

# **index**

<b>02-03</b>	<b>philosophy</b>
<b>04-07</b>	<b>logo</b>
<b>08-09</b>	<b>colour palette</b>
<b>10</b>	<b>typography</b>
<b>11-13</b>	<b>elements</b>
<b>14-17</b>	<b>socials</b>

# philosophy

At Syncope, we believe life is a rhythm, and every guest adds their unique improvisation to the melody. Inspired by the soul of jazz, our hotel is a sanctuary for artists who thrive on collaboration, creativity, and spontaneity.

Here, each space is designed to harmonize comfort and inspiration, allowing you to find your groove, whether you're composing a masterpiece, jamming with others, or simply enjoying the quiet between the beats.

Syncope is more than a hotel—it's a stage for your artistry, a pause in the chaos, and a celebration of life's perfect imperfections.

The hotel is named "Syncope" to honor a key element of jazz music: "syncopation". In jazz, syncopation refers to the deliberate disruption of the expected rhythm, creating a dynamic and off-beat feel that drives the music forward.

Similarly, Syncope is a place that celebrates the unexpected, the creative sparks, and the improvisational spirit that define jazz. The name reflects the hotel's commitment to being a vibrant, inspiring space where artists can break from the ordinary, just as jazz music does.

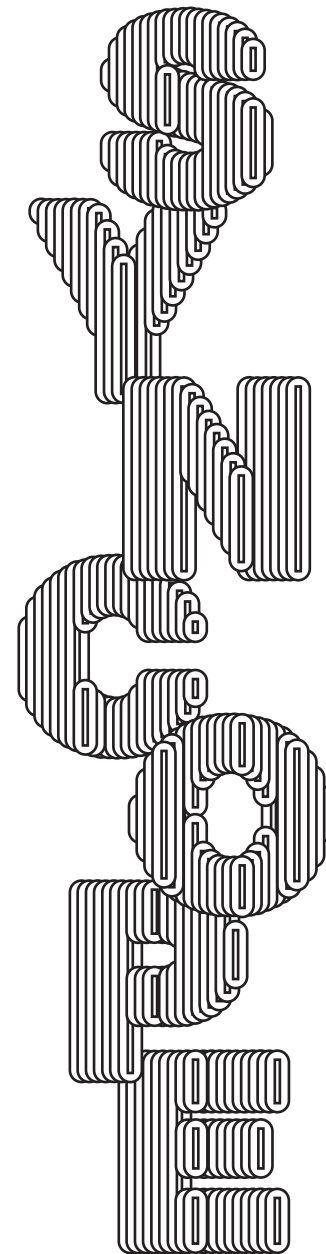
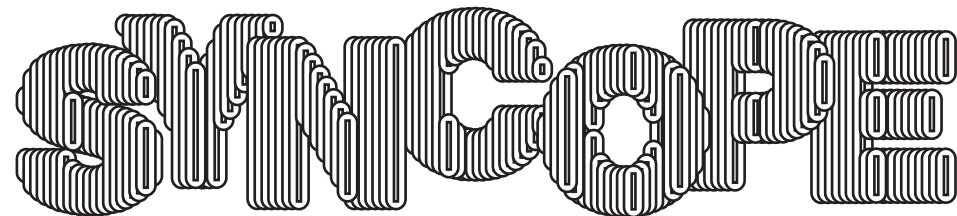


# logo

For the Syncopé logo, we created a custom font inspired by the fluid, undulating lines of an audio waveform. The rounded corners reflect the smooth, organic flow of jazz music, while the transparent interior of the lines allows the logo to adapt to the various colours within our brand identity.

Each letter in the logo is individually adjustable, making it a dynamic and versatile design. The letters can move both horizontally and vertically, mimicking the rhythm and improvisational nature of jazz.

This custom font also serves as the foundation for key titles throughout our brand, reinforcing the distinctive, musical character of Syncopé.

