

Brand Guidelines

Park Dad Visual Identity
December 2026

At Park Dad, we're on a mission to normalize responsible relaxation for modern parents.

We create low-dose cannabis products that offer calm, clarity, and connection—without the hangover. For those who choose not to drink but still want to unwind with intention, Park Dad is your go-to ritual for showing up, chilling out, and staying present.

Table of Contents:

Intro	Pg. 1
Table of Contents	Pg. 2
Brand Values	Pg. 3
Brand Traits	Pg. 4
Logo Variations	Pg. 5-7
Colors	Pg. 8-10
Typography	Pg. 11-14
Imagery	Pg. 15-16
Mockups	Pg. 17-18
Illustrations	Pg. 19-20
Thank You	Pg. 21



Brand Values

No. 1

Presence over Escape

We believe cannabis should help people stay grounded - not checked out. Our products are designed to support mindful relaxation that keeps you present for your life, family and yourself.

No. 2

Responsible Enjoyment

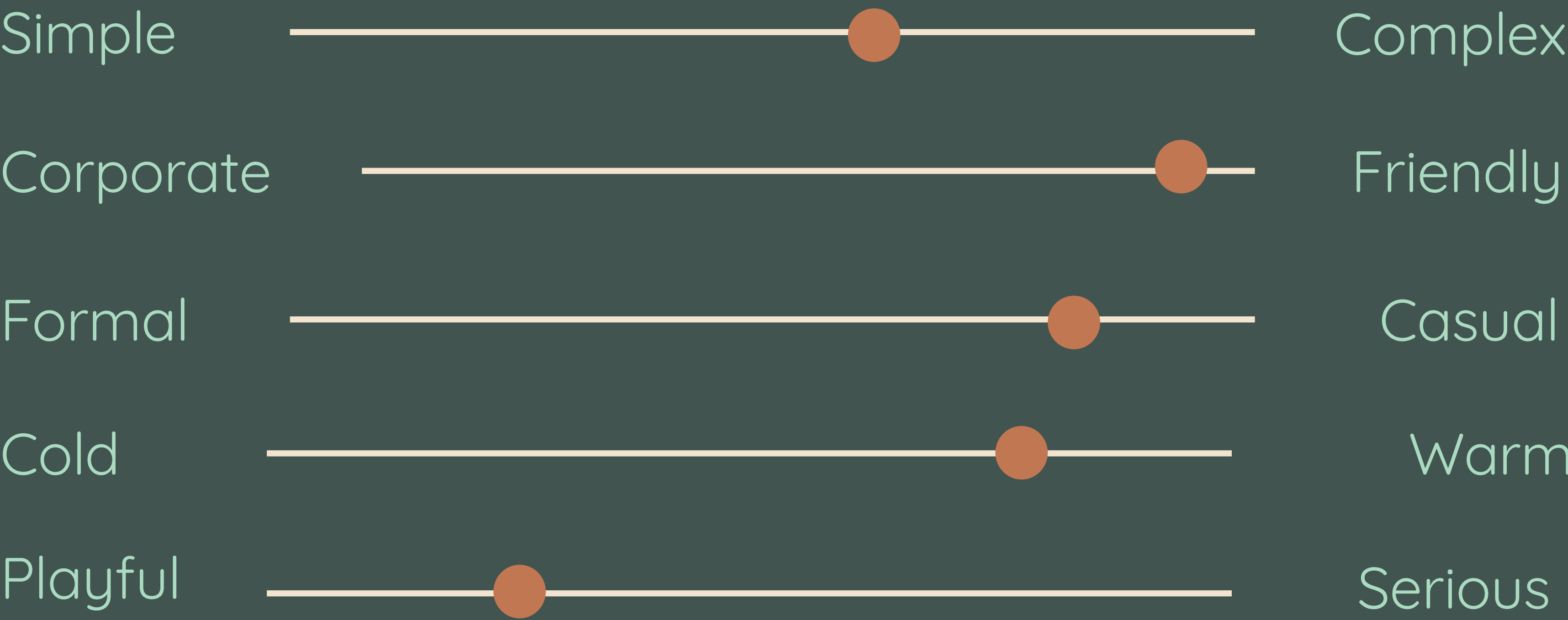
Our dosing is intentional and low because we are about clarity, control, and consistency. We're here for the gentle wind-down, not the wipeout.

