



Overview

Sabine Ready Start is a network of publicly funded early childhood programs serving infants, toddlers, and PreK children. Programs in Sabine Ready Start Network provide high-quality early childhood instruction and care that promote educational experiences to prepare children for kindergarten. This network needed to have a consistent and recognizable brand through print materials and an easy-to-use online presence.

Context & Challenge



PROJECT BACKGROUND

Sabine Ready Start Network wanted an online presence to correlate directly to their mission statement and new branding by creating a website that was relevant to their audience.



PROBLEM

Sabine Ready Start Network didn't have a logo or a website to be consistent with their brand or even recognizable. They needed to create one!



PROJECT GOALS & OBJECTIVES

The primary goal of this new website project was to create an online presence for the Ready Start Network. The page designs needed to directly correlate to the school's new logo. A responsive design and fast load time were also must-haves for the new website.

Process & Insight

We created new branding with a new logo for Sabine Ready Start Network, incorporating colors, typography, and imagery that meet all requirements of the new branding.



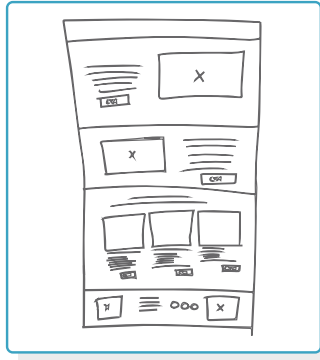
BRAND COLORS, TYPOGRAPHY, & IMAGERY



Welcome to the Sabine Ready Start Network.

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Solution



Starting with a blank piece of paper, each page of the website was designed using photoshop to clarify the outline of the site. The new website needed a clean, elegant, and purposeful feel to connect the new logo design with the school's values. Through several 1 on 1 conversations with the leaders of Sabine, updates, and changes to those designs led to the final design that is seen on their new website.

The main target audience for this new website was families of young children. There were two different paths that needed to be addressed. One for parents and grandparents who were looking for resources and one for those that were finding programs to apply their children in. The design and content for both of these paths determined how the pages were designed.



Results

Fast Speed Score & New Branding.



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TO OTHERS.

- Veronica Williams



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