



BRAND GUIDELINES

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1.1.1

Logo

LOGO SUITE

The HomeGrown logo is the centerpiece of our brand identity, capturing our values, warmth, and grounded personality. Every element, from color to type, is designed with purpose to feel familiar and trustworthy. The primary logo should be used most often across materials, packaging, and digital platforms to ensure consistency and recognition. Our secondary logo and icon offer simplified options for smaller spaces or special applications. Use them only when the primary logo doesn’t fit, and always maintain balance, clarity, and a strong connection to the HomeGrown look and feel.

Primary + Tagline



Secondary + Tagline



Secondary



Primary



Icon



1.1.2

Logo

USAGE RULES

To protect our logo and brand, avoid the following situations when using HomeGrown 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.



Don't distort/stretch the logo.



Don't create unapproved lockups.



Don't outline the logo.



Don't put a shadow on the logo.



Don't use any unapproved colors.



Don't place a light logo on a light background.



Don't place a dark logo on a dark background.



Don't place a color logo on a photo.

1.1.3

Logo

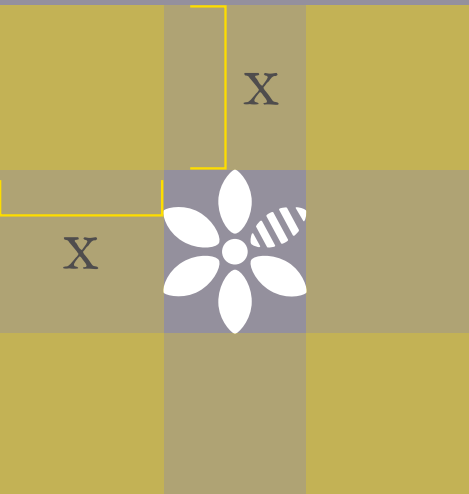
CLEAR SPACE

To keep the HomeGrown logo clear and impactful, always give it room to breathe. Maintain a minimum amount of empty space around the logo equal to the height of the flower icon. No text or graphics should appear within this area. This ensures the logo stays visible and uncluttered in every application.

MINIMUM HEIGHT

For legibility, never use the logo smaller than the heights listed to the right. Whenever possible, use it larger to maintain clarity and presence. The logo should always appear in a prominent, easy-to-see position.

CLEAR SPACE = HEIGHT OF FLOWER ICON



MINIMUM HEIGHT



0.75" / 54 px



0.5" / 36 px



0.5" / 36 px



0.25" / 18 px



0.5" / 36 px

1.2.1

Color

PALETTE

Our color palette reflects the heart of the HomeGrown brand. It's built around purple and supported by an array of grays, white, and accent colors. Use accent colors thoughtfully and keep their application balanced.

Color should enhance, not overwhelm. Consistent, intentional use helps our visuals feel fresh, recognizable, and timeless. Refer to the following pages for detailed color guidelines.

BLACK	#241f21	RGB: 36, 31, 33	CMYK: 70, 69, 63, 73					
				80% Tint	60% Tint	30% Tint	20% Tint	10% Tint
DARK PURPLE	#646070	RGB: 100, 96, 112	CMYK: 63, 59, 41, 17					
PURPLE	#94909d	RGB: 148, 144, 157	CMYK: 45, 40, 29, 1					
YELLOW	#fddd00	RGB: 253, 221, 0	CMYK: 2, 9, 100, 0					
GREEN	#868f2e	RGB: 134, 143, 46	CMYK: 42, 22, 100, 20					
BROWN	#756252	RGB: 117, 98, 82	CMYK: 0, 18, 31, 66					
OFF-WHITE	#fffef4	RGB: 255, 254, 244	CMYK: 0, 0, 4, 0					

Color

DISTRIBUTION



Dark Purple & Purple, 60%

Functioning as the identifying colors of the HomeGrown brand, dark purple and purple should be prominently featured in designs. These colors are soft and approachable, lending the brand warmth and familiarity.

Off-White, 16%

Coming third after the primary purples, off-white enhances designs as a warm neutral.

Yellow, 12%

Yellow acts as HomeGrown’s main accent color, infusing energy into an otherwise soft palette.

Black, Green, Brown, 12%

These darker accent colors act as defining anchors to the HomeGrown brand. Black is especially useful in this context, given its versatility with tints.

1.2.3

Color

COLOR & LOGO USAGE RULES

A strong logo depends on more than size or color, the background matters too. Always ensure there's enough contrast for the logo to stand out clearly.

Use this guide to choose the right color combinations and avoid visual clutter. When placing the logo or type over photos, use the all-white version for clarity. If the photo is black and white, you may use a colored overlay element. Avoid layering color elements on color photos to keep the design clean and cohesive.