No. 3

Inclusivity & Modern Fatherhood

"Dad" doesn't just mean parent. It's a vibe. Park Dad is for anyone who shows up for their people and wants a calmer way to do it - regardless of gender, background, or parenting status.

Brand Traits



Logo Variations

Park Dad

Crafted with Intention

PARK

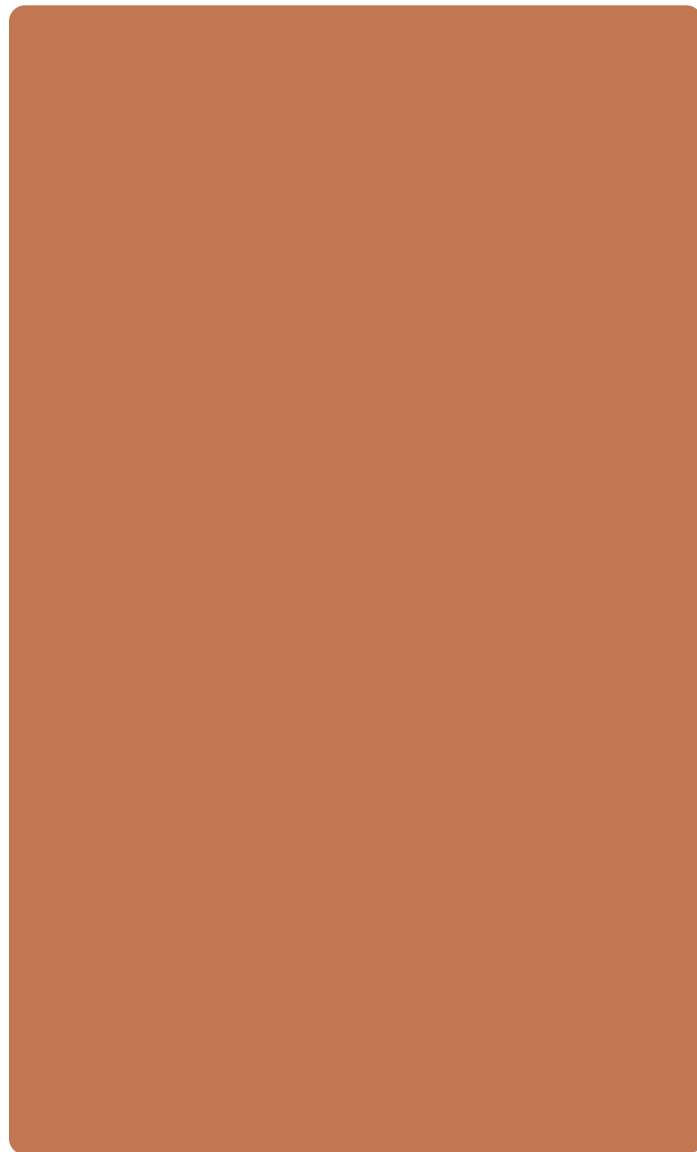
PARK DAD





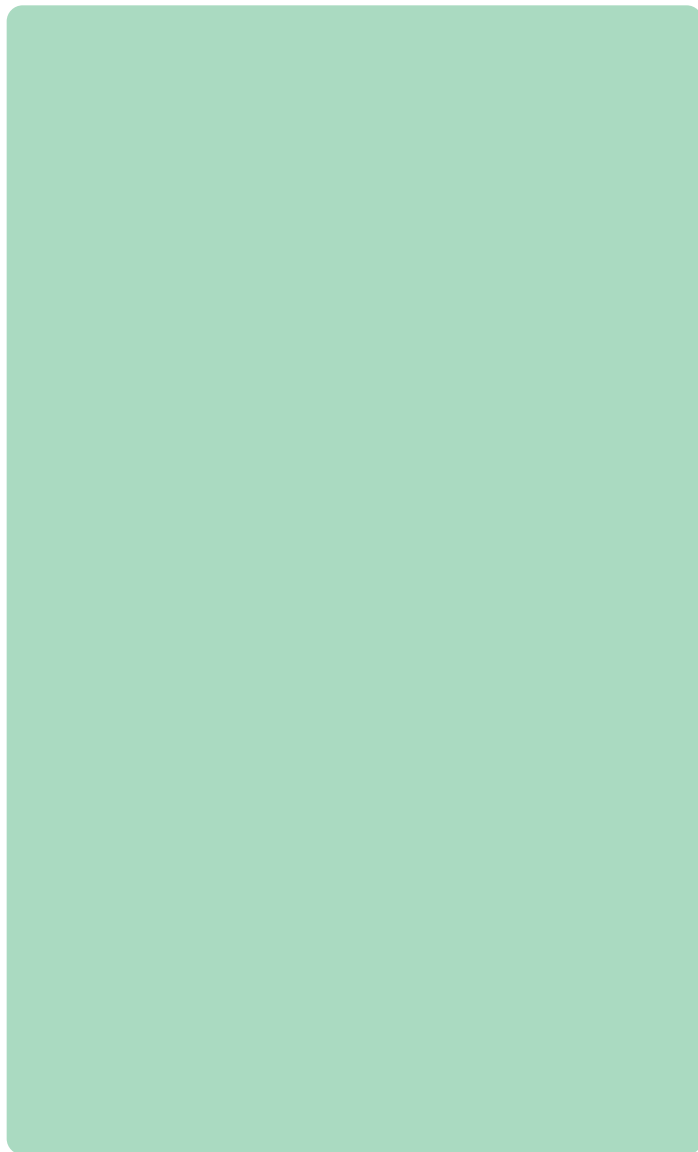
Colors

Color Palette



Sand Dune

HEX: #C17752
C:21% M:59% Y:73% K:5%
R: 193 G: 119 B: 82
Pantone: 2435 C



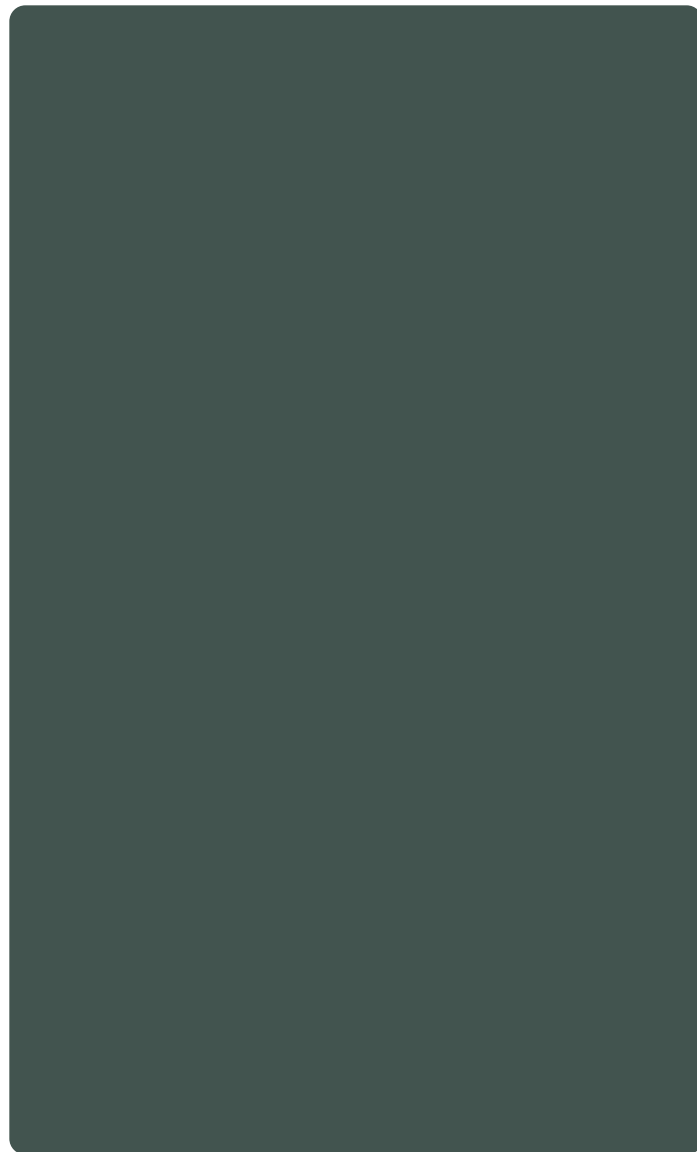
Minty

HEX: #ACDAC2
