ALBUM

BRAND BOOK

A

Design by p11creative p11.com

Nice to meet you.

TABLE OF CONTENTS

FOUNDATION **3**
Introduction 3
Market Research 4
Vision Board 8
Positioning 9
The People 10
The Name 15
Objectives 15

IDENTITY DESIGN & ORIGIN STORY **16**
The Logo 17
Album Story 19
Community Logo 20
Logo Size 21
Typography 22
Color Palette 25
Design Elements 26

PHOTO STORY **31**
Yep 32
Nope 36

IMPLEMENTATION **38**
Stationery 39
Collateral 41
Signage 50
Misc 53
Closing 58

HISTORIC
US
66

“Get your motor runnin’
Head out on the highway
Lookin’ for adventure
And whatever comes our way.”

— BORN TO BE WILD by Steppenwolf, 1968

While not all of us are as cool as Peter Fonda in the 1969 movie Easy Rider, the iconic song ‘Born To Be Wild’ represents whatever freedom and discovery mean to you. And in this case, to the active adult we’re targeting.

Here is the story of a brand named **ALBUM**.

She’s new, and you’re really going to like her. Album is the slightly rebellious sibling who is more down to earth. The one you ask to dance. The one you have heart-to-heart conversations with. The one who gets you. These new, active adult apartment communities across the nation are a refreshing statement full of authenticity, gusto, and can-do attitude.

MARKET RESEARCH

After getting under the hood, we know this consumer is value-driven, and we respect their no-nonsense mindset. These independent seniors have money, spend it on their passions, and spend it wisely. Album ushers in a new era of 55+ living for the active adult target audience who expect to have it their way, especially financially.

THE GO-TOS

- 55+
- Independent
- Can-do attitude
- Self-made
- Straight talk
- Hands-on
- Real
- Grit
- Devoted
- Authentic
- Patriotic
- Traditional
- Creative
- Down to earth
- Active
- "As American as baseball and apple pie"

J J34 J35 J36

J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

3.17% | 3.33%

Who we are

Head of household age	Type of property
66–75	Single family
454 | 48.9%	126 | 99.4%

Household income	Household size
$50,000–$74,999	2 persons
143 | 27.1%	152 | 37.9%

Home ownership	Age of children
Homeowner	0–3
150 | 95.9%	22 | 1.7%

Channel preference

TV		
17	195	1
24	71	62

Key features

- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Republican households

Technology adoption

Novices

2019 © Experian Ltd | All rights reserved
www.segmentationportal.com

L42 Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

2.21% | 1.88%

Who we are

Head of household age	Type of property
51–65	Single family
313 | 85.8%	117 | 92.3%

Household income	Household size
$50,000–$74,999	1 person
156 | 29.6%	102 | 47.8%

Home ownership	Age of children
Homeowner	13–18
121 | 77.7%	12 | 1.5%

Channel preference

TV		
34	133	27
36	49	76

Key features

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Cultural arts

Technology adoption

Novices

2019 © Experian Ltd | All rights reserved
www.segmentationportal.com

Q Q62 Q63 Q64 Q65

Q62 Enjoying Retirement

Relaxed, retired couples and individuals in suburban homes living quiet lives

1.78% | 1.37%

Who we are

Head of household age	Type of property
76+	Single family
629 | 61.1%	104 | 82.1%

Household income	Household size
$35,000–$49,999	2 persons
179 | 23.3%	138 | 34.4%

Home ownership	Age of children
Homeowner	7–9
127 | 81.4%	2 | 0.2%

Channel preference

TV		
18	267	2
17	109	11

Key features

- Retirees
- Established credit
- Cruise vacations
- Brand-loyal
- Traditional engagement
- Republican supporter

Technology adoption

Novices

Mosaic USA

2019 © Experian Ltd | All rights reserved
www.segmentationportal.com

VISION BOARD

POSITIONING

This demographic likes being in the driver's seat in every way. At Album, they are. Album fulfills a distinct need in the national senior marketplace for new, value-driven, senior rental living with well-designed residences, thoughtful amenities, and a fresh approach to living. One that's not fussy or contrived. One where this 55+ target audience are themselves, able to let loose and experience true freedom. Each Album community reflects its residents' unique personalities, hobbies, and desires. Album residents have a real say in the design of the activities and events. No cookie-cutter, one size fits all approach here, folks! They also appreciate the coveted privacy for a perfectly balanced and perfectly agreeable lifestyle.

"Custom Crafted Carefree Living"

THE PEOPLE

FOLLOW US.

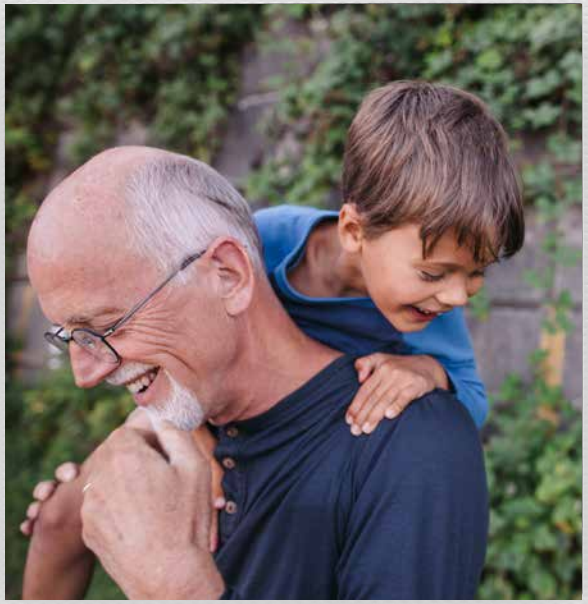
We've got some cool people we want you to meet.

Caroline

As a teacher, learning new things is important to me.

"At Album, I've learned that simplifying my life is liberating. No more endless list of chores and honey-dos for my husband and me! I've got more time for cooking, baking, and to just be."

Steve



Doug & Grandson

I'm loving life.

"I've got time to catch up with my army buddies, do more of the things I love, and take my dog Biscuit to the ALBUM Yappy Hours for playdates. My favorite thing here is not having to spend countless hours on yard work. Woo-hoo!"

