

renewTM
senior communities

B R A N D G U I D E L I N E S

You can never have too many experiences of a lifetime.

At Renew, we believe that experiences are the source of life, and the more active, engaging, and inspiring they are, the more worthwhile life becomes.

We know that every one of our residents deserves to live a healthy, happy, and purposeful life. It's why we pack as many meaningful experiences into each day as possible for both our residents and their families.

This guide was created to give you insight into our unique approach to senior care and how we plan to revolutionize the industry.

How to use this guide

The Renew Brand Guide was designed to be your resource for creating communications that authentically represent the Renew brand. A tight set of brand guidelines is essential for usability, accessibility, message clarity, and reputation. We've done our best to create a simple set of tools and rules so that you can create great work that represents the brand well.

Please stay as true to these guidelines as you can. By sticking to these simple guidelines, we'll make sure that everything consistently portrays the caring, professional, upscale Renew brand. If you have questions or run into any issues, consult the team to figure out the best solution.

our review process

As you use this guide to create experiences, emails, ads, videos, Facebook Twitter and Instagram posts, collateral, signage, hats, t-shirts, bumper stickers, postcards, or anything else you can dream up, we need to make sure that everything represents Renew. Be sure to run everything by the senior staff with plenty of time to review and approve.

Lee Tuchfarber

Chief Executive Officer
(612) 716-0500
LTuchfarber@RenewSenior.com

Benjamin Pearce

Managing Director
(201) 446-4414
BPearce@RenewSenior.com

Farron Bernhardt

Vice President of Operations
(952) 290-5306
FBernhardt@RenewSenior.com

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The Renew Brand

The brand on one page

OUR BRAND PERSONA:

The Big-Hearted Iconoclast

OUR BRAND ADVOCATE:

The Life Savorer

OUR PURPOSE:

We exist to
experientialize
the senior life

MISSION #1

Prove it!

Demonstrate that
experiences integrated
into everyday life
make the difference

MISSION #2

MISSION #3

OUR VISION:

A world where
everyone is
happy until
the day they die

HOW:

We create unexpected living experiences for seniors to help them come alive

EXPERIENTIALIZE IT

CREATE MEANINGFUL
CONNECTIONS

BE BETTER TOGETHER

LEAVE A LEGACY

The Renew Brand Bible

Should you need it, you can always access our complete Brand Bible. It is a detailed brand document that captures industry insights, profiles our brand advocate and user, and lays out our strategic approach.

The Renew Brand Bible can be found in the brand asset library.

The temporary archive location can be accessed [here](#).

A photograph of two elderly women laughing and hugging, overlaid with a semi-transparent dark blue filter. The woman on the left is laughing with her mouth wide open, and the woman on the right is smiling broadly with her eyes closed. They are both wearing patterned tops. The background is slightly blurred, showing what appears to be a wooden railing or fence.

The Renew guidelines

A photograph of two elderly women sitting at a table, engaged in conversation. The woman on the left is smiling and holding a glass of wine. The woman on the right is also smiling and gesturing with her hand. The image has a warm, sepia-toned overlay.

Who we are

Our brand persona

The big-hearted iconoclast.

A passionate change-agent that's driven by a deep desire to help others by making the world a better place.



Our brand advocate: a shared mentality

To be a consumer driven brand, we must become consumer evangelists. It's our role to be their champion, to place them first ensuring everything we do enriches their lives (however big or small).

My world looks & feels like:



My role is to:

Live the moment

Hello, we are... The Life Savors

My Mantra in Life is... Never stop living

My friends would describe me as... Someone who takes advantage of life. I've been dedicated to actively participate in and take advantage of all life has to offer. I've always had a long bucket list and while I may never accomplish everything, I'm definitely going to try. I see life as something to be experienced - I want to enjoy everything from the simple pleasures to the more novel and unexpected.

What energizes me... Knowing I'm doing everything I can to create a fulfilling life, which means making a vibrant contribution to my family, my community, and even the world-at-large. For me, while the experiences are important, they aren't as meaningful or as exciting if you experience them alone. No matter what I'm doing it's always better when I get to share it with my family and friends - old and new.

What drains me... Guilt, shame, fear of being misunderstood. The feeling of being homogenized, deindividualized and stereotyped is one of my worst nightmares. And don't even try to convince me of slowing down, taking it easy and living a mundane existence. I can't imagine dying with the regret of what I should've done.

How my life is changing... I'm realizing nothing is permanent or guaranteed and I need to make the most of every moment because you truly never know if it will be your last.

What I increasingly value and treasure... Time, living in the moment. The people I trust. I realize I need to be able to put my trust in others who can help me experience life to its fullest potential.

To be worthy of my attention you need to... Be the conduit for a life well lived, provide the support and encouragement that helps me trust that you'll do everything in your power to support my ambitions; be true to your word - consistently demonstrate how I can continue to get the most out of this life...AND DON'T make promises you can't deliver on.

