

Park Dad

7/17/2025

Discovery & Strategy

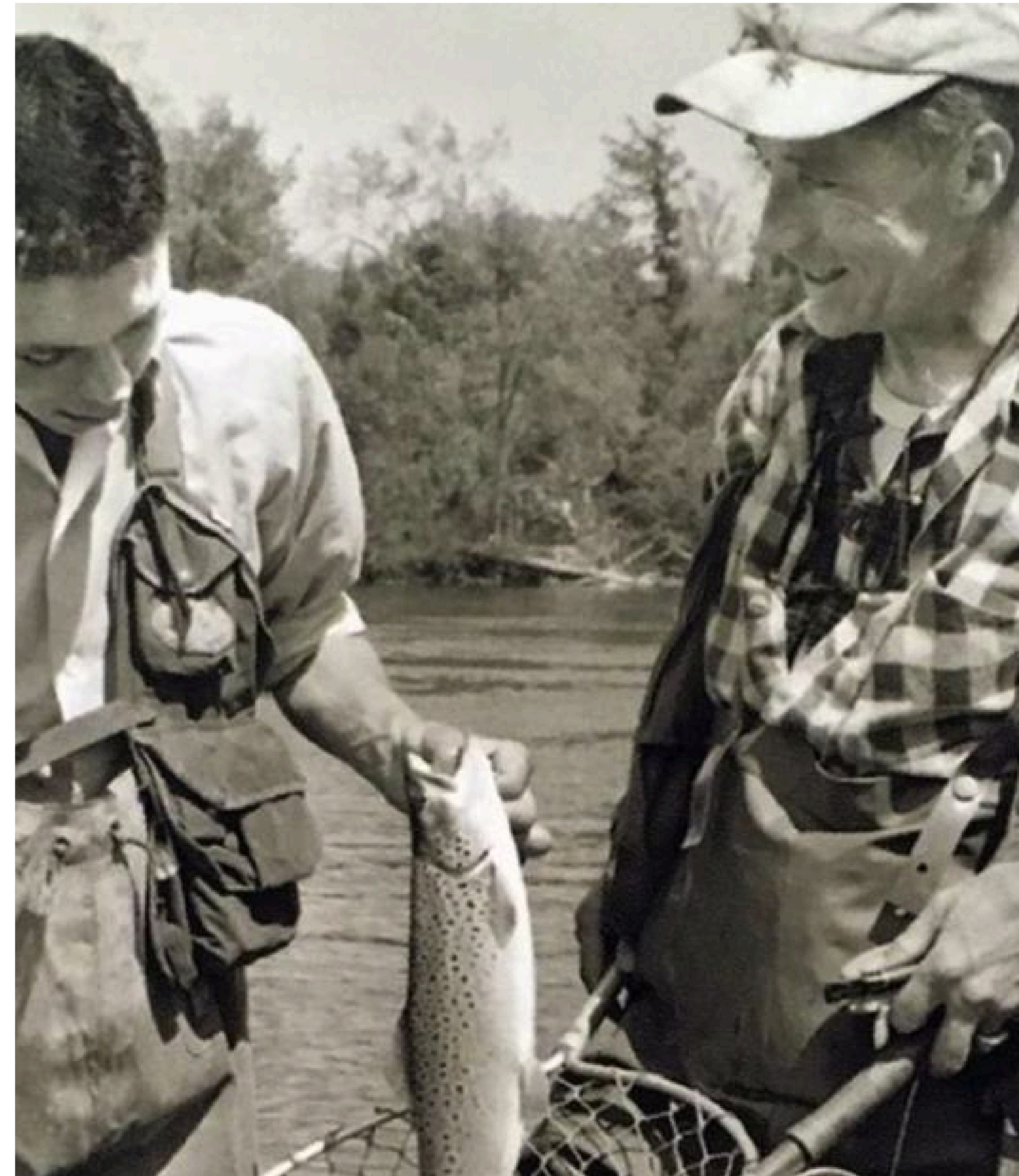
Round 1 - Park Dad

Discovery

Project Goal

To design a logo and visual identity that:

- 1 – Appeals to a wide audience, whether that's age or male vs. female
- 2 – Is more legible across print and web
- 3 – Embraces our park dad storyline
- 4 – Helps us compete with micro dose competitors already established



The big picture

What

A low-dose cannabis brand for mindful parents who want to relax responsibly.

Park Dad offers microdosed, approachable cannabis products (e.g., gummies, tablets, melts) that help take the edge off without compromising clarity, presence, or parenting duties.

Who

Sober-curious, wellness-minded, or alcohol-free parents—especially dads (and dad-types) in their 30s–50s

How

Low-dose THC (1–2.5 mg) formats for calm, gentle effects

Clear, functional labeling (relax, reset, recharge)

Portable, discreet, family-friendly packaging

A brand voice that’s funny, real, and responsibly chill

Messaging that supports modern masculinity and emotional presence, not outdated “stoner” or “cool dad” tropes

