



My Thriving Child

Brand Guidelines

Hi, I'm Hannah

I'm a therapist, coach, separated parent, and a leading expert in my field of work. I want to help parents who are, or have, separated to support their children in the best way possible, so our children don't just survive and get by in life, but they **thrive!**



Our Brand Identity

The visual identity of the My Thriving Child brand incorporates the following key values.

In all areas of design, keep these values in mind to maintain a consistent tone:

Inclusive

My Thriving Child welcomes any parent struggling with divorce. Our colour palette, characters, and illustrations are therefore designed to be inclusive for all identities, so every parent feels seen.

Playful

The 'doodle-like' quality of our illustrations creates a relaxed and uplifting mood. This is important when discussing serious topics to maintain a sense of ease, whilst also appealing to a younger audience who will have access to our helpful resources.

Warm

To create a positive and comforting atmosphere for both parents and children, we use a warm, gentle colour palette and soft rounded shapes.

Inviting

My Thriving Child is a safe space for struggling parents. Our brand conveys a feeling of familiarity and kindness for this reason.

Resonance

The core purpose of our illustrations is to act as a visual narrative to convey real-world scenarios in a digestible, relatable manner. Our brand heavily encourages storytelling that takes parents on a journey of discovery.

Logo Mark Study



A Thriving Parent

The image of a parent hugging their child communicates **warmth, comfort,** and the **protective nature** of a parent's love. The single parent and their child are represented by using two complementary colours to stand out within the logo mark. An anonymous parent figure helps to broaden the demographic of the audience.



A Thriving Path

In this thoughtful portrayal, the arms of the parent and child create a visual of navigation through the intricate journey of parenting during separation. This actively **guides parents** towards a path of supporting their children to thrive through their divorce and beyond.



A Thriving Motion

The subtle yet impactful addition of three small lines captures the dynamic motion of a child joyfully throwing their arm in the air. This is a simple yet powerful symbol of thriving that resonates with parents, offering a visual narrative of **progress and empowerment** in their journey towards creating thriving, resilient lives for their children in the aftermath of separation or divorce.



A Thriving Child

The child's raised arm and flying leg is a powerful visual metaphor for thriving. It communicates the brand's core message that, despite challenges, there is room for **growth, positivity,** and the potential for a **better future.**



Primary Logo

The primary logo is the main representation of the brand and should be used in most situations that accommodate for its layout. The logo mark is proudly displayed atop the company name so all elements can remain prominent. The logo mark is minimalistic and has a circular form, establishing a sense of security for an immediate emotional connection.



My Thriving Child

Secondary Logo

This version of the logo serves versatility and adaptability. It is tailored for specific use cases where the primary logo might be too intricate or impractical, ensuring that the brand recognition remains consistent. It is best suited for a horizontal layout on a smaller scale.



My Thriving Child

Compressed Logo

This adaptation of the logo is designed for applications where horizontal space is limited, such as website headers and email signatures. It emphasises the company name with carefully balanced proportions to maintain clarity and aesthetic appeal as the words flow together.

My
Thriving
Child

Submark Logos

The submarks maintain the emotional resonance and circular shape of the logo mark, ensuring that even in a more compact form, it can still evoke feelings of warmth, support, and the promise of thriving. It is used within the footer of the My Thriving Child website and areas with limited space, such as corners of professional documents as a signature.



Logo Clearspace

All variants of the logo have equal clearspace measured by the size of the parent's head in the primary logo mark. These tailored measurements create a unified and cohesive system that protects the integrity of the brand across all formats. Refrain from inserting any visual elements within the designated clearspace to maintain clarity.



Incorrect Usage

- 1. Avoid altering the colours** of the logo. Use only the specified colours from the brand palette.
- 2. Do not skew or compress** the logo to change the dimensions.
- 3. Do not reflect or reverse** the logo.
- 4. Do not use the logo mark horizontally.**
- 5. Do not crop** a portion of the logo.
- 6. Do not tilt or rotate** the logo, except for cases in which the logo is used as a background pattern.



Typography

A harmonious blend of vintage and modern typefaces balances contemporary relevance and timeless appeal. Fields as the primary font has an aesthetic quality and evocative charm, offering a sense of familiarity that appeals to our target audience of 30-40-year-old parents.

Merel as the secondary font has functional legibility, and the text size will always be smaller than Fields to establish hierarchy of information.

‘Fields Bold’ For Headings

‘Fields Regular’ For Subheadings

‘Merel Regular’ should be used sparingly, for:

- Short sentences/paragraphs
- Bullet point lists
- Step-by-step instructions

**A lighter colour in sentences
can be used to emphasise
bold, impactful statements
and create visual interest.**

Using Merel for larger paragraphs can look plain, chunky, and boring to read. **Change the boldness and colour of key words** in the text to draw in the viewer and catch their eye.

Fields Serif

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Merel Sans Serif

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Colour Palette

Colour is a vital element of our brand identity, serving as a means of communication and expression. Consistent use of our brand colours across all platforms ensures a cohesive and memorable experience that fosters connection, trust, and recognition.



Chestnut
Hex #874F3A



Brown Sugar
Hex #B77154



Peachy Tan
Hex #CE9882



Feldgrau
Hex #5C6E6C



Pale Sage
Hex #A2B3A6



Lion Yellow
Hex #CDA46A



Isabelline
Hex #F2EDE8



White Smoke
Hex #F7F7F7



Charcoal Grey
Hex #242424

These soft desaturated colours have been chosen for their sense of calmness and ease. The warm tones are aesthetically pleasing and work harmoniously with each other, allowing the brand to stand out amongst competitors. As a company dedicated to supporting separated parents, the comforting effect of these colours resonates with the sensitive nature of family separation, creating a visual language that conveys understanding and tranquillity. There is also a youthfulness to the palette to appeal to young children affected by their parents' separation.

Brown is associated with reliability, stability, and nature. In this context, the colour choice can evoke a feeling of reassurance, emphasising the down-to-earth and supportive approach of My Thriving Child.

The blend of **Green**, **Blue**, and **Yellow** symbolises growth and vitality, breathing life into the brand identity. It represents a thriving journey, capturing the essence of positive development and resilience that My Thriving Child seeks to inspire.

White and **Cream** should be primarily used as background colours to allow the main palette to stand out. It is also important to note that **Black** is used incredibly sparingly due to its harsh appearance. Its core function is for adding facial details to characters with a main body colour of 'Chestnut' or 'Feldgrau'.

Illustrations

We celebrate the use of purposeful doodles as a creative touch that adds personality to our brand. These hand-drawn elements serve as a recognisable feature, contributing to a sense of authenticity and approachability. When used thoughtfully, they bring versatility to our brand assets and draw attention. From social media graphics to marketing materials, incorporating a consistent and unique illustration style reinforces our brand's visual language.

