



# BRAND GUIDELINES



# TABLE OF CONTENTS

ABOUT US	4
VISION & MISSION STATEMENTS	6
BRAND IDENTITY	8
LANGUAGE & COMMUNICATION	18
ONLINE TOOLS	20
PRINT	26
SIGNS	30
APPAREL & SWAG	34
ILS	38
GENERAL SALES & ADVERTISING	40
EVENTS	42





ABOUT  
US

Redwood Living began in 1991 with the idea of creating a simpler, more relaxed and peaceful lifestyle for renters. Steve Kimmelman, founder of Redwood, wanted to build apartment communities that were more like neighborhoods of single-family homes than traditional complexes. This meant providing residents with private, attached garages, personal patios and freedom from noisy upstairs or downstairs neighbors.

27 years later, Redwood has grown into a fully integrated development and management company, with neighborhoods in Ohio, Michigan, Indiana, Iowa, North Carolina and South Carolina.

### Our Core Values:

Our core values are the foundation for all that we do as a company. These values make it possible to provide the comfort and convenience of Redwood Living to all of our residents.

1. Do One Thing Really Well
2. Be Entrepreneurial
3. Serve Those You Lead
4. Deliver More Than Expected
5. Communicate Openly & Honestly
6. Instill Family & Team Spirit
7. Demonstrate Integrity & Authenticity
8. Be Nice & Have Fun



An aerial photograph of a residential development. In the foreground, a large, modern house with a grey roof and red accents is visible. To its right is a large, dark pond with a fountain spraying water. The middle ground shows a row of similar houses with grey roofs and white walls, some with red accents. The background is a dense forest of green trees. The text "VISION & MISSION STATEMENTS" is overlaid in the center, with "STATEMENTS" in a larger font and a red horizontal line underneath it.

# VISION & MISSION STATEMENTS

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## VISION STATEMENT

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Reinventing the apartment home by creating Redwood Neighborhoods throughout suburban America.

## MISSION STATEMENT

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Redwood Living is committed to enriching the lives of those who choose to rent throughout suburban America. Our mission is realized by delivering remarkable single-story apartment homes situated in Redwood Neighborhoods. We deliver what RESIDENTS deserve, EMPLOYEES are proud of, COMMUNITIES welcome, VENDORS align with, and benefits our FINANCIAL PARTNERS. Like our namesake, the majestic redwood tree, we are dedicated to personifying its perseverance and long-term growth.



BRAND  
IDENTITY

# APPROVED LOGOS

Use the primary logo at all times, except in instances where readability or visibility is challenged.

Primary



Secondary



Redwood®

Grandfathered Secondary



## BLACK & WHITE TREATMENT

The black & white logos are used for applications that do not warrant the expense of color reproduction or when convention calls for black & white reproduction.

For example: instruction manuals, black and white advertising, one-color labels, high contrast photography, etc.



## TRANSPARENCY

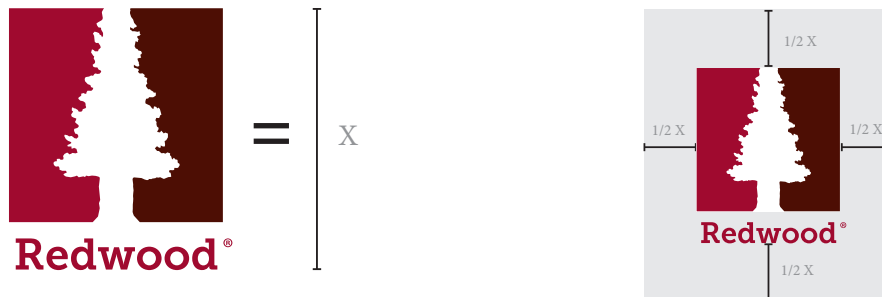
White Logo - When using the white logo, the tree should always be transparent, allowing the background to show through. Please note, only use the white logo on backgrounds that provide high contrast, to avoid the logo blending into the background or becoming illegible.

Color Logo- When using the full-color logo, the tree and text should always be white. Do not change the logo to be transparent in these areas.

# CLEAR SPACE

To create maximum impact, the space around the Redwood logo should be free from other text and graphics. The area of isolation is the designated clear space around the logo no matter what size the logo is placed.

When placing the logo on any material, the area of isolation must be accommodated. The grey represents this safety area. In all logos, the area of isolation is based on X, which is the height of the logo.



# USE OF LOGOS

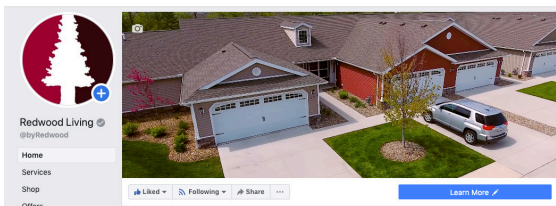
## PRIMARY:

Stationery, all print, apparel, signs, ads, banners, digital signs, etc.



## SECONDARY:

For small spaces in which the primary logo will not fit (Social Media, etc.)



Redwood Living  
@byredwood

Home  
Services  
Shop  
Offers



Like · Following · Share · ...

Learn More



Redwood Living  
Real Estate · Independence, OH · 1,940 followers  
Redwood Apartment Neighborhoods | Reinventing the Apartment Home  
Learn more

Ray & 34 other connections work here  
See all 261 employees on LinkedIn



# INCORRECT USE OF LOGOS:



Never violate the area of isolation.



Cleveland, Ohio

Never add any marking signatures.



Ensure sufficient contrast for proper identification.



Never distort, skew or redraw the logo.



Never change the color of the logo to a secondary color.



Never rotate (vertically, horizontally or diagonally) or flip the logo.



Never place an image into the logo.

# COLOR

Please refer to the chart below when using the Redwood complementary colors. If the piece is part of a four-color process reproduction, the colors should be created with CMYK screen tints. If the identity is part of an electronic medium such as the web, broadcast or PowerPoint, the colors should be created with RGB values.



R160 G12 B48  
HEX#a00c30  
C8 M100 Y70 K33



R78 G18 B2  
HEX#4e1202  
C26 M85 Y85 K72



R94 G99 B103  
HEX#5e6367  
C30 M20 Y19 K58



# ICONS

These icons are used to represent Redwood's most desirable benefits.



Single-Story



Private, Attached  
Garage



Energy Efficient



Personal Patio



Pet Friendly



Maintenance Free





# TYPOGRAPHY

The typographic style relies on a primary typeface of Museo Slab. The secondary typeface is Termina.

These typefaces are to be used for corporate applications such as

- Letterhead
- Business Cards
- Form Titles
- Signage
- Advertising



These fonts can be found on the Marketing Sharepoint page under Branding & Sales Tools to download for use.



An aerial photograph of a modern residential development. In the foreground, a large, irregularly shaped pond with a central fountain spraying water upwards. The pond is surrounded by green lawns and young trees. In the background, a long row of single-story houses with grey roofs and light-colored siding stretches across the frame. The houses have multiple windows and some have small front porches. The sky is blue with wispy white clouds. The overall scene is bright and sunny.

## Museo Slab

300:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

500:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

700:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

## Termina

Regular:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

Medium:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

Demi:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+



# LANGUAGE & COMMUNICATION

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# COMPANY LANGUAGE

Every piece of communication we send on a daily basis also impacts our brand image. Most external brand messaging should be completed by the marketing department. However, if you need to develop your own communications (for email, social media, neighborhood communications, etc), please keep the below items in mind.

All content should fit with and reinforce our company and neighborhood benefits, core values and the Redwood brand.

The tone should be confident, positive and optimistic.

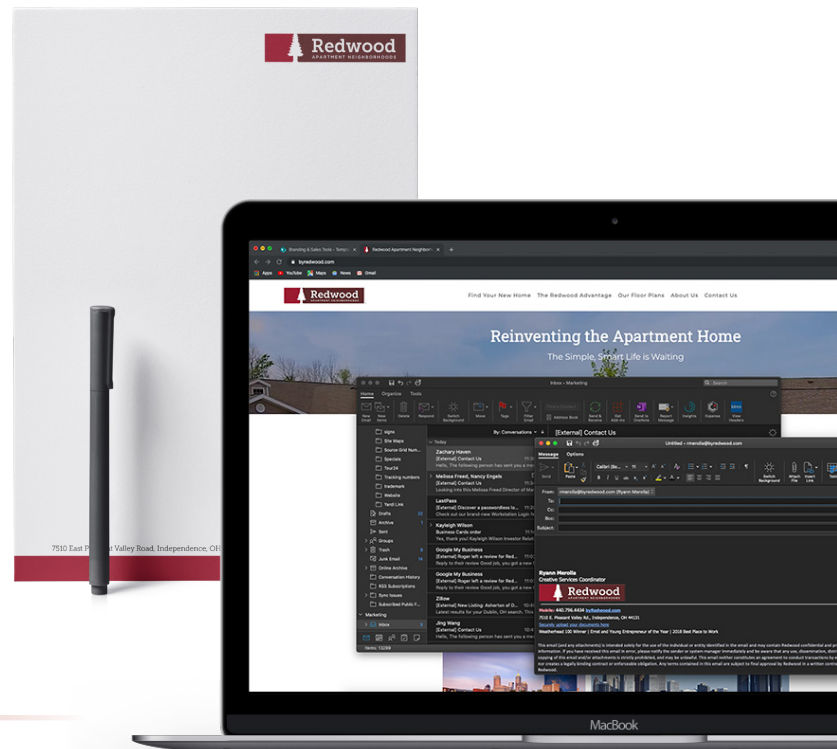
If trying to overcome a challenging situation, be transparent with a proposed resolution.

Humor can be incorporated if appropriate and if it helps the message.

Content should be concise, relevant and easy to understand.

Read the messaging out loud to make sure it sounds natural and conversational.

The more eyes the better-feel free to send it to others for editing and feedback.



