

# Homer's

× BARBECUE ×

## Brand Standard Guide

V1 EST. 2021



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HOMER WARD | CIRCA '64



# STORY

*Homer's*

# Homer's

× BARBECUE ×

Homer's is a barbecue joint. A place where good food and folks come together for a good time. We are built on the bones of family heritage, the goods of superior product, and the glory of customer service.

# WHERE WE STAND

We are born from the legacy and Kentucky  
Barbecue heritage of pitmaster Homer Ward.

Circa 1964 his passion for sharing good 'cue was  
lit, and has been passed down within the family  
ever since. We promise to make every effort to  
keep that flame alive for generations to come.

True to our roots, Homer's is a labor of love  
for those who love a good time.





# OUR MISSION



To share our passion for damn good 'cue with anyone who wants to get down and have a good time.



# OUR PROMISE



We promise to serve our community by delivering a good food and beverage experience for every single guest.

# OUR SIGNATURE



Damn Good 'Cue.





# OUR TAGLINE



Throw Them Bones.

# INGREDIENTS

Homer's guest experience is based on three key ingredients: our people, our product, and our service. We call these **the bones, the goods, and the glory**. Our ability to deliver our very best to every single guest will determine our success. We take a great deal of pride in this and will not compromise on that standard.

*Homer's*



# THE BONES

OUR PEOPLE // WHO WE ARE

# THE GOODS

OUR PRODUCT // WHAT WE OFFER

# THE GLORY

OUR SERVICE // HOW WE SERVE

THE BONES + THE GLORY + THE BONES  
*Homer's*  
DAMN  
GOOD  
"CUE  
THE BONES + THE GOODS + THE BONES



# THE BONES

OUR PEOPLE

## WHO WE ARE

---

**We are a family.** So, we hold each other accountable and we have each other's back. This means it's our individual responsibility to do what we say we'll do, and we support one another in getting the work done to be our best.

**We are a team.** Our roles consist of designated Leaders and Stakeholders, and each person is responsible for their work. We collaborate together, but don't compete with one another to hit our goals.

**We are all influencers.** As a member of this team, it is our responsibility to ensure every guest has an absolutely GREAT experience each time they visit Homer's. Our goal is to make them want to share Homer's with others.



# THE GOODS

OUR PRODUCT

## WHAT WE OFFER

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**We serve four things:** Smoked Meats, Craft Sides, Cold Beer, and Half-Assed Cocktails. First and foremost, that's our authentic Kentucky Barbecue. Meaning, we source local "Kentucky Proud" meats and fresh quality ingredients. Then we take the time to prepare, season, and cook using a temperature controlled smoker for up to 16 hours. This is a labor of love that we pour into offering the best product we can, and our attention to detail is why we know it's "Damn Good."



# THE GLORY

OUR SERVICE

## HOW WE SERVE

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**At Homer's, we are hosting a house party.** We want to be known as a place to go for those who love a good time, and we always want the energy to be good for our guests. Southern hospitality is very real. Our utmost priority is to consistently serve them to the best of our ability. We must be intentional in how we greet, speak, and take care of our guests at all times. The expectation is to make sure every guest who comes in our door feels welcomed and respected, so that they walk away with **a raving fan experience.** When this comes together, our Homer's party is a celebration worth talking about.

# VOICE AND TONE

Our voice is conversational. Our tone is playful.  
We balance expertise and approachability in our words.

*Homer's*

# PLAYFUL

WE ARE ALL ABOUT HAVING A GOOD TIME TOGETHER, AND WE GIVE CHEERS TO SHOW IT.

# RESPECTFUL

WE TREAT EACH AND EVERY PERSON WITH COURTESY AND DIGNITY.

# CASUAL

WE TAKE OUR WORK VERY SERIOUSLY, BUT NOT OURSELVES.

# ENTHUSIASTIC

WE LOVE THAT YOU CHOSE TO SPEND TIME WITH US.