Doodles should be used strategically to highlight important information within text or create a flow to website pages, such as with the use of an arrow. They are not appropriate for a corporate B2B audience, and illustrations such as hearts and stars are avoided in media targeting dads due to their more feminine appearance.



Characters

These 2D characters serve as visual storytellers, conveying warmth, resilience, and the unique journey of parents and children navigating life after separation. They enhance our visual identity and blend seamlessly with our values.

Because our work focuses on the diverse realities of divorced parents and their families, the characters are intentionally designed to be open, inclusive, and universally relatable. To ensure every client can see themselves reflected in our illustrations, the characters have no defined gender. Their bodies and features are simplified curved shapes, avoiding stereotypes and emphasising shared human experiences rather than specific identities. Be sure to never include two parents in the same illustration to avoid misinterpretation.

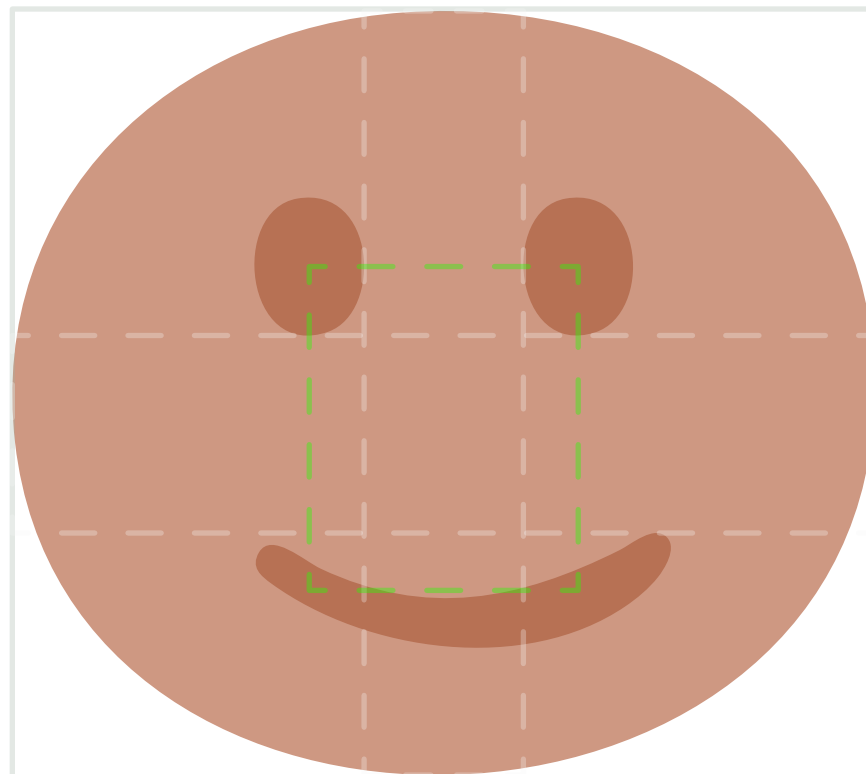
There are premade face and body templates provided for designers to use, though in some circumstances a unique illustration may need to be created, such as if a specific pose is required. In this scenario, guidelines must be followed in order to maintain the correct art style, so the characters appear consistent.



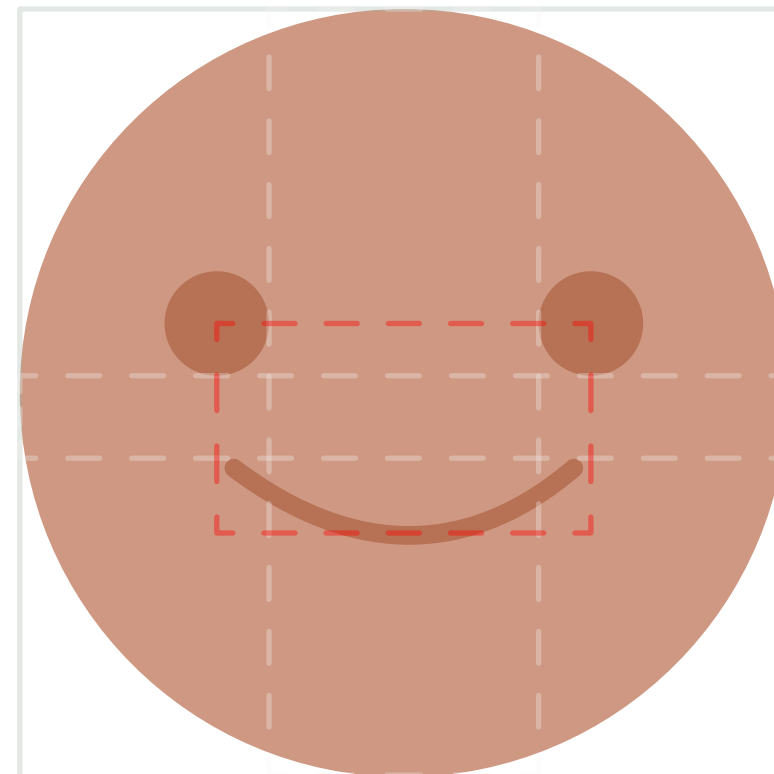
Facial Features

Facial features are to be kept simplistic with only eyes and a mouth represented by basic shapes. The eyes are placed close together near the top of the face and the mouth is positioned near the bottom of the face, maintaining a generous distance between them. Correct placements of the facial features should allow them to align roughly within a vertical rectangle. The head and eyes are an oval shape, and the mouth should be made from a thick visible line resembling an imperfect calligraphy stroke to emphasise the hand-drawn quality of the art style.

Yes!



No!



