



MAY 2025

REVIEWS



A B O U T T H E S E G U I D E L I N E S

This brand book establishes a clear foundation and provides a comprehensive set of guidelines to ensure the integrity of the Nevis brand.



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1.0 *INTRODUCTION*

1.1 Brand Promise / Our Vision // 1.2 Core Values



1.1 *BRAND PROMISE*

An experience both timeless and heartfelt, intertwining effortless luxury with the island's natural beauty. Genuine warmth, and a true sense of belonging. A deep connection to nature, culture, and history—and to life's simplest pleasures. In Nevis, discovery unfolds gently through tranquil moments, peaceful surroundings, and unhurried exploration.



OUR VISION

We balance progress with the preservation of our most precious resources: the untouched landscape, a timeless serenity, and our lasting cultural traditions and heritage. We want Nevis to remain a captivating and genuine destination for connection and discovery, long into the future.



1.2 CORE VALUES

Genuine Connection

Through quiet moments and meaningful experiences, Nevis invites travelers to connect deeply with nature, with self, and with the present moment.

Authenticity

We share and offer true, unfiltered experiences that reflect the spirit of the island's culture, traditions, and people—always genuine, and always heartfelt.

Unhurried Luxury

Here, true luxury is found amongst each leisurely moment, inspired by the island's natural and enduring beauty.



2.0 *OUR STORY*

2.1 Introduction // 2.2 Island Overview // 2.3 Brand Pillars //
2.4 Positioning Statement // 2.5 Key Messaging // 2.6 Our Tagline



2.1

OUR ISLAND

Nevis is a place of quiet and tranquility—a place of intention. The energy here is restorative and immersive, with experiences in nature and in water, genuine cultural engagement, and historical depth.

Nevis Peak is at the heart of the island. Encircled by clouds against a blue sky, it is at once dreamlike and grounding. A comforting constant, and a striking sight. The rainforest blankets the mountain. Lush vegetation growing denser, wild monkeys more difficult to spot, as you climb.

Expansive beaches feel secluded and uncrowded, with golden and black volcanic sands contrasting the blue Caribbean Sea. We are inspired by the beauty that surrounds us and we channel that inspiration into our art: our way of life.



A TRUE SENSE OF PLACE

Tucked away in the northern end of the Lesser Antilles, Nevis is just 36 square miles—a size that belies the richness of its natural wonders and vibrant culture. With pristine beaches, lush green hills, and the majestic Nevis Peak, the island is a haven for those seeking peace and authenticity in the Caribbean's purest form.





2.3 *BRAND PILLARS*

Preservation

Nevis represents the Caribbean as it once was: welcoming, genuine, and untouched. We protect what is ours—our vibrant heritage, our culinary legacy, and our architectural inheritance. We respect the beauty and purity of our natural habitat. We celebrate who we are.

Hospitality

Home to the Caribbean's first hotel, our legacy of hospitality has endured for more than two centuries. We are proud hosts; we invite our guests to experience our island and our traditions. All are invited to see Nevis and its people through our eyes.

Balance

Here, harmony thrives. Relaxation complements unhurried exploration, and simplicity balances richness. Luxury intertwines with rusticity, and golden beaches juxtapose black volcanic-sand shores. In its tranquility, Nevis brims with the promise of discovery.



OUR POSITIONING STATEMENT

With *genuine warmth* and a legacy of hospitality, we invite travelers to embrace the immersive and *transformative spirit* of our island. Brimming with the promise of *discovery*, the timeless essence of Nevis reveals itself through *authentic cultural* experiences, deeply rooted *tranquility*, and a profound *connection* to the natural world.



2.5 KEY MESSAGING

- ◆ Nevis offers connection: with nature, with self, and with the present moment.
- ◆ Nevis is rich in history, with a centuries-long legacy of hospitality.
- ◆ Still, serene, and tranquil, Nevis invites transformation.
- ◆ Nevis brims with the promise of discovery.

THE TRUEST LUXURY
IS TIME



2.6 OUR TAGLINE

An expression of the island’s true character: grounded, elemental, and genuine. “Nevis Naturally” offers a reflection of life on the island—in harmony with its surroundings, and always effortless. To those seeking meaning from their travels, it is an intuitive answer: where else but here?

