

SELECTED WORK · NO. 02

Ascribe Healing Hub

Brand identity and curriculum framework for Joy Roman

Brand identity, a curriculum framework, launch copy, and a platform plan, drawn from one woman's memoir and built to be finished and run by Joy herself.

CLIENT Joy Roman · Ascribe Healing Hub

SCOPE Narrative extraction · framework · brand identity · curriculum and slide copy · landing page · platform plan

FORMAT Program design · twelve-module curriculum, community, certification

■ *Fractured light still shines.*

THE BRIEF

A life, before it was a curriculum

Joy Roman came to Narrative Studio with a memoir and a mandate, and very little else in fixed form. The story was **More Than a Conqueror**, the account of her own healing, and underneath it sat years of hard-won wisdom that had never been given a shape anyone else could use.

The brief was not to write a course. It was to listen to a life, find the framework already living inside it, and build the system that could carry it to the people she was sent to reach: the runners, the misfits, the women who believe they are too far gone.

Narrative Studio built the foundations: the extraction of the wisdom from the narrative, the framework, the brand identity, the curriculum and slide copy, an example module to set the standard, the landing page in code, and the plan for the platform it runs on. Joy, who is technical, took those foundations and is finishing the curriculum and running her own site. What follows is a representative selection of that work.

5 MOVEMENTS	12 MODULE PLAN	1 EXAMPLE BUILT	1 BRAND SYSTEM
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*She is not the guide standing outside the cave pointing the way in.
She is the person who went all the way through and came back for
the ones still sitting in the dark.*

PHASE ONE · NARRATIVE EXTRACTION

From a memoir to a method

The work began with the story, not a syllabus. Before a single module existed, the first task was to read Joy's narrative closely enough to find the teaching already inside it, and to catch the language she had coined for experiences most people have never had words for.

That language became the spine of everything that followed. These phrases were not invented in a branding session. They were lifted from a life and given a place to live.

<i>Fractured light still shines</i>	The anchor. The brokenness is real, and so is the light coming through it.
<i>Shape shift to fit</i>	Becoming whatever connection requires, even when that connection costs everything.
<i>The fog</i>	Trauma hiding a person from herself. Underachievement as a symptom, not an identity.
<i>Too far gone</i>	The lie the entire ministry exists to dismantle, named directly and early.
<i>The river</i>	A specific people with a specific wound, not a general audience needing encouragement.
<i>Runner, misfit</i>	The label acknowledged without shame, then reframed as a learned response to danger.
<i>Lived, healed, sent</i>	The three-movement arc of Joy's authority and the structure beneath everything.
<i>The intersection</i>	Neuroscience, trauma healing, and theology, meeting where her own healing happened.

Every word was already true about Joy before it was written. The work simply gave it a form she could hand to the world.

PHASE TWO · THE FRAMEWORK

Five movements

The wisdom resolved into five movements that mirror the actual arc of healing. Each answers a single question, and each becomes the ground the next one stands on. This is the architecture every module is built against.

01**Named**

What is shame, and how did it get inside me?

02**Seen**

What actually happened to me, and what did it do?

03**Freed**

Who am I when the shame is removed?

04**Rooted**

How do I stop repeating cycles that hurt me?

05**Sent**

How does my wound become my witness? Survival, honestly told, becomes hope for someone still in the middle of their storm.

The cycle will not break until the root is treated. The framework moves toward the root, not around it.

PHASE THREE · THE CURRICULUM

Twelve modules, three stages

The framework was then sequenced for delivery into twelve modules across three stages. Advancement is gated by reflection, not by a quiz. Every response is accepted, because the work measures engagement, not correctness. Each module closes with a declaration card, one true sentence to carry out.

IDENTIFICATION

This happened to me, and it shaped me.

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- | | | | |
|---|---|---|---------------------------------------|
| 1 | What You Are Actually Carrying | 2 | The God Who Does Not Flinch |
| 3 | Why You Don't Understand Yourself | 4 | What Trauma Actually Does to a Person |
| 5 | The Wounds Planted Before You Could Speak | | |

RECLAMATION

This is not who I am. This is what was done to me.

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- | | | | |
|----|---|---|---|
| 6 | The Label They Gave You Wasn't the Truth | 7 | The Loneliness That Lives in a Crowd |
| 8 | The Self That Shame Buried | 9 | Understanding the Cycles, So You Can Break Them |
| 10 | Forgiveness, the Door You Open for Yourself | | |

ACTIVATION

What I survived is what I carry for others.

