GOOD DAD NETWORK

Brand guidelines

Usage manual · 2026 working edition

How Good Dad Network looks, sounds and shows up, from the app to the stage.

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Photo: Grown Up Dad

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Still: Grown Up Dad

1.1 · Brand story · Ethos

Esquire with a healthy emotional arc.

Esquire's authority and craft. Mr. Rogers' care. Bandit's play. Authority without bravado.

Every brand decision, whether a typeface, a photo, a sentence or a feature, has to feel like all three at once. Every page that follows flows from this line. When a rule seems to cut against it, the ethos wins and the rule gets revisited.

Foundation

"We're not fixing men. We're building with them."

The founding story is on 1.3.

What GDN is

"The cultural home for modern fatherhood: the entertainment dads want and the community they're missing, in one app." Positioned "between PBS and ESPN, Bluey and Bourdain."

What we believe

Men deserve better stories. GDN stands for "presence, intention, and joy," and redefines masculinity "without erasing it."

The room test

Most media is "nothing I'd watch with my bros, my kids, and my parents in the same room." GDN is the thing you can. Everything passes this test.

Who we serve

Dads first, never men-only. More than half of Grown Up Dad's audience was moms. Co-pilots belong on nearly every surface. Some affinity boards are private, with their own doors.

Ambition

In three years, GDN is the place dads gather. Content feeds the community. The community is the reason to come back.

How GDN works

A mission-driven media company. It earns through GDN+ subscriptions, brand-safe ads and merch. Content for the whole family, made to watch with your kids. When a podcast has adult language or a show takes on a sensitive subject, it's clearly labeled. Accounts for the adults (18+): "we serve families by serving parents."

Brand architecture

Endorsed shows. GDN is the network. Every show keeps its own identity, which may break GDN's guidelines (2.6), and carries "A GDN Original" or "GDN Podcast Network."

Where we stand

Authority without bravado. Editorially non-prescriptive, not political, G/PG by default.

Tagline

Joyful Fatherhood Lives Here

The marketing sign-off: ads, print, decks and the site footer. Not in the app UI or show content.



1.3 · Brand story

Our story

"Good Dad Network is where that proof leads."

For the About page, press and partners.

Joe Gidjunis · Co-Founder & CEO

Joe Gidjunis has spent two decades behind the lens. He created Grown Up Dad, the first documentary series about fatherhood from a father's perspective, after seeing how rarely parenting media centered the dad's point of view.

Joshua Kagi · Co-Founder & COO

Joshua Kagi is a documentary producer, journalist and photographer, and a senior producer on Grown Up Dad. As COO, he builds GDN's platform and operations.

Grown Up Dad became the proof of concept.

Proof points

Broadcast nationally on PBS. 1,792 telecasts on 328 PBS channels in 146 markets and 48 states, 2025 season (TRAC).

763 telecasts on Father's Day 2026 across 107 markets. Grown Up Dad has become for PBS what A Christmas Story is for TBS: annual reruns and nationwide interest.

Three 2026 Telly Awards: Documentary, Social Impact, and Culture & Lifestyle TV Series.

2025 Atticus Award for Best Documentary Short.

Every proof point cites its source and season, and gets updated each carriage season.

Boilerplate

Good Dad Network gives dads the content they crave and the community they've been missing, in one app. Founded by Joe Gidjunis and Joshua Kagi, the team behind PBS's Grown Up Dad. gooddadnetwork.com



1.4 · Brand story

Personality and voice

The big brother. "Big brother, best friend, former skeptic."

He's been there, tells you straight and never talks down. "You" is the dad. Moms and co-pilots are always welcome, never written out.

Traits

Warm, conversational. Like a text from a friend who reads.

Confident without bravado. Say it plainly. No chest-thumping.

Accessible but intelligent. Minimal jargon. Explain the idea.

Dry, sparing humor. Never in UI chrome, never at anyone's expense.

Story-led on hard things. Open with a real dad's experience. Resources come second.

Mechanics

Short sentences. Em-dashes are fine in editorial copy. "We" for the brand, "I" in stories. Sentence case everywhere. Buttons are verbs. No exclamation marks or emoji in product UI. Errors say what happened and what to do. Never invent quotes or facts in a real person's voice.

Use

dad, father, parent, co-pilot, family · build, show up, be there · "fewer ads" · parenting

Avoid

bro, alpha, man up, warrior · hack, crush it, level up · "ad-free" · babysitting (for your own kids)

Pillars and boundaries

Five pillars

1	2	3	4	5
Modern Fatherhood	Intentional Masculinity	Joy & Play	Community & Care	Curiosity & Craft

Narrative spine

What does it mean to build a life worth inheriting?

- Legacy
- Labor
- Love
- Loss
- Leisure

What we're not

- **Not red-pill or manosphere**
- **Not the "dumb dad" trope played straight**
- **Not trad-core**
- **Not crisis masculinity**
- **Not men-only**

Principles

Seven decision filters, in priority order. When two collide, the higher one wins.

1. Everyone in the room

Do: G/PG by default and labeled when not, written for dads, welcoming to moms and co-pilots, many family shapes.

Don't: dumb-dad jokes, man-cave tropes, punching down, partisan politics.

2. Authority through restraint

Do: one headline, one image, one primary action per screen. White space. Hairline rules.

Don't: stacked badges, drop shadows, bouncy motion, exclamation marks. Gradients only with restraint.

3. Content is the color

Do: white or black surfaces, archetype colors as markers or a soft radial glow, gold only for GDN+.

Don't: full-screen flat color fields, color as decoration, more than one accent per screen.

4. Real over styled

Do: cinematic, candid photography.

Don't: stock smiles, mascots, AI-generated people presented as real families.

5. Warm words, firm form

Do: native rounded shapes, strong headlines, plain sentences that care.

Don't: pastel palettes, bubbly cartoon UI, baby talk, therapy-speak.

6. Earn the next tap

Do: clear payoff, honest paywall ("fewer ads," not "no ads"), visible restore and cancel.

Don't: streaks, XP, points, guilt notifications, fake urgency, dark patterns.

7. Native first

Do: Liquid Glass for chrome, platform conventions, Dynamic Type, 44pt targets, WCAG AA accessibility, full web parity.

Don't: custom navigation reinventions, glass on content, iOS-only features.

Above all seven

Esquire with a healthy emotional arc.

References

What we aim for, and what we steer away from. These are references for spirit, never designs to copy.

Aim for	
PBS	Trust. Shows families watch together.
ESPN	Passion and community around what you love.
Bluey	A dad who plays. Stories parents and kids share.
Anthony Bourdain	Curiosity. Real people in real places.
Mister Rogers	Kindness with conviction. Talking to people, never down to them.
Esquire	Editorial authority, restraint, white space.
GQ	Sharp type. Photography leads.
Fatherly	Depth on parenting, warmth of subject.
grownup.dad	Our own typography, light and people.

