Rebranding for Relevance in a Changing Market: From Lutheran Senior Services to EverTrue

LUTHERAN SENIOR SERVICES

Before

Logo
As Lutheran Senior Services, our organization was represented by the “heart tree” logo since 1996.

Color Palette
Our previous color palette was one shade of blue with no secondary colors. This limited our color options for design.

Design
Our brand style was traditional. Our photos were stock that could be found on many other provider’s materials. We didn’t stand out from the rest of the senior services organizations in the field.

Results
We determined it was time to rebrand for relevance in a changing market.

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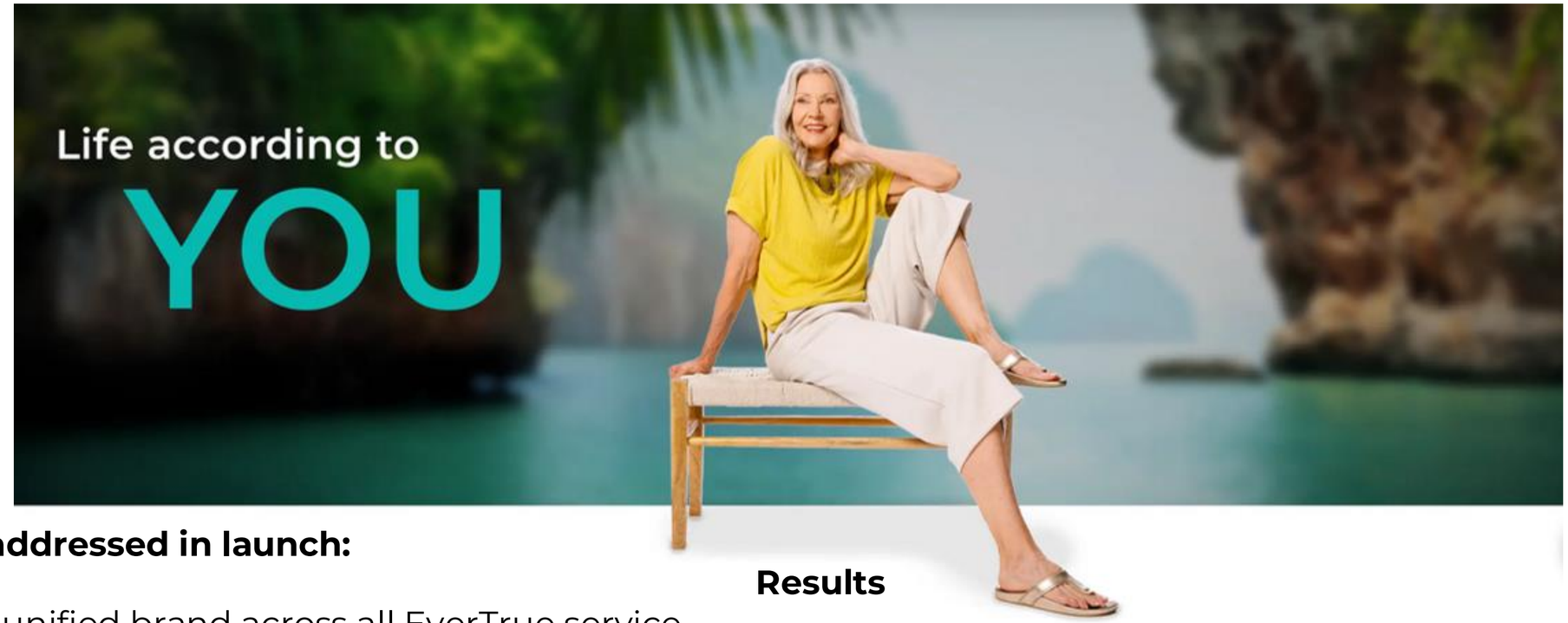

Key items addressed in launch:

Create one unified brand across all EverTrue service lines and locations that is accessible and welcoming to a diverse audience of older adults, an urgent need as our organization expands.

Flip the focus from ourselves to the people we serve – Life According to **You**!

Increase engagement through a more interactive and user-friendly website to better educate people about the many ways EverTrue can support your aging journey.