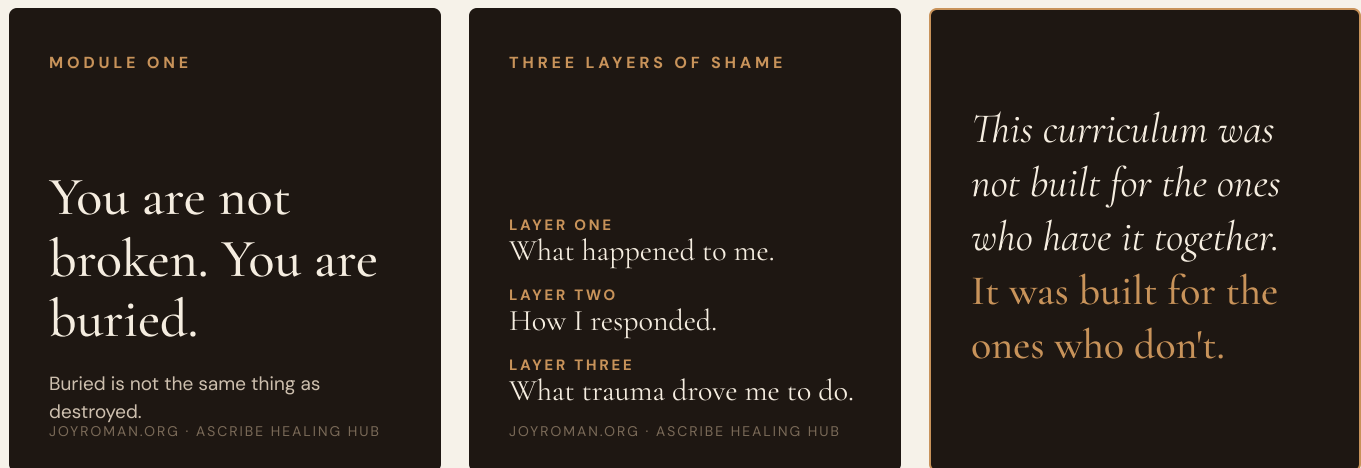
-
- | | | | |
|----|--------------------------------|----|--------------------------------------|
| 11 | You Were Never Made for Defeat | 12 | Your Story Is Someone Else's Doorway |
|----|--------------------------------|----|--------------------------------------|

Reflection gates and stage checkpoints pace the journey, and a declaration card closes each module. Narrative Studio mapped all twelve modules and wrote the teaching copy; Module One was built in full as the working example, and Joy is finishing the rest.

INSIDE A MODULE · MODULE ONE

What you are actually carrying

Module One was built out in full as the working example for the curriculum, the template the remaining modules are finished against. It opens by naming what this audience carries that most rooms never address: not one layer of shame, but three. Here are three representative moments from that deck, rendered in the Ascribe Healing Hub brand.



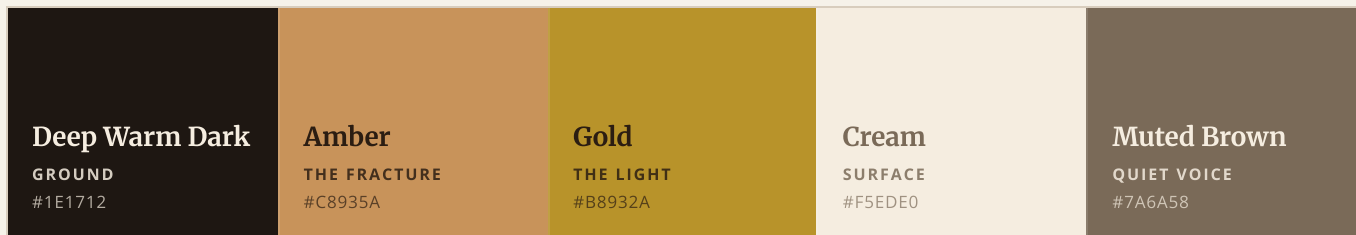
Module One teaching deck · representative cards in the Ascribe Healing Hub visual system

The logic set here is the pattern the rest of the curriculum is built against: name the wound plainly, explain the mechanism without clinical distance, and close with a single declaration the woman can carry into the week. Behavior is treated as communication. Confusion is treated as evidence that something was driving her without her knowledge, not proof of who she is.

