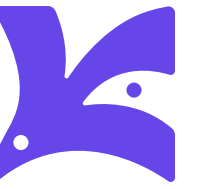


# Karis Parenting



---

## Brand Strategy

4	Culture
5	Archetype
6	Pillars
7	Position Statement

---

## Brand Messaging

9	Voice & Tone
13	Values & Mission
15	Tagline
16	Headlines
18	Supporting Statements

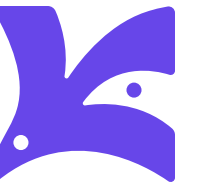
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## Visual Identity

23	Logos
39	Typography
42	Color
44	Illustration
47	Windows
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# Brand Strategy





## Brand Strategy

Brand culture is an internal look into how our team works together to deliver our brand. Brands that inspire our conscious culture include: Seventh Generation, SoulCycle, Patagonia.

## Brand Culture

# Conscious & Style

### We strive to

### Our tone is

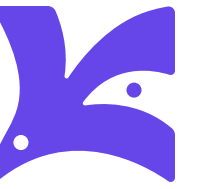
This ministry is going to create beautiful, stylish products that genuinely help parents and caregivers navigate early childhood development through the lens of faith.

Make a positive social impact and enhance people's quality of life.

Inspiring, thoughtful, transparent.

Be differentiated by the way our products or services look and feel.

Creative, stylish, contemporary.



## Brand Strategy

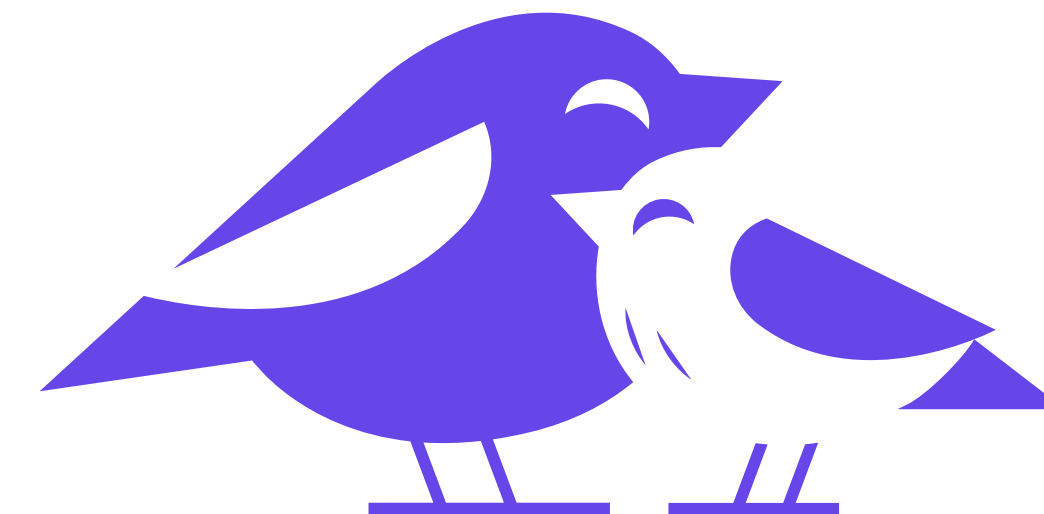
Our brand personality is an external tool we use to express human traits to our brand.

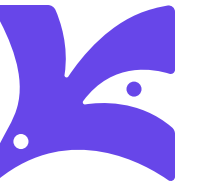
We make it our goal to joyfully deliver expertise with a calming demeanor. We make things feel less intimidating, and actively welcome parents and caregivers from all walks of life to be a part of this ministry.

We don't shy away from hard conversations. Instead, we approach them with humility and grace, changing perceptions through the lens of love.

## Brand Personality

# The Graceful Guide





## Brand Strategy

At our core, our brand pillars define our brand. These characteristics guide us in all aspects of brand implementation. We use these pillars to inform internal decision making, marketing strategies, employee engagement, customer retention, and to create a consistent brand experience.

## Brand Pillars

**We are Inviting**

**We are Beautiful**

**We are Easy**

**We are Anchored**

## If we do this

We cultivate belonging by creating products that serve all of God's children.

We strive to reflect the glory of God's creation in everything we make.

We make things as simple as possible for our audience.

We build from a rich foundation of tradition, liturgy, and peer-reviewed, scientific research.

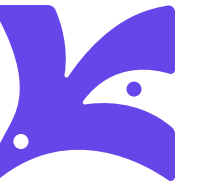
## Then our outcome is

Our audience is relieved to find a set of products that meet them with grace and humility.

Our audience is captivated by our products.

Our audience experiences how easy it is integrate our resources into their day-to-day routine.

Our audience views us as a trusted resource and continues to seek us out as their child grows and develops.



## Brand Strategy

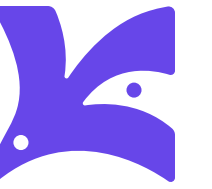
A positioning statement is a brief statement summarizing our brand's focus compared to the market. This is a foundational element for our branding and marketing decisions.

## Positioning Statement

**Karis Parenting is a ministry of the First Baptist Church of Asheville. We develop products under the lens of theology and science to equip parents and caregivers with easy tools for incorporating faith into early childhood development.**

# Brand Messaging

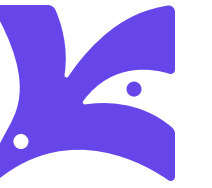




## Brand Messaging

### Voice & Tone

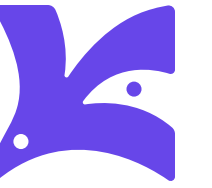
Avoid words and phrases that align with the nuclear family. Use the phrase “parents and caregivers” to differentiate the brand and welcome a wide range of audiences. Avoid gender specific wording and stick to neutral, all-encompassing terms when possible.



## Be encouraging

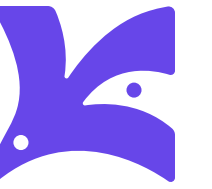
For some of your audience, Karis Parenting might be their first introduction to faith or science-based development for children. Don't speak in absolute language like always, never, every time.

Your job is to guide your audience, not give them mandates. Use language that welcomes parents and caregivers to try something new, explaining things in simple terms rather than “church language” and scientific jargon.



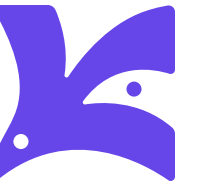
## Talk to your audience, not at them

Raising a 0-3 year old is not for the weak. Avoid verbose statements and focus on statements that quickly and simply highlight key points. There's an opportunity to communicate the quality and expertise behind these products in a way that feels approachable, rather than aspirational.



## Align with FBCA

Avoid any words or phrases that feel misaligned with the language of the FBCA. Specifically avoid “cutesy” phrasing like “Hey mamas” or “For your bebe”. While the brand can have moments of whimsy, core messaging should feel polished and adult.



## Brand Messaging

### Values

### Which means

**Faith & science,  
together**

We root all resources in faithful language and peer-reviewed, scientific data.

**The Way of Grace**

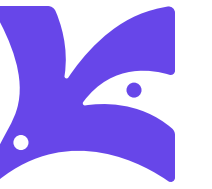
We live out FBCA's rule of life, Via Karis (The Way of Grace), combining essential teachings of the Christian faith with five spiritual practices: water, word, table, body, creation.

**The sacred worth  
of each person**

We uphold the uniqueness of all people as beloved children of God.

**Beautiful belonging**

We affirm FBCA's vision that the wide range of humanity and their gifts belong to God and to one another in a beautiful tapestry reflective of God's creativity.

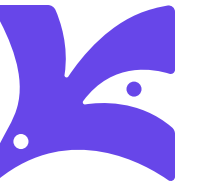


## Brand Messaging

Our mission is what we exist to do. This is our purpose. Our mission encompasses our values, goals, and culture.

## Mission Statement

**We equip parents and caregivers of young children with tools to seamlessly weave their faith into scientifically sound activities designed for early childhood development.**

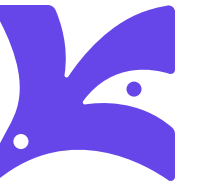


## Brand Messaging

Our tagline is the motto we use to relay our brand values in a memorable way. This helps customers identify the experience we are providing and for who.

## Tagline

**Exploring Faith  
with a New  
Generation**

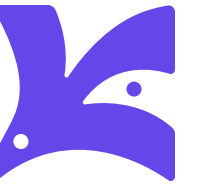


## Brand Messaging

We use these headlines in design applications, captions, etc. to add body to the brand and excite audiences.

## Headlines

- Helping young children build strong identities in Christ
- Incorporating faith into early childhood development
- Leverage the latest in early childhood development
- A ministry of the First Baptist Church of Asheville
- Understand your child. Grow in faith together.
- Understand developmental milestones
- The spiritual act of leading our children
- Empowering parents and caregivers

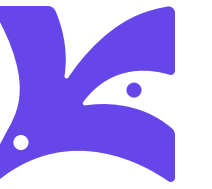


## Brand Messaging

We use these headlines in design applications, captions, etc. to add body to the brand and excite audiences.

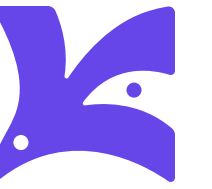
## Headlines

- Products designed for young minds
- Binding the sacred and the secular
- Lifelong faith formation starts here
- Easy activities for a faith-filled life
- Faithfully parenting 0-3 year olds
- Faith-based, science-backed
- Immerse your family in faith
- Foundational faith tools



### About our ministry

Karis Parenting is a ministry of the First Baptist Church of Asheville, funded through Lilly Endowment's Christian Parenting and Caregiving Initiative. This ministry was created in response to our community's desire for resources that incorporate faith with scientific parenting practices for 0-3 year olds.

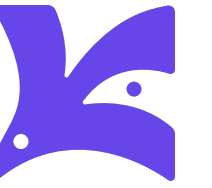


## Brand Messaging

## Supporting Statements

### **Faith-based, science-backed**

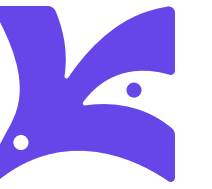
There's a lack of faith-based and science-backed resources for 0-3 year olds. We stepped in to fill this gap, creating products rooted in peer-reviewed, scientific data. By leveraging the latest in early childhood development, we seamlessly weave faith-centered language and concepts into activities that align with key developmental milestones.



