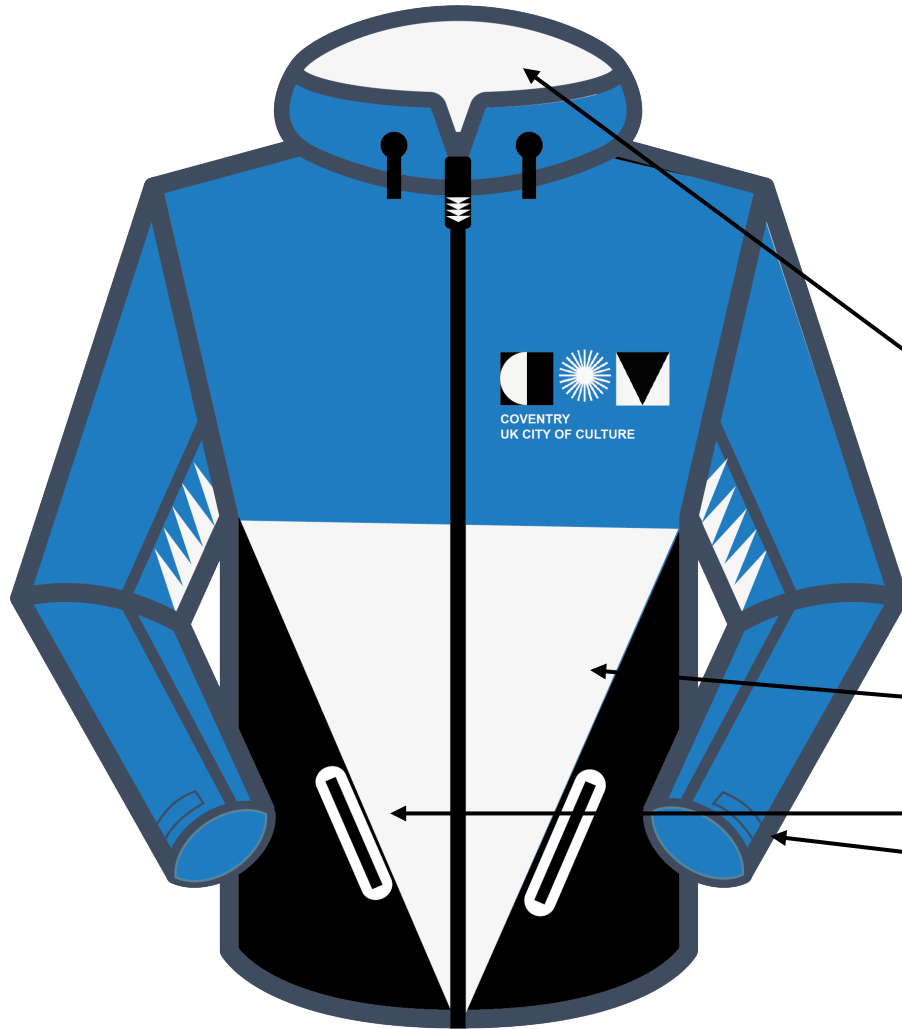


VOLUNTEER DESIGN BRIEF

DESIGN OUTCOMES
EMILY MORRIS



OUTERWEAR JACKET



Design Rationale

The design/pattern of my jacket reflects the letter shapes used in the 'COV' logo. The triangle in the centre of the jacket reflecting the V of COV but also standing for volunteer. The all of the off-white elements on the jacket will be made from a reflective materials.

Qualities of the Volunteer Jacket

- **Lightweight**- Allows easy movement, can be layered depending on weather/season.
- **Waterproof**- Wipeable if gets dirty, protects from outdoor weather.
- **Hood**- Shield from rain.
- **Reflective elements**- Seen clearly in dark/night time events. Safe against traffic.
- **Zippered Pockets**- Secure place for volunteers to put belongings.
- **Adjustable Velcro cuffs**- Versatile for all volunteers.
- **Polyester**



