

# SMILE brief:

Art and Design students at John Ruskin College produce a creative outcome that will make people smile.

Client: Off The Record Youth Counselling



May 2023





**OFF  
THE RECORD**



**Free professional counselling for those aged 14 - 25**

Email: [info@talkofftherecord.org](mailto:info@talkofftherecord.org)  
Twitter: @talkOTR  
Facebook: <https://www.fb.com/talkOTR>

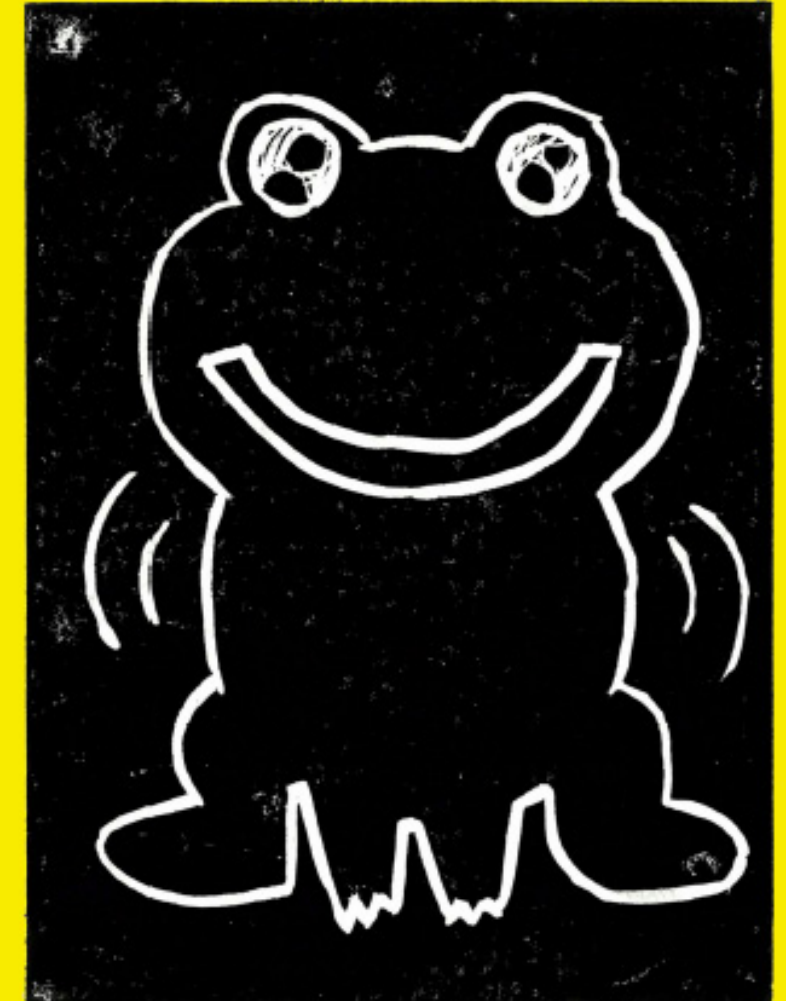
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**ELOISE**

# HOW CAN WE HELP?

Low mood and depression?  
Anxiety, stress, and worries?  
thinking about suicide? Eating  
problems? Self-harm? Anger?  
Trauma and PTSD?

- 1.** Tell someone that you trust and are comfortable with your worries ( family, friends, social worker, teachers etc.)
- 2.** If you are not comfortable with telling people you know personal information, try reaching out to counsellors.
- 3.** There are many counselling charities. However, our top counselling recommendation has to be 'Off The Record', of course!
- 4.** Off The Record offers free and confidential counselling to young people aged 14-25 who live, work or study in Croydon.
- 5.** Need help now? Contact our support line **0800 980 7475** for instant help! We offer online and in person support. We look forward to seeing and talking to you!



<https://www.talkofftherecord.org>

TALK TO US  
**OFF THE RECORD**

# GRETA



# OFF THE RECORD MASCOT



RECOCAT

My Mascot Proposal to Off The Record will be called Recocat, He can be used as the frontface of the brand and can be used for merchandise such as T-shirts, pins and stickers. It will encourage young people to talk about their problems and not feel scared.



ZOE

# The figures



# The Extras



# BROOK



Don't forget to smile!

"Smiling is a confidential space where you can explore thoughts, feelings or experiences"

### Benefits to smile

- 😊 Smiling Helps You Live Longer
- 😊 Smiling Relieves Stress
- 😊 Smiling Elevates Mood
- 😊 Smiling Boosts the Immune System
- 😊 Smiling Reduces Pain
- 😊 Smiling Makes You Attractive

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# SMILE



TALK TO US

OFF THE RECORD

16.5 INCH

11.7 INCH



# JULIJA





**DORCAS**





**CARYS**