Results

Unified Evertrue's brand across all service lines, creating a more inclusive and welcoming identity that resonates with a broader audience of older adults. By centering messaging around "Life According to You!" and enhancing the website's interactivity, EverTrue has increased engagement and better communicated its support for each individual's unique aging journey.

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EVERTRUE™ | Life according to you™

The rebrand began with focus groups and in-depth planning in September 2023 and launched publicly in March 2025. Managing a complex, wide-reaching rollout, alongside a new website, while preserving confidentiality for maximum impact was a significant effort. Below is a timeline of the brand launch, showing the breadth and depth of the project.

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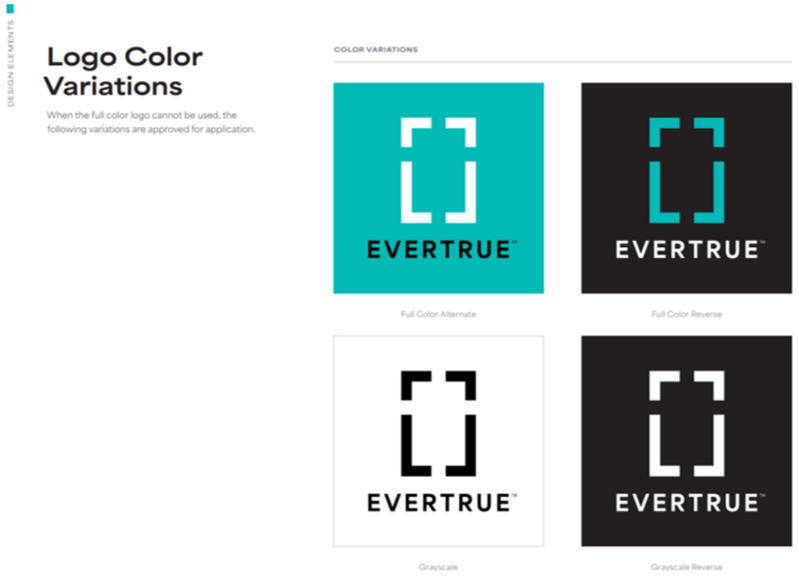

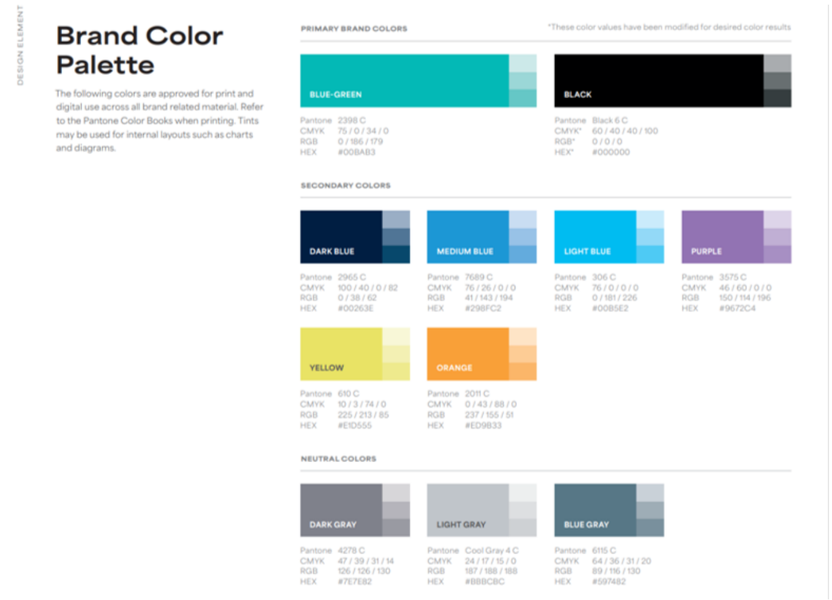

Logo & Design

As Lutheran Senior Services, our organization used primarily one shade of blue and a “heart tree” logo. The EverTrue rebrand brings both a new logo and new color palette.

Logo

The EverTrue logo places the cross at its center, symbolizing our unwavering faith foundation, while the surrounding photo marks keep the focus on the individuals we serve.

Color Palette

A refreshed color palette was developed to convey warmth, optimism and modernity, helping visually reinforce our mission and values across all platforms.

