

Healthy Young Adult Relationships

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About HYAR

The Healthy Young Adult Relationships (HYAR) headed up by Dr. Susan Lagdon alongside a team of researchers. HYAR aims to reduce intimate partner violence among young people by promoting awareness of healthy and unhealthy relationship behaviors. It focuses on closing knowledge gaps, especially for young people, through inclusive education and prevention.

HYAR engages not just young people but also parents, guardians, and communities, emphasizing that preventing intimate partner violence is a shared effort. The project is developing practical tools, including a web-based app, to provide easy access to information, support, and guidance on healthy relationships.

Overall, HYAR seeks to empower young people and communities with the knowledge and resources to build safe, respectful relationships.

Project Summary

With our involvement in his media project as the “creative team“ we are aiming to develop impactful and educational content that promotes healthy young adult relationships and addresses intimate partner violence among young people in Northern Ireland sourced from Susan and the teams research.

By involving young researchers from Lagmore Youth Project and developing a range of creative outputs, we hope to help influence both public awareness and professional practice, making a lasting contribution towards the prevention of violence and the support of young adults in developing healthy relationships. With our top priority being to create a wide range of creative outputs with a focus on educational packages and training resources for professionals.

Project Objectives

The first step of the project is to establish a strong visual identity and brand for HYAR that reflects its values, mission, and vision. This will involve creating a number of educational training packages and resources to facilitate the training of professionals,, primary logo, secondary logo variations, and a logomark or icon suitable for various platforms. A colour palette and typography selection that align with HYAR’s character and style will also be developed.

Additionally, guidelines for imagery, patterns, and graphic elements will be established to ensure consistency across all branding materials. Furthermore, a brand book will be created to provide detailed guidance on the use of HYAR’s visual identity, including the logo, colour palette, typography, and other visual elements. This resource will offer clear instructions for maintaining brand consistency, across different mediums such as print, digital, and merchandise.

The project will also involve designing merchandise and apparel such as t-shirts, hats, and tote bags to promote the HYAR brand. Additionally, a bespoke certificate of achievement and a distinctive HYAR pin will be designed to recognize professionals who have completed the training, establishing them as “HYAR Ambassadors.” For digital engagement, social media templates will be developed for platforms like Instagram, Facebook, and LinkedIn to maintain visual consistency and enhance HYAR’s online presence.

Target Audience

The target audience for HYAR consists of three main groups, which are parents, youth workers and teachers, who will spread the information learned to young adults to get an understanding of what is right and what is wrong in young relationships. HYAR will have to make sure to include men and women together to achieve one of their main objectives of creating togetherness.

Teachers

HYAR being an educational purpose will easily be able to be transitioned over giving information to teachers so they will know how to discuss these issues that HYAR are resolving by having teachers being able to communicate to young adults how to behave in relationships. This will help HYAR's main goal of reducing abuse in young adult relationships.

Parents/Guardians

HYAR are trying to explain the importance of healthy relationships to parents as they are the closest contact to the young adults who may be struggling, enabling them to facilitate conversations around this difficult subject. This is why HYAR have set up their information methods in a way where the parent will be instructed on how to communicate the key messages efficiently to the young adults.

Youth Workers

As they are already close to the understanding of helping young people they will be able to spread HYAR's message of showing what is allowed in a relationship and what isn't. Having youth workers getting the key information from HYAR will help the message be heard even more.

Deliverables

Below we have outlined the deliverables agreed our team will produce for handover by week 12:

- **Five workshop presentation templates**
- **HYAR visual identity**
- **Brand guidelines handbook**
- **Branded merchandise and apparel mockups**
- **Launching social media accounts and templates**
- **Promotional graphic and video media assets**

Similar Projects

We have completed a benchmarking process for this project to allow us to showcase HYAR's potential compared to industry standards. To gain a wider scope we have explored a variety of similar organisations across website's, social media and video content. HYAR is a unique project, by searching all platforms we have been able to identify specific use cases as a point of comparison. Below you will see our chosen benchmarks with a short explanation alongside as each holds its own purpose.

