



thrive



ABOUT THRIVE COMPANIES	3
<hr/>	
COMPANY STRUCTURE	11
<hr/>	
BRAND MESSAGING	15
<hr/>	
VISUAL IDENTITY	19
<hr/>	



01

About Thrive Companies

FOUNDATION	4
APPROACH	5
VALUES	6
AUDIENCE	7
VISION	10



The heart of Thrive today is rooted in our original focus: revitalizing forgotten or overlooked land.

That story begins with brownfield redevelopment in our hometown, Columbus, Ohio. We sought out land that was underutilized by others and gave it new purpose, refreshed energy, and revitalized community. After more than 800 developed acres, this focus reinforced an important lesson: successful development serves both the people living in our buildings and their broader neighborhood and environment.

Today, that origin is the foundation of the approach we bring to every project. We build with purpose, creativity, and care to transform land and strengthen communities.

APPROACH

What We Do

Our work is defined by a distinct approach that connects our beliefs, our actions, and our unique business model.



Our Why

We believe that by purposely shaping our built environments, we shape the experiences of the people who use them. Our core purpose is simple: to add value for every community and every neighbor we meet.

Our How

We focus on long-term impact. This commitment helps us take care of our partners, the land we develop, and the communities we work in. We hold ourselves accountable and treat everyone with mutual respect, ensuring the places we create, and the people who use them, naturally benefit.

Our What

Thrive Companies is a vertically integrated real estate development company focused on large-scale, mixed-use communities. Our developments seamlessly integrate residential, commercial, and lifestyle spaces. In every space, we layer intentional, hospitality-driven service to create environments and experiences that are engaging, impactful, and inclusive.

VALUES

How We Do It



Our values are the central philosophies that guide every action, decision, and investment we make. They describe who we are at our best.

Strengthen Community Impact

We are deeply committed to the neighborhoods and people we serve. Being a good steward means creating meaningful experiences not only for our residents, but for everyone who lives, works, visits, and gathers in our communities. Through thoughtful community building, we develop projects that strengthen neighborhoods and drive lasting, positive change.

Practice Intentional Hospitality

We lead with empathy and genuine care, placing all individuals, team members, partners, and customers, at the core of our work. We know that every interaction is a chance to make someone feel seen, valued, and understood. This is why we shape every interaction on purpose, building mutual, lasting relationships founded on fairness, respect, and intentional service that connects and delights.

Build A Leadership Mindset

We expect every person on our team to be a leader, regardless of their title. This means taking full ownership of your role, providing and seeking direct feedback, and leading by example. We focus on developing leaders who can contribute to a secure and accountable group leadership structure.

Commit to High-Quality Craft

We combine deep expertise and continuous improvement to build impactful environments and experiences. Every project is an act of intentional placemaking, operating with a bias toward action and accountability. We commit to learning from setbacks and delivering the highest quality and performance in every design, build, and operation.

AUDIENCE

Who We Do It For

Thrive talks to a lot of people, from our partners to our coffee drinkers. Everything we do starts with this guide to action:

What is the right thing to do?

By prioritizing decisions that lead to long-term impact, we act as responsible stewards of capital, land, and community trust.

How does that answer affect our people?

Team Members:

Investing in our people ensures we have the talent and leadership required to execute our goals.

Partners:

Extending our hospitality and care to our partners fosters the mutual respect and high standards required to build and maintain our projects.

Customers:

With our team and partners at their best, we naturally deliver high-quality environments and experiences that make a positive impact.

AUDIENCE

Who We Do It For



Business Operations

The individuals and groups who invest in, build, and sustain our business, including:

TERM	WHO THEY ARE	OUR FOCUS
Team Members	Every individual who works for Thrive Companies — from the Home Office to on site at our properties and amenity brands.	Our Core. We focus on growth, empowerment, and accountability, always acknowledging that they are the most critical component of our success.
Owners & Investors	Internal and external individuals and groups who hold a vested interest in our success.	Strategic Decision-Makers. We lead with clarity and precision to achieve strategic alignment and long-term success, always working together to maintain our standards of care and community.
Capital Partners	External financial institutions and equity partners who invest capital into our projects.	Trusted Partners. We approach investment with transparency and our people-focused model, generating reliable, long-term returns by proving community value and financial stability go hand-in-hand.
Community Partners	Public organizations and neighbors who serve their community, i.e. regulatory groups, area commissions, and/or government entities.	Collaborative Stewards. We work with our neighborhoods and public leaders to ensure every project aligns with the area’s long-term vision — leading with transparency and trust to achieve shared success for the entire community.
Business Partners	Thrive trade partners, general contractors, and other service providers.	True Collaborators. Built on mutual respect, clear communication, and fair practice, we know their expertise and high standards are essential to delivering the quality and craft our projects demand.