Do: Full-color logo on simple backgrounds



Do: Light logo on dark backgrounds



Do: Dark logo on light backgrounds



Don't: Unauthorized colors



Don't: Light logo on light backgrounds



Don't: Dark logo on dark backgrounds

Grit Primer

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

01234567890!@#\$%&*()-+

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890!@#\$%&*()-+

Grit Primer is the cornerstone of the HomeGrown brand’s typography. Its handcrafted feel and subtle texture give our communications a sense of warmth and authenticity, reflecting the honest, down-to-earth spirit of our restaurant. The font balances approachability with professionalism, making it versatile for headlines, menus, and digital applications alike. When used consistently, Grit Primer helps our brand voice feel genuine, welcoming, and unmistakably HomeGrown.

Lato is our supporting typeface, chosen for its clarity, balance, and versatility. Its clean, modern lines make it ideal for body copy, captions, and supporting text across print and digital materials. Lato provides a simple, readable foundation that complements the character of Grit Primer without competing with it. Together, they create a clear and approachable visual voice that feels professional, friendly, and distinctly HomeGrown.

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 provides 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.

H1 Grit Primer Bold, 126 pt

Amet Consectetur

H2 Grit Primer Bold, 48 pt

Lorem ipsum dolor sit amet adipiscing elit.

H3 Lato Black, 20 pt, 100 tracking

TATUM ET MOLUPTATENIM

Body Lato Light, 15 pt, 27 leading

Otas ut doluptaerum quossedipid expe secero expe vel inullorro que rem faccati doluptae aborisi inverum fugiti aniam autae molorem. Agnim re plibusc ipicia quiate volo ventota perume plignate la et, et del ium ium eum et et labo. Andiam et ut is et as erit moditetur?

Andicia nest, conet ut aut vel is quae simpori busam, qui untis ipsanim olorpor umendan dioria dis porestis doloreius eum eumque vid quates sim facessus diti quam ullabor porrum fugia sa quid utem utaturias sitatem poreni dignatisquos eventium non est exerit ditiatusapis aut quatectur aut latur autatiis cus autatur, quidis a sunt mod min plitio. To mos as maxim.

Texture - Background



Flower - Icon



Text Graphic - Cultivate Kindness



Flower - Graphic



Text Graphic - Kind is Cool



Texture - Dotted Line



1.4.1

Design Elements

GENERAL PRINCIPLES

HomeGrown’s design elements add texture, warmth, and personality to our brand. Subtle backgrounds, brushstrokes, and dotted lines bring a handcrafted feel, while our flower icon and graphic add a sense of care and connection. Short text graphics like “Cultivate Kindness” and “Kind is Cool” reinforce our values and help the brand feel friendly and human. Use these details thoughtfully to add charm and character without overwhelming the design.

Textured Background

Adds a rustic interest to otherwise plain colored backgrounds.

Brushstroke Border

Adding slight irregularity to section borders creates character.

Photo Frame

Creates dimension & enhances that cozy, right-at-home feeling.

Bringing Kindness to Classrooms Across the Country

This fall HomeGrown Kitchen and CHARACTER COUNTS! are partnering to bring kindness to the classroom! Through partnerships with local schools and teachers, the hope is to deliver the Kindness 101 curriculum and Acts of Kindness grants to 5th grade classes across the country.

CHARACTER COUNTS

Raising Leaders

The Robert D. and Billie Ray Center at Drake University is the global home of CHARACTER COUNTS! Our mission is to improve civility through character development and ethical leadership. Through public awareness and programming grounded in research, The Ray Center helps create strong, vibrant communities that value positive, healthy relationships and respectful behavior. Our initiatives benefit people of all ages and are easily adaptable for families, schools, workplaces, and athletic teams.



As the global home to CHARACTER COUNTS!, our instruction is inspired by the Six Pillars of Character – trustworthiness, respect, responsibility, fairness, caring, and good citizenship.



HomeGROWN KITCHEN

Cultivate Kindness

That’s the philosophy we had in mind when they created HomeGrown. Whether we’re spreading sprinkles on pop tarts, sizzling up bacon or serving up locally-sourced dishes, we believe that a little kindness can change everything. After all, if we help each other start the day right, we’re certain we will also awaken a chain of positive acts that cultivate kindness throughout our community.

SEASONAL DRINKS

FOR ALL AGES

Pumpkin Pie Latte 55
HomeGrown’s twist on this tasty fall classic. Served hot or cold.

SETTING THE BAR

Must Be 21 to Order

Whiskey Maple Cream Latte 95
Whiskey, real maple syrup, espresso, & cream. Served hot or cold.

Peach Bellini 95
Sparkling prosecco, fresh-squeezed orange juice, peach puree, & Giffard peach liqueur.

COFFEE & MORE

Brewed Coffee 375
Bottomless HomeGrown house-blend coffee.

