

Someren Glen Rebrand

The original branding had become dated and heavy. It no longer reflected the warm friendly community that was Someren Glen.



Someren Glen Rebrand

The new logo and brand colors are bright and vibrant, reflecting the natural elements of Someren Glen's landscape that residents value.




Someren Glen Rebrand

The old website was dated. The font, color scheme and logos were dark and didn't reflect the personality of the community.

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About Us



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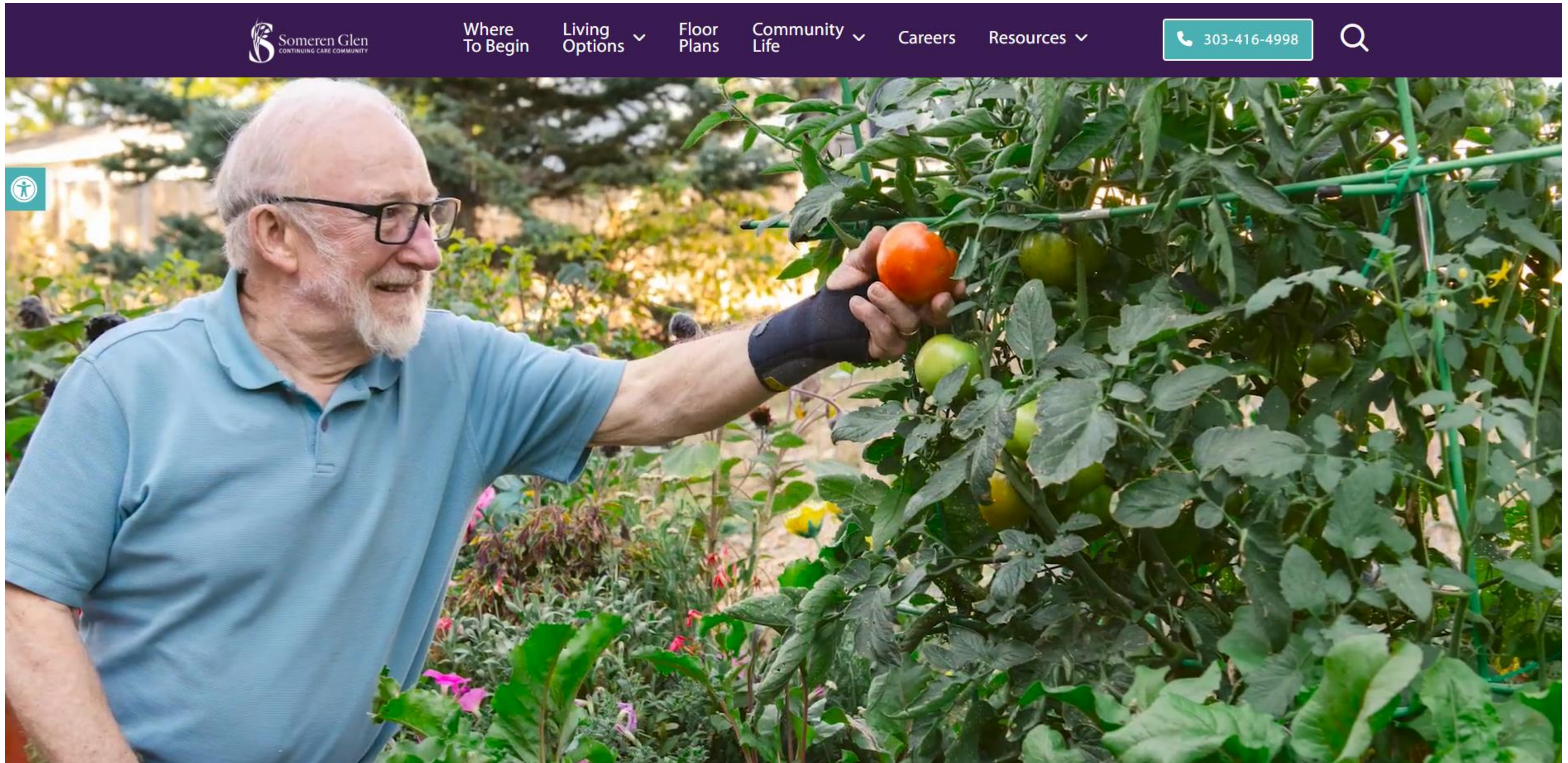


