



OREGON STATE PARKS CENTENNIAL
Partner Toolkit



A YEAR OF CELEBRATION

We're excited to have you celebrate with us. Though we're sending out details now, please be mindful that the year of celebration will start January 1, 2022 and conclude on December 31, 2022. We ask that the centennial shield, social media messages and tiles, poster, and all other assets not be shared or posted until the celebration begins on January 1, 2022.

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MESSAGE FROM THE DIRECTOR

They say 10,000 hours of practice can make you an expert at anything, if you have some talent for it. In 2022, Oregon will have racked up 876,000 hours—100 years—of experience with state parks, and we think Oregon has shown a real talent for protecting its special places. While there's still work to do to preserve this legacy for the next generation, we'd like you to join us and commemorate the milestone.



Your state parks are a place to break a sweat on a long hike, idle away the hours with a golden sunset, enjoy a close moment with family and friends around a picnic table, and reflect on the long history of our human relationship with the environment and each other.

This toolkit will give you text, images, and social media guidelines to participate in State Parks 100th through real life events, online activity, or volunteer service projects in your community or nearest state park.

We hope you take this opportunity to cut your creativity loose. If you have an idea for an event or activity and aren't sure whether it fits the toolkit outline, or are interested in merchandising the centennial artwork, please contact us at parks.100@oregon.gov.

Lisa Sumption
Director - Oregon Parks and Recreation Department

VISUAL IDENTITY

HOW TO USE THE CENTENNIAL SHIELD

The trademarked Oregon State Parks logo has been optimally designed to scale for applications both large and small. To ensure optimal reproduction the logo should not be reduced further than shown in the below example.

Select the logo color with a highest degree of legibility and contrast.

 [Download Logos](#)



PRINT LOGO SHOULD BE 1.5"
OR LARGER FOR READABILITY.



MAINTAIN GOOD CONTRAST FOR READABILITY.

HOW NOT TO USE THE CENTENNIAL SHIELD

Legibility and consistency are vital in maintaining the character and identity for the Oregon State Parks centennial shield.

Do not attempt to re-create the elements of the shield or wordmarks.

Always use the approved artwork, and always follow these rules when using it.



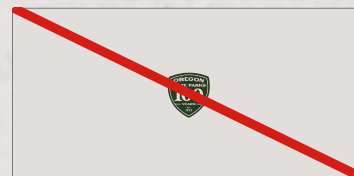
DO NOT

OVERLAP OR ADD ILLUSTRATION OR GRAPHICS TO THE SHIELD.



DO NOT

PLACE THE LOGO ON A BACKGROUND THAT COMPROMISES LEGIBILITY OR READABILITY.



DO NOT

SCALE THE LOGO TOO SMALL.



DO NOT

APPLY EFFECTS OR USE COLORS OUTSIDE OF THE BRAND PALETTE (SOLID BLACK, OR SOLID WHITE ARE ALSO OK).



DO NOT

STACK THE SHIELD WITH OTHER LOGOS.

COLOR PALETTE

The centennial color palette has been derived from the colors of Oregon, sourcing from the history as well as natural beauty.



Evergreen
Pantone 5743 C
Hex Color 2A3A20
RGB 41, 57, 31
CMYK 73, 51, 86, 61



Mist
Pantone Cool Grey 1 C
Hex Color E3E0DC
RGB 226, 222, 219
CMYK 10, 9, 11, 0



Spring Gold
Pantone 4007 C
Hex Color AA8950
RGB 169, 135, 79
CMYK 32, 43, 78, 8



Lichen
Pantone 5545 C
Hex Color 3D6450
RGB 61, 100, 79
CMYK 76, 41, 70, 28

TYPOGRAPHY

When promoting the Centennial in print or online graphics, use these font families when possible. Dogma and Mr. Eaves are available on Adobe Creative Cloud and Gotham Rounded is available on typography.com.

DOGMA

BOLD (UPPERCASE)

**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**

Gotham Rounded

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**

Mr. Eaves Sans

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

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**

Heavy

**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**

MESSAGING

Theme: Oregon's state parks are timeless, special, and for everyone.

