AREB HABIBI, LET ME TELL YOU A STORY.



BRAND GUIDELINES

the HUNGRY NEIGHBOURS

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WELCOME TO THE NEIGHBOURHOOD

We were raised in a big, loud,
Arab household.

Double brick, dual-level, the ugliest brown tiles you've ever seen, and a backyard that was more vegetable garden than playground.

This house
and the house next door,
and the house next door,
and the house next door,
defined our upbringing.

But it was the people inside that truly made it home. And so, people are the heart of our brand.

Every aspect of The Hungry Neighbours, from the visuals to the tone of voice, has been designed to make our customers feel comfortable, welcome and seen. On the following pages, you will find a step-by-step guide on how to best implement our brand across all business touchpoints to achieve this.

From storefronts to family dinner tables, in-house menus to Instagram captions, our brand approach should be cohesive and true to who we are at every step of the journey.

When in doubt, refer back to these guidelines. Whatever you do, don't ask Tante Dalz – she makes the best ka'ak but she doesn't know a single thing about typefaces and adjectives.



the HUNGRY NEIGHBOURS

Primary Idea:
An organised chaos

Embrace the Chaos

CORE IDEAS

Multiple personalities come together as one

The Neighbourhood

Multigenerational

Layers intertwined

TONE OF VOICE PRINCIPLES

PURPOSE

Copywriting is as much of a strategic tool as it is a creative one. It allows you to effectively communicate with your audience and highlight your brand's key messages and values.

But what you say is worth nothing if you don't consider how you say it. This is where the tone of voice comes in.

Developing a distinct tone of voice for your brand will help:

1. You build a community. If you have an amazing brand personality people will want to be a part of the journey.

2. Your audience remember what you've said. Because if you believe it, they'll believe it.

3. Ensure that your style of communication aligns with your key brand values. If you talk the talk, you need to walk the walk, and vice versa.

Specific to The Hungry Neighbours, tone of voice will allow you to achieve four key things:

1. Create a brand that is cohesive across every customer touch point — from the menu to the decor to the tone of voice. Everything works together, works with purpose, and works well.

2. Connect with your customer on a deep and meaningful level through shared experiences.

3. Develop a brand that is both true to its roots and progressive – you honour the past while making things your own.

4. Develop a brand that is unique and memorable in a saturated market.

OPPORTUNITIES

Develop a tone of voice that is authentic to our roots, culture, and personal experiences while not being isolating.

Share your story.

Our experiences are uniquely ours…but they are also seeped in shared cultural tradition. By telling your story you will better connect with customers who have lived the same or similar.

Remember your WHY.

You have three: family, food and memories.

Consider which of these your decisions relate to and make sure to tell your customer. We want them to know that you are motivated by more than your bottom line. This will make you likeable and make them trust you. to enquire about the product, sign-up for a trial, pay for the full service.

Listen to others.

Be willing to listen to the stories and experiences of others. This will allow you to create an environment that is open, welcoming and comfortable.

Keep it real.

Culture can be as isolating as it is welcoming. By keeping things real and honest with customers you make it easy for them to navigate cultural quirks they may not fully understand. How you talk to people will help build long-term relationships – keep things simple and straightforward.

TOV PRINCIPLES



We Are Sharers

- Honest
- Knowledgeable
- Confident
- Experienced
- Welcoming
- Considered
- Communicative
- Integrity



We Value Culture & Community

- Nostalgic
- Respectful
- Warm
- Aware
- Friendly
- Celebratory
- Inclusive
- Open



We Are Authentic

- Transparent
- Down-to-earth
- Earnest
- Light
- Humorous
- Positive
- Relatable
- Genuine

WE ARE SHARERS

Of stories, skills and experiences. We have a deep appreciation for our culture and an even deeper desire to share what we know and what shaped us with others… and we hope they will share in return.

From recipes to stories, we believe that sharing helps us make better connections and more informed decisions. The more our customers knows about us, the more we will learn about them, and the more we can help eachother grow.

And honestly, it's just nice to connect with people.

When we speak, we speak with confidence. It's not in your face, it's not over the top or full of ego. It's earnest and comforting. We speak from a considered, informed perspective and only share the information we know will be most helpful, enoyable or relatable to others. We share with purpose.

We are as relatable as we are professional. We want people to see their journey in our own. We want people to trust us because we understand, not simply because we have the know-how (which we do).

WE ARE SHARERS

DO:

- Use warm and welcoming language.
- Make our experience known. Share our stories, the good, the bad and the hilarious.
- Share our expertise. We're not gatekeepers of knowledge, we want everyone to benefit.
- Be transparent. Share the "what", the "how" and "why".
- Share knowledge in a way that is easy to understand and relatable.
- Share recipes, secret hacks and pro tips. We are the experts when it comes to our culture and how to enjoy the food.
- Make the customer part of the journey, not just passive observers of it.
- The more we share, the more we connect with people, the more we can serve them (and them us).

DON'T:

- Brag. Ego isn't cute on anyone.
- Start every sentence with "And", "But" and "So". We'll sound long-winded.
- Dismiss other opinions, thoughts or feelings. Everyone's experience is valid.
- Use big words or overly cultural language. Our knowledge should be insightful, not isolating.
- Talk only about ourselves. We hold space for our customers, this is a
- two-way conversation.
- Be closed-minded. We can always learn.
- Write full paragraphs of text – this is overwhelming.
- Overshare. Focus on what information/ stories provide real value.
- Use initialisms like OMG or buzzwords like "totes." We connect with our customers without diluting who we are.

EXAMPLE

We hope to provide the same rich experience every time you dine at our table. Because if there's one thing we've learnt, it's that nothing has more heart than a home-cooked meal.

WE VALUE CULTURE & COMMUNITY

No one knows our culture better than us. We've lived it, breathed it, talked it and packed it for lunch for our whole lives (warak enab > Vegemite sandwich every day of the week).

While we honour our Lebanese heritage, we don't delve so deep that things become isolating or unfamiliar to people of other cultures. After all, there is more to us than big families and loud drums.

We are a mix-n-match of our heritage and our Australian upbringing. By recognising and honouring every part of our identity, we are able to create an environment that is welcoming to people from all walks of life. Tradition is one thing, but community is everything.

We foster a greater sense of community by how we talk to our customers. We're friendly, supportive and connective. We show through words that we're here to provide warmth and comfort, whether through a meal or through a conversation.

Our ultimate goal is to create an experience that is relatable and universal, no matter where people come from. The Hungry Neighbours is about the things that connect us. So it only makes sense that our voice does just that.

WE VALUE CULTURE & COMMUNITY

DO:

- Highlight how we're making things our own.
- Make reference to Lebanese heritage.
- Use a mix of English and Lebanese names of food and ingredients.
- Talk about family.
- Talk about friends.
- Find opportunities to remind people to spend time with each other. Food unites us.
- Show that we care by celebrating key dates, holidays, birthdays etc.
- Create a connection with our audience by using second and first-person plural ("us" and "we").
- Use contractions (you're, we're, it's) to create a sense of comfort and intimacy.
- Ask open-ended questions. We are willing to listen.
- Invite a two-way conversation. Ask for feedback or a question that invites customers to respond.

DON'T:

- Write in a way that is prideful or cruel.
- Used closed-off or abrupt language.
- Focus only on our experiences. Consider what others will find relatable.
- Refer to The Hungry Neighbours in the third person (unless in press releases or corporate documents).
- Be too cool to care.
- Be old school. Instead, be new school. We honour tradition but don't let it tie us down.
- Assume everyone knows what we're talking about. Where we can, we provide context and/or explanation about key cultural things.
- Use a passive tone. You want to motivate and energise your customers.
- Be closed-minded or stubborn. Instead be open, candid and willing to admit we're wrong (or right).
- Talk or write in Arabic. If we do, we translate.

EXAMPLE

It's the Lebanese-Greek-Ethnic-Wog-You-Weren't-Born-Here-Australian misfits that dined at our table, shared gossip on the front lawn, and were always in for a mid-week barbecue.

WE ARE AUTHENTIC

We aren't just a restaurant for you to book into your social calendar (although that's an important part of the service). We are real people wanting to connect with real people. We want our customer to feel comfortable dealing with us.

We're honest in our approach because no trusting relationship is built on half-truths and lies. Our customers are part of the family – we keep them informed of changes, updates, motives and the details every step of the way. Because it's important. And because we have nothing to hide.

We're friendly, supportive, connective and as real as it gets. We're not afraid to make a joke, take a jab (mostly at ourselves) and be playful. Business is important but having the ability to step back keeps us sane. It also makes things more enjoyable.

There's a lightness in the way we communicate. We keep things positive. And we're constantly curious. We're keen to understand more about our customer so we can serve them better. So we invite dialogue with our clients. We listen; with interest and empathy.

WE ARE AUTHENTIC

DO:

- Talk like a human. We're not robots. Break up information with relatable examples and side notes.
- Connect everything back to food, family and culture. These things define who we are.
- Be authentic and true to our voice and values.
- Be loud, proud and unfiltered.
- Look for opportunities to keep things light-hearted.
- Use humour to sell ourselves. Make jokes, be sarcastic, poke fun at others and at ourselves.
- Demonstrate empathy and understanding by describing what our customers may be experiencing.
- Talk simply and to the point. Say what we mean.
- Remember to be warm. Talk to our customers like they're our friend.
- Use our voice to enforce key messages and values.
- Speak like an expert. Because we are.

DON'T:

- Take things too far. Toe the line don't cross it.
- Overuse or repeat the same jokes.
- Force the fun. We're here to make our customers smile, not cringe.
- Use niche references, industry jargon or initialisms – unless we can explain what they mean.
- Neglect useful information for the sake of a joke. We're still here to sell a service.
- Just say we're the best – tell people WHY.
- Be too chatty. We want to create a connection not scare people away.
- Use too many adjectives. Just one or two will do.
- Be obvious or tacky. Keep things simple.
- Use capital letters. We're not yelling.
- Use exclamation points (except on social media).
- Write paragraphs of long text.

EXAMPLE

It's in the warak enab our mum spent a full day picking, another day rolling, another day cooking, and another day reminding us about her efforts.



WEBSITE COPY

ABOUT US

We were raised in a big, loud, Arab household.

Double brick, dual-level, the ugliest brown tiles you've ever seen – perfectly matched with the plastic on the couches – and a backyard that was more vegetable garden than playground.

This house
and *the house next door*,
and **the house next door**,
and **THE HOUSE NEXT DOOR**,
defined our upbringing.

But it wasn't the bricks, tiles, or milk crates for seats that made us who we are.

It was the driveway cricket games. The scattered bikes on our front lawn, some ours, some our neighbours. The weekly storytime sessions over the fence while eating sunflower seeds. The nightly gatherings on the front porch for dinner, gossip and 20-person card games.

A house is just a place – it's the people and memories that make it a **HOME**.

