YEt*

YOUTH
EMPOWERMENT
TOOL

By Alice Buckley, Juliet Gobran, Kristin Overall, Cathy Horsley
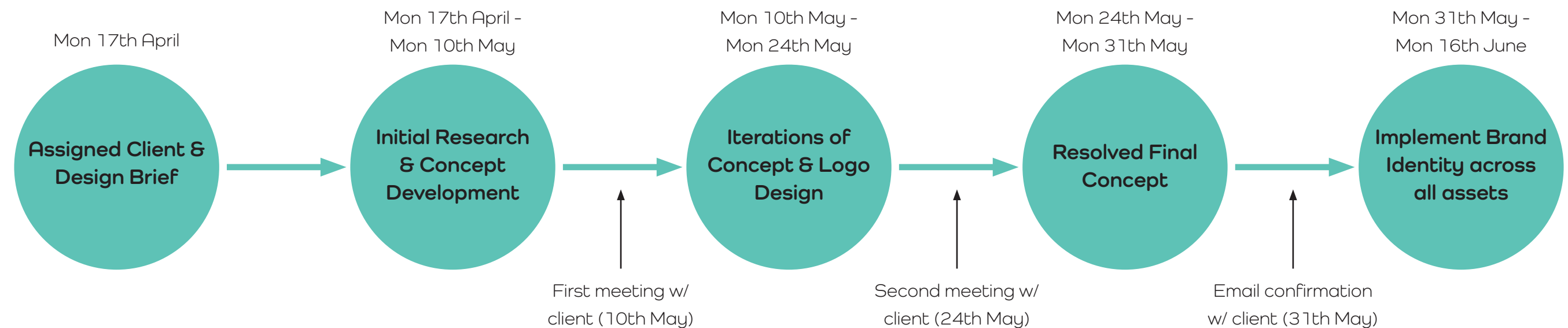
CONTENTS

1.0 DESIGN PROCESS SUMMARY

Since recieving the Design Brief for Youth Empowerment Tool, we have been developing, iterating and resolving innovative and professional designs. With the critical feedback from the client, we were able to deliver a cohesive brand identity with suggested designs and mock-ups for an array of applications.

Mon 17th April

Assigned Client & Design Brief

Mon 17th April - Mon 10th May

Initial Research & Concept Development

Mon 10th May - Mon 24th May

Iterations of Concept & Logo Design

First meeting w/ client (10th May)

Mon 24th May - Mon 31th May

Resolved Final Concept

Second meeting w/ client (24th May)

Mon 31th May - Mon 16th June

Implement Brand Identity across all assets

Email confirmation w/ client (31th May)

1.1 EARLY STAGES OF RESPONSE TO DESIGN BRIEF

DESIGN RATIONALE

In response to the clients brief, we designed a brand identity and other supporting visual assets which are: aesthetically inviting, inclusive, creative, engaging, reduce the serious tones surrounding the topic of STIs, complement the aesthetics of 'Caddyshack', project a sense of comfort, and balance professional and youthful attributes.
Through this design project we have offered YET a unique brand identity that will purposefully make a positive impact throughout communities in the Illawarra.
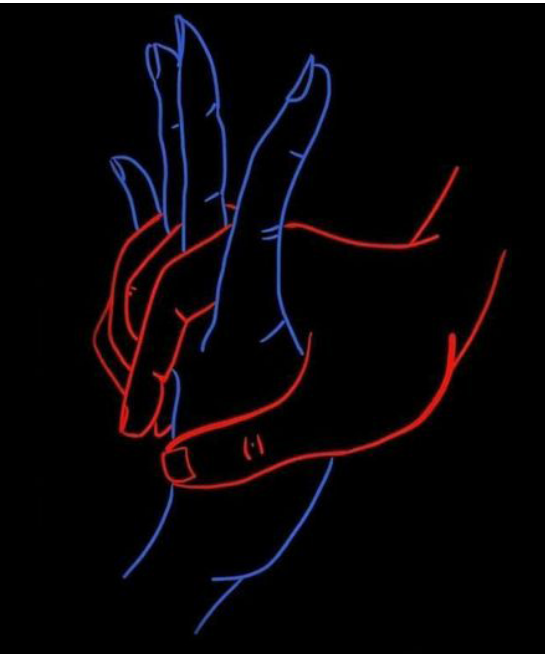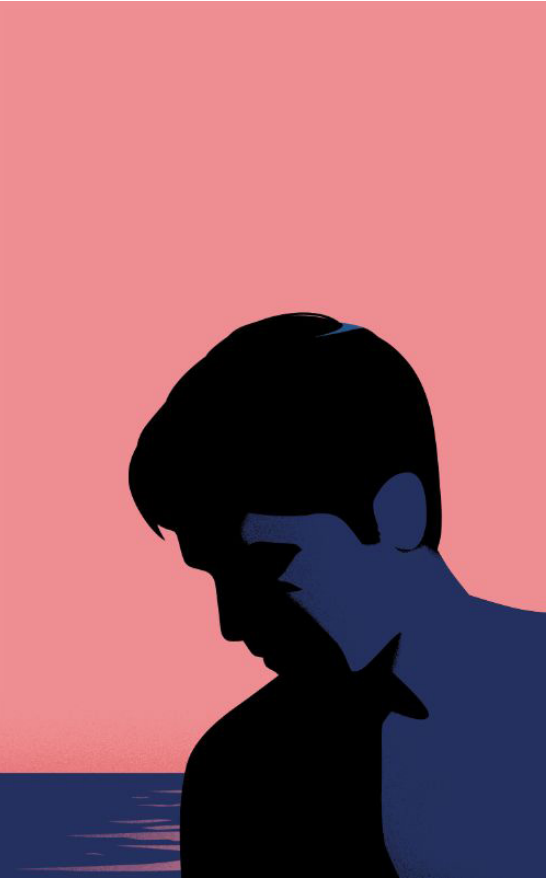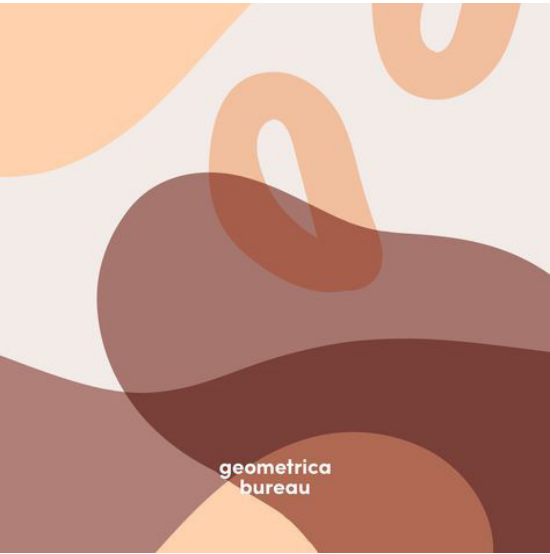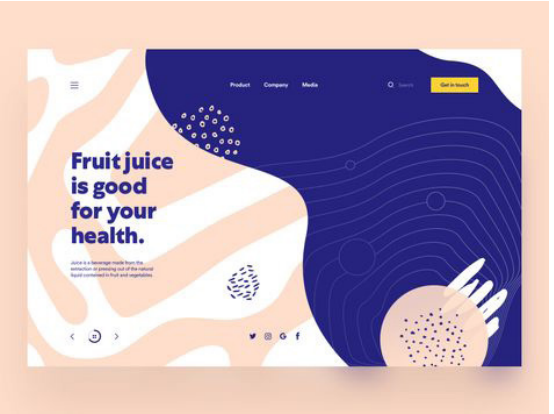
KEY TAKE AWAYS FROM DESIGN RESEACH

Inspired by...