A hundred years ago, state parks were barely an idea in Oregon, little more than patches of roadside greenery. A 5-acre donation in 1922—setting aside a special place for everyone—became Oregon's first official state park. From 1922 to 1989, Oregon's state park system grew within the Oregon Department of Transportation and its predecessor agencies. Oregon Parks and Recreation officially became an independent agency in 1990 with much fanfare and public engagement.

CORE MESSAGES

The Centennial campaign is grouped into four core messages. They were selected to inform Oregonians and Oregon State Park users of our Centennial, and thank them for their continued support and good stewardship.

#1

Happy Birthday

Join us in wishing Happy 100th Birthday to Oregon State Parks.
Timeless. Special. For everyone.

#2

Because of You

Oregonians know our state parks are special. You've invested in them, helped care for them and kept them open to all. Thank you.

#3

The Next 100 Years

We're looking forward to protecting Oregon's special places with Oregon State Parks for the next 100 years.

#4

Heritage & History

We cherish what these landscapes have brought us, while honoring their origins. May they give a meaningful sense of place to all.



PHOTOGRAPHY

Centennial photos are available for download in our Media Hub. Along with each photo, you will find the park name and a short description.

[Browse Photos](#)

Selection: Choose images that reflect the message well, and visually support the text that goes with it.

Photo credit: Please provide photo credit to Oregon Parks and Recreation Department

MEDIA CONTACT

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PHOTO CONTACT

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SOCIAL MEDIA GUIDELINES

IMAGE USE

Refer to photography guidelines and social media tiles.

VOICE

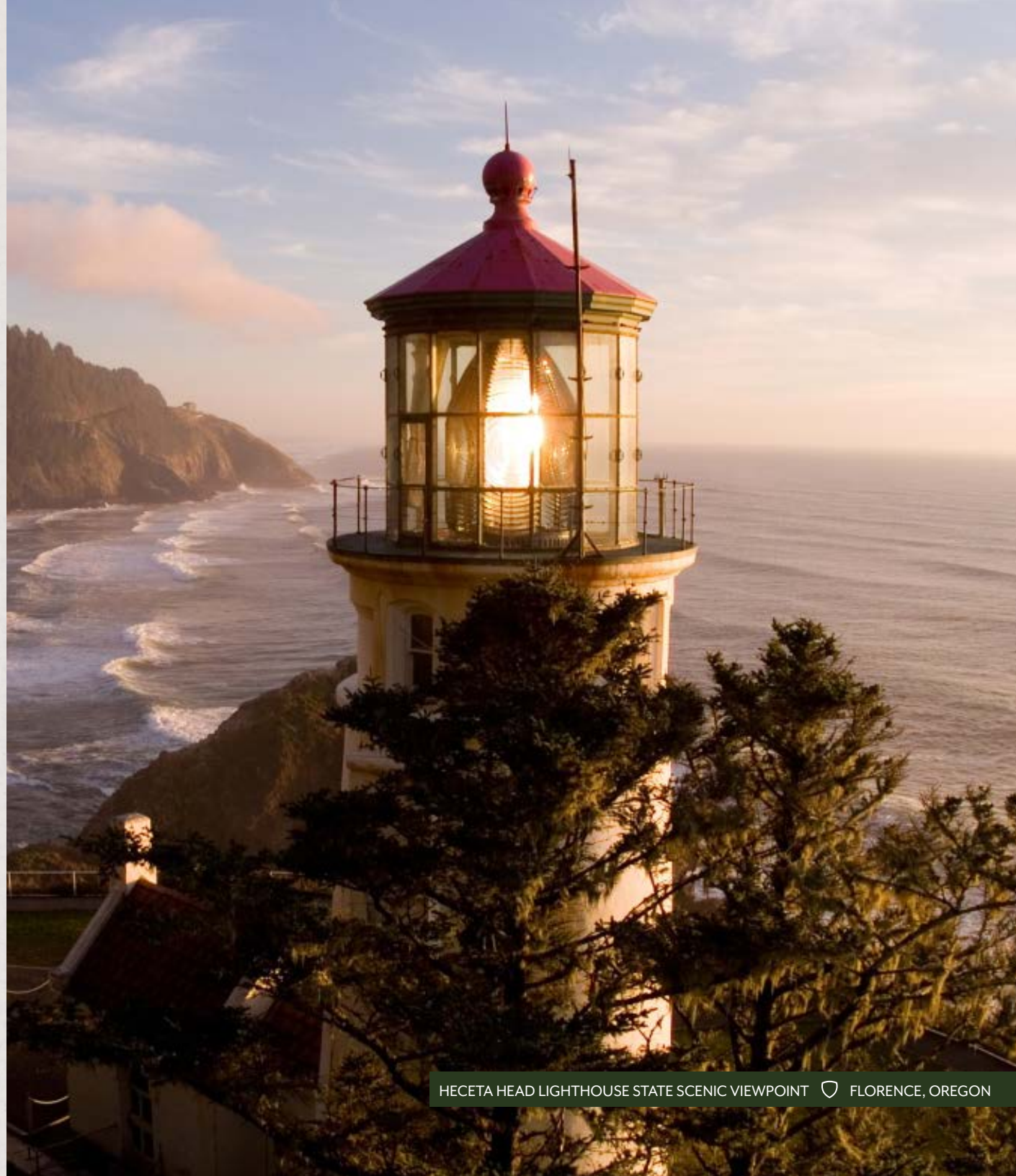
Take a sincere approach to your copy, using a tone that will resonate with park users. We want everyone to feel welcome and included as we celebrate and commemorate our centennial.

