



Fair Haven: Redefining Home

Reframing, Renewing & Renovating Together

September 20, 2016

Dear Fair Haven Family and Friends:

In the course of our work in redefining home at Fair Haven in Birmingham, and also at its sister community at Wesley Manor in Dothan, we have undergone the re-branding process. It is my pleasure to introduce all of our Methodist Homes Friends and Family to the new names and new logos for Fair Haven and Wesley Manor! These new names and logos were developed with great care and thought to get them to the finished work you see here.

September Spotlight... **New Names & Logos**



Most dramatic is the name change from Wesley Manor to Wesley Place on Honeysuckle. The term 'manor' has become outdated and no longer meets the image that we want to convey to the Dothan community. The use of the honeysuckle blossom in the logo naturally denotes its location on Honeysuckle Road in Dothan, as well as the new name. The blossom is an emotionally positive and joyful symbol for ongoing new growth and transformation. The square element in the logo reflects the actual configuration of the community.

While not as dramatic as Wesley Manor's change, Fair Haven's change is just as important. We are dropping the words 'retirement community' and the name will officially become Fair Haven. Now Fair Haven's name reflects the active and vibrant campus that it really is, shedding any connotation which limits our appeal to others. The magnolia blossom is a warm and welcoming symbol that makes one feel as if surrounded by southern hospitality, and is very prominent in Birmingham culture. The oval element reflects the stately rounded u-shaped front entrance driveway that is a signature of Fair Haven, while its gold color suggests the elegance of what will be our new gated status when construction is complete.

The selection of a flower for each logo speaks to our deep roots and enduring traditions. Each logo's color palette is bright and hopeful while remaining warm, welcome and respectful. Like everyone in our

Methodist Homes communities, the use of a single blossom shows that each person is one of a kind to be appreciated and treasured. These blossoms also serve as a reminder that ‘the touch of God’s love is ever-present and ageless.’

In October we will be announcing these name and logo changes to the public, but we wanted our associates, residents, friends and family to have a first peek. You will begin to see the use of the new names and logos very soon, and so I wanted to be sure and share this exciting news with you!

I look forward to sharing with you again next month as our journey continues. Thank you for your continued support of Fair Haven.

Very truly yours,



Christopher W. Tomlin
President & CEO
Methodist Homes of Alabama & Northwest Florida



Interior work is beginning to take shape, creating ‘home’.



New Assisted Living Building, side view, featuring the beauty of the new façade.



New Short Term Stay Building Progress

New Long Term Care Building Progress