Why

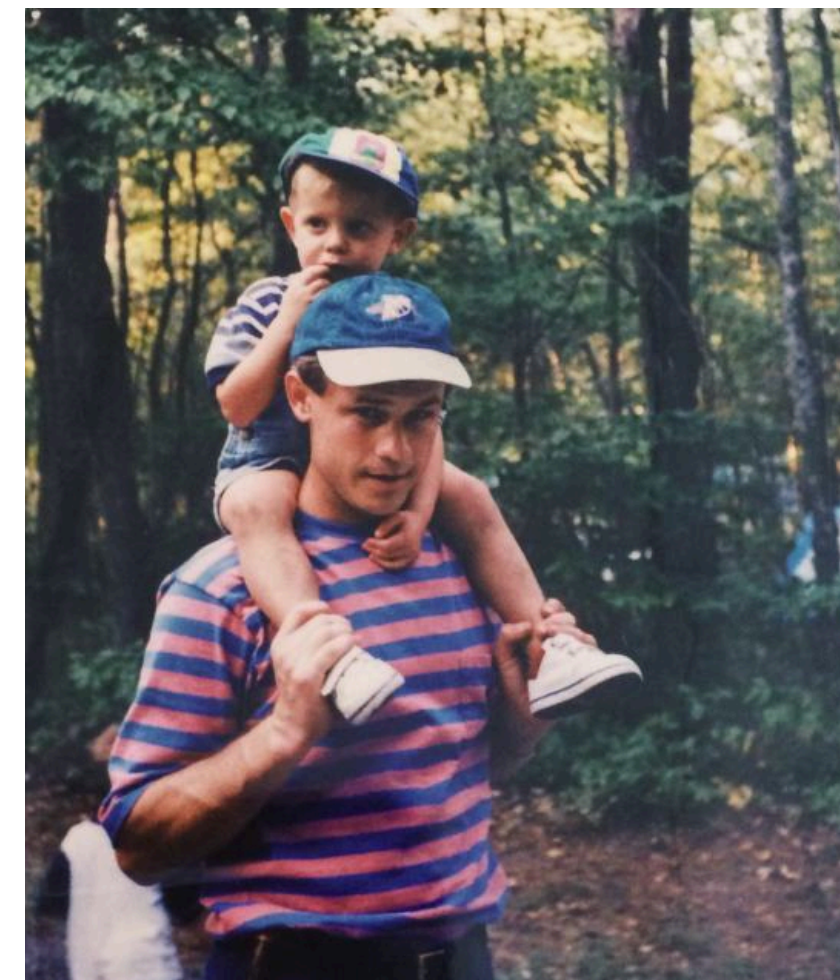
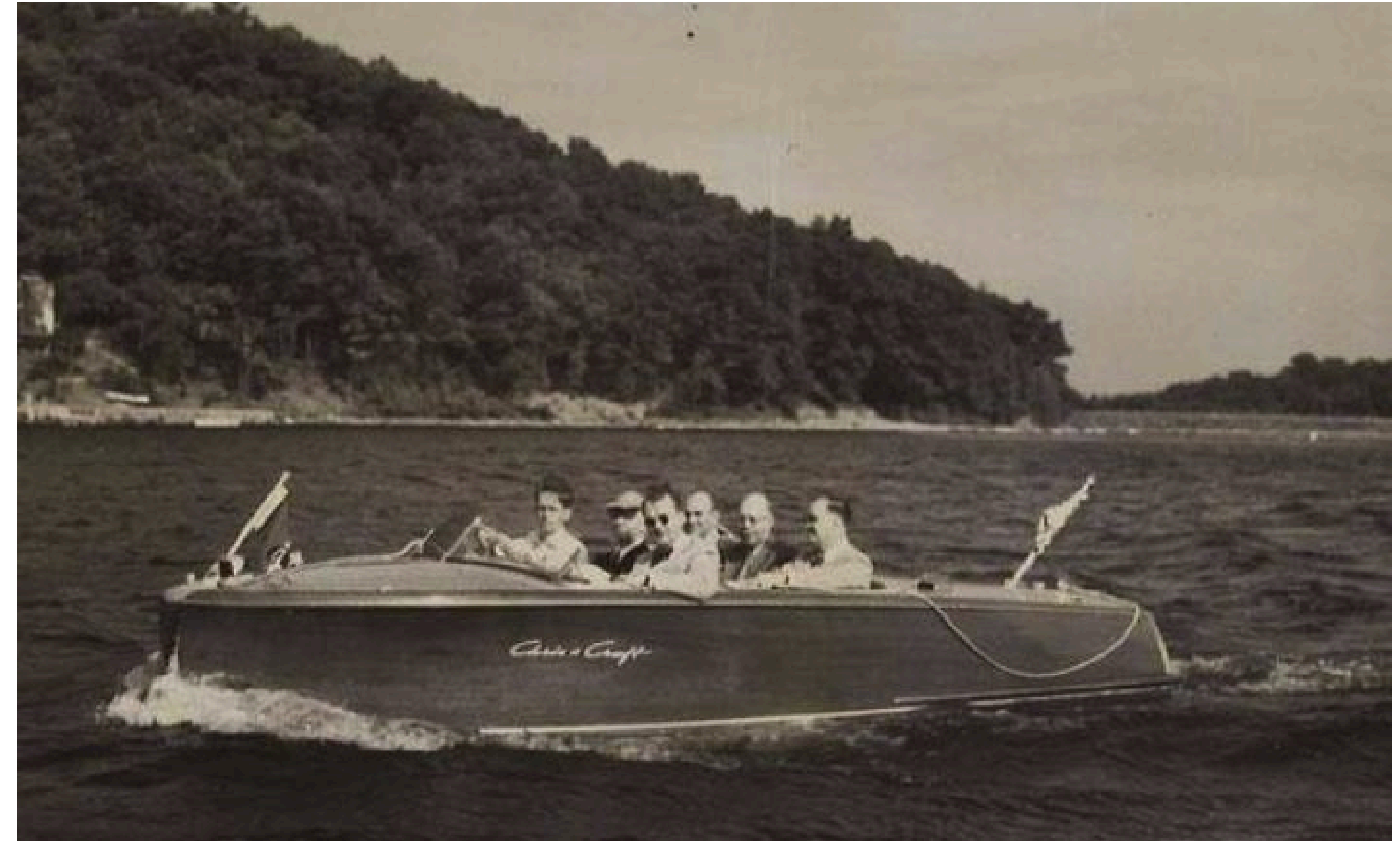
Because parents—especially dads—are under pressure to be calm, capable, and emotionally available... often with zero space to recharge.

Park Dad exists to give them permission to relax—without booze, burnout, or guilt.

Discovery

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.



Discovery

Brand Traits

We are

- Present
- Connected
- Responsible

We are not

- “Stoner” Mentality
- Detached
- Serious



Brand Values

No.1 “Presence over escape”

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

No.2 “Responsible Enjoyment”

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

No.3 “Inclusivity & Modern Parenthood”

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.

Discovery

Target Audience

The Modern Sober-Curious Dad

Age: 30–50

Gender: Primarily men, but inclusive of all “dad-type” caregivers (e.g. stay-at-home dads, queer parents, co-parents)

Location: Suburban and urban areas, especially in progressive or wellness-oriented states

Income: Middle to upper-middle class (enough to afford a scale to premium wellness products)



Target Audience



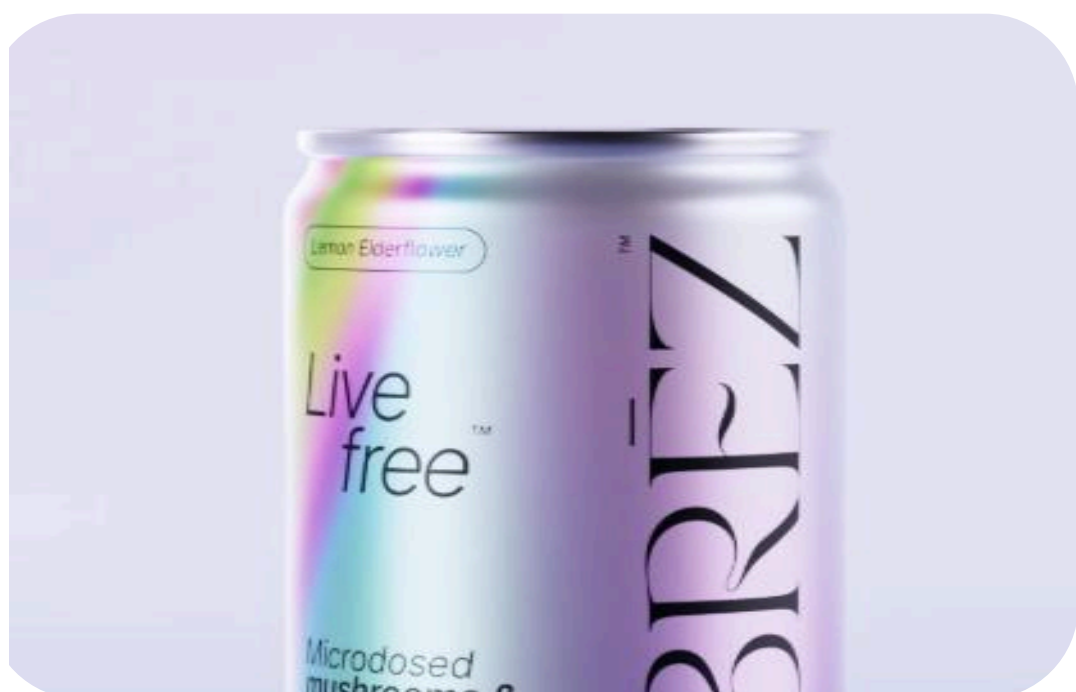
Millenial-Gen X

Millenial and Gen x “dads”, but inclusive of all “dad-type” caregivers (e.g. stay-at-home dads, queer parents, co-parents)



