

Buckner International **Brand Guidelines**

Official Reference and Guidelines Manual



BUCKNER®

Hope shines here.®

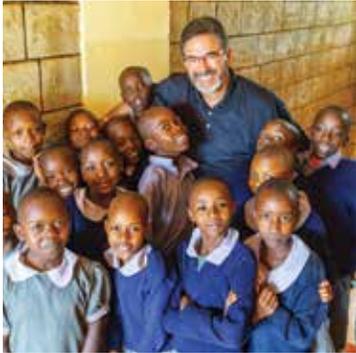
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OUR BRAND | LETTER FROM THE PRESIDENT

Friends,



Those who went before us at Buckner left considerable assets upon which we build every day as we fulfill our mission. Perhaps the greatest asset we have is our legacy. From the beginning in 1879, the name “Buckner” has stood for much more than a person. While R.C. Buckner was indeed a great person, his legacy is about more than just his name.

Today, Buckner International is a brand as much as it is a name – and there is a difference. A brand’s name conjures up immediate recognition of both the brand’s product and the reputation of the product. Research conducted by The Richards Group advertising and public relations agency shows that those familiar with the Buckner name believe we help the most vulnerable people in society and we do it with quality. Re-

spondents said consistently that when they encounter Buckner, whether stepping onto a campus, traveling with Buckner, or encountering us through any number of channels, they always see quality.

That reputation is embedded into the DNA of the Buckner brand, what we might call our brand standard. Those we serve and stakeholders at every touchpoint have come to expect a certain standard from us in all areas of the organization.

This Brand Guidelines book is designed to provide consistency for the Buckner brand, in order to maintain that standard. While some might see consistency as boring, it is critical to the integrity of any brand because it is consistency that enables any company, for-profit or nonprofit, to deliver on its brand promise and fulfill the expectations of constituents that the brand itself has built.

Albert Reyes

President and CEO
Buckner International

A handwritten signature in black ink, appearing to read "Albert Reyes". The signature is fluid and cursive, with a long horizontal stroke at the end.

WHAT IS A BRAND?

A brand is not...

- a name
- a product
- a company
- a person
- a logo
- an ad campaign

A brand is a promise.

It is the promise we make that creates expectations, delivers satisfaction and ensures loyalty among our stakeholders.

A strong brand has three elements: conviction, consistency and connection.

All these elements are important so the promise the brand makes is not broken.

This document will give you important information about the Buckner brand and help you communicate with conviction and consistency so the brand can live up to its highest potential at every point of contact. In addition, the guidelines contained in the document apply to all Buckner departments, both domestically and internationally.



BRAND GUIDELINES FOR FRIENDS OF BUCKNER:

The following section contains a detailed account of how all friends of Buckner can engage with and utilize the Buckner brand.

Those who will benefit from this section:

- Companies/organizations
- Volunteers
- Donors
- Churches
- Buckner staff

THE BUCKNER INTERNATIONAL BRAND

Amid the growth, transformation and expansion of Buckner International, one thing remains constant – the underlying purpose that inspires our brand.

Our brand is a clear expression of who we are, what we stand for and why we represent a truly unique mission. It is the impression we leave when the world sees, hears or experiences anything representing our organization.

The more we understand our brand and the more consistently we express it, the stronger it will become. And that will allow us to help many more people for many years to come.

Research with constituents in recent years shows our audiences associate our brand with quality and expect Buckner to serve others in the name of Christ. This is consistent with the core values of Buckner: Christ-like, servant spirit, passion-driven.



BUCKNER SPHERICAL[®] BRAND PROMISE

BRAND VISION

Transform lives, change the world

BRAND POSITIONING

For those searching for a meaningful way to give, Buckner brings redemptive ministry to the most vulnerable from the beginning to the ending of life

BRAND PERSONALITY

Christ-centered

BRAND AFFILIATION

People compelled by their faith

THE BUCKNER INTERNATIONAL LOGO

The Buckner International primary logo is the foundational element of our brand. As the most visible and recognizable element of our identity, it represents our brand to the world.

While our logo has its roots in our past name and organizational model, the three intertwined hearts symbolize the interconnected nature of our many ministries, bound together by the care, compassion and transformative nature of our work.