HASHTAGS

Help us spread the word by using these hashtags with all mentions of our centennial on your social media platforms.

[#oregonstateparks](#)

[#oregonstateparks100](#)



CAMPAIGN ASSETS

POSTER

Print a poster to remind Oregonians of OPRD's centennial, thank them for 100 great years, and to encourage them to take care of their parks for 100 more. They can be hung anywhere from storefront windows to community boards.

[Download Poster](#)

Poster size 8.5 x 11. Print full color.



SOCIAL MEDIA TILES

We want Oregonians and Oregon State Parks users to know that we are celebrating our centennial, and that we acknowledge their support and stewardship of their public, natural spaces. To help spread the word, we've created a set of graphic images to match with each our core messages.

[Download Images](#)



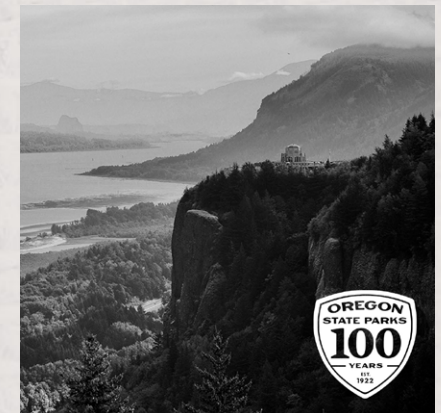
1. Happy Birthday



2. Because of You



3. The Next 100 Years



4. Heritage & History



APPLICATION FOR IDENTITY USE

We welcome opportunities for public and private sector entities to help promote our 100-year birthday by using our special centennial logo.

To apply to use our official centennial identity on promotional materials, please complete the [Use of Trademark Agreement](#)

Businesses seeking to license our brand identities for use on merchandise, please complete the [Brand Licensing Application](#).

Not sure what you need? E-mail parks.100@oregon.gov

CONTACT

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CONTACT US TO USE THE CENTENNIAL LOGOMARK ON PROMOTIONAL MATERIALS

VOLUNTEER SERVICE EVENTS

- We will host 100 service projects at parks across the state between January 1, 2022 and December 31, 2022.
- Space for each volunteer opportunity will be limited according to need. Registration is required. Those interested in participating should visit our [“Volunteer Opportunities”](#) page to learn about and register for volunteer opportunities.
- Interested in hosting a volunteer service event at one of our parks? E-mail parks.100@oregon.gov.



