

THE *Graceful* parent



BRAND STANDARDS & STYLE GUIDE



BRAND PILLARS

1. JANET WARD IS THE FACE OF THE BRAND.

- She works WITH parents on adding more grace to their parenting

2. IT IS ALL ABOUT RELATIONSHIPS.

Relationships of:

- parent & grace
- parent & child
- parent & janet
- parent & facilitating with other children (socially), siblings, educators, grandparents, other extended family

3. The Graceful Parent holds a space of COMPASSION and PERMISSION for parents to feel what they are feeling ... anything from overwhelm to delight ... it is OK to let go of control, perfection and expectation and FEEL.



BRAND COLORS



#7c6198	#83cec8	#5580b2	#fbf6f0	
124r / 98g / 152b	131r / 207g / 200b	86r / 128g / 179b	251r / 247g / 241b	
60c / 70m / 15y / 0k	47c / 0m / 25y / 0k	71c / 45m / 10y / 0k	0c / 1m / 3y / 1k	

#: hexa decimal color / rgb: web / cmyk: for print

#85c68a
133r / 198g / 139b
50c / 1m / 60y / 0k

LOGO

on white:



on blue:



TYPEFACES

for highlighted words:

Hoefler Text Italic Swash

for all other text:

Avenir 35 Light

Avenir 55 Roman

Avenir 85 Heavy

HELPING TO *Cope* AND
GIVING YOU *Hope*

LEAD IMAGES AND SIGNATURE SYMBOL

The reflected swan represents the relationship between parent & grace:



The HOPEFUL relationship between parent & child:



playful element of brand colors on image bottoms

Grid of Images to speak to all types of relationships and emotions + playful circles --->



Janet shown in the circle with purple outline and signature symbol



Janet
✎

✎ symbol used for bullets (in purple)

✎ and dividers (in light blue)



SUPPORTING BRAND IMAGERY STYLES

People that actually look like parents with or without their children. Animals and children.
Nature settings, softness, realness/authenticity of emotion, metaphorical.
Unsplash.com and Stocksy.com are the go-to sites (others may work too).



10 iSTOCK IMAGES



LEAD MESSAGE

for use on a long width area:

HELPING TO *Cope* AND
GIVING YOU *Hope*

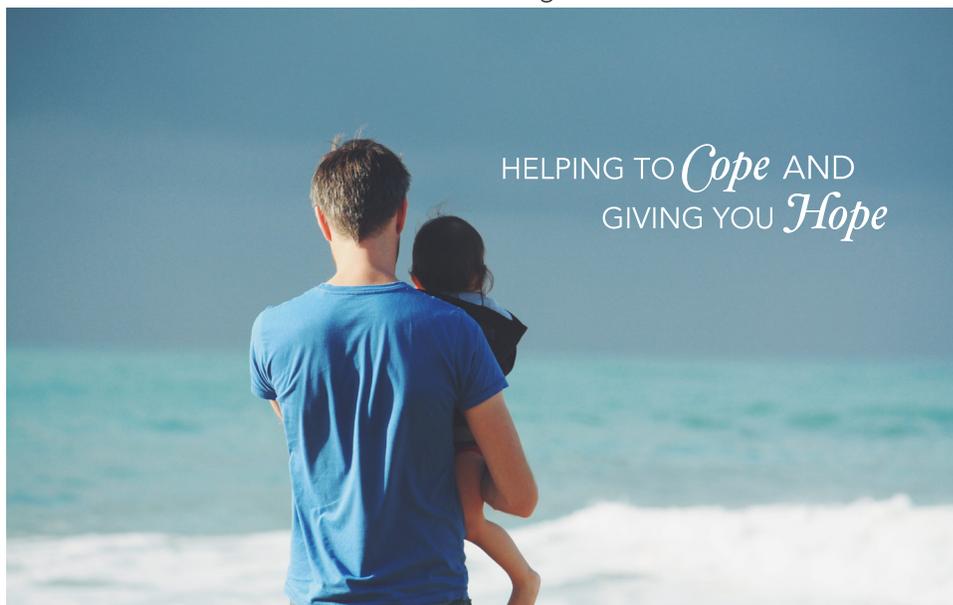
for use on a short width area:

HELPING TO *Cope* AND
GIVING YOU *Hope*

purple on white and light backgrounds:



white on dark backgrounds:



BUSINESS CARD



September 7, 2016

Dear:

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Ecum et restis eicia valorisit, ullam facculpa nat arum at eumqui dolent estorec aboreri corit ipicipit aut aut es que lis dolore od eumquassit dellorendae mo od quati cum verro valorist aut lande vel im rehent et volo doles most quatemp oremquo dipsapedis ad et magnam hicabo. Pa ne prorem velia niam, omnim faccae. Quibusam et auta que aliandi rest velento vent, voluptiberro blant qui offictis volupisqui dunt untiant dolor maiores aut pa voluptat etur rendistio quam, te vollorpos excepel lendisquis modicab ipit, sin eosae mil modi aut aut eat alit do-loreptae nosapis volupta temperciate cusam doluptatus.