NEVIS
Naturally

3.0 *TARGET AUDIENCE*

3.1 Our Target Audience // 3.2 Demographics // 3.3 Brand Personas





3.1

OUR TARGET AUDIENCE

The true beauty of our island unfolds to those whose appreciation is pure of heart. Those who know that the truest luxury is time, and that time is best filled with peace, discovery, and a sense of wonder. Those ready to embark on a sincere and authentic journey as they slip into our unique, deliberate momentum. Those who hear beauty in the silence. Those longing to bond with our oceans, mountains and all that call them home. Those genuinely curious about our culture and heritage—and those for whom experience transcends the material.

3.2 UNDERSTANDING OUR CURRENT TRAVELER

Traveler Demographics:

Average Age: 50 (Boomers & Generation X)

HHI: \$181K+ / Affluent

Top Countries: United States, United Kingdom, Canada

Top DMAs: New York (tri-state) & South Florida

The Typical Nevis Trip:

7-night stays (5.7 from the U.S.; 11 U.K.)

\$2,900+ spend per person

Our Travelers Are in Search Of:



Pure relaxation



Sun and sand



A luxury Caribbean experience



WHO THEY ARE

3.3 BRAND PERSONAS

INTELLECTUAL TRAVELERS

Generation X & Boomers (43–68) // High net worth // Highly educated // Empty nesters

Personality Traits:

Affluent but humble // Sophisticated but grounded // Intellectual // Accomplished

These travelers value privacy, exclusive experiences, and high levels of service. They are well traveled, and have been to the Caribbean many times. They return to Nevis for its feeling of seclusion and exclusivity—this is where they feel the most comfortable and at ease.

They are looking to disconnect and recharge, and are as likely to spend time with a novel on the beach—observing, contemplating—as they are to engage with the island and its people. They are particularly interested in learning about the rich history of the island, and will visit historic sites like the Hamilton House, former sugar plantations, and fort ruins that tell the story of the island's past.

OFF-THE-RADAR ROMANTICS

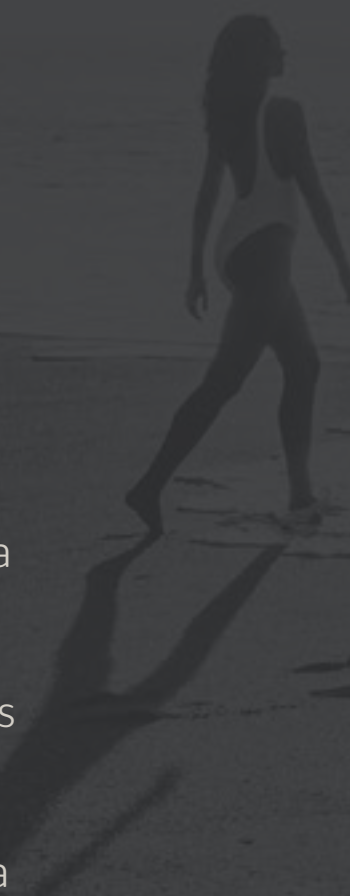
Millennials (27–42) // Engaged couples, newlyweds, and honeymooners

Personality Traits:

Loyal // Curious // Enthusiastic

These travelers seek an intimate and secluded environment that allows them to focus on each other. They want connection, and they have chosen Nevis to be an important part of their life story.

In search of relaxation, they will indulge in wellness activities like yoga and spa treatments, and are appreciative of the island's inherent calm. They will take advantage of outdoor offerings like watersports and horseback riding. They may hike Nevis Peak, depending on their mood, but it's not a required part of their agenda. They want a unique stay, and will trade a beachfront location for a one-of-a-kind accommodation such as the Sugar Mill Tower at Golden Rock Inn.



4.0 *VERBAL IDENTITY*

4.1 Brand Voice // 4.2 Brand Personality // 4.3 Brand Keywords //
4.4 Best Practices & Copy Examples



T H E I S L A N D C O M E S A L I V E
T H R O U G H P O E T R Y



4.1 OUR BRAND VOICE

Captivating and always inviting, Nevis communicates in a voice that flows like the breeze—soft yet powerful, and rich with meaning. It echoes the serenity woven into the landscape around us, and inspires possibility. The island comes alive through the graceful poetry of our words.



E V E R Y C O R N E R

H O L D S A S T O R Y

4.2 BRAND PERSONALITY

Nevis is *expressive*.

We evoke the island's ability to convey beauty and depth effortlessly. Each moment and detail speaks its own truth, and every corner of the island holds a story.

Nevis is *essential*.

We speak to what is fundamental, vital, and deeply rooted. Nevis distills beauty, peace, and connection, creating a voice that is both timeless and grounded.