Note: We do not use the term “subcontractor” for our Business Partners.

AUDIENCE

Who We Do It For



Customers

The people who live in, work in, and visit our communities. This is an umbrella term encompassing many more specific groups:

TERM	WHO THEY ARE	OUR FOCUS
Residents	Individuals and families who lease apartments in our communities.	Neighbors and Collaborators. We focus on connection and belonging, ensuring their property feels like an engaging, high-quality home, built for life.
Homeowners	Individuals and families who have bought homes in our communities.	Community Co-Creators. We honor their long-term investment by protecting the quality and value of their neighborhood, fostering a lasting sense of community for generations.
Clients	Prospective homeowners considering a Thrive-built home.	Future Neighbors. We provide transparency and expertise at every step, always approaching this major decision with thoughtful support and care.
Commercial Tenants	Businesses leasing commercial space in Thrive communities.	Key Partners. We commit to their business success, because they are vital to shaping the ecosystem of our communities.
Guests	People who visit Thrive at our Home Office, tour our properties as prospective residents, or visit through our amenity brands (fitness centers, markets, and coffee shops).	Welcome Visitors. We deliver high-touch experiences and service, ensuring every routine visit is turned into a positive, memorable moment.
Members	Individuals belonging to our dedicated amenity spaces (The Athletic Cos).	Committed Community. We match their investment in personal well-being with thoughtful design, high-touch experiences, and community connection.

VISION

Where We're Going

We work today to create environments and experiences that make an impact long beyond tomorrow.

Our thoughtful, integrated communities are designed to enhance existing neighborhoods and natural surroundings for decades to come. That's why we build durable, welcoming spaces where connection, well-being, and care are felt by everyone, ensuring our positive impact grows with all the people who live, work, play, visit, and connect in our communities.





02

Company Structure

DIVISIONS & DEPARTMENTS	12
OWNERSHIP & MANAGEMENT	13
COMMUNITY VS. PROPERTY	14

DIVISIONS & DEPARTMENTS



Every team member at Thrive is part of a department, which is always housed within one of our divisions. While some departments, like Operations' supportive services, may work closely with and fold into other departments, having this clear structure laid out helps ensure every team member can take ownership of their place in the team.

