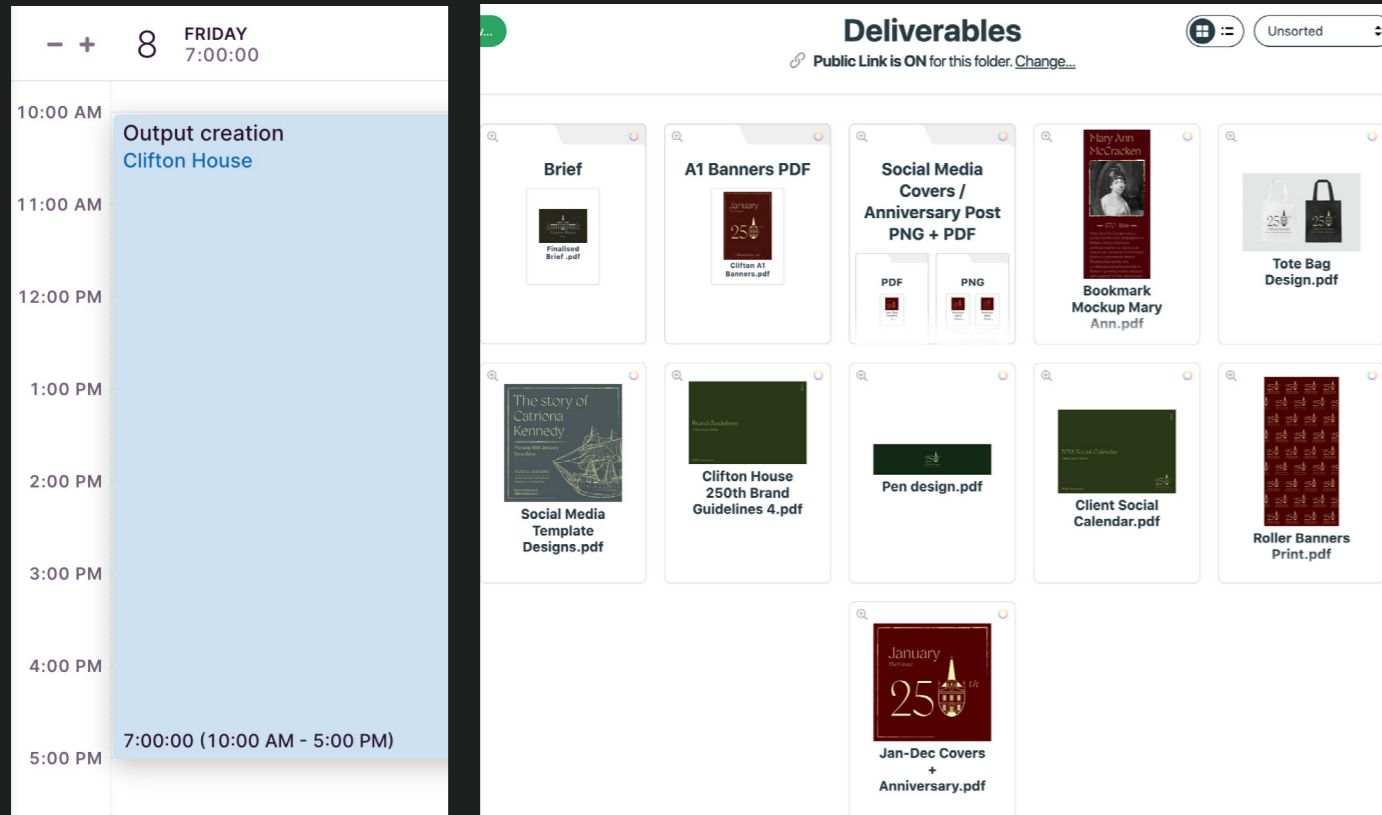
The surrounding screen grabs show my production process for this deliverable task. I included a screen grab of my Toggl account in which I logged 7 hours against this task. In the second screen grab you will see how myself and Josh created a public Basecamp document for all of these deliverables to share with the client. The final screen grab is another showcase of our week 11 to-do list. The two items not assigned, the tote bags and the bookmarks were given to Josh to complete. My tasks included Pen Design, Client Social Branded Calendar, Icons, Pop up Banners and Brand Guidelines.
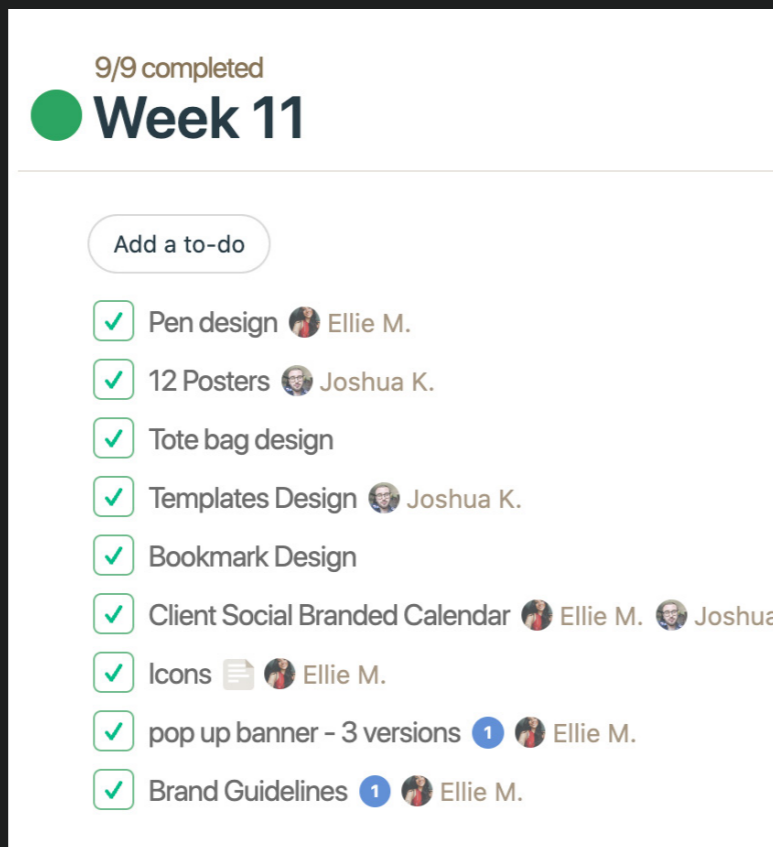
The Posters.