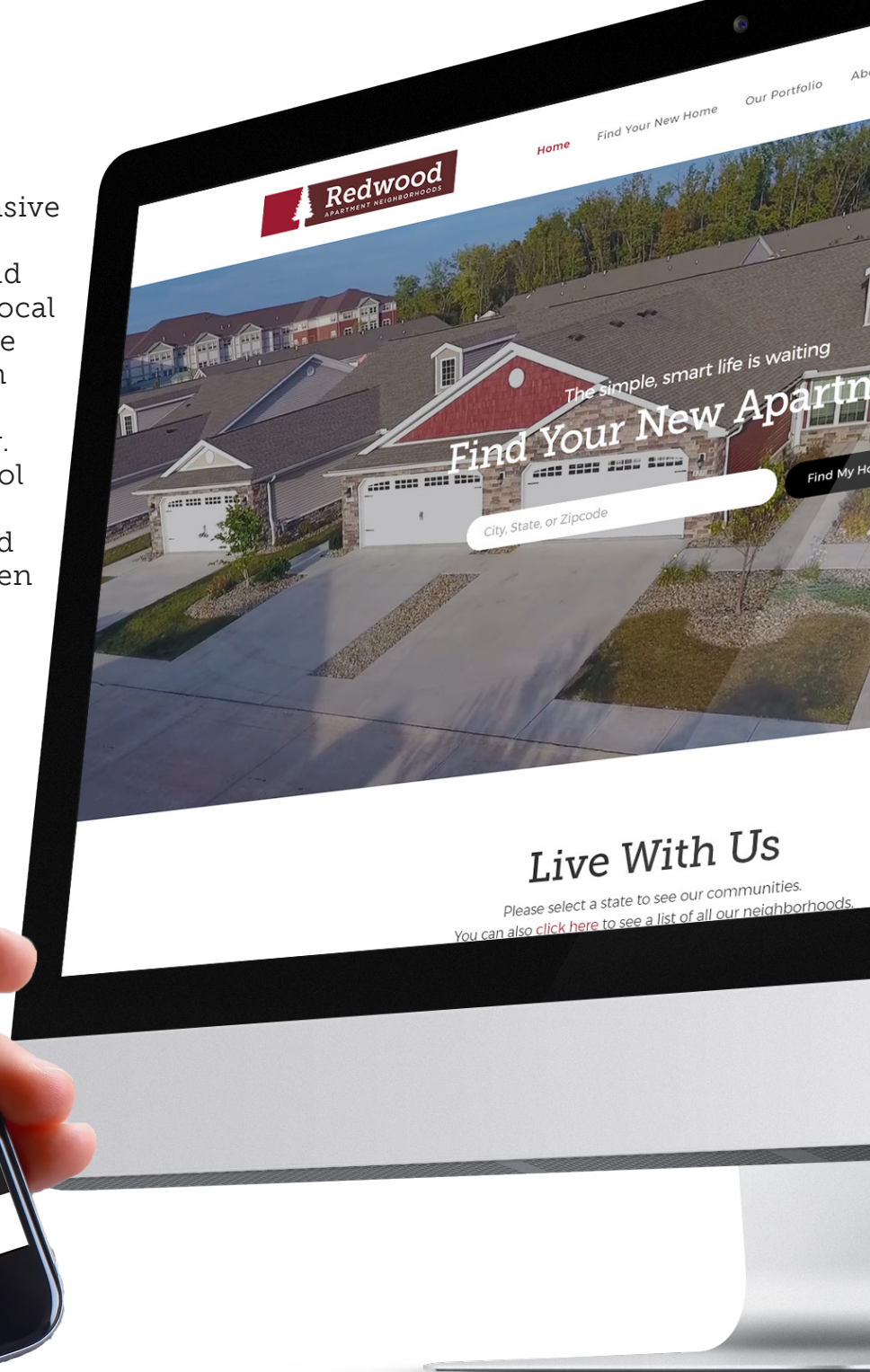
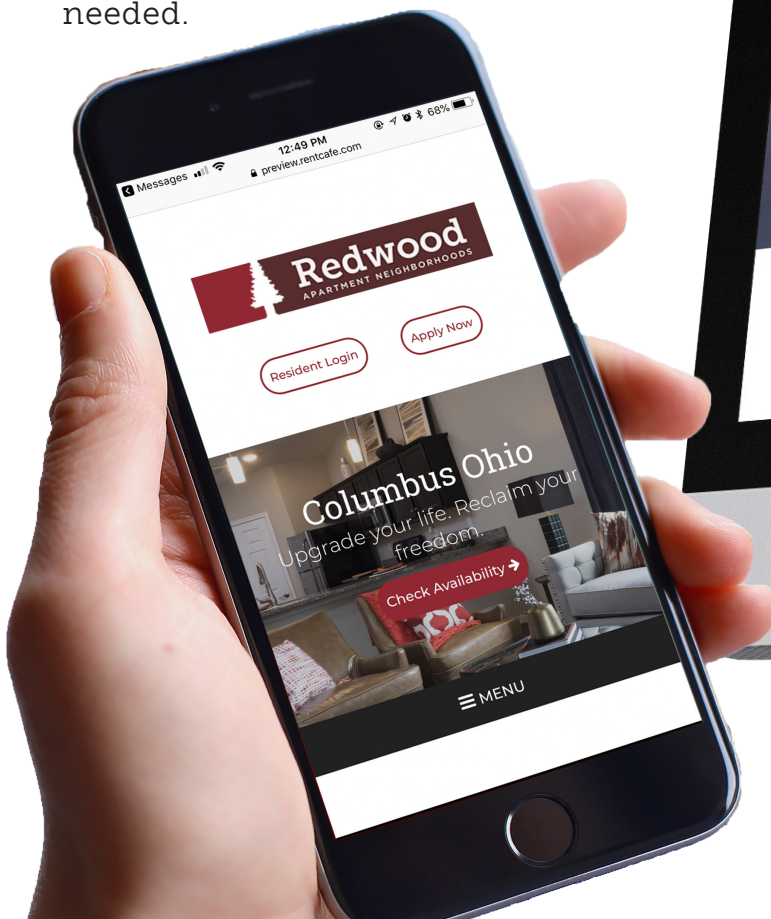
Custom content requests? Submit a Marketing Request Ticket.

