



Pursue your *joy*

BRAND GUIDELINES

V1/2023

Welcome!

We are proud to share with you the WesleyLife Brand Guidelines. The contents within are created to help you express the spirit and energy that lives at WesleyLife. We're glad you're here to help us express the bold vision of our organization.



WesleyLife

PURSUE YOUR JOY

Messaging

OUR VISION STATEMENT

15-Year Vision (2023–2038):

Our 15-year Vision is an internal driver statement, parts of which will be activated as a “new vision” for WesleyLife. We shaped this as an internal transformation statement.

Our Vision acts as an self-guide and motivator to evolve the necessary parts of our ourselves, our mindsets, our language, and our organization to become the most dynamic and inclusive champion to revolutionize the experience of aging.

// To become the most dynamic and inclusive
champion to revolutionize the experience
of aging. //

WHAT IS A VISION?

Our Vision is our aspiration and foresight — the future-oriented description of how we’ll change the world of our stakeholders. It is the impact we will have long-term, our ultimate business goal and the long view of our success.

OUR MISSION STATEMENT

// Guided by Christian compassion, we support the independence, health, and well-being of older adults wherever they call home. //

WHAT IS A MISSION STATEMENT?

Our mission statement is an explanation of the core values and purpose of the group. At WesleyLife, our mission statement is driven by our Board of Directors.

OUR PURPOSE STATEMENT

// We believe everyone should have the opportunity to live a life of continued growth, experience, and meaning — and to pursue joy, regardless of physical, social, or economic circumstances. The experience of aging is shaped by each person — as they see it, define it, and experience it. //

WHAT IS A PURPOSE STATEMENT?

A purpose statement defines why we exist as an organization, what brings us together, and why we do our work.

OUR CUSTOMER PROMISE

// For our customers, we promise the
opportunity to pursue joy – one person, one
experience, one community at a time. //

WHAT IS A PROMISE?

A customer promise is an external statement that defines what we promise to consistently deliver to our customers. It is intended to be explicit and clearly stated, valuable to our customers, and measurable so we ensure we're living up to our stated promise.

OUR CORE VALUES

//

Integrity

We inspire trust through honesty and demonstrate courage and compassion in everything we say and do.

Community

We cultivate welcoming environments where people feel a sense of belonging, acceptance, and connection.

Quality

We create experiences where wants, needs, and wishes are anticipated and fulfilled.

Dignity

We value, honor and respect each person we serve.

Stewardship

We share in our responsibility to protect, honor, and invest in the people and resources with which we have been entrusted.

//

WHAT ARE CORE VALUES?

Our core values are how we act, communicate, treat one another, and serve our customers and stakeholders.

OUR BRAND PILLARS

// **Well-Being**
We champion the pursuit of joy.

Innovation
We lead with the desire to create meaningful change.

Excellence
We collaborate to achieve extraordinary results.

Heritage
We build on the good work of those who came before us.

//

WHAT ARE BRAND PILLARS?

Our brand pillars are how we create experiences for our customers and communities.

OUR LANGUAGE FOR LIVING

(ABBREVIATED)

A critical component of WesleyLife's brand is the language we use, both internally and with those we serve. Our Language for Living holistically informs the way we present ourselves. By speaking with a consistent organizational voice and working to eliminate stereotypical and institutional language, we can amplify the WesleyLife story and cultivate a richer experience for each life we touch.

Our Language for Living seeks to:

- Drive the creation of experiences that encourage the pursuit of joy
- Illustrate our commitment to health and well-being
- Support the dignity of each individual, eliminating dehumanizing and clinical words that marginalize, define, or demean.
- Serve our clients and residents in a warm, friendly, accessible, and compassionate manner
- Reinforce and enhance our insistence on quality service that exceeds expectations

The words we use are important, and each word or term included here has been chosen with intent. Each reinforces the voice of our organization: positive, uplifting, inclusive, conversational, and accessible. Our lexicon drives us toward a model of person-directed living that encourages independence, purpose, and meaning.

(Note: The full Language for Living is much more robust; this abbreviated version encompasses the most-often-encountered words and phrases.)

THOSE WE SERVE

In Communities for Healthy Living: "Resident," not "patient"

In short-term rehabilitation or WesleyLife at Home:

"Client," not "patient"

In Adult Day:

"Participant"

To referral sources:

"Patient" is acceptable

General use: Always preferable to use a person's name and to use courtesy titles when speaking to them unless they've given you permission to do otherwise. For example: "Mrs. Johnson, I'd like you to meet Shannon, our Director of Health and Well-Being." Important: Even with the best intentions, never use pejoratives such as "honey," "sweetie," etc. In written form: Use the person's first and last name in first reference and first name in subsequent reference UNLESS in press release. Then, use entire name in first reference and last name in subsequent reference.

OUR TAGLINE

is the essential life practice that grows out of hope, faith, gratitude, grace, and love.

Joy is the measure of our relationship to life and how we choose to live it.

While we cannot control many of life's circumstances, including aging, we can choose joy. We can attune to joy. We can practice joy. We can pursue joy.

The quality of a joyous life can be measured by the good we do for the world.

At its core, working to destigmatize aging — and the resulting benefits of doing so — illustrate John Wesley's challenge:

"Do all the good you can,

By all the means you can,

In all the ways you can,

In all the places you can,

At all the times you can,

To all the people you can,

As long as ever you can."

This passage has inspired us since our inception — and what better way to "do good" than to help create a world where "older" does not equal "less than"? Our heritage compels us to serve, and serving to seek real change brings us joy. Why do we say "with joy"?

WHAT IS A TAGLINE?

Our brand tagline is a distilled expression of our Customer Promise, which creates a value-based expectation with our customers. It is used frequently in our brand expression and is often used in conjunction with our master brand identity.

Pursue your *joy*

More than fleeting pleasure and happiness, JOY is experienced as we pass through the thresholds of deep contentment.

Exhibiting it as we live lives of grace and love, we find JOY in our families, our friends, our communities, and ourselves.

Joy may be something that's practiced, searched for through passing acts of grace that arrive from the simplest of life's moments.

Joy is measured in our relationships, in ways of living, and in ways of experiencing life.

The greatest revolution might just be to age and live with joy.

At WesleyLife, we create opportunities to pursue joy by connecting with the strengths, dreams, and goals of each person we serve, wherever they call home.

To pursue joy is to awaken to a spirit of living, holding nothing back in the

adventure of life.

