



 **Redwood**
APARTMENT NEIGHBORHOODS

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APARTMENT NEIGHBORHOODS

byRedwood.com
888-REDWOOD

**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 suburban residential development. The houses are arranged in a grid-like pattern with paved streets and green lawns. In the background, there is a dense forest of tall trees. In the foreground, a large pond with a fountain is visible. The text "VISION & MISSION STATEMENTS" is overlaid in the center, with a red horizontal line underneath it.

VISION & MISSION STATEMENTS

An aerial photograph of a suburban neighborhood. In the foreground, there are several single-story houses with grey roofs and light-colored siding. Some houses have red shutters. The houses are surrounded by green lawns and trees. In the background, there is a dense line of trees. The overall scene is a typical suburban residential area.

VISION STATEMENT

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

MISSION STATEMENT

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



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

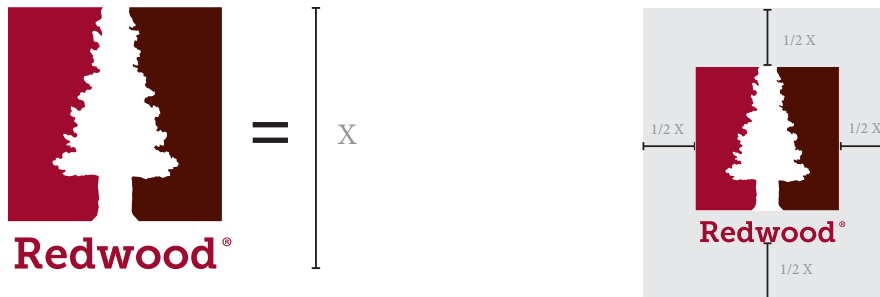
White Logo - When using the white logo, the tree should always be transparent, allowing the background to show through. Please note, only use the white logo on backgrounds that provide high contrast, to avoid the logo blending into the background or becoming illegible.

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

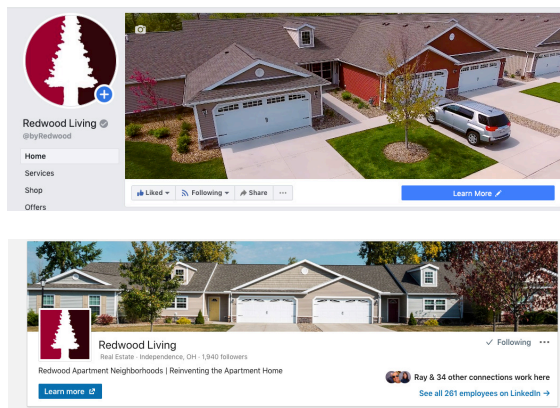
PRIMARY:

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.)



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.



PMS 7427 C

R160 G12 B48
HEX#a00c30
C8 M100 Y70 K33



PMS 490 C

R78 G18 B2
HEX#4e1202
C26 M85 Y85 K72



PMS 424 C

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.





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

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.

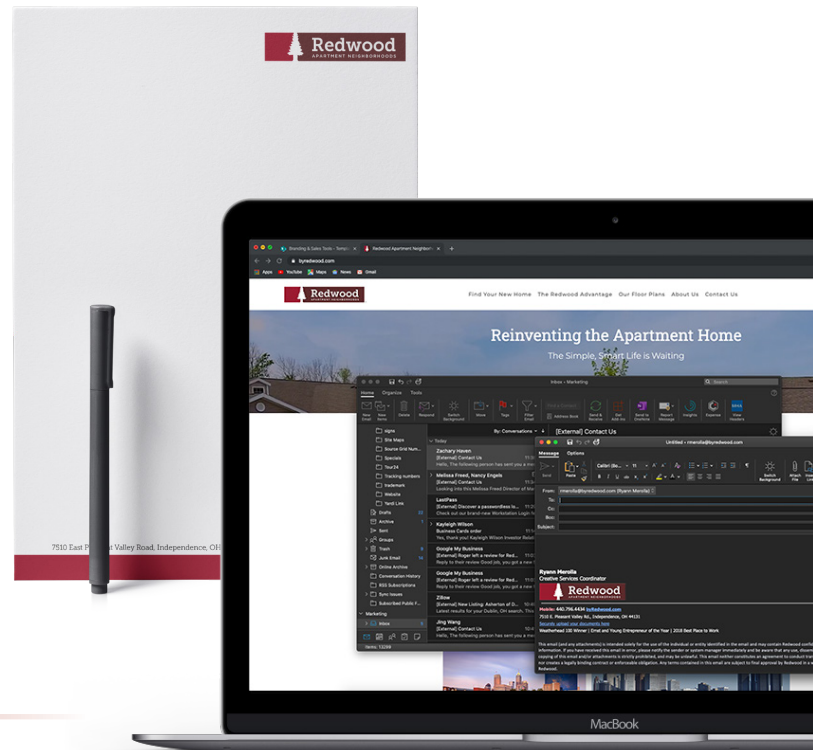
If trying to overcome a challenging situation, be transparent with a proposed resolution.