The media assessed were

Young Minds
www.youngminds.org.uk

Love for Life
www.loveforlife.org.uk

MapNI
www.mapni.co.uk

Womens Aid
www.womensaidni.org

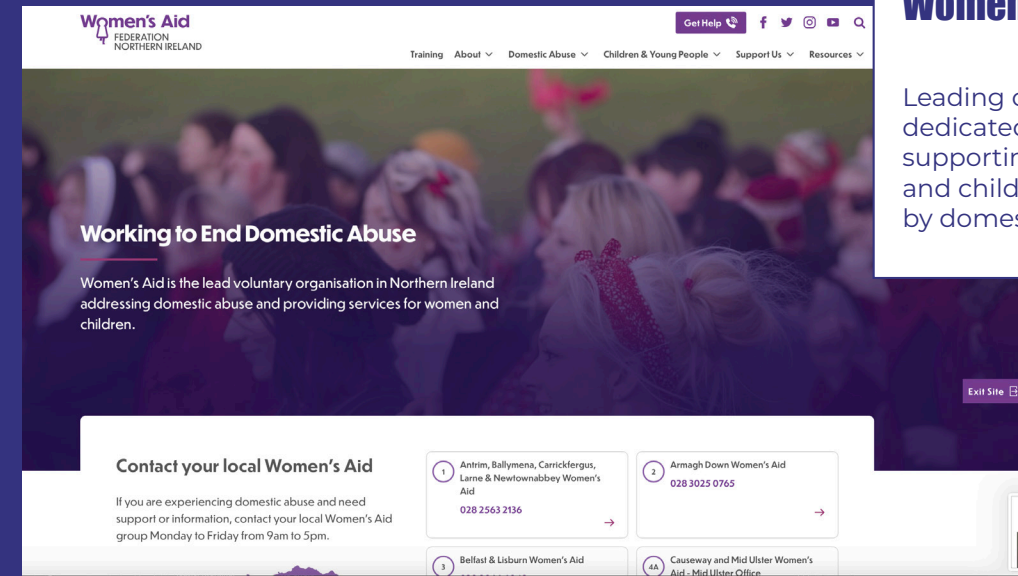
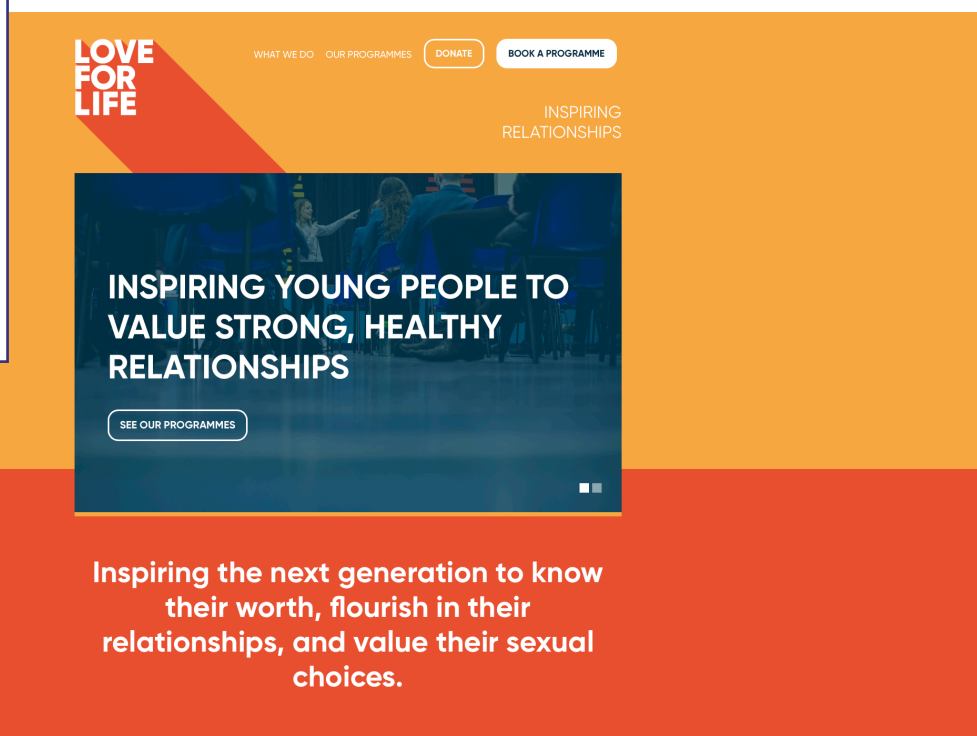
Call it Out: CRASAC Coventry
www.youtube.com