Our tagline is an invitation and reminder to all we communicate with — that regardless of life's circumstances, we can reach to see, experience, and pursue living through the way of joy. By embracing life fully, we live in joy.

Logo



MASTER LOGOS

Master Vertical Logo



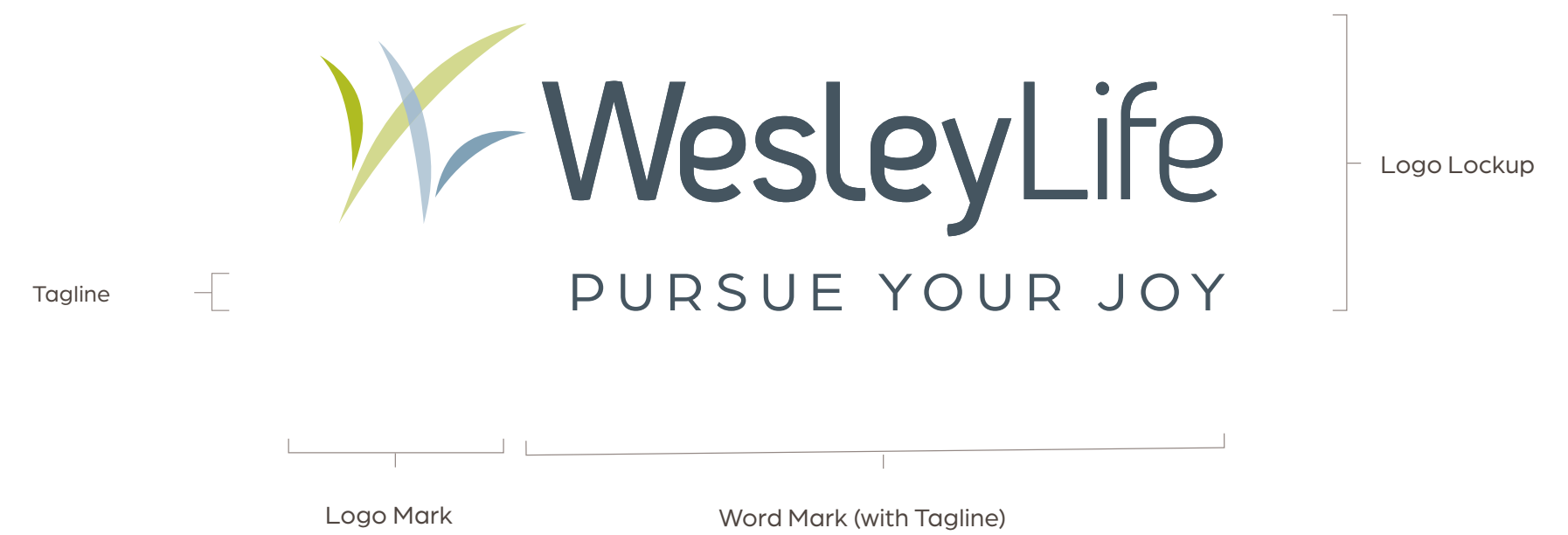
Master Horizontal Logo



Master Vertical Logo with Tagline



Master Horizontal Logo with Tagline



GUIDELINES TAGLINE & LOGO USAGE

The three approved ways to use the tagline "Pursue Your Joy" are:

1 **MASTER LOGO LOCKUP.** We may use our tagline as a complete logo lockup with our master logos (see previous page). This is the preferred usage, especially when our master logo is present in communications and marketing material. When in doubt, use the approved master logo lockups. **See #1.**

2 **TAGLINE + MASTER LOGO LOCKUP WITHOUT THE TAGLINE.** Our tagline art may be used separately in the approved art applications, providing we always include the WesleyLife master logo without the tagline in the same vicinity, such as on the same page. There must always be a clear visual separation between our primary logos and our tagline art. **(see page 19)**
We must never use our tagline art as a stand-alone without an approved WesleyLife logo reference.
(See application examples for additional usage examples.)
See #2.

3 **TAGLINE ART APPLICATION.** There are two approved usages for our tagline art with the WesleyLife logo. The guidelines for these combinations must follow these rules: **(see page 20 for examples).**
3A: The master logo mark (without the tagline lockup) may be combined in a wide variety of ways with our tagline art, when treated with a texture separation. **See #3A.**
3B: The master logo mark (alone without the word mark or tagline) may be combined with the tagline art. **See #3B.**

1.



This is an example of our master logo lockup

This is our master logo with tagline art lockup



These are examples of our master logo without the tagline, in association with our tagline art

3A.



+



3B.



EXAMPLES OF TAGLINE & LOGO USAGE

Master logo with tagline lockup usage



Master logo + tagline art usage



GUIDELINES LOGO & TAGLINE ART LOCKUPS

This page outlines the approved usage for the tagline art lockups.

The master logo and the master logo mark may be combined with our tagline in approved fashions. The guidelines for these combinations must follow these rules:

The master logo mark (without the word mark) may be combined in a wide variety of ways with our tagline art. **See examples 1 & 2.**

The master logo lock up may be combined with the tagline art, when treated with a texture separation. **See examples 3 & 4.**

When in doubt, use the approved master logo lockups. **See sample below.**



1.



2.



3.



4.



