

Brand Guidelines



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Introduction



About These Guidelines

A brand isn't just a logo, font, or set of colors – it's a comprehensive system that communicates who we are. These brand guidelines help us do just that – communicate the story and message of Thrive Restaurant Group. Our mission is important, so we're not going to waste time confusing our audience with inconsistent or unclear messages. We've created this guide to help us ensure our messaging is clear and consistent, but also flexible. Whether we like it or not, every brand is in the perception game. We're committed to being intentional with our branding because we believe too much is at stake to just hope we fall into success.

In this document, you'll find everything you need to communicate the message and brand of Thrive Restaurant Group. These brand guidelines aren't a silver bullet, but rather a system and toolkit for the people of Thrive Restaurant Group to use. Each context is different, which means a range of visual expression is needed. This guide contains all the necessary components to help you communicate our brand effectively.





Where to Begin

Opening up a guide like this might feel intimidating. You may not be sure where to start, or how to utilize a tool like this. The best strategy is usually to go through piece by piece and page by page to slowly digest the information. But also, this is a great document to have on hand at all times. Keep it close by and readily accessible.

Use this guide when you're writing, designing, photographing, speaking, or really doing anything that communicates on behalf of the Thrive Restaurant Group brand – it all matters. This document isn't just for a designer to use, but should be utilized by Thrive Restaurant Group team members in every part of our organization. Before you get started, here are a few reminders:

1. Know your context.

Any time you're communicating on behalf of the Thrive brand, remember your context and who you're talking to. Use things when they're helpful, or don't when they aren't helpful in getting the message across.

2. Get creative.

These guidelines are meant to act as a fence to your playground, meaning you can enjoy playing within the given area. Be creative within these boundaries to create a cohesive, consistent brand feel.

3. Stay flexible.

Our world changes quickly and we must adapt to our changing context. These guidelines are meant to grow and evolve as time goes on. We'll continuously evaluate them.

Brand Identity



Brand Story & Overview

Founded by Darrel and David Rolph over 40 years ago, Thrive Restaurant Group began with the vision of uniting people over food and fostering genuine connections. Rooted in family values and a strong work ethic, Thrive has grown into a national brand, maintaining its commitment to community and creating meaningful dining experiences.

Thrive is a family-owned business passionate about people and hospitality. With restaurants across the U.S., our mission is to bring joy to every table, with a focus on authenticity, care, and quality.

Founded in
1975

200+ Restaurants

8000+ People

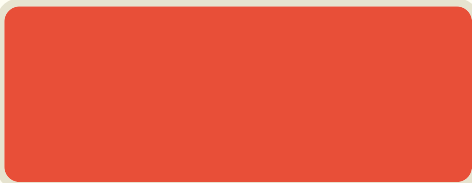
Headquartered in
Wichita, KS



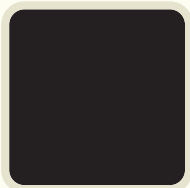
19 States

Restaurant Brands

139+ Applebee's



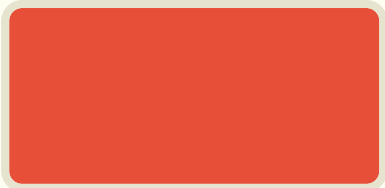
1 Bakesale



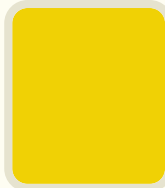
13+ Carlos O'Kelly's

11 HomeGrown ^{+4 on the way}

30 Modern Market Eatery



Qdoba ^{Coming Soon in 2025}



Beliefs

Motivating our every move.

We believe that everybody matters, wants to make a difference, and that the experience of work can enrich people and contribute to their flourishing in life. That belief is embodied in our invitation and lived out in our values and mindsets. Flourishing requires an environment where people feel safe and experience positive emotions, encouraging people and engaging work. We strive to create a work environment where everyone can flourish and reach their potential.

Our Beliefs

Everybody matters.

Thrive believes that every individual, from guests to employees, deserves respect and recognition. This principle guides our people-first culture, emphasizing that everyone has value and is worthy of care and attention.



Everybody wants to make a difference.

Thrive recognizes that people are motivated by purpose. we encourage employees to contribute meaningfully, creating opportunities for everyone to impact the business and our community.

The experience of work can enrich people and contribute to their flourishing life.

Thrive views work as more than a job; it's a path to personal growth and fulfillment, fostering an environment where everyone can flourish in all areas of life.



Mindsets

Staying focused on what's important.

Standards and policy manuals are great for teaching and learning how systems and processes are supposed to work, but fall short in many areas of human care. That's why we have shared mindsets that give us the freedom and responsibility to lead and create desirable experiences in every interaction we have. Using these mindsets helps us embrace, adapt and inform our decision making so we can deliver the highest level of care and hospitality to each other and our guests.

Our Mindsets

Focus on the guest experience.

Every action and decision should prioritize creating a welcoming and memorable experience for guests, as they are at the heart of the business.

Create advocates.

Thrive aims to turn guests and employees into loyal advocates who spread the word about their positive experiences, fostering long-term relationships.



Master the fundamentals.

Excellence starts with perfecting the basics. Thrive believes that consistency and attention to detail are the foundation of success.

People are our legacy.

Thrive's impact is measured by the lives they touch, ensuring that investing in people leaves a lasting legacy beyond the business.

Values

Our values aren't all-encompassing, but they are some of the main drivers to how we behave while representing Thrive Restaurant Group. Just because we don't list something as a value doesn't mean that it shouldn't be true for team members within our organization. These specific values represent what makes us unique and what we value. As we grow, these are the things we'll hold tight to no matter what. These values are the foundation of our success, the heart of our character, and the essence of who we are as individuals and as Thrive Restaurant Group. Our decisions regarding hiring, termination, and recognition are consistently aligned with these core values. We want these values to mark and define the future of Thrive Restaurant Group.



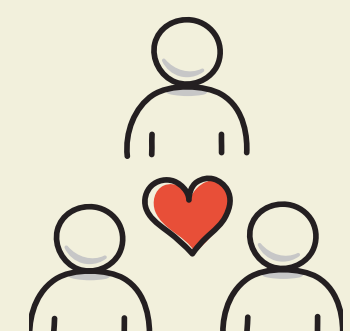
Respect

Respect is the basic notion that everybody is somebody — not a function, cog, or disposable. Each and every person matters. We show respect when we anticipate needs and meet them, when we ask questions, when we give feedback and recognition, and when we see and develop the potential in ourselves and others.



Results

The results we're after are flourishing people and thriving businesses. We view those as mutually inclusive. A thriving business is the best way to help people flourish, and flourishing people are how we want to create a thriving business. To get results like that, we need you to bring your best ideas to work, your personality, your positivity, your eagerness, and your hopefulness. We want you to make things better.



Relationships

Relationships are foundational to our well-being as humans. We were built for connection. Those with healthy relationships are happier, more engaged, and more productive, not just at work but in their personal lives as well. To promote healthy relationships, we approach everyone from a place of trust, we strive to be excellent to each other, we give and ask for forgiveness, and we keep short accounts. We want you, in all areas of your life, to be better off for your time with us — relationships included.

Tagline

Thrive's tagline, "Better Together," speaks to the heart of their culture—emphasizing teamwork, collaboration, and shared success. It reflects their belief that the best outcomes are achieved when individuals work in harmony, whether it's employees supporting each other or teams working together to create exceptional guest experiences. This mindset applies both internally, fostering a strong, supportive work environment, and externally, where guest and community relationships drive their collective success. In essence, Thrive's impact grows stronger through unity, connection, and shared purpose.

Our Tagline

Better together.

Personality, Tone & Voice

Use this information to inform all verbal and written communications. These personality, tone, and voice guidelines have been thoughtfully decided to best articulate who we are and how we communicate to best embody our brand. Use the definitions below to understand the difference between them.

Personality

Brand personality is a set of characteristics attributed to a brand.

Tone

Brand tone refers to the mood or emotion being conveyed to your audience.

Voice

Brand voice embodies and expresses a brand personality through the words used to communicate with the audience.



Approachable

Thrive values warm, personal connections. Whether speaking with guests or team members, tone should be friendly and inviting, fostering a sense of belonging.

Collaborative

The company emphasizes “better together.” Messaging should reflect teamwork and shared success, both internally and externally.

Authentic

Thrive’s voice should be genuine, transparent, and free from corporate jargon, making it relatable to all audiences.

Optimistic

Even in challenging situations, communication should carry a tone of optimism, underscoring Thrive’s hope-filled mindset.



Phrases & Terminology

Thrive’s tagline, “Better Together,” speaks to the heart of their culture—emphasizing teamwork, collaboration, and shared success. It reflects their belief that the best outcomes are achieved when individuals work in harmony, whether it’s employees supporting each other or teams working together to create exceptional guest experiences. This mindset applies both internally, fostering a strong, supportive work environment, and externally, where guest and community relationships drive their collective success. In essence, Thrive’s impact grows stronger through unity, connection, and shared purpose.

People-first

Central to their mission, this phrase reflects their focus on both customers and employees. Use this to emphasize their commitment to service and employee well-being.

Better together

Highlighting their team-oriented culture, this phrase underscores collaboration and unity.



Locally inspired

Thrive emphasizes their community ties, especially in menu design and restaurant concepts, making this phrase relevant to their operational philosophy.

Hospitality-driven

Reflects their guest-centered approach to service.

