



## Overview

**Alpine Christian School** is a private school that takes great pride in the quality of education that they offer with a strong Biblical foundation. This needed to be shown through their online presence with the design as well as the ease of use and site speed.

# Context & Challenge

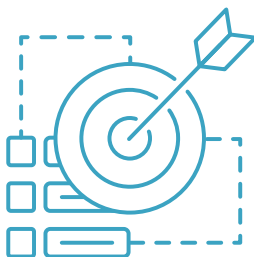
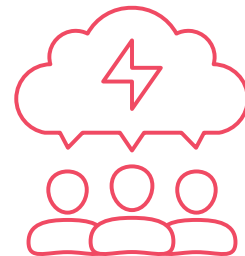


## PROJECT BACKGROUND

As a private Christian School located in Pineville, LA, Alpine Christian School wanted its online presence to correlate directly to the school's mission statement and brand with an updated design and content that was relevant to the audience.

## PROBLEM

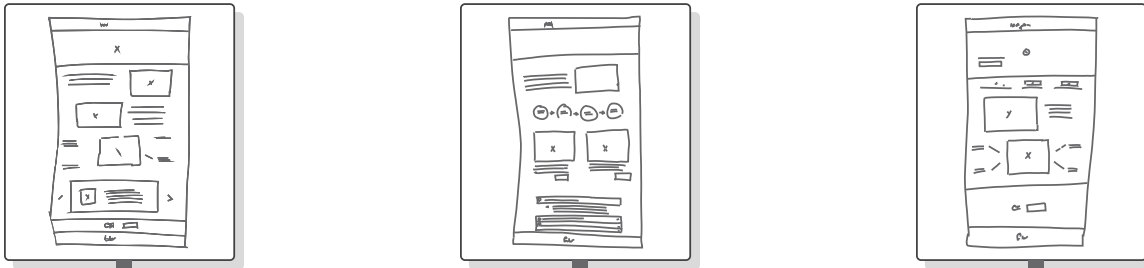
The design of the website didn't portray the high level of learning that takes place at Alpine Christian School to prospects who were looking into joining the school and wasn't easy to use for current students and their families.



## PROJECT GOALS & OBJECTIVES

The primary goal of this new website project was to update the design for this online brochure of Alpine Christian School. 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



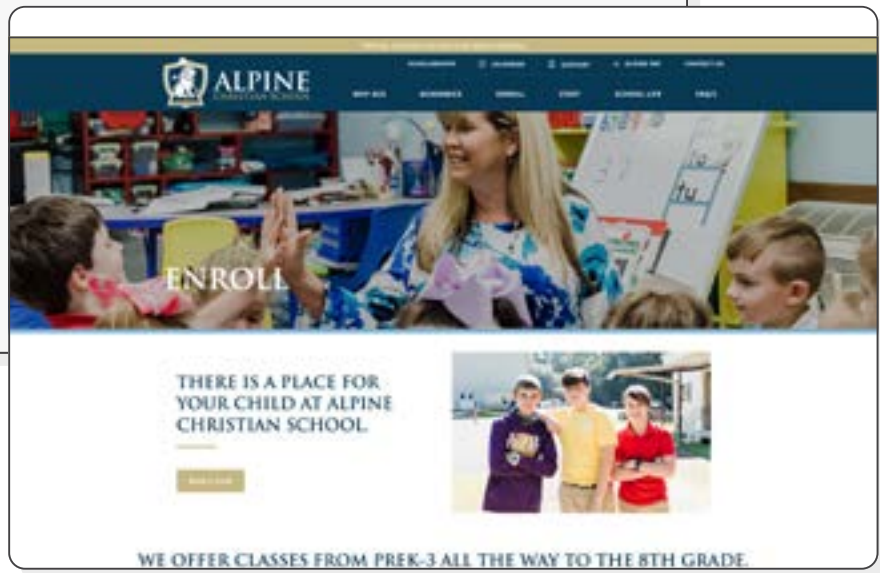
The new website needed a clean, elegant, and purposeful feel to connect the new logo design with the school's values

**NEW LOGO DESIGN**



Alpine Christian School uses BLUE (Cloud Burst) and TAN (Harvest Gold) as their official school colors

**NEW BRAND COLORS**



Starting with a blank piece of paper, each page of the website was designed using photoshop to clarify the outline of the site based on the most helpful and needed pages of the old website with the addition of new pages that weren't originally on the website.

Through several 1 on 1 conversations with the leaders of Alpine, updates, and changes to those designs led to the final design that is seen on their new website. With the 2 main target audience for this new website, there were two clear paths that needed to be included

on the website. One for incoming families and one for families that were already a part of the school. The design and content for both of these paths determined how the pages were designed.

## BEFORE



# Solution & Results

**WE CHOSE  
UGLY MUG MARKETING  
BECAUSE OF  
YOUR REPUTATION  
FOR EXCELLENCE**  
- Curt Iles (Principal)



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## AFTER

- New navigation structure
- New content strategy
- Unique mobile attributes

Fast Speed Score



0-49 50-89 90-100 ⓘ