### Lifelong faith formation starts here

During the first three years of life, a child’s brain develops at an extraordinary pace. These early experiences shape their future growth and development.

Faith is no exception—research shows that ages 0-3 are crucial for faith formation. Karis Parenting empowers parents and caregivers with tools and resources to nurture faith from an early age, fostering secure attachment and a lasting identity in Christ.

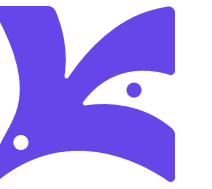


# Faith for every family

Whether you're a parent, grandparent, caregiver, or legal guardian, the act of leading our children is deeply spiritual. Our products are designed to evoke awe and wonder in God's creation for both you and your child. By engaging everyone in these acts of faith exploration, every family is able to grow their spiritual lives, together.

# Visual Identity



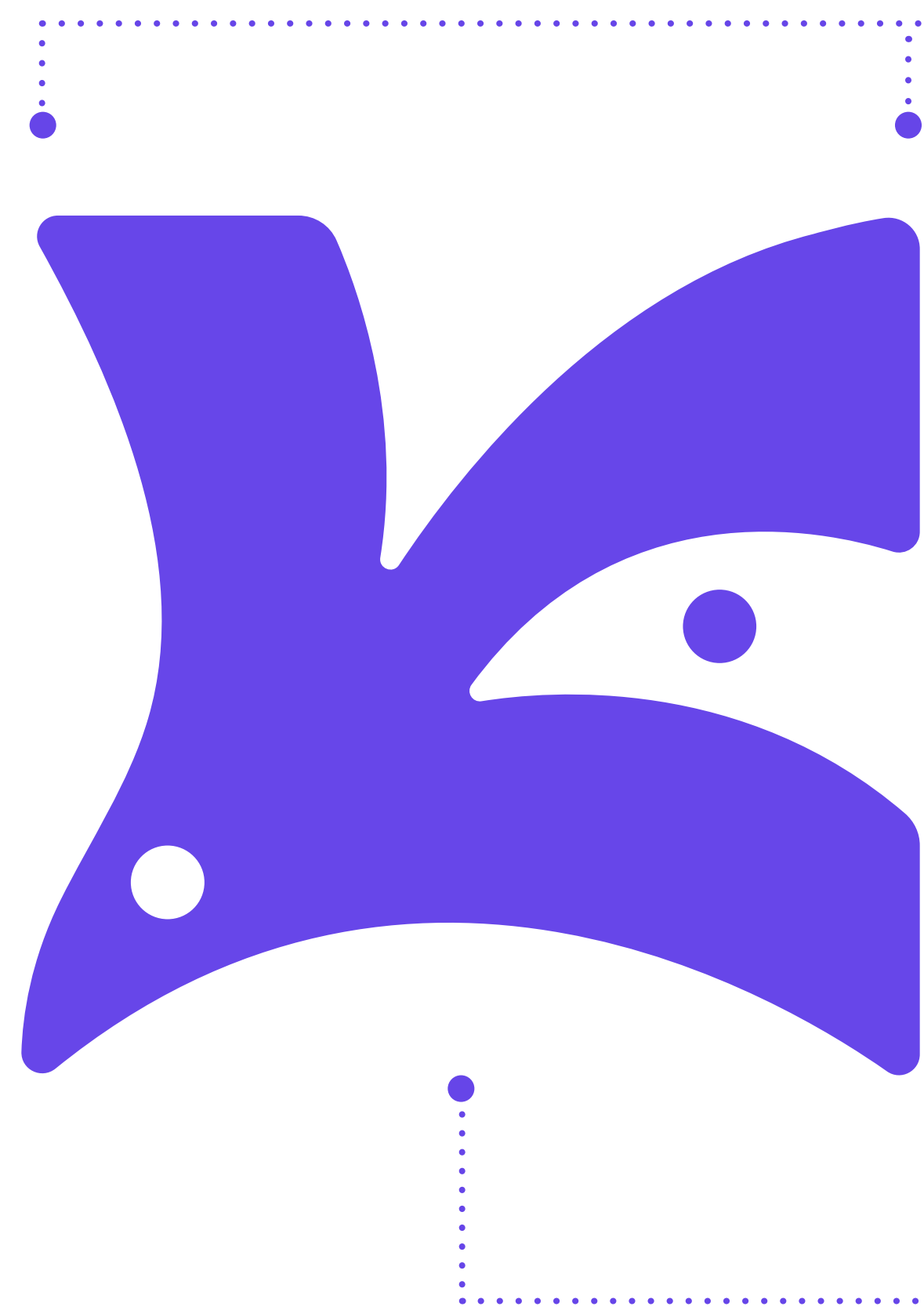


## Visual Identity

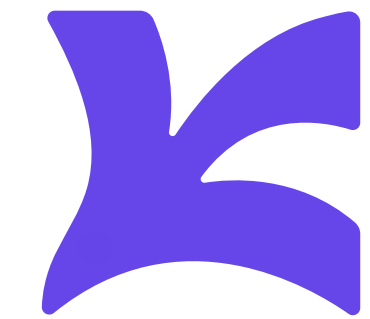
### Logos

The Greek word Karis translates to “Grace”. In our Bible, prophets depict grace as a dove. Inspired by the parent-child relationship; one keeps a watchful eye as the other learns to fly. Our logo is stable and is built on the foundation of the First Baptist Church of Asheville. In its simplest concept, our logo acts as a monogram “K”.

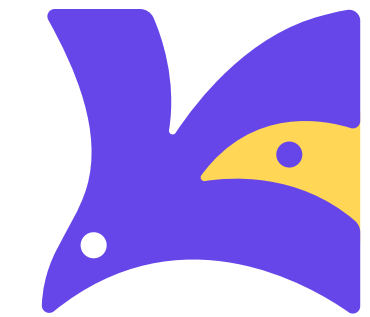
Icon



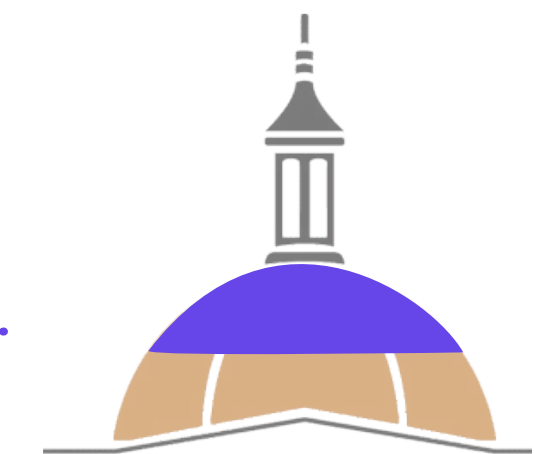
“K” letterform



Pair of doves



FBCA arch





## Visual Identity

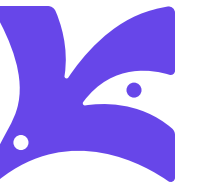
## Wordmark

### Logos

We use the typeface Unbounded for our wordmark. Its structure evokes our brand pillars: inviting, beautiful, easy, and anchored. The personality of Unbounded is technical, but this is balanced by seamlessly weaving faith-leaning symbols in its letterforms.

Karis  
Parenting

ichthus  
α Ω



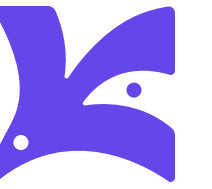
## Visual Identity

### Logo

#### Logos

This is our logo, our primary brand representation. Our logo combines our icon and wordmark to communicate the entire brand in a single mark.





## Visual Identity

### Logos

These secondary wordmark lockups are used for horizontal layouts. In instances when Karis needs to be emphasized, like internal communication, use the Karis lockups. Lockups with taglines should be used on a tertiary level.

## Wordmark lockups

**Karis Parenting**

**Karis Parenting**  
Exploring Faith with a New Generation

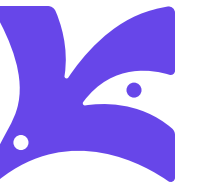
**Karis**  
**Parenting**

**Karis**  
**Parenting**  
Exploring Faith with a New Generation

## Karis Wordmark lockups

**Karis**  
**Parenting**

**Karis**  
**Parenting**  
Exploring Faith with a New Generation



## Visual Identity

### Logos

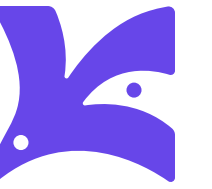
These logo lockups are used when the full brand needs to be represented. Layout will determine which lockup is used. In instances when Karis needs to be emphasized, like internal communication, use the Karis lockups.

