



DATE

Jul 31 2025

WORDS

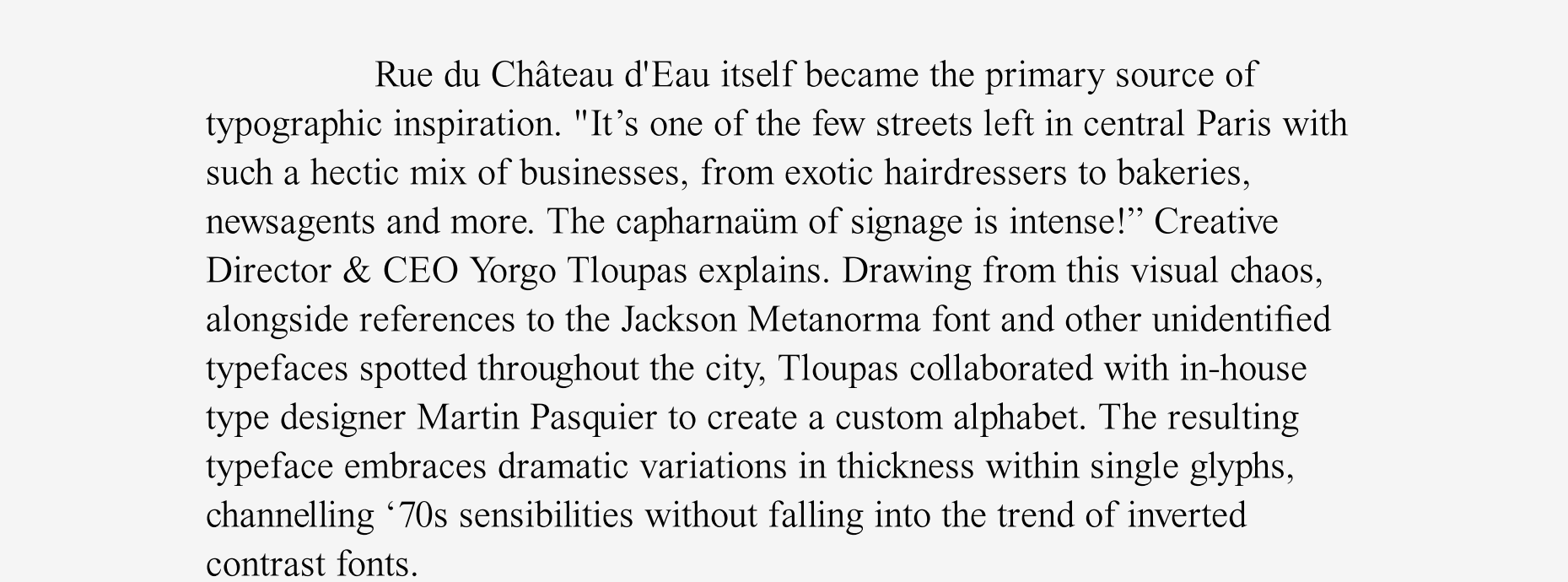
The Brand Identity

3 min read

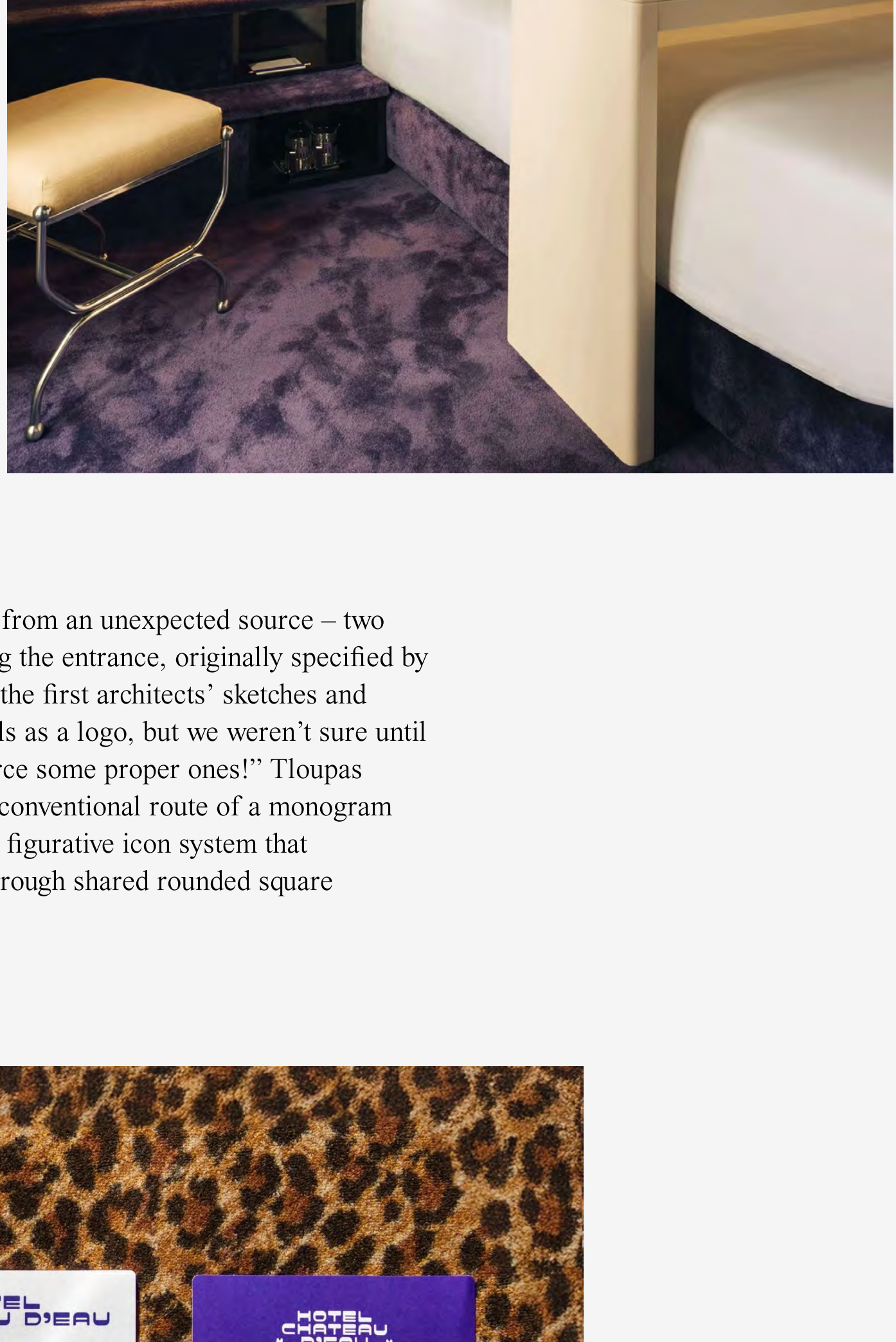