Nevis is *authentic*.

Warm and sincere, we welcome travelers with an open heart—and a voice that speaks with honesty, integrity, and a lack of pretension. We are true to who we are.

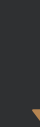
4.3 BRAND KEYWORDS

WE ARE:

BESPOKE // NATURAL // DREAMLIKE // SERENE //
GROUNDED // CONTEMPLATIVE // INSPIRED //
TRANQUIL // INTIMATE // GENUINE // HISTORIC //
CHARMING // RICH // EASEFUL



WE ARE NOT:



BORING // CONTEMPORARY //
MAINSTREAM // BUZZING // GLOSSY //
CUTTING EDGE // OPULENT

DO

Tell small stories for larger impact. We emphasize the details and the quiet moments, and we are content in the luxury of simplicity.

Example:

To align to the island's rhythm is to discover a deeper calm within..

Evoke the island's poetry. Nevis is literary, cultured, and inspirational—and our words should be, as well.

Example:

Grounded and unhurried, the island cultivates ease. Thoughts drift on the breeze, and time slips by in an unbroken spell as you find yourself becoming who you were always meant to be.

DON'T

Tell tall tales. Avoid “overselling” or “overhyping” elements of our destination—Nevis is fully its own, and not part of a competition.

Example:

Nevis redefines inner peace. Here, you'll unlock a level of calm no other island can match—a tranquility so deep, it's practically legendary.

Exclude the audience with “ten-dollar words”—clarity and readability are the priority. Don't obscure the point.

Example:

Anchored in an inherent absence of hastiness, the island facilitates an atmosphere of unencumbered tranquility—ultimately facilitating a metamorphosis into the self you were predestined to actualize.



5.0 *OUR LOGO*

5.1 Our Logo // 5.2 Clear Space Minimum // 5.3 Logo Usage //
5.4 Improper Usage // 5.5 Our Symbol



5.0 OUR LOGO

NEVIS

5.1 OUR LOGO

Organic, elegant in its simplicity, and refined, our logo is grounded in connection. Its approach celebrates the meaningful relationships forged on Nevis: with oneself, with the locals, and with nature, nurturing an enriched experience through authenticity, unity, and respect.



5.2 CLEAR SPACE & MINIMUM SIZES

Always leave clear space equal to the height of the [“x”], or more, around all edges of the logotype. This area should be free of text and design elements in order to ensure the integrity of the logo, and allow it to dominate the communication piece.



Minimum Size
Print: 0.75 in minimum height.
Digital: 30 px minimum height.

