



homegrown

a gathering for female  *rural business owners*

BRAND STRATEGY & GUIDELINES

Created by

CREATIVE WORTH
BRANDING + DESIGN

ABOUT HOMEGROWN

Homegrown Gathering is a first-of-its-kind event series and network for female-identifying rural business owners in midwestern Ontario.

Part pep rally, part summer camp, part business conference, Homegrown provides a forum to hear the stories of other female rural business owners, find support and encouragement, build personal and business connections, and celebrate the creativity and resiliency of rural life.

The first gathering happened June 13, 2024, at Grassroots Farm in Lucknow, Ontario. Plans are underway for additional mini events to connect female rural business owners across the region, as well as a second annual gathering June 2025.





brand strategy

BRAND PROMISE • BRAND VOICE & TONE • CREATIVE DIRECTION • LOGO RATIONALE

BRAND PROMISE & RATIONALE

Your brand promise tells your audiences what you promise you'll do for them. The brand promise can cultivate trust between you and your audiences, as it guides customer interactions.



Motivational and aspirational, Homegrown's brand promise builds on its core purpose of growth and connection.

For a plant to bloom, it requires the right conditions: strong roots, healthy soil, water and sunlight. Similarly, a small business requires strong values, connection to community, and support resources to thrive.

Female-identifying rural business owners all across midwestern Ontario are running innovative, creative and inspiring businesses. Yet it's still all-too-easy for these business owners to feel lost in the weeks: insignificant, isolated and discouraged.

As a brand promise, "bloom in good company" encourages women to connect to the community of other rural female business owners ("good company") so their business can grow ("bloom") in a healthy and supported way.

BRAND VOICE, TONE AND MESSAGING

Messaging examples are provided for brand voice and tone, and may not reflect final approved copy.

Campaign messaging builds on the brand promise and core theme of growth to share the features and benefits of attending a Homegrown gathering.

Since rural communities typically have a reputation old-fashioned and boring, the brand voice and tone of the Homegrown aims to be savvy, in-the-know and modern, while maintaining an approachable down-to-earth vibe.

Plant seeds of growth. Let your dreams take root. Cultivate success on your terms. Bloom in good company.

If you're a female running a business in a small town in midwestern Ontario (or the wide open spaces in between), Homegrown is for you. Homegrown is here to help you and your business grow in an environment blooming with belonging, relevance and empowerment.

Key message:

Homegrown will inspire you to believe in the possibilities of your business, and connect with others who want to support your growth

Part pep rally. Part summer camp. Part business conference.

What can you expect at Homegrown? First off, we've called it a gathering because pegging it as a conference, summit or retreat didn't really capture everything we're packing into the day or the laid back and informal vibe we're creating.

This is lunch and storytelling with 75 new friends in a beautiful rural setting - not capital-B BUSINESS with a corporate crew.

Key message:

Homegrown is a fun and informal event for rural business owners - NOT a business conference

A garden of support for your business.

You know that running list of random business questions you have? Homegrown wants to help you get answers, so you can make progress and grow. And since most of us would prefer to work and take advice from other women, we've hand-picked local professional women and reps from regional business support agencies. They'll be on site and ready to answer your questions and guide you with your ideas.

Key message:

Homegrown can connect you to local experts and resources available to help your business grow

CREATIVE DIRECTION: MODERN ECLECTIC

Guiding Words

VIBRANT
APPROACHABLE
ECLECTIC
PLAYFUL
POWERFUL

Visual Elements

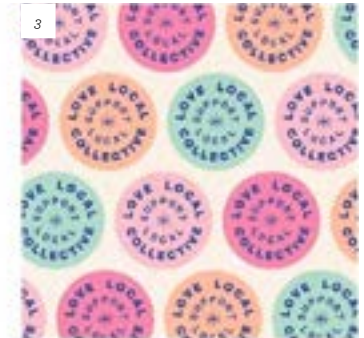
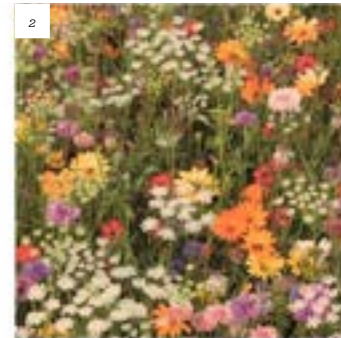
Stock photography will be used in coordination with event photography (when it becomes available). The overall tone is colourful and joyful, combining bold yet legible type, an expansive colour palette, and modern floral-based graphics and illustrations.

