

FYP PROJECT BOOK

FORÓIGE REBRANDED: YOUTH, VOICE & VISION

KELLY HUGHES
B00148300



CONTENT

03 PROJECT STATEMENT.

04 PROJECT OVERVIEW.

05 KEY INFLUENCES.

07 THEMATIC ANALYSIS.

09 PROJECT DETAILS.

CONTENT

23 WEBSITE.

24 LANDING PAGE.

25 PROTOTYPE.

27 MARKETING STRATEGY.

30 CONCLUSION.

PROJECT STATEMENT

Foróige, Ireland's leading youth development organisation, plays a vital role in empowering young people aged 10–18 through creativity, leadership, and community engagement.

Despite its positive impact, the current brand struggles to resonate with today's digital-first generation. Its visual identity and tone of voice often feel outdated, inconsistent, and disconnected from the vibrant youth it serves. Additionally, the organisation's digital platforms—especially social media—lack the energy, clarity, and cohesion needed to build deeper engagement and recognition.

This project reimagines Foróige's visual identity and digital presence with a bold, youth-led rebrand. From a refreshed logo and kinetic typography campaigns to a centralised website and dynamic social media content, the new identity celebrates individuality, confidence, and creative expression. At its core are empowering values like "Fearlessly You" and "Find Your Tribe." By aligning the brand with the lifestyles and aesthetics of young people today, the project aims to foster stronger connections, boost engagement, and build a brand that feels truly made for youth.



PROJECT OVERVIEW

Rationale

Foróige supports and empowers young people, but its online presence hasn't fully connected with its audience. This project aims to modernise Foróige's brand and social media strategy to better reflect youth culture—making the organisation more visible, relatable, and engaging for the next generation.

Outline of Artifact

This project includes a rebrand of Foróige with a full social media campaign and supporting materials. The final outputs include a high-fidelity website prototype, a refreshed logo, promotional assets, an Instagram strategy, and a series of TikToks designed to better connect with young people.

**My aim is to design a product that feels less like an organisation, and more like a movement
One young people want to follow, post, and be part of.**

REBRAND



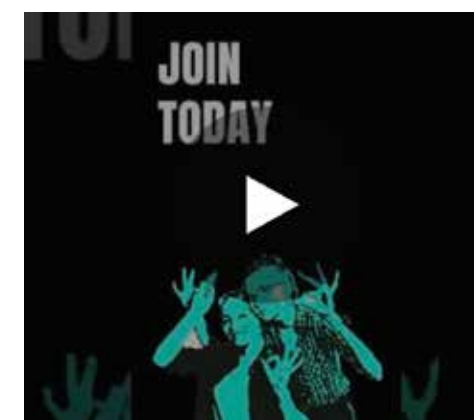
MARKETING STRATEGY



DESIGNS



SAMPLE MOTION GRAPHICS



PROTOTYPE



KEY INFLUENCES

Nike

Nike's brand identity is built around boldness, simplicity, and direct communication. Their powerful use of typography, black-and-white contrast, and motivational messaging influenced the tone of the Foróige rebrand. I drew from Nike's ability to emotionally connect with youth audiences while maintaining a professional and premium look. The confidence in their campaigns helped shape the assertive voice used in my visuals and content.



Adidas

Adidas stands out for blending sport, culture, and fashion seamlessly. Their editorial photography style and clean layouts influenced the visual storytelling approach across the website and social content. Adidas also embraces diversity and individuality in youth culture something I mirrored by ensuring the rebrand felt inclusive, expressive, and adaptable for different sub-audiences within Foróige's community.



Spotify

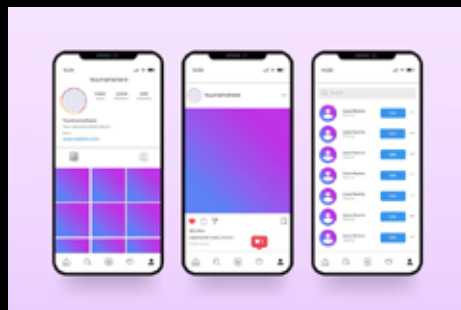
Spotify's digital-first, The use of motion, gradients, and vibrant color palettes in Spotify inspired my kinetic type animations and social assets. Spotify's way of turning data and user habits into engaging stories pushed me to consider how Foróige's users could feel more involved and represented in the digital space.



KEY INFLUENCES

Instagram

Instagram's influence came through its highly visual interface and fluid UX. Its layout norms and post/story formats guided the structure of my prototype for mobile. More importantly, Instagram's trend-driven visual language encouraged me to stay current with Gen Z styles, short-form video.



Banksy & Street Art Aesthetics

Banksy's gritty, socially aware visuals hugely inspired the bold, posterised graphic style used throughout the campaign. The aim was to give the rebrand a sense of urgency, voice, and grassroots energy, something raw yet purposeful. The street art aesthetic also helped challenge traditional youth service visuals, making Foróige feel more contemporary and culturally in touch.



THEMATIC ANALYSIS.

Interview Analysis: Youth Perspectives on Foróige

To gain deeper insight into how Foróige is perceived by young people, I conducted three semi-structured interviews with participants aged 14, 16, and 17. Each was asked a set of open-ended questions about their awareness of Foróige, attitudes toward youth organisations, preferred content styles, interests, and online habits.

