

nuevo nests

brand guidelines

our brand

Introducing Nuevo Nests: A Celestial Escape

Experience the unimaginable at Nuevo Nests, where luxury meets lunar landscapes! As pioneers in extraterrestrial hospitality, Nuevo Nests proudly presents a breathtaking collection of lunar hotels that redefine the boundaries of exploration and relaxation.

Step into a world where moonlit vistas and zero-gravity comfort converge. Our cutting-edge lunar lodgings offer unparalleled vistas of Earth, accompanied by top-notch amenities, impeccable service, and a celestial dining experience that's truly out of this world.

Whether you're an intrepid space traveler or a stargazing romantic, Nuevo Nests promises an unforgettable escape that's truly otherworldly. Immerse yourself in the magic of the moon, where tranquility knows no bounds, and celestial dreams come to life.

Dare to dream beyond the stars with Nuevo Nests - lunar luxury awaits!

target audience

Nuevo Nests, the pioneering lunar hotel chain, caters to a unique and adventurous audience with a taste for the extraordinary. The ideal target audience for this company includes:

Space Enthusiasts: Individuals who are passionate about space exploration, astronomy, and the thrill of venturing beyond Earth's boundaries. They are intrigued by the prospect of experiencing life on the moon.

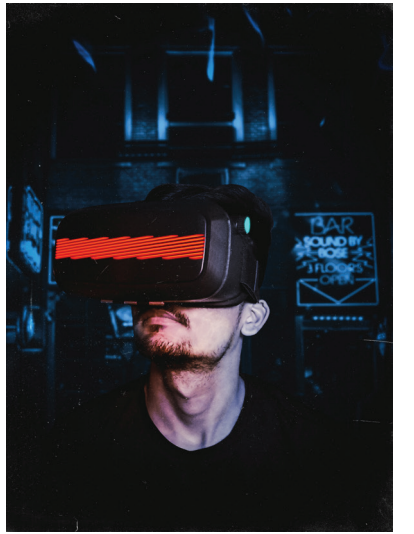
Luxury Travelers: Discerning travelers who seek the epitome of luxury and exclusivity in their accommodations. They appreciate high-end amenities, impeccable service, and unique experiences.

Honeymooners and Romantics: Couples looking for an utterly romantic and unforgettable destination to celebrate their love amidst the celestial beauty of the moon.

Adventure Seekers: Adventurous souls who crave new experiences and are excited by the idea of being among the first to stay in a lunar hotel. They relish the challenges and thrills of space travel.

Futurists and Tech Innovators: Those with a keen interest in the future of space exploration and technology, drawn to the idea of staying in a lunar hotel as a symbol of humanity's progress.

Nuevo Nests appeals to a diverse group of forward-thinking individuals who share a passion for exploration, luxury, and the extraordinary, making it a destination that transcends traditional earthly travel experiences.



brand strategy

Here's how we captivate our audience:

Tailored Marketing Campaigns: Craft compelling marketing campaigns targeting each audience segment, showcasing unique aspects of the lunar experience that resonate with their interests.

Stunning Visual Content: Produce mesmerising videos and images capturing the lunar landscape, hotel amenities, and experiences, shared across social media and a dedicated website.

Space-Themed Packages: Create customized lunar-themed packages for honeymooners, adventurers, and corporate groups, offering exclusive perks and experiences.

Influencer Partnerships: Collaborate with space enthusiasts, celebrities, and influencers to generate buzz and share their firsthand lunar experiences on social media.

Virtual Reality Tours: Develop interactive VR experiences that allow potential guests to virtually explore our lunar hotels and envision their stay.

Collateral would include;

- Brochures.
- Social Media Content.
- Email Campaigns.
- Press Releases.
- Merchandise.
- Virtual Reality App.



dream beyond the stars.

nuevo nests

logo design

Our logo design flows seamlessly, exuding boldness and grace in every curve and line. The **'Wide Black'** variant of **'Roc Grotesk'** immediately conveys a sense of boldness and strength. It signifies that the brand is confident, powerful, and unafraid to make a statement. Roc Grotesk' is known for its clean, modern lines and sans-serif design. This simplicity suggests that the brand is straightforward, modern, and in tune with contemporary design trends. Despite its boldness, 'Roc Grotesk' also exudes an understated elegance. This combination of strength and sophistication suggests that the brand is confident in its quality and does not need to rely on flashy or excessive design elements.