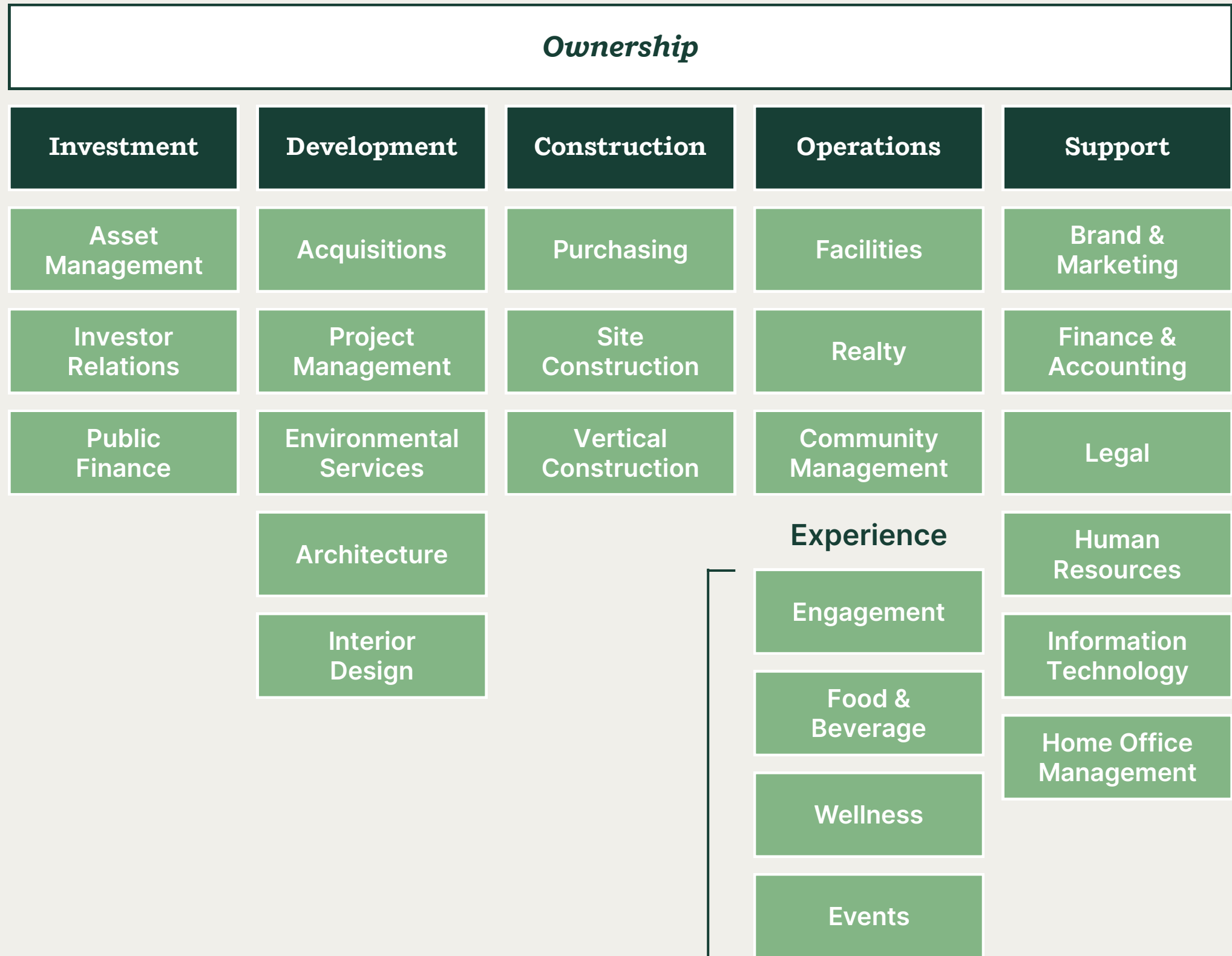
Divisions

The overarching structures of our company that organize essential services, in this order.

Departments

The teams that make up larger divisions and are integral to bringing our vision to life.

■ Divisions ■ Departments





These are titles within Thrive divisions and departments. Our team structure is designed to provide clarity, support, and professional growth, reinforcing a culture of leadership and driving success for the company at every level.

Ownership Structure

Thrive Companies is the operating company that provides leadership, strategy, and support for our entire portfolio, including communities, properties, and amenity brands. Thrive Companies does not own any of the individual real estate assets; ownership varies and can include investment partners outside of Thrive and individuals who work at Thrive. This structure ensures our team can focus on the operational excellence of every project on behalf of its owner(s).

Management Structure

Principals (Presidents/Chiefs/Executives)	Drive strategy and overall direction for the company.
Partners (Senior Vice Presidents)	Drive the strategic execution of an entire department.
Vice Presidents	Drive the tactical execution of an entire department.
Director	The “functional expert” within a department.
Senior Manager	A senior leader within a department.
Manager	A leader within a department.
Assistant Manager	A support role within a department.
Associate	A support role within a department.



A **community** is a vibrant, mixed-use development designed to create a seamless place to live, work, and play. It brings together a variety of amenities and experiences, including Thrive brands (fitness centers, markets, coffee shops, and bars) alongside other businesses who lease commercial space from us. All of these are integrated with homes and apartments.

A **property** is the specific building or set of buildings within the community, typically consisting of apartments available for rent and benefiting from the broader amenities and community features surrounding them.

GRANDVIEW CROSSING





03

Brand Messaging

BRAND VOICE

16

**Personality:**

Grounded
Engaging
Confident
Sincere

Thrive's voice acts as a guiding hand: it's accessible enough for any neighbor to understand and confident enough to communicate expertise and high standards without exaggeration. We speak plainly to establish clarity, confidence, and trust. Like a conversation with a trusted mentor, our communication doesn't have to be overly formal or overly casual. It's an engaging balance and a reflection of our commitment to building real connections and lasting relationships.



Do

Be straightforward and clear	Prioritize approachable language and sentence structures. Our audiences shouldn't have to reread or look up words.
Use active language	Lead with verbs to emphasize action and accountability.
Lead with experiences	In marketing communication, limit we- and Thrive-first sentences. Instead, lead with the human benefit and audience experience.
Speak with accurate authority	Communicate our expertise by making strong, evidence-backed statements without exaggerating or getting dreamy.
Reinforce stewardship	Wherever possible, focus on long-term impact and the value added for people, neighborhoods, and the environment.
Choose punctuation carefully	Advanced punctuation, like em dashes, colons, and semicolons, can make messaging feel too formal or complicated. Always use them sparingly and correctly.
Keep the pace steady	Too many short, simple sentences can speed up the pace of messaging. Balance short, simple sentences with longer, descriptive ones.
Use Thrive language	View pages 8 and 9 for the unique, approved terms we use to refer to our audiences, and always call our central support hub the Home Office (not corporate or headquarters).