These A1 posters are designed to be used in-house, to showcase the theme of the month inside the building. These were re-worked from the social media cover posts. The posters were designed by Josh.

Banners.

These banners were designed in mind of the number of talks and events that take place at Clifton House. I created this simple repeating pattern using the 250th logo and created 4 colour versions of this. Having different versions meant that the client has the option of using the corresponding colour to the correct month. All print assets, including this one was created with the CMYK values.

Claire had mentioned to me that they had previously used north side graphics as a printer for this client. I took the website link and created a board on Basecamp. This allowed us to retrieve the correct dimensions for each asset.

Printing Templates

Ellie McDowell · Dec 7 · Notified 4 people

https://northsidegraphics.com/templates/
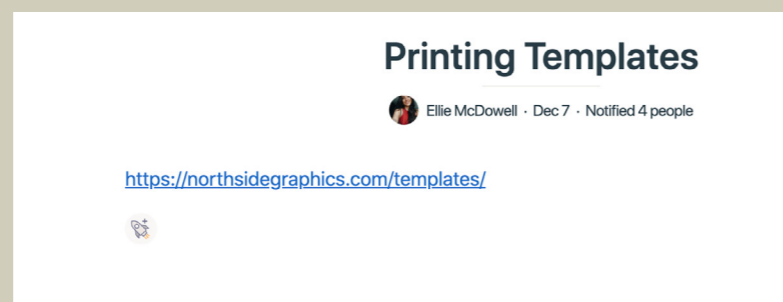
Merchandise.

The merchandise items were selected and designed based on the current target audience. Josh and I created designs for pens, bookmarks and tote bags.

Mary Ann McCracken

— 1770-1866 —

Mary Ann McCracken was a social activist and campaigner in Belfast, whose extensive correspondence is cited as an important chronicle of her times. Born to a prominent liberal Presbyterian family, she combined entrepreneurship in Belfast's growing textile industry with support for the democratic programme of the United Irishmen; advocacy for women; the organising of relief and education for the poor; and, in a town that was heavily engaged in

Bookmark design by Josh.

Pen Design by Myself.

Tote Bag design by Josh.

The Sign off.

