

# The — Brand Identity

HOUSE OF ADJAYCENT CRAFTS A TYPOGRAPHIC IDENTITY FOR HKG METALS ROOTED IN ITS FOUNDER'S INITIALS



After over 30 years in Singapore's metalworks industry, HKG Metals has stepped into a new chapter with an identity that mirrors the same care and precision it pours into every weld and fabricated structure. The rebrand, crafted by creative agency House of Adjacent, transforms what could have been a conventional industrial identity into something altogether more thoughtful and restrained.

"HKG Metals specialises in bespoke metalwork fabrications, sub-contracting construction blueprints into tangible structures," explains Jay Liu, Founder, Art Director & Designer at House of Adjacent. Through close conversations with HKG Metals' founder, whose hands-on approach is marked by control and material attentiveness, Liu guided the identity to be equally intentional. "Every typographic decision reflects that same sense of balance and precision," he notes.

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FULL ARTICLE - [www.the-brandidentity.com/project/house-of-adjacent-crafts-a-typographic-identity-for-hkg-metals-rooted-in-its-founders-initials](http://www.the-brandidentity.com/project/house-of-adjacent-crafts-a-typographic-identity-for-hkg-metals-rooted-in-its-founders-initials)

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