Thematic analysis revealed the following patterns:

Theme 1: Low Awareness, Vague Understanding

All three participants had heard of Foróige in some form, but their understanding of what the organisation does was unclear or limited. Brody guessed it was “something socially,” while Harry described it as “a youth club,” and Michaela vaguely recalled seeing the name but couldn’t describe its purpose.

“I think I’ve heard of it before... maybe seen the name somewhere, but I don’t really know what it’s about.” — Michaela

Theme 2: Willingness to Engage—If It’s Fun and Relatable

All participants showed openness to youth organisations, provided the experience was enjoyable, accessible, and not too formal or structured. Michaela especially highlighted a dislike for anything that felt like “extra school” or “boring.” Harry was less interested due to his age but didn’t express negativity toward youth clubs overall.

“If it was fun, easy to get involved in, and didn’t feel like extra work or school, I’d think about it.” — Michaela



THEMATIC ANALYSIS.

Theme 3: Visual Content and Real People Matter

Across all interviews, there was a clear preference for social content that feels native to platforms like TikTok and Instagram—particularly short videos, behind-the-scenes footage, or real users showcasing activities. They disliked content that feels overly promotional or like traditional advertising.

“Stuff that looks cool... maybe funny content, behind-the-scenes of events, or real people showing what they do.” — Michaela

“A video on social media about what Foróige do.” — Brody

Theme 4: Activities Should Be Creative, Social, and Youth-Led

Participants showed strong interest in fun, expressive, and culture-driven activities: music, gaming, sports, fashion, art, and content creation. Traditional or formal programming was less appealing unless it was delivered in an engaging way.

“Anything creative or social—festivals, music, gaming, fashion, content creation, photography.” — Michaela

“Sport, Games, Art.” — Brody

Theme 5: Strong Influence from Youth Culture Brands and Creators

Nike, Adidas, gaming creators, music influencers, and entertaining content on TikTok, YouTube, and Twitch were frequently mentioned. These influences shape expectations around tone, visuals, and how young people want to be spoken to online.

“Nike skateboarding, entertainment, the arts, music videos.” — Harry

“I like creators who are funny or chill.” — Michaela

Conclusion

The interviews confirmed a gap between Foróige’s current communications and the expectations of its target audience. Youth want a brand that feels real, fun, and in tune with the platforms they use and the content they consume. There’s a strong opportunity to reframe Foróige’s image as something culturally relevant, creative, and youth-driven—especially through video storytelling and peer-led content.