Below the intertwined heart symbol is a typographical treatment of our name that reflects our commitment to continue the vision and mission of our founder, R.C. Buckner.

Also included in our primary logo is our logo's registration mark, exhibited as a ® at the base of the right foot of our name. As a legally registered mark, the logo mark for Buckner is protected and monitored under Federal Law and must be used correctly and in its officially ap-

proved form. To protect the integrity of our logo, it must always be reproduced correctly. Because our logo is legally registered, we are required by the Federal Trade Commission (FTC) to police the use of the mark. We are also required by the FTC to periodically submit samples of the logo's use to ensure we are complying with the legal registration.

To protect the integrity of our logo, it must always be reproduced correctly.

Do not attempt to re-create or alter the logo in any way.



BUCKNER®

Hope shines here.®

THE BUCKNER INTERNATIONAL LOGO WITH TAGLINE

When you think of Nike, you think of “Just Do It”; Apple: “Think Different”; Salvation Army: “Doing the Most Good” and the list goes on of iconic taglines you could probably name.

These taglines serve as a call-to-action, a rallying cry and much more for the brands they represent, and as you continue to recall other taglines you will realize they also leave an indelible emotional imprint about the brand in your mind.

Buckner International’s tagline is: Hope shines here.®

Simple. Effective. Memorable. Moving.

When you think of Buckner, you think of the hope we bring and the positive effect Buckner has on the lives of so many vulnerable people.

Our brand tagline showcases not just the need, but also the impact of Buckner and the breadth and depth of our work. As we touch more lives, we want people everywhere to know Hope shines here.®

Never alter the tagline.

Never add your own words to the tagline or distort its meaning in any way.

There are only three ways to depict the tagline:

- In a sentence.
- Directly under the Buckner logo as shown below.
- As a headline, main title or event name.



BUCKNER®

Hope shines here.®

THE BUCKNER INTERNATIONAL LOGO WITH TAGLINE [CONTINUED]

Using the tagline in a sentence:

When using the tagline within a sentence, please use the phrase in its entirety, with the ®, or registration mark, symbol on the first reference. Subsequent references in the same document do not have to include the registration mark. As a legally registered mark, the tagline for Buckner is protected and monitored under Federal Law and must be used correctly and in its officially approved form. To protect the integrity of the tagline, it must always be reproduced correctly.

Always use the period with the tagline and phrase your sentence so the tagline completes the end of the sentence.

Examples:

- At Buckner we want you to know that Hope shines here.®
- Thank you for supporting Buckner and know your gift has helped to make the people of this community feel that Hope shines here.®

Never create any new taglines. This applies to divisions, subsidiaries, departments, programs, services or events.

Using the tagline with the logo:

When possible, always use the version of the Buckner logo that includes the tagline. Never use it with another brand's logo. Never recreate the tagline in another typeface or logo treatment or form. This official logo and tagline is the only officially approved mark.

Using the tagline as a headline, main title or event name:

Occasionally, the tagline will be used as a headline for print, electronic, video or display collateral; or as the name of an event. When this is done, the Buckner logo is always presented prominently at the same time or on the same page.

SECONDARY DESCRIPTOR LOGOS

Many entities within Buckner International have marks that are individualized versions of the primary logo, with a secondary descriptor that is usually part of their name. Examples include when specifically referencing Buckner Retirement Services and Buckner Children and Family Services.

These logos typically include the entity name as a secondary descriptor, or they are separated from the primary logo by a narrow keyline. Each logo with a secondary descriptor has been prepared as digital art.

Always use the prepared artwork and never attempt to re-create or alter the logo in any way.

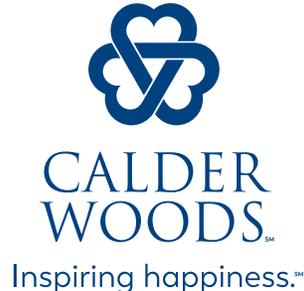
Never create a new logo.



SUBSIDIARY LOGOS THAT DO NOT CONTAIN THE REGISTERED MARK

A third type of mark used by some Buckner subsidiaries, locations and programs does not contain the registered mark. Among examples of this type of mark are Parkway Place and Ventana by Buckner. These logos typically include the entity name with the intertwined three hearts symbol, with Buckner's name included but separated by a narrow keyline.