### Logo lockups



### Karis Logo lockups



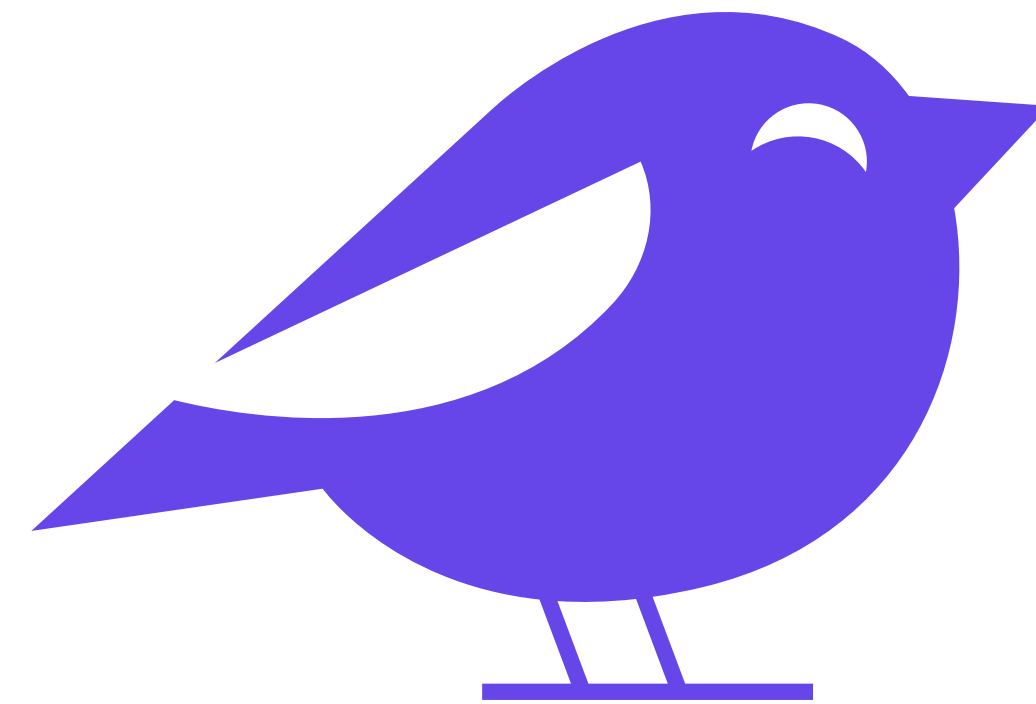


## Visual Identity

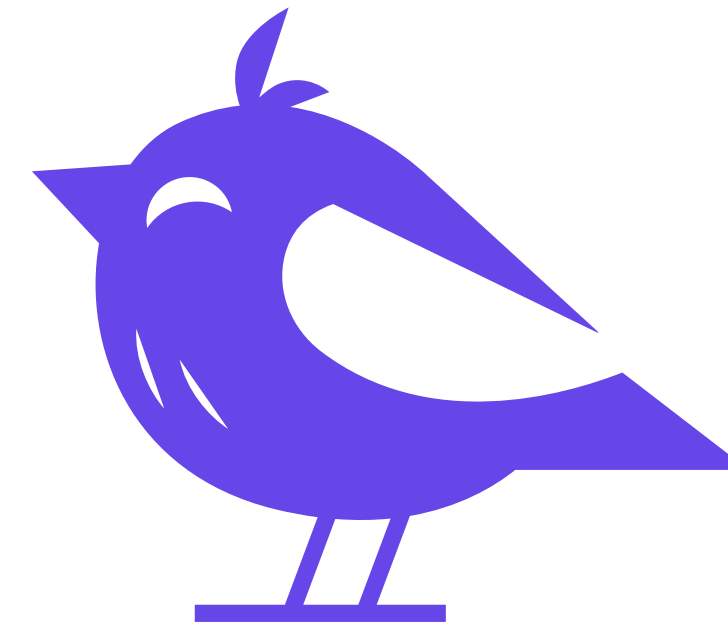
### Logos

We use mascots to engage children and help parents and caregivers. Our mascots are flexible and are utilized individually or as a pair.

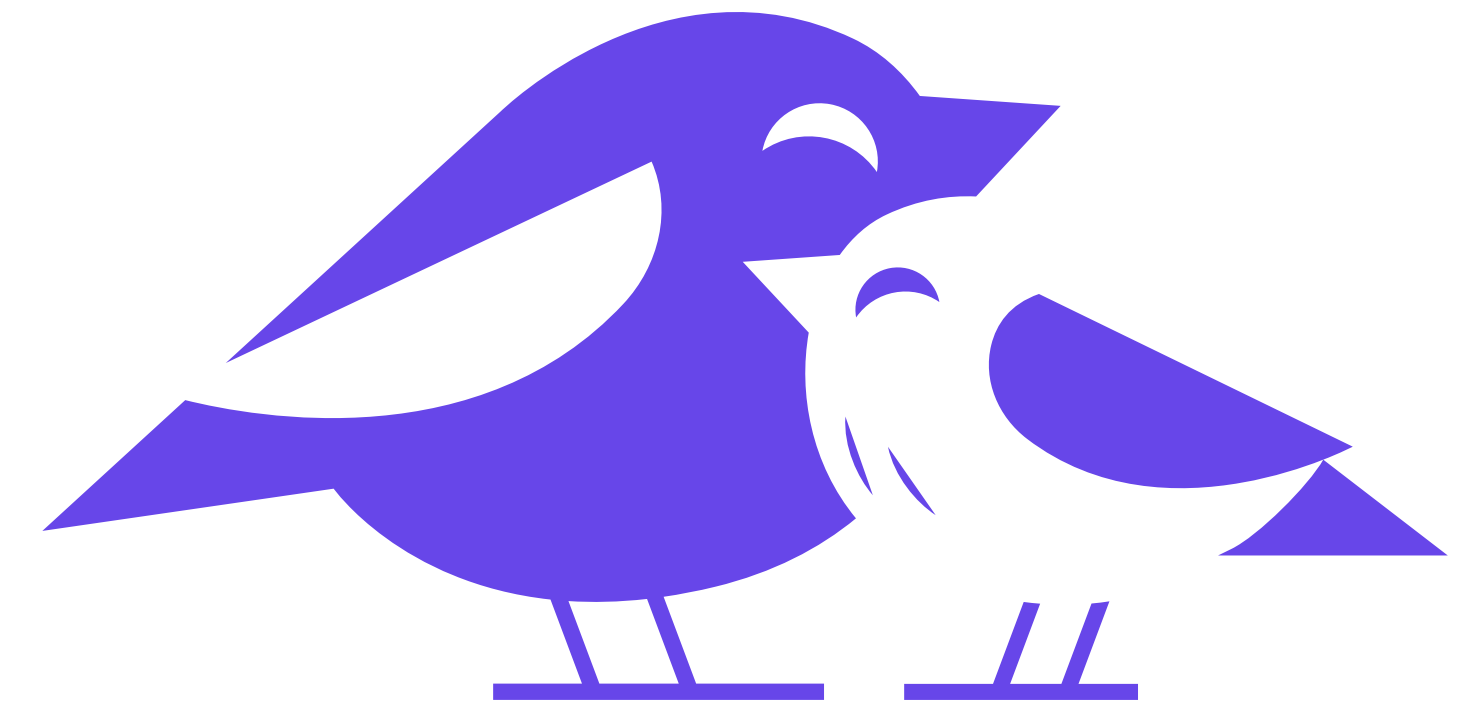
## Mascots



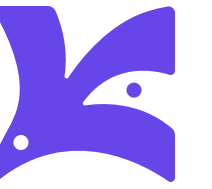
Guardian



Child



Pair



## Visual Identity

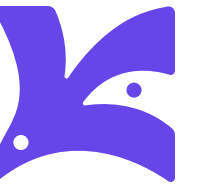
### Logos

Our guardian mascot acts as a helpful guide, while the child mascot is inquisitive and eager to learn about science-backed faith.

They can engage in simple conversation as a pair, or pose interesting perspectives/questions independent from the other.

## Mascots



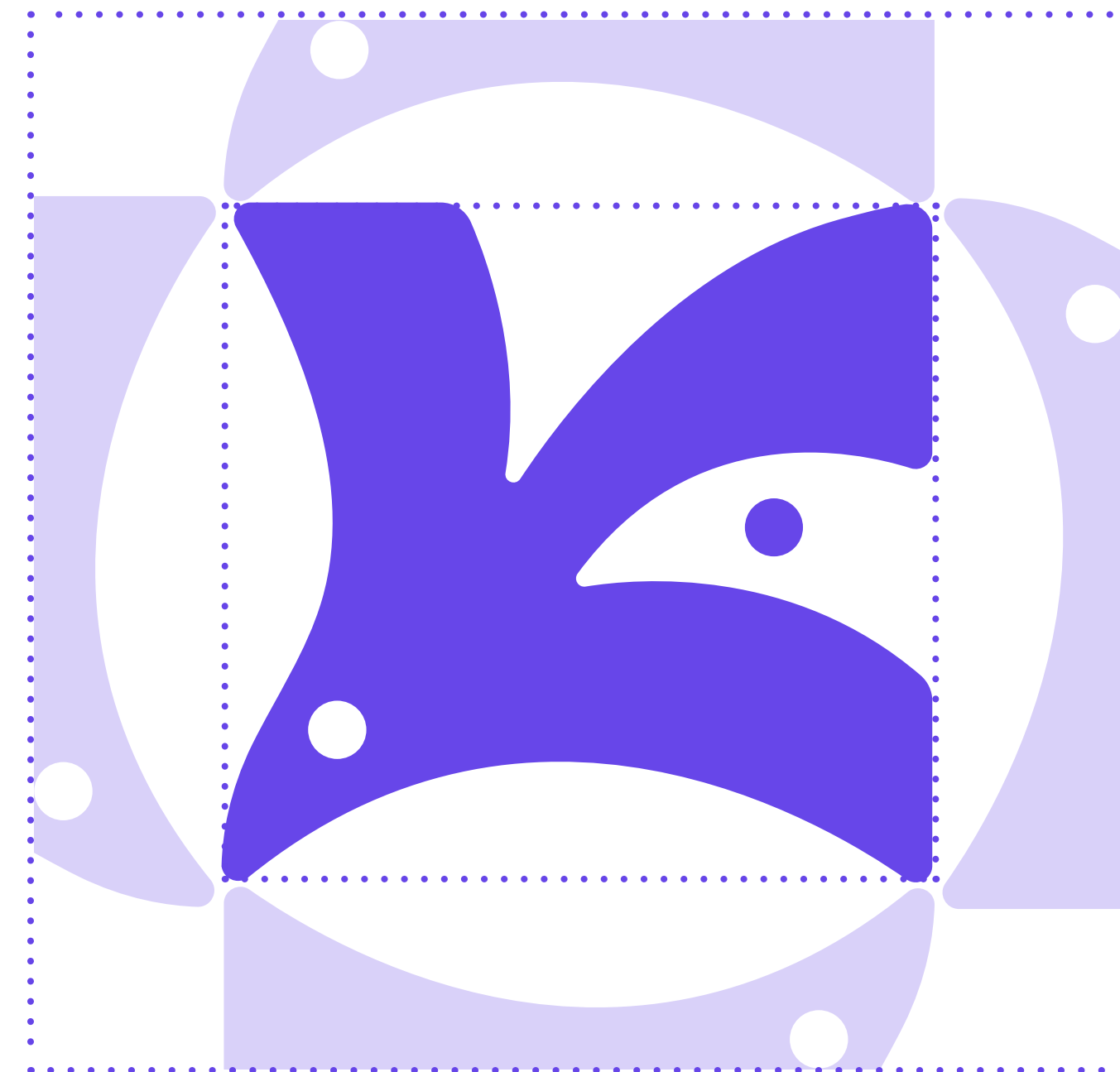


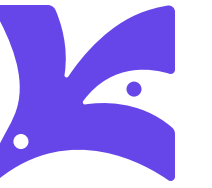
## Visual Identity

### Logos

All of our logos and mascots utilize safety space. The space surrounding the logo should be clear of all other graphic elements like type, image, or illustration. This guide is the minimum amount of safety space allowed at any given time.

