



Brand Messaging

Episcopal Communities & Services

April 2022 / v2

our brand messaging...

Making it count.

The next few pages outline **how we write** for ECS across all channels: print, digital, email and web. As brand advocates, our collective goal is to ensure consistency of expression when conveying the mission, values, and benefits of ECS. It's about how we write, not what we write — and about why we're committed to delivering a distinct and memorable experience for our audience.

Messaging snapshot

<u>who we are</u>	Episcopal Communities and Services (ECS)
<u>what we do</u>	We redefine exceptional care for adults aged 65+.
<u>when we impact</u>	The next chapter of their lives.
<u>where we serve</u>	In Southern California.
<u>how we deliver</u>	We open the door to a life full of possibility.
<u>why it matters</u>	There's nothing more empowering than crafting life the way you want it.

our voice & tone...

How we communicate

vibrant:	We'll make our language reflective of our seniors: active, energetic, and lively. So they see themselves in our world, the way we see them.
genuine:	We'll be natural, honest and positive. We say what we mean in a warm and welcoming way.
insightful:	We'll use insights to drive the narrative, actively championing our position in the market and building confidence through our expertise.
uplifting:	Our stories will be creative, hopeful, and progressive — never conventional or expected.
relatable:	We'll be as engaging, empathetic, and approachable as the communities we support.

Switch it up

To make a deeper connection with our audience, we will speak to them as if they are sitting directly in front of us. It helps move the conversation from “we” to “you” and “our” to “your.”

like this: Open the door to a life full of possibility.

not this: We open the door to a life full of possibility for you.

like this: Create a colorful experience that brings out the best in you.

not this: We create a colorful experience for you.

like this: Enjoy the flexibility to personalize your life and care plan the way you want it — from start to finish.

not this: We give you the flexibility to personalize your life and care plan the way you want it — from start to finish.

Strong ***reasons-to-believe***
resonate emotionally and build
brand reputation and loyalty.



Key messages

brand pillar	reasons-to-believe
choice:	Enjoy the flexibility to personalize your life and care plan the way you want it — from start to finish. Because we see you for the unique individual you are.
creativity:	Live beyond your daily needs to be as creative, active, and adventurous as you want to be, Because our holistic Creative Living program is your creative outlet for it.
confidence:	You — and your family — can count on compassion, advocacy, and a broad spectrum of exceptional senior care and services. Because we proudly bring a century's worth of community living expertise.
connection:	Here, you'll experience a healthy, compassionate and thriving environment, designed to help you build new relationships and connect socially. Because community is at the heart of all we do.

Choice

short

Open the door to a life full of possibility.

Live life. Full of possibility.

Life is what you make of it.

Your future. Your terms.

It's your life — live it on your terms.

The freedom to create the future you want.

The freedom to create your future, your way..

Create the future you want.

Independence has its freedoms.

medium

Open the door to a life full of possibility. Find the choices you deserve, the freedoms you desire, and the flexibility you can count on.

Here, you'll find the choices you deserve, the freedoms you desire, and the flexibility you can count on.

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

Enjoy the flexibility to personalize your life and care plan the way you want it — from start to finish. Because we see you for the unique individual you are.

It has been said that the best way to predict the future is to create it. At ECS, experience the freedom to create your future.

PILLAR / Choice

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

long

Here, your journey can be as adventurous or easy-going as you want it to be. In our distinctive collection of premier life plan communities in Southern California, you'll find the choices you deserve, the freedoms you desire, and the flexibility you can count on.

Choose from a premier collection of Life Plan communities in Southern California. Together, we can start building your Choice Custom Care plan. It's designed to meet your needs, every step of the way.

Calling one of the ECS communities' home, means having an envied lifestyle, complemented by exceptional services, amenities and all levels of care including:

- rich and varied educational programming
- partnerships with cultural institutions within the greater community
- a breath of recreational activities to enjoy
- fine dining, by award-winning chefs
- housekeeping, for worry-free living
- the best in health and wellness

Creativity

short

Create a colorful experience.
Bring out the best in you.
Rediscover the best in you.
Rediscover your passion.
Rediscover you.
Keep your edge. Stay creative.
Express yourself.
Explore the possibilities.

medium

Create a colorful experience that brings out the best in you. We'll go above and beyond to make it happen, paying attention to every detail.

Bring out the best in you! We'll go above and beyond, paying attention to every detail, and creating a colorful experience designed to help you thrive.

Rediscover your passion. Create a colorful experience that brings out the best in you.

PILLAR / Creativity

Create a colorful experience that brings out the best in you. We'll go above and beyond to make it happen, paying attention to every detail.

long

Rediscover your passion. Live beyond your daily needs to be as creative, active, and adventurous as you want to be, through our holistic Creative Living program.

Come discover how inspiring true Life Plan community living can be. Once you move in, you'll wonder what took you so long.

Uncover and explore your life pursuits through our Creative Living philosophy. It drives life-long learning, growth and social and cultural connections. Here, you'll find the settings, services, and amenities that support fun, fresh opportunities for self-expression and discovery.

Confidence

short

Confidence is everything.

Compassion.

Advocacy.

Support.

Count on it.

Choice.

Custom.

Care.

Count on it.

100 years of senior care.

A lifetime of support.

medium

Confidence is everything. Here, you can count on the support, services, and independence you seek, no matter where you are in your journey.

No matter which Life Plan community you pick, you'll experience relaxed, maintenance-free, sophisticated retirement living, and proactive wellness.

Ensure the next chapter of your life is as rich and vibrant as you are.

PILLAR / Confidence

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

long

Confidence is everything. We bring a century's worth of community living expertise. So, you — and your family — can count on compassion, advocacy and a broad spectrum of exceptional senior care and services.

No matter which Life Plan community you pick, you'll experience relaxed, maintenance-free, sophisticated retirement living, and proactive wellness — all designed to ensure the next chapter of your life is as rich and vibrant as you are. That's why we're the leaders in Independent Living in Southern California for more than 100 years.

Connection

short

Community is at the heart of all we do.

A community full of possibility.

Community is your opportunity.

Compassion.

Connection.

Community.

Feel right at home.

Unity.

Diversity.

Community.

Feel right at home.

medium

Whether it's caring for your physical, intellectual, spiritual, emotional, or social wellbeing — rest assured, you'll feel right at home.

Our nonprofit status matters to you because you know a life well lived is not separate from those around you.

Contributing to your community makes home a better place.

Experience Life Plan communities designed to help you build new relationships and connect socially.

PILLAR / Connection

Whether it's caring for your physical, intellectual, spiritual, emotional, or social wellbeing, rest assured, you'll feel right at home.

long

Community is at the heart of all we do. Here, you'll experience a healthy, compassionate and thriving environment, designed to help you build new relationships and connect socially.

Our nonprofit status matters to you because you know a life well live is not separate from those around you. Contributing to your community makes home a better place. At ECS, our profits are reinvested to continuously improve the experience, while still providing the comfort, stability and the choices you deserve.



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
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