Mood

This mood board is intended to provide a sense of the overall style, tone and direction for the brand's visual identity.

Images are incorporated for inspiration only, and will not necessarily be included in the final design of any brand materials.

1. Colour palette inspiration
2. Wildflowers as key inspiration for brand design direction
3. Typography inspiration: minimal sans serif fonts
4. Target audience: a diverse range of female business owners
5. Typography and colour palette inspiration
6. Brand vibe: powerful and motivating
7. Brand style inspiration: bold, colourful, modern, retro
8. Brand vibe: fun and energetic
9. Brand vibe: creating spaces to gather



LOGO RATIONALE

Each element of the logo – from the icon to the type and colour – was thoughtfully selected to support the brand story and event style.

This is how some of the brand's core elements have been interpreted to create the logo.

TYPOGRAPHY

homegrown

When selecting the font for the event name, I chose one of the typefaces used in LaunchIt's logo design as a subtle connection to the parent brand. For the Homegrown Conference logo, a bold weight and lowercase letterforms create an impactful and modern feel.

Additional accent fonts create a layered look that support the overall 'modern eclectic' style.

THE FLOWER ICON



Growth and the 'bloom where you're planted' idea are the core themes of the brand, reflecting the trifecta of challenges faced by the primary audience: modern womanhood, rural living, and entrepreneurship.

To convey that rural no longer equates to rustic and outdated style, the icon style is graphic, modern and simple.

MODERN ECLECTIC

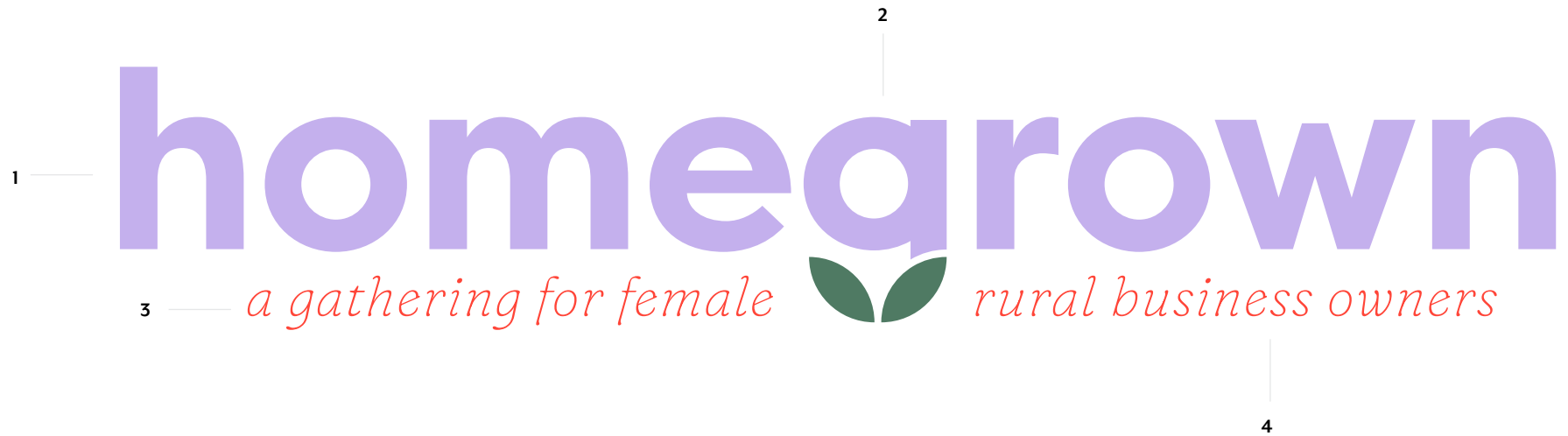


All of the brand elements were selected to reflect the desired feel for Homegrown's brand and event experience, while also acknowledging that the target audience is tech savvy, innovative, and diverse – the opposite of what is typically understood as 'rural'.