I had scheduled into our Basecamp Calendar to all the deliverables over to Adrian and Claire by Monday 11th. This was due to the fact that Caroline had previously emailed Claire asking for the logos for print asserts. This was for The Belfast Charitable Society's launch of the 250th year, hosted at Clifton House which would take place on the 13th in which we were invited.
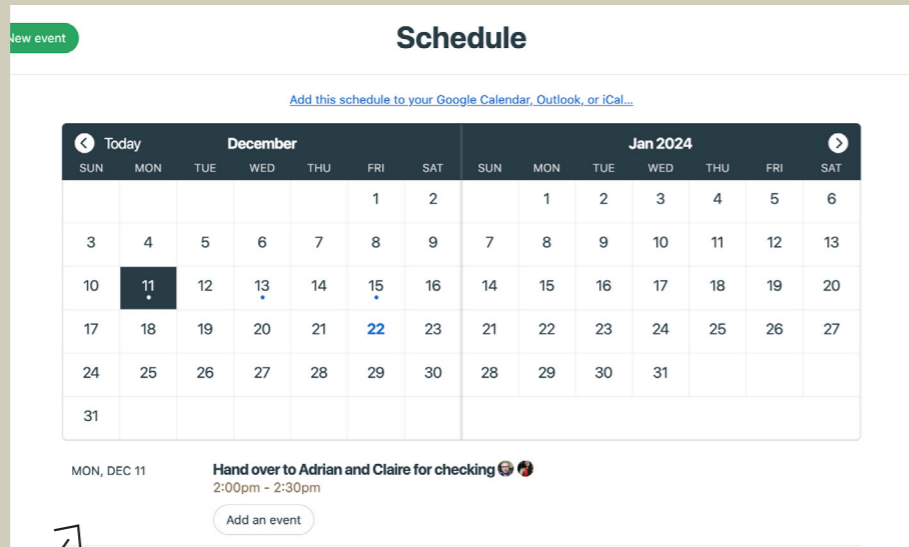

Once myself and Josh added everything into the deliverables folder, I messaged into the campfire chat asking Adrian and Claire to double check everything. Once Claire gave confirmation, I emailed the client with the printing assets and then again with the link to all the deliverables.
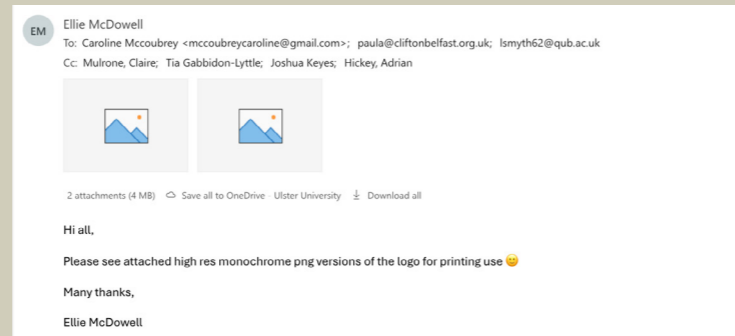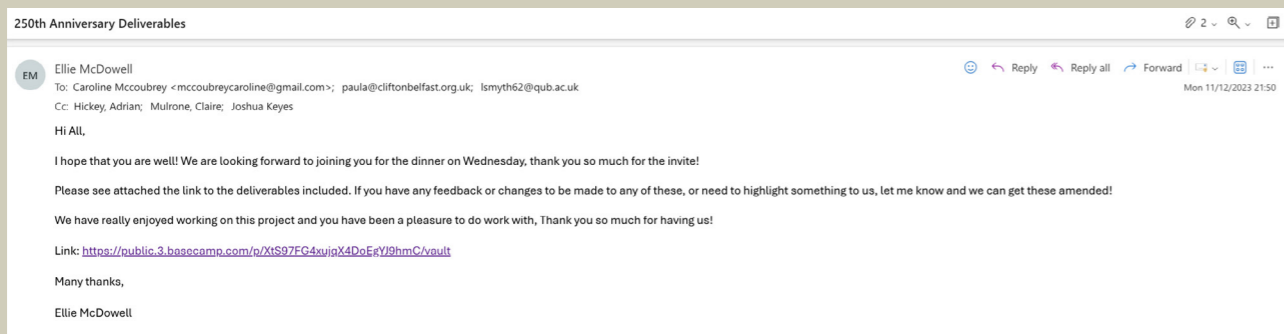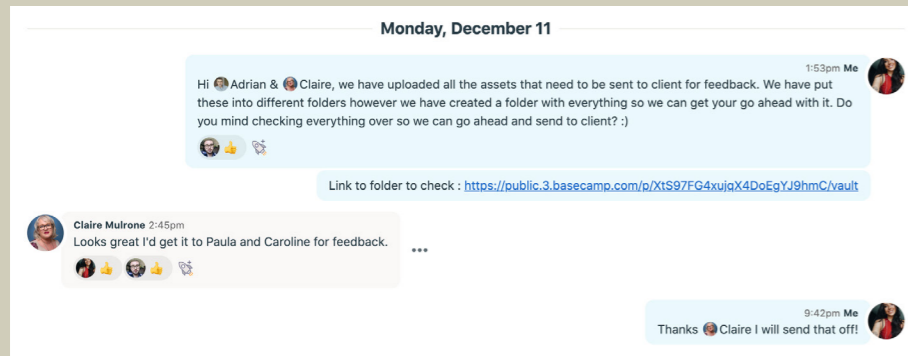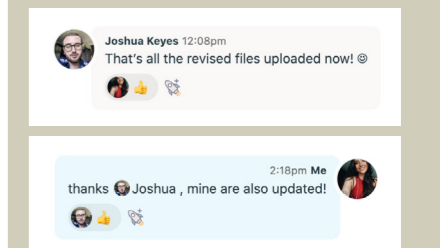

