



BRIGHTPATH ACADEMY

Tuition & exam coaching

SAMPLE SMALL-BUSINESS BRAND KIT

- Logo + colour system
- Instagram starter post
- WhatsApp promotion poster
- Business card
- Service / price card

LaunchKit Local validation sample

A distinct visual direction designed for this business category.

01 Logo + visual direction



BRIGHTPATH ACADEMY

Clear concepts. Confident results.

Core palette



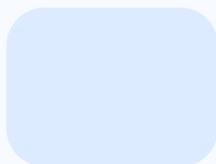
Navy

#173B67



Coral

#F15B46



Sky

#DCEBFF

White

#F7FAFF



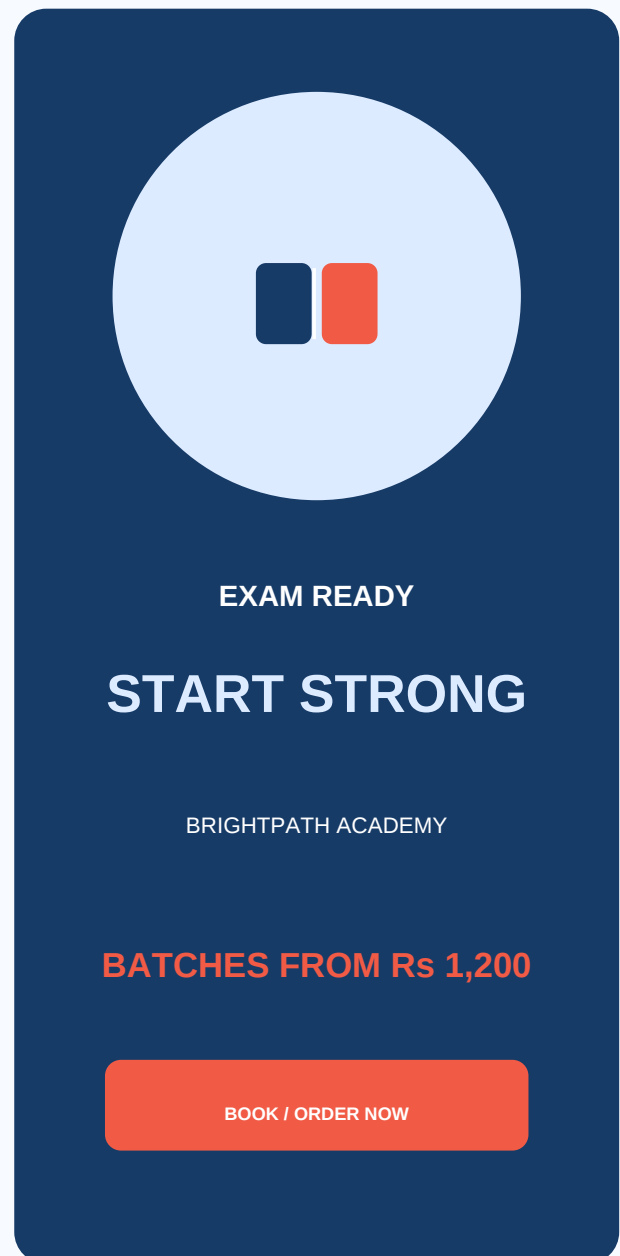
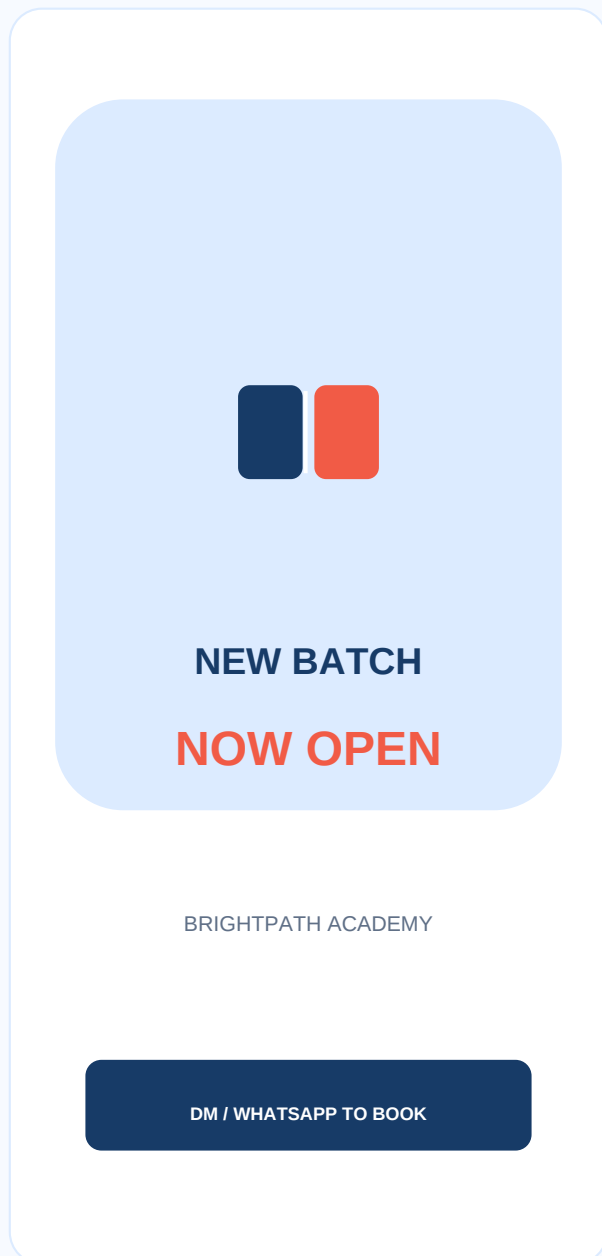
Sun

#F4C64E

Suggested personality

Trustworthy - energetic - student-friendly - structured - clear

02 Social starter assets



03 Sales essentials

BRIGHTPATH ACADEMY

Classes 8-12 - Maths & Science

Rohan Naik

Classes 8-12 - Maths & Science

+91 9XXXX XXXXX

@samplebusiness

SERVICE / PRICE CARD

Class 8-10 monthly	Rs 1,200
--------------------	----------

Class 11-12 monthly	Rs 1,800
---------------------	----------

Board revision batch	Rs 2,499
----------------------	----------

Weekly test series	Rs 499
--------------------	--------

1-to-1 mentoring	Ask for schedule
------------------	------------------

04 What the customer receives

The offer is a coordinated launch pack - not just a standalone logo.

LOGO

Primary + profile mark

SOCIAL

Starter post + story

WHATSAPP

Ready-to-share promotion

PRINT

Card + price/service menu

Validation idea: first sample free -> full kit test price Rs 299-499

Use this only to test demand before paying for automation, domains or ads.