Real Deal Hot Chocolate 5
Rich chocolate syrup & Lehigh Valley Dairy’s milk. Creamy & delicious.

Fresh Brewed Iced Tea 3
Hand-selected black tea blends from Argentina, Malawi, & China.

Loose Leaf Hot Tea 5
Leaf Logic Tea Bee’s Knees Chai
Rich & full-flavored chai spice.
Whole Health Teas Cherry Blossom Green Tea
Fruity, floral, & delicious.
Whole Health Teas Strawberry Honey Black Tea
Hints of fresh strawberry & sweet honey nestled in black tea.

FRESH JUICE

Orange Juice** 55
Fresh-squeezed.

Lemonade** 4
Fresh-squeezed.

Jolly Green** 7
Apple, cucumber, celery, spinach, kale, grapes, & lemon.

Sunrise** 7
Carrot, apple, pineapple, & fresh ginger.

BUBBLES, BLOODY MARYS, & BOOZE

Mimosa 95
Fresh-squeezed orange juice & prosecco.

Sunshine Margarita 95
Fresh-squeezed orange juice margarita, Reposado tequila, & Waterman’s orange liqueur.

Mimosa Rising 105
Reposado tequila, prosecco, & fresh-squeezed orange juice.

Beermosa 9
Optimal Wit beer & fresh-squeezed orange juice.

Irish Hug 95
Five Farms Irish Cream, Jameson Irish Whiskey, & espresso over ice.

HG Bloody Marys 95
HomeGrown’s Original
Bloody Mary mix laced with nectar hot sauce & vodka garnished with bacon, celery, & pickle spear.
Spicy Habanero Infused
Garnished with bacon, celery, & jalapeño.

**Juices that are fresh-squeezed & not pasteurized may contain harmful bacteria that can cause serious illness in children, the elderly, & persons with weakened immune systems.



cultivate kindness

That’s the philosophy that Jon & Lauren Rolph had in mind when they created HomeGrown Alexandria. From sprinkling Pop’d Hearts with love to sizzling bacon & serving up locally sourced dishes, we believe that every act of kindness—big or small—can make a meaningful difference. By supporting local makers, growers, & producers, lifting up our neighbors, & starting each morning with care, we’re not just serving breakfast—we’re cultivating kindness throughout the community we call home.



Textured Background

Adding a distressed feeling to any graphics can make them feel more hand-done, more HomeGrown.

Flower Graphic

Used here as a sort of divider or anchor, this flower adds structure & interest.

Word Graphic

Adds warmth to the design & insight into HomeGrown values.

1.4.2

Design Elements

USAGE RULES

Use design elements with intention. A few thoughtful touches go a long way in keeping the HomeGrown brand clean, warm, and cohesive.

A well-balanced design feels effortless; it lets the warmth of the HomeGrown brand shine through without overwhelming the viewer.

KEEP IT SIMPLE.

Don't use every design element at once. Choose one or two that support your layout and message.

USE TEXTURE SUBTLY.

Textural backgrounds and overlays should enhance the design, not distract from it.

BE SELECTIVE WITH COLOR.

Stick to a focused palette. Using too many colors can make designs feel busy and off-brand.

BALANCE GRAPHICS & TYPE.

Elements like brushstrokes, dotted lines, and floral accents should frame or highlight content, not compete with it.

AVOID CLUTTER.

Leave room for the content to breathe. White space helps designs feel calm and welcoming.

USE TEXT GRAPHICS SPARINGLY.

Phrases like “Cultivate Kindness” or “Kind is Cool” work best as accent pieces, not main headlines.

STAY CONSISTENT.

Follow the same visual style and tone across all materials to maintain a unified look.

PRIORITIZE LEGIBILITY.

Make sure textures or overlays don't reduce contrast or make text hard to read.

1.4.3

Design Elements

PHOTOGRAPHY

HomeGrown photography should feel warm, genuine, and inviting. Focus on people captured in natural, candid moments. Every image should reflect care, connection, and the spirit of hospitality.

Keep the lighting soft and natural, with tones that feel fresh and approachable. Photography should look professional but never overly polished, balancing quality with authenticity.





BRAND APPLICATION

2.1

Apparel & Merch

Everyone who represents HomeGrown is part of the brand experience. How we present ourselves, from what we wear to the tools we use, reflects our care and professionalism.

We take pride in looking clean, approachable, and confident. Follow the logo and color guidelines when creating or wearing HomeGrown gear, and always represent the brand with warmth and respect.

