

FAMILY

INNOVATIVE

FAITH BASED

CARING

YOU ANSWERED

WE ASKED

EMPOWERING

INCLUSIVE

MISSION DRIVEN

ACCEPTING EVERYONE

RICH HISTORY

FUTURE FORWARD

WE LISTENED

RESIDENT FOCUSED

ROOTED IN VALUES

CHANGING

NON-PROFIT

SERVING THE WHOLE PERSON

OUR BRAND JOURNEY



First Community 1972

Our first logo, a dove, was created by a resident's family member. Doves symbolize peace, love, devotion, the Holy Spirit, and hope.



Lilies Logo 2005

We replaced "Campus" with "Communities" and created a logo with lilies forming a heart to represent love, and the stems merging into an L shape for life.



50th Anniversary 2022

The tree symbolizes staying rooted in our values as we branch out, growing stronger as we plan toward the future.



New Logo 2022

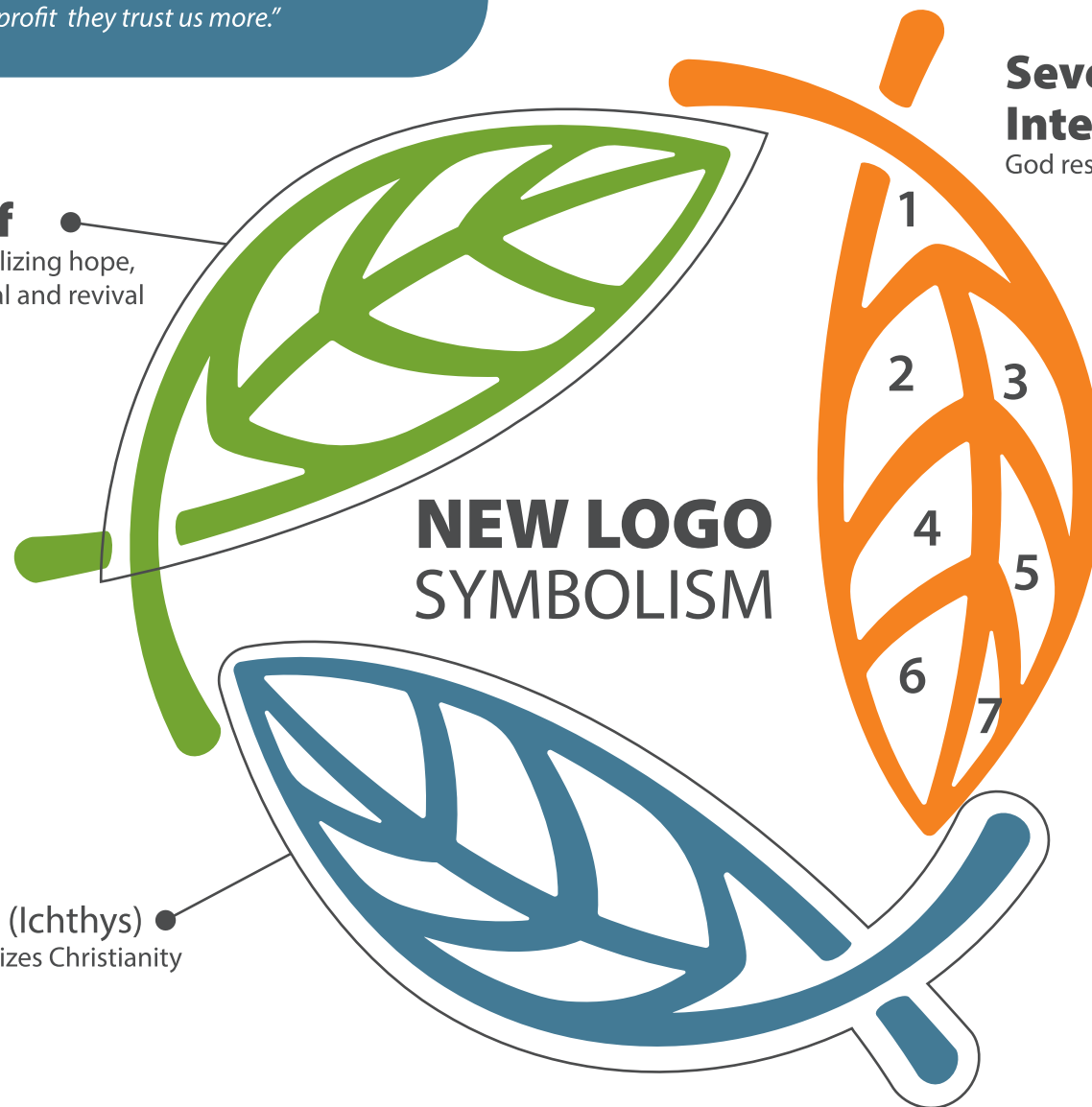
The new modern logo symbolizes our values that keep us true to our vision and mission as we move forward.

OUR NEW LOGO SYMBOLISM

NEW LOOK • SAME NAME • SAME VALUES

"My perspective is from customers, and surveys and focus groups tell us being faith-based and mission-based non-profit they trust us more."

Leaf
Symbolizing hope, renewal and revival



NEW LOGO SYMBOLISM

Fish (Ichthys)
Symbolizes Christianity

Seven Internal Sections
God rested on the 7th day

Three Fish
Represents the Trinity

The Circle
The circle represents community, unity, and transformation

"I would like it to help people understand the spiritual component to the organization."

A few comments shared by team members and residents from our extensive interviews

"I think a lot about how the logo icon image is used alone, maybe it should have a nod to the base – but maybe that's mission driven not religious?"

TWO VERSIONS



Christian Living COMMUNITIES



Christian Living COMMUNITIES

Purposefully bolding "COMMUNITIES" to reinforce our commitment to connections and relationships.

THREE COLORS

Blue
Represents Stability, Faith, Trust & Calm

Green
Represents Growth, Hope, Harmony & Safety

Orange
Represents Enthusiasm, Creativity, Health & Happiness



MOVING FORWARD WHILE HONORING THE PAST

Christian Living Communities jubilantly moves forward in our 50th year with a refreshed new look reflecting the strong values that ground us. Our name remains the same, but how we share who we are with the world is more contemporary and relevant, encapsulating our roots and growth in one image.

"Within our team members the Christian based message is what attracts them."

"All are welcome regardless of religion, race, gender, preferences, etc."

REVISED TAGLINE

A simple statement of what we strive for every day.



**Christian Living
COMMUNITIES**

Where Aging is Honored and Celebrated