



# The Art of Possibility

Episcopal Communities & Services

Brand Book / December 2023 / v3



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.

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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...

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## 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...

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

## 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.

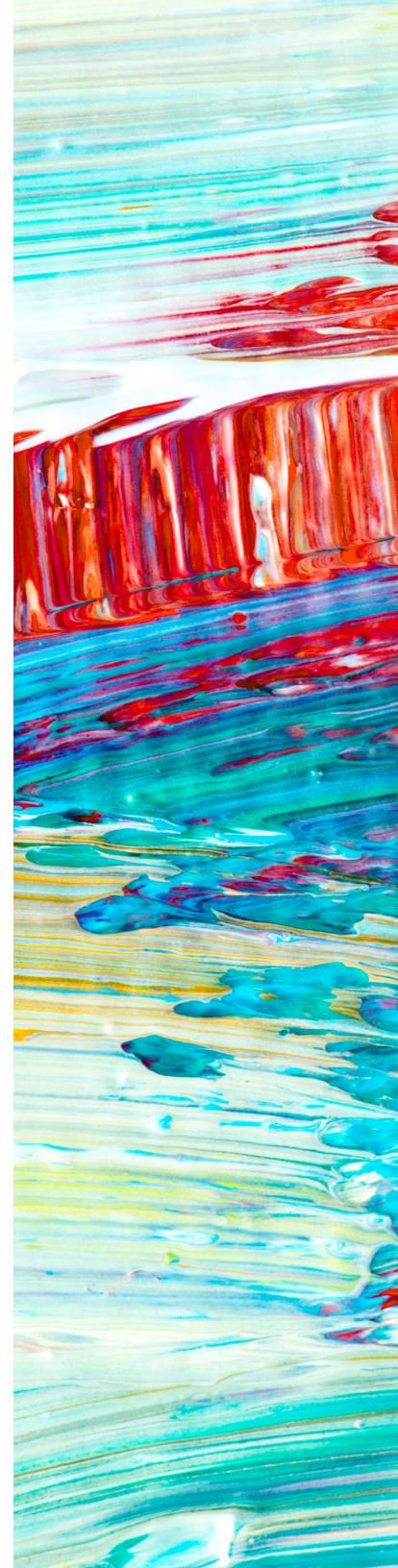




our brand promise...

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We open the  
door to a life  
full of possibility.



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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...

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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

<b>choice:</b>	It's your life — we provide a <b>wide variety of options</b> , so you can live it on your terms.
<b>creativity:</b>	We go above and beyond, paying attention to every detail, to <b>create a colorful experience</b> that brings out the best in you.
<b>confidence:</b>	You <b>can count on the support</b> , services, and independence you seek, no matter where you are in your journey.
<b>connection:</b>	Whether it's caring for your physical, intellectual, spiritual, emotional, or social wellbeing, we make sure you <b>feel right at home</b> .



our brand mark...

A metaphor  
for hope and  
possibility.

The butterfly is *intentionally expressionistic*, leaving the emotional interpretation of the mark open to the viewer. The ECS type is customized to appear modern, approachable and easily legible.

primary logo



[ Color Reverse ]

[ White Reverse ]

[ One-Color Black ]

[ Greyscale ]



## secondary logos



[ Full Stacked ]



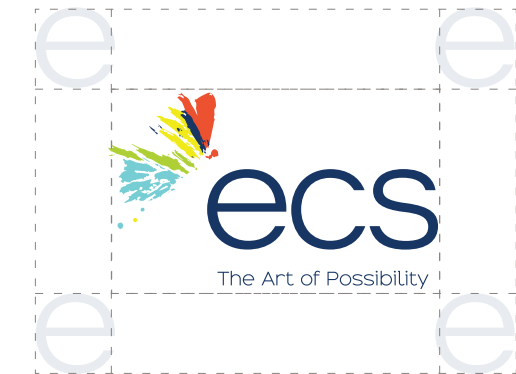
[ Full Horizontal ]

Use these **full version** logos when awareness of Episcopal Communities & Services has been strongly established, and placing the name accompanying body copy is not possible.

