GOOD®
DADS

2025—2026 STYLE GUIDE

About the Style Guide

As Good Dads grows, the uniformity of the organization's copy, branding, logos and photos across each of its collaborators becomes critical for maintaining a cohesive, consistent message to its constituents. Adherence to the Good Dads Style Guide is principal for the nonprofit to make a difference in many communities and to many fathers.

The purpose of the Style Guide is to establish directions for those generating text and/or visual materials under the Good Dads brand. Follow the rules in the Good Dads Style Guide when writing or designing Good Dads materials. For style questions, please reach out to Diana Dudenhoeffer, director of communications, at diana@gooddads.com

Introduction

Good Dads is a 501(c)(3) nonprofit headquartered in Springfield, Missouri. It was established in 2015 after southwest Missouri business leaders recognized the impact of father absence and the benefits of father engagement in their communities.

Good Dads founder and executive director Dr. Jennifer L. Baker, a licensed clinical psychologist and marriage and family therapist, found fathers were often overlooked in the family unit despite their involvement being critical to the health and wellbeing of their children.

Since the nonprofit's inception, we have equipped, empowered and encouraged thousands of fathers to be more engaged with their children, recovered more than $3.5 million in child support payments for the Missouri Department of Social Services-Family Support Division, and created and maintained a network of resources for dads that inspire them to be more involved.

The Good Dads audience includes fathers who want to be more involved in the lives of their children, fathers who want to be better parents, fathers who want to encourage other dads, and others who wish to champion Good Dads' mission.

We serve fathers with child support concerns, fathers in substance abuse recovery programs, blue- and white-collar fathers, and all kinds of fathers who want to become the best parents they can be.

Our **MISSION** is to inspire, resource and encourage all fathers to be more involved in their children's lives. In so doing, we know we are building better communities one dad at a time as engaged fathers raise better citizens.

Our **SLOGAN** is helping kids and communities one dad at a time.

Our **VISION** is to build better communities by promoting engaged fatherhood. The three key ingredients for a great place to live are robust economies, safe neighborhoods and strong schools. But a community without engaged fathers can't hope to have any of these! When we foster responsible fatherhood, kids do better in school; relationships have less friction; crime rates decrease; economies flourish; people of all socio-economic levels are healthier and happier. It's clear that dads are a critical piece of the puzzle.

When speaking to others about Good Dads, we invite you to direct them to our website, gooddads.com.

The Good Dads Style

Generally, the Good Dads office can advise and edit copy you create. If you want Good Dads staff to proofread and/or copy edit any text you create, contact us. Please allow ample time before publication (e.g., 4–5 business days) for copyediting. Good Dads follows the Associated Press Style Guide.

Good Dads prioritizes masculine designs in its materials as most of its programs and events are marketed toward men. Limit cursive and script fonts in your design. Limit traditionally feminine colors in your design. Masculine design elements tend toward straight lines, bold text, thick strokes and geometric spacing. Always use photos of men in your promotional material—preferably men of diverse races and ethnicities.

Good Dads may require design proofs to be sent to the Good Dads office prior to publication or dissemination.

Masculine Font Examples

✓ **Cooper Black**

✓ **Franklin Gothic Heavy**

✓ **NEXA RUST SANS**

Feminine Font Examples

x Goodlife

x Curlz MT

x Milk Script

Using the Good Dads Brand

Not everyone can claim to be Good Dads. Becoming a Good Dads Community Chapter allows individuals and entities to use the Good Dads Brand.

A Good Dads Community Chapter is a group/entity/organization that has signed a licensing agreement with Good Dads and meets the obligations therein. Chapters deliver various Good Dads programs in their respective communities.

x *Wrong*

Good Dads—Restoration of Hope
Kansas City Dads

✓ *Right*

Restoration of Hope: A Good Dads Program
Good Dads Kansas City

Logo Use

The Good Dads logo depicts a silhouette of a father hoisting his child in the air. The logo represents the joys of fatherhood and the fun only an engaged father can bring to his family.

