

WINTER 2018

THE WESLEY

Community · Choice · Continuing Care



In this Issue:

A behind-the-scenes glimpse into Wesley's new look and what's to come in 2018 (and beyond).

Wesley Greets 2018 with a New Look and Renewed Spirit

In 1944, Rev. Dr. Stanley Logan sought a solution to a widow's search for a place to live so she wouldn't have to impose on her children and grandchildren. His solution was Wesley Gardens.

Wesley Gardens became Wesley Homes with the addition of The Terrace building in 1960. With the second building, a new name and brand was needed. This recognizable logo has been the Wesley Homes symbol for over 50 years.

When Wesley Homes expanded with in-home care services and a new community in Auburn, the brand expanded, too, with a distinct logo and color for each entity.

As Wesley grows with new communities in Puyallup and Renton, the redevelopment of the Des Moines campus and the addition of Hospice services in King County, it is time to rebrand with a new logo that better represents current styles and the spirit of the organization.



Be the first to know what's going on at Wesley.

Sign up at WesleyChoice.org to receive eWesley, our monthly online newsletter.

Wesley is a faith based organization providing retirement communities and a network of services for older adults.

With love and joy, we are called to meet the physical, social and spiritual needs of those we serve.

We affirm the worth of all those we serve and those who provide service.





(Left) Kathleen Deakins, President and Owner of JayRay, presents an overview of the 3Ps to the Wesley Board of Trustees (Right) Susan McConnell, Executive Director of Wesley Community Foundation, participates in an exercise with the Brand Team.

Working with JayRay, the Wesley Brand Team – made up of residents, staff, board members and a business partner – was charged to help inform a brand that was simple and memorable, retained brand equity in the community and had the flexibility to add new campuses and services.

The Brand Team set to work analyzing focus group research, reviewing competitive brands and participating in exercises to help determine Wesley’s key characteristics. JayRay facilitated sessions over several months to identify Wesley’s 3Ps (personality, promise and position), messaging and graphic representation.

“Friendly and warm rose to the top of the list,” beamed Naniofa Poulivaati-Mounga, Life Enrichment Director at Wesley Des Moines. “I love that about us. We are one big family.” Genuine, values-driven and engaged were other personality characteristics included in the new brand.

When compared to other communities, Wesley offers more choice in housing types, amenities and how care is delivered. “Having our own in-home care agency, allows us to provide more care options for the residents on our campuses

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Naniofa Poulivaati-Mounga
Life Enrichment Director at Wesley Des Moines

and people off campus throughout King and Pierce counties,” said Kevin Anderson, Wesley President and CEO. Choice was the clear differentiator of our position in the marketplace, which led to the creation of the new tagline:

Community · Choice · Continuing Care

What will always be true becomes Wesley’s promise. “We put people over profits,” said Kevin. “For us, it isn’t about building wealth for investors. We make decisions based on what is the right thing to do for the people we serve – residents, employees, home health clients and their families.”



Enjoying the Opportunity

"I really enjoyed the rebranding process," said Brian Garrett, president of the Community Foundation Board of Directors. "It allowed us to look at Wesley's personality and to focus on what we do best."

Brian was impressed by JayRay, Wesley's branding partner in this process. "Wesley provides numerous choices," said Brian, "and JayRay helped us use that to position ourselves among retirement communities. They encouraged the different perspectives of the brand team representatives including staff, residents and other stakeholders."

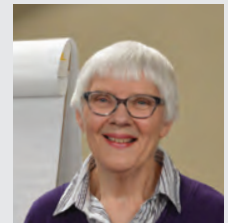
Representatives from the Foundation and our home health agency also participated on the brand team. "It was helpful to have their input on how branding affects how they reach out to people," said Brian. "Everyone's input made this a valuable experience."

Jan Slezak provided an important perspective on the brand team.

"We had to ask people what animal came to mind when they thought of Wesley Homes," said Jan. "One person said an octopus; the eight legs represented our services: activities, the health center, assisted living and so on. Another person said a woolly mammoth. That's not what we want new generations to think of us, and this is why the rebranding process is an important part of Wesley moving forward."



Brian Garrett,
future Bradley Park
resident



Jan Slezak,
Des Moines resident

New Symbol Conveys Choice, Community



Our new logo represents Wesley's many options and services encircled by the warmth of community, lovingly fashioned to work together like pieces of stained glass.

Traditionally, stained glass artisans used color to convey meaning.

- The blue of the sky symbolizes heaven, hope, sincerity and piety.
- Green, the color of grass, represents growth and rebirth.
- Yellow, seen in the haloes of saints, evokes divinity, power and glory.

Once the research and brand exercises were completed, JayRay presented five logo options to the brand team. Each logo had a unique look and helped to convey a different aspect of the brand. JayRay then facilitated the brand team through choosing the logo that would be most effective for Wesley based on the discussion.

"Wesley has a strong tie to the United Methodist Church," said Christine Tremain, Vice President of Marketing and Development. "To me, the stained glass visual represents that connection and the spiritual component that Wesley offers. I was won over when I realized that."

Wesley's new brand is more than just a logo; it is a visual representation of the Wesley community, past and present; the people who live and work at our campuses, the caregivers who provide in-home services in the greater community and the visionaries who created the solution for the widow by building Wesley Gardens.

"With our new brand, we celebrate our history and prepare for an exciting future," Christine added. "It conveys what we do differently and sets us apart in our field."



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Wesley is a not-for-profit organization offering a full spectrum of lifestyle options for aging well, including residential communities, in-home health and care services in King and Pierce counties.



Choice and Innovation with Wesley Health & Home Care

The Wesley Health & Home Care brand now includes Home Health, Home Care and Hospice under the same umbrella. “No one else has all the care options that Wesley offers for people in their own homes,” said Melinda Moore, Executive Director.

For the Wesley Health & Home Care team, the new look and name better encompass all of the in-home services that Wesley provides. “We needed something that better reflects our multiple offerings,” said Laura Nencetti, director of Community Health Services. “It was great to be part of the team to redesign our brand.” 



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