The Feedback & Challenges.
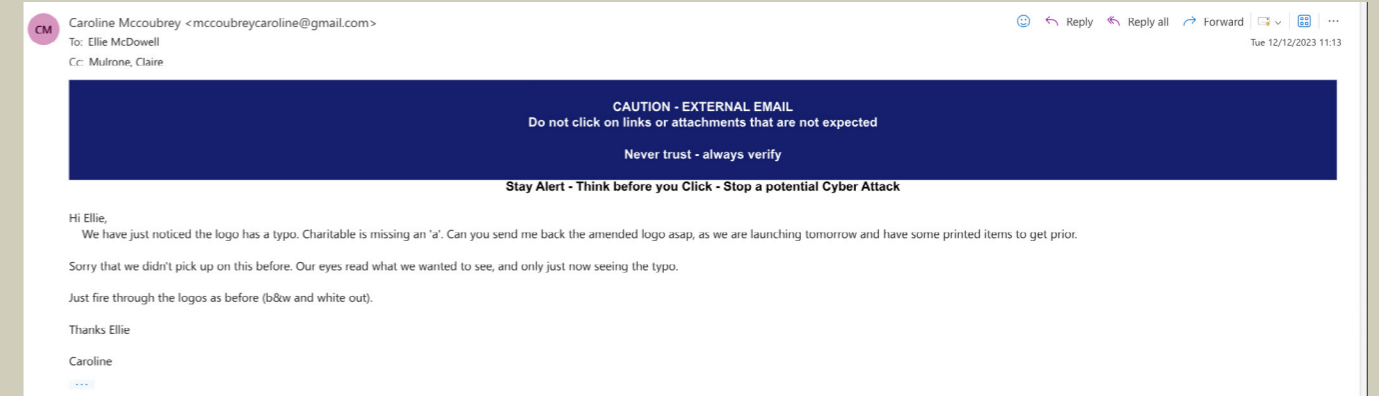
I received this email from Caroline on Tuesday morning, informing us that there was a spelling mistake/ typo in the logo. Caroline was really great about this and apologised as they as a team did not notice it