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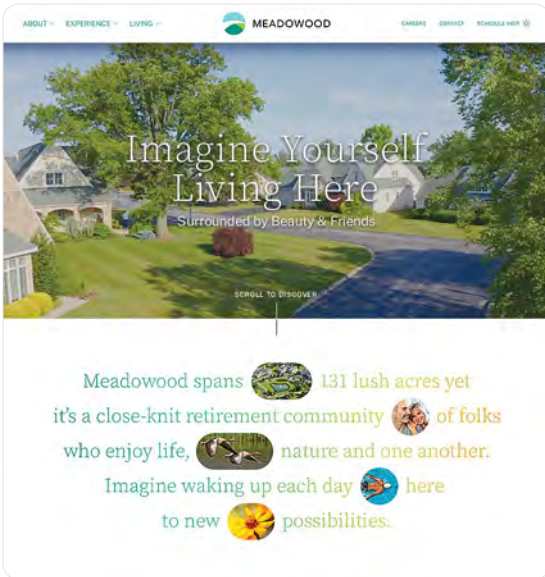
MEADOWOOD

A COMPLETE BRAND REFRESH THAT EMBRACES THE GROUNDS, HERITAGE AND SPIRIT OF THIS LIFE CARE COMMUNITY.

Original Logo



New Logo



OVERVIEW

Located in Worcester Township, PA and spanning over 135 acres, Meadowood provides a wide variety of living, healthcare and wellness opportunities for seniors aged 62 or older. Meadowood believes in creating a community where everyone, no matter their age, feels free, energized, and active. Meadowood is guided by its mission: to work together — residents, staff and board members alike — to build a community of healthy, independent, and thriving people.



ENGAGE

The refreshed brand initially launched with a new logo that immediately conveys the beauty one experiences when entering the Meadowood community — the vastness of its 135-plus acres and the many paths that unite the community to residential living, dining, indoor/outdoor activities and wellness programs.

With a website being the primary vehicle in which people and their families initially connect with life care communities, we wanted to ensure we created a user experience that engaged the user through simplified navigation, and messaging and imagery that spoke to them one-on-one. From the moment visitors land on the home page, they are welcomed by drone video footage highlighting the vastness of Meadowood's community with Imagine Yourself Living Here superimposed on the opening sequence. Messaging is written in a voice that is authentic, inclusive, vibrant and inspirational/aspirational.



SERVICES

- Brand Strategy
- Iconography / Illustrations
- Brand Identity / Look and Feel
- Marketing and Advertising
- Website Design (UI / UX / CMS)
- Print & Marketing Collateral
- Photography and Videography
- Copywriting / Editing / Script Writing
- Signage & Wayfinding

EXCITE

A more vibrant color palette builds from Meadowood's existing colors and brings in the use of three primary colors — Meadow (*evergreen*), Bloom (*lime green*) and Sky (*blue*) — to reinforce the vast grounds of the Meadowood community. A secondary color palette complements the brand's visual and verbal messaging. These secondary colors help bring a level of energy and excitement across all print and digital applications.

In addition to a more vibrant color palette, animations, videos and resident and staff testimonials create a level of enthusiasm and a feeling of belonging as visitors navigate through the new website.

INSPIRE

Expressive imagery plays a critical role in developing a vivid, meaningful and inspiring identity for Meadowood across all print and digital touchpoints. Because the residents and staff are at the core of everyday living at Meadowood, we commissioned custom photography and videography to depict authentic and inspiring testimonials featuring actual residents, staff, the community and the grounds. Imagery is cropped for maximum effect, providing a "behind-the-scenes" look into a day in the life of living and working at Meadowood.



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