



BRAND AND WEBSITE CASE STUDY

Utah Charter Network

A twenty-five-year-old advocacy network with a volunteer-built website. A new identity, a design system, and a site that reads like the work.

DESIGNER

Kevin Frank

ROLE

Brand identity, design system, web design

YEAR

2026

PROJECT SUMMARY

One organization, one site, one system.

CLIENT

Utah Charter Network, a Utah not-for-profit providing services and advocacy to all of Utah's public charter schools.

MY ROLE

Led the project. Brand identity, the design system, and the design of the public site.

WHAT SHIPPED

A 15-step type scale, 18 color values, 14 named components, one page template, twelve sections.

SURFACE

utahcharternetwork.com. Built as sections rather than pages, so the same set composes into one scroll now or nine routes later.

THE PROBLEM

UCN has been in the room on Utah's Capitol Hill for twenty-five years. Its website did not say so.

School directors, board members and legislators were being asked to take UCN seriously as a voice on Capitol Hill. The site they landed on had placeholder text still live on the homepage.

237

CSS class names on the live site. 146 of them auto-numbered by the page builder: paragraph-27, text-block-11, bold-text-22.

37

Color variables, accumulated rather than chosen. One of them was named `--black` and resolved to gold.

75px

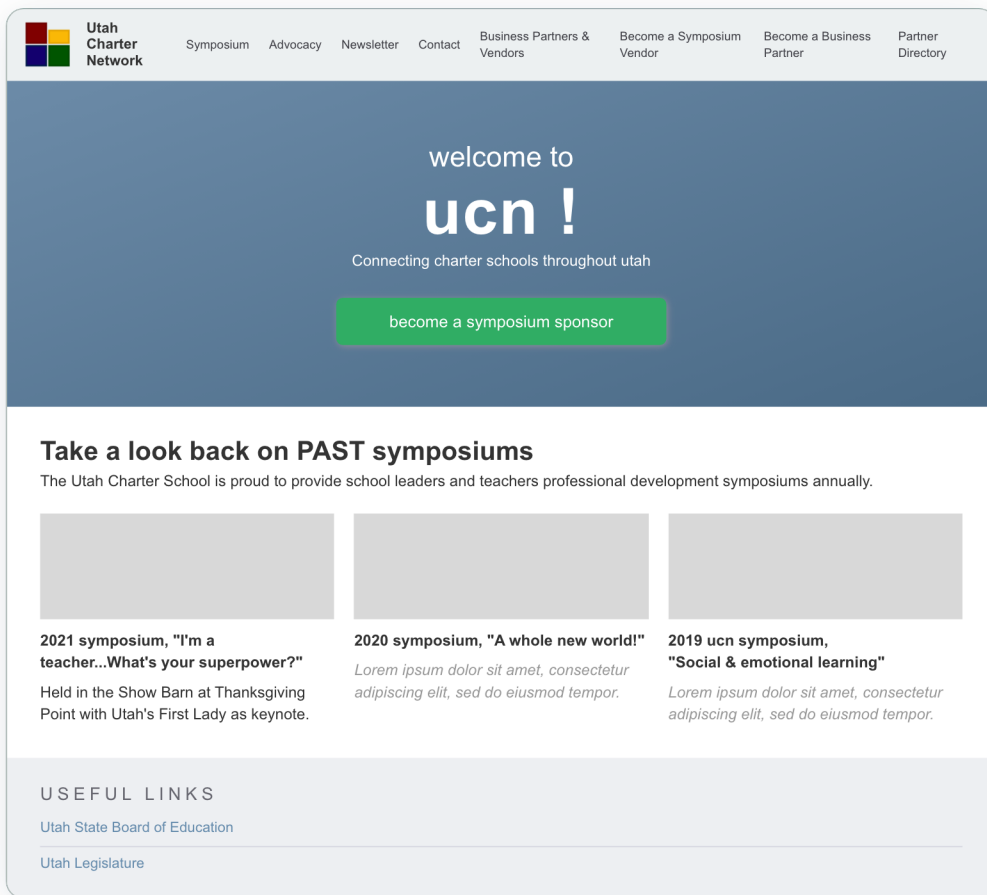
The full size of the only brand asset in the build – a raster PNG of four colored squares. No vector original existed.

Before

utahcharternetwork.com. Nine pages on a page builder, archived in full on August 4, 2026 before the rebuild replaced it.



The mark as it shipped, at its full native resolution.



Reconstructed at web scale from the archived stylesheet.

AUDIT — HOMEPAGE

Eight top-level links, no home

Four of them were separate routes into the same sponsorship funnel. At the site's own breakpoint they crowded into a single line.

