



Promotional Guide: Grace & Truth for Moms

The purpose of this document is to ensure that all representations of Connected Families and the Grace & Truth for Moms small group online course have consistent branding. If you have any questions about how to use this style guide, please [contact us](#), and your email will be routed accordingly.

Promo Video and Posters

- **Small Groups:** [8 ½ x 11" GT Poster](#) / [11 x 17" Poster](#) - With extra room to add your group's details, these posters are easy to print and post.
- **Small Groups:** [Grace & Truth for Moms Video Promo](#)
- **Workshops:** [8 ½ x 11" GT Handout \(2-up\)](#) / [8 ½ x 11" GT Poster](#) - With extra room to add your group's details, these posters/handouts are easy to print and post.

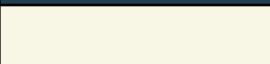
Marketing Language

Have you ever felt stuck in negative patterns with your children? Do anger, anxiety, or other emotions like shame or discouragement plague your interactions with your kids? If so, Mama, you're not alone! We want you to get to the root of difficult emotions and interactions in parenting so *you* can be set free by the grace and truth God has for you.

This course was designed around authentic fellowship with other moms. Gather with your friends and explore what it means to have grace and truth for your child AND YOURSELF! You'll be more confident as a parent, have more grace for yourself and your kids, and be better equipped to make *faith* the bedrock of your parenting.

Color Scheme

Our primary color combination for Grace & Truth for Moms online course is **dark blue and light blue**. Use this combination first. If it doesn't compliment 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 (Hex)	Sample	RGB	CMYK
98C1D9		152, 193, 217	30%, 11%, 0%, 15%
1E3F52		30, 63, 82	63%, 23%, 0%, 68%
F8F7E6		248, 247, 230	2%, 1%, 10%, 0%

Grace & Truth for Moms Images

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

 Online course thumbnail (960x480)	 Title header	 Title header without words
 Mom having serious talk with daughter	 Moms with coffee	 Moms & Daughter Bedtime Story

[Connected Families Logo Package](#)

The sharing settings on our logo package are “open”, 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.

Typographic execution of brand name in text

- Connected Families (Two words, both words capitalized.)
- Grace & Truth for Moms small group online course (“small group online course” not capitalized)