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RENAISSANCE

COMPLETELY TRANSFORMING THE IDENTITY AND CAPABILITIES OF A WELL-ESTABLISHED AND RESPECTED PHARMACEUTICAL CDMO.

BEFORE

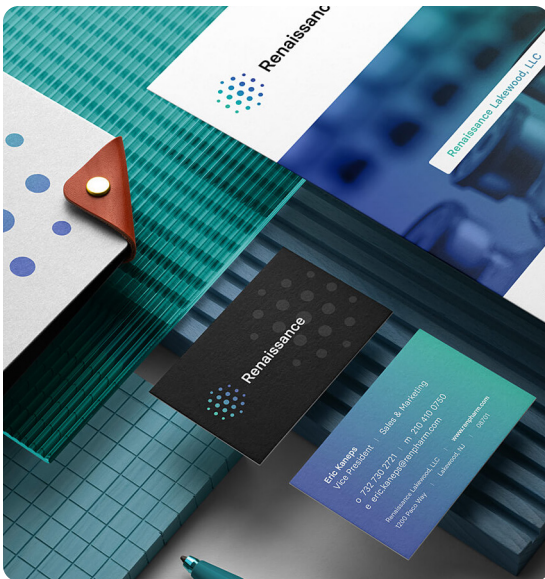


RENAISSANCE

AFTER



Renaissance



OVERVIEW

Renaissance Lakewood, LLC, a seasoned US-based CDMO, leverages over two decades of expertise in crafting nasal sprays and sterile injectable dosage forms for pharmaceutical and biotech sectors. However, the dated Renaissance brand no longer reflected the company's leadership or its core values of innovation, knowledge, resourcefulness, and confidence. The revamped visual identity embraces a lively color palette blending optimism and trust.

ENGAGE

Visitors, whether existing patrons or newcomers, are instantly captivated by the Renaissance brand upon landing on our updated website. The logo, a beacon of innovation and collaboration, commands attention, while the vibrant cobalt and sea-foam color scheme fosters an aura of boundless optimism. Our versatile content grid, accommodating capabilities, services, factoids, and a historical timeline, offers diverse engagement opportunities. Dynamic imagery, animations, and videos not only intrigue but also sustain customer curiosity, ensuring a seamless and captivating journey through each page, leaving a lasting impression of our brand's dynamism and depth. The brand's evolution, transitioning from its past to its present, serves as a profound inspiration, particularly for team members and customers who have witnessed this remarkable journey. With its contemporary visual identity, revamped imagery, and compelling messaging, the brand strides confidently into the 21st century.



SERVICES

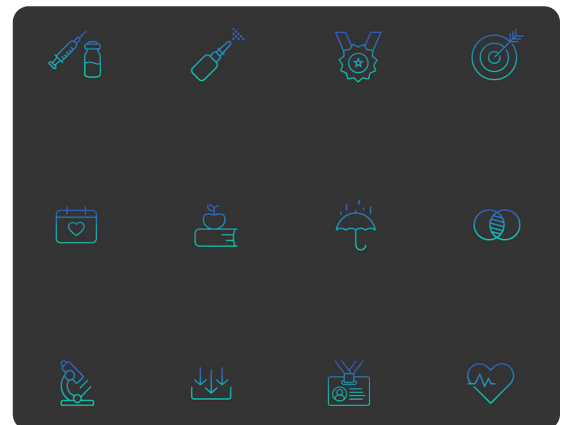
- Brand Strategy
- Brand Identity / Look and Feel
- C-Suite Materials
- Website Design (UI / UX / CMS)
- 2D / 3D Renderings & Illustrations
- Photography and Videography
- Package Design
- Trade Show Display
- Copywriting / Editing / Script Writing

EXCITE

Intertwining the brand's cobalt and sea-foam primary colors in a seamless gradation, we evoke a sense of optimism, progression, and excitement. This artistry extends across multiple touchpoints, infusing depth into the website and printed materials. Meticulously curated imagery and messaging further bolster credibility, emphasizing the depth of knowledge and unwavering expertise that defines our brand identity. Every element intricately contributes to a cohesive narrative, amplifying the brand's authority and resonating with our audience. This harmonious blend of colors and design elements captures attention while symbolizing the fusion of tradition and innovation, showcasing our dedication to honoring heritage alongside embracing a forward-looking vision.

INSPIRE

The brand's evolution, transitioning from its past to its present, serves as a profound inspiration, particularly for team members and customers who have witnessed this remarkable journey. With its contemporary visual identity, revamped imagery, and compelling messaging, the brand strides confidently into the 21st century. This transformation signifies Renaissance's commitment to innovation, fostering an expectation of ongoing delivery of distinctive and groundbreaking solutions, solidifying its reputation as a forward-thinking leader.



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