either. I reacted quickly, as the launch was the following day they needed to get assets printed as soon as possible. My quickly amended the logos and sent them back over to Caroline within ten minutes.
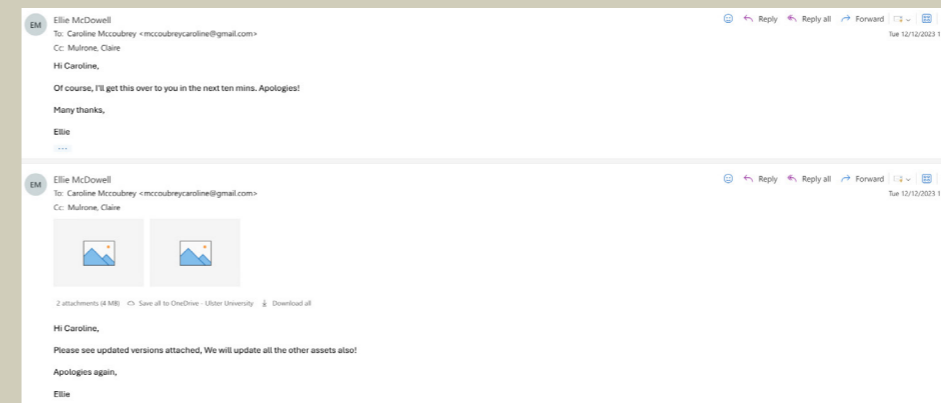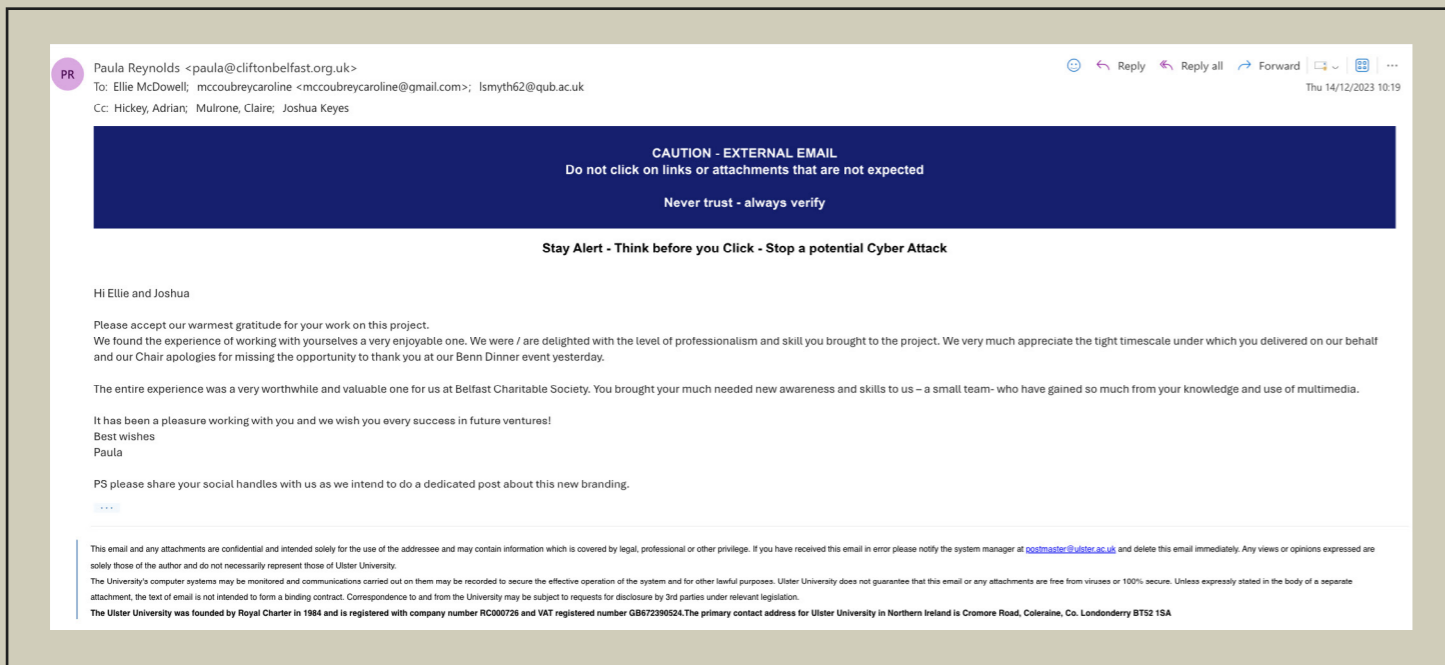