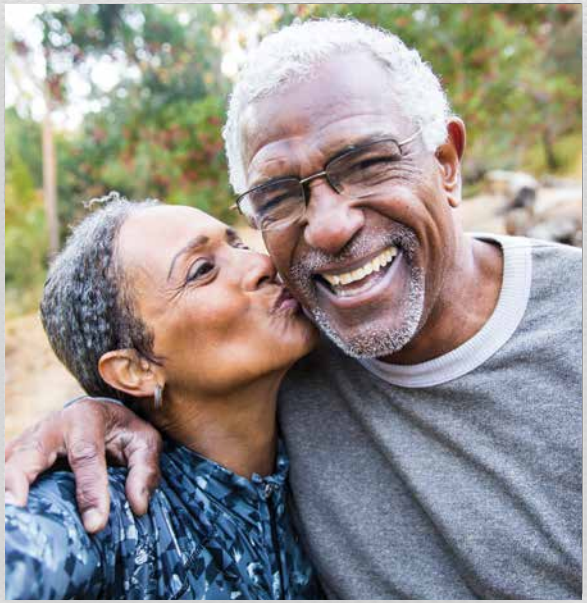
Inspiration is everywhere.

"It's so refreshing to have more time. I started teaching a woodworking class here. Everyone has such interesting hobbies, and it's fun to compare notes. Next week my son Jacob is co-teaching a Zoom class with me!"

Mary

Creating new memories every day!

"Ask anyone and they'll tell you my granddaughters Linda and Maya are everything. So, I moved across the country to be closer to them. So glad I did! I brought my precious memories with me and love sharing family stories and traditions with them while making new ones. They love it too."



Elaine & Wayne

We're closer than ever.

"Since we both retired, we made it a priority to spend more time with the family. The little ones adore coming over to our place. Do we spoil them? Of course we do! Our place is really nice, and we love having family over."

CUSTOM CRAFTED
ALBUM
CAREFREE LIVING

THE NAME

As human beings, we are all a collection of stories. Nothing evokes them faster than personal photographs and favorite songs. They instantly transport us to what really matters. The name Album automatically sets these new, independent senior communities apart. Album conveys a fresh, dynamic, and expressive attitude. Moreover, Album's name encourages this 55+ audience to add to their existing life stories with new experiences and memories.

OBJECTIVES

Album is a home run across all objectives.

- It's easy to say and remember.
- It stands out in this mid-market, active adult market from current senior living rental products.
- It complements the current Greystar senior living products Overture and Everleigh while carving out its own personality.
- The name sets the stage for inspired creative and messaging.

IDENTITY DESIGN & ORIGIN STORY

Keeping in mind the values and preferences of this particular 55+ target market, 'Americana' is the perfect visual inspiration to craft a charming visual identity. The Americana look represents the undeniable appeal of something handmade and made well. It's a timeless style. It's casual, comfortable and feels great like your favorite pair of jeans. The Album logo is purposefully simple to be welcoming and friendly. The earthy color palette ties into the colors of the American flag. The san serif font and extensive use of white space embody contemporary living. The all caps font style conveys confidence without trying too hard. The slightly curved tagline ('custom crafted carefree living') is reminiscent of a local tavern sign or a small-town, mom & pop business. Put it all together, and it's a robust design with a lot going for itself. As you'll see in the following pages, wonderful textures and fun design elements add a sense of warmth, locality, and bring this brand to life.

THE LOGO

The Album logo type should never be stretched, manipulated, or altered in any manner and should be scaled proportionally.

ALBUM

Logo in Rebel Red

CUSTOM CRAFTED

ALBUM

CAREFREE LIVING

Logo With Tagline

ALBUM STORY

You're a genuine, salt of the earth person with a can do attitude. We love this about you because it sounds a lot like us. The Greystar team created Album for today's 55+ generation based on all we have learned as the leader in this rapidly growing style of living. An album can be a favorite collection of photos or songs that bring back good memories. Living at Album is all about enriching experiences, good feelings and creating more of them.

Album is where active adults like you can build upon your favorite things and add to them in new and exciting ways. This is maintenance-free, carefree living. Experience more free time to enjoy the people and things you love, as well as precious time for yourself.

It's also about residences where value and quality feel right at home too. Discover hand-selected amenities inside and out complementing every aspect of your life. As an Album resident, you'll have a real hand in creating the community life you desire including events, clubs, classes, activities and more. Plus, the support and resources of your experienced Greystar team to bring it all together. You're a generation of thinkers, makers and doers. You've got great ideas. Album sets the stage for you to share your expertise, hobbies, pursuits, and invites your independent spirit to shine fully. Every Album community is truly as unique as the people who call it home.

It's about time. Your time.

COMMUNITY LOGO

The Album community logo consists of the Album logo, a keyline separator, and community name. The logo type should never be stretched, manipulated, or altered in any manner and should be scaled proportionally. The Album one color logo may be used for applications with printing restrictions. For example, in some cases of printing, screening a color such as black to achieve grays may not be available. In this case, the black logo in the example below may be used. The Album reverse logo (White) is a reverse option for printing onto applications with dark solid backgrounds. This logo should only be used on solid colors or backgrounds that do not compromise the logo's legibility. In the example below, the background color is acting only as an example.

ALBUM

KELLER RANCH

Rebel Red & Indigo

ALBUM

KELLER RANCH

Black / One Color

ALBUM

KELLER RANCH

Reverse (White) On Black

LOGO SIZE

The Album logo should always be scaled proportionally using the original version as a starting point.

Logo needs to keep same proportions when sizing.
Minimum width should be no less than 1”.

TYPOGRAPHY

Here is a listing of fonts to use in various marketing materials for print and web applications.

HEADLINE

INTERSTATE BOLD

ABCDEFGHIJKLMNOPQR STUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

INTERSTATE BOLD IS USED FOR PRIMARY HEADLINE. THIS FONT SHOULD BE SET IN ALL CAPS.

BODY TEXT

INTERSTATE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

Interstate Light should be used for body copy. The type should be set in Sentence case.

INTERSTATE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

Interstate Regular can also be used for body copy. The type should be set in Sentence case OR USED AS SUBHEAD WHEN SET IN ALL CAPS.

