



# Brand Foundation

Episcopal Communities & Services

December 2023 / v3

[brand.ecsforseniors.org](http://brand.ecsforseniors.org)

# Life is what you make it.

For over a century, Episcopal Communities & Services (ECS) has provided sophisticated, maintenance-free, and proactive wellness living for discerning adults. Each senior living community has been created to ensure the next chapter of life is as rich and vibrant as our residents. In this brand book you'll find the foundational elements and tools needed to help express the brand authentically. We're all brand advocates and consistency is the key to keeping our brand presence strong. So, dive in and explore how the ECS brand brings the *art of possibility* to life.





## contents

Brand Essence	5
Our Audience	6
Brand Promise	8
Our Mission	11
Brand Values	12
Brand Pillars	15
Brand Marks	16
Brand Expression	22
Brand Messaging	33
Brand in Action	46





Brand is the way a company is ***perceived*** by those who experience it. Much more than a name or logo, a brand is a recognizable feeling derived from the ***core truth*** of the company. You can't hold it or hear it or even touch it.

Brands live in the minds of the people who experience them: staff, caretakers, benefactors, and, most importantly, prospective and current residents and their families.



our brand essence...

---

# The art of possibility

There's nothing more empowering than crafting life the way you want it. Every step of life's journey is a unique opportunity to reignite the future with hope and confidence.

our audience...

---

# The people who care

## **Prospective Residents & Their Families**

Value opportunity and connection and want to feel secure in their decision with established credibility, trustworthiness and expertise.

## **Current Residents & Their Families**

Value the respect they are shown, the robust services they are offered and heartfelt care consistently delivered by ECS brand properties; they want to feel confident and reassured that their future experience will be secure, inspiring and fulfilling.

## **Potential Benefactors**

Value the knowledge that their contribution has impact and makes a difference; they want to feel confident in their gift or investment.

## **Doctors, Caretakers, Stakeholders & Staff**

Value feeling connected to something bigger than themselves and want to be empowered with the right Life Plan offerings, tools and communications to be a success and make a difference.



With an enduring legacy of honor, compassion, generosity, and integrity — ***we put people first.***

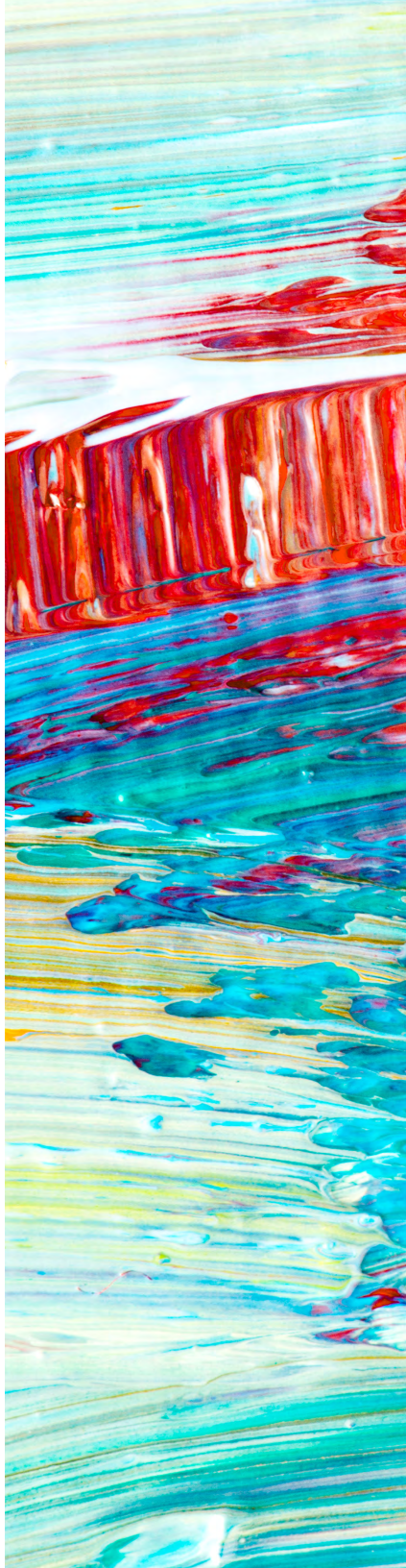


our brand promise...

---

We open the  
door to a life  
full of possibility.





---

Life's journey can be as adventurous or easy-going as you want it to be. Open the door to a life full of possibility, and find the choices you deserve, the freedoms you desire, and the flexibility you can count on. Keep your edge, stay active, and create the future you want — *because life is what you make it.*







our mission...

---

We create  
exceptional  
communities  
and services  
for seniors.



