CONCEPT PROJECT 22 · LEWUX

BrightPath Academy

School and daycare site. Programs, enrollment, calendar, parent portal teaser, staff profiles. Warm, friendly, trustworthy.

Early years · STEM · Arts · Safe campus

Schedule a tour View programs

THE PRODUCT
01

About BrightPath Academy

Parent trust

We focus on reassurance and clarity: safety, qualified staff, transparent communication. Friendly hierarchy without feeling childish.

- Licensed & accredited
- Secure parent portal
- Open-door policy

Safety
Secure, monitored environment.

Staff
Qualified, background-checked.

Meals
Healthy, nut-aware options.

Learning
Curriculum and outcomes.

Activities
Play, STEM, arts, outdoor.

Communication
Updates and portal access.

SCOPE
02

Task for this Project

GOALS

- Increase tour requests
- Clarify programs and tuition approach
- Build trust for parents

DELIVERABLES

- Programs pages
- Enrollment steps
- Calendar module
- Parent portal preview

CONSTRAINTS
Accessibility, fast, mobile.

DIRECTION
03

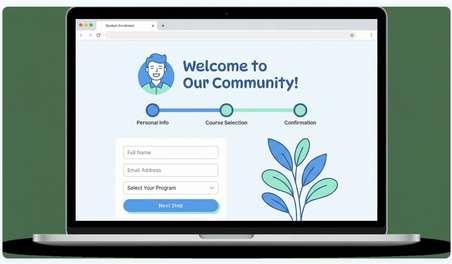
Design Direction

01 **Reassurance**
Safety, staff, credentials. Trust signals without fear.

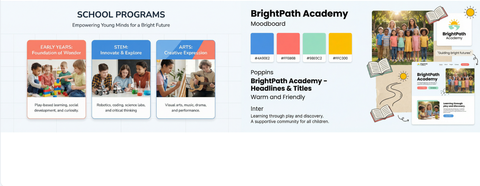
02 **Clarity**
Programs and tuition easy to understand. No jargon.

03 **Friendly hierarchy**
Warm, approachable. Not childish — professional care.

04 **Conversion via tours**
Schedule a tour as primary CTA. Clear path to enrollment.

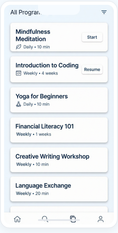


Left: site design. Right: brand and moodboard.

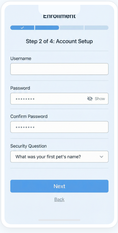


RESPONSIVE
04

Mobile



Programs list



Enrollment steps

Calendar

SYSTEM
05

Typography & Colors

BrightPath Academy. Warm, trustworthy.

School and daycare.

Clean, accessible, not childish. Poppins 800 headings, Inter body. Blue, coral, mint, sun accents.

Programs · Enrollment · Calendar · Portal

#F6FBFF	#FFFFFF
#0B1220	#475467
#2E90FA	#FF5C7A
#22C55E	#F59E0B

Schedule a tour HOURS 7:30 AM – 6:00 PM Licensed care Nut-aware meals 15 MAX

DELIVERABLES
06

Design (Mockups)

Programs.

Enrollment.

Portal.

CSS-ONLY TUITION PLANS BLOCK

HALF DAY	FULL DAY	EXTENDED
$850/mo	**$1,200**/mo	**$1,400**/mo
8 AM – 12 PM	7:30 AM – 6 PM	+ early drop-off

GET IN TOUCH
07

Contact

Ready to design your school or daycare site? We build warm, trustworthy experiences that convert parents.

Schedule a tour View programs