Contact Us



Someren Glen Rebrand

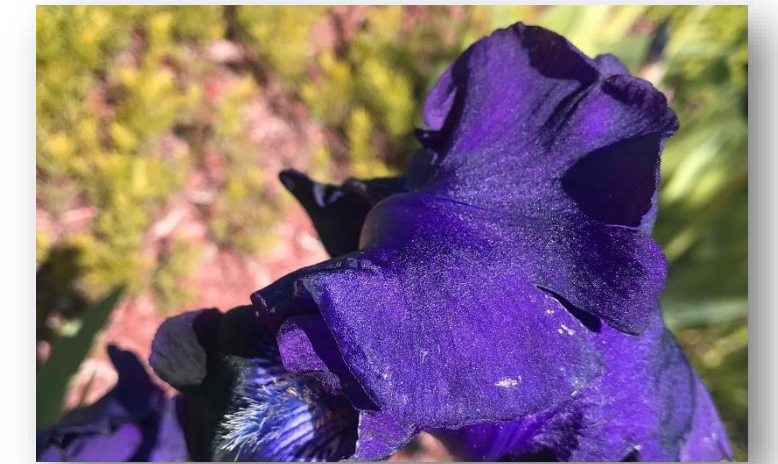
The new website incorporates the new colors along with actual resident photography



Someren Glen Rebrand

The Logo Creation Process

- Incorporated specific words and ideas shared during a resident and team member focus group including friendly, vibrant, cozy, nature-oriented, welcoming, bright, and growth-focused
- Included a tulip element to represent the Dutch heritage of the parent company, Christian Living Communities, which originated through the Dutch Reform Church
- Used a strong yet approachable font (Bell) for the capital S combined with the organic flower elements woven through.
- Photos were taken on the grounds for color authenticity (see right), and the green and purple were chosen for the final rebrand color palette. The turquoise color was requested by a resident. The three colors together (turquoise and purple as primaries and green as an accent) create a friendly, vibrant and organic combination.
- Three logo design options were developed using the updated color palette and presented to residents, team members and leadership. The winning logo was chosen and implemented into collateral including brochures, advertising and the community's website



CMYK: c86 m100 y33 k33
RGB: r60 b24 g83
Hex: 3c1853



CMYK: c76 m5 y33 k0
RGB: r0 b177 g181
Hex: 00b1b5



CMYK: c33 m10 y98 k1
RGB: r180 b192 g54
Hex: b5c033



Someren Glen
CONTINUING CARE COMMUNITY



Someren Glen
CONTINUING CARE COMMUNITY

Someren Glen Rebrand

Summary

Revitalizing the Brand: How Someren Glen Engaged Residents for a Successful Rebrand

Someren Glen Retirement Community demonstrated excellence in rebranding by implementing a resident-centered approach that honored its 34-year legacy while positioning the community for the future. The comprehensive rebranding initiative stood out for three key achievements:

- **Authentic Community Engagement**

The marketing team prioritized resident involvement from the outset, conducting focus groups with current residents, prospective residents, and team members. This inclusive approach ensured that those who truly understood the community's essence could shape its new identity. The feedback gathered provided crucial insights into the features and qualities that made Someren Glen unique in the senior living landscape.

- **Heritage and Nature-Inspired Design**

The rebranding process skillfully wove together the community's Dutch heritage—reflected in its name from the village of Someren in the Netherlands—with its distinguished natural setting. The 14-acre campus, complete with gardens, patios, and mature trees, emerged as a defining characteristic valued by both residents and prospects. This connection to nature became central to the new visual identity, with brand colors directly inspired by photographs taken in the community's gardens during resident focus groups.

- **Collaborative Implementation**

The initiative's success was marked by its methodical execution and strong stakeholder buy-in. Through multiple feedback sessions and iterations, the team developed a fresh, nature-inspired logo and color palette that resonated with the community's values. The rebrand rollout, beginning with a new website and extending to collateral and signage, received enthusiastic support from residents and staff alike, reinforcing their pride in the community.

This rebranding effort exemplifies how senior living communities can evolve their identity while maintaining authentic connections to their heritage, natural environment, and most importantly, their residents. The result is a revitalized brand that truly captures Someren Glen's essence as a vibrant, supportive community where older adults thrive.

