

Bright From The Start-Acsential

Product/Service:

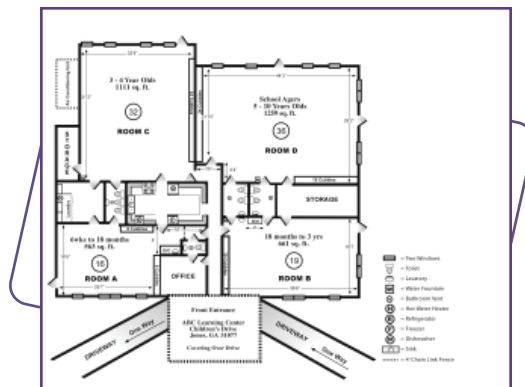
Bright From The Start: Georgia Department of Early Care and Learning (Bright from the Start) is responsible for meeting the child care and early education needs of Georgia's children and their families. Bright from the start oversees a wide range of programs focused primarily on children ages birth to school age and their families.

Marketing Objective:

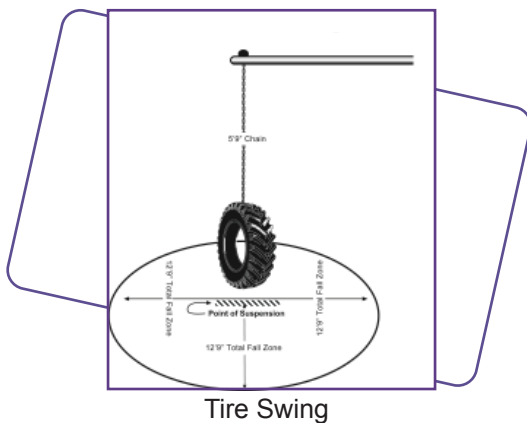
Acsential redesigned the Bright From The Start Child Care Licensing Package, Family Day Care Home Manual and Indicator Manual which includes: forms, instructions for licensure, and other pertinent regulatory material.

Creative Strategy Development:

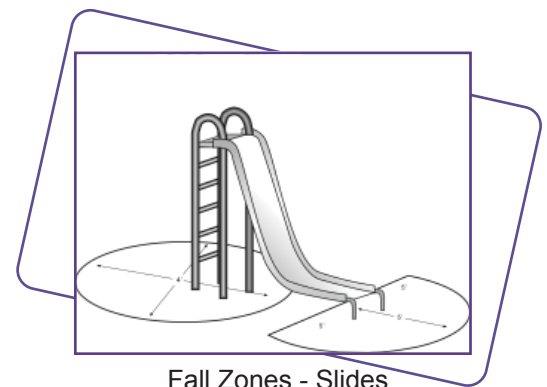
The project required Acsential to retype and correct current forms, develop new copy for instructions and narratives and redesigned existing graphics: sample floor plan, sample site plan, playground fall zones.



Sample Floor Plan



Tire Swing



Fall Zones - Slides