

CO. HOUSE

by ATELIER CHO THOMPSON

the STORY

What does the future of hospitality look like? In New Haven, our longtime collaborators, a pair of entrepreneurial sisters, discovered a beautiful historic home on the edge of the Yale University campus. The century-old Victorian mansion had a rich history, first as an elegant single-family home and later as a landmark institute for Korean studies, helmed by Dr. Hesung Chun Koh, one of the first Asian-American professors at Yale. The two sisters dreamed of transforming the building into a unique, welcoming hospitality experience for short-term stays.

Atelier Cho Thompson created the branding, architecture, and interior design for Co. House, named both for Dr. Koh and for the sense of community and company found within. The slogan, “Stay in Good Company,” elicits a feeling of warm welcome. The branding pays intentional homage to the building’s historic past by utilizing Hangeul, the Korean alphabet, as inspiration for the iconography. Each room’s color palette and name were inspired by famous local New Haven topography. Each icon was designed using the Korean character that best represented each chosen geographical feature. Every slope, curve, or line of the original character can be found within each of the final icons. Elegant and austere, the brand’s custom typography feels rich, elevated, and Korean-inspired.



MAIN MARK

The main mark was built using the shapes found within the Korean word for “house,” and intentionally appears as a window.



“HOUSE”

1



2



CO. HOUSE

3



PRIMARY LOGO

The primary logo features the custom typeface designed specifically for this brand.

CO. HOUSE

STAY IN GOOD COMPANY

CO. HOUSE E

STAY IN GOOD COMPANY

ICONOGRAPHY

Similar to the main mark, the room iconography utilized Korean characters to shape the final icons.



“MOUNTAIN”



EAST ROCK



“WATER”



HAVEN HARBOR



“RIVER”



DRAGON RIVER



“TREE”



ELM GROVE



“SHORE”



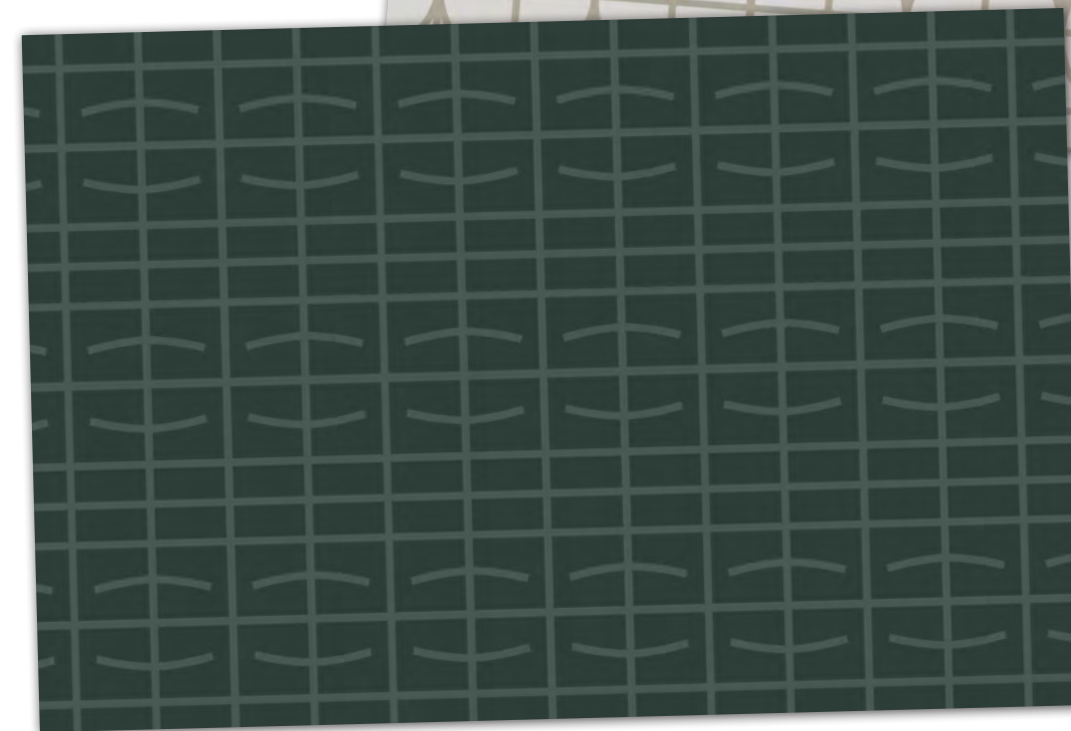
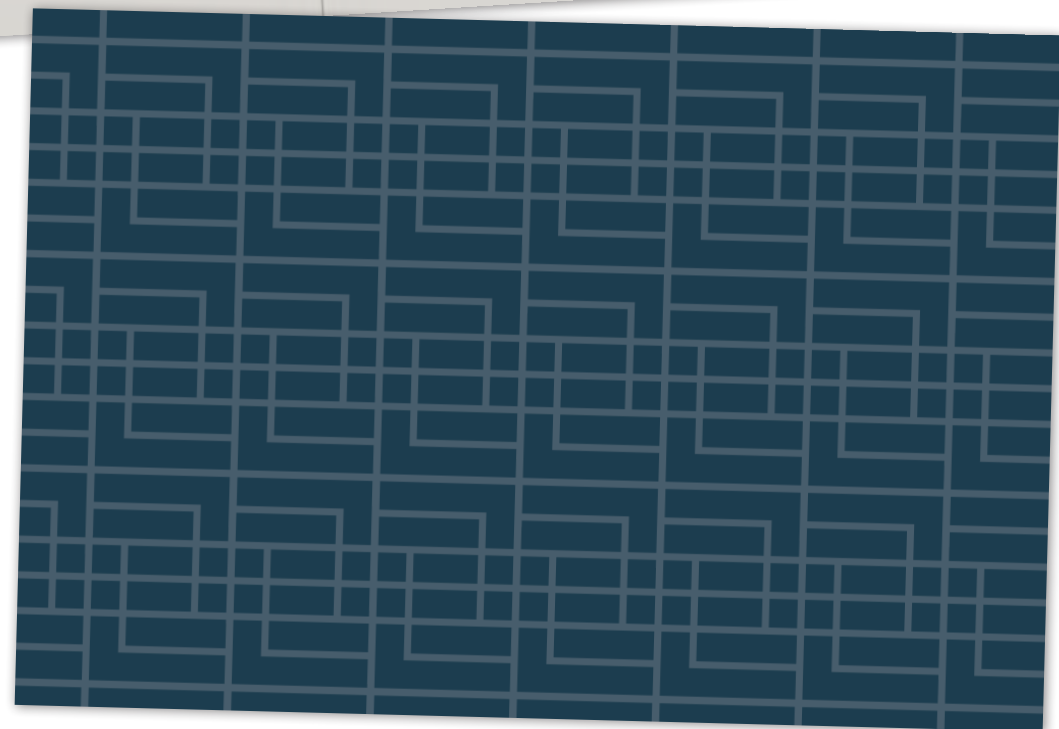
