

JUNE
2018

Brand Identity Guide



BUCKNER®
RETIREMENT SERVICES

Inspiring happiness.™



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1

What is a Brand?



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A brand is a promise. It is the promise we make that creates expectation, delivers satisfaction, and ensures loyalty among our stakeholders.

A strong brand has three elements: conviction, consistency, and connection. All of these elements are important so that the promise that the brand makes is not broken.

The goal of discovering, developing, and articulating the brand promise for BRS is to help us drive our communications with stakeholders, while at the same time connect internally to our staff. They are the primary keepers of the promise.

1

What is a Brand Identity?



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A brand identity is comprised of a group of elements working together to bring a brand's promise to life and distinguish it in the minds of our customers and prospects. These elements include name, typography, colors, graphics, imagery, and tone of voice.

These guidelines are provided to ensure consistency of the brand identity across all mediums, categories, forms of expression, and experiences. They also serve to unify our communities under a set of standards that reflect the BRS brand.

1

Brand Promise



BUCKNER®
RETIREMENT SERVICES
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Buckner Retirement Services exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

1

Tag Line



BUCKNER[®]
RETIREMENT SERVICES
Inspiring happiness.™



Our tag line is the shortest, most telegraphic way to communicate what the Buckner Retirement Services brand stands for.

Inspiring happiness.™

1

Brand Personality



BUCKNER®
RETIREMENT SERVICES
Inspiring happiness.™



Happy.
Fun.
Faithful.
Warm.
Vibrant.

2

Logo Elements and Configuration



BUCKNER®
RETIREMENT SERVICES
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There are vertical and horizontal logo versions for both our primary as well as our individual community 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 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. Always use the entire logo, including the tag line.



2

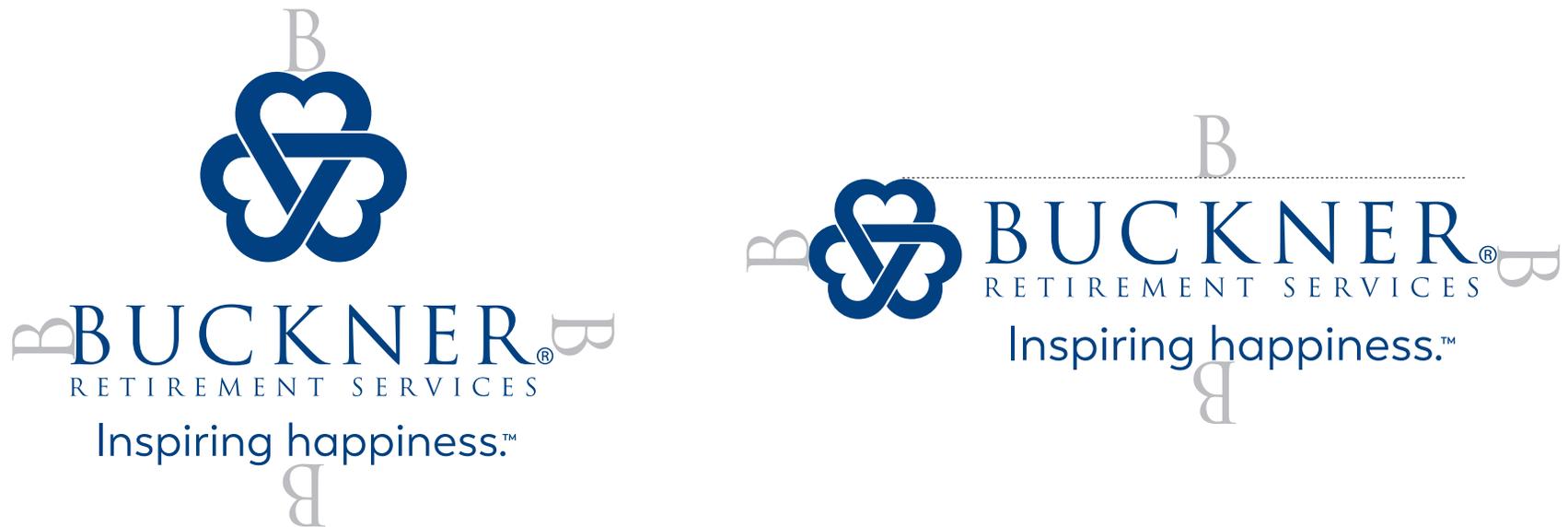
Logo

Clear Space and Minimum Size

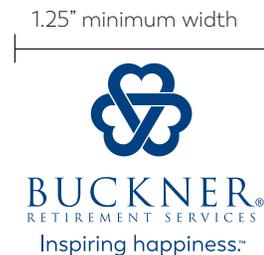


BUCKNER®
RETIREMENT SERVICES
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To maximize visibility and maintain presence, the Buckner logo should always be separated from its surroundings with an area of isolation. This “clear space” should equal the height of the “B” in Buckner International, and must be consistent in every application of our logo.



We’ve established a minimum size for logo use to ensure our identity is always clear and legible. Never reproduce the logo smaller than the minimum sizes shown below.



2

Logo Color Versions



BUCKNER[®]
RETIREMENT SERVICES
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Corporate Blue

PMS: 288 C/U

CP: c100 m75 y6 k24

UP: c100 m65 y1 k17

RGB: r54 g79 b129

HTML: 002244



When color is not available:

All logo elements are black



Against dark background:

All logo elements are white

2

Logo Restrictions and Misuses



BUCKNER®
RETIREMENT SERVICES
Inspiring happiness.™



Logo shown in proper use



Do NOT contain the logo inside a box



Do NOT place logo over busy photographic background



Do NOT change the opacity



Do not place logo over dark background unless reversed out



Do NOT flush left the type



Do NOT use without the logomark



Do NOT add drop shadow



Do NOT reposition the Logomark



Body Copy Treatments

TRENDA LIGHT:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

TRENDA REGULAR:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

TRENDA SEMIBOLD:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

TRENDA BOLD:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

TRENDA REGULAR ITALIC:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

TRENDA SEMIBOLD ITALIC:

Buckner exceeds expectations, creating trust for families and seniors through passionate people in a joyful community.

Headline/Graphic Treatment Options

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

happy.

fun.

FAITHFUL.

warm.

VIBRANT.

1234

56789

0?!&*"

%#@



Beyond our logo, color is a recognizable aspect of our brand identity. Our brand colors reflect our diverse communities while also connecting them back to the BRS brand. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Buckner Retirement Services brand. The strength of the BRS palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are recognizable as Buckner Retirement Services. It is important to maintain a sense of hierarchy, balance, and harmony when using the BRS color palette. Our color system is somewhat flexible, but please exercise restraint.