Welcome to the **NEIGHBOURHOOD**.

Bayt baytuk بيتنا بيتك

Our home is your home.

Crazy family and all.

OUR STORY

Home is where the **HEART** is.

And our **HEART** is in a double brick semi in Arncliffe.

It's in the blackberry tree that overran the back picket fence.

The so-not-hot wheel Sigma our dad would pile us into for laps around the block.

It's in the warak enab our mum spent a full day picking, another day rolling, another day cooking, and another day reminding us about her efforts.

Home is where the **HEART** is.

And the heart of our home is our table.

Where the Lebanese-Greek-Ethnic-Where-Are-You-From-Australian misfits would dine, gossip, share life stories and teach life lessons.

Always the first to arrive and the last to leave, these hungry neighbours filled our hearts. And we filled their bellies.

Home is where the **HEART** is.
But home isn't a place, it's a *person*.

A **people**.

A **culture**.

A **MEMORY**.

We honour all of these parts of us and aim to provide you with the same rich experience every time you dine at our table. Because if there's one thing we've learnt it's that nothing has more **HEART** than a home-cooked meal.

Just ask mum. Or don't.
She'll remind you either way.

OUR PHILOSOPHY

We are a people of simple pleasures and humble joys. Good food, good company, and genuine hospitality are at the core of what we do.

At our table we hope to serve:



DELICIOUS

Food is the very heart of what we do, so we had to get it right (or mum would have something to say about it). Our recipes are a balance of authentic flavours and contemporary combinations, the perfect mix of tradition and uniqueness. Through food, we hope to unite people, share stories, and create new memories – just like our kitchen table years ago.



TO BE BLESSED BY YOUR PARENTS

Family is everything. They are our inspiration and motivation. Our stories, food, traditions and values have been passed down through generations and we are honoured to share them with you.



WELCOME

We say this not as a greeting but as a matter of fact. All are welcome at our table – The Hungry Neighbours is home to you as much as it is home to us. We invite you to sit, share, talk, drink, laugh and be with us. If you're lucky, we might even crack open the arak.



MAY YOUR EYES BE TREATED WITH GENEROSITY

Generosity is a way of life for us. We hope to make you feel cared for and full – both in body and in heart – and enrich your day each time you sit at our table.

MEET THE NEIGHBOURS

Tante Dalz
Makes the best ka'ak this side of the Hume Highway.

Abu George
Pretty sure he was born with a moustache. Keeps an emergency shisha in the back of his car.

The Sigma
always reliable, always ready for a joy ride. Can fit 10 people, minimum.

Nonna Grace
Says her biscotti are better than Tante Dalz's ka'ak. She wishes.

Con
Thinks the Greeks invented Vegemite.

Georgey
The only thing more wicked than his smile is his driveway cricket skills (according to no one but him).

Jedu
Master concrete waterer. Master B.S artist. We still don't know his real name.

Neighbour Tom
Every street has one.

Teta Layla
Best fruit garden on the block. Spends her days scaring birds out of her fig tree.

Nikki
Has more sass than can fit in her little body. Loves braids, bike rides and baba ganoush.

Kass' Younger Brother
Spends his days picking olives off the tree. And eating them by the kilo.

VISUAL IDENTITY



LOGO

Logo

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A bold display font was used to repesent the multiple bold personalities that make up the neighbourhood.

The 2 G's are on an angle and also the t in THN is in lower case.

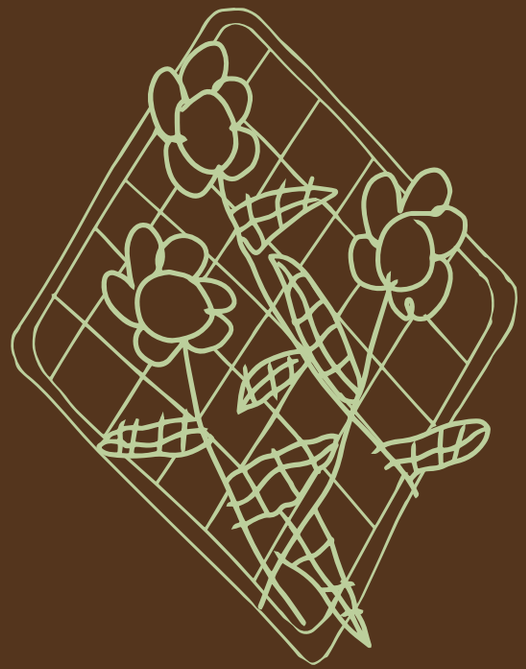
the HUNGRY NEIGHBOURS

Primary Logo

tHN

Sub Logo

Icon





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Inspired by the universal ethnic code for ‘I was here’, leaving a flower in the garden (or other items) in the screen door.

The flower icon will be the primary icon used in conjuction with the main logo’s.

It can be used with or without the diamond background.

How To Use

Visual identity is reliant on consistency. We want to ensure the logo is used correctly through digital and print media for a strong visual to be presented.

See general guidelines for how to use the logos.

These guidelines should be used when using the icons also.



Do not alter the logo's colours in anyway



Do not lock-up text to the logo



Do not add elements or shadows to the logo



Do not rotate the logo



Do not place the logo onto none brand coloured background



Do not alter the logo's shape in anyway



Do not outline the logo



Do not change the relationship of the logo's components

Colours

Taking inspiration from different feature of the home, the home garden and the infamous decor.

Pantone and CMYK:
To be used for printing

RGB and HEX:
To be used for digital

Tomato Red & Couch Brown, primary colours used for packaging design.

Garden Green, Flower Orange and Fruit Orange to have more dominance on digital.

Garden Green

Pantone
579 C

CMYK
28 / 7 / 47 / 0

RGB
180 / 207 / 155

HEX
#BDCF9B

Flower Orange

Pantone
P 45-6 C

CMYK
0 / 75 / 76 / 0

RGB
242 / 102 / 71

HEX
#F26647

Fruit Orange

Pantone
714 C

CMYK
0 / 39 / 66 / 0

RGB
254 / 170 / 97

HEX
#FEAA61

Tomato Red

Pantone
P46-8C

CMYK
17 / 94 / 100 / 7

RGB
193 / 49 / 34

HEX
#C13122

Tile Brown

Pantone
7574 C

CMYK
30 /58 / 88 / 15

RGB
161 / 106 / 56

HEX
#A16A38

Couch Brown

Pantone
43-16 C

CMYK
49 / 69 / 69 /54

RGB
81 / 52 / 45

HEX
#51342D

Primary Colour Combinations



Base colour combinations are as follows. We aim to have high contrast between the colour combinations.

These are best used when wrtitng large amounts of text for social media.

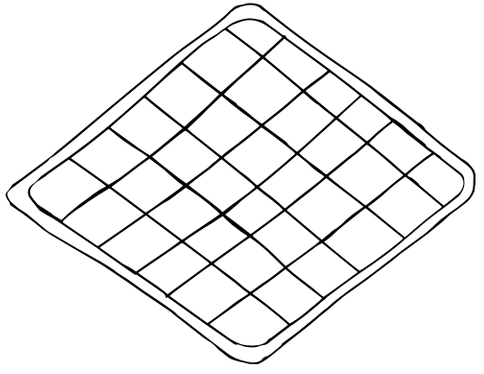
Please alternate between the colour combinations as they all play a part in the overall visual brand.

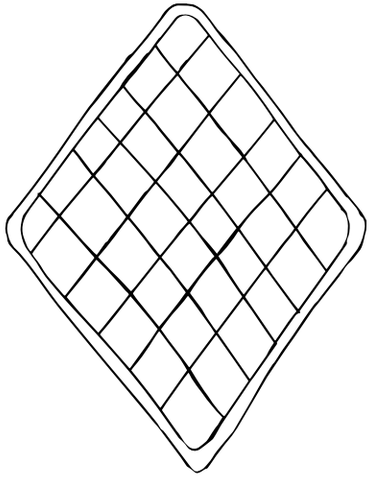
Sticking to one colour combination as the main execution can start to look tacky.

Please refer to application for more examples of colour combinations.

Other Elements



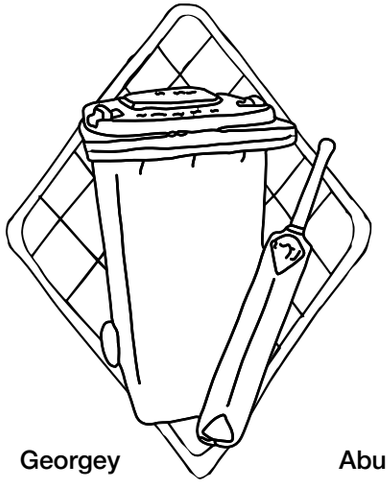




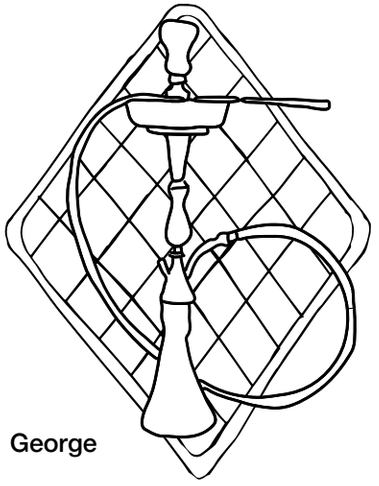
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- Buttons and call outs and CTA to use the diamond shape
- primary font, Bumchill
- Always CAPS LOCK

Neighbour Icon's



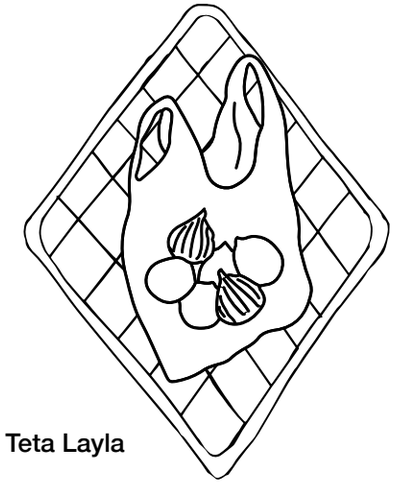
Georgey



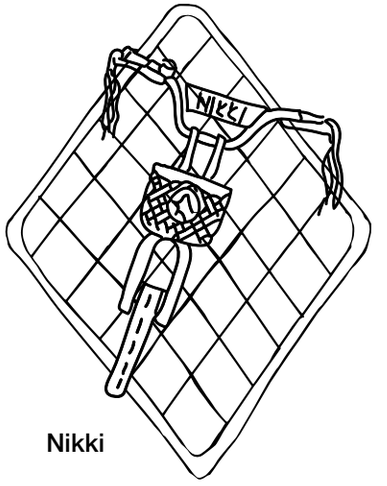
Abu George



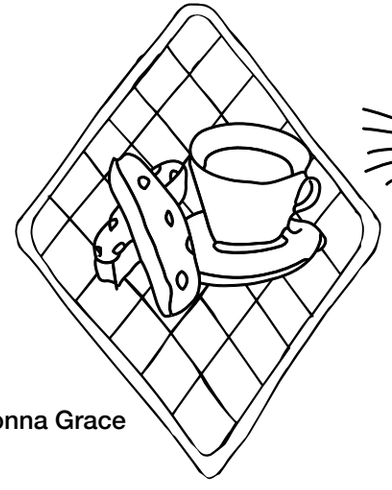
Con



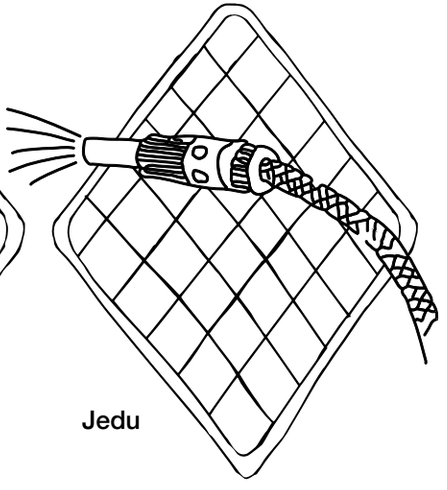
Teta Layla



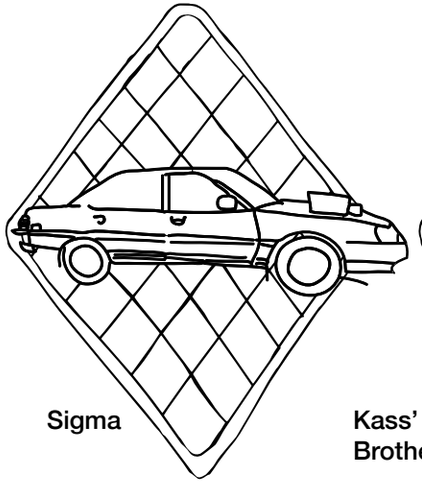
Nikki



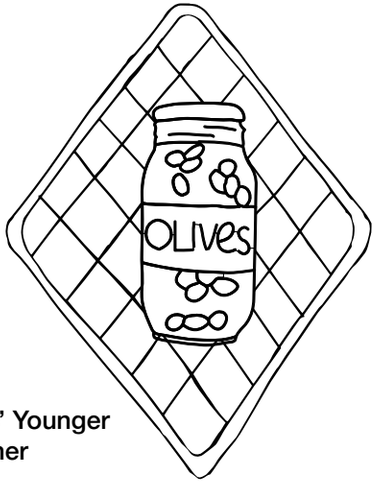
Nonna Grace



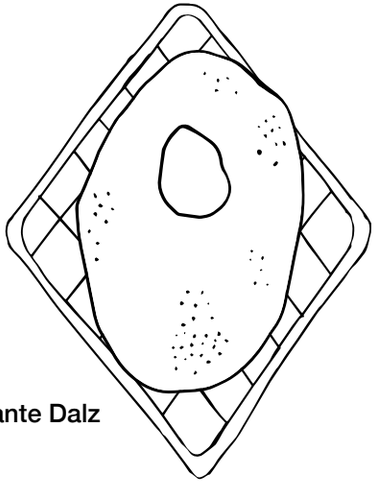
Jedu



Sigma



Kass' Younger Brother

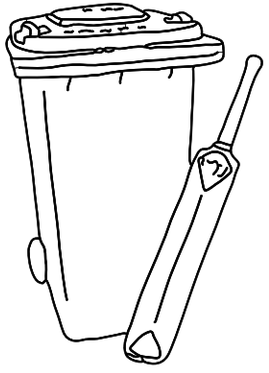


Tante Dalz

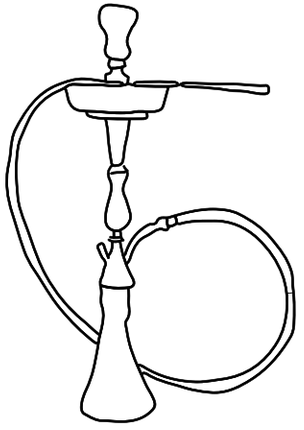
- Each illustration will represent a different persona.
- Illustrated icons can be used on both the diamond and as stand alone with the persona images.
- Items based around 'the things the neighbours leave behind to let you know they were here'

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Neighbour Icon's



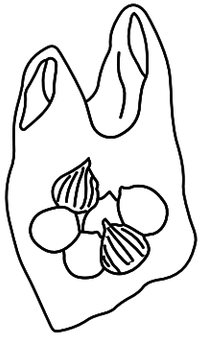
Georgey



Abu George



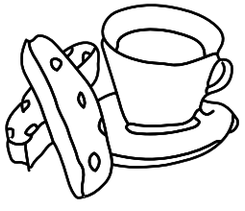
Con



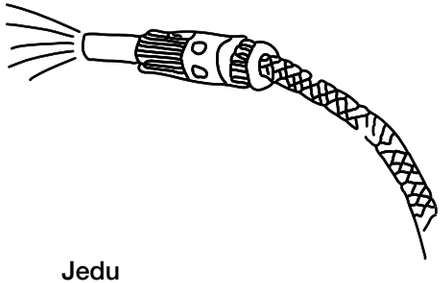
Teta Layla



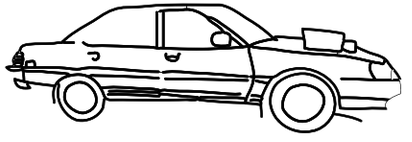
Nikki



Nonna Grace



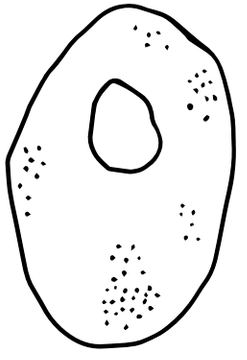
Jedu



Sigma



Kass' Younger Brother



Tante Dalz

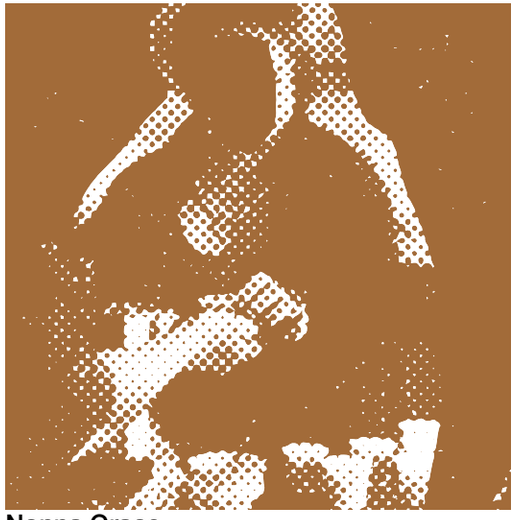
DOWNLOAD FILES HERE

Only 1-3 icons to be used at a time. do not turn or place in corners.

Do not use all icons in the same social post or printed item.

We want to use the icon primarily when speaking or introducing the characters.

Neighbour Images



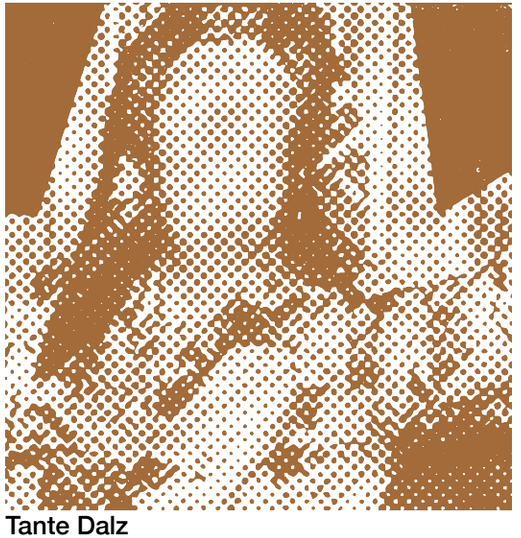
Nonna Grace



Jedu



Sigma



Tante Dalz

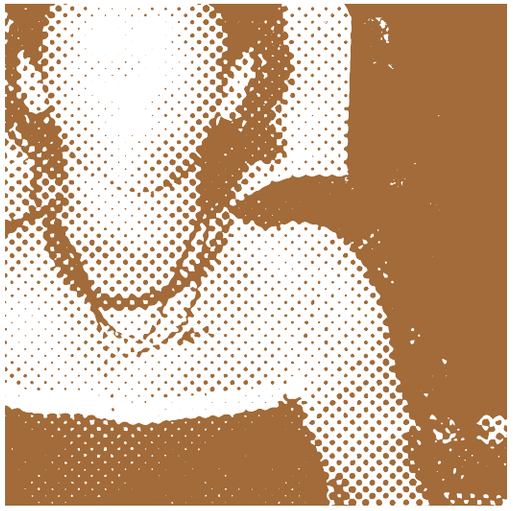


Georgey

DOWNLOAD FILES HERE

- Primary use: As backgrounds
- Faces removed to evoke some mystery
- Half tone & cut out effect
- Icon overlay to associate the persona with the icon
- Icon to be used without the diamond background
- Keep all images brown with the icon colour brown
- Able to crop as you see fit

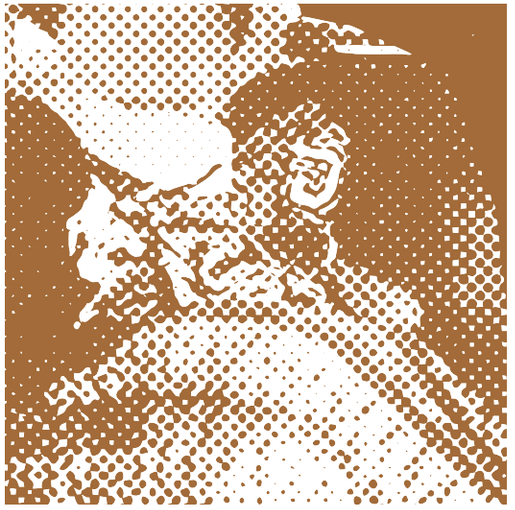
Neighbour Images



Nikki



Teta Layla



Kass' Younger Brother



Abu George



Con

DOWNLOAD FILES HERE

- Primary use: As backgrounds
- Faces removed to evoke some mystery
- Half tone & cut out effect
- icon overlay to associate the persona with the icon
- icon to be used without the diamond background
- keep all images brown with the icon colour brown
- Able to crop as you see fit

Meet The Neighbours

Please use the following graphics as a guide for sizing of icons when overlaying onto graphics.



Kass' Younger Brother

Spends his days picking olives off the tree. And eating them by the kilo.