Fine Acts
www.fineacts.co

Headspace
www.instagram.com

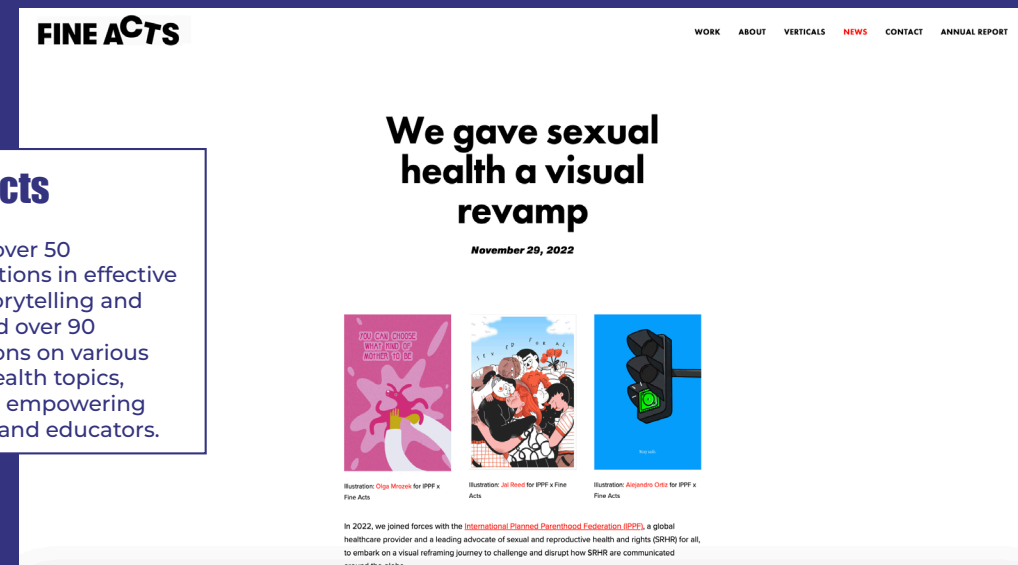
Love for Life

Deliver holistic Relationships and sexuality education in all school types and in many different community settings across Northern Ireland.



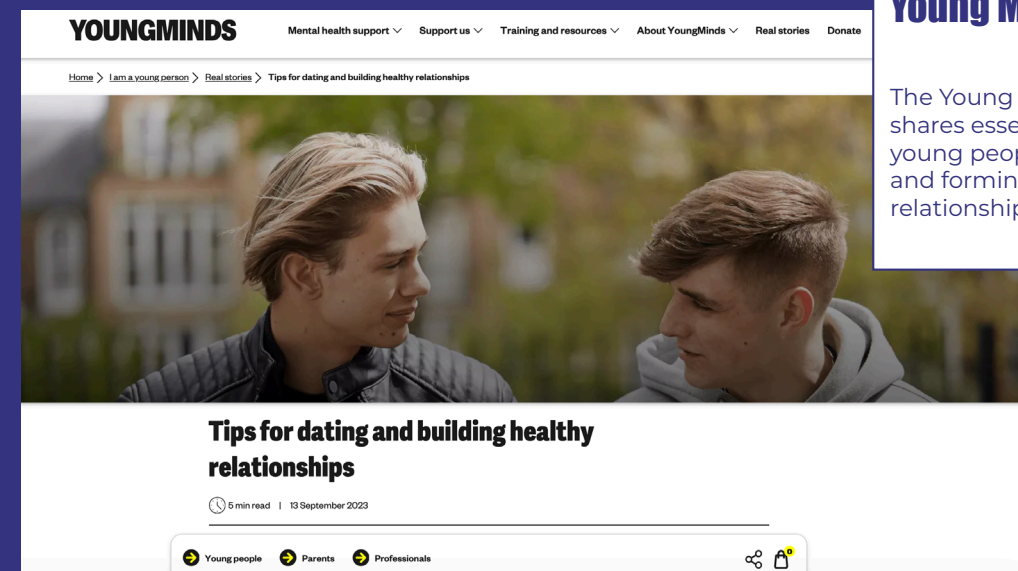
Women's Aid

Leading organization dedicated to supporting women and children affected by domestic violence