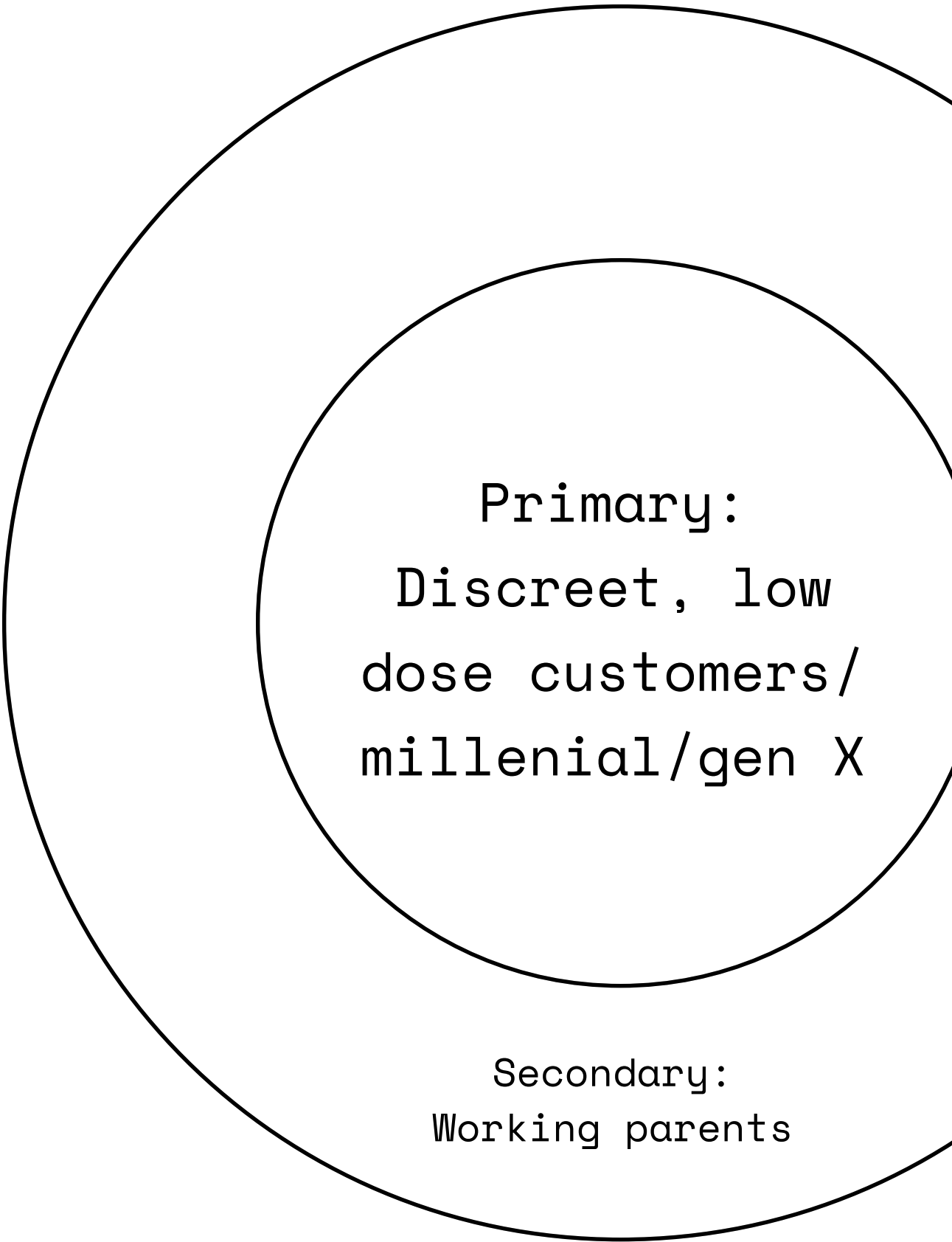
Working Parents

The parent who is interested in winding down after a busy week, without alcohol and cares about being present, emotionally available, and steady. These are the parents looking for gentle tools to reset.



Discreet, low dose Consumers

The consumer who is is interested in functional, low-commitment wellness rituals (e.g. CBD, adaptogens, mindfulness)



Top Competitors



Aesthetic / Nostalgic, apothecary

Brand Personality / Gentle, conversational, enthusiastic

Brand Colors / pastel hues, warm color combinations

Key Demographic / Hesitant or new users, wellness-oriented/holistic users
Millenials (21-35) & Gen X (35-50)

Competitive Advantage / Their unique combination of product format, brand positioning and wellness-driven messaging.

They bridge the gap between recreational cannabis and wellness remedies.



Aesthetic / Vintage americana, anti-pot culture

Brand Personality / Lighthearted, witty, casual retro cool (1970's)

Brand Colors / Muted reds, warn creams and off whites, soft gold, muted neutrals

Key Demographic / Previous cannabis users (boomers and gen x)
Millenials (particularly women) in the 25-34 range. This is their largest user segment.

Competitive Advantage / Their use of nostalgic, relatable branding "mellow like your parents used to smoke" They lean into the "dad" persona. Chill. non-threatening, approachable