### Safety space





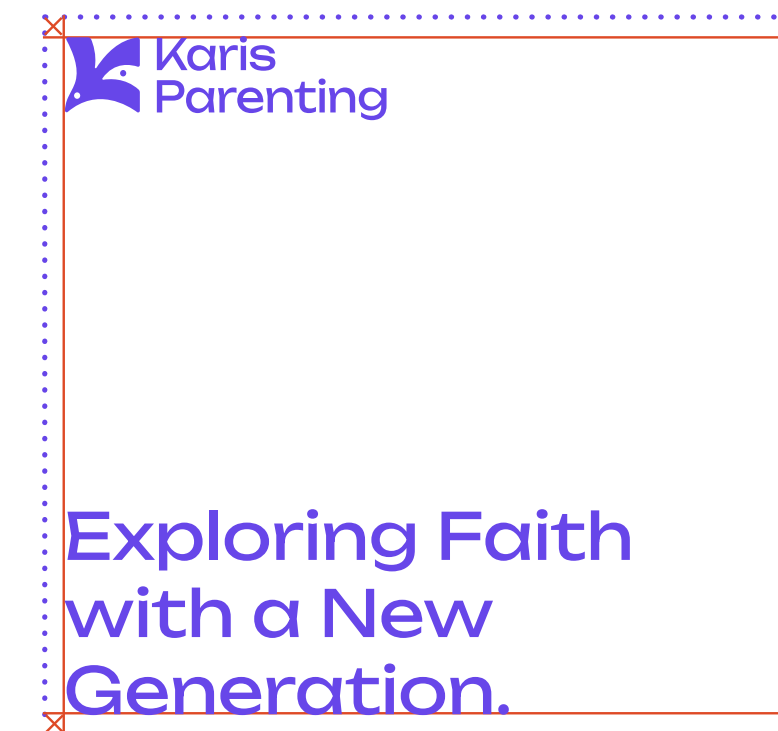
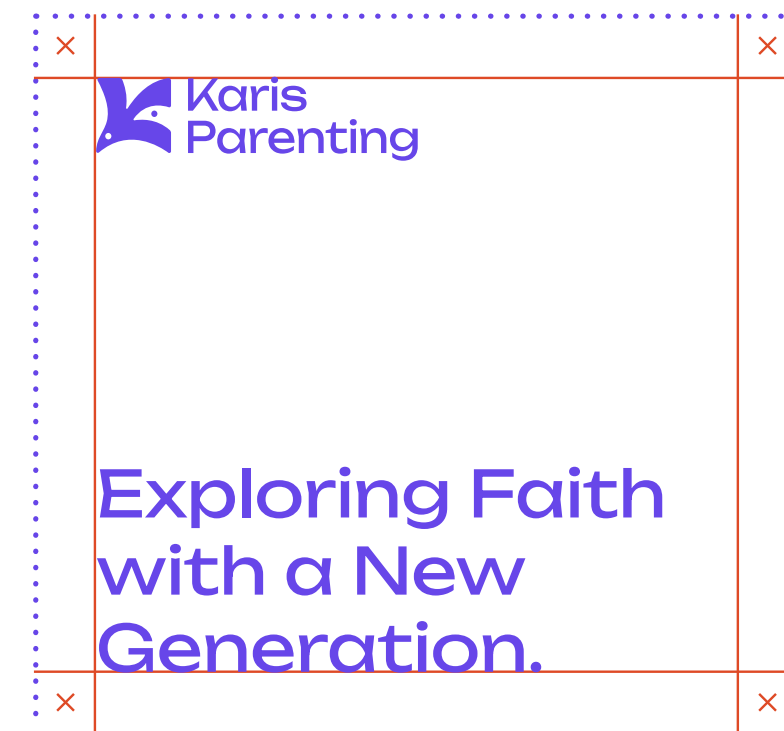
## Visual Identity

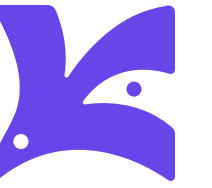
### Logos

Apply logos using optical margins that feel professional or friendly. Professional margins (top) are useful for internal documents, applications, presentations, etc. Friendly margins (bottom) are useful for marketing material like banners, ads, social media, etc.

Avoid margins that are too tight or too wide.

## Logo & Use





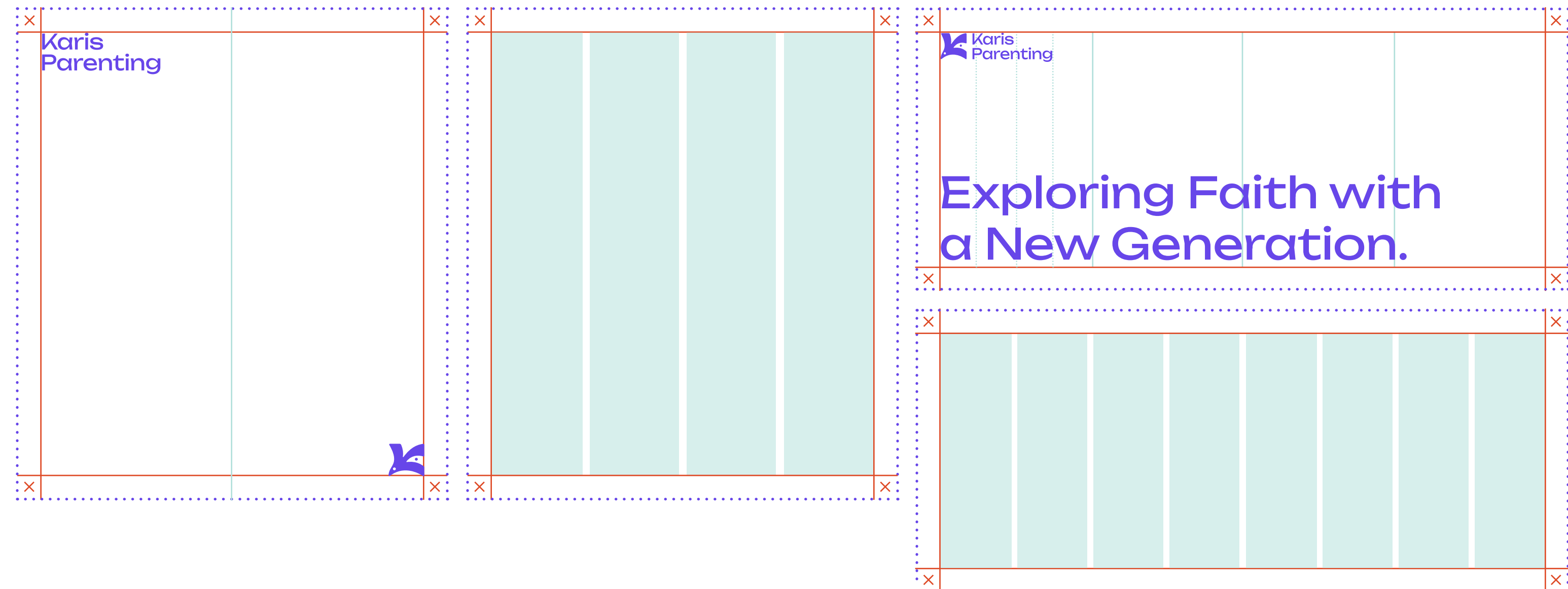
## Visual Identity

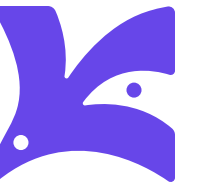
### Logos

Layout and communication goals dictate which logo should be used.

Always use grids divisible by two. In this example, a healthy margin of 18px makes the design feel inviting and playful. Margin pixels will increase as the dimensions increase.

## Logo & Use





## Visual Identity

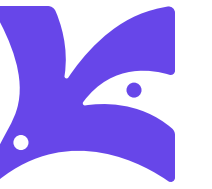
### Logos

Always choose logos based on communication goals and layout needs. There will be layouts where the icon and wordmark should be used separately or where other lockups will be better suited.

If a design utilizes the Karis icon and wordmark as separate entities, always scale the wordmark based on the height of the icon.