Mendi rem ut ut et harchit exeratius, ut et prectio in elenem quiam evelesequis dolupta.

Sincerely,



Janet Ward

NOTECARD



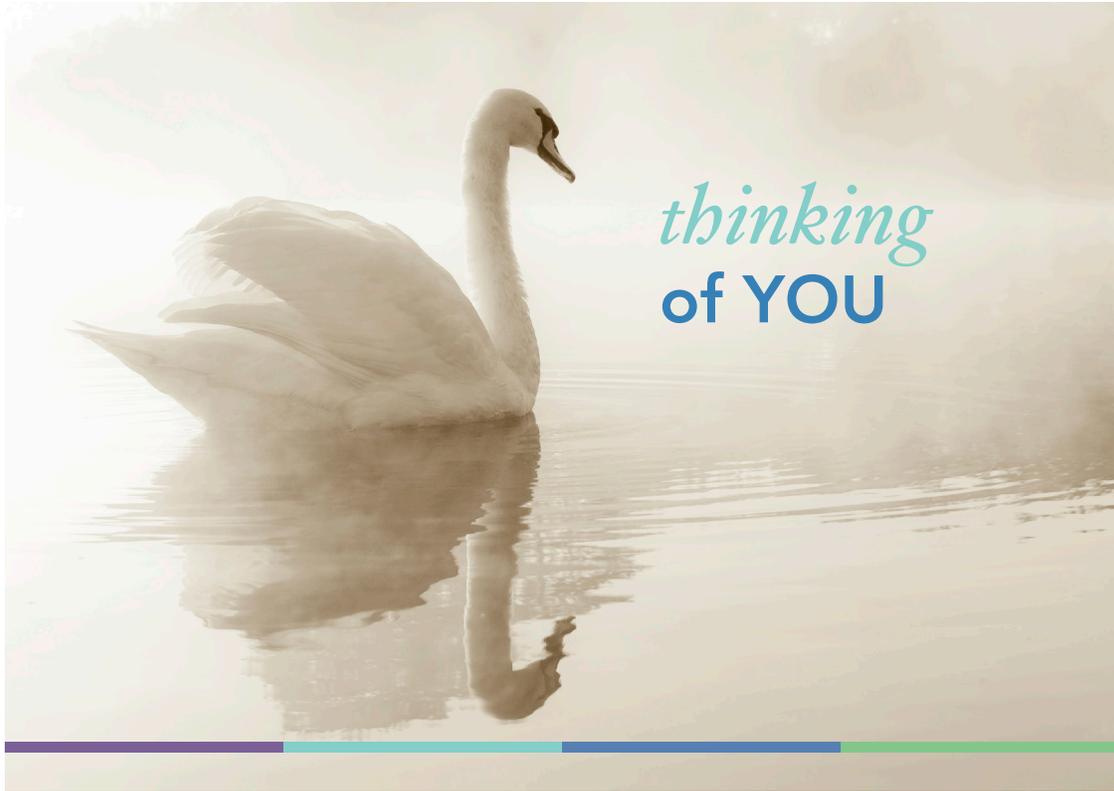
NOTECARD



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SOCIAL MEDIA POSTS

Precisely because of their challenges,
STRUGGLING CHILDREN OFFER US GIFTS
of beauty, learning, and insight
in amazing, unexpected ways.



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LET GO
in order to receive.



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LET GO
in order to receive.



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HELPING TO *Cope* AND GIVING YOU *Hope*



WELCOME!

My name is Janet Ward. I am the mother of an adopted daughter with severe mental health, learning, and developmental challenges, as well as two biological sons.

As a writer, blogger, and speaker, I offer hard-won wisdom from experience to other parents.

Janet



Are you a loving, responsible, and concerned parent of a child who struggles to maneuver through this world?

Perhaps your child been given one or more mental health, developmental, or learning diagnoses.

Do you struggle to meet your child's needs while also meeting all the other demands in your life?

You've got your spouse or ex-, other children, job or career, friends, extended family, and so on. Not to mention your own needs ~ which usually seem to come last.



Do you feel overwhelmed and isolated, like no one fully understands your reality or how hard it is for you to hold it all together?

Maybe that's because you do a great job holding it all together, making it look easy, while on the inside you wonder how much longer you can keep going.

Do you get a nagging sense there's got to be a better way to live your life?

A better way to meet your responsibilities while feeling more peace and joy. You sense an answer is out there, but aren't sure how to find it.



If you answered "YES" to these questions, this site is for you!

COPE & HOPE

About twice a month we send inspirational posts with practical advice. We never share your info.

First name

Email

Yes, Include Me!



FACEBOOK PAGES

business page:



personal page:

