

# 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.*

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## 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).

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## 3. Color Palette

Role	Color Name	HEX	RGB
<b>Primary Flame</b>	Burnt Orange	#FF6B00	(255, 107, 0)
<b>Horizon Line</b>	Steel Grey	#6C6C6C	(108, 108, 108)
<b>Text (Light)</b>	Off-White	#F5F5F5	(245, 245, 245)
<b>Background</b>	Charcoal Black	#0D0D0D	(13, 13, 13)
<b>Accent (Optional)</b>	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**

<b>Usage</b>	<b>Font Family</b>	<b>Weight</b>	<b>Notes</b>
<b>Primary Font</b>	Montserrat	Bold / Extra Bold	Used for <i>HAWKER BOYS</i> text in logo and headlines.
<b>Secondary Font</b>	Inter	Medium / Regular	For supporting text, subheadings, and digital body copy.
<b>Tagline Font</b>	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**

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

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## **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

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## **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.
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## **8. Brand Voice & Messaging**

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

### **Example Brand Line:**

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

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## **9. Applications Overview**

<b>Use</b>	<b>Recommended Version</b>
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

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## **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.**