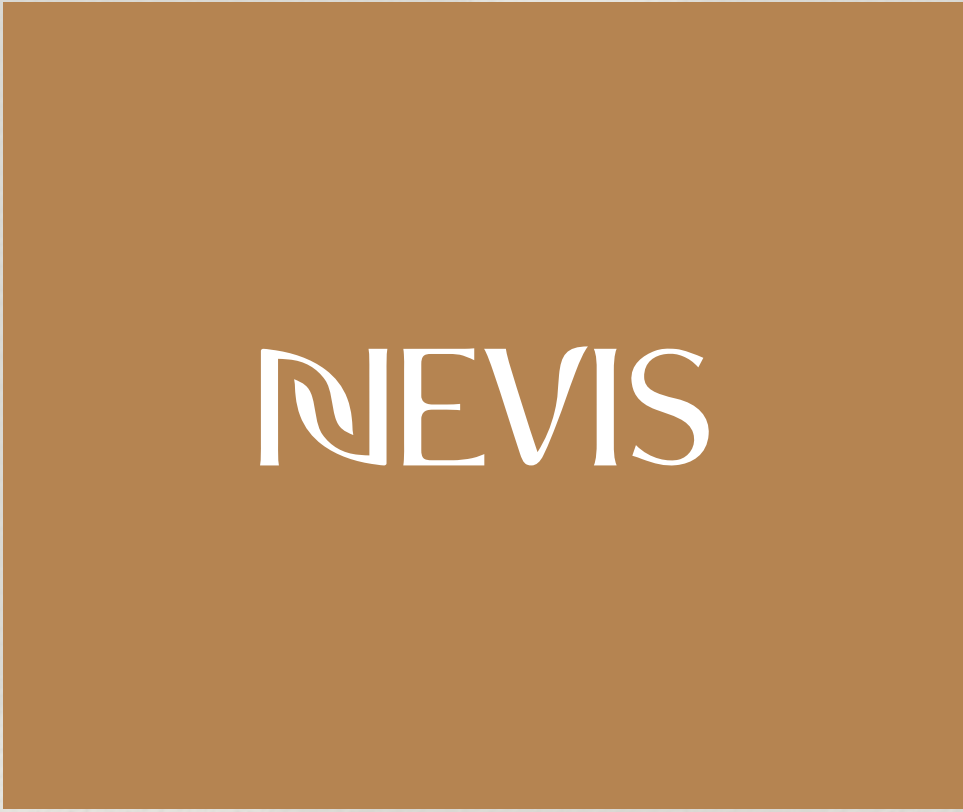
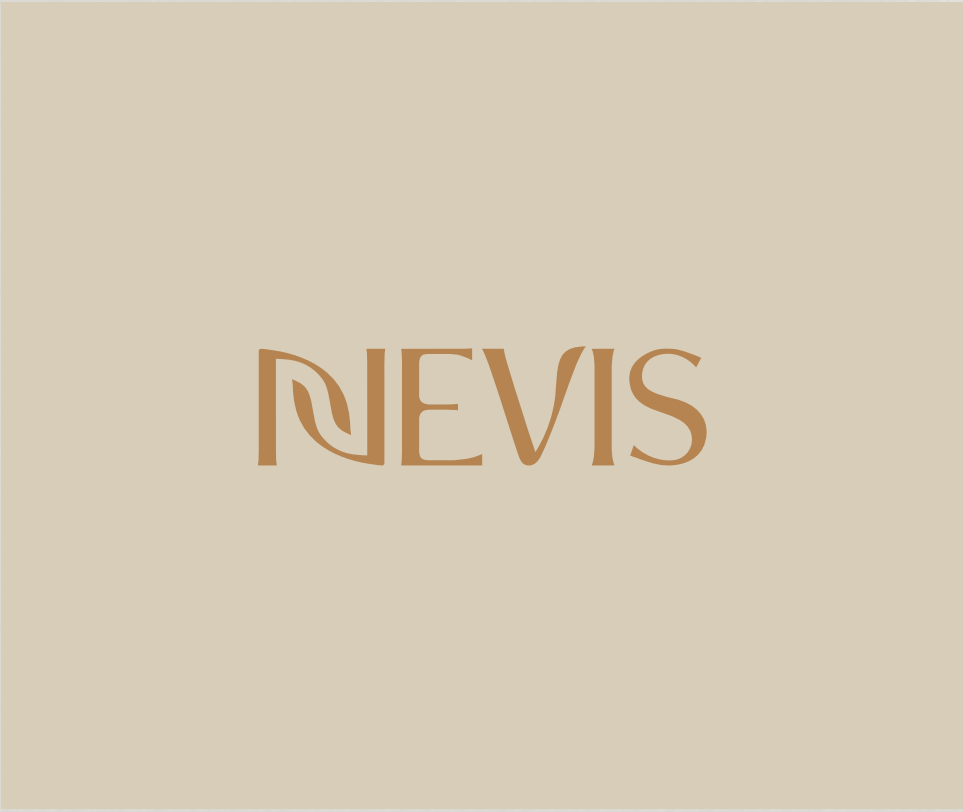


Minimum Size
Print: 0.75 in minimum height.
Digital: 30 px minimum height.

5.3 LOGO USAGE



DO
Use white logo over approved brand colors.
Use full color logo and background in the approved variations outlined here. Use white logo over simple image background