Not everyone has permission to use Good Dads logos. Good Dads Chapters in good standing may use Good Dads logos. Organizations that use a Good Dads program (for example, ***Good Dads 2.0***) may use Good Dads logos in promotional materials related to that program only. Organizations with Good Dads Programs may not imply that their organization is Good Dads.

Good Dads Logo Examples



Good Dads Black Horizontal Logo
Use on light and white backgrounds



Good Dads Black Vertical Logo
Use on light and white backgrounds



Good Dads White Horizontal Logo
Use on dark and black backgrounds



Good Dads White Vertical Logo
Use on dark and black backgrounds

The Good Dads logo, in all uses, must remain unchanged from its original design. Do not squeeze, stretch or otherwise distort the logo. Use the Good Dads logo in black or white only; do not recolor logos. Do not obscure the logo or incorporate it into other graphics. Always use a transparent version of the logo.



✓

Transparent Logo



X

Non-transparent Logo

If you do not have access to the logo, please contact Good Dads.
We will do our best to send you files as soon as possible.

Web and Social Media

Good Dads recognizes the importance of digital communications to deliver information about Good Dads and its programs. A social media presence is a great way to increase the visibility of the work you do.

Good Dads aims to maintain a consistent, coherent and positive message in any web platform. Chapters and Community Programs are required to adhere to Good Dads guidelines when using the nonprofit's brands, images, curricula, programs, etc.

You may ...

- Use legally acquired stock photos of dads and children
- Photograph dads and children yourself or hire someone to take photos for you
- Appropriately use the Good Dads logo on collaborator websites, as defined by your contractual agreement
- Use Good Dads' color schemes and fonts (see pages 9–10) as part of your online presence
- Host fundraising efforts
- Use hyperlinks, buttons and QR codes to direct web traffic to **gooddads.com**
- Create social media accounts for your chapter on popular platforms, including Facebook, Instagram, LinkedIn, Twitter, etc.
- Purchase banners/signs for your chapter with design approval from Good Dads staff.

You may NOT ...

- Register your own web domain as a Good Dads chapter (e.g., GoodDadsChicago.org)
- Promote Good Dads on politically charged or controversial social media platforms (e.g. Truth Social, Parler, etc.)
- Imply Good Dads is a company, business or other for-profit entity. Good Dads is a nonprofit.
- Lobby for/against a bill or advocate for/against an individual running for public office on your social media if you are a Good Dads Chapter
- Imply your organization is Good Dads if you are NOT a Good Dads Chapter
- Imply Good Dads is a religious organization

You MUST ...

- Use unaltered, unobstructed, high-quality versions of the Good Dads logo in all print and digital communications
- Identify Good Dads as a 501(c)(3) nonprofit when applicable
- Tag @gooddadssgf in your Instagram bio if you are a Good Dads Chapter

Language, Word Choice and Tone

Good Dads aims to maintain professional language, word choice and tone in all its print, digital and all other materials, Crude or vulgar language, as determined by the Good Dads staff, is unacceptable. Keep it clean.

Avoid using **"help"** to describe our services outside of our slogan, ***"Helping kids and communities one dad at a time."*** Good Dads has found that fathers are not receptive to the term. We observed that fathers do not perceive themselves to need "help" and do not want to be perceived as helpless. Instead of saying *"we help dads"* or *"we can assist,"* use one of the following terms:

- "We resource fathers with what they need... "
- "We equip dads with tools to..."
- "We can give advice for..."
- "We have training options..."

Favor gender-neutral language. Avoid making assumptions about gender. For instance, even though most of those in law enforcement are men, do not assume everyone in that career is a man. Use *police officer* instead of *policeman*.

Instead of *male nurse*, just say *nurse*. Instead of *"Communicate with your child's teacher by calling **her**,"* use *"by calling **them**"* or *"by calling **him or her."***

Good Dads uses specific vocabulary to describe the nonprofit's services.

The program for at-risk dads is *New Pathways for Good Dads*. The two courses or curricula that comprise the program are *Good Dads 2.0* and *Within My Reach*.