ACCENT

HEAD TURN

ABCDEFGHIJKLMNOPQR
STUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

Head Turn is used for accent copy sparingly. The type should be set in Sentence case. An example would be Nice to meet you.

ALT HEADLINE & BODY TEXT

INTERSTATE BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

INTERSTATE BOLD CONDENSED SHOULD BE USED FOR HEADLINE WHEN SPACE IS LIMITED. THE TYPE SHOULD BE SET IN ALL CAPS.

INTERSTATE LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'@?!
abcdefghijklmnopqrstuvwxyz,.;'@?!
1234567890

USAGE

INTERSTATE LIGHT CONDENSED CAN BE USED FOR HEADLINE WHEN SPACE IS LIMITED. THE TYPE SHOULD BE SET IN ALL CAPS.

COLOR PALETTE

PRIMARY COLORS

REBEL RED
PMS 7622
CMYK: 26/95/85/24
HEX: 97262c

DENIM
PMS 646
CMYK: 68/36/13/0
HEX: 5b8ab5

SECONDARY COLORS

GOLD
PMS 125
CMYK: 27/46/100/6
HEX: b78500

WASHED DENIM
PMS 644
CMYK: 39/19/6/0
HEX: 9bb7d4

INDIGO
PMS 654
CMYK: 100/85/30/16
HEX: 003a70

TAUPE
PMS 468
@100%
CMYK:
13/18/38/0
HEX: decaa4

SAND
PMS 468
@50%
CMYK:
6/8/17/0
HEX: eee3cf

OFF-WHITE
PMS 468
@20%
CMYK:
2/3/6/0
HEX: f7f3eb

OFF-WHITE
PMS 468
@10%
CMYK: 1/1/3/0
HEX: faf8f4

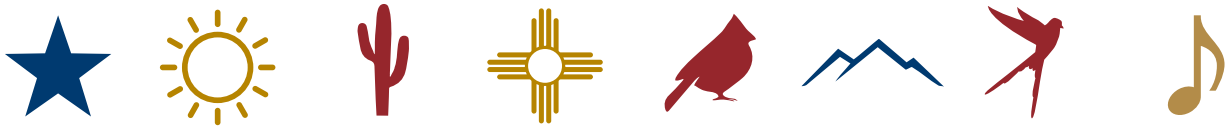
DESIGN ELEMENTS

To reinforce the Album brand, a small and unique personalization icon is a nice and subtle touch to reflect the State in which the Album community is located in.

In addition to the state icons, Album will have hand-written script font for the 'Nice to meet you' statement. It includes an underscore element that is not to be altered. The tagline Custom Crafted Carefree Living is created in a curved arrangement around the established logo. The community name is set in all capitals underneath the precision underscore

ALBUM ICON ON TAG

STATE ICONS



STATE ICONS ON TAGS

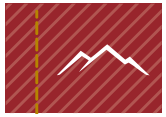
TX

FL

AZ

NM

NC



CO

OK

TN

element in Interstate Light Condensed underneath the main Album logo. The spacing, colors, and layout are not to be altered. The 55+ “stamp” circle can be used throughout Album materials selectively, and again, is not meant to be altered in any way.

TYPE TREATMENTS

Nice to meet you.

55+

CUSTOM CRAFTED

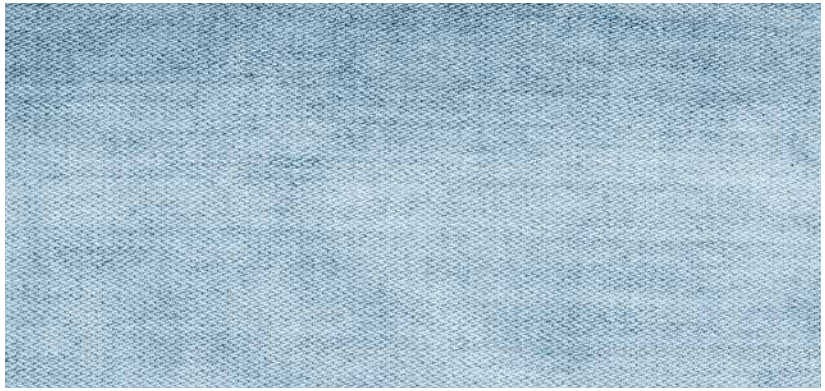
ALBUM

KELLER RANCH

CAREFREE LIVING

DESIGN ELEMENTS

BACKGROUND TEXTURES



DENIM

CRAFT

SECONDARY TEXTURES

LIGHT WOOD

CANVAS

PHOTO STORY

At Album, we love the people who live here. Through the Album photo story, we connect faces and specific feelings to each community's overall experience. The stock images for Album complement its cornerstone positioning.

A quick recap of the positioning to guide us in this visual journey.

These photos reflect:

- Self-made mindset
- Devoted to family and friends
- Makers & doers
- Have grit
- Patriotic
- Expressive
- Real and down to earth
- Retired but not tired

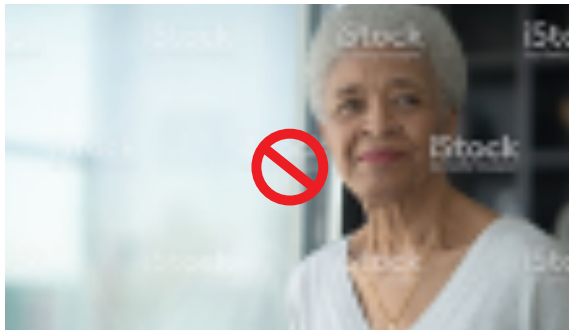
YEP

- Beautiful pictures which convey emotions: joy, happiness, trust, anticipation, accomplishment, engaging, content, and peaceful.
- Images which work well together or standalone
- Complement the Album color palette of hand-selected reds and blues if possible

YEP

NOPE

- No filters, embellishments or angles
- Not too young or too old
- Avoiding the overused 55+ stock photo people. They dilute the authenticity so important to this innovative brand.



