

ABCFM Brand Guide

Build. Strengthen. Restore.

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Encompassing six ministries sharing one mission, ABCFM offers hope & healing to children & families through Christ-centered services.



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Welcome to Our Ministry Brand Guideline.

Introduction.

Since 1894, Arkansas Baptist Children & Family Ministries has been dedicated to building, strengthening, and restoring families.

Our brand is more than a name or a logo—it reflects the heart of our mission, the trust we cultivate, and the hope we offer to children and families across Arkansas.

These guidelines ensure that every message we share reflects our commitment to Christ-centered care and the families we serve. Whether you're writing an email, preparing a presentation, or sharing our story, this guide will help you communicate with clarity and consistency.

This Brand Guide is designed to help us speak with one clear and unified voice, ensuring that every message we share reflects the heart of our ministry.

Thank you for being part of this mission. Together, we can honor the legacy of Arkansas Baptist Children & Family Ministries and continue making a lasting impact.



Heather Noel
Director of Communications

Messaging Guide

This resource is designed to help all employees clearly and consistently communicate who we are, what we do, and why our work matters.

At ABCFM, every word we share—whether in conversations, emails, social media, or other communications—reflects our mission to build, strengthen, and restore families in Arkansas. This guide ensures that our messaging stays aligned with our core values, resonates with our audiences, and represents our organization's voice with clarity and compassion.

By using this guide, you'll be equipped to communicate confidently and effectively, fostering deeper connections with the families we serve, our partners, and the communities who support us. Together, we can share our story of hope and transformation.

Don'ts

1. Not crisis.
2. Not centric.
3. Not competition.

Do's

1. Is child-focused.
2. Is Christ-centered.
3. Is church-driven.

The child is central.

Missional families are the solution.

We are not the answer, we equip churches and families to be the answer.

Sharing the stories of those we serve is the *most impactful way* you can inspire others to get involved.

Presentation Structure

Plan your presentation based on the ask. It will be too exhaustive to cover all of our services and the 5 ways to get involved. Our services are typically best saved for friendraising and one on one conversations.

- Start with Missional Mandate
- Services of ABCFM (if this is the ask)
- Steps to Get Involved
- Show Impact*
- Share Story
- Call to Action

***Impact Example:**

In 2024, 491 children were provided 65,291 nights of peaceful sleep and 209 children reached permanency through our foster care services. Even more importantly, 16 decisions for Christ were made across our services.

Sample Introduction

James 1:27 reminds us, “Pure and undefiled religion before God is to care for the most vulnerable among you.” Our faith is at its most genuine when we step in to care for those who need hope. Every day, children across Arkansas long for stability, belonging, and a future filled with hope. Families like yours have the opportunity to provide that foundation.

Believers often ask how they can make the greatest impact for the Kingdom. Few things matter more than standing in the gap for vulnerable children and families. Saying yes to this Biblical responsibility changes lives—and we are here to equip you every step of the way. Through the ministries of ABCFM, we provide multiple pathways for families to live out this mission.

Overall Ministry

Arkansas Baptist Children & Family Ministries (ABCFM) was established in 1894 to provide a home for children in need of family. Today, we encompass six ministries that share one mission: offering hope and healing to children and families through Christ-centered services. As a faith-based, non-profit social service organization, we address the comprehensive needs of Arkansas families, providing the resources and support necessary for healthy futures.

We’re dedicated to building strong futures by nurturing strong families. Our services include foster care, adoption, biological family support, family care, pregnancy support, preschool, and counseling. Each service is designed to meet unique needs with expert care and the hope of the Gospel.

**If the ask is an agency overview of services, use the following service provider descriptions.*

**If the ask is simply an intro to ABCFM, stop here and skip down to walk through the “5 Ways to Get Involved” Guide*

5 Ways to Get Involved

How will you be a difference maker for a child? Here are 5 ways* you can directly impact vulnerable children and families in Arkansas:

1. Partner with ABCFM by becoming a monthly impact donor, which makes our Christ-centered services available. You can ensure more children and family find hope and healing.
2. Support the children and families who receive our services by meeting their tangible needs through our ABCFM Resource Center.
3. Welcome a child into your home as a foster parent or mentor a family on their journey to a brighter future.
4. Serve locally by meeting the specific needs in your area through ABCFM foster care, family care, or campus care.
5. Share about ABCFM by friendraising in your circle of influence to join this mission.