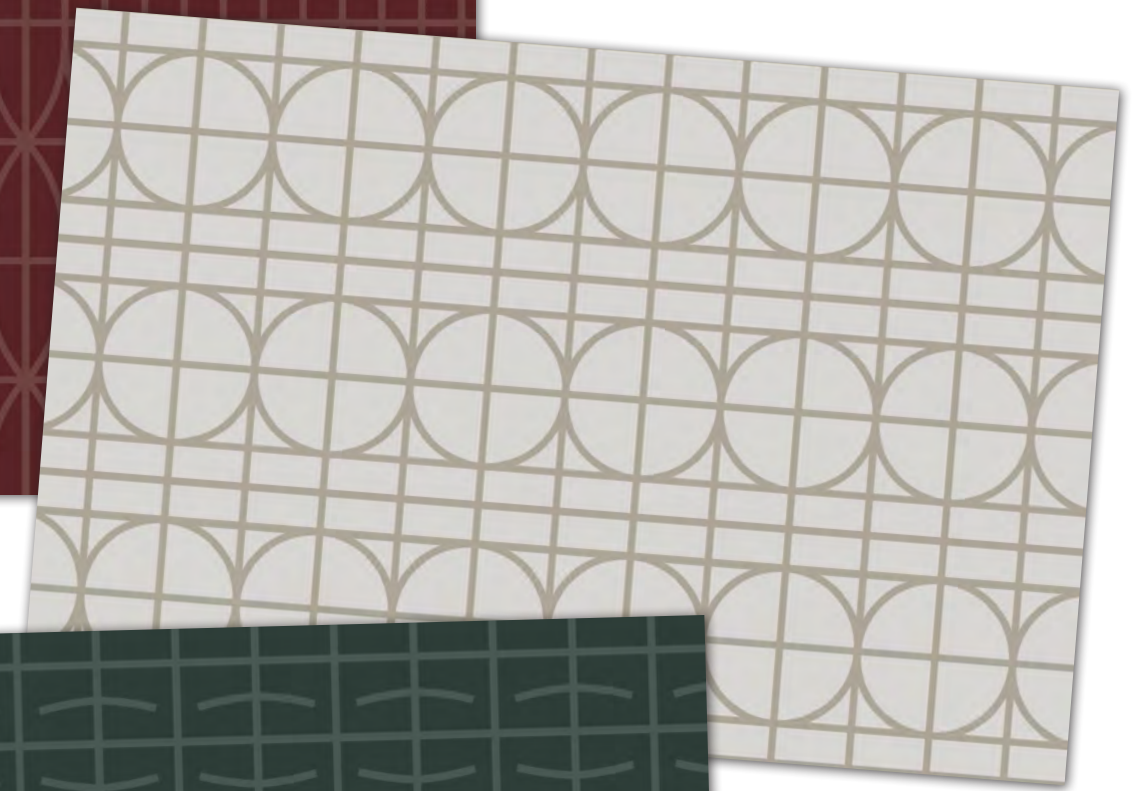
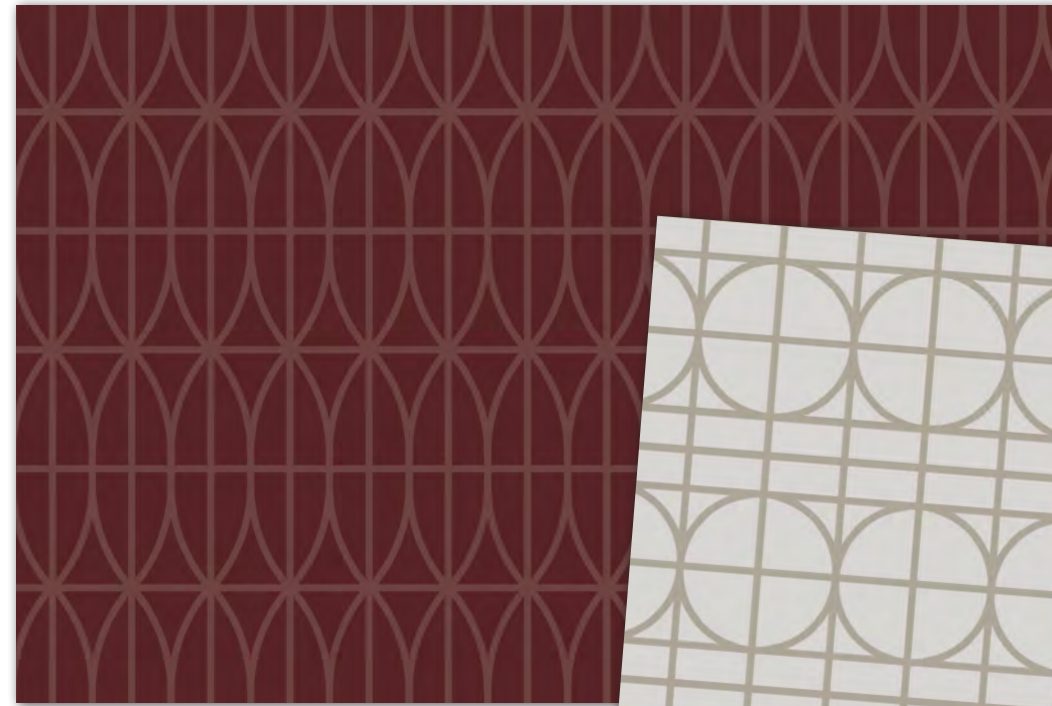
BEACON COVE