## logo usage

- do** Use only the logo file formats provided
- do** Use the full color or reversed color versions whenever possible
- do** Honor the clear space requirements for ALL logo marks

# the do's and don'ts



[ Clear Space ]

- don't** Use the logo as a mastergraphic or watermark
- don't** Use two logos on the same panel or page of any one asset
- don't** Alter or distort the elements of the logo in any way

community logos



Use **community logos** when marketing specifically about a unique location and it's service offering, or in location specific branding such as building signage or give-a-ways.

care level logos

[ Umbrella Service Brand ]

choice custom care

choice custom care

choice custom care

choice custom care

[ Unique Service Offerings ]

choice independent

choice assisted

choice recovery

choice memory

Our levels of care now fold up under one umbrella service brand **Choice Custom Care**. When using this service mark alternate color options whenever possible.



our brand expression...

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# Making it real.

Our brand expression is made up of all the ways you can experience the ECS brand, from our logo mark to the website — or simply the way we say “hello.” Just like each one of us, the brand is defined by a set of relatable characteristics called Brand Persona. When evaluating whether a communication is **on-brand** ask yourself if it evokes the brand persona.

You can access brand guidelines and assets here:  
[brand.ecsforseniors.org](http://brand.ecsforseniors.org)

our brand persona...

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versatile

We are able to adapt as needed.

warm

We are enthusiastic, attentive, and kind.

visionary

We are imaginative when thinking about and planning for the future.

faithful

We are true, loyal, and steadfast.

generous

We are ready and willing to give more than is necessary or expected.





## primary imagery

### LIFESTYLE

These images are used to highlight the **brand experience** with open space, exaggerated contrast and pops of color. This image library has been color-enhanced to evoke the brand persona. Use these as your first-choice images, and in place of stock imagery whenever possible.

- Caught-moment lifestyle meets travel editorial
- The camera acts as a participant in the scene
- Invitation into personal experience
- Family, friends, staff and community
- Care and support expressed with sincerity
- Authentic facial expressions (non-camera facing)
- Natural light and open compositions in background
- Clear contrast between foreground and background
- White and light with pops of color

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

Access brand imagery



## secondary imagery

### ABSTRACT

These images are used to demonstrate choice, adventure, imagination and to reinforce personal expression. There are nine abstract images available as **secondary support** imagery. Use these in conjunction with Lifestyle imagery or solid brand color fields. Never use abstract imagery alone.