5.4 IMPROPER USAGE



Do not alter or rearrange



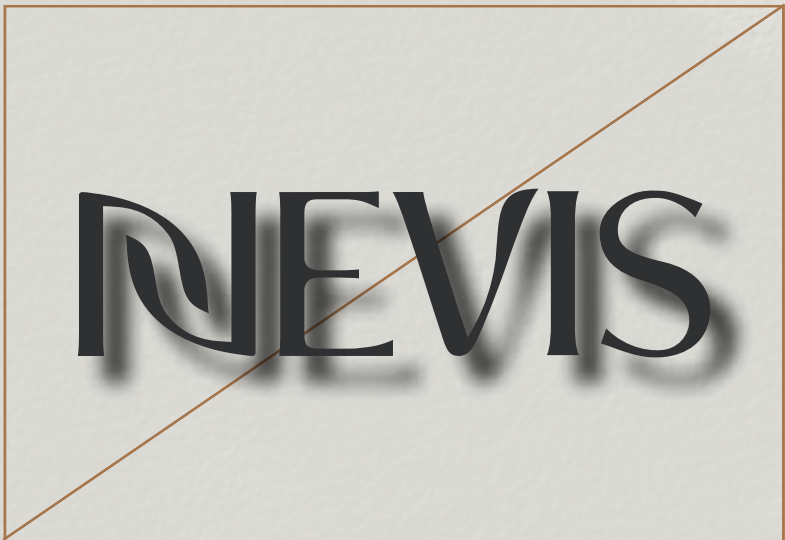
Do not change colors



Do not change proportions

DON'T

Our logo should always be respected, preserved, and used in a consistent manner. The following examples illustrate and describe improper uses of the logo.



Do not apply effects



Do not rotate or distort



Do not use over busy background

5.5 OUR SYMBOL

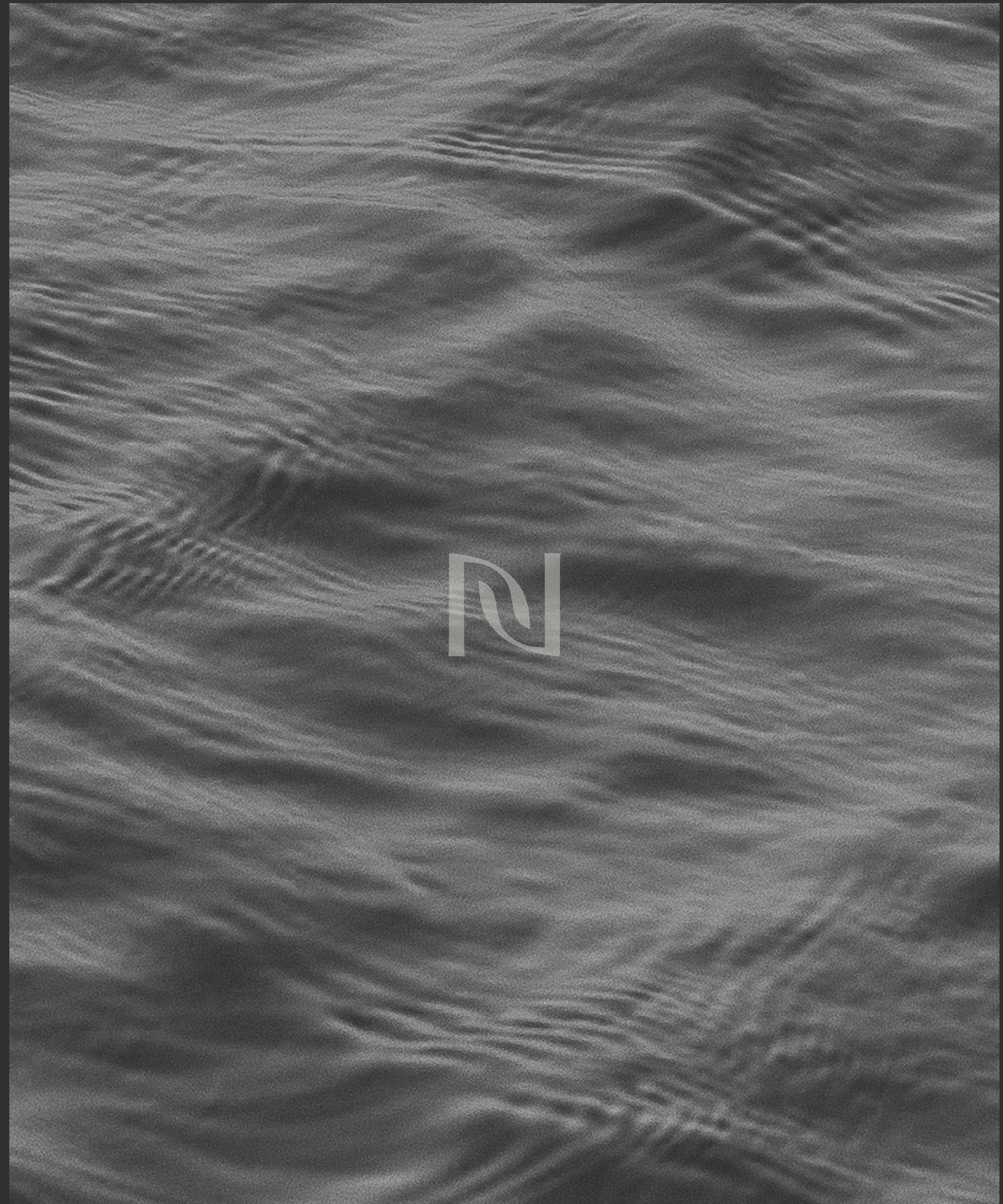
Our symbol stands alone with character and grace; an elegant and cohesive embodiment of the rich symbolism of our logo. Within the symbol itself is every letter contained in “Nevis”—a nod to the dynamism and harmony of our island.

