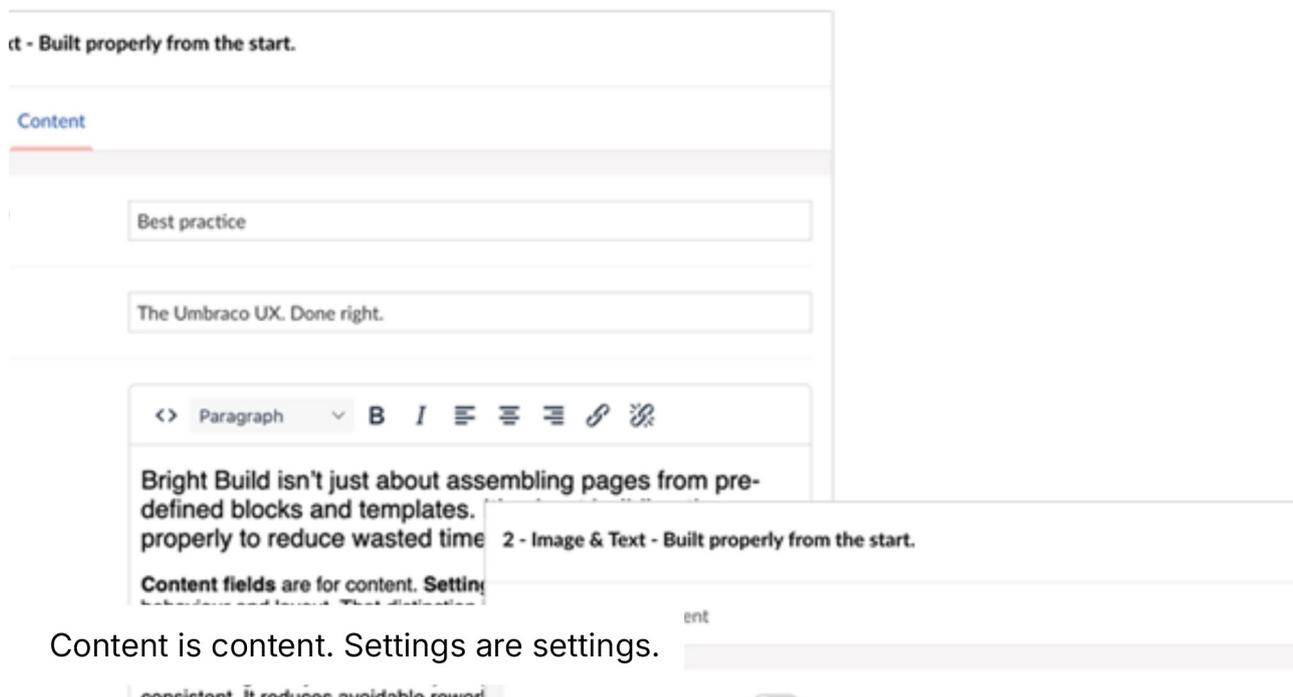Go to Admin

Menu

V1.0

Bright Build.

Bright Build is our proven web foundation — a modular **component library**, **style guide**, common **page templates**, and **journey collections** that accelerate delivery, improve consistency and remove reinvention from every project.
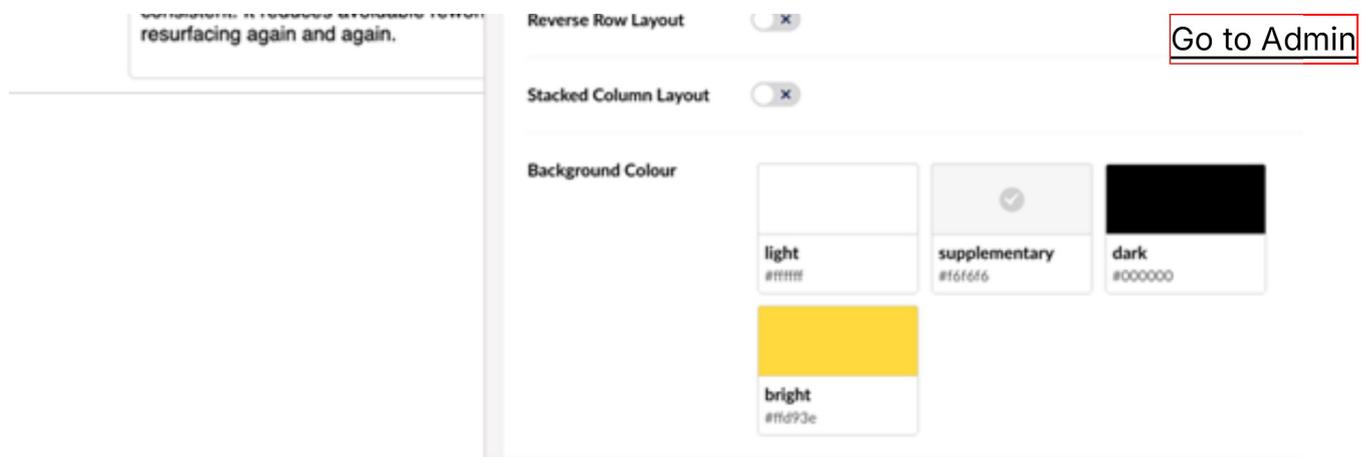
It is the foundation for all of our projects, from **sales → design → build.**

Built for now and **ready for what's next**, it will progressively incorporate AI to enhance performance and features.

