



HAWKLAND

GLOBAL

ENGINEERING INDUSTRY FORWARD

IDENTITY STANDARDS / DIGITAL EXPERIENCE / APPLICATIONS

Brand Book

A premium global identity for industrial machinery and turnkey solutions.

VERSION 1.0 / AUGUST 2026

POSITIONING

Confidence for complex industry

Hawkland Global converts demanding production requirements into clear, executable machinery solutions - from source selection through delivery and project support.

BRAND PROMISE

Engineered for industry.
Delivered globally.

A single accountable partner for machinery, compliance-minded coordination and long-term industrial progress.

01

Vision

See beyond the immediate purchase to the complete production outcome.

02

Precision

Make every specification, commercial term and commitment unambiguous.

03

Momentum

Move projects forward with disciplined follow-through and global reach.

AUDIENCE

Three decision-makers. One coherent experience.

The interface, proposals and sales communication must answer confidence, compliance and commercial clarity at the same time.

01

Plant investor

Owner / founder / board

WHAT THE EXPERIENCE MUST PROVE

- Clear investment logic
- One accountable partner
- Visible risk controls

Decision: Can Hawkland make this project real?

02

Technical authority

Engineering / QA / production

WHAT THE EXPERIENCE MUST PROVE

- Exact specifications
- GMP-minded documentation
- Evidence over adjectives

Decision: Will the solution perform and comply?

03

Project buyer

Procurement / projects / finance

WHAT THE EXPERIENCE MUST PROVE

- Comparable scope
- Lead-time transparency
- Support after delivery

Decision: Is this the safest total-value choice?

CHARACTER

Authority without arrogance

Hawkland should feel calm, exact and globally capable. Never loud, ornamental or sales-heavy.

VISIONARY

Sees the complete production system.

PRECISE

Turns complexity into clean decisions.

DEPENDABLE

Communicates ownership and follow-through.

GLOBAL

Connects markets without losing local context.

40% Ruler / 35% Sage / 25% Explorer

THE MARK

Vision, engineering and global reach

The original H-hawk-globe idea is retained as Hawkland's strongest distinctive asset, while the lockup around it is simplified for professional use.



H

Ownership

The initial anchors the symbol to the company name.

HAWK

Vision

Sharp judgment, speed and command of the wider field.

GLOBE

Reach

Global sourcing, delivery and cross-market coordination.

GEOMETRY

Precision

Balanced construction signals engineering discipline.

ARCHITECTURE

Use fewer elements, with greater discipline

The master logo does not need the sector list in every appearance. Use the descriptor only when the audience needs category context.



MASTER LOCKUP

Default for proposals, website headers and corporate communication.



SYMBOL

Use for social avatars, favicons, app icons and equipment badges.

DESCRIPTOR

Machinery solutions for
pharma, food & beverages

SPACING & SCALE

Give the mark room to signal authority

Clear space is measured using X, defined as half the cap height of the HAWKLAND wordmark.



MINIMUM SIZE

Master lockup

Digital 120 px
Print 32 mm

Symbol

Digital 24 px
Print 8 mm

Below minimum size, use the symbol without the globe's internal detail.

APPROVED VARIANTS

A controlled system for every background

Choose the version that creates the highest contrast. Metallic effects are reserved for premium presentation, not routine small-scale reproduction.



PRIMARY / NAVY



LIGHT / PORCELAIN



SYMBOL / COMPACT

MISUSE

Consistency creates recognition

Any change to proportion, colour, contrast or spacing weakens the mark and makes the company appear less controlled.



Do not stretch

Protect the approved form and contrast.



Do not recolour

Protect the approved form and contrast.



Do not add effects

Protect the approved form and contrast.



Do not rotate

Protect the approved form and contrast.



Do not crowd

Protect the approved form and contrast.



Do not use on noise

Protect the approved form and contrast.

COLOUR

Industrial confidence, refined by gold

Navy provides authority and technical trust. Gold carries premium distinction. White and steel create the breathing room required for modern interfaces.

Hawkland Navy

#071A33
RGB 7 / 26 / 51

Precision Gold

#D4A84F
RGB 212 / 168 / 79

Porcelain

#F7F8FA
RGB 247 / 248 / 250

Steel

#42526A
RGB 66 / 82 / 106

Recommended balance: 60% porcelain / 25% navy / 10% steel / 5% gold. Gold is an accent, not a background default.

TYPOGRAPHY

Modern clarity with editorial authority

Manrope handles high-frequency business and interface communication. Cormorant Garamond adds a selective premium voice to major campaign and chapter headings.

Manrope

Primary / UI / data / proposals

Aa Bb Cc 0123456789

Cormorant

Editorial / campaigns / statements

Vision. Precision. Momentum.

DISPLAY

48-72 px / 1.05

H1

36-48 px / 1.10

H2

24-32 px / 1.20

BODY

16-18 px / 1.55

CAPTION

12-14 px / 1.45

UI PRINCIPLES

Complex engineering, made easy to navigate

The digital experience should feel like a competent project manager: structured, calm, specific and always clear about the next action.

01 Clarity first

Expose key capacity, scope and compliance information before promotional language.

02 Progressive detail

Summarize first; let technical users expand specifications without overwhelming investors.

03 Visible proof

Pair claims with installations, standards, documentation or measurable outcomes.

04 One next step

Every page or section should present one dominant action, not several competing buttons.

COMPONENTS

A UI kit designed for high-trust decisions

Use an 8-point spacing system, 12-column desktop grid, strong information hierarchy and restrained radius. Avoid decorative motion that delays technical content.

BUTTONS

REQUEST A SOLUTION

VIEW DETAILS

EQUIPMENT CARD

PHARMA / FILLING

Automatic Liquid Filling Line

Capacity 6,000-12,000 BPH / SS316L contact parts

EXPLORE SOLUTION 

LEAD FORM

PRODUCT

Select product type

CAPACITY

Required output per hour

COUNTRY

Project location

START TECHNICAL DISCUSSION

PAGE COMPOSITION

Proof-led website hierarchy

Lead with the production outcome, reveal the sectors, show evidence, then invite a scoped technical discussion.



VOICE

Specific. Assured. Constructive.

Hawkland speaks like a senior technical-commercial partner: direct enough for engineers, clear enough for investors and respectful of risk.

SAY

Complete filling line configured for your bottle, closure and required output.

AVOID

Best quality world-class machine at amazing price.

SAY

Scope, lead time and exclusions are stated before commercial confirmation.

AVOID

Everything is included and fully guaranteed.

Core line: Engineering Industry Forward.

SYSTEM IN USE

One identity across every project touchpoint

The same hierarchy should run from first impression to technical handover: restrained navy, exact typography, gold emphasis and visible proof.

PROPOSALS

Executive cover, structured scope, clear exclusions

WEBSITE

Outcome-led pages, technical filters, strong CTA

SOCIAL

Project proof, technology education, sector authority

EQUIPMENT

Compact emblem, serial badge, commissioning documents

EXHIBITIONS

Large wordmark, one headline, real machinery imagery

EMAIL

Short signature, role clarity, one action