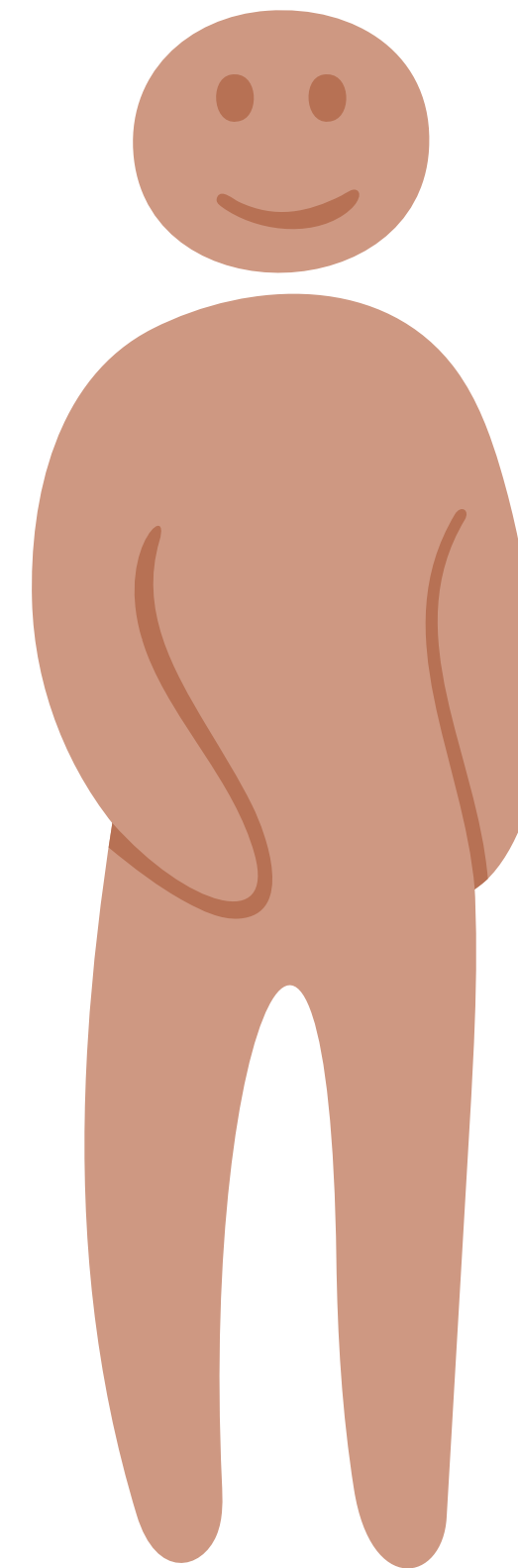
Lines to indicate eyebrows and eyelids may be added to a character's expression to convey more intense or complex emotions, such as worry or confusion. To further aid in visualising a character's emotions, expressive symbols can be strategically placed around the character to demonstrate what they are feeling through recognisable imagery.

Body Features

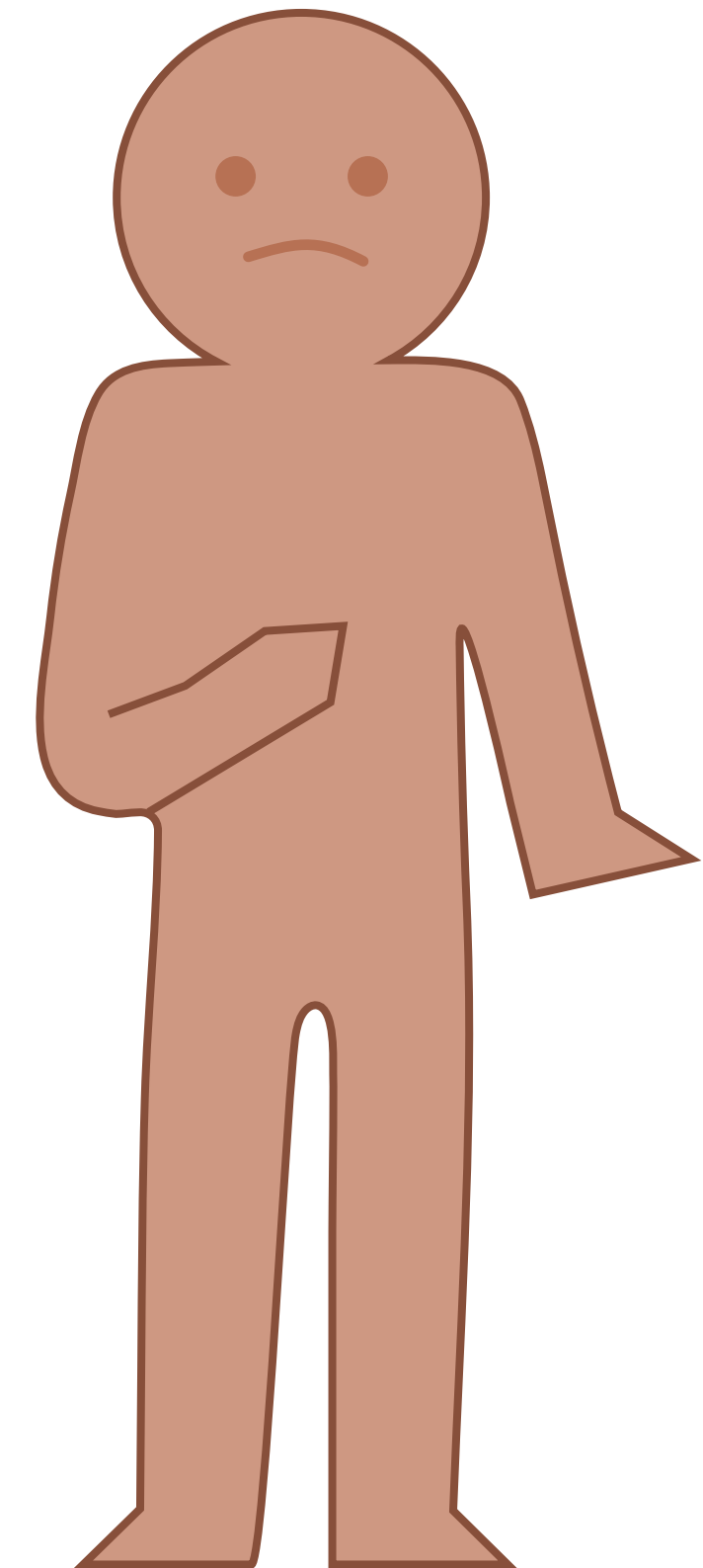
The characters should be drawn rounded and soft to appear friendly. Therefore, there should be no sharp edges or straight lines used in the design, and extra features such as feet or hands should not be added. Only in certain poses should shoulders be shown, and the head and body should never overlap. Ensure there is a comfortable amount of space between the head and body. The scale of the head in proportion to the body should also be appropriate, less wide than the body itself.

When parts of the character are overlapping, such as the arms crossing the body, a darker complementary colour may be used as a line of shadow to help distinguish certain features. All line art must maintain the same width and calligraphy style as the mouth, with the ends of the lines tapering off. This reinforces the ‘doodle-like’ quality of the illustrations. Line art should also match the colour of the facial features. These lines should not protrude out of the character or be used to outline anything that is already visible.

Yes!



No!



Use of Colour

Use appropriate colour combinations when designing characters, considering the background and overall composition they will be placed in. Establish a clear hierarchy of visual elements and make characters stand out, taking care to avoid a conflicting palette.

