

West Allis Senior Center Rebrand

— Amy Grau, Director of Marketing & Engagement



The Rebrand Roadmap

Stop 1: Define the Brand

- Demographic
- Persona
- Tagline & Messaging

Stop 2: Create a Brand Image

- Colors
- Logo

Stop 3: Create Content

- Campaigns
- Social Media Ideas
- Newsletter
- Website
- Signage

Stop 1: Define the Brand

Demographic, Persona Traits, Tone, Tagline & Messaging



Define the Brand: Demographic

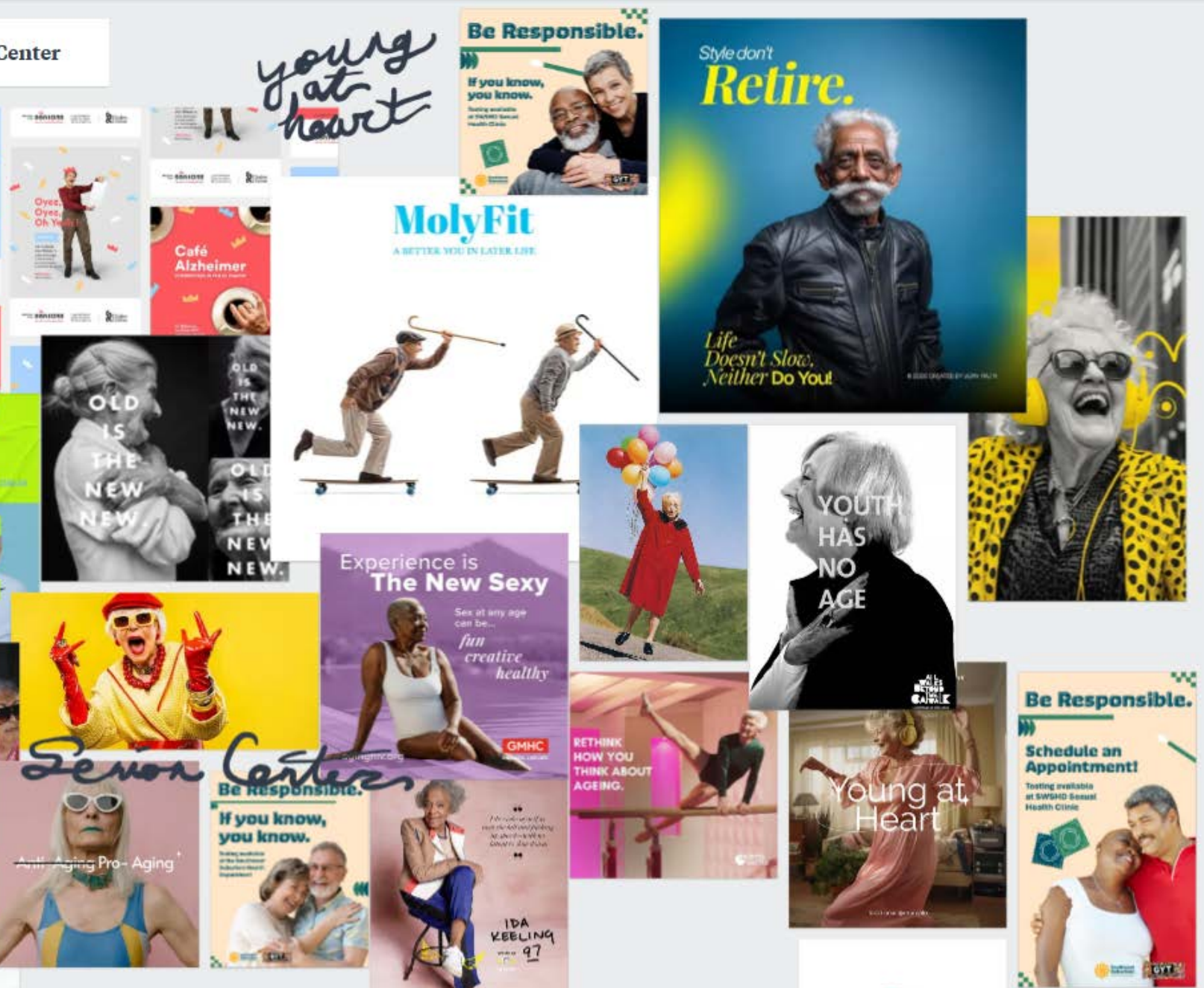
- Identify target market to increase membership
 - **Age:** 55+
 - **Living in:** West Allis, West Milwaukee, Greenfield, and beyond
 - **Looking for:** community, activities, fitness and recreation, nutrition and more
 - **Personality to convey:** energetic, youthful, vibrant, community-based



West Allis Senior Center

#B8E2DC
#C2C2C2
#FFA300
#244249

IT'S FOR YOU
NEW FOR YOU
AND YOU



Mood Board



Define the Brand: **Persona - Traits**

- **Traits:** adventurous, energetic, welcoming, empowering, and modern.