Discovery

DAD GRASS

Aesthetic: Vintage americana, anti-pot culture

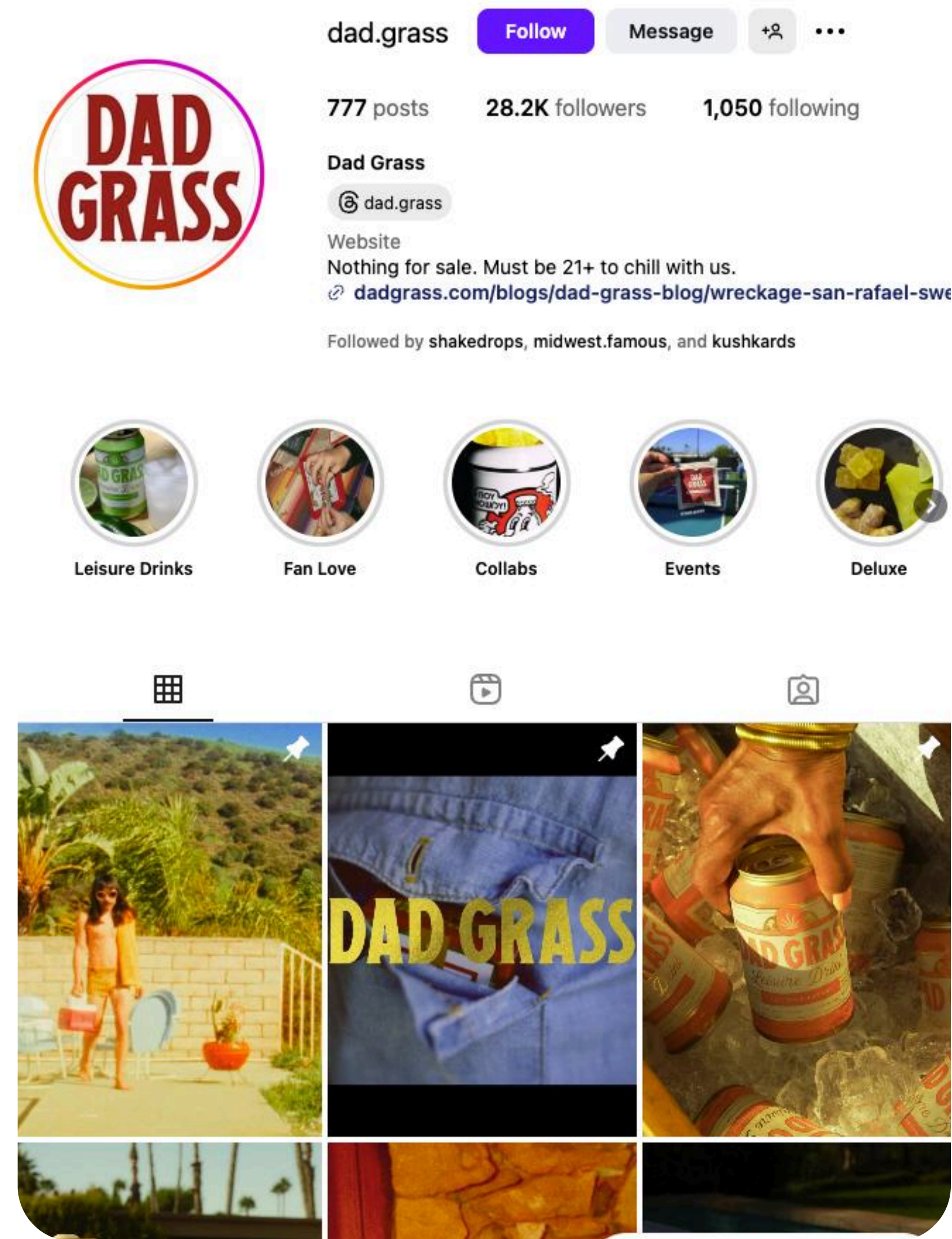
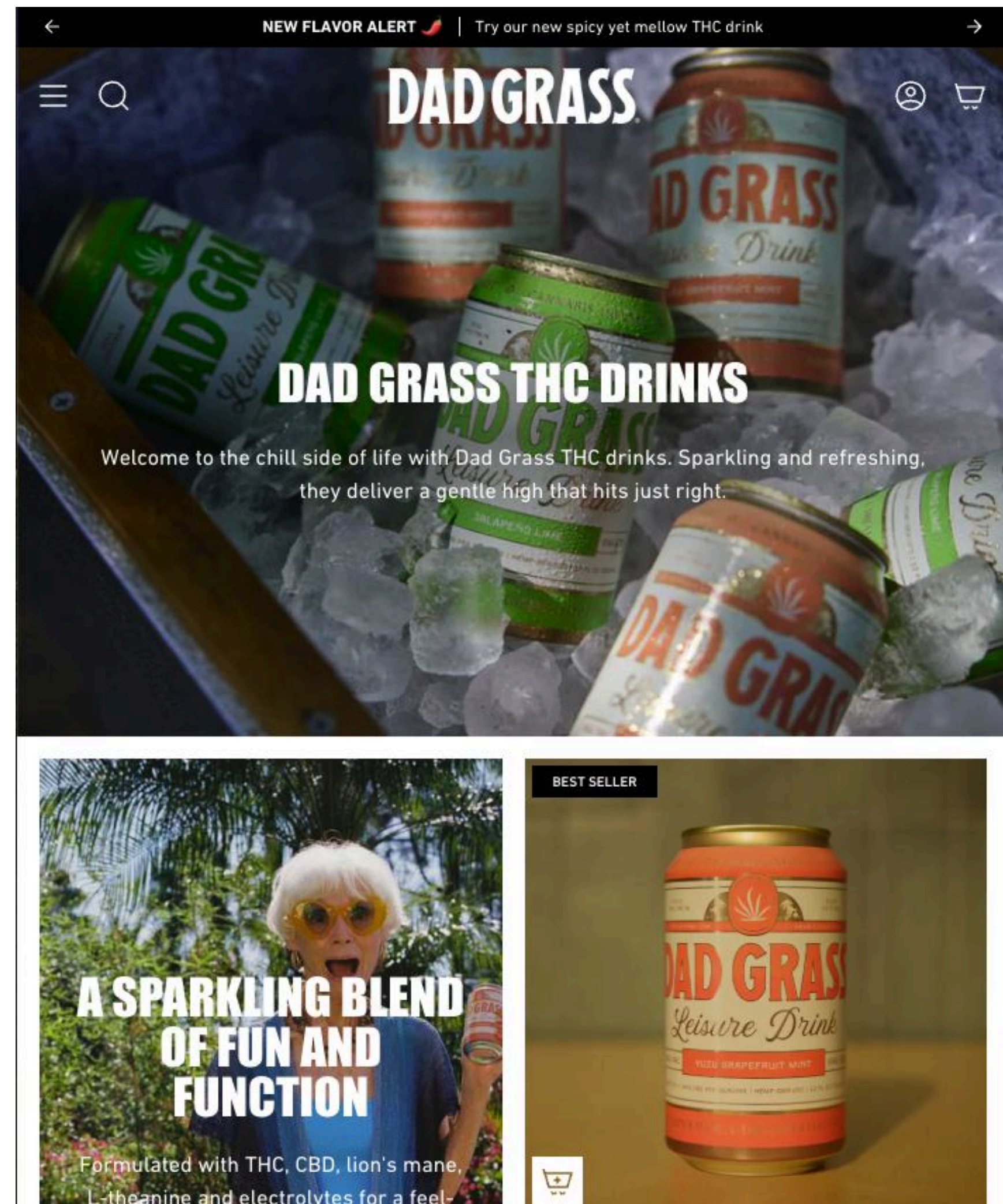
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DAD GRASS



