Meadow Ridge

A Distinctive Lifecare Community



Meadow Ridge Brand Identity Guidelines

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Meadow Ridge
A Distinctive Lifecare Community

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Logo Guidelines



CORPORATE LOGO

The combination of elements (symbol, wordmark and tagline) is the preferred logo. It most dramatically captures, both in color and orientation, the face of Meadow Ridge. Use this logo whenever possible.

Clear Space

The examples on this page show the minimum clear space required for the Meadow Ridge logo. Whenever possible, use more than the minimum clear space. “X” is defined by the size and aspect ratio of the “M” in the Meadow Ridge logo.

Follow the examples below for proper clear space around the corporate logo and symbol.



HEIGHT = X



Minimum Size

Never reduce the full-color logo so that the Meadow Ridge logo with the tagline is smaller than 1.25” in width. Use the one-color PMS or black logo with the tagline for uses 1” in width, which is the minimum size recommended.



1.25” WIDE



1” WIDE

Preferred Color

The full-color logo is the preferred logo of the Meadow Ridge identity. Use it whenever color, size and format allow. Place this logo on a light background to ensure sufficient contrast and to heighten the impact of the identity.

Use only the approved colors when reproducing the identity. Use color chips and the formulas on the next page when working with vendors to ensure color match.



Color Chart

The chart below is a reference for the CCRC Logo Blue, the CCRC Logo Green and the CCRC Signature Color. The same blue (534 C) is used in the logo and for the signature color. This color can be used as a main color in marketing materials in conjunction with the logo. Please refer to this chart when reproducing the colors in various media.

Color Guide	**CCRC LOGO BLUE & SIGNATURE COLOR**	**CCRC LOGO GREEN**
PANTONE	534 C	5555 C
Process/CMYK	**C:**95 **M:**74 **Y:**7 **K:**44	**C:**51 **M:**12 **Y:**39 **K:**37
Hexadecimal	1B365D	5C7F71

ADDITIONAL LOGO COLORS

PANTONE 139 C
C:26 **M:**59 **Y:**100 **K:**11
HEX: AF6F29

PANTONE 1205 C
C:3 **M:**10 **Y:**53 **K:**0
HEX: F8DE8D

PANTONE 578 C
C:30 **M:**7 **Y:**50 **K:**0
HEX: B8CD96

Note: These color values have been converted from spot using the Pantone color match system, which makes recommendations for the closest possible match. Colors appear differently when applied to various surfaces, in different environments and according to printing methods.

These conversions may be evaluated and updated over time as work is printed in different applications.

One-Color Logos

Use a one-color logo when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color logo. Print the one-color logo in either CCRC Logo Blue, White or Black. Place the one-color logo on a background to ensure sufficient contrast and to maintain the impact of the identity.



One-color logo in black



One-color logo in white

Logo & Icon Guidelines

Additional Brand Logos and Variations

Logo with “Managed by Benchmark Senior Living” Line

For use when a separate “Managed by Benchmark Senior Living” line cannot be used due to space restrictions. Typical uses for this logo would be digital banner ads, signage or any use that does not allow the use of the primary logo.

Meadow Ridge
A Distinctive Lifecare Community
MANAGED BY BENCHMARK SENIOR LIVING

Ridge Crest

This logo is to be used on all materials and advertising specific to Ridge Crest. This may be used in conjunction to the Meadow Ridge logo. Just be sure to allow for clear space around each logo.*Please see page 11 for full Ridge Crest guidelines.*

RIDGE CREST
at Meadow Ridge
HEALTH • WELLNESS • REHAB

Bird Icon

The bird icon may be used in advertising and promotions as a graphic element and should be used in addition to the Meadow Ridge logo—NOT alone.

Generic/Brand	Independent Living	Sub-Acute Rehabilitation & Skilled Nursing	Assisted Living/ Memory Care	Memory Care (if on its own)
Pantone 534 C C:95 M:74 Y:7 K:44	Pantone 5555 C C:51 M:12 Y:39 K:37 40% tint	Pantone 578 C C:30 M:7 Y:50 K:0 80% tint	Pantone 1205 C C:3 M:10 Y:53 K:0	Lavender C:10 M:21 Y:0 K:0



Type Only

The following logo should only be used when no other logo will fit.

Meadow Ridge
MANAGED BY BENCHMARK SENIOR LIVING

Meadow Ridge

Use of Logo as Social Media Avatars or Identification Icon

Within social media platforms, icons or avatars are used to brand accounts in lieu of a personal photo. Use the following logo only in these cases. *The rule to the right represents the proper space around the logo but is not part of the logo.*

Meadow Ridge

Meadow Ridge
A Distinctive Lifecare Community

Color Guidelines

Meadow Ridge Primary Color Palette

The following colors are the primary colors to be used on marketing and communications materials.
The swatches below represent the hierarchy of colors in use.

Meadow Ridge Signature Color

Meadow Ridge Blue

CMYK: 95 74 7 44
RGB: 9 50 102
HEX: #1B365D

Meadow Ridge Secondary Colors

Pale Tan

CMYK: 5 3 7 0
RGB: 239 239 233
HEX: EFEFE8

Pale Gray

CMYK: 11 8 7 8
RGB: 224 226 226
HEX: 1B365D

Gray

CMYK: 24 21 26 0
RGB: 196 190 182
HEX: C3BDB5

Light Blue

CMYK: 69 49 24 2
RGB: 95 120 154
HEX: 5F789A

Care Type Colors

Independent Living

CMYK: 28 13 22 0
RGB: 185 200 195
HEX: B9C8C3

Assisted Living/ Memory Care

CMYK: 3 10 53 0
RGB: 248 221 141
HEX: F8DE8D

Sub-Acute Rehabilitation & Skilled Nursing

CMYK: 30 7 50 0
RGB: 184 205 150
HEX: B8CD96

Tertiary Colors

Black

CMYK: 0 0 0 1000
RGB: 0 0 0
HEX: 000000

Black (Tint 80%)

Burnt Orange

CMYK: 26 59 100 11
RGB: 177 109 3
HEX: AF6F29

Font Guidelines

Logo Typography

The logo uses the following typography:



Baker Signet Std Roman
by Bitstream

New Century Schoolbook
Italic

Marketing Material Typography

Use the following fonts for all corporate communications and marketing materials whenever possible to create a consistent and unique look for the brand. These typefaces provide a wide range of type styles, including light, regular, bold and black, which can be mixed and matched for a contemporary and proprietary look.

Headlines: Merriweather font family

Font samples below represent good choices for headlines, headings and callouts.

MERRIWEATHER REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Body Copy: Proxima Nova font family

Font samples below represent good choices for body copy and captions.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA EXTRA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Meadow Ridge
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Casing Guidelines

Website Navigations (header/footer) Ex. Floor Plans	**Title Case**
Website Hero Image Text Overlays Ex. Experience the height of senior living.	**Sentence case**
Website Headlines Ex. If there's an activity that brings you joy, you will find it here.	**Sentence case**
Website H1s Ex. SENIOR LIVING IN REDDING, CT	**ALL CAPS**
Website Buttons Ex. Schedule a Tour	**Title Case**
Email Buttons Ex. RSVP to Dine & Discover	**Title Case**
Email Marketing Subject Lines Ex. RSVP to a Virtual Session on the Advantages of Lifecare	**Title Case**
Email Marketing Preview Lines Ex. We warmly invite you to Meadow Ridge for a BBQ!	**Sentence case**
Email Headlines Ex. Event Details	**Title Case**
Social Post Captions Ex. A summer rainbow stretched across Meadow Ridge's 136 acres of rolling meadows, lush trails and gardens bursting with blooms.	**Sentence case**
Social Hashtags Ex. #SimplifyYourLifeWeek	**Title Case**
Print Headlines Ex. Picture yourself at the height of senior living.	**Sentence case**
Printed Insert Category Headers Ex. CLUBS AND COMMITTEES, FREQUENTLY ASKED QUESTIONS	**ALL CAPS**

Footer Guidelines

Footer Lock Up

Below is an example of how the footer icons should look with accompanying Meadow Ridge address and information. The icons are set to PMS 534C, with the “heart” icon in full color. If the icons are on a dark-colored background, they should be 100% white and the “heart” icon still in full color with a thin white stroke.