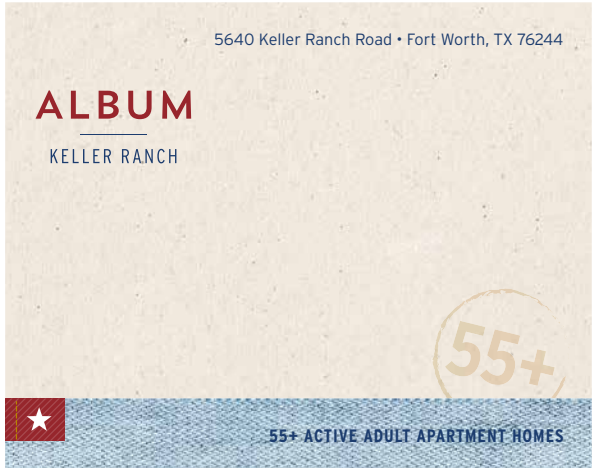
IMPLEMENTATION

The Americana look and feel complements the straight-forward and friendly messaging. Together, they tell a complete story.

STATIONERY

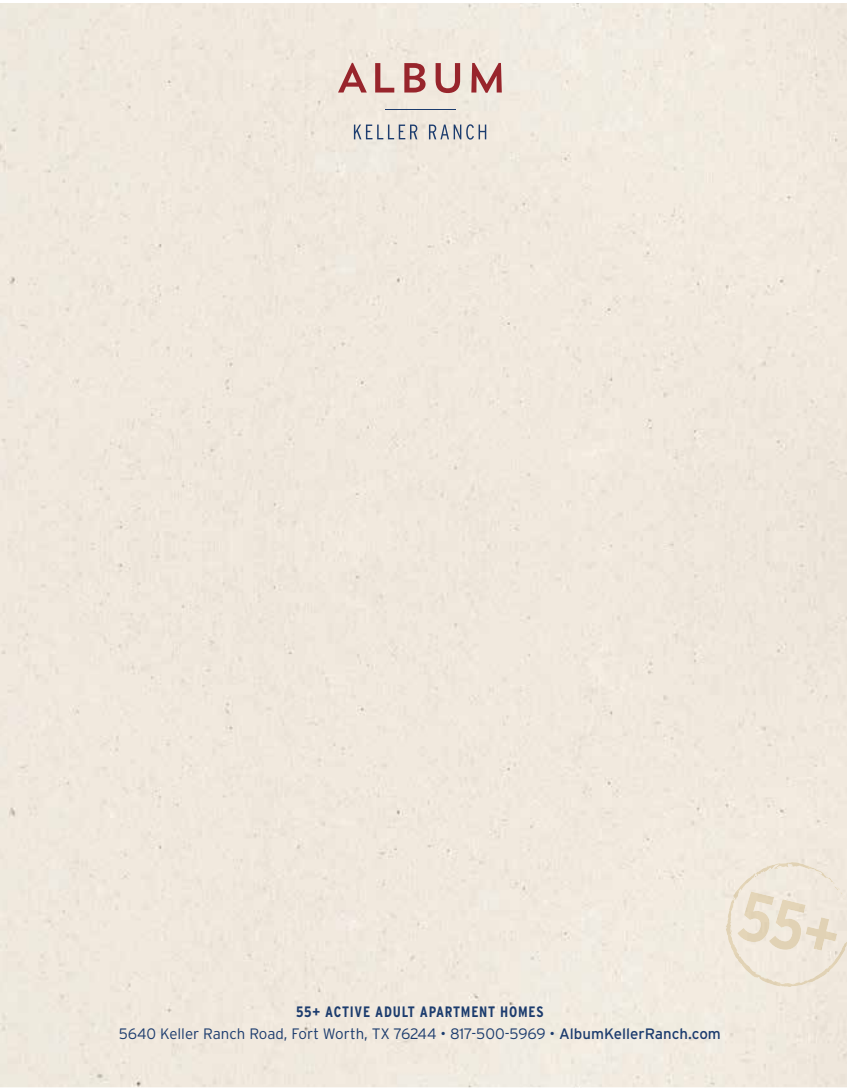
Envelope

Business Card

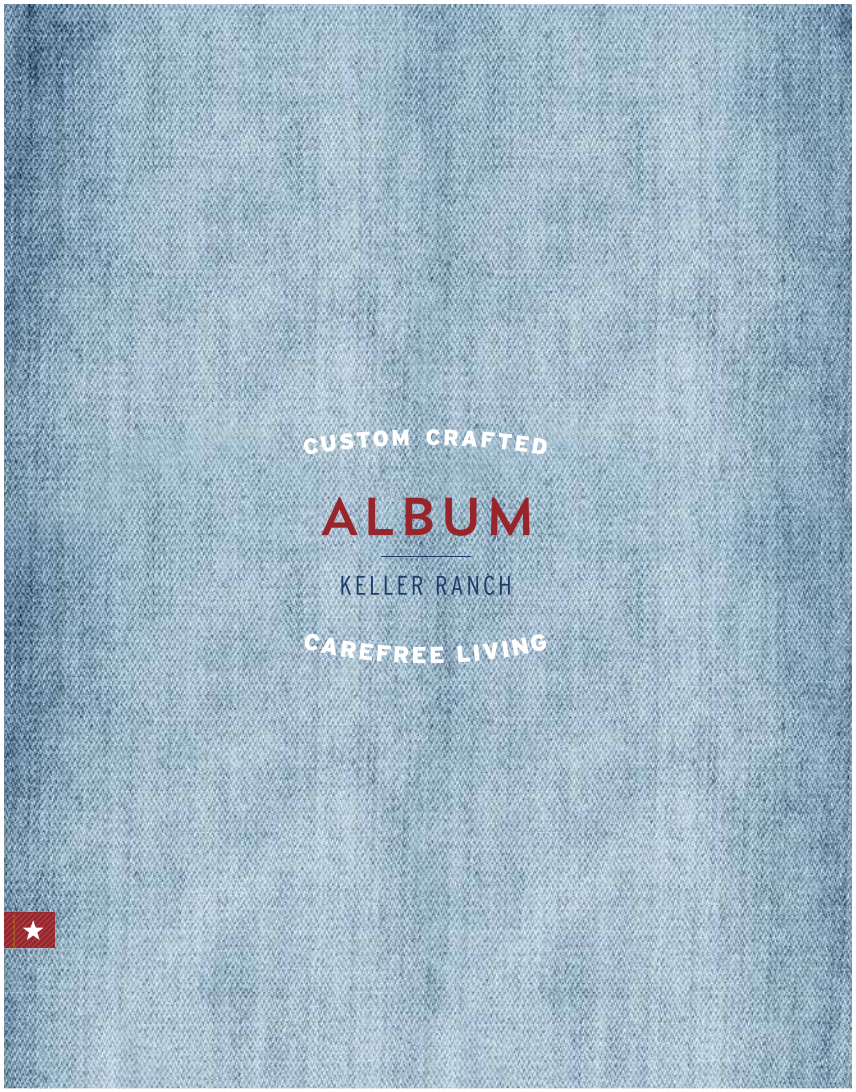


Mailing Label

STATIONERY



Letterhead Front



Letterhead Back

COLLATERAL

Pocket Folder

COLLATERAL

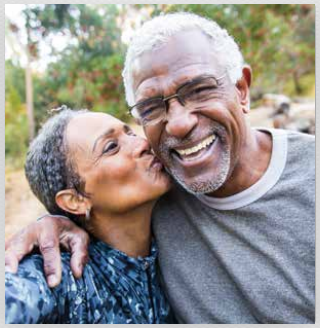
Album Stories Bifold

As a teacher, learning new things is important.

Caroline

"At Album, I've learned that simplifying my life is liberating. No more endless list of chores and honey-dos for my husband and me! I've got more time for cooking, baking, and to just be."

"Since we both retired, we made it a priority to spend more time with the family. The little ones adore coming over to our place. Do we spoil them? Of course we do! Our place is really nice, and we love having family over."



Elaine & Wayne

We're closer than ever.

STAY FIT

Keep your body moving at the modern health club and fit studio, swimming pool, walking paths and more.

HANG OUT

Enjoy fresh air and everlasting fun at the outdoor lounge, game lawn, barbecue, and fire pit.

JOIN IN

Be the host with the most, attend a creative arts event, teach a class, or catch up with neighbors at the Clubhouse, Great Room, theatre, lounge/game room, bistro, and more.

LIVE WELL

Our 1 and 2 bedroom residences include stainless steel appliances, granite countertops, in-home washer/dryers, air conditioning and heating, and on-site maintenance.

AlbumLife.com

CUSTOM CRAFTED

ALBUM

CAREFREE LIVING

You're a genuine, salt of the earth person with a can-do attitude. We love this about you because it sounds a lot like us. The Greystar team created Album for today's 55+ generation based on all we have learned as the leader in this rapidly growing style of living. An album can be a favorite collection of photos or songs that bring back good memories. Living at Album is all about enriching experiences, good feelings and creating more of them.

Album is where active adults like you can build upon your favorite things and add to them in new and exciting ways. This is maintenance-free, carefree living. Experience more free time to enjoy the people and things you love, as well as precious time for yourself.

It's also about residences where value and quality feel right at home too. Discover hand-selected amenities inside and out complementing every aspect of your life. As an Album resident, you'll have a real hand in creating the community life you desire, including events, clubs, classes, activities, and more. Plus, the support and resources of your experienced Greystar team to bring it all together. You're a generation of thinkers, makers, and doers. You've got great ideas. Album sets the stage for you to share your expertise, hobbies, pursuits and invites your independent spirit to shine fully. Every Album community is truly as unique as the people who call it home.

IT'S ABOUT TIME. YOUR TIME.

AlbumLife.com

Album is an equal housing opportunity. Photos shown do not reflect racial preference. Amenities and services vary by location. Pricing and availability subject to change.