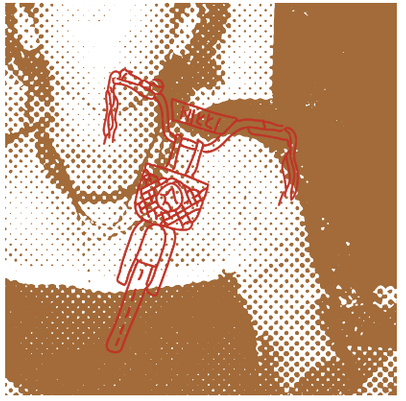
Tante Dalz

Makes the best ka'ak this side of the Hume Highway.



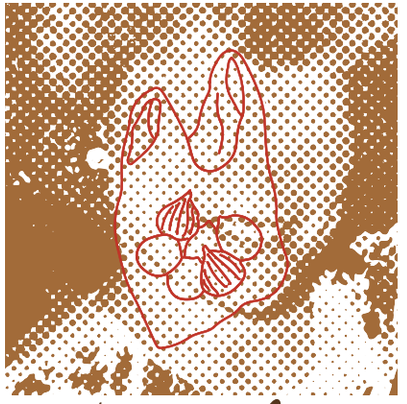
Georgey

The only thing more wicked than his smile is his driveway cricket skills (according to no one but him).



Nikki

Has more sass than can fit in her little body. Loves braids, bike rides and baba ganoush.



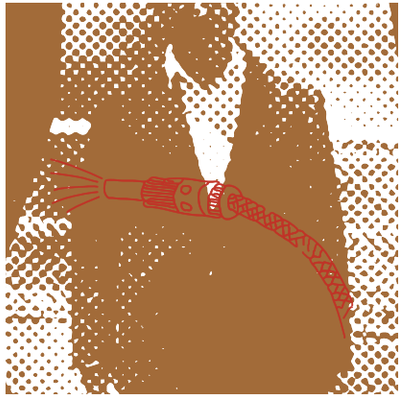
Teta Layla

Best fruit garden on the block. Spends her days scaring birds out of her fig tree.



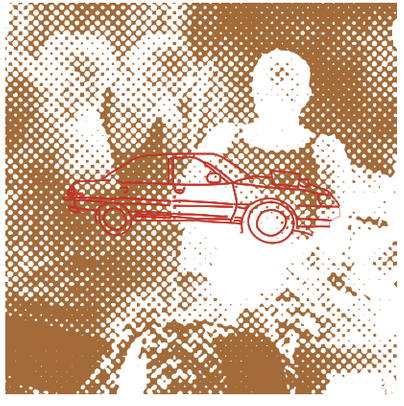
Nonna Grace

Says her biscotti are better than Tante Dalz's ka'ak. She wishes.



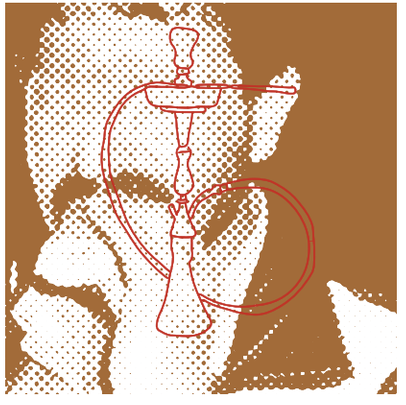
Jedu

Pretty sure he was born with a moustache. Keeps an emergency shisha in the back of his car.



The Sigma

always reliable, always ready for a joy ride. Can fit 10 people, minimum.



Abu George

Has more sass than can fit in her little body. Loves braids, bike rides and baba ganoush.



Con

Thinks the Greeks invented Vegemite.

Typography

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ 1234567890
!@#$%^&*()

DOWNLOAD FILES HERE

Bumchill Narrow
For use:

- Headlines
- Call to actions & buttons
- Must always be in captials.

Typography

Swear Display Black Cilati

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ abcdefghijklm
nopqrst uvwxyz
1234567890
!@#$%^&*()

Swear Display Medium

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*( )

for use:

- Sub headings
- Character names
- Do not use for large amounts of copy.
- Please use only for short call outs as this is not a legible font

- No background colours behind the text

Typography

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*( )

Helvetica Light

For use:

- Large amounts of body copy
- No background colours behind the text
- do not turn the text on the side
- No colour to be added to the background of text

Typography Example

HEADLINE.
BUMCHILL NARROW

Sub Headline. Swear Display Bold Cilati

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

- **Simple example of how the 3 primary fonts are to be used together.**

Typography Example

This house –
and the house next door,
and **the house next door**,
and *the house next door* –
defined much of our upbringing.

Home is where the heart is.
And the heart of our home is **our table**.

A house is just a place.
It's the people and memories
that make it *home*.

So welcome to the **NEIGHBOURHOOD.**

Buttons and call outs and CTA to use the diamond shape primary font, bumchill all caps, all the time.

Use of different font to present the 'organised chaos' and multigenerational layering - only use in small amounts of text - pictured here.s

Use different BOLD, DISPLAY font's to show different personalities.

Layer sentences ontop of each other. Use different fonts to call out different parts of the copy.

Turn the copy visual.

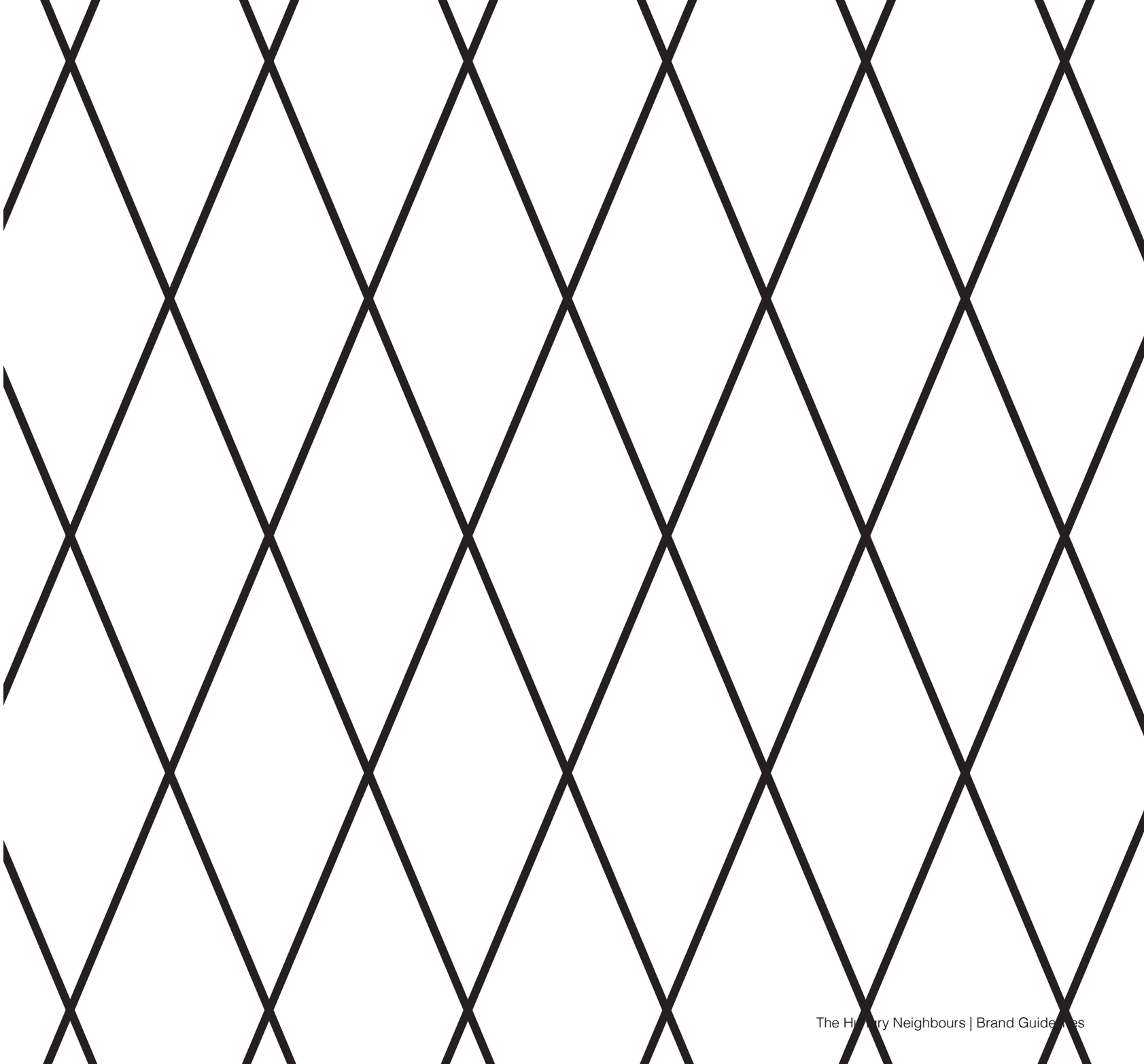
Typography Example

AREB HABIBI, LET ME TELL YOU A STORY.



the HUNGRY NEIGHBOURS

Pattern



DOWNLOAD FILES HERE

primary use:

- Packaging items
- Social templates

Represents the diamond grill fly screen door.

See examples in digital and print roll out.

Background

DOWNLOAD FILES HERE

Backgrounds and general textured images used for packaging or when you are not talking about a specific character. These 2 images highlight coming around the table and the nostalgia growning up in these settings.

Please use sparingly on social media as this can look too cluttered if overused.

Do not place large amounts of text over these images.

See following pages for the only colours to use these backgrounds.



Background

DOWNLOAD FILES HERE

Backgrounds and general textured images used for packaging or when you are not talking about a specific character. These 2 images highlight coming around the table and the nostalgia growning up in these settings.

Please use sparingly on social media as this can look too cluttered if overused.

Do not place large amounts of text over these images.

See following pages for the only colours to use these backgrounds.