Discovery

Mr. Moxey's

Aesthetic: Nostalgic, apothecary

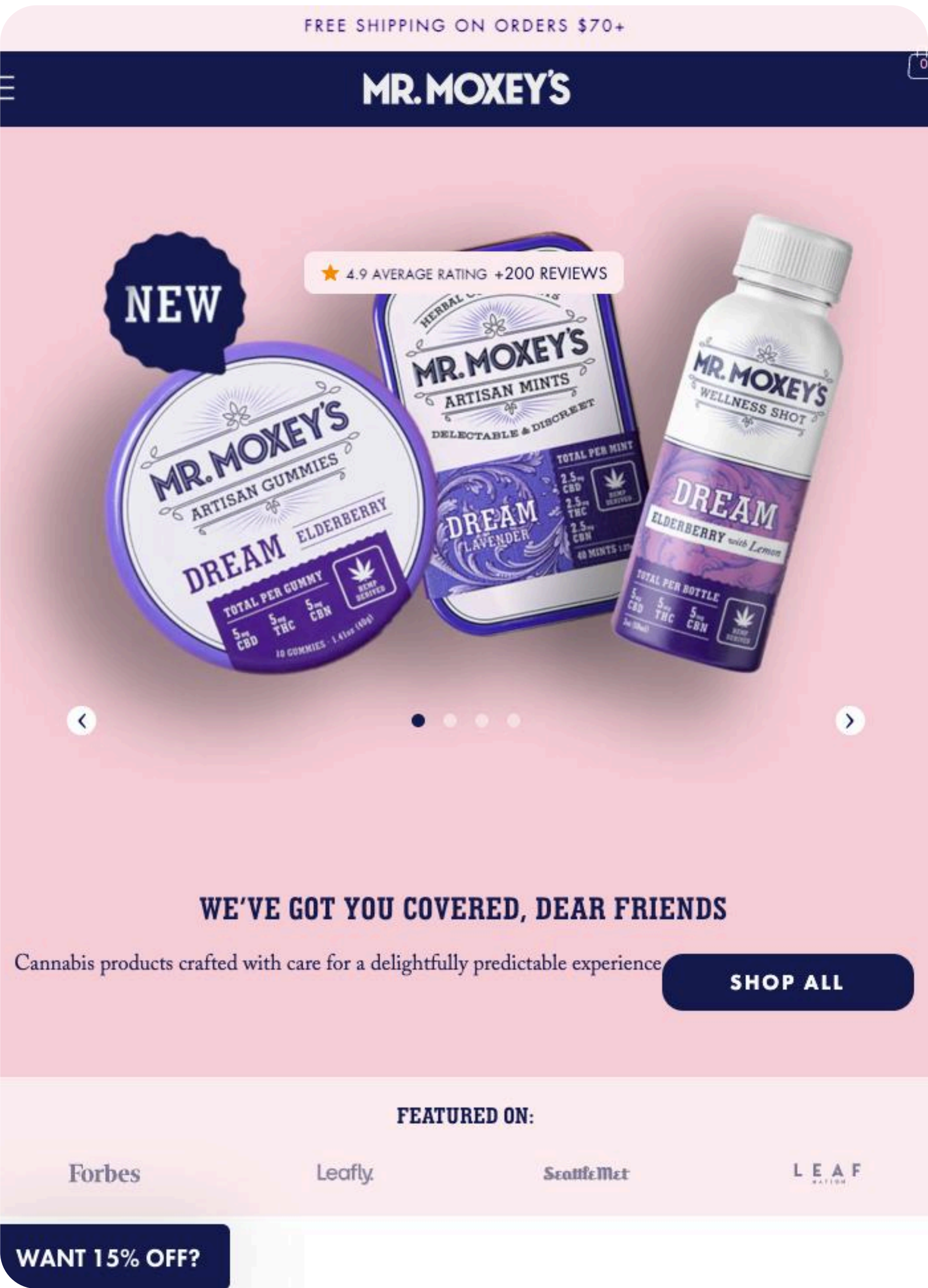
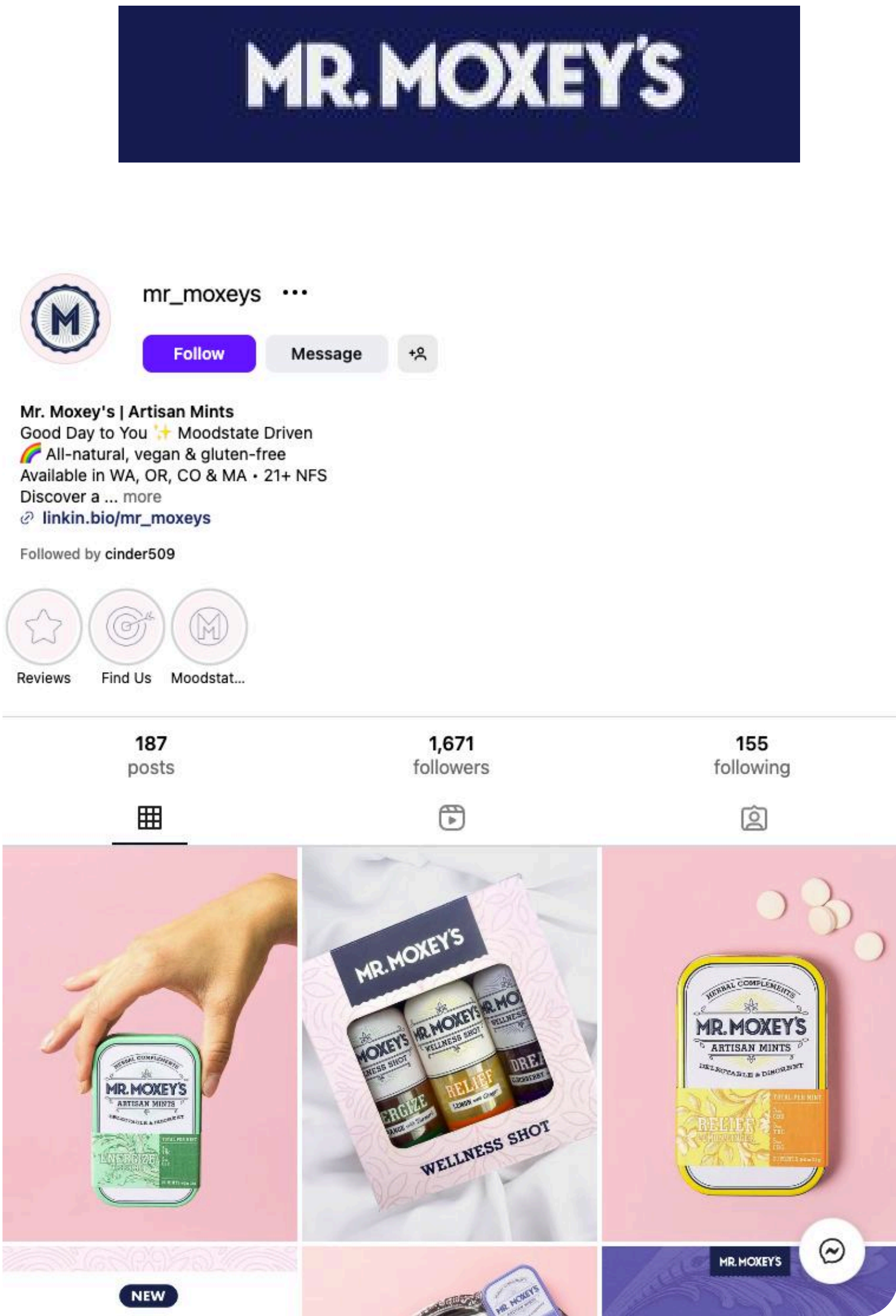
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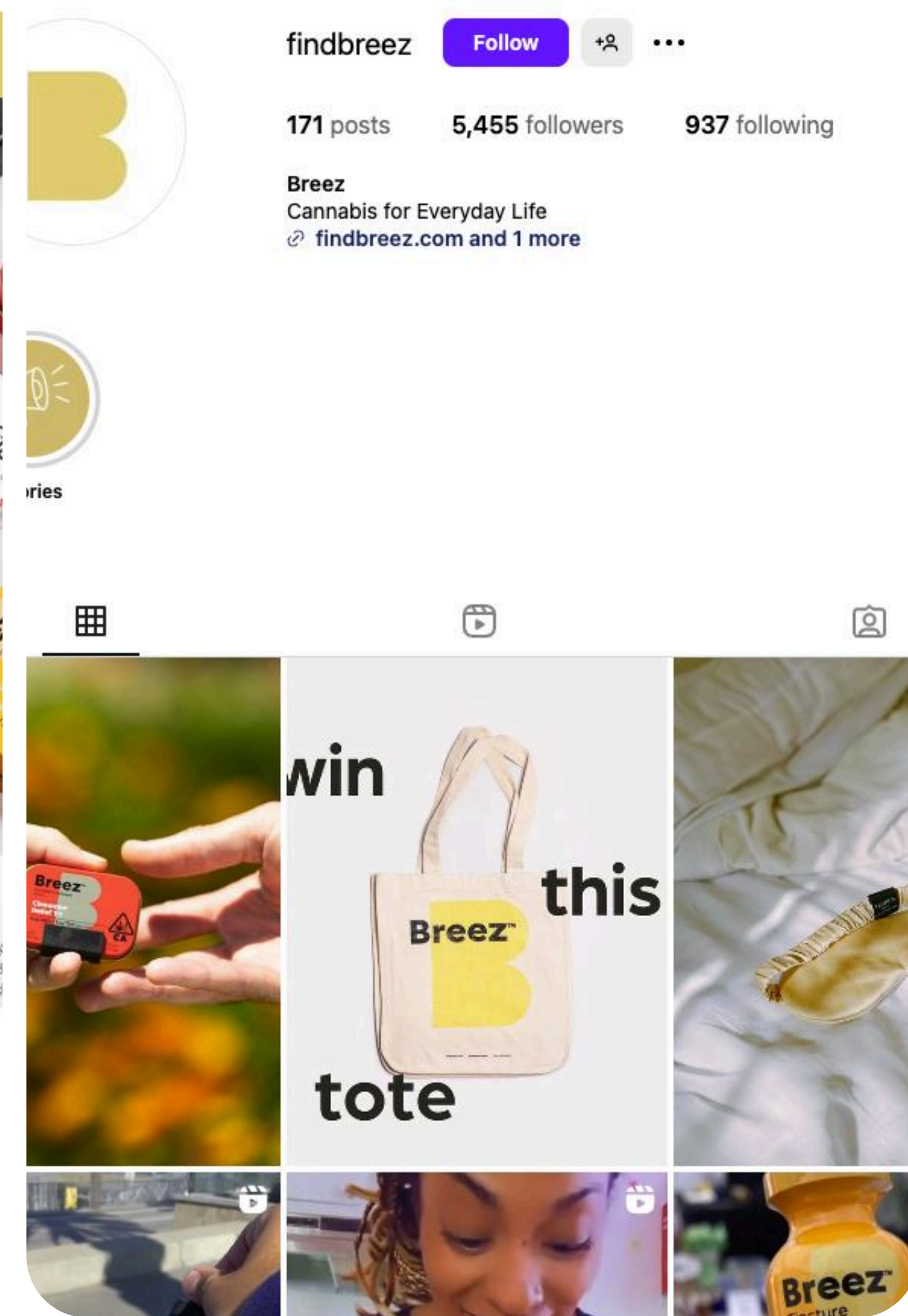