Results

Our previous color palette was limited and limiting. Using the new EverTrue color palette provides greater opportunities for compelling designs in an increasingly competitive marketplace.

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Tagline: Life According to You

For the first time in our history, we have added a tagline to our brand. Our new tagline, *Life According to You*, captures our person-centered mission and reinforces our commitment to empowering older adults to live with purpose and fulfillment.

Results

Introducing the tagline *Life According to You* has strengthened our brand identity by clearly conveying our person-centered mission. It has also deepened our connection with older adults by emphasizing empowerment, purpose and personalized support. This aligns with a renewed emphasis on EverTrue Anywhere Care, which provides services wherever you choose to live.

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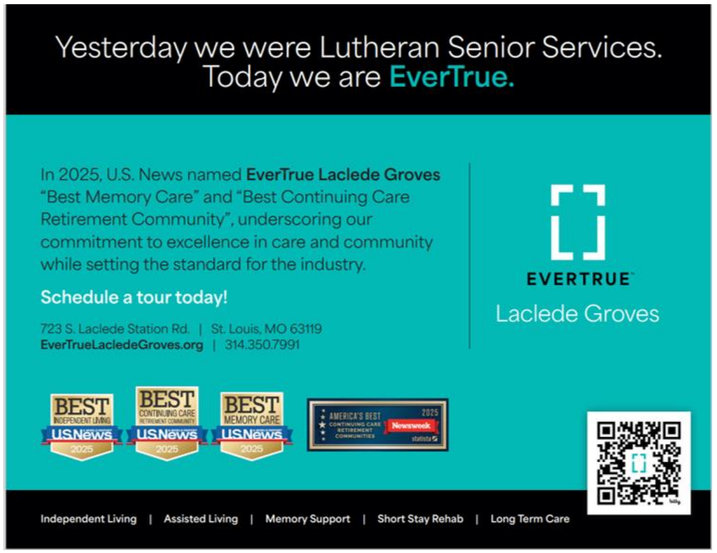

New Look

With a fresh approach to photography featuring real residents, a new color palette and updated language, our materials have a bold, aspirational new look that stands out from the rest.

Results

Our new approach to design has renewed enthusiasm around our brand. No longer will our ads feature the same stock images that our competitors use. Fresh colors, fonts and design elements have brought our brand into the future.

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Internal Communication

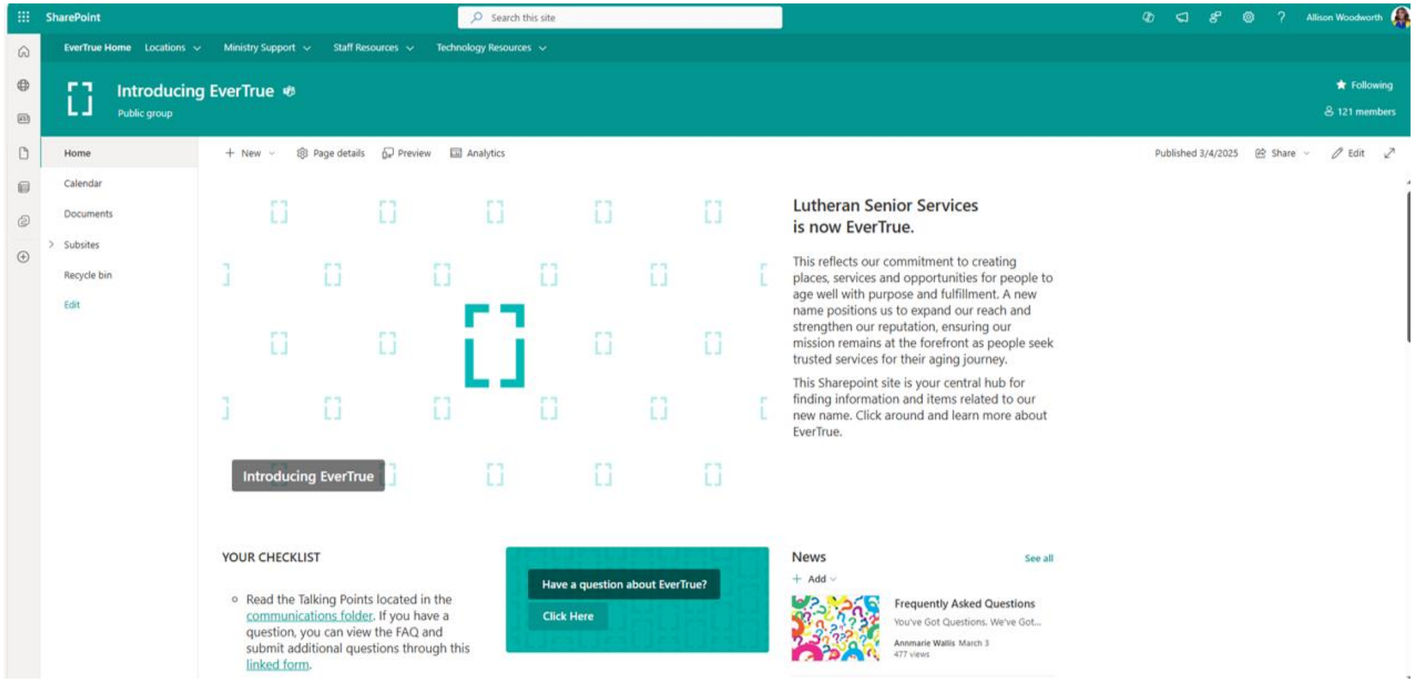
We implemented a strategic, tiered rollout, beginning with leaders who received advance notice and materials to help guide their teams through the transition. Our approach balanced the excitement of the new brand with clear, accessible information to ensure everyone felt informed.

