



## Brown Bagging for Calgary's Kids

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Brown Bagging for Calgary's Kids (BB4CK) is a **community-funded**, non-profit organization that has been working for **35 years** to make sure kids across Calgary have access to the food they need to thrive.

Together, with the BB4CK community — donors, volunteers, school staff and partners — we care for kids and families, working across the food insecurity spectrum year-round. We prepare and deliver lunches to children in school and summer camps, offering families a dignified choice through grocery cards, and advocating for systemic change in Calgary's emergency food sector.

## Vision

A future where communities ensure no kids go hungry.

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## Mission

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

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## Values

People. Trust. Action.

Our personality describes who we are as an organization and how we relate to our community. It shapes how we build relationships, make decisions, connect with others and build trust through our work.

Our personality is **caring**, **inclusive**, and **down-to-earth**. We show up in a way that feels human and approachable, creating space for people to feel welcomed, seen, and valued.

We are **determined** and **focused**. We're clear about why we're here and what we're working toward, while staying realistic about the challenges we face.

We are **relationship-builders**. We value trust, listening, and long-term connections, and we believe change happens through collaboration with families, donors, volunteers, partners, and the broader community.

We are **optimistic**, **grounded**, and **people-first**. We don't seek the spotlight; instead, we lift up the kids we serve and the actions of the community around us.



Our tone of voice reflects who we are and how we show up for our community. It guides how we communicate across all channels and helps ensure our messages feel consistent, human and rooted in dignity.

## Friendly, warm, and inclusive

Our tone of voice is **friendly, warm, and inclusive**. We use language that feels **welcoming** and **approachable**, never formal or distant. Our writing is **conversational** and easy to understand, whether we're speaking to families, volunteers, donors, schools, partners, or supporters.

## Community-centred

We are **community-centred**. We don't place ourselves at the centre or as the heroes of the story. Instead, we **spotlight the kids we serve and the actions of the our community**.

We use "we" to highlight collaboration, shared responsibility and community effort.

## Clear, simple, and transparent

We communicate with **transparency, clarity, and simplicity**. Food insecurity is complex, but our language isn't.

We use **everyday words**, avoiding jargon and "big dictionary" language, aiming for writing that's easy to understand (**grade 6 level**). We break down complex ideas into relatable and tangible language.

## Dignity-Led and Respectful

Our tone is **respectful** and **grounded in dignity**. We speak with people, not about them, and never sensationalize, shame, or speak on behalf of people with lived experience. We avoid pity-based or oversimplified narratives.

We centre the voices and experiences of families and community members, emphasizing choice and autonomy.

## Inviting and Action-Oriented

Our calls to action are **personal, friendly, and achievable**. We invite people in, without guilt or pressuring them. We focus on awareness, learning, and meaningful engagement, encouraging participation that feels doable.

## Preferred Language Guide

Say This	Not This
"We support kids and families."	"We help kids and families."
"Kids who need food"	"Hungry kids."
"we help make sure kids have access to the food they need"	"We feed kids"
"Together, with our community,we help make sure kids have the food they need"	"BB4CK feed hungry kids"
"We support kids every school day."	"We support kids everyday"
"We work alongside families, learning and listening from their experiences."	"We provide families with gift cards."
Lunches	Meals
"...so kids can thrive"	"...so kids don't go hungry"
"Kids living in a household experiencing food insecurity."	"Food insecure kids/Facing food insecurity"

## Writing & Style Note

In external communications, use the full name Brown Bagging for Calgary's Kids on first reference. The acronym BB4CK can be used after it has been spelled out.

We follow The Canadian Style for spelling, grammar, and punctuation.

To support different layouts and uses, the Brown Bagging for Calgary's Kids logo is available in three versions. Each version has a specific purpose to help keep our brand clear and consistent.

## Primary logo | Horizontal



The horizontal logo is our primary and **preferred logo version**. It should be used in most situations and across all standard print and digital materials. Use this version whenever space allows.

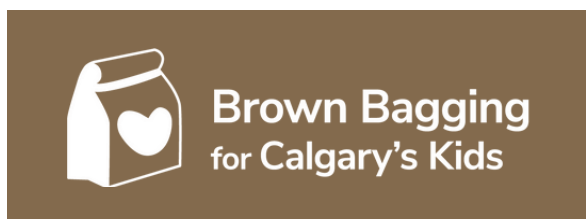
## Secondary logo | Vertical



The vertical logo is used when space is limited or when a stacked layout works better. It helps keep the logo readable without shrinking text.

To make sure the Brown Bagging for Calgary's Kids logo stays clear and easy to recognize across different backgrounds, white and black logo versions are available. These versions should only be used when the full colour logo cannot be used.

## White logo



The white logo can be used on dark or busy backgrounds where the full-colour logo would be hard to see. Use it when placing the logo over photography or textured backgrounds to maintain strong contrast and keep the logo readable.

