



The Cortland's brand draws inspiration from the Cortland apple, symbolizing freshness, vitality, and growth. This connection is subtly reflected in the rich red tones of the brand palette and the inclusion of an apple leaf within the logo, reinforcing a sense of nature and renewal.

To convey a higher-end feel, the design incorporates a sophisticated script font paired with elegant monochromatic gradients. These elements, combined with clean negative space, create a polished and modern aesthetic that exudes luxury and refinement. The branding reflects a commitment to quality and a welcoming atmosphere, perfectly aligning with The Cortland's' mission to provide an exceptional living experience.



**The Cortland's | Rebranding – Logos**



# The Cortland's | Rebranding – Flyers

Now Accepting



## The Cortland Wyoming

### New Name, Same Great Care

Welcome to The Cortland Wyoming, now under new management. Our Assisted Living Care community in Wyoming, Michigan, maintains its commitment to providing to while fostering a vibrant, engaging environment for our residents.

At Wyoming, we believe in nurturing not only the comfort but also the spirit of our community offers the perfect backdrop for relaxation, socializing, and embracing our serene outdoor areas, ideal for enjoying nature's beauty, to a variety of activities. Diverse interests and hobbies, there's always something to enrich the daily lives of

We invite you to meet our passionate team and explore the enriched living experience. Visit us and see how we're blending familiar comforts with new, exciting enhancements upholding our promise of delivering exceptional care and a fulfilling lifestyle.

2708 Meyer Ave. SW, Wyoming, MI 49519 - (616) 288-0400 - cortlandwy.com

## The Cortland Riverside Gardens

Refer-A-Friend

2420 Coit Ave. NE, Grand Rapids, MI 49505 - (616) 365-5564 - cortlandriversidegardens.com



Bringing your friends closer has never been easier! Our Refer-A-Friend Program allows both you and your friends to experience the delight of living at The Cortland Riverside Gardens.

### Here's how it works!

- 1 If you're a current member of our community or a family member, simply submit the name of someone you believe would benefit from our services.
- 2 Our Marketing Director will reach out to gather additional details about your friend and explain the Refer-a-Friend program in detail.
- 3 When your referred friend becomes a part of our community, you'll not only experience the joy of having them nearby, but you'll also receive a special reward - \$1000 credit

### Referral Criteria:

- Must be a resident at the time of the award.
- Offer applies to all current residents and family members.
- The friend must live in our community for at least 30 days before the bonus is granted.

We love having you as a resident! Wouldn't you love your friends here too? Don't miss out on this incredible opportunity to make your community even more vibrant and welcoming!

## The Cortland Howell

Along the JOURNEY

10000 Marquette St. Howell, MI 48855 - (517) 540-1926 - thecortlandhowell.com



### on-centered, memory care program

Join the Along the Journey Program - a compassionate pathway for residents and families. Seamless entry into our community, with unwavering support throughout the resident's experience.

When a loved one moves in, our caring and knowledgeable team conducts an assessment to determine individual needs. This covers dressing, bathing, hygiene, dietary support, toileting, & medication help.

We take the time to connect with your family, delving into your loved one's preferences, hobbies, and culinary likes.

Our plan is one-of-a-kind, designed to be adaptable to the resident's daily desires and needs. We meet individuals where they are, building routines that include fitness, structure, and maintain functional abilities for as long as possible.

### Using a Holistic Approach

#### SAFETY

Quality care starts with well-trained employees. Dementia-specific training and consistent staffing throughout the year help residents feel comfortable and confident during their care.

#### HOME - QUALITY CARE

Activities are available at any time, helping to reduce agitation, improve mood, and encourage social interaction. Outcomes are focused on enjoyment, not achievement, and we invite families to join in with residents.

#### HEART - ACTIVITIES

Quality care starts with well-trained employees. Dementia-specific training and consistent staffing throughout the year help residents feel comfortable and confident during their care.



The Cortland websites offer a welcoming and informative experience for individuals and families considering senior care.

With easy access to details about our services and multiple Michigan locations, the site provides clear guidance and resources, helping visitors make confident, well-informed decisions about care options tailored to their needs.



The Cortland's | Rebranding – Physical Apparel & Signage