



Oakridge Art Walk Brand Guide

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OAKRIDGE

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JCOM 406 ALLEN HALL ADVERTISING (AHA)



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James Cleavenger, Oakridge City Administrator

Vanessa Tharp, Travel Lane County Board Member

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program

(SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches

to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Community partnerships are possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending.

About City of Oakridge

The City of Oakridge, Oregon, is a vibrant community nestled in the foothills of the Western Cascade Mountains, with a population of approximately 3,500 residents within city limits (nearly 5,000 when including nearby Westfir and surrounding areas). Surrounded by the extensive Willamette National Forest, the city provides ample opportunities for activities such as hiking and mountain biking, with nearly 500 miles of trails and five rivers in its vicinity. Oakridge's elevation (1,200-1,700 ft.) results in a favorable climate, characterized by over 300 sunny days annually, while avoiding the fog of the valley and the heavy snowfalls of higher elevations.



Governed by a council-manager system since 1972, Oakridge residents benefit from a robust and supportive municipal administration. The City offers a comprehensive range of services, including street maintenance, water, wastewater, and park utilities, as well as police, fire, and emergency

medical services. Additional municipal services include library access, economic development, planning and zoning, and general administrative support. Funding for city operations is derived from property taxes, franchise fees, and other revenue sources, with special projects financed through grants and loans.

In the past decade, Oakridge has secured nearly \$11 million in grants and loans for community projects and maintains an annual budget of approximately \$10 million.

The citizens of Oakridge cherish their history and cultural heritage, celebrating it through a variety of events and activities throughout the year. The long-standing Tree Planting Festival pays homage to Oakridge's timber town roots, while the Concerts in the Park series offers free performances at the Banner Bank Amphitheater in Greenwaters Park. Additionally, Oakridge features four art galleries, three nearby hot springs, and is conveniently located just 25 miles from Willamette Pass Ski Resort. The Eugene-Springfield metropolitan area, approximately 35 miles away, further enriches the community's cultural

offerings with its vibrant arts scene, including music, theater, and access to the University of Oregon.

The City of Oakridge is committed to fostering a safe, livable, and sustainable environment for its residents while promoting economic development and community engagement. As part of its ongoing planning initiatives, Oakridge is exploring various strategies to enhance its sustainability and growth, ensuring that the community continues to thrive for generations to come. The partnership between the Sustainable City Year Program and the City of Oakridge is supported by local stakeholders, enabling University of Oregon students and faculty to collaborate on projects and provide recommendations to address city-identified challenges and opportunities.

Course Participants

ALLEN HALL ADVERTISING STUDENT TEAM:

Art Director: Isabella King

Designer: Trina Pham

Strategist: Anaya Lamy

Copywriter: Ellie Thompson

Producer: Jacob Long

Account Manager: Ava Maurer

Project Manager: Lara Clute

Media Planner: Charlie Peterson

Directors: Stella Ranelletti and Mary Pham

Course Description

JCOM 406 ALLEN HALL ADVERTISING (AHA)

Allen Hall Advertising (AHA) is a full-service, student-run advertising agency comprised of roughly 60 University of Oregon students. Teams work on multiple accounts throughout the year to produce professional-level work for real-world clients. AHA staff have the opportunity to gain true hands-on advertising experience and work with a large variety of clients.

Introduction

1. INTRODUCTION

**Welcome, fellow friends, to the Oakridge
Art Walk brand.**

This guide will tell you how to consistently apply
and share this brand to the fun-loving community.

It cultivates the welcoming nature and
friendliness of Oakridge, as well as the playful
spirit of expression found at every art walk.

2. STRATEGY & POSITIONING

POSITIONING

Oakridge is Oregon's cozy, yet ventureful, arts-and-outdoors escape.

The charming stop that becomes part of the destination. Ensure its citizens feel proud to be there, and its visitors feel it too. Their appeal is that they are unapologetically themselves.

WHAT SETS OAKRIDGE APART?