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.



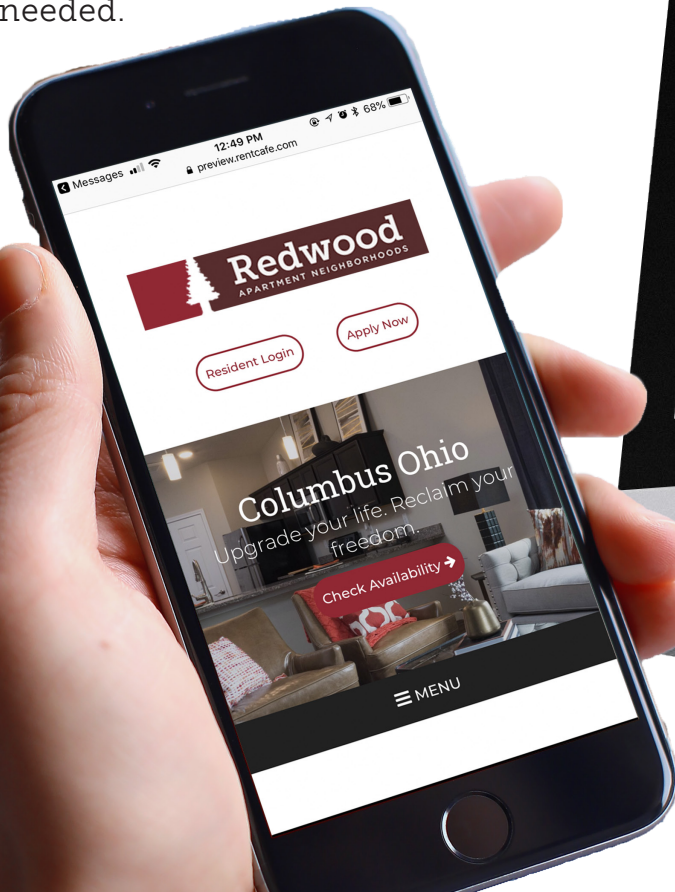
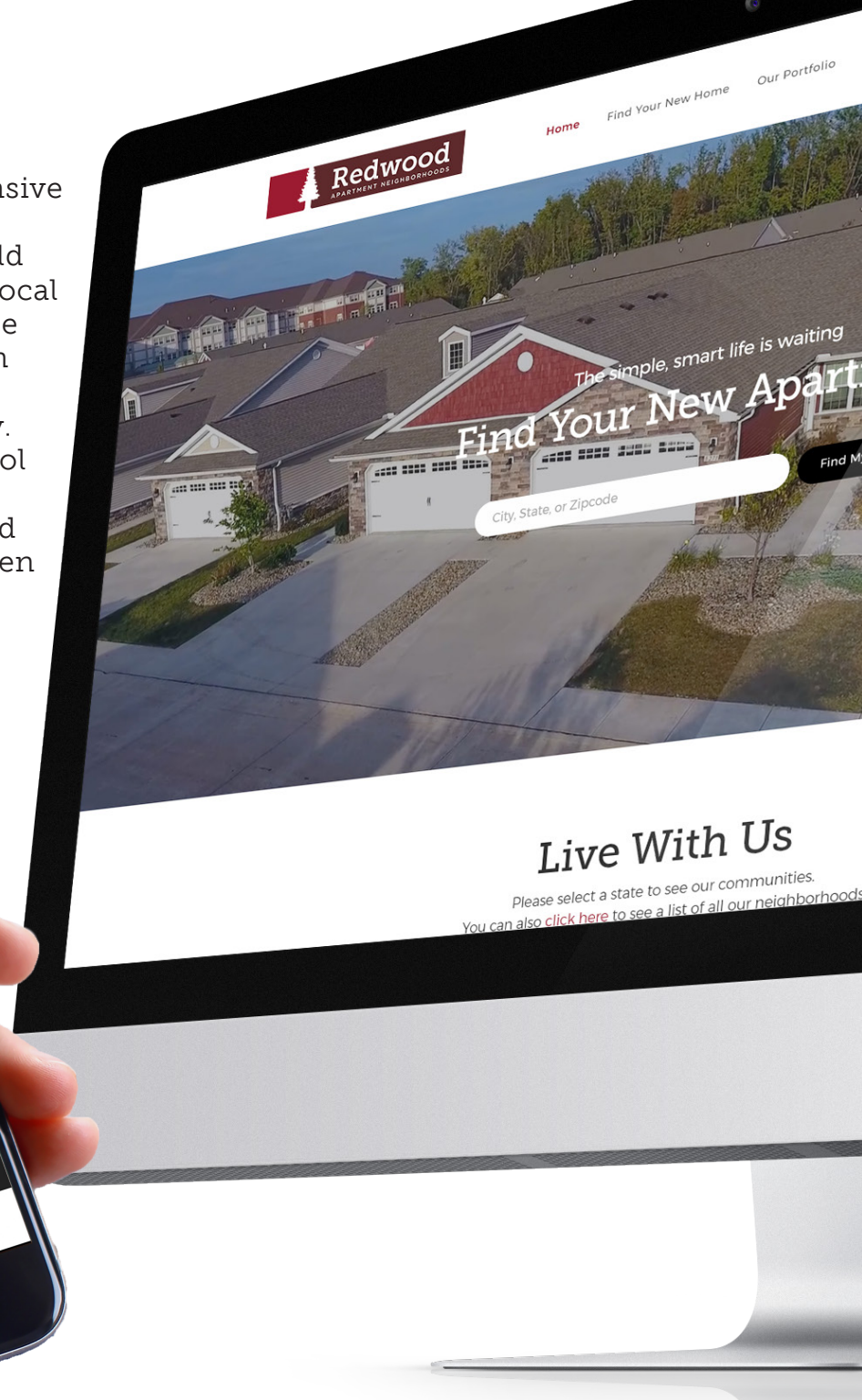
Custom content requests? Submit a Marketing Request Ticket.

A person wearing a white long-sleeved shirt is sitting at a wooden desk. They are holding a black tablet with both hands, looking at the screen. On the desk, there is a silver laptop, a black smartphone, and two notebooks. One notebook is open in the foreground, and another is closed in the background. The scene is lit with warm, natural light, possibly from a window. The text "ONLINE TOOLS" is overlaid in the center of the image, with a thin red horizontal line underneath the word "TOOLS".

