



Brand Guidelines

Visual identity, voice, and usage standards

2026

Contents

01	Brand Overview	3
	The story, mission, and values behind Fathr	
02	Logo	4
	Primary logo, lockups, and icon	
03	Logo Usage	5
	Clear space, minimum sizes, and placement	
04	Logo Misuse	6
	What never to do with the Fathr mark	
05	Colour Palette	7
	Primary and secondary brand colours	
06	Colour Usage	8
	Application rules and accessibility	
07	Typography	9
	Typefaces, weights, and hierarchy	
08	Type Scale	10
	Sizing system for all contexts	
09	Tone of Voice	11
	How Fathr speaks to dads	
10	Writing Guidelines	12
	Do's and don'ts of brand copy	
11	Imagery & Photography	13
	Style direction for visuals	
12	Iconography	14
	Icon style and usage	
13	UI Components	15
	Buttons, cards, and interface elements	
14	Layout & Grid	16
	Spacing and composition principles	
15	Social Media	17
	Templates and platform guidelines	
16	Stationery	18
	Business cards, letterheads, email signatures	
17	App Interface	19
	Mobile and web application styling	
18	Accessibility	20
	Contrast, readability, and inclusivity	
19	Brand Assets	21
	Quick reference for all values	
20	Contact	22
	Who to reach for brand questions	

Built for Dads.

Fathr is the app for dads. It exists because fatherhood is one of the most transformative experiences a man will ever go through — and almost nobody prepares him for it. No sugar-coating. No clinical jargon. Just honest, practical support from bump to birthday and beyond.

Mission

To be the go-to resource for every new and expectant dad. We equip fathers with the knowledge, tools, and confidence they need — delivered in a voice that feels like a mate who's been through it.

Values

Honest

We tell dads what's actually happening. No sugar-coating, no scaremongering.

Practical

Every piece of content ends with something a dad can do. We equip, not just inform.

Human

We acknowledge the emotional side. Anxiety, overwhelm, love, confusion — all welcome.

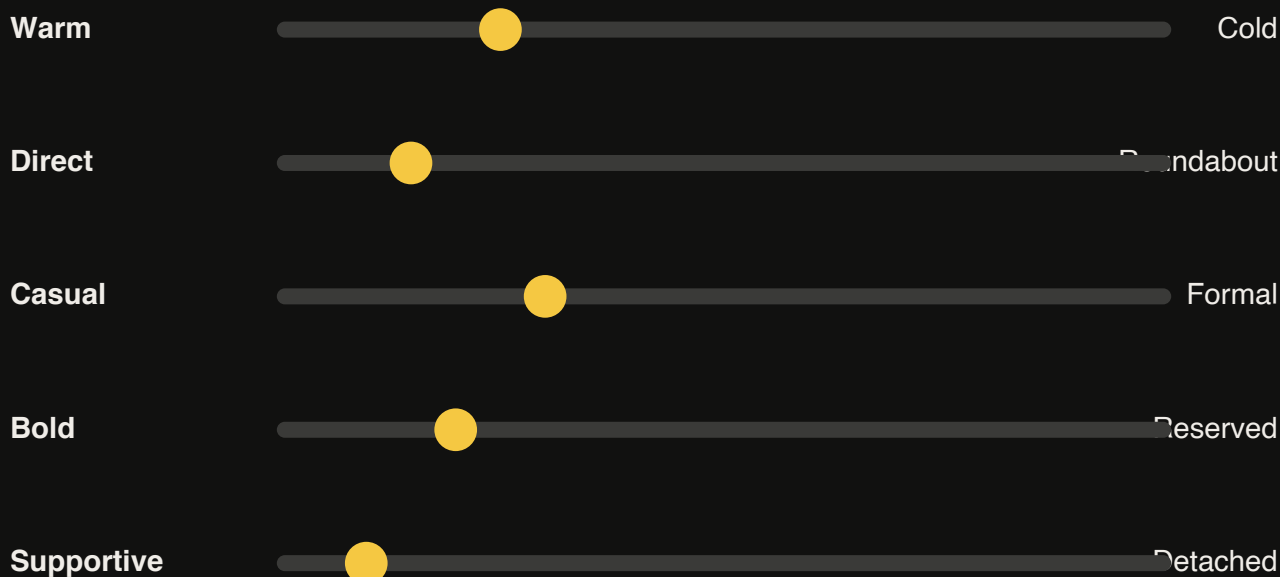
Direct

Short sentences. Plain words. If a mate wouldn't say it, we don't say it.