## Logo & Use

	Karis Parenting 12px	Karis Parenting 24px	
	24px	24px	
Karis Parenting	Karis Parenting	Karis Parenting	

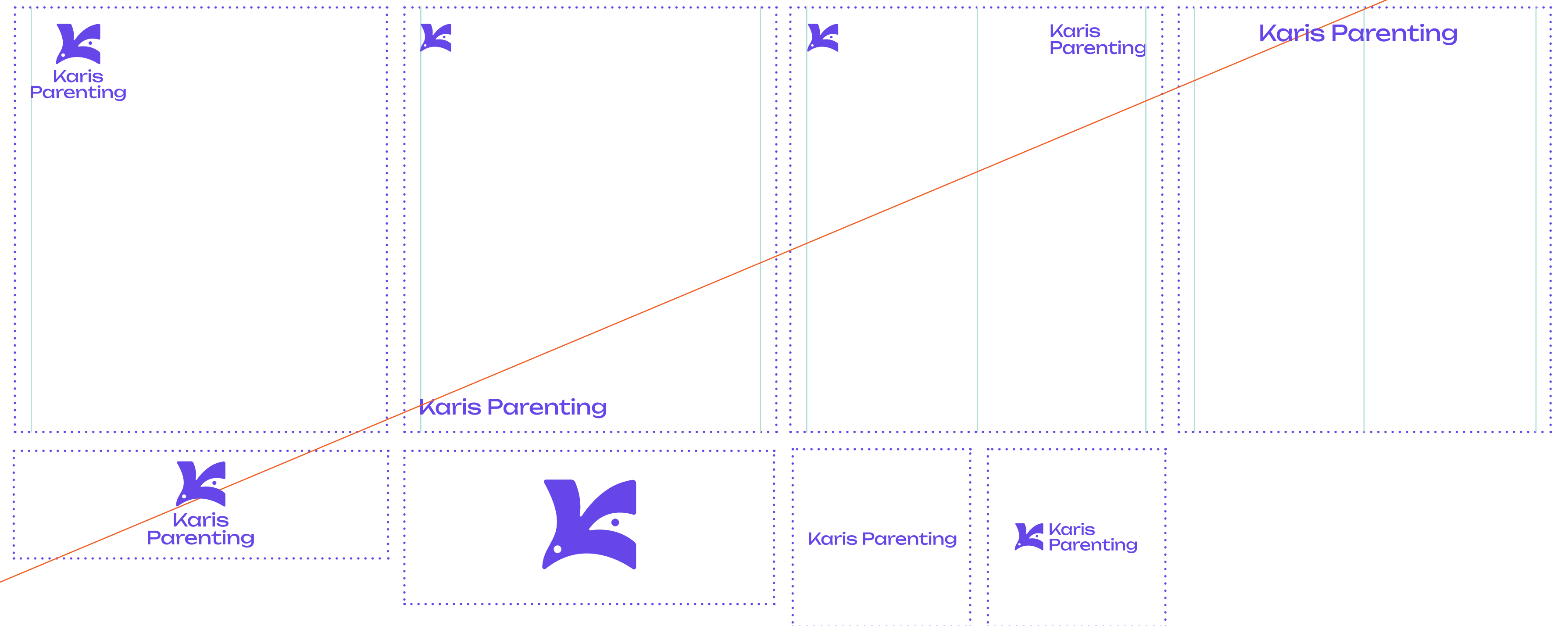


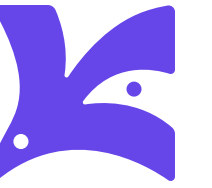
## Visual Identity

## Logo & Use

### Logos

Certain logos, or icon/wordmark combinations, are better suited for some use-cases. Avoid using logo lockups that work against the layout.





## Visual Identity

### Logos

These are real use-cases where communication goals and layout needs help inform which logos should be used.

### Logo & Use

The image shows four distinct ways the Karis Parenting logo is used in various layouts:

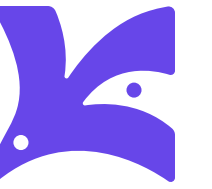
- Vertical Layout:** A white background with the logo at the top left, followed by a headline and a paragraph of placeholder text. A small logo icon is at the bottom right.
- Centered Layouts:** Two blue rectangular boxes, each with the white logo and text centered.
- Horizontal Layout:** A yellow header with the logo and text on the left, and a blue body with a white curved top edge containing the text "Element #4" and "Practicing 'body' with your little one." followed by a right-pointing arrow.
- Mascot Pair:** A blue background with the logo and text at the top, and two white bird-like mascots at the bottom with thought bubbles containing text.

Vertical Layout

Centered Layouts

Horizontal Layout

Mascot Pair

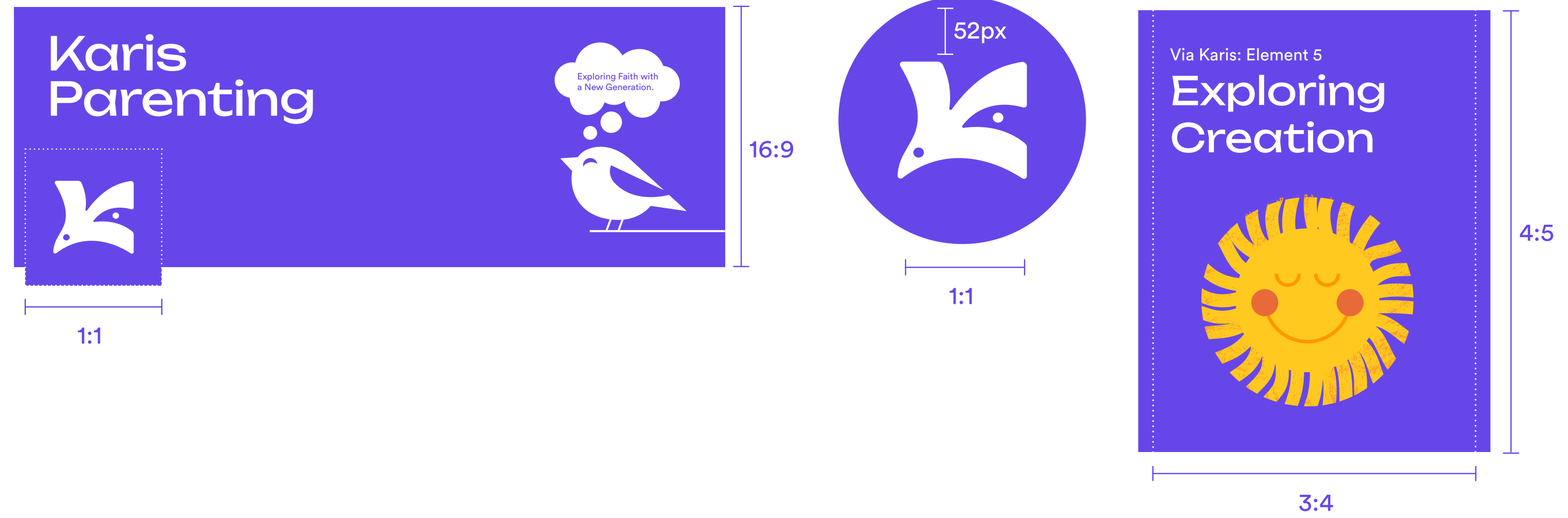


## Visual Identity

### Logos

Keep social media profiles and content simple. Social media content is meant to grab viewer's attention, while the caption is meant to inform with details. Small case exceptions to this rule are Instagram/TikTok carousels.

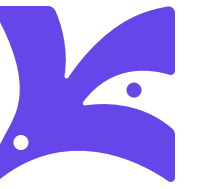
### Logo & Use



Facebook Icon + Banner

Circle Avatar

Instagram post



## Visual Identity

### Logos

We always avoid these mistakes when we use any of our logos. When we avoid these mistakes we maintain the integrity of our logo and our brand.

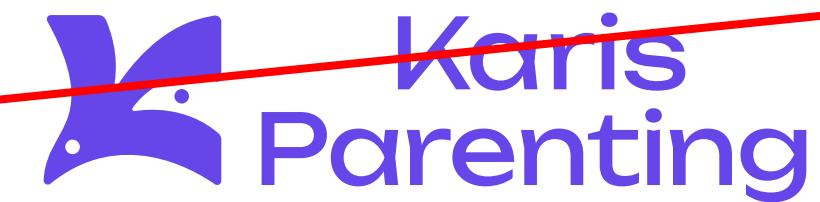
### Logo Mistakes

Do not skew/rotate

Do not add mascot

Do not move objects

Do not change type



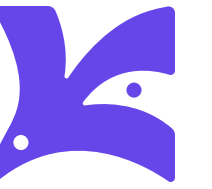
Do not stretch

Do not change color

Do not add gradient

Do not crop





## Visual Identity

### Logos

In addition to logo mistakes, here are some mistakes to avoid when showcasing our mascot.

- Never alter the shape of the speech bubble
- Never over explain concepts in the speech bubble. The mascots are meant for quick helpful points.
- Never place mascots on top of graphics, illustrations, or clashing colors (even brand colors).
- Never add outside graphic elements. Mascots deserve the same amount of safety space as our logos.

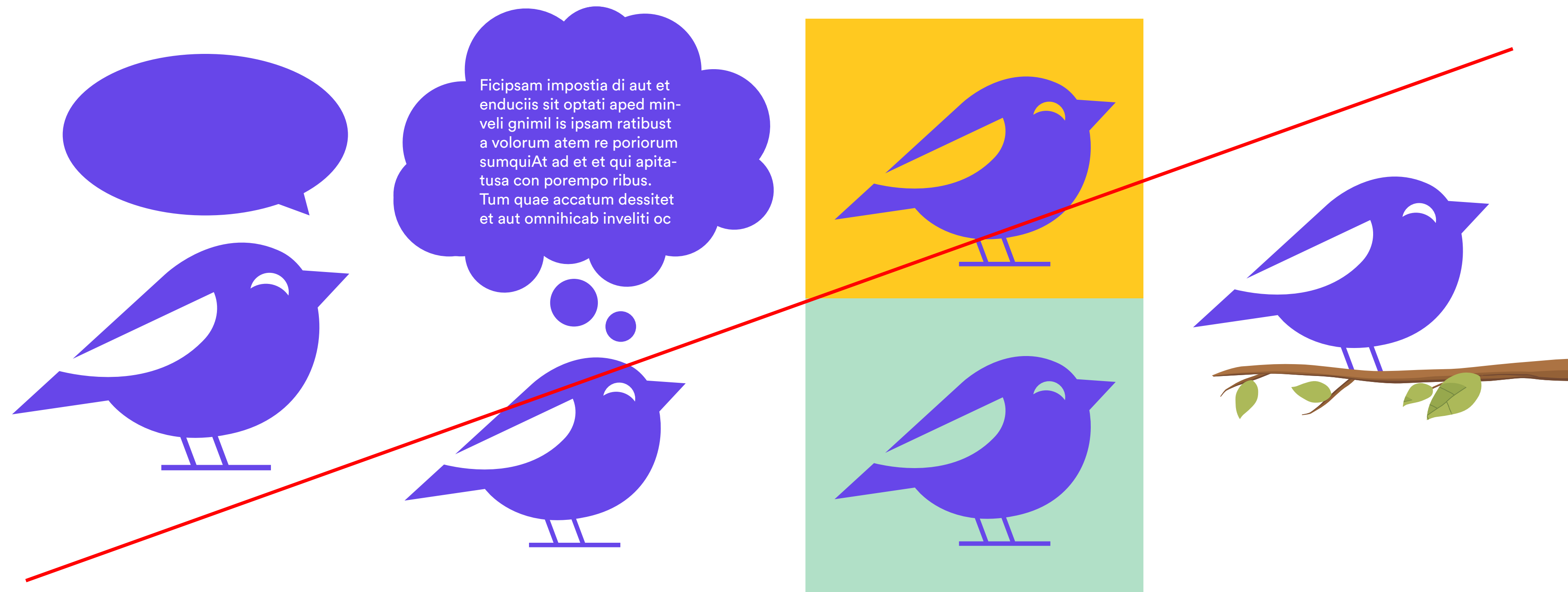
## Mascot Mistakes

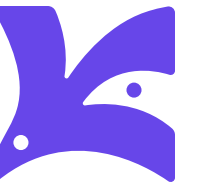
Do not alter bubble

Do not over explain

Do not place on color

Do not add elements





## Visual Identity

### Typography

The sans serif typeface Unbounded is our display font. This communicates our personality. We use Unbounded for headers, headlines, and sublines.

