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FOR IMMEDIATE RELEASE

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New Branding Celebrates the Art of Possibility

Altadena, CA March 7, 2022: ECS is a nonprofit organization that has been creating exceptional communities and services for seniors in Southern California since 1923. To mark this 100th year, we are introducing a new look for the ECS brand and our communities — one which reflects the fresh opportunities that lie ahead for all of us.

The brand refresh consists of the logo above, an updated color palette, and photography showcasing residents living the ECS experience. Together, it better captures the vibrancy of our community.

“The distinctive look and feel perfectly conveys the spirit of our communities and the residents who call them home.”
— Terry Quigley, *Senior Vice President Operations and COO*

This new look does not reflect any change in ECS’s mission. Our management, nonprofit status, staffing, and commitment to communities and services for seniors remain the same.

The brand will be coming to life throughout 2022 and we anticipate full implementation by January 2023.

ECS is a nonprofit organization with an enduring legacy of honor, compassion, generosity, and integrity that puts people first. Celebrating 100 years. Proudly nonprofit.

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