Our brand user: the senior resident

To be a consumer driven brand, we must become consumer evangelists. It's our role to be their champion, to place them first ensuring everything we do enriches their lives (however big or small).

My world looks & feels like:



My role is to:

Defy the “senior” stereotypes

Hello, we are... The Life Savorer

My Mantra in Life is... Do not go gently into that good night

My friends would describe me as... Most people are amazed at how much life I still have in me. I'm more active than most of my friends, I think because I see life as something to be experienced - I want to enjoy everything from the simple pleasures to the more novel and unexpected. I've always had a long bucket list and while I may never accomplish everything, I'm certainly going to try. I still have the ability to “make music”. There's still another album in me dying to be made.

What energizes me... Knowing I'm doing everything I can to create my fulfilling life. For me, experiences are extremely important, but they aren't as meaningful or as exciting if I experience them alone. No matter what I'm doing it's always better when I get to share it with my family and friends - old and new.

What drains me... As an elder, I'm grossly misunderstood. I'm often viewed as just a bundle of medical needs, rather than a vibrant contributor to this society. I feel I've been homogenized, institutionalized, and deindividualized. I've been given the label of “senior” which to me screams stereotypical elderly, which I'm far from. I hate it when my aspirations are suffocated and contracted. I hate feeling as if I'm living as an outcast in society.

How my life is changing... Even while things are becoming harder for me (fitness, mobility, cognition), I still have my soul and it still aspires. I'm realizing it's OK to get support in order to continue living life on my terms.

What I increasingly value and treasure... Time, living in the moment. The people I trust. I realize I need to be able to put my trust in others who can help me experience life to its fullest potential.

To be worthy of my attention you need to... Be the conduit for a life well lived, provide the support and encouragement that helps me trust that you'll do everything in your power to support my ambitions; be true to your word - consistently demonstrate how I can continue to get the most out of this life ... AND DON'T make promises you can't deliver on.



The Renew logo

The Renew logo

The preferred version of our logo is the full color reverse. It's an off-white logo accented by taupe copy, on a field of rich, Renew blue.



The Renew logo

Of course, many versions of the Renew logo exist to cover all possible applications. You can find them all in the Renew brand asset archive.



Full color reverse



One color off-white



Black



Full color



One color blue



White

The Renew logo – community versions

Please use the individual community logos whenever possible.



renew
roaring fork

renew
roaring fork

renew
roaring fork



renew
saddle rock

renew
saddle rock

renew
saddle rock



The Renew color palette

The Renew color palette

The Renew colors are rich and understated. We have taken the industry norms of navy blue and brown and pushed them into a sophisticated space that is uniquely our own.

Renew's deep blue-green is our primary color, accented by taupe and off-white. Dark taupe and sage green serve as secondary colors. We refrain from using stark white or black except when absolutely necessary.

PMS 309c	PMS 7503c	PMS 7527c	PMS 2326c	PMS 625c
CMYK c99 m27 y22 k72	CMYK c10 m15 y50 k32	CMYK 0, 1, 5, 9	CMYK c45 m44 y67 k14	CMYK c64 m16 y45 k30
RGB r0 g66 b82	RGB r178 g158 b105	RGB r232 g230 b220	RGB r140 g126 b91	RGB r103 g139 b122
HEX 004252	HEX B29E69	HEX E8E6DC	HEX 8C7E5B	HEX 678B7A



The Renew fonts

The Renew fonts

Our typefaces are classic, understated, and free for everyone to install and use.

You can find them here: [Josephin Sans](#) & [Crimson Text](#), or in the Renew brand asset archive.

Josephin Sans

Josephin Sans light
Josephin Sans regular
Josephin Sans semibold
Josephin Sans bold

Crimson Text

Crimson Text regular
Crimson Text italic
Crimson Text semibold
Crimson Text semibold italic

Headline Treatment 1

Headline Treatment 2

Subhead treatment 1

SUBHEAD TREATMENT 2

Body copy treatment 1 lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

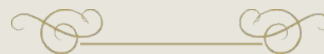
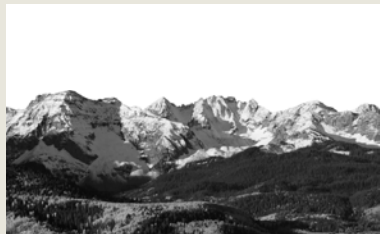
Body copy treatment 2 lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu



Iconic imagery & flourishes

Iconic imagery & flourishes

Iconic imagery and graphic flourishes can be used as understated accents to liven up layouts.





Photography

Photography

Celebrating Characters

We aim to capture candid “action” portraits of residents while they are in the act of enjoying Renew experiences, big and small.

We’ll get past the stereotypes and celebrate our residents’ unique personalities/quirkiness. We’ll show them enjoying and benefiting from Renew’s unique offering; living healthier, more connected lives.