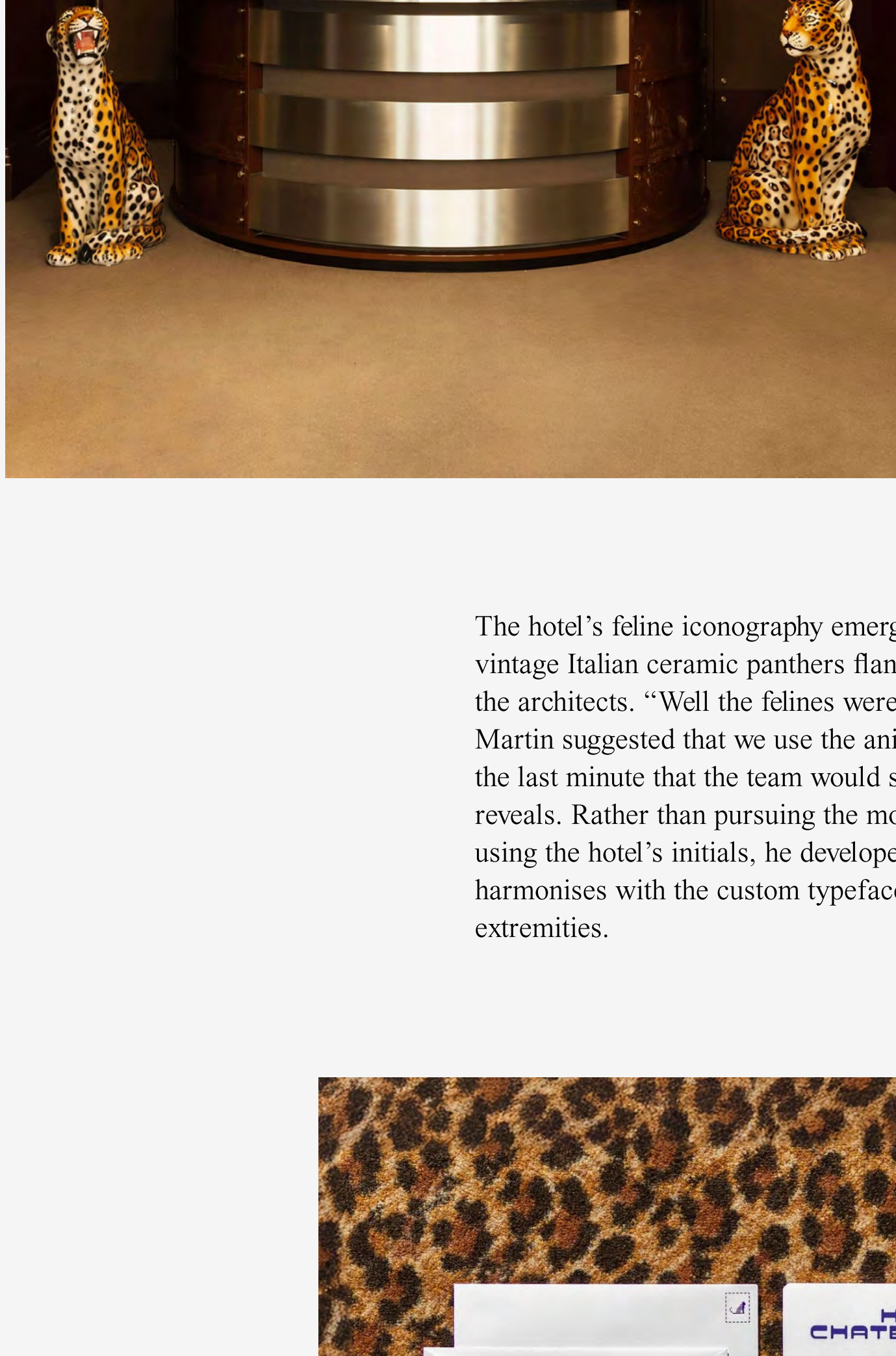
Yorgo&Co. channels Parisian street signs into a vintage-inspired identity for Hôtel Château d'Eau