Role Models

	Aesthetic / Minimal + functional. Accessible + non-intimidating Brand Personality / intentional. Aligned with modern wellness and everyday functionality. Brand Colors / Orange, Pink, Green and White	Key Demographic / Young professionals (mid-20s to late-30s). Interested in wellness, productivity, and balance. Competitive Advantage / Positioned cannabis not as a recreational drug, but as a precise, wellness-oriented tool.
	Aesthetic / Nostalgia, femininity, and playful weed culture, but in a polished, friendly way. Brand Personality / Playful & cheeky, Feminine-forward Brand Colors / Pink, Lavender, Pastel Blue, Cream White.	Key Demographic / Gen Z + younger Millennials (early 20s to early 30s). Women (especially 21-35). Competitive Advantage / Aesthetic, identity-driven, feminine lifestyle cannabis.

Breez

Takeaway: They remain selective in their products as they launch, retire, and refine products based on market fit rather than feedback. True to their brand.



Discovery

Mary & Jane

Aesthetic: Elevated, elegant, and intentional. They bridge aspirational design with accessible usability.

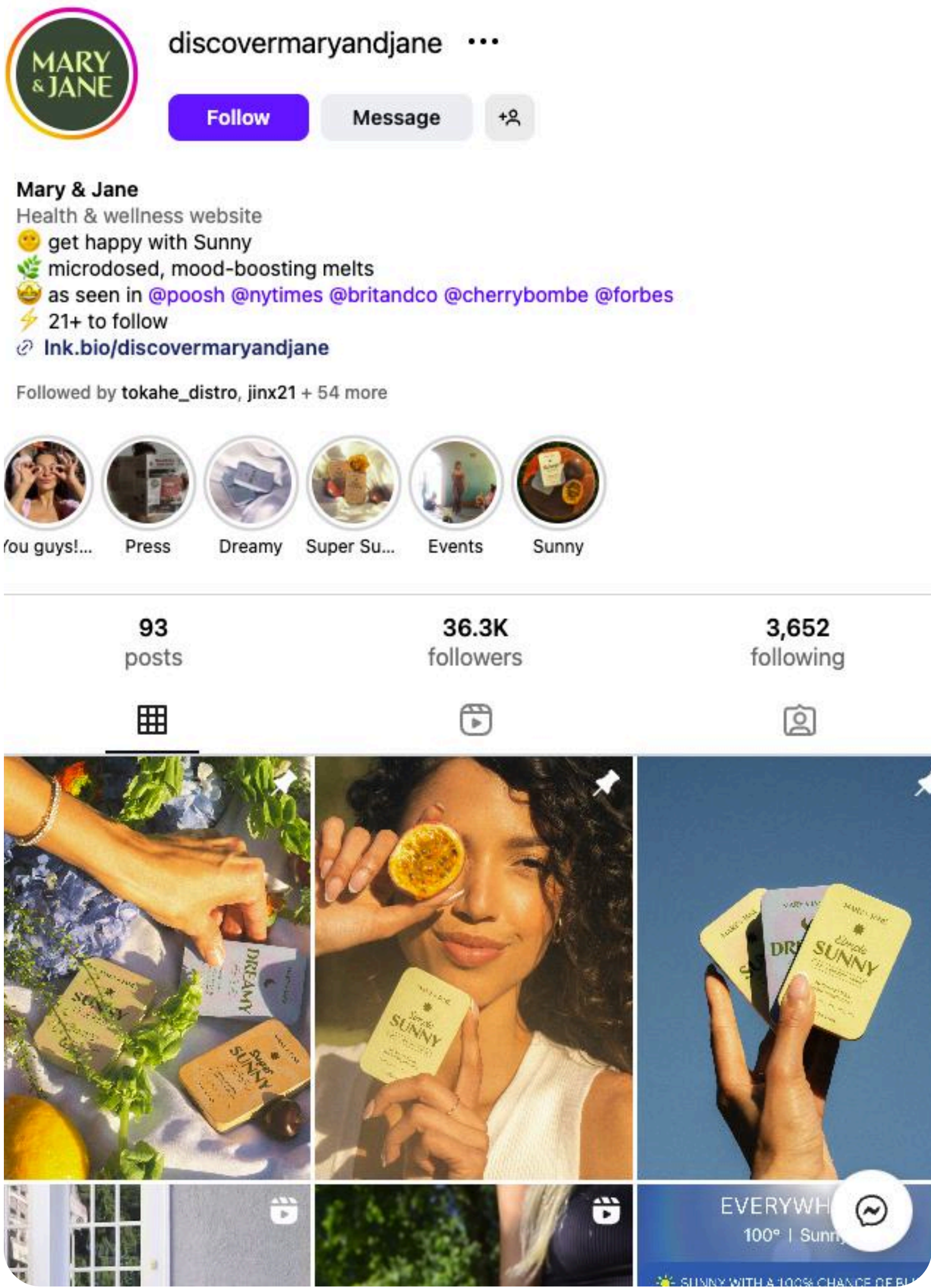
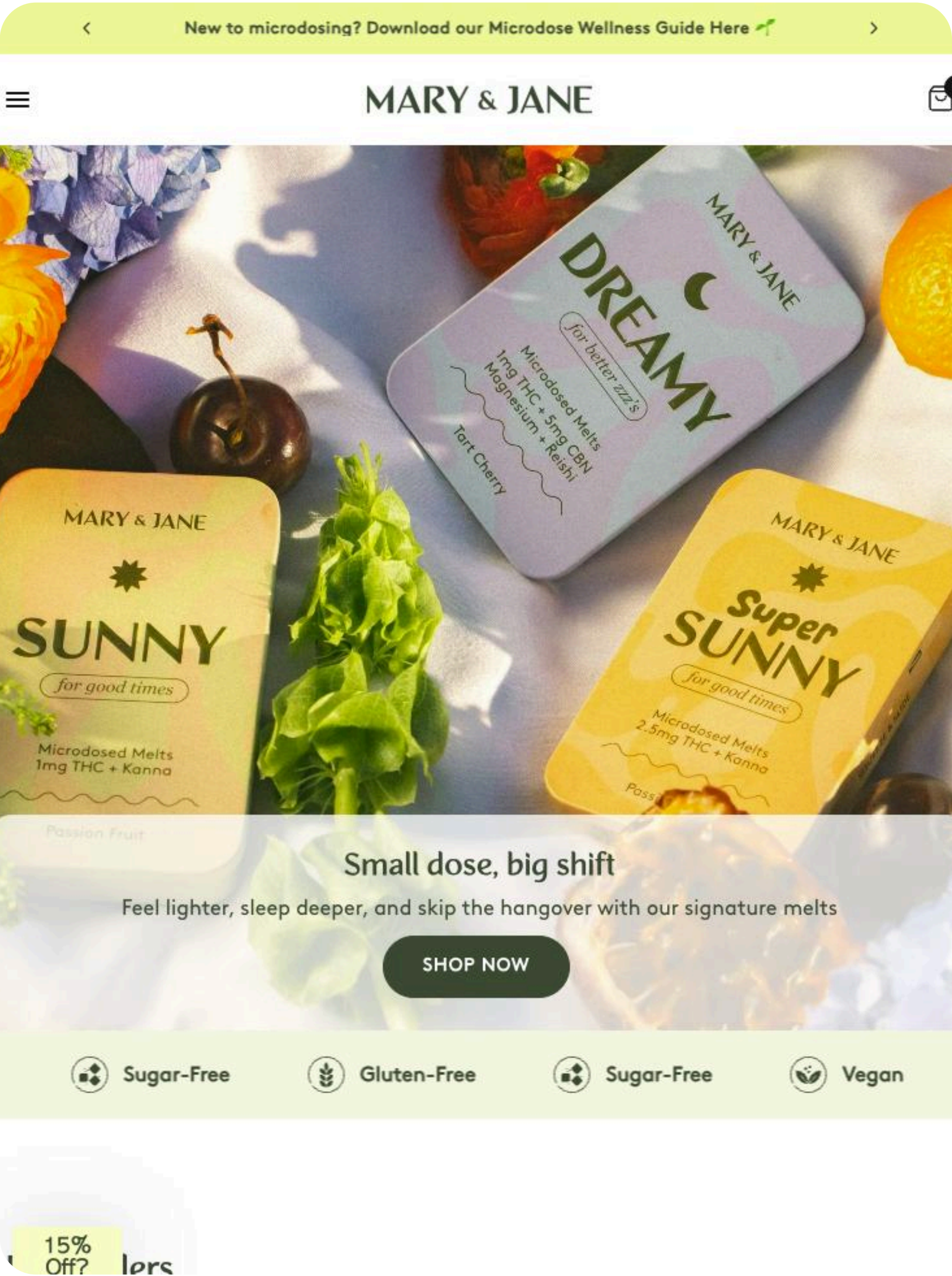
Brand Personality: Aspirational, relatable, women-led wellness