Audience

The brand audience refers to the collective group of individuals, demographics, or target market segments that we aim to reach, engage with, and ultimately influence through our products, services, and messaging. Unlike brand personas (that you'll read about on the next page), which are fictional representations of specific individuals within the target audience, the brand audience represents the broader spectrum of potential consumers who share common characteristics, interests, needs, or behaviors relevant to the brand's offerings.

1. Thrive Employees

Demographics

Full-time corporate staff, restaurant employees, entry-level to senior positions.

Communication Strategy

Focus on company culture, opportunities for career growth, and fostering a collaborative environment.

Challenges

Balancing job demands with personal development and recognition.

Thrive's Solution

Providing a supportive, people-first culture with opportunities for training, advancement, and recognition.

2. Restaurant General Managers (GMS)

Demographics

Leadership at restaurant locations, responsible for operations and team management.

Communication Strategy

Highlight leadership development, operational excellence, and team-building.

Challenges

Managing staff turnover, operational issues, and maintaining performance metrics.

Thrive's Solution

Offering leadership resources, clear performance guidelines, and emphasizing the “Better Together” approach for team success.

3. Investors & Developers

Demographics

Individuals or companies with a vested financial interest in Thrive's growth and expansion.

Communication Strategy

Focus on long-term business growth, financial performance, and strategic community impact.

Challenges

Need for transparent financial reporting, growth opportunities, and community alignment.

Thrive's Solution

Providing transparent reports, highlighting sustainable growth, and showcasing community-based initiatives that align with the company's vision.

4. Guests & Communities

Demographics

Restaurant patrons, local community members, and potential customers.

Communication Strategy

Emphasize hospitality, local engagement, and community contributions.

Challenges

Ensuring high-quality service, addressing local concerns, and maintaining customer loyalty.

Thrive's Solution

Providing exceptional guest experiences, locally inspired offerings, and involvement in community-driven initiatives that resonate with patrons.

Brand Visuals



Logo | Primary Logo

Our primary logo serves as the visual cornerstone of our brand identity, embodying the essence of our values, mission, and distinctive personality. The choice of colors, fonts, and overall design aesthetics is intentional, evoking a sense of familiarity and expertise. The logo's composition is crafted to ensure versatility across various applications, from digital platforms to print collateral, maintaining its impact and legibility. As the primary representation of our brand, this logo is not merely a visual mark but a powerful identifier that fosters brand recognition and trust.

Full-Color Logo & Clear Space

Whenever possible, the full-color version of the Thrive Restaurant Group logo should be used as it best represents the vibrancy and personality of the brand. To maintain the logo's integrity, it must always be surrounded by a clear space equal to half the height of the logo. This ensures that the logo remains distinct and free from surrounding visual elements, allowing it to stand out in both digital and print applications. The clear space rule helps the logo maintain its impact and legibility across all media.

Limited Color

In certain situations, where simplicity and clarity are key, one-color logo variations may be used. These include the black, white, and red versions. One-color logos are ideal for designs that require a more streamlined or minimalistic approach while still maintaining brand recognition. Use these versions sparingly and only when the full-color logo is not appropriate, ensuring consistency across all brand applications.

Full-Color Logo & Clear Space



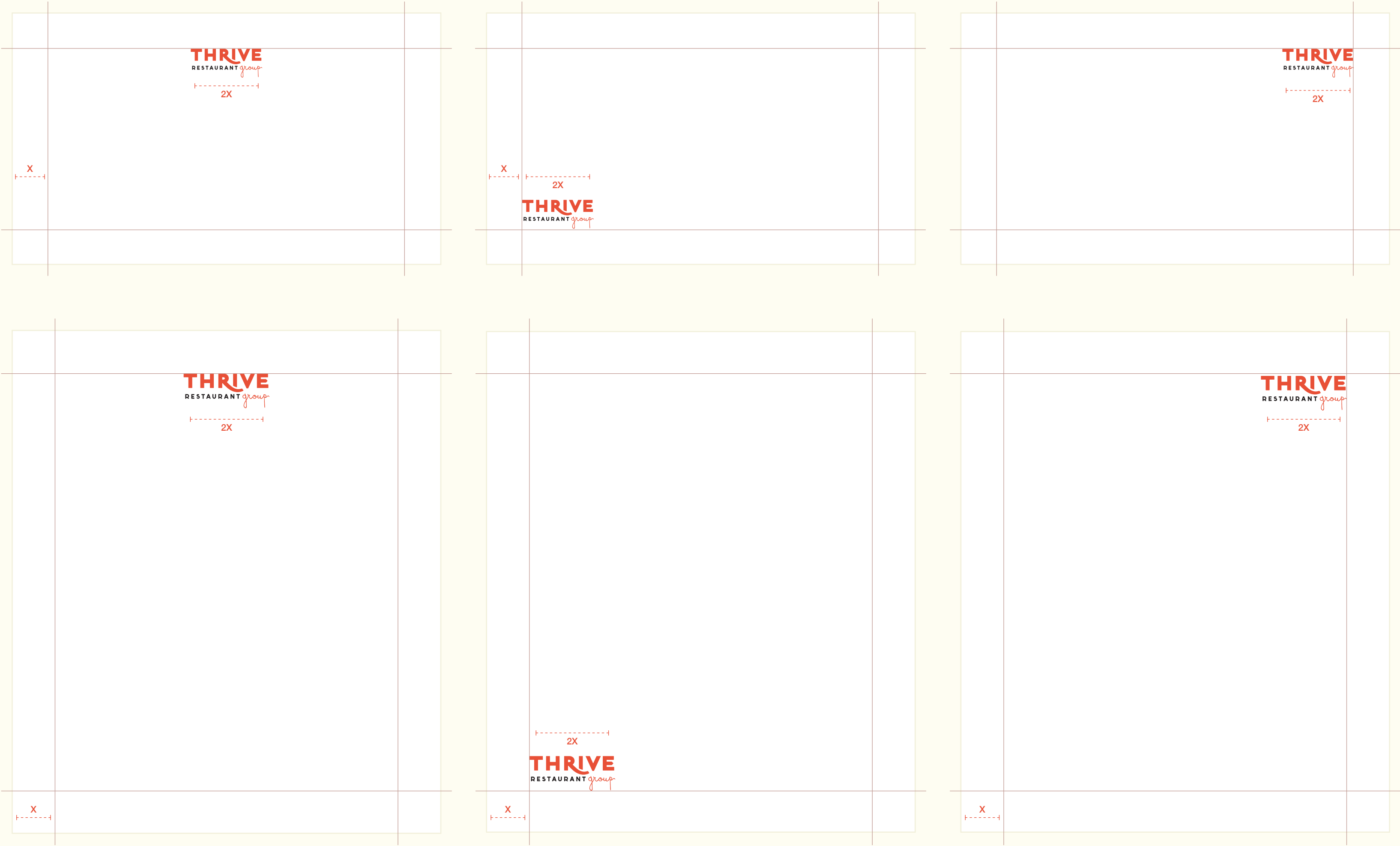
X=Height of Thrive logo

Alternate Colors



Logo | Logo Placement

Proper logo placement ensures consistency and professionalism across all branded materials. As shown in the diagram, the Thrive Restaurant Group logo must adhere to specific margin and spacing guidelines to maintain a clean, well-balanced look. The logo should be aligned with key margins, ensuring a clear and ample buffer between the logo and the edge of the layout. Refer to the diagram to the right for spacing examples. The logo should appear at a width at least two times the width of the margin. Logo size and spacing should always be respected to provide visual breathing room and preserve the integrity of the logo. These placement rules ensure that the logo is always positioned prominently, without feeling cramped or overwhelming.



Logo | Logo Lockups

A logo lockup is the combination of the Thrive Restaurant Group logo with partner or sub-brand logos. Lockups ensure a clear and cohesive presentation across all branding materials when more than one logo must be displayed together.

Centered

The centered lockup option maintains a balanced presentation by aligning the Thrive Restaurant Group logo and sub-brand logos in the middle. This format is ideal when space is evenly distributed or when symmetry is preferred in design layouts.

Left-aligned

The left-aligned lockup arranges logos along a shared baseline, with the Thrive Restaurant Group logo taking precedence on the left. This arrangement works well in narrow spaces and maintains a strong visual flow from left to right.

Logo Sizing

Maintaining proper logo sizing within lockups is essential for preserving brand hierarchy and ensuring legibility. The Thrive Restaurant Group logo should always be scaled proportionally to its accompanying logos, with the Thrive logo being at least the width of the margin in smaller compositions and at least two times the width of the margins in larger compositions. Spacing should be consistent, as outlined in the diagram, to give each element enough room to stand out while remaining visually cohesive.