Trait	Description
Adventurous	Tries new things: hobbies, tech, fitness, etc.
Energetic	Full of life, movement, and enthusiasm
Welcoming	Friendly, inclusive, and community-driven
Empowering	Supports independence, confidence, and self-expression
Modern	Fresh, relevant, and connected to today's world

Define the Brand: **Tone**

- **Upbeat & Positive:** “Let’s make today unforgettable.”
- **Conversational & Friendly:** “You in for game night?”
- **Respectful & Empowering:** “You’ve got stories to tell—and more to share.”
- **Inclusive & Inviting:** “Everyone’s welcome. Always.”



Define the Brand: Tagline

- **Brand Tagline: Life's next adventure starts here.**
 - The West Allis Senior Center is not a place to slow down. It's a launchpad for new experiences, friendships, and personal growth. We celebrate aging as a vibrant, active, and fulfilling stage of life.
 - Embrace life, connect, and thrive.
 - Life is more fun when you're in it together.
- **Brand Mission:** Empowering seniors to thrive through vibrant programs, meaningful connections, and a supportive community that celebrates life and learning together.
- **Brand Vision:** At West Allis Senior Center, we enrich lives through vibrant programs and supportive community connections, empowering seniors to thrive, learn, and enjoy every moment together.



Define the Brand – Key Messaging

- **Adventure Awaits**
 - Promote programs as exciting opportunities: crafts, games, dance, tech, art
- **Thrive Together**
 - Emphasize community, connection, and shared experiences
- **Wellness for Life**
 - Highlight physical, mental, and emotional wellness offerings
- **Keep Growing**
 - Showcase lifelong learning, creativity, and personal development
- **You Belong Here**
 - Reinforce inclusivity, accessibility, and a welcoming spirit



Stop 2: Create a Brand Image

Colors and Logo



Branding Notes

- The West Allis Senior Center is a department of the City of West Allis and **should be branded in a way that reflects the branding of the City.**
- **This is a Marketing Rebrand.** The main purpose for this rebrand is to find ways to increase membership, have more outlets to share about what is going on at the Center and promote its overall existence.
- The name remains the same, the location remains the same (for a while anyway), **but there is a new look and feel to the marketing and promotions of the Center.**



Logo: Budding Connections

- Logo Style
 - Made up of 5 individuals in an uplifting community, resembling a flower to symbolize growth, and the hidden shape of a starburst made in the negative space. Bold, organic lines help convey comfort, energy, and strength.
- Symbolism
 - **Multiple Individuals:** represents community, togetherness, friendships
 - **Flower:** represents growth and renewal
 - **Starburst:** represents energy, celebration, and fun
 - **Circular shape:** represents continuity, unity, and inclusion