From the fonts and icons to the colour palette, the elements are layered to create a playful, eclectic and modern feel without being classically feminine, overly trendy, or generically 'rural'.

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THE LOGO... EXPLAINED

1. *Modern sans serif font is derived from the LaunchIt logo to provide a connection to the parent brand. Lowercase letterforms provide a casual feel.*
2. *Modified 'g' creates an impactful brand icon*
3. *Curvy lines of the tagline font lend a bit of playfulness and femininity without being too 'girly' or trendy*
4. *Brand colours can be mixed and matched depending on logo placement and application*



brand guidelines

LOGO & ALTERNATES · TYPOGRAPHY · COLOUR PALETTE · DESIGN ELEMENTS

PRIMARY LOGO

USAGE NOTES

The primary logo with tagline should be the most frequently used variation of the logo.

Alternate versions of the primary logo include with community names and without a tagline. These may be used as needed in place of the primary logo.

Exceptions might include where the layout or dimensions of a piece requires a more vertical or horizontal version, or where the logo has already appeared throughout a multi-page document and a simplified version is desired (e.g. icon, word mark).

AVAILABLE IN THE FOLLOWING

BRAND COLOURS:



AVAILABLE IN THE FOLLOWING

FILE FORMATS:

EPS, PNG



Primary Logo Alternate: Tagline / No Flowers



Primary Logo Alternate: No Tagline or Flowers

SECONDARY LOGO

USAGE NOTES

The secondary logos provide an alternative layout when the dimensions of a piece require a more vertical version.

AVAILABLE IN THE FOLLOWING

BRAND COLOURS:



AVAILABLE IN THE FOLLOWING

FILE FORMATS:

EPS, PNG



Secondary Logo (Stacked with Tagline)



Secondary Logo Alternate: Stacked (No Tagline)

STAMPS

USAGE NOTES

The stamps provide alternate identifying brand visuals and incorporate various logo elements. They may be useful for promotional merchandise, or where the icon is used independently as a core design element.

AVAILABLE IN THE FOLLOWING

FILE FORMATS:

EPS, PDF, JPG, PNG

SAMPLE USAGE: Stickers/Labels



a gathering for female rural business owners



ICON

USAGE NOTES

The brand icon may be used independently of the full logo to add visual interest and impact. Use it as a defining element or quiet nod to the brand.

AVAILABLE IN THE FOLLOWING BRAND COLOURS:



AVAILABLE IN THE FOLLOWING FILE FORMATS:

EPS, PDF, JPG, PNG



BRAND PALETTE & COLOUR PSYCHOLOGY

The brand colour palette is the range of colours that helps to set the visual identity, helping our audience to quickly identify the Homegrown brand.

Consistent use of colour provides a common link between all the elements of the brand.

ACCENTS

Use to add contrast to print materials, social media, and graphics (backgrounds)