SharePoint Site

A dedicated SharePoint site was launched to centralize resources such as talking points, FAQs, templates and brand guidelines, promoting consistency and organization-wide understanding. Team members were encouraged to engage with the FAQ portal, fostering open dialogue and addressing questions proactively.

Roll-Out Events

Celebratory roll-out events were held across the organization to introduce the new brand, engage team members and share the vision of EverTrue. Every community was sent a party box with photo props, cupcake toppers and decor to make it a special, and branded, event.



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New Brand, New Look

To reflect a clean, modern aesthetic, EverTrue uniforms have been updated with simplified color guidelines. **Life Plan Community** team members will wear black polos, with a polo or scrub option for clinical roles. **EverTrue Anywhere Care** team members will wear pewter, offering a unified and professional appearance across locations.

Teamwear Site

A Teamwear site was established so team members can order their uniforms through an online portal at their convenience. To make the switch easier, all full-time team members received two uniforms. In addition, EverTrue provided a $40 credit toward each team member's first order of uniform or non-uniform apparel.

Results

The introduction of unified professional team wear has strengthened our sense of team identity and visual cohesion across all locations and service lines. It has also helped reinforce the EverTrue brand in daily interactions, enhancing trust and recognition among residents, clients and families.

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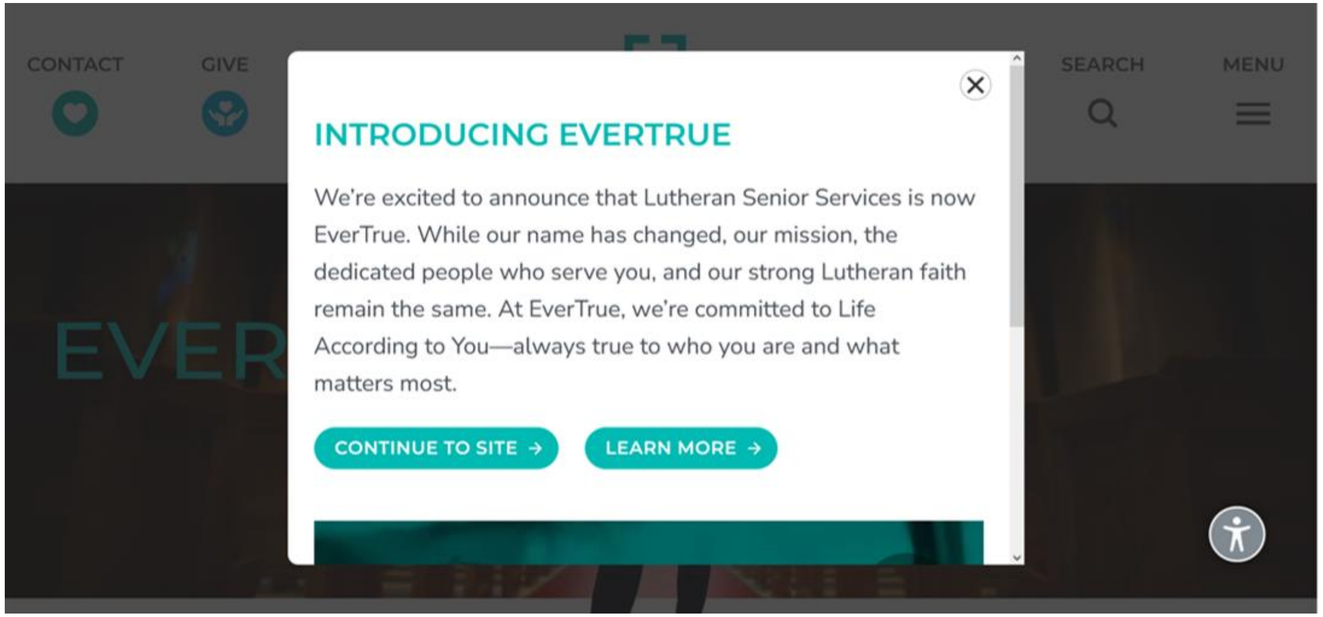