A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex. 05.25.

Footers should be placed on all Meadow Ridge sales material collateral.



MeadowRidge.com | 203-544-7777 | 100 Redding Road | Redding, CT 06896
Managed by Benchmark Senior Living

05.25

Print Advertising Footer

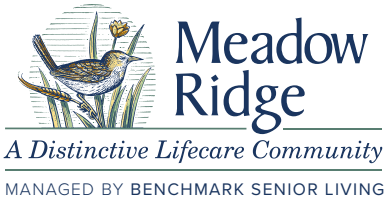
(Fig. 1) Lockup with service line and “Managed by Benchmark Senior Living” management company line.

Always add “Managed by Benchmark Senior Living” line TO ALL materials that use the standard logo. If space does not allow, use alternate logo that incorporates the management company line as in **(Fig. 2)** below.

(Fig. 1)



(Fig. 2)



Meadow Ridge
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Messaging Guidelines

Voice & Tone

Meadow Ridge is a distinctive Lifecare community in Redding, CT.

The tone is inviting, creating a sense of community and belonging. Use sophisticated yet warm language.

Style Preferences

The brand projects **sophisticated warmth**. Elegant yet welcoming, appealing to discerning, independent seniors seeking connection, comfort and assurance for the future.

Copy Guidelines

- No Oxford commas.
- Refer to as “community” or “campus” but never “facility.“
- Use “apartment home,” not “apartment” or “unit.”
- Lifecare is written as one word with a lowercase “c”. Lifecare can only be associated with “care” not “healthcare.”
- Write as lowercase for “continuing care retirement communities” and all caps for “CCRC.”
- Care types are always initial capped—Independent Living, Assisted Living, Memory Care, Sub-Acute Rehabilitation and Skilled-Nursing.
- Always refer to staff/employees as “associates,” except for Memory Care as “care partners.

Design Elements

Examples of graphic elements for general Meadow Ridge branding.

Photography

When selecting photography for Meadow Ridge, include clean compositions and natural, unforced situations. If the primary focus is Independent Living, use engaging, active lifestyle photos. Wide or low-angle shots are ideal to show the vastness of Meadow Ridge. Below are some examples of preferred image selections. Remove **name tags** from all imagery.



Vast shots



Subjects in foreground and background



Active and friendly residents



Brightly lit apartment homes

Headlines

Print ad headlines can be treated like the example below. This allows the headline to be placed on an image and still be legible.

Picture yourself at
the pinnacle of senior living.

Polaroid Frames

Polaroid frame pictures are ideal for collateral that have resident testimonials or if captions are needed.

Use **Polaroid imagery** only when tied to "Picture yourself" campaign language.



Resident John S. enjoying our heated indoor pool.