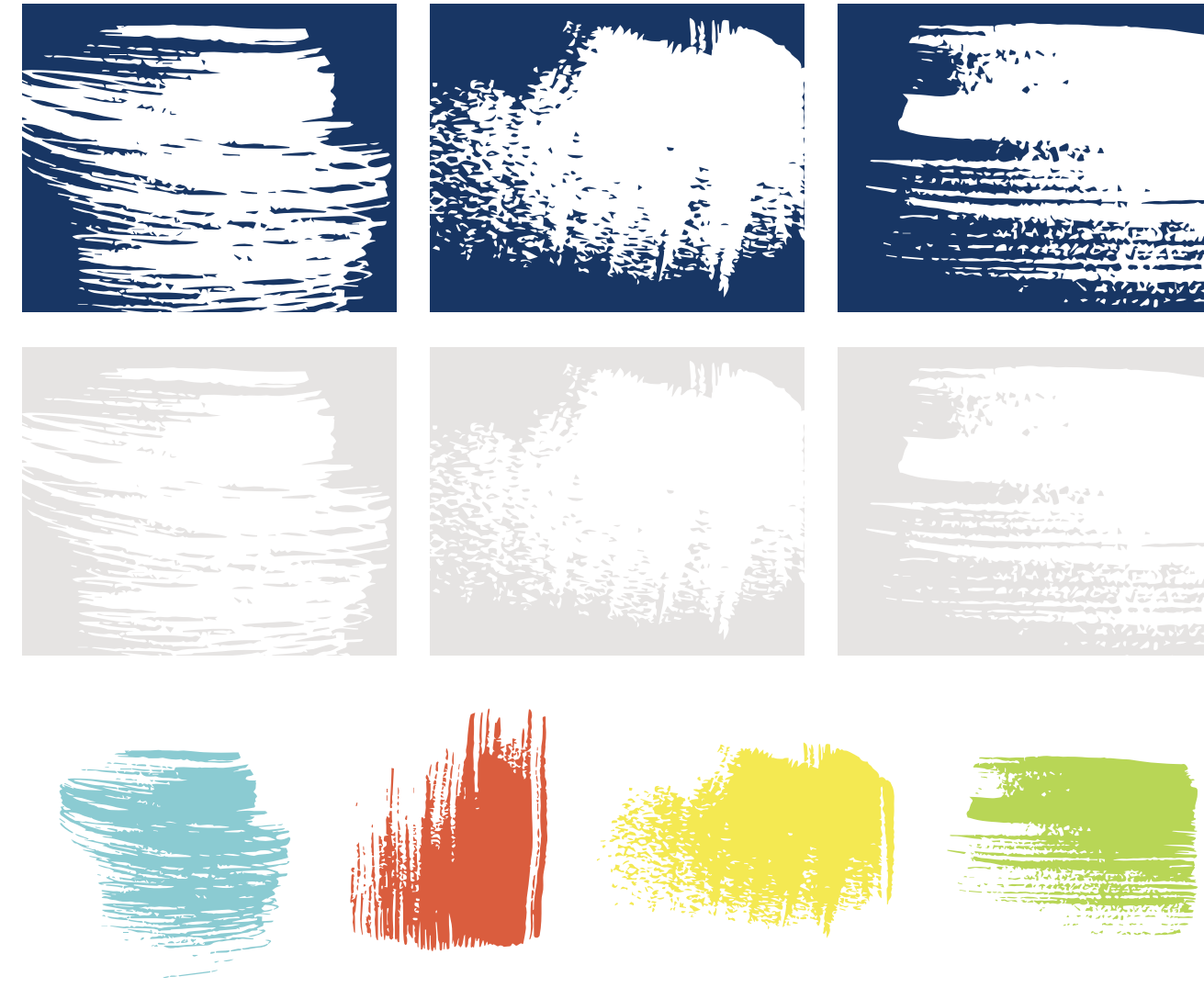
[brand.ecsforseniors.org](http://brand.ecsforseniors.org)  
Access brand imagery

## tertiary imagery

### BRUSH STROKE

There are four brush stroke graphics available to be used as **texture**. Layer these graphics to blend primary and secondary imagery into white space or backgrounds — eliminating boundaries.

Brush strokes can also be used in color as a flag style call-out.



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

primary color

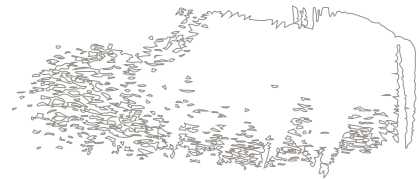
[ TYPE ONLY ]



INK

R 033 CMYK  
G 057 100 86 33 23  
B 097 WEB 1b3664

[ PMS 294C ]



FROST

R 255 CMYK  
G 255 00 00 00 00  
B 255 WEB ffffff

[ PAPER ]



FALCON

R 079 CMYK  
G 074 35 35 40 65  
B 068 WEB 333333

[ PMS BLACK 7C ]

Used first as **key indicators** of the brand.

color usage

secondary color



VERMILION

R 218 CMYK  
G 093 02 83 90 00  
B 062 WEB eb5331

[ PMS 3516C ]



CANARY

R 244 CMYK  
G 233 07 00 96 00  
B 082 WEB f5eb19

[ PMS 3965C ]



LIME

R 181 CMYK  
G 206 37 00 100 00  
B 083 WEB b5ce53

[ PMS 2299C ]



AQUA

R 139 CMYK  
G 203 50 00 18 00  
B 210 WEB 8bcbd2

[ PMS 325C ]