BRAND COLOUR CODES

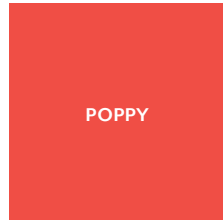
Primary Colours



LILAC

HEX
#C4B0E5

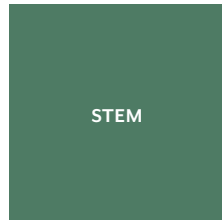
CMYK
22-31-0-0



POPPY

HEX
#F04E45

CMYK
0-85-75-0



STEM

HEX
#4E7B64

CMYK
71-34-65-15

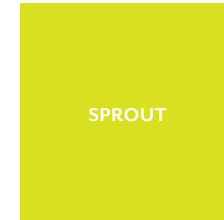


LEAF

HEX
#A1A71A

CMYK
42-22-100-2

Secondary Colours



SPROUT

HEX
#D9E021

CMYK
19-0-98-0



LAVENDER

HEX
#6B5F8E

CMYK
66-69-20-3

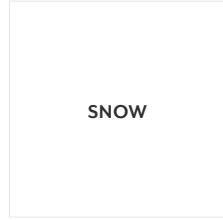
Neutral Colours



CREAM

HEX
#FAE6CB

CMYK
2-9-20-0



SNOW

HEX
#FFFFFF

CMYK
0-0-0-0



CHARCOAL

HEX
#181815

CMYK
72-65-68-80

NOTES

Brand colours have been added to your Canva Brand Kit for easy access and consistency across various marketing materials.

**Note: this is a soft black different than default black in software programs, and should be used to create a fully custom feel*

TYPOGRAPHY

Fraunces (Light Italic)



Fraunces is a display, "Old Style" soft-serif typeface inspired by the mannerisms of early 20th century typefaces such as Windsor, Souvenir, and the Cooper Series. Fraunces is a variable font that offers a variety of styles for text and display typography.

Use Fraunces in lowercase italic in a light or thin weight for headings and short amounts of display text.

Specifications

- Weight: Light Italic (print) / 200 (digital)
- Case: Lowercase
- Print: Kerning set to 50; line height equal to 1.5x font size
- Web: Letter spacing set to 1px; line height is 1.4em

FILSON SOFT (LIGHT)



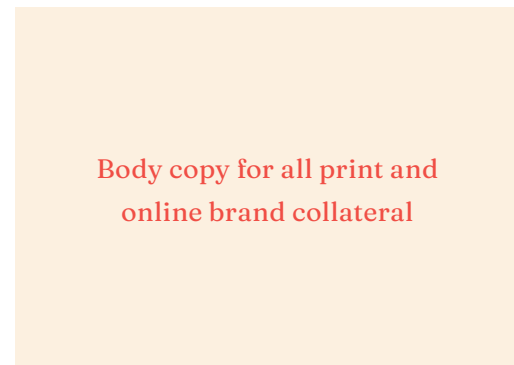
Filson Pro is a new geometric sans serif family with versatility in mind. The distinctive letters 'K', 'Q' and especially 'R' makes this font family unique and very elegant and could be use in all kind of graphic and web design projects.

Use Filson Soft in uppercase in a light weight for subheadings and for calls to action like instructions and buttons.

Specifications

- Weight: Light
- Case: Uppercase
- Print: Kerning set to 200; line height equal to 1.7x font size
- Web: Letter spacing set to 1px; line height is 1.6em

Fraunces (Regular)



Use Fraunces for all body copy, in both print and online brand collateral. Use an emboldened and italicized version for important details or to call attention to text.

Specifications

- Weight: Regular (print) / 400 (web)
- Style: N/A
- Case: N/A
- Print: Kerning set to 10; line height equal to 1.5x font size
- Web: Line height is 1.6em

TYPOGRAPHY SAMPLE

Fraunces
(Thin Italic)

Homegrown is a one-day forum where rural women business owners plant seeds of growth, cultivate their dreams, and cultivate success on their terms – in turn inspiring a positive harvest in their personal lives, businesses and communities.

Fraunces
(Light)

The event is a relaxed full-day program that includes multiple panel discussions with rural women at all stages of business development. To differentiate from other business conferences, the event will intentionally not host a single keynote speaker, instead focusing on the collective stories and wisdom of women business owners in our community who we can connect with, relate to and learn from.