There may be some exceptions on a case-by-case basis with approval from the Buckner International Communications Department. Always use the prepared artwork and never attempt to re-create a sub-brand logo. Never create a new logo.



LOGO STAGINGS

There are vertical and horizontal logo versions for each of the primary and secondary descriptor and subsidiary logos. Whenever possible, the vertical version of the logo is preferred.

When space limitations preclude use of the vertical logo, the horizontal version of the logo may be used. The horizontal logo is intended for use in tight horizontal spaces with limited depth, such as online banners or promotional items.

These two stagings – the preferred vertical and the alternate horizontal – are the only versions of the logo that may be used.

Always reproduce the logo using original artwork. Never redraw, distort, or alter the logo in any way, including use of the triple-heart artwork as a stand-alone piece of art.



LOGO CLEAR SPACE USAGE AND MINIMUM SIZE LIMITATIONS

CLEAR SPACE

Maintaining the legibility and presence of our logo is essential. To maximize visibility, the logo should always be separated from its surroundings. The area of isolation, or clear space, ensures the area surrounding the logo remains free of any other graphic element.

The area of isolation should equal the height of the “B” in Buckner International, with the exception of the space above the symbol, in which a clear space equal to one half the height of the capital “B” is acceptable (See example at right). Do not permit anything to penetrate this area of isolation. This clear space must be consistent in every application of our logo.

MINIMUM SPACE

Establishing a minimum size for reproduction helps to maintain the integrity of our logo and ensures our identity is always clear and legible. Never reproduce the logo smaller than the minimum sizes shown below. These minimum sizes apply to all Buckner International logos, including those with secondary descriptors. The single exception to this rule is the use of the logo on specialty items in which the print area is extremely small. Examples include pens or flashlights.



LOGO COLORS

The Buckner logo appears prominently in every form of communication and must never appear in color versions other than the three options shown here.

The full-color logo may appear on a white background or on a neutral color background such as cream or light tan. The three color options for display of the full-color Buckner logo include:

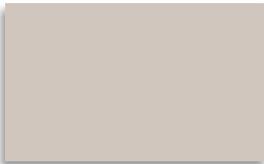
EXAMPLE A	EXAMPLE B	EXAMPLE C
<p>A two-color blue (Pantone Matching System 288) and black logo.</p>  <p>BUCKNER® Hope shines here.®</p>	<p>A one-color black logo</p>  <p>BUCKNER® Hope shines here.®</p>	<p>Another option for logo display is a white logo reversed out of a dark background</p>  <p>BUCKNER® Hope shines here.®</p>

COLOR PALETTES

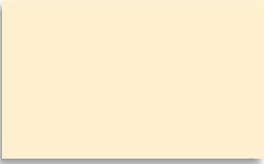
In addition to the color usage of the Buckner logo, using a complementary palette is important to maintaining the integrity of our mark. With few exceptions, the preferred palettes for use in Buckner print or electronic materials are:



A. Primary Palette
White



C. Neutral Palette
Colors such as tan or eggshell



B. Secondary Palette
Cream



D. Reverse Palette
PMS 288 (blue)

SOCIAL MEDIA – ENGAGING WITH BUCKNER

Buckner uses social media to market its programs, services and other important information to those we serve and who support our mission. Social media are online platforms of communication that enable the public to comment, private message and interact with content published by Buckner across multiple official brand business pages. Social media gives our different public audiences 24/7 access to communicate directly with our brand. Buckner has official social media policies and guidelines to help everyone experience a safe, positive and helpful online communications experience when speaking with Buckner digitally.

Buckner operates multiple official social media business accounts, public groups and private groups. Visit buckner.org/social-media-guidelines for online behavior expectations for all parties interacting on these business pages.

Social media enables our employees, volunteers, clients, community members, vendors, contributors and

others interested in learning about Buckner and its related organizations to engage in online interactions and discussions.

Ways we encourage “Friends of Buckner” to engage with Buckner on social media:

- “Like” or “follow” Buckner’s social media accounts.
- “Share” content from Buckner’s social media accounts to personal news feeds to help increase audience reach.
- Positively comment on, “react” to, and “like” content posted on Buckner’s social media accounts.
- Tag Buckner in content you or your organization posts about collaborating with Buckner.
- Encourage your online community to “like” or “follow” Buckner’s social media accounts.
- Use hashtag #HopeShinesHere and/or #Buckner{insert city name} in a post about Buckner.

SOCIAL MEDIA – ENGAGING WITH BUCKNER [CONTINUED]

- As the owner of original content posted to the Buckner-owned and operated pages, it is considered a copyright violation to not provide author attribution to content copied/pasted. Using the ‘Share’ button to share it to another page’s news feed is considered author attribution.
- Never duplicate or modify and re-use a Buckner branded profile or cover photo for a personal account.

The terms and conditions of engaging with Buckner are detailed on our social media guidelines page.



SOCIAL MEDIA – AUTHORIZED BUCKNER ACCOUNTS

The following accounts are authorized and approved to publish content on behalf of Buckner, its local markets and/or subsidiaries. This is not an inclusive list of all local markets. No other accounts are approved or may be created as a means of communicating business information:

Buckner International

Facebook: @BucknerInternational

Instagram: @Buckner_Intl

Twitter: @Buckner_Intl

LinkedIn: @bucknerinternational

YouTube: @bucknerinternational

Pinterest: @bucknerinternational

Buckner Shoes for Orphan Souls

Facebook: @ShoesforOrphanSouls

Instagram: @Buckner_Shoes

Twitter: @Buckner_Shoes

Buckner Retirement Services

Facebook: @BucknerRetirementServices

Instagram: @BucknerSrLiving

Twitter: @BucknerSrLiving

LinkedIn: @bucknerretirementservices

Buckner President and CEO

Facebook: @Dr.AlbertL.Reyes

Instagram: @Dr.AlbertL.Reyes

Twitter: @AlbertLReyes

LinkedIn: @AlbertReyes

YouTube: @AlbertLReyes

Camp Buckner

Facebook: @BucknerRetreat

Instagram: @Camp__Buckner



SOCIAL MEDIA – POSTING GUIDELINES

Social media enables Buckner employees, volunteers, clients, community members, vendors, contributors, and others to showcase their affiliation with Buckner to their online communities.

Before posting about Buckner on social media, please read and follow these guidelines:

- You must obtain expressed written permission to photograph Buckner clients.
- You must obtain expressed written permission to post pictures of Buckner clients on social media.
- Posting pictures of children in foster care is never permitted.
- Refrain from posting any personal, private, proprietary or confidential information about Buckner clients.
- Posts on social media about Buckner should be respectful and considerate of others.
- Posts on social media about Buckner should not contain any profanity, nudity, depictions of violence, threatening language or other inappropriate, harmful, discriminatory or obscene content.
- Refrain from posting full names that would identify non-consenting parties.
- No organization or individual is permitted to speak on behalf of Buckner on social media.

NEWS RELEASES

APPROVAL PROCESS:

We are excited to help share the news of your collaboration, donation or work with Buckner International and the children, families and seniors we serve, but in order to ensure that accurate information regarding Buckner's brand and mission are shared, all media alerts and news releases referencing Buckner must be approved by Buckner Communications.

To allow for time to review and edit media alerts and news releases, please submit your organization's internally approved draft a minimum of five business days prior to its desired release.

Buckner Communications also has a Media Relations Team available to help with media outreach.

Please contact Buckner Communications at communications@buckner.org to begin the review process.

REFERENCE GUIDELINES:

When referencing Buckner in media alerts and news releases, it is important to use the proper subsidiary and/or program.

Buckner International, Buckner Children and Family Services and Buckner Retirement Services are the primary brand names media are familiar with. After first use, it is acceptable to only use Buckner.

All programs and services should begin with Buckner, such as Buckner Family Hope Center, Buckner Shoes for Orphan Souls and Buckner Family Pathways. After the first use, it is acceptable to drop Buckner from the program name or to only use Buckner.

All senior living communities should reference Buckner Retirement Services upon the first use of the community name. Example: "Parkway Place, a Buckner Retirement Services community..." The exception is

NEWS RELEASES

Ventana by Buckner, which is a Buckner Senior Living community.

BOILERPLATES:

All media alerts and news releases involving Buckner must include an approved copy of the boilerplate for the specific Buckner program or market referenced. Program and market specific boilerplates may be obtained through Buckner Communications. The standard Buckner International boilerplate is below.

About Buckner International:

Buckner International is a faith-based nonprofit ministry dedicated to transforming the lives of orphans, vulnerable children, families and senior adults in the United States and internationally. Founded in 1879 in Dallas, Texas, today Buckner serves people through a variety of programs designed to protect children and build strong families. These programs include

foster care and adoption, family transition programs, community-based family preservation programs and retirement services for senior adults. Buckner also provides humanitarian aid and crisis relief to poverty-stricken children and families. Learn more and get involved at Buckner.org.

Please contact Buckner Communications at communications@buckner.org to request a program or market-specific boilerplate.

BUCKNER CO-BRANDED APPAREL AND MERCHANDISE

Because many of the organizations and individuals we work with are interested in purchasing Buckner International apparel and merchandise, we created an authorized store. **Visit bucknergear.com to order official Buckner apparel and merchandise.**

Buckner's name and logo are not permitted to be used on apparel or merchandise without the express permission of the Buckner Communications Department.



Co-branded apparel and merchandise are only created on rare occasions, like select special events, and under the full oversight of the Buckner Communications Department.

Please contact Buckner Communications at communications@buckner.org for assistance with apparel and merchandise.



BRAND GUIDELINES FOR BUCKNER EMPLOYEES:

The following section contains important information specific to all Buckner employees.

The information will help employees better represent Buckner in their professional and personal lives.

BUCKNER ELEVATOR PITCH

An elevator pitch is a short description of the Buckner brand, mission, programs and services and value explained in a way that any listener can understand in a short period of time. The name comes from the notion that the speech should be delivered in the short time period of an elevator ride, usually 30-45 seconds.

Suggested Buckner elevator pitch:

Buckner International is a faith-based nonprofit transforming the lives of vulnerable children, enriching the lives of senior adults and building strong families through Christ-centered values.

Buckner started in 1879 caring for orphans and widows through our original children's home in Dallas, Texas, but over our long history, we have evolved and developed preventative programs that make us truly

unique in the world of social services.

While Buckner still cares for children, families and seniors through programs like foster care and adoption and our senior living communities, we also provide education, counseling and services that strengthen families and decrease the likelihood of neglect and removal of children. We help children stay where they belong - with their family.

The continued generosity of donors and volunteers, combined with our dedicated staff, allows Buckner to shine hope to hundreds of thousands of families around Texas and in six international countries.

EMAIL SIGNATURE

Every communication is part of our identity.

So, it is essential that our email signature represents us clearly and consistently.

The signature begins with your full name and title.

The Buckner International (or your Buckner subsidiary name) appears first, followed by the physical address, phone numbers, email address, website and tagline.

Do not add the Buckner logo image to your signature – this is due to technical issues of our email server, and for brand consistency, we will not have the logo mark as a jpeg or attachment of any sort to the email signature.

Do not add personal elements to your email signature.

John Doe
Program Manager
Buckner International
700 North Pearl Street
Suite 1200
Office: 214.758.8000
Fax: 214.758.8155
buckner.org

Buckner. Hope shines here.®

PERSONAL SOCIAL MEDIA ACCOUNTS

In the United States, 79% of the population has at least one social media profile, which is likely true of Buckner employees. Your personal social media account is a great way to advocate for Buckner as a brand ambassador, but it also means the entirety of your account can be considered as representative of Buckner.

Listing Buckner as your employer:

There can be value in individual employees identifying as a Buckner employee on platforms, such as LinkedIn or Facebook. These two specific platforms offer networking opportunities to help connect professionally or for business purposes of our organization. Employees choosing to do so should reference the Employee Social Media Policy for guidelines on acceptable and unacceptable online behavior as it pertains to employment with the organization.

Engaging with Buckner on social media:

It benefits the organization when individual employees share Buckner's official social media content to their personal news feeds. This includes client success stories, ways the public can support Buckner financially or other prayer-focused content. The more employees help share the "Good News," the further Buckner's audience reach will expand to help more clients who need our services and donors who can help us fund those services.

Setting account privacy:

It is a smart choice to check privacy settings on personal social media accounts at least once a quarter to account for social media platform updates and ensure optimal security settings as well as content appropriateness is geared toward the appropriate audience (people you are friends with and connected

PERSONAL SOCIAL MEDIA ACCOUNTS [CONTINUED]

to online). Making your account private helps separate your personal and professional lives.

Buckner employees should know that whenever they choose to take any kind of digital communication action, whether it's liking a post, sharing a post, commenting on a post, following a page, writing a blog post, tweeting, or uploading a photo or video – actions, words, and graphics made by a person on a personal account can still reflect positively or negatively on the organization for which one is employed. If an employee is unsure what is acceptable online behavior, referring to Buckner's mission and statement of faith is a good resource, along with the Employee Social Media Policy.



APPAREL AND MERCHANDISE

When you wear an article of clothing with the Buckner name and logo, you become a representative of the brand whether you are an employee, volunteer, etc. Your actions and appearance all reflect on Buckner.

In the same way, the design and quality of Buckner branded apparel and merchandise reflects on Buckner. For this reason, all branded merchandise should be ordered through the approved Buckner international vendor, Bob Lilly Promotions, or through the Buckner merchandise store, BucknerGear.com.

No other vendors are authorized to print the Buckner logo.

Company-sponsored events involving Buckner staff, such as fundraisers, ribbon cuttings, sports outings, client markets, workshops, etc. are perfect opportunities to demonstrate brand unity.

Unless otherwise instructed, employees should wear the primary Buckner branded t-shirt as often as possible: the Hope Shines Here® shirt (also available in hoodie and sweatshirt options for colder weather). Each new employee receives the shirt in their HR kit; replacement shirts are available at BucknerGear.com for a minimal cost.

For assistance with apparel and merchandise, contact Buckner Communications at communications@buckner.org.



PRESENTATIONS

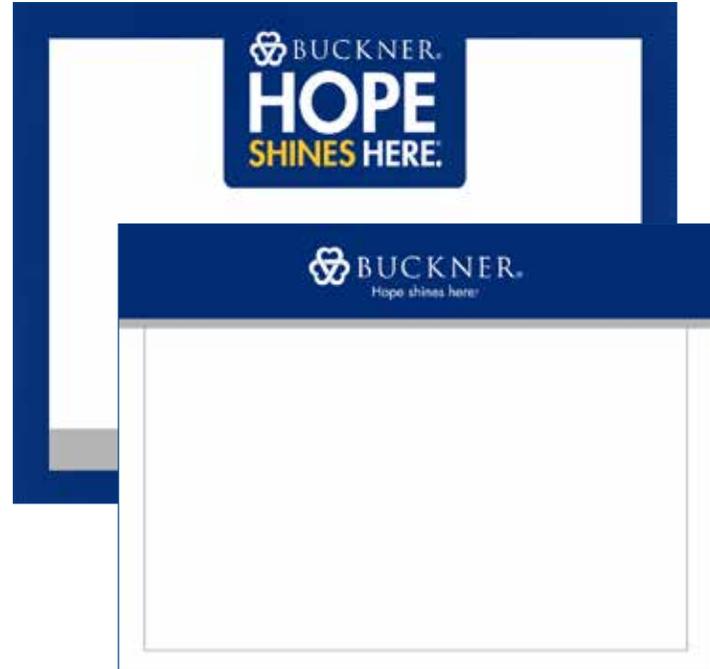
A cohesive presentation style is another hallmark of a well-defined brand.

An electronic PowerPoint template is available to simplify the presentation development and to unify presentation style.

The template includes layout formats for both cover and text slides.

Follow the layout specifications and strive for a clean, concise, bulleted writing style. An uncluttered PowerPoint slide will garner greater attention and interest.

To obtain the official Buckner International PowerPoint template, please visit Buckner.org/ResourceCenter, SharePoint, or contact Buckner Communications.



COLLATERAL

The Buckner Communications Department is here to serve you by providing professional support for the production and use of Buckner-branded assets. These resources include, but are not limited to:

- Print materials (i.e., brochures, flyers, periodicals)
- Videos
- Digital resources (website, social media, electronic newsletters)

As you engage the professional services of the Communications Department, we will work with you to produce collateral appropriate for your use and to help accomplish your goal(s).

Buckner-branded collateral may only be designed and produced with the approval of the Communications Department.



BUCKNER WRITING STYLE GUIDE

Brand consistency also pertains to messaging, which is why all Buckner-produced content must adhere to a consistent style. The following includes some of the most utilized and helpful terms you may come across when writing about Buckner and its programs and clients. Buckner follows the Associated Press Stylebook.

Names and Programs:

» **Albert Reyes** on first reference; **Reyes** on second reference. Reyes' title is Buckner International President and CEO. Albert L. Reyes can be used for the signature on letters.

» **Buckner Children and Family Services** on first reference; **Buckner** on second reference. Never use an ampersand (&).

» **Buckner Family Hope Center** - in most cases use Buckner Family Hope Center in [Location]. All subsequent references are Family Hope Center, never FHC.

Exceptions: Buckner Family Hope Center at Houston/Aldine, Buckner Family Hope Center at Wynnewood, Buckner Family Hope Center at Bachman Lake.

» **Buckner Family Pathways** on first reference; **Family Pathways** on second reference.

» **Buckner International** on first reference; **Buckner** on second reference. Never refer to Buckner International as BI.

» **Buckner NextStep Supervised Independent Living Program** on first reference; **NextStep** on second reference.

BUCKNER WRITING STYLE GUIDE [CONTINUED]

» **Buckner Retirement Services** on first reference; **Buckner** or **Bucker Retirement** on second reference. Programs offered are independent living, assisted living, memory care, skilled and long-term nursing. Do not capitalize when used alone but do capitalize when Buckner branded. **Buckner Senior Living** should be listed as the operator of Ventana instead of Buckner Retirement Services.

» **Buckner Senior Care and Assistance** on first reference; **Senior Care and Assistance** on second reference.

Buckner senior living communities:

Buckner Villas

Calder Woods is never one word.

Parkway Place

Ventana by Buckner on first reference; **Ventana** on second.

Westminster Place

» **Robert Cooke “Father” Buckner; R.C. Buckner** or **“Father” Buckner** on subsequent references

» **Buckner Shoes for Orphan Souls®** on first reference; **Shoes for Orphan Souls** on all subsequent references. SOS is never acceptable.

Grammar Rules:

» **Academic degrees** – associate degree, bachelor’s degree, master’s degree, doctoral degree. A degree is earned not received. Do not use possessive pronouns (wrong: he earned his degree in science; correct: he earned a degree in science). Degree names are not capitalized.

» **adopted person(s)** never “adoptee(s).”

» **adoption** language is a sensitive subject. Never call children “natural” or refer to a couple’s child as “their own.” Do not use “real” mother or father.

BUCKNER WRITING STYLEGUIDE [CONTINUED]

» **after care** is two words. The term describes services available to children who have graduated or aged out of foster care. Fostering Youth Independence (FYI) and Transitioning to Responsible Adult Independent Living (TRAIL) are two Buckner programs.

» **after-school** as an adjective, i.e. after-school programs.

» **Alzheimer's disease** is a form of dementia. Not all dementia is Alzheimer's. See memory care.

» **Bible** is always capitalized; **biblical** is not.

» **biological parent** never "natural" or "real" parent; **biological mother, biological father**

» **biological child(ren)** never "own child(ren)."

» **birth father; birth mother**

» **birth parent** never "real" parent.

» **Buckner Domestic Missions** formerly known as Buckner National Missions.

» **Camp Buckner Retreat and Conference Center** refer to as **Camp Buckner**. Never abbreviate to CB.

» **case worker** never "social worker."

» **child care** but childcare when using as an adjective i.e. childcare worker.

» **child placed for adoption** never "unwanted child."

» **child waiting to be adopted** never "available child" or "child available for adoption."

» **child with special needs** never "handicapped" or "disabled child."

BUCKNER WRITING STYLE GUIDE [CONTINUED]

» **child/children** is preferred instead of kid(s).

» **Christ-like**

» **community** is the appropriate term for Buckner Retirement communities. Never use the terms: facility, place, home or unit.

» **courtesy titles** (Mr., Mrs., etc.) are never used in writing.

» **Deity** Follow AP rules regarding capitalization and pronouns. Personal pronouns are not capitalized. Proper names (God, Holy Spirit, the Son, Jesus, Lord, Messiah, Father) for deity are capitalized.

Exception: Savior is capitalized when written in reference to Jesus Christ.

» **dementia** is not capitalized.

» **every day** (adverb) everyday (adjective).