- Tight-knit community:
 - Everyone knows each other and looks out for each other.
- The Side Adventures:
 - Mountain Biking
 - Hikes
 - Stargazing
 - Good food & drinks

**"WELCOMING EVERYONE
WITH OPEN ARMS."**

3. TONE & VOICE

MESSAGING GOALS

Oakridge speaks like the town itself: inviting, a little unexpected, and full of personality. The voice should feel welcoming to newcomers while celebrating the quirks locals already enjoy. Think friendly neighbor meets adventurous storyteller.

VOICE

TONE

KEY PERSONALITY TRAITS:

- Adventurous
- Quirky
- Welcoming

ADVENTUROUS

Oakridge has a spirit of exploration. The tone should inspire people to wander.

QUIRKY

The tone can be playful, and slightly offbeat, in an authentic and charming way

WELCOMING

Everyone should feel invited here. The voice is inclusive, approachable, and human – like getting recommendations from a local who genuinely wants you to have a good time

Brand Assets

4.1. COLORS

PRIMARY



The Oakridge Art Walk is quirky, bright, playful, and intertwined with welcoming energy. To reflect these qualities, the brand will use two primary colors: Sky Blue and Lime Green.

Primary colors should have 50% to 50% prominence in all branded content.

4.2. COLORS

SECONDARY



Pulling significant elements that are present in Oakridge, the secondary colors evoke the physical environment that the Art Walk is hosted around every month.

The secondary colors are to be used to supplement the primary colors and only have 0% to 30% presence in any given content.

5. LOGOS



DUAL COLOR VER.



SINGLE COLOR VER.

The Oakridge Art Walk logos translate the event's playful and unique voice. The paintbrush and fluid marks represent how this event and its creative community come together to color outside the lines; embracing authenticity, quirkiness, and whimsy.

6. ICONS



**PAINT BRUSH
(PAINT VER.)**



**PAINT BRUSH
(PAINTLESS VER.)**



SPIRAL



**COMMUNITY
(PEOPLE VER.)**



**COMMUNITY
(PAINTERS VER.)**



MOUNTAIN

The Oakridge Art Walk Icons take significant elements of the event and act as visual representations.

Icons should be used in smaller sizes and supplement content (can be used within design, video, photos, and social media).

7. FONTS

HEADING

- **BOBBY JONES SOFT**
(CANVA PRESENT FONT)
- **ITC Motter**
Corpus
(Canva Preset Font)

SUBHEADING

- **BOBBY JONES CONDENSED**
SOFT (CANVA PRESENT
FONT)

BODY

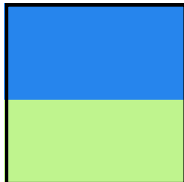
- **Garet**
(Canva Preset Font)
- **Arial Sans**
(Universal Font)

The Fonts used for the brand have a handmade feel, just like how the Art Walk promotes the handcrafted and artisanal work of local creatives.

Fonts styles should be used based on formatting layouts (ex. bolder and decorative fonts are better for headings than body text).

8.1. DOS AND DON'TS

COLORS



*Use primary colors dominantly in all design.



*Avoid making secondary colors prominent in designs.



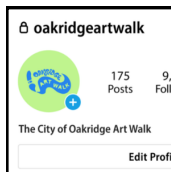
*Use accessible and legible color combinations.



*Avoid incorporating colors outside of set brand.

8.2. DO'S AND DON'TS

LOGOS

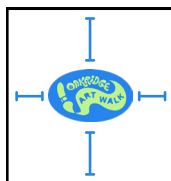


*Include logo in all Art Walk related content.

ex. In poster designs, at the end of videos.



*Avoid putting Lime Green color or assets on top of white or light colors.



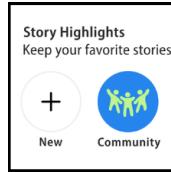
*Allow white space around the logos within any design.



*Do not edit, add to, or manipulate logo designs.

