



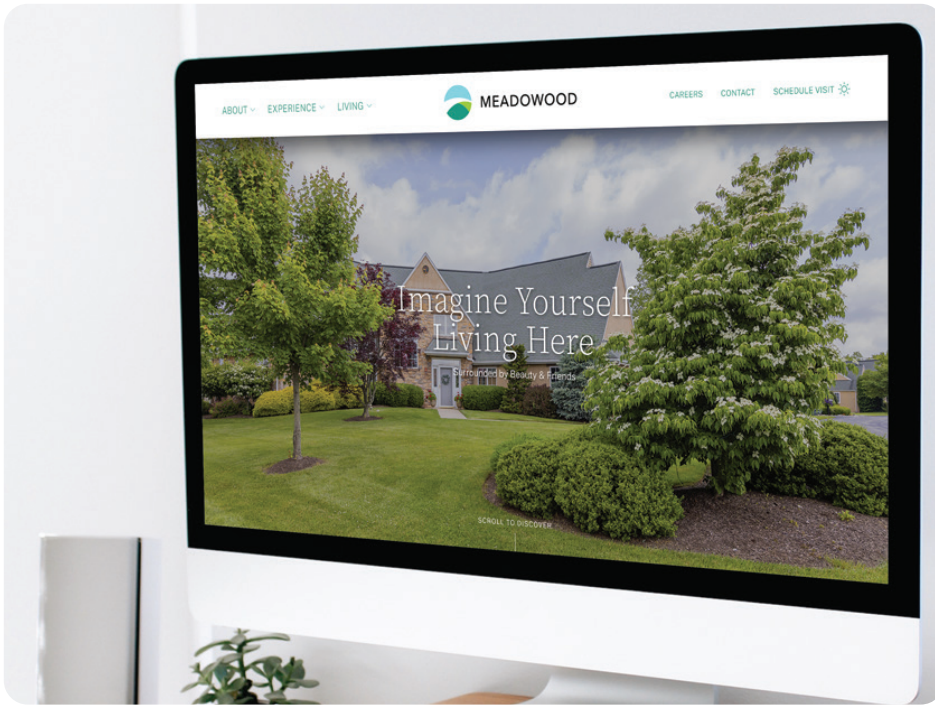
Meadowood Unveils Rebrand Designed to Differentiate From Other Life Plan Communities

New look reflects the natural beauty, special amenities of an active lifestyle destination

Philadelphia, PA – May 30, 2023 – With the arrival of spring residents at Meadowood, a non-profit Life Plan community, can walk along its 135 acres exploding with color from lush gardens and wooded areas filled with birds and wildlife. Located in Worcester Township, PA, the college-like campus resembles a nature preserve, offering a full-range of lifestyle choices, services, and amenities for people 62 and over.



Spring also ushered in a rebrand that included dropping “Senior Living” from the name, a new logo, website, signage, and all the brand’s touchpoints. The Meadowood team partnered with Xhilarate, a branding and design agency based in Philadelphia, to help guide the strategy and creative process. “We wanted to partner with an agency that would tell our story authentically, based on our founder’s vision, while also setting us apart from other life plan communities,” says John Kotsatos, VP, Sales & Marketing, Meadowood. “Xhilarate’s curiosity, honesty, and transparency in understanding the journey people have when exploring a life plan community like Meadowood was the deciding factor,” he adds.



When the pandemic started, Meadowood’s website became its front door to the world. Without the benefit of in-person visits, spiking traffic made the team realize that they needed an online presence that truly reflected the Life Plan community’s special amenities. The old, copy-heavy website was not effectively telling the current Meadowood story.

The Xhilarate team worked collaboratively with Meadowood’s executive team, board of directors, and resident committee to create a modern reflection of the founder’s vision. *“The target audience is getting younger and more active, looking at these communities as lifestyle destinations rather than retirement communities. We also needed the brand to resonate with their families and potential employees,”* says Russ Napolitano, Partner, Xhilarate.

Old Logo



New Logo



A key element of any rebrand is the logo. The original goose logo, in place since the community's inception in 1988, was retired. The new logo reflects the community's expansive 135 acres and pays homage to the founder's 3-legged stool philosophy – residents, board, and staff coming together. Three sections form a circular graphic featuring shades of bright blue skies and lush greenery with a pathway cutting through the center. A clean, modern typeface for Meadowood completes the refresh.

The Xhilarate design team recommended bold and vibrant colors along with extensive imagery to better communicate the property's attributes through the new website. While the previous website was heavy with information, the new version emphasizes the grounds, range of activities, residential living options, its personalized 360-degree Meadowell wellness program and the various amenities conducive to an active lifestyle. It's designed to encourage visitors to either pick up the phone or fill out a form to schedule a visit. Xhilarate partner and professional photographer, Zave Smith, was the inspiration for how to effectively use video and real (*not stock*) photography to convey an authentic sense of place. *"We didn't want to look like anyone else in this category,"* says Napolitano. *"So, for inspiration, we looked to luxury resorts and spas rather than similar communities,"* he says.

The new look and feel was extended to internal and external signage, direct mail, marketing materials, and all other brand touchpoints.



"We're seeing a much higher volume of qualified leads from the website and our marketing events are generating double the amount of first-time visitors," says Kotsatos. *"What started as, 'are you open to a logo change' evolved into a true partnership that continues to grow and evolve. Xhilarate's professional guidance coupled with a keen eye for design and artistry made the process enjoyable and provided a level of comfort and support for all stakeholders on our team."*

About Xhilarate

Xhilarate, Inc. is a full-service branding and design agency creating visual brand experiences that engage people, excite the senses, and inspire. Our team of specialists bring nearly 30 years of experience in strategy, design, print and digital, website design and development, content development, and photography/video-graphy. We work across a range of industries, including higher education, communications, finance, insurance, healthcare, pharmaceuticals, technology, real estate and professional services, among others. With headquarters in Philadelphia, PA, we help our clients create human-centered experiences that transform brands, grow businesses and make people's lives meaningful through fresh ideas, culture, innovation, and technology.

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