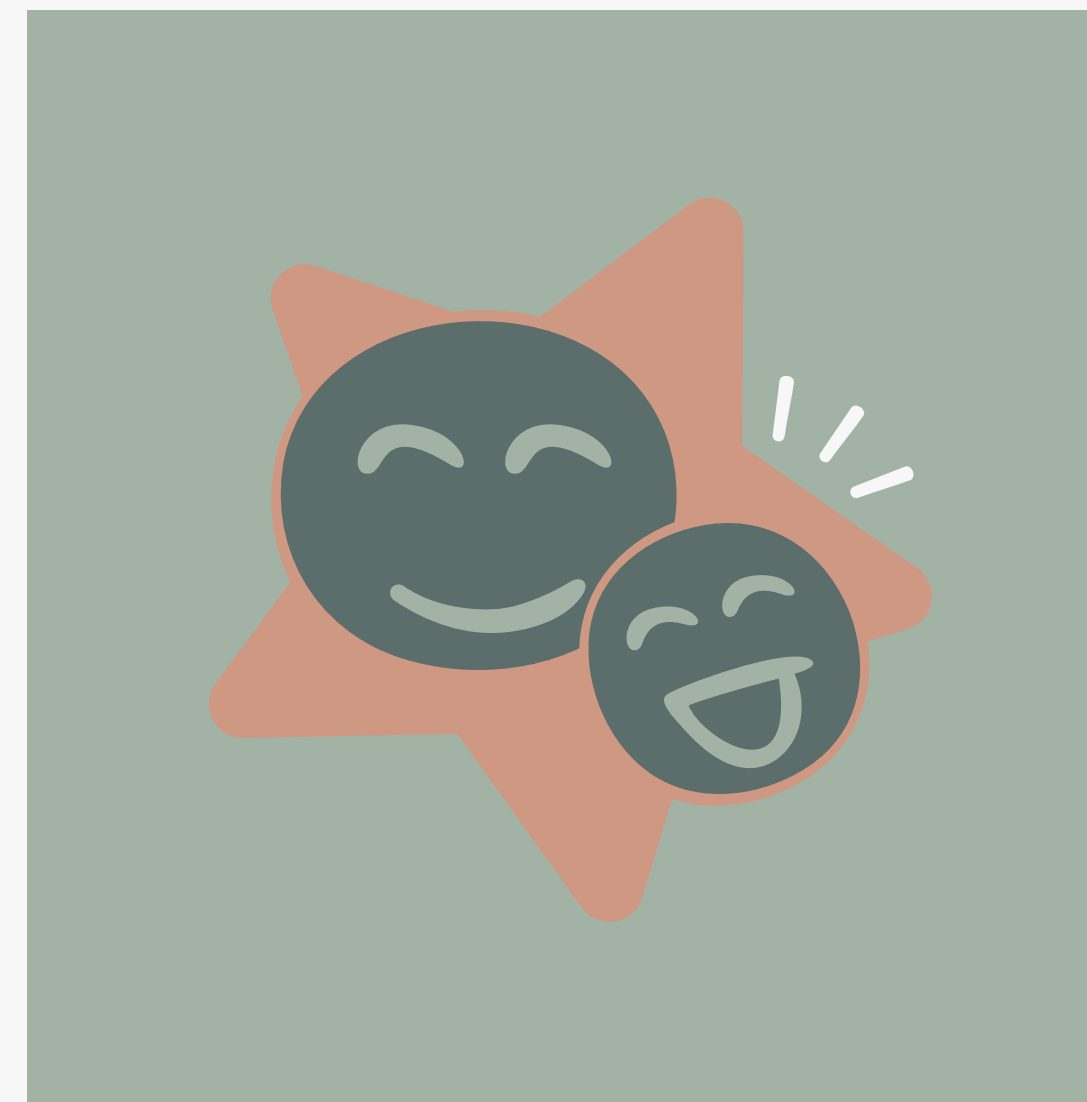
The facial features of a character should always be a shade darker than the main body colour, unless directed otherwise. The colour of the facial features should also match the colour of any expression symbols surrounding the character. If the illustration depicts a parent and child together, the primary colour of the child should be a lighter shade than the parent to appear more youthful.

Yes!



- Background colour contrasts well with illustration so it stands out.
- The pale colour of the star makes the characters the focal point.
- Complementary shades of brown are used for the characters.
- Child is a lighter shade of brown.
- Facial features and expression lines are the same colour.

No!