ONLINE TOOLS

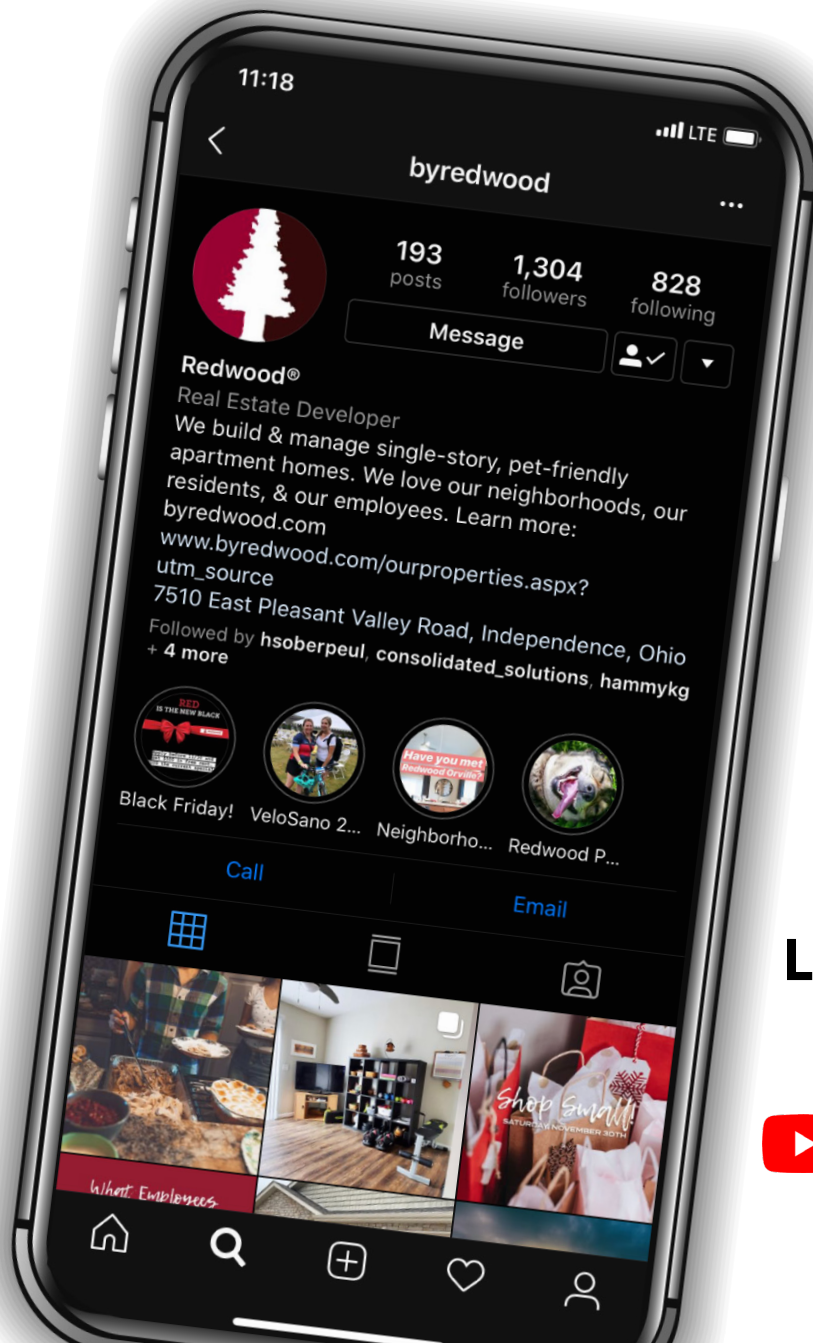
WEBSITE

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

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

inches to

Redwood

Dashboard Storefront

Remaining Budget: \$0.00

Select Items:

(search) Go

* RESIDENT APPRECIATION MONTH

* PRINT

* APPAREL

* PROMOTIONAL ITEMS

* SIGNAGE

General Signs

Internal Street Signs

Custom Signs

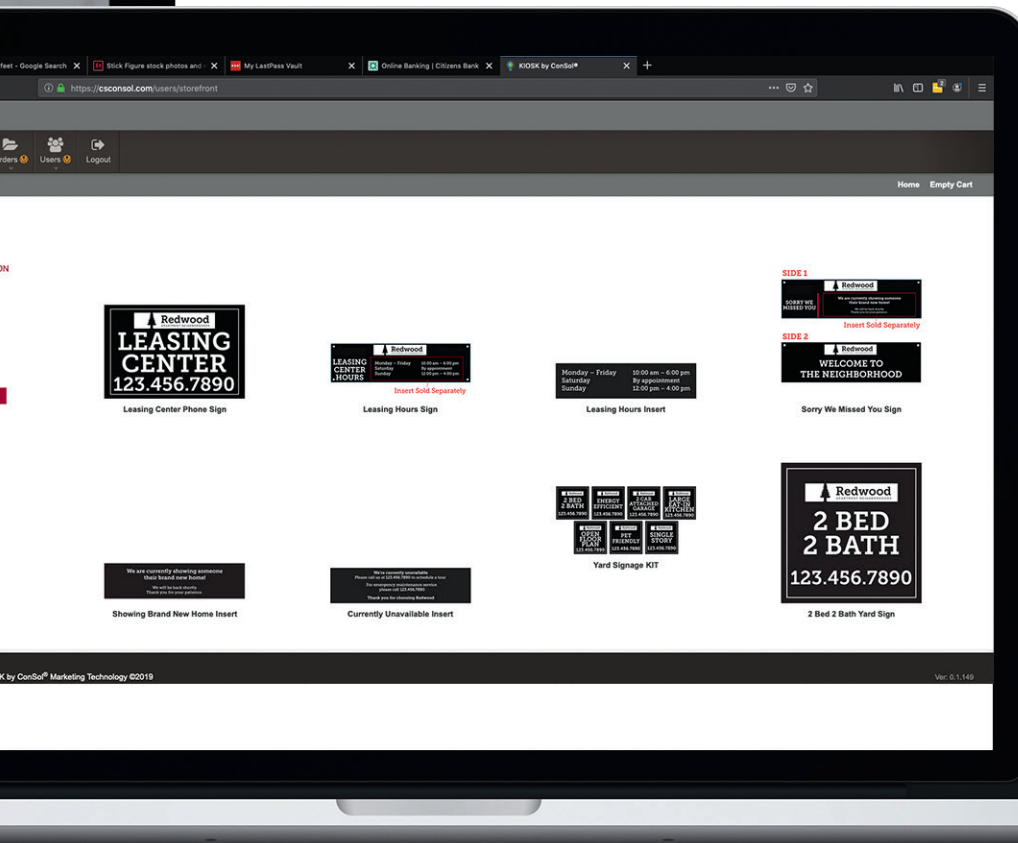
Acrylic Floor Plans

CONSOL KIOSK

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

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 FOLDER

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. *Redwood Guarantee*
7. *Piñata (Participating Neighborhoods)*
8. *Referral*
9. *Applicable Discount Policy*
10. *Business Cards*



Property &
Pricing Flyer



Site Map &
New Home
Options Flyer



ADDITIONAL SERVICES:

Security Deposit	\$
Wait List Deposit	\$ (non-refundable)
Application	\$ (per application)
Pets	\$ (monthly)
Process Fee	\$ (one-time fee)

COMMENTS & NOTES:

MONTHLY RENT:

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

Neighborhood
Business Cards



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		NEW HOME OPTION B	
STYLE		STYLE	
ADDRESS		ADDRESS	
AVAILABLE		AVAILABLE	
Market Rent	\$	Market Rent	\$
Pet Fee	\$	Pet Fee	\$
Water & Trash Fee	\$	Water & Trash Fee	\$
Other Fees	\$	Other Fees	\$
TOTAL	\$	TOTAL	\$

You will find the comfort of

Redwood 1214 Mahto Road, Apartment G
Valley City, OH
LiverpoolFields@redwood.com 330.241.9009 byredwood.com

Floor Plans

WILLOWOOD

2 Bedrooms
2 Bathrooms
Attached 2-Car Garage



byRedwood.com | THIS GRAPHIC IS FOR ILLUSTRATIVE PURPOSES ONLY. ACTUAL FLOOR PLANS MAY VARY.

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

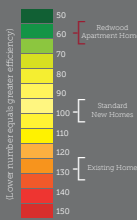
INCREASED INSULATION

- 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!

Referral Flyer

Redwood Resident Referral

One of our favorite things at Redwood is having a visitor hear about our neighborhood 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 out 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 us on their first visit to our leasing office.
- You'll be eligible for a minimum of \$500 per referral!