---

# Unbounded

Regular  
Sentence Case  
Auto Tracking

---

# Unbounded

Regular  
Sentence Case  
Auto Tracking

---

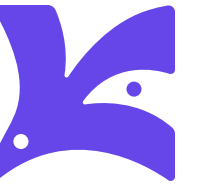
# Unbounded

Regular  
Sentence Case  
Auto Tracking

---

# Unbounded

Regular  
Sentence Case  
Auto Tracking



## Visual Identity

### Typography

The sans serif Circular is our technical font. Circular communicates the bulk of information and is used for body copy, captions, and informational communication. Circular balances the exciting energy of Unbounded with its geometric foundation.

---

# Circular

Book  
Sentence Case  
Auto Tracking

---

# Circular

Book  
Sentence Case  
Auto Tracking

---

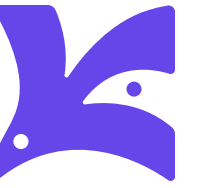
# Circular

Book  
Sentence Case  
Auto Tracking

---

# Circular

Book  
Sentence Case  
Auto Tracking



## Visual Identity

## Typography

Type hierarchy helps communicate the most important pieces of information. This is one example of how information can be organized. Various design needs and layouts will guide the combination of the type hierarchy.

## Type Hierarchy

**Karis is Faith-based,  
Science-backed.**

Circular Book  
32pt  
Auto Tracking  
Auto Leading

Unbounded Regular  
72pt  
Auto Tracking  
Auto Leading

**About our ministry**

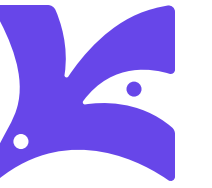
Karis Parenting is a ministry of the First Baptist Church of Asheville, funded through Lilly Endowment's Christian Parenting and Caregiving Initiative. This ministry was created in response to our community's desire for resources that incorporate faith with scientific parenting practices for 0-3 year olds.

Unbounded Regular  
42pt  
Auto Tracking  
Auto Leading

Circular Book  
22 pt  
Auto Tracking  
Auto Leading

Visit [KarisParenting.com](http://KarisParenting.com) to learn more.

Circular book  
18 pt  
Auto Tracking  
Auto Leading

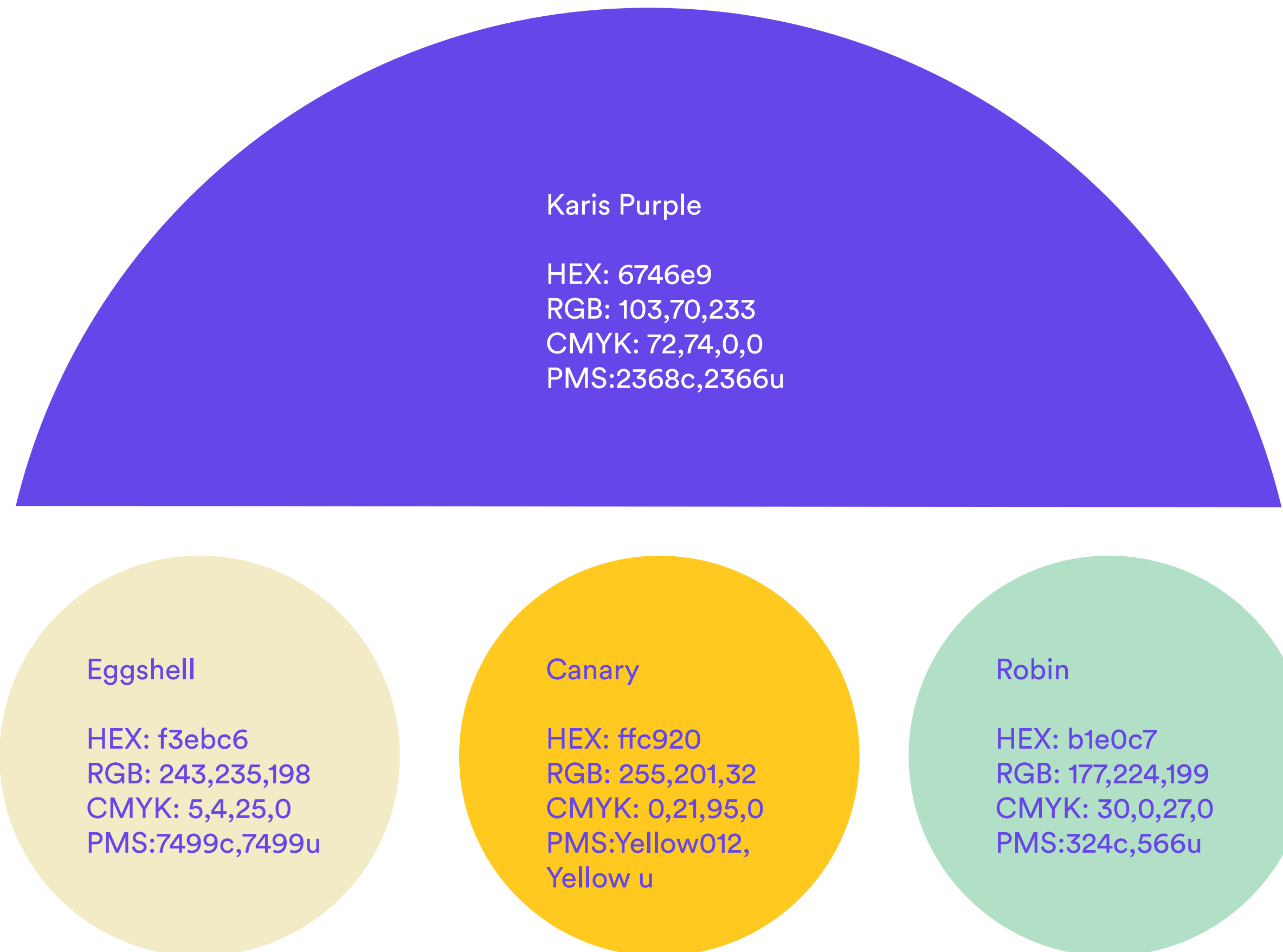


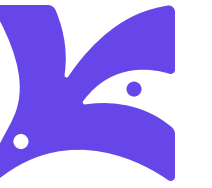
## Visual Identity

### Color

Our primary brand color, Karis Purple, communicates how we weave science and faith for all children. Canary and Robin are secondary colors that are used as pops of color throughout the brand. We use Eggshell to soften our tone (especially helpful for younger children).

## Brand Colors





## Visual Identity

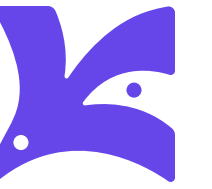
### Color

Our illustration color library is only used to have a consistent tone throughout detailed illustrations. We do not use these colors throughout our brand materials.

### Illustration Colors



1	HEX: f8f3c0 RGB: 248,243,192 CMYK: 3,1,30,0	2	HEX: e1d621 RGB: 225,214,33 CMYK: 15,7,99,0	3	HEX: b9b132 RGB: 185,177,50 CMYK: 31,21,100,1
4	HEX: 9b8c32 RGB: 155,140,50 CMYK: 40,36,100,8	5	HEX: 565725 RGB: 86,87,37 CMYK: 60,48,100,37	6	HEX: b0dfda RGB: 176,223,218 CMYK: 30,0,16,0
7	HEX: 6dbd9c RGB: 109,189,156 CMYK: 58,4,48,0	8	HEX: 51ae54 RGB: 81,174,84 CMYK: 71,6,91,0	9	HEX: 2c9850 RGB: 44,152,80 CMYK: 81,16,92,3
10	HEX: 275529 RGB: 39,85,41 CMYK: 82,41,100,40	11	HEX: f8a084 RGB: 248,160,132 CMYK: 0,45,45,0	12	HEX: f15f24 RGB: 241,95,36 CMYK: 0,78,98,0
13	HEX: de4a26 RGB: 222,74,38, CMYK: 7,86,100,1	14	HEX: b84a26 RGB: 184,74,38 CMYK: 20,83,100,10	15	HEX: 662612 RGB: 102,38,18 CMYK: 35,86,96,50
16	HEX: eabbd7 RGB: 234,187,215 CMYK: 5,31,0,0	17	HEX: 9f84bd RGB: 159,132,189 CMYK: 39,51,0,0	18	HEX: 615aa7 RGB: 97,90,167 CMYK: 72,73,0,0
19	HEX: 35449c RGB: 53,68,156 CMYK: 93,87,0,0	20	HEX: 211e54 RGB: 33,30,84 CMYK: 100,99,33,33		