01

01 / BRAND OVERVIEW

Brand Personality



Approved Taglines

PRIMARY	The app for dads.
HERO	Not the app your partner uses.
PUNCHY	Winging it ends here.
WARM	Bump to birthday. We've got you.

Primary Logo

The Fathr logo combines the F monogram with the full wordmark. The golden 'F' in the wordmark is always rendered in Golden (#F5C842), while the remaining letters appear in Bone on dark backgrounds or Ink on light backgrounds. This two-tone treatment is core to the identity — never make the full wordmark one colour.



Primary — on dark background



Secondary — on light background

The F Monogram

The F monogram is the compact version of the Fathr identity. It is used when the full wordmark cannot be displayed at a legible size, in app icons, favicons, social avatars, and other small-format applications. The monogram should never appear below 24×24px.



F monogram — app icon format

When to use

- App icon on iOS and Android
- Favicon for web browser tabs
- Social media profile avatars
- Watermarks on branded content
- Minimum size situations (below 80px width for full logo)

03

03 / LOGO USAGE

Clear Space

Always maintain clear space around the logo equal to the height of the lowercase 'a' in the wordmark. This exclusion zone ensures the logo retains its visual impact and is never crowded by other elements. The clear space rule applies to all logo formats — full wordmark, monogram, and lockups.



Minimum Size

The full wordmark should not be displayed smaller than 80px wide (digital) or 20mm (print). Below this threshold, switch to the F monogram. The monogram minimum is 24px / 6mm.



Hero / Splash



Section Header



Navigation



Minimum

03

03 / LOGO USAGE

Logo Placement

The logo should always be placed on clean backgrounds — either dark (Ink, Carbon) or light (Bone, White). Never place the logo on mid-tone backgrounds, busy photography, or gradient fills that compromise legibility.

Approved Backgrounds



Ink #111110



Carbon #1a1a18



Bone #f0ede8



White #FFFFFF

Co-branding

- When pairing with a partner logo, maintain equal visual weight.
- Separate logos with a vertical divider line in Graphite (#3a3a38).
- Never lock the Fathr logo into another brand's container or frame.
- The Fathr logo always appears first (left) in horizontal layouts.
- Maintain at least 2× the standard clear space between co-branded logos.

04

04 / LOGO MISUSE

Don'ts

Consistency is everything. The following examples show common mistakes that compromise the Fathr brand. These rules apply to all team members, partners, and vendors.



Don't rotate

Never rotate the logo at any angle.



Don't stretch

Never distort or change the aspect ratio.



Don't recolour

Never change the established colour scheme.



Don't add effects

No drop shadows, glows, bevels, or outlines.



Don't crop

Never crop or partially hide the logo.



Don't use on mid-tones

Avoid grey or mid-tone backgrounds.



Don't rearrange

Never separate the icon from the wordmark.



Don't outline

Never use a stroked version of the logo.



Don't add text

Never add taglines inside the clear space.

Brand Colours

The Fathr colour palette is anchored in deep, dark tones with a single vibrant accent. This creates a premium, confident feel that stands apart from the pastel, 'mum-friendly' aesthetic of most parenting apps.

Ink

#111110
RGB 17, 17, 16
CMYK 0, 0, 5, 93

Carbon

#1a1a18
RGB 26, 26, 24
CMYK 0, 0, 8, 90

Graphite

#3a3a38
RGB 58, 58, 56
CMYK 0, 0, 3, 77

Golden

#F5C842
RGB 245, 200, 66
CMYK 0, 18, 73, 4

Bone

#f0ede8
RGB 240, 237, 232
CMYK 0, 1, 3, 6

Muted

#888884
RGB 136, 136, 132
CMYK 0, 0, 3, 47

Golden is an accent — not a background.

Use it for the F, CTAs, section labels, and key stats. Never flood a screen with it.

Application Rules

**Ink #111110**

Primary background — the foundation of everything. Use for main screens, hero sections, and the dominant surface in any layout.

**Carbon #1a1a18**

Cards, surfaces, and secondary backgrounds. Creates subtle depth against Ink without high contrast.

**Graphite #3a3a38**

Borders, dividers, and subtle UI elements. Separates content areas without drawing attention.

**Golden #F5C842**

The accent colour. CTAs, the F monogram, highlights, section labels, and key statistics. Use with intention — maximum 10–15% of any composition.

**Bone #f0ede8**

Primary text on dark backgrounds. Also used as the light-mode background colour. Warmer and softer than pure white.

**Muted #888884**

Secondary text, captions, timestamps, and metadata. Never use for primary content.