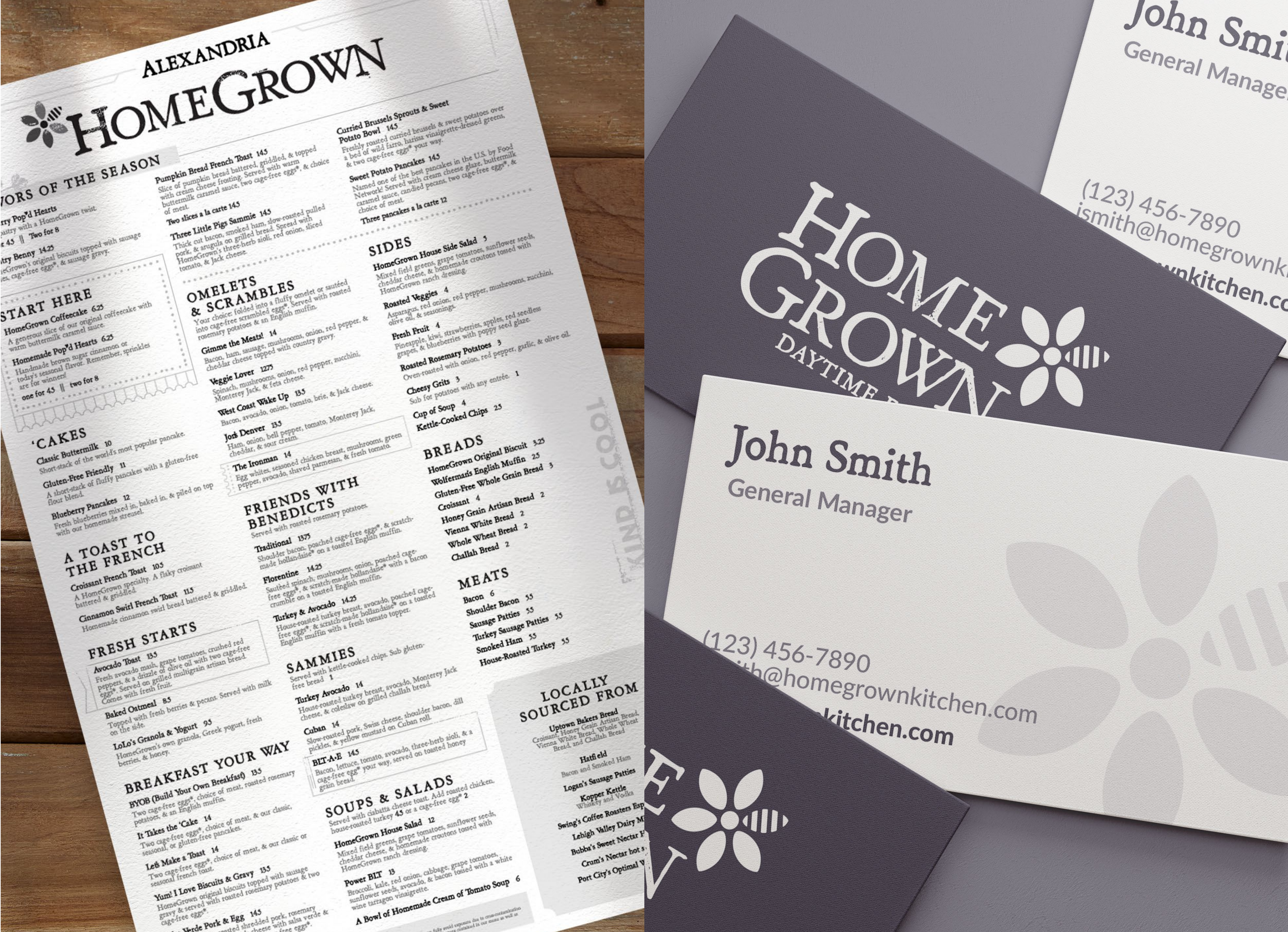


2.2

Print

Printed materials help bring the HomeGrown brand to life. Consistent use of our logos, fonts, and colors keeps everything cohesive and professional, building trust and recognition.

Brochures, menus, and stationery should be clean, clear, and easy to read. Keep messaging simple and design balanced so key details stand out. Every printed piece should reflect care, quality, and the warmth of the HomeGrown brand.



2.3.1

Digital

GENERAL PRINCIPLES

Whether it's a website, presentation, or digital display, every touchpoint should reflect the HomeGrown brand. Use our color palette, typography, and visual elements consistently to create a cohesive look and feel.

Design with clarity and usability in mind. Keep layouts clean, easy to navigate, and welcoming. Each digital piece should feel reliable, thoughtful, and true to the HomeGrown spirit.



2.3.2

Digital

SOCIAL MEDIA

Remember these rules for all HomeGrown social posts:

Use high-quality, on-brand visuals and approved logos only.

Keep layouts simple and let photography speak for itself.

Write clear, confident captions with correct grammar.

Adapt tone for each platform while keeping the brand consistent.

Share only verified, brand-appropriate content.





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