



# BANYAN CAY

RESORT & GOLF

A NAMING PRESENTATION

# Club Branding

**CONCEPT** Members-only venue with full bar and limited food service.

**DIFFERENTIATION** Complimentary bites throughout the day; Lavazza coffees; premium alcoholic beverages.

**MENU SERVICE** All-Day evolving menu. **HOURS OF OPERATION (PROPOSED)** 7am to 8pm Daily **AVERAGE CHECK** \$11



## The Vault

A private world reserved for the privileged few, The Vault alludes to privacy, secrecy, and prestige.

01

## Rune

A mark or letter of mysterious significance, Rune creates a sense of intrigue while sounding strong and substantial.

03

## The Rough

A clear reference to golf, while giving a subtle nod to the rugged individualism that The Cay was founded on.

05

## Trécent Lounge

Tre for three + Century for hundred, Trécent represents the 300-year lifespan of the Banyan tree, which is the largest lifespan of any living organism. Perfectly ties in with Club 300 and Jack Nicklaus' 300th golf course.

02

## Off Island

This club will be an escape from the rigid Palm Beach Island rules, creating a playground for eccentrics who prefer life a bit off-center.

04

## Royston's

Derived from the Roystonea oleracea, which is the scientific name for the Caribbean royal palm that is iconic to Palm Beach.

06

# Spa Branding



## idyls

Alluding to stillness and an idyllic setting, an idyl is a peaceful, picturesque episode or scene, often depicted through verse or prose.

01

## Palma

Inspired by the palm trees that Palm Beach is named after, Palma feels relaxed, tranquil, and of the area.

02

## Isola

Italian for “island,” this name depicts a peaceful, secluded space where guests can nourish their soul, which is hinted at by the “sol” in the name.

03

## Atmos

Short for atmosphere, Atmos speaks to both the natural ambiance and the elevated state of mind that the spa provides.

04

## aquatana

A combination of “aqua” and “tanah,” which is Latin for “water” and Malay for “earth,” this name creates a sense of oneness with the planet.

05