OUTERWEAR JACKET

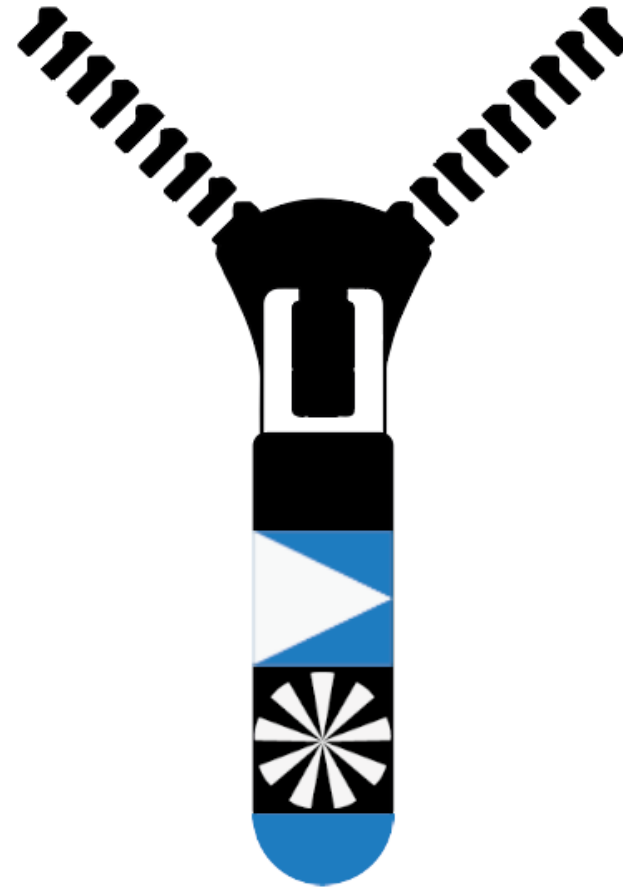
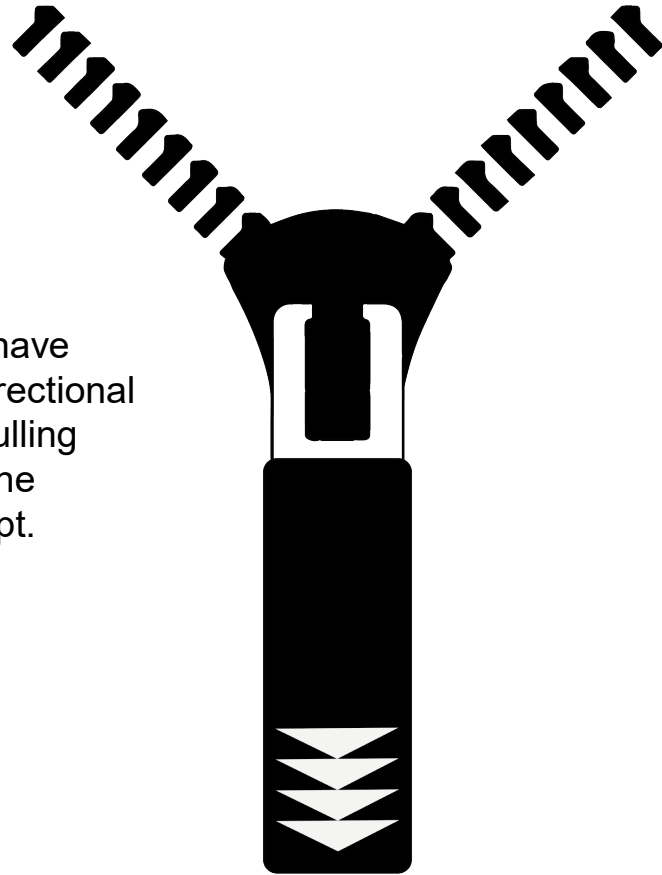
When the arms of the jackets are stretched out you can see the branded arrows which I have situated here to act as directional arrows when the volunteers are guiding visitors.

The back of the jacket has 'Volunteer' written in reflective material to make it recognisable for visitors. The 'V' of volunteer is the shape used in the 'COV' logo.



ZIP DETAILS FOR JACKET

Throughout my designs I have used the arrow to show directional 'movement' such as the pulling down of the zip to reflect the brands identity and concept.