A person's hands are shown interacting with a tablet device on a wooden desk. A silver laptop is open in the foreground, and several notebooks are scattered around. The scene is softly lit, suggesting a calm, productive workspace. The text 'ONLINE TOOLS' is overlaid in the center, with a thin red line underneath the word 'TOOLS'.

# ONLINE TOOLS

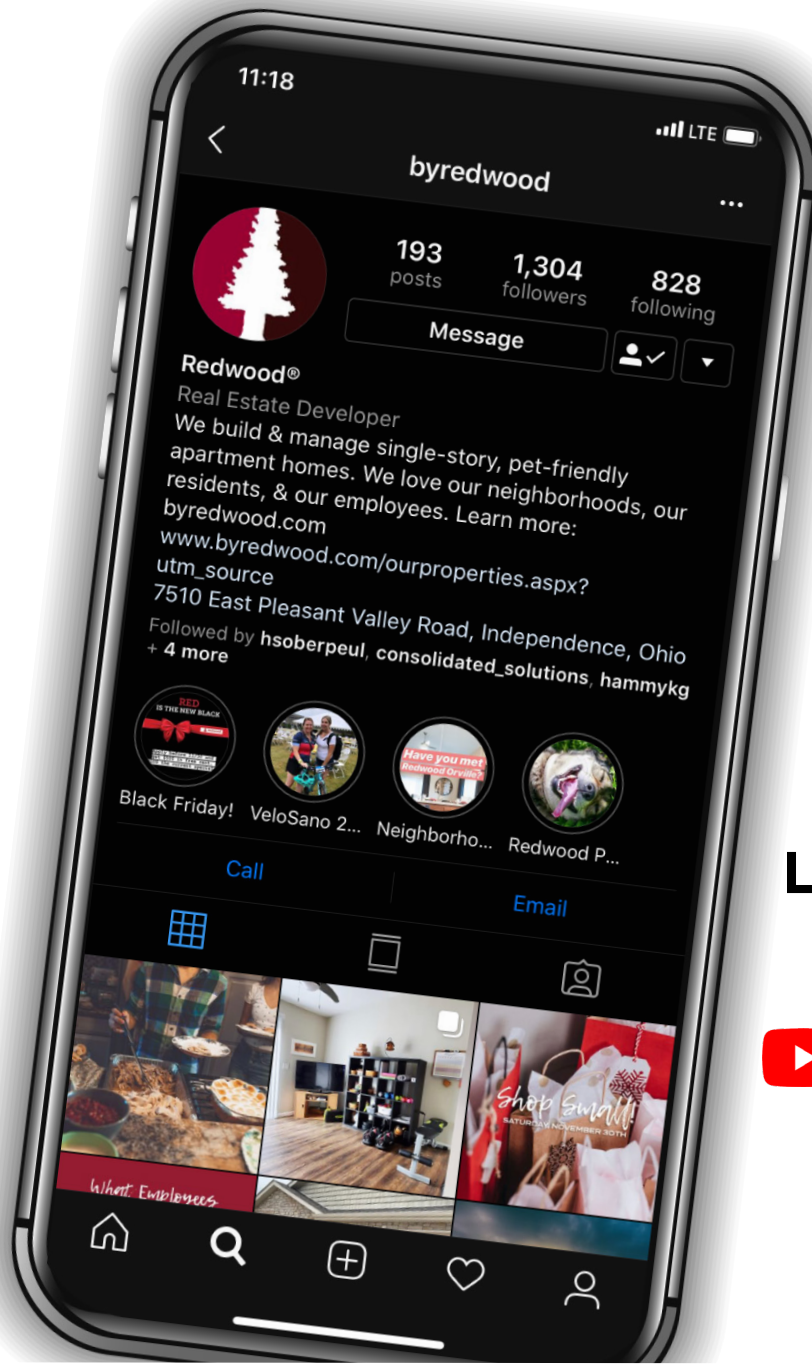
# WEBSITE

The Redwood website is a comprehensive tool for both internal and external customers. The user experience should encompass easy to find product and local information within a region, showcase the benefits of simplicity and freedom within our neighborhoods, exemplify the core values and corporate identity. In addition, our website serves as a tool for current residents to pay for their lease, request maintenance tickets and communicate with Redwood staff when needed.