C:33% M: 0% Y:29% K:0%
R: 171 G: 218 B: 193
Pantone: 565 C



Red Rock

HEX: #A33D3F
C:26% M: 87% Y: 74% K: 17%
R: 163 G: 61 B: 63
Pantone: 1807 C



Into the Woods

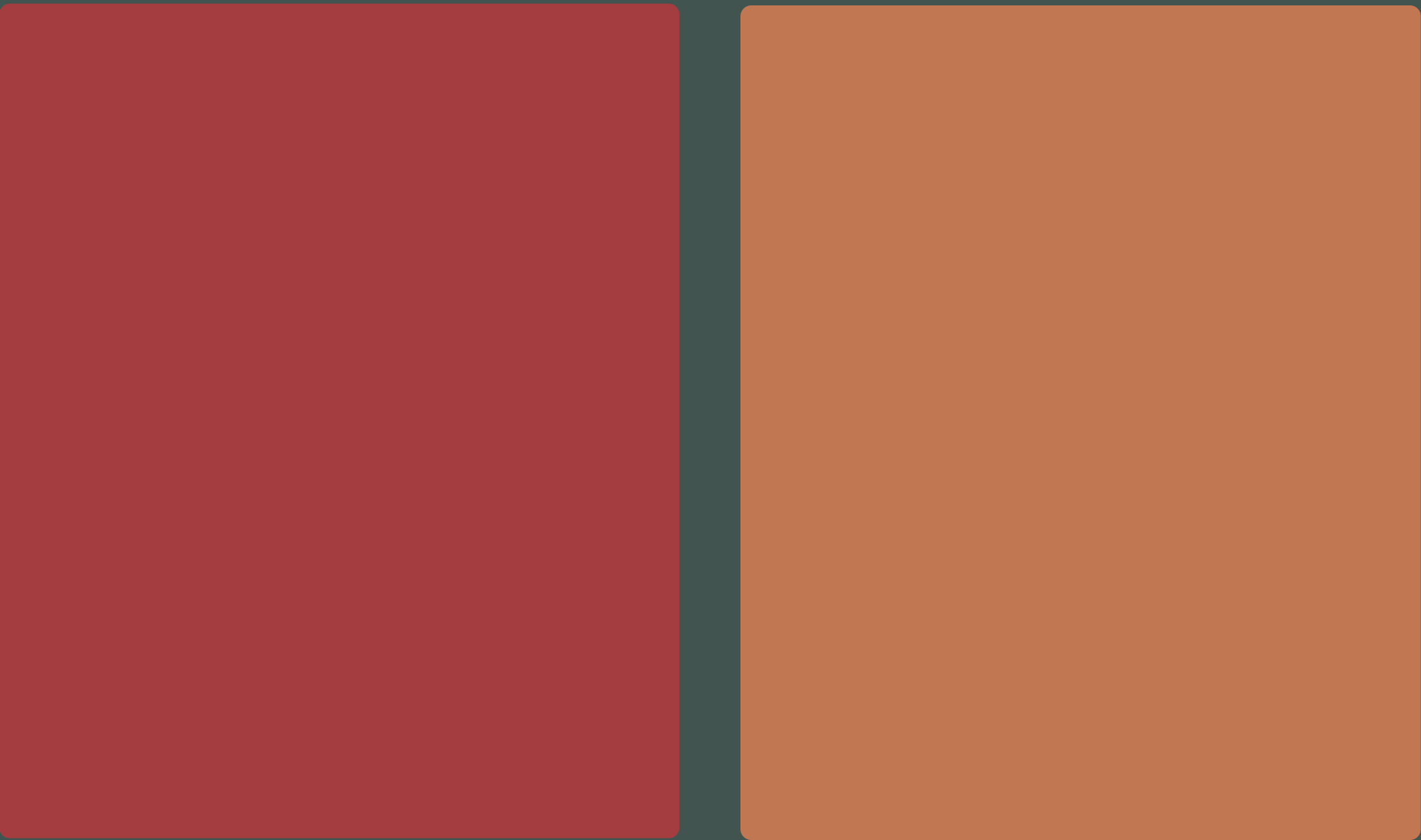
HEX: #42554F
C:72% M:50% Y:61% K:34%
R: 66 G: 85 B: 79
Pantone: 5477 C

