

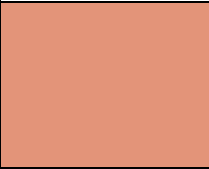

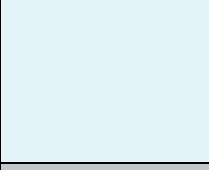
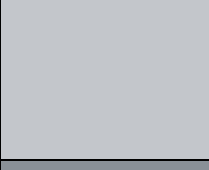

# Sensitive & Intense Kids Online Course

## Promotional Guide

The purpose of this document is to ensure that all representations of Connected Families and the Sensitive & Intense Kids online course have consistent branding. This style guide is used internally amongst staff as well as available to ministry partners who are representing Connected Families. If you have any questions about how to use this style guide, please [contact us](#), and your email will be routed accordingly.




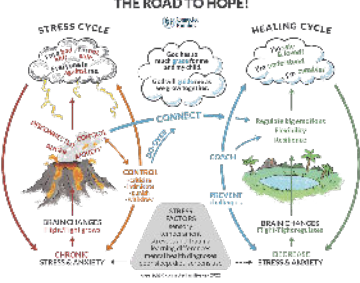
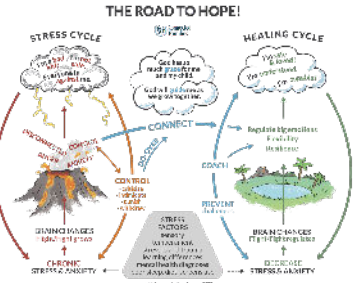




### Color Scheme

Our primary colors for the Sensitive & Intense Kids (S&I) brand are **light blue, dark coral, and light coral**. 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 colors options available below or gray scale.

Color	Sample	Hex	RGB	CMYK
Dark Coral		<b>E39479</b>	R = 227 G = 148 B = 121	C = 8 M = 49 Y = 51 K = 0
Light Coral		<b>F5C3B4</b>	R = 245 G = 195 B = 180	C = 2 M = 27 Y = 24 K = 0
Light Blue		<b>E2F4F8</b>	R = 226 G = 244 B = 248	C = 10 M = 0 Y = 2 K = 0
Light Gray		<b>C3C6CB</b>	R = 195 G = 198 B = 203	C = 23 M = 17 Y = 15 K = 0
Dark Gray		<b>899097</b>	R = 137 G = 144 B = 151	C = 49 M = 38 Y = 34 K = 2

# S&I Branding

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

 <p><b>SENSITIVE &amp; INTENSE KIDS</b> Navigating parenting challenges with purpose and hope</p> <p><a href="#">Logo ideas in this folder</a></p>	 <p><a href="#">Stars 1</a> <a href="#">Stars in S&amp;I brand colors here</a></p>	 <p><a href="#">Stars 2</a></p>
 <p><a href="#">Road To Hope Diagram pdf</a></p>	 <p><a href="#">Road To Hope Diagram.png</a></p>	 <p><b>Sensitive &amp; Intense Kids</b> ONLINE COURSE</p> <p><a href="#">Online course thumbnail</a></p>
 <p><a href="#">Brand Image - Color</a></p>	 <p><a href="#">Brand Image - B/W</a></p>	 <p><b>Connected Families</b></p> <p><a href="#">Connected Families Logo Package</a> (More info below)</p>

## Co-branded images

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

## Marketing language

You have permission to lift any copy from our online course landing page. You can also lift and customize this paragraph below:

Do your child's angry, or fearful reactions to life's challenges sometimes feel like a volcano erupting? Or, maybe it's more like a strong-willed child who argues to control everyone and everything. Trying to grit your teeth and be more patient and kind when your child is angry or controlling is a setup for failure and more frustration. In our Parenting Your Sensitive & Intense Child online course, you'll learn to navigate these parenting challenges with purpose and hope.

## Small Groups

The following is a list of links you can feel free to add to your marketing.

- [Introductory article](#) to Sensitive & Intense Kids
- [Free Weekly Newsletter Registration](#) These are the weekly parenting tips that we send out once a week to our email list.

## Small Group Social Media Kit

- Open [this link](#) to find downloadable png images for promoting your S&I Kids Small Group.
- If you have a Canva account and would like to make changes to dates or add your coaching information, you can make a copy of this [Canva Template](#) to tailor to your group. Please do NOT remove any Connected Families branding from these images.

## Promo Video

- [Sensitive & Intense Kids Promo Video](#) - Download or link to this video to help promote the S&I course.

## Logo Packages

The sharing settings are "open" on this logo package - meaning they can be accessed on the web 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.)

The S&I course uses the Lato font family -

Lato Regular, Lato Italic, Lato Bold Italic, Lato Bold, Lato Black

- **Sensitive & Intense Kids online course** (online course not capitalized)
- **Sensitive & Intense Kids: Navigating parenting challenges with purpose and hope**  
online course (tagline and online course not capitalized)
- **S&I** (only use this after first writing out the entire name of the course)