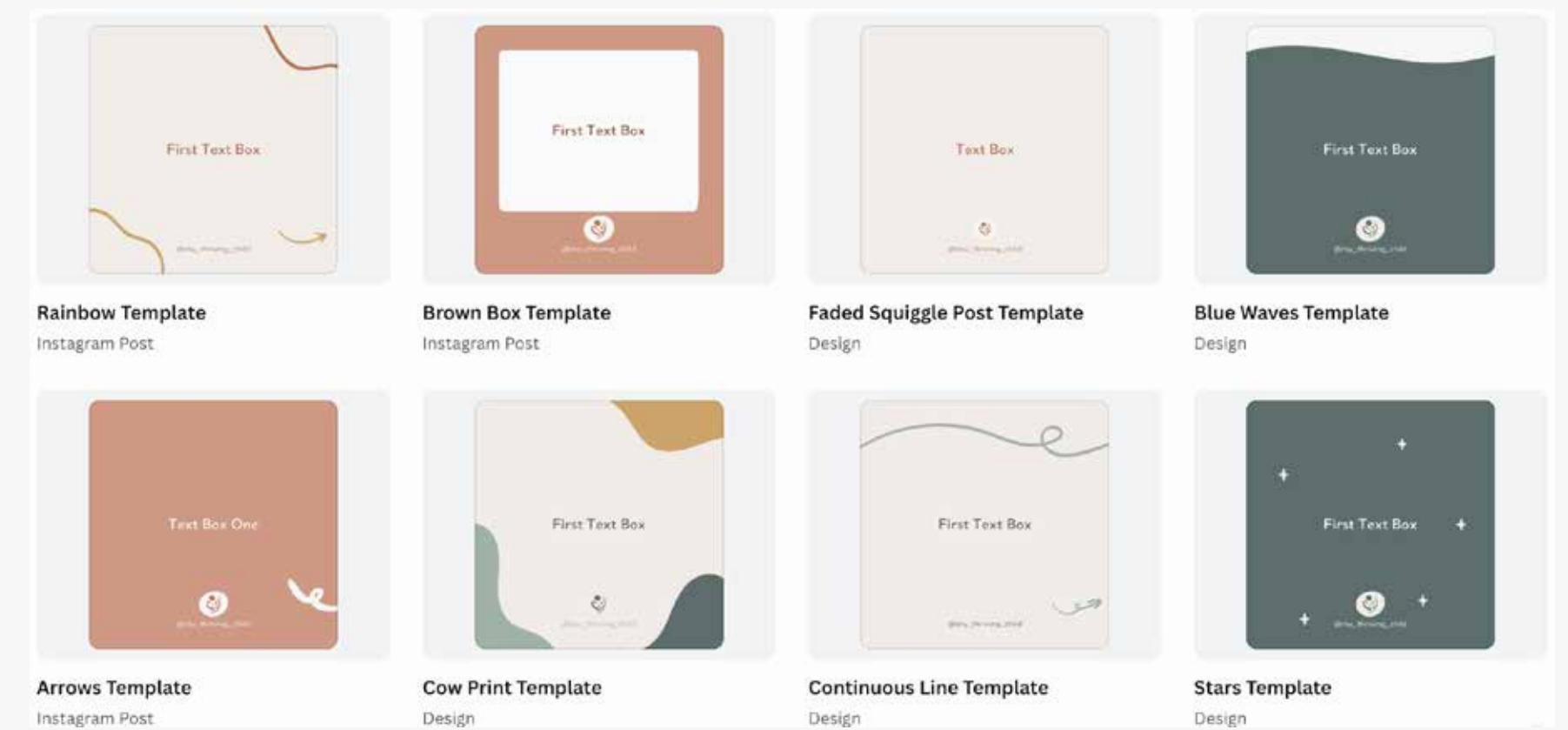


- Background colour washes out star so it is less noticeable.
- The parent and child share the same colour palette, reducing contrast.
- Facial features are a lighter colour than the primary character colour.
- Overall colour choices clash and are not appealing or harmonious.
- Expression lines are not the same colour as the facial features.

Brand Applications

Hannah's online presence is an extension of the brand's commitment to fostering support, building resilience, and thriving within a community of parents. Through carefully curated digital content, we share empowering insights and visual stories that resonate with our audience.

When designing for social media posts, PDF resources, workshops, or website pages, use variations of colours, illustrations, and other assets within the guidelines to establish the brand identity across multiple platforms. Templates can also be utilised by designers for a sense of continuity.

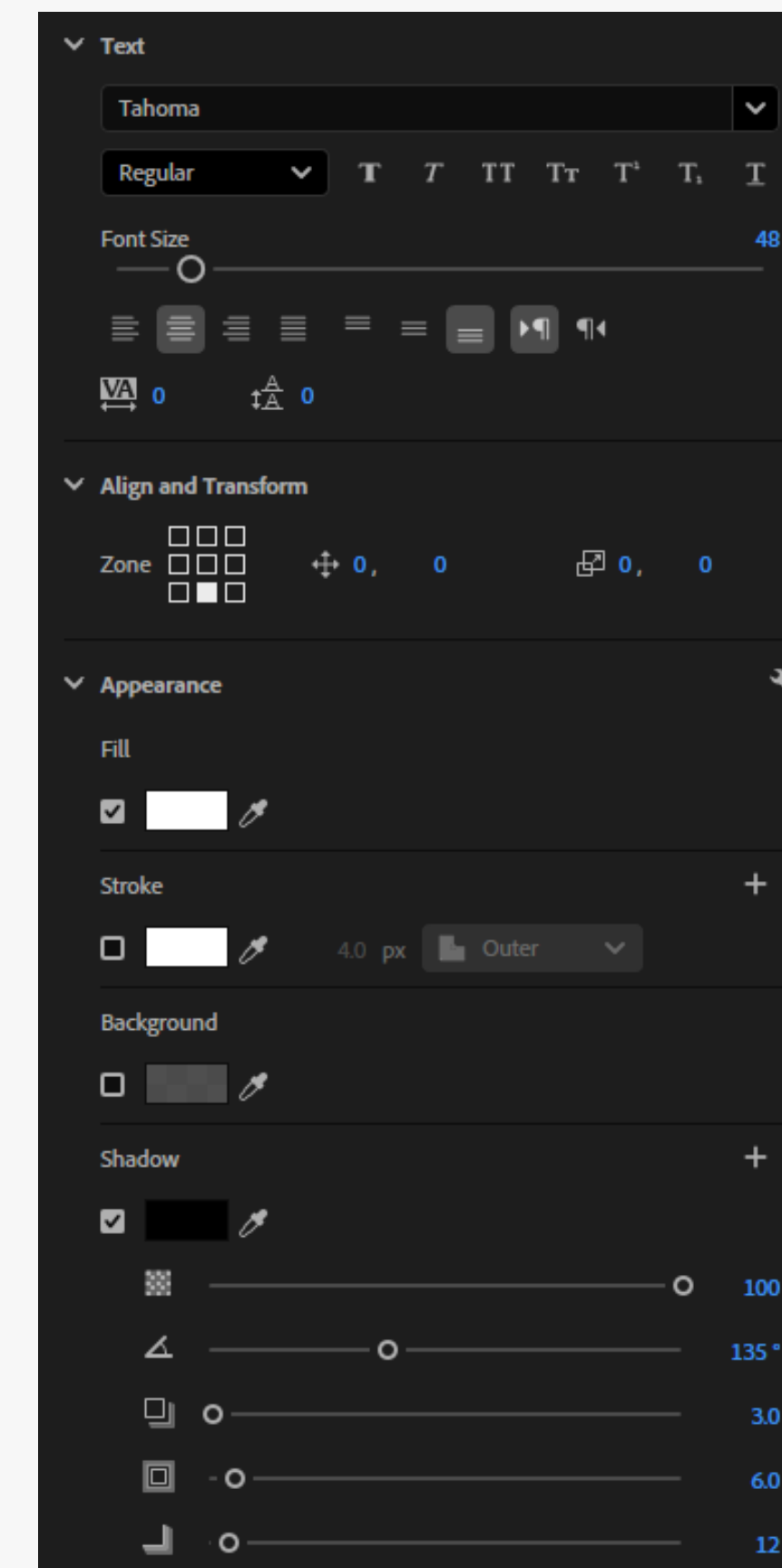


Video Editing - Long Form

Raw video recordings will require editing for public use, which will involve adding Hannah's nametag and credentials, background music, subtitles, any additional visual assets, and removing outtakes. This will allow the content to appear professional and attention grabbing.