Textured Background

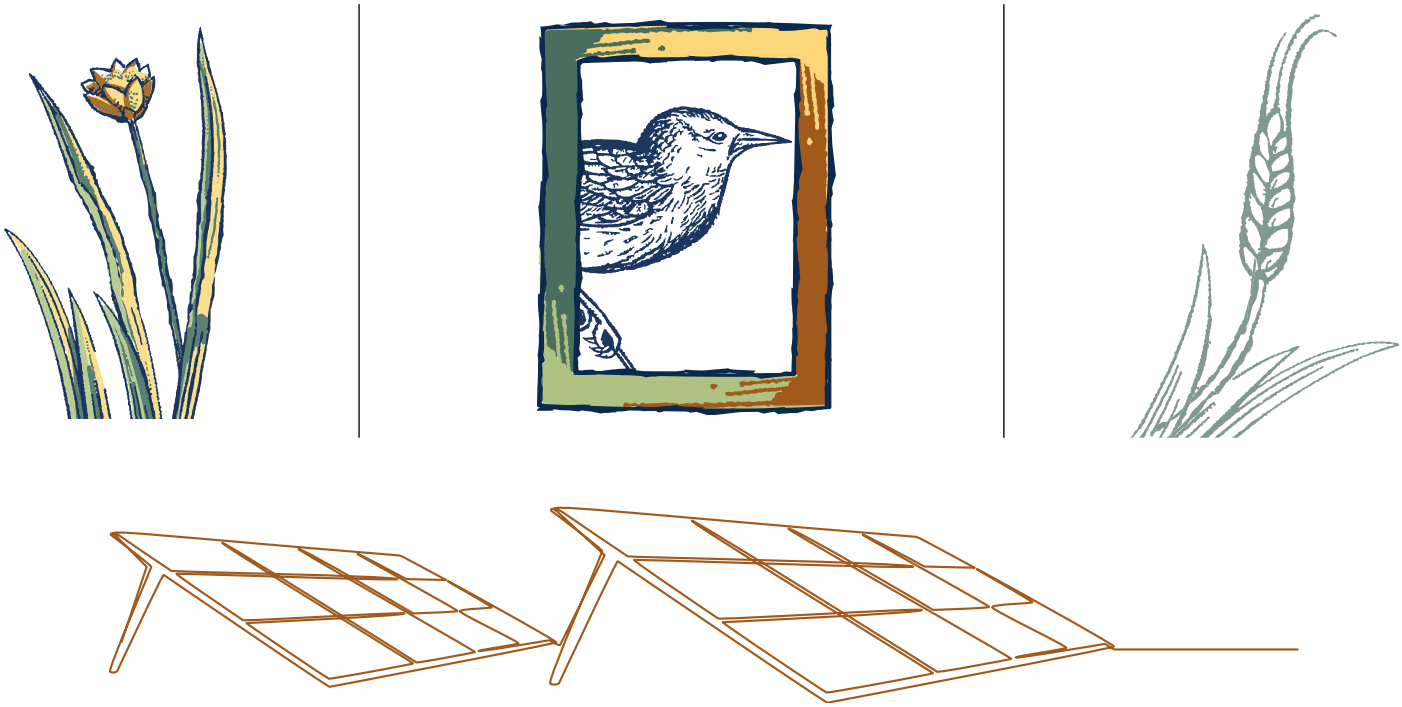
A soft-textured paper background can be used in Meadow Ridge collateral and print ads. This adds some depth and dimension.

Design Elements

Examples of graphic elements for general Meadow Ridge branding.

Illustration Elements

The Meadow Ridge brand is distinctive and welcoming, with hand-drawn illustrations adding warmth and a personal touch. Blades of grass from the logo can be used as standalone elements to enhance brand materials while reinforcing a connection to nature. These organic shapes should be natural, elegant and intentionally placed to complement other design elements.



Usage Guidelines

- **Use as accents only.** Illustrations should enhance the design subtly—not dominate it.
- **Placement:** Appropriate for print and digital materials, including invitations, brochures, social graphics, web pages and email templates.
- **Background:** Always place illustrations on a clean, uncluttered background for clarity and visual balance.
- **Style:** Maintain a consistent, hand-drawn aesthetic—light, organic lines that align with the brand's elegant yet approachable tone.
- **Color:** Use only approved Meadow Ridge brand colors. Ensure adequate contrast for accessibility and readability.
- **Scale:** Keep illustrations small in proportion to other design elements; they should feel intentional and refined.
- **Creation:** New illustrations may be created as needed. When designing new elements, match existing line weight, style and tone for cohesion across materials.

Ridge Crest Guidelines

SYMBOL



WORDMARK

CORPORATE TAGLINE

The Ridge Crest logo is to be used on all materials and advertising specific to Ridge Crest. This may be used in conjunction to the Meadow Ridge logo. Just be sure to allow for clear space around each logo.

Accent Colors

Pantone 578 Green is the primary color for the Ridge Crest brand, highlighting Sub-Acute Rehabilitation and Skilled Nursing. Pantone 1205 Yellow is used to highlight Assisted Living and Memory Care offerings.

PANTONE 578
C:30 **M:**7 **Y:**50 **K:**0
HEX: B8CD96

PANTONE 1205
C:3 **M:**10 **Y:**53 **K:**0
HEX: F8DE8D

Icon Usage

When using stats, use icons from Streamline Regular (www.streamlinehq.com). CMYK value should be set to C:42 M:6 Y:50 K:0.