- bold colours
- layers
- patterns
- minimal colour palette
- illustrative features
- opacity as a visual element
- a 'fun' aesthetic value
- shapes and abstract objects
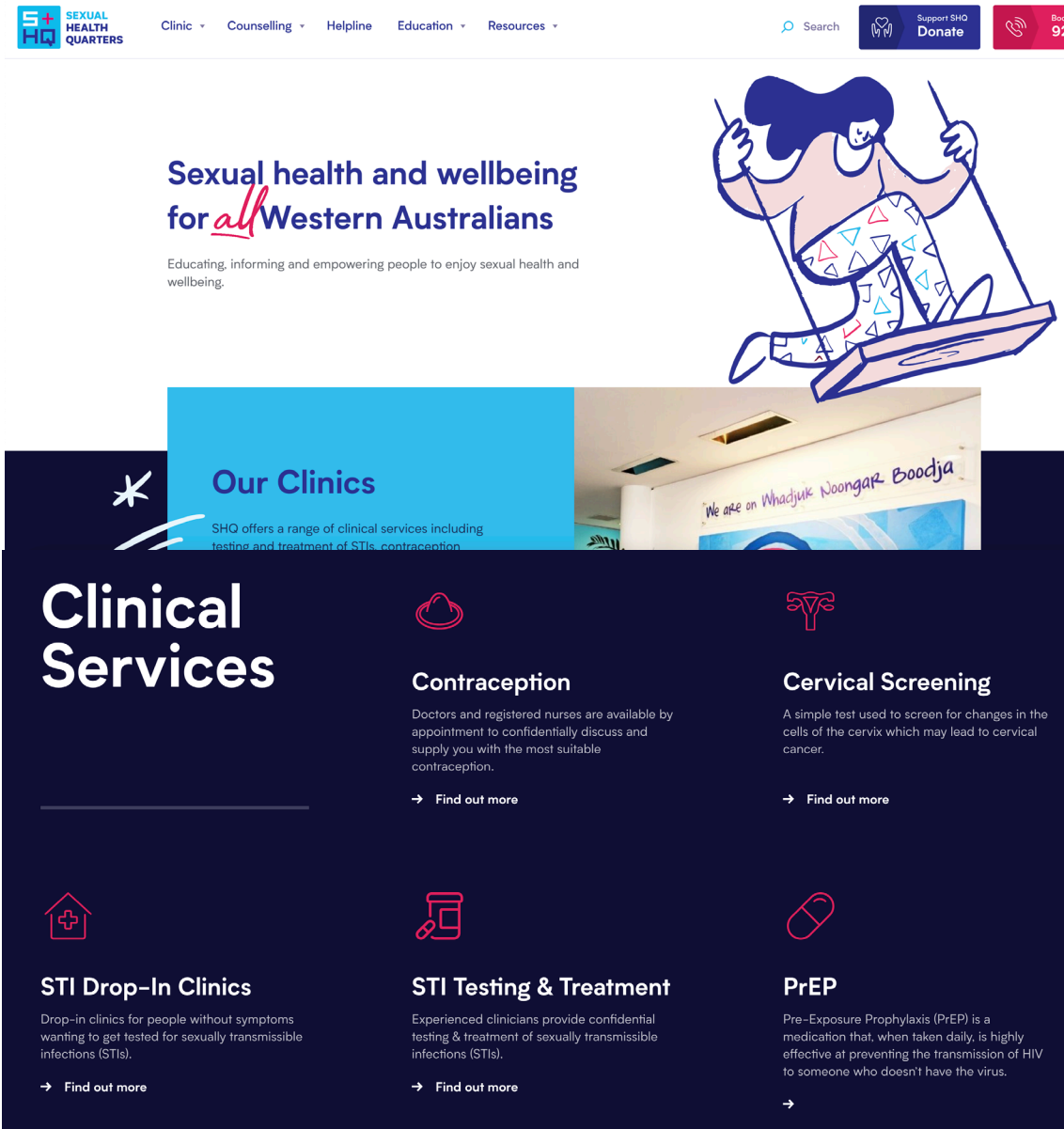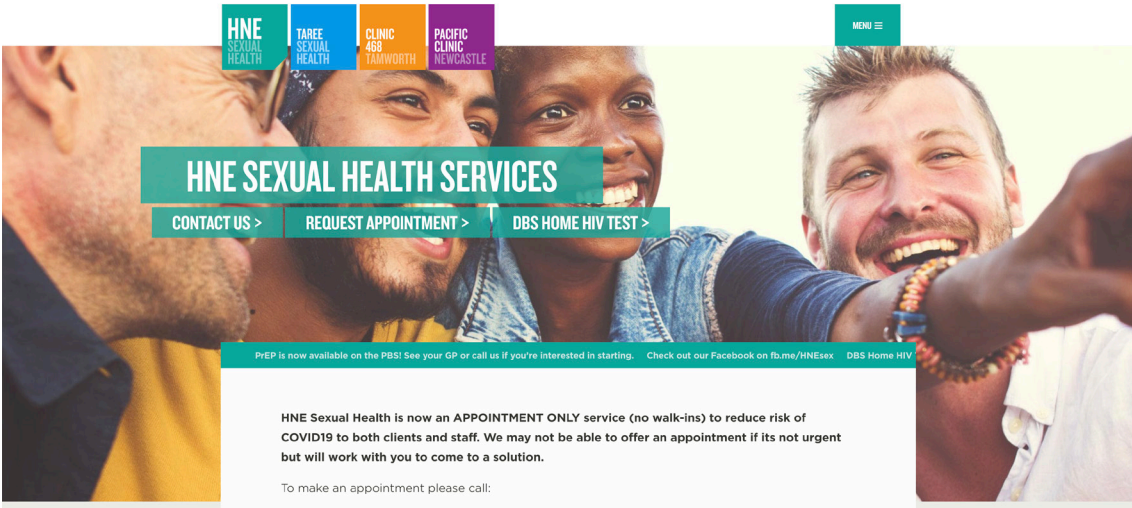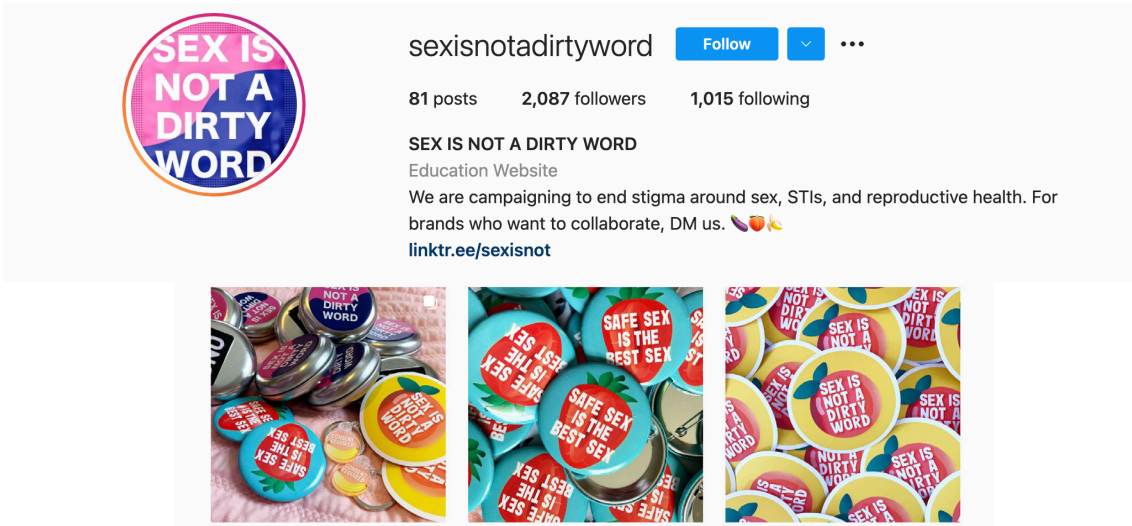
MOODBOARD & DESIGN INSPIRATION
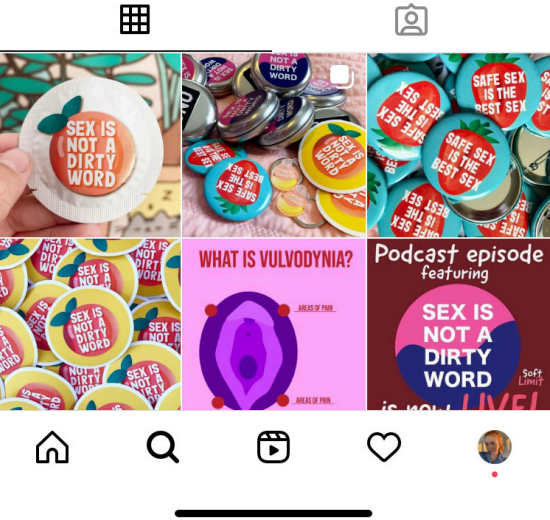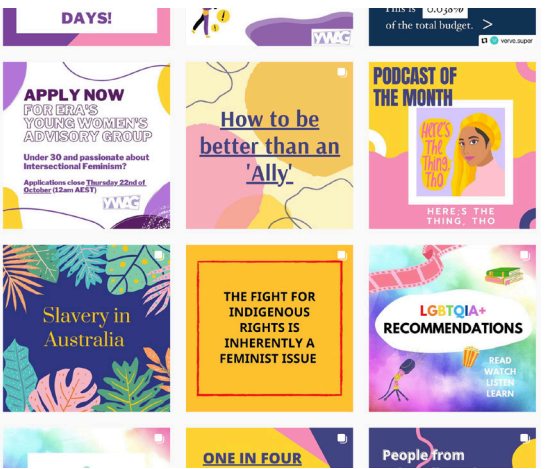
COMPETITIVE SET