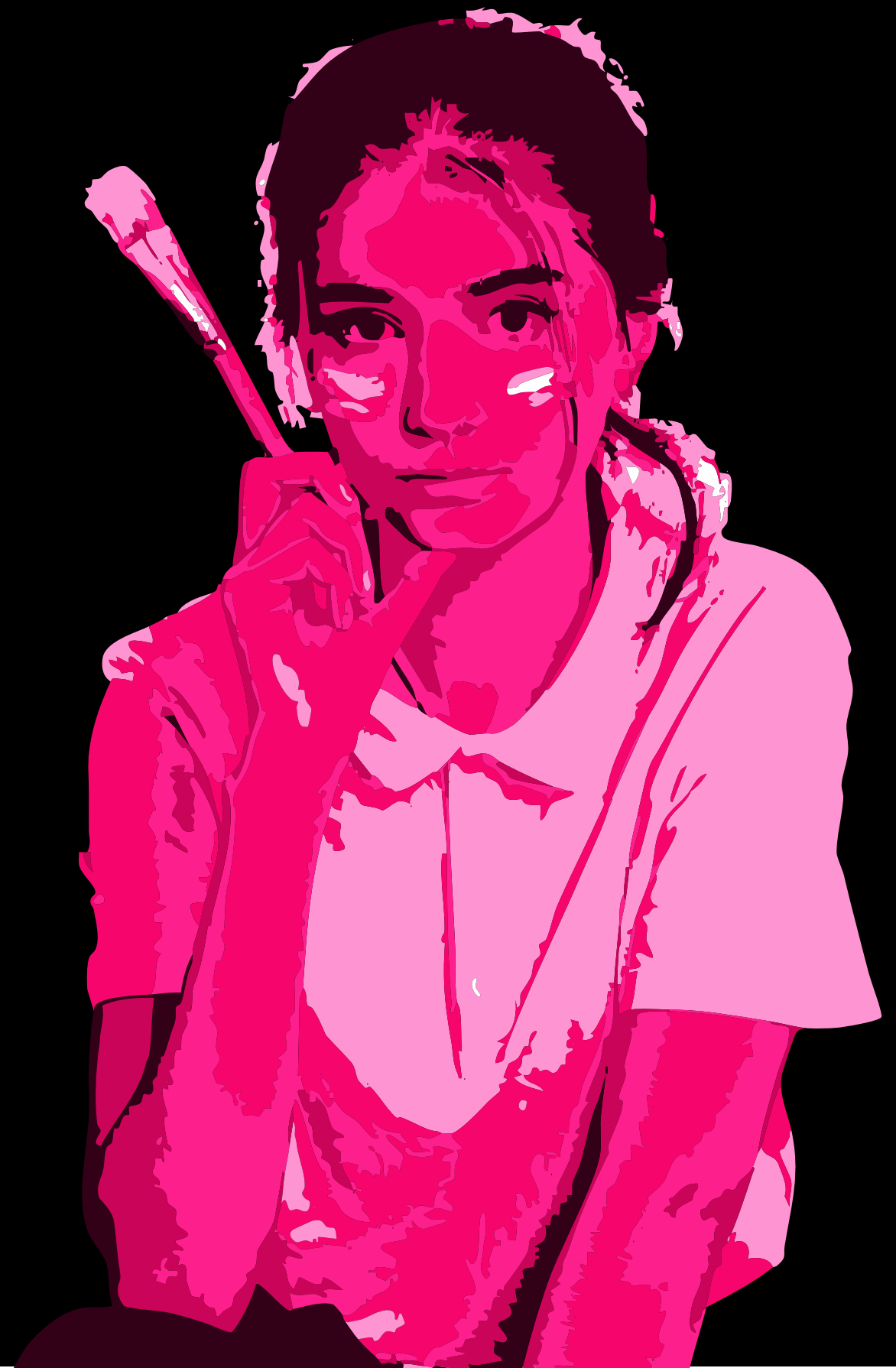
PROJECT DETAILS

CONTEXT

Originally envisioned as a creative exploration of youth culture and identity, this project evolved through extensive research into the real experiences and voices of young people in Ireland. While Foróige has long supported young people through local groups and personal development programmes, it became clear that its existing brand did not reflect the vibrant, creative, and diverse community it serves—particularly in the digital space.

Interviews, surveys, and observational research revealed a gap in visibility and relevance, especially among the 10–18-year-olds Foróige is designed to empower. Despite its wide reach, many young people felt unaware of what Foróige actually offered or found its image outdated and disconnected from their lived realities.

This disconnect inspired a more ambitious rebrand—one that not only refreshes Foróige’s visual identity but repositions the organisation as bold, digital-first, and youth-led. It aims to amplify Foróige’s role in nurturing creativity, confidence, and community on and offline.