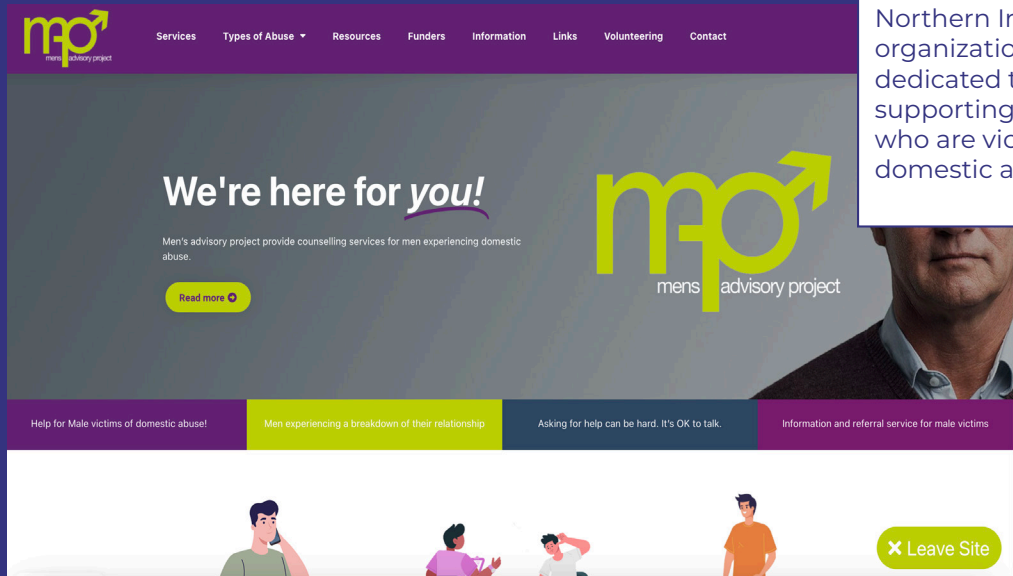
Fine acts

Trained over 50 organizations in effective visual storytelling and produced over 90 illustrations on various sexual health topics, aimed at empowering activists and educators.



Young Minds

The Young Minds blog shares essential tips for young people on dating and forming healthy relationships.



MapNI
Northern Ireland organization dedicated to supporting men who are victims of domestic abuse.

Best Practice

We found the Northern Ireland based organisation *Love for Life website* to be best practice in the sector. Having a website in this context is essential for community partners as it enhances credibility and provides reliable information.

This website is a great example which showcases a clean way to target three audiences at the same time with different training packages. They are community focused reaching out to a diverse network of groups to teach young people about healthy relationships .

Visually this website makes use of bright contrasting colours which elevates the site. Accompanied by an accessible platform with easy navigation and interactive functions. A well designed layout serves as the key centre piece of information that also reinforces the brand. There are key elements from Love for Life that we can implement throughout the deliverables.

Conclusion

While sourcing benchmark prospects, we noticed that organisations similar to HYAR are rare in Northern Ireland. However, there are many charity-run community support systems we can draw inspiration from, like Women’s Aid, MapNI, Crime Stoppers, Refuge, and Cithra. During our research, we identified two key trends that consistently appeared across these organisations

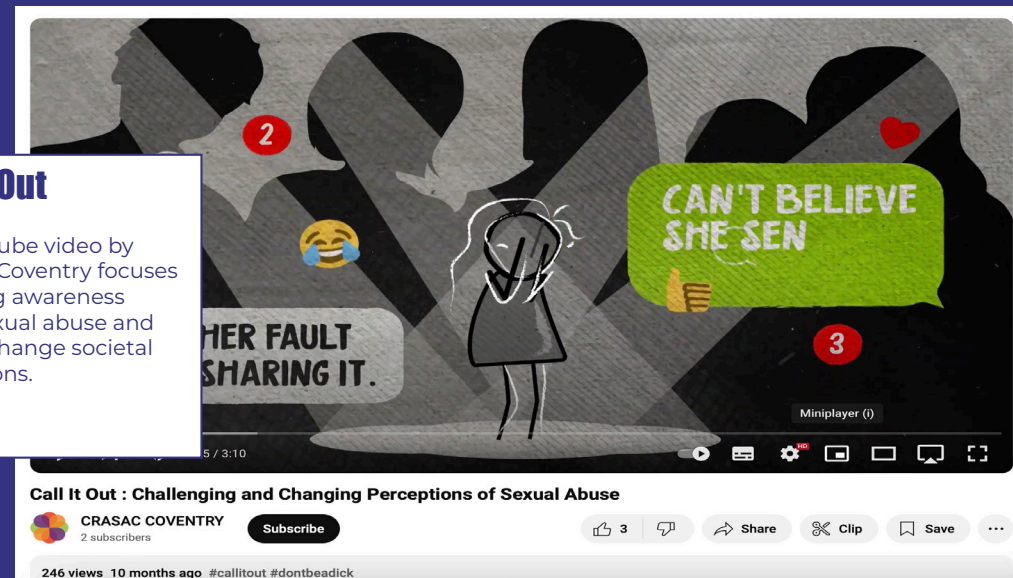
Use of Colour

The first consistent trend seen throughout the brand identity of each organisation was the use of the colour purple. The use of purple is used globally as a recognisable colour in conversations of abuse awareness. In the UK purple represents power and nobility. Using purple to inform HYAR’s visual identity will help position it within the community of like-minded organisations.