To keep the color palette consistent across all media, be sure to use the right color codes in your files:

- Use Pantone color codes for any commercially-printed materials.
- Use CMYK values for materials intended for print. CMYK stands for cyan, magenta, yellow, and black: the inks used by printers. Make sure any image you intend to print is in “CMYK” mode and that the proper color values are selected.
- Use RGB color values when creating images intended for viewing ONLY on computer screens (not for print). RGB stands for the red, green, and blue light used by computer monitors.
- Use Hex codes to create the desired colors on webpages. It’s important to use hex codes properly in your webpages’ style sheets or HTML code. Hex codes are interpreted by web browsers to display colors for things like fonts, backgrounds, and table borders

Our BRS corporate blue (PMS 288) should be used for the large majority of materials including promotional items, merchandise, signage, etc. to help maintain consistency and provide cost efficiencies for production and manufacturing. Be careful not to stray from the primary and secondary palettes. The BRS marketing team is available for consultation on any specific questions on color usage for each community.

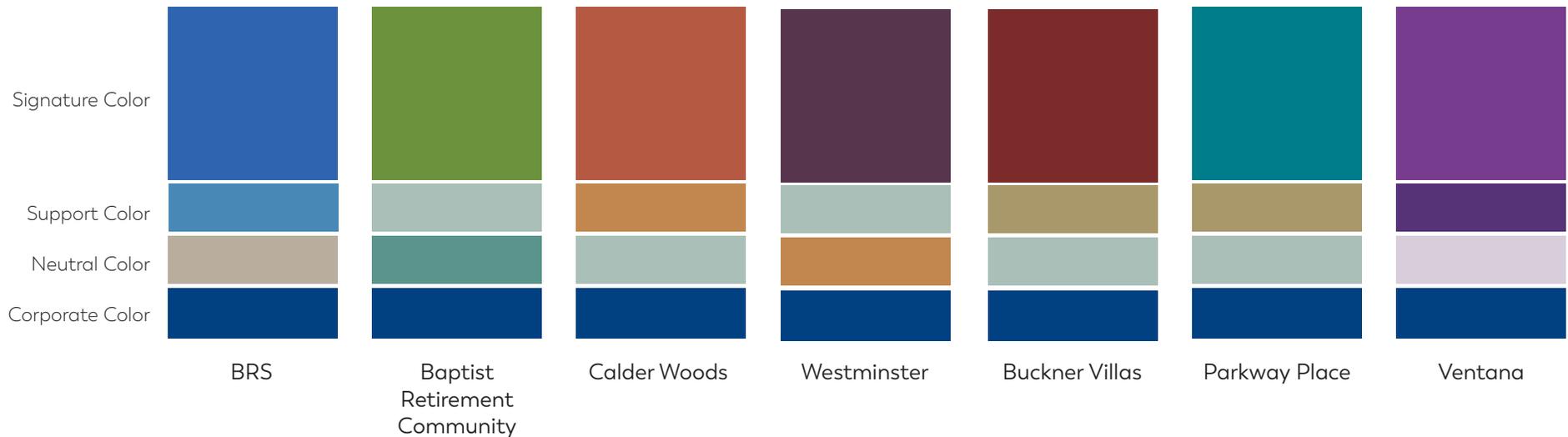
4

Color Signature Palettes



BUCKNER[®]
RETIREMENT SERVICES
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Using our BRS corporate PMS 288 blue as an anchor, we have built a signature color palette for each of our communities that both distinguish them from one another, yet connect them as a family. Each of the palettes below will be specified in detail in the respective sections of this guide.



4

Color BRS Signature Palette



BUCKNER
RETIREMENT SERVICES
Inspiring happiness.™

BRS Signature Palette Breakdown:



Please do not eye-drop the swatches in this document, but rather key in the color values as listed depending on the intended use.



Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 700 N. Pearl St., Suite 1000 • Dallas, TX 75201

Phone — 800-381-4551 • 214-758-8031

URL — BucknerRetirement.org

Logos —    Serving All Faiths 

Signature Palette



Signature Color

PMS: 286 **C/U**

CP: c90 m48 y0 k0

UP: c70 m30 y0 k0

RGB: r0 g115 b207

HTML: 0073CF



Support Color

PMS: 284 **C/U**

CP: c58 m17 y0 k0

UP: c43 m10 y0 k0

RGB: r106 g173 b228

HTML: 6AADE4



Neutral Color

PMS: 7501 **C/U**

CP: c0 m4 y20 k7

UP: c5 m9 y26 k2

RGB: r219 g206 b172

HTML: DBCEAC



Corporate Blue

PMS: 288 **C/U**

CP: c100 m75 y6 k24

UP: c100 m65 y1 k17

RGB: r54 g79 b129

HTML: 002244

Please do not eye-drop the swatches in this document, but rather key in the color values as listed depending on the intended use.

6

Brand Applications



BUCKNER[®]
RETIREMENT SERVICES
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6

Stationery



BUCKNER®
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BUCKNER®
RETIREMENT SERVICES
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

Ministry Name Line 1
Ministry Name Line 2

Address Line 1
Address Line 2
Address Line 3

Phone (000) 000-0000
Fax (000) 000-0000
Web Address

FPO


BUCKNER®
RETIREMENT SERVICES
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™
BucknerRetirement.org

Name Line 1
Name Line 2
Title Line 1
Title Line 2

Ministry Name Line 1
Address Line 1
Address Line 2
Phone Number Line
FAX Number Line
Email Address line

6

Powerpoint
Template



BUCKNER®
RETIREMENT SERVICES
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TBD

6

Print Ad
Sample



BUCKNER®
RETIREMENT SERVICES
Inspiring happiness.™

TBD

6

Collateral Sample



BUCKNER
RETIREMENT SERVICES

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WHY BUCKNER?

Buckner Retirement Services offers beautiful communities, some-of-the-best health services and supportive amenities.

We are one of the largest non-profit retirement providers in the United States. We're a faith-based organization. The faith is the backbone of our passion, our will and our ability to serve others. It shapes our vision every single day in everything we do. We consider our communities to be family, with all of the dedication that entails.

It's the people that set Buckner apart as a caring, giving place to enjoy your retirement years. You will be surrounded by loving individuals who will share in your joys and comfort you in your hardship - people who want to build a rewarding, lasting friendship with you. And as a non-profit family of communities, our focus is on

providing you simply the best experience... and a wealth of experiences!

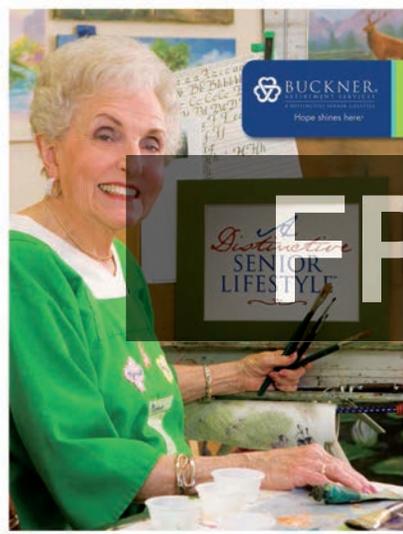
Let's visit!

The best way to choose the right senior living community for you or your loved one is to visit plenty of options. Why not visit us in person at one of our campuses or by phone? We'd be happy to explain everything you need to know. We're also online with videos, photos and floor plans that will help you make the right choice about your Buckner senior living option.

Go to bucknerretirement.org or give us a call toll-free at (888) 4-BUCKNER, ext. 8031 and discover a Texas senior lifestyle you can really put your faith in.

Connect with Buckner! [facebook.com/bucknerseniorliving](https://www.facebook.com/bucknerseniorliving) [twitter.com/bucknerseniorliving](https://www.twitter.com/bucknerseniorliving)

Coming in 2019: Ventana by Buckner
A North Dallas Senior Living Community. To learn more, call us at 214-234-1035!



At Buckner Retirement Services, we offer a distinctive lifestyle for seniors and their families by promoting an active, healthy approach to living, in a faith-based environment, while encouraging personal independence. At each of our communities, we focus on supporting you in your everyday activities, so you can focus on leading the kind of vibrant life you desire. Our communities are committed to the ideal that senior living is enriched by fellowship, purpose and active engagement. A faith-based senior living community is a place you'll be proud to call your own. It's a nourishing home that complements the joy and the opportunities you seek in life. Each of our communities is located in a natural setting that is both beautiful and serene. We offer a continuum of care, most of our communities, as your needs may change, so do our options. Together, where our dedication to service really shows through.

THE INDEPENDENCE YOU WANT...THE CARE YOU DESERVE



At Buckner, we provide faith-based communities, with outstanding amenities and services - delivered with our exceptional brand of hospitality, professionalism and dedication. Buckner communities provide lots of lifestyle choices to meet your needs. These may include independent living, assisted living services, nursing support and memory care.

AUSTIN
It Just Feels Like Family at Buckner Villas. The family spirit abounds at Buckner Villas, a Texas-themed community created to support and promote independence and a culture of faith and activity for seniors. Buckner Villas is a beautiful 25-acre senior living neighborhood close to everything you've grown to love about Austin. It's the one place in Austin with the perfect mix of amenities, giving you the independence living you need - and just the right level of care you may require. From spacious apartments to stunning villas, Buckner Villas offers you everything your active lifestyle demands.

BEAUMONT
Live and Learn at Calder Woods. You'll never look for learning experiences at Calder Woods. Beating ropes (over the Nickel River), maze-run without guides, museum tours, weekly computer classes and frequent outings to the local community theater are just some of the many activities residents enjoy when living and learning at the lifestyle. In addition to learning new things, residents enjoy facilities by using the well-equipped exercise rooms, and enjoying a healthy, delicious meal in the fine-dine dining room. Walking paths, a beautiful landscaped lawn and a caring, professional staff combine to give you the lifestyle you deserve in Southeast Texas.

HOUSTON
Casual Elegance at Parkway Place

Retiring to style isn't what it used to be - it's better! And especially at Buckner Parkway Place, where upscale living is the lifestyle. From the moment you walk through the grand entrance to the lobby, it's obvious that Parkway Place is a casually elegant community. Residents enjoy tastefully appointed amenities, like our new wellness center, a chapel for worship, an art studio, library collection and an optional long-term Parkway Place fitness regimen and growth for the whole person - physically, mentally and spiritually.

LONGVIEW
A Beautiful Way to Live at Buckner Westminster Place

A key retirement is a thing of the past at Buckner Westminster Place, where residents thrive on active, healthy living amid the sweeping pine trees and East Texas charm. Independent living residents enjoy spacious patio homes with beautifully landscaped lawns and handicap-free apartments in a welcoming community, free of the complications and stresses of owning a home. Westminster Place is Longview's best choice for lifestyle retirement living.

SAN ANGELO
Better Together at Baptist Retirement Community

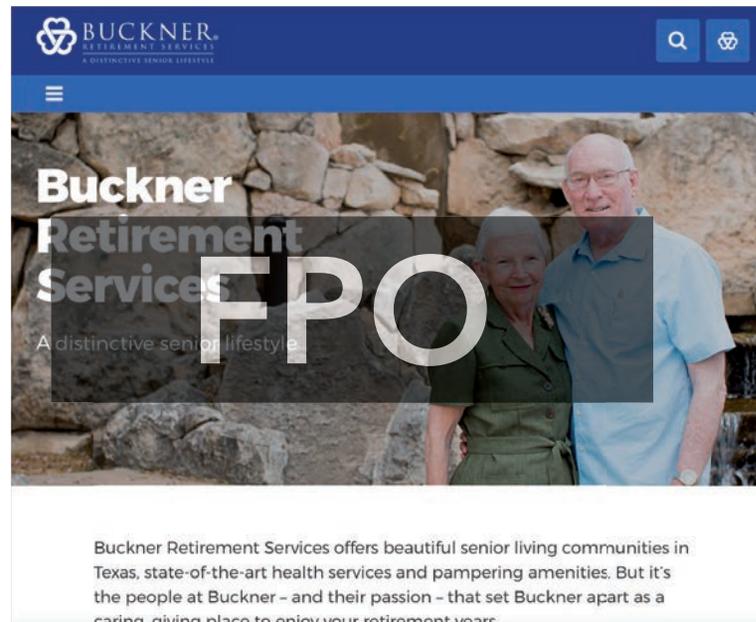
While Baptist Retirement Community offers a full continuum of care on our 75-acre campus just three minutes from downtown San Angelo, it also offers a comfortable brand of West Texas hospitality. When you live at Baptist Retirement Community, you live in a neighborhood retirement with one of the finest staff members and staff you'll ever meet. It's our brand of hospitality that sets us apart among senior living communities. Baptist is a place to live in an atmosphere of warmth. It's a place to socialize with close friends, meet your best and your heart at ease and grow as individuals.



6 Website



BUCKNER®
RETIREMENT SERVICES
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Our Communities



BUCKNER®
RETIREMENT SERVICES
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All of our general Brand Guidelines apply to all of our communities. This section displays updated logos, signature color palettes, and specific mandates that apply to the individual communities.



BAPTIST
RETIREMENT
COMMUNITY™
Inspiring happiness.™



BUCKNER®
VILLAS
Inspiring happiness.™



BUCKNER®
WESTMINSTER PLACE
Inspiring happiness.™



CALDER
WOODS™
Inspiring happiness.™



PARKWAY
PLACE™
Inspiring happiness.™

VENTANA™
BY  BUCKNER.
A DISTINCTIVE SENIOR LIFESTYLE



Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 902-903 Main Street • San Angelo, TX 76903

Phone — 800-608-8820

URL — **(Is there a vanity url for this community?)**

Logos —

Signature Palette



Signature Color

PMS: 377 **C/U**
CP: c51 m5 y98 k23
UP: c43 m3 y96 k20
RGB: r115 g150 b0
HTML: 739600



Support Color

PMS: 7472 **C/U**
CP: c62 m0 y26 k0
UP: c49 m0 y24 k0
RGB: r91 g187 b183
HTML: 5B BBB7



Neutral Color

PMS: 427 **C/U**
CP: c7 m3 y4 k8
UP: c15 m7 y10 k3
RGB: r200 g203 b203
HTML: D1D4D3



Corporate Blue

PMS: 288 **C/U**
CP: c100 m75 y6 k24
UP: c100 m65 y1 k17
RGB: r0 g44 b119
HTML: 002C77

Please do not eye-drop the swatches in this document, but rather key in the color values as listed depending on the intended use.

7

Baptist Retirement Community

Stationery



BAPTIST
RETIREMENT
COMMUNITY™

Inspiring happiness.™


BAPTIST
RETIREMENT
COMMUNITY™
A BUCKNER SENIOR LIVING COMMUNITY
Hope shines here.®

Ministry Name Line 1
Ministry Name Line 2

Address Line 1
Address Line 2
Address Line 3

Phone (000) 000-0000
Fax (000) 000-0000
Web Address

FPO


BAPTIST
RETIREMENT
COMMUNITY™
A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER
Hope shines here.®

BucknerRetirement.org

Name Line 1
Name Line 2
Title Line 1
Title Line 2

Ministry Name Line 1
Address Line 1
Address Line 2
Phone Number Line
FAX Number Line
Email Address Line

7

Baptist Retirement Community

Powerpoint



BAPTIST
RETIREMENT
COMMUNITY™
Inspiring happiness.™

TBD



BAPTIST
RETIREMENT
COMMUNITY.™

A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER

Hope shines here.®

MISSION STATEMENT

Buckner Retirement Services
enriches the lives of senior
adults and their families through
Christ-centered values.

FPO

BUCKNER SENIOR LIVING COMMUNITIES

AUSTIN
Buckner Villas
11110 Tom Adams Dr.
Austin, Texas 78753
512-836-1515

BEAUMONT
Calder Woods
7080 Calder Ave.
Beaumont, Texas 77706
409-861-1123

DALLAS
Ventana by Buckner
8401 N. Central Expwy
Ste. 725
Dallas, TX 75225
214-234-1035

**Buckner Retirement
Services, Inc.**
700 N. Pearl, Ste. 1200
Dallas, Texas 75201
800-381-4551

HOUSTON
Parkway Place
1321 Park Bayou Dr.
Houston, Texas 77077
281-556-9200

LONGVIEW
Buckner Westminster Place
2201 Horseshoe Lane
Longview, Texas 75605
903-234-0000

SAN ANGELO
Baptist Retirement Community
902-903 N. Main St.
San Angelo, Texas 76902
800-608-8820



7

Baptist Retirement Community

Sample Collateral



BAPTIST RETIREMENT COMMUNITY

Inspiring happiness.™

Baptist Retirement Community
is a Buckner Senior Living Community

Buckner Retirement Services enriches the lives of senior adults and their families through Christ-centered values.

BUCKNER
Hope shines here.™



FPO

You are seeking a senior living community that meets your needs. We are seeking people who want the most from a senior living community.

Come see why we're better together!

Hope shines here.™

(325) 655-7391 or Toll-free at (800) 608-8820

baptistretirement.org

Hope shines here.™

Better Together!

baptistretirement.org



Hope shines here.™

7

Baptist Retirement Community

Website



BAPTIST
RETIREMENT
COMMUNITY™
Inspiring happiness.™

TBD



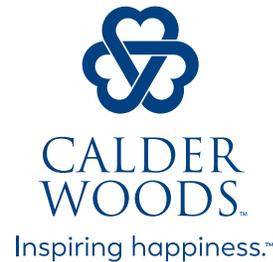
Calder Woods

Brand Summary Sheet



CALDER WOODS.
Inspiring happiness.™

Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 7080 Calder Avenue • Beaumont, TX 77706

Phone — 409-861-1123

URL — BucknerCalderWoods.org

Logos —

Signature Palette



Signature Color

PMS: 1595 **C/U**
CP: c0 m72 y100 k3
UP: c2 m60 y91 k6
RGB: r213g92 b25
HTML: D55C19



Support Color

PMS: 7509 **C/U**
CP: c2 m25 y50 k5
UP: c5 m32 y70 k9
RGB: r217 g172 b109
HTML: D9AC6D



Neutral Color

PMS: 427 **C/U**
CP: c7 m3 y4 k8
UP: c15 m7 y10 k3
RGB: r209 g212 b211
HTML: D1D4D3



Corporate Blue

PMS: 288 **C/U**
CP: c100 m75 y6 k24
UP: c100 m65 y1 k17
RGB: r0 g44 b119
HTML: 002C77

Please do not eye-drop the swatches in this document, but rather key in the color values as listed depending on the intended use.



Calder Woods Stationery



CALDER
WOODSSM

Inspiring happiness.SM


**CALDER
WOODS**
A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER
 Hope shines here.SM

Ministry Name Line 1
 Ministry Name Line 2

Address Line 1
 Address Line 2
 Address Line 3

Phone (000) 000-0000
 Fax (000) 000-0000
 Web Address

FPO


**CALDER
WOODS**
A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER
 Hope shines here.SM

BucknerRetirement.org

Name Line 1
 Name Line 2
 Title Line 1
 Title Line 2

Ministry Name Line 1
 Address Line 1
 Address Line 2
 Phone Number Line
 FAX Number Line
 Email Address line



TBD



Calder Woods

Sample Ad



CALDER WOODS

Inspiring happiness.™

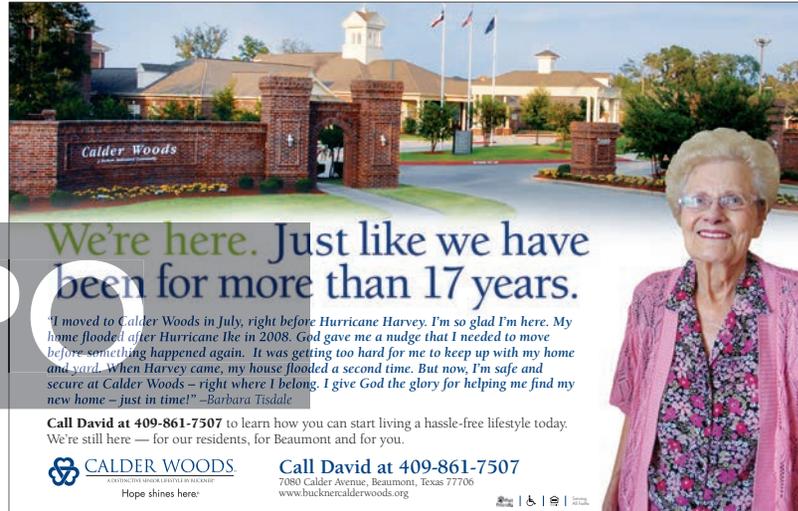


We're here. Just like we have been for more than 17 years.

"Calder Woods is the best place for us. We enjoy life and have had made many wonderful friends here. We have the quiet and privacy of our own apartment or can step outside to enjoy activities and social events. Meals are prepared, apartments are cleaned weekly – what more can be said?" – Jim and Diane Barnett

Call David at 409-861-7507 to learn how you can start living a hassle-free lifestyle today. We're still here — for our residents, for Beaumont and for you.

 **CALDER WOODS**
7080 Calder Avenue, Beaumont, Texas 77706
www.bucknercalderwoods.org
Hope shines here.™



We're here. Just like we have been for more than 17 years.

"I moved to Calder Woods in July, right before Hurricane Harvey. I'm so glad I'm here. My home flooded after Hurricane Ike in 2008. God gave me a nudge that I needed to move before something happened again. It was getting too hard for me to keep up with my home and yard. When Harvey came, my house flooded a second time. But now, I'm safe and secure at Calder Woods – right where I belong. I give God the glory for helping me find my new home – just in time!" – Barbara Tisdale

Call David at 409-861-7507 to learn how you can start living a hassle-free lifestyle today. We're still here — for our residents, for Beaumont and for you.

 **CALDER WOODS**
7080 Calder Avenue, Beaumont, Texas 77706
www.bucknercalderwoods.org
Hope shines here.™



Calder Woods

Sample Collateral



CALDER WOODS

Inspiring happiness.™

New Garden Apartment Homes Coming to Calder Woods!

COME TAKE A LOOK!

CALDER WOODS
A COMMUNITY DEVELOPMENT COMPANY
Hope shines here.™

EPO



Calder Woods is **growing**. Come grow with us.

Beaumont's #1 choice for senior living will soon be opening 36 luxury garden apartment homes featuring spacious floor plans, upgraded kitchens with granite countertops and stainless steel appliances, and select options for patios or balconies.

These new offerings have all the amenities and friendly atmosphere that set Calder Woods apart. We are a Life Plan Senior Living Community offering a continuum of living that includes: Independent Living, Assisted Living, Memory Care, Skilled Nursing

and Buckner Hospice Care.

That's not all!

- State-of-the-art Wellness Center
- Indoor Pool
- Bistro for leisure dining

All are coming **NEW** to Calder Woods before the end of the year!

Contact David Long at **409-861-7507** to schedule your complimentary lunch and personal tour of these exciting new developments today.

AL License #100189



Hope shines here.™
7080 Calder Avenue
Beaumont, Texas 77706

Non-Profit Org.
U.S. Postage
PAID
Dallas, TX
Permit No. 530



TBD



Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 2201 Horseshoe Lane • Longview, TX 75605

Phone — 903-234-0000

URL — BucknerWestminster.org

Logos —

Signature Palette



Signature Color

PMS: 269 C/U

CP: c80 m95 y0 k35

UP: c70 m85 y9 k7

RGB: r75 g48 b106

HTML: 4B306A



Support Color

PMS: 7509 C/U

CP: c2 m25 y50 k5

UP: c5 m32 y70 k9

RGB: r217 g172 b109

HTML: D9AC6D



Neutral Color

PMS: 427 C/U

CP: c7 m3 y4 k8

UP: c15 m7 y10 k3

RGB: r209 g212 b211

HTML: D1D4D3



Corporate Blue

PMS: 288 C/U

CP: c100 m75 y6 k24

UP: c100 m65 y1 k17

RGB: r0 g44 b119

HTML: 002C77

Please do not eye-drop the swatches in this document, but rather key in the color values as listed depending on the intended use.

9

Buckner Westminster Place Stationery



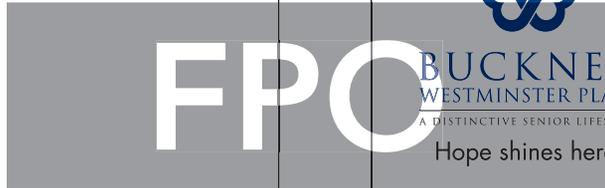
BUCKNER®
WESTMINSTER PLACE
Inspiring happiness.™


BUCKNER®
WESTMINSTER PLACE
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.®

Ministry Name Line 1
Ministry Name Line 2

Address Line 1
Address Line 2
Address Line 3

Phone (000) 000-0000
Fax (000) 000-0000
Web Address




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BucknerRetirement.org

Name Line 1
Name Line 2
Title Line 1
Title Line 2

Ministry Name Line 1
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Address Line 2
Phone Number Line
FAX Number Line
Email Address line



Buckner Westminster Place

Powerpoint



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WESTMINSTER PLACE
Inspiring happiness.™

FPO

9

Buckner Westminster Place

Sample Ad



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**BUCKNER
WESTMINSTER PLACE.**
Our spiritual side is a lot like yours.

The Buckner campus is a comfortable place to live! The spiritual side of Buckner shows up in its consistent, loving care making life even better! And that consistent, daily care is seen at all levels – administrative staff, life enrichment coordinator, chaplain, maintenance, security, housekeeping, kitchen, and wait staff. The atmosphere gives residents an experience of neighborly, family living. I couldn't ask for more!

–Lee Rose, Buckner Westminster Place resident

Come experience a beautiful way to live!

Visit us today. Call Blake at 903-252-6736.


BUCKNER®
WESTMINSTER PLACE
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

Independent Living | Assisted Living | Memory Care | Skilled Nursing 

AL #100157 Serving all faiths.

**BUCKNER
WESTMINSTER PLACE.**
A distinctive senior lifestyle.

"When I walked into the dining area, I thought, 'This is it. This is where I'm going to live.' That was 10 years ago. I never did like to cook. I'm happy to have someone else cook!"
–Mae Horn, Buckner Westminster Place resident

"What first attracted us was the name Buckner. We knew Buckner to be dependable, Christian and 'our kind of people.'"
–Ann and JT Ramsey, Buckner Westminster Place residents



Come experience a beautiful way to live!
Call Blake today at 903-252-6736.


BUCKNER®
WESTMINSTER PLACE
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Hope shines here.™

BucknerWestminster.org

Independent Living | Assisted Living | Memory Care | Skilled Nursing 

AL #100157 Serving all faiths.

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Buckner Westminster Place

Sample Collateral



BUCKNER®
WESTMINSTER PLACE
Inspiring happiness.™



EPO



for an Open House at Buckner Westminster Place • Thursday October 26 • 4-6 p.m.

2201 Horseshoe Lane
Longview, TX 75605

Come see the latest additions to Buckner Westminster Place, including a state-of-the-art wellness center, movie theater, bistro and more.

Your exclusive look at Longview's favorite senior living community will include chef-prepared refreshments in our newly-remodeled dining room, tours of the community, live music and a chance to win a private chauffeured

ride to dinner at Jack Ryan's steakhouse.

RSVP to Blake at 903-234-0000.



Hope shines here.™

AL #100157





TBD



Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 11110 Tom Adams Drive • Austin, TX 78753

Phone — 512-836-1515

URL — BucknerVillas.org

Logos —

Signature Palette



Signature Color

PMS: 492 C/U

CP: c12 m84 y53 k44

UP: c19 m77 y60 k19

RGB: r138 g52 b61

HTML: 8A343D



Support Color

PMS: 7502 C/U

CP: c0 m8 y33 k10

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HTML: D3BF96



Neutral Color

PMS: 427 C/U

CP: c7 m3 y4 k8

UP: c15 m7 y10 k3

RGB: r209 g212 b211

HTML: D1D4D3



Corporate Blue

PMS: 288 C/U

CP: c100 m75 y6 k24

UP: c100 m65 y1 k17

RGB: r0 g44 b119

HTML: 002C77

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10

Buckner Villas Stationery



BUCKNER.
VILLAS

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VILLAS
A DISTINCTIVE SENIOR LIFESTYLE
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BucknerRetirement.org

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Title Line 1
Title Line 2

Ministry Name Line 1
Address Line 1
Address Line 2
Phone Number Line
FAX Number Line
Email Address line

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Buckner Villas

Powerpoint



BUCKNER[®]
VILLAS

Inspiring happiness.™

TBD

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Buckner Villas

Sample Ad



BUCKNER.
VILLAS

Inspiring happiness.™

Buckner Villas
BETTER THAN EVER

GreenRidge at Buckner Villas is excited to announce the opening of an impressive expansion, with new one and two-bedroom apartment homes and underground parking, along with upgraded living areas and the addition of a grand ballroom, movie theater, salon/spa and much more! Buckner Villas also provides affordable Assisted Living and the best in Memory Care, Skilled Nursing and Rehab.

For more information on this vibrant lifestyle, call Paul Clark at (512) 233-7949.

   Assisted Living #33595
11110 Tom Adams Drive | Austin, Texas 78753-3301

 **BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™




Buckner Villas
BETTER THAN EVER



GreenRidge at Buckner Villas is excited to announce the launch of impressive renovations and new construction of common areas, resulting in the most comfortable, beautiful, state-of-the-art amenities. We are also adding 69 one and two bedroom apartment homes with underground parking, scheduled for completion in late 2017. Reservations are currently being accepted for these well-designed residences.

To see how our growth is great for you, simply call Paul Clark at (512) 233-7949.



**BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
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11110 Tom Adams Drive | Austin, Texas 78753-3301
bucknervillas.org

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Buckner Villas

Sample Collateral



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VILLAS**
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Buckner Villas is part of the Buckner Retirement Services family, one of the largest not-for-profit senior living organizations in Texas. We're dedicated to enhancing everyday life for senior adults and their families by promoting an active, healthy Christian lifestyle, independence and dignity. Buckner Retirement Services is part of Buckner International, a global faith-based ministry serving people in the United States and worldwide. **Call us today! 512.836.1315**



FACEBOOK.COM/BUCKNERVILLAS TWITTER.COM/SENIORLIVING
11110 TOM ADAMS DRIVE, AUSTIN, TEXAS 78753
BUCKNERRETIREMENT.ORG

Buckner Villas
IT JUST FEELS LIKE FAMILY!

**BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

Opening early December 2017
Reserve your new home today!

**BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

A Distinctive Senior Lifestyle

Buckner Villas is a beautiful 25-acre senior living neighborhood close to everything you've grown to love about Austin. It's the one place in Austin with the perfect mix of spacious apartments and inviting villas, giving you choices in living independently. And if your needs change, so do our services. We also offer the best in assisted living, memory care and skilled nursing service.

**BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

No better time than now!

**BUCKNER.
VILLAS**
A DISTINCTIVE SENIOR LIFESTYLE
Hope shines here.™

The grass on this side is about to get greener, because Buckner Villas is bringing 69 new apartment homes to GreenRidge before the end of the year!

But the excitement doesn't stop there. Expansions also include a grand ballroom, movie theater, card room and spa, as well as a newly-remodeled dining room, cafe, library, beauty salon, barber shop and more.

Call Paul at **512-233-7949** to learn more about reserving your new home today!

BucknerVillas.org | |

10

Buckner Villas

Website



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VILLAS

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TBD



Logo Versions



Font Family: Trenda

Trenda Light

Trenda Semi Bold

Trenda Bold

Trenda Light Italic

Trenda Semi Bold Italic

Trenda Bold Italic

A beautiful way to live.

A BEAUTIFUL WAY TO LIVE.

A beautiful way to live.

Mandatories

Address — 1321 Park Bayou Drive • Houston, TX 77077

Phone — 281-556-9200

URL — BucknerParkwayPlace.org

Logos —

Signature Palette



Signature Color

PMS: 7474 **C/U**

CP: c98 m7 y30 k30

UP: c86 m10 y33 k10

RGB: r0 g122 b135

HTML: 007A87



Support Color

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UP: c6 m18 y48 k13

RGB: r211 g191 b150

HTML: D3BF96



Neutral Color

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Corporate Blue

PMS: 288 **C/U**

CP: c100 m75 y6 k24

UP: c100 m65 y1 k17

RGB: r0 g44 b119

HTML: 002C77

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11

Parkway Place

Stationery



PARKWAY
PLACE™
Inspiring happiness.™


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Address Line 2
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Web Address

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BucknerRetirement.org

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Name Line 2
Title Line 1
Title Line 2

Ministry Name Line 1
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Address Line 2
Phone Number Line
FAX Number Line
Email Address line

11

Parkway Place

Powerpoint



PARKWAY
PLACE™
Inspiring happiness.™

TBD



Parkway Place: Houston's choice for carefree senior living



Contact LuLu at 281-677-5912 to learn how you can become part of this active senior adult community today.



1321 Park Bayou Dr., Houston, Texas 77077



PARKWAY PLACE
A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER

Hope shines here:™

FPO

This is what independent looks like.



"I love it here at Parkway Place! Everyone is so welcoming and interesting. It's wonderful to learn about the different people here and what their exciting lives have been. I feel very at home.

I've pretty much tried out everything and picked my favorites. Between the exercise classes, the pool, the parties and the entertainment events we have, there's always something to do!

And you have the chance to choose. That's what retirement is all about. You get up in the morning and decide what fun thing you're going to do today!"

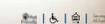
Doesn't Parkway sound like a place you could call home too? Call LuLu today at 281-677-5912 to schedule a personal visit.

281-677-5912
1321 Park Bayou Drive
Houston, TX 77077
www.bucknerparkwayplace.org



Hope shines here:™

Jo Ann Wende moved to Parkway Place in 2014.



Where you, and your best friend, can live the good life.



"I really like it at Parkway Place. Mateo and I have a good life here. He's made friends with everybody, and everyone loves him. He's so spoiled!"

The people are my favorite part of Parkway Place—they're so friendly! I liked it the first night I came and have liked it ever since. I go to the gym at least two or three times a week, and the food is great. You get to know everybody here. I just haven't met anybody here that isn't nice. If anyone were to ask about Parkway Place, I would certainly recommend it."

Doesn't Parkway sound like a place you could call home too? Call LuLu today at 281-677-5912 to schedule a personal visit.

281-677-5912
1321 Park Bayou Drive
Houston, TX 77077
www.bucknerparkwayplace.org



Hope shines here:™

Marian Takehana moved to Parkway Place in 2012.

Parkway Place

Sample Collateral



PARKWAY PLACE™
Inspiring happiness.™

281-677-5912
1321 Park Bayou Drive, Houston, TX 77077
BucknerParkwayPlace.org

WELCOME

PARKWAY PLACE
HOPE SHINES HERE™



The neighborhood makes all the difference.

Where well-being is woven into the fabric of everyday life. At Parkway Place, you feel a true sense of well-being in this vibrant neighborhood. Neighbors say hello at the store, catch up with each other lives at the pool, or exchange warm greetings at the chapel and library. Good friends share their art in the studio, or exercise together before a strollily requested walk. It's all part of our life. We'll ensure a convenient to create a future that enriches the lives of those we serve.