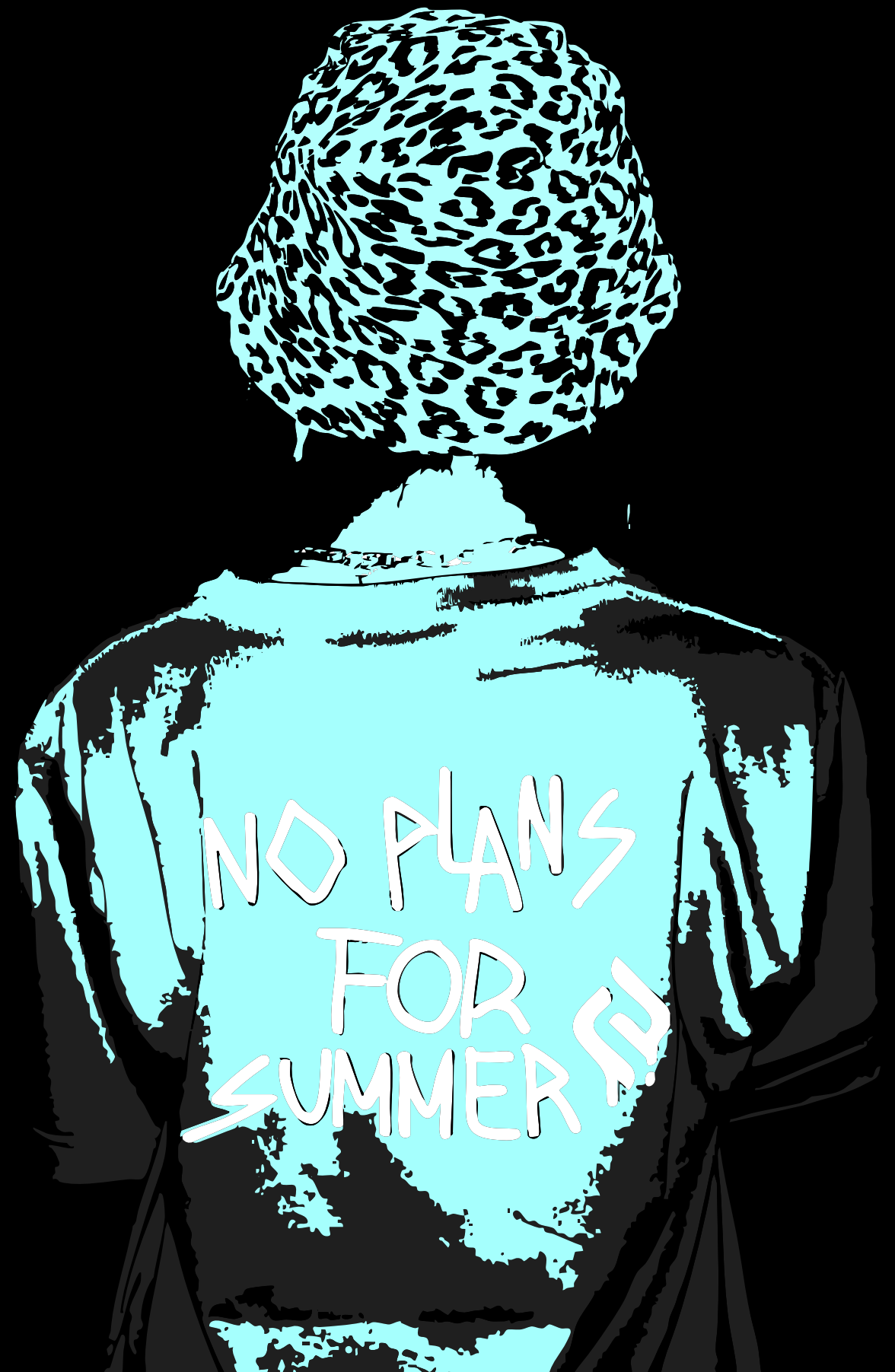
PROJECT DETAILS

SCOPE

What started as an exploration into bringing awareness to Foróige I found I would need to give a new tone of voice and make the organisation feel more relevant to today's youth. This quickly evolved into a complete rebrand. It became clear that a modern, consistent, and youth-led identity was needed, not just in how Foróige speaks, but in how it looks, feels, and connects with young people aged 10–18.

The project grew to include a bold new visual language, refreshed messaging, and a dynamic multi-platform strategy. At the core is a digital-first campaign that reaches young audiences where they already are on platforms like TikTok and Instagram. Through kinetic type videos, motion design, poster campaigns, and mini website just aimed at the youth.

To strengthen recognition and community connection, elements were imagined, from urban posters to pop-up experiences. The scope also includes a new youth-facing website, a cohesive social media kit, a detailed brand guidelines document, and branded merchandise, ensuring the rebrand lives across every touchpoint of the Foróige experience.



PROJECT DETAILS

GOAL

From the beginning, this project set out to explore how Foróige could feel more relatable, empowering, and relevant to the young people it serves. Through conversations with teens and analysis of youth media, it became clear that Foróige plays a pivotal role in giving young people the tools, confidence, and community to grow. However, its current brand didn't reflect the energy, creativity, or diversity of its members. A young participant shared how joining a Foróige group helped them "find where they fit," a moment that sparked the project's driving question: how can the brand reflect that same feeling of belonging?

As the rebrand evolved, the project's goals became clearer. To promote self-expression, confidence, inclusion, and creativity through a bold digital identity. More than a final year showcase, the ambition is to create something with real impact. A rebrand that could be pitched to Foróige and ignite meaningful change across Ireland's youth communities.



PROJECT DETAILS

Before diving into visuals or campaign ideas, the foundation of the new Foróige identity had to be set through strong, authentic messaging. This began with primary research: collecting insights from young people who had been involved in Foróige, conducting surveys with those who hadn't heard of it, and reviewing social media trends and youth culture patterns. From these findings, a wide range of keywords, quotes, and themes emerged—centred around confidence, belonging, creativity, and choice.

The result is a brand identity powered by a bold, youth-first voice—one that values authenticity over perfection, growth over pressure, and creativity over conformity. These values shaped everything: from the tone of voice and typography, to campaign taglines and poster content.

CORE MESSAGING

The final brand values guiding the Foróige rebrand are:

Fearlessly You
Fuel Creativity
Freedom to Choose
Find Your Tribe
Fun with Purpose
Forge Your Own Path
Forever Learning

These statements now act as the heartbeat of the brand—appearing across merch, TikToks, posters, and the website, always reminding young people that this space is theirs.



PROJECT DETAILS

STATEMENTS

MISSION

Fueling fun, friendships, and future leaders, Foróige empowers young people to explore their potential, shape their communities, and thrive in a world of endless possibilities.

VISION

A world where every young person finds their tribe, fuels their creativity, and has the freedom to grow, learn, and make an impact.

POSITION

Foróige: Where Friends, Fun & Future Come Together.

Friends – A place to connect, belong, and build real friendships.

Fun – Exciting events, creative projects, and unforgettable experiences.

Future – Skills, confidence, and opportunities to shape what's next.

TAG LINE

Your Vibe. Your Tribe.

PROJECT DETAILS

POSITIONING

The rebrand of Foróige began with a shift in how the organisation should be positioned—not just as a youth service, but as a relevant, inspiring, and empowering platform for self-expression, creativity, and growth. While Foróige has long provided valuable opportunities for young people aged 10–18, its identity and communication style hadn't kept pace with how today's youth connect, explore, and belong.

The decision was made to reposition Foróige as a modern youth lifestyle brand that champions creativity, community, and confidence. This wasn't about changing what Foróige does, but how it's perceived—placing the voice, tone, and aesthetic of the brand in a space more aligned with Gen Z values and digital behaviour.

Rather than targeting only actively engaged members or young people already involved in local clubs, the new positioning broadens its reach to include non-engaged youth who may not yet know what Foróige is or what it offers. This includes students who are creative but under-supported, socially curious but disconnected, or simply looking for spaces where they feel seen and heard.

To shift perception, Foróige's brand now draws visual and strategic influence from bold, youth-centric brands like Nike, Converse, or even youth platforms like TikTok and Discord—organisations that communicate confidence, energy, and authenticity. This allows Foróige to move away from being seen as a traditional youth charity and towards being seen as a space young people are proud to associate with.