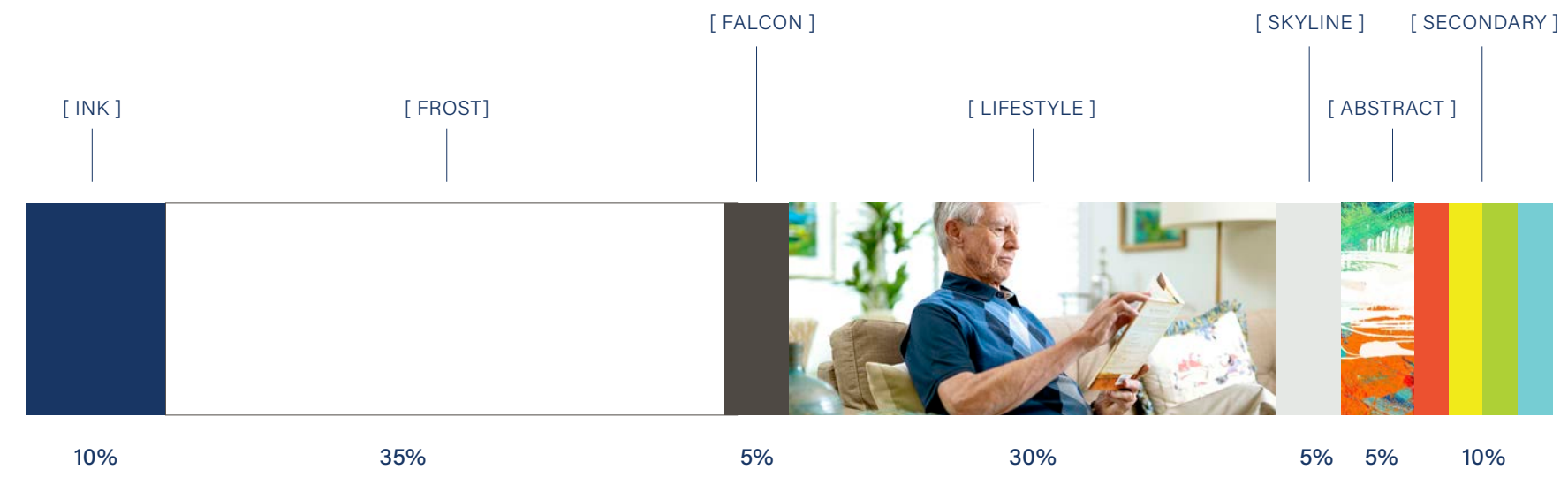


SKYLINE

R 228 CMYK  
G 229 09 06 08 00  
B 228 WEB e4e5e4

[ PMS 427C ]

**Accent** used for vibrancy and contrast.



This **color extension** scale demonstrates the approximate percentages of color used within a single communication. For example, this multi-page brand book applies this percentage guide to the total piece and not to one single page.



**PRIMARY** / Acumin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890 ?/><;"{})(\*&

light  
 regular  
 medium  
 semibold  
 bold

Acumin family

Acumin is a versatile sans-serif typeface, designed for balance and extended application in small to large sizes. Use this type family with its varying weights for **body copy, subheads, and call-outs.**

**SECONDARY** / Adequate

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890 ?/><;"{})(\*&

light

Adequate light

Adequate is a modern geometric sans serif with a tall x-height for clarity and legibility. Use the light weight for headlines, quotes, large **emphasis messaging** and **type as graphics.**

**DIGITAL** / Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890 ?/><;"{})(\*&

light  
 regular  
 bold

Helvetica family

Helvetica is a widely used sans-serif typeface available on most systems. Use this type family for digital assets and internal documents or presentations **when brand fonts are not available.**

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

<a href="#"><u>who we are</u></a>	Episcopal Communities and Services (ECS)
<a href="#"><u>what we do</u></a>	We redefine exceptional care for adults aged 65+, who are looking for a premier Life Plan community that fits their lives.
<a href="#"><u>when we're needed</u></a>	For the next chapter of their lives.
<a href="#"><u>where we serve</u></a>	In Southern California
<a href="#"><u>how we deliver</u></a>	By opening the door to a life full of possibility. Our <b>Choice Custom Care</b> options give seniors the choices they deserve, the freedoms they desire, and the flexibility they can count on.
<a href="#"><u>why it matters</u></a>	Because there's nothing more empowering than crafting life the way you want it.



our voice & tone...