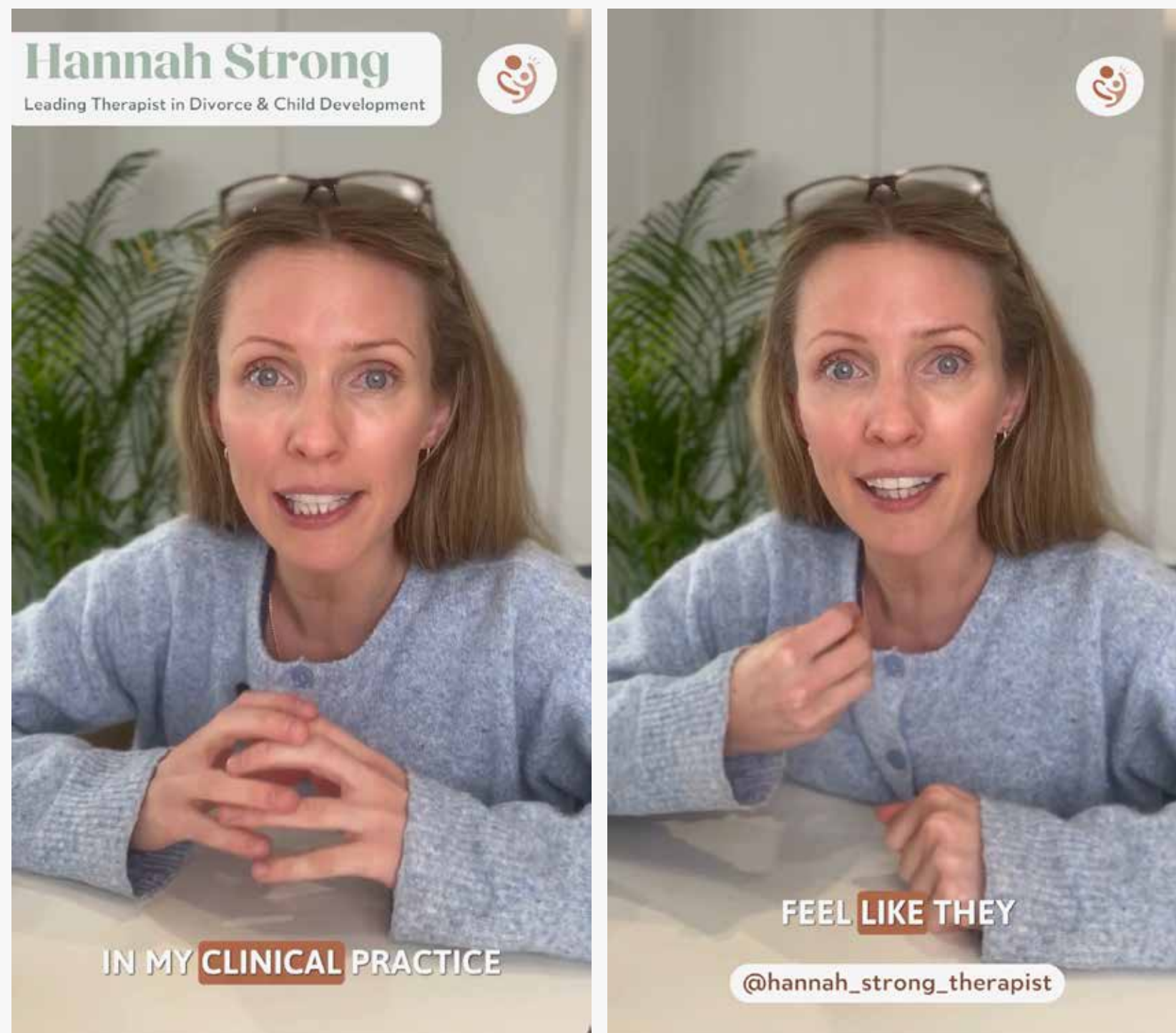


Long form videos are edited in Premiere Pro for precision. These videos can either be masterclasses or workshops, intros and outros for live events, or podcast episodes. Hannah's nametag and credentials are typically placed in the upper left corner, aligned with the company logo in the upper right corner. Depending on the composition of the video, this positioning can be changed to avoid Hannah or any important information being obscured. A reveal animation of the logo is placed in 7 Step Programme and Bonus Course videos for copyright purposes. It should play at the end of any introduction video for each module. Modules contain a series of exercises that are split into multiple parts. The logo animation should play at the start of the first part of an exercise and at the end of the last part to conclude it.