Through this repositioning, Foróige becomes a brand that feels owned by young people.

PROJECT DETAILS

As mentioned previously, the tone and relevance of the new Foróige brand were central from the outset—and the logo needed to embody that same bold, youthful energy. The visual direction was inspired by brands like Nike, Adidas, Converse, and campaigns by community-focused initiatives such as Belters Only or Glossier, all of which use dynamic identity systems with powerful iconography, movement, and flexible application across digital and print formats.

The design process began with a deep dive into the brand's new core values—empowerment, creativity, expression, and connection. From these, visual themes and metaphors were developed through word association, mind-mapping, and reference pulling. Concepts like spark, growth, unity, and movement emerged through repeated sketches and visual exploration.

The early ideation included a wide range of symbolic interpretations—arrows, stars, sparks, clusters, speech bubbles, and interconnected lines—all attempting to convey the idea of potential, voice, and forward movement. From there, dozens of logo iterations were sketched, refined, and brought into Illustrator for digital testing.

Staying close to modernist principles—clean lines, abstracted form, and flexible application—initial drafts were judged against the criteria of being bold, scalable, memorable, and youth-friendly. Some early drafts leaned too corporate, while others were too playful or lacked meaning. The direction that began to feel right introduced elements of modularity and movement, reflecting how young people grow and express themselves differently over time.

The final logo builds on a concept of connection and progression. Abstract but expressive, it hints at an "F" without being literal, and it can animate, shift, and react across media—mirroring the adaptive, evolving nature of youth today. It works not just as a logo, but as a system: adaptable for merch, stickers, social, and motion, while remaining instantly recognisable.

PROJECT DETAILS

Based on Anton Regular with a slight increase in weight, the logotype element of our visual identity delivers a fresh, slick, and modern feel. The tightly set lettering enhances its bold presence, while the custom apostrophe—shaped as a blend of a speech bubble and megaphone—symbolises youth voice, communication, and empowerment at the heart of Foróige.