Bottle, Brand Guidelines, Business Card, Coaster, Custom Typeface (+29)

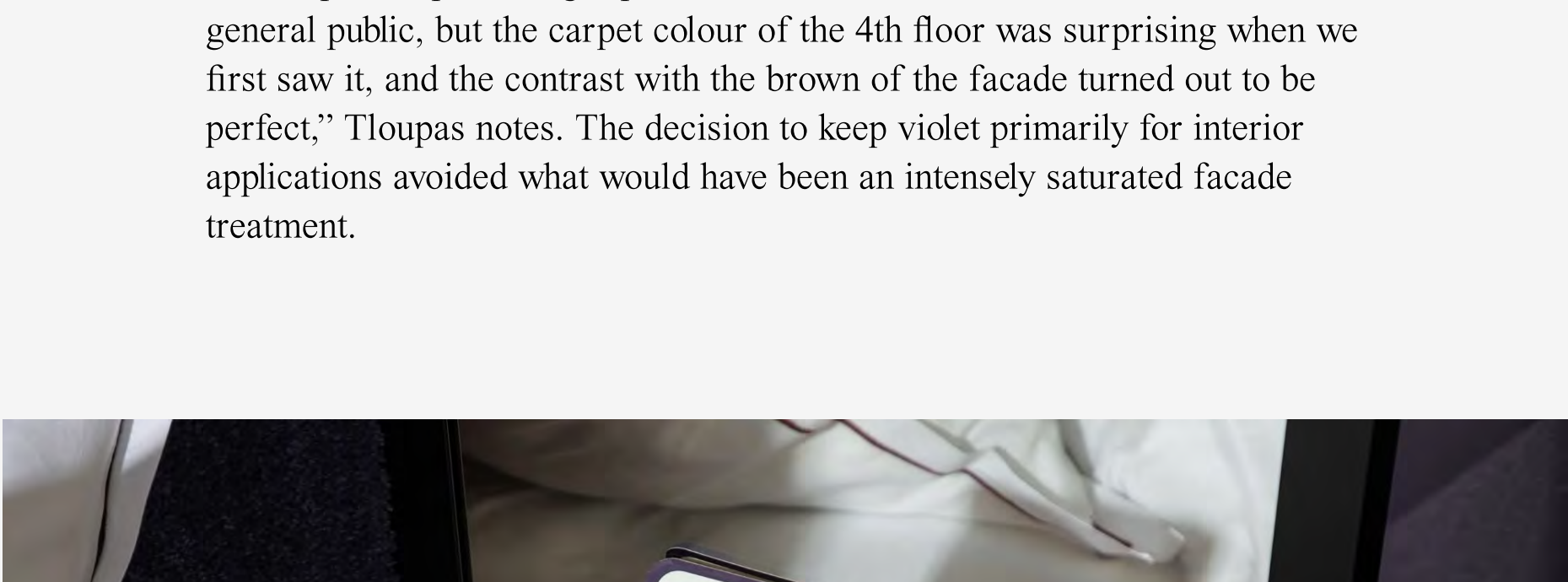
The seventh addition to the Touriste hospitality group’s rapidly expanding collection, Hôtel Château d'Eau occupies a distinctive corner of Paris’ 10th arrondissement. With interiors by Necchi Architecture that celebrate late 20th-century design through decades spanning the ‘70s to the ‘90s, the hotel provided rich creative territory for Yorgo&Co’s identity work. The result weaves together vernacular street typography, vintage ceramic panthers and deliberately nostalgic signage techniques into a cohesive brand that captures the neighbourhood’s eclectic energy.



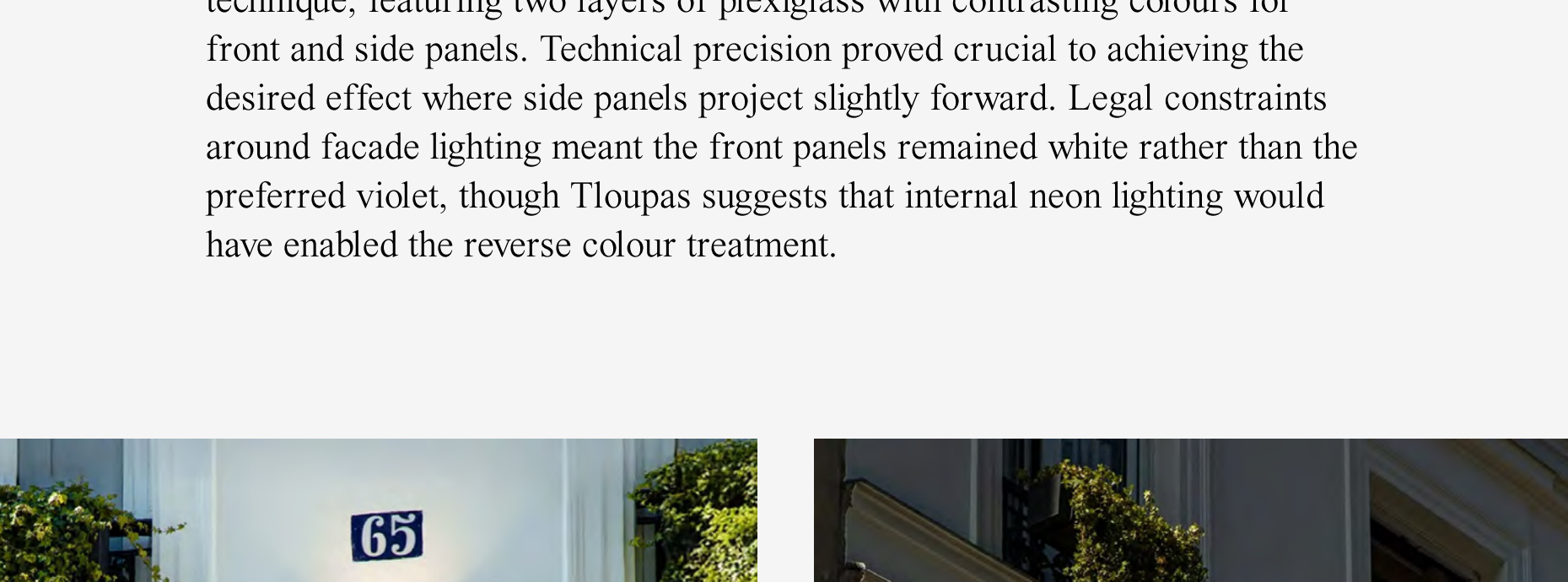
Rue du Château d'Eau itself became the primary source of typographic inspiration. "It's one of the few streets left in central Paris with such a hectic mix of businesses, from exotic hairdressers to bakeries, newsagents and more. The capharnaüm of signage is intense!" Creative Director & CEO Yorgo Tloupas explains. Drawing from this visual chaos, alongside references to the Jackson Metanorma font and other unidentified typefaces spotted throughout the city, Tloupas collaborated with in-house type designer Martin Pasquier to create a custom alphabet. The resulting typeface embraces dramatic variations in thickness within single glyphs, channelling '70s sensibilities without falling into the trend of inverted contrast fonts.