This philosophy embraces all aspects of the Parkway Place lifestyle including the physical, intellectual, social and spiritual dimensions of a healthy, whole person.

...and it's the place where you know you can be well.

Parkway Place lets you enjoy the rich city advantages you have come to know so well: City Centre and Memorial City Mall, the restaurants, museums and musical performances. The west side neighborhood is yours for the taking as you reside in the warmth of Parkway Place.

A neighborhood full of healthy possibilities.

A creative arts center, heated pool, spa and fitness center are just a few of the possibilities that await you. Find the green for that perfect pun and gardens for that green thumb. Keep up with the rest of the world in the computer center, or in the coziness of the library. The walking trails and safe and convenient neighborhood sidewalks will keep you fit. Attractive common areas and special events in the indoors bring people together. We encourage residents to honor their own beliefs, while respecting those of others. It all contributes to the "Be Well" lifestyle here.

A neighborhood that changes as your needs do.

The only constant in life is change. Parkway Place offers the option of continuous care, should needs change. Residents don't have to leave the neighborhood to get the support they require. Assisted living apartments and special help for those with memory impairment are separate from, but attached to Parkway Place. For additional peace of mind, a Medicare-certified nursing center staffed with those who understand the challenges of aging are right here. No need to give up the day trips, special events, or assorted activities the neighborhood has to offer.

A neighborhood that feels like home sweet home.

There's nobody in the world exactly like you. Choose your apartment from a variety of superbly designed floor plans. Have it decorated the way you want, reflecting your own individual tastes. Bring your treasured belongings to personalize your new home! Then the real living begins - cook whatever you want whenever you like, have your friends over, or simply relax to enjoy some quiet time.

A neighborhood that welcomes you.

With a friendly, highly-trained staff ready to guide you with all the information and support you could ask for, Parkway Place helps smooth your move so you can settle in with ease. The continued community care, the caring staff, and the spiritual and emotional guidance that is the tradition of Parkway Place all work in concert to help you achieve that feeling that means you're home. With so many activities and places to go, it's easy to meet and mingle with your new neighbors. Be well at Parkway Place!

Welcome to the neighborhood!

FPO

We love living at Parkway Place!

Come join us.

PARKWAY PLACE
HOPE SHINES HERE™

"At Parkway Place, we're surrounded by friends, choices ... and an attentive staff. It's just what we wanted."
—Eleanor and Harry Lohs, Parkway Place residents since 2012

Hurry and take advantage of our Spring Special
And join Harry and Eleanor today!

For a limited time, select your new residence at Parkway Place and receive the 2nd and 4th months rent free and receive a moving allowance up to \$1,500. Reservation of new residence must occur by April 30, 2017. This special is available for Independent or Assisted Living residences.

Call Kathryn at 281-677-5955 to schedule a visit and learn more about reserving your new residence at Parkway Place.

PARKWAY PLACE
HOPE SHINES HERE™

1321 Park Bayou Drive
Houston, TX 77077

AL License #144035

1321 Bayou Park Drive
Houston, Texas 77077

Now With Our US Partner PACE Dallas, TX Houston, TX

11

Parkway Place

Website



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PLACE™
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TBD

Logo



A DISTINCTIVE SENIOR LIFESTYLE

Font Families

BODY COPY:

Futura Std Book
Futura Std Medium

HEADLINES + SUBHEADS:

Cera Basic Regular
Cera Basic Bold

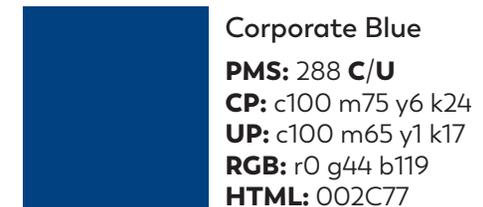
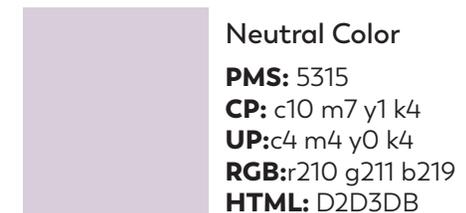
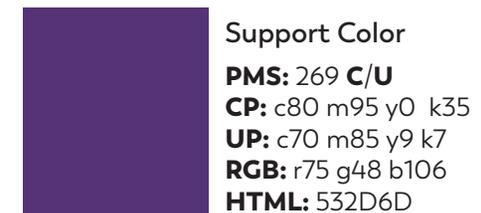
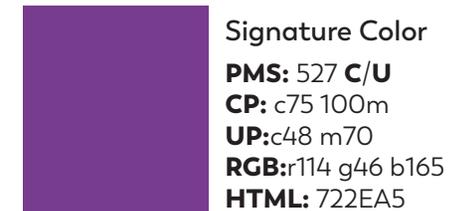
DECORATIVE HEADLINES:

Yummo Regular
Yummo SemiBold

Mandatories

Address	One Lincoln Park Building 8401 N. Central Expressway, Suite 725 Dallas, TX 75225
Phone	214-234-1035
URL	VentanaByBuckner.com
Logos	  

Signature Palette



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12

Ventana Stationery

VENTANA[™]
BY BUCKNER.
A DISTINCTIVE SENIOR LIFESTYLE

VENTANA

BY BUCKNER.

700 N. Pearl Street
Suite 1200
Dallas, TX 75201
214.234.1035
VentanaByBuckner.com

A Distinctive Senior Lifestyle

VENTANA[™]
BY BUCKNER.

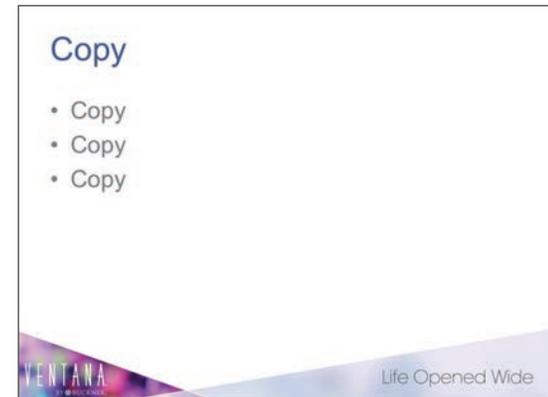
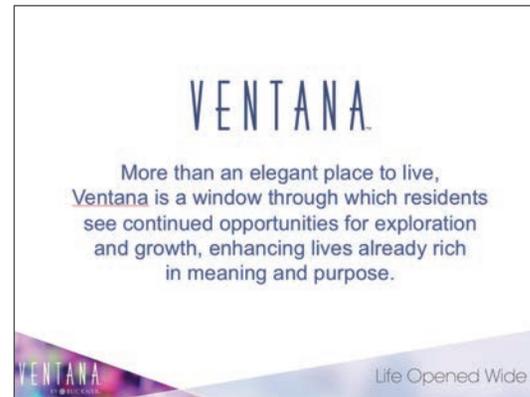
Mary Greer
Director of Marketing

700 N. Pearl Street
Suite 1200
Dallas, TX 75201
214.234.1035
mgreer@buckner.org
VentanaByBuckner.com

12

Ventana Powerpoint

VENTANA[™]
BY BUCKNER.
A DISTINCTIVE SENIOR LIFESTYLE



12

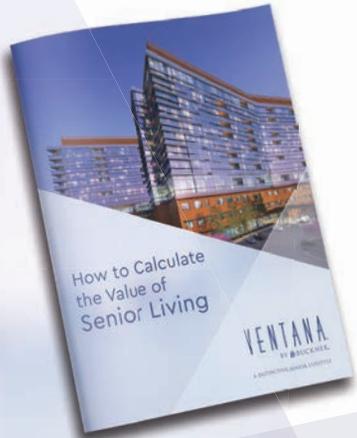
Ventana

Sample Ad

VENTANA

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A DISTINCTIVE SENIOR LIFESTYLE



How to Calculate the Value of Senior Living

VENTANA
BY BUCKNER.