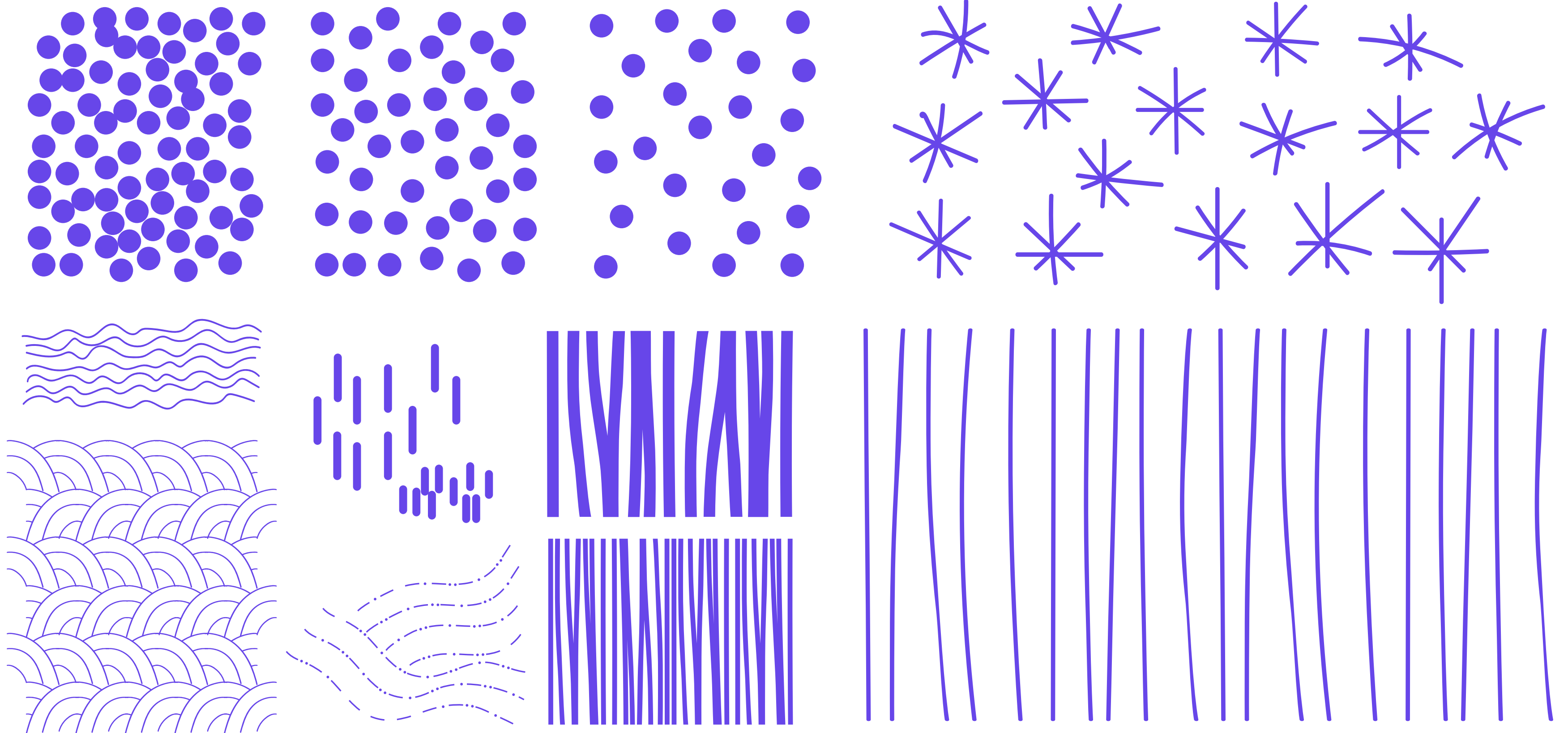


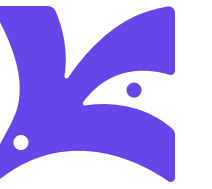
## Visual Identity

### Illustration

In addition to color, we activate these patterns throughout all of our illustrations for consistency. No one illustration should incorporate all these patterns. We only use 1-3 patterns throughout an illustration.

## Illustration Patterns



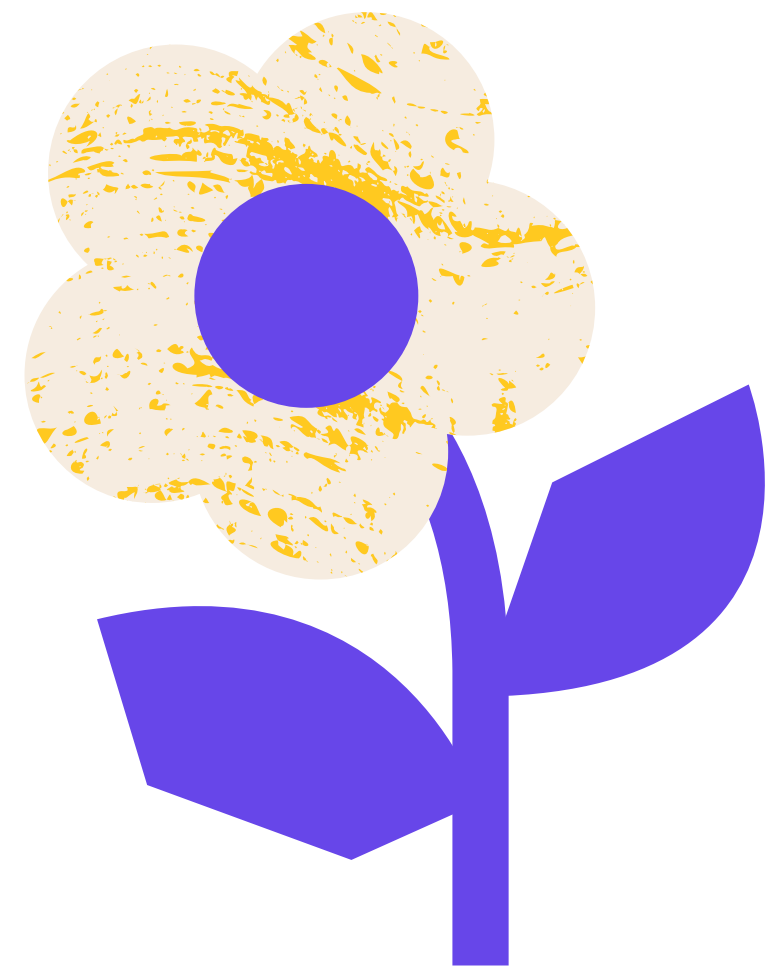


## Visual Identity

### Illustration

These illustrations are used as icons throughout our brand. In every icon illustration we use geometric shapes, fun imperfections, and simple texture. These icon illustrations are perfect for posters, marketing material, social media, and apparel.

## Geometric Shapes



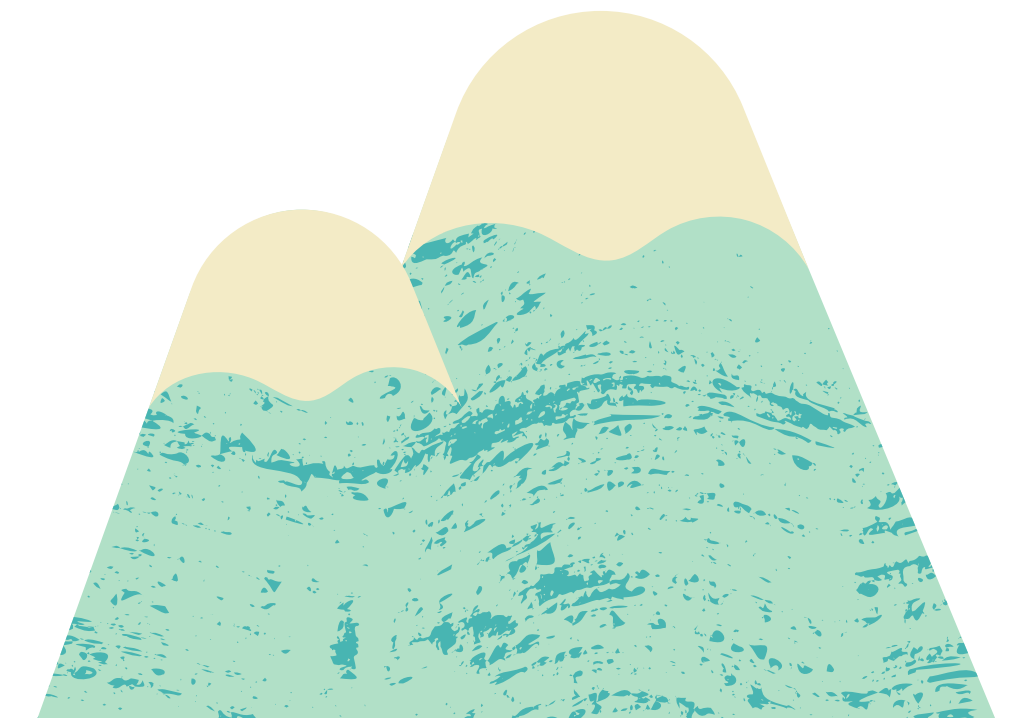
We limit our color palette to brand colors.

## Fun Imperfections

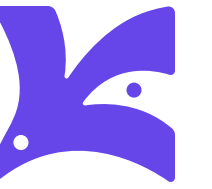


We always use proper contrast.

## Simple Texture



We use the Bible as inspiration.



## Visual Identity

Balanced Texture

Repetitive Motifs/Texture

Diverse

## Illustration

Detailed illustrations are used throughout our products. These illustrations are not the main focus of our brand, and should be used as an accessory to our visual identity.



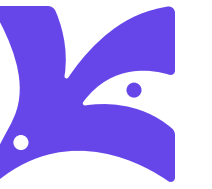
All illustrations utilize texture as a background element.



We utilize illustration patterns (p. 38) for consistency. Only ever use 1-3 patterns in a single illustration.



Our illustrations show diversity through age, gender, ethnicity, accessibility, and activity.