Color Usage

Primary



Secondary



Typography

BOOT SCOOTIN BOOGIE | 18PT

Boot Scootin Boogie

USED FOR TITLES AND LARGE CALL-OUTS

QUICKSAND | 12PT

Quicksand, Regular

USED FOR BODY COPY

QUICKSAND | 15PT

Quicksand, Semibold

USED FOR BUTTONS AND SUB-HEADERS

Our product is always

*Crafted with
Intention.*

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LEARN MORE

Imagery

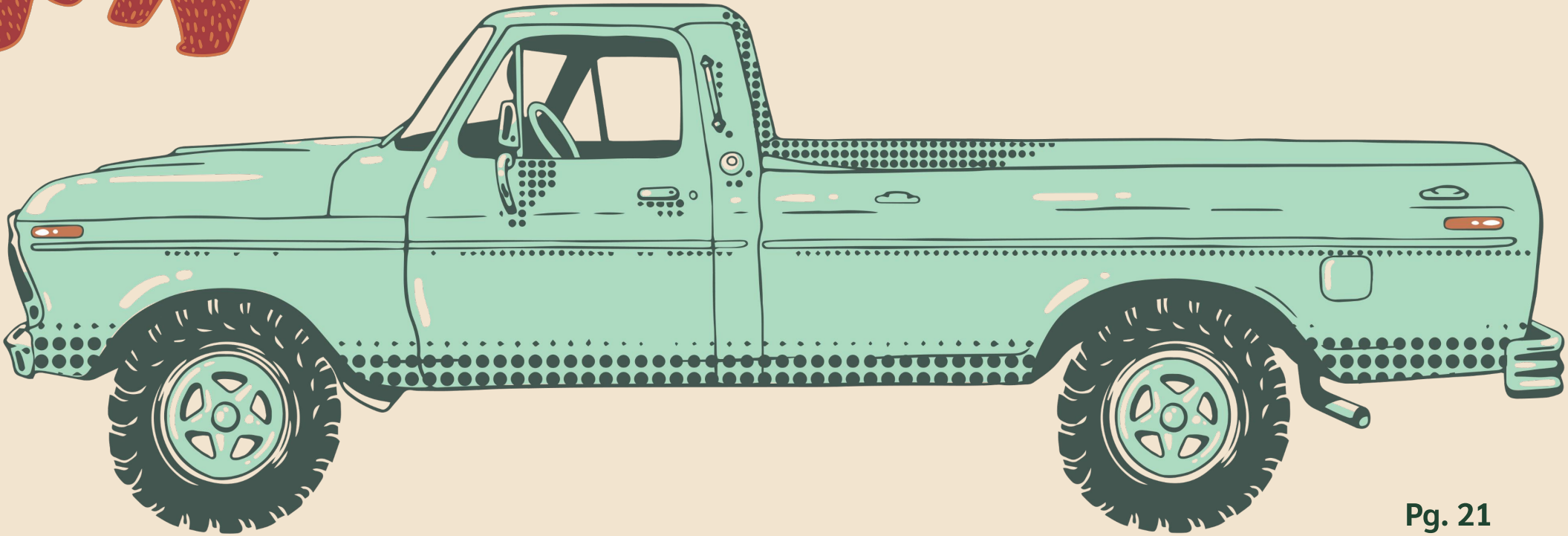
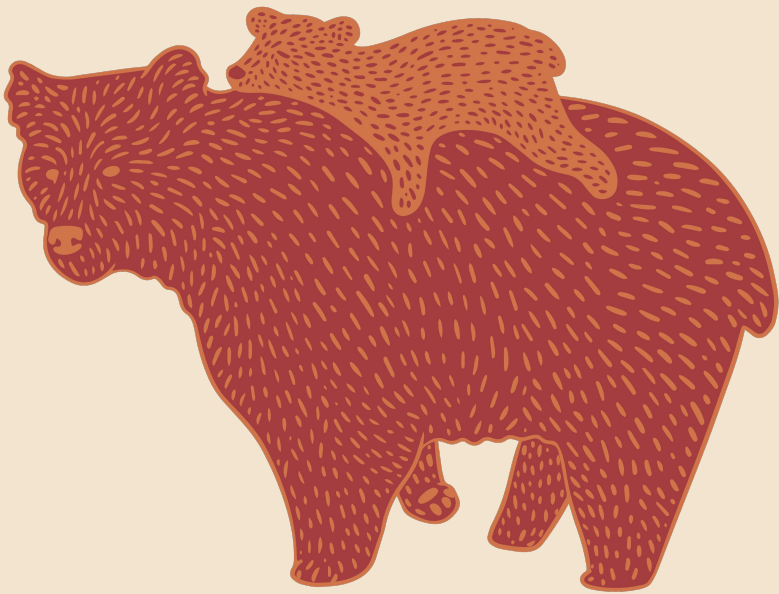
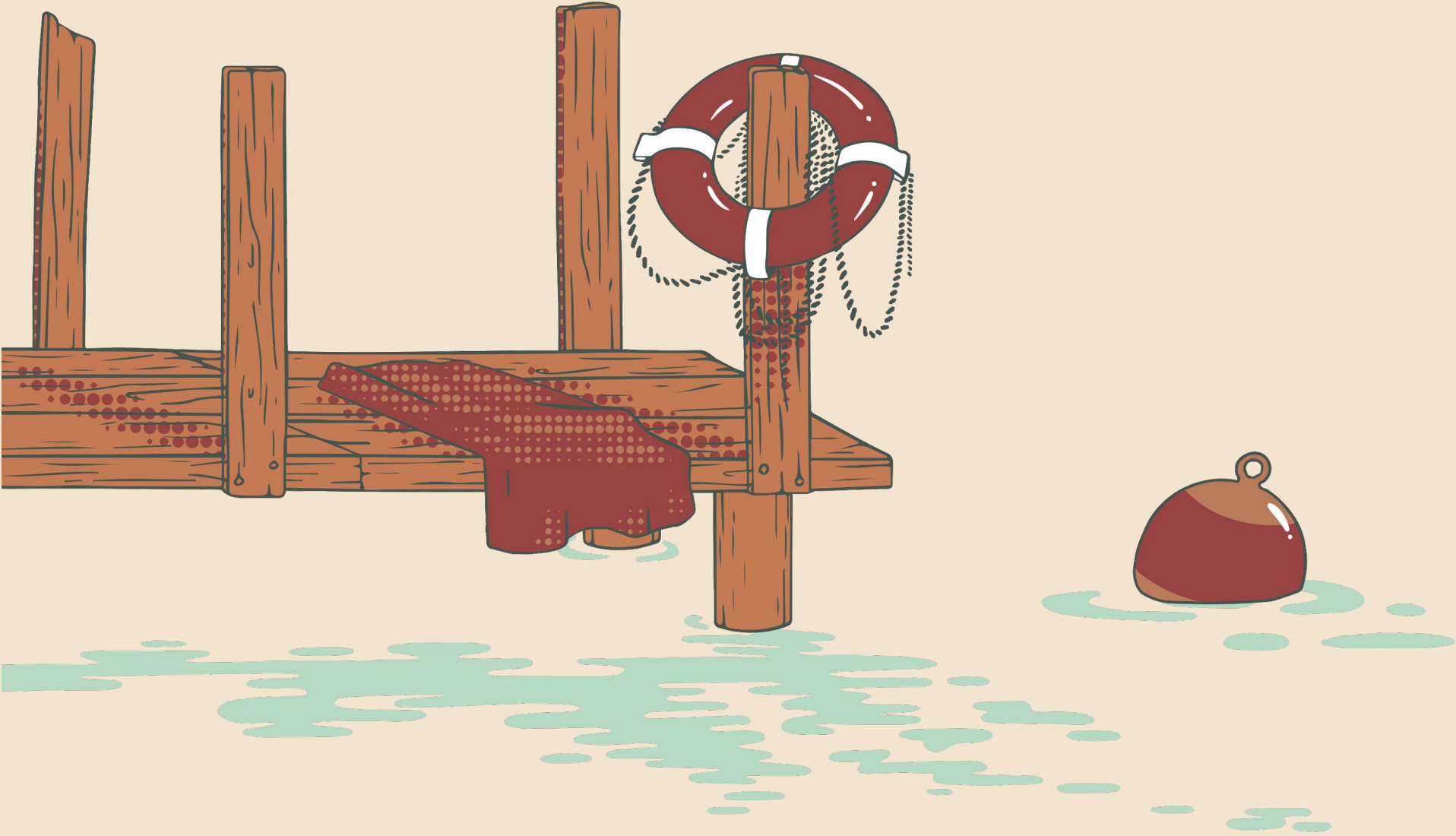


Mockups



Mockups

Illustrations



Thank you!

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