WE SAY:

“THROW THEM BONES”

as our verbal instruction to get  
down and have a good time



# THROW THEM BONES

OUR RALLY

## WHAT WE SAY

---

Homer's is the place for good times and great stories, which allows every guest to feel at home and free to be themselves. We Say: **"Throw Them Bones"** as our verbal instruction to get down and have a good time. This is a reiteration of our playful desire to put our guests at ease and feel confident knowing we will take care of the rest. Use this phrase as a nod of confirmation, or to raise the energy of the party when a guest makes a good request.

# THROW THE GUEST PERCEPTION IS REALITY BONES

## HOW WE SAY IT

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When appropriate, mirror the communication patterns, tone and body language of a particular group that will allow guests to feel a sense of belonging. Always make eye contact, and smile to show you care. Mirroring how your audience communicates can make your content pieces more relatable. When done right, this can often lead to higher ticket sales.

Empathy is also very important. Some people are having a bad day. Our guests might be any combination of hungry, tired, stressed, frustrated, apprehensive, impatient and/or demanding. To help shift this energy, people need to understand your tone and motive, and also know that you understand them. Don't be afraid to speak to our guests on their level. Meet them with enthusiasm, so they know we are proud to step in and serve. Engaging with their interests is the fastest way to connect, build the relationship and refocus the energy towards a positive experience.

# LOGO

*Homer's*

# ABOUT OUR LOGO SYSTEM

This standards manual has been produced to ensure consistent application of the Homer's brand. Designers should stick to the basic principles of this manual but are encouraged to use the tools provided to create exciting and functional pieces.

The Homer's logo has 14 brand symbols has been supplied in the following formats:

- .ai
- .pdf
- .eps
- .png
- .jpg

Primary

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*Homer's*  
× BARBECUE ×

Alternate

---

*Homer's*

## LOGO

The Homers brand has 1 primary mark and 1 alternate versions that can be used based on the situation presented.

## LOGO: CORRECT USAGE

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



*Homer's*  
× BARBECUE ×



*Homer's*  
× BARBECUE ×



*Homer's*  
× BARBECUE ×

# LOGO: PLACEMENT

This page reveals the construction of the primary logo and the minimum sizes that are acceptable for usage.

A minimum clear space around the logo must be maintained at all times. The space is equal to the 4x the letter height of BARBECUE.





## LOGO: INCORRECT USAGE

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



Homer's  
× BARBECUE ×



Homer's  
× BARBECUE ×



Homer's  
× BARBECUE ×



Homer's  
× BARBECUE ×

## Secondary Marks

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KENTUCKY  
BARBECUE  
HERITAGE



CIRCA  
64

HOMER'S x BBQ  
DAMN *good* 'CUE.  
HENDERSON + KENTUCKY



DAMN  
*good*  
'CUE



THROW  
THEM  
BONES



BARBQ x  
x JOINT

HN  KY



## LOGO: SECONDARY MARKS

The Homers brand employs additional marks that are integrated to support the brand. These marks should never be used in any manner that overshadow the primary logo mark.



## PATTERN

The Homer's pattern is made up of the primary, secondary and supporting logo elements and marks.

Designed firstly to be used on the BBQ wrap, it may also be used in print, exterior and interior design.

# TYPOGRAPHY

*Homer's*

# ABOUT OUR TYPOGRAPHY

The Homers brand employs 2 typefaces, each to be used exclusively in the specified ways outlined on the following pages.

VINCENT      SPACE MONO

# VINCENT

Homer's primary font is Vincent. Vincent works equally well both in large text arrays or in headlines. It's beveled corners. It employs 4 styles within the family.

