

Stage 1 / Brand Identity Development / 58 Dryden Street

(i) Naming options, cross-referenced for availability

Classic tone

DRYDEN STREET VILLA

THE DRYDEN

VILLA 58

VILLA DRYDEN

VILLA RESERVE

GREENVIEW VILLA

VERDANT

Less conservative more boutique naming options

BODY POLITIC

THE VILLAGE RESERVE

GARDEN SOCIETY

NEIGHBOURHOOD

(ii) Names applied with bi-line options

DRYDEN STREET VILLA

Curated Accommodation

THE DRYDEN

Grey Lynn

DRYDEN VILLA

Boutique Accommodation

VILLA 58

Curated Accommodation

VILLA RESERVE

Grey Lynn

VERDANT

Boutique Accommodation

THE VILLAGE RESERVE

Grey Lynn

NEIGHBOURHOOD

Hotel

GARDEN SOCIETY

Grey Lynn

(iii) Hero message or purpose statement options— the offer?

Premium accommodation for long term residencies and short term stays

Boutique, inner-city accommodation for long term residencies and short term stays

A hotel of sorts

Distinctive accommodation for long term residencies and short term stays

(iv) Names and hero message combinations

DRYDEN STREET VILLA

Distinctive accommodation for long term tenancies and short term stays.

THE DRYDEN

Boutique inner-city stay

VILLA 58

Curated accommodation

VILLA RESERVE

Distinctive accommodation for long term residencies and short term stays.

GREENVIEW VILLA

Premium accommodation for long term tenancies and short term stays.

VERDANT

Boutique accommodation for long term residencies and short term stay.

THE VILLAGE RESERVE

Distinctive accommodation for long term residencies and short term stays

GARDEN SOCIETY

A hotel of sorts

(v) Brand identity keyword list

PREMIUM, BOUTIQUE ACCOMMODATION

CONTEMPORARY RENOVATED VILLA

PURPOSE BUILT FOR FLEXIBLE SHORT AND LONG TERM ACCOMMODATION

PROFESSIONAL

GREY LYNN PARK

NEIGHBOURHOOD

UNIQUE

CHARMING

CURATED

INNER CITY LIVING

ARTS CULTURE

LOCAL, ARTISAN

CAFES

BAR



We're in the
neighbourhood.

THE
VILLAGE
RESERVE

A FRESH APPROACH TO GROUP ACCOMMODATION

We're new in town. Our spacious, architecturally designed house is in the heart of Grey Lynn. Stay for a week, a month or half a year! We're set up to offer groups and families relaxed yet premium accommodation solutions that feel like home.

VILLAGERESERVE.CO.NZ

f /villagereserve info@villagereserve.co.nz
@ /thevillagereserve T +64 29 376 6445

Back to website