UNAPPROVED LOGO & TAGLINE ART USAGE

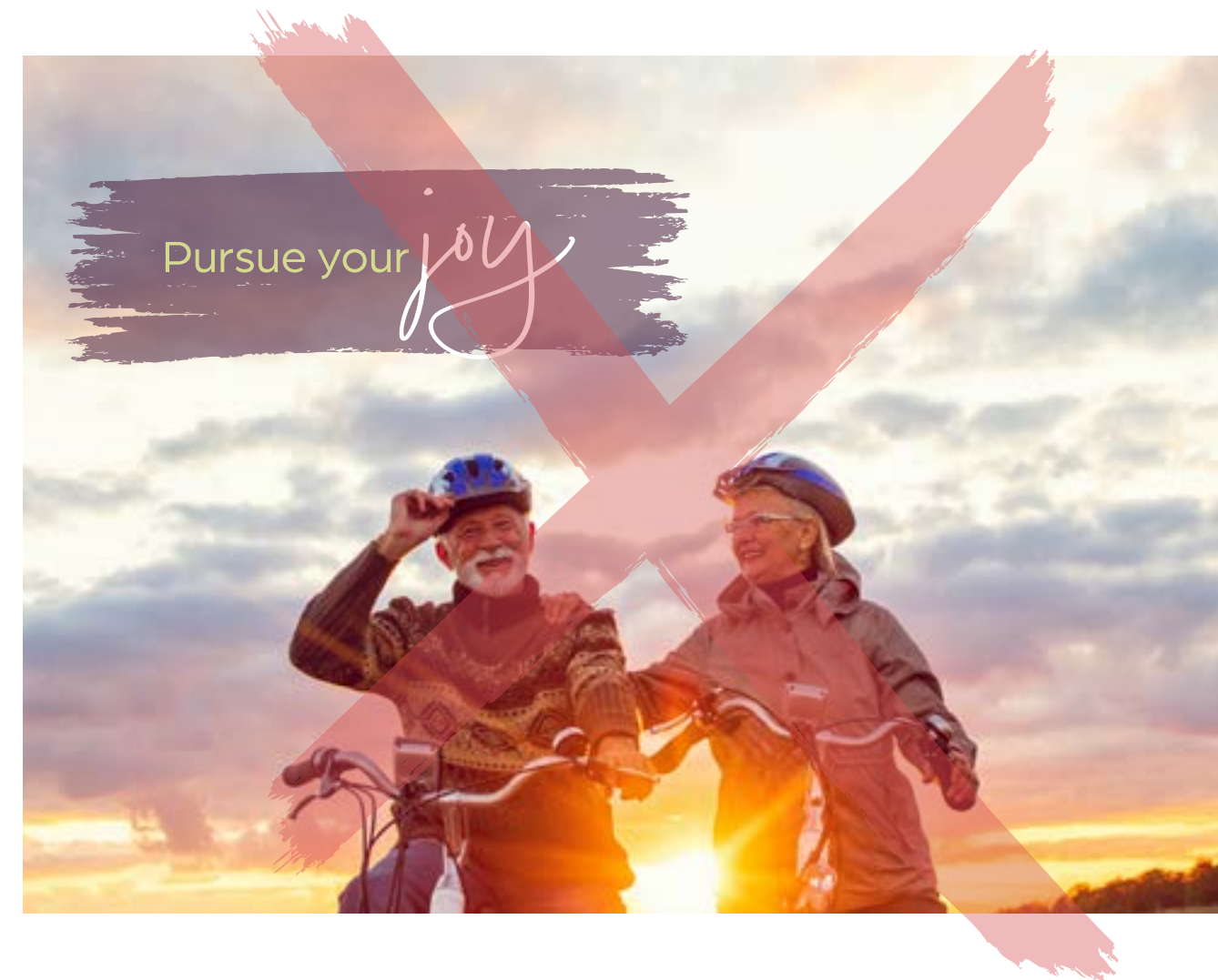
Examples of unapproved logo and tagline usage.

1.



Do not use the master logo with tagline lockup in the same page application or vicinity of our tagline art.

2.



Do not use our tagline without an association with the WesleyLife logo.

3.



Do not use the master logo with tagline lockup in an art application with our tagline art.

LOGO DON'TS



DO NOT change the logo orientation from the approved Master Logos.



DO NOT modify the Master Logo lockup structure.



DO NOT combine partner logos in unapproved ways.



DO NOT combine Community Logos with the Master Logo.



DO NOT combine a service logo with the Master Logo.



DO NOT change the color application of any logo.



DO NOT combine the designed Tagline with the Master Logo.



DO NOT use the Master Logo Word mark without the Master Logo Mark.



DO NOT reorient any elements of the Master Logo.

Color

Brand Guidelines



PRIMARY BRAND COLORS

Our primary brand colors reflect the essence of our brand character and express a distinct emotional presence that aligns with the experiences of WesleyLife. Our color palette is intended to be joyful, natural, energetic, and bold.

The greens and warm orange create an energetic, natural, and welcoming tone.

The grays and neutrals ground the brand, balancing out the primary palette, and speak in a clean and clear voice.

NOTES ON COLOR USAGE

TYPOGRAPHY: Headline treatments should use our darker and bolder (more contrasting) colors in both primary and secondary palettes. Body copy in all cases should be readable, using high-contrast color applications.

TEXTURES: All designed textures are intended to separate type treatments, underscore key images and ideas, and work as emotional reinforcement of images and key text. Therefore, colors should be applied to textures in subtle manners. Design applications will often require a transparency effect so textures blend with backgrounds or photos.

CMYK: 38 / 0 / 99 / 23 RGB: 136 / 167 / 55 HEX: #88A737 PMS 2276 C	CMYK: 24 / 15 / 100 / 0 RGB: 181 / 186 / 65 HEX: #B5BA41 PMS 583 C	CMYK: 18 / 5 / 54 / 0 RGB: 213 / 216 / 147 HEX: #D5D893 PMS 7492 C	CMYK: 19 / 67 / 60 / 3 RGB: 199 / 109 / 97 HEX: #C96E62 PMS 7607 C	CMYK: 53 / 31 / 28 / 0 RGB: 130 / 154 / 166 HEX: #829AA6 PMS 5425 C	CMYK: 23 / 2 / 0 / 77 RGB: 70 / 85 / 96 HEX: #465560 PMS 432 C	CMYK: 71 / 57 / 60 / 44 RGB: 61 / 69 / 68 HEX: #3D4544 PMS 446 C
75% TINT	75% TINT	75% TINT	75% TINT	75% TINT	75% TINT	75% TINT
50% TINT	50% TINT	50% TINT	50% TINT	50% TINT	50% TINT	50% TINT
25% TINT	25% TINT	25% TINT	25% TINT	25% TINT	25% TINT	25% TINT

SECONDARY BRAND COLORS

Our secondary brand colors are chosen to support and embolden our primary palette. They bring to life the bold character of our Vision while still supporting the joyful, natural, and energetic essence of our brand.

There should always be a primary color present when using our secondary palette. However, we do not need to use a secondary color when using our primary color palette.