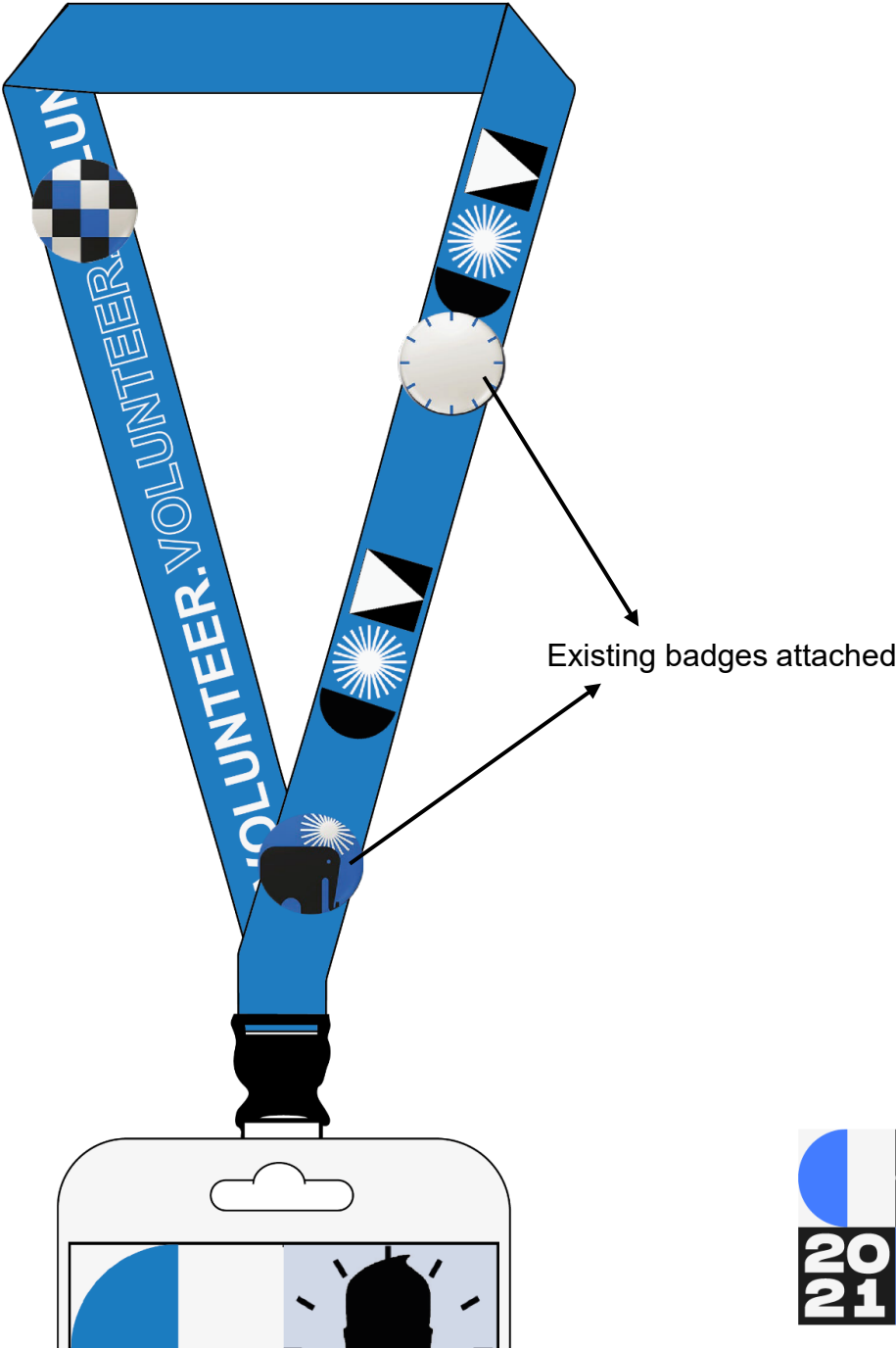