Steer away from

- Full-screen flat color fields. They read closer to a toy box than to authority.
- Gamified app tropes: emoji, XP and badges, rounded bubbly UI.
- Manosphere, trad-core and man-cave aesthetics.
- Dumb-dad sitcom framing played straight.
- Startup softness: pastel palettes, blob illustrations, mascots.

Core copy

Use these words as written.

Boilerplate

Short. Good Dad Network gives dads the content they crave and the community they've been missing, in one app. Founded by Joe Gidjunis and Joshua Kagi, the team behind PBS's Grown Up Dad. gooddadnetwork.com

Long. Good Dad Network gives dads both: the content they crave and the community they've been missing, in one app. It's home to Grown Up Dad, broadcast nationally on PBS, and a growing network of shows and podcasts made for dads. Members take The Score to find dads they relate to on day one, then join local crews and affinity boards. Founded by Joe Gidjunis and Joshua Kagi. Launching Father's Day 2027. gooddadnetwork.com

Free and GDN+

Free. Most of the community and resources are always free. Sample the shows with ads, starting with the first episode of most shows, before committing to more.

GDN+. $5.99 a month, or $47.88 a year: save 33% by going annual. Every episode, video podcasts, fewer ads. Cancel anytime.

Never "ad-free." Episode 1 is labeled "Free"; later episodes carry the gold GDN+ mark.

FAQ

What is Good Dad Network?
The content dads crave and the community they've been missing, in one app: shows and podcasts made for dads, and dads near you.

Is it only for dads?
Dads first, never men-only. Moms, partners, grandparents and other co-pilots belong here too, in their role supporting the dad.

What is The Score?
Making friends as an adult is hard, and as a father even more so. The Score is a quiz that shows what kind of dad you are, so you can find other dads you relate to on day one.

How much is GDN+?
$5.99 a month, or $47.88 a year, which saves 33%. You can start free.

Is it safe to watch with my kids?
Yes, shows are made to watch with your kids. Some podcasts may have small amounts of adult language, and some shows discuss sensitive subjects. In every case it's clearly stated and labeled. Accounts are for adults, 18+.

When can I get it?
We launch Father's Day 2027. Beta applications are open now on iPhone and the web.

Community standards

Be yourself. Real names and faces. Your archetype shows next to your name.

Pass the room test. Post what you'd say with your kids and parents in the room. Boards built around sensitive topics are the exception.

Lift, don't punch down. No dumb-dad jokes at someone's expense, no partisan fights.

Story first. On hard topics, share what happened to you. Resources come second.

What's said in a private board stays there.

Report and block on every post, reply and profile. Moderators and Crew Captains can remove posts and members.

Adults only, 18+.

Logo

The GDN marks and how to use them.

Primary: stacked lockup. Navy on white, white on black.

Small formats: the compass alone (app icon, avatars, favicons) and the compass with the GDN monogram.

Legacy badge: merch only.

Color: any brand-approved color. That means a Color page color where its role fits (gold only in GDN+ contexts), or an archetype color.

Never: off-palette colors. No effects. Never on busy photography without a solid field. The one exception: the on-screen video bug (3.2).



Primary · navy on white



Primary · white on black



Compass + GDN monogram



Legacy badge · merch only



Moss on bone · print



Archetype · DJ Dad



Gold · GDN+ only

Color

White to read, black to watch. The photography brings the warmth.

2.2 · Brand guidelines

Paper
#FFFFFF · RGB 255 255 255
Reading surfaces

Screen
#000000 · RGB 0 0 0
Watching surfaces

Ink
#111111 · RGB 17 17 17
Body text on white

Navy
#1D3B5C · RGB 29 59 92
Logo, links, brand moments

GDN+

Gold
#E3A857 · RGB 227 168 87
GDN+ only. As text, only on black.

Panel
#F2F2F0 · RGB 242 242 240
Ads, secondary panels

Error
#C6544A · RGB 198 84 74
Errors, destructive actions

Bone
#F8F4ED · RGB 248 244 237
Print, merch, packaging. Never an app surface.

Print and illustration support

Moss #315C46 Sand #EFE7DD Line #C9B9A9

Contrast: gold on white is 2.1:1 and fails AA, so on white gold is a fill with black text. Archetype colors are markers only. See 2.3.

Print specs

Navy	CMYK 68 36 0 64	PMS 540 C
Gold	CMYK 0 26 62 11	PMS 157 C
Moss	CMYK 47 0 24 64	PMS 626 C
Ink, text	CMYK 0 0 0 100	PMS Black C
Ink, solid areas	CMYK 60 40 40 100	PMS Black C
Bone	CMYK 0 2 4 3	Natural stock

Proof every new print run against these values. Archetype matches are on 2.3.

Archetype markers

Members get one of 12 archetypes from The Score, GDN's onboarding quiz. Each archetype has a color. It appears as a marker (a dot, bar or chip 28px or smaller) or as the radial glow into black (2.7). Never as a solid fill behind text.

2.3 · Brand guidelines

Dads

The Cannonball
Pool blue #1F6FAE
PMS 301 C

The Front Burner
Copper #9A5A1C
PMS 154 C

The Cartographer
Chart teal #16808C
PMS 3145 C

The DJ Dad
Stage magenta #B0307A
PMS 675 C

The Keeper
Moss #315C46
PMS 626 C

The Night Light
Lamplight cream
#F3DDB0
PMS 155 C

Co-pilots

The Lookout
Brass #A0731A
PMS 146 C

The Anchor
Steel blue #4A5568
PMS 5405 C

The Spark Plug
Ignition orange #D0621C
PMS 159 C

The Archive
Umber #6E4B3A
PMS 4705 C

The Megaphone
Plum #6B2A63
PMS 260 C

The Open Door
Sage #4F9A5C
PMS 348 C

In use · white

Your fatherhood archetype

The DJ Dad

The Keeper [Member name]

In use · black

Your fatherhood archetype

The DJ Dad

Stage magenta: 5.9:1 on white, 3.6:1 on black

Markers Every color stays clear of gold (GDN+), error red and navy. The Night Light is a pale lamplight glow, so on white its marker carries a 1px ink outline.

Typography

Two families, both open-licensed (OFL), so they embed in the app and on the web. No serif.

2.4 · Brand guidelines

Headlines

Akshar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SemiBold 600 · tracking –0.04em · line height 1.0 to 1.2 · sentence case

Body and UI

Archivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular 400 to Bold 700 · body line height 1.5

Style	Face	Sample · app size
Display 56	Akshar 600	Grown Up Dad
H1 40	Akshar 600	Episode 1, part 1
H2 32 · H3 24	Akshar 600	The Playbook
Title 20	Archivo 600	Keep watching Grown Up Dad
Body 16	Archivo 400	[Episode dek]
Meta 13 · Tab 11	Archivo 500/600	[n] replies · 7 min

All sizes in pt and scale with Dynamic Type.