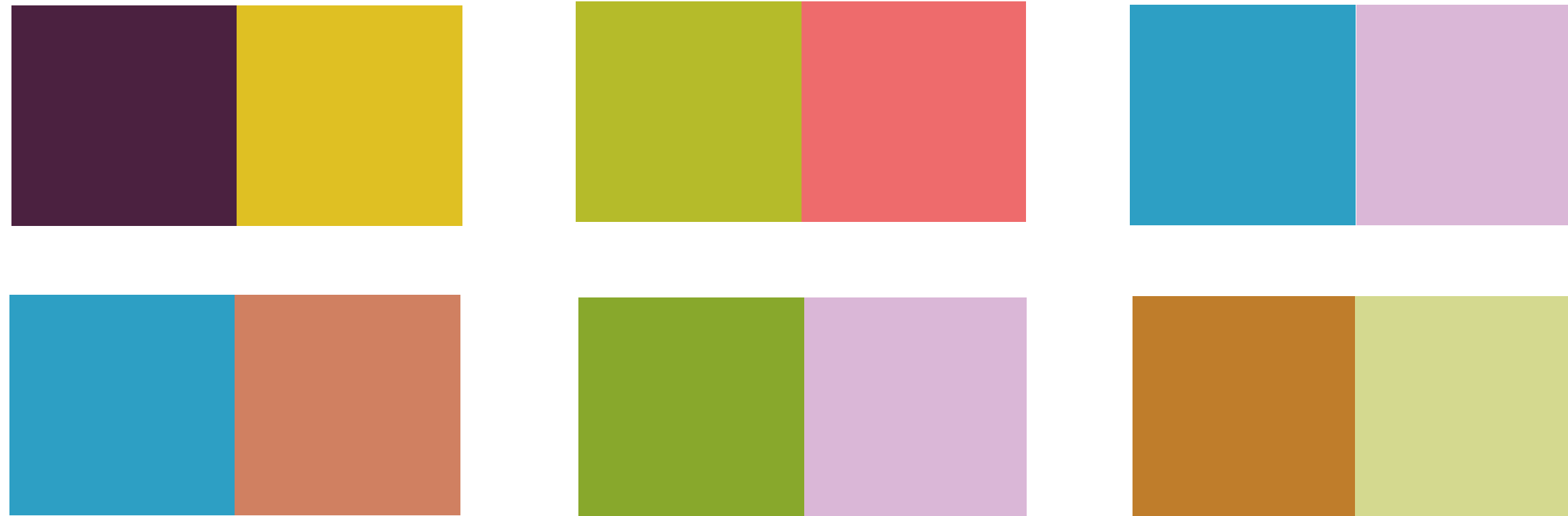
NOTES ON COLOR COMBINATIONS

The primary and secondary color palettes are design for a wide range of uses and emotional appeal. There are no set standards around the combinations of colors. However, complementary color combinations tend to work best.

CMYK: 56 / 85 / 36 / 54 RGB: 74 / 34 / 64 HEX: #4A2240 PMS 5115 C	CMYK: 8 / 64 / 47 / 0 RGB: 225 / 121 / 116 HEX: #E17974 PMS 2030 C	CMYK: 74 / 21 / 14 / 0 RGB: 53 / 159 / 194 HEX: #359FC2 PMS 2200 C	CMYK: 22 / 23 / 100 / 0 RGB: 206 / 182 / 44 HEX: #CEB62C PMS 606 C	CMYK: 22 / 54 / 99 / 5 RGB: 190 / 125 / 52 HEX: #DE7D34 PMS 7511 C	CMYK: 12 / 31 / 0 / 0 RGB: 217 / 183 / 214 HEX: #9B7D6 PMS 257 C
75% TINT	75% TINT	75% TINT	75% TINT	75% TINT	75% TINT
50% TINT	50% TINT	50% TINT	50% TINT	50% TINT	50% TINT
25% TINT	25% TINT	25% TINT	25% TINT	25% TINT	25% TINT

COMBINING BRAND COLORS

COMPLIMENTARY (CONTRASTING) COLORS



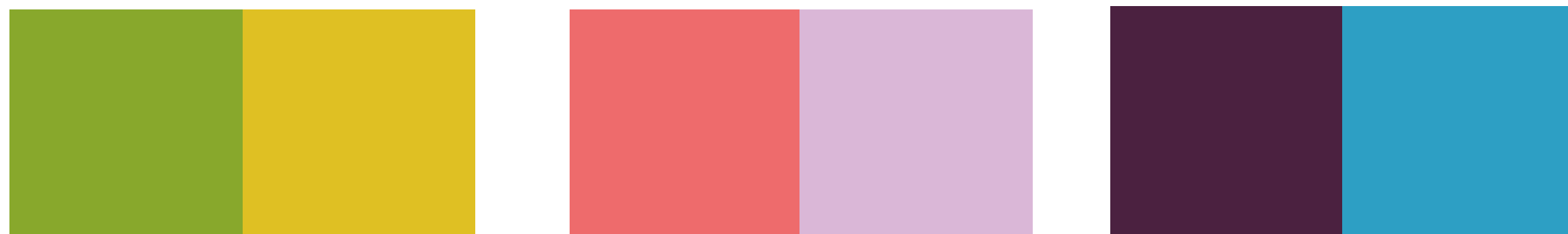
NOTES ON COLOR COMBINATIONS

The primary and secondary color palettes are designed for a wide range of uses, and for emotional appeal. There are no set standards around the combinations of colors. However, complimentary color combinations tend to work best.

Color combinations that tend to work best are colors that are

1. COMPLEMENTARY (CONTRASTING) COLORS
2. COLORS WITH SIMILAR HUES
3. ANY PRIMARY OR SECONDARY COLOR WITH A NEUTRAL COLOR.

SIMILAR HUE COLORS



NEUTRALS +



Typography



Brand Guidelines

TYPOGRAPHY

Typeface: **Arboria**

The WesleyLife brand uses the **Arboria font family**, a geometric sans serif family whose unique characteristics make it approachable and professional and ensure it aligns with the brand identity. Arboria is the font used in the primary logo. The primary weights used are book and bold. Medium and black weights are also available to meet additional needs.



supporting typography on the next page.

Alternative Instances

Instances such as academic papers (APA) and ADA requirements may dictate alternative font choices and treatments. In such instances, brand fonts may be substituted with fonts that meet stated requirements. Such requirements take precedence over font usage guidelines. Designers, authors and creators of such documents are encouraged to use their discretion while doing their best to retain brand consistency.

Arboria Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

Arboria Book

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

Arboria Book Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

Arboria Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

Arboria Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

Arboria Black

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = _ + ? : ; ' " , . [] { } < >

SUPPORTING TYPOGRAPHY

Highlight Font

Because of the “joyous” nature of our brand expression, a special highlight font has been chosen to underscore especially emotional words or phrases we want to emphasize. This font should be used sparingly to emphasize highly emotional words or short phrases. This font should primarily be used in headlines and sub-headlines, in single highlight words, or in short phrases at the beginnings or ends of paragraphs. See our application examples for ways to use this font.