Recommended Ratio

Ink 50%

Carbon 20%

Golden 10%

Bone 15%

Typefaces

Primary — Display & Headings

Arial Black

Weight: Black (900) only. Used for logo, headings, display text, stats, and phase names.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%&

Secondary — Body & UI

DM Sans

Weights: Light (300) for body, Regular (400) for UI, Medium (500) for emphasis.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%&

Never use lighter weights of Arial for display text.

Arial Black 900 is the only approved weight for headings and the logo.

Sizing System

Hero

Fathr

72 — Landing page, app splash screen

H1

Fathr

48pt — Section titles, page titles

H2

Fathr

32pt — Sub-sections, phase names

H3

Fathr

22pt — Card titles, feature names

Nav

Fathr

18pt — Navigation, small UI headings

Body

Fathr — The app for dads.

16pt — All body copy (DM Sans Light 300)

UI

Fathr — The app for dads.

14pt — Buttons, tags, captions (DM Sans Regular 400)

Eyebrow

Fathr — The app for dads.

11pt — Section labels, ALL CAPS (DM Sans Medium 500)

How Fathr Speaks

Fathr speaks like a mate who's been through it. Not a doctor. Not a parenting book. Direct, warm, honest. Always on the dad's side. If it sounds like a GP leaflet, rewrite it. If a mate wouldn't say it, we don't say it.

Honest

We tell dads what's actually happening. No sugar-coating, no scaremongering. Just the truth, plainly spoken.

Practical

Every piece of content ends with something a dad can actually do. We don't just inform — we equip.

Human

We acknowledge the emotional side of fatherhood. Anxiety, overwhelm, love, confusion — all of it is welcome here.

Direct

Short sentences. Plain words. If it sounds like a GP leaflet, rewrite it. If a mate wouldn't say it, we don't say it.

10

10 / WRITING GUIDELINES

Do's & Don'ts

× DON'T

Please consult your healthcare provider regarding any concerns.

You may experience emotional responses during this period.

Ensure adequate preparation for the birthing process.

Paternal postnatal depression affects a significant proportion of fathers.

✓ DO

Ask the midwife — here's exactly what to say.

Feeling terrified is completely normal. Here's why.

Here's what to actually pack. Don't forget this one.

1 in 10 dads get postnatal depression. Nobody talks about it. We do.

Writing Principles

- Use 'dad' not 'father' in copy. We say 'Fathr' only as the brand name.
- Write in second person — 'you', not 'one' or 'they'.
- Keep sentences under 20 words where possible.
- Lead with the action. What can a dad do right now?
- Avoid jargon. If you need a medical term, explain it immediately.

Visual Direction

Photography for Fathr should feel real, warm, and inclusive. We show dads in the thick of it — not posed studio shots. The goal is relatability: dads should see themselves in our imagery.

Tone

Warm, natural light. Avoid harsh flash or heavily filtered looks. Think golden hour, not fluorescent.

Subjects

Real dads, real moments. Nappy changes, 3am feeds, bath time, the first hold. Not just the Instagram-worthy moments.

Diversity

Represent all dads — all ages, ethnicities, family structures, abilities. Fatherhood is universal.

Composition

Slightly imperfect is fine. A bit of motion blur, a toy in the background — real life.

Overlays

When placing text over photos, use an Ink overlay at 60–80% opacity to ensure legibility.

Colour Treatment

Slight desaturation with warm tones. Never cold or clinical. Consider a subtle Golden colour grade.

Avoid

- ✗ Stock photos that feel staged or overly perfect
- ✗ Images where mum is the clear hero and dad is a prop
- ✗ Clinical or medical-looking imagery
- ✗ Anything that reinforces the 'useless dad' stereotype

Icon System

Fathr uses a clean, rounded icon style with consistent 2px stroke weight. Icons should feel friendly and approachable while remaining functional and clear at small sizes.

Style

Rounded line icons, 2px stroke, rounded caps and joins.

Grid

24×24px base grid with 2px padding (20×20 live area).

Colour

Bone (#f0ede8) on dark backgrounds, Ink (#111110) on light. Golden for active/selected states only.

Sizing

24px default, 20px compact, 32px touch targets, 48px feature icons.

Consistency

All icons must share the same visual weight. Test at 24px — if detail is lost, simplify.

Custom icons

When creating new icons, match the stroke weight and corner radius of existing set.

Recommended icon library: Lucide Icons

Open-source, consistent, and matches Fathr's rounded aesthetic. lucide.dev

13

13 / UI COMPONENTS

Interface Elements

Buttons

Primary Action

Secondary

Primary: Golden bg, Ink text, 8px radius | Secondary: Carbon bg, Golden border + text

Cards

WEEK 12

The First Scan

Here's what to expect and what to ask. Your partner might be nervous — you probably are too.