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

Visitor Information:	Resident Information:
Name: _____	Name: _____
Address: _____	Address: _____
Phone: _____	Authorized Signature (for office use only): _____



Redwood Realtor Referral

One of our favorite things at Redwood is having a visitor hear about our neighborhood 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 out 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 minimum of \$500 per referral!

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

Client Information:	Realtor Information:
Name: _____	Name: _____
Address: _____	Address: _____
Phone: _____	Authorized Signature (for office use only): _____



Redwood Guarantee Flyer

YOU'RE GOING TO LOVE IT HERE!

We think you'll love your new Redwood apartment home, so much that we'll guarantee it. If you're not satisfied in the first 30 days, we'll let you out of your lease—no questions asked.

Contact your local Redwood Neighborhood team for details!

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REDWOOD PERKS in Partnership with Piñata

Redwood is excited to introduce a new REDWOOD perk now available to all residents in a partnership with Piñata. As a reward for your lease, you'll receive rewards just for signing up, including a \$25 restaurant gift card, a \$30 local gift card and access to 300,000 deals on local and national brands. And the best part? This perk is completely free for you to use!



Ready to Get Started?

Download the app!



When you open the app, choose "Create Piñata account." For your Piñata login, please use the same email address that is on file with Redwood.

Follow the set-up instructions and you'll be ready to start collecting rewards! For more detailed information, you can visit the Piñata Help Center.

Not Interested?

You may opt out of this perk at any time. To do so, the contact Piñata.

As always, your privacy is our top priority. We're excited to see you enjoy the perks!

888.REDWOOD | byRedwood.com

Piñata Flyer

Did you know you could qualify for additional discounts when you move into any Redwood Neighborhood? Take a look!

- Police, Fire, Military Discount** | For our active duty police officers, firefighters, and military members.
- Vendor Discount** | For employees of our Redwood vendors.
- Preferred Employer Discount** | For employees of Redwood's preferred employers.
- Veteran's Discount** | For veterans of the U.S. Armed Forces.
- Returning Resident Discount** | For people who used to live at Redwood but moved away for a while and are ready to come back.

We know life at Redwood sounds too good to be true, but it's not! Our single-story, two bedroom, two bathroom floor plans that come with an attached garage give you the experience of a real home while living in a rental.

Want to learn more? Contact your Neighborhood Team Today!



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RENTING vs BUYING

UPFRONT COSTS

Renting

- Process Fee
- Application Fee
- Down Payment
- 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
- Home Warranty
- Notary Fees
- Capital Gains Tax
- Escrow Fees
- Mortgage Payoff Balance
- Real Estate Agent Commissions
- Closing Costs/Credits to Buyer



Rent VS Buy Flyer



*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.



SIGNS SALES & ADVERTISING



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.

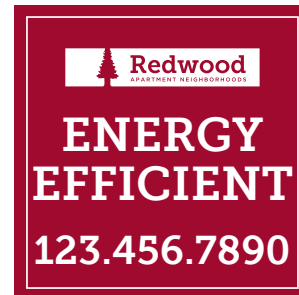
NEIGHBORHOOD SIGNAGE

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 out to touch a white dress shirt hanging on a wooden hanger. The shirt is part of a collection on a metal rod, with other shirts in dark blue and light yellow visible in the background. The scene is softly lit, creating a clean and professional aesthetic.

APPAREL & SWAG SALES & ADVERTISING

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.