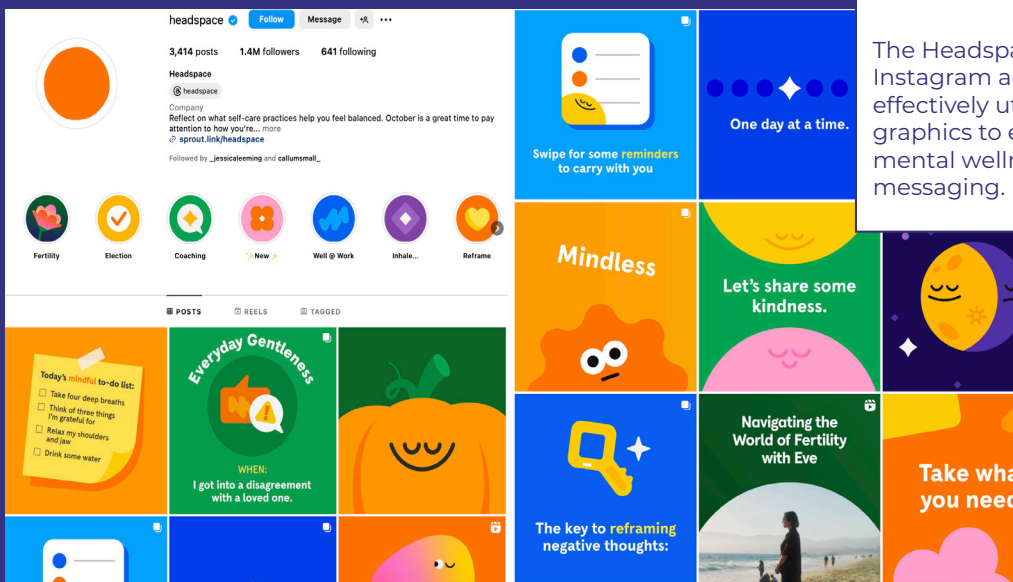
Call to Action

The second noticeable trend is the prominent use of calls to action, like contact details or “find out more” buttons, across platforms. The Love for Life website is a great example, leading users through content in a engaging way. Following this approach will help HYAR create consistent, audience-friendly content with clear and informative calls to action replicated on each platform.

Call it Out
This youtube video by CRASAC Coventry focuses on raising awareness about sexual abuse and aims to change societal perceptions.



Headspace
The Headspace Instagram account effectively utilizes graphics to enhance mental wellness messaging.



Best Practice Grid

Category	Feature	Love for Life	Women's Aid	Fine Acts	Young Minds	MapNI	Call it Out	Head-space
First Impression	Aesthetics	Use's hero images to represent services, bright colours programmes	Informational text first impression with use of hero images	Text heavy with hero images to showcase objective	Shows image of 2 young men speaking	Hero image of male surrounded by text and imagery	Uses text and animation to show key campaign message	Simple, colourful graphics
	Identifiable Target Audience	On Home page	Home page	Front Page	Home page	Home Page	On website about us page	In Bio
	Identifiable Chief Aim	On Home Page	Home Page, shown throughout	Home Page	Landing screen	Home Page	In video Bio	In Bio
Look and Feel	Retina HD	Yes	Thumbnail imagery isn't high quality	Yes	Yes	To an extent, could be better	Yes	Yes
	Colour Coordinated	Consistent use of navy, teal, orange and yellow	Consistent use of colour scheme with use of purple	White and black prominent colours	Consistent use of simple with background and black text	Consistent use of brand colours	Consistent use of black, grey and white with three accent colours	Yes
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes	No
Technical	Call to Action	Multiple on each page	Multiple throughout website	On second scroll down	More to do with quotes	Yes	Campaign CTA at end of video	No
	Content Management System	Wordpress	Schema	Square Space	Wordpress	Wordpress	Youtube	Instagram
	Analytics	Wordpress	Google analytics	Square Space	Wordpress	Wordpress	Youtube Studio Analytics	Instagram
Navigation	Primary menu Format	Fully expose click through	Exposed headings with drop downs	Fully Exposed Click Through	Exposed headings with drop downs	Leave site button, find out more links	N/A	Stories, Posts
	Position	Horizontal top	Horizontal Top	Horizontal Top	Horizontal top	Across the site	N/A	N/A

