



Wonders & Worries

Professional support for children
through a parent's illness or injury.

We will, together.

Wonders & Worries Press Kit

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The Wonders & Worries brand and tagline are subdued. The color, tagline and tone reflect that. It is not a call to action or a promise. It broadly describes when services are needed. Its tone and feel is supportive, warm, helpful, child-centered. Non-threatening. Compassionate. Available. Loving. Professional. Expert. Trusted.

Mission

Wonders & Worries provides free, professional support for children and teenagers through a parent's serious illness or injury, so that they can reach their full potential.

Vision

Any family that needs our services has a way to access them at any time and any place.

What Drives Us

The need to ease the suffering in children

The desire to nurture hope in children

The passion to equip children to deal with the challenges of life

The belief that emotionally healthy families are the cornerstones of a thriving society

The knowledge that children can reach their full potential, despite a parent's illness

What We Value

The health and well being of all children and families

The uniqueness, curiosity and concerns of all children

The difference professional mental health services can make for a child and family

Wonders & Worries Boilerplate

Depending on space and word count limitations there are three different versions of our boilerplate language available.

Ultra Short-Form Boilerplate

Wonders & Worries provides free, professional support for children and teenagers ages 2-18 through a parent's serious illness or injury, so that they can reach their full potential. The Illness Education and Coping Curriculum is clinically validated and professionally delivered by Certified Child Life Specialists, free to families and available in Spanish and English. In addition, Wonders & Worries provides a multitude of informational and supportive resources for parents and continuing education opportunities and certification for professionals nationwide.

Short-Form Boilerplate

Wonders & Worries provides free, professional support for children and teenagers ages 2-18 through a parent's serious illness or injury, so that they can reach their full potential. The Illness Education and Coping Curriculum is clinically validated and professionally delivered by Certified Child Life Specialists, free to families and available in Spanish and English.

Since 2001, Wonders & Worries has provided children and teenagers with an age-appropriate understanding of illness, treatments, side effects; strategies for expressing their feelings related to changes in the family; and skills for coping with stress, anger, sadness, and fear. The copyrighted and clinically validated Illness Education and Coping Curriculum promotes healthy short-term and long-term coping and results in improved communication skills, reduced anxiety, increased feeling of security at home, and improved school performance.

In addition, Wonders & Worries provides a multitude of informational and supportive resources for parents and continuing education opportunities and certification for professionals nationwide.

Wonders & Worries Boilerplate

Long-Form Boilerplate

Wonders & Worries provides free, professional support for children and teenagers ages 2-18 through a parent's serious illness or injury, so that they can reach their full potential.

The Wonders & Worries Illness Education and Coping Curriculum is clinically validated and addresses a child's wonders and alleviates their worries when their parent is diagnosed with a serious illness or injury. The program is delivered in six individual sessions by Wonders & Worries' Certified Child Life Specialists, professionals who are trained to help children and their families understand and manage stressful health care experiences. The program is free to families and available in Spanish and English. Wonders & Worries services are preventative in nature and provide children and teenagers with an age-appropriate understanding of illness, treatments, side effects; strategies for expressing their feelings related to changes in the family; and skills for coping with stress, anger, sadness, and fear.

Wonders & Worries' Certified Child Life Specialists keep parents and caregivers involved throughout the support process and provide additional resources to guide them in parenting around their illness, so they can remain focused on their illness, treatments, and in some cases, end of life planning.

With continued support, children feel connected throughout the medical situation, which promotes healthy short-term and long-term coping and results in improved communication skills, reduced anxiety, increased feeling of security at home, and improved school performance.

In addition, Wonders & Worries provides a multitude of informational and supportive resources for parents and continuing education opportunities and certification for professionals nationwide, including a national helpline (844-WE-WONDER) and a growing network of Registered Wonders & Worries Program (RWWP) providers across the country.

Wonders & Worries Social Media Links

Please use the following handles and social media links to connect with and tag Wonders & Worries. For questions or additional guidance please contact marketing@wondersandworries.org.



Facebook

@WondersnWorries

<https://www.facebook.com/WondersnWorries>



Instagram

@wondersnworries

<https://www.instagram.com/wondersnworries/>



LinkedIn

@Wonders&Worries

<https://www.linkedin.com/company/wonders-&-worries>

Logo Design & Usage

To get high resolution versions of our logos, please download our full press kit in Zip Archive format.



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The Wonders & Worries logo has three essential elements that must be present. The Brand Name that sets up the problem, and the Tagline that provides an emotional, positive finish.

BRAND NAME | Wonders & Worries

Start with the brand. Logo type and icon should always come first.

DESCRIPTOR | Professional support for children through a parent's serious illness or injury. Descriptor follows and supports the brand.

TAGLINE | We will, together

Umbrella tagline completes the communication.



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The approved horizontal version of the logo may be used if the size or dimensions of the intended space restrict the use of the primary logo. As with the primary logo the name, descriptor and tagline must all be present.

Logo Versions



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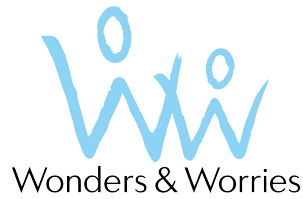


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Spanish Logo



Apoyo profesional a través de la enfermedad o lesión grave de un padre.

Juntos, podemos.



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Apoyo profesional a través de la enfermedad o lesión grave de un padre.

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The Spanish version of our logo may be used for any materials created exclusively for Spanish-speaking audiences. Whenever possible, include an English version as well.

Logo Usage Guidelines



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo 'breathe', free from distraction.

X is equal to the height of the descriptor.



Minimum Reproduction Size

For both the primary logo and horizontal logo a minimum size must be adhered to so that legibility is retained. The minimum size for the logo is a height of 1 inch.





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WRONG!

The logo has become distorted from its original aspect ratio, therefore stretching or squishing the shape and text.



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CORRECT!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.



This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.