Colour Options

01. couch brown background / tile brown forground



02. tile brown background / fruit orange foreground



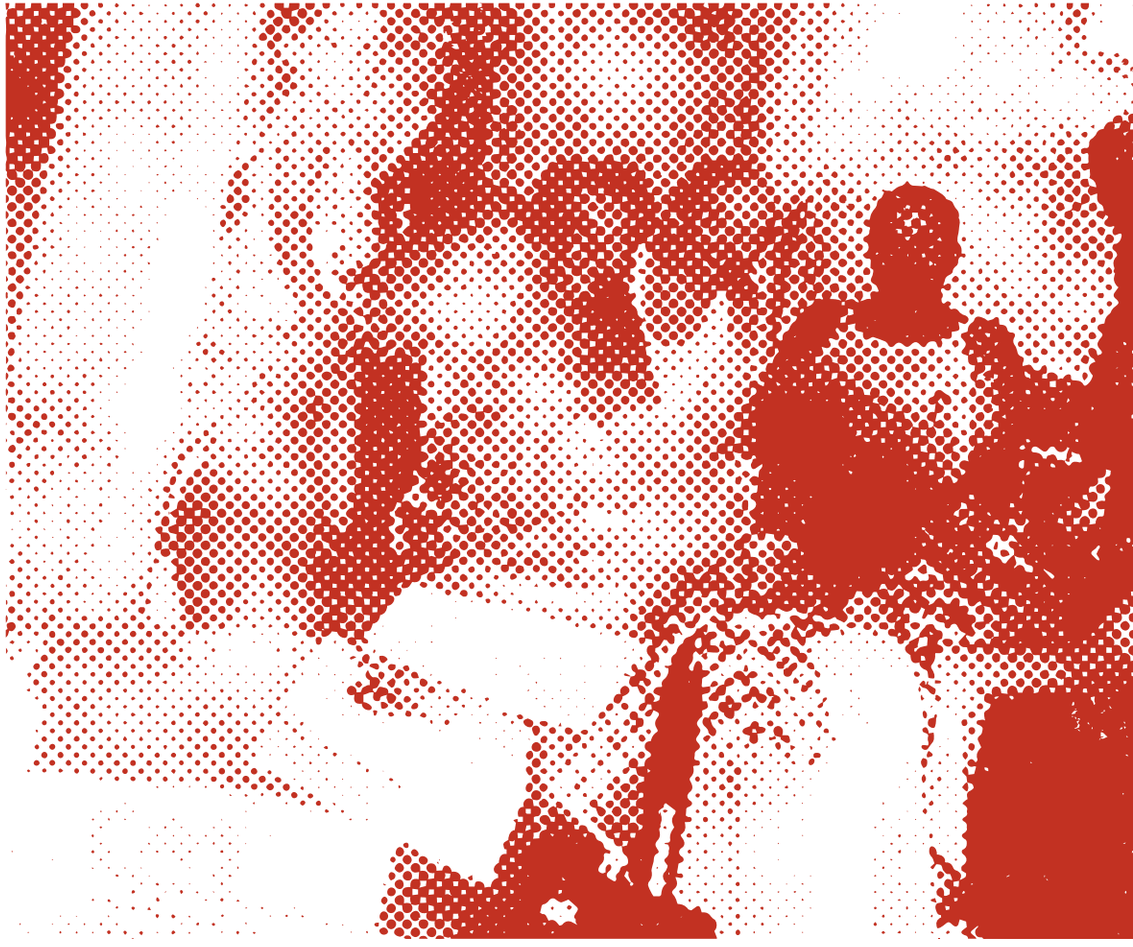
DOWNLOAD FILES HERE

Colour Options

03. tile brown forground



04. red



DOWNLOAD FILES HERE


APPLICATION



PRINT

Greaseproof Paper

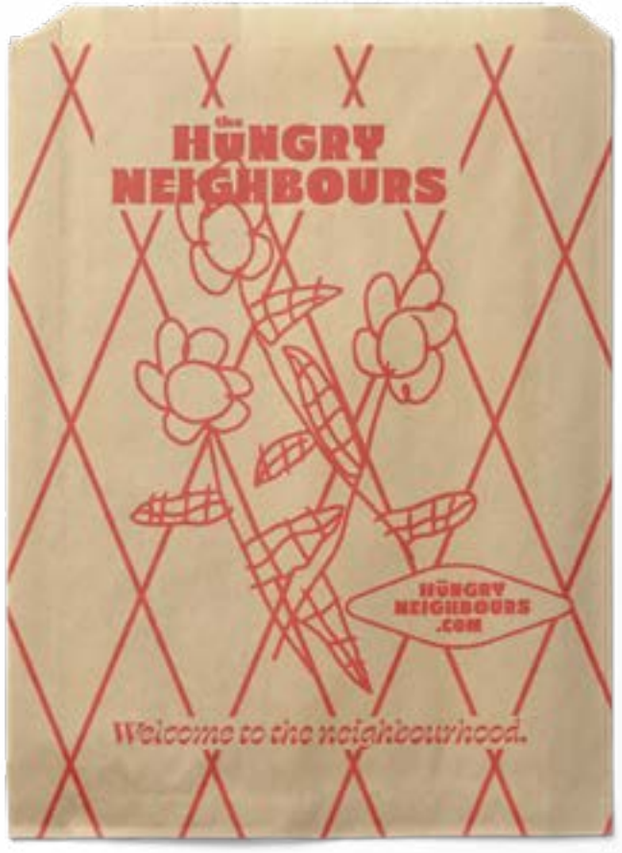


DOWNLOAD FILES HERE

Couch Brown
onto Kraft

mockups are only an impression, not accurate sizing. Once all items have been printed we can update the images with IRL.

Sandwich Bags





DOWNLOAD FILES HERE

Tomato Red
onto Kraft

mockups are only an impression, not accurate sizing.

Retail Bag



DOWNLOAD FILES HERE

Tomato Red
onto Kraft

mockups are only an impression, not accurate sizing.

11" Pizza Box

DOWNLOAD FILES HERE

Tomato Red
onto Kraft

mockups are only an impression, not accurate sizing.



Stickers



DOWNLOAD FILES HERE

50mmx 50mm
Circle

For use:
All packaging items.

Coffee Cups





DOWNLOAD FILES HERE

8oz x 1 Design
12oz x 1 Design

mockups are only an impression, not accurate sizing.

Uniforms



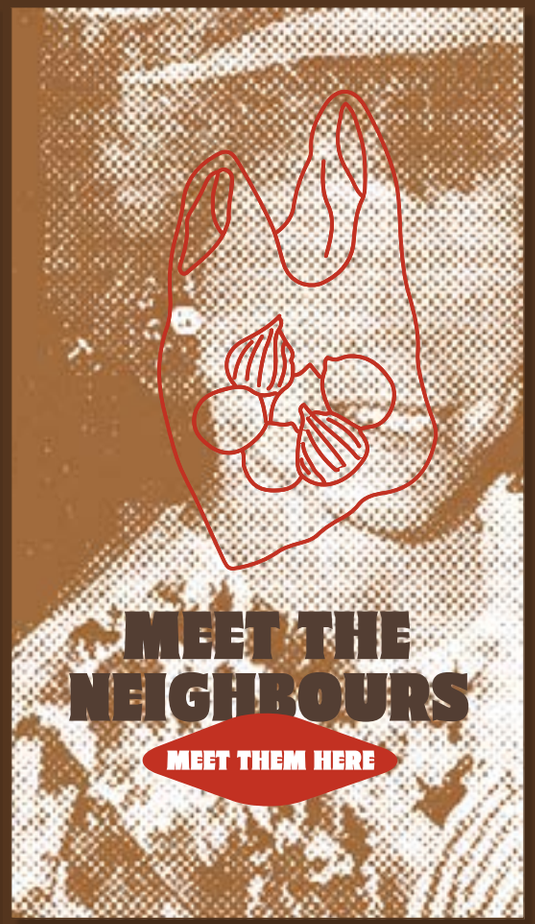
DOWNLOAD FILES HERE



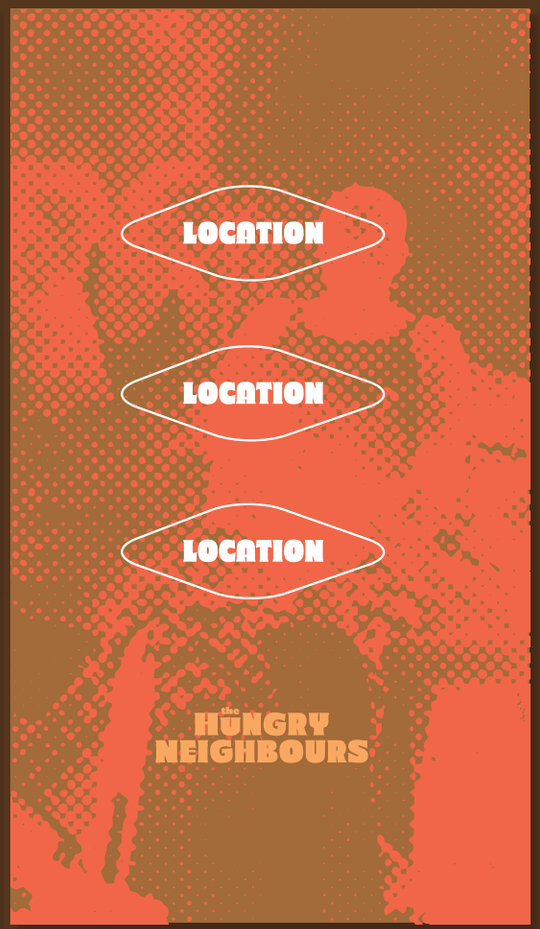
DIGITAL

Digital:
Social Media









DOWNLOAD FILES HERE

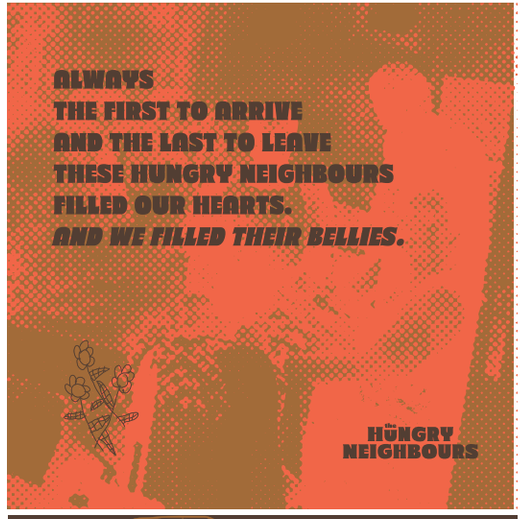
Examples of stories/reels for social media. Most posts and reels (or tik toks) will be food related although these can be used as reels covers and also filler posts for visual identity consistency.

Please use templates supplied. We want to ensure all social media commuications are clear, legible and straight to the point. Do not over clutter posts or stories.

