

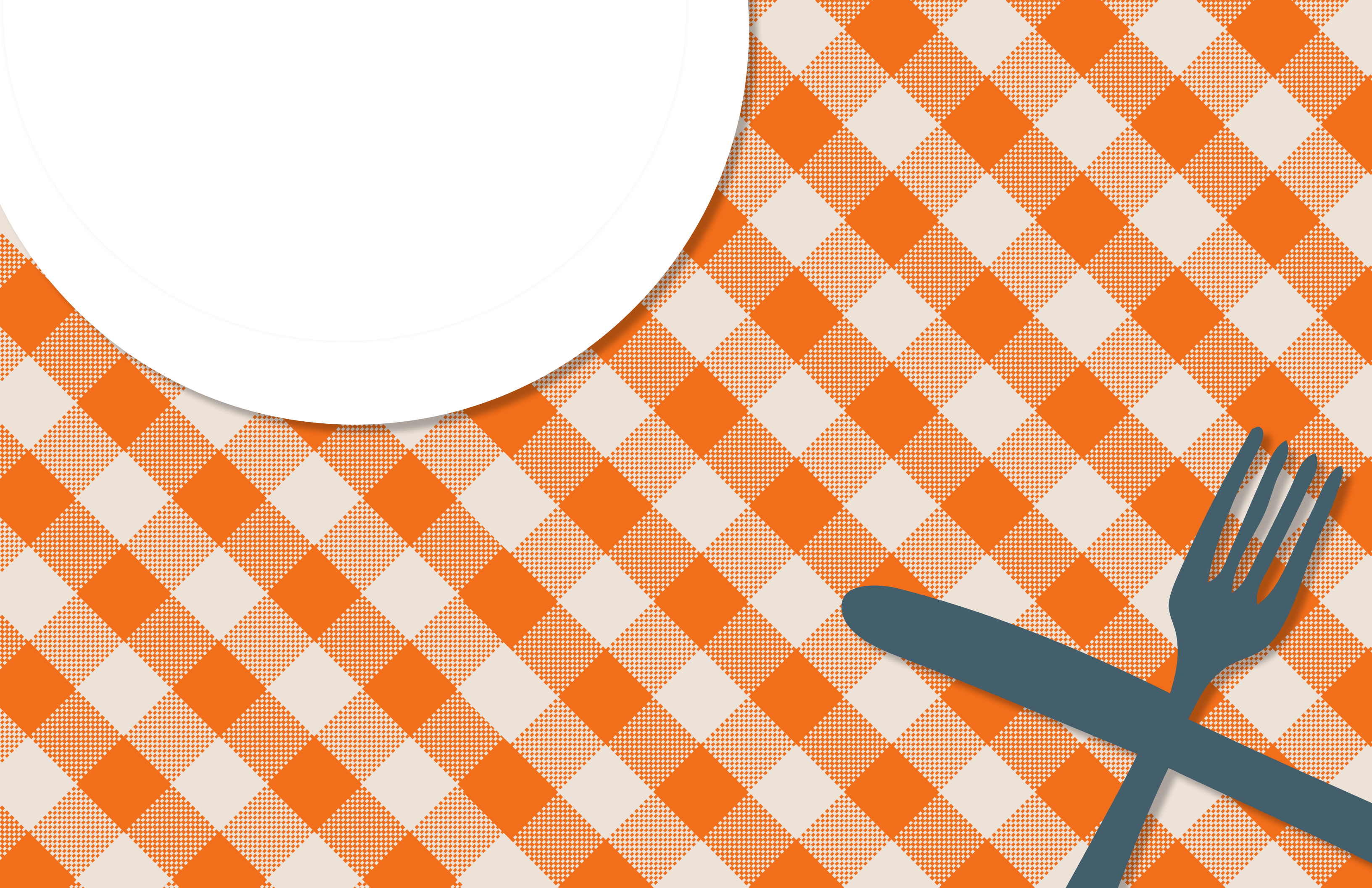
# HARD KNOX

EST. *cafe* 1999

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S O U T H E R N   H O M E S T Y L E   C O O K I N G

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**YOU**

**SMELL THAT  
SOUTHERN  
HOME COOKING?!**





## WHO'S COOKIN'

In 1999 Chef/owner Tony Hua opened the first Hard Knox Café with one simple concept in mind and that was to offer guests a taste of soul food and lots of it. He believed that food is a medium that brings people together to enjoy not just the food but each other. His passion for food and people transformed Hard Knox Café into what it is today. After 9 successful years in the Dog Patch district of San Francisco, Tony opened a second location in the Richmond district of San Francisco.

Hard Knox Café offers a wide range of southern dishes such as our award winning fried chicken, slow braised ox tails, blackened catfish, twice cooked BBQ ribs, and jambalaya just to name a few. In addition we offer a variety of southern sides to accompany these dishes. We also have a large selection of beverages including beer and wine to help you wash it all down.