Brand Colors: Soft neutrals, warm earth tones, pastel hints

Key Demographic: Millennial women looking for discreet consumption. Microdose focused

Competitive Advantage: Ultralow-dose, precision, functional formulation, and a well designed user experience.

Takeaway: Mary and Jane wins by delivering ultra-low-dose, fast-acting cannabis in a beautifully designed, wellness first approach.



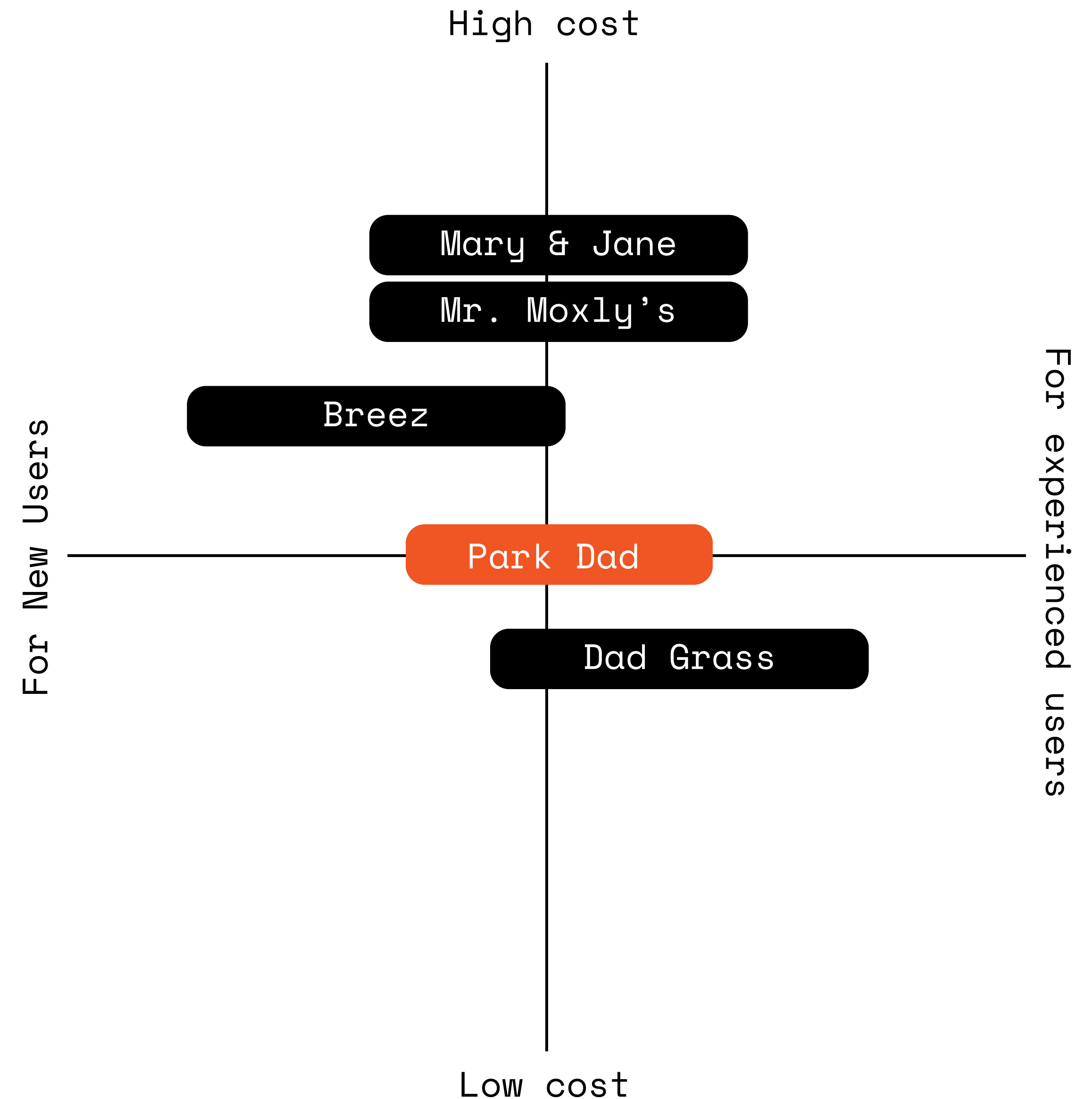
Positioning

What to avoid:

Most of our competitors have the same brand aesthetic and traits:
Easy-going, leaning into that feel.
How can we do the same, but remain different.

Where we stand out:

- Dose Clarity
- Design Simplicity
- Masculinity redefined
- lifestyle integration