The Symbol and Nevis logo should never be used side by side, to avoid visual redundancy. The symbol should be used in designs, with enough separation from logo, in order to add visual interest and to unify the brand expression.



6.0 *COLORS & TEXTURES*

6.1 Color Palette // 6.2 Color Values // 6.3 Photo Textures //
6.4 Pattern // 6.5 Pattern Application

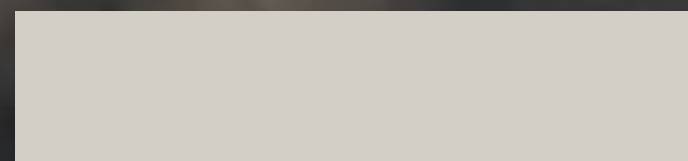


6.1 Inspired by sand and the soft glow of golden hour, a warm and gentle color palette embraces the natural as tans, bronze, and a deep ash mirror the island's shorelines.

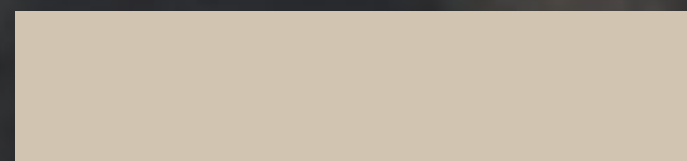
C O L O R P A L E T T E



Coconut



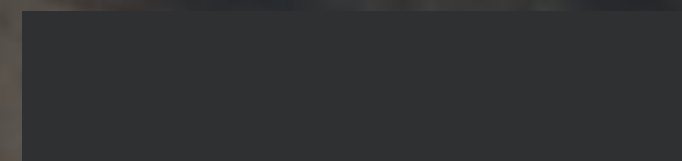
Seashell



Golden Sunset



Volcano



COLOR VALUES

Coconut
RGB 212, 207, 199
PMS 9082 C Pastel
CMYK 17, 16, 20, 0
HEX: # d4cf7

Seashell
RGB 209, 196, 178
PMS 9163 C Pastel
CMYK 15, 16, 27, 0
HEX: # d1c4b2

Golden Sunset
RGB 181, 133, 82
PMS 729 C
CMYK 27, 47, 76, 6
HEX: # b58552

Copper Foil
FOIL: INFINITY #63
INK: METALLIC PMS 8960 C

Volcano
RGB 46, 48, 51
PMS Black 3 C
CMYK 5, 3, 3, 93
HEX: # 2e3033

TEXTURES

Natural, organic textures are subtly woven into the website and collateral to evoke the organic beauty of Nevis. These textures create a sensory connection with the island’s landscape.

S A N D

P A L M T R E E

C L O U D S



6.4 PATTERN

For use across collateral, our motif—the interlocking “N” symbol, repeating—reflects the timelessness and sophistication of the Nevis experience.



6.5 PATTERN APPLICATION



7.0 *OUR TYPOGRAPHY*

7.1 Our Typography



7.1 TYPOGRAPHY

Thoughtfully selected, our typography mirrors the island's understated luxury, with clean lines and a subtle elegance. It complements the visual identity of Nevis, bringing together modern refinement and a timeless simplicity.

Ivy Mode

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Usage: Headlines
Subheadline

Ivysoft

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Usage: Body Copy
Subheadline

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Usage: HTML font
Body Copy
Headline
Subheadline

8.0 *OUR PHOTOGRAPHY*

8.1 Visual Narrative & Mood // 8.2 Portraits Photography //
8.3 Architectural Photography // 8.4 Hotel Photography



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VISUAL NARRATIVE & Mood



Poetic and understated, carefully curated black and white photography conveys the true luxury of Nevis. Evoking serenity and emotional connection, our visual narrative stands apart from the saturated hues common amongst our surrounding island neighbors, aligning fully with the essence of the Nevis experience: timeless, peaceful, and diverse.