I informed Caroline that we would update the remaining assets for them to use. This would be easy enough as we used a link to the folder, meaning we could update the documents without having to re-send anything.
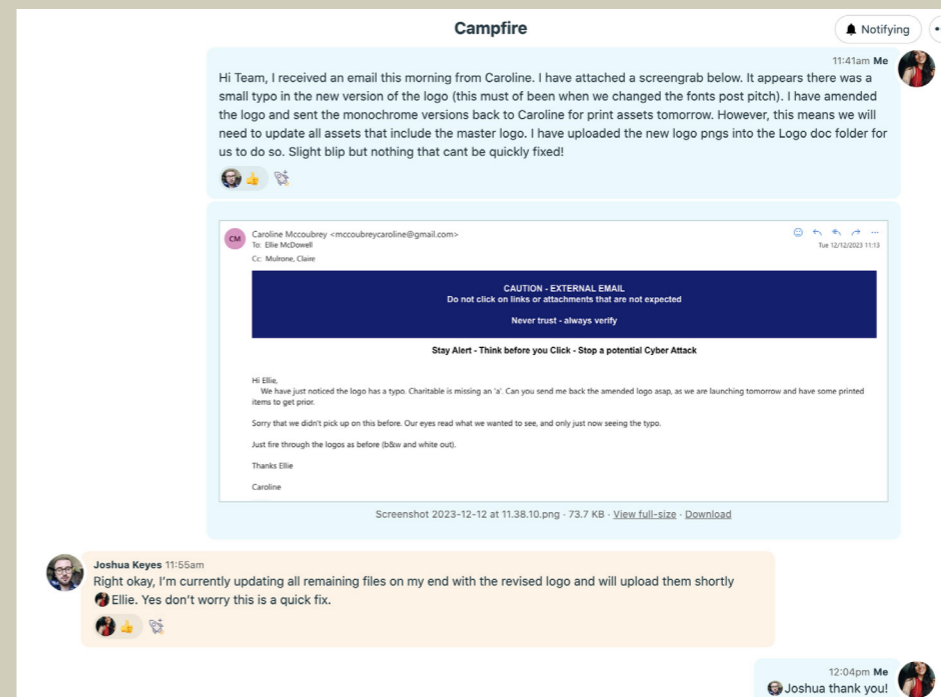
I then let the rest of the group know about the situation. We would now need to update all the assets that we had created. This did not take us long and we took action immediately. This was a frustrating mistake, however it will now remind us to double check everything before we send it.