## Visual Identity

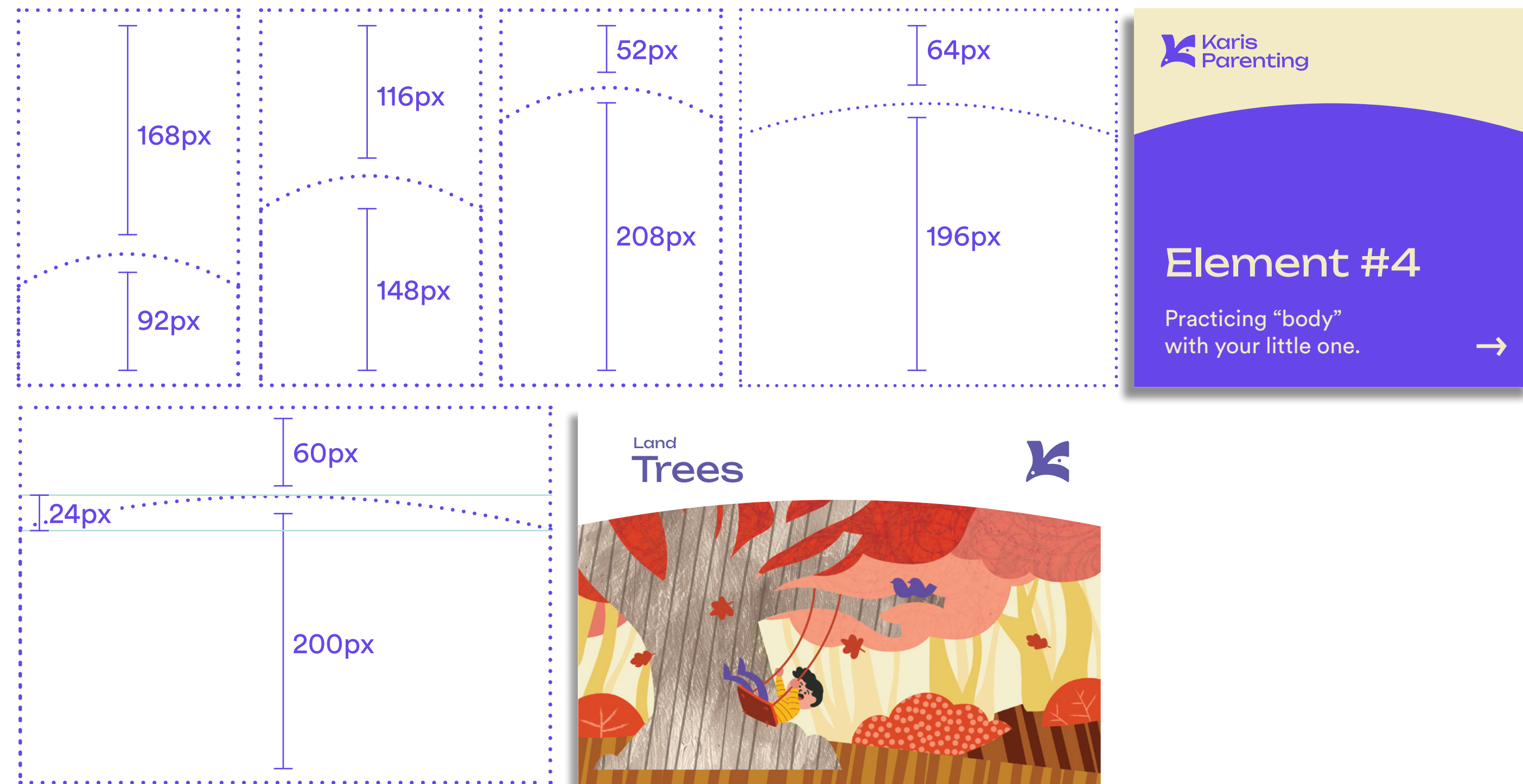
### Windows

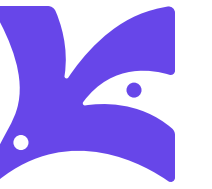
We use subtle arched windows to call back to the foundation of our logo and the First Baptist Church of Asheville. Our arched window is always used right-side-up.

The window is versatile in height and width and should stretch or shrink per layout. The window should always be balanced well within a layout and should never have less than a 1/3 height window. Never make arched windows oblong.

These guides are approximations. Actual pixel heights depend on the dimensions of a layout.

### Correct Use





## Visual Identity

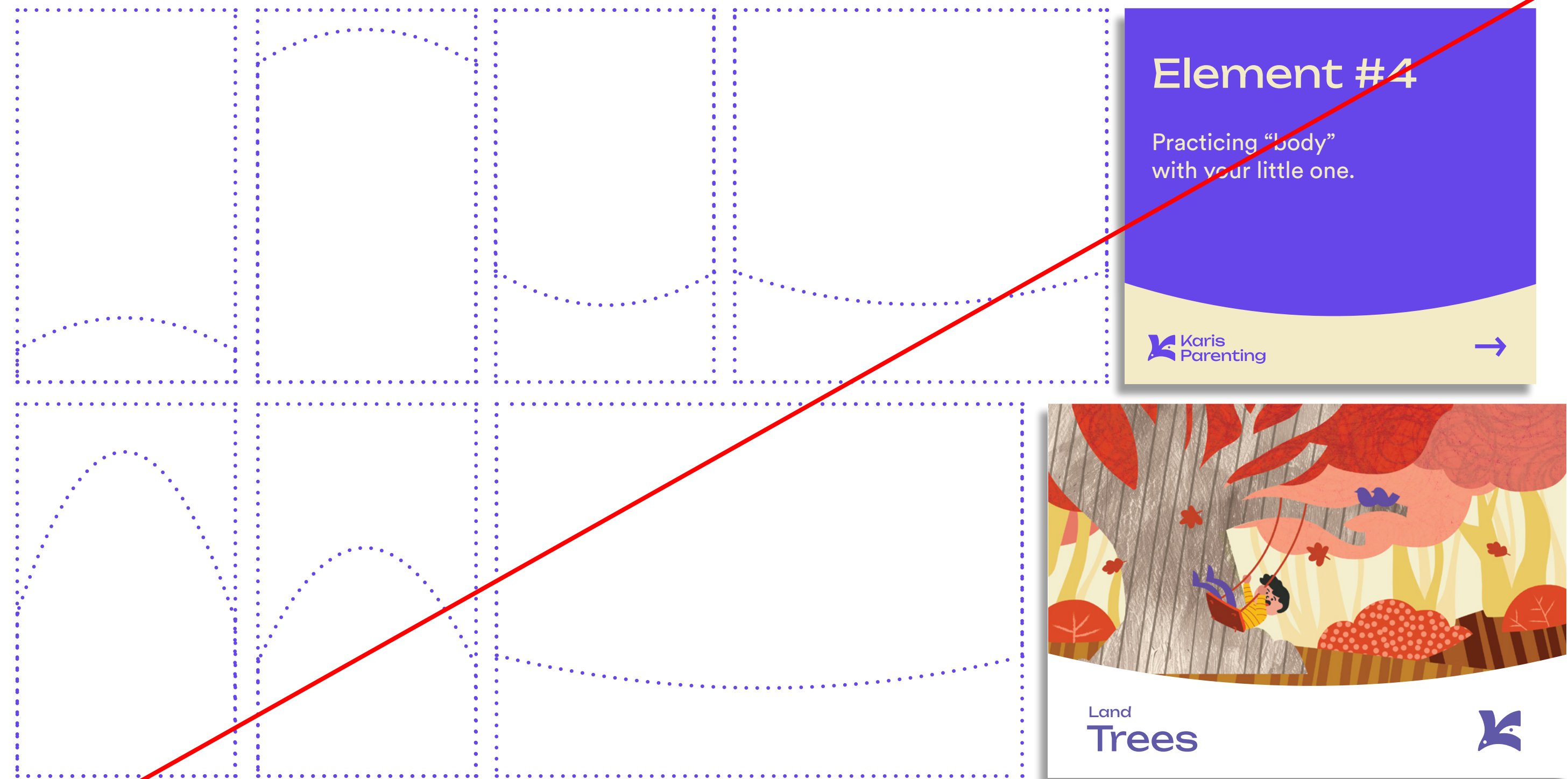
### Windows

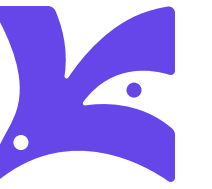
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These guides are approximations. Actual pixel heights depend on the dimensions of a layout.

### Incorrect Use







# Nature's Wonders

Exploring creation and faith with your little one

Karis Parenting

Animals  
**Fish**



Animals  
sh



Animals  
**Fish**



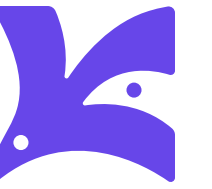
ponds. Say,  
g things in  
water."

ir to breathe,  
water!"  
ke a fish  
a fish.

like offices,  
about  
of fish.

  
**Development Fact:**

When viewing fish with your toddler, use words that describe a fish's position in the water – up, down, over, under, in, on, behind, below, or above.



## Karis Parenting

Exploring Faith  
with a New Generation



### Family Learners Faith Kit

Contents:

Kit Goals:

- Interactivity
- Exploration
- Joy

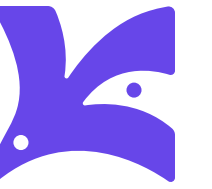
### Activities

um dolor sit amet,  
rem ipsum dolor sit  
sectetur adipiscing  
elit, sed diam nonumy nibh  
euismod tincidunt ut laoreet  
dolore magna aliquam erat  
voluptat. Ut wisi enim  
ad minim veniam, quis  
nostrud exerci tation ullamcorper  
consectetur adipiscing elit, sed  
diam nonumy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat voluptat. Ut wisi  
enim ad minim veniam, quis  
nostrud exerci tation ullamcorper

I can teach my child about  
science-backed faith.



Karis Parenting



Empowering  
parents &  
caregivers.



KarisParenting.com



KarisParenting.com



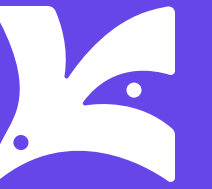
Products  
designed for  
young minds.

Understand  
developmental  
milestones.



KarisParenting.com





# Exploring Faith with a New Generation

Questions?  
Contact [info@nominee.co](mailto:info@nominee.co)