A DISTINCTIVE SENIOR LIFESTYLE

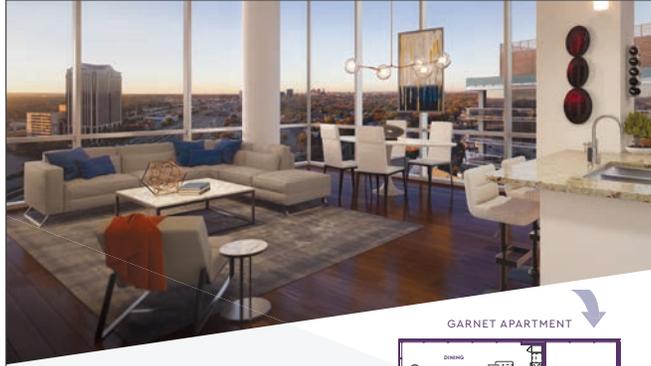
OPENS 2019
Life Care Meets Luxury in the Park Cities | 214-305-2559 | VentanabyBuckner.com | 

A new level of living. A new outlook on value.

As you make plans for the future, there's no time to waste. Ventana by Buckner will be complete in 2019. As Dallas' first and only luxury high-rise Life Care Community, Ventana is taking senior living in the Park Cities to new heights. And the time to secure a place in this community is now.

As you consider your options, take time to calculate the real value of choosing a Life Care Community. We've gathered all the facts and figures for you. Download your free guide and call 214-305-2559 to schedule a personal appointment today!

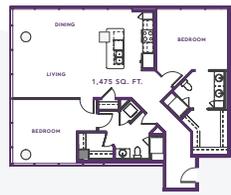
Download our **Retirement Value Guide** at VentanabyBuckner.com/financial-value



PLAN RIGHT FOR YOUR FUTURE

A maintenance-free, amenity-rich lifestyle with the security of Life Care. Enhanced health and wellness. A worry-free future. All this awaits those who plan a move to Dallas' first and only luxury high-rise Life Care community. Be our guest for coffee and conversation to learn about the Ventana Life Care difference.

GARNET APARTMENT



1,475 SQ. FT.

THE PROMISE OF LIFE CARE

THE POWER OF LIFE CARE

Tuesday, May 15th at 2:00 PM
Thursday, May 17th at 10:00 AM

Ventana Information Center
One Lincoln Park Building
8401 N. Central Expy., Suite 725
Dallas, TX 75225

Seating is by reservation only, so call today: 214.385.4210

VENTANA
BY BUCKNER.

A DISTINCTIVE SENIOR LIFESTYLE

Life Care Meets Luxury in the Park Cities
Opens 2019 | VentanabyBuckner.com | 

12

Ventana Sample Collateral

VENTANA[™]
BY BUCKNER.
A DISTINCTIVE SENIOR LIFESTYLE

From the Spanish word for window, the name Ventana was chosen with care and forethought. More than just an elegant place to live, Buckner's distinctive 62-and-over community will be a window through which residents see continued opportunities for exploration and growth. Here, lives already rich in meaning and purpose will be enhanced.

**COMING 2018
TO NORTH DALLAS**

VENTANA
BY BUCKNER.
700 N. Pearl Street
Suite 1200
Dallas, TX 75201



Lunch is served.
Your future awaits.

PLACE
POSTAGE
HERE

Life
Opened
Wide

VENTANA
BY BUCKNER.

A new name for your future.



Betty Johnson
123 Main Street
Dallas, TX 75201

Let the possibilities in.

Begin by seeing yourself in a spacious, sunlit apartment overlooking the sophisticated surroundings of North Park. Visualize the attraction of a maintenance-free life in a setting where your every comfort has been anticipated. Picture the long-term value of onsite healthcare, fitness and wellness centers. And look ahead to a clear financial future where virtually every expense is already accounted for, and any others are predictable.

A place that's about time.

Ventana was created expressly for people who seek to continue lives of personal and spiritual fulfillment free of the preoccupations of maintaining a home and property. From a sumptuous array of culinary selections to a spa, pool, fitness center, salon and movie theater—from clubs and cultural pursuits to volunteer opportunities—you'll find yourself with more time to spend and more meaningful ways to spend it. In truth, life opened wide.

Keep this window of opportunity open.

All 182 apartment residences at Ventana by Buckner will no doubt be spoken for by the time our doors open in 2018. To be assured of reserving one for yourself, and to enjoy the significant financial benefits of Priority Club membership, do plan to attend our upcoming lunch and information session.

SERVICES	AMENITIES
Gourmet Dining	Multiple Dining Venues
24-Hour Security	Modern Fitness Center
Housekeeping Services	Indoor Parking
Emergency Alert System	Private Dining Room
Transportation Services	Creative Arts Studio
Utilities	Club & Game Rooms
Cable Television	Salon & Spa
Recreational Programs	Heated Indoor Pool
Educational Programs	Library & Business Center
	Movie Theater

Buckner Senior Living, Inc. | 700 N. Pearl Street | Suite 1200 | Dallas, TX 75201
214.234.1035 | VentanaByBuckner.com

Meet us for lunch and further enlightenment.

TUESDAY, September 9
or TUESDAY, September 16
11:30 AM

SEASONS 52
AT NORTHPARK CENTER
8887 N. CENTRAL EXPRESSWAY
DALLAS, TX 75225

Call Meredith at 855.603.6680
Seating is limited and by reservation only, so please RSVP soon.



VENTANA
BY BUCKNER.

12

Ventana Website



WELCOME TO VENTANA BY BUCKNER: OPENING 2019

There has never been a better time to reserve a select residence at Ventana by Buckner. A fully-refundable deposit can save your place in Dallas' first and only luxury high-rise Life Care community.

EVERYTHING YOU WANT. ANYTHING YOU NEED.

Ventana is proud to offer its residents a comprehensive range of hospitality services and a maintenance-free lifestyle, along with a full complement of recreational, culinary and wellness opportunities. Looking for a five-star senior living experience? Look no further than

SCHEDULE AN INFORMATION SESSION.

214.234.1035

75% 1 of 2
80%

Your Full Name *

Your Email *

Your Phone Number *

By providing your contact information to Ventana by Buckner, you are giving us your contact consent and permission to call you and otherwise contact you.