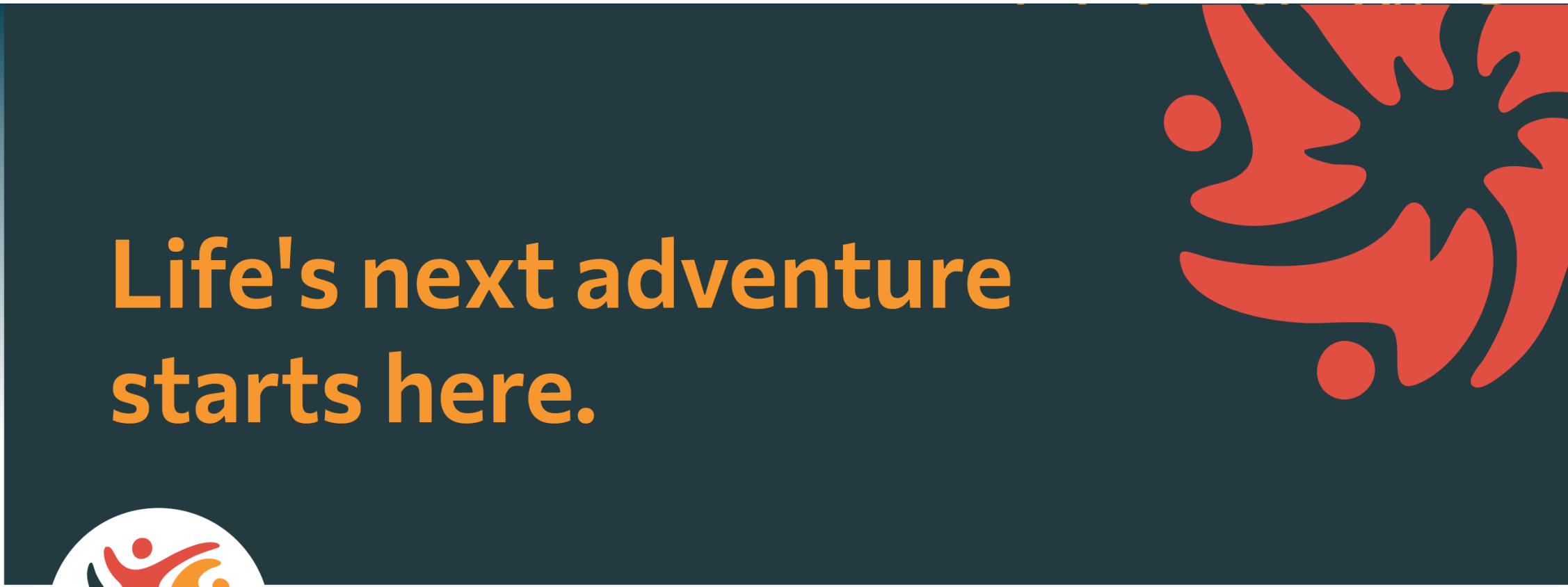
WEST ALLIS
**Senior
Center**



WEST ALLIS
**Senior
Center**



Search Facebook



West Allis Senior Center

270 followers • 39 following

Message

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Search

Posts

About

Mentions

Reviews

Reels

Photos

More



Intro

Featured

https://www.facebook.com/photo/?fbid=9147616740955018&set=a.419316523640021...ve their best

Southwest Suburban Health Depar

Southwest Suburban Health Depar

14





Budding Connections T-Shirt



City Logo Colors

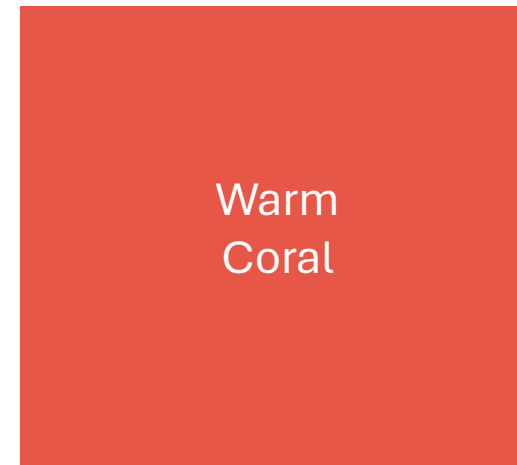
Because the Senior Center is an extension of the City of West Allis, we will keep the palette of the West Allis brand. Colors work well in both print and digital, and they're proved as accessible and friendly to older eyes when used with good contrast.

Color	Purpose
Gold/Orange	Primary brand color – unapologetic, fearlessly authentic
Japanese Indigo	Secondary – Accessibility, strength
Medium Champagne	Accent – balance, accessibility
Fair Aqua	Accent – calm, trustworthy



Logos Paired with New Colors

- Color Palette
 - We wanted to introduce a new color specifically for the senior center brand. A color that feels energetic, optimistic, and fresh, while still being accessible and friendly to a wide age range.
 - Additional color option is vibrant, colorful, and bold.



Stop 3: Content Creation

Spread the word through marketing campaigns, including digital, social, and print.



