

Barnahus Consultation Feedback



BARNAHUS
I R E L A N D

Thank you for taking part in the Barnahus Consultation.

In the consultation, you were asked to consider what you liked, disliked and what you might change about 3 different logos.

LOGO 01



LOGO 02



LOGO 03



A VERY long letter about your ideas was sent to the adults who are making decisions about Barnahus. The adults read the letter and then the design company tried to put some of your ideas into the logo design.

Here are some of your ideas that were shared.

1. Colours and colourfulness were important. Many of you talked about favourite colours, and how much you 'like' and 'love' different colours.



Poppy: I love all the colours.

2. Many of you had views about the writing and liked the colourful lettering. Some of you had very strong opinions that 'Ireland' should be **green**. Samantha, Sarah and Hannah commented on the shape of letters and preferred the 'round', 'wonky' lettering in Logo One. But Calum and Jack pointed out that Logo Three was 'easy to read'.

Sara: I like that one, 'cause it has all the letters ... they're all like wonky.

3. It seemed important that the logo is liked and recognised by younger children.

Callum: It's very colourful and open to young kids.

John: It should be rainbow colours – to represent kids.

Some of you did not like the adult style of writing or designs.

Jack: [Logo Two looks] 'like an adult company'.

Samantha: [Logo Three,] is 'too professional - change the font'.

Hannah: It's dark and it looks like a parent, kind of... Hmm it looks like in normal writing, as if you were writing something.

4. Many of you had questions about the name 'Barnahus' and language used. Some of you liked the European language but some suggested it should be English or Irish, and others suggested changing the name altogether.

Liam: Yes... Would it not be from Ireland?

John: So, what should we change the name to?

5. Rainbows, flags and houses.

Most of you expressed interest in or even a love of rainbows in different ways.

Many of the youngest children called their decorated Barnahus the 'rainbow house'

Kofi: It's a rainbow house.

Luna: I love you, rainbow house.

Building on the idea that young children like rainbows and her preference for 'classic' colours, Kira described and sketched her ideas:

Kira: If we're doing rainbows [...] the colour should be light, not dark. [...] Like, light red, light orange, light yellow, light green, light pink, light purple... I love... It's gonna work out and we need all the colours. [...] Perfect. Yeah, but the colours should be blended into each other.



Evan suggested that 'We need a flag', and red, orange, green and blue 'flags' were put on top of the cardboard 'Barnahus'.



Many of you liked this idea of featuring a flag. Using the European Union flag was suggested.



Jack: The thing I want to add most is the EU flag.

Having a picture of a house in the logo was very important.

Overall, the 'jigsaw house' was the most popular logo.

Grace: 'Everybody likes the jigsaw house'.

But many children liked different parts of the three logos. Some of you suggested mixing ideas from the different logos.

Here is what the adults did in response to your feedback:

This is the final design:



- The adults decided that the best option was to keep the jigsaw house and the bright colours.
- They changed the colour of the word 'Ireland' to green.
- The word 'Barnahus' is mostly the same but they have softened the corners so they are more curved (you might have to look closely to see that).

The adults were not able to include all your feedback in the logo.

- They tried including rainbows and a flag in the logo, but said it looked 'too busy'.



- They used the playful text from Logo 1 with the jigsaw house picture but said that it looked like a logo for a creche or playschool.

Feedback from young people:

After we met, some young people who were not part of your group also looked at the logos. A young person with autism said that the jigsaw shape is not seen as a kind symbol for children and young people with autism. Some young people also said that the bold colours remind them of other places that do not hold good memories.

These new ideas fit with your ideas about the Barnahus logo, especially the importance of being open to all children.

Callum: Looking open to everyone.

Thank you

Thank you all for sharing your views and ideas.
I hope that you can see how they have shaped the design so far.

If you have any questions or something you want to tell us about the consultation, please contact **Carmel Ward** at Early Childhood Ireland: cward@earlychildhoodireland.ie

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