Instagram

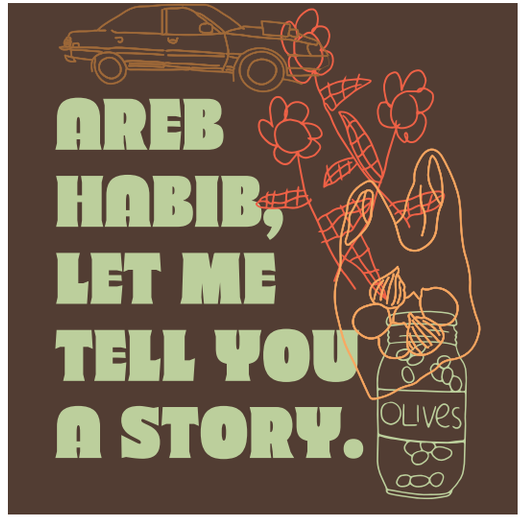










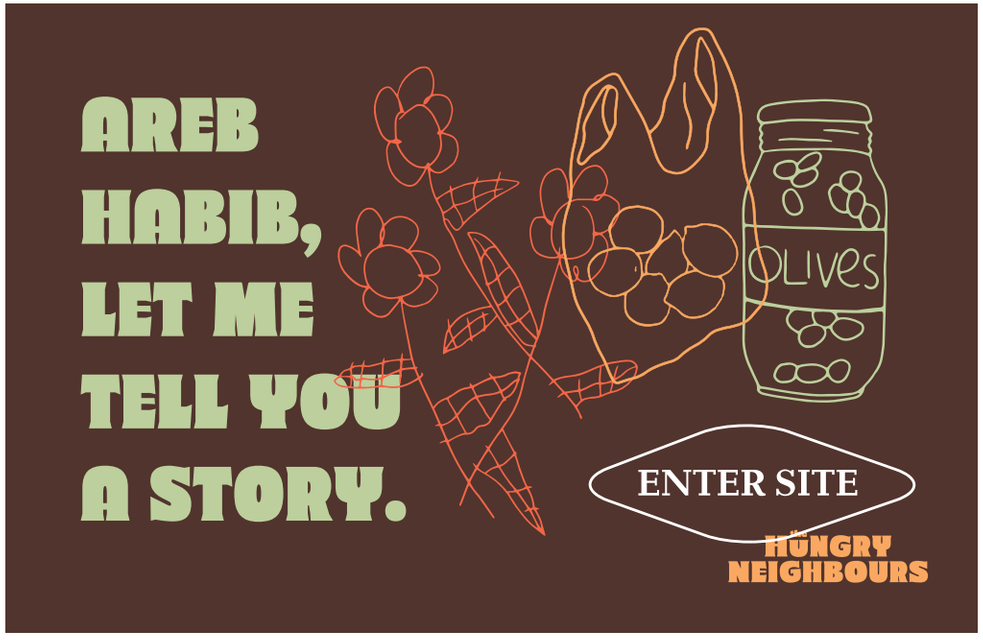


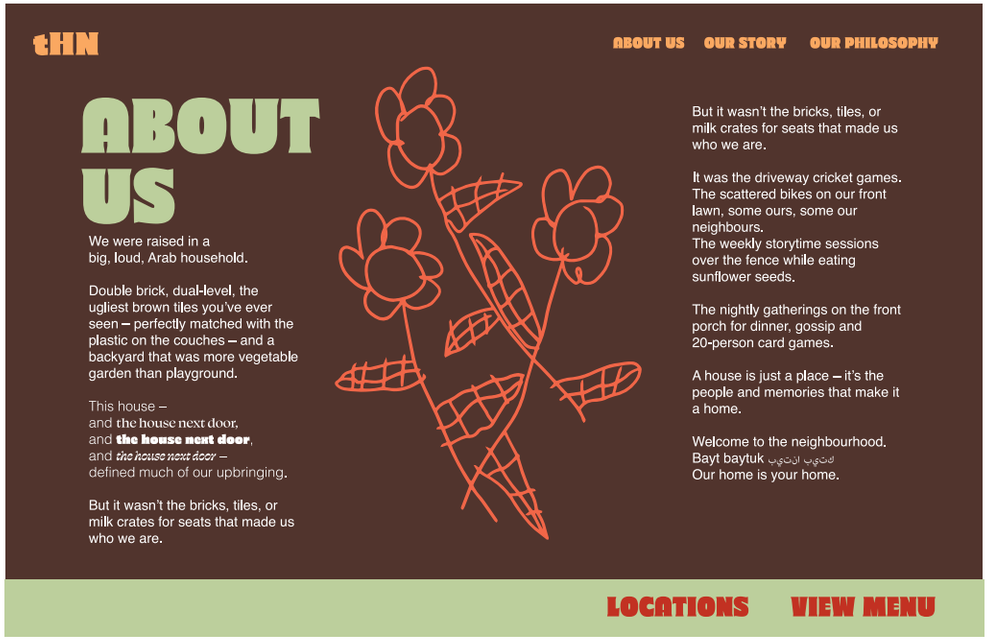
DOWNLOAD FILES HERE

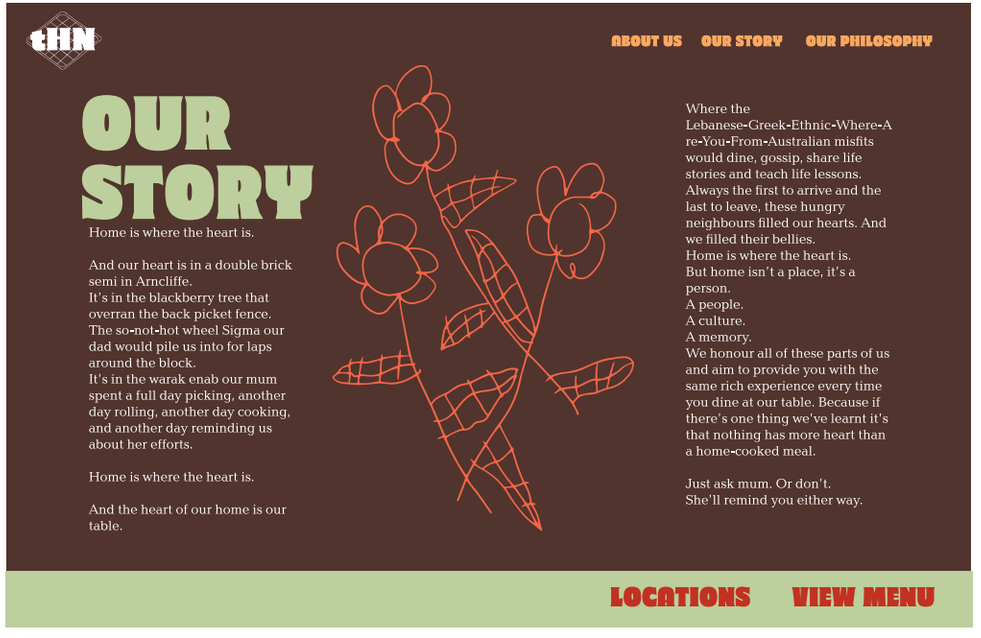
Examples of graphic posts for social media.
Most posts and reels (or tik toks) will be food related although these can be used as reels covers and also filler posts for visual identity consistency.

A range of colour combinations to be used.
Do not stick to only one colour combo.

Website. Desktop

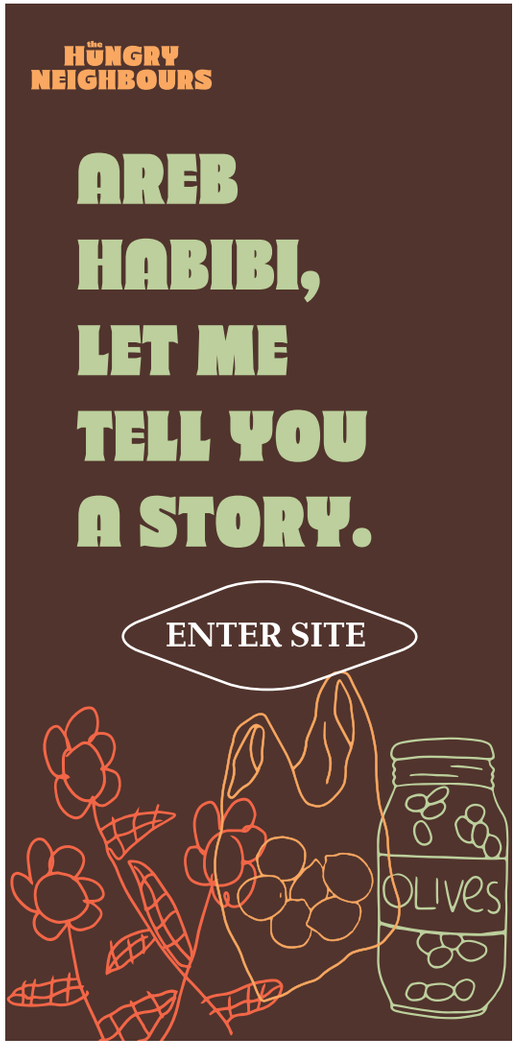


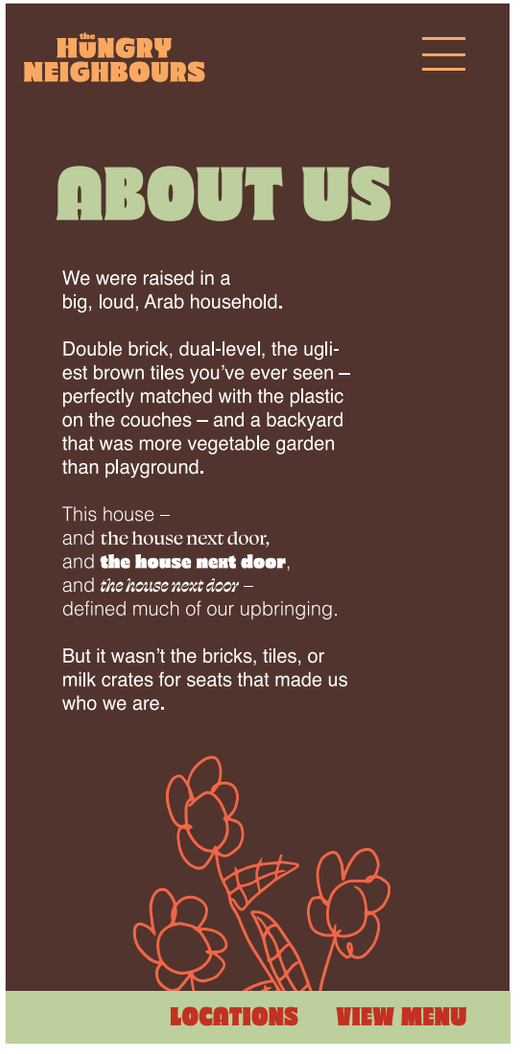






Website. Mobile Device





Website will vary in look and feel once all of the wireframes are complete. Website look and feel will be updated in these guidelines once it is complete.