Category	Feature	Love for Life	Women's Aid	Fine Acts	Young Minds	MapNI	Call it Out	Headspace
	Contact us	Home page on scroll and footer	Contact number at top of every page and separate contact page	Primary menu	Number at bottom	Number and emails at bottom	Only on Website	Link to website
	No. Of clicks	0	1	1	1	1	2	5/6
Content	Explanation of Service	Home Page	Home Page	On front page	Landing page	Home screen	In video Bio	In Bio
	Evidence of Outdated Content	Only sign is feedback statistics with no date, so could be different if looked into now	None	None	None, only started in 2021	No	Link to face book shows as unavailable content, instagram link shows as personal account aswell	None
	Social Media	Link to facebook only	Links to facebook, instagram, twitter	Links to instagram, twitter, facebook	X, Instagram, YouTube, Facebook, tiktok	Facebook, X	Link to Instagram, twitter and facebook in video bio	Yes
	FAQ Section	None	Yes	None	Yes	Yes	N/A	None
	Privacy Policy	Yes	Stay safe online policy	None	Yes	Yes	Yes	Instagram Privacy Policy
Accessibility	How many Font Types	4	6	1	4	4	2	1
	Clear and Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes, most change colour on hover	Yes, all have effect on hover	N/A	Yes, there's an underline	Yes	No	N/A
	Hyperlink change colour if visited	No	No	N/A	No	Yes	No	N/A

Tone, Message and Style

To deliver the messages that needs to be communicated to the target audience we will need to focus on the tone of our language, our creative choices, and our methods of action. To do this we will need to focus on our benchmark to see how similar brands have conveyed their messages to not only give the target audience the information that is required but how they also made it appeal to a younger generation to keep them engaged with what HYAR is communicating; making sure to use gentle language and graphics when discussing tough topics. By using empathetic language to share positive messages and offering relatable examples we can encourage open conversations that will help create a safe space for discussion for HYAR and beyond.

By outlining our deliverables, we can keep a consistent feel across all media. Our benchmarking shows that similar websites effectively use different fonts and styles some for serious content and others to attract a younger audience. This approach will help us connect with our target demographic while maintaining professionalism. Using bright, modern colours with a simple design allows us to create an inviting platform through social media and training platforms.

Timeline

Weeks	Planned outcomes
Week 1-3	Writing the brief
Week 4-6	Develop the pitch
Week 6-8	Developing the deliverables
Week 8-11	Present assets
Week 12	Dedicated time for final changes and handover

To ensure we're prepared for any unforeseen challenges in our asset creation for HYAR, we have developed a contingency plan. This will equip us to quickly adapt and respond if we encounter any complications during the production process.

Budget

While this project doesn't have a formal budget, we've provided some estimated costs based on HYAR's outreach needs.

Promotional Material

For the best cost options direct quotes is recommended. Below, we outline average price ranges and highlight reliable local vendors for spending visualisation.

Potential Vendors	Estimated Cost
Northside graphics Vistaprint Belfast print online	Basic branded stationery packs: £15-£30 Premium/custom packs: £30+ depending on customization options.

Online Ads

We aim to provide HYAR with free options. There are optional expenses for pushing campaigns to a wider audience. It's helpful to be aware of these possibilities.

Potential Vendors	Estimated Cost
Facebook Ads Instagram Ads LinkedIn Ads	Cost per Click (CPC): £0.50 to £10.00 Cost per 1000 Impressions (CPM): £5 to £30+ *Vary on each platform

Merchandise

Uniform branded clothing for public facing events reinforces brand identity. Items like hoodies make great gifts for young people, helping to create a sense of community.

Potential Vendors	Estimated Cost
The signature works Le graphics Branded clothing source	Price per unit can start from £8-£10, Jackets and fleeces can extend up to £20-£40 per unit

Website

We encourage HYAR to invest in this now for future gains. While free website builders are available, they often have many restrictions. Below are some potential costs to consider.

	Potential Vendors	Estimated Cost
Website	Wordpress	WordPress: £120 per year
	SquareSpace	Squarespace: £220 per year
	Wix	Wix: £174 per year
Domain Names	Hostinger	Can be between £0.99 to £1.99 for first year
	123 Reg	
	GoDaddy	

Meet the Team



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