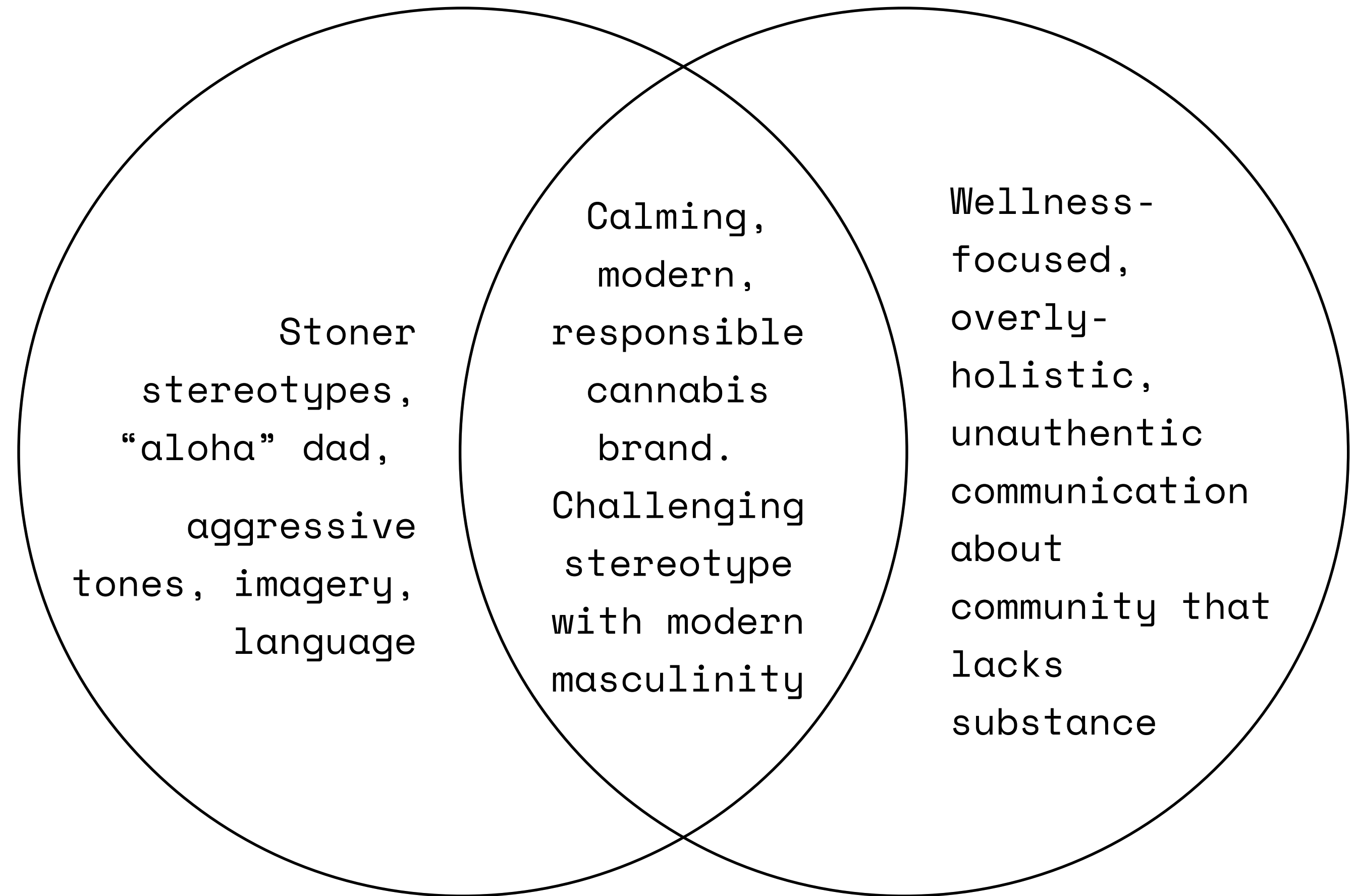
Positioning

What to avoid:

Stoner stereotypes, overly masculine “alpha” dad, boozy language, wellness washing without substance

Where we stand out:

Owning the “sober dad” niche, leaning into the middle ground (chill, not checked out), build a lifestyle around everyday parenting, modern masculinity



Mood Board

Let's get on the same page aesthetically. Note that these are ideas of directions we can explore, not prescriptions to copy. We'll make something completely unique to our brand and needs.

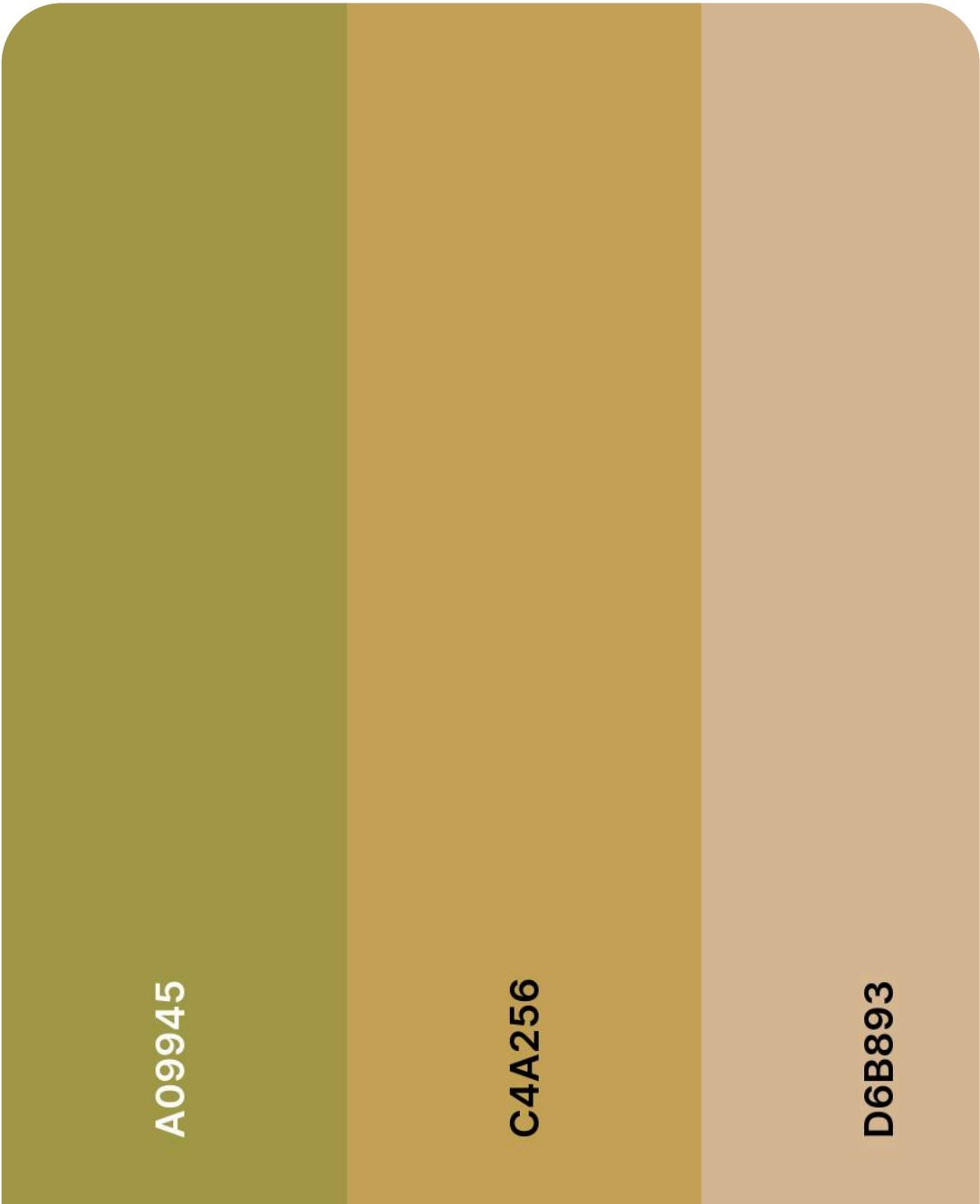
Discovery



Typography

- Funky sans serif options that are unique and elevated
- Bright colors but limited color palette reflective of our brand
- Icon is simple but memorable
- Warm hues

Discovery



Option A - Park Dad



Color

- Funky sans serif options that are unique and elevated
- Bright colors but limited color palette reflective of our brand
- Icon is simple but memorable
- Warm hues

Considerations & Constraints

1 – Making sure the brand, even though has “dad” in the name, is able to meet all sorts of variations to that concept.

2 – The logo needs a suite to spread across all mediums for the brand.

3 – This brand will serve a community of those seeking alcohol alternatives.

4 – This brand would need to be able to stand out within the established micro dose market. How can park dad play a unique role?

What 's Next

Let us know if you have any revisions to this deck. If not, this Discovery will act as our North Star for the project. We'll judge all future proofs against these goals and terms.

Schedule

In Progress

1. Discovery

Upcoming

2. Logo Proof

3. Revisions (2 Rounds)

4. Typography and Color Proof

5. Revisions (2 Rounds)

6. Brand Guidelines