Design System   Style Guide

ct - Built properly from the start.

Content

Best practice

The Umbraco UX. Done right.

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Bright Build isn't just about assembling pages from pre-defined blocks and templates.
properly to reduce wasted time

2 - Image & Text - Built properly from the start.

Content fields are for content. **Settin**

ent

Content is content. Settings are settings.

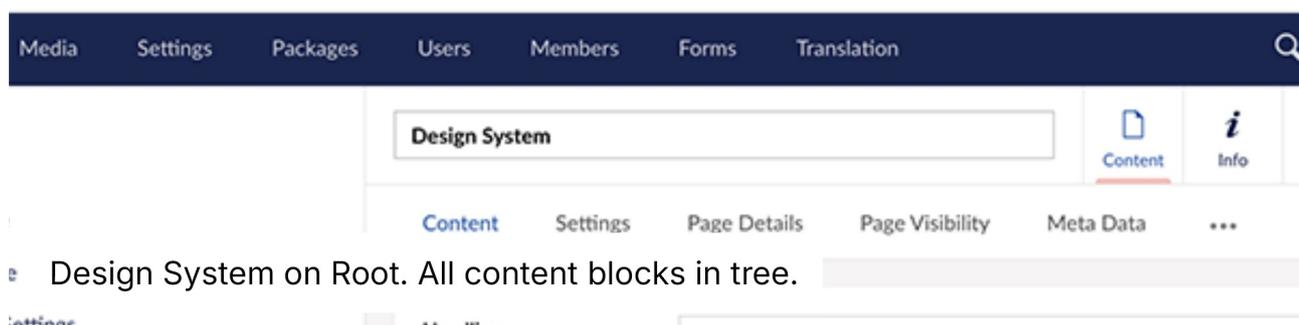consistent. It reduces avoidable rewor
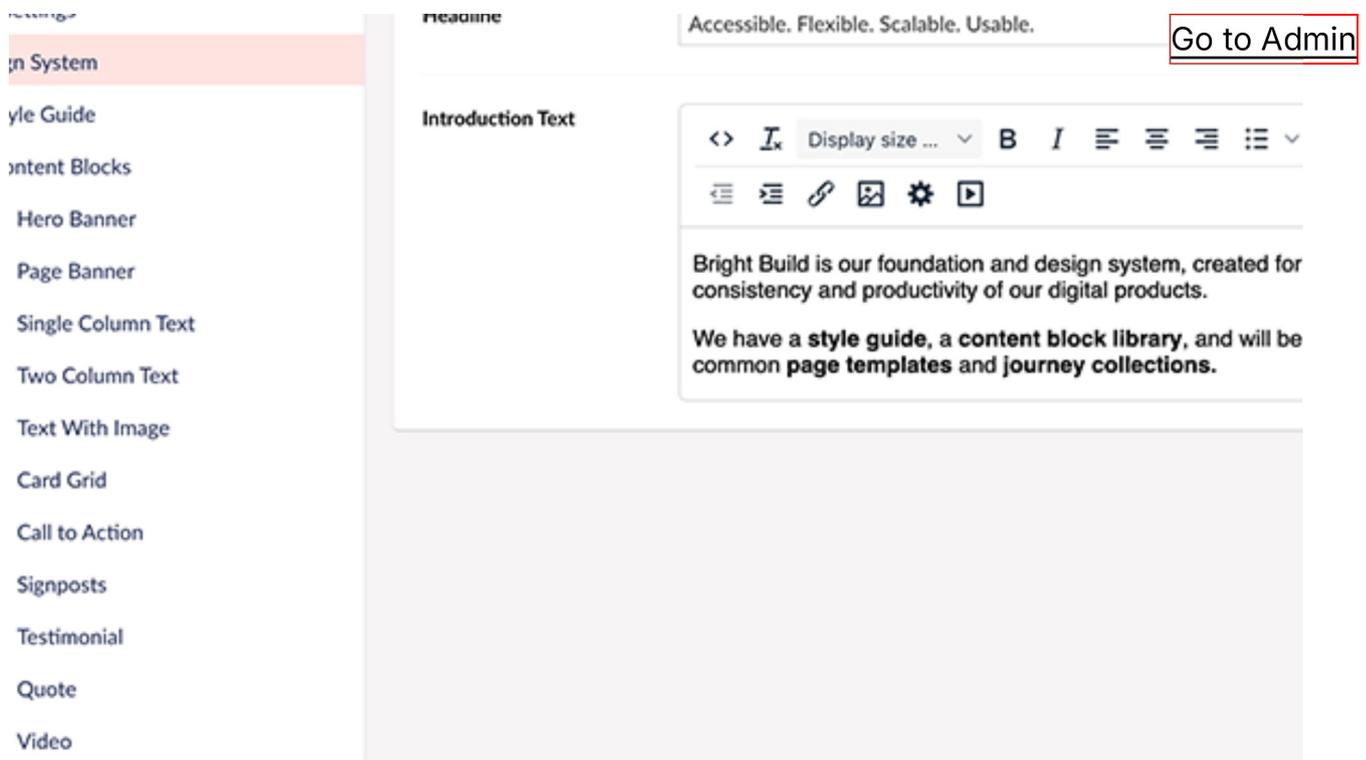
Go to Admin

