






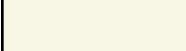
Discipline That Connects

Promotional Guide

This document aims to ensure consistent branding for all representations of Connected Families and Discipline That Connects. This style guide is used internally amongst staff and is available to our ministry partners who represent Connected Families. If you have questions about using this style guide, please [contact us](#); your email will be routed accordingly.

Color Scheme

Our primary colors for the Discipline That Connects (DTC) brand are **orange, dark blue, and light blue**. Use combinations of these first. If it doesn't complement the image selected or the branding of the partner church or organization, you are welcome to use any of the other color options available below.

Color	Sample	Hex	RGB	CMYK
Orange		EE6C4D	238, 108, 77	0, 55, 68, 7
Dark Blue		1E3F52	30, 63, 82	63, 23, 0, 68
Light Blue		98C1D9	152, 193, 217	30, 11, 0, 15
Cream		F8F7E6	248, 247, 230	2, 1, 10, 0

Small Group Course - Promo Video, Posters, and Links

- [DTC Promo Video](#) Download or link to this video to help promote your small group.
- [8 ½ x 11" DTC Poster](#) / [11 x 17" Poster](#) - These posters are easy to print and post with extra room to add your group's details.
- Feel free to add these links to your marketing:
 - [Free eBook Download](#) This is an overview of Discipline that Connects, called Four Messages Every Child Longs to Hear
 - [Free Weekly Newsletter Registration](#) These are the weekly parenting tips we send out to our email list once a week.

DTC Branding

Open the link to find a downloadable high-resolution image for your use.

 <p>DISCIPLINE THAT <i>connects</i></p> <p>WITH YOUR CHILD'S HEART</p> <p>DTC full logo - color.jpg</p>	 <p>DTC Logo - white.png</p>	 <p>DTC logo only.png</p>
 <p>DISCIPLINE THAT <i>connects</i></p> <p>WITH YOUR CHILD'S HEART</p> <p>DTC horz logo.png</p>	 <p>Brand Image - Color</p>	 <p>Brand Image - B/W</p>
 <p>Online course thumbnail (960x480)</p>	 <p>Framework.png</p>	 <p>DTC book.png</p>
	 <p>Connected Families Logo Package (More info below)</p>	

Co-branded images

As a ministry partner, you have permission to place your logo on the course ads you make.

Marketing language

You have permission to lift any copy from our [online course landing page](#) or our [small group page](#). You can also lift and customize this paragraph below:

What kids learn when they are disciplined will last a lifetime. But well-intentioned parents miss their kids' hearts during discipline. It happens all the time. Instead of building the wisdom and respect they hope for, parents inadvertently build discouragement and resentment, which drives their kids to misbehave more. But it doesn't have to be that way! Join.....

Logo Packages

The sharing settings are "open" on this logo package - meaning they can be accessed online from any of our ministry partners. The primary logo to be used is the light blue/dark blue Connected Families logo. If it simply doesn't look good with the image or the partner website, select one of the other color combinations.

- [Connected Families Logo Package](#)

Typographic execution of brand name in text

- **Connected Families** (Two words, both words capitalized.)
- **Discipline That Connects online course** (online course not capitalized)
- **Discipline That Connects With Your Child's Heart online course** (online course not capitalized)
- **DTC** (only use this after first writing out the entire name of the course)