Lindsey Signature is our highlight font.

NOTE: We have added a limited stroke to thicken the font to increase its impact and readability. Typical application is .5 stroke.

Lindsey Signature

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ~ ! @ # % ^ &) | " < > ?

Arboria Type Style Sheets

Strong type hierarchy gives WesleyLife a welcoming and professional presence. Information should be easy to find and clearly differentiated. Please refer to the Paragraph Style Sheets in the Brand Guide InDesign document for a wide range of typography styling. Designers are permitted to use their discretion on type styling for the wide needs and applications.

Leading

We recommend tighter leading for large headlines so they are more efficient on space and read as a single unit. We recommend looser leading for body copy to improve legibility and add openness to the brand typography.

Kerning

Always set kerning to “Optical” unless there is a significant need to adjust a letter pairing in a large headline.

Alignment

For most type, we recommend a left alignment with a rag on the right, which allows for easy readability. Sometimes headlines and sections may need to be centered or right-aligned. We advise against forced justification for any reason.

Ligatures

We recommend leaving ligatures turned on for headlines and subheads, but turned off for body copy.

Headline Casing

Headlines and subheads shorter than eight words should be in title case. Anything longer should be in sentence case. If the headline or sub-head is a full sentence (for instance, if it uses punctuation), it needs to be in sentence case. Otherwise we should apply the 7-word rule.

Arboria Book

H1 60/74 Hero Header

Arboria Book

H2 44/56 Title header with nine words set in sentence case

Arboria Book

Promo 28/33 text serves as a lead-in sentence or two. Second line of promo text.

Arboria Bold

H4 20/24 Section Bold SubHead Text (Can be CAPS, Sentence Case, or Title Case)

Arboria Book

Large Body 28/33 Lorem Ipsum. Sed eget dolor eros. Praesent suscipit diam non risus laoreet tempor. In blandit quam ut tellus mattis malesuada.

Arboria Book

Body 14/18 Duis ut libero quis mi porta ultrices. Mauris ullamcorper consectetur diam, consectetur lacinia enim rutrum et. Nam a aliquet neque. Mauris euismod vitae mauris vitae venenatis. Suspendisse eu efficitur leo.

Arboria Book

Label 12/12 for the brand guide notations.

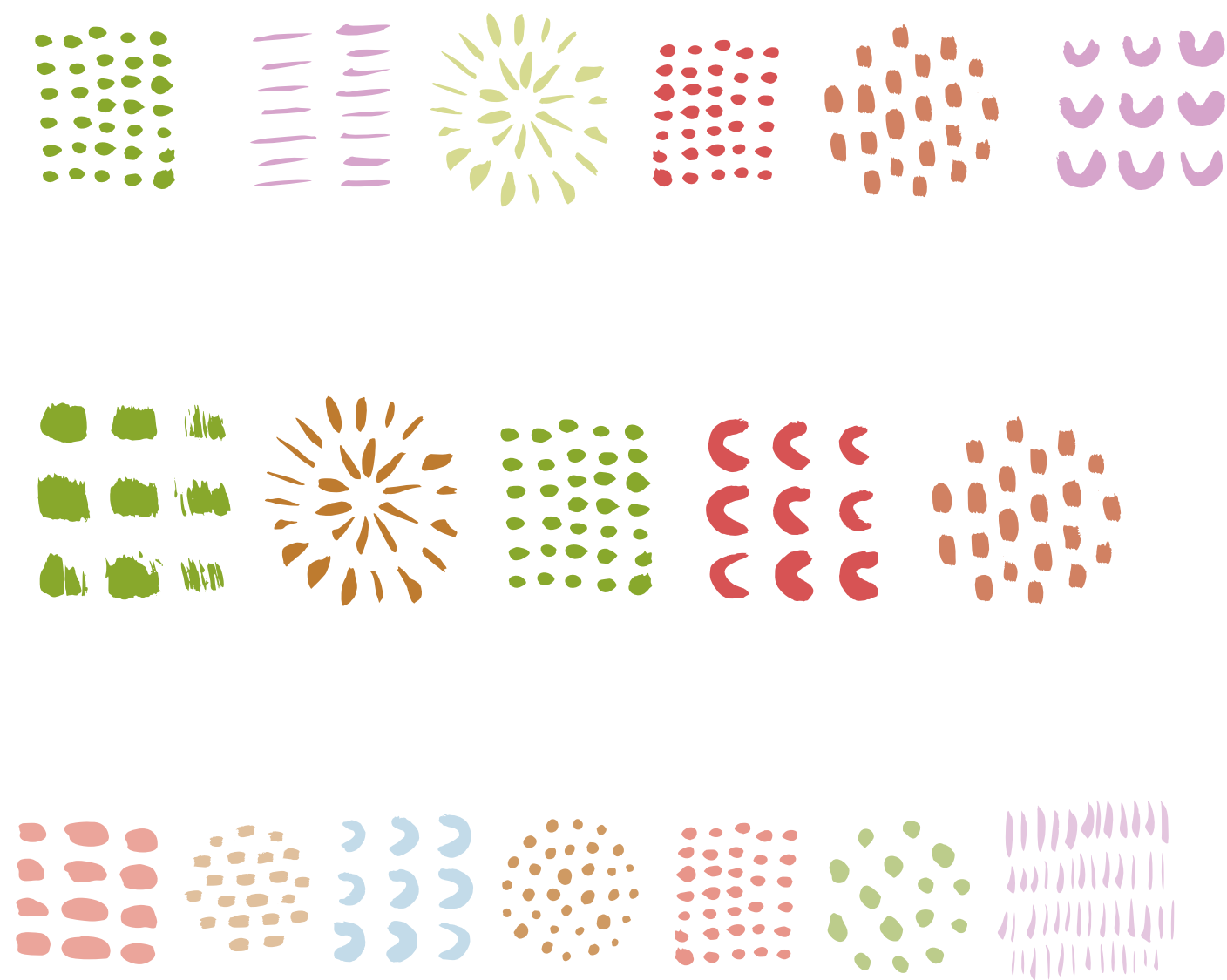
Textures

A close-up, high-angle photograph of four elderly men of diverse backgrounds huddled together outdoors. They are all smiling warmly at the camera. The men are wearing casual clothing: a blue t-shirt, a white t-shirt, and a dark grey t-shirt. The background is a soft-focus green and white bokeh, suggesting a natural outdoor setting. The overall mood is joyful and intimate.