Overall, this logo accurately represents the brand as a strong, modern, elegant, and versatile entity that leaves a lasting impression on its audience.



nuevo nests

logo usage guide

Our logo comes in various versions to accommodate different backgrounds and sizes. Please use the following variations as appropriate:

- **Primary Logo:** This is our standard logo for most applications.
- **Alternate Logo:** Use when the primary logo doesn't contrast well.
- **Monochrome Logo:** For use in situations where color printing is limited.

nuevo nests

nuevo nests

nuevo nests

do's & don'ts

Do's

- Do use the appropriate brand colour palette when using a background for our logo.
- Do ensure the logo is kept at the same dimensions as the original, different files are available for different printing specifications and other branding collateral.
- Do feel free to change the logo colour as long as they are within the correct brand colours and do not conflict with the background colour / image / pattern.

Don'ts

- Do not use the logo with colours that aren't a part of our official brand colour palette.
- Do not distort the logo in any way, ensure that it is easily recognisable for brand consistency.
- Do not use the logo amongst a distracting, busy background or pattern.

nuevo nests

nuevo nests

nuevo nests

nuevo nests

Nuevo neSts

nuevo nests



colour palette

Each color in the palette—Delft Blue, Tropical Indigo, White, and UT Orange—has been thoughtfully chosen to convey specific emotions and characteristics that align with the brand's identity.

Delft Blue: This shade of blue is reminiscent of traditional Dutch Delftware pottery, known for its timeless elegance and craftsmanship. It represents qualities such as trust, reliability, and heritage. Delft Blue exudes a sense of calm and serenity, making it suitable for a brand that aims to provide a peaceful and high-quality experience.

Tropical Indigo: Indigo is a deep and vibrant color often associated with creativity, mystique, and depth of thought. In the context of "Tropical," it adds an exciting twist to the palette, suggesting a sense of adventure, fun, and uniqueness. This shade may evoke thoughts of tropical waters, adding an element of excitement and wonder to the brand's identity.

White: White represents purity, simplicity, and clarity. It is often used to convey a sense of cleanliness and transparency. In this color palette, white acts as a neutral backdrop that allows the other colors to shine while signifying the brand's commitment to transparency, simplicity, and a clean, uncluttered aesthetic.

UT Orange: UT Orange is often used to symbolise energy, enthusiasm, and a pioneering spirit. In this context, it can evoke a sense of innovation and forward-thinking, reflecting a brand that is always looking ahead and pushing boundaries.

In summary, the color palette for this brand combines elements of tradition, trust, adventure, creativity, purity, and innovation.

delft blue #1f2962

tropical indigo #9f8ed3

white #ffffff

ut orange #ff923f

typography guidelines

The selection of “**Roc Grotesk**” and “**Epilogue**” as the brand typography reflects a deliberate and strategic decision aimed at conveying the brand’s identity, values, and the overall message it wants to communicate to its audience.

Roc Grotesk is a contemporary typeface known for its clean, sans-serif design. Its sleek and elegant letterforms communicate a sense of modernity and sophistication, aligning perfectly with a brand that wants to appear forward-thinking and refined. Roc Grotesk’s versatility allows it to adapt to different design contexts, from logos and headlines to body text. This versatility ensures consistency and a cohesive visual identity across all brand communications.

Epilogue, on the other hand, brings a touch of expressiveness to the typography. Its modern and humanist design carries a sense of warmth and approachability. This is particularly valuable for establishing a more personal connection with the audience. Epilogue complements Roc Grotesk beautifully. Its distinctive qualities can be used to highlight key messages or add emphasis, creating a dynamic typographic duo that adds depth and interest to the brand’s visual language.

This combination allows the brand to strike a balance between a contemporary, sophisticated image and a more approachable, human touch. Together, these typefaces contribute to a well-rounded and effective typographic identity that aligns seamlessly with the brand’s values and objectives.

Roc Grotesk Wide Black	Roc Grotesk Wide
<i>Epilogue Black Italic</i>	Epilogue Medium
Epilogue Black	<i>Epilogue Italic</i>
<i>Epilogue ExtraBold Italic</i>	Epilogue Regular
Epilogue ExtraBold	<i>Epilogue Light Italic</i>
<i>Epilogue Bold Italic</i>	Epilogue Light
Epilogue Bold	<i>Epilogue ExtraLight Italic</i>
<i>Epilogue SemiBold Italic</i>	Epilogue ExtraLight
Epilogue SemiBold	<i>Epilogue Thin Italic</i>
<i>Epilogue Medium Italic</i>	Epilogue Thin