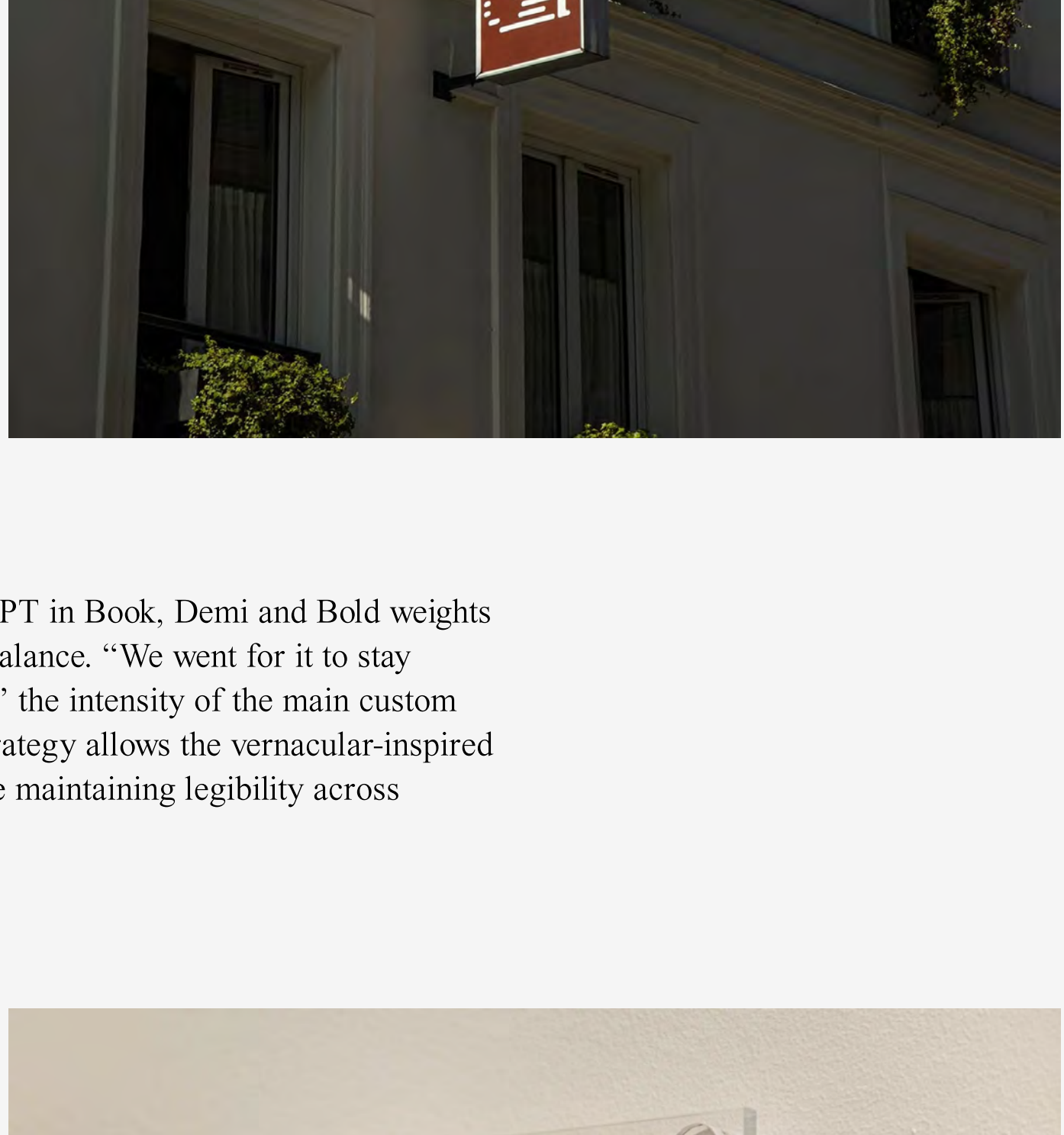
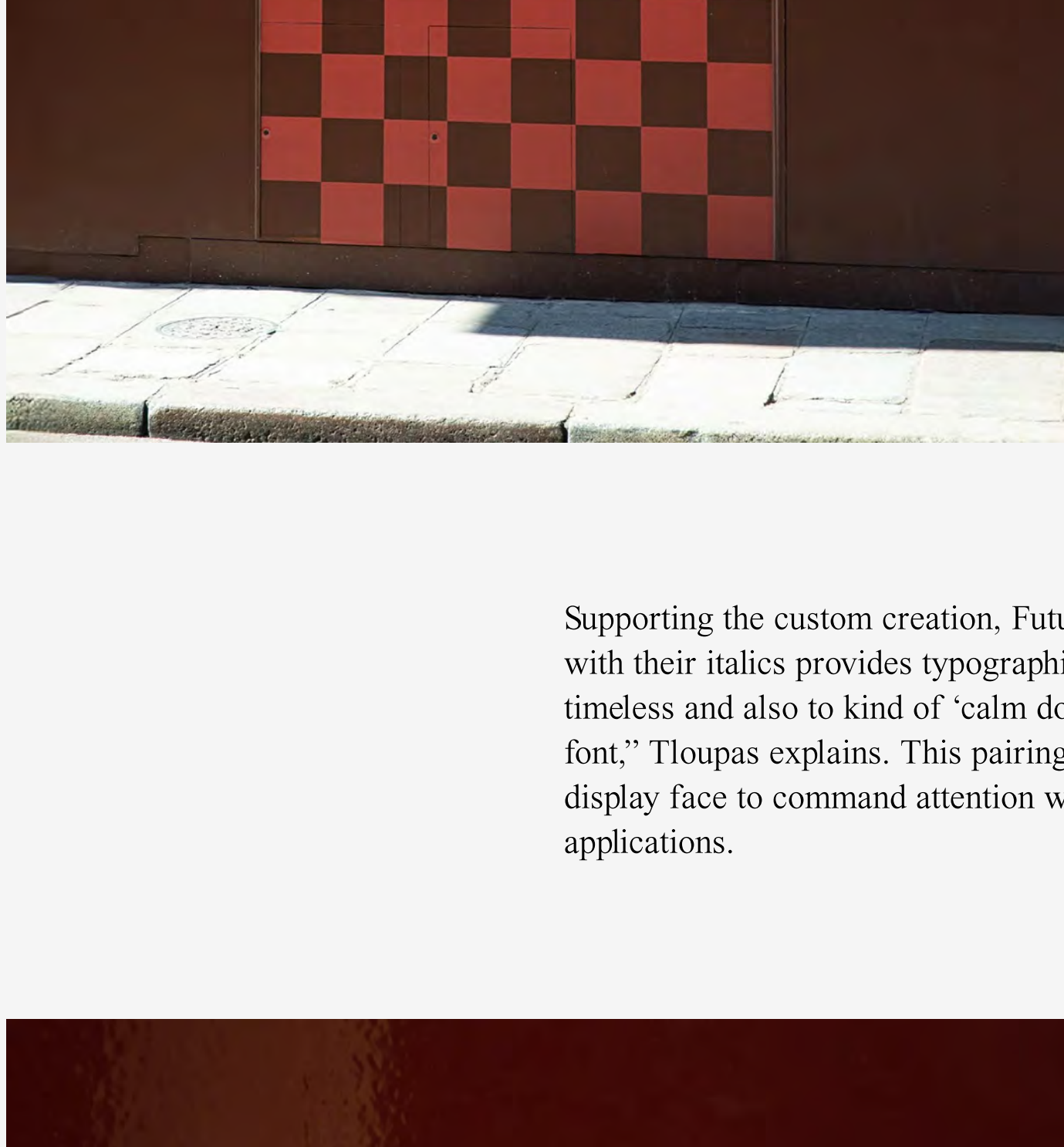
The hotel’s feline iconography emerged from an unexpected source – two vintage Italian ceramic panthers flanking the entrance, originally specified by the architects. “Well the felines were in the first architects’ sketches and Martin suggested that we use the animals as a logo, but we weren’t sure until the last minute that the team would source some proper ones!” Tloupas reveals. Rather than pursuing the more conventional route of a monogram using the hotel’s initials, he developed a figurative icon system that harmonises with the custom typeface through shared rounded square extremities.