Placeholder text in production

Two of the three homepage cards were still carrying lorem ipsum on the day the site was archived.

One typeface: Arial, at 14px

No webfont was ever loaded. Body copy sat at the page builder's default and was never revisited.

The organization is lowercase in its own hero

"welcome to ucn !" — with a space before the exclamation mark. The name is never set the same way twice.

Four of the eight links were selling sponsorships.

BEFORE — EIGHT CONFUSING LINKS

Symposium

Advocacy

Newsletter

Contact

Business Partners & Vendors

Become a Symposium Vendor

Become a Business Partner

Partner Directory

Grayed: routes into the same sponsorship funnel. There was no page describing what a member school actually receives.

AFTER — SEVEN LINKS AND ONE ACTION

Home

About

Team

Symposium

Vendors

Advocacy

Partners

The four sponsorship routes collapse into two pages, Vendors and Partners. Team and Symposium each earn one of their own. Contact is the only navy pill.

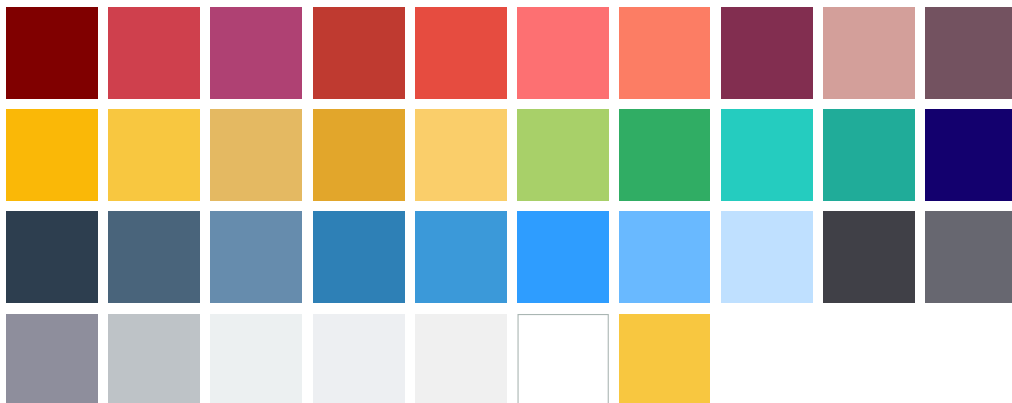
THE AUDIT

Eight things that were live on the day it was archived.

Placeholder copy	Lorem ipsum on two of the three homepage cards.
Contradictory dates	The vendors page sold the August 2026 symposium beside a June 2023 early-bird deadline.
A link that never worked	A partner logo pointed at an email address typed into a URL field.
Two contact addresses	The Contact page displayed one address and its mailto link went to another.
Pricing locked in artwork	Partner tiers and prices existed only inside a flat image – unreadable to search, screen readers and copy-paste.
Typos in page titles	"Comming Soon!" and "Pervious Annual Symposium" – in the browser tab, not the body.
Pages with nothing on them	The newsletter page ran to 78 words. Business partners ran to 144, of which most were logos.
Nothing to inherit	237 class names, 146 auto-numbered. No token, no naming convention, no reusable part.

COLOR, BEFORE

Thirty-seven variables,
accumulated rather than chosen.



10 / 9 / 6

Variables in the red-to-plum range, then blues, then golds.
Ten near-identical reds; four blues within a few degrees
of hue.

3

Variables carried a UCN prefix. One of them, `--ucn-red`, was
set to the CSS keyword `maroon`.

THE TELL

`--black: var(--sandy-brown)`



Every heading calling for black was rendering in gold.
Nobody noticed, because nothing was documented.

ADVOCACY

UNITY. PROSPERITY. QUALITY.

USEFUL LINKS

Utah Charter Network (UCN) is a Utah Not-for-profit corporation. For over 20 years now, UCN's experts* have provided relevant solutions to significant problems in Utah's public charter schools, and, on Utah's Capitol Hill. Institutional knowledge and consistency are some of the hallmarks of a respected and influential organization. UCN is a trusted and respected organization. We serve all of Utah's charter schools. There is strength in numbers.

Arial, at the sizes it shipped.

TYPE, BEFORE

No hierarchy. Only volume.

Headings were single words in capitals, with a period. Emphasis was carried by shouting rather than by scale, so nothing on the page could be more important than anything else.

Body copy sat at 14 pixels on a 20-pixel line — the page builder's default — inside paragraphs that ran past sixty words with two spaces after every sentence, and sometimes none at all.