Key takeaways...

- pop art theme
- very illustrative, less photographic
- lack a coherent theme
- don't tell a story to consumers
- lack a welcoming tone

1.2 DEVELOPMENT STAGE 1

In the first stage of development, we used our understanding of the brief and visual research to develop initial concepts. Organised into a return brief, these findings and concepts were then discussed during our first meeting with YET.
This stage was cruicial for defining uncertain scope and understanding the clients hopes for visual direction.

abstract concept

- reflects attributes of STI's through the patterns- stripes, dots etc.
- the layered design has texture and visual interest, drawing attention from the viewer.
- it is playful and engaging, which is appropriate for the youthful target audience.

relationship concept

- focus on love, sex and relationships
- reflective of caddyshack
- utilising our skills in graphical illustrations
- vibrant, playful and inviting designs to help engage the targetted audience, and help normalise the discussions at hand.

photographic concept

- utilises the caddyshack brand identity in a new way
- offers a simple, neat design solution
- promotes inclusion and diversity through selected imagery

sticker concept

- a fun approach to the YET theme, introducing colour and sticker like icons
- pop-colour palette to go with caddyshack theme
- aesthetically pleasing, as well as clever for branding ie. tote bags, stickers for drink bottles
- inspirations aspire from themes surrounding intimacy and unity
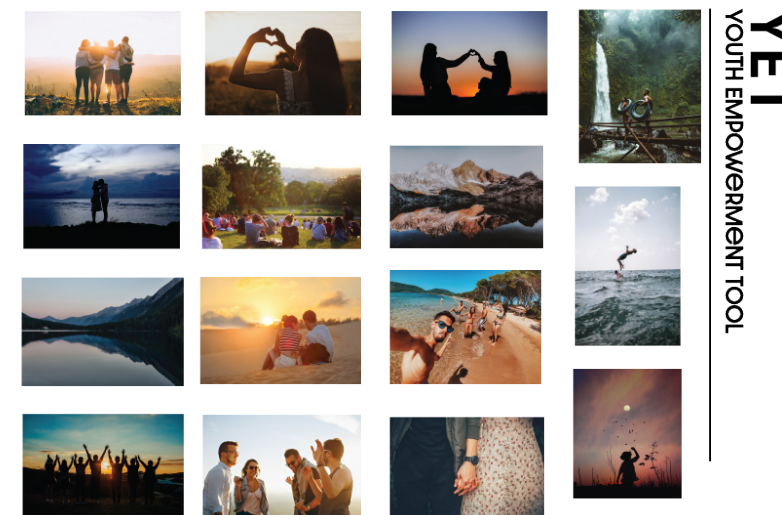
illustrative concept

- more formal approach, line art/illustrations
- pop-colour palette to go with caddyshack theme
- using the simplistic drawings to attract a connection with the viewer as they're enticing
- inspirations aspire from themes surrounding intimacy and unity

Client Feedback

Our first meeting with Kaitlyn from YET was a true turning point for our priorities. The brief was made clearer, and some key points were raised including:

- the colour pallete must be the same as caddyshack
- images are favoured for the final concept
- a strong logo for YET is needed

After having our in person meeting, we sent the return brief to YET, so they could discuss the visual direction as a team. From this email response, they commented:

- For the photographic concept it is very busy but it would be good to explore this a little more
- What is the design concept of the relationship one? As we feel all of the concepts will have a relationship style. We like the top left image with the three people and the bottom image with the two people and the flower. It would be good to explore this more, well done J
- We really like the sticker concept and the idea of creating 'stickers'
- The illustration concept is absolutely beautiful! All of the team love the fine art however we feel this is not representative of everyone and will not appeal to a larger audience for YET. However we think it is a nice idea layering images

Both the written and verbal feedback helped us develop a concept that was more inline with their thoughts.