Best practice

Umbraco UX. Done right.

Bright Build isn't just about assembling pages from pre-defined blocks and templates. It's about building them properly to reduce wasted time.

Content fields are for content. **Settings fields** are for settings, like behaviour and layout. That distinction is deliberate. It keeps structure clean, protects design integrity and ensures **consistency at scale**.

Because a good system doesn't just speed things up. It keeps things consistent. It reduces avoidable rework. And it stops the same problems resurfacing again and again.

Design System on Root. All content blocks in tree.

Structure & taxonomy

Shared language. Solid foundations.

A design system only works if everyone speaks the same language. Bright Build defines a clear taxonomy — consistent naming conventions for blocks, templates and components — so designers, developers and editors are aligned from day one. No guesswork. No duplicate patterns with slightly different names. Just one shared structure that scales.
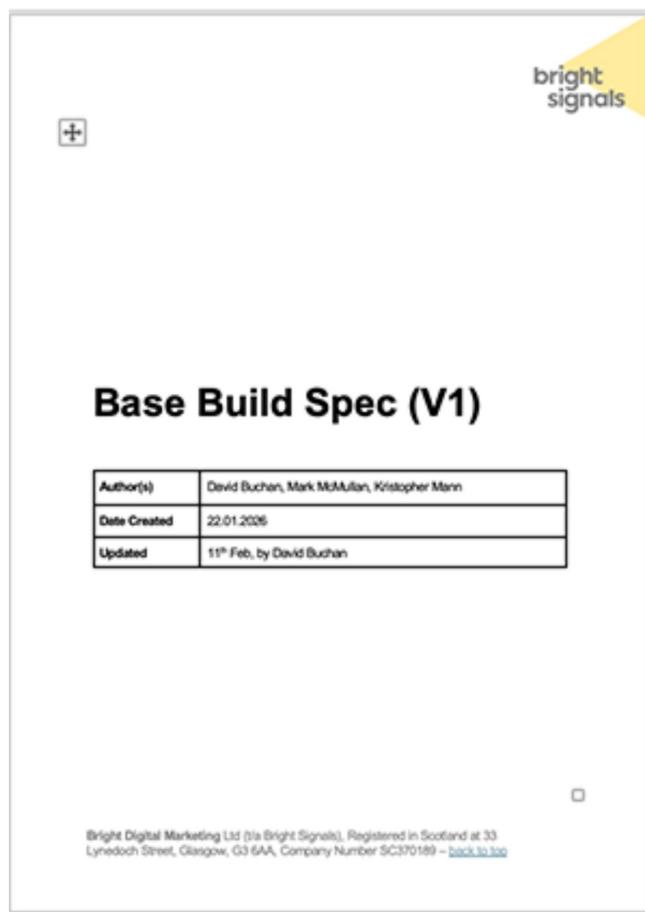
We've also **decoupled the design system** from the website's content tree, elevating it to sit alongside *settings* at the root level. That separation matters. It keeps the system independent, controlled and reusable across projects, not tangled inside page hierarchies.

Using Umbraco's tree structure intentionally allows every content block to live as its own clearly defined entity and the ability to share links directly to content blocks fr example, and all with their own defined and documented "content codes".
Consistently named. Perfectly structured.

Because when structure is clear, everything moves faster — nothing gets lost in translation and time doesn't get wasted.

Bright Build Spec. A living document.

Governance.

Defined. Documented. Controlled.

Bright Build isn't held together by memory or good intentions. Every

component, pattern and rule is clearly defined within the **Brighti Specification.**

The specification sets out how content blocks behave, how fields are structured, how templates are assembled, our naming conventions, the project team roles and responsibilities, versioning, and basic things like **where to find it online**.

It documents not just what exists, but why it exists — and how it should evolve. It lives in a clearly defined, easy-to-find location. And it's governed. Changes aren't ad hoc. They follow agreed rules, ensuring the system remains consistent, scalable and aligned over time.

Because a proper design system isn't just built. It's maintained.

Call to action headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc dictum, elit a ullamcorper ultrices, augue nisl consequat ex, ac gravida mauris neque a velit. Aenean nec convallis turpis. Aliquam erat volutpat.

Primary Button