Channel scales

Print	pt · Display 72 · H1 48 · H2 28 · Body 10.5 · Caption 8
Decks	px on 1920 × 1080 · Title 96 · Heading 56 · Body 28 · Caption 18
Social	px on 1080 wide · Headline 96 · Sub 48 · Captions 64 · Handle 28

Akshar 600 for display and headings, Archivo for body, captions and handles.

Layout, glass and icons

Layout

8pt grid. Side margins are 24pt on reading screens and 20pt on Home. Hairline rules replace boxes and shadows: a full-strength line between sections, 20% between items. Corners follow iOS 26 and stay concentric: buttons are capsules, cards and tiles 16pt, images inside a card follow its corner, chips 8pt. Profile and author photos are circles. One primary action per screen.

Primary on white

Secondary

Start GDN+ (purchase only)

Liquid Glass

Chrome only: the tab bar, nav buttons and player controls over imagery. Never on content cards or text. On the web, fall back to solid when blur isn't supported or Reduce Transparency is on.



Icons and motion

Line icons with a 1.8px stroke at 22pt. Use SF Symbols on iOS where an equivalent exists. No emoji or filled cartoon icons. Motion is functional: 200–300ms ease-out, no bounce, no confetti, and Reduce Motion is honored.

Home Watch Listen Community Source

The five tabs: Home, Watch, Listen, Community, Source.

Sub-brands

GDN is the network. Shows and podcasts are endorsed sub-brands. Each keeps its own identity, built to complement GDN, and may break out of these guidelines. The app frame stays GDN.

2.6 · Brand guidelines

A GDN Original
Shows and podcasts GDN produces, like Grown Up Dad.

GDN Podcast Network
Partner podcasts that are members of the network, like This Helps.

The sub-brand owns

- Logo and title treatment
- Typefaces, serifs included
- Palette, key art and cover art
- Graphics (title cards, lower thirds), music, its own tagline
- Its own channels and site

GDN always holds

- The ethos and the room test (G/PG by default, labeled when not)
- What we're not
- The endorsement line, added by GDN in its own app and site UI, never baked into the art
- Real people only
- Accessibility: contrast, captions, the video guardrails (3.2)

Inside GDN surfaces

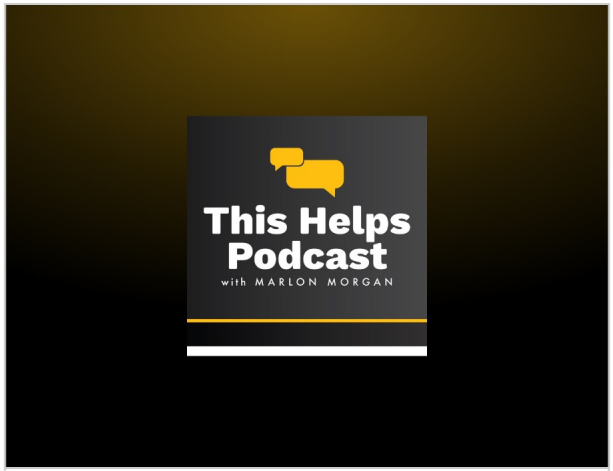
- App and site frame stay GDN
- Show page hero uses the show's logo. Lists and text set titles in Akshar
- Logos on key art, the show page hero and own channels
- Glow takes the art's dominant color. Neutral art: its strongest accent, shifted off gold if close

Tiles

- Shows: 2:3 poster or 9:16 vertical, in rows that scroll sideways
- Every 7-minute segment is its own tile, with its own frame and short title (show · segment title), and can trend
- Podcasts keep square cover art

Grown **UP** Dad
Better Dads. Better World.

Grown Up Dad · A GDN Original. Its own grotesk, plus a serif tagline GDN itself wouldn't use.



This Helps · GDN Podcast Network. Charcoal and yellow. The GDN glow takes its yellow.

Approvals

GDN's creative lead approves every new sub-brand identity. Events like Dadcathlon are sub-brands too (3.17).

2.7 · Brand guidelines

Radial field and motion

An archetype color glowing softly into black. Subtle, but more than flat black.

Color: the archetype of the member, board or piece. Each event picks one archetype. Before a member has an archetype (onboarding), the glow is GDN navy.

Shape: one soft glow from the top center, fading to black. The same everywhere, so it reads as one system.

Where: events and print, social text graphics, and app moments (paywall, onboarding, archetype result).

Motion: social text graphics loop with a slow drift. 8 seconds, and the last frame equals the first, so loops are seamless.

Gradients: allowed, used with restraint. Archetype colors stay markers otherwise. The glow is the exception, and it lives on dark grounds only: bone print and white quote cards stay flat.

Shows and podcasts

The glow takes the art's dominant color. On neutral art it takes the strongest accent (2.6).

Social text graphic · loops every 8s

"[Real line from a show]"

[Name] · Grown Up Dad

Event banner · event picked the Keeper

GOOD DAD NETWORK

App moment · archetype result

The DJ Dad

App icons

The default icon, and the GDN+ archetype alternates.

Default



Compass and GDN monogram in white on navy. Supplied as one 1024 × 1024 master; iOS applies the rounded mask, so the artwork stays square.

GDN+ alternates

GDN+ members can switch to the icon for their archetype: a simple, literal scene that tells a small story about it.

Scene: a two-ink screen print on black. The archetype color leads; one complementary accent ink supports it, used sparingly. Hand-cut stencil texture: bridges, light hatching, print grain. One consistent hand across all twelve.

Center: the scene sits around the edges and stays quiet in the middle, behind the mark.

Mark: GDN with a gold plus, centered as one word in the icon, with the compass centered over the full GDN+. Gold stays GDN+ only.

Co-pilots: gender-neutral. Show hands, objects and places, never a gendered figure.

Glow: the brand glow (2.7) in the archetype color, from the top center.

GDN+ archetype icons



The Cannonball · Dad



The Front Burner · Dad



The Cartographer · Dad



The DJ Dad · Dad



The Keeper · Dad



The Night Light · Dad



The Lookout · Co-pilot



The Anchor · Co-pilot



The Spark Plug · Co-pilot



The Archive · Co-pilot



The Megaphone · Co-pilot



The Open Door · Co-pilot

GDN+ icon options

Scene, radial, black and white: four icons for every archetype.

Four options per archetype

Every GDN+ member can choose from four icons for their archetype. Shown here for The Keeper.



1 · Scene

The illustrated scene (2.8).



2 · Radial

The archetype glow on black with the GDN+ mark.