## How we communicate

<b>vibrant:</b>	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.
<b>genuine:</b>	We'll be natural, honest and positive. We say what we mean in a warm and welcoming way.
<b>insightful:</b>	We'll use insights to drive the narrative, actively championing our position in the market and building confidence through our expertise.
<b>uplifting:</b>	Our stories will be creative, hopeful, and progressive — never conventional or expected.
<b>relatable:</b>	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
<b>choice:</b>	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.
<b>creativity:</b>	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.
<b>confidence:</b>	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.
<b>connection:</b>	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

## PILLAR / Choice

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

short	medium	long
<p>Open the door to a life full of possibility.</p> <p>Live life. Full of possibility.</p> <p>Life is what you make of it.</p> <p>Your future. Your terms.</p> <p>It's your life — live it on your terms.</p> <p>The freedom to create the future you want.</p> <p>The freedom to create your future, your way..</p> <p>Create the future you want.</p> <p>Independence has its freedoms.</p>	<p>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.</p> <p>Here, you'll find the choices you deserve, the freedoms you desire, and the flexibility you can count on.</p> <p>It's your life — choose from a wide variety of options, so you can live it on your terms.</p> <p>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.</p> <p>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.</p>	<p>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.</p> <p>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.</p> <p>Calling one of the ECS communities' home, means having an envied lifestyle, complemented by exceptional services, amenities and all levels of care including:</p> <ul style="list-style-type: none"> <li>▪ rich and varied educational programming</li> <li>▪ partnerships with cultural institutions within the greater community</li> <li>▪ a breath of recreational activities to enjoy</li> <li>▪ fine dining, by award-winning chefs</li> <li>▪ housekeeping, for worry-free living</li> <li>▪ the best in health and wellness</li> </ul>

# Creativity

## 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.

### 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.

### 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

## PILLAR / Confidence

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

short	medium	long
<p>Confidence is everything.</p> <p>Compassion. Advocacy. Support. Count on it.</p> <p>Choice. Custom. Care. Count on it.</p> <p>100 years of senior care. A lifetime of support.</p>	<p>Confidence is everything. Here, you can count on the support, services, and independence you seek, no matter where you are in your journey.</p> <p>No matter which Life Plan community you pick, you'll experience relaxed, maintenance-free, sophisticated retirement living, and proactive wellness.</p> <p>Ensure the next chapter of your life is as rich and vibrant as you are.</p>	<p>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.</p> <p>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.</p>

# Connection

## PILLAR / Connection

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

### 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.

### 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.



our brand in action...

# Bringing it all together.

The ECS brand experience is made up of tangible and intangible interactions. Think about the light streaming in through the windows when you enter a community, or the smell of the flowers planted near your favorite walking path. Each of these contribute to the overall perception of the brand. The following pages focus on a few examples for **visual reference** when combining elements, such as color, type and imagery, into tangible communications.

**White Space** is the foundation [ 1 ]

**Lifestyle** imagery is the hero [ 2 ]

**Abstract** imagery draws emotion [ 3 ]

**Brush Stroke** graphic blends [ 4 ]

**Master Brand** leads [ 5 ]

**Community Logo** supports [ 6 ]

**Adequate Typeface** draws interest [ 7 ]

**Acumin Typeface** is an easy read [ 8 ]

**Brush Stroke** calls for action in color [ 9 ]

**Life is what you make of it**  
Discover the magic of MonteCedro — Pasadena's most exclusive senior living community.

**monte cedro**

**Create your future, your way.**  
Here, luxury is in every detail. And life can be as adventurous or easy-going as you want it to be. At MonteCedro, you'll find the choices you deserve, the freedoms you desire, and the flexibility you can count on.