**Presentation slides for the 5 Ways to Get Involved are available for download under Media Resources, in addition to general agency ministry slides.*

Sample Conclusion

Call to Action:
Through your partnership with ABCFM, families receive the resources, tools, and support necessary for healthy futures.
Families like...(share a current story)

Conclusion:
If just 1% of church members chose to foster, we could meet 100% of the need in our state. The potential impact is tremendous, and with the right support and resources, every church member can contribute to this vital mission.

What will your 'yes' be? Will you open your heart and home to a child in need, or support a family who is fostering? Will you mentor a parent or provide tangible needs? Your 'yes' can transform lives and bring hope to the most vulnerable among us.

Join us in this mission. Visit our booth at the close of the service or our website to learn how you can get involved and make a lasting impact. You can directly impact the children and families of Arkansas.

Thank you for your commitment to serving those in need. Let us unite to be the hands and feet of Christ, bringing hope and healing where it's needed most.

Please tailor the above examples to your specific need, audience, and presentation. This is simply meant to give you an example and a simple and effective structure for sharing about ABCFM.

Friendraising Guide

raising friends of the ministry through informational open houses at local sites

OPEN HOUSE OVERVIEW

Hosting:
A OneTeam staff member hosts an open house at a local ABCFM site. Local guests are invited by staff, a donor, or a Board member to learn more about ABCFM in a natural, tangible setting.

Coordination:
The MA Team coordinates with the local site and host to set a date, provides the host with event guidelines, allocates $200 for food, and supplies agency resources for the event.

Responsibilities:
- ***Staff Host:*** Contacts local Board members or donors to invite guests, organizes food and logistics, recruits local staff from each service area to attend, and sets up a "Get Involved" booth.
- ***Event***: The staff host acts as the MC, with local Board members or donors present who have invited guests. Finger foods are served to encourage conversation, and the event lasts 90 minutes, with the host keeping the event on schedule.

Event Summary:
At an ABCFM Friendraising Open House, guests will be welcomed and hear a brief introduction to our mission and impact. A Q&A with local staff will follow, featuring insights from staff and personal stories from those connected to our ministry. Guests will then have the opportunity to tour the facility, engage in conversations with staff across various service areas, and learn more about our work. The event will conclude with ways to get involved and take-home materials to encourage continued engagement.

Expanded Opportunities for Friends of ABCFM
While we must limit hosting events at our locations to avoid disruptions, we encourage new friends to get involved by hosting their own friendraising events. Our Resource Center provides multiple ways to get involved:

- Host a party (ie paint party, Christmas party etc) & ask guests to bring toy/item to donate. At event, host briefly shares about ABCFM
- Grab & Go Kit Packing Party
- Freezer Meal Fellowship
- Host an ABCFM dinner at your home or church

OneTeam and the ABCFM Board will be a vital part of Friendraising. Contact the Mission Advancement Team Coordinator for the complete Friendraising Guide! The guide includes Order of Events and all the information you need for hosting an ABCFM open house. Our goal is to make these as simple as possible for you!

Annual Open House Locations

Northwest
Springdale DHFC

North Central
Arkansas Baptist Ranch

South Central
ABCFM Monticello

Central
Markham
LR DHFC
Geyer LWC

Northeast
Jonesboro DHFC

ARKANSAS BAPTIST
Children & Family
MINISTRIES

Build. Strengthen. Restore.

Encompassing six ministries sharing one mission, ABCFM offers hope & healing to children & families through Christ-centered services.

Arkansas Baptist Children & Family Ministries (ABCFM) was established in 1894 to provide a home for children in need of family. Today, we encompass six ministries that share one mission: offering hope and healing to children and families through Christ-centered services. As a faith-based, non-profit social service organization, we address the comprehensive needs of Arkansas families, providing the resources and support necessary for healthy futures.

We're dedicated to building strong futures by nurturing strong families. Our services include foster care, adoption, biological family support, family care, pregnancy support, preschool, and counseling. Each service is designed to meet unique needs with expert care and the hope of the Gospel.

Horizontal Logo

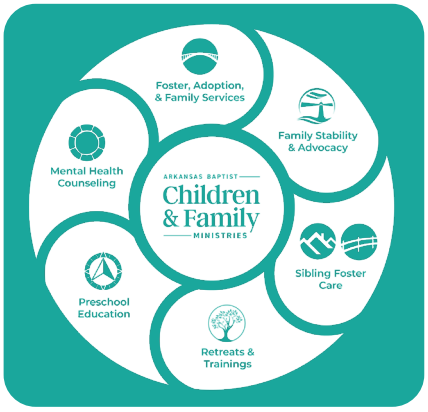
ARKANSAS BAPTIST
Children & Family
MINISTRIES

Stacked Logo

ARKANSAS BAPTIST
Children
& Family
MINISTRIES

Infographic





Alternative Color Options

ARKANSAS BAPTIST
Children & Family
MINISTRIES

ARKANSAS BAPTIST
Children & Family
MINISTRIES

ARKANSAS BAPTIST
Children
& Family
MINISTRIES

ARKANSAS BAPTIST
Children
& Family
MINISTRIES

ARKANSAS BAPTIST
Children
& Family
MINISTRIES

typography.