1.3

First logo designs

- All represent interconnectivity of people & knowledge.
- The capital 'E' accentuates the ideas of empowerment.

yet

YEt

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YET

yet

Final concepts - dynamic, bold & reductive

iteration 1 (Dynamic)
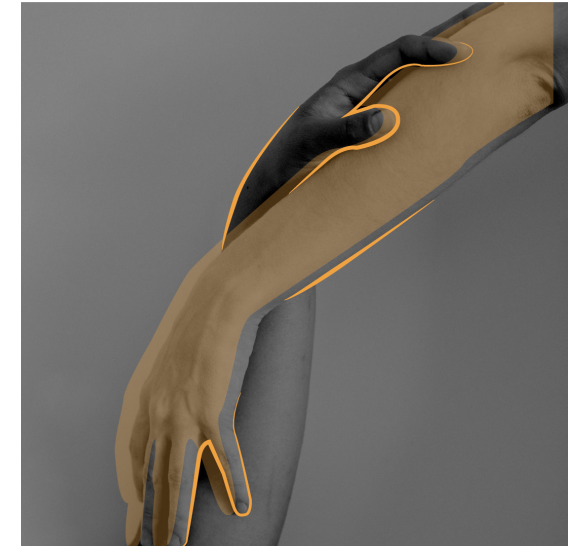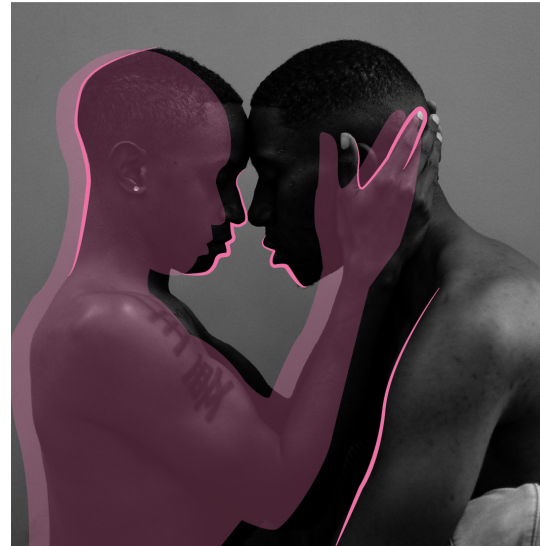
iteration 2.1 (Reductive 1.0)
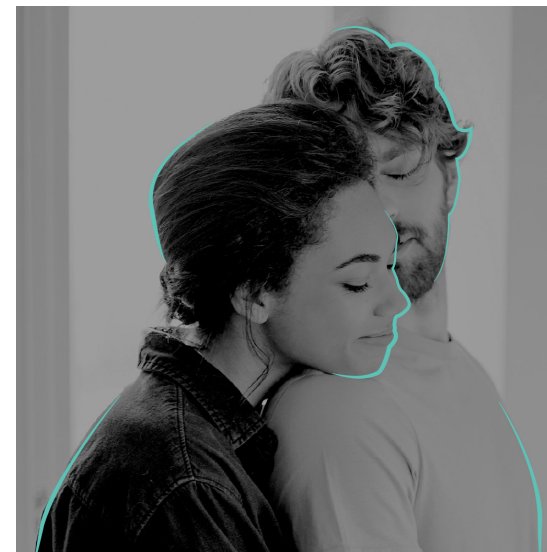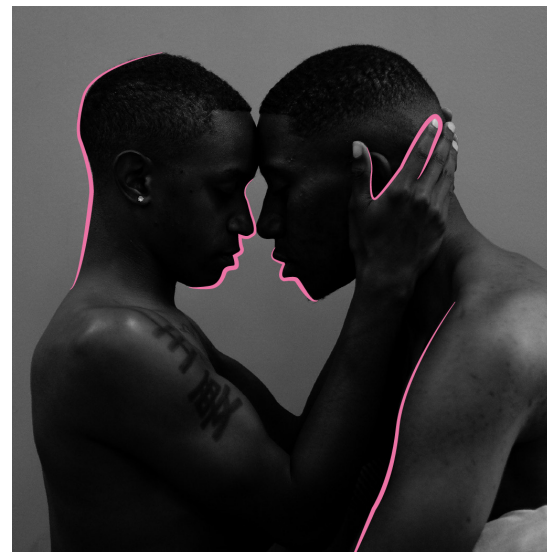
iteration 2.2 (Reductive 2.0)

youth

empowerment

tool
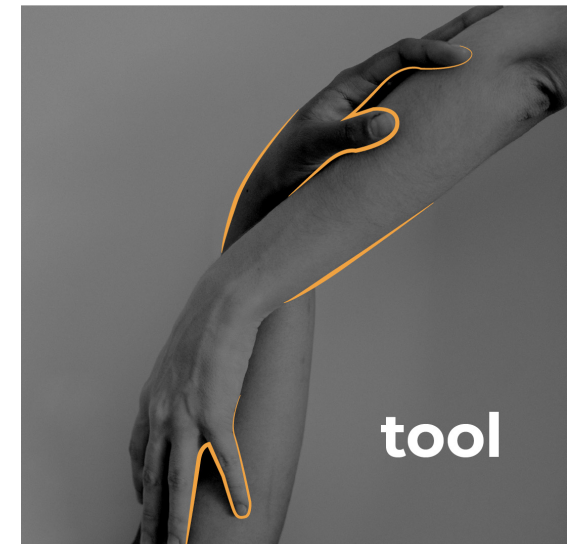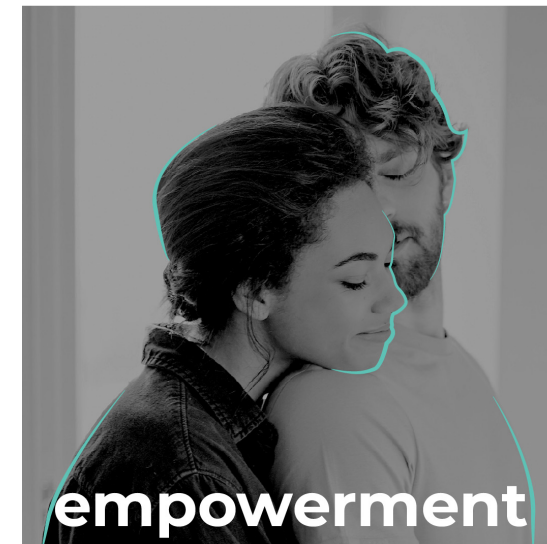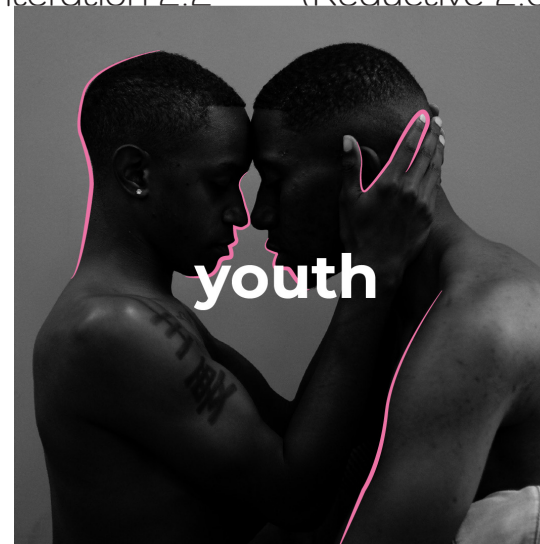
iteration 3.1   (Bold 1.0)

iteration 3.2   (Bold 2.0)

