



Huddle

Here for youth.

The United Way came to us with a new project they were working on — a collection of youth hubs offering youth aged 12-29 a safe and warm space to seek help without judgment when they need it most. The hubs took a youth and community led approach to creating change and they wanted a name and identity that reflected that.

The youth hubs were created to connect with youth and their caregivers through honesty and offer peer led mentorship to help them feel safe, valued and supported. To create a brand and visual identity that reflected that, we needed the input of the youth, communities and experts that would shape, and be shaped by, these programs.



Methodology

United Way Winnipeg connected us with over 100 diverse youths from across Manitoba to hold a series of creative workshops to learn directly from youth what they needed from this brand. Some of the workshops were in-person, while others were over Zoom, but the conversations and ideas brought up were always compelling.

We hosted drawing exercises where participants could map out what they wanted to see in the youth hubs, create potential logo designs, and brainstorm name ideas for the hubs. Unsurprisingly, one of our youngest workshop groups came up with the name we selected for the initiative: Huddle. In addition to the name, we uncovered a number of insights that helped us shape the tone and visuals for the brand, even inspiring a specific handwritten style and youth-led voice for the brand.

Execution

Huddle offers as many services and resources to youth as possible in one easily accessible location. The trauma-informed and culturally safe health services are designed to meet youth where they are so that they can help themselves and, in turn, help others. We set out with the goal to create a design and brand language that reflected that, clearly showcasing youth voices in a way that was editable. This space is a place where youth can grow and explore — perfection isn't required. We created a visual identity that used scribbles and hand-written inserts, paired with videos and messages directly from youth to show the presence of youth voices across Huddle's messaging. The staff at Huddle don't dictate what the youth need to do—they listen to what they need and do everything in their power to help get their needs met. This brand emulates that by highlighting their voice visually and choosing messages that reflect what we heard in workshops



community
↑
A ~~place~~ where
you are
welcomed
properly.



At Huddle,
everyone is
loved and
worthy.



Honesty
over
trying to
'look good.'



Outcome

Along with free access to counselling and other services, the youth who come to Huddle gain a warm community in others who are invested in their personal growth. The brand uses bright welcoming colours easily viewed from the street to welcome youth in and the name represents that sense of community they hope to find. They can also gain a sense of ownership, seeing their voices and vision reflected in the brand. The Huddle community is growing: one Huddle has since expanded to six across Manitoba, and more locations are in the planning stage. We've created a brand that can grow with them, taking new voices and elevating them to maintain the welcoming, honest environment youth need.