Three of the four heading levels were gold, because —**black** pointed at a gold swatch.

After

A documented system first, then the site built on it – twelve sections that compose into one seamless scroll.

Three moves, repeated on every page.

01 Open on the mesh.

Every page starts with the gradient wash. Atmosphere, rather than shadow, is where the depth comes from.

02 Land on white.

Two page fills beyond white, maximum: one warm off-white band and one cream interlude. That replaced thirty-seven.

03 Explain in fours.

Every explanation lands as a set of four — the four pillars, the four advocacy areas. Four is the system's rhythm, and it carries the argument a stock hero photograph would otherwise have had to.

VOICE

BEFORE

welcome to ucn !

AFTER

Connecting charter schools across Utah.

Second person for the reader's world, third person for the organization: the site says UCN, never we. Sentence case everywhere, headlines are sentences with periods, and the only numbers used are numbers UCN publishes.

LOGO

From four squares to one decision.

BEFORE



A 75 × 75 pixel PNG, shown here at twice its native size. Four colors, none of them documented, set beside the name in Arial bold. No vector original, no lockup rules, no minimum size.

AFTER



One vector mark — a Utah outline holding a mountain peak above an open book — in three lockups and three approved colorways. It is the only place in the system where type is heavy and widely tracked, which is why the rest of the brand is light and tight. 30px minimum in nav bars and footers.

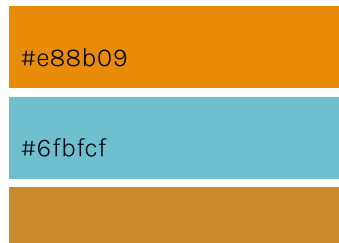
COLOR, AFTER

Eighteen values, each with a job.

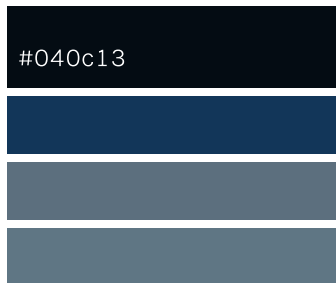
NAVY RAMP



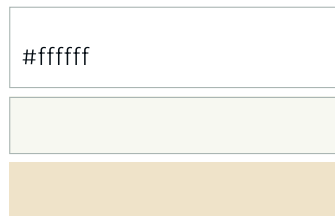
ACCENTS



INK



SURFACES



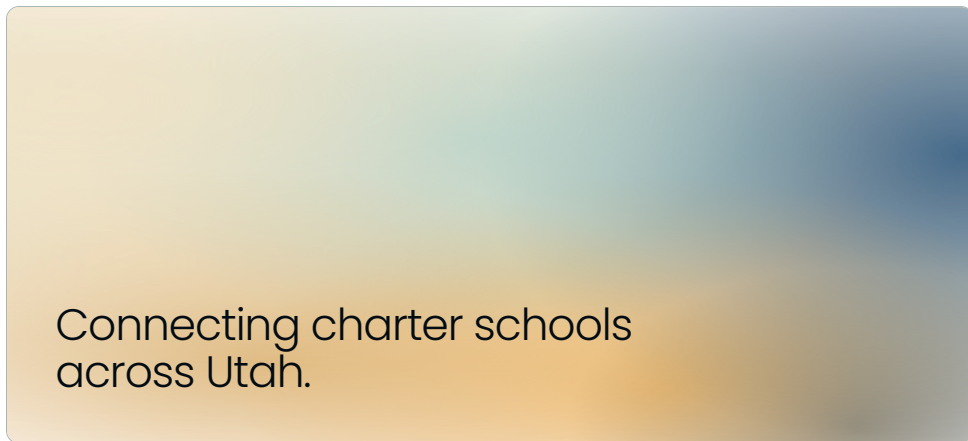
RULES

Navy is a CTA and card color only – one filled navy pill per band, never body text.

Amber and teal live inside the mesh and inside tag accents. Neither ever fills a button; amber does not clear AA on white.

There is no semantic red or green. Status is a tag with a colored dot.

HERO BAND



INTERLUDE, FLIPPED



NAV STRIP



THE GRADIENT MESH

Atmosphere, where
a stock photograph
would have been.

One recipe, any band height

Six radial stops — cream, sherbet, teal, amber, navy — under a white fade. Kept as CSS, so one wash covers a 72px strip and a 560px hero alike.

The mesh is the depth

Atmospheric color is level three, above both shadow levels — which is why almost nothing else carries one. Text protection is the mesh's own white fade.