Let's build your **Choice Custom Care** plan together.  
[ecsforseiors.org/MonteCedro](https://ecsforseiors.org/MonteCedro)

**Schedule a free tour. Lunch is always on us!**  
**866-928-6182**

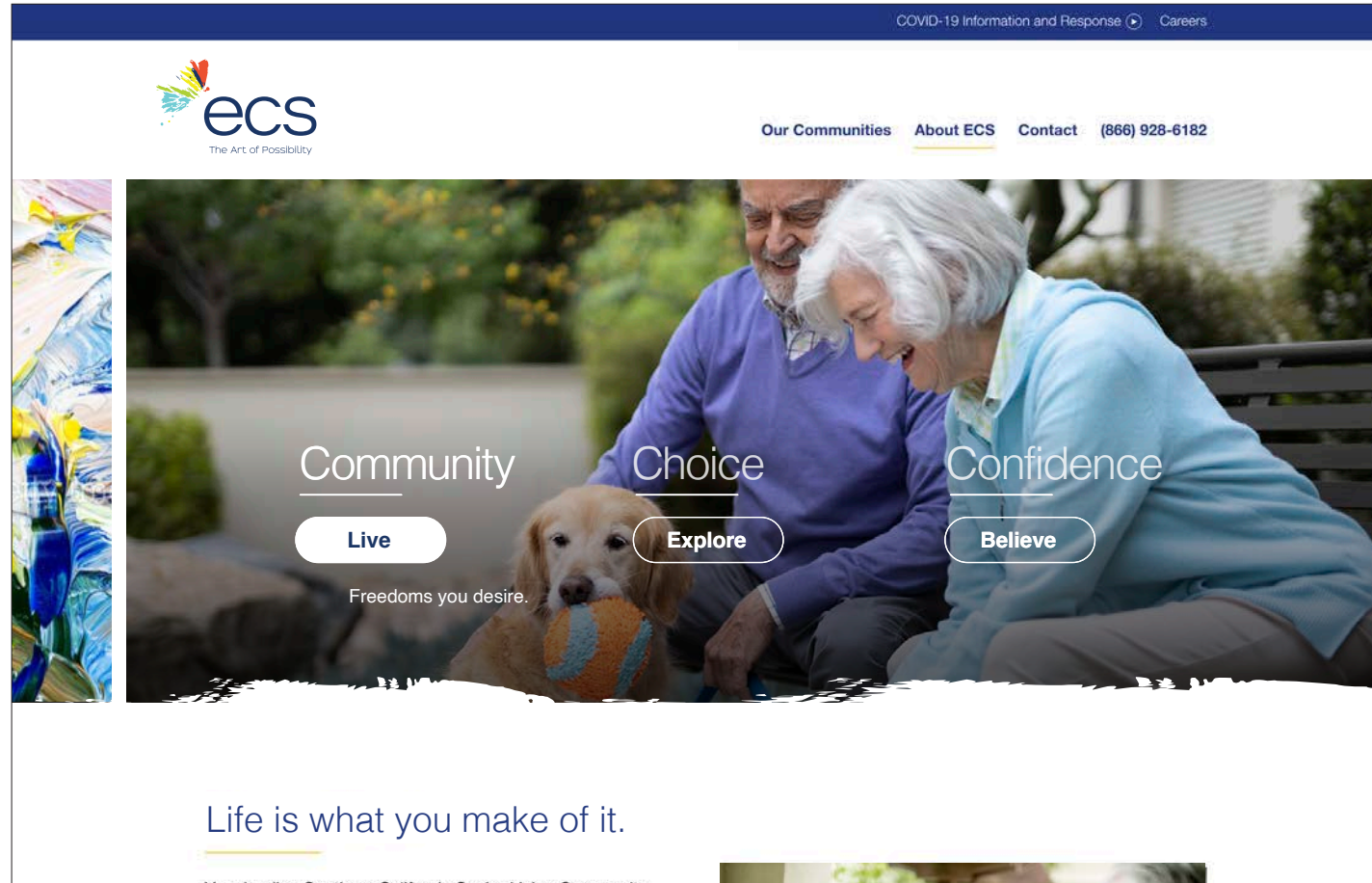
JENNIFER SONNEN  
3 PURSUIT  
ALISO VIEJO, CA 92656

NON-PROFIT ORG  
US POSTAGE  
PAID  
LOS ANGELES, CA  
PERMIT #3344

The Canterbury, Rancho Palos Verdes RCFE 191-603774, SNF 910000128, COA 257  
The Covington, Aliso Viejo RCFE 306-02255, SNF 060000937, COA 224  
MonteCedro, Altadena RCFE 197-608908 COA 287  
Twelve Oaks, Glendale RCFE 191-20214

[ POST CARD FRONT & BACK ]

