

OUR BRAND | LETTER FROM THE PRESIDENT

What is it that makes you feel most proud of and inspired by the ministry of Buckner International? Is it the nearly 140-year legacy of serving vulnerable children and seniors? Is it the commitment to offering the hope of Christ through practical, professional ministry? Is it how we equip families for transformation or give dignity to the elderly as they prepare for their final years? Whatever the attributes that connect your

heart to Buckner, these are the very characteristics that define the Buckner brand—our brand.

As social issues continually emerge and the clatter of political jargon and commercialization compete for attention, it is more vital than ever that we present a strong and consistent visual identity to the world. Even as

the tides change around us, our promise—as stated in our tagline—remains the same: Hope shines here.® It shines brightly, clearly

and with integrity.

To help us hold out this promise to the world, this guide was developed as an introduction to our brand and to the simple rules and standards that must be used consistently across all forms of communication.

In addition, I encourage you to utilize the professional services and expertise of the Buckner Communications Department for all your needs and questions related to our brand.

I urge you to apply these standards and join me in building and caretaking the Buckner brand today and in the future.

With the hope only Christ can bring,



Dr. Albert L. Reyes

President and CEO

Buckner International



WHAT IS A BRAND?

WHAT IS A BRAND?

A brand is not...

- a name
- a company
- a logo
- a product
- a person
- 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 that the promise that 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 that 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.



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 help us to help many more people for many years to come.

Research with constituents in recent years shows that 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: Christlike, 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. Individually, those three hearts or “B’s” stand for Buckner Retirement Services; Buckner Children and Family Services; and Buckner Foster Care and Adoption. Interlaced, they form Buckner International.

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 an ® 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 approved 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.



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 that 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 that 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 that we bring and the positive effect that 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 that Hope shines here.®

Never alter the tagline.

[Continued, next page]



BUCKNER®

Hope shines here.®

THE BUCKNER INTERNATIONAL LOGO WITH TAGLINE [CONTINUED]

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 on previous page.
- As a headline, main title or event name.

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 that 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 that 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 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.



BUCKNER®
CHILDREN AND FAMILY SERVICES

Hope shines here.®



BUCKNER®
RETIREMENT SERVICES

A DISTINCTIVE SENIOR LIFESTYLE™

Hope shines here.®



BUCKNER®
FOUNDATION

Hope shines here.®



FOR ORPHAN SOULS®

Hope shines here.®

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 Baptist Retirement Community. 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.



PARKWAY
PLACE™

A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER™

Hope shines here.®



CALDER
WOODS™

A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER™

Hope shines here.®



BAPTIST
RETIREMENT
COMMUNITY™

A DISTINCTIVE SENIOR LIFESTYLE BY BUCKNER™

Hope shines here.®

LOGO STAGINGS

There are vertical and horizontal logo versions for each of the primary, 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 that 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 that 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.



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:

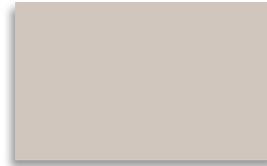
EXAMPLE A	EXAMPLE B	EXAMPLE C
<p>A two-color blue (Pantone Matching System 288) and black logo.</p>  <p>BUCKNER® Hope shines here®</p>	<p>A one-color black logo</p>  <p>BUCKNER® Hope shines here®</p>	<p>Another option for logo display is a white logo reversed out of a dark background</p>  <p>BUCKNER®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

COLOR PALETTES

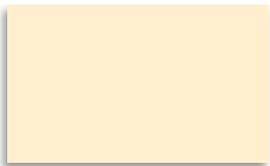
In addition to the color usage of the Buckner logo, using a complementary palette is important to maintaining the integrity of our mark. With few exceptions, the preferred palettes for use in Buckner print or electronic materials are:



A. Primary Palette
White



C. Neutral Palette
Colors such as tan or eggshell



B. Secondary Palette
Cream



D. Reverse Palette
PMS 288 (blue)

APPLICATION

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 Company 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.

Do not add quotations or additional information to your signature.

For assistance in setting up an email signature, contact Buckner Communications at **communications@buckner.org**.

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.®

APPLICATION [CONTINUED]

POWERPOINT TEMPLATE

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

An electronic PowerPoint template has been created to simplify 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 the Communications Office.