LAST GENERATION

NOW GENERATION



# THE COOK

The new identity of Hard Knox Cafe takes it back to it's roots, Southern Homestyle Cooking. The interior design of the restaurant has a vibe of a run down diner with elements of sports. The typefaces chosen for the logo brings it back to the sports and also was inspired by old diner signage. The ribbon element relates to the southern home cooking feel, authentic.



smallest logo





# THE COLORS

The new color palette enhances the appetite appeal that the food Hard Knox serves. It is both ideal for food and also to the target audience of people who crave home food.

SECONDARY COLORS

PRIMARY COLORS





## TYPOGRAPHY

**“DON’T NAME A PIG, CHICKEN OR COW  
YOU PLAN TO EAT.”**

HOMESTEAD 28/33

“I come from a family where gravy is  
considered a beverage.”

FUTURA BOOK 31/37

“IF’N YOU’S OLD ENOUGH TO CATCH ‘EM, YOU’S  
OLD ENOUGH TO CLEAN ‘EM.”

MENSCH 28/34

*“Two can live as cheap as one if one don’t eat.”*

DEFTONE STYLUS 28/34





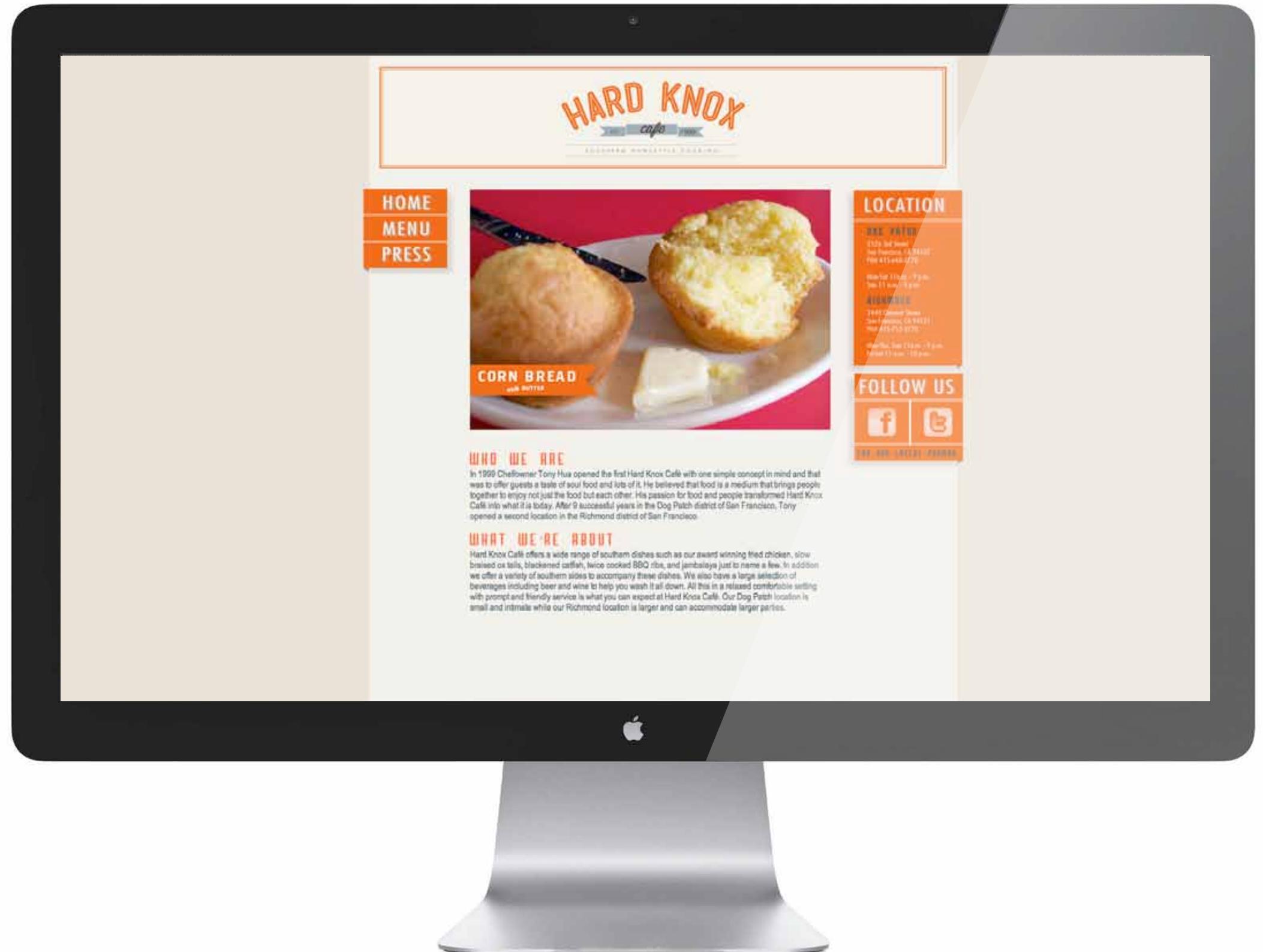
# RED LINING

The width in the middle is interchangeable as long as it is centered on the page. It will go wider to accomdate pages that are a little bit wider than the rest.





# THE WEBSITE





**YALL**  
**COME BACK**  
**NOW, YA HEARD!**