*Please ask your Album team member for full details.

design by p11creative p11.com

A GREYSTAR 55+

COLLATERAL

Album Be Healthy Bifold

Live Well Everyday

Experience a community of genuine people coming together to create an environment to play, be creative, socialize and enjoy. Whether it's tending to the community garden, joining the morning yoga class, organizing a potluck with your neighbors, leading the Album Book Club or enjoying a family barbeque in the courtyard, life at Album provides you more free time to stay fit, hang out, join in and live well.

BE FIT

Being Fit includes following a comprehensive fitness routine, including cardiovascular, strength and flexibility training, making healthy nutritional choices and taking steps to prevent chronic disease or injuries. Examples include:

- Water Aerobic Class
- Fit for You Aerobic Class
- Walking Club
- Balance Class
- Strength Training Class

BE WHOLE

Being Whole is all about balancing your emotional health by learning how to find joy, deal with stress, manage your feelings, challenge yourself to keep growing to improve your overall quality of life. Examples include:

- Yoga Class
- Chef Demonstration
- Nutrition Lectures
- Mindfulness Training

BE SPIRITUAL

Spiritual wellness involves possessing a set of guiding beliefs, principles, or values that help give direction to one's life. Examples include:

- Tai Chi
- Religious Study
- Meditation Training
- Religious Services

BE ORGANIC

Being Organic means living life in harmony with our environment and seeking to protect and improve our living conditions. Within our Album communities, we take responsibility for our environment.

- Green Thumb
- Recycling Club

A fresh approach to feel good living

A

Be Healthy

Staying physically, socially, and mentally active is important at every age, but even more so for those 55+. Studies show an active lifestyle and strong social connections help to keep us happier and healthier. Here at Album our Be Healthy program creates the framework for your active lifestyle. Our program supports these seven key health factors that promote well-being and quality of life.

55+

BE CURIOUS

People who are curious typically have an active mind and seek continuous learning. These are the keys to intellectual wellness. Our program is full of ways to challenge and grow your creativity and intellectual abilities. Examples include:

- Life Management Lecture Series – Financial planning, estate law, health plans
- Tech Talk
- History Challenge
- Coffee Talk
- Art Masters
- Creative Writing
- Great Places Travel Club

BE SOCIAL

Building meaningful social relationships is a key factor in successful aging. Being part of and contributing to community events contributes to a healthy sense of belonging. Examples include:

- Music Night
- Birthday Party
- Community Potluck
- Movie Night
- BYOB Social
- Dine Out Club
- Karaoke Night
- Knit Club
- New Resident Meet and Greet
- Sports Night
- Holiday Bash

BE PASSIONATE

Being passionate in your pursuits involves preparing and making use of your skills and talents to gain purpose, happiness and enrichment in your life. We offer a variety of opportunities to support your personal growth and satisfaction.