Don't

Use jargon	Limit overly technical terms, abbreviations, and industry-specific terms, except when speaking to niche audiences who expect them.
Be vague	Always connect actions and messages back to real experiences and tangible benefits for a community, property, or person.
Rely on corporate clichés or buzzwords	Avoid phrases that are empty of real meaning or sound like they came from a generic business presentation (e.g. synergy, disrupt the market, best-in-class solutions).
Lead with negatives	Frame statements positively whenever possible to emphasize action and confidence (e.g. “Find your new home” instead of “Don’t settle for less”).
Overuse exclamations or ellipses	From a brand, exclamation points (!) and ellipsis (...) can come off as inauthentic or unconfident. Limit use to specific circumstances.

04

Visual Identity

LOGOS 20

TYPOGRAPHY 23

COLOR PALETTE 24

LOGO



Our primary logo combines the Thrive icon with our custom wordmark. These elements are designed to pair vertically, which creates the primary logo lockup as shown.

Remember, the logo needs room to breathe. To preserve its integrity, don't place other graphic elements, text, or logos too close. The minimum clear space surrounding the logo should be equal to the height of the icon, labeled as X.



The Thrive wordmark uses a custom sans serif type treatment. It's designed to be modern, balanced, and approachable, delivering both function and expression to the brand.

Just like the main logo, the wordmark needs its space. The clear space surrounding the wordmark should be equivalent to the height of the letter "e" in the wordmark, labeled as X.

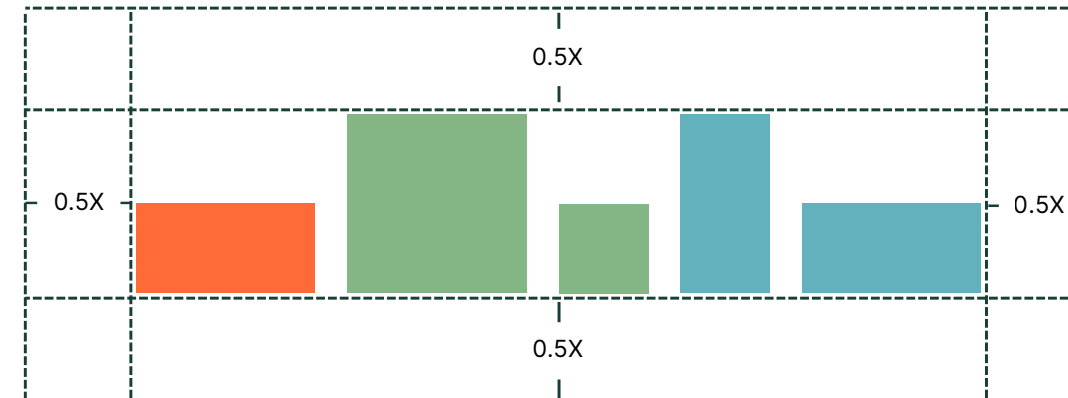


ICON



Our icon is five distinct blocks, representing the environments and structures we design and build.

To ensure the icon stays clearly visible, the space surrounding it should be equivalent to half the height of the full icon.





Using the right typefaces helps reinforce our brand at every touchpoint.

We use the font **Shift** for all heading text, an Adobe font that’s available in a variety of weights and styles. All our secondary, accent, and body copy uses the font **Inter**.

To create clear contrast and readability, always use a bolder weight for headlines and a thinner weight for body text.

HEADING

Welcome to Thrive.

BODY COPY

We believe that by purposely shaping our built environments, we shape the experiences of the people who use them. Our core purpose is simple: to add value for every community and every neighbor we meet.

ACCENT TEXT

BUILT BY CULTURE

SPECIMENS

Aa

Shift

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Aa

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

COLOR PALETTE



Our color palette is intentionally designed to feel clear, approachable, and grounded.

The colors shown here are arranged by how frequently we use them, with our primary brand colors leading the way.

CMYK: 88/39/69/72 RGB: 23/63/53 HEX: #173F35	CMYK: 0/63/75/0 RGB: 255/106/57 HEX: #FF6A39
	CMYK: 52/5/58/0 RGB: 131/181/133 HEX: #83B585
	CMYK: 62/0/18/6 RGB: 99/177/188 HEX: #63B1BC
CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF	CMYK: 3/4/14/8 RGB: 214/210/196 HEX: #D5D2C3



If you have any questions about these guidelines or need assets, please reach out to the Home Office at **info@thrivecos.com**.

Thank you!