

LYRIC™



# Design Ethos

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Lyric designs Spaces  
& Technology  
for a more Creative  
& Connected World.

# Unlock Possible

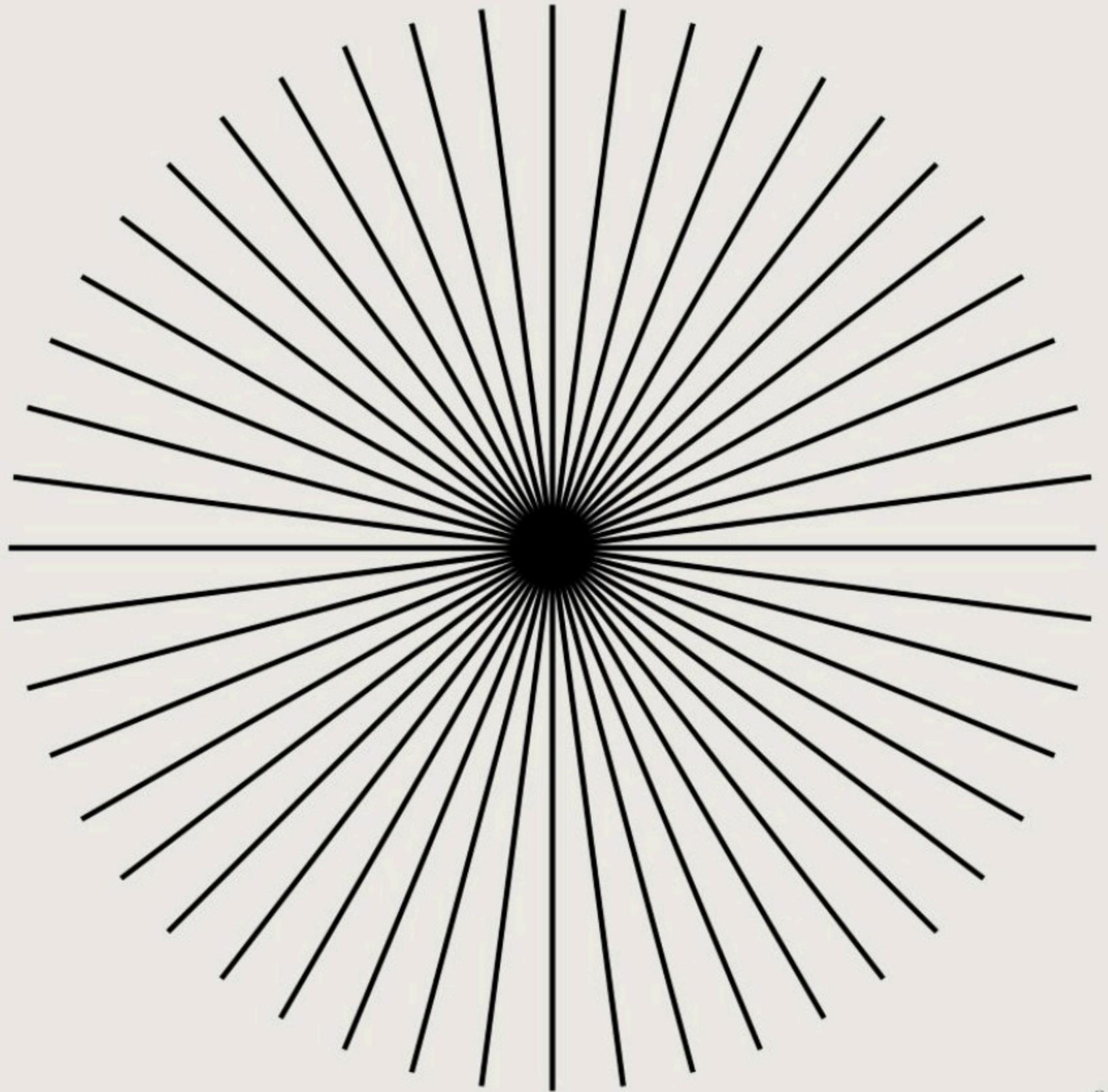
We're empowering a more creative and connected world by building a network of living spaces that make you feel at home everywhere. With a focus on personalization, purposeful design and local community, our Creative Suites™ are designed to help you recharge, inspire productivity, and discover new experiences while you travel.

# Design for Life

We build and own unique experiences through design and storytelling that set the stage for immersive, memorable, and emotional connections.



# Guiding Principles



Through design and storytelling  
we will own and build unique  
experiences that set the stage  
for Lyric.



**Be Human** | Design with empathy for the needs and desires of people.

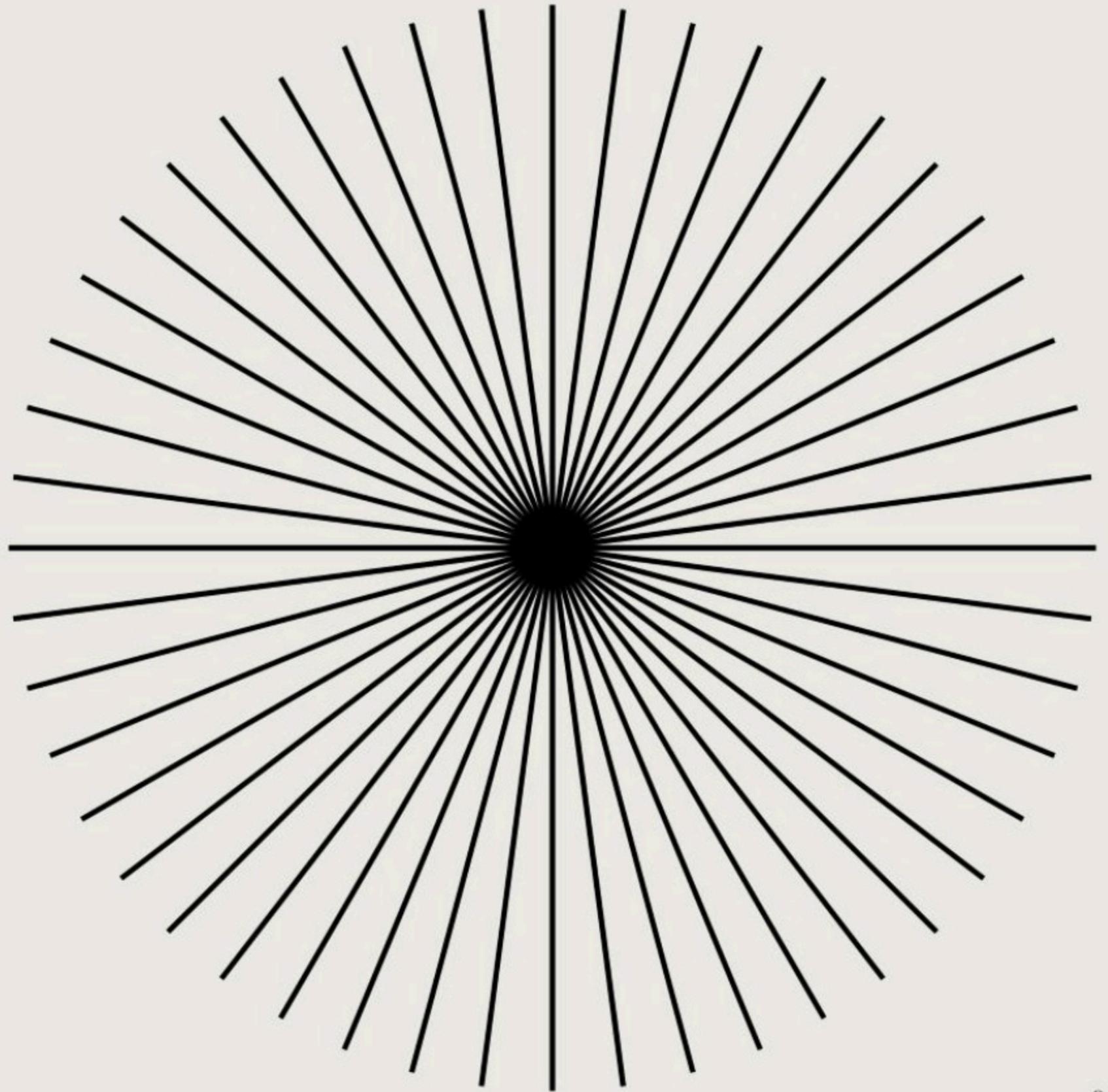
**Tell a Story** | Explore deeper connections through experiences built on storytelling.

**Take Risks** | Trust your instincts to elevate the design and don't forget to play.

**Sweat the Details** | Small details lead to big experiences, giving life to a multitude of possibilities.

**Keep it Simple** | Eliminate the decorative to deliver a singular, powerful design.

# Design Lens



Our Design Lens of *Bold, Human and Delightful* guide our design decisions to maintain a clear and concise point of view that upholds our brand essence of *discovery* while balancing the specific *needs* of our guests.



# Bold is...

- Simple**
- Fresh**
- Direct**
- Daring**
- Distinct**

Bold isn't being brash, rather it is about being disruptive in the most sophisticated way possible. It is designing with distinction and emphasizing with intent to make an experience, idea or space more powerful, meaningful and memorable.



# Bold is not...

- Complex
- Themed
- Status Quo
- Eccentric
- Cheeky



# Human is...

- Purposeful**
- Intuitive**
- Honest**
- Personal**
- Sensory**

Human is about scale and use. Does it feel like the space or experience was made for people? Does it feel like a person was considered in the dialogue? Do you as a guest just fit right in? From materials and finishes to tone and typography, we want our guests to feel like this was made for them.

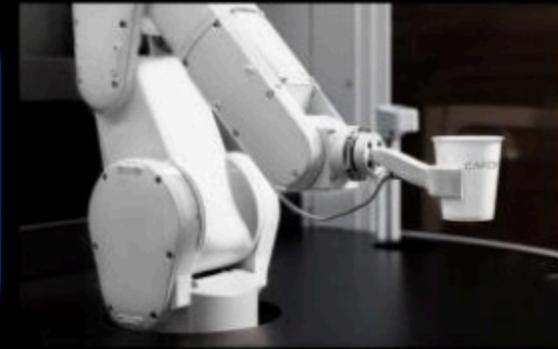


# Human is not...

- Decorative
- Noisy
- Machined
- Technical
- Clinical
- Distracting
- Anemic



Congratulations! You've won a series of unwelcome text messages! To CLAIM just reply with: TCPARULZ



# Delightful is...

- “A-ha”
- Memorable
- Joyful
- Enriching
- Inspiring

Delight is about creating memorable moments through design and experiences. Things that make you look, think and assess what may previously have been average, into something more supportive, instinctive or just brilliantly easy and beautiful.