- Watercolor Class
- Cardmaking Class
- Poker Club
- Game Club
- Book Club
- Bridge Club
- Volunteer Team

AlbumLife.com

SAMPLE CALENDAR

Each Album community has a unique event and activities calendar as determined by the residents. Here is a sample calendar for you to discover the enriching and active environment you will enjoy as an Album resident.

CUSTOM CRAFTED ALBUM CAREFREE LIVING

ALBUM MONTH

Be Healthy Sample Calendar

55+ ACTIVE ADULT APARTMENT HOMES AlbumLife.com

55+ GREYSTAR

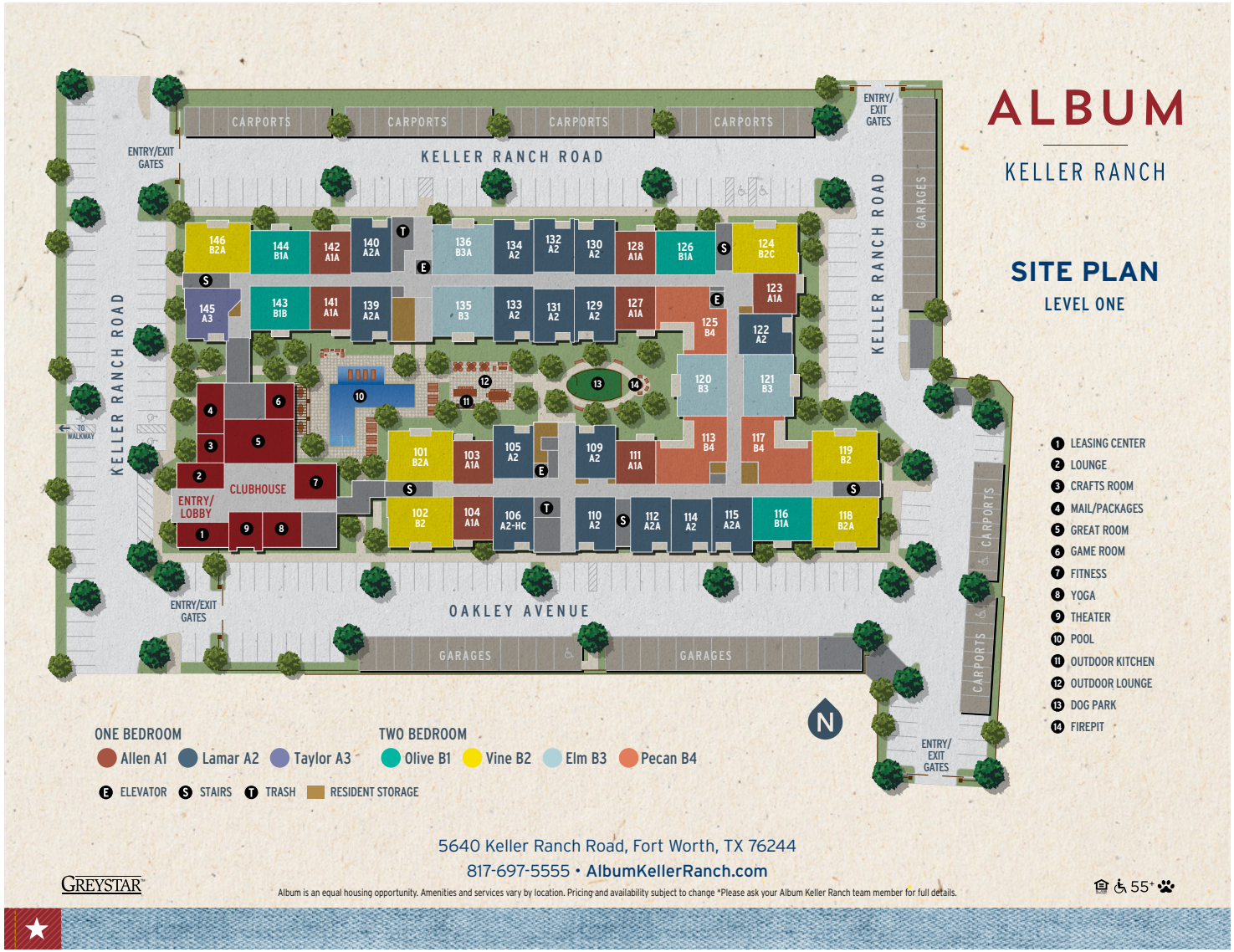
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 9am Tai Chi 1pm Bridge Club 4pm Walking Club 6pm Movie Time	2 4pm Walking Club 5:30pm Social BYOB 6:30pm Game Night
3 12pm Come & Go Football Watching 1pm Green Thumb 3pm Reflections 4pm Walking Club	4 9am Yoga 2pm Game Club 4pm Walking Club 7pm Poker Night	5 9am In the News 2pm Vendor Talk 4pm Walking Club 6pm History Class	6 9am H2O Aerobics 2pm Paint & BYOB Sip 4pm Walking Club 6pm Karaoke	7 10am Tech Talk 2pm Bingo 4pm Walking Club 5pm Music & Food Night 6pm History Class	8 9am Tai Chi 1pm Bridge Club 4pm Walking Club 6pm Movie Time	9 4pm Walking Club 5:30pm Social BYOB 6:30pm Game Night
10 12pm Come & Go Football Watching 1pm Green Thumb 3pm Reflections 4pm Walking Club	11 9am Yoga 12pm Ladies Lunch 2pm Game Club 4pm Walking Club 6pm Movie Time	12 9am In the News 2pm Chef Demo 4pm Walking Club 6pm History Class	13 9am H2O Aerobics 2pm Green Club 4pm Walking Club 6pm Karaoke	14 10am Tech Talk 2pm Volunteer Club 4pm Walking Club 5pm Potluck- Appetizers Provided 6pm History Class	15 9am Tai Chi 12pm Men's Lunch 1pm Bridge Club 4pm Walking Club 6pm Movie Time	16 4pm Walking Club 5:30pm Social BYOB 6:30pm Game Night
17 12pm Come & Go Football Watching 1pm Green Thumb 3pm Reflections 4pm Walking Club	18 9am Yoga 2pm New Res M&G 4pm Walking Club 7pm Poker Night	19 9am In the News 2pm Vendor Talk 4pm Walking Club 6pm History Class	20 9am H2O Aerobics 2pm Card Making 4pm Walking Club 6pm Karaoke	21 10am Tech Talk 2pm Bingo 4pm Walking Club 5pm Music & Food Night 6pm History Class	22 9am Tai Chi 1pm Bridge Club 4pm Walking Club 6pm Movie Time	23 4pm Walking Club 5:30pm Social BYOB 6:30pm Game Night
24 12pm Come & Go Football Watching 1pm Green Thumb 3pm Reflections 4pm Walking Club	25 9am Yoga 2pm Game Club 4pm Walking Club 6pm Movie Time	26 9am In the News 2pm Activity Planning Club 4pm Walking Club 6pm History Class	27 9am H2O Aerobics 2pm Knit & Stitch 4pm Walking Club 6pm Karaoke	28 10am Tech Talk 2pm Volunteer Club 4pm Walking Club 5pm Dinner Out 6pm History Class	29 9am Tai Chi 1pm Bridge Club 3pm B-day Party 4pm Walking Club 6pm Movie Time	30 4pm Walking Club 5:30pm Social BYOB 6:30pm Game Night
31 12pm Come & Go Football Watching 1pm Green Thumb 3pm Reflections 4pm Walking Club						