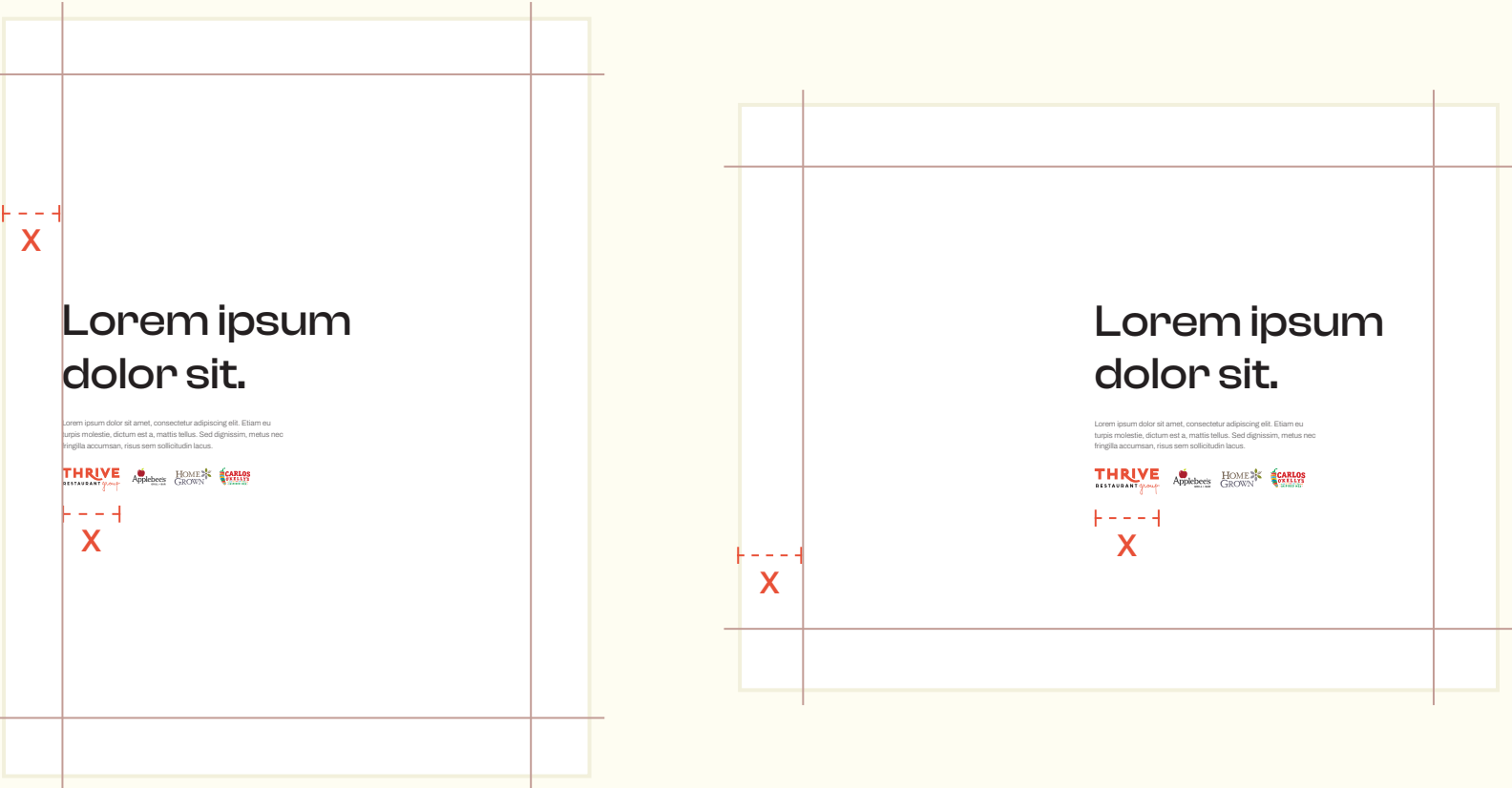
Centered



Left-aligned

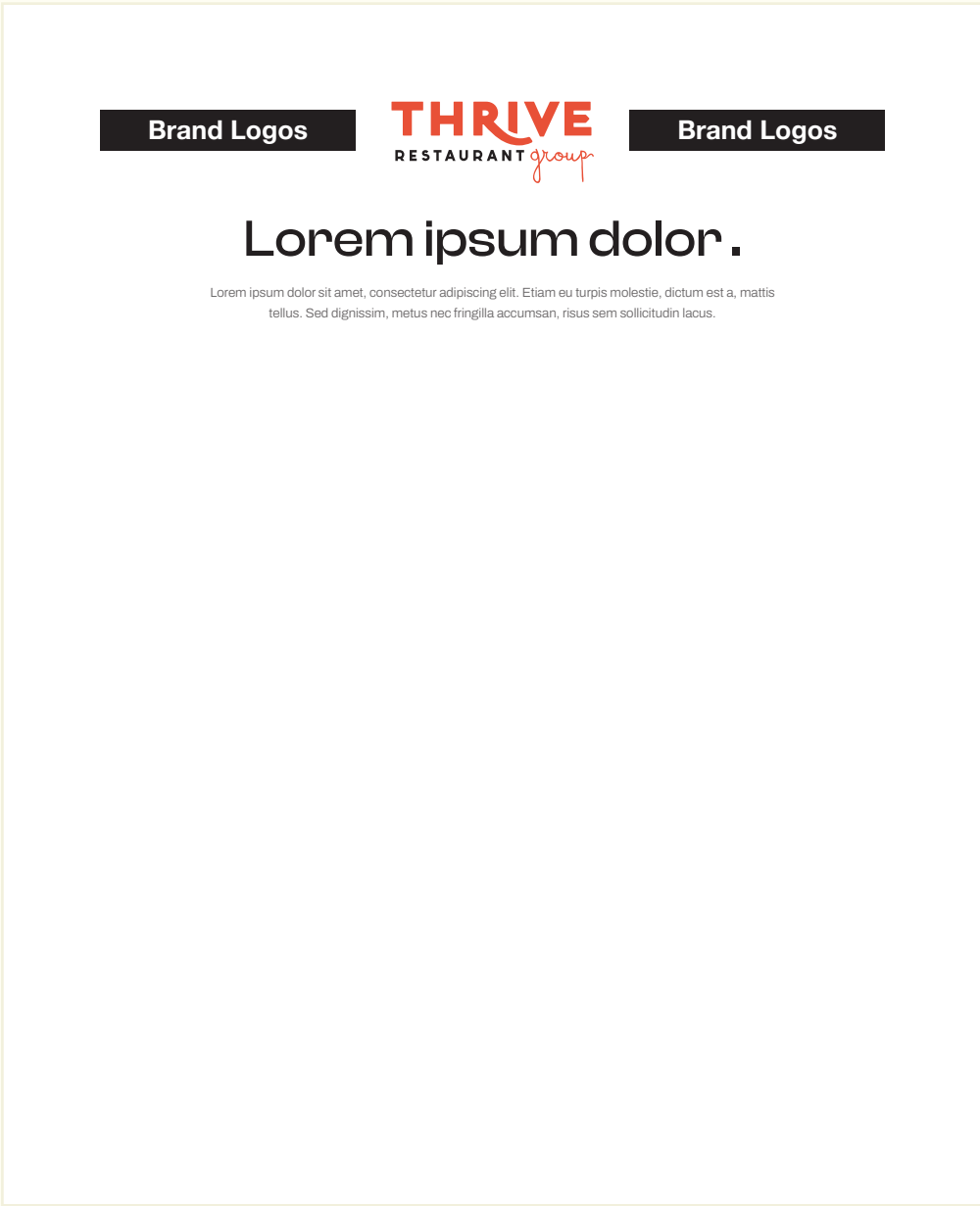


Logo Sizing



Logo | Grouped Logo Placement

Consistent and thoughtful logo placement helps establish a professional and cohesive brand identity across all documents. The diagrams shown here illustrate the recommended positioning for the Thrive Restaurant Group logo alongside sub-brand logos. When designing a layout, it's essential to carefully establish the hierarchy in which the logos will be placed to ensure proper emphasis and brand clarity. Ensure there is enough spacing between the logos and other design elements to avoid clutter and maintain clarity. Refer to the following page for information about logo lockups and spacing.



Logo | Usage Rules

To protect our logo and brand, avoid the following situations when using Thrive visual elements. These rules apply to all marks including, but not limited to what you see listed on this page. This list is meant to give a few examples, but is not an exhaustive list of usage rules for our brand.



Do not distort/stretch the logo.



Do not create unapproved lockups.



Do not alter the color of the logo.



Do not rotate the logo.



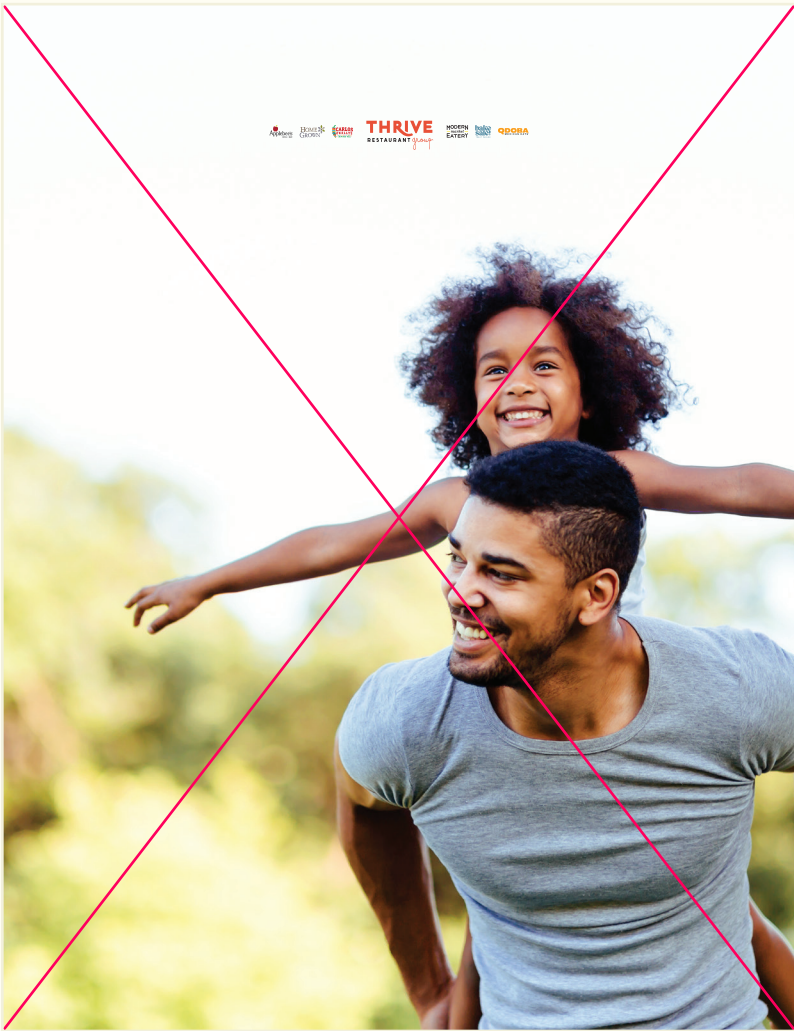
Do not put a shadow on the logo.