Filson Pro
(Light)

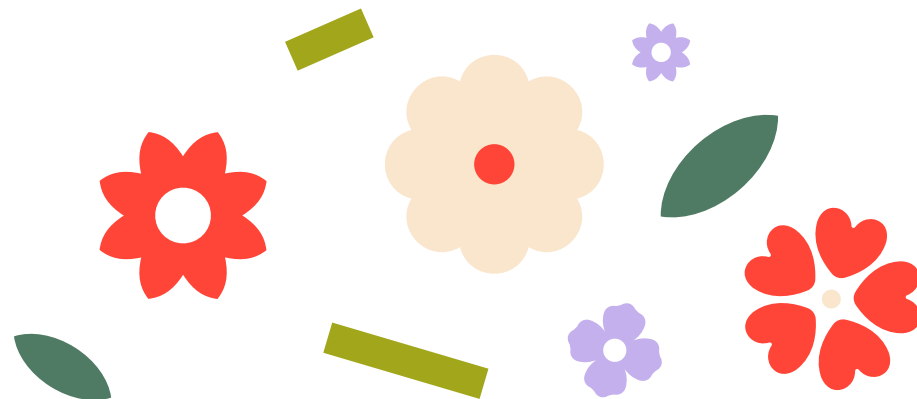
GET IN TOUCH

SUPPORTING BRAND ELEMENTS

The intent of supporting elements, patterns and textures is to build a visual identity system that can be used to showcase your brand independently from your logo. These versatile elements can be layered and combined to give a more cohesive look to your brand collateral.

GRAPHIC ELEMENTS – *These floral shapes are bold, graphic and modern. They can be used as additional visual elements in any type of brand material.*

TAGLINES – *Typographic elements to layer as needed*



bloom in good company

GROWTH LOOKS GOOD ON YOU

there's no place like homegrown

homegrowner

PHOTOGRAPHY, PATTERNS & TEXTURES – *Layer stock photos and patterns at 20% opacity over colour backgrounds to add depth*



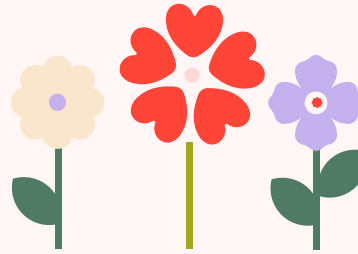
Flower fields (realistic for Ontario)



Flower fields (realistic for Ontario)



