




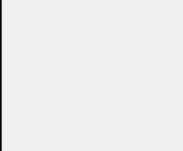
The Power of Questions online course

Promotional Guide

The purpose of this document is to ensure that all representations of Connected Families and The Power of Questions online course have consistent branding. This style guide is used internally amongst staff as well as available to our 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.





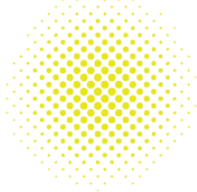




Color Scheme

Our primary color combination for The Power of Questions online course is **dark blue, yellow, 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 colors options available below.

Color	Sample	Hex	RGB	CMYK
Dark Blue		211f53	R = 34 G = 32 B = 83	C = 100 M = 98.8 Y = 35.7 K = 32.14
Yellow		e7e51b	R = 231 G = 230 B = 0	C = 12.7 M = 0 Y = 98.13 K = 0
Light Blue		74cee0	R = 117 G = 247 B = 230	C = 49.8 M = 0 Y = 10.59 K = 0
Blue Gray		e6e6e6	R = 230 G = 230 B = 230	C = 0 M = 0 Y = 0 K = 10

The Power of Questions Images

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

 <p>family tug-of-war icon</p>	 <p>family tug-of-war icon white</p>	 <p>father/daughter</p>
 <p>blue circle of dots</p>	 <p>gray circle of dots</p>	 <p>yellow circle of dots</p>
 <p>title header</p>	 <p>Online course thumbnail (960x480)</p>	 <p>hosts - Chad & Stacy</p>
 <p>tug-of-war</p>		

Small Group Promo Video and Posters

- [8 ½ x 11" DTC Poster](#) / [11 x 17" Poster](#) - With extra room to add your group's details, these posters are easy to print and post.
- [Promo Video](#)

Marketing Language

- A 4-session online course that teaches you how to stop arguing with your child and cultivate wisdom by asking thoughtful and curious questions.
- Why does everything have to be a fight? It's exhausting, isn't it? Who knew taking out the garbage or feeding the dog could be such an ordeal? Most parents dread engaging in power struggles with their children. It leads to discontent, lack of respect, and distanced relationships. And worse, nagging. The nagging isn't cultivating wisdom, is it? But how do you stop the constant arguing?
- We know arguing can really get under your skin. It can be incredibly frustrating when children resist! Should you really have to nag and give constant reminders? You only asked him to mow the lawn. There's hope! You *can* stop arguing with your child and cultivate wisdom. For over 20 years Connected Families has developed strategies to help parents, just like you, grow wisdom and responsibility in their kids. Can you imagine the entire family living in peace?

Logo Packages

The sharing settings are "open" on all of our logo packages - 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 Power of Questions online course
("The" capitalized. Online course not capitalized)
- Less Arguing. More Wisdom.
(Tagline)
(All words capitalized. Periods behind both sentences.)

Meet your workshop hosts

Chad Hayenga (MA, LMFT, CLC) and Stacy Bellward (ACC) delight in helping families live in harmony. But they are also parents and understand your daily struggles.

They wrote this course to give you a new vision for using thoughtful and curious questions to grow wisdom and responsibility in your kids. Full speaker bios for [Chad](#) and [Stacy](#) are available.