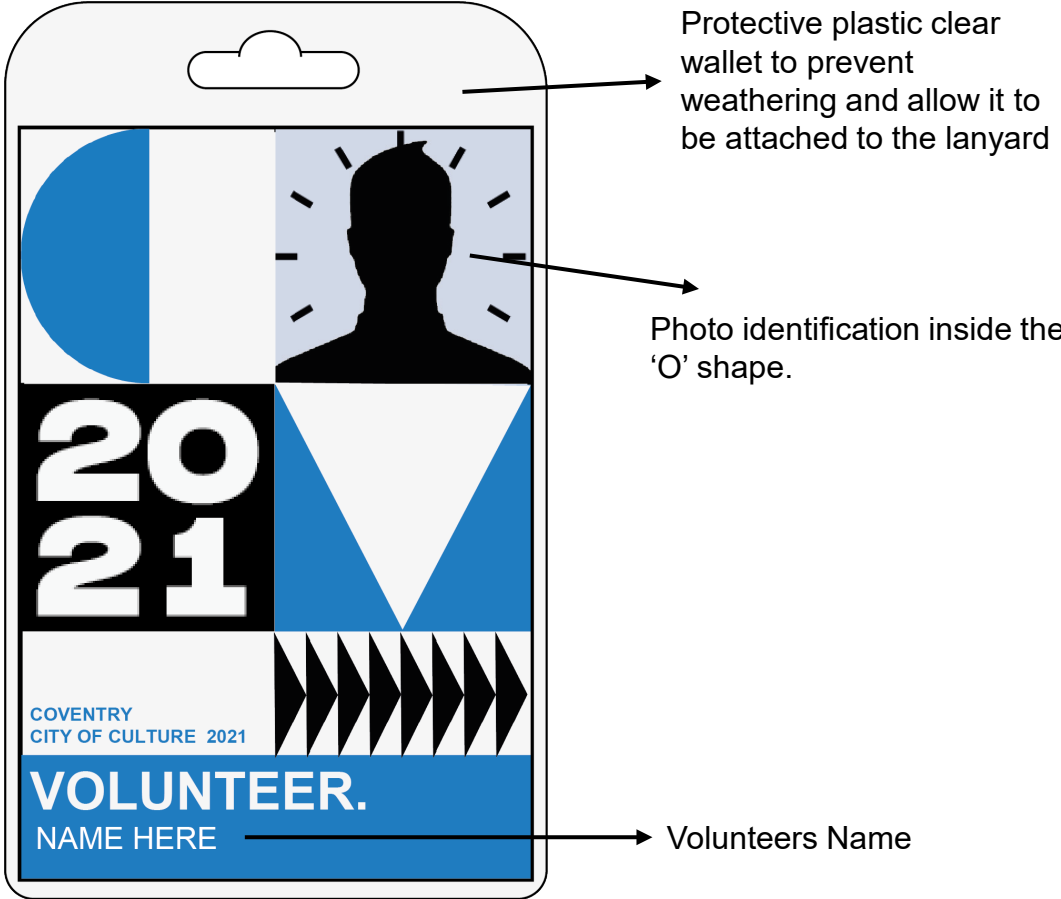