Primary Typeface

Montserrat.
Montserrat is a modern, geometric sans-serif typeface inspired by the signage and typography of the Montserrat neighborhood in Buenos Aires, known for its clean lines and versatility across digital and print media.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Secondary Typeface

Argent.
Argent is a refined serif typeface with a blend of modern and classic elements, characterized by its elegant curves and distinctive personality, making it ideal for sophisticated branding and editorial design.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Tertiary Typeface

DIN.
DIN is a clean, industrial sans-serif typeface originally designed for German engineering standards, valued for its precision, readability, and versatile use in both technical and contemporary design applications.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

colors.

Color Palette.
Primary Color System

Our color palette reflects the heart of Arkansas Baptist Children & Family Ministries—welcoming, compassionate, and full of hope. Each hue has been carefully chosen to convey warmth, trust, and a sense of family, aligning with our 130-year legacy of ministry. Together, this palette serves as a visual expression of our commitment to fostering relationships, celebrating growth, and inspiring hope in every child and family we serve.

Aqua Teal



CMYK 100 / 0 / 5 / 36
Pantone 3272

RGB 0 / 164 / 156
HTML #00A499

Ginger Red



CMYK 0 / 79 / 73 / 6
Pantone 032 C

RGB 239 / 51 / 64
HTML #EF3340

Black Coal



CMYK 3 / 15 / 13 / 0
Pantone PMS9241

RGB 243 / 217 / 209
HTML #414042

Sky Blue



CMYK 3 / 15 / 13 / 0
Pantone 629

RGB 243 / 217 / 209
HTML #9BD3DD

Color Palette.
Secondary Color System*

Aquamarine



CMYK 3 / 15 / 13 / 0
Pantone PMS9241

RGB 243 / 217 / 209
HTML #33BFBC

Fresh Walnut



CMYK 0 / 14 / 18 / 63
Pantone 411

RGB 37 / 32 / 30
HTML #5E514D

**Additional colors beyond the primary and secondary color pallate may be temporarilly added and/or used upon the discretion and explicit approval of the Director of Communications and/or Executive Director.*

procedures and templates.

Social Media

The presence of ABCFM and its ministries on social media is an important opportunity to connect with prospective employees, future foster families and volunteers, pastoral staff, and others involved in serving children and families. Due to the sensitive and confidential nature of our work, **social media carries one of the highest liability concerns regarding the protection of children and families**.

A list of previously-created and brand approved social media templates are available for use on our website. These templates are specifically designed for local needs and are available to all staff members. Employees are asked not to create social media posts or designs. Instead, use brand templates and adjust the details for your local need, then submit them to the Communications team for posting on the appropriate ABCFM social media page. If your social media post requires extra attention or alterations, please submit a Communications Request.

Please note that all posts must be published on the agency's official social media page(s), then shared from the corporate page(s) to individual or private pages. **Posting graphics or designs directly to personal or private social media platforms with any ABCFM logo, without the written consent of the Director of Communications, is strictly prohibited.**

Brand Templates

Presentation slides, flyer designs, postcards, and other physical or digital materials are available under Media Resources. These brand templates are designed to provide consistency while allowing customization for local needs. Many templates can be used across multiple ministries by updating the contact information. When a template is needed for any reason, please do not create custom materials. Instead, refer to the brand-approved templates available online.

Templates are available for all ministries; however, not every ministry may have the exact template they need. If an appropriate template is not available, a request can be submitted for the ABCFM Communications team to create a new design. When needed and appropriate, new templates will be made available for all ministries to use. To request a new template, please complete the Communications Request Form.

Sharing Stories

Stories are the most powerful way to share the heart of our ministry. They bring to life the impact of Christ-centered care, inspire others to get involved, and remind children and families that they are not alone.

We need your stories! Every story—no matter how big or small—helps us communicate the life-changing work happening through ABCFM. A simple moment of connection with a child or family could encourage someone to take the next step in their own journey.

The Communications team carefully reviews each story and determines the best way to share it. While it may not be used immediately, every story is valuable and will likely be shared in a meaningful way in the future.

To submit a story, please use the Share a Story form.

Media Resources

Communications Request Form

Share a Story Form

custom design process.