» **farther** refers to physical distance; **further** refers to conceptional difference, i.e. We will travel farther down the road, but we hope this silly conversation will continue no further.

» **forever family** is a term used for a child who has been adopted into a family.

» **foster care** is not capitalized unless reference is to Buckner Foster Care as a program.

» **foster-to-adopt** is a program within foster care to provide permanent homes for children who, after residing in your foster care, begin

BUCKNER WRITING STYLE GUIDE [CONTINUED]

seeking adoption. It is a designation that foster families can choose for the children they foster.

» **God's word or the Word**

» **Gospel** is capitalized only when referring to the first four books of the New Testament.

» **health care**

» **Hope shines here.**[®]

» **kinship care** is placing foster children in a relative's or fictive kin's home. Fictive kin refers to a person with an already established relationship with the child, such as a close family friend, neighbor or teacher.

» **life-enrichment** is the Buckner Retirement term preferred for activities.

» **love on** is never an appropriate phrase, even in a quote. Change to "love."

» **make an adoption plan** never "give up."

» **Memory care** refers to both dementia and Alzheimer's disease. Not capitalized unless Buckner branded. i.e., The memory care area at Parkway Place serves residents with Alzheimer's and other forms of dementia. Parkway Place Memory Care uses a holistic approach to wellness. **Memory care area** is preferred to memory care unit.

» **more than**

» **nonprofit** does not have a space or hyphen.

» **on-site** (adjective) **on site** (verb)

BUCKNER WRITING STYLE GUIDE [CONTINUED]

» **parental rights terminated/child placed in CPS custody** never “child taken away.”

» **placed for adoption** never “given up.”

» **Project HOPES** stands for Healthy Outcomes through Prevention and Early Support. This program supports parents and promotes healthy families with encouragement and education.

» **removed from home** never “taken away.”

» **residents** is preferred and interchangeable with senior adults when referring to those living at a Buckner senior living community. See **senior adults**. For those living at Ventana by Buckner, please refer to them as **Members**.

» **respite care** offers foster families an approved provider to watch the foster children for a period of time in order for the parents to attend family emergencies, go on previously planned vacations, or to take time away as a couple.

» **Rio Grande Valley** on first reference; **the Valley** on second reference. For informal or social media, RGV is acceptable.

» **Scripture** is always capitalized; **scriptural** is not.

» **senior adults** is the appropriate term for residents in Buckner senior living communities. Never use these terms: elder, old person, elderly, old, aged, frail, etc.

» **short-term, mid-term, long-term** hyphenate when used as a modifier.

BUCKNER WRITING STYLEGUIDE [CONTINUED]

»» **single-parent families**

»» **terminate parental rights** never “give up” or “take away.”

»» **therapeutic foster care** is foster care for children who require additional structure, support and significant supervision. Children receiving treatment services may have emotional disorders, developmental disorders or significant medical needs and may require the services of a professional therapist or medical professional.

»» **to parent** never “to keep.”

»» **toward** in American English, there is no movement ‘towards’ anything.

»» **vulnerable children** never “orphans”

»» **Waiting Texas Children** is a designation for children in foster care whose parents’ rights have been terminated and are seeking adoption through Child Protective Services. At Buckner, it is a program for potential adoptive parents that differs from the voluntary adoption program or foster-to-adopt.

»» **was adopted** never “is adopted.”

BUCKNER ACRONYM GLOSSARY

When it comes to utilizing acronyms, always reference the full name in the first mention. Below are approved acronyms used at Buckner.

AL - Assisted Living

BCFS - Buckner Children and Family Services

BRS - Buckner Retirement Services

CNA - Certified nurse assistant

CPS - Child Protective Services

DFPS - Texas Department of Family and Protective Services

FYi - Fostering Youth Independence

IL - Independent Living

TRAIL - Transitioning to Responsible Adult Independent Living

VBS - Vacation Bible School

RESOURCES

The Buckner Resource Center is available to all staff and friends of Buckner. It includes up-to-date promotional materials and downloadable files to help with a variety of projects, collaborations and media needs.

www.Buckner.org/Resources

Included on the resource page:

- Logos
- Videos
- Brochures
- President's bio and photos
- Statement of faith
- Blogs

Contact Buckner Communications at communications@buckner.org for assistance with the Buckner Resource Center.