8.3. DO'S AND DON'TS

ICONS



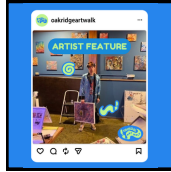
*Use icons in small sizes.

ex. Instagram Story Thumbnails.



*Avoid wildly enlarging size.

ex. An icon cannot be larger than a logo.



*Use Icons as support elements.

ex. Add into images and posters.



*Avoid making icons the main element of a design (not illustrations).

8.4. DO'S AND DON'TS

FONTS



*Follow hierarchy sizing and font styles together.

ex. Bolder fonts work better for large heading.



*Avoid mixing wildly different styles of fonts and sizes together.

Mockups

9.1. BRAND IN USE

MERCHANDISE



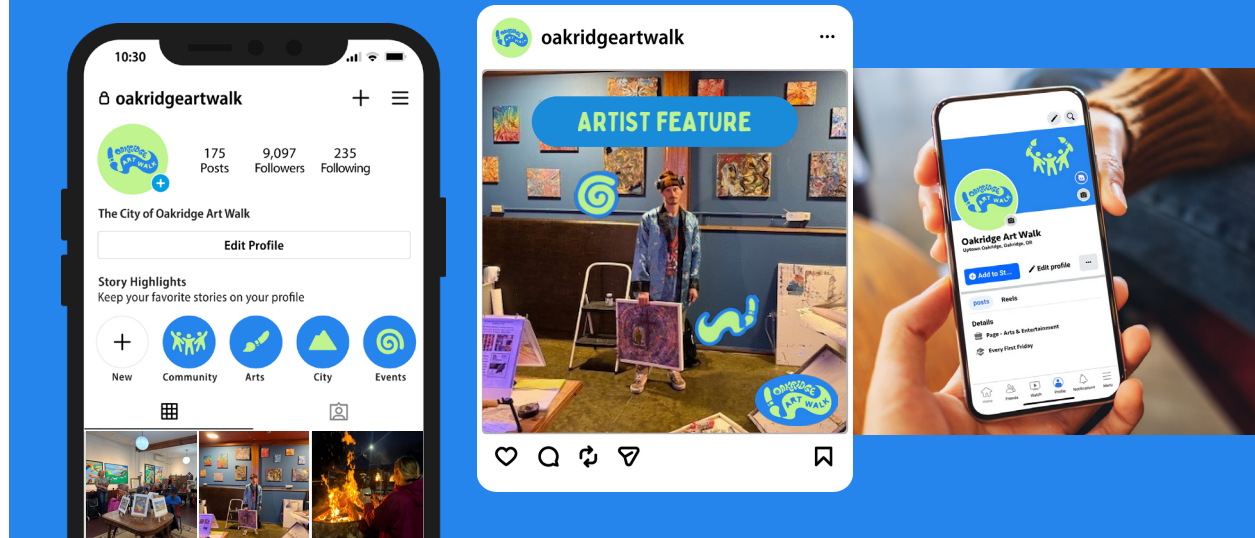
9.2. BRAND IN USE

ENVIRONMENT



9.3. BRAND IN USE

SOCIAL MEDIA



Appendix A

Event Posters

OAKRIDGE ART WALK & TREE PLANTING FESTIVAL



BLOCK PARTY

FRIDAY
MAY 1ST 2026
5PM - 10PM
From 1st and Pine
to 1st and Alder



40+ ARTIST VENDORS
COMMUNITY BIKE RIDE
FIRE DANCING SHOW
FACE PAINTING
LIVE BAND & DJ
FOOD & DRINKS
+ MUCH MORE!