At ABCFM, we strive to make high-quality, brand-aligned resources easily accessible for all ministry needs. To ensure consistency in messaging and efficiency in design, please follow these four steps when requesting design materials.

Step One

Before making a request, first check the available resources on our website. A variety of ministry materials are available for direct download, including (but not limited to):

- *Ministry presentation slides*
- *Ministry explanation videos*
- *Social media graphics*
- *Other premade designs (PDF or JPG format)*

These resources are ideal for church services, presentations, and general distribution where customization is not required.

Step Two

If customization is needed, each ministry division has a designated Canva Representative (C.R.) who has access to additional brand-approved templates. To request a customized graphic:

1. Contact your ministry's C.R. with your specific request.
2. The C.R. will make necessary edits and submit the design for approval to the Director of Communications through Canva.
3. Canva brand approvals will be reviewed within 2 business days.
4. Once approved, the design will be made available for download and distribution.

Note: Customized social media graphics **must** be posted from the official ABCFM page. Employees may share posts from the corporate page but should **not** upload ministry graphics to personal accounts.

Step Three

If no suitable resources or templates are available, consult your direct supervisor.

- Supervisors are responsible for equipping employees with the necessary resources.
- Your request may already align with an ongoing project.
- All custom design requests requiring funding (for printing or publishing) must be **approved by your supervisor** before submission.

Step Four

For advanced customization beyond Canva templates, submit a request to the Communications Team **after supervisor approval.**

- All requests must be submitted through the Communications Request Form.
- Standard turnaround time is 2-4 weeks (additional time may be needed during peak ministry seasons).
- Advanced customization includes complex design work that goes beyond basic edits available through Canva.

By following these steps, we ensure a streamlined, efficient process that supports the mission of ABCFM while maintaining brand consistency across all communication channels.

Connected FAMILIES

Building Stability, Creating Belonging for Every Child.

ABCFM provides case management services to foster, adoptive, and biological families through Connected Families.

As a service of ABCFM, Connected is dedicated to nurturing and supporting children and families through a holistic approach. We provide comprehensive case management and behavioral health services, specializing in foster care, adoption, and biological family support. We are committed to creating stable, healthy environments where children and families can thrive.

Our dedicated case management staff provides foster and adoptive families with comprehensive services including training, licensing, placement, and case management.

If you are considering fostering, **choosing ABCFM as your foster care provider** equips you with a compassionate, Gospel-centered casework team, trained in trauma-informed care. Our dedicated caseworkers manage smaller caseloads, allowing you to focus on offering love and support to a child in need.

For biological families seeking support for reunification or facing challenges, we offer specialized clinical case management services. These services are crucial in ensuring children can safely return to or stay in their homes. Our commitment to supporting biological families is a key component of our mission, highlighting our dedication to all-encompassing care and making ABCFM unique among service providers in the state.

shorter version:
ABCFM provides services to foster, adoptive, and biological families through Connected Families. We offer comprehensive case management and behavioral health services, including training, licensing, and placement for foster and adoptive families. Our trauma-informed, Gospel-centered caseworkers manage smaller caseloads to focus on providing dedicated support, while our specialized clinical case management aids biological families in reunification and overcoming challenges. ABCFM's unique commitment to all encompassing care ensures that children and families have the resources and support needed to thrive.

Primary Logo

Infographic



Single-Color Logo

Icon

Single-Color Icon

Pregnancy Support

ABCFM provides pregnancy support to expectant mothers through Connected Families.

We are committed to offering hope and compassionate support to expectant mothers, ensuring that each woman feels valued, understood, and empowered. Our mission is to help mothers and their baby achieve a healthy and hopeful future by providing informed options and essential resources.

As part of our adoption services, our adoption specialists guide expectant mothers through their choices, whether they decide to parent or pursue adoption. We offer the knowledge and support needed to make confident decisions about their child's future.

From developing a personalized parenting plan, to connecting them to our counsleing and family care services, our team is dedicated to providing ongoing support before, during, and after the decision-making process.

We aim to equip every expectant mother with the resources necessary to choose the best future for her child.

Due to the complexity of messaging towards expectant mothers, Connected Adoptions may also be used in occasional and necessary branding materials, as deemed decessary by the Director of Adoptions, Director of Communications, and/or Executive Director.

ARKANSAS BAPTIST Homes FOR CHILDREN

ARKANSAS BAPTIST Ranch

Brothers & Sisters. Together.

ABCFM provides specialized homes for siblings in foster care.