3 · Black

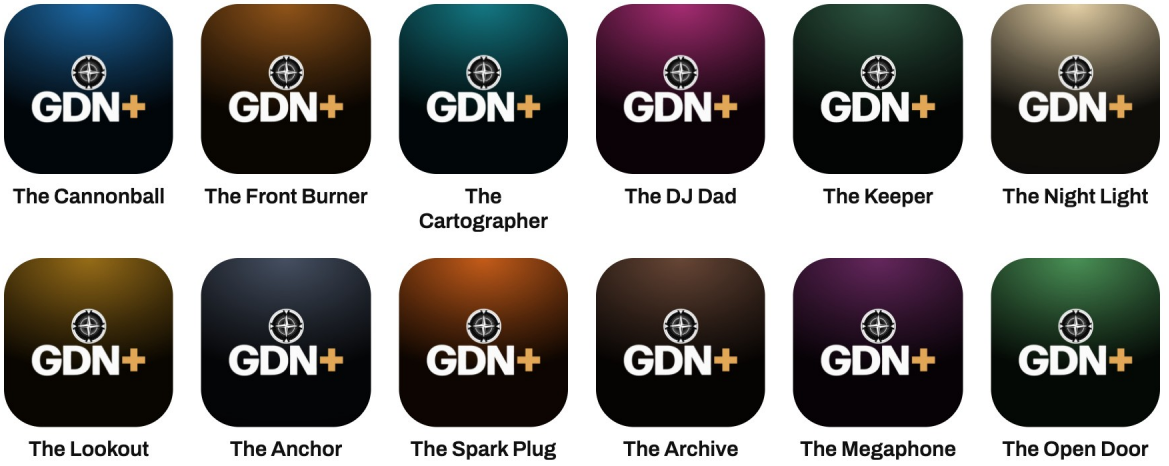
White mark and gold plus on black. No other color or graphics.



4 · White

Black mark and gold plus on white. No other color or graphics.

Radial · all twelve



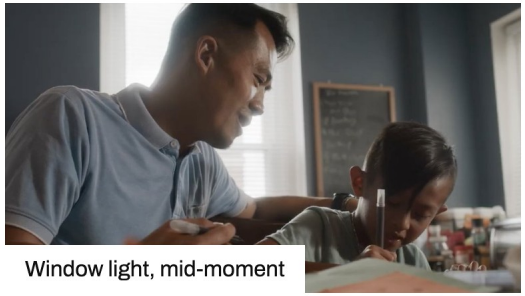
The radial uses the archetype's glow (2.7) at full strength so it reads at icon size. The GDN+ mark is the same as on the scenes: centered, with the gold plus. Black and white are shared by every archetype; only the background changes, and the plus stays gold.

Photography

One look across the whole network: cinematic, real people in real places, natural light.



Natural light, candid, the two engaged with each other



Window light, mid-moment



Real place, warm-neutral grade

Light: natural and motivated. Golden hour, blue hour and sunbursts are welcome as long as the light is real. No flash.

Grade: warm-neutral, restrained saturation, accurate skin. One grade across stills and video.

Lens: shallow depth, eye level. 16:9 for show art and heroes, 4:5 for portraits.

Always capture vertical: every shoot captures native 9:16 frames alongside horizontal, for Stories, Reels, TikTok and Shorts. Never rely on cropping a wide frame.

Place: real homes, kitchens, sidewalks, backyards. Many kinds of families.

BTS: social can feature behind-the-scenes heavily. In the app, BTS appears as labeled production updates in Community.

Member media: as uploaded, in a square frame with a hairline border, no filters. Never used in marketing without a re-shoot and consent.

Never

Stock smiles. Man-cave props as identity. Ironic or meme imagery. AI-generated people presented as real. Text over busy photos. (One exception: captions on social reels and shorts, 3.12.)

Video

Cinematic, with one grade shared with stills. Shows run in 7-minute segments. Watching happens on black.

Every show is shot and edited in both horizontal (16:9) and vertical (9:16). Two native edits, never a crop of one.

Frame, light, grade · logo bug (loops here every 10s)



Cold open

No ident up front. Episodes open in the scene, and titles come after the first scene. Social clips use word-by-word animated captions in Archivo (see 3.12).

Titles and lower thirds

Show by show: part of each show's graphics package (2.6).

Guardrails: inside title safe, readable contrast, never on busy image without a fade, the bug hides during titles, and lower thirds work in both the 16:9 and 9:16 edits.

Fallback until a show has its own: the show's logo centered on black for 3 seconds; lower thirds in Archivo, name 600 and role 400, white on the fade, bottom left.

End card: next episode, a GDN+ prompt for free members, the show's crew or board.

Logo bug

Motion: the legacy badge turns once and resolves into the GDN wordmark over about 3 seconds, then holds static.

Place: bottom right, inside the title-safe area (about 5% in from each edge).

Look: white wordmark, about 60% opacity once static. About 4% of frame height (roughly 44px tall on 1080p). The bug may sit on footage: it's an exception to the solid-field rule (2.1).

The turn replays after each segment break. The bug hides during title cards and credits.

3.3 · Brand application

Product

The iOS app and the web app (app.gooddadnetwork.com) are one experience with full parity. Two surfaces carry everything.

White reads

Home, Community, Source, Profile, onboarding

Black watches

Show pages, player, paywall, now playing. Paywall, onboarding and archetype result carry the radial field (2.7).

GDN+

$5.99 a month or $47.88 a year. The promise is "fewer ads," never "ad-free." Restore and cancel are always visible.

Desktop web

The iPadOS pattern: the five tabs in iOS order float in a Liquid Glass bar at the top center of the page, with the logo at left and Profile at right. It falls back to solid when blur isn't supported or Reduce Transparency is on (2.5). Reading pages cap at a comfortable column; watching pages run full width. Below 900 wide it becomes the iPhone layout with a bottom tab bar.

Ship checklist · every screen, every time

First filter: does it feel like Esquire with a healthy emotional arc?
Passes the room test. G/PG by default, clearly labeled when not.
Addresses the dad without excluding moms or co-pilots.
Correct surface: white to read, black to watch.
One primary action. Rounded corners that follow iOS (2.5).
No flat color fields. Gold only for GDN+. Archetype colors as markers or the radial glow.
Akshar headlines, Archivo for everything else. Sentence case. Dynamic Type works.
Buttons are verbs. No exclamation marks or emoji in UI.
Cinematic imagery. Member media in a branded frame.
No invented quotes or facts in a real person's voice.
Glass on chrome only. 44pt targets, VoiceOver labels, Reduce Motion and Transparency, WCAG AA (the standard accessibility level: 4.5:1 text contrast, screen reader and keyboard support).
Works the same on the web.
No streaks, points, guilt notifications or fake urgency.

Website

gooddadnetwork.com is the public front door. It brings people in through search, explains GDN, and sends them to the app. Every page ends with a call to get the app.

Sitemap

/ Home	SEO-heavy one-pager on what GDN is: The Score, Our story, Principles, What's trending (shows and community), then the app.
/score	"What kind of dad are you?" The Score on the web: take the quiz, get your archetype, then "join the community you've been searching for" in the app.
/shows/[show]	One section per show, in the style of grownup.dad/episodes, with calls to watch in the app (3.6). grownup.dad points to /shows/grown-up-dad.
/source	Source, the shop, on the public site as well as in the app (3.11).
/about	Founding story, founders, ethos and boilerplate (1.3).
/press	Press kit (logos, boilerplate, photos, proof points), coverage and a press contact: [press contact].
/investors	A public overview (mission, proof points, team), then "Request access" to the investor room.