Do not place brand lockups in the middle of a composition or over a busy image.



Do not align the logo to the right of brand lockups.



Do not scale the brand logos too small.



Do not float the logo. Always align with content or place in a corner.

Color | Color Palette

Our color palette encompasses various tints of reds, yellows, and greens. Yellow and green have to be utilized sparingly, and we often opt for reds, white, and yellow tints instead. Strategic and intentional use of red is crucial for visual impact. However, moderation is key to preventing visual fatigue and maintaining the brand’s enduring appeal. These guidelines provide direction for creators, emphasizing the judicious incorporation of these colors to strike a balance between distinction and timelessness in visual applications. Utilize the following pages for further color usage guidelines.

Yellow

HEX	#f0d105
RGB	240, 209, 5
CMYK	8, 13, 100, 0
PANTONE	605 C

Red

HEX	#e85037
RGB	232, 80, 55
CMYK	3, 84, 86, 0
PANTONE	7417 C

Green

HEX	#897813
RGB	137, 120, 19
CMYK	44, 42, 100, 16
PANTONE	3985 C

Dark Red

HEX	#85382c
RGB	133, 56, 44
CMYK	31, 83, 83, 32
PANTONE	1815 C

Off-White

HEX	#fefdf2
RGB	254, 253, 242
CMYK	0, 0, 4, 0
PANTONE	Warm Gray 1 C

White

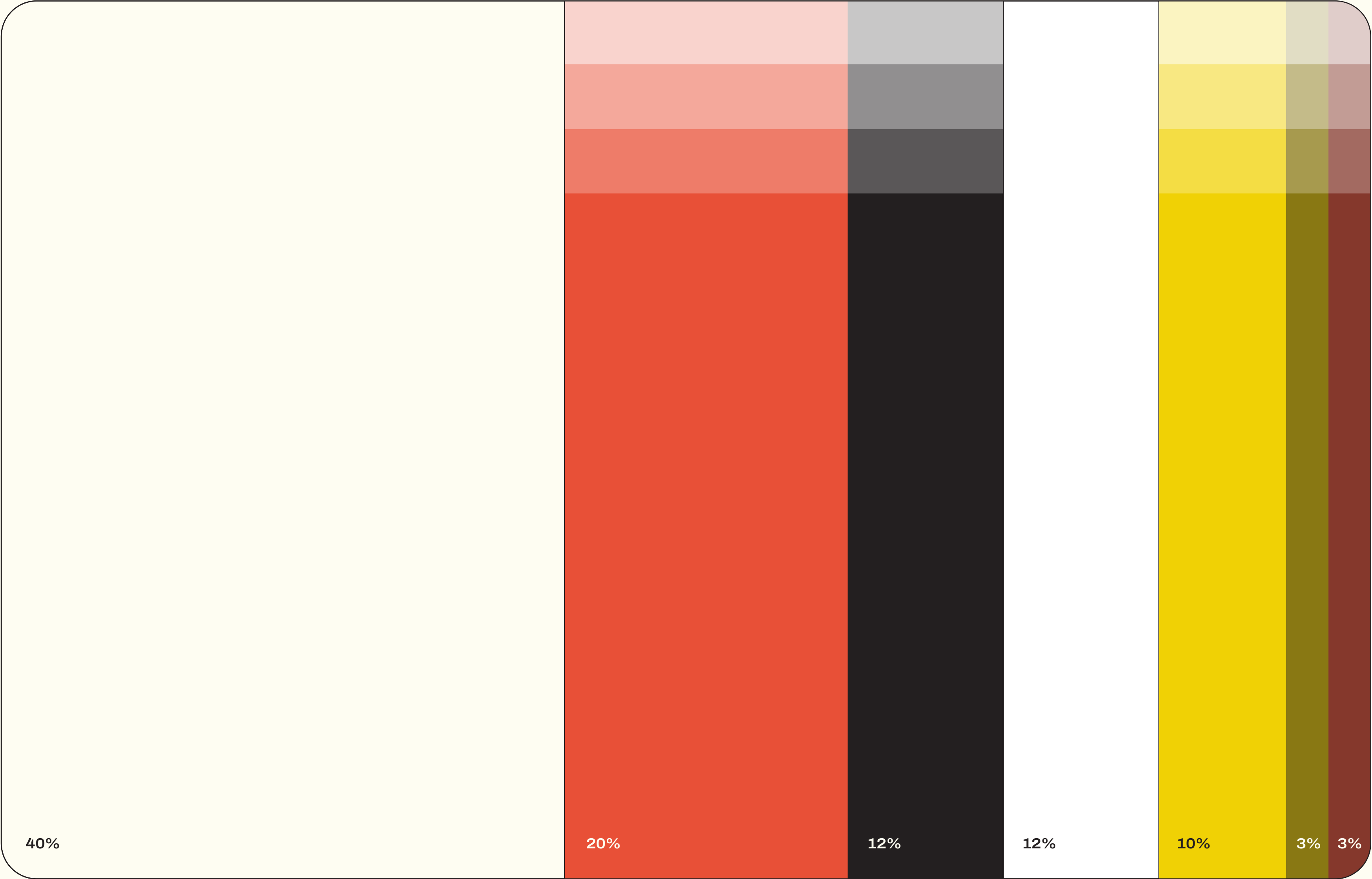
HEX	#000000
RGB	000, 000, 000
CMYK	00, 00, 00, 00
PANTONE	Bright White C

Black

HEX	#231f20
RGB	35, 31, 32
CMYK	70, 67, 64, 74
PANTONE	Black 3 C

Color | Color Distribution

In adhering to our color guidelines, it's essential to maintain a balanced ratio for optimal visual impact. The primary colors for Thrive are off-white, red, black, and white. Off-white dominates with a 40% usage, providing a clean and grounded presence. Red and black taking up around 30%, are strategically placed for maximum brand recognition and impact. White and yellow, at about 20%, play a crucial role in breaking up the intensity of the red and black, ensuring a clean and harmonious composition. The other colors, while not exceeding 10% collectively, serve as supporting elements, complementing the primary colors and adding depth to our visual identity. These ratios are fundamental in creating a cohesive and visually appealing representation of the Thrive Restaurant Group brand across various applications.



Color | Color & Logo Usage Rules

Making sure that the brand registers and has impact is not just a function of its size or color. The background upon which it's placed also plays a role. Having enough contrast between our logos and the background is important.

Refer to this guide to remove confusion about color usage and to know which color combinations are appropriate. Always use colors thoughtfully and in moderation. When overlaying logos or type on photos with the brand, stick to the all-white version unless the photo is black and white (then you can use a colored overlay design element). If you overlay a color element on a color photo, the design becomes busy and color confused.



Do use the multi-color logo only on simple backgrounds



Do use the one-color white logo on black or dark colored backgrounds



Do use the one-color white logo on black or dark colored backgrounds



Do use the one-color black logo on light backgrounds



Don't use unauthorized colors



Don't use unauthorized colors



Don't use a black logo on a dark background



Don't use a white logo on any light colored backgrounds

Typography | Fonts

Successful typography adds character and personality to every aspect of the Thrive Restaurant Group brand. Through print material, website pages, merch, and social posts — typography is one of the biggest manifestations visually of who we are. Refer to the fonts below and guidelines to follow for utilizing type for the Thrive brand.

Clash Display

Clash Display is a bold, modern typeface that adds confidence and distinction to the Thrive Restaurant Group brand. Its sharp angles and dynamic letterforms make it ideal for headlines and key messaging, ensuring strong visual impact. Paired with more neutral body fonts, Clash Display helps the brand stand out while maintaining readability across various materials.

Archivo

Archivo is a versatile, contemporary typeface that combines modernity with readability, making it an excellent fit for the Thrive Restaurant Group brand. Its clean lines and geometric shapes create a polished look, ensuring effective communication across various materials. When paired with bolder display fonts, Archivo enhances visual hierarchy while maintaining a friendly yet professional demeanor.

Clash Display

AaBb.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weight Variations

Clash Display Regular
Clash Display Medium
Clash Display Semibold

Acceptable Type Colors

Aa. Aa. Aa. Aa. Aa. Aa.

Archivo

AaBb.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weight Variations

Archivo Regular
Archivo *Italic*
Archivo Medium
Archivo *Medium Italic*
Archivo Semibold
Archivo *Semibold Italic*
Archivo Bold
Archivo *Bold Italic*

Acceptable Type Colors

Aa. Aa. Aa. Aa. Aa. Aa.