Phase 1 – A New Way to Senior

- Phase 1 coincides with launch of the rebrand and is built around the tagline "Life's next adventure starts here."
- Campaign Goals
 - Increase new member sign-ups by 3-7% over 3 months
 - 18 – 42 new members* (Prior to campaign: 590 members)
 - Re-engage lapsed members
 - Build awareness in the West Allis community
 - Shift perceptions of what a senior center can be



Phase 1 – A New Way to Senior

Week1

- **Template: Adventure of the Week**
 - **Visual:** photo of members trying something new – dancing, painting, class
 - **Copy:** "Meet Carol! She picked up a paintbrush for the first time in 30 years. At the West Allis Senior Center, every week brings something new. Life's next adventure starts here."
 - **Call to Action:** Join us for your next adventure: [link]



Phase 1 – A New Way to Senior

Weeks 2-3

- **Template: Try Something New Tuesday**
 - **Visual** : Split image – one side shows new activity (e.g. yoga), the other shows smiling participants
 - **Copy**: "It's "Try Something New Tuesday! Ever wanted to try yoga, quilting, or digital photography? Now's your chance. We're not slowing down – we're leveling up."
 - **Call to Action**: Check out this month's schedule: [link to schedule]



Phase 1 – A New Way to Senior

Week 4

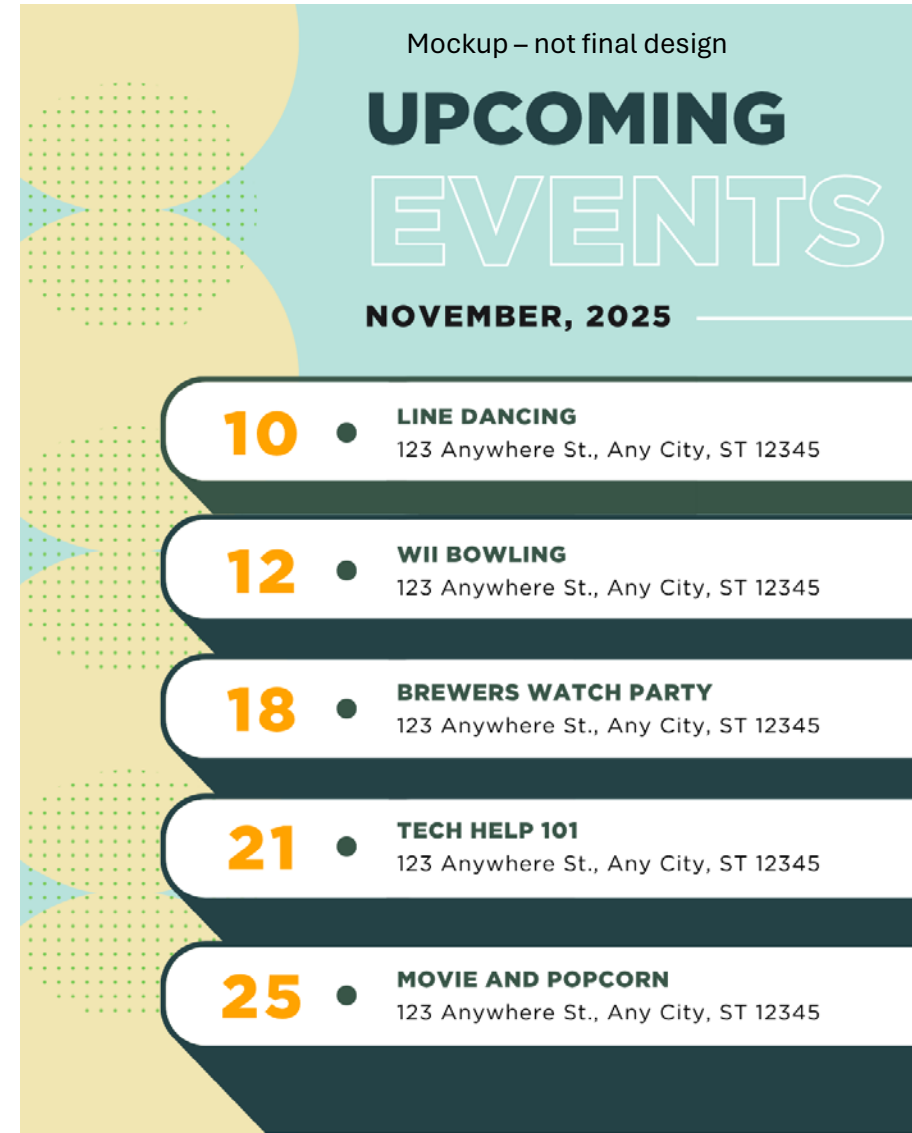
- **Template: Member Spotlight**
 - **Visual** : Portraits of members with a quote overlay in brand colors.
 - **Copy**: "Member Spotlight: Meet James. *I joined to meet people. I stayed because I found a second family. At the West Allis Senior Center, connection is everything.*"
 - **Call to Action**: Want to meet your people? Come visit us: [link to website]