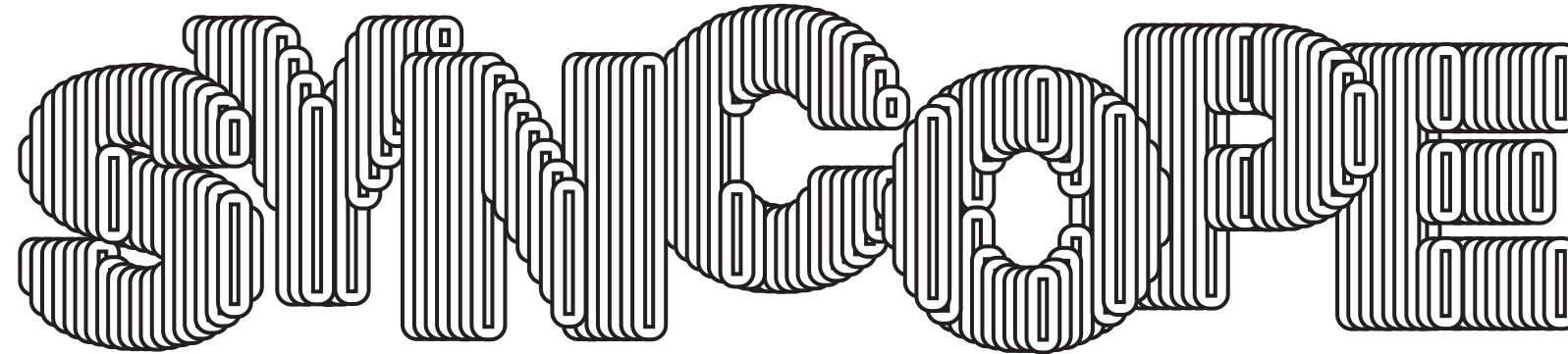
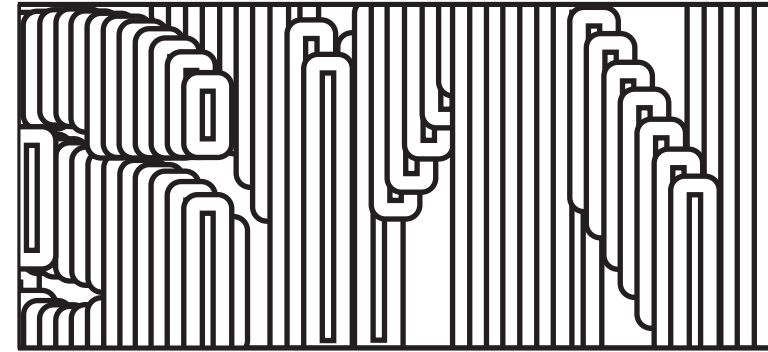


# do's

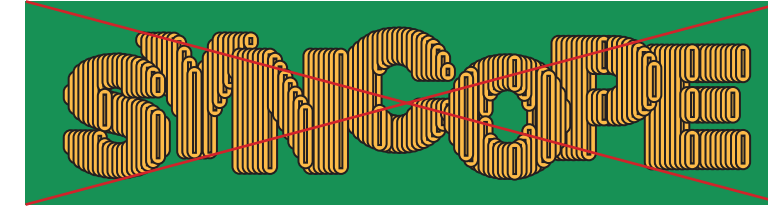


The corners should always remain rounded, and the line thickness must be consistently proportionate.

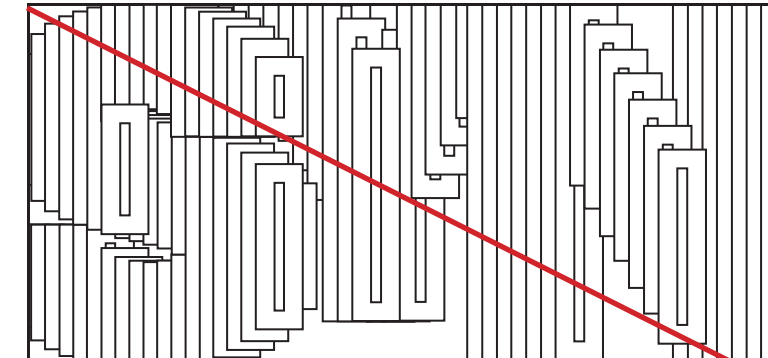
The interior should always be transparent which allows the logo to adapt to the various colours we use in our identity.