TEXTURES

Three primary texture types live within the WesleyLife brand expression: Edge Textures, Background Textures, and Border Textures. Each can be applied creatively to enhance the overall feel of a design.

Edge Textures are used at edges of pages or in photos or lines or photos to create emphasis.



Background Textures are applied behind key typography elements such as headlines, or behind images.



Border Textures are applied like picture frames to crop or highlight photographs.



TEXTURES

TEXTURE EXAMPLES



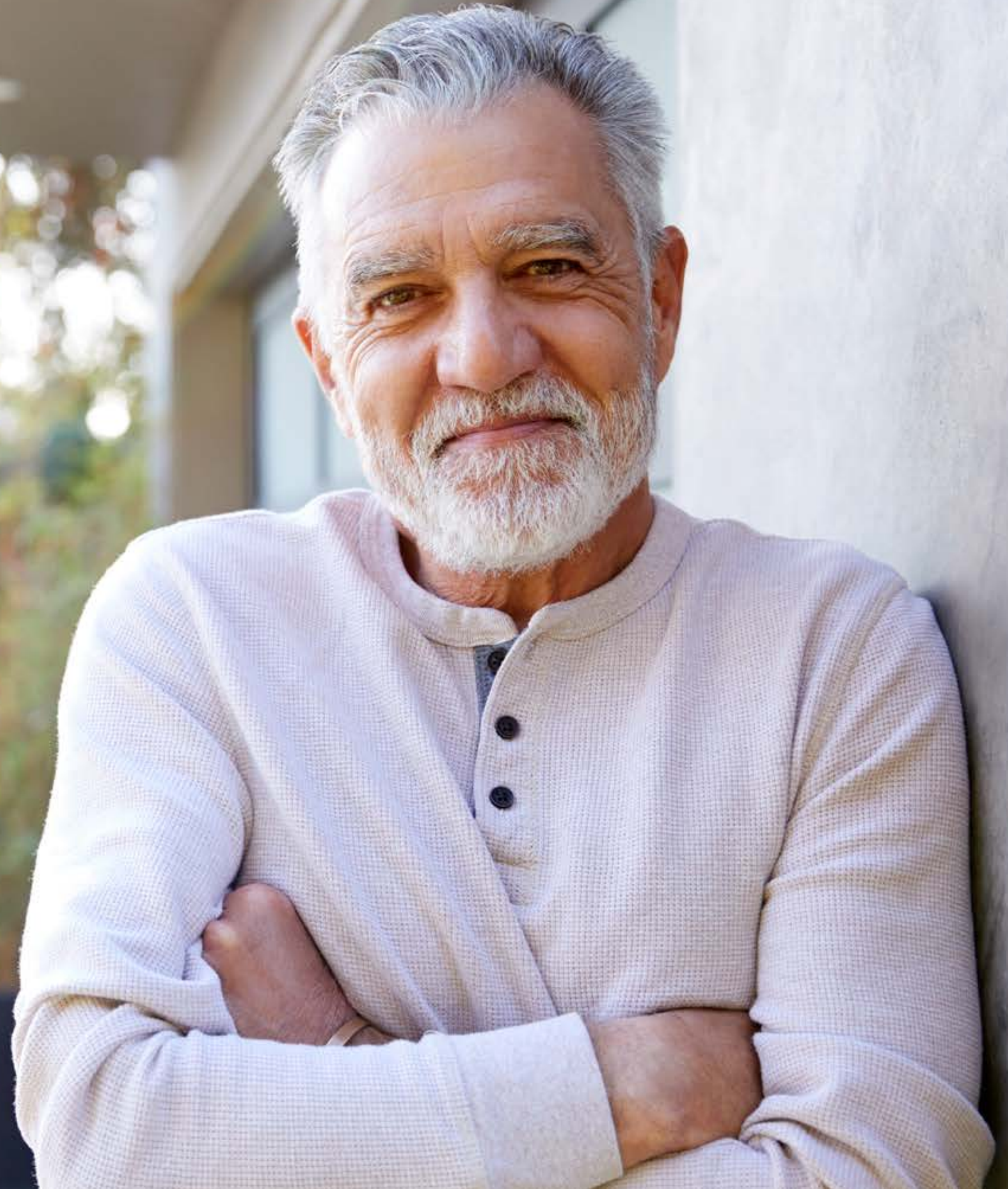
Background texture

Edge texture

Background texture



Imagery



IMAGERY

MOODS THAT ENLIVEN OUR BRAND

The WesleyLife lifestyle imagery is created to enliven experiences. The **moods** reflect or represent our **Core Values and Brand Pillars**, and are expanded by a range of emotions we want people to feel within our crafted experiences. In addition, our storytelling is brought to life through architectural images or our Communities for Healthy Living.

We use a mixture of **professional architectural images, high-quality stock photos, and high-quality lifestyle images of our residents, clients, participants, and team members.**



CREATING MOODS & EXPERIENCES

Well-Being

Excellence

Innovation

Heritage

Quality

Integrity

Dignity

Community

Stewardship

EMOTIONAL MOODS

Joyous

Connected

Loving

Caring

Images combined with our core messages, such as our tagline, can enhance the feel of the stories we tell.

Legibility of text and contextual relevance of messaging with imagery are essential to create intellectually clear and emotionally compelling storytelling.