ABCFM provides homes for siblings in foster care across multiple locations, including our primary campuses in Monticello and at the Arkansas Baptist Ranch, as well as in three additional large sibling group homes in partnership with local churches and associations.

Siblings in foster care often face the trauma of being separated due to limited space and support in traditional foster homes. ABCFM's Sibling Foster Care ministry addresses this critical need by providing dedicated foster homes and a supportive community where large sibling groups can stay together.

These homes offer a family environment that helps maintain sibling bonds, giving children a greater sense of belonging and security. Keeping brothers and sisters together not only eases the transition into foster care but also improves the likelihood of successful reunification when possible.

Sibling Foster Care Explained

Although sibling foster care is provided in multiple locations, we refer to it as one unified area of ministry rather than as separate ministries at each site. ABCFM provides Sibling Foster Care as a single ministry across multiple locations, including the ABCFM Monticello campus, the Arkansas Baptist Ranch (ABR), and additional sibling foster homes throughout the state. While both Monticello and ABR offer various ministries, sibling foster care is one of the key services provided at these locations.

The ABCFM Monticello campus serves as the physical location, while Arkansas Baptist Homes for Children represents the sibling foster care ministry on that campus. The Arkansas Baptist Homes for Children logo is used specifically for sibling foster care at Monticello, while the campus itself retains its ABCFM identity to reflect the broader scope of ministries it supports. This allows us to honor its historical legacy while aligning with the unified mission of ABCFM.

Primary Logo

ARKANSAS BAPTIST Ranch

ARKANSAS BAPTIST Homes FOR CHILDREN

Single-Color Logo

ARKANSAS BAPTIST Ranch

ARKANSAS BAPTIST Homes FOR CHILDREN

Icon

Single-Color Icon

Infographic



Counseling You Can Trust.

ABCFM provides counseling services through Living Well Professional Counseling.

People are experiencing depression, anxiety, grief, loneliness, trauma, and broken relationships at unprecedented rates. ABCFM provides mental health services to local churches and their communities to address these needs through Living Well Professional Counseling.

Pastors need a counseling resource they can trust. In partnership with local churches, Living Well offers professional counseling that is affordable and accessible. Pastors can have peace of mind knowing that the counselors they refer to their church members and community are like-minded and Christ-centered.

Living Well operates in multiple locations statewide, aiming to establish a presence in communities across Arkansas to ensure every Arkansan has access to professional, Biblical counseling.

Primary Logo

Single-Color Logo

Infographic



Healthy Family INITIATIVE

Strengthening Marriages. Equipping Families. Resourcing Pastors.

ABCFM provides marriage and family enrichment through the Healthy Family Initiative.

As a ministry of ABCFM, the Healthy Family Initiative is dedicated to strengthening marriages and empowering families across Arkansas. With the state facing the highest divorce rate in the nation, this initiative provides crucial support through intensives, enrichment resources, retreats, and courses tailored to the needs of families and church leaders.

Led by a licensed professional counselor, the initiative partners with local churches to offer resources that promote healing, growth, and Christ-centered homes. Through these services, ABCFM continues its mission to build, strengthen, and restore families, cultivating healthy, thriving relationships within the local church.

Primary Logo

Healthy Family INITIATIVE

Single-Color Logo

Healthy Family INITIATIVE

Infographic



Cultivating an Environment for Children to Thrive.

ABCFM provides preschool services with a focus on children in foster care through Explorers Academy.

Children need an environment that cultivates their sense of safety and nurtures discovery. How they develop in the formative years lays the foundation for how they view and relate to the world for a lifetime. Parents face the challenge of finding childcare that is equipped with the structure, knowledge, and resources to create such an environment where children can thrive.

Located in Little Rock and in Monticello, our professional team at ABCFM has developed childcare that cultivates growth, and discovery through:

- Play-centered structure
- Faith-integrated curriculum
- Nurturing environment
- Developmentally individualized care
- Highly trained teachers and low staff-to-child ratios

Primary Logo

Single-Color Logo

Infographic



A Beacon for Families.

ABCFM provides residential and resource care to at-risk families through Desired Haven Family Care.

ABCFM provides services to at-risk families through Desired Haven Family Care. Family care is a residential care and resource program dedicated to helping these families navigate toward a healthy future. By focusing on seven key areas of stability, parents are equipped with the skills and resources necessary to reach their goals and overcome common obstacles to family stability.

Along with the support of the case management team, parents are partnered with trained advocates who not only walk with them through the program but also form trusting friendships. Our program goes beyond a simple checklist, aiming to build a lifelong support system around families, grounded in safe, Godly relationships.

Primary Logo

Single-Color Logo

Infographic





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