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CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

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

Hi Ellie and Joshua

Please accept our warmest gratitude for your work on this project.
We found the experience of working with yourselves a very enjoyable one. We were / are delighted with the level of professionalism and skill you brought to the project. We very much appreciate the tight timescale under which you delivered on our behalf and our Chair apologies for missing the opportunity to thank you at our Benn Dinner event yesterday.

The entire experience was a very worthwhile and valuable one for us at Belfast Charitable Society. You brought your much needed new awareness and skills to us – a small team- who have gained so much from your knowledge and use of multimedia.

It has been a pleasure working with you and we wish you every success in future ventures!
Best wishes
Paula

PS please share your social handles with us as we intend to do a dedicated post about this new branding.

"We are delighted with the level of professionalism and skill you brought to the project."

The Final Touches.

Once the team were happy with our social media templates, we were able to build these out in Canva. This task was originally assigned to Tia, but unfortunately with her unexpected absence, myself and Josh had to pick this up at the end of the project. This was no problem as the client only needed the logos for the 13th. We called Caroline on the 14th of December and acquired her logins for premium Canva. This allowed us to go into Caroline's account and add all of the brand elements such as fonts and colours. We then built out 24 templates, with content types for each month. This meant it was easy for the team to go in and format the posts however they wanted. We allocated where images, text and icons should be within the graphic.
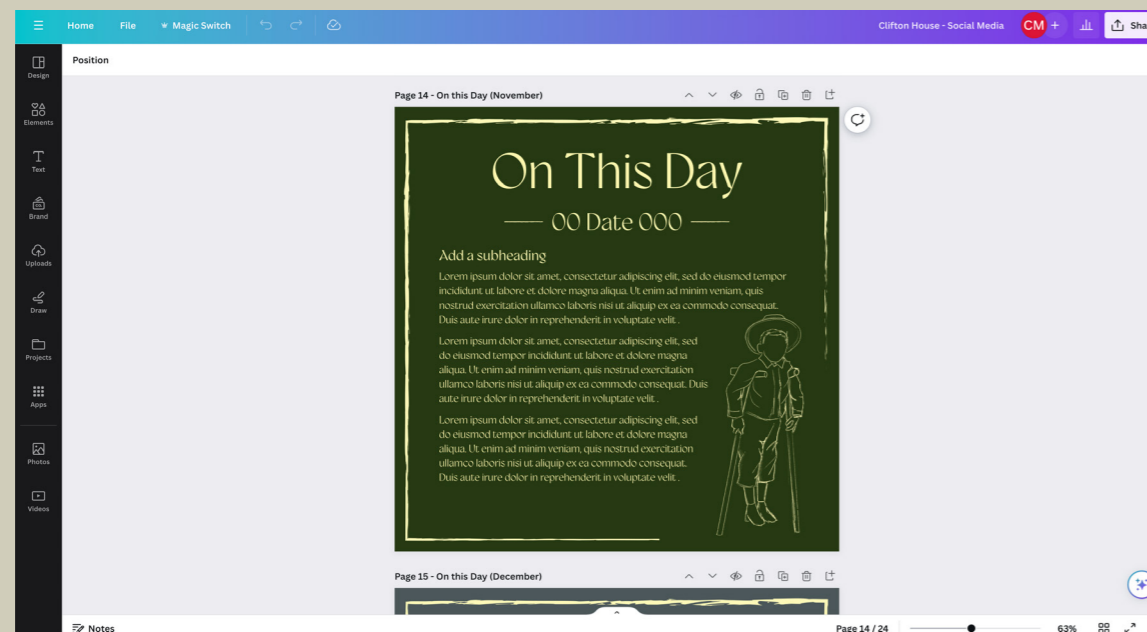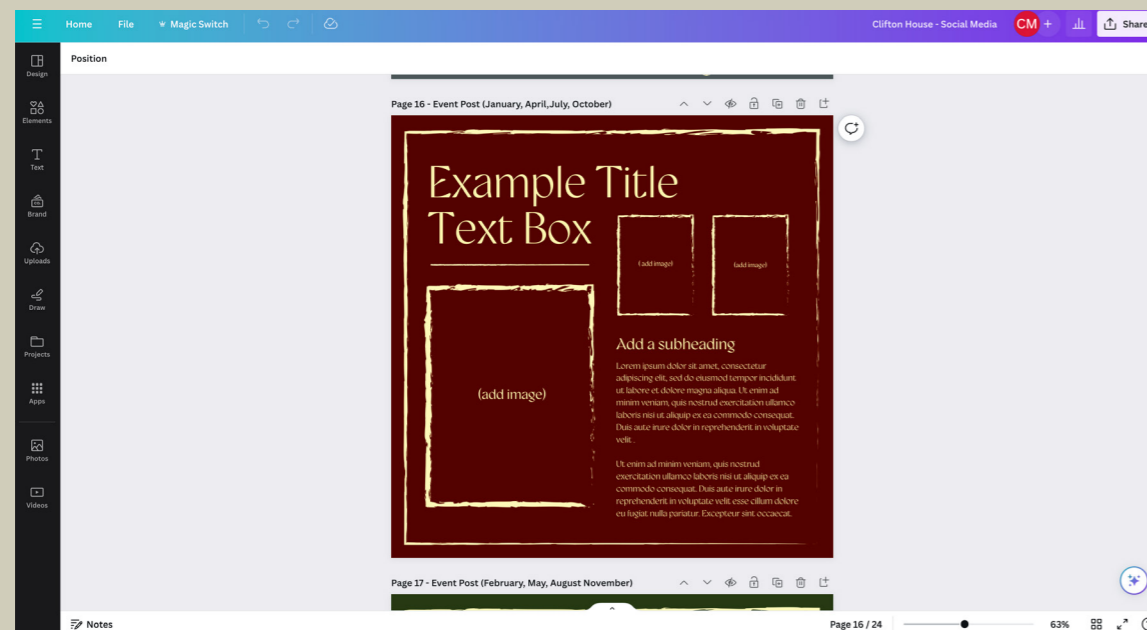
Summary.

Over this 5 week period we faced some issues with Tia taking a leave of absence. However, myself and Josh kept routine. We continued constant communication, internal deadlines and time management. This meant that even at the end of the project we had time to pick up the task's assigned to Tia. I really enjoyed working with Clifton House, they are a fantastic team who were very open to all our ideas. The roll out of these assets was a big job, however I feel that we handled this workload really well and supported each other throughout. I would very much be pleased to work with Clifton House and The Belfast Charitable Society in the future,