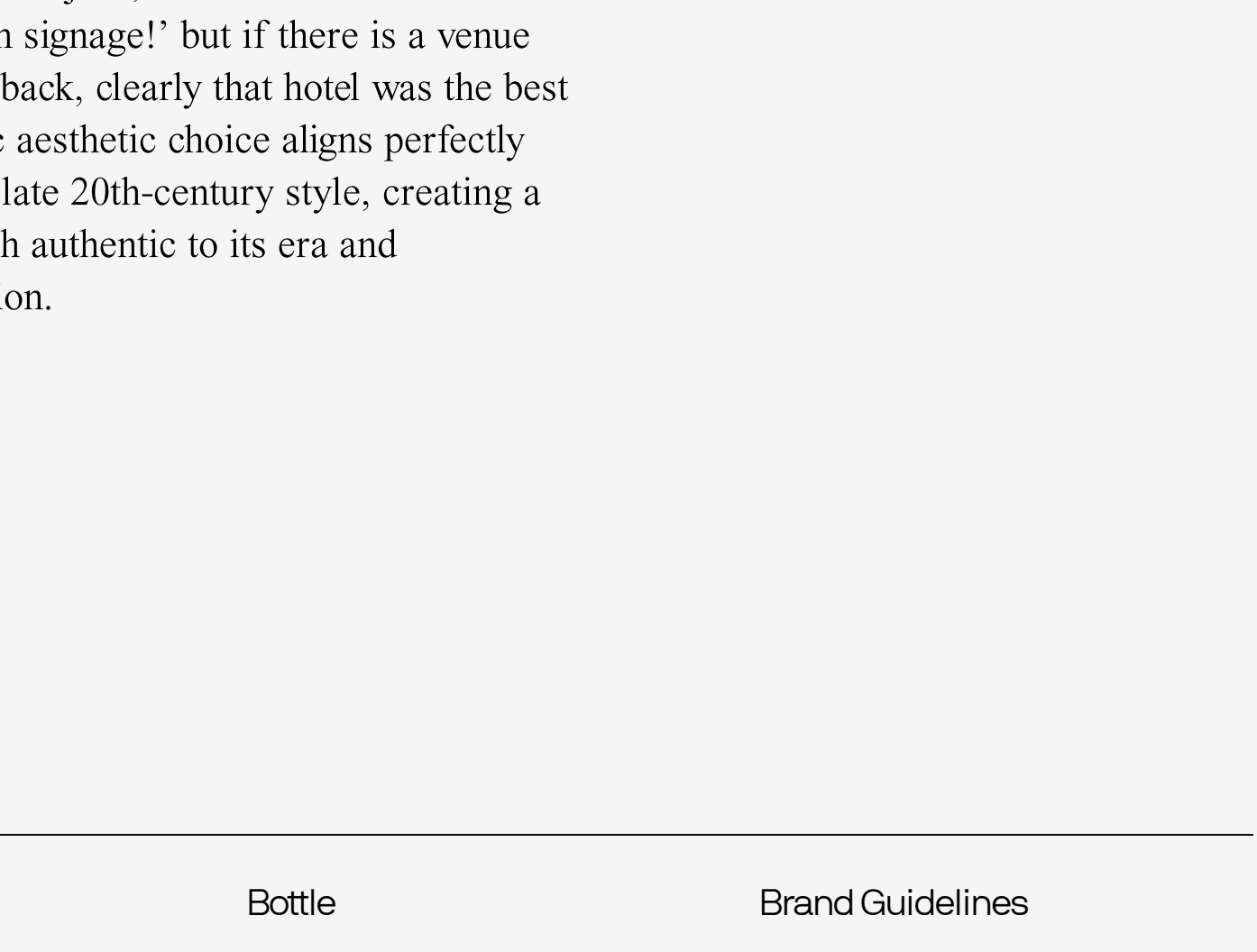
Colour presented its own challenge, with violet emerging as the signature hue despite its polarising reputation. “Violet is a much-reviled colour in the general public, but the carpet colour of the 4th floor was surprising when we first saw it, and the contrast with the brown of the facade turned out to be perfect,” Tloupas notes. The decision to keep violet primarily for interior applications avoided what would have been an intensely saturated facade treatment.



