



## Important Dates for my Community Brand Launch

### My Naming Committee Meetings:

### My Focus Group Meetings:

### New Name Decided by: (No later than December 31, 2007)

### Launch our new name and brand identity:

# What Happens Next?

Here's a timeline illustrating the steps each community will take in preparing for the new brand launch.

2007	Late September / Early October	Regional meetings about the new brand with TSLC leadership.
	Early October	Sanctuary™ brand kickoff meetings at each community. Each community forms its Naming Committee and Focus Group.
	Late October	Reports due from each community's Focus Group.
	December 31, 2007	Each community selects its new Sanctuary™-branded name.
2008	January – April, 2008	Each community plans its public Naming Ceremony.
	April 2008	TSLC brand officially launched externally.
	April – June 2008	Each community holds its public Naming Ceremony.

We've also included a tear-off calendar that you can use to note other important dates for your Community's preparation process. You'll find it on the inside flap of this newsletter, with the survey.

# Need Some Help? Give Us a Call.

We understand that the changes we're undergoing can be hard to process or seem overwhelming. Perhaps your community's naming committee or focus group needs further guidance. Trinity Senior Living Communities now has Regional Marketing Coordinators who can help. Feel free to contact the coordinator for your area – they're ready to answer your questions and provide support.



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# Introducing Our New Brand

Welcome to Trinity Senior Living Communities! Over the next several months, you'll be hearing a lot about our new brand initiative and the changes that accompany it. It's an exciting milestone worth celebrating – and you're invited to join in and help shape our identity along with us.

We've accomplished a lot since Mercy and Holy Cross Health Systems merged in 2000 to form Trinity Health. Your hard work has helped create a strong foundation for an outstanding network of senior care communities across three states. So why are we changing our company name? Here are the biggest reasons:

- Marketing research has shown that our current company name – Trinity Continuing Care Services – has limited public recognition.
- Our marketing messages are fragmented and our company "look" is inconsistent.
- Our company image needs to be refreshed.

We're ready to grow as a company and bring our excellent care and housing to more seniors. We're also ready to incorporate our Sanctuary™ model into all of our communities and create resident-driven "neighborhoods" that focus on the spiritual importance of caring for elders. But to reach our target audiences in an increasingly competitive senior care business environment, we need to enhance our brand or be left behind.

You can help ensure that our new identity reflects our mission by becoming involved in the branding process at your community. You'll find more information inside about what happens next and how you can help. Share your ideas with us – we'd love to hear them.



Our new brand  
is a milestone  
worth celebrating!  
You can help by  
being involved in  
the branding process  
at your community.

This newsletter  
will give you more  
information and help  
guide you through  
this exciting process.

## Your Opinion Counts!

Let us know how you'd like to become more involved.

**TSLC STAFF:** Complete and return this quick survey to receive a FREE gift.

NAME	<input type="text"/>
TITLE	<input type="text"/>
SITE LOCATION	<input type="text"/>
PHONE NUMBER	<input type="text"/>
EMAIL ADDRESS	<input type="text"/>

### 1. How would you rate your level of interest regarding the new *Sanctuary*™ brand?

- Very enthusiastic       Somewhat enthusiastic  
 Somewhat disinterested       Very disinterested

### 2. How did you first hear of the new *Sanctuary*™ brand launch?

### 3. Let us know how you'd like to become more involved in the new *Sanctuary*™ brand launch.

(Circle all that apply.)

- I'd like to join my Community's Naming Committee  
 I'd like to join my Community's Brand Focus Group  
 I'd like to help plan my Community's Naming Ceremony  
 Other

### 4. If you have other ideas on how we can make the *Sanctuary*™ brand launch a success at your community, please let us know!



## What is *Sanctuary*™?

*Sanctuary*™ may be a new term for many employees, but it reflects the great work you're already doing for our residents.

When you create a brand, you create a promise. All along, we've provided excellent care to seniors. We value relationships and community. We respect privacy and offer safe and secure living environments. And we recognize the sacredness of our work, providing elders fulfillment, purpose and meaning in each day. Now we're taking those promises and giving it a new, branded name: *Sanctuary*™.

