

Hawker Boys Brand Guide

(Version 1.0 — November 2025)

1. Brand Overview

Brand Name: Hawker Boys Pte. Ltd.

Motto: *From Humble Beginnings*

Tagline (optional): *Light Emerging from Darkness*

Brand Story

Hawker Boys was built on the belief that every person deserves a chance to rise again — not once, but as many times as it takes.

The brand was born from the hawker culture of resilience, humility, and hard work — a reflection of those who have stumbled but choose to rebuild through craft and community.

The logo's flame represents **renewal through heat and hardship**, the horizon line represents **grounded beginnings**, and the dark background represents **the reality of struggle**. Together, they tell a story of **redemption, transformation, and purpose**.

Hawker Boys isn't just a brand — it's a promise:

That light can emerge from the darkest places.

2. Logo System

Primary Logo

- **Vertical lockup:** Flame above horizon line, with *HAWKER BOYS* centered below.
- **Usage:** Official materials, signage, website headers, proposals, certificates.

Secondary Logo (Horizontal Lockup)

- **Flame on the left**, horizon beneath it, *HAWKER BOYS* on the right.

- **Usage:** Aprons, email headers, promotional banners, stalls, or when horizontal space is preferred.

Icon-Only Version

- **Flame + Horizon line** only.
- **Usage:** Favicons, social media avatars, stickers, or embroidery.

Monotone / Inverse Versions

- White on black and black on white.
- **Usage:** Printing, engraving, embroidery, or low-contrast surfaces.

Tagline Lockup (Optional)

From Humble Beginnings
Placed below the main logo in *Inter Light* or *Satoshi Light* (tracking +100).

3. Color Palette

Role	Color Name	HEX	RGB
Primary Flame	Burnt Orange	#FF6B00	(255, 107, 0)
Horizon Line	Steel Grey	#6C6C6C	(108, 108, 108)
Text (Light)	Off-White	#F5F5F5	(245, 245, 245)
Background	Charcoal Black	#0D0D0D	(13, 13, 13)
Accent (Optional)	Petrol Teal	#1E6A6D	(30, 106, 109)

Color Usage Rules:

- Flame should always remain **orange**, never recolored.
 - Horizon line can shift between **steel grey** or **off-white** depending on background.
 - Maintain a minimum **25% margin of empty space** around the logo.
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4. Typography

Usage	Font Family	Weight	Notes
Primary Font	Montserrat	Bold / Extra Bold	Used for <i>HAWKER BOYS</i> text in logo and headlines.
Secondary Font	Inter	Medium / Regular	For supporting text, subheadings, and digital body copy.
Tagline Font	Inter Light or Satoshi Light	Light	Used for “From Humble Beginnings.” Keep spacing loose.

Font Substitutes (if unavailable):

- Substitute *Montserrat* → *Arial Bold*
 - Substitute *Inter* → *Helvetica Neue Regular*
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5. Design Principles

Attribute	Description
Tone	Strong, humble, modern. Never playful or ornamental.
Balance	The flame and text should always be aligned visually — the flame symbol is the focus, the text the foundation.
Spacing	Keep clear space equal to the height of the horizon line around all logo edges.
Texture (Optional)	Subtle charcoal grain background may be used for print or video. Avoid gradients or glossy effects.
Contrast	Use high contrast for clarity — dark backgrounds with light text.

6. Supplementary Colors

For backgrounds, accents, or marketing material:

Name	HEX	Suggested Use
Warm Grey	#B8B8B8	Backgrounds, shadows, neutral tone
Deep Rust	#C44A00	Secondary flame tone for gradients
Ivory	#EAE7E2	Neutral background for decks or proposals
Gunmetal	#2A2A2A	Alternate background for web use

7. Photography & Imagery Guidelines

- **Mood:** Raw, authentic, documentary-style.
- **Lighting:** High-contrast natural light, warm tones.
- **Subject Focus:** Real people, real kitchens, action over posing.
- **Avoid:** Stock photos, artificial lighting, or corporate poses.
- **Use of Flame Motif:** Subtle — only as accents, not overused.

8. Brand Voice & Messaging

Attribute	Description
Tone	Gritty, humble, hopeful.
Voice	First-person plural (“we” / “our journey”). Direct, grounded.
Vocabulary	“Rise,” “second chances,” “craft,” “community,” “faith,” “grit.”
Avoid	“Luxury,” “premium,” or anything that feels elitist or self-congratulatory.

Example Brand Line:

“We rise from the heat. We serve from the heart.”

9. Applications Overview

<u>Use</u>	<u>Recommended Version</u>
Aprons / Uniforms	Horizontal or Badge Version
Stall Signage	Primary or Horizontal
Business Cards	Primary
Website Header	Horizontal
Instagram Profile	Icon-Only
Documents / Decks	Tagline Lockup
Stickers / Patches	Badge or Icon-Only

10. Brand Summary

Hawker Boys represents more than food — it’s a story of redemption, faith, and strength forged in the fire. The flame stands for the human spirit; the horizon for the humble beginning; the darkness for the journey overcome. Together, they remind every person that **no matter how dark the past — the fire within can always rise again.**