STATIONERY

Business Cards



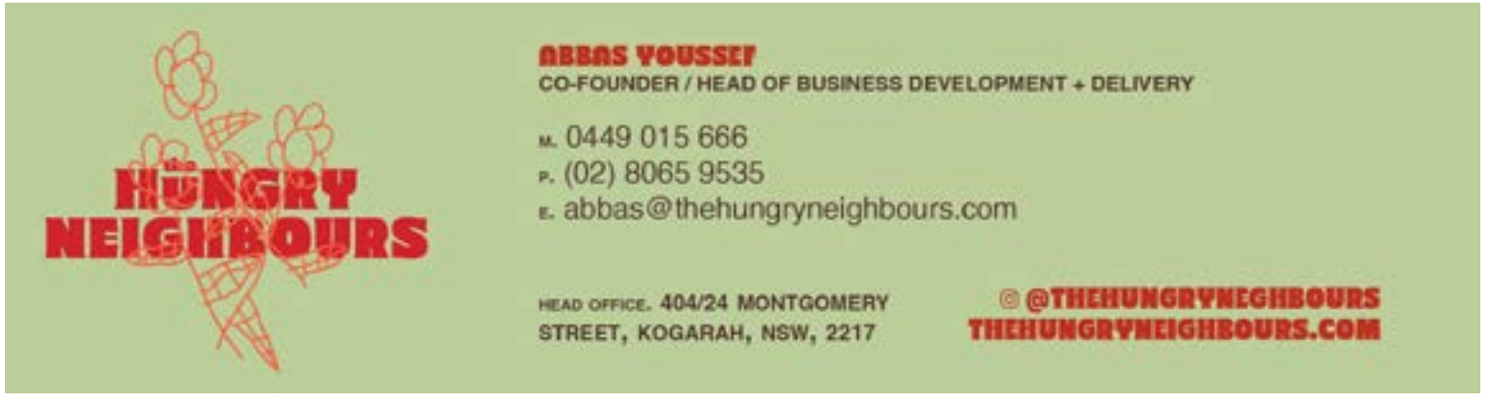
Digital Cards

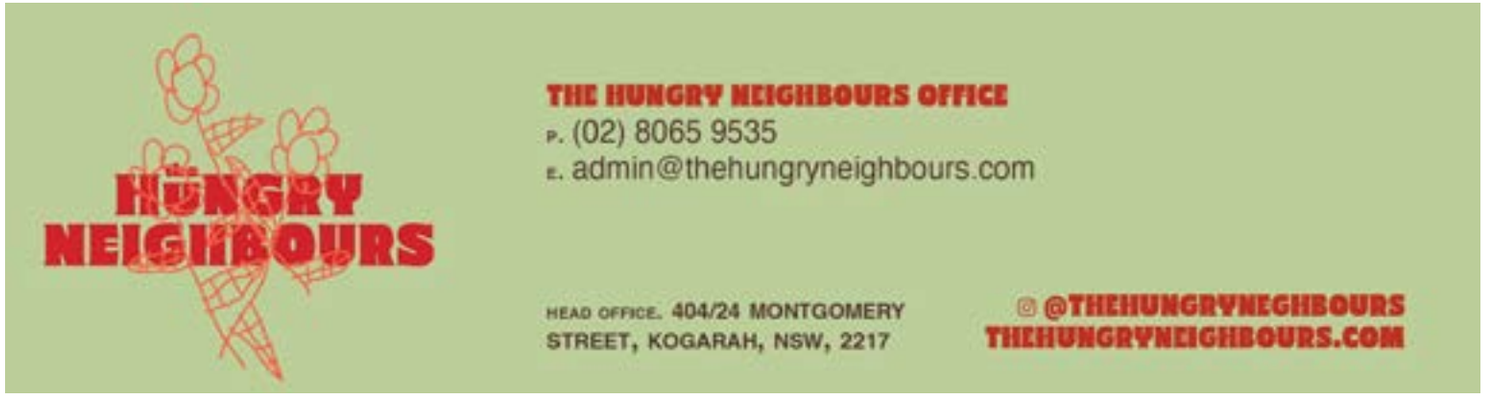


Printed Cards

DOWNLOAD FILES HERE

Email Signatures





$10 Voucher

55mm

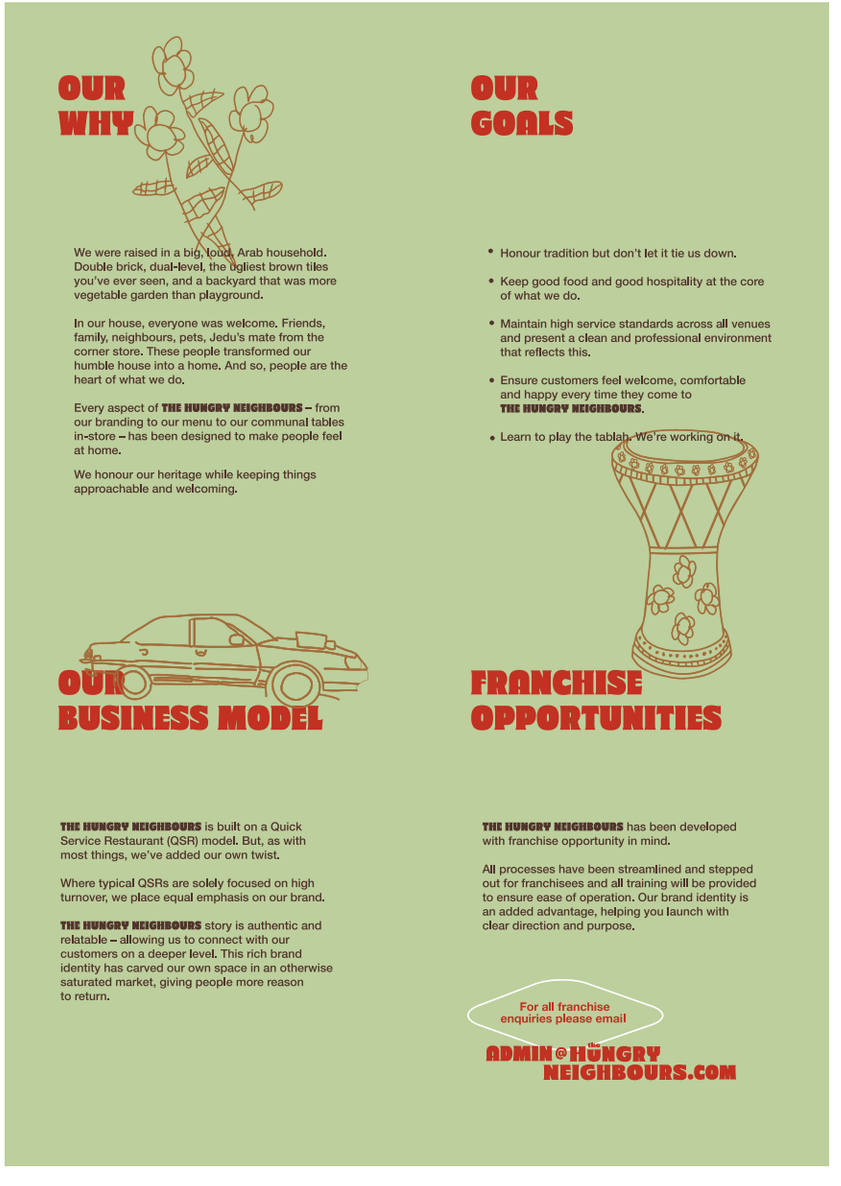


90mm



Brochure


NEIGHBOURHOOD CHEAT SHEET
NOSEY NEIGHBOURS
Scan to follow us on INSTAGRAM
ABOUT US
THE HUNGRY NEIGHBOURS is a Lebanese grab-and-go bakehouse serving everything from homemade manoosh to traditional sweets.
We've taken the sit-down family feasts of our childhood and converted them into a menu of quick and delicious bites, perfect for neighbours on the go or those who want to stay a while.
All of our menu items are made in-house with care, precision and passion. Tetta won't have it any other way.
Our team is made up of experienced industry professionals and passionate foodies who share our love for ka'ak and Lebanese coffee.
At THE HUNGRY NEIGHBOURS, we want to create a space in which our customers feel welcome, comfortable and positive. We aim to provide the same quality of service and rich experience to everyone who dines at our table.
AT OUR TABLE
Lebanese baked goods like za'atar and manoosh. Ka'ak – traditional sesame pockets with various fillings. Breakfast and lunch bowls. Wraps, the Arab way. Sweets. Coffee.


OUR WHY
We were raised in a big, loud, Arab household. Double brick, dual-level, the ugliest brown tiles you've ever seen, and a backyard that was more vegetable garden than playground.
In our house, everyone was welcome. Friends, family, neighbours, pets, Jedu's mate from the corner store. These people transformed our humble house into a home. And so, people are the heart of what we do.
Every aspect of THE HUNGRY NEIGHBOURS – from our branding to our menu to our communal tables in-store – has been designed to make people feel at home.
We honour our heritage while keeping things approachable and welcoming.
OUR GOALS
• Honour tradition but don't let it tie us down.
• Keep good food and good hospitality at the core of what we do.
• Maintain high service standards across all venues and present a clean and professional environment that reflects this.
• Ensure customers feel welcome, comfortable and happy every time they come to THE HUNGRY NEIGHBOURS.
• Learn to play the tablah. We're working on it.
OUR BUSINESS MODEL
THE HUNGRY NEIGHBOURS is built on a Quick Service Restaurant (QSR) model. But, as with most things, we've added our own twist.
Where typical QSRs are solely focused on high turnover, we place equal emphasis on our brand.
THE HUNGRY NEIGHBOURS story is authentic and relatable – allowing us to connect with our customers on a deeper level. This rich brand identity has carved our own space in an otherwise saturated market, giving people more reason to return.
FRANCHISE OPPORTUNITIES
THE HUNGRY NEIGHBOURS has been developed with franchise opportunity in mind.
All processes have been streamlined and stepped out for franchisees and all training will be provided to ensure ease of operation. Our brand identity is an added advantage, helping you launch with clear direction and purpose.
For all franchise enquiries please email
ADMIN@HUNGRY NEIGHBOURS.COM

PR Box

inke.

Mailer boxes

M-295-280-105-E

Page
1 of 2

External Dimensions:
L 295 x W 280 x H 105 mm

Internal Dimensions:
L 280 x W 274 x H 102 mm

Board Grade:
E-Flute - 1.5mm Thick

Notice:

Hey! Please read the print guidelines PDF located in the downloaded ZIP folder for our tips and breakdown of how to use this template.

Key Elements

Breaking down the template for you:

Crease line

This is the line where the boxes are creased for folding.

Cut line

This is the line where the boxes are cut to shape.

Bleed line

Extend your design past the cut line up to this line.

Sample design

An example of a design for inspiration, we've also placed text the right way up for your reference.



OUTSIDE DESIGN

Adobe Illustrator Version

Layers

Open this file in Adobe Illustrator and review the below layers.

Information

This layer shows all the information related to this template

Do not hide this layer

Template

This layer shows the template of the box you are designing.

Do not hide this layer

Sample Design

Use the sample design as a guide to how to prepare your design on to the template

Hide this layer before saving

Artwork

Place your design on this layer. You may create addtional layers above to add your design, however they must all be positioned below the Information, Template & Sample Design layers.

PR Box

inke.

Mailer boxes

M-295-280-105-E

Page
2 of 2

External Dimensions:
L 295 x W 280 x H 105 mm

Internal Dimensions:
L 280 x W 274 x H 102 mm

Board Grade:
E-Flute - 1.5mm Thick

Notice:

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Extend your design past the cut line up to this line.

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An example of a design for inspiration, we've also placed text the right way up for your reference.



INSIDE DESIGN

Adobe Illustrator Version

Layers

Open this file in Adobe Illustrator and review the below layers.