We refer to fathers who enroll in the NPGD program as "*participants*" or "*New Pathways Dads.*" Both are permissible.

On the last night of class, we call this *"class completion."* We reserve the word "*graduation*" for the annual Good Dads event for dads who have completed all of the program's requirements.

Describing At-Risk Populations

Never use derogatory terms like bum, deadbeat, needy, loafer, broke, underprivileged, etc., to describe the demographics we serve. Do not describe populations who fall at or under 185% of the federal poverty line as "impoverished" or "poor."

Never use derogatory terms like druggie, addict, junkie, tweaker, drug abuser, crackhead, meth-head etc., to describe the demographics we serve. Use person-first language—that is, describe a person with an addiction as just that: a person.

Good Dads describes men in the New Pathways Program as **at-risk dads** as this term respectfully encapsulates a number of circumstances that could act as hurdles to becoming a good dad, including income, trauma, incarceration, substance use, child support concerns and barriers to seeing their kids.

Describing Religious Affiliation

Good Dads describes its programs as faith-friendly, not faith-based. While we recognize and acknowledge the contribution of the faith community to many healthy homes and families, we do not promote a particular religious group or connection. Occasionally, we make our followers or beneficiaries aware of a resource that may be faith-based, e.g., a conference or activity, but we always identify it as such.

Good Dads is for all dads. Although many involved with Good Dads' inception did so out of a deep conviction directly connected to their spirituality, they also felt it was important that Good Dads goes well beyond the confines of any faith community.

The organization believes fatherhood development is important for all dads and thus needs to be open and accessible to all kinds of fathers. Good Dads uses faith-friendly curricula in an effort to reach all dads.

Do not state or imply that Good Dads is a religious institution. Good Dads programs funded under state or federal contracts are prohibited from implementing religious messaging during course delivery. Good Dads chapters and programs are expected to remain non-sectarian in their messaging, social media presence (when writing about Good Dads), course delivery, etc.

Grammar and Punctuation

The organization is **Good Dads**, not Good Dad's. For possessives, put an apostrophe after the S: *"Good Dads' goal is …"*

Spell out zero through nine; use numerals for 10 and above. For numbers in the millions, use a combination of words and symbols: 8.9 billion, 300 million, etc.

Do not use the Oxford comma unless its use is necessary for legibility. For example:

X What do you want for breakfast, lunch, and dinner?

✓ What do you want for breakfast, lunch and dinner?

X I want bacon and eggs, soup and sandwiches and fish and chips.

✓ I want bacon and eggs, soup and sandwiches, and fish and chips.

Favor active voice when possible. Structure sentences so the subject executing the verb appears at the beginning of the sentence. For example:

X The measure was voted on by the council.

✓ The council voted on the measure.

X The dishes were washed and dried.

✓ Diana washed and dried the dishes.

Capitalize the first word after a colon (:) when the words that follow create a full sentence. If not, do not capitalize the first word after a colon. For example:

✓ I'll never forget this one piece of advice: Don't let life pass you by.

✓ I only care about one thing: happiness.

Photography and Imagery

Good Dads has a library of stock photos available for use upon request. Good Dads also has file photos from Good Dads events available for use upon request.

The Good Dads Communications team recommends Pexels, Unsplash, and Wikimedia Commons for copyright-free photo resources. The Noun Project has free icons and illustrations for use in print and digital publications (attribution may be required).

Always select stock photos that encompass fathers and families of diverse races and ethnicities.

Do not use stock photos that you do not have permission to use. Never download an image straight from a search engine like Google for use in social media, print, broadcast or other Good Dads communications.

Stock image websites, such as Shutterstock, iStock, Adobe Stock, etc., offer reasonably priced subscriptions for downloadable media assets. Do not use stock photos that contain watermarks. Some free-use websites require the user to attribute photos, illustrations or other images. Take care to properly attribute images.

Good Dads does not recommend using generative AI for visuals.