Phase 1 – A New Way to Senior

Week 5

- **Template: Upcoming Events**
 - **Visual** : Colorful event calendar or icons/photography representing activities (music, food, games)
 - **Copy**: "This week at the West Allis Senior Center: Monday – Line Dancing, Wednesday – Tech Help 101, Friday – Movie & Popcorn Night. There's something for everyone. Come join the fun!"
 - **Call to Action**: Learn more: [link to website]



Phase 1 – A New Way to Senior

Week 6

- **Template: Did You Know?**
 - **Visual** : Fun fact graphic with bold typography and brand colors
 - **Copy**: "Did you know? Staying socially active can boost your brain health and happiness. We've got 20+ weekly programs to keep you moving, learning, and laughing."
 - **Call to Action**: Tag a friend who should join you next week. Membership is free!

Mockup – not final design

FUN FACT

Did you know?

Staying socially active can boost your brain health and happiness. We've got 20+ weekly programs to keep you moving, learning, and laughing.



Create Content: Campaign Strategy

- Key Channels
 - Social media (Facebook)
 - Print newsletter
 - Local press and community boards
 - Flyers and posters (libraries, coffee shops, grocery stores)
 - Partnerships (local businesses, healthcare providers, churches)
- Optional Incentives
 - Free tote bag or t-shirt for new members with new brand and logo
 - “Bring a Friend” referral rewards