LOGO



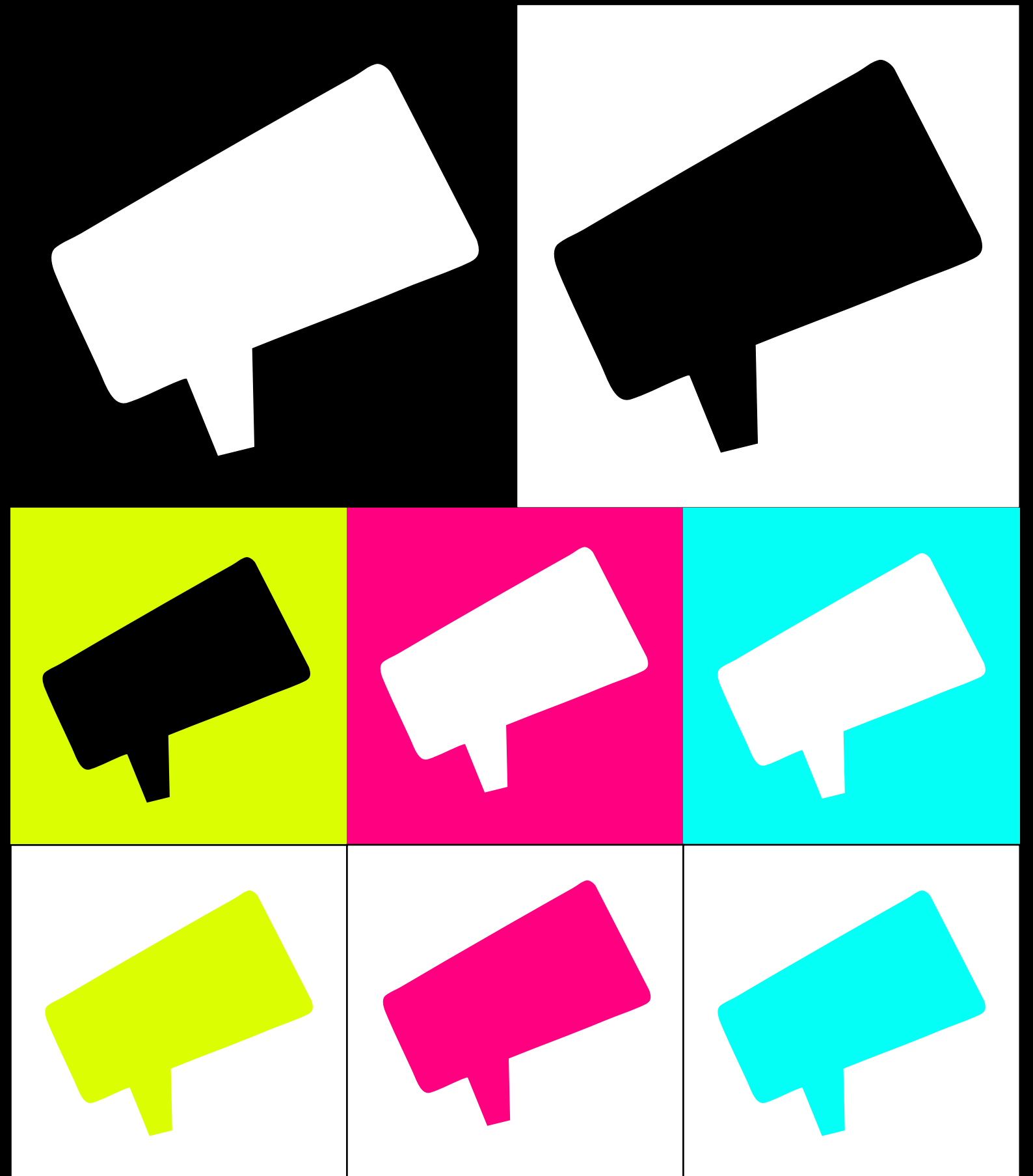
FORÓIGE
YOUR VIBE. YOUR TRIBE

PROJECT DETAILS

The VoiceMark we use as a standalone brand element, as well as part of the logo. By doing this it creates a strong distinctive brand symbol.

VoiceMark should be used as the reduced form of our logo in tight spaces by using it with our primary colour and secondary colour palette.

VOICE
MARK



PROJECT DETAILS

ROBOTO REGULAR

AaBbCc
Foróige

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890!@#%^&*

TYPOGRAPHY

SECONDARY

ROBOTO BOLD

AaBbCc
Foróige

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890!@#%^&*



FOROICE

YOUR VIBE. YOUR TRIBE

PROJECT DETAILS

Primary Colours (Bold & Empowering)

COLOUR PALETTE

Fearless Black
(#000000)

RGB:
(0 0 0)
CMYK:
(0%, 0%, 0%, 100%)

– Represents strength, individuality, and confidence. It adds contrast and makes vibrant colours pop (Fearlessly You, Forge Your Own Path).

Limitless White
(#FFFFFF)

RGB:
(255 255 255)
CMYK:
(0%, 0%, 0%, 0%)

– Symbolizes clarity, openness, and fresh opportunities. It keeps designs clean and modern (Freedom to Choose, Forever Learning)

PROJECT DETAILS

Secondary Colours (Vibrant & Youthful)

COLOUR PALETTE 17

Fuel Green
(#DBFE02)

RGB:
(219 254 2)
CMYK:
(13.78%, 0%,
99.21%, 0.39%)

– A high-energy colour that reflects creativity, excitement, and the power to shape the future (Fuel Creativity, Fun with Purpose).

Future Wave
(#04FFF7)

RGB:
(4 255 247)
CMYK:
(98.43%, 0%,
3.14%, 0%)

– Represents growth, connection, and innovation. A fresh, modern colour that speaks to community and learning (Find Your Tribe, Forever Learning).

Funky Fushia
(#FF0080)

RGB:
(255 0 128)
CMYK:
(0%, 100%,
49.8%, 0%)

– A fun and expressive colour that brings a sense of passion, excitement, and positivity (Fun with Purpose, Fearlessly You).

WEBSITE

The website content went through multiple rounds of iteration, continuously bouncing between design development and content planning to ensure every section had purpose and clarity. The goal was not just to make the website look good, but to make it genuinely useful—especially for young people engaging with Foróige for the first time.

The process began by benchmarking a wide range of youth service and non-profit websites. From this, a comprehensive sitemap was built out, listing what pages were commonly used, what felt redundant, and where Foróige could stand out. This initial audit helped guide decisions on structure and flow.

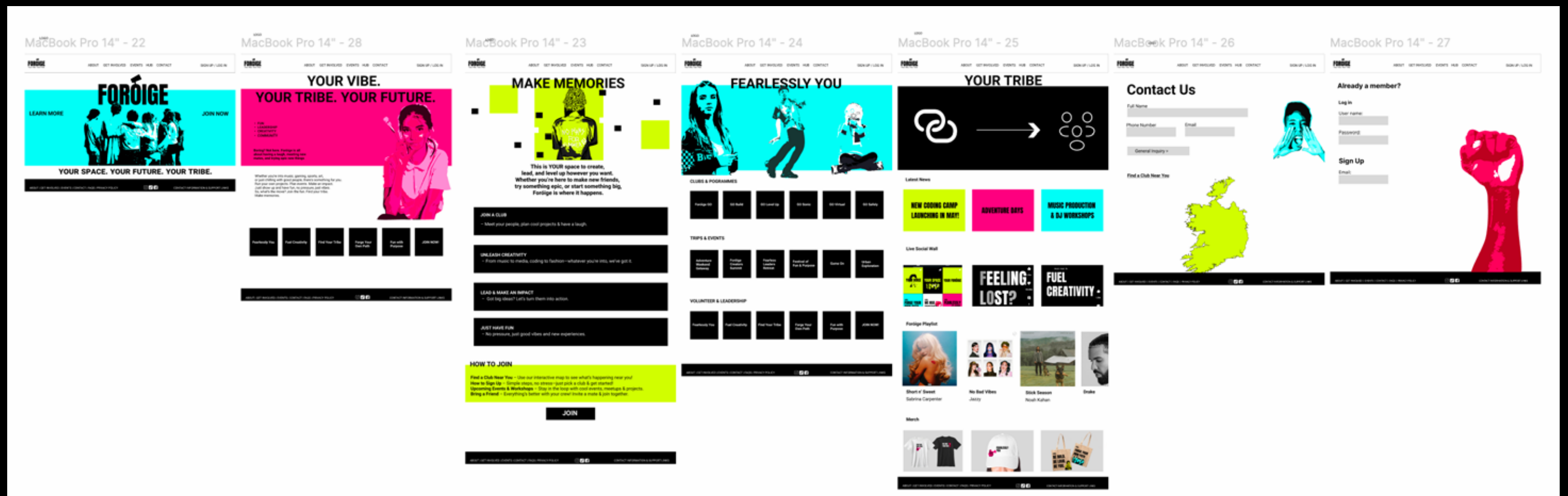
The visual design and prototyping were done using Figma, transitioning from early low-fidelity wireframes to a near-final high-fidelity prototype. This allowed for testing structure, readability, and user flow across both mobile and desktop. The end result is a fully functioning prototype that not only brings the rebrand to life but clearly shows how a modern, centralised Foróige website could operate, designed with flexibility to grow as the organisation evolves.