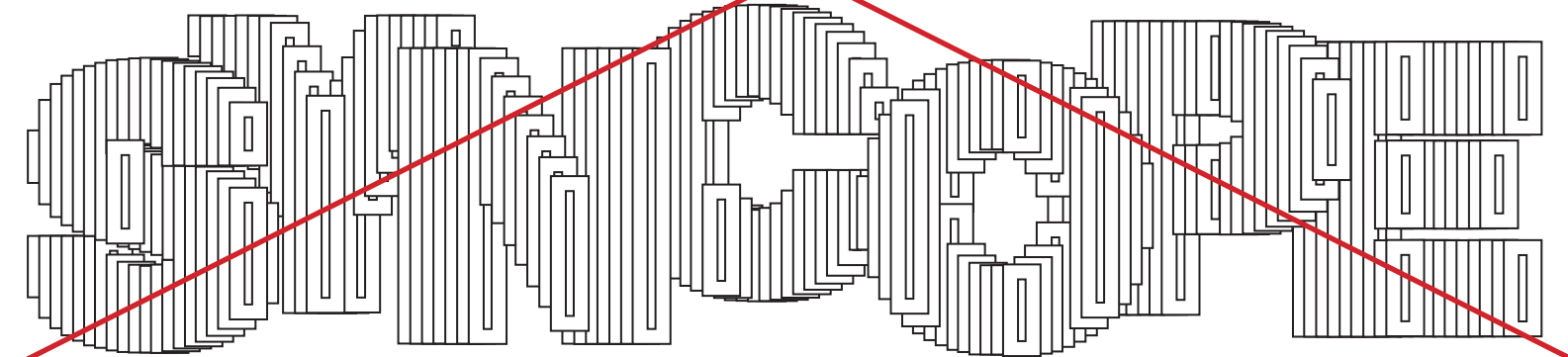
# don'ts



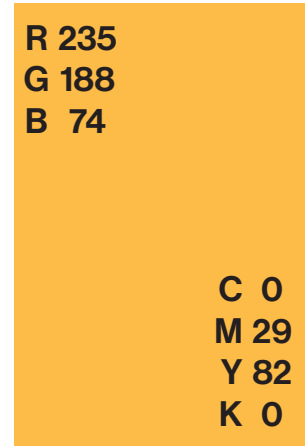
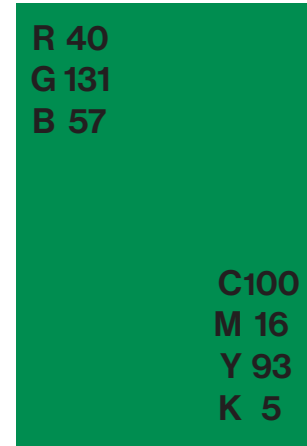
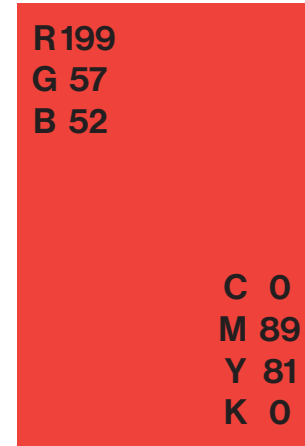
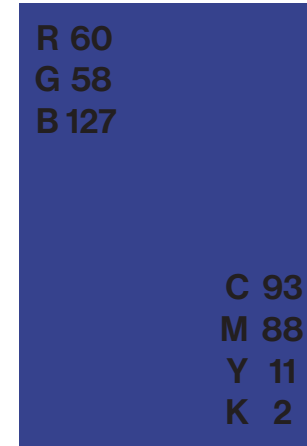
interior not transparent



angular corners  
outline too thin



# colour palette



The colors in our identity are derived from colored paper, with black being the only ink used in printing. For digital applications, we utilize the corresponding digital color versions of the paper.

