

2023 Brand Guidelines



BROWN BAGGING FOR CALGARY'S KIDS

WHO ARE WE?



Our Mission

Connect and inspire people to take meaningful
action to feed and care for kids.

Our Vision

A future where communities ensure no kids go
hungry.

Our Values

People
Trust
Action

OUR PERSONALITY



We are all about inspiring people to take meaningful action to feed and care for kids

- We are deeply caring and inclusive.
- We are down-to-earth.
- We are determined and focused.
- We are a relationship-builder.

OUR TONE OF VOICE

- Our voice is friendly, warm, and inclusive. We speak with transparency and simplicity. We aim to generate awareness about kids experiencing food insecurity and how Calgarians can help and get involved, by engaging and inspiring them to do so. We want to touch hearts, be human, and connect with our audiences.
- Our tone is friendly and optimistic, yet realistic.
- We take a conversational tone with our writing: no big dictionary words, just everyday talk that is easy to understand.
- We don't want to be the center of attention; the kids we serve and the actions of volunteers, donors, and the community should be in the spotlight.

WRITING GUIDELINES

Our writing Style

- We show rather than tell. Our narrative style paints a picture in the reader's imagination.
- We are emotional, persuasive and excited.
- We are clear and simple and use well-known words and phrases.
- We are confident about our story and our impact.
- We are positive and optimistic in our tone.

Readability:

- We use plain language with a target reading level not exceeding Grade 6/12

Personalization:

- We communicate with several audiences through different mediums. We tailor our writing depending on the audience we are writing for.

Acronyms and Abbreviation:

- We use the acronym "BB4CK" in external communication only after it appears fully spelled out as "Brown Bagging for Calgary's Kids".

Dialect:

- We follow The Canadian Style

Terminology:

Try not to use...	Instead use...
Thrilled, overjoyed, delighted	Excited
Hungry kids	Kids who go to school hungry
We help kids...	We provide kids with...
We need your help...	Your support will...
Sandwiches	Nutritious lunches
Funders, sponsors, backers,volunteers	Donors, supporters, the BB4CK community
Staff, employees	Team

WRITING GUIDELINES

Accessibility & Inclusion

- As you write, think about your potential audience, and try to imagine your content from their perspective.
- Ask yourself questions like: Will the words and phrases you use be understood by everyone? Do these words and phrases have any harmful or negative associations?
- Keep in mind that words can sometimes carry meanings you don't intend. Be open to learning about the impact of language,
- Be respectful of those who may receive words differently from how you intended them.
- If you're unsure about a word or expression, be sure to research both how it originated and how it's understood by people now

OUR LOGO

Versions

The logo was redesigned in 2013 to provide a more contemporary-friendly feel.

It retains the stylized heart and brown-bagged lunch representing hope and opportunity through nutrition. Added to the logo was the tag line of Lunches, Programs, and Social Change which speaks to the growing scope of areas where BB4CK is involved in its goal of no hungry kids in Calgary.



OUR LOGO

Elements

Icon can be used separately only if the entire logo as a whole is represented in the same item being produced. Logo icon with website can also be used for social media and stickers.



WWW.BB4CK.ORG

LOGO USAGE

- Don't squish or skew our logo.
- Don't place our logo on a cluttered background.
- Always use a high-resolution logo.
- When needed, use our white or black logo
- Always make sure our logo is readable
- The full-color logo is most suitable for white or very light-colored backgrounds.
- If the background is a solid color, please use the black and white version that provides the strongest contrast.



OUR LOGO

Spacing and Size

- Keep the size legible and always give it breathing room
- The breathing room should be kept free of text and other marks.
- The logo may never be reproduced smaller than seen on the business card at 1.25 inches wide.



Screen: 120 pixels
Print: 1.25 Inches



Screen: 24 Pixels
Print: 0.25 Inches

Minimum Clear Space



OUR FAVOURITE COLOURS

CO M100 Y99 K4
R227 G27 B35
#E31B23

Permanent Geranium Lake:
Associated with activity, strength,
excitement and stimulation

C50 M0 Y100 K0
R141 G198 B63
#8DC63F

Yellow green:
It is bright and exciting and
associated with physical energy.
It is playful, energetic, and engaging

CMYK 100,0,10,25
RGB 0,139,176
HEX#008BB0

Blue Munsell:
Linked to competence, intelligence,
communication, trust, efficiency,
duty and logic.

SECONDARY COLOURS

CMYK 90,86,0
RGB 239,65,53
HEX #EF4135

Pomegranate:
It is bright and exciting. Associated
with physical energy.
It is playful, energetic, and engaging

CMYK 20,30,70,30
RGB 154,130,76
HEX#9A824C

Metallic Sunburst
Associated with earthiness, rustic,
warm, natural

CMYK 30, 30, 50, 5
RGB 175,160,129
HEX#AFA081

Grullo
Associated with ruggedness,
seriousness, nature and earthiness

Note: Browns are not to be used outside of the logo for any
type or graphic elements.