This approach will allow us to use experiences as both a backdrop and a catalyst. Our residents’ unique personalities, interests, senses of humor, histories, naturally come out as they participate. Our imagery is inherently authentic and relatable. It also looks dramatically different than the rest of the industry (selling real estate or forced resident & staff interaction shots).

Resident-focused shots - candid, action-portraits, close-ups(hands, smiling eyes, etc.)

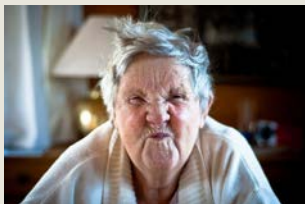
Shared interest & interactions shots - residents with residents, residents with instructors, residents with employees

Multi-generational shots - Residents with their adult children, residents with grandchildren, residents enjoying an activity with the whole family/group.

Photography - celebrating characters

Interesting, age-appropriate personalities, not cliches and stereotypes.

YES!



NO.



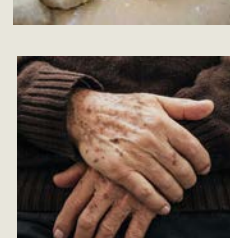
Photography - activity and interaction

Residents, friends, and families enjoying a life filled with experiences.



Photography - details tell the story

Crows feet explained through smiling eyes, old and young hands interacting through a project, little hands covering the eyes of a smiling old face. Let's celebrate the details of age and interactions.



Photography - Our ever-growing photo archive

Renew has created a set of experience-based shots to get us off the ground and we plan to add real experience imagery as they are captured at our events. You can access all of our photography via the Renew asset library.



A photograph of two elderly women laughing and hugging, overlaid with a semi-transparent dark blue filter. The woman on the left is laughing with her mouth wide open, and the woman on the right is smiling broadly with her eyes closed. They are both wearing patterned tops. The background is blurred, suggesting an outdoor setting.

Examples

Our website

www.renewseior.com



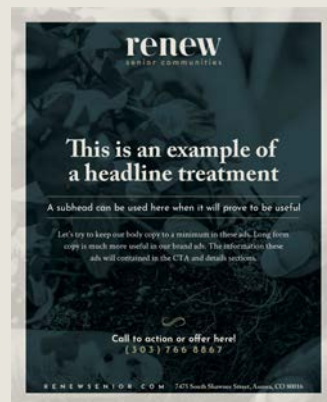
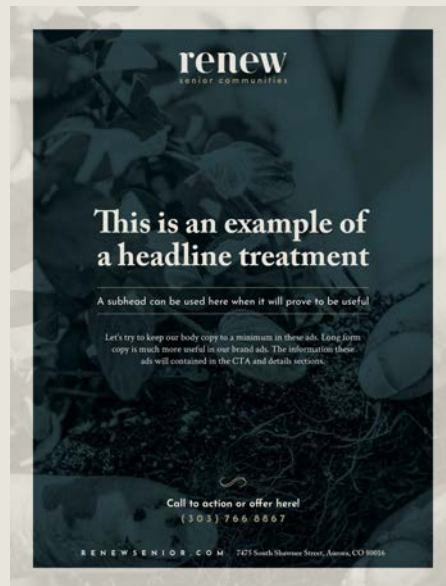
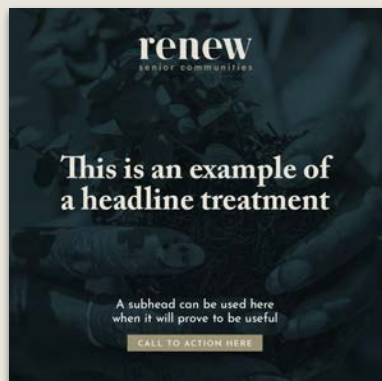
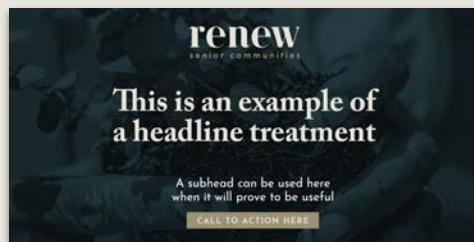
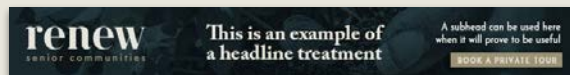
Brand ad campaign

3 ads that help to define our unique approach and the emotion of our brand, produced as a complete set of versions for both digital and print.



Brand ad template

A simple, well branded set of digital & print templates ready for customization.



Brochure & inserts

Big, glossy, and versatile.



Tri-fold brochures

We've also produced an inexpensive hand out for each facility.



Signage

Monument signs & shuttle graphics for each facility.





The Renew brand asset archive

The Renew brand asset archive

All of the files you need to create work for Renew are organized in our archive, and we'd love to share them with you.

Please contact a member of the senior staff to set up your access credentials.



The temporary archive location can be accessed [here](#).

Thank you.