# typography

head titles

STUDIO

titles & important information that stands out

**neue haas grotesk (bold)**

enumeration & distinction

**neue haas grotesk (medium)**

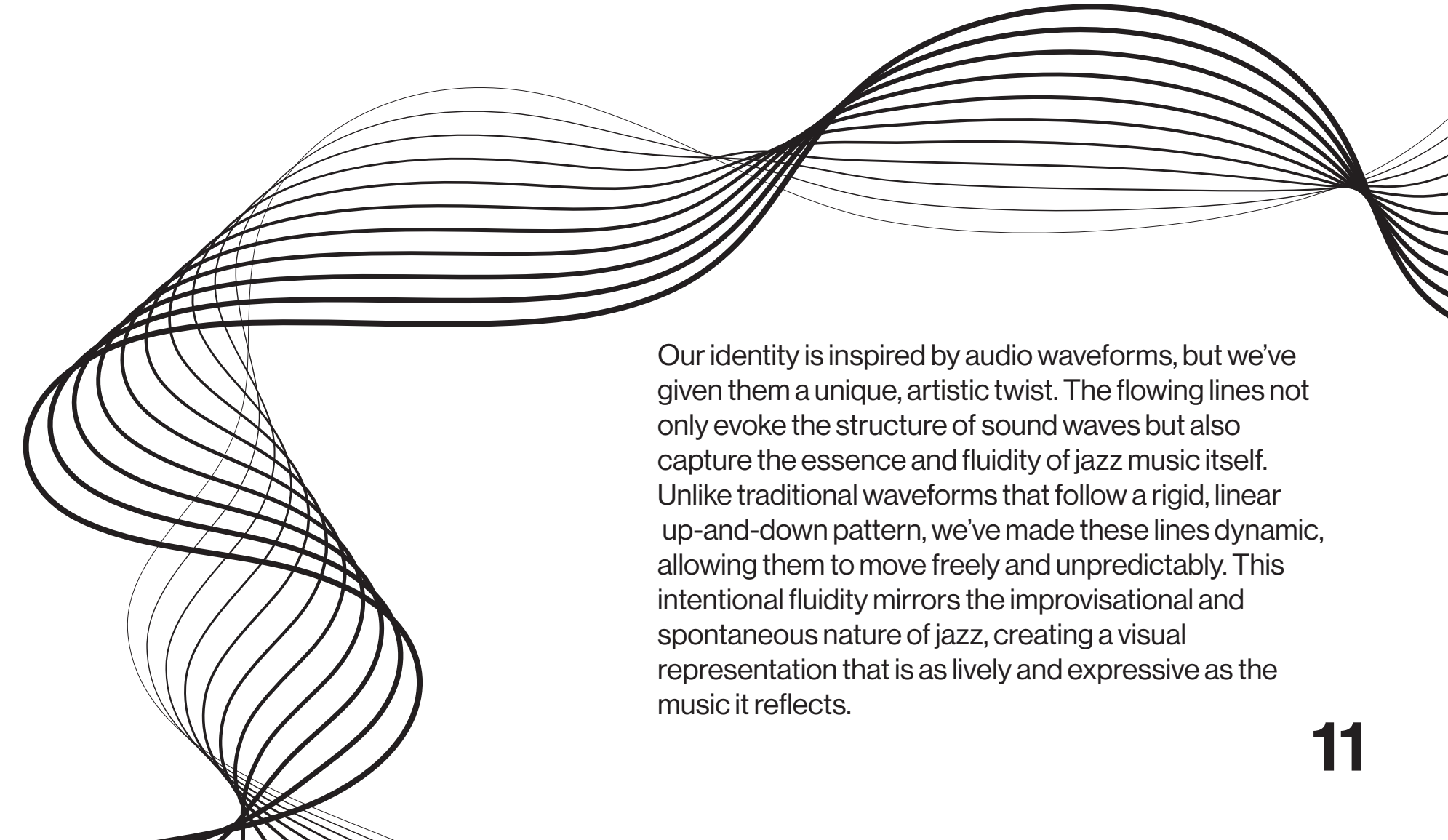
extra information

*neue haas grotesk (light italic)*

reading text

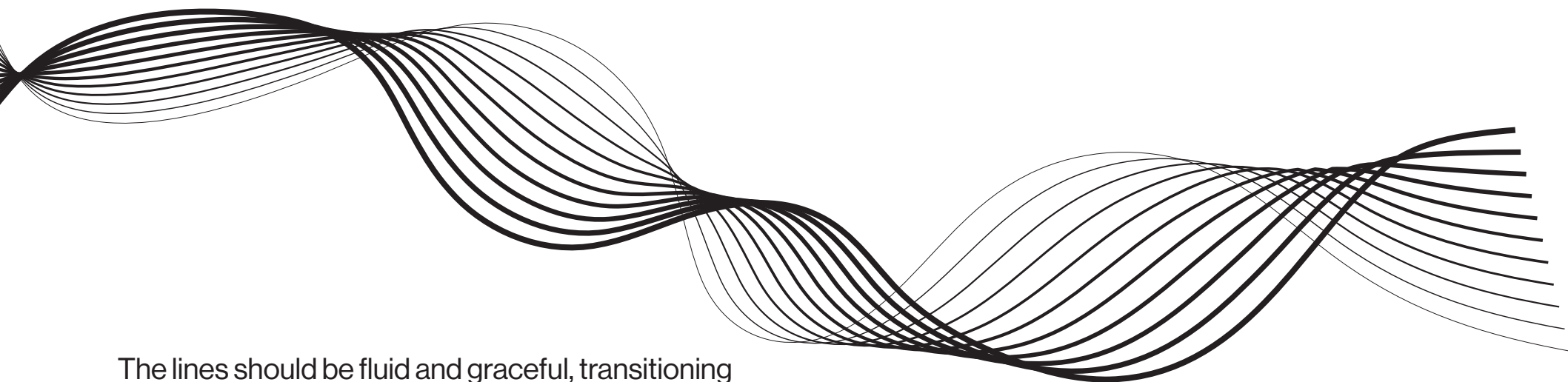
**10** neue haas grotesk (roman)