## Primary

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VINCENT

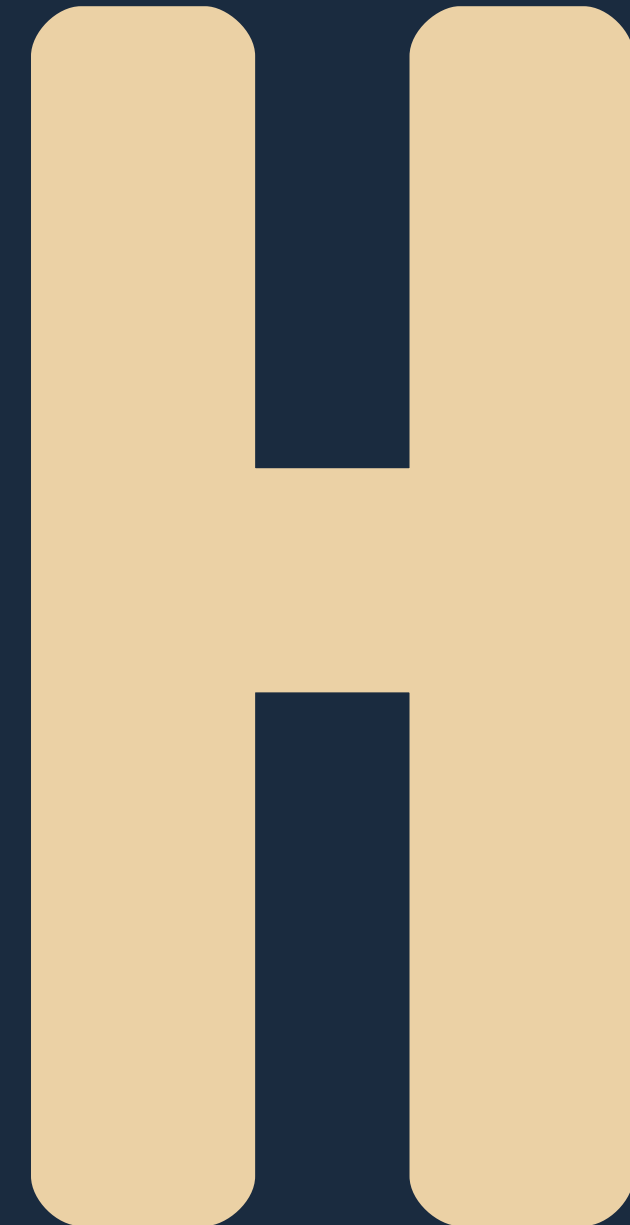
**AABBCCDDEE123**  
**ABCDEFGHIJKLMN O PQRSTUW XYZ**  
**£!@#\$%^&\*()\_+ - = [ ] { } ; ' \ . / : " | < > ?**

FONT WEIGHTS

**REGULAR // AABBCCDDEE123**  
***REGULAR ITALIC // AABBCCDDEE123***  
**BOLD // AABBCCDDEE123**  
***BOLD ITALIC // AABBCCDDEE123***

VINCENT FONT  
SUPPORTS MOST  
LANGUAGES

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþ  
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖTHIN // AABBCCDDEE123



# SPACE MONO

Space Mono was developed for editorial use in headline and display typography, the letterforms infuse a geometric foundation and grotesque details with qualities often found in headline typefaces of the 1960s. Typographic features include old-style figures, superscript and subscript numerals, fractions, center-height and cap-height currency symbols, directional arrows, and multiple stylistic alternates.

## Secondary

---

SPACE MONO

AaBbCcDdEe123

abcdefghijklmnopqrstuwxvz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

£!@#\$%^&\*()\_+ - = [ ] { } ; ' \ , . / : " ↓ > ?

