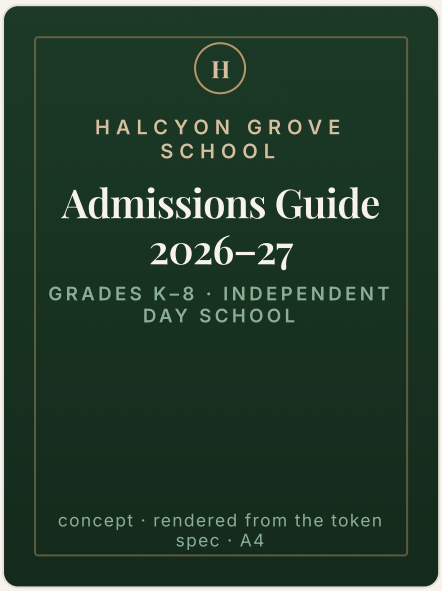
CONCEPT · ADMISSIONS DESIGN SYSTEM

EDITORIAL WARMTH · TOKEN-DRIVEN · PRINT-READY

Halcyon Grove School

A concept engagement: a complete admissions design system for an independent K–8 day school — one written token specification driving an eight-page admissions brochure, a poster series, print ads, and a social carousel, rendered end-to-end from the same system.



BROCHURE COVER · 3:4 · FOREST GROUND, GOLD INNER BORDER, NO SHADOW

TOKEN RAMP

accent #2d5a3d	forest green · primary
accent-soft #5f8f6c	hover · badges
gold-500 #b8956a	prestige · sparingly
canvas #f7f3ec	cream paper base
surface #faf7f2	elevated surfaces
ink #2d2d3a	warm near-black
line #e5e0d8	warm tan border

SIX BRAND COLORS; FULL 10-SHADE RAMPS IN THE SPEC.

01 · PROBLEM

A school's admissions story is told across many hands and many years — a brochure here, an open-house poster there, a seasonal ad, a social post. Without a shared system, each piece drifts: the colors wander, the typography changes, and the institution reads less like one confident school and more like a collection of vendors. Reprints don't fix it, because the drift isn't in any single piece — it's the absence of a written system underneath all of them.

02 · APPROACH — SELL THE SYSTEM

Instead of designing one-off artifacts, I designed the system that produces them:

WRITTEN TOKEN SPEC
One human- and machine-readable spec — colors (six full 10-shade ramps), Playfair Display + Inter type scale, 8px spacing grid, restrained 8px radii, elevation, and component recipes.

SPEC → RENDERED ASSETS
Every admissions asset is rendered directly from the tokens, so the brochure, posters, ads, and carousel are provably one system — change a token and the whole campaign re-skins coherently.

The spec's pillars — *scholarly warmth* (a well-loved letter, not a dashboard), *craft & texture* (paper grain, letterpress-style borders), and *brand confidence* (forest green identity, gold reserved for prestige moments) — are written down as do's and don'ts, with documented contrast ratios (ink on canvas ≈ 14:1 AAA; green on cream ≈ 6.5:1 AA) and one sanctioned exception: the deep-forest cover pages.

03 · WHAT SHIPPED

Token spec
DESIGN.md — token tables, component recipes (brochure cover, stat cards, quote band, step rows, poster formats), contrast notes, do's/don'ts.

Print system
Eight-page A4 admissions brochure (cover, at-a-glance stats, academics, admissions steps, testimonial band) plus a two-poster admissions series — print-ready PDFs.

Digital system
Two seasonal print ads (1080×1080), a three-slide social carousel (1080×1350), and a landing-page polish pass — same tokens, same voice.

04 · CAPABILITIES DEMONSTRATED

- ✓ **System-first delivery.** One written spec that designers, staff, and print vendors all read as the source of truth.
- ✓ **Repeatable, coherent output.** Tokens keep every new piece on-brand by construction — no per-piece redesign, no drift.
- ✓ **Editorial discipline.** Gold used decoratively only; Playfair headings non-negotiable; radii restrained so type and color carry the feel.
- ✓ **Accessibility in the spec.** Contrast ratios documented at the token level, not retrofitted.
- ✓ **Print-adjacent depth.** Paper-grain texture, letterpress borders, and print-on-table elevation simulated digitally.
- ✓ **Multi-asset range.** Brochure, posters, ads, carousel, and landing page shipped from a single system and a single engagement.

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