# elements



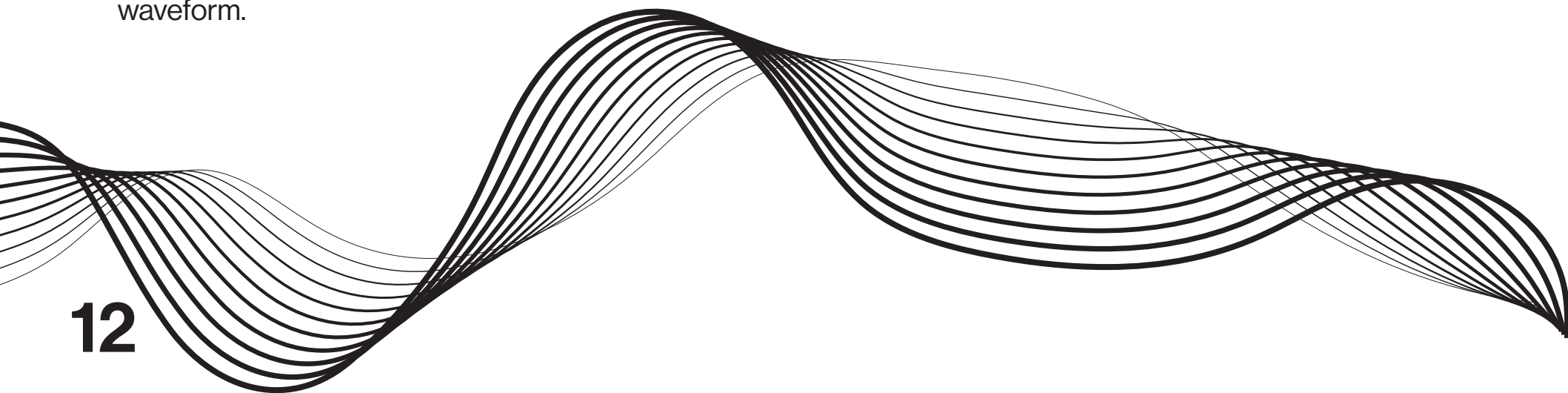
Our identity is inspired by audio waveforms, but we've given them a unique, artistic twist. The flowing lines not only evoke the structure of sound waves but also capture the essence and fluidity of jazz music itself. Unlike traditional waveforms that follow a rigid, linear up-and-down pattern, we've made these lines dynamic, allowing them to move freely and unpredictably. This intentional fluidity mirrors the improvisational and spontaneous nature of jazz, creating a visual representation that is as lively and expressive as the music it reflects.

# do's

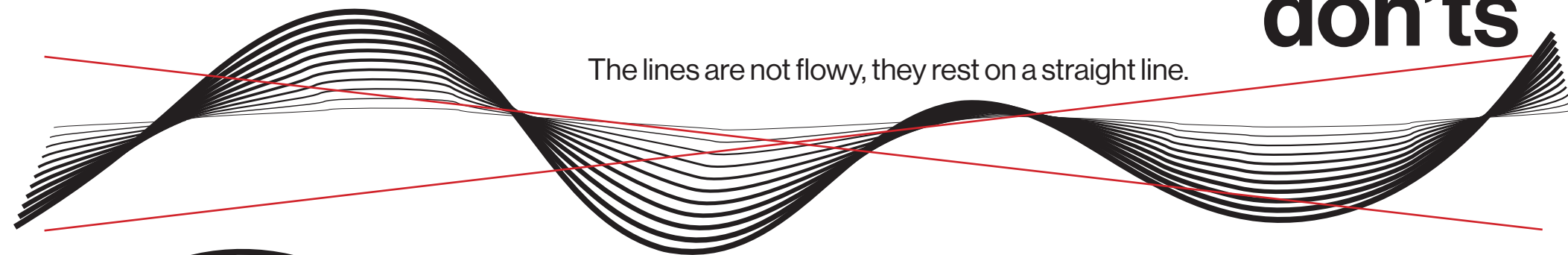


The lines should be fluid and graceful, transitioning smoothly from thick to thin. They must maintain a sense of elegance and flow, with no more than 10 lines in each waveform.