The outdoor signage system revives a classic coloured plastic construction technique, featuring two layers of plexiglass with contrasting colours for front and side panels. Technical precision proved crucial to achieving the desired effect where side panels project slightly forward. Legal constraints around facade lighting meant the front panels remained white rather than the preferred violet, though Tloupas suggests that internal neon lighting would have enabled the reverse colour treatment.



Supporting the custom creation, Futura PT in Book, Demi and Bold weights with their italics provides typographic balance. “We went for it to stay timeless and also to kind of ‘calm down’ the intensity of the main custom font,” Tloupas explains. This pairing strategy allows the vernacular-inspired display face to command attention while maintaining legibility across applications.



The indoor signage draws deliberate inspiration from the often-derided plexiglass signs of ‘90s office environments, combined with cut-out lettering techniques. “I think this is kind of a private joke, I’m not sure customers will instantly think ‘oh what an ironic take on signage!’ but if there is a venue where we could bring that construction back, clearly that hotel was the best option,” Tloupas reflects. This nostalgic aesthetic choice aligns perfectly with the interior design’s celebration of late 20th-century style, creating a cohesive brand experience that feels both authentic to its era and refreshingly contemporary in its execution.

Yorgo & Co. ➔
Hôtel Château d'Eau ➔

Graphic Design	Yorgo&Co.	Bottle	Brand Guidelines
Typography	Custom typeface by Yota Fonts and Yorgo&Co.	Business Card	Envelope
	Futura PT by Adobe	Custom Typeface	Letterhead
Photography	Emmanuelle Lubaki	Folder	Menu
Share		Identity	Sign
		Logo	Wayfinding
		Postcard	Hotel
		Wall	Purple
		Window	White
		Cream	Maximalist
		Red	Icons
		Edgy	Uncoated Paper
		Vintage	Experimental
		Cotton	Squared
		Plastic	
		Sans Serif	
		Rounded	

More

White Window Maximalist

INTERVIEW Pedal to the metal: Four years in, newkid's creative engine is just warming up, and we're here for it 30, APPAREL, BOX, (+41)	PROJECT Gebelteld Molden reinterpret construction industry cues in their typographic identity system for Gebelteld 30, BUSINESS CARD, IDENTITY, (+15)	PROJECT Bleed's juxtaposing identity for Historicisk Museum balances the identity of the contemporary ADVERTISING, B&W, BILLBOARD, (+18)	PROJECT Studio Bruch's identity for carpentry company Hca is led by a bespoke lumber-inspired typeface BUSINESS CARD, CUSTOM TYPEFACE, DIGITAL, (+21)
--	--	---	--