IMAGERY

ARCHITECTURAL IMAGERY



IMAGERY

LIFESTYLE IMAGERY



Application Examples



APPLICATION

BREAKDOWN OF BRAND-EXPRESSION COMPONENTS



- Logo Usage**
 - Community logo
 - Master logo
- Tagline Usage**
- Font Usage**
 - Arboria
 - Lindsey Signature
- Image and Texture Usage**
 - Border texture
 - Background texture
 - Edge texture
 - Stock imagery
 - Architectural imagery



APPLICATION

TAGLINE LOCKUP VARIATIONS



APPLICATION

TEAM SWAG



Back



Front



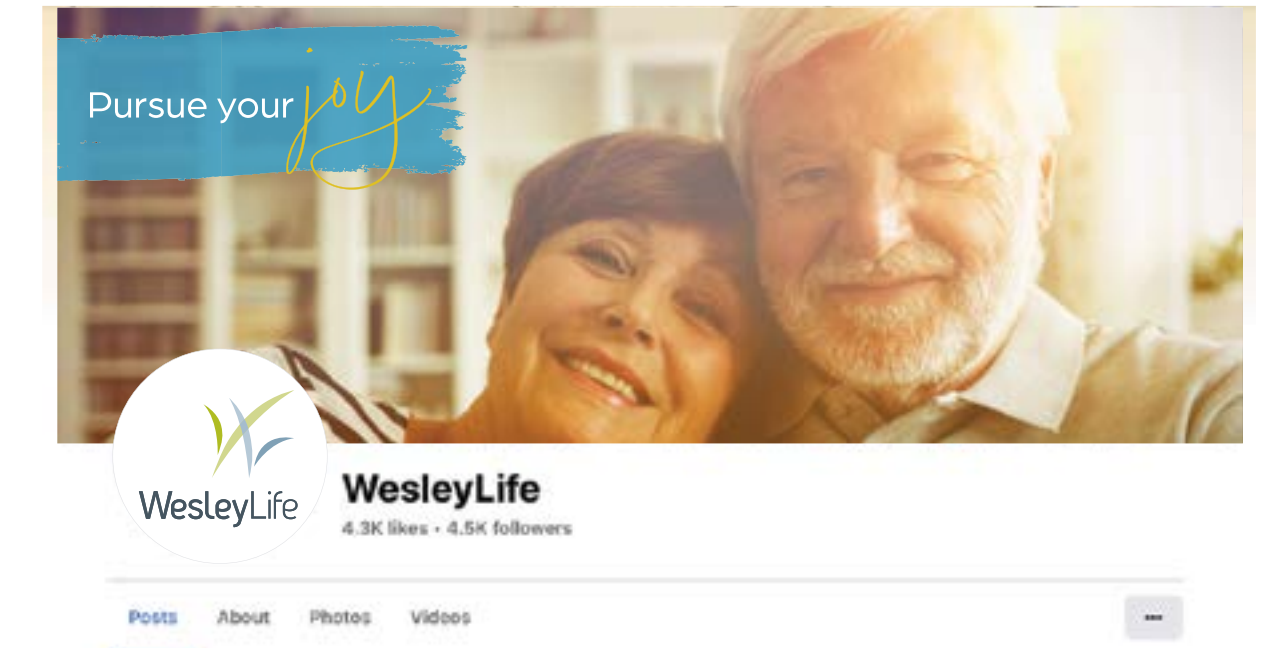
NOTE: The WesleyLife Logo should always be used in a branded relationship with the "Pursue your Joy" Tagline art tagline.