## Black logo



The black logo can be used on light backgrounds when a single-colour option is needed or when printing in black and white. Do not use the black logo if the full-colour logo works clearly or if the colour contrast is poor.

## Logo clear space

To keep the Brown Bagging for Calgary's Kids logo clear and easy to recognize, always leave space around it and keep other graphics outside this area. The clear space must be at least half the height of the logo.



## Logo minimum size

As a general guide, the BB4CK logo should **not** appear smaller than 120 pixels wide on screen or 1.5 inches wide in print. This helps ensure our logo remains readable across various formats. Before producing any materials, check that the logo is clear, readable, and easy to recognize. If you need to use the logo at a smaller size, please reach out to the Marketing and Communication team for support.



digital: 120 px



printed: 1.5 in

## Things to avoid with the logo

To keep our brand clear and consistent, the Brown Bagging for Calgary's Kids logo should never be modified. This means no stretching, angling, changing colours, or adding or removing elements. **The logo must remain unchanged.** Using an altered logo can weaken our brand and make it harder for people to recognize us.

Always ensure there is enough contrast between the logo and the background, and avoid using the logo on busy or complex visuals that affect readability.

Please avoid:

- ✗ Changing the logo's colours, fonts, or proportions
- ✗ Distorting, skewing, or rotating the logo
- ✗ Adding decorations, shadows, outlines, or other graphic elements
- ✗ Cropping or displaying only part of the logo

Always:

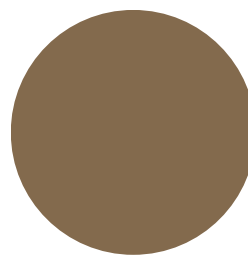
- ✓ Show the full logo
- ✓ Make sure the logo has enough contrast with the background
- ✓ Avoid busy or complicated backgrounds that affect readability
- ✓ Check that the logo is clear and easy to read before finalizing any materials.



Our logo uses three core colours. To keep our brand consistent, accessible, and easy to recognize, we use each colour with intention across our materials.

## Light Brown

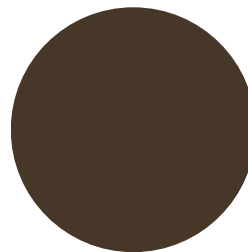
While part of our palette, light brown is **not** used in our day-to-day communications. Keeping this colour inactive helps maintain a clean, focused look.



Pantone: 4243  
C C42.82 | M51.04 | Y71.64 | K21.2  
R131 | G106 | B77  
HEX: #836a4d

## Dark Brown

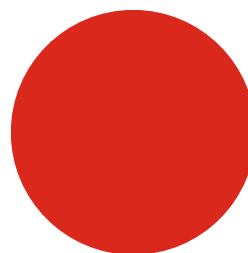
Dark brown is in our logo and is also our primary text colour. It supports readability and accessibility across all our communications. Use dark brown **for text only**, not for backgrounds, illustrations, icons or other graphic elements.



Pantone: 7533  
C C54.323 | M62.82 | Y74.66 | K56.56  
R71 | G55 | B41  
HEX: #473729

## Red

Red is reserved for inviting our community to take action. Use red **only** for call-to-action buttons or action-driven elements, so these moments stand out and feel intentional.

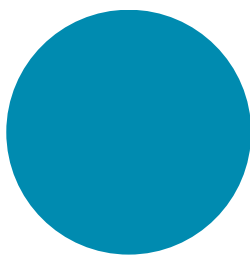


Pantone: 485  
C C8.88 | M96.52 | Y100 | K1.02  
R218 | G41 | B28  
HEX: #da291c

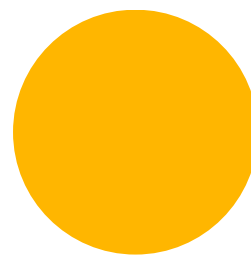
Our colour palette is designed to support clear, consistent, and accessible communication. Each colour has a role, and using them with intention helps strengthen our brand.

## Primary Colours

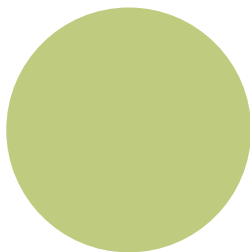
Primary colours are the foundation of our visual identity. They are used most often to anchor layouts, support readability, and create a clear, consistent, and accessible look across print and digital materials.