@EXPLOREOAKRIDGEOREGON

OAKRIDGE ART WALK

40+ ARTIST VENDORS
COMMUNITY BIKE RIDE
FIRE DANCING SHOW
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**FRIDAY
MAY 1ST 2026
5PM - 10PM**
From 1st and Pine
to 1st and Alder



TREE PLANTING FESTIVAL



BLOCK PARTY

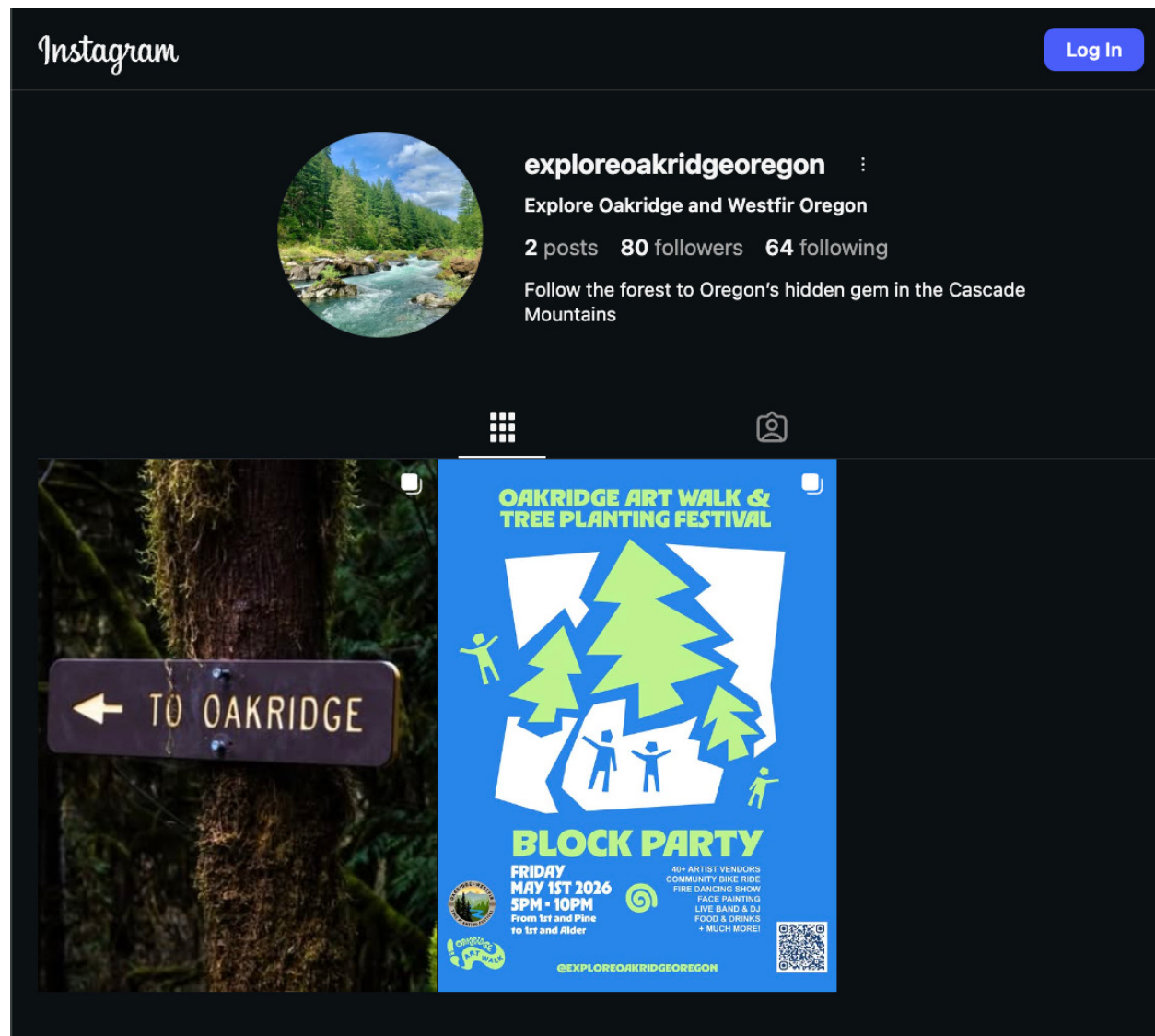
@EXPLOREOAKRIDGEOREGON





Appendix B

Social Media Account and Video Content







SCI Directors and Staff

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