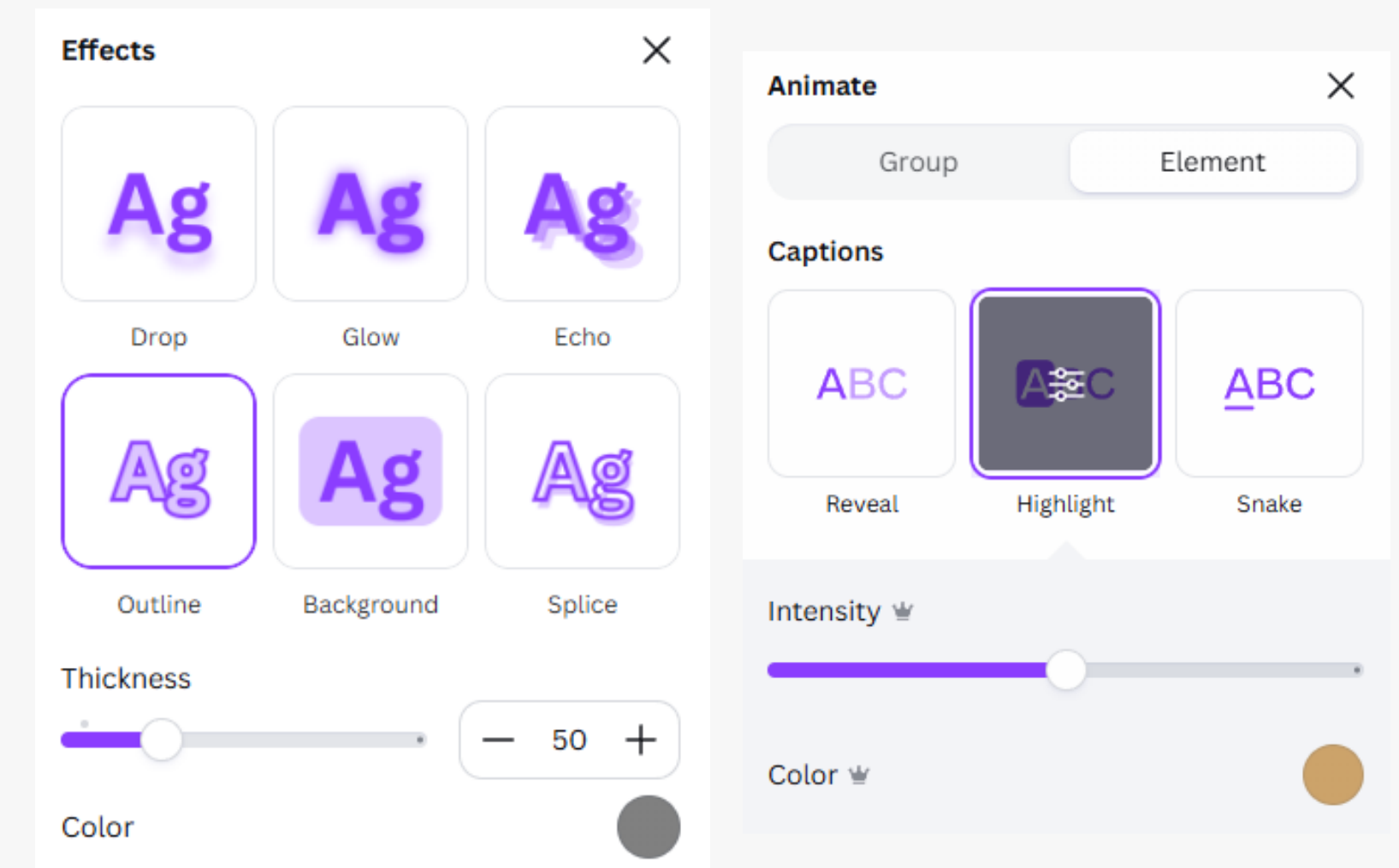


Subtitles are the one exception where brand fonts are not used to improve legibility. Tahoma Regular font at size 48 is commonly chosen. Text is white with a slight black shadow to stand out on the screen. Subtitles are kept on a single line to be easier to read at a fast pace and allow more of the video to be visible.

Video Editing - Short Form



Short form videos can either be edited in Premiere Pro or Canva. These videos will typically be for social media posts and ads, giving them a vertical layout. As with long form videos, the default position of the upper thirds may be altered to comfortably fit all elements within the limited space. All B2B videos and paid ads will feature upper/lower thirds, but if the video is an organic B2C post, uploaded to Instagram rather than LinkedIn for example, Hannah's nametag and credentials will instead be replaced with her Instagram username. It is therefore important to consider the platform the video is intended for.



Subtitles are added on Canva using a caption style that highlights each word when spoken with a lively animation to stand out. Asap Bold font at size 48 in all capital letters is used, and text is pure white with a light grey outline for better legibility. Captions never extend to two lines to ensure less of the video is obscured. Key words are often increased to size 60-70 for emphasis, isolated on a line of their own. Any colour from the palette with good contrast to the text can be chosen for the background highlight.

When background music is required, it is edited so that the major change in the tune, or the 'beat drop', plays when Hannah reveals the main point of the video, or the 'hook'. Approved songs for use include:

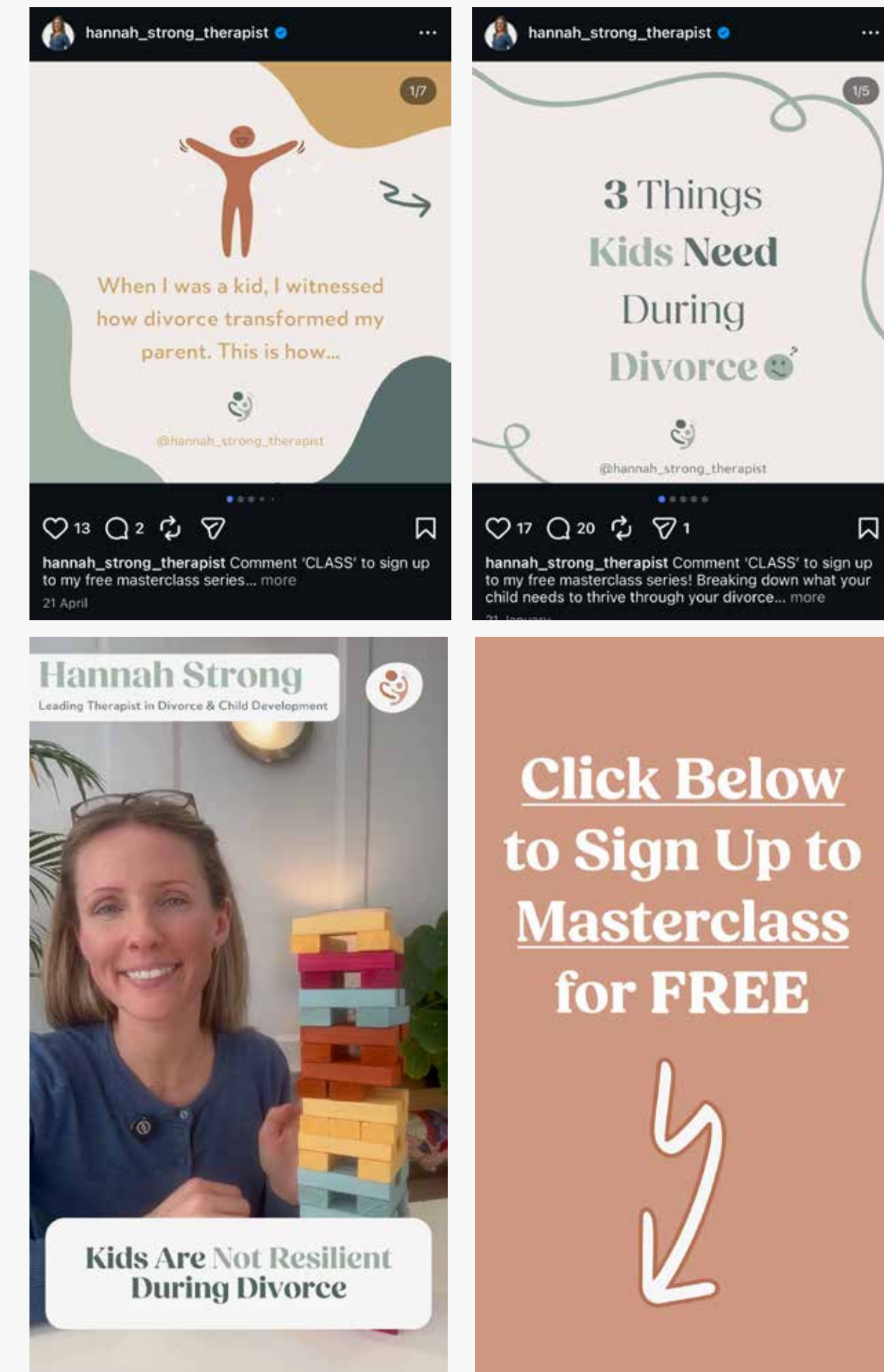
- Cleffy - 'Meet You At The Graveyard | Instrumental'
- Yuval Salomon - 'Nuvole Bianche'
- The xx - 'Intro'

B2C & B2B Content

Social media content is designed to be comprehensible, persuasive, and engaging for potential clients and business partners. B2C posts are uploaded to Meta platforms like Instagram and Facebook, whereas B2B are primarily for LinkedIn.

