



Wood Green
Interim Youth Hub
Branding Recommendation

LOGO & COLOUR PALETTE

Young People Co-design Workshop

During a co-design workshop run by the design consultants Freehaus and the council with the Wood Green Young Voices, the session focused on creating a logo and colour palette for the new Youth Hub, where the Wood Green Young Voices referenced images, symbols, and existing logos and colours that speak to them and their experiences of being a young person in Wood Green.

There were two options co-created with the Young People (options A and B). Freehaus created a third option C to provide more options to be presented in the public survey.

Adult Stakeholder Co-design Meeting

The three options were presented to a group of wider stakeholders, where concerns about the name were raised due to potential misinterpretation, which could be a reference to gangs in the area.

To mitigate these concerns, it was noted that there is a need for a strong emphasis on the narrative behind the name, the way it was produced, and what it represents for the audience of the Youth Hub. This narrative will need to be central to the Youth Hub's communications going forward.

These comments also impacted the colour palettes which saw a reduction of the use of the colour green.

Public Survey Results

The three options were placed on online survey on the youth page of the Council's website for two and a half weeks. The Early Help and Wood Green Regeneration Teams reached out to local youth groups and community organisations, as well as public and community sector groups service providers operating in the Wood Green area.

During the co-design workshop, option A has also been the most popular amongst the Young People. The results of the online survey show a preference for option A.

1. Which of these logos and colour selections do you think fits better for the new Youth Hub in Wood Green?



Public Survey Comments

The Council's consultation co-ordinator and the design consultants have reviewed the open responses to ensure that there are no other issues raised in the survey that might pose a problem for the overall acceptability of the logo and colour scheme with young people or wider community. Thirty-five respondents left comments, of which all but one referred to the aesthetics of the choices. One comment referenced "gang colours" but there was no attribution to any of the options.

Recommendation

That Option A be adopted by the council as the logo of the Wood Green Youth Hub.

Options developed and the subject of the online survey:

