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SEYCHELLES



BRAND ASSETS NAMING CONVENTIONS

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BRAND CONCEPT

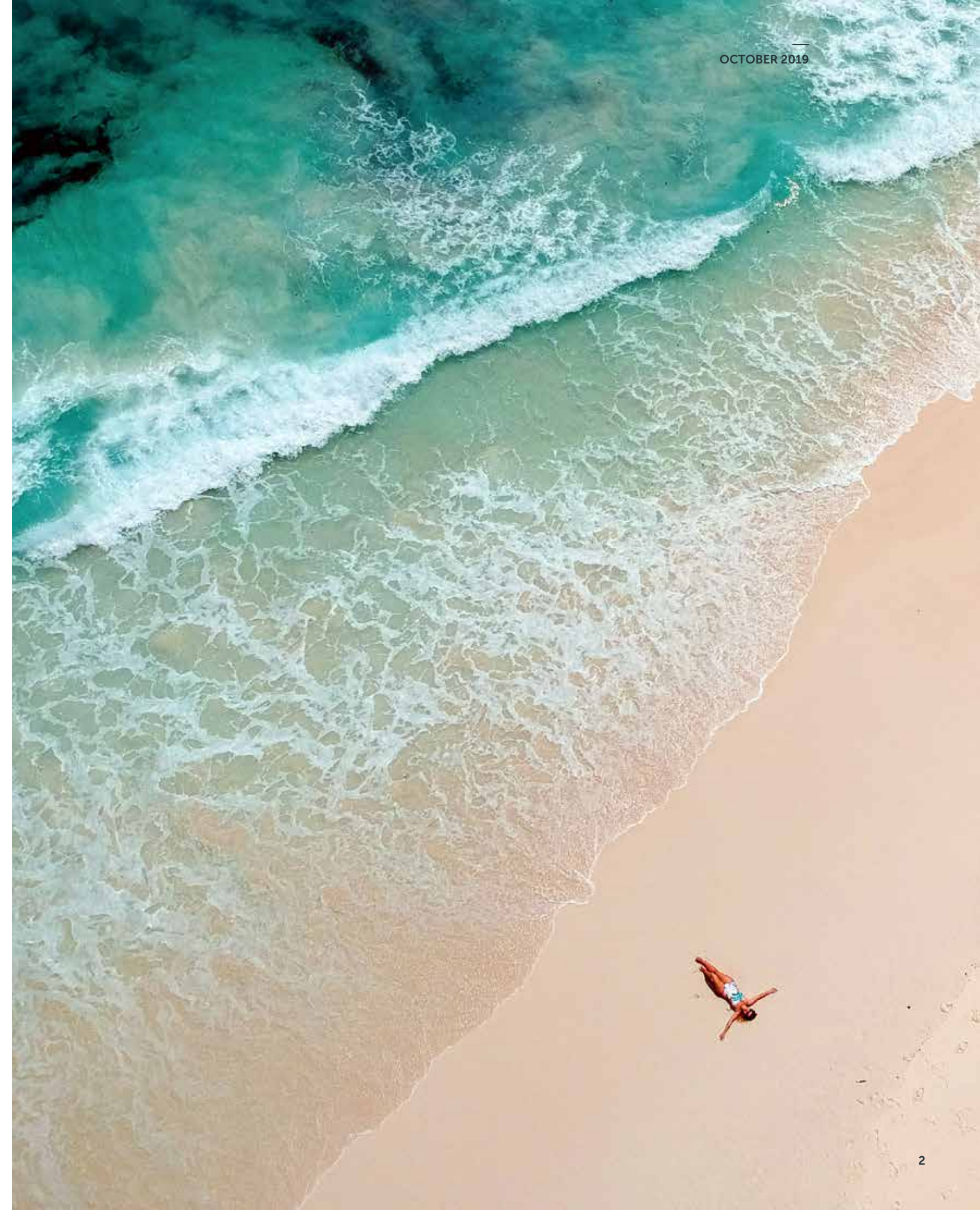
THE TRUE FREEDOMS OF A DESERTED ISLAND

Seemingly contradictory notions combine
in a destination that juxtaposes
rarity and abundance
exclusivity and generosity
intimacy and privacy
land and sea
rough and smooth
sun and stars
barefoot luxury.

All the little details are taken care of
like room turn-downs, round-the-clock service,
personalised touches.

Guests are free to lose the watch and gain the time
lie on a hammock or dare an adventure sport
do as little or as much as they like.

Reality as defined by each individual
where the rest of the world dissolves.



PART A UNIT NAMING

VILLA

“Villa” is an accepted and high-end industry-wide term that is well recognised and perceived.

Definition – Villa / **'vɪlə**/ noun

1. (especially in continental Europe) a large and luxurious country house in its own grounds.
2. a large country house of Roman times.

NORTH ISLAND

Villa 1 to 10: Beachfront Villas

Example: Two-Bedroom Beachfront Villa

The terminology of 2-bedroom will be kept for the description and text but not on the official name.

Numerals are used to express Villa numbers.

Villa 11:

Villa North Island

PART B PIAZZA



PIAZZA

“Piazza” is an accepted term that is well recognised and perceived.

Definition – Piazza / **pee-az-uh** / noun

1. An open public square, especially in Italian towns, surrounded by buildings
2. The center of public life, a meeting place

NORTH ISLAND

Full name:

Piazza Bar & Lounge

PART C DINING OPTIONS



DINING

TOP TIER

Akira Back North Island



MID TIER

Laid Back



CASUAL TIER

Sunset Beach



PART D SPA



SPA

'La Vie' in French means 'life'.

Associations:

Energy, rejuvenation, esprit, vitality, breath, zest

NORTH ISLAND

Full name:

La Vie by Goldhands



PART E REPLACING THE TERM 'ALL-INCLUSIVE'



ALL INCLUSIVE

ALL INCLUSIVE meaning: including everyone or everything, especially all the costs, charges, and services that make up the total price of something. To be used in B2B content as an industry-accepted term with further North Island context given.

FOR COMMUNICATING WITH NORTH ISLAND GUESTS WE USE:

North Island 'Dream Rate'

'Dream Rate' rationale

- This rate includes all you can dream of
- This rate fulfills all your dreams, all dreams come true
- When thinking of North Island as a place of experiences, the dream is the start of your journey (also in the 5 stages of travel we start with dreaming)
- Once you leave North Island, your 'Dream Rate' experience should stay with you as a dream

An aerial photograph of a coastline. The water is a vibrant turquoise color, transitioning to a darker teal towards the shore. The beach is a bright, white sand. The text "THANK YOU" is centered in white, uppercase letters over the water and beach area.

THANK YOU