Logo and Design Requirements

Suggested color pallet for Family Resolution Institute

PRIMARY

Dark Red – darker red to promote urgency and energy... but not fire engine red--  darker red to show a little more grounding.  Suggest: R: 192 G: 0 B: 0  HEX COLOR # C00000

SECONDARY

Light brown / tan -  browns invite sense of grounding.

Hex color: E3D1C4 R: 227 G: 209 B: 196

SECONDARY

Black

R: 31 G: 31 B: 31 Hex Color: 1F1F1F

Other colors?

Need for a logo:

Current Logo

A close up of a logo

Description automatically generated

We like the paper doll family motive. But graphic is a bit clunky. Also square is less than good. Would be better as a circle?

We are open to suggestions regarding typeface, colors, etc.

Vision: Making a difference through confident, calm and empowered practitioners, who guide people through more peaceful conflict resolution.

Mission: By delivering practical, hands-on skills training in a experiential way that

transforms practitioners’ beliefs to understanding that people have an underlying ability to resolve their own conflicts and teaching them how to guide them through that process.

Tagline: We are the go-to family law mediation trainers.

Positioning Statement: Fun, practical, skill-building through step-by-step immersion training with immediate feedback.

Value propositions:

Improving your relationship with conflict by elevating your skills and effectiveness using our unique 5-phase process.

Promise:

It’s gonna be fun, practical and useful.

We are open to suggestions regarding typeface, colors, etc.

Vision: Making a difference through confident, calm and empowered practitioners, who guide people through more peaceful conflict resolution.

Personality Traits: Friendly, knowledgeable, open, helpful, professional, innovative, forward-looking, flexible

Mission: By delivering practical, hands-on skills training in an experiential way that

transforms practitioners’ beliefs to understanding that people have an underlying ability to resolve their own conflicts and teaching them how to guide them through that process.

Tagline: We are the go-to family law mediation trainers.

Positioning Statement: Fun, practical, skill-building through step-by-step immersion training with immediate feedback.

Value propositions:

Improving your relationship with conflict by elevating your skills and effectiveness using our unique 5-phase process.

Principles:

Experiential/Hands on/Interactive

Fun

Family Law Centered

High Quality

Thought Leaders

Comprehensive

Personal Follow-up

Core Values:

Contribution

Contributing to the field and ethics of the ADR profession and practitioners to cause a ripple effect through the world.

Peacemaking

Knowledge. We keep up with the latest thinking and research in dispute resolution. We seek training for ourselves and also learn from each other. We are never too old to learn new tricks.

Current. Once we develop our knowledge, we have a responsibility to impart it to others, which in turn improves the ADR profession. We will therefore update our training to include the latest thinking in the field.

Innovative. We constantly seek new and better ways to engage in the art of dispute resolution. We incorporate our thinking and creativity into our trainings and written materials.

Professional Quality. Details matter to the overall quality of our product. All of the components that make up the whole will be given the same care and attention.

Adaptable/Flexible. We have the flexibility to adapt substance and methods to the needs of the specific class or mentee.

Mentoring. Our responsibility doesn’t end with the last day of the basic training. We provide additional opportunities for more learning and mentorship.