



2021 | **MEDIA KIT**





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## Introduction

Are you a member of the media and looking to connect with Skyline Living?

You've come to the right place. We've put together some useful resources and guidelines to help you speak about our company and use our branding correctly.

To arrange an interview or if you still have any questions not covered in this Media Kit, please don't hesitate to reach out - [prskylineliving@skylineliving.ca](mailto:prskylineliving@skylineliving.ca)

## Mission Statement

Our Skyline Living mission is to bring passion, energy, and determination to make a positive impact with every interaction. Simply put, we take PRIDE in what we do.

## Who we Serve

Our approach is different. Treat every prospective and current tenant with respect and transparency. In other words, like family. That's why Skyline Living apartments are the first and best choice.





## About Skyline Living

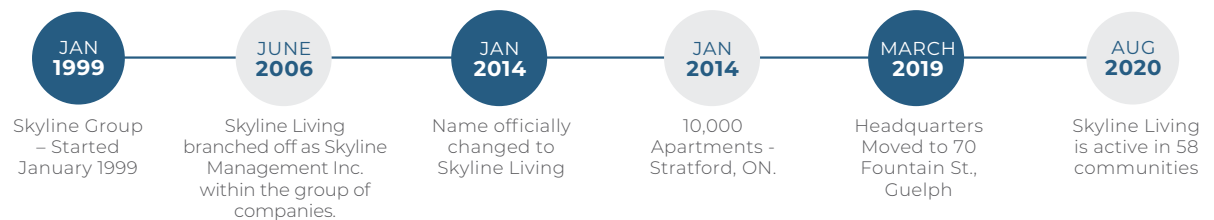
### What is Skyline Living

Skyline Living's portfolio comprises 19,764 suites. These apartment suites are spread across 337 buildings in 62 communities in seven provinces: British Columbia, Alberta, Manitoba, Ontario, Quebec, New Brunswick, and Nova Scotia. We serve more than 32,300 tenants across the country and continue to grow everyday.

### Company hierarchy

Skyline Living is the rental housing service provider for all properties owned by Skyline Apartment REIT. Both entities are part of Skyline Group of Companies based in Guelph, ON.

### Timeline



For a more comprehensive timeline please see our [About page](#).

### Who is Skyline Living

Skyline Living began when brothers Jason and Martin Castellan started their rental business while still at the University of Guelph. Along with their good friend Roy Jason Ashdown, and COO Wayne Byrd, they grew the business into a leader in the Canadian rental apartment industry and still actively run Skyline today.

**Meet the Skyline Living family on our [Management Team](#) webpage.**



## Speaking of Skyline Living

### Our name

We're proud of our company and want to be sure it's always represented correctly, so please ensure that you only ever refer to us as Skyline Living. Not Skyline. "Skyline" is often used to speak of our parent company – Skyline Group of Companies Ltd., and we need to avoid confusing the two entities.

### Short description

As one of Canada's most prominent apartment rental providers, Skyline Living exists to provide safe, clean, and comfortable places for its residents to call home.

### Skyline Living Boilerplate

As one of Canada's most prominent apartment rental providers, Skyline Living exists to provide safe, clean, and comfortable places for its residents to call home. Providing homes in dozens of communities across Canada, Skyline Living is an industry leader in customer service, environmental stewardship, and community giving. It works to create and maintain thriving, vibrant communities for its residents, employees, and the neighbourhoods in which they live and work.

To learn more about Skyline Living, or for rental inquiries, please visit [www.skylineliving.ca](http://www.skylineliving.ca)





## Skyline Living is a part of Skyline Group Of Companies

### Skyline Group of Companies Boilerplate

Skyline comprises several companies, including a Wealth Manager, an Asset Manager, a Property Manager, and a Mortgage Financier. Each of these entities is owned under the Skyline Group umbrella and exists to service Skyline's three private REIT investment portfolios: Skyline Apartment REIT, Skyline Commercial REIT and Skyline Retail REIT. The Skyline Group of Companies currently manages approximately \$3.5 billion in multi-residential and commercial real estate combined and has almost 1000 employees across the country.

## Want to learn more?

Have a look at our About webpage, read up on company culture on our Community Initiatives webpage, and be sure to follow us on social:

 [twitter.com/Skyline\\_Living](https://twitter.com/Skyline_Living)

 [facebook.com/skylinelivingapts](https://facebook.com/skylinelivingapts)

 [instagram.com/skyline\\_\\_living](https://instagram.com/skyline__living)



## Press Releases & News



### Latest Announcements and Press Releases

There's always something going on at Skyline Living. Catch up on all our latest announcements and press releases on our [News page](#).



### Latest Articles and Mentions

We've been changing the face of the multi-residential industry since 1999 and people are taking notice. Have a look at the latest Skyline Living [News page](#).





## Assets & Links

A visual guide to using our branding elements

Here you'll find all of the essential branding elements to help you speak about us. We know it can get confusing with so many brands and logos under the Skyline Group of Companies, so we want to make it as easy as possible when you're speaking about Skyline Living.

Have a look at our guidelines for logo and asset usage and if you have any questions, we're just an email away - [prskylineliving@skylineliving.ca](mailto:prskylineliving@skylineliving.ca).



Executive  
Headshots

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## The Skyline Living Logo Usage & Restrictions



- Do not crowd the logo. Safety zone for the logo illustrated here with the letter K around all sides.
- Do not change the logo font, square building graphic, stretch or distort the logo.
- Do not use alternate colours, shades, or patterns except as described in this document.

The Skyline Living logo should be used wherever possible as full colour on a white or light background. On a dark background, use a white reverse version, as illustrated below.



- For the most accurate reproduction of the Skyline Living logo, please use the following colour profiles:



**SKYLINE  
BLUE**

Primary colour in the logo.

PANTONE | 541C  
CMYK | 100, 58, 9, 42  
HEX | 004270



**LIGHT LOGO  
BLUE**

Secondary colour in the logo..

PANTONE | 535C  
CMYK | 49, 31, 9, 0  
HEX | 869EC3



## Contacts

### Speaking and Interview Inquiries

If you're interested in speaking with a representative from Skyline Living for an interview or for a quote, or would like to invite us to participate in an event, conference, or industry panel, please reach out to Sara Penny through - [prskylineliving@skylineliving.ca](mailto:prskylineliving@skylineliving.ca)

**Hear it first, by adding your email to our [Press List](#).**

### Connect With Us on Social

 [twitter.com/Skyline\\_Living](https://twitter.com/Skyline_Living)

 [facebook.com/skylinelivingapts](https://facebook.com/skylinelivingapts)

 [instagram.com/skyline\\_\\_living](https://instagram.com/skyline__living)

### Where is Skyline Living

While Skyline Living can be found all across Canada, our headquarters are located at:

**70 Fountain Street East  
Guelph, ON N1H 3N6**

 (519) 826-0439 ▶ [skylineliving.ca](https://skylineliving.ca)