8.2 PORTRAITS PHOTOGRAPHY

To know Nevis is to know its people, and there is no better representation of our brand than those who call this island home. Our subjects are proud hosts, welcoming travelers with open hearts and genuine Nevisian warmth. They are grounded in their connection to the island, and to the abundance that it offers. Through their stories and experience, a more full and nuanced vision of Nevis appears.

Portrait imagery is authentic and unscripted. Subjects are shot in classic portraiture style, showing them on-island and in their element. Taken in natural light, the portraits embrace simplicity and reflect the natural beauty of Nevis.

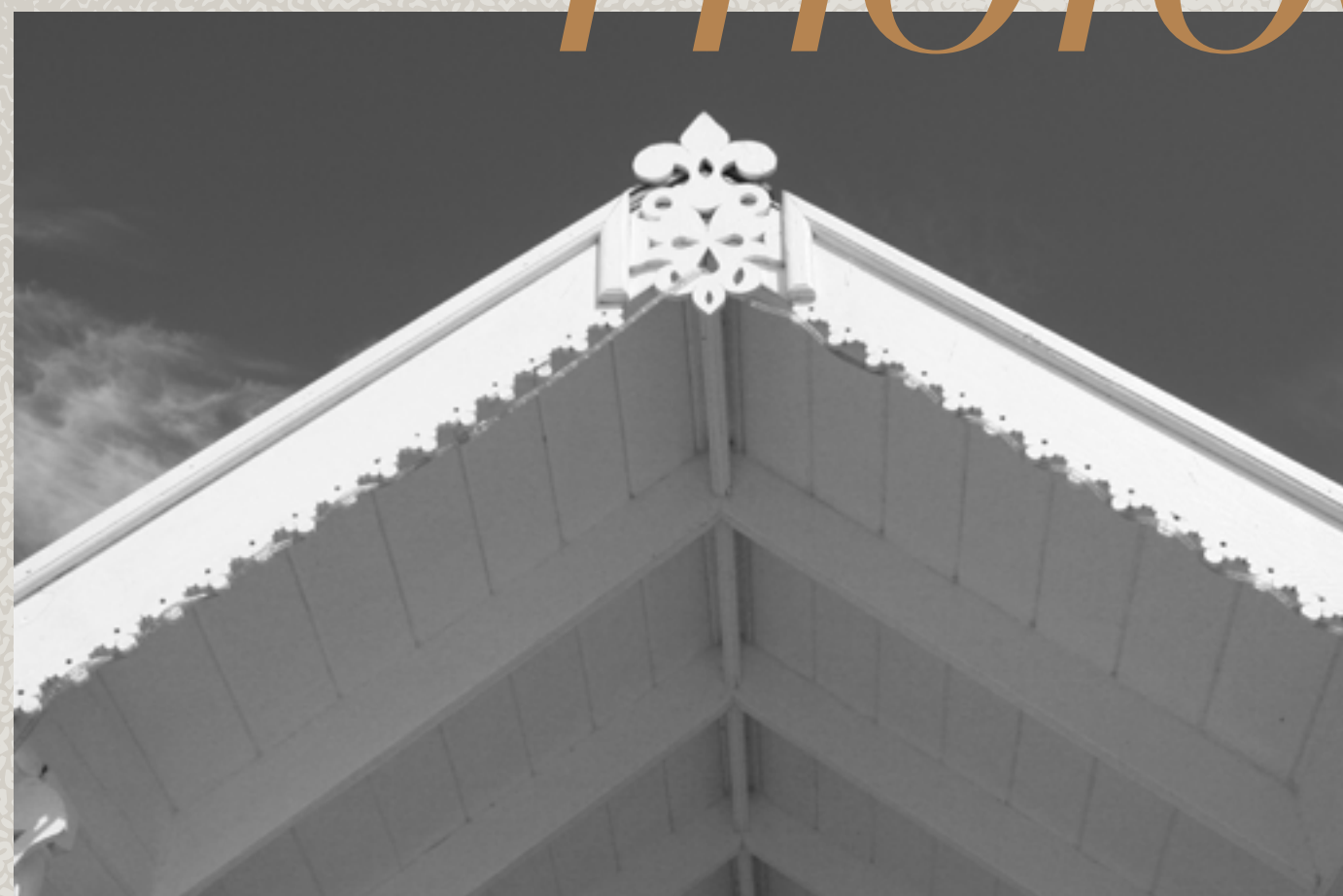


T O K N O W N E V I S I S
T O K N O W I T S P E O P L E

8.3 *ARCHITECTURAL*



PHOTOGRAPHY



The island's history—written through stone, wood, and time. Where the man-made and the natural world meet, the interplay of light and shadow creates harmony—a visual representation of Nevis's enduring legacy.

