

Branding Refresh 146c

**United Church
Homes and
Services
Rebrand**

RIVERS

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EveryAge



Brand Guidelines

The Project

United Church Homes and Services (UCHS) is an industry leader among not-for-profit senior living organizations with 12 locations and robust programming services. After 50 years of serving the community, the organization needed a brand that went beyond its faith-based roots to fully encompass the breadth of its services and that would allow for future growth.

The new organization name, EveryAge, ties directly back to UCHS's promise to deliver care and compassion to seniors at every stage and every age of their lives. New brand architecture was constructed that included new identities for different parts of the organization, in addition to a new brand system, logo, color palette and icons that were created to bring the brand to life.

To introduce the new brand to residents, employees and stakeholders, a launch campaign was crafted with email, social media and video elements. At the organization's 50th anniversary celebration, the new brand was officially unveiled, and a video sharing the story behind the new name was shown.

Before



After



Primary Brand Graphics



Fishes



Arc



Heart

The arc



**Logo Mark for All
EveryAge CCRCs**



**Logo Mark for All EveryAge
Affordable Housing
Communities**



**Logo Mark for All
EveryAge Programs**

BRANDING



SOCIAL MEDIA

