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ActsRetirement.org

Where Loving-Kindness Lives

April 20, 2016

Mr. & Mrs.
Brittany Pointe Estates
Brittany Pt
Lansdale, PA 19446-6534

Dear Mr. & Mrs.

We are pleased to be writing to you today to inform you about an exciting new chapter in the life of Acts Retirement-Life Communities!

In 2015, Acts began a major undertaking to reinvigorate its brand. We did so to strengthen our position as a nationally-respected senior living organization both now and for the future by developing a singular identity that is uniquely ours and a set of attributes linked to our name, associations, products and services. In essence, we have reexamined our brand in order to put in place a "refreshed" image. We say "refreshed" rather than "recreated," because the Acts brand attributes have not changed over time, but instead have been enhanced!

The new Acts brand is rooted in three attributes gathered through customer research, including Acts residents and staff, completed during the past year: **1) A solid record of business success; 2) A spirit of compassion, service and dedication to older adults and 3) desirable living accommodations, enriching lifestyle programs and high quality health care for its residents.**

These attributes are expressed through the new Acts brand positioning statement:

For prudent age-qualified adults seeking a secure plan for the future in a lively atmosphere, Acts Retirement-Life Communities is the only Family of Life Care communities—with unmatched financial security, stability and experience—offering an engaged lifestyle with guaranteed access to long-term care at predictable rates, with quality delivered through the Spirit of Loving-Kindness.

From this foundational brand positioning statement, a brand promise, along with a new logo and tagline, was formulated.

Simply stated, the brand promise drives the value proposition for our customers and provides a difference that can last:

Where you can find your fit and enjoy each day knowing your decision puts your future in good hands

The attached Acts Brand Refresh information sheet provides further details behind the new brand—I know you'll find it interesting!

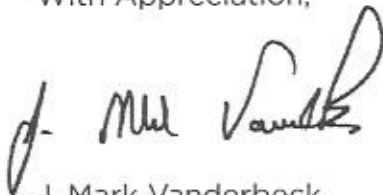
As we roll out our new brand, we will be incorporating the new colors, logo and tagline into many aspects of our written and visual communication, including our newly redesigned website!

Your community logo will match this new Acts brand and will be unveiled to you separately in the near future.

I hope that you find inspiration in the refreshed Acts brand as it illustrates the future of the organization and your Acts community!

Thank you, as always, for your support in all that we do to continue the Acts mission!

With Appreciation,



J. Mark Vanderbeck
Chief Executive Officer
Acts Retirement-Life Communities



Gerald T. Grant
President and Chief Operating Officer
Acts Retirement-Life Communities



Where Loving-Kindness Lives

2016

Brand Refresh

Brand Promise

Speaks to the size of the organization and variety of options available to residents.

Emphasizes the lifestyle and vast opportunities for engagement.

Where you can find your fit and enjoy each day knowing your decision puts your future in good hands.

Clarifies the resident is in control and plays an active role.

Consumer benefit resulting from Acts' stability and experience.

Logo Text



The company name had most recently been named ACTS Retirement-Life Communities. Prior to its most current usage, ACTS was communicated as an acronym for "Adult Communities Total Services." To have the brand known as a company with a name, instead of an acronym, the new logo and name is written as "Acts" in upper and lower case.

Logo Icon



The "heart bursting out of the house" was added to illustrate the company purpose of Loving-Kindness provided in warm, inviting living environments. The walls and roofline of the house are broken in several spots to connote the abundance of love that is not contained within the living spaces, but is also more expansively present in other areas, such as the service provided by the staff.

Tagline

Where Loving-Kindness Lives

A tagline serves as an identifier. This expressive line is used to dramatize the brand's benefits. It allows Acts to reach higher ground and tell the audience a little bit more about the organization. The tagline speaks to the company's key messages and proofs of claim. It carries the Acts mission and faith-based foundation, along with one aspect of its business purpose - providing housing to older adults.

*over, please

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ActsRetirement.org

Logo Colors

RED

Red evokes a passionate and attention-grabbing response. It is a color that excites and inspires action.

BLUE

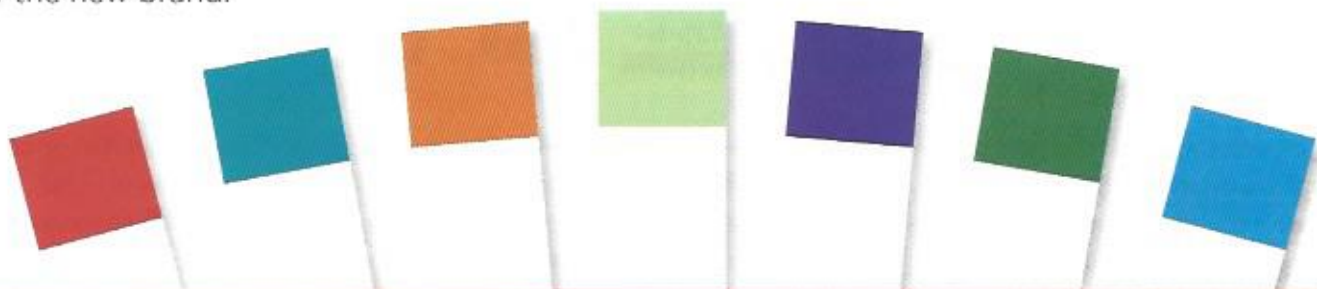
Blue is thought to put people at ease as it is reminiscent of the sky and ocean. It is a color that indicates trustworthiness, dependability, and security.

RED BLUE

Blue and Red together represents an organization that is very actively involved in providing dependability, security, and loving care to older adults!

Secondary Color Palette

An accompanying palette of vibrant colors provides flexibility and options for visual illustration of the new brand.



Brittany Pointe Estates
Lansdale, PA

Fort Washington Estates
Fort Washington, PA

Gwynedd Estates
Ambler, PA

Normandy Farms Estates
Blue Bell, PA

Southampton Estates
Southampton, PA

Spring House Estates
Lower Gwynedd, PA

Cokesbury Village
Hockessin, DE

Country House
Wilmington, DE

Granite Farms Estates
Media, PA

Heron Point of Chestertown
Chestertown, MD

Lima Estates
Media, PA

Manor House
Seaford, DE

Lanier Village Estates
Gainesville, GA

Magnolia Trace
Huntsville, AL

Park Pointe Village
Rock Hill, SC

Plantation Estates
Matthews, NC

Tryon Estates
Columbus, NC

Azalea Trace
Pensacola, FL

Edgewater Pointe Estates
Boca Raton, FL

Indian River Estates
Vero Beach, FL

St. Andrews Estates
Boca Raton, FL



Acts
RETIREMENT LIFE COMMUNITIES

Acts Retirement-Life Communities® is celebrating more than 45 years of strength as the leader in service to seniors.