# SOCIAL PLATFORMS

Don't forget to encourage residents to follow our social accounts!



byRedwood



@byRedwood



byRedwood



Redwood



Redwood Living



Redwood TV



You can find Social Media Best Practices on the Public Drive.

# FLOOR PLANS & VIRTUAL TOURS

We provide floor plans and virtual tours of our neighborhood's different plans as a visual aid for residents. You should use the following formats in specific situations:

- Printed 3D - For use in prospect folders, office wall canvas' and ILS's
- Printed 3D with Dimensions - For use in limited quantities
- Digital 2D with Dimensions - To send via email to prospects whom are interested in dimensions
- Digital Virtual Tours - To use at off-site events and in other instances when flyers are not attainable





# Marketing Ordering Portal

Sign In

Forgot Password

Redwood

Dashboard Storefront Orders

Remaining Budget: \$5.00

Select items:

(search) Go

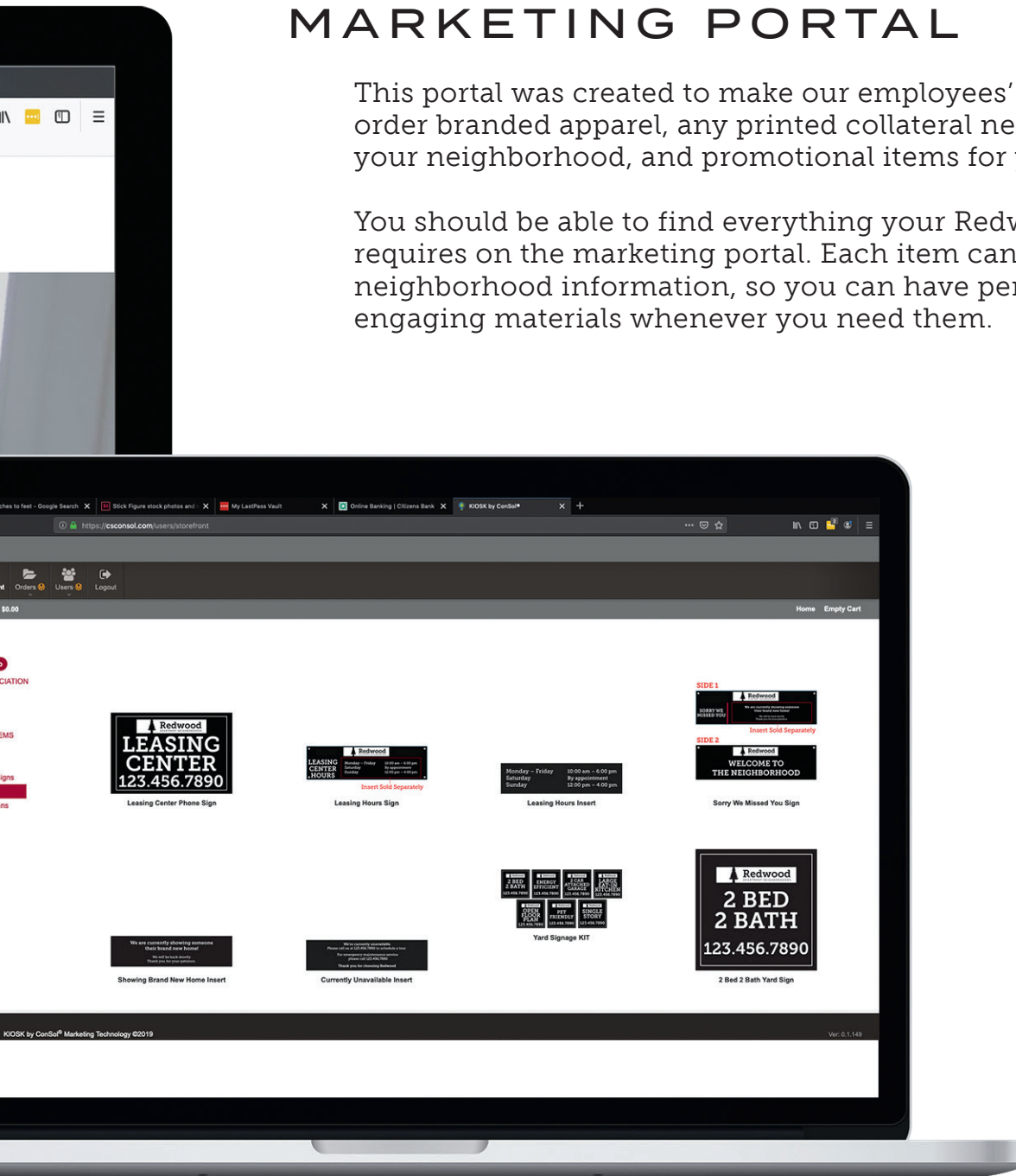
- \* RESIDENT APPRECIATION MONTH
- \* PRINT
- \* APPAREL
- \* PROMOTIONAL ITEMS
- \* SIGNAGE
  - General Signs
  - Internal Street Signs
  - Custom Signs
  - Acrylic Floor Plans

CONSOL KIOSK by C

# MARKETING PORTAL

This portal was created to make our employees' lives easier. Use this to order branded apparel, any printed collateral needed on-site, signs for your neighborhood, and promotional items for your events.