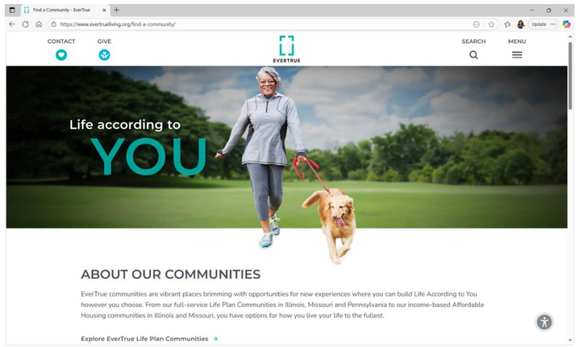

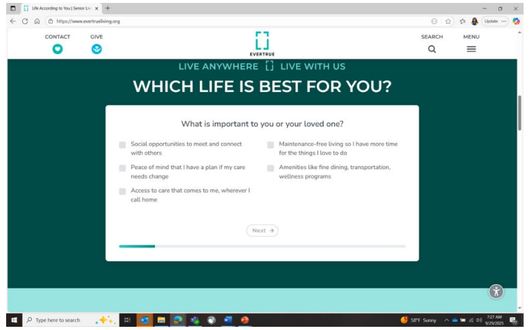

New Website

Our newly launched website, EverTrueLiving.org, reflects the updated brand with a user-friendly experience, vibrant design, and expanded content. Quizzes and streamlined Contact Forms provide quick and simple ways to identify the best way EverTrue can match someone's needs, whether they are seeking a Life Plan Community or care anywhere.

Results

Total users increased by 19% YOY
Clicks to Call has increased by 25% YOY
Contact Forms increased by 109% YOY

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New Video

A professionally produced video was created to bring the EverTrue story to life, showcasing our mission, values and the heart behind the rebrand. We are grateful to the residents who participated, like Fred Erickson, for lending their authentic experiences to tell the EverTrue story.

Results

Sharing our new video allowed us to tell the story of the EverTrue brand in a relatable, human-centered way, making it easy to share widely across our community and beyond.

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Some Things Don’t Change

Mission and Purpose Remain the Same
While our name has changed, our mission—Older Adults Living Life to the Fullest—and our faith-based, purpose-driven commitment remain steadfast.

Nonprofit Status
We continue to operate as a nonprofit organization, reinvesting every dollar into our people, programs, and services to fulfill our long-standing mission.

Focus on Faith
The rebrand has received a warm welcome from even our staunchest long-time residents and leaders who understand that while our brand has changed, our heart remains the same – faith-centered, nonprofit and dedicated to Older Adults Living Life to the Fullest.

EVERTRUE™

EverTrue Mission

Older Adults Living Life to the Fullest

EverTrue Purpose Statement

Centered in Christ, together we create places, services, and opportunities for people to age well with purpose and fulfillment.