6.1

The Launch

Clifton House Belfast

Myself and Josh were honoured to be invited to the Benn reception held at Clifton House by the Belfast Charitable Society. The event was attended by the Lord Mayor and members of the Charitable Society, and was held to celebrate the beggining of the 250th anniversary of Clifton House. We attended this event with Claire on the 13th of December, we were excited to see our brand come to life. The following pages showcase the event and the roll out of our brand.
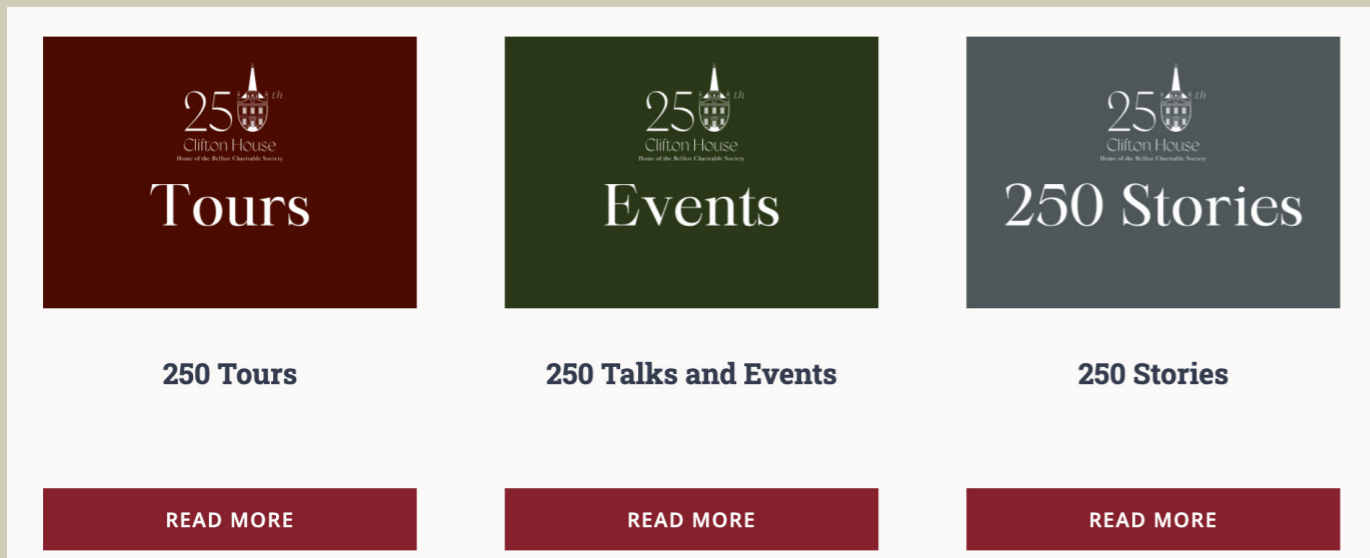
06

The client is already designing up their own content with the logo on their website!

💬   ⟲ 7   ♡ 12   📊 888   🔖   ↥

We have also been showcased on their twitter showing off our brand!

We are extremely proud to showcase our work with Clifton House, we got to experience a little bit of History within this project as well as making meaningful connections. We thoroughly enjoyed working alongside this great team.

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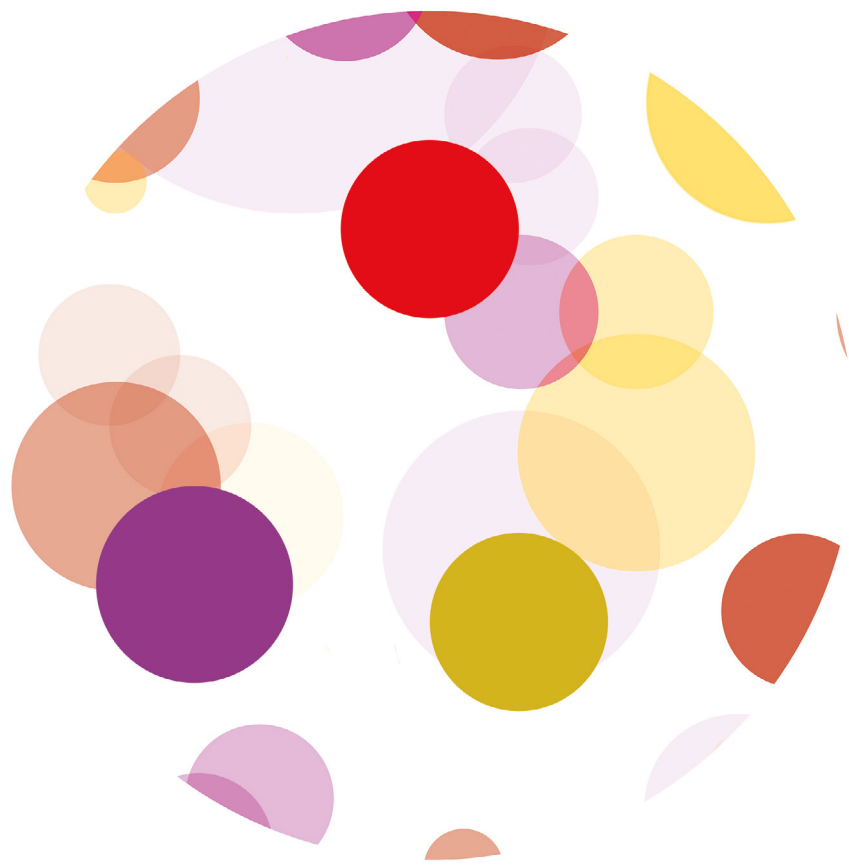
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Ellie McDowell
2023

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