Album is an equal housing opportunity. Photos shown do not reflect racial preference. Amenities and services vary by location. Pricing and availability subject to change. Please ask your Album team member for full details.

design by p11creative p11.com

A GREYSTAR AlbumLife.com 55+

COLLATERAL



Site Plan Insert

CUSTOM CRAFTED

ALBUM

KELLER RANCH

CAREFREE LIVING

55+ ACTIVE ADULT APARTMENT HOMES

Mini Brochure

IT'S ABOUT THE SPARKLE IN YOUR EYE

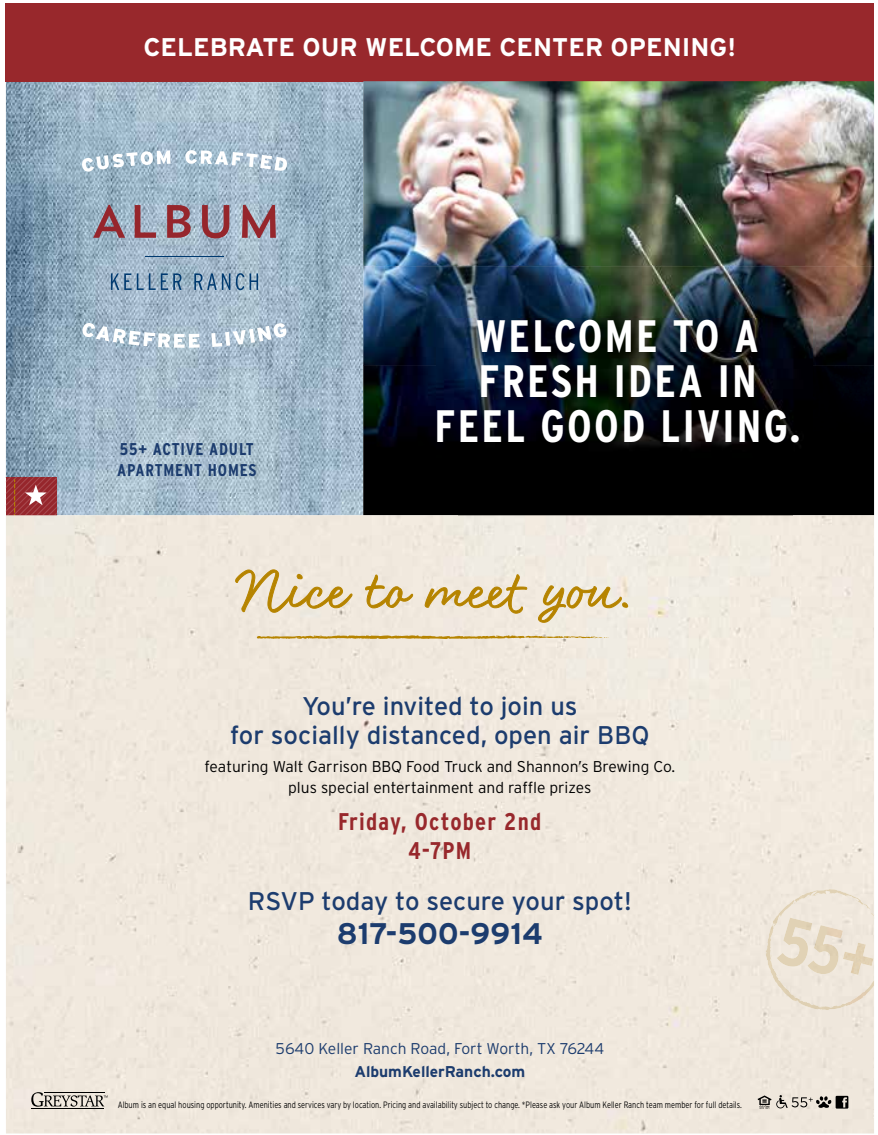
An easy smile and connection that's true. Welcome to a fresh idea in feel good, active adult living. Welcome to Album. Here, you'll have more time for you, what you love doing, and those you care about. Album has it all: new, well-designed residences, thoughtful amenities, a warm, welcoming maintenance-free setting, and real value. Everything on your wish list in one charming place to call home.

ALL IN: COMMUNITY PROGRAMS

Album life is all about camaraderie, creativity, choice, and connection. You'll have a part in creating the lifestyle here. Pick and choose what activities you'd like. Bring your pup to a Yappy Hour. Catch up with neighbors at the weekly social events. Or enjoy an array of fitness classes of your choice. Do you have a favorite craft, artistic ability, or skill to share? Maybe you could teach your fellow residents a thing or two. Life at Album Keller Ranch is as unique as you are. Live by your own design.

55+

COLLATERAL



Event Flyer

We warmly welcome you to join us
for our Neighborhood BBQ to celebrate our

Album Keller Ranch

WELCOME CENTER OPENING

where you can learn more about living a custom crafted,
carefree lifestyle in our new 55+ active adult apartment community.