Organic posts share useful research-backed advice and teasers for podcast episodes, bringing awareness to My Thriving Child. These can be in the form of static images, carousels, or reels. B2C posts sometimes include a ‘call to action’ placed at the end of carousels or reels, such as ‘Comment ‘Class’ to Sign Up’, prompting viewers to engage with an automation system. B2B posts are more visually professional with a lack of playful doodles and frame content from the third party perspective of handling divorcing clients, demonstrating how My Thriving Child is a respectable business to refer to or work with.

Paid B2C posts always feature a ‘call to action’ and solely focus on strongly encouraging viewers to engage with a promoted event, often much more targeted at a specific audience, either mums or dads, for a personal approach.

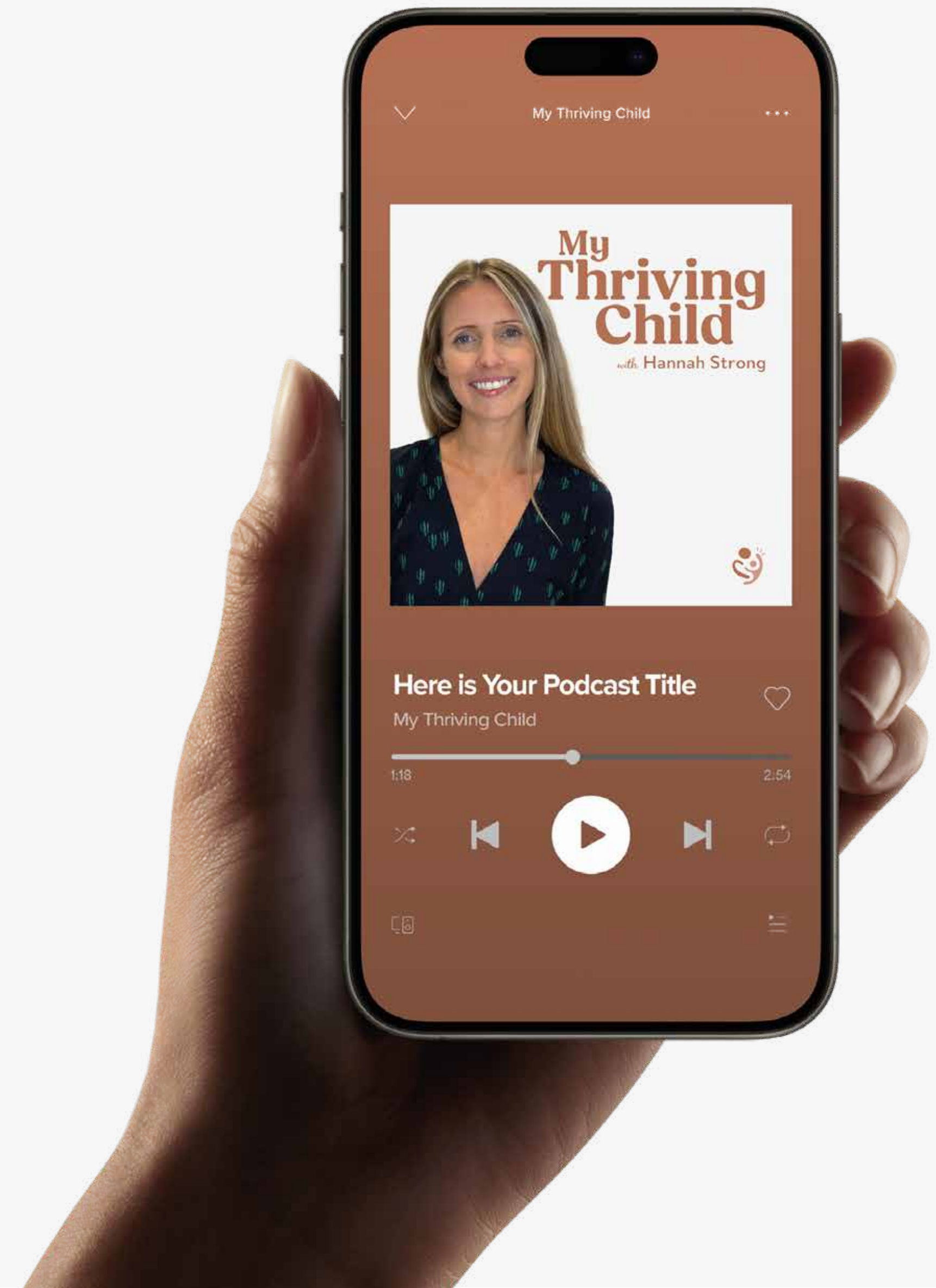


B2C and B2B reels that contain a ‘hook’ hold a title card at the start for 3-5 seconds. The title is short and relates to the key piece of advice or the main selling point of the video. Text is placed inside a white rounded rectangle.

Podcast

The My Thriving Child podcast, hosted by Hannah herself, dives into the nitty-gritty of being a separated parent with all the warmth, insight, and a dash of professional know-how. In each episode, she unpacks the real life struggles and victories that come with the territory. She doesn't just share stories; she provides actionable tools! The podcast is available on multiple platforms to reach a wider audience, managed through Libsyn.

This valuable resource often features special guests who share their unique area of expertise when it comes to divorce, providing a wealth of information to a variety of family situations. Each podcast episode must accurately credit these guests. They must also be given a captivating title that encapsulates the core topic of the discussion, as well as a concise personalised description that maintains the brand voice of My Thriving Child and summarises the key talking points. Episodes may require editing to remove mistakes and improve clarity.



Website

The website has been carefully crafted with a modern look, designed to allow all elements to flow naturally as viewers progress down the page, encouraging them to read more. Here, parents can gain access to useful free PDF guides and all podcast episodes to help them support their children in the best way possible through separation.

The platform is a comprehensive resource centre that caters to different stages of the divorce process, offering tailored content and support based on individual needs. This personalised touch is crucial for ensuring that every parent feels seen and understood.

Pages are regularly updated with new payment offers, client reviews, forms to register for upcoming live events, and much more, all managed through Kajabi. Regular A/B testing is conducted to analyse the performance of page design options against each other, ensuring the most popular one is put on full display to appeal to more parents.



Avatars

With Hannah as the face of helping parents to support their children through the challenges of divorce, these avatars can be used at different sizes across several platforms.



Used for social media profile pictures. The logo mark and credentials cannot be viewed at this small scale, so are omitted.



Used as an email signature, representing the logo mark at a large enough size to be viewed on a relatively small scale.



Used on website pages at a larger scale to introduce Hannah professionally. The logo mark and credentials are both included.

Photography

We have compiled a collection of photographs approved for public use. Each image captures authenticity and warmth with a cosy, inviting aesthetic, which resonates with our audience and reinforces our brand's message of support, empowerment, and hope.

