Hard Knox Cafe

Company Background

Hard Knox Cafe is a local restaurant with a Southern Homestyle cooking that are located in the Richmond and the Dog Patch. They offer a wide range of southern dishes, from their award winning fried chicken, blackened catfish, twice cooked BBQ ribs, and so on. In 1999 Chef and Owner Tony Hua opened the first Hard Knox Cafe with the simple concept of offering guests a taste of soul food and lots of it. With affordable pricing, it's a nice place to get your stomach full.

Target Audience

People who live around the neighborhood who enjoy southern homestyle cooking and/or people who are interested in trying a new cuisine. Hard Knocks is one of the few Soul food place in San Francisco, and are very affordable for the amount you get, so someone who has a budget in mind when eating out. They don't mind interesting mixture of dive bar/diner. Someone who is very relaxed and nonchalant and taste is what matters most.

Design Objective

The design objective is to polish the current identity of the restaurant, by bringing in the home style and aesthetics of the restaurant itself to the website re brand. Keeping some elements of the color palette and elevating the design so that it is appealing to the audience and garners traffic and entices people to come on over.

Words/Adjectives

Rustic, Wood, Diner, Homey, Natural, Kitchen, Southern, Masculine, Inviting, Comfort, Relaxed

Competitors

Farmer Brown, Frisco Fried, The Front Porch, Criolla Kitchen

Ambrose

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AMBR

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MORNING DECAY ▲ PORCELAIN UNICORN

Hi, I'm HANS BENNEWITZ
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MY GIG. MY BIT. MY PASSION.
I DESIGN. YOU COULD SAY IT'S MY GIG, MY BIT, MY PASSION.
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100% VARIETAL HONEY
100% VARIETAL HONEY
100% VARIETAL HONEY
100% RAW VARIETAL HONEY
100% RAW VARIETAL HONEY
100% RAW VARIETAL HONEY

HANDMADE CONFECTIONS
SWEET n FLOUR
DELICIOUS BAKED GOODS

Starry Night
DINER
Curbside Service with a Smile!
OPEN ALL NIGHT
Diner

baked
(hues)

this is
JUST A
BUNCH OF
VINTAGE
FONTS
SEBASTIAN ANDAUR

TIME TO
DRINK
CHAMPAGNE
AND DANCE
ON THE
TABLE

seeds

lagoon
(hues)

seeds