Samples



[ Website Home Page Hero ]

Samples



[ Chef Hat White ]



[ Chef Uniform Blue ]



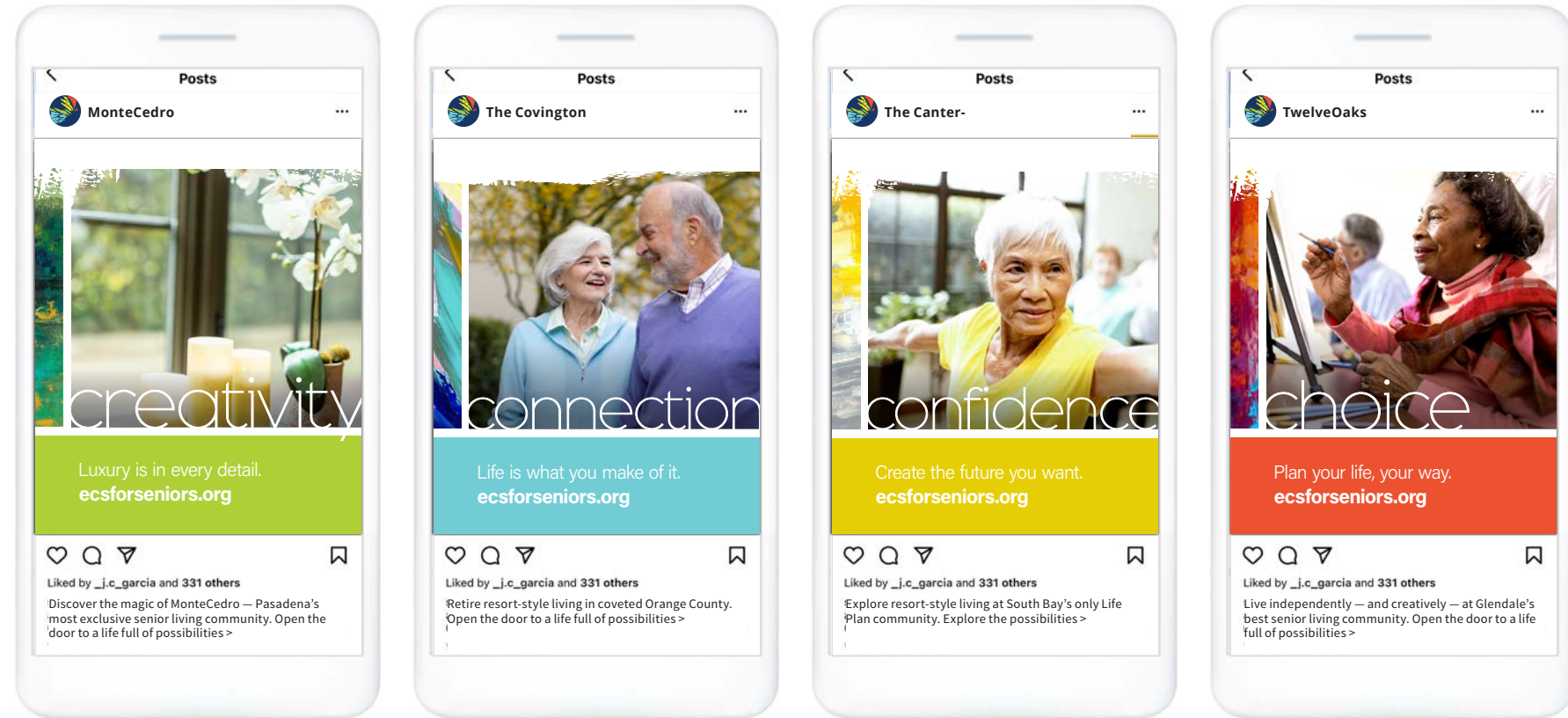
[ Facemask White ]



[ Facemask Blue ]



Samples



[ Community Social Post Examples ]

Samples



[ Water Bottle Blue ]



[ Totebag Front ]



[ Totebag Back ]



Download brand assets and a digital copy of the brand guidelines here:  
[brand.ecsforseniors.org](https://brand.ecsforseniors.org)

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