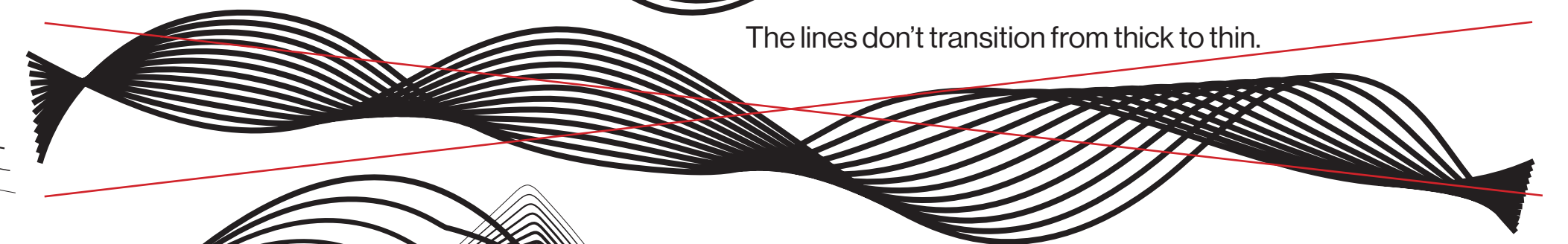
12



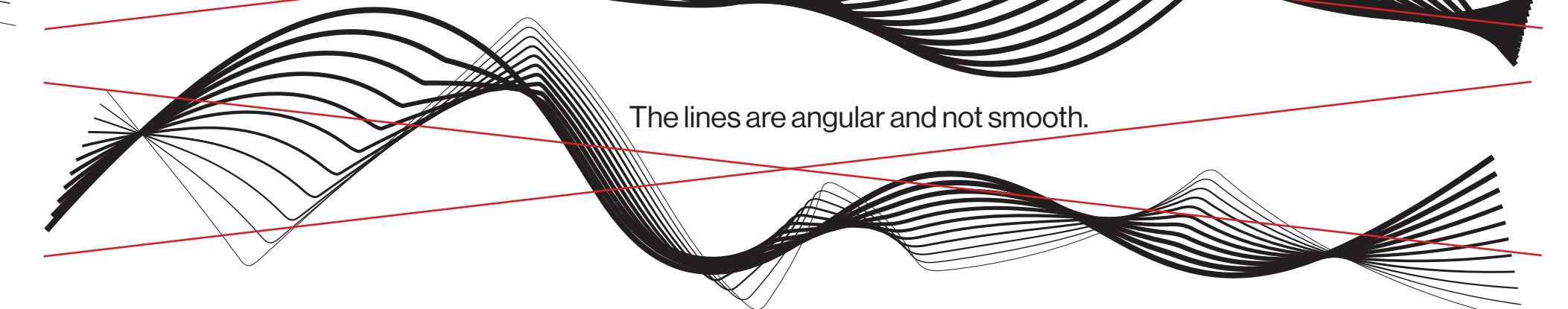
# don'ts



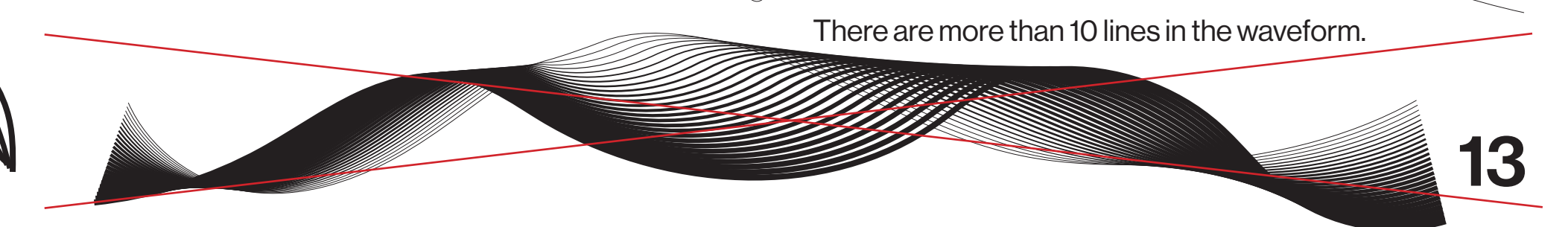
The lines are not flowy, they rest on a straight line.



The lines don't transition from thick to thin.



The lines are angular and not smooth.