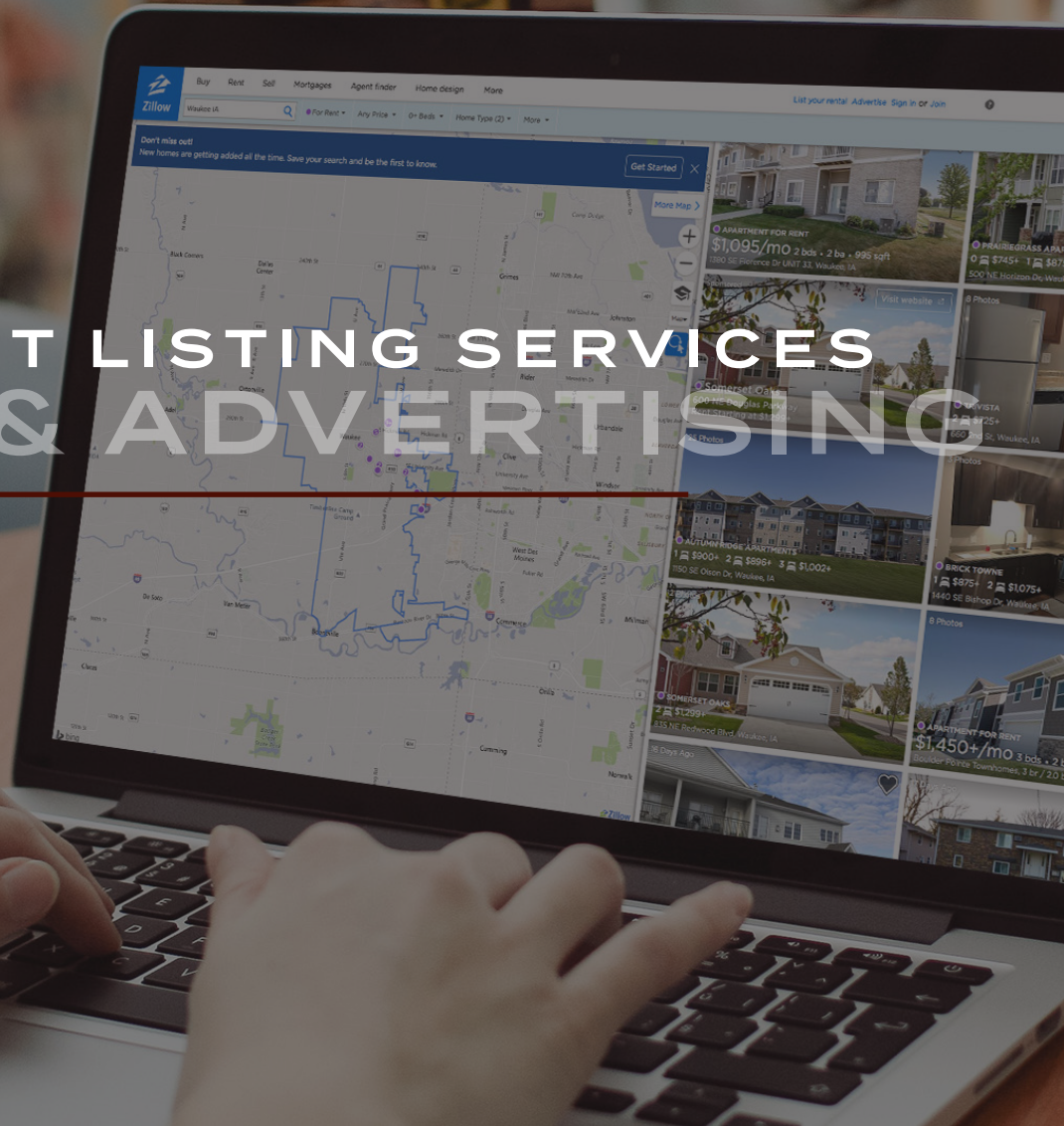






We also offer a full suite of promotional items, to help spread awareness of the Redwood brand, no matter where you are. These items can be used at events, for outreach and more!

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.





GENERAL SALES & ADVERTISING

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 group of people at a social event, overlaid with a semi-transparent dark filter. The word "EVENTS" is centered in white, bold, sans-serif capital letters. A thin red horizontal line is positioned below the text. The background shows a diverse group of people in a social setting, with some holding wine glasses. The overall mood is professional yet relaxed.

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

PET ADOPTION

Thursday

September 2nd 2pm - 5pm

The Humane Society of India
adoptable pets looking for their forever home
Waived pet fees with a signed letter of adoption