Rules

The same system as the app: Akshar and Archivo, white to read, black for show heroes, cinematic photography.

SEO in plain language: one H1 per page that says what it is ("modern fatherhood," the show name). Real copy, no keyword stuffing.

Calls to action are verbs: "Get the app," "Watch in the GDN app," "Take The Score."

What's trending shows just enough to make people want in. Every 7-minute segment gets its own frame and short title and can trend on its own, so a show that's popping can fill the row. Community posts appear as open-board titles only, never member names or photos, cut off with "Join to read more." Private boards never appear.

Pre-launch, sitewide

Launching Father's Day 2027.

Beta applications are open now. Until launch, every "Get the app" reads "Apply for the beta" (TestFlight on iPhone, plus the web beta at app.gooddadnetwork.com).

The homepage design is on 3.5

A streaming-service front door: hero, numbered trending row, reasons to join, plans, devices, FAQ, repeated call to action.

3.5 · Brand application

Homepage

A streaming-service front door, built on the traits Netflix, Max, Peacock and Paramount+ share on their sign-up pages.

Pre-launch: a top bar reads "Launching Father's Day 2027. Beta applications are open now." Until launch, every "Get the app" becomes "Apply for the beta" (TestFlight and web beta).

1. Bare nav: logo, Sign in, and the main call to action.

2. Full-bleed hero: key art, the H1, one main call to action. The Score is the second.

3. Numbered trending row: top segments, sideways scroll.

4. Proof strip: where else GDN shows up, like the streamers' brand strips.

5. Reasons to join: four plain benefits.

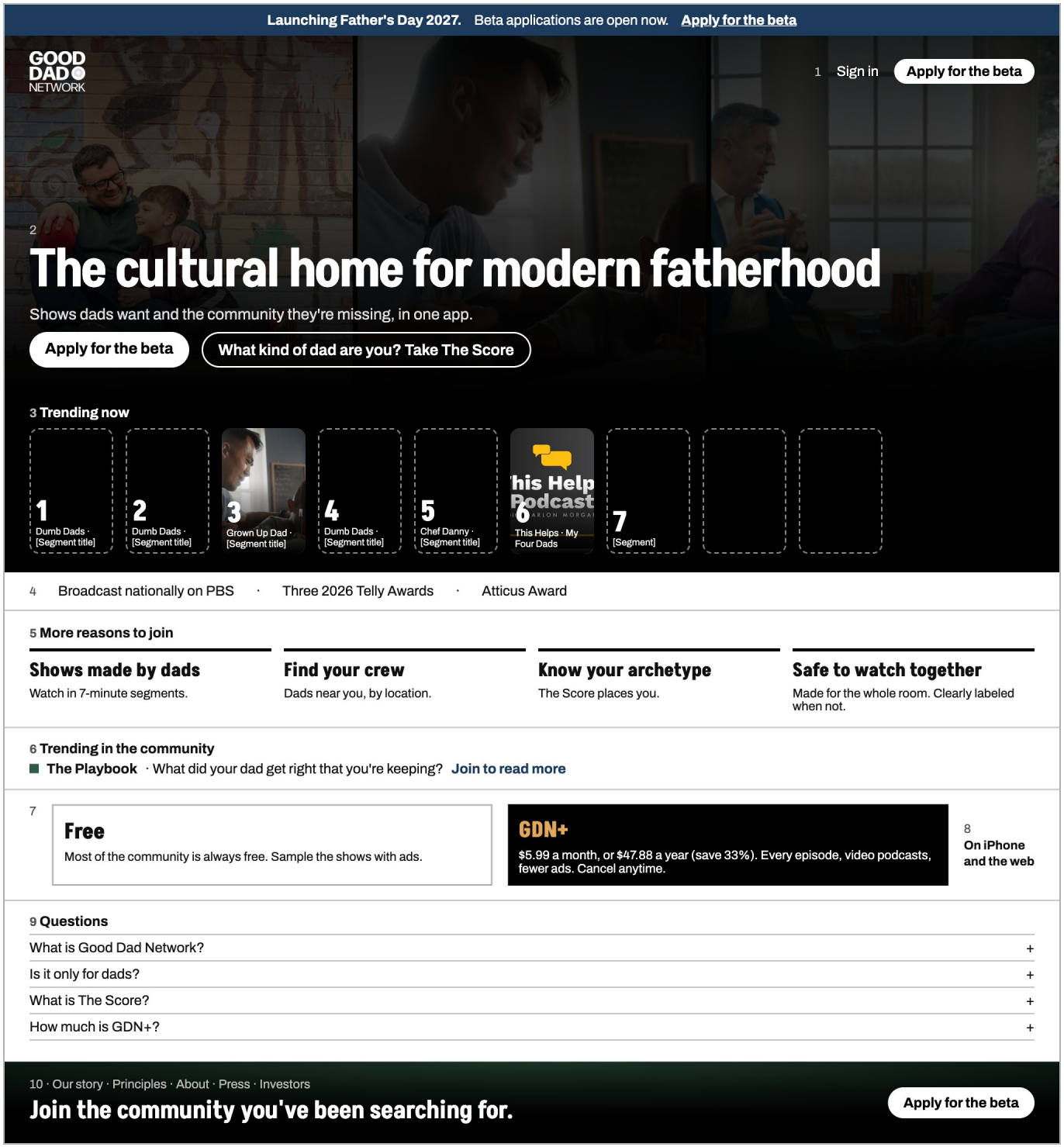
6. Community teaser: trending open-board titles only, no member names or photos, cut off with "Join to read more."

7. Plans with real prices: Free vs GDN+. "Fewer ads," never "ad-free."

8. Devices: iPhone and the web.

9. FAQ: plain questions. It carries most of the search load.

10. Call to action repeated at the bottom, with Our story and Principles in short form above the footer. The footer signs off with "Joyful Fatherhood Lives Here."



3.6 · Brand application

Show pages

Every show gets its own section on the website, modeled on grownup.dad/episodes. The show's identity leads (2.6). Every block pushes to the app.

