

THE FOUNDING KIT

Brand & Naming



*Seven cities, one taste.
One seal on all of it.*

THE OC7 IDENTITY SYSTEM · MARKS, ARCHITECTURE, TYPE & WORLD · SEPTEMBER 2026

THE ONE-LINE BRIEF FOR EVERY OC7 SURFACE

Ecrú paper, warm ink, one oxblood seal. OC7 stated once in Cormorant, left alone. A room in beautiful light with no one in it, and a pressed card that knew you were coming. Seven cities, one taste. *Remove until only the certainty is left.*



SEVEN CITIES. ONE TASTE.
travel on someone's judgment

One name, four registers. One house, six rooms. One seal on all of it.

THE OC7 SYSTEM

The house, and its rooms

OC7 is a **monolithic** brand, not a house of brands. Every part — every tier, the board, the concierge — wears the same seal; the parts are told apart by a single word set beside it, never by a new logo or a new colour.

The pages build the system in the order it should be met: the mark and what its number means, the lockups, the architecture, the type, and the world every surface is composed to.

THE GOVERNING INSTINCT

Restraint is the flex. If the instinct is to add, the answer is almost always to remove.

01

The Mark & the Number

What the “7” means, why it earns its place, and the promise it must keep true.

02

The Lockup System

One glyph, four registers — seal, horizontal, primary, formal — and the seal that is constant across all of them.

03

Clear Space & Protection

Minimum sizes, the breathing margin, and what never happens to the mark.

04

The Sub-Brand Architecture

One seal, one word each: the tiers, the Council, the Study & the Concierge.

05

The World

Palette with hexes, the seal's usage rules, and the voice — the words OC7 uses and refuses.

06

The Licensed Face

Cormorant Garamond & Archivo — the type system, licensed and confirmed, one house with the dossier.

07

The Clearance Frame

Clear-enough-to-pursue: the read, the two gates before lock, and the honest limits.

01

What the seven means

A numeral in a luxury name has to mean something the founder can say in one breath, or it reads as a gimmick. The 7 is not decoration. It is the number of flagship cities the taste covers — **seven cities, one taste** — and it maps straight onto the supply-first plan the venture has already chosen.

The number *is* the promise of scarcity: not hotels everywhere, but a curated seven, chosen by one person. It is the difference between a platform that shows everything and a house that shows you the ones that matter.

MARQUEE, WITH A SOFTENED CEILING

OC7 carries Omar's OC — a marquee, bounded by the founder, which is exactly the authority a cold supply-first launch needs. The 7 quietly points past him, at the *seven*, so the brand has a second thing to be about as it grows.

WHY SEVEN IS THE RIGHT NUMBER

It reads as curated, not comprehensive. Seven is a chosen number — few enough that each is a decision, enough to feel like a world. Seven cities sound like an address book; forty sound like a directory.

It has weight without preciousness. Seven carries a quiet, canonical resonance that lands as considered rather than cute. Not one (thin), not a hundred (a list).

It is a growth story the founder controls. The seven can be named. If the panel ever exceeds seven, the 7 becomes the *founding seven* — the origin, like a maison's founding year. Either way it stays true.

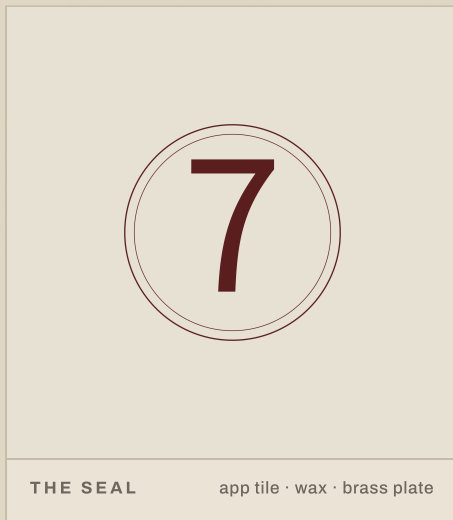
THE NUMBER IS A PROMISE THE BRAND MUST KEEP TRUE

The name and the supply plan are the same claim. If the launch panel is seven cities, the number is exactly true; if it is not, the 7 means the founding seven and the copy says so. A “7” that means nothing specific is the one reading that is not honest — and that is a decision for Omar, carried into the strategy dossier.

THE DIRECTION'S REAL GIFT

A natural icon the word-only names never had

Where a word-name has to invent a seal, OC7's seal is already in the name. The **7 inside its double ring** is the brass room number, the wax seal, and the app tile — one glyph doing three jobs. Every lockup is built around it; the system flexes by how much else sits beside it.



ONE NAME, THREE REGISTERS, SAME HOUSE

The 7 is drawn from Cormorant's own numeral — its elegant curving tail is genuinely beautiful at seal scale — so the icon, the mark, and the document all breathe in one typeface.

OC7 — the everyday mark. OC in warm ink, the 7 in the oxblood seal, the kicker that makes the number mean something.

The 7-seal — the icon, unmistakable at 16px on a phone and on the pressed welcome card alike.

OC · 7 — the formal lockup, the raised numeral. Reads as *the house OC, edition seven*, for the folio and the door.

The 7 is the icon; the OC↔7 lock is the wordmark. The seal alone is the only lawful fragment of the mark — the OC is never split off as its own logo.

THE SEAL, AT PROOF Drawn in oxblood on the ecru ground, proofed at app-tile and large scale. Below roughly 48 px the inner hairline ring drops away — one clean ring holds the 7 better than two rings that merge.



Section 02

The Lockup System

One glyph carries the whole system. Four registers, from the seal alone to the formal lockup — the seal is constant; the lockups add or subtract around it.

Four registers, one house

The register ladder runs from the most compact to the most formal. The seal is the constant; the lockups differ only by how much sits beside it.

The Seal

oc7-seal

The 7 alone, in the double ring. The icon and the single accent gesture — app tile, favicon, wax seal, brass plate, foil mark. Used once per surface, at seal scale.

Horizontal

oc7-horizontal

OC7 on one line, seal inline, no kicker. The compact working mark for wide, short slots: nav bar, letterhead, email signature, running header.

Primary

oc7-primary

The everyday mark: OC in warm ink, the 7 in the oxblood seal, the kicker *SEVEN CITIES. ONE TASTE.* and the italic close. When in doubt, this is the mark.

Formal

oc7-formal

OC large, the 7 a raised numeral with a hairline separator, closing on *A PRIVATE HOUSE OF TASTE.* The signature-length mark, for the leather folio and the door.

CHOOSING THE REGISTER

When in doubt, the **primary** is the mark — it is the only lockup that states what the number means. Reach for the **seal** where one precise gesture is wanted, the **horizontal** where a tall mark would crowd the height, and the **formal** only for the dressiest, most considered surfaces.



THE SEAL

app · wax · brass



HORIZONTAL

nav · letterhead



A PRIVATE HOUSE OF TASTE

FORMAL

folio · door

The seal is **constant**. The lockups only add, or subtract, around it.

THE EVERYDAY MARK The primary lockup — OC7 with the kicker and close line — carries the meaning of the number every time it appears; it opens this document.

Clear space, minimums, and what never happens

CLEAR SPACE

Keep a margin around every lockup equal to the height of the seal's outer ring (for the seal alone) or the cap-height of the “O” (for the wordmark lockups). Nothing — no rule, no photo edge, no second mark — enters that margin. The mark breathes; that breathing *is* the luxury.

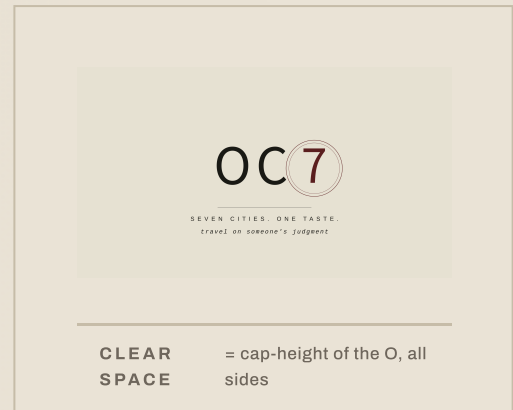
MINIMUM SIZES

LOCKUP	DIGITAL	PRINT
Seal	24 px	8 mm
Horizontal	32 px h	14 mm
Primary	180 px w	40 mm
Formal	—	60 mm min

Below 48 px / 12 mm the seal drops its inner hairline ring. Below its minimum, the primary's kicker stops being legible — drop to the horizontal instead.

WHAT NEVER HAPPENS TO THE MARK

- × **Never on pure white.** Always the ecru ground or a dark ecru-adjacent panel. White is a screen colour; it breaks the pressed-paper temperature.
- × **Never in a second accent colour.** The oxblood 7 is the only colour the mark wears.
- × **Never stretched, skewed, drop-shadowed, outlined, or gradient-filled** — and never set in any face but the licensed one.
- × **Never split into “monogram + text.”** The OC↔7 lock is the mark; the seal alone is the only lawful fragment.
- × **Never re-typeset in a substitute serif.** If the licensed face is unavailable in a tool, use the mark plate — never fake it in Georgia or Times.



The mark's one colour. The oxblood 7 is the only colour the mark ever wears. On a dark surface the OC reverses to ecru and the 7 holds in oxblood, or reverses to ecru if the oxblood loses contrast.

THE SMALL-SCALE RULE

Below roughly 48 px or 12 mm — a favicon, a tiny UI slot — drop the seal's inner hairline ring. One clean ring holds the 7; two rings that merge only smudge. Above that size, both rings ride.

04

A house with rooms, not a portfolio

Sub-brands are formed by one move:

OC7 plus a single word, in the licensed sans, set in a fixed relationship to the seal. The seal is never redrawn, recoloured, or replaced. The word is set quieter than the serif wordmark, so it reads as a room inside the house rather than a competing brand.

The word is always drawn from the brand's own vocabulary — *Selected, Held, Chosen, panel, council, house, allocation* — never from generic tier language like Platinum, Elite, or VIP.

THE RULE, BEFORE THE PARTS

This is the Aman model — one wordmark, one place-word — not the portfolio-of-marks model. The seal is the constant; the naming is the variable. No part has its own logo.

THE ACCESS LADDER, TOP TO BOTTOM

TIER	WHAT IT SIGNALS
OC7 · The Table TOP OF LADDER	You are seated at the house's own table — the innermost tier, the level the gifting loop's tier-trigger fires for.
OC7 · On the List MEMBERS	You are chosen and held — the full membership. The brand's own promise line <i>is</i> the tier name.
OC7 · The Panel NON-MEMBERS	You are booking the curated panel itself — the added-value amenities, one step from the list.

A NAMING NOTE FOR THE DOSSIER

"Royal Suite" is the top *product* — a hotel's actual top room. **The Table** is the OC7 *tier* whose trigger that product arms. The brand names the belonging, not the hotel's inventory.

The Panel is what you **book**, the List is what you **join**, the Table is where you are **seated**. One seal on all of it.

TWO WORDS, TWO REGISTERS

The **body-word** stays institutional — a Council votes and governs. The **role-word** stays warm and personal — an *Ambassador* is a person. Both wear the one seal.

NEVER GENERIC-LUXURY LANGUAGE

The tier-word is chosen from the brand's own vocabulary — *panel, list, table, council, house* — never Platinum, Elite, VIP, or Prestige. A real house signals rank more precisely, not more loudly.

ONE HOUSE, SIX ROOMS · THE PROOF



THE COUNCIL · THE AUTHORITY LAYER

The board of ambassadors that ratifies the selection is named **The Council** — a body that votes and governs, not an “influencer panel.” Individual members are *Ambassadors* in running copy: the role-word stays warm and personal, the body-word stays institutional. For the board's own surfaces the seal carries one hairline dressing — a committee's mark — but it is the same seal, never a coat of arms.

THE STUDY & THE CONCIERGE · INTIMACY IN MOTION

The Concierge is the human layer — the address book kept by a person, named simply because a great concierge is only ever trusted. **The Study** is the digital assistant — the quiet room where the routine is done. The Study does the routine; the Concierge handles the hard task and the follow-up. The member never has to know which is which; the house simply answers.

A DISCIPLINE NOTE CARRIED INTO THE DOSSIER

The concierge names are never sold as “AI-powered” in member-facing copy — the technology is the plumbing, not the promise. Internally the dossier names the GDS and API architecture plainly; externally the member meets The Study and The Concierge, and the machinery stays behind the wall. Answer the request; never brag about the automation.

05

Ecru paper, warm ink, one seal

OC7 is the marquee register, so it wears the warm, Mediterranean, family-house accent — oxblood, the colour of a wax seal. Three colours carry the whole brand. If a surface has a second accent colour, it is wrong.

THE FORBIDDEN PALETTE

No gold or gold gradients, no black-and-gold “luxury,” no navy-and-gold corporate, no purple, no gloss, no drop shadows, no glassmorphism. These are the tells of *aspiring* to luxury. OC7 is past them.

Ecru	Ink	Oxblood
GROUND	WARM CHARCOAL	THE SEAL
#EAE3D6	#1C1A17	#5A1E22
The dominant surface, everywhere. Uncoated stock, unbleached linen. Never white.	Text, the OC of the wordmark, rules. Letterpress ink sunk into cotton stock. Never pure black.	The single accent — the 7, the ring, one hairline rule. Roughly once per surface, and nowhere else.

GROUND RANGE For texture and depth the world may breathe between a lighter ecru **#EFEAE0** and a deeper raw stock **#E4DCCC** for panels and layered paper — but the mark's own ground is **#EAE3D6**, and the seal is drawn on that value.

THE SEAL'S USAGE RULES

Once per surface. One seal on the card, one foil mark on the panel page. Two seals on one surface is a defect. **At seal scale** — the size of a stamp, never a background watermark.

On ecru, or a dark ecru-adjacent panel — never on white, never on a photo without a quiet ground behind it. **Never redrawn for a sub-brand**; every room wears this seal.

THE PHYSICAL VOCABULARY, CARRIED INTO EVERY SURFACE

Uncoated paper

The ecru ground, with the faint tooth of real stock. The dossier prints on it; the digital surfaces borrow its colour.

Wax & foil

The seal's home. A seal on the welcome card, a foil mark on the panel page. Used once, meaning everything.

Linen, leather, brass

The guest book, the folio, the room number, the plate on the door — the small aged-metal details that say this place has a history.

The pressed card

The most on-brand object: an ecru letterpress card, one warm-ink line, left in the suite. The brand is designed outward from it.

Quiet authority, spoken in the first person of the house. *I hold five hotels in Paris. Here is the fifth, and why.* The taste has a face; the scarcity has a number. The moment the brand says *luxury*, it stops being it.

THE WORDS OC7 USES

Selected. Held. Chosen. Arranged.
Expected. On the list. By judgment.
Editor, panel, council, house, allocation.

Plain, short, certain sentences. Real names of real places, real rooms — specificity is the luxury. And OC7's own two lines, which the mark already carries: **SEVEN CITIES. ONE TASTE.** and *travel on someone's judgment.*

THE WORDS OC7 REFUSES

Luxury. Premium. Elevated. Exclusive.
Bespoke. Curated. World-class.
Unparalleled. Deals, offers, book now,
best price, unlock, discover.

No exclamation, no urgency, no countdown, no FOMO. Scarcity here is real and structural — the panel is finite, the seven are seven — so it never needs to be performed.

THE GIFTING LOOP, IN VOICE

The gift arrives with a pre-set note that reads as warmth from a house that knew — *someone was expecting you, and left something* — never as a stunt, never *look who we got*.

THE DISCIPLINE THAT BINDS THE VOICE

Any real person's name is illustrative of the ambassador and gifting model, framed hypothetical, never a claimed partnership. Public copy describes the kind of thing that can appear — never a named celebrity as an actual partner.

Show the room; never claim the tier.

THE ELEVATOR FORMS

Long

A private house of taste for a small number of families. In each city, a finite panel of hotels — chosen by our editor, ratified by a board of ambassadors, re-voted every two years. You are not a customer here. You are on the list.

Short

Travel on someone's judgment. A finite panel, chosen and held for a small number of families.

Shortest — the mark's line

Selected.
Held.
Expected.

DISPLAY · CORMORANT GARAMOND

Aa 7

Seven cities,
one taste.A B C G O Q R a e g o r s t
o i 2 5 7 9WHY IT IS THE RIGHT DISPLAY
FACE

A high-contrast display Garamond, the open-licence peer of Canela and Domaine Display. The thin-and-thick drama that reads *expensive*; the 7's curving tail is its own numeral, beautiful at seal scale. Used only at display size — the name and the headlines, never body text.

THE ONE HONEST LIMIT

Cormorant is a display face — thin below ~18px. It never carries body text or long paragraphs. That is Archivo's job; the system enforces the split.

WORKING VOICE · ARCHIVO

A clean humanist grotesque in the Söhne and Neue Haas tradition — the address-book voice. It carries the panel copy, the destination guides, the concierge instructions, and the tier tables without ever competing with the serif. 641 glyphs, 200+ languages, built for print, poster, and screen alike — one grotesque running every working slot, from the printed dossier to the app interface to the sub-brand tier-words.

SELECTED

ON THE LIST

BY JUDGMENT

THE COUNCIL

THE LICENCE — CONFIRMED, SO THE CLIENT CAN USE IT

Both faces are licensed under the **SIL Open Font License 1.1** — verified on the faces' own distribution pages, September 2026. OFL permits commercial use at no cost, embedding in the dossier and exported PDFs, use in the logo and wordmark, and bundling into the app and website, with no licence to buy and no attribution required on the deliverables themselves. The two documents run the same embedded files, so the package and the dossier are, by construction, one house. *A licence read from the faces' own pages, not a legal opinion.*

THE PAIRING DISCIPLINE

One display serif, one working grotesque, and **nothing else** — no third face, no script, no fake-handwriting for the gift notes. The gift-note warmth comes from the letterpress treatment and the words, never a typeface. It is the Aesop discipline: the type *is* the identity, stated quietly.

THE OPTIONAL UPGRADE PATH

Launch on Cormorant + Archivo — a complete, shippable, genuinely luxurious system that costs nothing to own forever. If a *proprietary* display cut is ever wanted, Canela, Domaine Display, and GT Sectra are the paid peers; the wordmark is live type, so the swap is a font change, not a redraw.

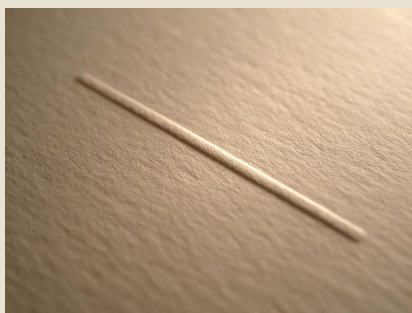
07

Clear enough to pursue

OC7 reads as a brand direction that is clear enough to pursue — built on a search-based landscape read, subject to two gates before it is locked. **Nothing in this system claims a trademark that is filed.**

WHAT THIS IS, AND IS NOT

A read that tells counsel where the risk sits, so the client is not surprised by his own search. It is not a legal opinion and not a formal clearance search — those belong to IP counsel through the live registers.



A PRESSED LINE, AND NOTHING MORE The mark is real vector and live type — it renames and re-scales without a redraw, and it carries no claim it has not earned.

THE HONEST LIMIT, STATED

The live registers were not run here; the register searches belong to counsel. If counsel surfaces a hard collision in Class 43 or 45, the name reopens. Every source in this read was read on its own page in September 2026, not recalled from memory — and this frame is carried into the package so the risk is seen with eyes open.

THE ONE ADJACENT FLAG — FOR COUNSEL FIRST

A London private members' club uses “**OC7**” as the name of a membership scheme — the exact string, in the neighbouring members'-club world. It presents as an internal scheme name for a specific admission route, not a standalone consumer brand, and the audience differs — so the practical confusion risk reads as modest. But it is the one hit that is not in a clearly different lane, and it is counsel's first stop: confirm whether it is registered, and in which classes, before OC7 files in hospitality or membership.

THE REST OF THE STRING — OUT OF LANE

The loud results sit in categories with no overlap: a professional microphone (audio equipment), a listed fund manager's stock ticker, an offshore-engineering research consortium, a face-swap app, and dormant shell and domain entries. They make a plain search look “taken” when, in OC7's actual lanes, it is not.

THE TWO GATES BEFORE LOCK

1 • Counsel's formal register search in the specific classes — 39 (travel arrangement), 43 (accommodation reservation), 45 (concierge / lifestyle), 9 / 42 (software) — covering OC7, O-C-7, “OC 7,” and near-phonetic variants, with the Oriental Club as the first check against Classes 43/45.

2 • The oc7.com domain reality-check. The .com does not currently resolve — which is not proof it is free. A two-letter-plus-digit .com is prime real estate and may be held or premium; a WHOIS and acquisition-cost read is a real-world gate before lock.



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