APPLICATION

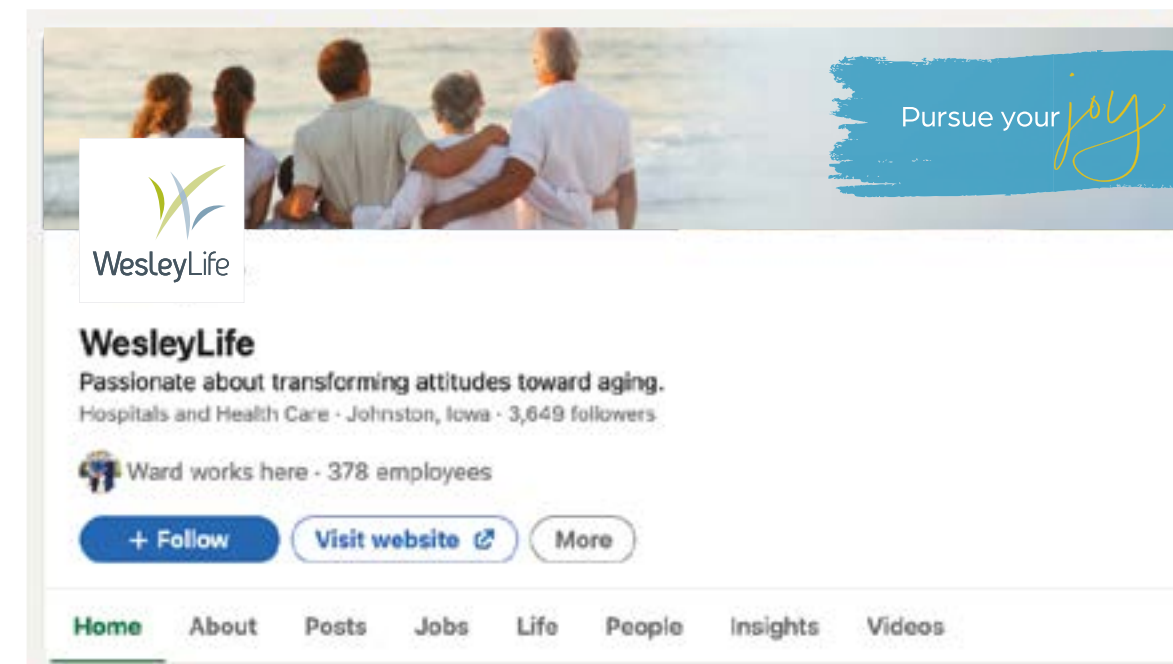
FACEBOOK & LINKEDIN HEADERS



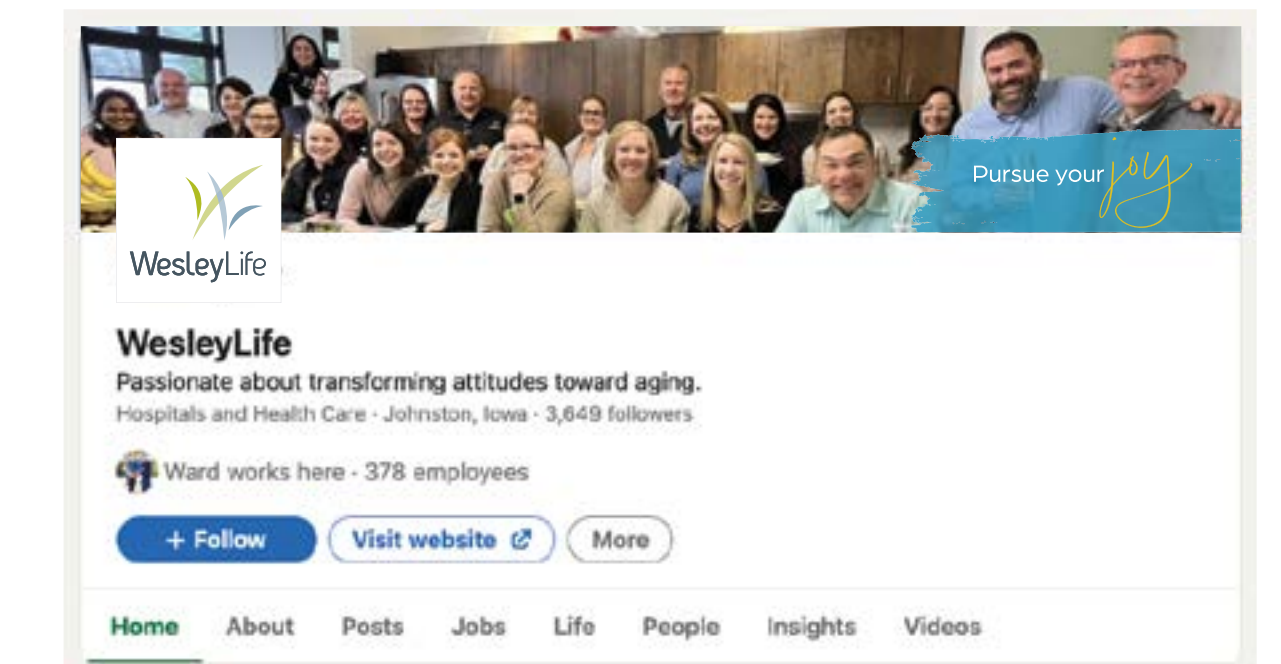
FACEBOOK



FACEBOOK



LINKEDIN



LINKEDIN

APPLICATION

COMMUNITY COLLATERAL & SOCIAL MEDIA



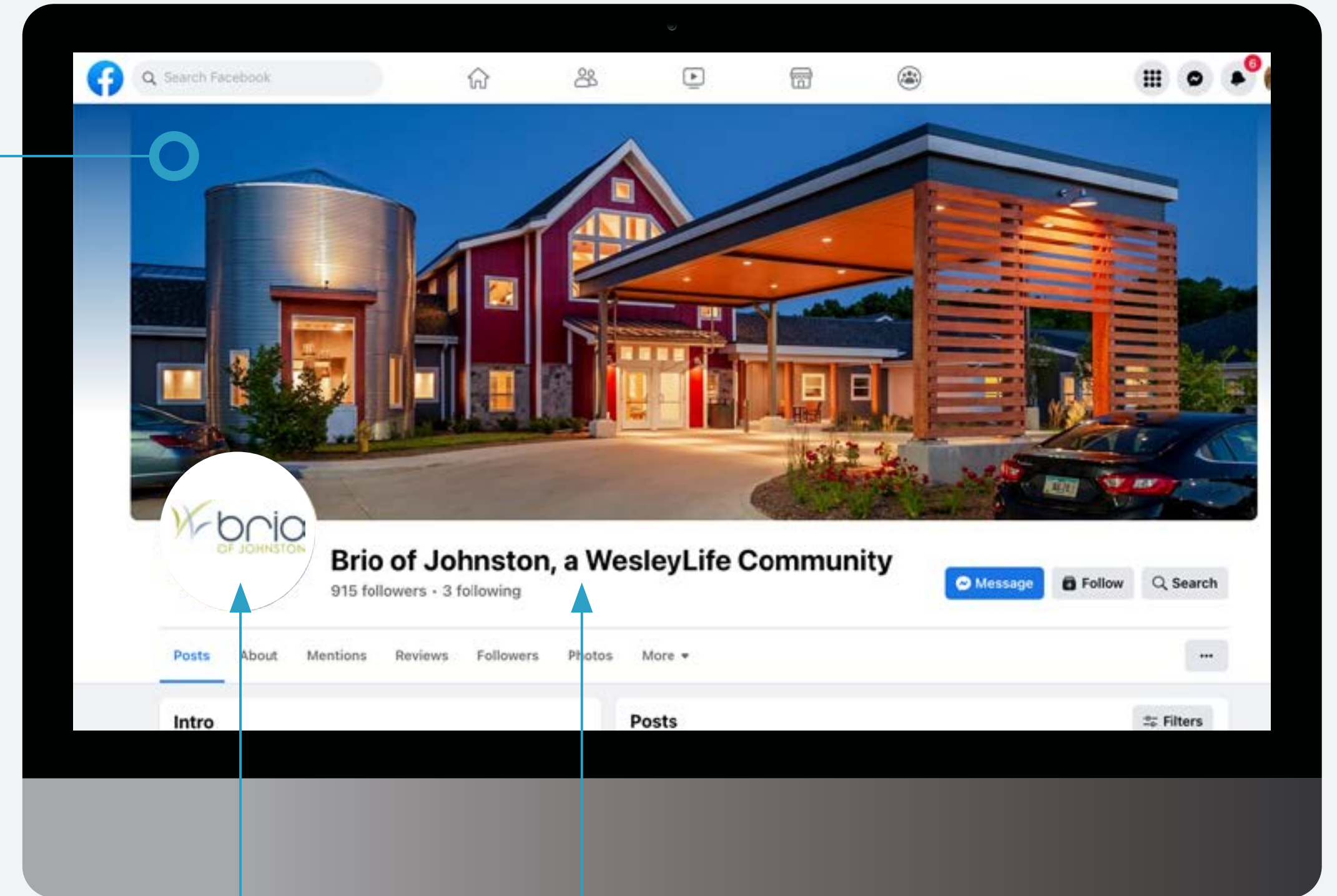
Community Architectural or Lifestyle Image

Square Corners

Approved Photo Borders:



Ellipse Organic Shapes



Show Community logo in social avatar.

State full community name, with the WesleyLife endorsement.

Recommended guidelines for using the community brand in social media:

- Applying the community logo without the endorsed language in the avatar area — and do not use of "A community for healthy living."
- Please show the community logo as large as possible, without cropping any portion in the social avatar.
- Do not replace the social avatar with a photo, icon, or other image.
- In its written form, please apply the endorsement "A WesleyLife Community" in association with the community name.



BRAND GUIDELINES



Contact

For questions about WesleyLife brand guide usage or access to relevant assets, please contact Amy Hutchins, Chief Marketing Officer.

Phone:

(515) 456-7890

Email:

ahutchins@wesleylife.org