Typography | Usage Rules

The way fonts are set and displayed reflects our brand. Here are some helpful tips:

- Be sure to set the page margins to allow plenty of space around the edge of the page.
- Limit the use of bold and italic fonts to very specific words or phrases. If everything is bold, then nothing is bold.
- Contrasting typefaces for headlines and body copy provide a fresh, clean look for your design. Use the references to the right as a guide.
- When using all caps, space out your letters using at least 50 tracking or more. (Max 250)
- When using lowercase letters, use only 25 tracking or below. Do not space lowercase letters far apart from one another.
- Make sure your text has room to breathe. Notice the spacing examples between text and paragraphs and the spacing between lines, etc.
- While the font examples in these guidelines are provided for reference, it is recommended to consider them as a guide rather than strict rules.

Headline

Clash Display Medium, Tracking 0, Leading 110%

Subheadline

Clash Display Medium, Tracking 0, Leading 110%

Section Titles/Labels

Archivo SemiExpanded, Tracking 0, Leading 125%

Numerical Callouts

Clash Display Medium, Tracking 25, Match Leading

Body Text

Archivo Light, Tracking 0, Leading 150%

01 Thrive Restaurant Group

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XX%

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XX%

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XX%

Lorem ipsum dolor

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Design Elements | General Principles

At Thrive Restaurant Group, our design elements are guided by core principles that ensure a consistent and cohesive visual identity. Our approach focuses on creating a clean and vibrant aesthetic while emphasizing the approachability that defines our brand. By adhering to these general principles, we maintain a joyful and inviting presence that resonates with our audience. The following principles, “Less is More” and “Lean on Photography,” outline the foundational guidelines for our design strategy.

Less is More

We emphasize a clean yet vibrant aesthetic in all our designs. This means adhering to the principle of “less is more.” Our layouts should feature ample margins, clean and easy-to-read text, intentional use of colors, and a structured, organized approach. By keeping our designs simple and uncluttered, we create an approachable and inviting atmosphere that reflects our brand’s essence and allows our message to shine through clearly.

Lean on Photography

The connection between people and food is at the heart of Thrive Restaurant Group, and incorporating photography into our designs helps establish a warm and inviting atmosphere. By using images of happy diners enjoying delicious meals, we convey the joy and community that define our brand. Photography not only adds a personal touch to our designs but also highlights the unique dining experiences we offer, providing valuable insights to potential guests.

The image displays 12 distinct web design mockups for a restaurant brand, arranged in a grid. The mockups are organized into four rows and three columns. The first row features a large red hero section with white text, a top navigation bar, and a hero image with a food overlay. The second row includes a 'Key Facts' section with statistics, a 'Restaurant Brands' list, and a 'Discover the Flavor of Qdoba' section. The third row shows a 'Cultivate Kindness' section, a 'Modern Market Eatery' section, and a 'Qdoba' section. The fourth row contains a 'Discover the Flavor of Qdoba' section, a 'Qdoba' section, and a 'Qdoba' section. The mockups utilize a variety of color schemes, including red, orange, yellow, and blue, and feature high-quality food photography and clean, modern typography. The content is primarily in Latin placeholder text, with some specific brand names like 'Applebee's', 'Carlos O'Kelly's', 'HomeGrown', 'Modern Market Eatery', and 'Qdoba' included.

Design Elements | Photography

Photography is an essential companion to our content. It creates an emotional connection, a sense of place, or empathy with our audience. Thrive’s photography focuses on authenticity and professionalism, with natural lighting, minimal styling, and a neutral tone to reflect its people-first culture and corporate ethos. Sub-brands, however, have more distinctive visual styles tailored to their brand personality, using varied lighting, mood, and color.

Thrive Photography Style

Authentic, Neutral, Professional, Natural, Clean, Approachable.

Thrive Photography Tone

The photography should feel real and human, focusing on natural moments with minimal post-production editing. The goal is to highlight genuine interactions, team collaboration, and a transparent work environment. Images should exude warmth, but remain corporate and clear, avoiding overly stylized or exaggerated visuals.



Design Elements | Photography

When & How to Choose Photography

General Thrive Content

General Thrive Content: For content representing Thrive as a whole (such as corporate messaging, team profiles, or leadership communication), stick to the neutral and warm Thrive style. Photos should convey authenticity and professionalism with natural environments and soft lighting.

Sub-Brand Photography

When working on content for specific restaurant brands, you'll need to align with that brand's unique aesthetic. This could mean bright, high-energy shots or more moody, atmospheric imagery. Each brand has its own visual identity that should be distinct from Thrive's corporate style.

Determining What to Use

- Ask yourself: Does this content refer to Thrive overall, or is it brand-specific?
- For corporate-wide content: Stick to the neutral, clean Thrive aesthetic.
- For brand content: Lean into the brand's defined visual language, using stylized photography that reflects its character.

Mixed Content

For materials that reference both Thrive and its sub-brands, blend styles carefully. Use Thrive's corporate photography as the primary imagery, while incorporating brand-specific photos as accents to acknowledge their individual aesthetics.

Practical Tips

Lighting

Thrive photos use natural lighting; avoid overly bright, saturated, or moody visuals unless tied directly to a sub-brand.

Composition

Keep photos clean and simple. For corporate use, avoid overly complex scenes or stylized edits that detract from the people-first message.

Usage

Be mindful of using the correct photography style for the context. For any general Thrive communications (annual reports, employee handbooks, or leadership messaging), always default to the more natural and warm, corporate style. Brand-focused materials (menus, promotions, social media) should strictly use brand-specific photography.

Design Elements | Photography

When using photography for the Thrive Restaurant Group brand, it's important to maintain a natural, authentic, and professional look that aligns with our core values. Photography should feel genuine and inviting, avoiding elements that distract from the subject or compromise the integrity of the image. To ensure consistency and quality, adhere to the following guidelines and avoid common pitfalls that can detract from our brand identity.



Do not distort/stretch the photo.



Do not include Thrive proprietary materials.



Do not use highly edited photography.



Do not use extreme crops on subjects.



Do not use harsh or dramatic lighting.



Do not use metaphorical photography.

Design Elements | Iconography

Iconography plays a vital role in supporting Thrive Restaurant Group's brand identity by enhancing clarity and visual communication. Whether through illustrative icons that bring personality to our messaging or functional web icons that ensure ease of use in digital applications, each element is carefully crafted to maintain consistency and reinforce our brand values. The following guidelines outline how to appropriately use both illustration and web icons to create a cohesive visual experience.

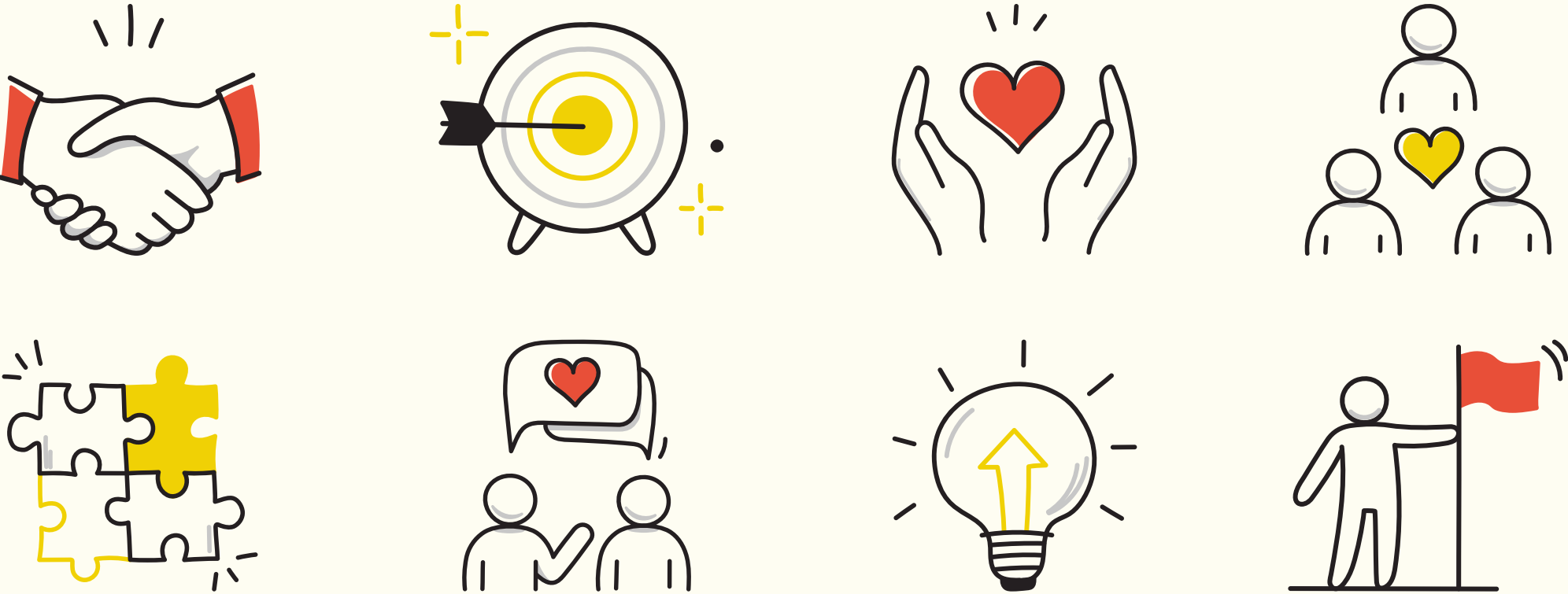
Illustration Icons

Our illustration icons reflect the adventurous spirit of the Thrive brand, combining energy and character with a clean, lively style. These icons aren't just decorative elements; they help communicate complex ideas simply and effectively. Each icon is designed with the brand's custom aesthetic, adding both personality and clarity to our messaging. By adhering to our brand colors, these icons enhance the overall visual identity while supporting the brand's dynamic and innovative image.