Alternative zip design using Coventry logo branding.

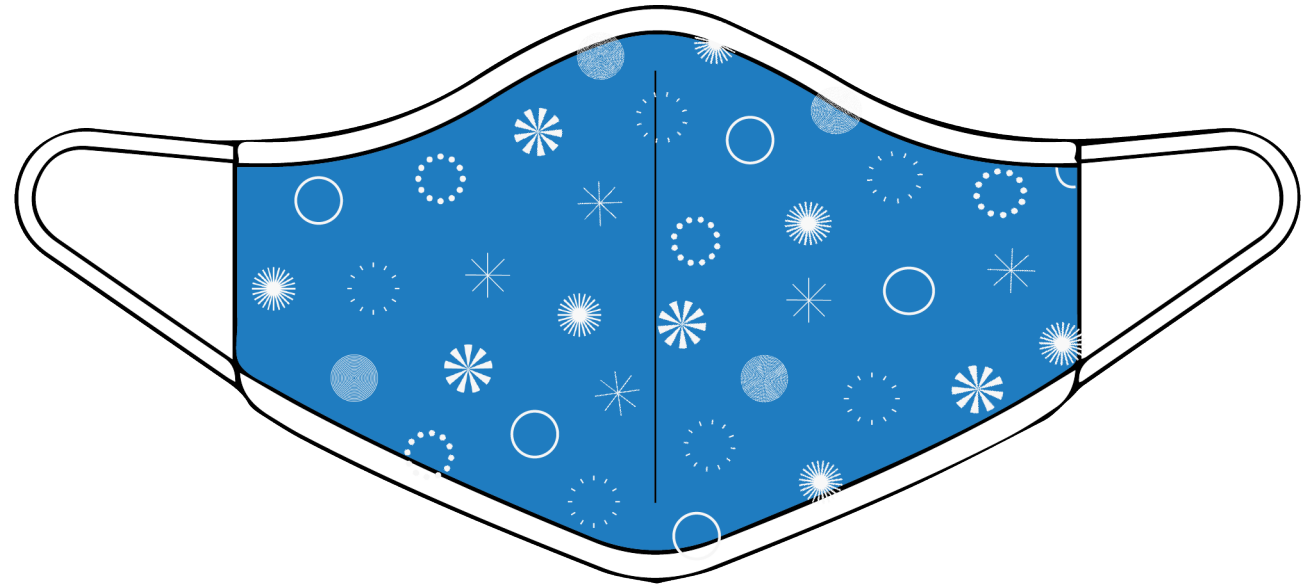


LANYARD/ID PASS

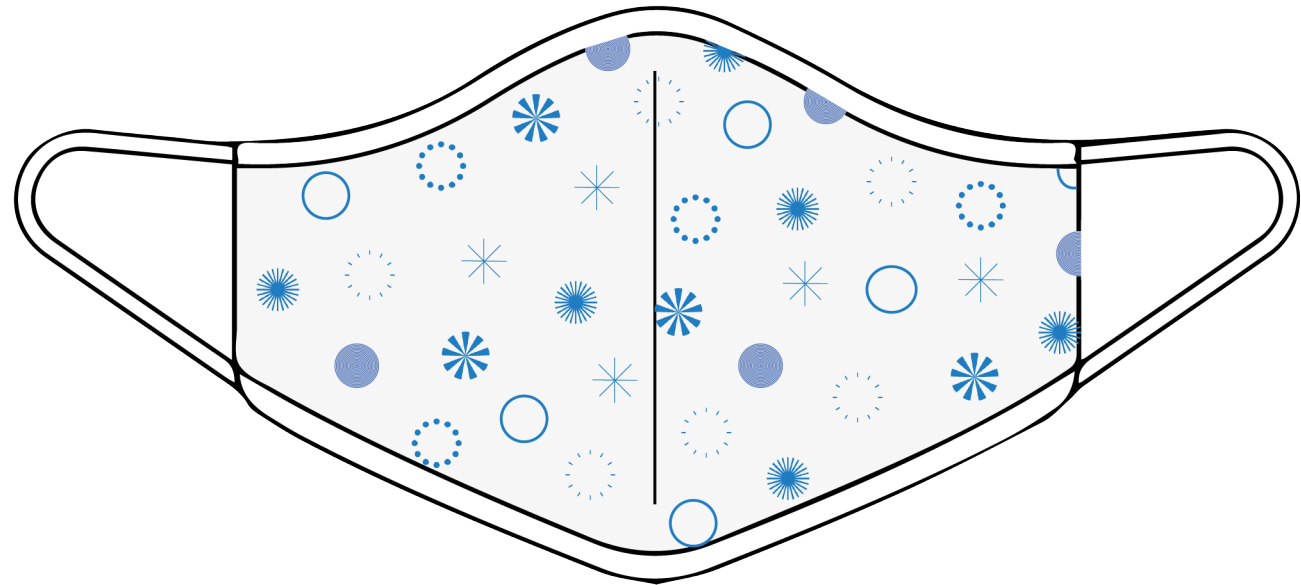
I've also designed a lanyard and pass to be worn by volunteers which provides an official recognition of all volunteers involved. This will provide them with access to all events taking place.