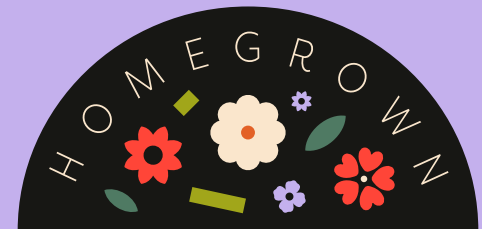
Images with a casual, "real life" feel



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home
grown



a gathering for female rural business owners



brand application

PRINT COLLATERAL · EVENT DESIGN · OUTDOOR SIGNAGE · SOCIAL MEDIA CONTENT · WEBSITE DESIGN

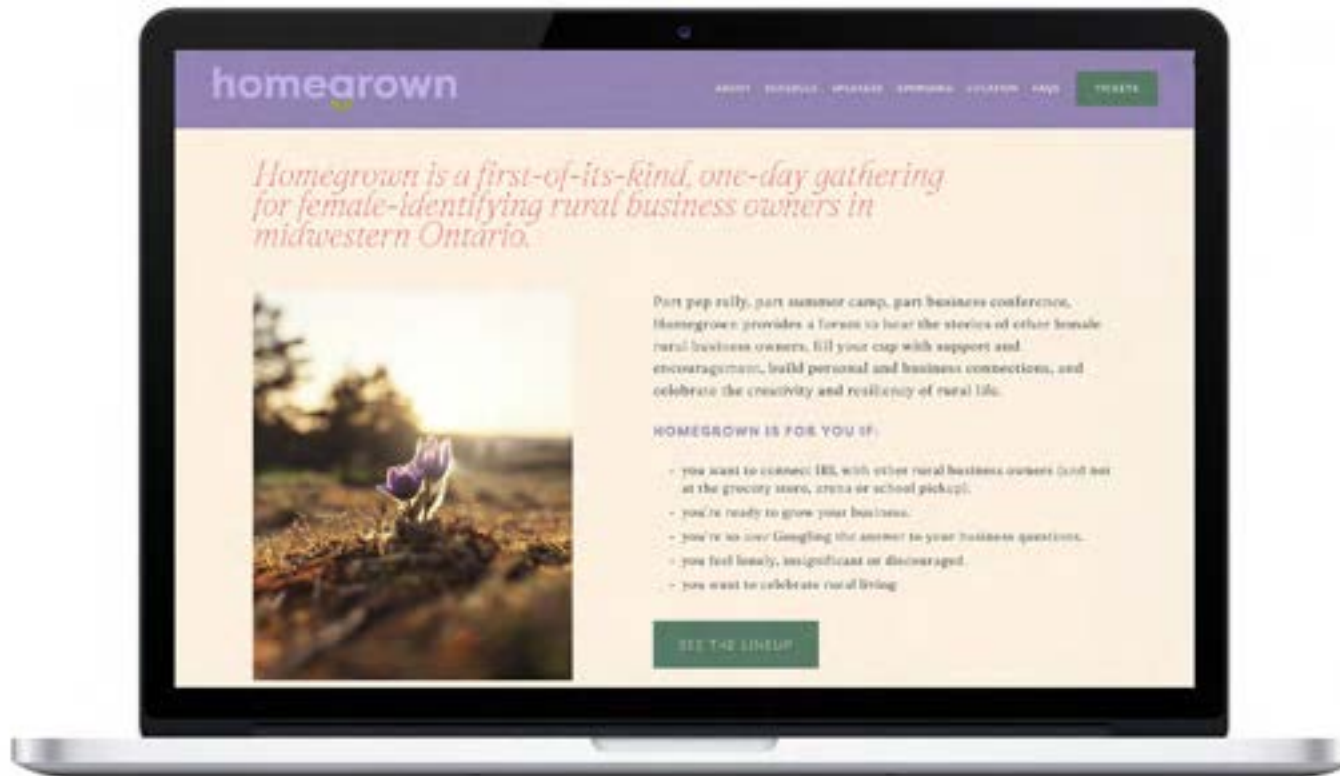
EVENT DESIGN & SIGNAGE

The branding inspired the event design, with an open-air venue, fresh flowers and natural elements in brand colours, and custom signage that connected the various elements of the day. These details created a relaxed experience that helped attendees feel at ease and ready to connect throughout the day.



WEBSITE

HomegrownGathering.ca was the primary destination for event information and tickets leading up to the event. It balanced key information about the event with details about sponsor, partner and expert. The primary call to action was to purchase a ticket to Homegrown. Following the event, the site focuses on list building to ensure ongoing interest in future Homegrown gatherings.



VISIT [HOMEGROWNGATHERING.CA](https://homegrowngathering.ca)

WEBSITE – HOME PAGE HIGHLIGHTS

Fun-to-read informational copy to help website visitors self-identify as potential attendees

HOMEGROWN IS FOR YOU IF:

- you want to connect IRL with other rural business owners (and not at the grocery store, arena or school pickup).
- you're ready to grow your business.
- you're so over Googling the answer to your business questions.
- you feel lonely, insignificant or discouraged.
- you want to celebrate rural living.

Highlighting local experts and professionals who are participating

experts

You know that burning list of meeting business goals just goes better? Homegrown makes it happen and ensures so you can make progress and grow. And since most of us would prefer to work and take advice from other women, we've hand-picked local professional women and kept their regional business success stories. They'll be on site and ready to answer your questions and guide you with their advice.

local PROFESSIONALS

Mark Individual 30-minute sessions with any 11 class nights during class sessions