WELCOME CENTER NOW OPEN!

Nice to meet you.

CUSTOM CRAFTED

ALBUM

KELLER RANCH

CAREFREE LIVING

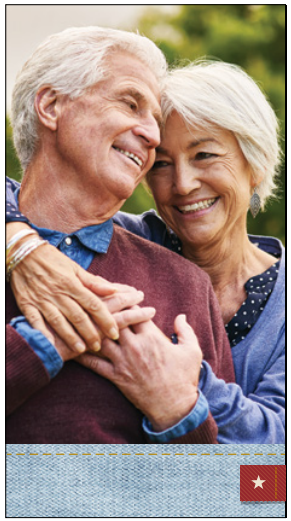
55+ ACTIVE ADULT APARTMENT HOMES

Direct Mail

SIGNAGE

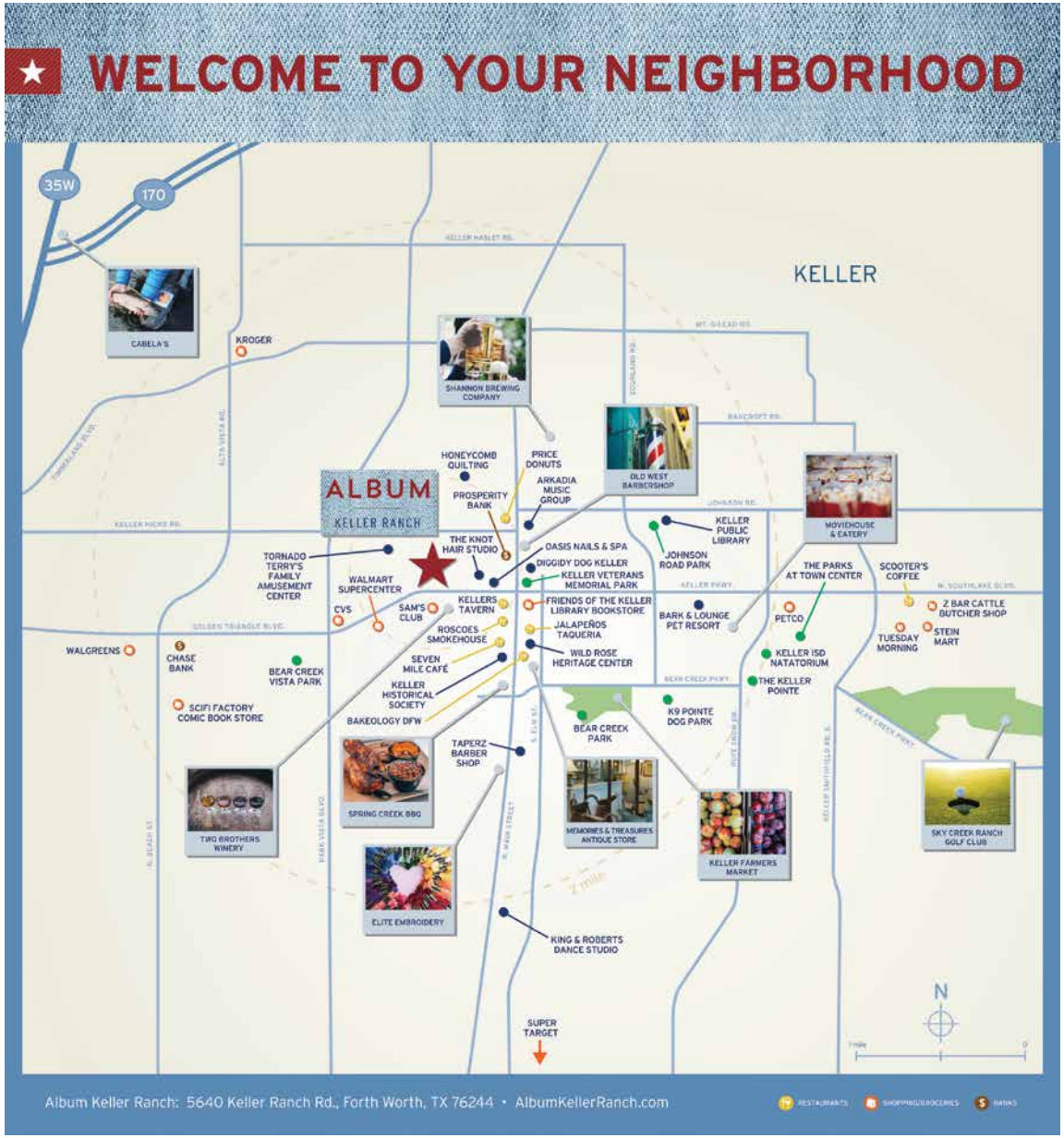
Fence Banner

Pop Up Banner



Trailer Signage

SIGNAGE



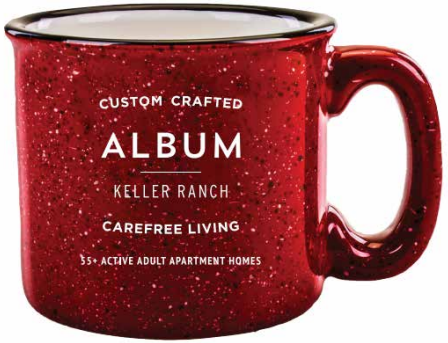
POI Map Display

MISC

Name Tag

Sticker

MISC



Beverage Accessories

Captain's Chair

Canvas Tote

MISC

T-shirts

Nice to meet you.
55+ACTIVE ADULT
APARTMENT HOMES
AlbumLife.com

ONE OF A KIND

CUSTOM CRAFTED
ALBUM
CAREFREE LIVING
55+ACTIVE ADULT
APARTMENT HOMES
AlbumLife.com

THERE YOU HAVE IT

Album is not only a wonderful place to live, it's a wonderful mindset.

It's great living for great people. It's a reminder to appreciate our favorite things. To keep adding to our life stories. To connect with those we love. To create. To express ourselves. To feel free. To truly live.

With all these ducks in a row, Album carves out a niche of distinction in the growing senior living market for the Greystar team. One which is memorable and road-ready.

CUSTOM CRAFTED

ALBUM

CAREFREE LIVING

2021.08