



HIDDEN HUSTLE

STYLE & BRAND GUIDELINES

Determination times boldness. One identity, used the same way everywhere — on a garment label, a shopfront, a share card or an email footer. Follow these rules and the brand stays recognisable at 12mm and at 12 metres.

01 THE BRAND

Hidden Hustle is built on determination times boldness — the multiplication matters. Determination without boldness stays invisible; boldness without determination burns out. The peaks are two climbs that overlap, and the X where they cross is the multiplier.

PROMISE

Worn by the unseen. Made for the work nobody claps for.

AUDIENCE

Unisex, global, 18-45. Training, adventure, travel, street.

FEELING

Earned, quiet, tough. Never loud, never precious.

POSITIONING

We sit alongside The North Face, Lululemon and Nike in quality and ambition, but our story is the opposite of the podium. Hidden Hustle recognises the unseen hours: the pre-dawn session, the second job, the rehab set, the quiet week nobody clapped for. The product spans active, adventure, travel and street because the hustle does not stay in the gym.

PILLARS

- Determination — showing up when it is unglamorous and unwitnessed.
- Boldness — backing yourself out loud when it finally counts.
- Hustle — the daily compounding work between those two.

02 THE MARK

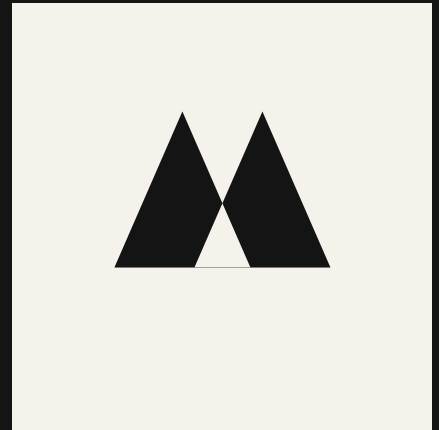
Two solid peaks with the overlap knocked out. The negative X at the centre is the multiplier and must always stay open. The primary lockup sets HIDDEN HUSTLE ruled across the full base width.



EMBER ON INK



PRIMARY LOCKUP



INK ON PAPER

CLEAR SPACE & SIZING

- Clear space on all sides equals half the height of the mark. Nothing enters it.
- Minimum size: 16px tall on screen, 12mm tall in print, 40mm wide embroidered.
- Below 24px, drop the tagline and use the icon alone.
- On photography, place the mark on a calm, dark area — never across detail.

DO

- Keep the knock-out X open — it is the mark.
- Use one colour only: Ember, Paper or Ink.
- Sit the mark square and upright, always.
- Use the supplied SVG masters for scaling.

DON'T

- Stretch, rotate, skew or outline the mark.
- Add shadows, gradients, glows or bevels.
- Recolour outside the three brand colours.
- Rebuild or re-typeset the lockup by hand.

03 COLOUR

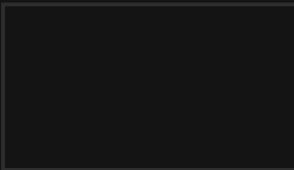
Ink and Paper carry the identity; Ember is the punctuation. Aim for roughly 70% Ink, 25% Paper, 5% Ember. Never let Ember cover a large area.



EMBER

#DF5200 · Pantone 1665 C approx. · CMYK 0/72/100/0

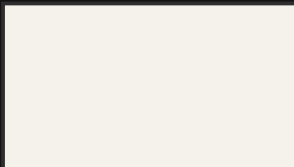
Accent only. Calls to action, the mark, one highlight per screen.



INK

#141414 · CMYK 0/0/0/95

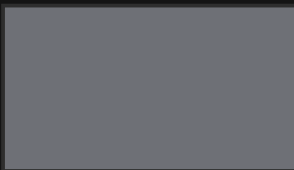
Primary background. The brand lives in the dark.



PAPER

#F5F2EC · CMYK 2/2/5/0

Type and surfaces on dark. Warm, never clinical white.



SLATE

#6E7076 · CMYK 0/0/0/60

Secondary type, captions, rules and metadata.

ACCESSIBILITY

- Paper on Ink and Ember on Ink both clear WCAG AA for body text.
- Never set Ember type on Paper below 18px — use Ink instead.
- Never rely on colour alone to carry meaning in an interface.

TYPOGRAPHY

Oswald for headlines — condensed, heavy, uppercase, tight tracking. Barlow for everything else. Two faces, no exceptions. Both are free on Google Fonts.

DISPLAY / H1

Oswald 600 · 48-96px · uppercase · -1% tracking

SECTION / H2

Oswald 600 · 28-40px · uppercase · -1% tracking

SUBHEAD / H3

Oswald 500 · 18-22px · uppercase

BODY

Barlow 400 · 15-18px · 1.6 line height · sentence case

EYEBROW / LABEL

Barlow 600 · 11px · uppercase · 0.34em tracking

HIDDEN HUSTLE

Body copy sits in Barlow at 1.6 line height. Keep measures under 70 characters and let whitespace do the work.

RULES

- Never set body copy in the display face, and never in all caps.
- Headlines are uppercase with tracking at -1%; labels are uppercase at +34%.
- Substitute Arial Narrow (display) and Helvetica/Arial (body) only when Oswald and Barlow are unavailable.

05 VOICE

If it sounds like a supplement ad, rewrite it. Australian English throughout – recognise, colour, realise.

EARNED, NOT LOUD

We describe the work, not the win. Confidence comes from specifics: the 5am alarm, the extra set, the quiet week.

DIRECT

Short sentences. Active voice. Cut adjectives before you cut facts.

INCLUSIVE

Unisex and global. No gendered assumptions, no elite gatekeeping.

NEVER HYPE

No exclamation marks, no 'crush it', no manufactured urgency.

SAY

**“NOBODY SAW THE WORK.
THAT WAS THE POINT.”**

AVOID

**“CRUSH YOUR GOALS —
NO EXCUSES!!”**

NAMING

- The brand is written Hidden Hustle in copy and HIDDEN HUSTLE in the lockup.
- Never abbreviate to HH in customer-facing copy.
- Drops are numbered: Drop 001, Drop 002.

PHOTOGRAPHY

Dark, textured, high contrast. Weather over studio. Effort over outcome.

- Shoot in low light: pre-dawn, dusk, overcast, indoor shadow.
- Grain and imperfection are welcome; heavy retouching is not.
- Faces half-turned or out of frame — the work is the subject, not the model.
- Desaturated base with one warm light source echoing Ember.
- Real terrain: gravel, concrete, salt, steel, alpine rock.
- Every published image carries descriptive alt text for accessibility and search.

ART DIRECTION DON'TS

- No over-lit studio gym shots, no forced smiles, no high-five clichés.
- No heavy colour grading outside the Ink/Paper/Ember range.
- No text baked into photography — type sits in the layout, not the image.

07 APPLICATIONS

Where the identity shows up, and how it behaves there.

APPAREL

Woven neck label in Ember on Ink. Embroidered mark at left chest, 40mm wide. Back prints use the stacked lockup, one colour only.

PACKAGING

Ink mailers, Paper tissue, one Ember sticker seal. Stacked lockup centred; nothing else on the face.

SOCIAL

Ember-on-charcoal avatar. Photo-led posts with a single line of copy. The mark sits small in a corner, never watermarked across the frame.

WEB & EMAIL

Dark background by default. Horizontal lockup in headers, icon alone in favicons and signatures.

ASSET LIBRARY

- All logo files — SVG masters and transparent PNGs — live at /brand-assets on the website.
- Formats supplied: icon, stacked lockup and horizontal lockup in Ember, Paper and Ink, plus flattened tiles and social avatars.
- Social sizes: 1024 x 1024 avatar, 1200 x 630 share card.

APPROVALS & QUESTIONS

Anything not covered here: hiddenhustle@skyhive.com.au