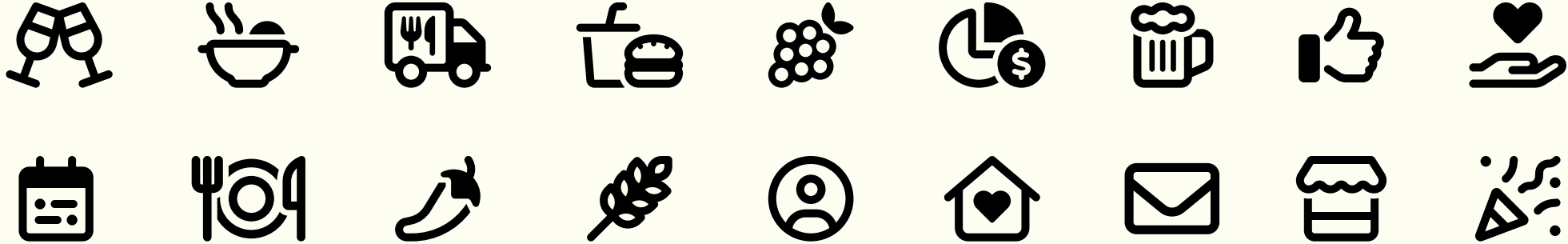
Web Icons

Our web icons are a standard set designed to maintain consistency and clarity across digital platforms. They are clean, functional, and align with the overall visual style of the Thrive brand. When selecting web icons, it's essential to ensure they are simple, recognizable, and cohesive with our existing design language. Refer to the examples shown to guide your selection and ensure consistency.

Illustration Icons



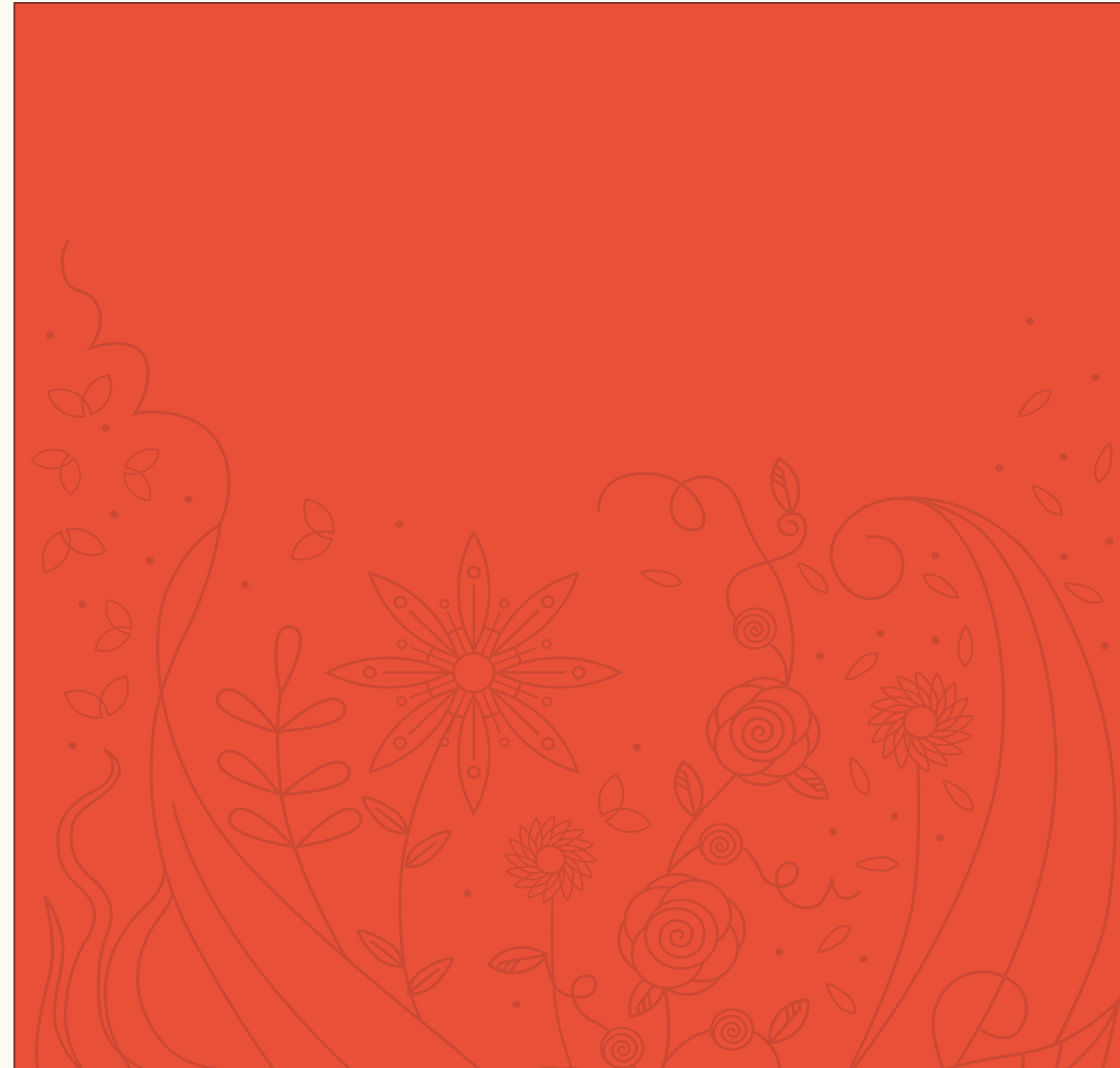
Web Icons



Design Elements | Patterns

Patterns are an on-brand way to add design elements and interest to Thrive Restaurant Group's content. Our pattern is a whimsical and organic illustration of flourishing plant life. This pattern can be utilized with four color combination options shown to the right. Keep these things in mind when using patterns:

- Use opacity to push the pattern subtly into the background, so it does not compete with what the main focus of the design might be (max 25%.)
- Sometimes layer blending effects like “Multiply” may be used to help the pattern blend with your background.
- Don't use a pattern with an abundant amount of text – it makes a design hard to read and visually busy.
- Don't use icons or other brand elements to create new patterns that aren't included in these guidelines.



Brand Applications



Apparel & Merch

Anyone working on behalf of Thrive Restaurant Group is representing our brand — what everyone wears and uses matters. We take pride in our appearance and want all team members to appear clean and respectable to the person with whom they're interacting. We believe perception matters and ask our team members to represent the Thrive brand proudly. Follow previously noted logo and color usage guidelines for using our brand elements on any Thrive gear.





Print | Brochures & Flyers

Printed material is integral to maintaining a cohesive and professional brand image across various communication materials. Consistency in design elements, such as logos, fonts, and color schemes, ensures that every piece of stationery aligns seamlessly with the overall brand identity. This uniformity not only bolsters brand recognition, but also establishes a sense of reliability and trust. Legibility, another crucial aspect, guarantees that the information presented on stationery is easily comprehensible, fostering effective communication. By adhering to these guidelines, we want to underscore our commitment to professionalism, leaving a lasting impression that reflects attention to detail and a dedication to quality in every aspect of our operations.

Brochures & Flyers

Brochures and flyers should present clear, concise information while maintaining brand consistency in logos, fonts, and colors. Prioritize legibility and keep the design clean to ensure key messages stand out. A well-designed piece will engage the audience, reinforce professionalism, and leave a lasting impression.



Thrive Restaurant Group Announces Acquisition of Denver Based Modern Market Eatery

September 4, 2024

Thrive Restaurant Group announced the acquisition of Denver based restaurant concept Modern Market Eatery. Modern Market includes restaurants in Colorado, Kansas, Missouri, and Texas, with licensed locations in Colorado, Georgia, Indiana, and Massachusetts. Thrive has been a franchisee of Modern Market since 2022.

"We have believed in Modern Market and its people since we first had an opportunity to become a franchisee," said Jon Rolph, CEO of Thrive, "the culinary innovation focused on fresh, healthy options is positioned to become a leader in this space. We are excited to welcome the Modern team into Thrive believing this brand has a very bright future and to help write the next chapter in the story to bring clean, nourishing, and delicious food to our guests across the country."

Modern Market was created in 2009 by founders Anthony Pigliacampo and Rob McColgan with a vision to make fresh, wholesome food from scratch. Robin Robison, current COO of Modern Market, will assume the role of President of the brand for Thrive. "Jon and the Thrive team have been a great partner, and together I am confident we will guide this brand into the future with a focus on the incredible people who have made this company so special," said Robison. Thrive Restaurant Group had previously purchased three Modern Markets in Austin, TX, and has built two Modern Markets in the Kansas City area. The acquisition expands the Thrive holdings into seven total states, operating 24 restaurants and 5 licensed locations.

Modern Market was founded to make people happier through food. The simple mission is to enrich lives with clean, nourishing, and delicious food featuring classic favorites and unexpected delights. The concept focuses on whole, sustainable ingredients, crafting every dish with the inspiration of the bright, colorful, and flavorful fare of the farmer's market.