Client Feedback

This was after our second meeting, where they highlighted the key aspects about the logo and concept design:

- they liked the dynamic & bold versions
- they thought the photos were too staged, and did not represent the right audience - i.e. models were too old
- for the logo, they liked the outline version and the first separated version
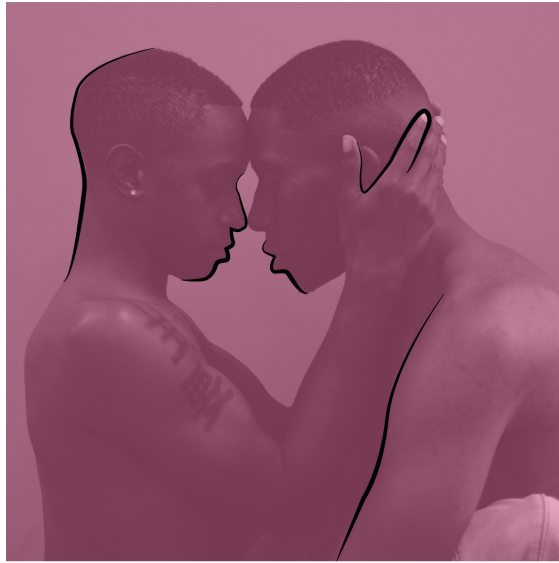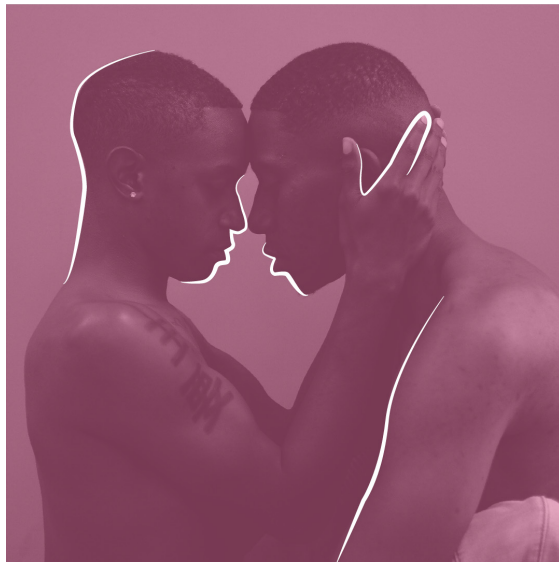
Concept iterations
1.0. Black + white Image
with opaque layer & coloured outline
2.1. Black + white with colour outline
2.2. Black + white with colour outline & layered white text
3.1. Opaque coloured image with black outline
3.2. Opaque coloured image with white outline

1.4

DEVELOPMENT STAGE 3

Client Feedback

After communicating back and fourth with the Caddyshack team, we were able to establish the direction we would take for the final iteration of the YET logo.

- We were given a specific colour palette which was aligned with the caddyshack brand, we took this into consideration when finalising our branding identity
- Kaitlyn and the team favoured the 'Como heavy' design, as a result we decided to use this typeface four our final logo
- Once branding identity was confirmed with Caddysahck team, we employed the colours across multiple iterations to execute our branding identity so it would be recognisable by our target audience
- Fun, colourful and recognisable logo/branding identity

Black & White

Typeface:
Como Heavy

Stroke:
- 1pt.

Final logo designs

Colour Palette
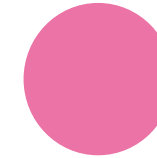
MYSTIC
C 2 M69 Y3 K0
R237 G115 B166

MARINE
C60 M0 Y34 K0
R94 G194 B182
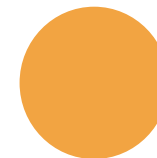
DESERT
C3 M40 Y84 K0
R241 G163 B66
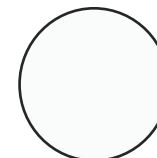
LIGHT
C2 M0 Y1 K0
R248 G248 B246

MEDIUM
C7 M7 Y9 K0
R234 G229 B223
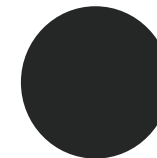
DARK
C71 M65 Y64 K68
R41 G41 B41

Colour

Stock images library

Original

Finding the images suitable to YET theme.

Black & White

Converting to black & white.

Dynamic Identity

Creating dynamic identity.

Opacity:
30%

Stroke:
8pt.

Client Feedback

As Kaitlyn and the Caddyshack theme is mostly filled with stock images our group thought we would continue this theme throughout YET. Kaitlyn ultimately liked this idea.

- We therefore sent through a bunch of stock images that we thought best represent the Caddyshack and YET brand.
- As a result, Kaitlyn and the team went through a process of elimiation, having the final pick on what images we would use for our library. (They liked the vibe we were going for).
- As a team we thought of ways to encorporate both our ideas and the Caddyshack identity to collaborate as one. We sent numerous emails exchanging ideas, and they liked our final outcome best.
- Hence, the final result of combining Caddyshack colours, with a little twist of outlining and shading to create a specific branding identity suitable to YEt.