You should be able to find everything your Redwood Neighborhood requires on the marketing portal. Each item can be customized with neighborhood information, so you can have personalized, on-brand and engaging materials whenever you need them.





PRINT  
SALES & ADVERTISING

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We have an abundance of printed materials available for external communications and most are customizable. Always check out the print portal for existing and new assets for your use. If you have custom content requests, please submit the project to the marketing team. Consistency is key with marketing communications so we have created the following materials to make Redwood's marketing efforts more effective and to uphold the integrity of the Redwood brand.

- Direct Mail/Postcards
- Flyers
- Folders
- Forms
- Floor plans
- Promotional inserts
- Door hangers
- Banners
- Envelopes



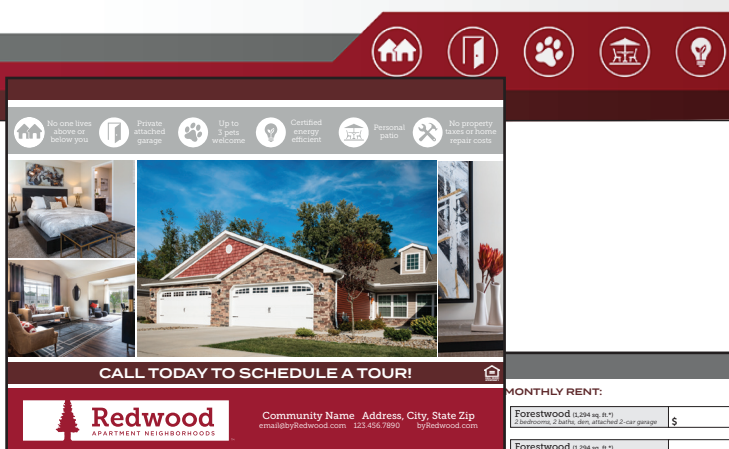
# PROSPECT PACKAGE

A prospect package helps you demonstrate to prospective residents the advantages of living at a Redwood Apartment Neighborhood.

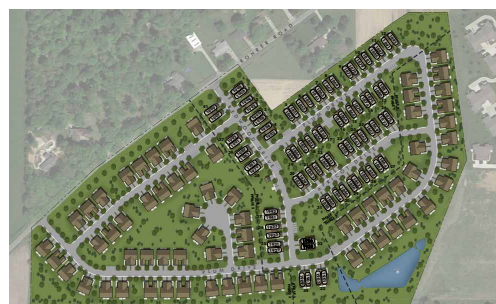


Each folder given to a prospect should include each of these pieces:

1. Property Flyer/Price Form
2. Site Map/New Home Options
3. Floor Plans
4. Rent VS Buy
5. Energy Efficient
6. Referral
7. Business Cards



## Property & Pricing Flyer



## Site Map & New Home Options Flyer



ADDITIONAL SERVICES:		
Security Deposit	\$	
Wait List Deposit	\$	<i>(reservations apply)</i>
Application	\$	<i>per application</i>
Pets	\$	<i>/month</i>
<i>One of up to</i>		
<i>three pets may</i>	\$	<i>(one-time fee)</i>
Process Fee	\$	<i>(one-time fee)</i>

**COMMENTS & NOTES:**

2 bedrooms, 2 baths, den, attached 2-car garage	\$
<b>Forestwood (1,294 sq. ft.)</b>	
2 bedrooms, 2 baths, den, attached 2-car garage	\$
<b>Forestwood (1,294 sq. ft.)</b>	
2 bedrooms, 2 baths, den, attached 2-car garage	\$
<b>Forestwood (1,294 sq. ft.)</b>	
2 bedrooms, 2 baths, den, attached 2-car garage	\$
<b>Forestwood (1,294 sq. ft.)</b>	
2 bedrooms, 2 baths, den, attached 2-car garage	\$

\*Square footage is approximate. Prices are subject to change.

\*Square footage is approximate. Prices are subject to change without notice.

We have the perfect home for you at Redwood!

Below are two options that match your needs for today's better living.

### NEW HOME OPTION A

STYLE	
ADDRESS	
AVAILABLE	
Market Rent	\$
Pet Fee*	
Water & Trash Fee*	\$
Other Fees*	\$
<b>TOTAL</b>	\$

*You will find the comforts of*

### NEW HOME OPTION B

STYLE	
ADDRESS	
AVAILABLE	
Market Rent	\$
Pet Fee*	\$
Water & Trash Fee*	\$
Other Fees*	\$
<b>TOTAL</b>	\$

*You will find the comforts of*

# WILLOWOOD

2 Bedrooms  
2 Bathrooms  
10m  
Attached 2-Car Garage



## Floor Plans

## Energy Efficient Cards

### ENERGY EFFICIENCY

- Low E-Glass
- Low E-Sliders
- 2x6 Wood framing for thicker walls
- Above ground, buried and horizontal insulation
- Top name-brand building supplies

#### REDWOOD'S HIGHER STANDARDS

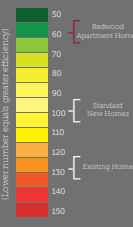
##### INCREASED INSULATION

- Warmer Floors
- Lower Utility Bills
- Quieter Apartment Homes
- Air Conditioners

##### ENERGY EFFICIENT UTILITIES

- Hot Water Tanks
- Lights
- Low Flow Toilets
- 95% Efficient Furnaces

Redwood is 40-45% more energy efficient than a standard home.