PHASE FOUR · THE BRAND

Fractured light still shines

The brand was not designed onto the work. It was drawn out of it. Joy is the rare voice who holds clinical credibility, theological authority, and survivor credibility at once, and the identity had to carry all three without flattening any of them. The feeling: a room where the light is low and warm, where someone is already there who expected you, and where you can finally put down what you have been carrying.



DISPLAY TYPE

Fractured light
still shines.

Cormorant Garamond

BODY TYPE

Clean, modern, and accessible. The quiet, grounded voice beneath the declaration, set with room to breathe.

DM SANS

The central visual metaphor is light coming through fractures: not darkness for its own sake, and not inspirational gloss, but the specific belief that the breaking is real and so is the light coming through it. Texture over flatness. Space as language.

THE VOICE

How Joy sounds

Direct without flinching. Warm without performing warmth. Theologically rooted without being churchy. Neuroscience-informed without being clinical. Poetic where it matters. The brand language was codified so the voice holds steady across every page, email, and card. The clearest way to hold a voice is to name what it is not.

NOT THIS	THIS
"You can do it."	<i>You were never made for defeat.</i>
"God has a plan for your pain."	<i>What was meant to destroy you is already becoming your message.</i>
"Break the cycle."	<i>The cycle will not break until the root is treated.</i>
"You are enough."	<i>You are not the sum of what was done to you.</i>
"Healing is a journey."	<i>Fractured light still shines.</i>

The voice also keeps firm boundaries on what it will never do: it never shames the behavior without explaining the root, never pushes for vulnerability before safety, and never performs healing it has not done. That restraint is part of the brand, because the audience has spent a lifetime around people who said the right words and could not sit in the room of it.

I know what it feels like to believe you are too dirty for God to come near. I know it personally. And I know it isn't true.

THE PLATFORM PLAN

Designed to run on its own

Narrative Studio delivered the full architecture for the platform, designed to live inside a Go High Level portal: one product, one branded login, fully automated. Each stage becomes a sequenced course, each module a category, each lesson a post. The plan was drawn so that, once built, the founder's presence is the gift and not the bottleneck. Joy is building it out from this plan.

Progression

Reflection gates unlock the next module. Stage checkpoints open the next stage. A graduation form triggers the certificate and the facilitator invitation automatically.

Community

The River for open sharing, peer groups sorted by stage, a private space for certified facilitators, and a monthly live gathering with Joy.

Automations

Enrollment, gentle check-ins, and stage celebrations, written in Joy's voice rather than system language. The portal stays warm even when no one is watching it.

Offers

Self-paced, self-paced plus group calls, a facilitated cohort license, facilitator certification, and a free "Are You a Runner?" lead magnet that feeds the rest.

Pipelines

Learner progress, facilitator application, and organization partnership tracks, each mapped end to end so nothing is run by hand.

One product, one link, one branded login. Built from this plan, the system runs without her, so her energy goes to the room and not the back end.

WHAT DISTINGUISHES THE WORK

Three things

Three things separate this work from what generic curriculum tools tend to produce.

Narrative grounding

The curriculum was extracted from a life, not assembled from secondary sources. Every teaching point was lived before it was written, which is why it reads as testimony rather than theory. A woman in the room recognizes herself because the words came from someone who was once sitting where she is.

A voice, not a template

Joy's coined language was preserved and systematized rather than smoothed into generic ministry copy. The brand sounds like her at every touchpoint, from a teaching slide to an automated check-in, because the language was hers first and the system was built to protect it.

A foundation built to hand off

Brand, framework, curriculum architecture and copy, an example module, launch page, and a platform plan, made to fit together as one coherent system. The same palette, the same type pairing, and the same voice run from the memoir through the landing page to the brand. The point was never to keep Joy dependent on the studio. It was to give her a foundation strong enough to finish the curriculum and run the platform herself, in her own voice, which is exactly what she is doing.

THE STUDIO

Narrative Studio

Narrative Studio is the curriculum and platform development practice within Restoration Resources. We help practitioners, healers, and ministry leaders give their expertise a teachable form: framework, curriculum, brand, and the plan to deliver it, scaled to what each engagement needs.

For Ascribe Healing Hub, Narrative Studio created the foundations: the brand, the framework, the curriculum architecture and copy, an example module, the launch page, and the platform plan. Joy, who is technical, carried them into a live site and is finishing the curriculum herself. That hand-off is the goal, foundations strong enough to build on, left in the practitioner's own hands.

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LEARN MORE

[restorationresources.org / narrativestudio](https://restorationresources.org/narrativestudio)

Client

Joy Roman · joyroman.org

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