FONT WEIGHTS

Regular //AaBbCcDdEe123

*Regular Italic //AaBbCcDdEe123*

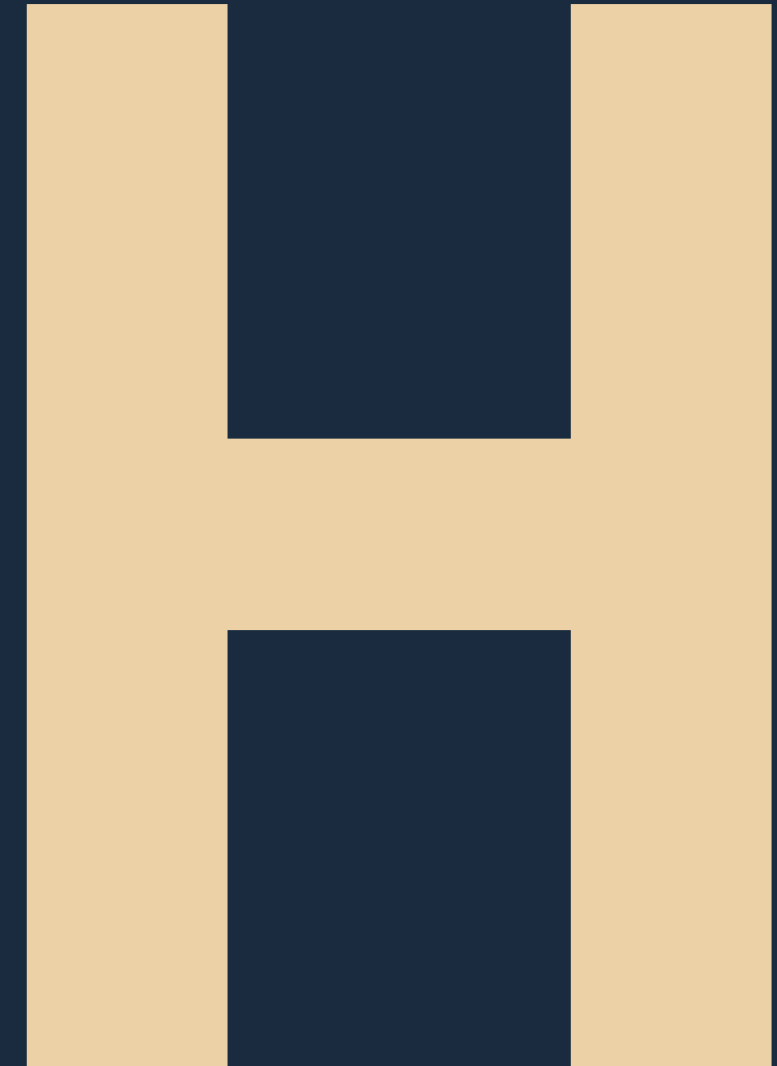
**Bold //AaBbCcDdEe123**

***Bold Italic //AaBbCcDdEe123***

SPACE MONO FONT  
SUPPORTS MOST  
LANGUAGES

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖThin //AaBbCcDdEe123



SAMPLE  
LOCKUPS

# HOMER'S

× BARBECUE ×

## KEEP IT TIGHT

Keep the copy short and straight to the point. Use a balance of headings and descriptions when needed, but remember that less is more.

### SHORT STACK HEADLINES

Keep the copy short and straight to the point. Use a balance of headings and descriptions when needed, but remember that less is more.

### HALF - ASSED COCKTAILS

Keep the copy short and straight to the point. Use a balance of headings and descriptions when needed, but remember that less is more.



# COLOR

*Homer's*

# ABOUT OUR COLOR SYSTEM

Homer's color palette consists of 3 primary colors:

Navy

Mustard

Grain

### NAVY

HEX: #1A2B3F  
RGB: 26, 43, 63  
CMYK: 94, 73, 5, 69  
PANTONE: 533 C

### MUSTARD

HEX: #AB7433  
RGB: 171, 116, 51  
CMYK: 4, 51, 84, 21  
PANTONE: 7572

### GRAIN

HEX: #EBD1A5  
RGB: 239, 209, 165  
CMYK: 7, 16, 38, 0  
PANTONE: 155

75%

75%

75%

50%

50%

50%

25%

25%

25%

## COLOR PALETTE

Our brand uses colors purposefully to communicate how things function in the interface. This helps us create visual patterns that can make interacting with our product easier and more predictable.

# EXPERIENCE

*Homer's*

BRANDING  
SAMPLES



BRANDING  
SAMPLES

Drink Coasters

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HOMER'S BARBECUE



BRANDING  
SAMPLES



CIRCA  
64



PRODUCT  
PHOTOGRAPHY

Always capture close cropped  
shots of THE GOODS.

---

HOMER'S BARBECUE



KENTUCKY  
BARBECUE  
HERITAGE



## VISUAL DIRECTION

Warm tones and nostalgic  
items circa '64.

Adjust MUSTARD color overlay  
with the opacity set to 10%.

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HOMER'S BARBECUE



*Homer's*  
× BARBECUE ×

## VISUAL DIRECTION

Warm tones and nostalgic  
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HOMER'S BARBECUE



## VISUAL DIRECTION

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HOMER'S BARBECUE



# Homer's

× BARBECUE ×

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× BARBECUE ×