1.5 FINAL DESIGN OUTCOMES

EMAIL FOOTER

LETTER HEAD

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy ni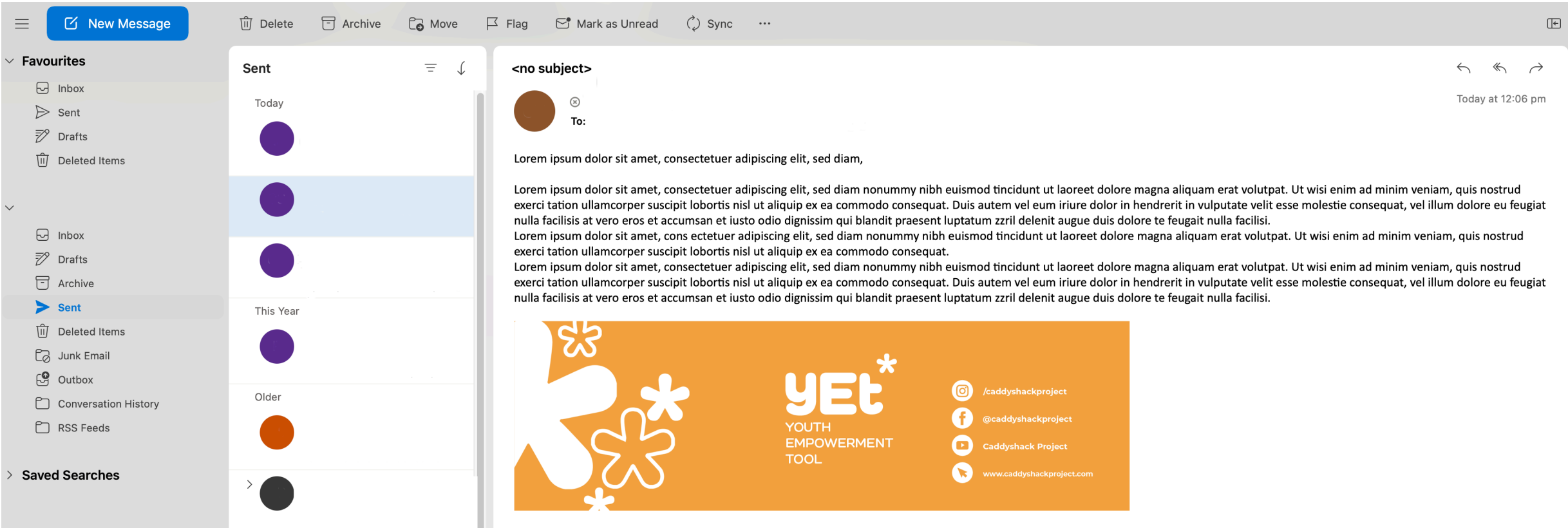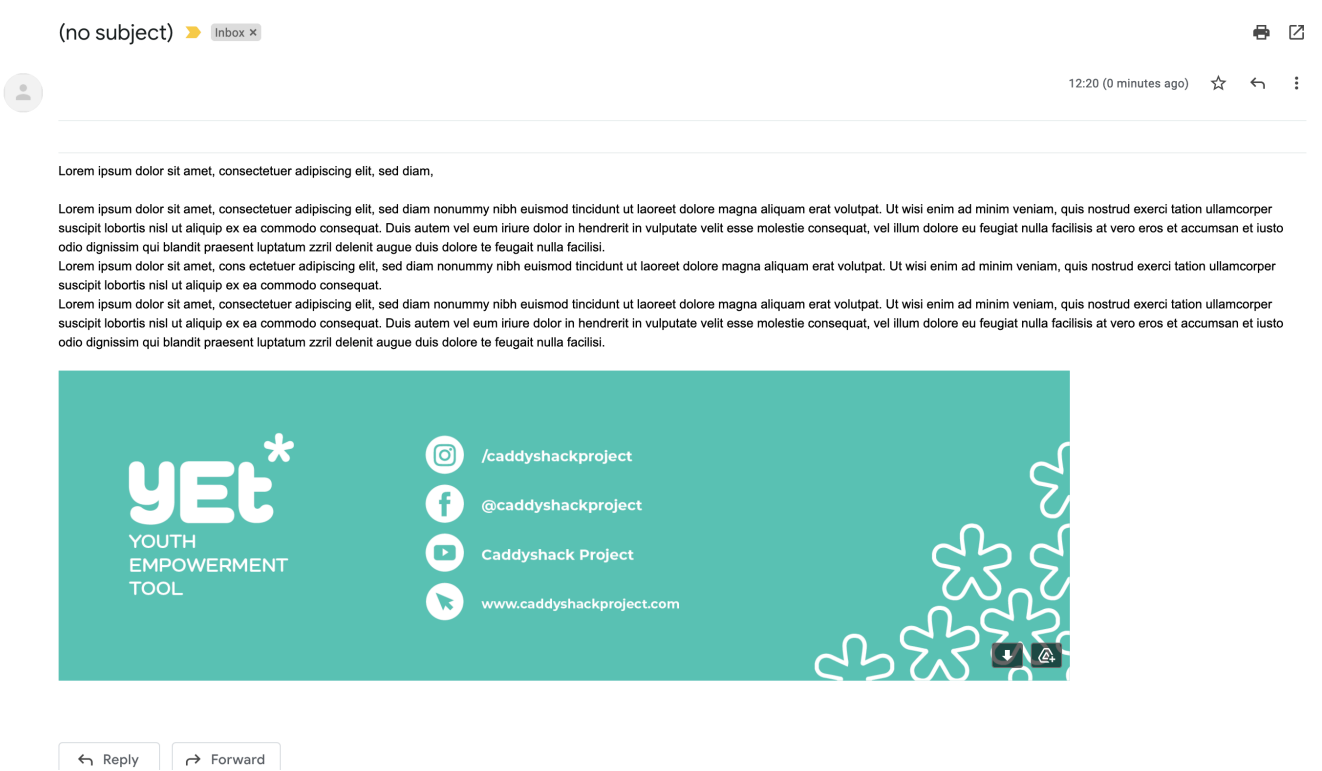bh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui

landing page

caddyshack

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A guide to find out more about sexual and reproductive health.

IMPORTANT STUFF

STI TEST?

KNOWLEDGE IS POWER

Sign up to receive our monthly newsletter and regular updates.

Email Address   SIGN UP

We respect your privacy.

'important stuff' page

caddyshack

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*IMPORTANT STUFF
Accessing sexual and reproductive health

You can get your own Medicare Card from the age of 15.
This means you can independently receive free or cheaper health services.

To get your own card call 13 20 11 or visit www.servicesaustralia.gov.au.

When calling or booking online to make an appointment ask if the
health service Bulk Bills or charges a Gap Fee.

Most services at Sexual Health Clinics are free.

FAMILY PLANNING NSW   MARIE STOPES

PLAY SAFE NSW   TAKE BLAKTION

TRANSHUB   ACON

The Australian Government Privacy Act 1988 means that your
information remains confidential unless there is a concern about
your safety or the safety of others.

NO HOMOPHOBIA

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'STI test?' page

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*STI TEST?

What to expect...

Sexual health checks are a great way to look after yourself.
Watch what it's like to visit a Sexual Health Clinic.

* The health professional will ask about your **sexual history** to get the right tests for you.

* These could be a urine sample (pee in a jar), blood sample or swabs of the **vagina, anus or mouth.**

* If you have **lumps, bumps or rashes**, the health professional may need to look at and examine those areas.

* Test results may be given over the phone, online or at a face to face **appointment**.

* **Contact tracing** lets your sexual partners know if they need testing and treatment.

* Health professionals can do this anonymously and it won't be traced back to you.

* Locate the nearest free **Sexual Health Clinic** in NSW or call **Sexual Health Info Link** to talk to a nurse confidentially for free.

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We respect your privacy.

'knowledge is power' page

YEt*

*KNOWLEDGE IS POWER

CONTRACEPTION
- Which contraception suits me?
- Contraception methods
- Can I get pregnant on the pill?
- Find more on condoms
- Find free condoms

STI's
- What is an STI?
- STI's explained
- Do STI's clear up on their own?
- How to prevent an STI
- How to test for an STI
- Check out a local STI clinic
- Common STI's

OTHER STUFF
- Convo starters w/ doctors
- Healthy relationships
- Letting your partner know
- Unplanned pregnancy
- Unsafe tattooing
- What is a HPV vaccine?