COLOUR USAGE FOR THE WEBSITE

CO M100 Y99 K4
R227 G27 B35
#E31B23

Permanent Geranium Lake:
We will use this color for most of
the titles and call to actions

C50 M0 Y100 K0
R141 G198 B63
#8DC63F

Yellow green:
We will be using

CMYK 100,0,10,25
RGB 0,139,176
HEX#008BB0

Blue Munsell:
Linked to competence, intelligence,
communication, trust, efficiency,
duty and logic.

OUR FAVOURITE FONTS

Our primary brand font combination is Roboto, Sniglet, and Montserrat light.
We use them in print and on the web.

ROBOTO CONDENSED BLACK

It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. We use it for headings capitalized and black.

Sniglet

A rounded display face that's great for headlines and subheadlines - it is a casual, childish, cute, humorous, rounded font.

Montserrat Light

Montserrat: Is bold, geometric, great for paragraphs.

When none of the fonts are available we use Verdana

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

OUR FAVOURITE FONTS

HEADLINE 40PTS

ROBOTO CONDENSED

Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Subheadings 24PTS

Sniglet

Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Text 12PTS

Montserrat Light

Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DOWNLOWDING THE FONTS

ROBOTO CONDENSED

<https://fonts.google.com/specimen/Roboto+Condensed?query=Roboto>

Sniglet

<https://fonts.google.com/specimen/Sniglet?query=SNIGLET>

Montserrat

<https://fonts.google.com/specimen/Montserrat?query=Montserrat>

Installing the fonts



<https://support.microsoft.com/en-us/office/add-a-font-b7c5f17c-4426-4b53-967f-455339c564c1>

EMAIL

File Message Insert Options Format Text Review Help Grammarly Acrobat Tell me what's new

Spelling & Thesaurus Grammar Proofing Word Count Read Aloud Speech Check Accessibility Accessibility Smart Lookup Insights Translate Language Language

Send To... Cc... Subject

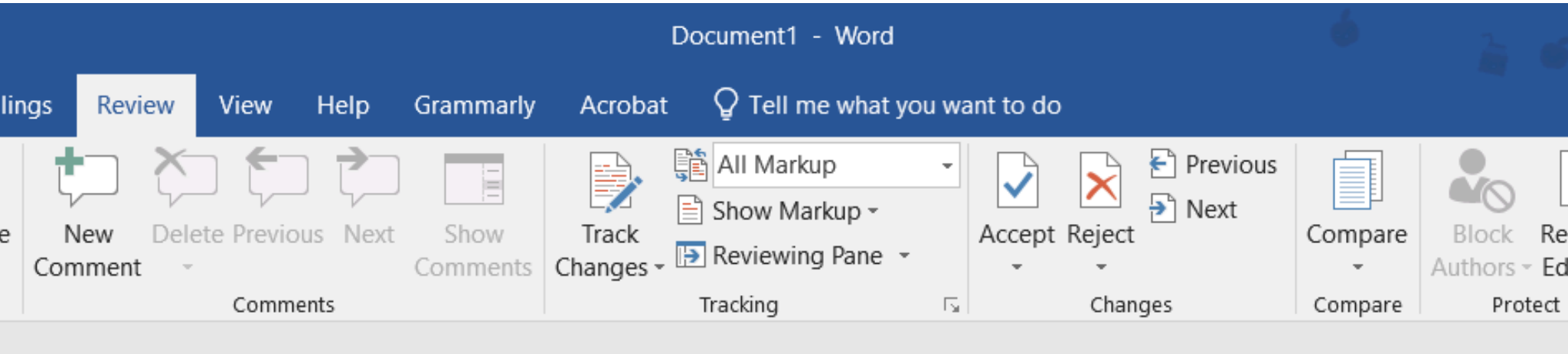
Titles and highlights: Helvetica bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body text: Verdana regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

INTERNAL WORD DOCUMENTS



Titles and highlights: Helvetica bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body text: Verdana regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

WEBSITE STYLEGUIDE : FONTS

H1, ROBOTO CONDENSED, 56px

H2, ROBOTO CONDENSED, 45px

H3, Sniglet, 35px

B1, Montserrat Ligh, 20px

PHOTOGRAPHY

Our Approach

Focus on hope.

We like to add beautiful photos of smiling kids in just about everything we do. Our photographic style is built on one simple thing: **Play and hope.**

We portray the kids and families we help with dignity. We want everyone who interacts with our brand to feel inspired, hopeful, and inspired to take action. Our imagery is about **opportunity**. Opportunity to give, to take action, to be better. Because we feed kids so they can reach their full potential

Photos should represent the vast majority of the community we support and represent. They should be inclusive and diverse.

We portray kids eating, having fun, playing and with their families, smiling!

PHOTOGRAPHY

Examples



WEBSITE STYLEGUIDE : BUTTONS

Regular



Hoover



Text 52% transparency

Outlined



WEBSITE STYLEGUIDE : ICONS

- Icons should be all the same size with enough breathing room around them
- Icons should be black when placed on white backgrounds
- Icons should be white when on colored backgrounds