*Sanctuary*™ will be adopted in all TSLC communities and will give elders choices and allow them to thrive in resident-driven "neighborhoods." This elder-centered philosophy focuses on hospitality, companionship and preserving and creating relationships with our residents. It also reflects our adoption of the Eden Alternative concepts of relieving boredom, loneliness and helplessness.

An example of how we'll create *Sanctuary*™ in each of our communities is the Anam Cara caregiver, a Gaelic term for "soul friend." Each Anam Cara commits to forming close relationships with our residents and sharing their lives with them as they work. They take time to have meaningful conversations with our residents, learn about the things they enjoy and become an integral part of their lives.

Each day, our work is defined by meeting our residents' needs. Creating *Sanctuary*™ is just another way we create a rich and meaningful life for the elders in our care.

## Our New Graphic Identity

As we introduce our new *Sanctuary*™ brand, we'll also adopt a new logo that honors our rich and distinct heritage and celebrates our mission to heal mind, body and spirit. Our new graphic identity, called the Trinity *Sanctuary*™ Sprig, represents life, new beginnings and a natural, organic approach to well-being. The Sprig will be present on *Sanctuary*™-branded materials such as ID badges, business cards, print advertising, and community signage.

We chose this logo for several reasons. First, the Sprig is a clean, contemporary and distinct mark that is designed to have a restful and reassuring affect on residents, families and visitors. Second, the Sprig can be easily adapted to various marketing initiatives and promotional opportunities. Finally, the Sprig's three leaves represent the Trinity "mind, body and spirit" connection.



**Above:** The Trinity *Sanctuary* Sprig logo is made of three parts: the Sprig icon, the name of our organization, and our slogan.



**Above:** The Trinity Sprig Icon's leaves represent the Trinity "mind, body and spirit" connection.



**Above:** An example of a possible Community logo, incorporating the Trinity *Sanctuary* Sprig logo, the Community's name, its affiliation with Trinity Senior Living Communities, and finally the standard Community tagline "Every Life is Sacred".

## Choose Your New Community Name

As we formally introduce our brand next spring, it's important that each of our communities for seniors incorporate *Sanctuary*™ into their official community name. This will help us firmly establish our new company identity and create a connection among our 34 communities.

Launching a new brand is the perfect time to select a new community name – and you can help choose it. Share your ideas by joining your community's Naming Committee, or present your choices to your community's Focus Group for feedback. Once the final choice has been made, you can also help your community plan its special Naming Ceremony to the public.

All new community names will begin with "Sanctuary at ..." At right are some ideas on how you might create a new name for your community.

**1** You can choose to stay with your current name:  
Sanctuary at St. Paul's  
Sanctuary at Shore Haven

**2** You can keep part of your current name:  
Sanctuary at the Oaks  
Sanctuary at Holy Cross

**3** Or you can create a brand new name for your community:  
Sanctuary at Independence Park  
Sanctuary at Unity Place

## Questions and Answers

### Why are we changing our company name?

Although we've used the Trinity Continuing Care Services name for a long time, it has limited recognition among the public. To further define our mission, reach our target audiences and differentiate ourselves from other senior care providers, we'll begin using the name Trinity Senior Living Communities.

### So how does the new brand affect my job?

Each community will adopt our *Sanctuary*™ model for senior care. We'll build upon the great work you're already doing and enhance our communities to make them even more resident-driven. We'll place a greater emphasis on honoring, preserving and creating relationships with the elders in our care.

### How can I become more involved?

Your input is critical to making our new brand a success. You can share your ideas by joining your community's naming committee or focus group. You can also speak with your community leadership about ways to integrate *Sanctuary*™ into your workplace and help our elders thrive.

### Who can I talk to if I have questions about the brand?

We know the new brand represents a big change, and we're ready to provide help when needed. Your community leadership can answer general questions about the brand. We also have Regional Marketing Coordinators who can provide guidance for your naming committee and focus group.