MILESTONE

Hospital Bag

Pack this. Not that. The list nobody gives dads — until now.

Cards: Carbon bg, 10px radius, 20px internal padding, Graphite border optional

Input Fields

Enter your email address...

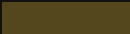
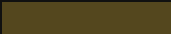
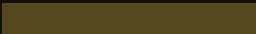
dad@fathr.app

Default: Graphite border | Focused: Golden border | 8px radius, 16px padding

Spacing & Grid

Fathr uses an 8px base grid for all spacing and sizing decisions. This ensures consistent rhythm across the app, website, and all marketing materials. Every margin, padding, and gap should be a multiple of 8.

Spacing Scale

4px	xs	Tight elements, icon gaps	
8px	sm	Related items, inner padding	
16px	md	Section padding, card gaps	
24px	lg	Major sections	
32px	xl	Page sections, feature blocks	
48px	2xl	Hero spacing, major breaks	
64px	3xl	Page-level margins	

Grid System

Mobile	4 columns, 16px gutter, 16px margin
Tablet	8 columns, 24px gutter, 32px margin
Desktop	12 columns, 24px gutter, auto margin (max 1200px)

Corner Radius

4px	Small elements — tags, badges, chips
8px	Buttons, input fields, small cards
10px	Cards, modals, dialogs
16px	Large containers, hero sections
Full	Avatars, pills, toggle switches

Social Guidelines

Social media is where many dads will first encounter Fathr. Consistency across platforms builds recognition and trust. Every post should feel unmistakably Fathr — dark, golden, direct.

Profile Assets

Profile Picture	F monogram on Ink background, no border
Cover / Banner	Full wordmark centred on Ink, Golden accent strip at top
Story Highlight Covers	F monogram, Ink background, consistent across all highlights

Post Templates

Stat Post

Ink background. Large Golden number. Bone body text. Example: '1 in 10 dads get postnatal depression.'

Quote Card

Ink background. Golden quotation marks. Bone text. Muted attribution. Keep quotes under 15 words.

Tip Post

Carbon card on Ink. Golden eyebrow label ('WEEK 8 TIP'). Bone heading. Muted body.

Carousel

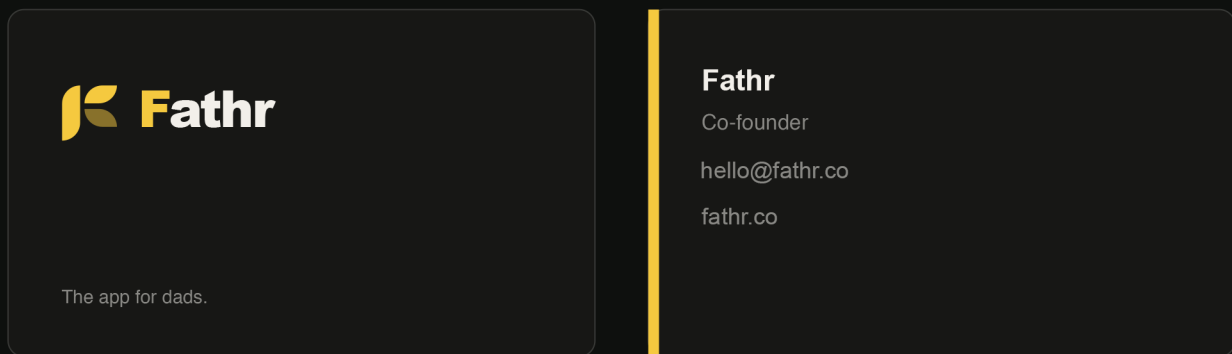
Each slide: Ink bg, consistent header zone. Golden progress dots at bottom. Maximum 8 slides.