Never place text on top of a busy background. Favor high-contrast designs. Use light text on a dark background and vice-versa. For example:



Poor Example: The text is too difficult to read, and you can hardly see the logo.



Better: The text is legible and the logo is clearly visible.

Colors

Good Dads uses color schemes and font families that align with the Good Dads brand. See below for examples.

Web Colors
gooddads.com

SLATE	LIGHT BLUE	DARK GREEN	LIGHT GREEN
#383738	#CEEAEF	#007849	#5CCA81
RGB	RGB	RGB	RGB
56, 55, 56	206, 234, 239	0, 120, 73	92, 202, 129
CMYK	CMYK	CMYK	CMYK
69, 63, 61, 54	18, 0, 5, 0	89, 29, 88, 16	61, 0, 67, 0

CORAL	YELLOW-ORANGE	CREAM	OFF-WHITE
#F68962	#FDBF69	#F7F2F1	#FAFAFA
RGB	RGB	RGB	RGB
246, 137, 98	253, 191, 105	247, 242, 241	250, 250, 250
CMYK	CMYK	CMYK	CMYK
0, 57, 63, 0	0, 28, 67, 0	2, 3, 3, 0	1, 0, 0, 0

HEADING — Acumin Variable Concept, Bold, Caps

Subheading — Acumin Variable Concept, Bold

Body Text — Calibri, 11pt

RED	ORANGE	NAVY	PURPLE	TEAL
# D55F61	# FAA532	# 2E5077	# 745D98	# 4DA2A8
RGB	RGB	RGB	RGB	RGB
213, 96, 98	250, 166, 51	46, 80, 119	116, 94, 53	77, 162, 169
CMYK	CMYK	CMYK	CMYK	CMYK
13, 76, 56, 1	0, 40, 90, 0	90, 70, 31, 14	63, 72, 12, 1	69, 19, 33, 0

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FUNDAMENTALS FOR GOOD DADS

Heading — PT Sans or PT Sans Narrow

Subhead — PT Mono

Body Text — Times New Roman, Navy, >9pt

BLUE	TEAL	RED	NAVY	CREAM
# 3286a9	# 17685d	# ce212d	# 3286a9	# faf0cd
RGB	RGB	RGB	RGB	RGB
50, 135, 169	23, 104, 93	206, 33, 45	50, 135, 169	250, 240, 205
CMYK	CMYK	CMYK	CMYK	CMYK
79, 36, 21, 1	87, 39, 63, 24	12, 100, 94, 3	100, 77, 48, 50	2, 3, 22, 0

Good Dads GREAT COMMUNITIES

Heading — Big Caslon

SUBHEADING — DIN Condensed Bold (Caps)

Body Copy — Century Gothic Pro Regular

OLIVE	SAGE	CORDOVAN	MAROON
#91a960	#546b30	#8d464a	#683431
RGB	RGB	RGB	RGB
145, 169, 96	84, 107, 48	141, 70, 74	104, 52, 49
CMYK	CMYK	CMYK	CMYK
14, 0, 43, 34	21, 0, 55, 58	0, 50, 48, 45	0, 50, 53, 59

ICEBERG	CERULEAN	DELFT BLUE	VIOLET
#7db5ca	#43788e	#283172	#4c2542
RGB	RGB	RGB	RGB
125, 181, 202	67, 120, 142	40, 49, 114	76, 37, 66
CMYK	CMYK	CMYK	CMYK
38, 10, 0, 21	53, 15, 0, 44	65, 57, 0, 55	0, 51, 13, 70

MUSTARD	TEDDY BEAR	DESERT BROWN	CHOCOLATE
#eb9c25	#A06927	#a4815e	#5f3d1c
RGB	RGB	RGB	RGB
235, 156, 37	160, 106, 40	164, 129, 94	95, 61, 28
CMYK	CMYK	CMYK	CMYK
0, 34, 84, 8	0, 34, 75, 37	0, 21, 43, 36	0, 36, 71, 63

Questions about the Good Dads style guide may be directed to
Diana Dudenhoeffer, Director of Communications
diana@gooddads.com