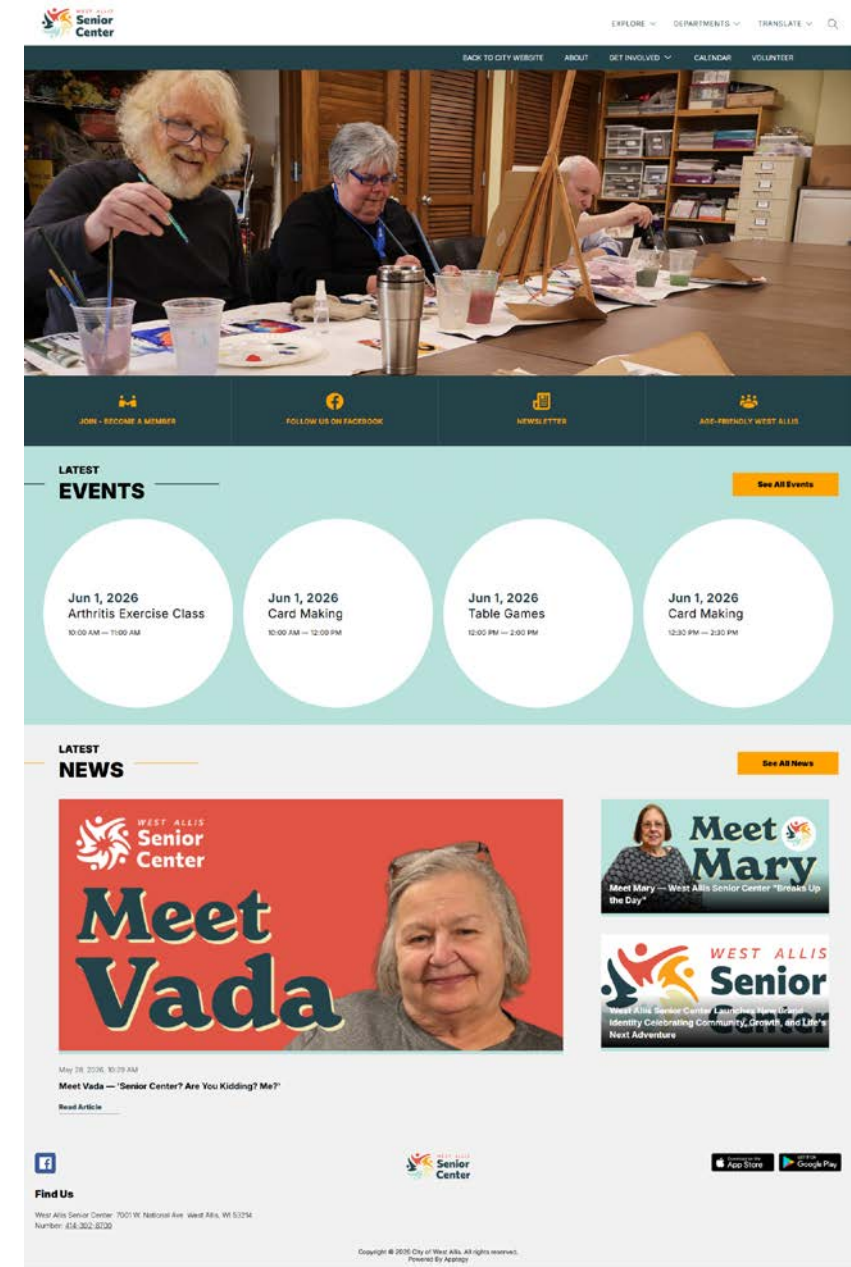
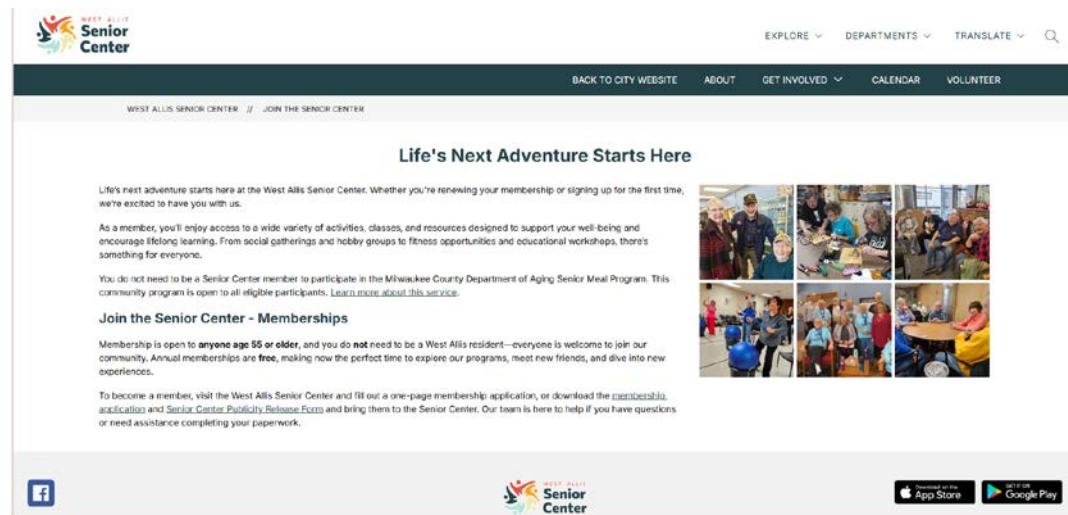
Newsletter

- The Senior Center newsletter *Forever Young* is filled with great content, but it could use a brand refresh.
- Redesign the cover to include the new West Allis Senior Center logo, photography of classes/events, and include the tagline "Life's next adventure starts here."
- Introduction:
 - **Title:** The Adventure Ahead
 - **Body Copy:** your story isn't over. In fact, the next chapter might be the most exciting one yet. At the Senior Center, we believe that every day is an opportunity for a new adventure. Whether you're looking for a new hobby, a supportive community, or simply a chance to try something different, you'll find it here.
 - Time to trade in "someday" for "today." Life's next adventure starts here. Ready to begin? Explore our full list of programs and events on our website [link]



Outcomes Thus Far

- Senior Center Facebook page
 - 83 followers and growing. Follow along @WestAllisSeniorCenter
- Senior Center website
 - Pages with new content
 - Event calendar
 - Blog



Outcomes Thus Far

- The Adventure Ahead
 - Rebranded newsletter for members
- Signage rebranded – interior and exterior



The Adventure Ahead

SUMMER 2026 | JUNE, JULY, AUGUST



Thank You

City of West Allis Marketing & Engagement Team





NOVEMBER 1-7, 2026

The City of West Allis is excited to debut *Taste of Stallis*: a week-long celebration of the local food scene—from cafes and sweet shops, to fast-casual and fine dining. Participating establishments will offer exclusive deals all week long! Get ready to savor all the flavors of Stallis!

VISITSTALLIS.COM

SAVE THE DATE/S: November 1-7, 2026