Information

This layer shows all the information related to this template

Do not hide this layer

Template

This layer shows the template of the box you are designing.

Do not hide this layer

Sample Design

Use the sample design as a guide to how to prepare your design on to the template

Hide this layer before saving

Artwork

Place your design on this layer. You may create addtional layers above to add your design, however they must all be positioned below the Information, Template & Sample Design layers.



SITE SPECIFIC GRAPHICS

Table Top Graphics

400mm

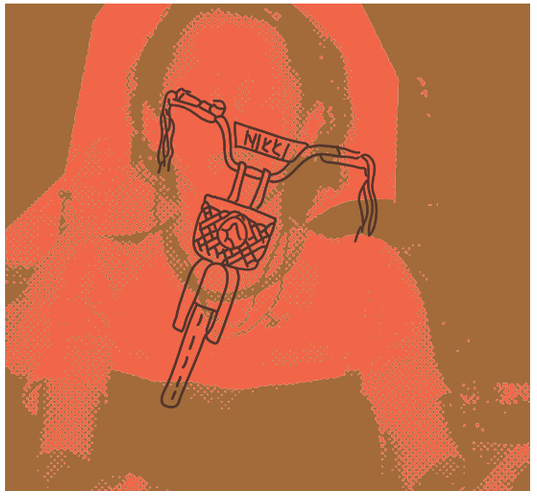


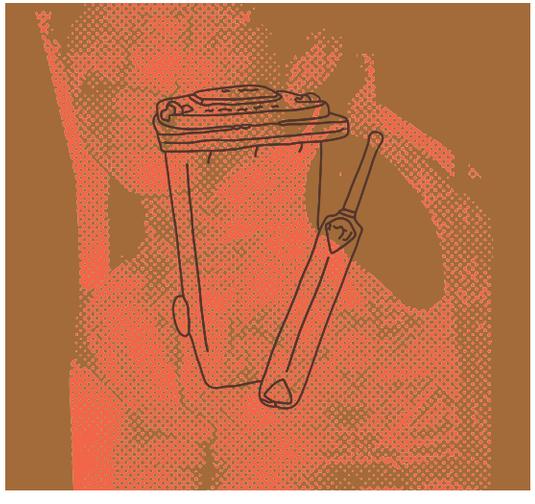
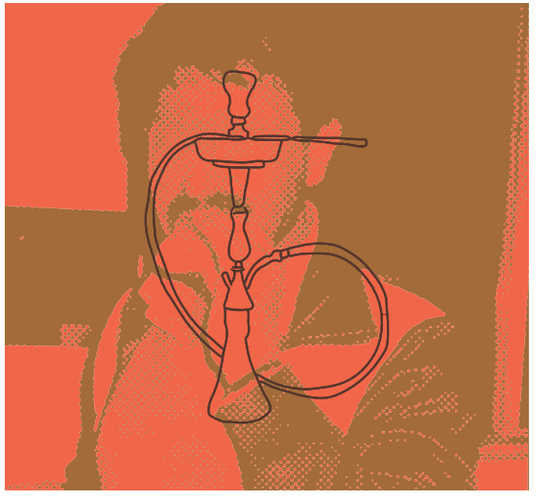
600mm



Table Top Graphics





Digital Menu

MANOOSH

ZAATAR (V) (PB) $6.00
Traditional oregano manoosh.

THE MIDDLE EASTERN (V) $14.50
Diced tomato, onion, olives & mint served on a labneh base and topped with zaatar.

ZAATAR & MIXED CHEESE (V) $12.50
Traditional oregano manoosh topped with our homemade cheese mix.

MIXED CHEESE (V) $12.50
Our homemade cheese mix manoosh topped with nigella seeds.

CHEESE, TOMATO & OLIVE (V) $13.50
Our homemade cheese mix manoosh topped with diced tomato & olives.

LAHEM BI AGHEEN $14.50
Traditional spiced Lebanese minced meat, diced tomato & onion manoosh served with a side of lemon & chilli flakes.

LAHEM BI AGHEEN WITH CHEESE $16.50
Traditional spiced Lebanese minced meat, diced tomato & onion manoosh topped with our homemade cheese mix & served with a side of lemon & chilli flakes.

BRUSCHETTA (V) (PB) $12.50
Our spiced onion & tomato mix manoosh.

BRUSCHETTA & CHEESE (V) $14.50
Our spiced onion & tomato mix manoosh topped with our homemade cheese mix.

SPINACH & CHEESE $15.00
Our homemade cheese & spiced spinach mix.

SUJUK & CHEESE $14.50
Our homemade cheese mix topped with sujuk (Lebanese chorizo).

KA'AK

HALOUMI & ZAATAR (V) $13.50
Served in a traditional Lebanese ka'ak bun, filled with grilled haloumi, zaatar, avocado, tomato, olives & Mint.

SUJUK & EGG $13.50
Served in a traditional Lebanese ka'ak bun, filled with cream cheese, sujuk (lebanese chorizo), eggs, fetta & shallots.

TURKEY, CHEESE & TOMATO $13.50
Served in a traditional Lebanese ka'ak bun, filled with our homemade cheese mix, turkey & tomato.

ZAATAR & CAULIFLOWER (V) (PB) $13.50
Served in a traditional Lebanese ka'ak bun, filled with hummus, beetroot, fried cauliflower & zaatar.

3 CHEESE & OLIVE (V) $13.50
Served in a traditional Lebanese ka'ak bun, filled with our homemade cheese mix & olives.

SPINACH & CHEESE $13.50
Served in a traditional Lebanese ka'ak bun, filled with our homemade cheese & spiced spinach mix.

(V) Vegetarian (PB) Plant Based All bread Gluten Free.

WRAPS

ZAATAR & VEGGIE (V) $12.50
Traditional oregano manoosh with a mix of mint, olives, tomato, onion & labneh.

LABNEH & VEGGIE (V) $12.50
Traditional labneh manoosh with a mix of mint, olives, tomato, onion & labneh.

EGG & VEGGIE (V) $12.50
Traditional manoosh with a mix of egg, mint, tomato & onion.

CHEESE & VEGGIE $13.50
Our homemade cheese mix manoosh with a mix of mint, tomato, olives & onion.

TURKEY, CHEESE & TOMATO $14.50
Our homemade cheese mix manoosh with turkey & tomato.

KAFTA $15.50
Lamb kafta manoosh with mustard, ketchup, mayo, pickles, cos lettuce, tomato, beetroot & American cheese served in our freshly baked wrap.

CHICKEN SHAWARMA $16.50
Chicken strips marinated in traditional Lebanese spices with mixed pickles & a drizzle of garlic sauce.

LAMB SHAWARMA $16.50
Slow-cooked lamb marinated in traditional Lebanese spices with hummus, tahini sauce, mixed pickles, parsley, tomato & onion.

FALAFEL (PB) $14.50
Our signature falafel rissole with hummus, red cabbage, parsley, tomato, onion, mixed pickles & drizzled with tahini sauce.

BOWLS

LAHME BI HUMMUS $16.50
Tetta's hummus topped with slow-cooked lamb marinated in traditional lebanese spices & toasted almonds.

MA'ANEK BI HUMMUS $16.50
Tetta's hummus topped with traditional Lebanese sausages with our signature pomegranate, garlic & Lemon sauce. Served with a side of freshly baked bread.

KAFTA & EGGS $15.00
Lamb kafta & eggs served mixed pickles. Served with a side of freshly baked breads.

MIDDLE EASTERN SALAD (PB) $14.50
Fried eggplant & cauliflower with mixed salad served with our traditional Lebanese mixed spice blend & topped with a tahini dressing.

THE FALAFEL SALAD (PB) $14.50
Our signature falafel rissole with red cabbage, mixed salad & topped with a tahini dressing.

(V) Vegetarian (PB) Plant Based All bread Gluten Free.

THE KIDS TABLE

KAFTA HUNGER BITES
Served with a side of hot chips, tomato ketchup & juice
3 PACK $7.50
6 PACK $10.50

FALAFEL HUNGER BITES (PB)
Served with a side of hot chips, tomato ketchup & juice
3 PACK $7.50
6 PACK $10.50

MINI KAFTA WRAP $12.00
Served with a side of hot chips, tomato ketchup & juice

MINI CHICKEN SHAWARMA WRAP $12.00
Served with a side of hot chips, tomato ketchup & juice

SIDES

HOT CHIPS (Lovingly Virgil) (PB) $5.00
KAFTA BITES / 6 PACK $7.50
KAFTA BITES / 10 PACK $12.50
FALAFEL RISSOLE / 6 PACK (PB) $7.50
FALAFEL BITES / 10 PACK (PB) $12.50

YALLAH

MIXED CHEESE POCKET $7.50
SPINACH & CHEESE POCKET $7.50
SPINACH POCKET $7.50
MEAT & NUTS POCKET $7.50

SWEET

MANOOSH $12.50
Nutella
Our tasty nutella manoosh topped with strawberries & banana.

Halawa
Our tasty halawa manoosh topped with strawberries & crumbled baklava & drizzled with rose water syrup.

SUNDAE $6.50
Baklava or Rose Water



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COLD DRINKS

SLUSHIES $7.50
Nikki's Rose Water Lemonade
Georgey's Lemon & Mint

ICED DRINKS $7.50
Iced Latte, Iced Chocolate, Iced Mocha

CANS 375ML $3.00
Coca Cola, Diet Coca Cola, Coca Cola No Sugar, Fanta, Sprite

ENERGY DRINKS 250ML $4.00
V, Red Bull

BLACK ICED TEA 500ML $5.00
Lemon, Peach, Raspberry, Mango

JUICY ISLE JUICE $4.00
Apple, Orange, Apple & Black Currant

SANTA VITTORIA
STILL WATER 500ML $5.00
SPARKLING WATER 500ML $5.50
FLAVOURED MINERAL WATER $4.50
Pomegranate, Lemon, Orange/Mango, Grapefruit

HOT DRINKS

COFFEE	REG	LGE
CAPPUCCINO	$4.50	$5.50
LATTE	$4.50	$5.50
FLAT WHITE	$4.50	$5.50
LONG BLACK	$4.50	$5.50
MOCHA	$4.50	$5.50
HOT CHOCOLATE	$4.50	$5.50
CHAI	$4.50	$5.50
SHORT BLACK	$4.50	
PICCOLO	$4.50	
MACHIATTO	$4.50	

EXTRA'S
OAT / ALMOND / SOY / LACTOSE FREE +$1.00
DECAF +$1.00
EXTRA SHOT +$1.50
CARAMEL / VANILLA / HAZELNUT +$0.50

TEA $5.50
ENGLISH BREAKFAST
GREEN
PEPPERMINT
CAMOMILE
EARL GREY
LEMON & GINGER
DARJEELING



IMAGE IS IMPORTANT.
PURPOSE IS EVERYTHING.
WE HELP YOU SHARE BOTH.

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