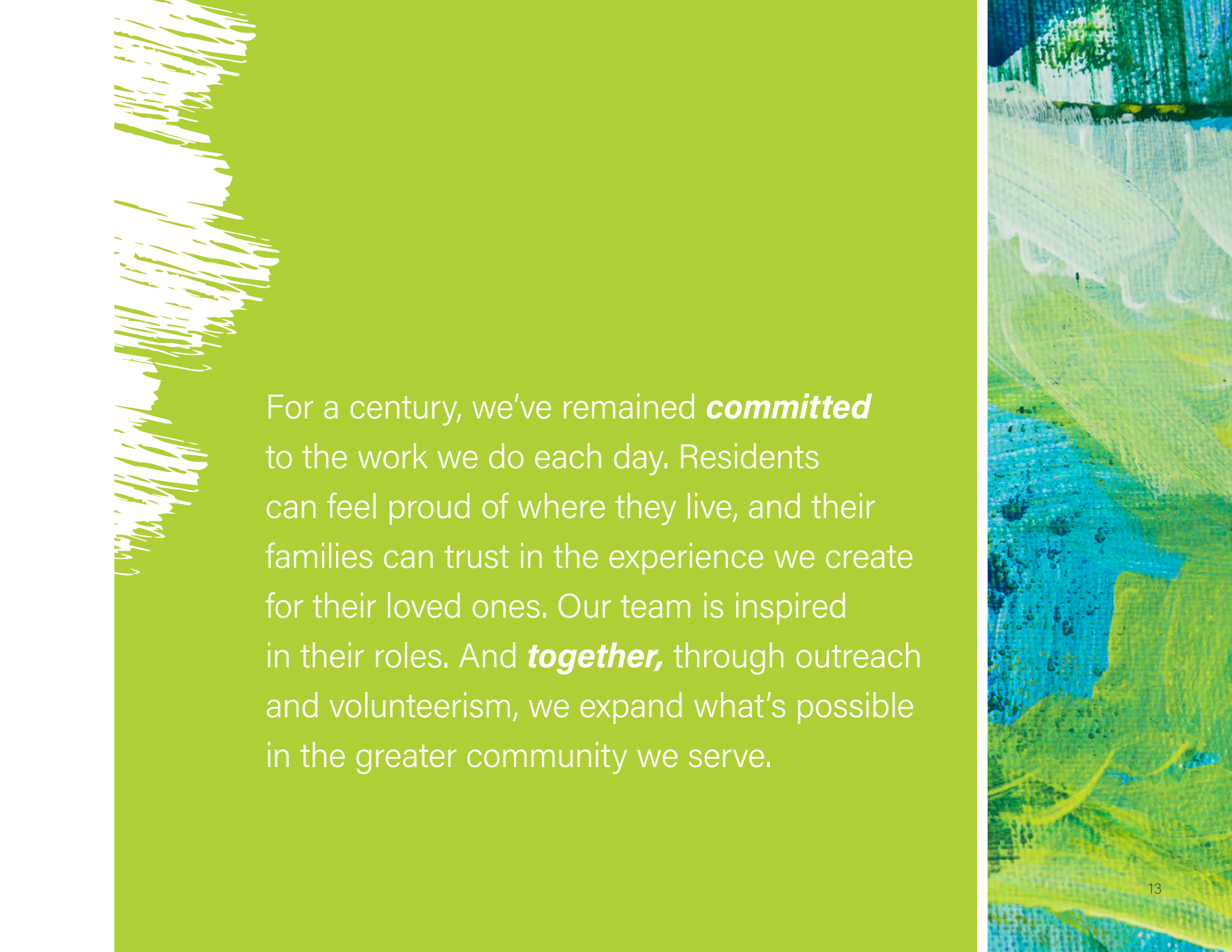
our brand values...

---


# What we believe

---

<b>brave:</b>	We do the right thing with transparency and honesty.
<b>compassionate:</b>	We open our hearts to others' pain or joy.
<b>inclusive:</b>	We celebrate everyone from every background, culture and faith.
<b>respectful:</b>	We appreciate and honor individuality.
<b>imaginative:</b>	We view the world with fresh eyes and embrace innovation.



For a century, we've remained **committed** to the work we do each day. Residents can feel proud of where they live, and their families can trust in the experience we create for their loved ones. Our team is inspired in their roles. And **together**, through outreach and volunteerism, we expand what's possible in the greater community we serve.



Derived from the brand promise, pillars help make the ECS brand **memorable** and **reliable**. These four concepts represent how we deliver on our promise.

For each pillar ask “How does this pillar reinforce the ECS Brand promise?”



our brand pillars...

---

# How we deliver

---

**choice:**

It's your life — we provide a ***wide variety of options***, so you can live it on your terms.

**creativity:**

We go above and beyond, paying attention to every detail, to ***create a colorful experience*** that brings out the best in you.

**confidence:**

You ***can count on the support***, services, and independence you seek, no matter where you are in your journey.

**connection:**

Whether it's caring for your physical, intellectual, spiritual, emotional, or social wellbeing, we make sure you ***feel right at home***.

---



Download brand assets and a digital copy of the brand guidelines here:  
<https://brand.ecsforseniors.org>

For questions on brand expression or messaging framework email  
[brandQs@ecsforseniors.org](mailto:brandQs@ecsforseniors.org)