1. Hero: key art, the show's own logo, its endorsement line, "Watch in the GDN app."

2. How can I watch? The GDN app first, then other outlets (PBS Passport, YouTube for Grown Up Dad).

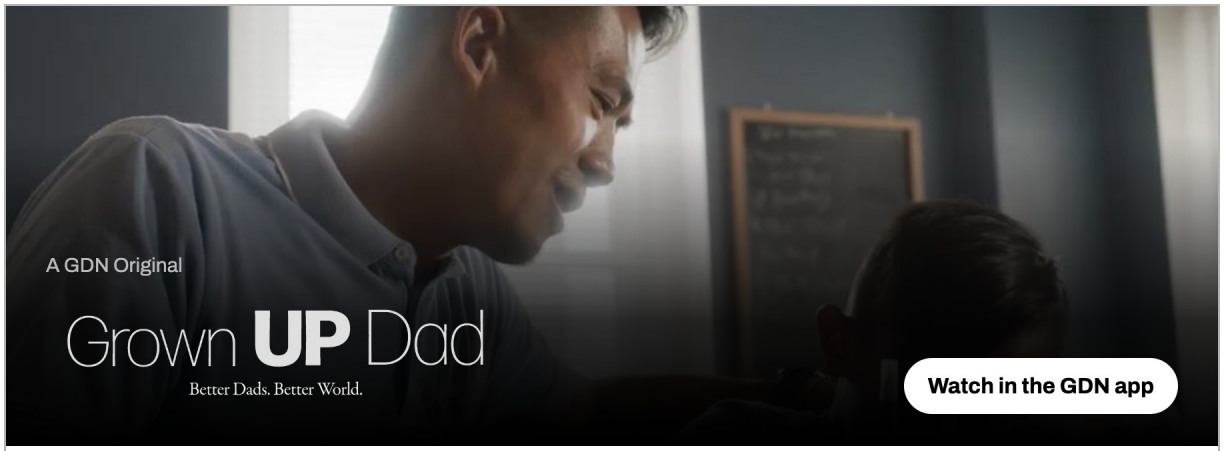
3. Episode guide: by season. Episode number, title, dek, and "Watch in the app" on each.

4. Credits: underwriters, presenting station, distributor, as each show requires.

5. Join the conversation: the show's board, and a call to get the app.

grownup.dad points to /shows/grown-up-dad.

gooddadnetwork.com/shows/grown-up-dad · desktop wireframe



How can I watch?

Every episode streams in the GDN app. Also on public television, PBS Passport and YouTube.

Season 1 episode guide

Episode 1	**Changing Role of Fatherhood**	Watch in the app
Episode 2	**Screen Time Challenges**	Watch in the app
Episode 3	**Reclaiming Healthy Masculinity**	Watch in the app
Episode 4	**Lost Men: Loneliness & Friendship**	Watch in the app
Episode 5	**Digital Misinformation & Media Literacy**	Watch in the app

Each row expands to the episode dek.

Made possible in part by [underwriters] · Presenting station [logo] · Distributed by [logo]

Talk about it with other dads
The Grown Up Dad board, in the app

Get the app

Watch

Shows in the app. A watching surface, so black. Sub-brand rules are on 2.6.

Browse: rows of 2:3 or 9:16 tiles that scroll sideways. Segments can still surface as their own tiles in trending rows, each with its own key frame and a short title chosen in the edit, opening the episode at that point.

Show page: 16:9 key art with the show's own logo in the hero, the endorsement line set by GDN, "Play episode 1."

Viewers see episodes: 5–6 per show. Episode 1 is usually free. Later episodes are usually GDN+ and carry the gold mark.

Segments are chapters: each episode is four 7-minute segments, shown as titled chapters. A trending segment opens the episode at that chapter and keeps playing into the next, so the arc carries on. "Start from the beginning" is always one tap, and progress counts toward the episode. Free-tier ads fall between chapters.

Player: cold open, the logo bug, captions (3.2). Every show has native horizontal and vertical edits.

Paywall: when a free member starts a GDN+ episode. "Fewer ads," a clear price, restore visible.

After the episode

End card: next episode, a GDN+ prompt for free members, and the crew or board tied to the show (3.2).



A GDN Original

Grown **UP** Dad

Better Dads. Better World.

[Show logline]

Play episode 1

Episode 1 · Changing Role of Fatherhood — Free

Episode 2 · Screen Time Challenges — GDN+

Episode 3 · Reclaiming Healthy Masculinity — GDN+

Listen

Podcasts, in the Listen tab. Each podcast is a sub-brand: tiers and cover rules are on 2.6.

Tiers: "A GDN Original" or "GDN Podcast Network" (2.6). Each keeps its own cover art.

In the app: GDN sets the title in Akshar. Lists sit on white. Now playing is black.

Now playing glow: a radial glow in the cover art's dominant color.

GDN+: video podcasts are a GDN+ benefit, marked in gold.

Listen · white





Now playing · iPhone 390 × 844, shown at 80% · glow from the cover (#FEBF10)

Read

Long-form stories. A reading surface, so always white. Read isn't in the MVP tab bar; stories surface through Home and Community until it returns.

Opens headline first: a big Akshar headline and dek on white. The image comes after.

Type: Akshar headline, Archivo body at 16pt with 1.5 line height.

Voice: "I" in first-person stories. Story-led on hard topics.

Images: cinematic only.

Byline: author name with a small circle photo, then read time.

Pull quotes: Akshar 600, large, no quote-mark graphic.

Hard topics: one quiet, plain line under the dek says what the story discusses.

Article opening

[Pillar, e.g. Modern Fatherhood]

[Story headline, set headline first]

[Dek: one or two sentences on what the reader gets]

This story discusses [hard topic].

[Author name] · [n] min read



[Body copy in Archivo 16/1.5. Short sentences. Em-dashes are fine here.]

[Pull quote: a real line from the story]

Community

"Content is the hook. Community is why people stay." Editorial frame, with members' faces, names and posts as the content.

Crews: local, by physical location, named by place ("Pottstown Crew"). Groups of 50–150, split as they grow, led by Crew Captains.

Boards: affinity groups by topic, parenting phase, archetype and more, with short topic names ("The Playbook"). Members are placed from their onboarding answers.

Same inside: crews and boards co-exist and work nearly identically once you're in.

Private doors: some affinity boards are private, tagged "Private board." No lock icon, never gold, so it never reads as a paywall. Self-attest to enter; the most sensitive (loss, divorce) need a moderator's approval. Non-members see the name, who it's for, member count and Captain, never posts. Moderators can remove members.

Identity over anonymity: members arrive through The Score with an archetype, shown as a marker by their name. Accounts are 18+.

Stewardship: Report and Block on every post, reply and profile. Public community standards. GDN moderates hard-topic boards directly.

Member media: as uploaded, square frame, hairline border, no filters.

Production updates: where BTS appears in the app, labeled. Social can use BTS freely.

Hard topics: story-led. A real experience first, resources second.

Ads: free members see ads. GDN+ sees fewer.

Board · as built in the app

Community board

The Playbook

[Board description]

Start a post

The Keeper [Member name]

What did your dad get right that you're keeping?

From Grown Up Dad, episode 1 · [n] replies

The DJ Dad [Member name]

[Post title]

Sponsored
[House ad]

3.11 · Brand application

Source

Merch and products, in the Source tab. A reading surface, so white.

Photography: cinematic only. Products are always shown in real use, worn or used by real dads, like the rest of the brand. No studio cutouts.

Merch marks: every mark can go on merch: the legacy badge, stacked lockup, wordmark, and compass + monogram.

Packaging: bone #F8F4ED.

Member pricing: GDN+ members get 15% off, shown in gold under the regular price with the GDN+ mark.

What this means: every product needs a real-use shoot before it's listed.