Redwood Apartment Neighborhoods not only meet Energy Star Construction requirements, we EXCEED them!



## RENTING vs BUYING

### UPFRONT COSTS

#### Renting

- Process Fee
- Application Fee
- Security Deposit

#### Buying

- Inspection
- Closing
- Down Payment
- Updates

### MONTHLY COSTS

#### Renting

- Utilities
- Water
- Gas
- Insurance
- Rent

#### Buying

- Property Taxes
- Maintenance & Repair
- Mortgage Insurance
- Utilities
- Water/Sewer/Trash
- Gas/Electric
- Mortgage

### SELLING/MOVE-OUT COSTS

#### Renting

- Damages
- Buy-Out Fee (if leaving early)

#### Buying

- Prepayment Penalty / Transfer Tax
- Title Search Fees
- Notary Fees
- Escrow Fees
- Mortgage Payoff Balance
- Real Estate Agent Commissions
- Closing Costs/Credits to Buyer

## HOME OWNERSHIP FINANCE COSTS

Expected Life	Annualized Cost	Monthly Cost
10 yrs	\$700	\$88
20 yrs	\$313	\$36
15 yrs	\$300	\$25
20 yrs	\$225	\$19
20 yrs	\$150	\$13
10 yrs	\$225	\$19
10 yrs	\$120	\$10
12 yrs	\$67	\$6
	\$2,000	\$167
	\$1000	\$83
	\$600	\$50
Total Monthly Cost*		\$476.00

\*Home buying and selling requirements and procedures vary by state, city, and individual sale. Common maintenance costs are based on local estimates for areas that include Redwood communities.

## Police, Fire and Military Discount Policy

Applicants must be an **ACTIVE** Police Officer, Fire Fighter or Military Member to receive the following:

1. Waived application fee
2. Waived security deposit
3. \$50 off your first full month's rent\*

\* Certain restrictions apply. Offers are subject to change at any time.



byRedwood.com | 888-Redwood

## Preferred Employer Discount Policy

Applicants must be a current employee at one of the exclusive Redwood Preferred Employers to receive the following:

1. Waived application fee
2. Waived security deposit
3. \$500 off your first full month's rent\*

\* Certain restrictions apply. Offers are subject to change at any time.



byRedwood.com | 888-Redwood

Need a custom event flyer? Submit a marketing request ticket.



## Redwood Resident Referral

One of our favorite things at Redwood is having a visitor hear about our community from a current resident. It is the ultimate compliment! Plus, it comes with an added benefit to you, as we reward you for recommending us.

- Fill our your information below and include your family or friend's name and phone number
- Provide this to your family or friend so they can present it to our leasing office.
- \$150\* reward for each referral!

#### Visitor Information:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

#### Resident Information:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Authorized Signature (If for office use only): \_\_\_\_\_ Date: \_\_\_\_\_

\* Completed form must be presented at or before time of application to be eligible. Reward is available for referrals made to a Redwood community. Offer subject to change at any time. Certain restrictions apply. This reward offer is void where prohibited.



byRedwood.com | 888-REDWOOD

## Redwood Realtor Referral

One of our favorite things at Redwood is having a visitor hear about our community from a local Realtor. It is the ultimate compliment! Plus, it comes with an added benefit to you, the Realtor, as we want to reward you for working with us.

- Fill our your information below and include your client's name and phone number
- Provide this to your client so they can present it to us on their first visit to our leasing office.
- You'll be eligible for a \$500\* reward

#### Client Information:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

#### Realtor Information:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Authorized Signature (If for office use only): \_\_\_\_\_ Date: \_\_\_\_\_

\* Completed form must be presented at or before time of application to be eligible. Reward is available for referrals made to a Redwood community. Offer subject to change at any time. Certain restrictions apply. This reward offer is void where prohibited.



byRedwood.com | 888-REDWOOD

Redwood

810.515.0469  
GrandBlanc@byRedwood.com  
byRedwood.com  
2339 Blakely Drive  
Grand Blanc, MI 48439



# SIGNS SALES & ADVERTISING

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We have three signage categories including a variety of templates that are appropriately designed, branded and abide by most zoning requirements. Please refer to the sign portal for approved and branded signage for our Redwood neighborhoods. Do not utilize materials that have not been approved, unless you have proper sign offs from the development and marketing teams.

1. Neighborhood – to ensure consistent experiences, only utilize the options on the portal for interior signage. These types of signs include: leasing office, parking, directional, promotional yard signs, open now, amenities and many more!
2. Temporary – once construction begins, we have an approved marketing sign that has been appropriately zoned and will be installed at a designated time based on the city rules.
3. Permanent – upon lease up, a Redwood branded and lit permanent sign will be installed to showcase the united Redwood brand.