LANDING PAGE

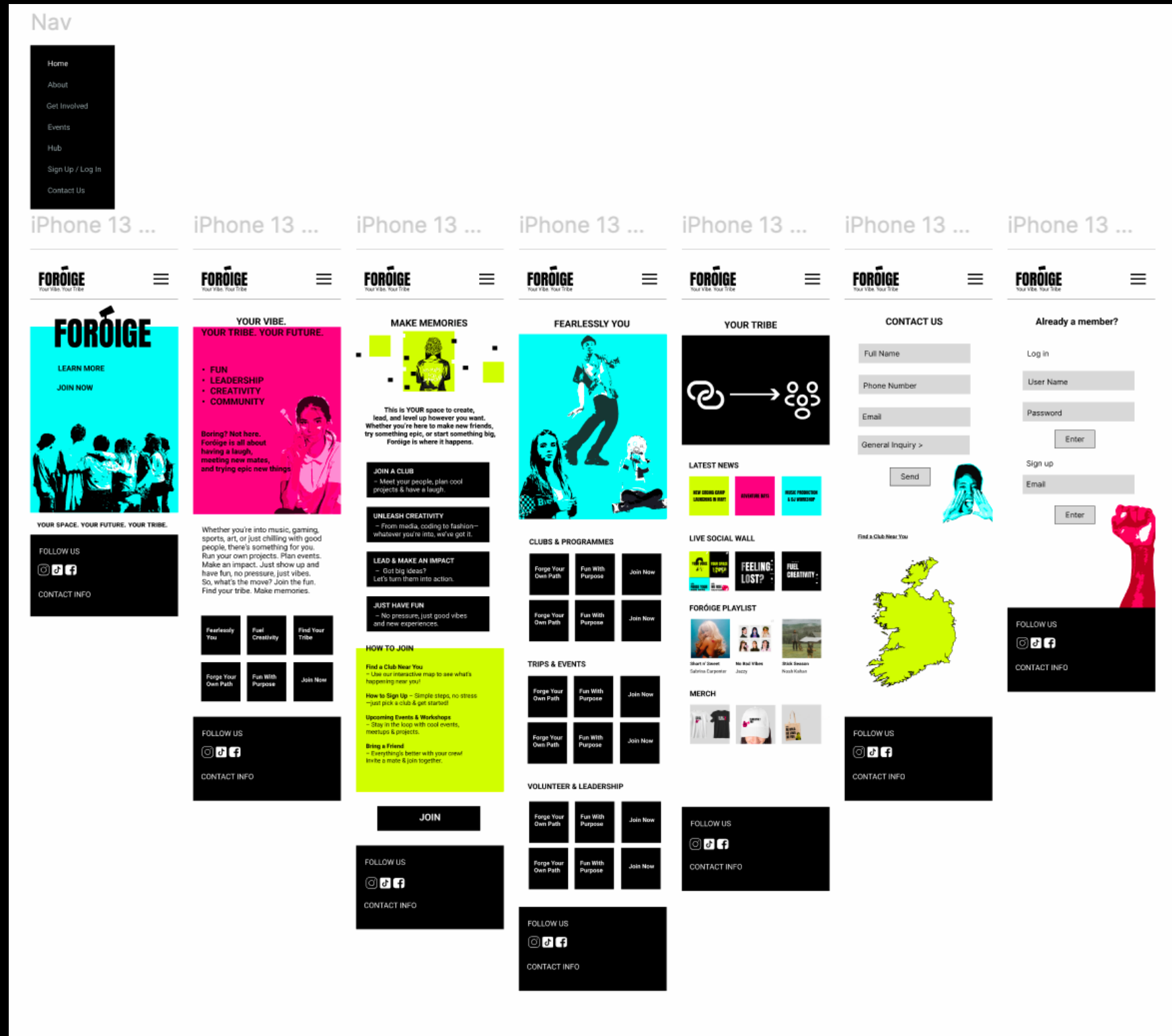


The landing page serves as a dynamic hub that users are directed to after engaging with Foróige's content on platforms like Instagram and TikTok. Designed to match the energy and tone of the social campaign, it uses high contrast type, vibrant colours, and motion to keep users engaged and guide them through Foróige's message in a way that feels natural and familiar.