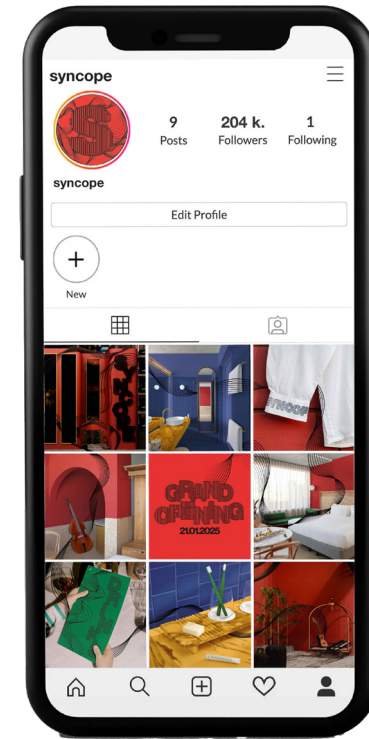
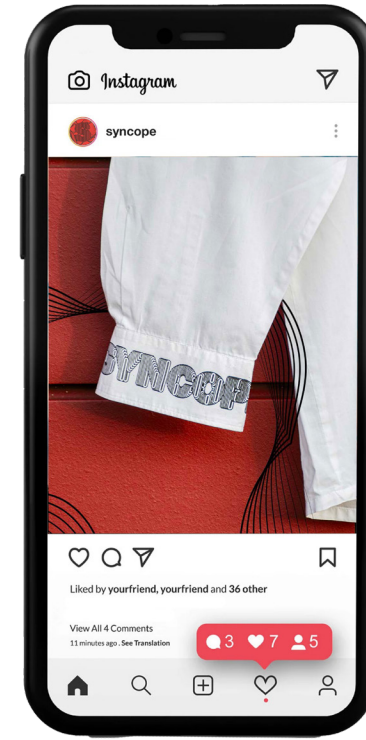


There are more than 10 lines in the waveform.

13

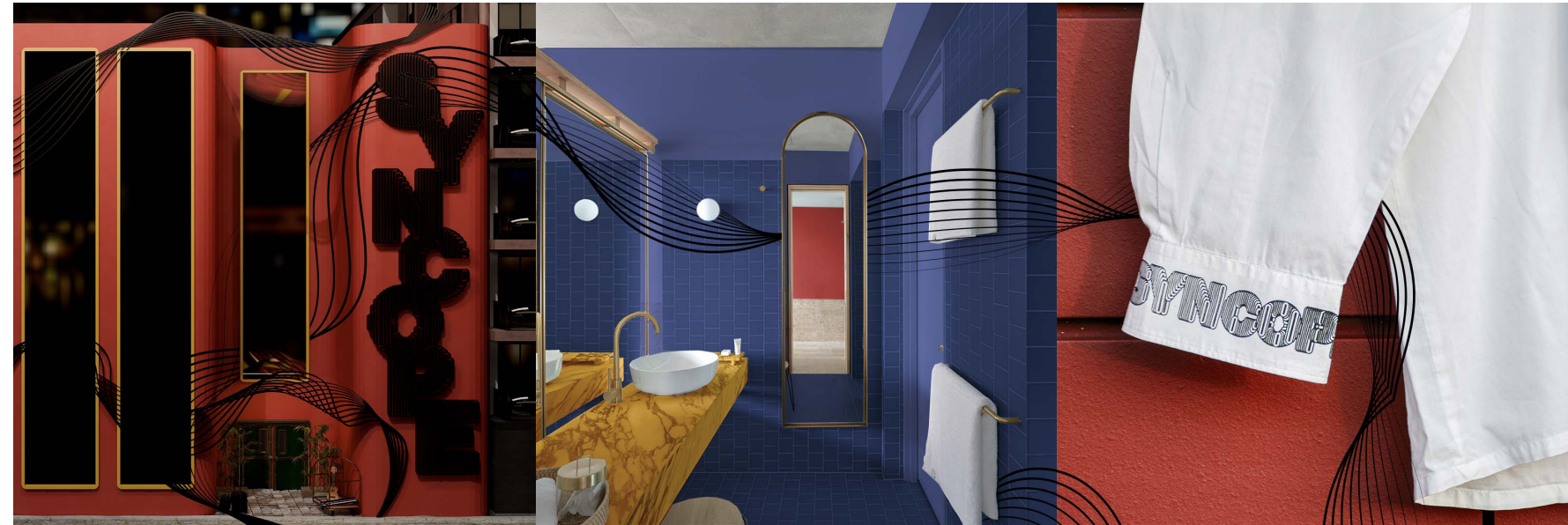
# socials

The Instagram feed features atmospheric images of the hotel's building, rooms, restaurant, and merchandise, complemented by typographic posts. This combination offers a visual overview of the unique vibe and ambiance the hotel aims to convey.



