



COS Parenting

Brand Guidelines

Your Colorado Springs Parenting Community

Brand Colors



| | | |
|---------------------|---------|----------------------------|
| Primary Teal | #0097A7 | Headlines, primary accent |
| Warm Coral | #FF6F61 | Call-to-action, highlights |
| Soft Gold | #F4C542 | Secondary accent, warmth |
| Dark Slate | #2C3E50 | Body text, overlays |
| Light Cloud | #F5F7FA | Backgrounds |
| White | #FFFFFF | Text on dark backgrounds |

Typography

| | |
|-------------------|---------------------|
| Headlines: | Poppins (Bold) |
| Subtitles: | Nunito (Semi-Bold) |
| Body Text: | Open Sans (Regular) |

Image Dimensions

| | | |
|-------------------|---------------|------------|
| X/Twitter: | 1200 x 675 px | 16:9 ratio |
|-------------------|---------------|------------|

Facebook: 1200 x 630 px *Recommended feed size*

Article Hero: 1200 x 675 px *Same as X for reuse*

Canva Design Rules

1. Apply the COS Parenting brand kit for consistent fonts and colors
2. Use Poppins Bold for headlines (Teal #0097A7 or White #FFFFFF)
3. Use Nunito Semi-Bold for subtitles (White or Soft Gold #F4C542)
4. Add a semi-transparent Dark Slate (#2C3E50) overlay bar for text readability
5. Include the COS Parenting logo in a corner of each design
6. Clean and modern design - avoid cluttered layouts
7. Text must be legible on mobile (minimum 24pt for overlay text)
8. Use consistent text placement across posts for brand recognition

Voice & Tone

COS Parenting speaks as a fellow parent - knowledgeable but never preachy, helpful but never judgmental, fun but never dismissive. Think of the voice as that friend at school pickup who always knows what is going on this weekend.

X/Twitter Voice:

- Concise and helpful: quick tips, news bites, event reminders
- Community-oriented: COS parents or Hey Springs families
- Practical: lead with useful info (date, time, place, age range)
- Moderate emoji: 1-2 per post max
- Hashtags: #COSParenting #ColoradoSprings #COSKids #PikesPeakParenting

Facebook Voice:

- Conversational and warm: write as one parent talking to another
- Longer-form: 3-5 paragraphs for news/events, shorter for humor
- Question-driven: end posts with a question to drive comments
- Emoji-friendly: 2-4 per post
- No hashtags on Facebook