 <p>Katherine Chapman Business Coach KatherineChapman.com</p> <p>Ask Katherine about business coaching</p>	 <p>Taylor Brinson Business Coach TaylorBrinson.com</p> <p>Ask Taylor about marketing, social media, and business strategy</p>	 <p>Julie Lippard Business Coach JulieLippard.com</p> <p>Ask Julie about client retention</p>	 <p>Katie Martin MSW, CSW KatieMartin.com</p> <p>Ask Katie about marketing, social media, and business strategy</p>	 <p>Heather Wilcox CPS, OLS HeatherWilcox.com</p> <p>Ask Heather about business coaching</p>
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Sharing the reason why Homegrown was created

why it matters

If you're a farmer raising a flower in a small town or entrepreneur thriving in the wide open spaces of rural life, Homegrown is for you. Homegrown was created for you because you're a rural business owner who has ever felt lonely, insignificant or discouraged.

As rural business owners, we know things can bloom slower and grow differently here. The rural experience is refreshingly unique and the joys of the small town town where getting really happens are fading to the background. You'll find all so very much to be made insignificant, isolated and discouraged.

But just because you live and operate your business in a small town, doesn't mean there's anything small about it. Women all across our region are raising thoughtful, creative and inspiring businesses, and choosing to bloom right where we're growing.

Homegrown is here to help you and your business grow in an environment overflowing with belonging, resources and encouragement.

Join us on June 21 to find your place in the garden, and **bloom in good company.**

[Learn More](#)



Subtle animations add movement and life to the site (images switch, rotating floral graphics)