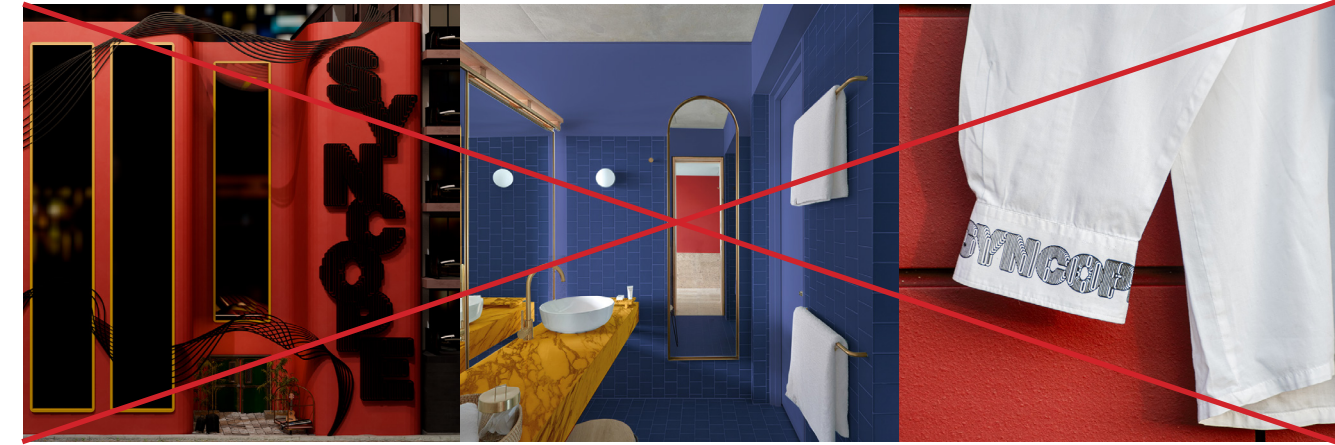
# do's

The fluid black lines connect each post, intertwining seamlessly between the objects within the posts.

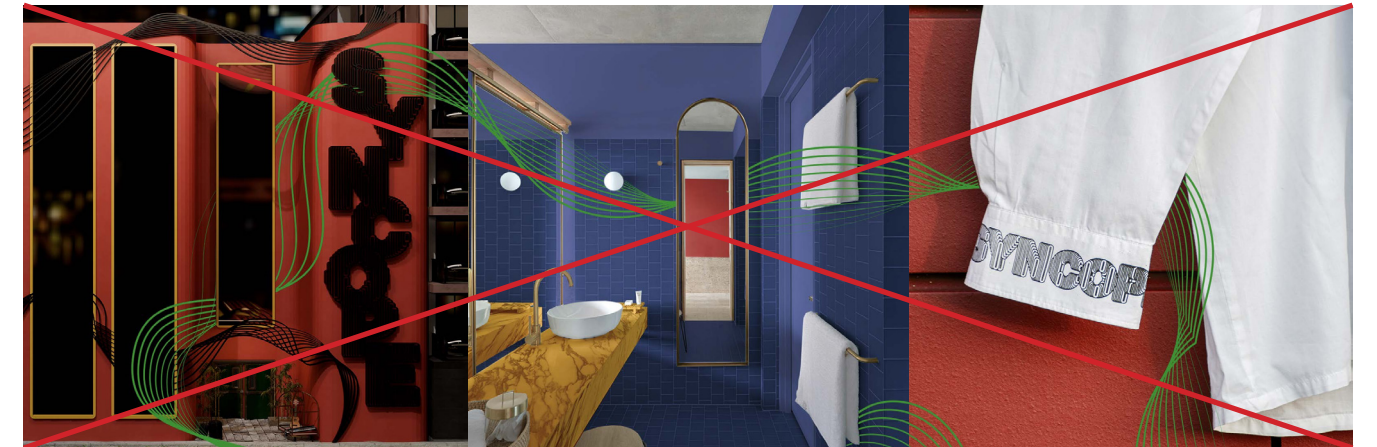


# don'ts

no lines



lines in another color





designed by jorne scholiers & sarah de smedt