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vi FLYER

SCAN THE
QR CODE TO
FIND OUT
MORE ABOUT
SEXUAL &
REPRODUCTIVE
HEALTH !!!

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TOOL

INSERT
TAGLINE
HERE ...

HEADING *

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* ecgiheice
* ceiheiche
* cheiheiche

vii

CONDOM DISPENSER STICKER/POSTER

opacity = 0%

opacity = 30%

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YOUTH EMPOWERMENT TOOL

Scan the QR code to find out more about sexual & reproductive health.

ix

IN THE LOOP
EMAIL TEMPLATE

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A GUIDE TO FIND OUT MORE ABOUT SEXUAL AND REPRODUCTIVE HEALTH
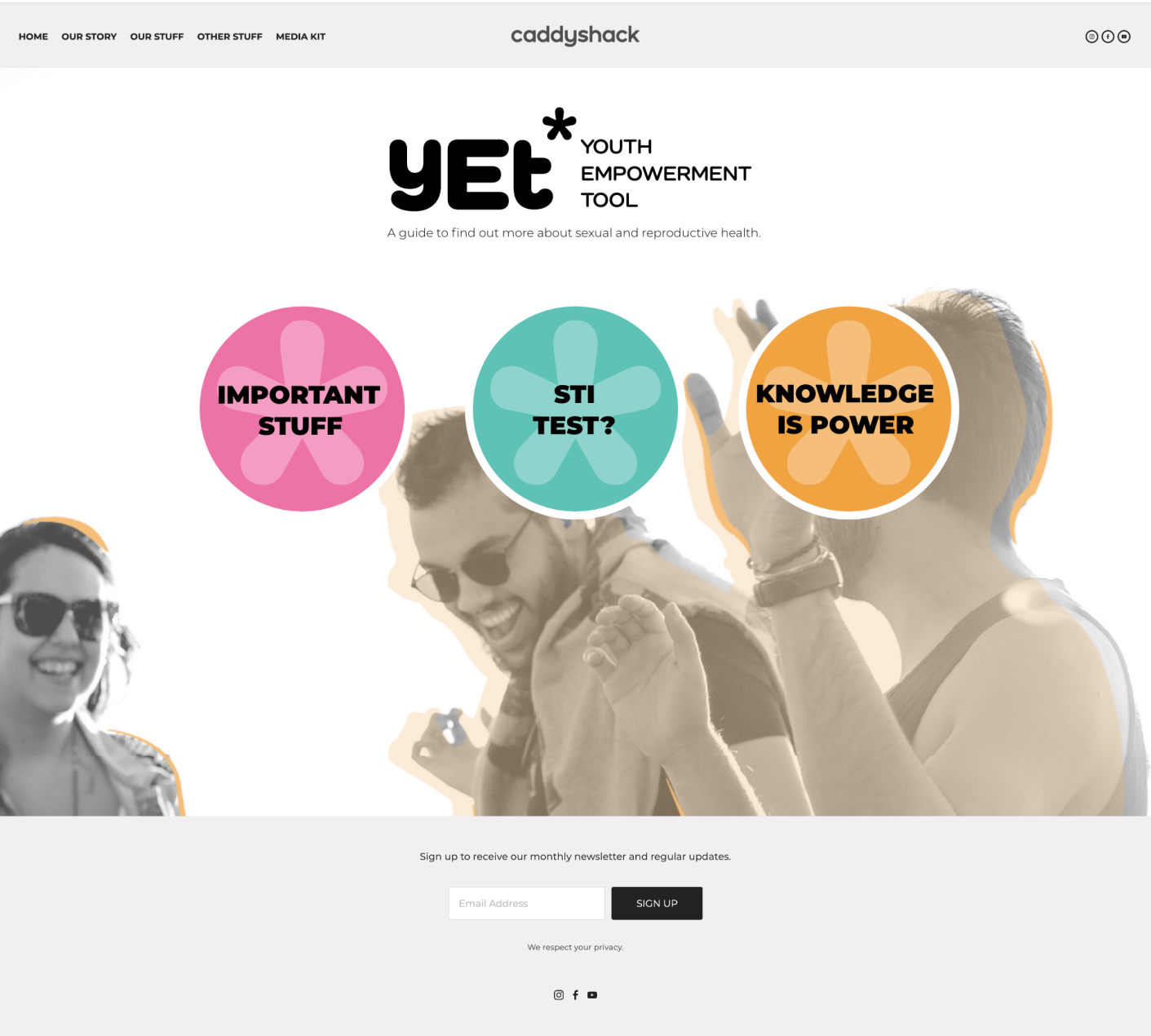
STUFF TO KNOW BEFORE YOU GO

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VIEW MORE

GOING FOR AN STI TEST

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VIEW MORE
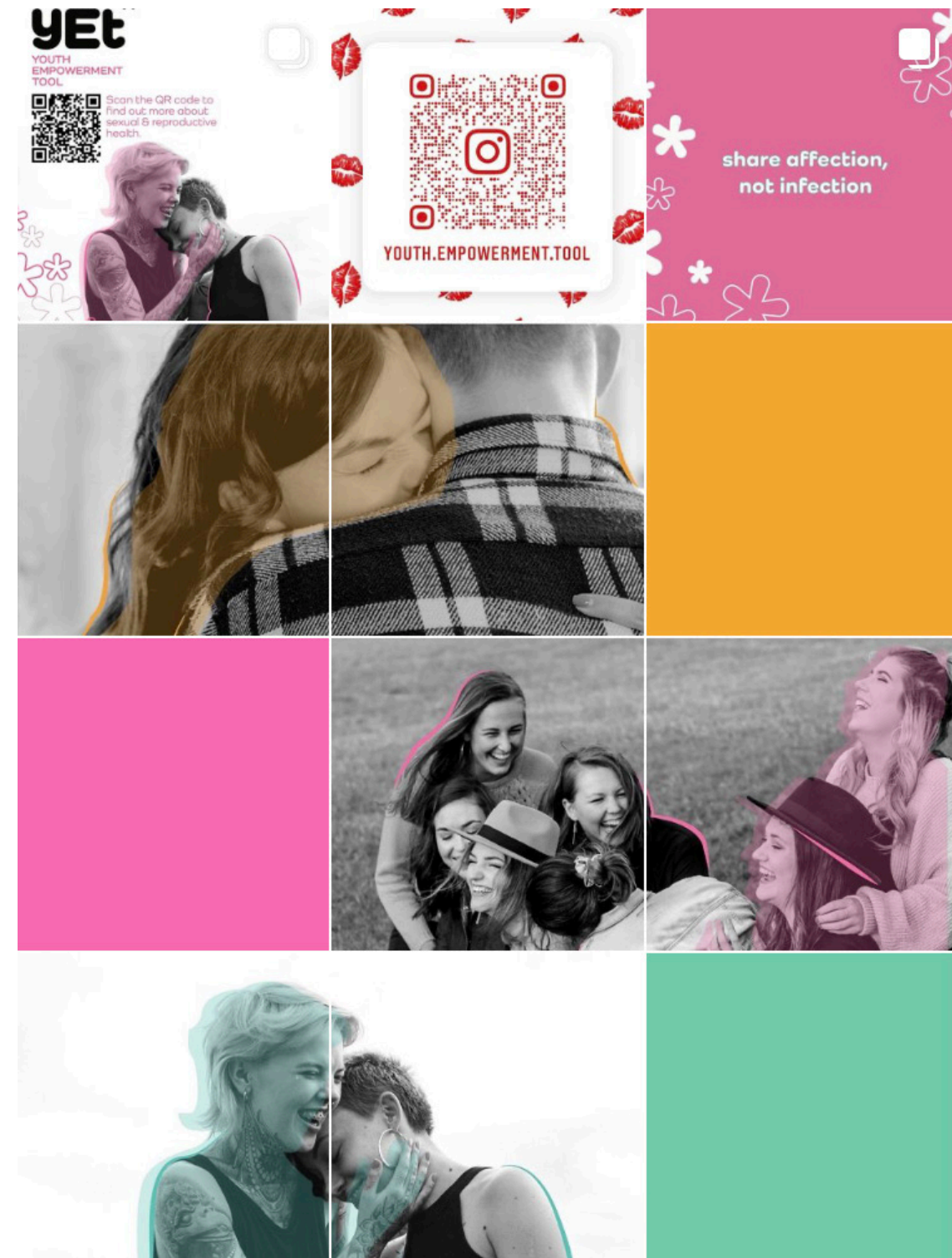
KNOWLEDGE IS POWER