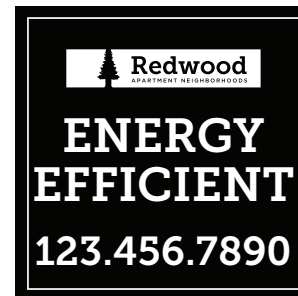
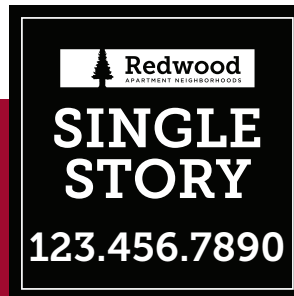
# NEIGHBORHOOD SIGNAGE

Your neighborhood should have the below signage in the office or model

- Leasing Center Sign
- A-Frame Sign
- Leasing Center Hours
- Sorry We Missed You
- Future Resident Parking Magnets
- Brochure Box
- Photo ID Required
- Equal Housing
- Leasing Flags
- Labor Law Poster

## YARD SIGN PACKAGE

Order a package or individual yard signs as advertisement around your neighborhood



# MONUMENT SIGN

The main entrance of every Redwood Neighborhood will be fixed with the monument sign below or a variation of it. Secondary entrances will be fixed with a smaller version of the logo.



A close-up photograph of a hand reaching into a clothing rack to select a white dress shirt. The rack has several wooden hangers with other shirts, including a dark purple one on the left and a striped one behind the white shirt. The background is a plain, light-colored wall.

# APPAREL & SWAG SALES & ADVERTISING

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Every Redwood employee is a proud brand ambassador. That is why we have a full catalog of apparel options for corporate and field employees to represent Redwood in a professional manner.







We also offer a full suite of promotional items, to help spread awareness of the Redwood brand, no matter where you are. These items can be used at events, for outreach and more!

# INTERNET LISTING SERVICES SALES & ADVERTISING



Redwood invests time and resources to pursue the right channels of advertising, including Internet Listing Services (ILS). Each neighborhood has a strategy for spend and focus so we can drive as many leads and conversions as possible. Listings are designed and written for the best return on Redwood's investment and follow brand standards. If you have questions about any ILS Redwood advertises with, please reach out to your supervisor.

Apartment  
Search.com 

 **Zillow**®

 Apartments.com™

apartment  list

**Apartment**  
**guide**®

A woman with curly hair is sitting at a wooden desk, looking at a tablet. On the desk, there is a laptop, a smartphone, a pen, and some papers. The scene is lit with warm, golden light.

# GENERAL SALES & ADVERTISING

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## CAMPAIGNS & PROGRAMS

At Redwood, we take pride in our partnerships with investors, construction partners, first responders, local city personnel, sponsorships, corporate partners, preferred employers, local businesses, Realtors and the United States Armed Forces. We strive to support these with programs that have a dual benefit to both parties. Program details along with marketing tools are available and can be located on the print portal. We encourage sharing any new ideas or programs to make these partnerships even stronger.

- Military
- Realtor Referral
- Chamber of Commerce
- Ribbon Cutting
- Local Outreach
- Preferred Employer

## ONLINE ADS & CAMPAIGNS

We are always exploring avenues for brand, product and company awareness for prospects, future employees and investors. Below are some examples of online mediums and types of ads we currently use in the marketplace. Each neighborhood has its own marketing and advertising strategy. Targeted ads are developed to ensure the right message gets to the right consumer at the right time. For any online ad requests, please submit the project to marketing.

- Re-targeting
- Social Media
- Google Adwords
- Geo Targeting
- Push/Nudge
- Email

A photograph of a crowded social event, possibly a networking gathering or a party. In the foreground, a woman with long, wavy blonde hair is smiling and looking down at a glass of white wine she is holding. Next to her, a man with a beard and long hair is also looking down at something in his hands. In the background, a man in a light-colored shirt is gesturing with his hands while talking to a woman in a red dress who is holding a glass of champagne. Other people are visible in the background, some holding glasses, creating a lively social atmosphere. The word "EVENTS" is overlaid in the center in a white, sans-serif font, with a thin red horizontal line passing through it.

# EVENTS

# MUST HAVES

Each neighborhood or off-site event we attend or host should be consistent with our brand image and reflect the company and neighborhood in the most positive, polished way possible. We want to ensure guests receive a consistent experience regardless of location. There is an abundance of approved apparel, promotional items, invitations and ad templates ready to go. Below is a quick checklist of items to think about when planning the event. Be sure to check out the portal and regional Facebook pages for ideas and examples.

## EVENT CHECKLIST

- ☐ Digital and/or print flyer
- ☐ Ordered swag
- ☐ Enough food or snacks to feed all guests, including staff
- ☐ Beverages for all guests, including staff
- ☐ Cutlery (Bowls, cups, utensils, napkins, etc.)
- ☐ Correct marketing materials
- ☐ Appropriate decorations
- ☐ Rental equipment (Tables, chairs, tents, etc.)
- ☐ If vendors are required/attending, have you coordinated details