About Thrive Restaurant Group

We have been serving people and food for over 50 years. Founded by Darrel and David Rolph, we have our roots in the earliest Pizza Hut days, and our values are centered on serving and treating people with respect. Operating over 190 restaurants across 6 brands, we believe that everybody matters, wants to make a difference, and that the experience of work can enrich people and contribute to their flourishing in life. We strive to create a work environment where everyone can flourish and reach their potential.

Learn more:
www.thriverestaurantgroup.com

Follow us on LinkedIn:
www.linkedin.com/company/thriverestaurantgroup

Contact

Matt Burchett, SVP - Strategy & Social Impact, mburchett@thriverg.com



Name

Clash Display Medium, 16 pt Font Size, Tracking 0

Job Title

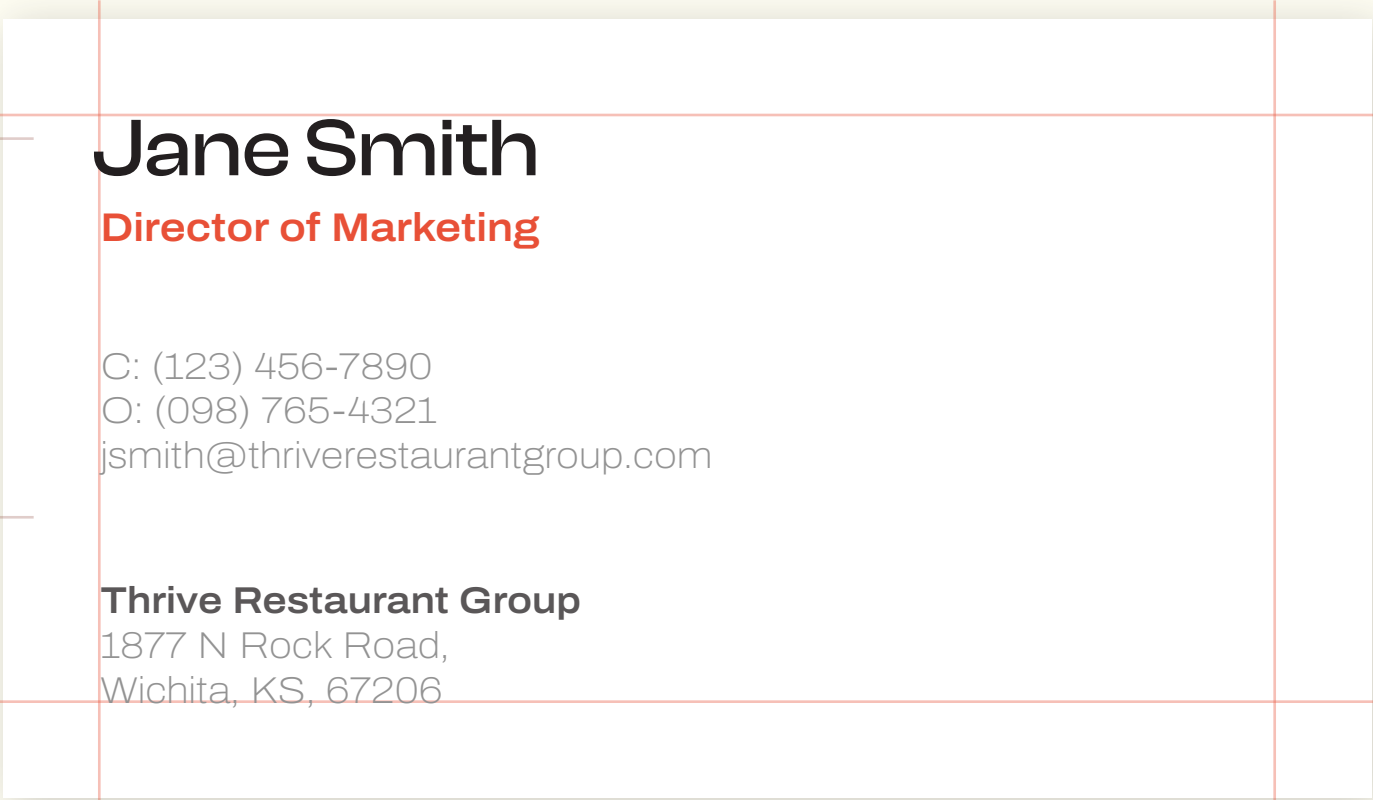
Archivo SemiExpanded SemiBold, 8 pt Font Size, Tracking 0

Details

Archivo SemiExpanded Thin, 7 pt Font Size, Tracking 0

Details Header

Archivo SemiExpanded SemiBold, 7 pt Font Size, Tracking 0



Print | Letterhead & Envelope

Header Type

Archivo SemiExpanded Thin, 8 pt Font Size, Tracking 0

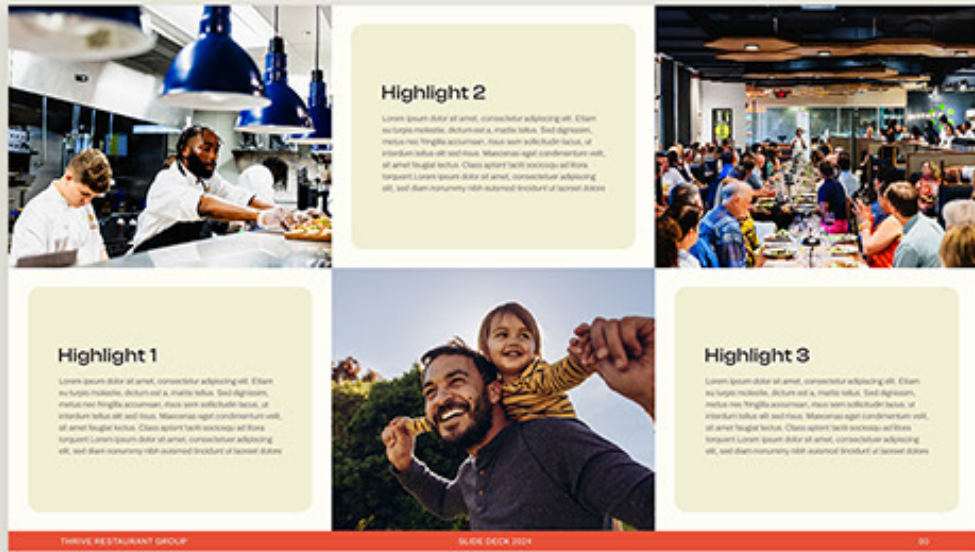
Body Type

Archivo Light, 8 pt Font Size, 11 pt Leading



Digital | General Principles

Whether it's slide decks, websites, or multimedia presentations, ensure consistency by incorporating our brand's color palette, typography, and dynamic design elements. Embrace a user-friendly approach, optimizing layouts for easy navigation and readability. Infuse visual elements that evoke the reliability and innovation Thrive Restaurant Group stands for, creating a cohesive digital presence that resonates with our audience and reinforces our brand identity across the digital landscape.



Digital | Social Media

In today’s digital landscape, social media stands as a powerful conduit for brand communication, making it essential for Thrive Restaurant Group to harness its potential effectively. Adhering to our branding guidelines ensures a consistent and impactful presence across various social platforms. When representing the Thrive brand on social media applications such as Instagram, here are a few things to note (refer to the examples on the right):

- Use of an accepted social media mark (keep consistent through all platforms.)
- Use of an accepted Thrive pattern or photo consistent with brand imagery as the cover image.
- Use of accepted brand colors in all aspects of the profile, like the profile image and posts
- Words are properly capitalized and punctuated
- Posts reflect the target market of that social context



Let's flourish together.

Flourishing people & thriving businesses



Thrive Restaurant Group

Applebee's | HomeGrown Kitchen | Carlos O'Kelly's | Bakesale | Modern Market | Qdoba

Restaurants · Wichita, KS · 3K followers · 5K-10K employees

+ Follow

Message



Thrive Restaurant Group

3,055 followers

1d · Edited ·

Last week team members and guests across the [Thrive Restaurant Group Applebee's Neighborhood Grill + Bar](#) locations raised \$83,000 to support disaster relief efforts. ...more

Tuesday, January 28

Lorem Et Ipsum Sit Dolor

Sit amet adipiscing elit consectetur.





Thrive Restaurant Group

3,055 followers

1d · Edited ·

Last week team members and guests across the [Thrive Restaurant Group Applebee's Neighborhood Grill + Bar](#) locations raised \$83,000 to support disaster relief efforts. ...more

Lorem Amet Ipsum Sit Dolor

Sit amet adipiscing elit consectetur.





thrivrestaurantgroup

Thrive Restaurant Group

Let's make a positive difference.
50 years strong, over 200 locations & counting.













Applebee's

Bakesale

Carlos O'Kelly's

HomeGrown

Modern Market

Qdoba



Lorem Ipsum Dolor



Founded in

1975

Headquartered in

Wichita Kansas

19

States

200+ Restaurants

8000+ People

Restaurants Brands

139+ Applebee's

1 Bakesale

13+ Carlos O'Kelly's

11 HomeGrown

30 Modern Market Eatary

Qdoba

Thrive Restaurant Group

Brand Guidelines | 36

Digital | Email

Email design plays a crucial role in maintaining a consistent and engaging brand presence in digital communications. Thrive emails should be clean, easy to navigate, and visually aligned with our brand identity. Use clear, concise messaging paired with high-quality imagery that reflects our brand values. Ensure that fonts, colors, and logo placement follow the established guidelines to create a cohesive look across all emails. Additionally, design with mobile optimization in mind to guarantee readability and a seamless user experience across devices.