FACE MASKS

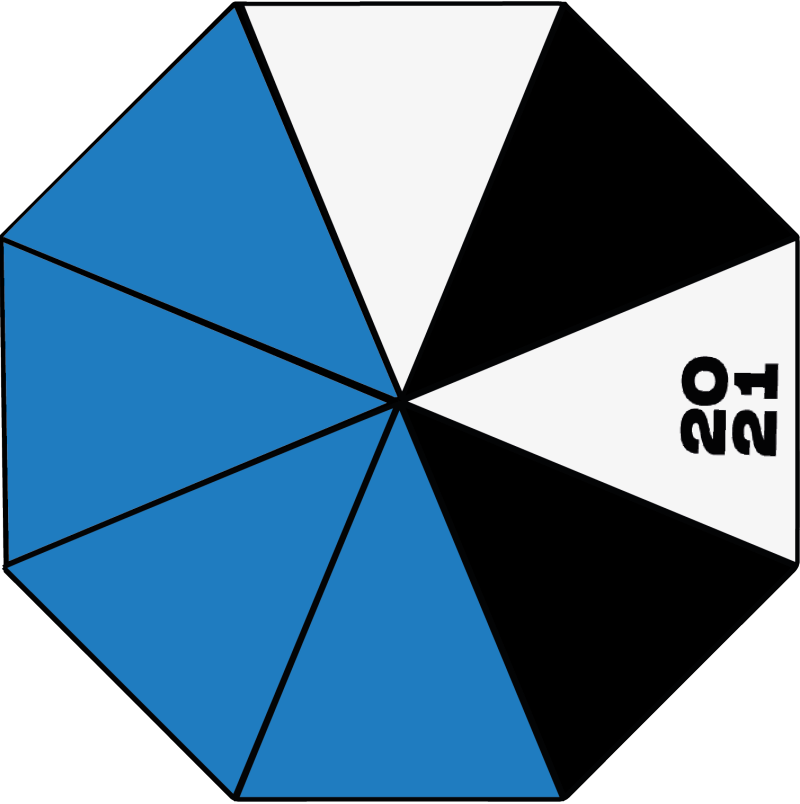
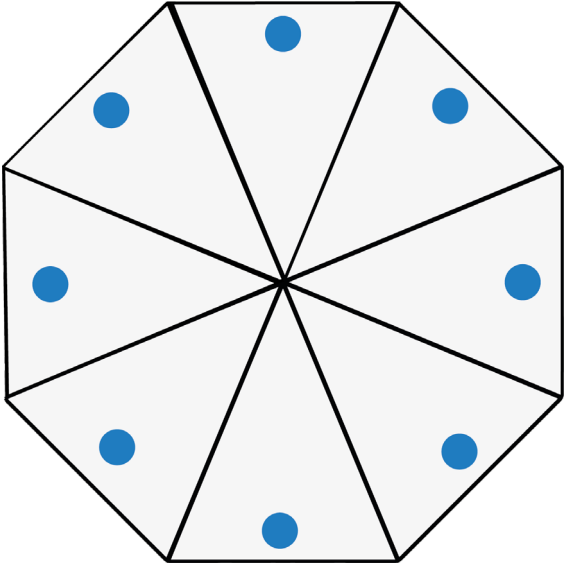
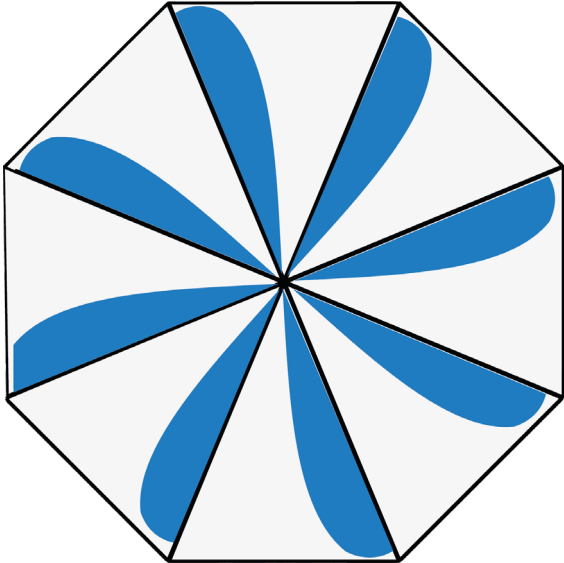


Here is the face mask design in two colour variation. I created a pattern using all of the Coventry moves icons. I believe the face mask is both fashionable and practical.



UMBRELLA

Here are my designs for the umbrella accessory. I took advantage of the umbrella's circular shape to incorporate the Coventry moves icons.



WATER BOTTLE

Here is another volunteer accessory, the water bottle design. I've used the recognisable arrows used in the Coventry branding to represent the movement of the water going down the bottle.

Arrows act as clear window so you can see how much water is left.