Bird Icons



Sub-Acute Rehabilitation & Skilled Nursing
PANTONE 578
C:30 **M:**3 **Y:**50 **K:**0
80% tint

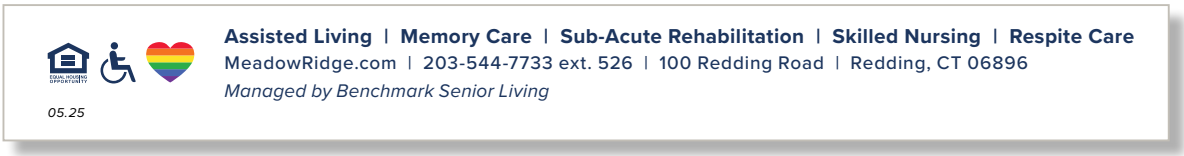


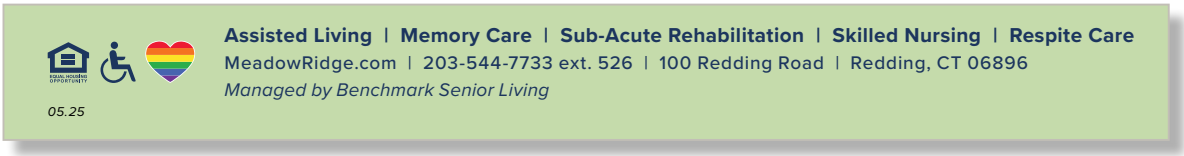
Assisted Living & Memory Care
PANTONE 1205
C:3 **M:**10 **Y:**53 **K:**0

Footer Lock Up

Below is an example of how the footer icons should look with accompanying Ridge Crest address and information. The icons are set to PMS 534C, with the “heart” icon in full color. A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex. 05.25.

Footers should be placed on all Ridge Crest sales material collateral.





Ridge Crest Guidelines

Photography

When selecting photography for Ridge Crest, include clean compositions and natural, unforced situations.



Candid Care



Close-Ups



Rehabilitation



Renovated Spaces

Design Elements

Examples of graphic elements for Ridge Crest.

Stats: Ideal for brochures, inserts, digital ads, landing pages and social posts where data visualization enhances understanding.

Quotes: Present in a clean typographic layout, optionally paired with a portrait or related icon. Use quotation marks or italic styling for emphasis.

Wave: Serves as a section divider or subtle graphic accent on email, web and print materials. Do not use as a background pattern.

WAVE

STAT

14%
likely to receive more therapy specific to their individual needs

QUOTE

> *My father-in-law was a resident for short-term rehabilitation. I was very impressed with the care and services he received. Associates were was very attentive, physical therapy gave him his strength back. Food was excellent. Nothing but praise for Ridge Crest at Meadow Ridge.*
>
> —CJ

Headline Options

Short-term Rehabilitation and long-term care throughout the continuum.

Commited to exceptional care.

Supporting Copy Options

Ridge Crest is the health center at Meadow Ridge, offering Assisted Living, Memory Care, Sub-Acute Rehabilitation and Skilled Nursing.

We take pride in offering services, amenities and experiences that rise above the rest. Our multidisciplinary team provides care for your unique needs.

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Benchmark Color Guidelines

Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Guide** dated February 2025.

Brand Color Palette

Navy Blue
#083449
R8 G52 B73

Warm Green
#3b5bld
R59 G91 B29

Sky Blue
#c4dce8
R196 G220 B232

Cool Gray
#f1f2f2
R241 G242 B242

Employer Brand

Light Green
#d9eab2
R217 G234 B178

Mind & Memory Care

Lavender
#e2cbf7
R226 G203 B247

These colors are rooted in the blues and greens of our original brand palette, now refined to include both dark and light shades for added visual contrast and depth. We've introduced a touch of lavender to soften the palette and bring warmth to the identity. Lavender represents Mind & Memory Care. Employer brand emphasizes use of light green.

Tertiary Colors

Black
#000000
R0 G0 B0

White
#ffffff
R255 G255 B255