8.4 HOTEL



PHOTOGRAPHY



In a departure from the mood of the island's black and white imagery, hotel photography is always in color, capturing the essence of Nevisian luxury and inviting travelers to experience the unique appeal of each accommodation.



9.0 *APPLICATIONS*

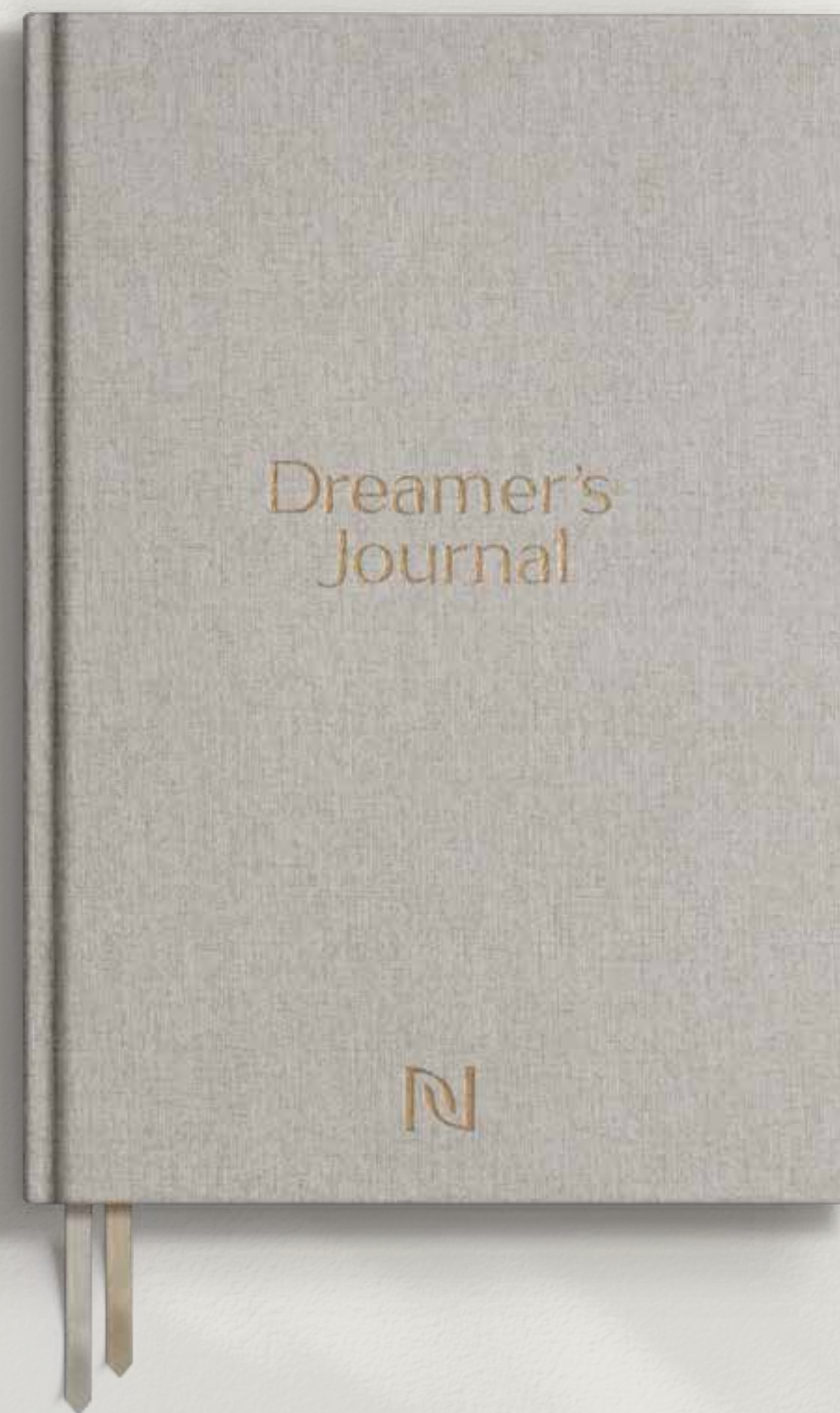
9.1 Specialty Marketing Items



9.1



APPLICATIONS





NEVIS