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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2
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Education
a guide to find out more about sexual and reproductive health.
www.caddyshackproject.com
Followed by **litlstudio**, **toni_murray** and **3 others**

Following ⌄

Message

⌄

https://instagram.com/youth.empowerment.tool?utm_medium=copy_link

instagram grid

Posts

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1/3

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health.

Posts

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JCDecaux

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health.

youth empowerment tool
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Like Page

we aim to reduce the stigma surrounding sexual and reproductive
health, empowering our youth to engage in regular health checks
#youthempowerment

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health.

127   30 Comments   11 Shares

👍 Like   💬 Comment   ➤ Share

facebook post & caption
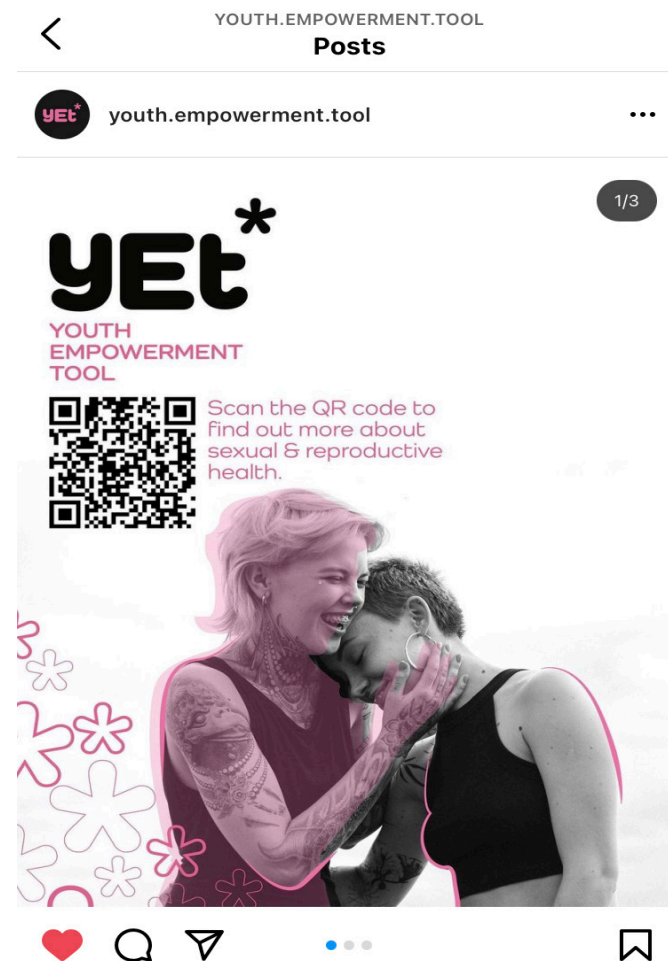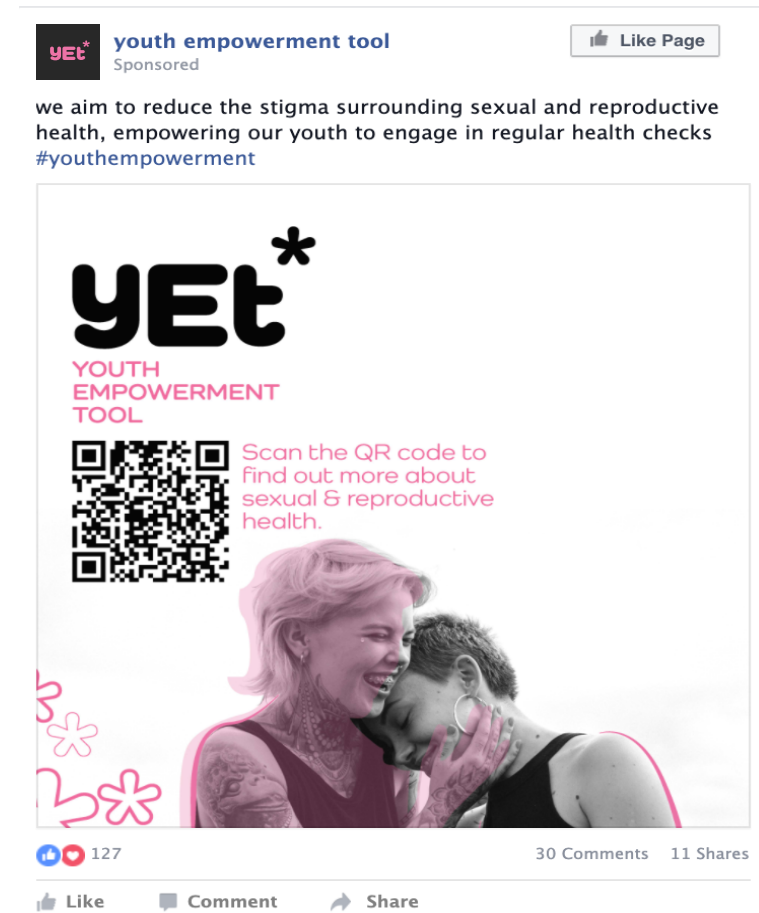
youth.empowerment.tool find our posters when you're out
and about! scan the QR code to head straight to our website
where you'll find knowledge surrounding both sexual and
reproductive health 💕 we aim to reduce the stigma
surrounding sti's, encouraging individuals to get regular
health checks and to engage in safe sex 🎉👑🎉👑, lets get
empowered together !!

instagram post & caption