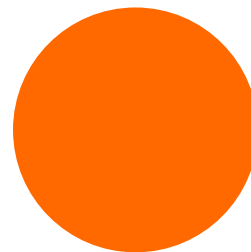
Pantone: 7704 C  
C100 | M21 | Y0 | K31  
R 0 | G139 | B176  
HEX: #008bb0



Pantone: 7549  
C C0 | M31.59 | Y100 | K0  
R255 | G182 | B0  
HEX: #ffb600



Pantone: 7492  
C27.65 | M8.61 | Y62.73 | K0  
R191 | G204 | B128  
HEX: #bfcc80

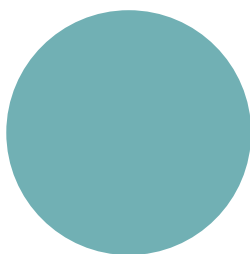


Pantone: 1505  
C C0 | M72.86 | Y100 | K0  
R255 | G105 | B0  
HEX: #ff6900

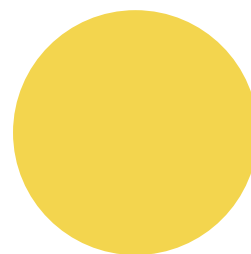


## Secondary Colours

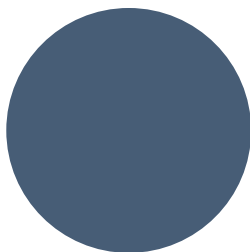
Secondary colours support the primary palette. They are used to add variety, warmth, or emphasis without overpowering the design and should be used sparingly to add emphasis or visual interest.



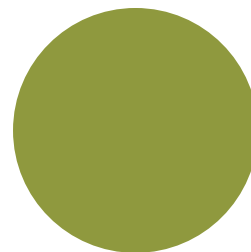
Pantone: 2232  
C C56.86 | M15.36 | Y28.82 | K0  
R113 | G176 | B180  
HEX: #71b0b4



Pantone: 128  
C C5.54 | M12.24 | Y82.02 | K0  
R243 | G213 | B78  
HEX: #f3d54e



Pantone: 4137  
C C77.41 | M59.49 | Y36.58 | K15.51  
R71 | G93 | B118  
HEX: #475d76



Pantone: 7495  
C C47.41 | M26.91 | Y93.39 | K5.11  
R143 | G153 | B62  
HEX: #8f993e

Our typography helps keep our communication clear, welcoming, and easy to read. Each font has a specific purpose, so our materials stay consistent and accessible for everyone.

### **Roboto Black — Headings**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### **Roboto Bold — Subheadings**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### Nunito Regular — Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### **One Little Font – Call outs & Quotes**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### **One Little Font - Usage Note**

This font is used for short, expressive moments, such as single words, small callouts, or quick highlights that add warmth and personality. It is **not** used for long quotes, paragraphs, stories, captions, or any extended text.

## **BB4CK Launches \$1 Million “Stories of BB4CK” Campaign on Giving Tuesday**

\_\_\_\_\_  
**Roboto Black**

**Year-end campaign shares stories of the community while raising funds to deliver 250,000 lunches to kids across Calgary**

\_\_\_\_\_  
**Roboto Bold**

This Giving Tuesday, December 2, 2025, Brown Bagging for Calgary’s Kids (BB4CK) is launching Stories of BB4CK: Our Story is Made of Community, a year-end campaign aiming to raise \$1 million to deliver 250,000 lunches to children across Calgary.

\_\_\_\_\_  
**Nunito**

**Donate today!**

\_\_\_\_\_  
**One Little Font**

## JOIN OUR VOLUNTEER TEAM!

Help us make and deliver lunches for Calgary's kids  
Everyone is welcome, no experience needed!

 Join us in our Central Kitchen  
Various shift times available!

 Make an impact (and more!)

- Support kids in our city
- Level up your skills
- Grow your network
- Boost your resume
- Be part of our amazing community



Ready to make a difference?  
Scan to learn more and apply to join our volunteer team.



 Brown Bagging for Calgary's Kids  
www.bb4ck.org

## HUNGER HEROES

Share the Love and become a monthly donor - a Hunger Hero.

Your monthly donation provides sustainable support to ensure kids receive the food they need every school day to learn, play, and grow!

Become a Hunger Hero now:  
bb4ck.org/donate-monthly

 Brown Bagging for Calgary's Kids



## SNACK DRIVE TIME!

[Group/Company Name]

is hosting a Snack Drive in support of Brown Bagging for Calgary's Kids (BB4CK)!

Together, we care for kids.

Join us in collecting school-friendly snacks to help feed and care for thousands of kids in our city through BB4CK's lunch programs.

Every donation makes a difference, and every snack helps make lunch a little brighter for kids!





 [INSERT DATES, IF APPLICABLE]  
[INSERT TIME, IF APPLICABLE]

 [INSERT LOCATION NAME ADDRESS]

 FIND OUR APPROVED SNACK LIST AT BB4CK.ORG/HOST-A-SNACK-DRIVE

In support of:  Brown Bagging for Calgary's Kids

Presented by:  [Insert your logo here, if applicable, or remove this area]

Photography plays an important role in how we tell our story. Our images should reflect the diversity of the people and families we serve, with care, dignity, and authenticity. When selecting images, choose those that feel real, respectful, and aligned with our values.

We often feature **joyful, playful** moments (especially of kids), to reflect what's possible when kids have the food they need to learn, play and grow. We avoid using images of sad kids or in a vulnerable position.

Our photography should leave people feeling hopeful, connected, and inspired to take action. Whenever possible, we use BB4CK's own photos. Stock images should be used thoughtfully and only when needed.