Product card



[Product name]

[Price]

GDN+ [member price]



[Product name]

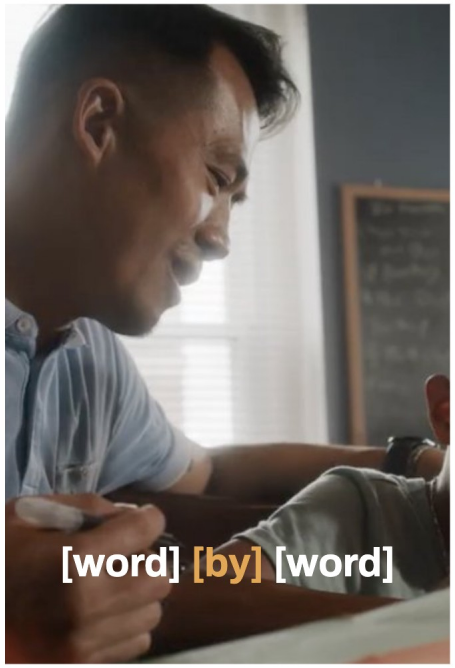
[Price]

GDN+ [member price]

Add to bag

Social and digital

Four formats. All cinematic, never type over a busy photo, and every quote is real and attributed.



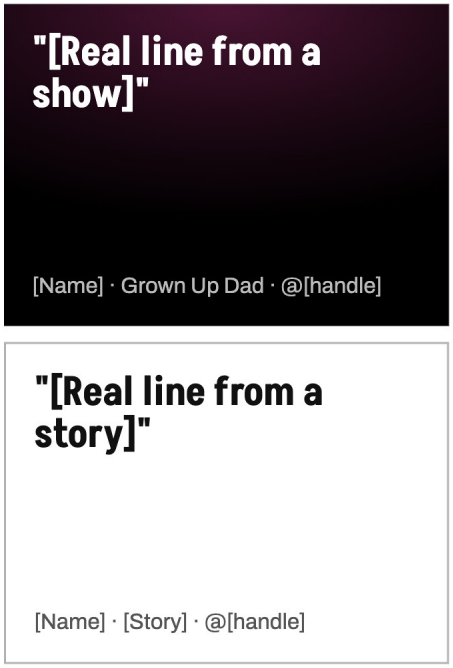
Clips with captions

Vertical episode cuts for Reels and Shorts. Captions animate word by word in white Archivo, with no bounce. The active word turns gold: the one place gold appears outside GDN+. They sit directly on footage: the one exception to "never type over a busy photo."



Still + headline

A cinematic still fading at the bottom into its own dominant color, darkened to 10–15% lightness. White headline on the fade, never on busy image. The fade base holds at least 4.5:1 with white, so light photos work too. No logo or handle on photo and video posts.



Quote cards

Black for show quotes, white for story quotes. Real words only, always attributed. The @handle appears on quote cards and text graphics only. White cards stay flat, no glow. Text graphics loop on the radial field: 8s slow drift, seamless (2.7).



Community prompts

Board questions that bring people into the app.

Platform crops Native sizes and safe zones per platform are on 3.13.

Social crops

Native sizes for each platform. The photo fills as much of the screen as possible. The headline sits in the safe area, on a fade rising from the bottom edge, in the photo's dominant color darkened to 10–15% lightness (at least 4.5:1 with white), so the photo dissolves into the type instead of stopping at a hard band.



Instagram post

1080 × 1350 · 4:5. The profile grid shows a 3:4 center crop.



Facebook image

1080 × 1350 · 4:5



YouTube video and thumbnail

Video 1920 × 1080 · thumbnail 1280 × 720 · 16:9



Instagram Stories

1080 × 1920 · safe 1080 × 1610



Instagram Reels

1080 × 1920 · grid shows 3:4 (dashed)



TikTok

1080 × 1920 · clear 108 top, 320 bottom, 60 left, 120 right



YouTube Shorts

1080 × 1920 · clear 288 top, 360 bottom, 140 right

One vertical safe area

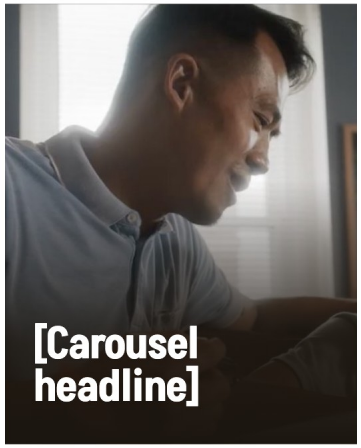
Every vertical cut keeps text and faces inside 800 × 1250, centered on 1080 × 1920: 290 px clear at top, 380 at bottom, 140 each side. It clears TikTok, Shorts, Reels and Stories at once, so one export works everywhere. Captions sit just above the bottom line.

Vertical formats use native 9:16 captures (3.1). The crops here are shown from one wide still for illustration.

Platforms change their sizes and overlays, so check both before each production run.

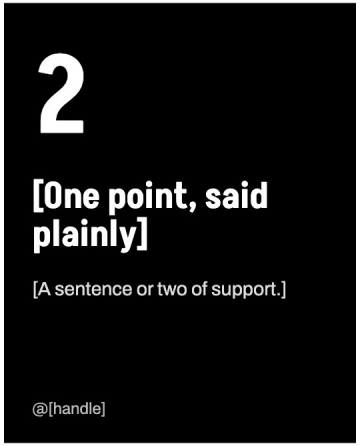
Carousels

Templates for multi-slide posts.



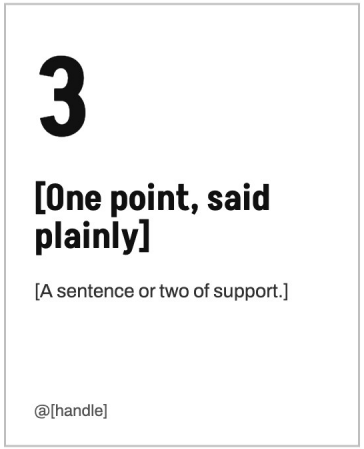
Cover

A cinematic still with the headline on the color fade (3.12). No handle on the cover.



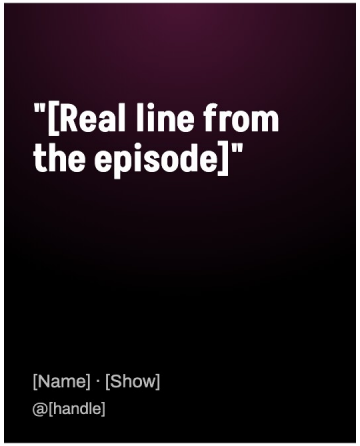
Text · black

A big number, one point in Akshar, support in Archivo.



Text · white

The same layout on white, for story and resource carousels.



Quote

A real line, attributed, on the radial glow (2.7). Black for shows, white for stories.



Closing

One call to action: "Watch in the GDN app" or a board prompt.