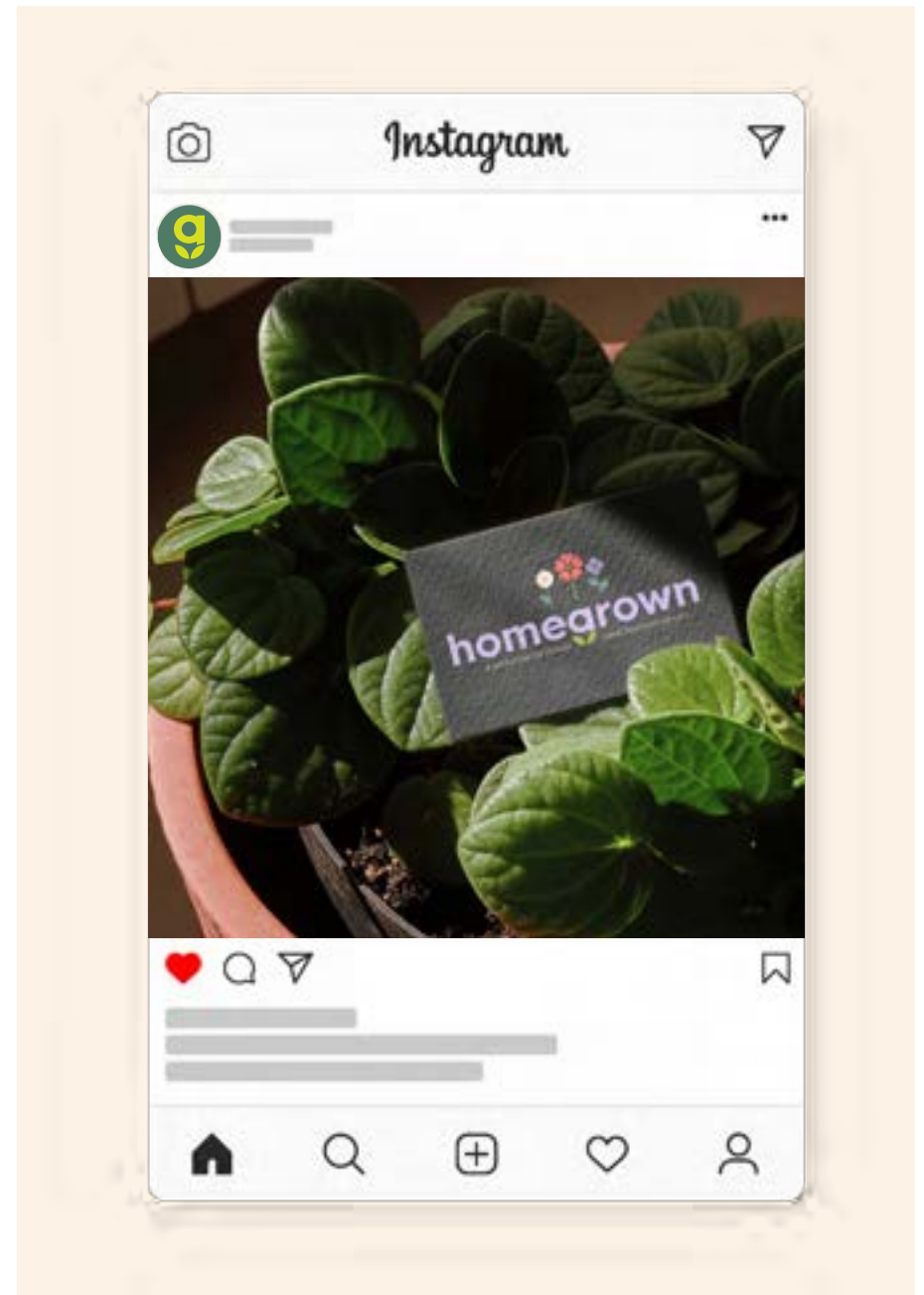
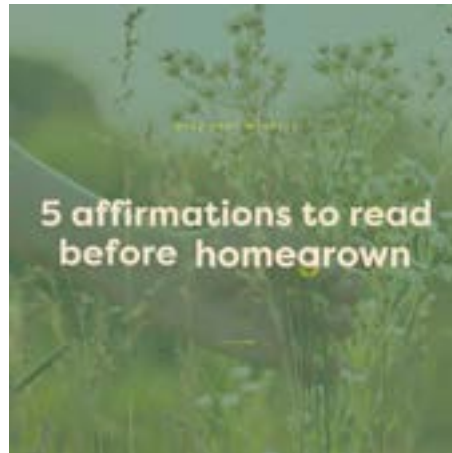
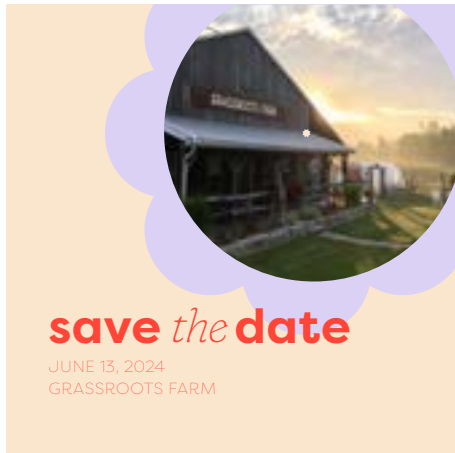
ticket upgrades and add-ons

 <p>ASK ME ANYTHING EXPERT CONSULTING SESSIONS</p> <p>15 minutes with your expert</p> <p>Details</p>	 <p>BRAND PHOTO SHOOTS</p> <p>15 minutes with your expert (50 - 100)</p> <p>Details</p>	 <p>HOMEGROWN T-SHIRTS</p> <p>15 minutes with your expert (50 - 100)</p> <p>Details</p>
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SOCIAL MEDIA GRAPHICS

This is a small sample of social media graphics created for Homegrown. Explore the Homegrown Instagram account for additional visuals:

[HTTPS://WWW.INSTAGRAM.COM/HOMEGROWN_CA](https://www.instagram.com/homegrown_ca)



NOTEBOOKS

All attendees received a branded printed journal upon arrival, which included a list of sponsors, schedule for the day, and blank pages to capture their ideas and reflections.



T-SHIRT DESIGNS



Bold purple t-shirts were worn by key planning committee members so they were easily spotted amongst the crowd



T-shirts with a modified logo – 'Homegrowner' – were available for purchase exclusively by business owner attendees

STICKERS





CREATIVE WORTH
BRANDING + DESIGN

creativeworth.ca

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