PROTOTYPE



PROTOTYPE



MARKETING STRATEGY

Mock Ups

I created promotional mockups such as posters and billboards to advertise the new Foróige identity in real-world settings. These ads are designed to be placed around schools, youth centres, and public transport areas—locations where young people naturally gather. Each poster includes a QR code linking directly to the Foróige landing page, allowing passersby to instantly learn more or get involved while waiting with their phone in hand.



MARKETING STRATEGY



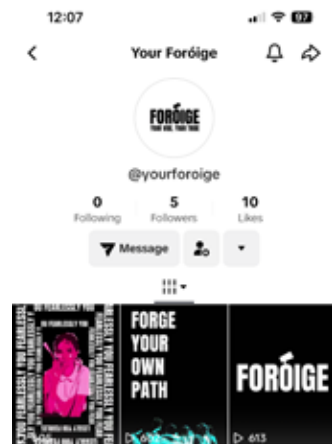
Merchandise as Marketing Strategy

As part of the overall marketing strategy, branded merchandise such as tote bags, caps, and t-shirts, serves as a tool for organic outreach and youth engagement. Designed to reflect the bold and vibrant new visual identity, these wearable items turn members into brand ambassadors. When worn at events, schools, or in public, they spark curiosity and conversation around Foróige, increasing visibility and reinforcing a sense of community and belonging among young people.

MARKETING STRATEGY

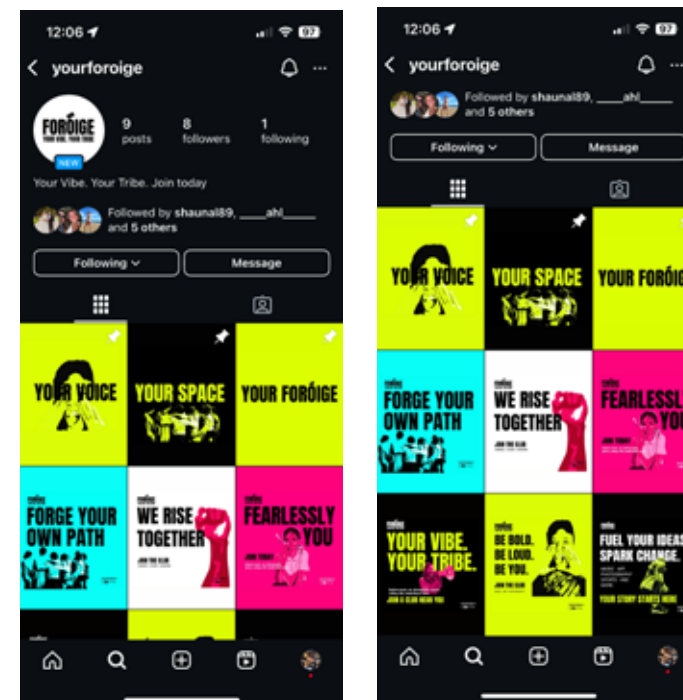
TikTok: Kinetic Type That Talks

The TikTok strategy is motion-first. Short-form videos use fast, rhythmic kinetic typography to deliver key messages in an engaging, scroll-stopping way. Text moves with the beat, bouncing, sliding, and scaling to amplify meaning and mood. The bold type, vibrant gradients, and sound-reactive animations help Foróige stand out in a feed dominated by entertainment. These videos are used to introduce values, spotlight opportunities, and build a brand that feels alive and connected to youth culture.



Instagram: Posterised Visuals with Purpose

The Instagram grid focuses on bold, posterised imagery that visually reflects Foróige's refreshed identity. Each post highlights a core value or offering using high-contrast colour palettes, and sharp type. The tone is direct and confident, designed to communicate quickly and clearly what Foróige stands for and why it matters. These act as digital posters instantly shareable, highly visual, and always on-brand.



CONCLUSION

Overall, from a design perspective, most of the outcomes achieved what was initially intended. There may have been room for slight refinements, particularly in the spacing and proportions within the final logo, which could have resulted in more cohesion across the supporting icon set. Minor adjustments to typography or layout spacing on certain pages of the website could also have contributed to an even stronger visual system.

One area that would have significantly elevated the outcome was the inclusion of original photography. Capturing real participants from Foróige centres would have introduced a greater sense of authenticity and relatability to the campaign. However, due to time limitations and the scale of the project, this wasn't feasible without additional resources or support. That said, the use of high-quality placeholder images did contribute to a professional and polished feel that helped communicate the brand's aspirations clearly.

Earlier collaboration with more of the young people involved in Foróige might have led to deeper insights. While user feedback did shape many decisions, bringing them in sooner could have provided more nuance around tone, messaging, and digital habits. Having more time to co-design elements—especially the social content—might have ensured even more resonance across all touchpoints.

Despite these considerations, the project still delivers a robust and versatile outcome. It lays a clear foundation for how Foróige's brand identity and digital presence can evolve in line with the real needs and expectations of its youth audience.



THANK YOU

Special Thanks To

Mark Shiels
TUD Blanchardstown