EAST
ROCK

PATTERNS

From the icons, a unique set of patterns were designed and used on collateral.



ESUNG CHUN KOH

HOME

310 Yale Av
New Ha

ersity, Seoul
- 1948
A., Sociology
A., 1953, Ph.D.,

Chinese Studies (Nati
60
sity, Chinese Studies (NDEA

d President, East Rock Institute, Inc.
en, Connecticut (1985 -);
erita, East Asian Area Research, Human Relation
es, Yale University;
othy Dwight College, Yale University;
porative Research Fellow, National Museum of
Japan (1980 -).

st (1972 - 1976)

PLACE
POSTAGE
HERE

CO. HOUSE

416 ELM STREET, NEW HAVEN CT
COHOUSENHV.COM • @COHOUSENHV

TYPOGRAPHY

The custom typeface was designed to feel elevated, elegant, and Korean-inspired.

EAST ROCK

HAVEN HARBOR

DRAGON RIVER

ELM GROVE

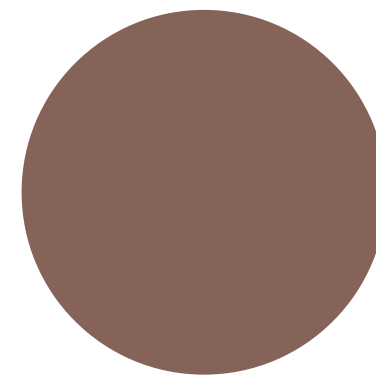
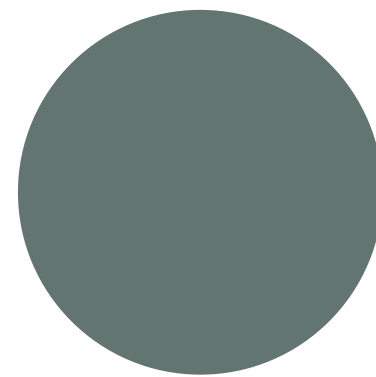
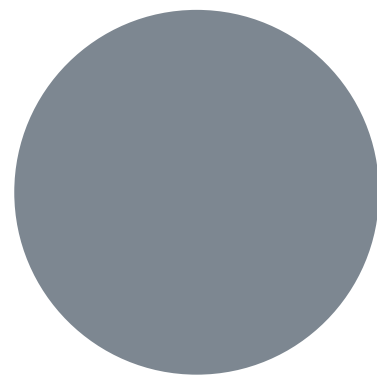
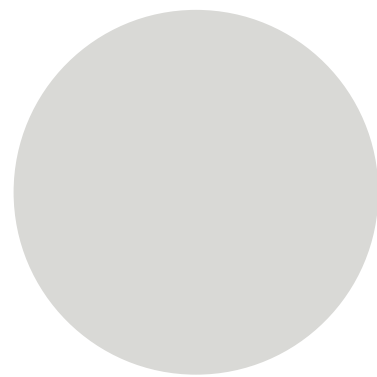
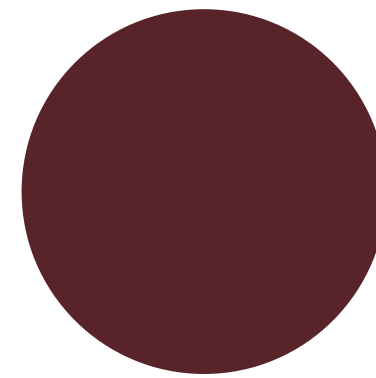
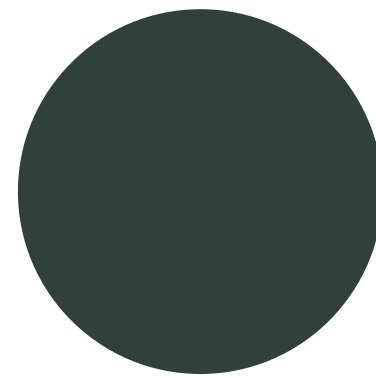
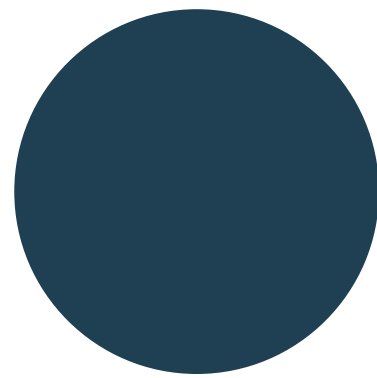
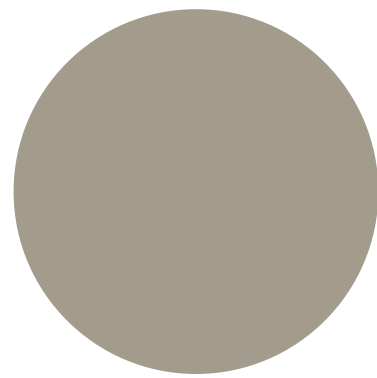
BEACON COVE



CO. HOUSE

COLOR PALETTE

The color palette was inspired by each room's chosen New Haven geographical feature.









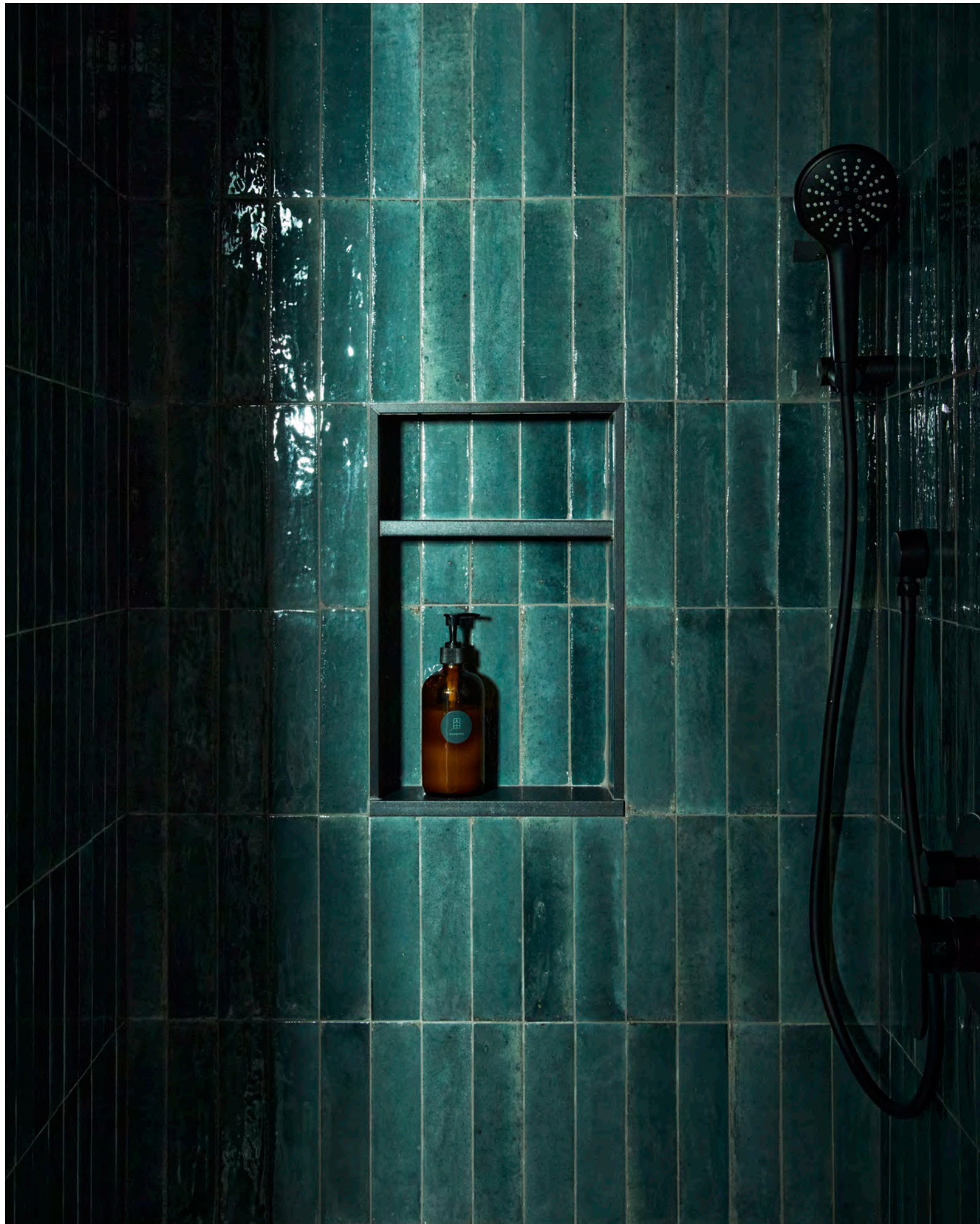












STAY IN
GOOD
COMPANY