Photography, in three places only

Headshots, event photography, partner logos — framed, never full-bleed. The mesh takes the job stock imagery usually gets, so UCN never buys a photograph of a classroom it does not run.

Connecting charter
schools across Utah.

56 / -1.4

Advocacy is more than
lobbying.

48 / -0.96

Our mission & purpose

32 / -0.64

Professional development

20 / -0.2

Body copy runs two to four sentences and earns its length with a named artifact rather than a superlative. Karla 300, set at a comfortable reading measure rather than the old page builder's default.

2011

serving since

8

relicensure points

\$1,000

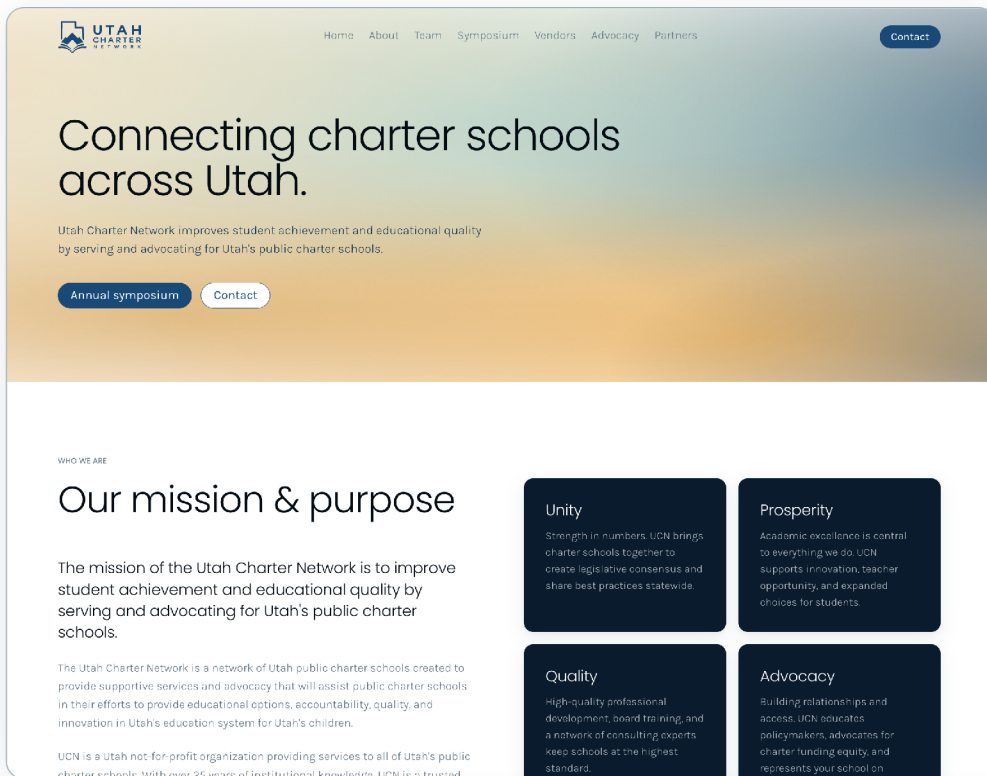
gold sponsorship

TYPE, AFTER

The tracking is
the signature.

Poppins 300 for display and headings, Karla 300 for everything you read. Negative tracking scales with size, from -1.4px at 56 down to zero at body. The light weight is the brand: at 400 and above the editorial air collapses.

Fifteen steps, all of them named. Sponsorship amounts, dates and counts render with tabular figures and a -0.42px tightening, and the only numbers anywhere in the system are numbers UCN publishes.



utahcharternetwork.com, as it shipped.

UTAHCHARTERNETWORK.COM — HOME

The mesh does the greeting

The nav over the wash is genuinely transparent. Nothing is blurred, nothing is sticky.

Explained in fours

Where a stock photograph would have gone, the four pillars carry the argument. Four is the explanatory rhythm, and every section that lists things lists four.

Deep navy for the cards

The pillars fill with the darkest navy step, not the CTA navy. A filled card never competes with an action, and the mission column keeps its air.

One navy pill per band

Seven nav links and one navy Contact pill, with a single outline action beside the primary. The headline is a sentence with a period, not a slogan.

RESULTS

Updated to a modern, professional feel and tone.

The rebrand was judged on whether UCN's website finally matched the seriousness of the work. Underneath that, the countable change is what the next designer inherits.

237 class names

14 named
components

37 color variables

18 documented
values

Arial at 14px

A 15-step scale

A 75px PNG

Three vector
lockups

Eight nav links

Seven, plus one
action

Kevin Frank

Creative Marketing Designer
Branding · Brand System



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