APPLICATION [CONTINUED]

SOCIAL MEDIA

Social media outlets, such as Facebook, are essential ways to extend the Buckner brand in communities by offering an easily accessible platform for networking, sharing Buckner news, and generating excitement around what God is doing in the lives of people in your community and around the world through Buckner. Each Buckner office and/or ministry may choose to operate its own Buckner-branded social media accounts to share stories with respective local audiences. While each office may administer its own Buckner-branded social media account, any new social media accounts must be created by the Buckner Communications Department, which will continue to have oversight over each social media account to ensure brand integrity. In addition, the marketing coordinator for the Buckner Communications Department must have access to any and all Buckner-branded social media accounts.

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APPLICATION [CONTINUED]

GENERAL GUIDELINES

- All new, Buckner-branded social media accounts must be created by the Buckner Communications Department. If your office or ministry would like a social media account, please contact the marketing coordinator. Once the account is created, the Buckner Communications Department will give administrative access and/or login information to the Buckner employee(s) of your choice.
- All profile and cover photos for Buckner-branded social media accounts must be created and provided by the Buckner Communications Department to establish brand consistency. Profile photos will be Buckner logo images, and cover photos will be standard templates with customization options for each office and/or ministry. To request these images, please contact the marketing coordinator. *[Continued, next page]*



APPLICATION [CONTINUED]

- The marketing coordinator must have administrative access and/or login information for all existing Buckner-branded social media accounts.
- Each Buckner-branded social media account must have one designated social media manager who will serve as a point of contact for the Communications Department. The social media manager is responsible for managing the account, posting content and replying to messages (more than one person from each site may help post content and reply to messages). The social media manager must be a Buckner employee.
- Each office and/or ministry may only have one social media account on each site (i.e. one Facebook page, one Twitter account, etc...). Duplicate accounts will be closed.
- There will only be one Buckner-branded LinkedIn company

page and one YouTube channel. These accounts are managed by the Communications Department.

- Standardized titles for social media accounts must be used for brand consistency. For Facebook pages, the title of the page must include 'Buckner' in the title, the name of the office and/or ministry, and the location (if applicable). For example, Buckner Children and Family Services – Amarillo should be used for Amarillo's Facebook page, and Buckner Missions should be used for Buckner Missions' Facebook page. If you have any questions about what the title of your Facebook page should be, or if you are considering a social media account besides Facebook, please contact the marketing coordinator.

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APPLICATION [CONTINUED]

POST GUIDELINES

- Buckner logos may not be used on any social media graphics not created by the Buckner Communications Department.
- Do not post photos of children in foster care.
- Do not post photos of children and families we serve without first asking their permission.
- Ask permission if you would like to repost photos or blog posts shared by clients, mission trip participants, volunteers, etc... on their personal social media accounts.
- Do not post any financial, confidential, sensitive or proprietary information about Buckner or any of our clients or employees.
- Do not publish, like, repost, retweet or comment on any post that could be construed as controversial or offensive to our audiences.
- Speak respectfully about our current, former and potential clients, partners, vendors, employees and competitors. Do not engage in behavior that will reflect negatively on Buckner's reputation.
- Respond in a timely manner to any questions or comments you receive on social media. Contact the marketing coordinator if you are unsure how to reply to a message you receive. The Buckner Communications Department reserves the right to amend or remove any information, posts or graphics on Buckner-branded social media accounts that do not follow Buckner social media guidelines or brand guidelines.

APPLICATION [CONTINUED]

APPAREL AND MERCHANDISE

Please contact our Communications Department for authorized vendors for merchandise and apparel.

These vendors have been pre-approved and have negotiated rates with Buckner. Please do not enter into any new vendor agreements for merchandise and apparel without the express permission of the Buckner Communications Department.



When applying the logo to apparel or merchandise, you must follow all brand guidelines as outlined in this document.

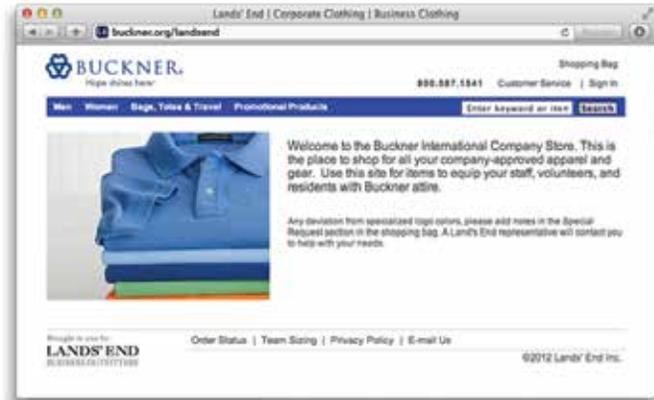
Preferred fabric colors closely correspond to a Buckner approved Primary or Neutral Palette color.

These colors include blue, black, white or grey and various shades of these colors. Some exceptions to these color options may be

possible for special events, but must be approved by the Communications Department.

To order official pre-approved merchandise, please visit our company store at: costore.com/buckner

To order official apparel, please visit our Lands' End online apparel company store at: buckner.org/landsend



APPLICATION [CONTINUED]

RESOURCES AND CONTACT INFORMATION

All logo, artwork and design requests must go through the Communications Team.

Submit requests to: communications@buckner.org

Downloads are available at the following URL:

www.buckner.org/ResourceCenter

- [Logo files \(hi-res\)](#)
- [Email signature guidelines](#)
- [PowerPoint presentation templates](#)
- [Company store links](#)

To order official pre-approved merchandise, please visit our company store at: costore.com/buckner

To order official apparel, please visit our Lands' End online apparel company store at: buckner.org/landsend

For help regarding the logo, tagline use, production of any branded materials, printed pieces, collateral or advertising, please direct all requests to the Communications Department. Please note that no branded materials may be produced or printed without prior permission from the Communications Department. Thank you for maintaining the integrity of our brand.

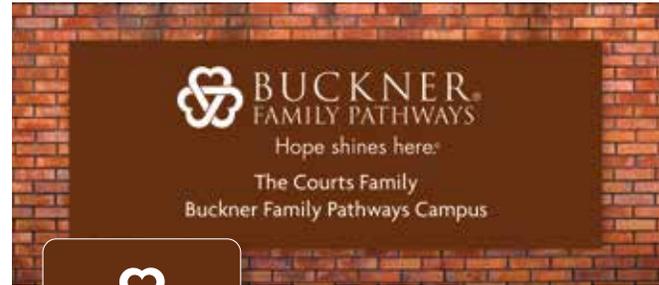
APPLICATION [CONTINUED]

EXTERIOR SIGNAGE

Exterior signs are vital tools used at Buckner physical locations. In many cases, external signs at a Buckner location may be the only visual of the brand seen in a given market. Therefore, it is critical that all exterior signs adhere to brand standards and guidelines.

Because signs are often expensive, it is important that they are executed correctly and with the cooperation of the Communications Department and the Facilities Management Office.

When a new sign is needed, the executive director of the Buckner location should contact the Communications Department to begin the process of determining the proper sign and the steps needed to complete the project. The Communications Department will remain in regular contact with the Facilities Management team throughout the process of production.



APPLICATION [CONTINUED]

BUCKNER-BRANDED COLLATERAL

The Communications team at Buckner 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 accomplish your goal(s).



APPLICATION [CONTINUED]

SPECIAL EVENTS

Special events that engage external audiences provide unique venues to lift the brand of Buckner. Because an important part of the Buckner brand is delivering quality in all we do, it is important that special events reflect the overall level of quality associated with our brand.

The Events team is part of the Communications Department. For simplicity, we divide our events into broad categories:

- **Fundraising special events:** These are events designed to raise funds for Buckner’s ministries in local markets. These include golf tournaments, sporting clays, runs, benefit receptions, lunches, and teas.
- **Donor appreciation events:** These events are designed for Buckner donors and serve as a venue for Buckner to show thanks to them for their financial support of our work. While occasional events are Buckner-wide in scope, these events are often local.

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APPLICATION [CONTINUED]

- **Conventions and trade shows:** The Events team provides support for exhibiting at a variety of public conventions. These typically involve setting up a Buckner-branded display and providing materials and information to attendees about our ministries.
- **Third-party events:** Buckner has a specific policy regarding our attachment with third-party events. These are best understood as events hosted by external individuals or businesses that benefit Buckner through a financial contribution and use our name to market the event. [see policy]
- **Miscellaneous events** requiring media presence and that are open to the public, such as groundbreakings, ribbon-cuttings, grand openings, etc., need to be coordinated by the Communications Department Events team prior to selecting a date and proceeding with plans.

All events that fall into any of the categories above must be approved by the Events team and must involve the Events team in planning and execution. Many local events, however, do not

require Events team notification or participation, such as exhibiting at a local church mission fair.