Format

1080 × 1350 (4:5) for Instagram and Facebook. Same layouts at 1080 × 1920 for TikTok photo carousels, inside the vertical safe area (3.13).

Order

Cover first, closing slide last. Text and quote slides in between.

Type

Social scale (2.4). The @handle sits bottom left on text, quote and closing slides.

Advertising

Ads we run, sponsors we work with, and how GDN advertises itself.

Ads inside GDN

Ad breaks: free members see one break at each chapter change, up to three per episode. Never mid-scene.

GDN+: members see fewer ads. The promise is "fewer ads," never "ad-free."

Sponsored cards: in feeds and boards, labeled "Sponsored."

Never allowed: gambling and sports betting, alcohol and cannabis, political and issue ads, weapons.

Room test: every ad passes it, the same as our content.

Sponsorships

Host reads: read by the podcast host, labeled "Sponsored."

Sponsor credits: "Made possible by [sponsor]" on show pages and end cards.

Brand integrations: always disclosed on screen and in the description, and only products the show's talent would really use.

Sponsored boards and prompts: a brand can present a community prompt, clearly labeled.

GDN's own ads

Paid social: 9:16 and 4:5 cut-downs from the shows, on the social rules (3.12, 3.13).

Pre-roll and CTV: 6- and 15-second spots.

Out-of-home: posters and billboards on the print rules (3.16). One headline, one image, the lockup.

Podcast promos: audio spots on partner shows.

Call to action: "Apply for the beta" until launch, then "Get the app."

Printed materials

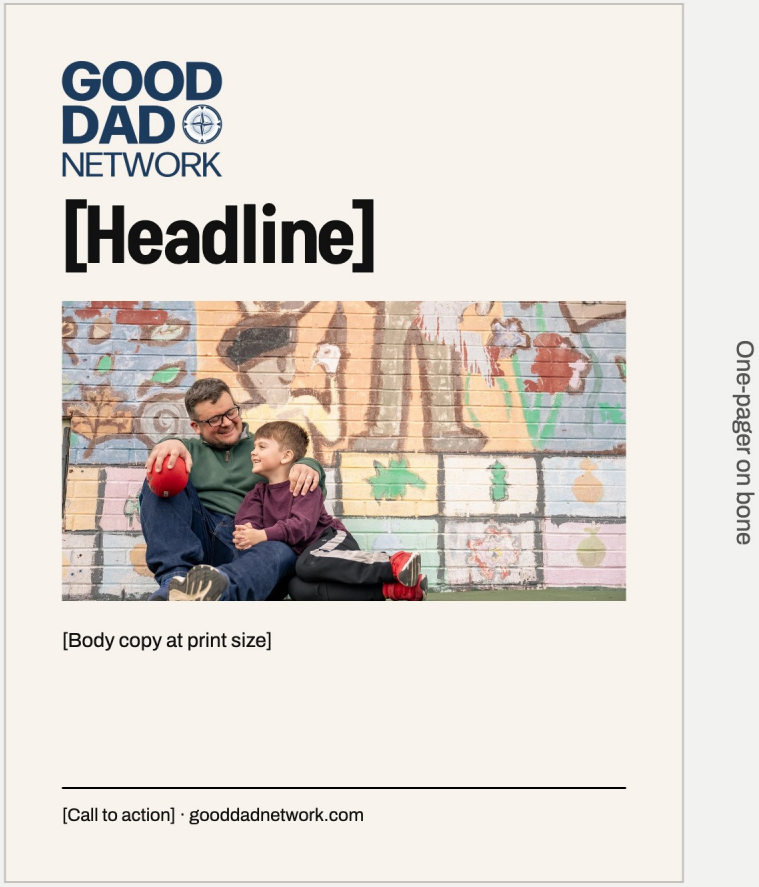
One-pagers, posters and leave-behinds. Print is where bone comes in.

Ground: bone #F8F4ED. Photo-led pieces (posters, event print) may use black.

Logo: stacked lockup in navy or black on bone.

Type: Akshar and Archivo. Body at 12pt or larger.

Images: cinematic only. Type never over a busy photo.



One-pager on bone

Events

Banners, tables, stage screens and trade shows.

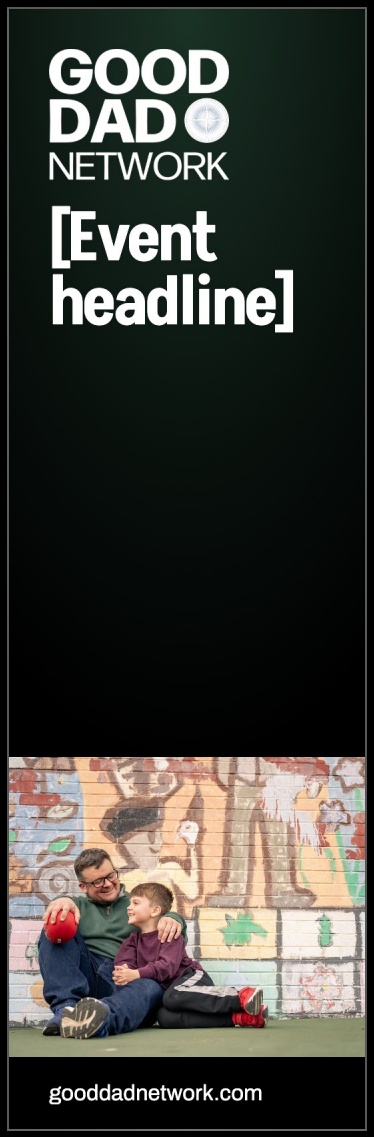
Ground: black with the radial field. Each event picks one archetype color to glow (2.7).

Logo: stacked lockup in white.

Kit: retractable banner 33″ × 80″, 6 ft table throw, 8 × 8 ft backdrop, 16:9 stage screen (1920 × 1080).

Event brands: events like Dadcathlon are sub-brands. They follow 2.6: their own identity, with GDN holding the ethos and endorsement.

Images and type: cinematic photography, Akshar headlines, never type over a busy photo.

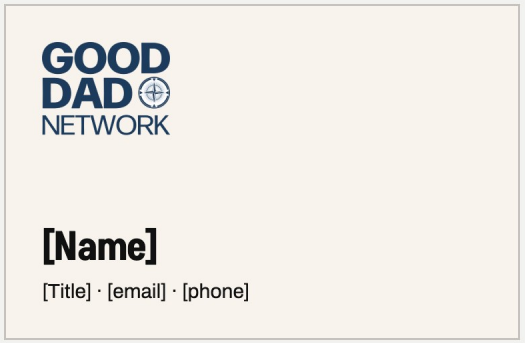




Banner and table throw · event picked the Keeper

Stationery

Business cards, letterhead, email signature and the deck template. Printed pieces follow the print rules: bone ground, navy or black lockup. Cards are 32pt uncoated; the back is black with the white lockup. Letterhead is 80lb matte. The email signature carries a small logo.



Business card front



Business card back



Letterhead



Email signature