Hashtags

#Fathr #BuiltForDads #DadLife #NewDad #FathrApp

Brand Collateral

Business Card

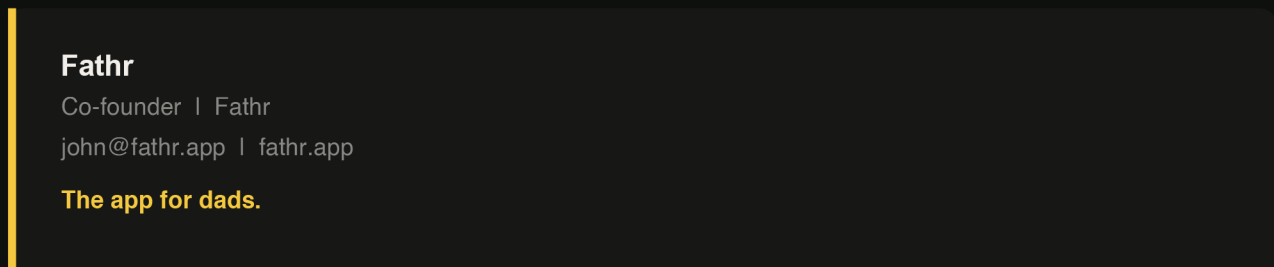


Front

90x55mm | Ink background | Matte finish recommended

Back

Email Signature



Letterhead

A4 format. Logo top-left at 30mm from edge. Golden 2pt accent line across the top. Footer: company details in Muted, centred. All body text in DM Sans Light at 11pt.

Mobile & Web

The Fathr app is dark-mode by default. This isn't just an aesthetic choice — it reflects the reality that many dads will be using the app in low-light conditions (hello, 3am feeds). Every interface decision should prioritise readability and calm.

Dark Mode Default

Ink (#111110) as the primary surface. Carbon (#1a1a18) for cards and elevated elements. No light mode variant required at launch.

Navigation

Bottom tab bar on mobile. Logo top-left. Active tab indicated by Golden highlight. Inactive tabs in Muted.

Status Bar

Light content (white text/icons) on dark status bar background.

Loading States

Golden pulsing animation on Ink background. Never show a blank white screen.

Empty States

F monogram at 20% opacity as background, with a direct message explaining what goes here and a Golden CTA.

Notifications

Carbon background card with Golden left-border accent. Bone text. Muted timestamp.

Progress Indicators

Golden fill on Graphite track. Round caps. Show percentage in Bone.

Modals & Sheets

Carbon background with 16px radius top corners. Graphite handle bar. Ink overlay at 60% behind.

Inclusive Design

Every dad deserves access to Fathr, regardless of ability. These guidelines ensure the brand works for everyone — including dads with visual impairments, colour blindness, or motor disabilities.

Contrast Ratios

Bone on Ink	#f0ede8 on #111110	15.4:1	AAA ✓
Golden on Ink	#F5C842 on #111110	9.8:1	AAA ✓
Muted on Ink	#888884 on #111110	4.7:1	AA ✓ (large text)
Bone on Carbon	#f0ede8 on #1a1a18	14.2:1	AAA ✓
Ink on Bone	#111110 on #f0ede8	15.4:1	AAA ✓
Ink on Golden	#111110 on #F5C842	9.8:1	AAA ✓

Guidelines

- Never rely on colour alone to convey meaning — always pair with text or icons.
- Touch targets: minimum 44×44px on mobile, 36×36px on web.
- All images must have descriptive alt text. Decorative images get alt="".
- Body text minimum 16px. Never go below 14px for any readable text.
- Animations: respect prefers-reduced-motion. Provide static alternatives.
- Focus states: visible Golden outline (2px offset) on all interactive elements.
- Screen reader: all interactive elements must have accessible names.

Quick Reference

Use these values when building in Figma, Canva, FlutterFlow, or any other design tool. This page serves as a quick-reference cheat sheet for the most commonly needed values.

Colour Values

Name	HEX	RGB	CMYK
Ink	#111110	17, 17, 16	0, 0, 5, 93
Carbon	#1a1a18	26, 26, 24	0, 0, 8, 90
Graphite	#3a3a38	58, 58, 56	0, 0, 3, 77
Golden	#F5C842	245, 200, 66	0, 18, 73, 4
Bone	#f0ede8	240, 237, 232	0, 1, 3, 6
Muted	#888884	136, 136, 132	0, 0, 3, 47

Typography Reference

Role	Typeface	Weight	Size
Display / Logo	Arial Black	900	72–120pt
Heading 1	Arial Black	900	48pt
Heading 2	Arial Black	900	32pt
Heading 3	Arial Black	900	22pt
Body	DM Sans	300	16pt
UI / Label	DM Sans	400	14pt
Eyebrow	DM Sans	500	11pt

Logo File Formats

- SVG — primary format for web and app
- PNG — transparent background, @1x @2x @3x
- PDF — print-ready, CMYK colour space
- ICO — favicon format, 16/32/48px



Brand Questions?

For logo files, brand approvals, or partnership requests:

brand@fathr.co

fathr.co

© 2026 Fathr. All rights reserved. This document is confidential.

These guidelines are a living document — they will evolve as Fathr grows.

Built for dads. fathr.co