Thrive Restaurant Group Announces Acquisition of Denver Based Modern Market Eatery

September 4, 2024

Thrive Restaurant Group announced the acquisition of Denver based restaurant concept Modern Market Eatery. Modern Market includes restaurants in Colorado, Kansas, Missouri, and Texas, with licensed locations in Colorado, Georgia, Indiana, and Massachusetts. Thrive has been a franchisee of Modern Market since 2022.

Learn more →



Lorem Ipsum

Sediti odi odi occatem excoerspiti maiorem porest as sum inissim usant. Velit et auda di ulparit experferro et aut quis enim faccupatas aut officit im fugiae nust repro ditatiam que sus ex elest, nulparco hillit et quas samus eum quiatiure sitaestis nonet harum nobit as eostibus, occustiorum iunt. Itatem harum liqui aut venim simoluptis qui.

Learn more →

Lorem Ipsum



ulparit experferro et aut quis enim faccupatas aut officit im fugiae nust repro ditatiam que sus ex elest, nulparco hillit et quas samus eum quiatiure sitaestis nonet harum nobit as eostibus, occustiorum iunt. Itatem harum liqui aut venim simoluptis qui.

Learn more →





Lorem Ipsum Dolor Sit Amet Adipiscing

Philanthropy Work

Learn more →

In Other News...











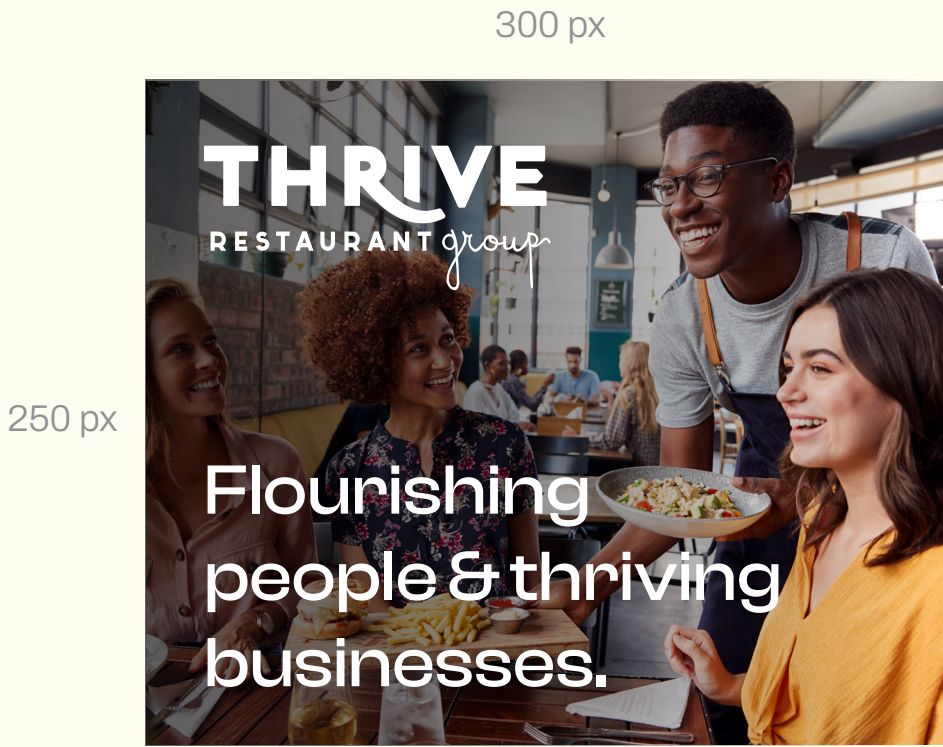
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Thrive Restaurant Group

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Digital | Digital Ads

Digital ads are an essential touchpoint for communicating the Thrive brand to a wide audience. Each ad should be visually striking while maintaining simplicity, ensuring the message is delivered clearly and effectively. Use vibrant, on-brand colors and high-quality imagery to capture attention, while keeping text concise and to the point. Consistent use of logo placement, typography, and brand elements is crucial to ensure brand recognition across various platforms. Additionally, ads should be optimized for different screen sizes and formats to create a seamless experience across digital channels. Refer to the examples on the right for instances of size variations.



60 px



Closing



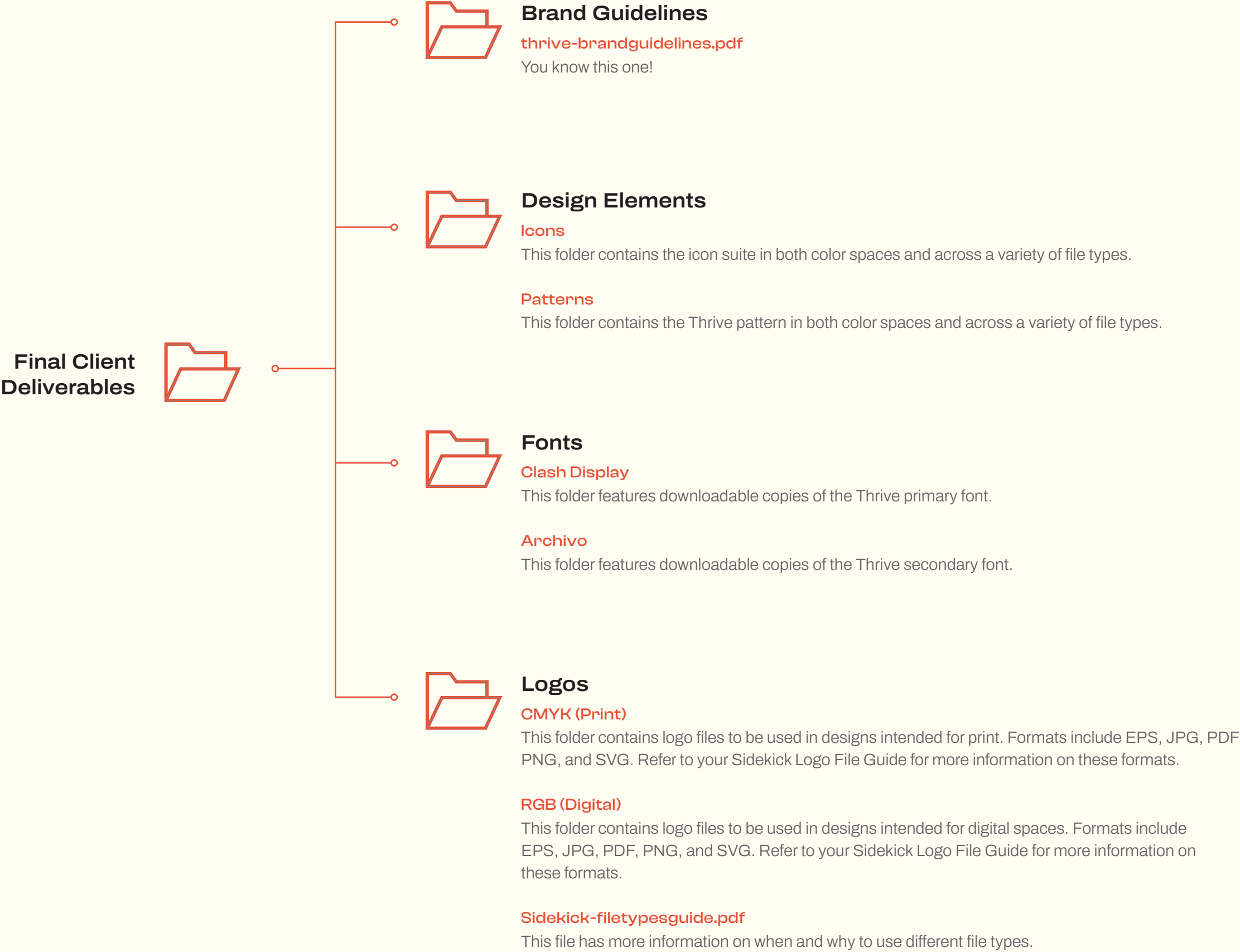
Final Remarks

Take what you've learned in these guidelines and implement it in Thrive Restaurant Group environments, digital landscapes, and beyond! You are a valuable part of making the Thrive brand come alive — help us champion it by embodying our values and extending our brand to our customers.



Additional Resources | File Guide

Use this diagram to help navigate your brand assets.



Additional Resources | Stock Photography

Photography is a vital aspect of the Thrive Restaurant Group brand, capturing the warmth and personality of each restaurant. For high-quality stock photos that align with our brand's image, [Unsplash.com](#) and [Pexels.com](#) are the most reliable free resources. When searching these sites, use relevant keywords such as “restaurant,” “genuine customer interaction,” and “fresh food presentation” to find images that best reflect the spirit of our brand.





Contact Information

These guidelines were created by Sidekick Creative Agency in Waco, Texas. For any inquiries or further assistance, please reach out to us using the contact details below. We're here to help with any questions or support you may need. If you need help navigating your file types, please reach out to your Sidekick Creative Agency contact or email hello@sidekick.agency.

Email

hello@sidekick.agency

Website

sidekick.agency

Instagram & Vimeo

[sidekickagency](https://www.instagram.com/sidekickagency)

Facebook

[sidekickcreativeagency](https://www.facebook.com/sidekickcreativeagency)

