



BRAND GUIDELINES

September 2025



TEN YEARS AGO, the Oregon Justice Resource Center forged a visual identity rooted in strength, clarity, and purpose. Today, as the call for justice grows larger and more urgent, our brand evolves to meet the moment.

This refreshed identity preserves the iconic elements that define our voice while leaning boldly into the future. A decade of real-world use revealed where our brand held strong—and where it needed to evolve.

These refinements reflect that lived experience.

PALETTE

OJRC Green is the primary color for the brand. Black and white should be used to complement and contrast against the green, particularly for type. Care must be given to using the correct color profiles and values as dictated by usage application; PMS for single color print where possible, CMYK for process color printing and RGB for screen and digital applications. Use only the color values specified here.

Whenever possible, the standard full color version of the logo should be used on a white background

OJRC Green

RGB 105 190 51

HEX 34B233

CMYK 75 0 100 0

PMS 361c

Black

RGB 0 0 0

HEX 000000

CMYK 0 0 0 100

PMS Black C

White

RGB 255 255 255

HEX FFFFFFFF

CMYK 0 0 0 0

TYPEFACE

For the refreshed OJRC identity, we've selected **Acumin Variable Concept**— a clean, sans-serif typeface that offers a distinctly modern look similar to our previous font, but with far greater versatility. As a variable-width typeface, Acumin can shift effortlessly from narrow to wide proportions and from light to bold weights, making it perfectly adaptable across various applications. This ensures a contemporary yet flexible typographic voice that aligns with OJRC's evolving brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*()"



Acumin offers widths ranging from Condensed to Wide, and weights from thin to Ultra Black, resulting in a wide variety of options to suit design needs, all while maintaining cohesiveness to the brand. The "Regular" preset should be the default choice, and adjusted as needed to suit constraints, legibility, and stylistic intent.

LOGO / PRIMARY

The complete OJRC logo consists of the 4-letter lockup, and the organization's wordmark as well. The redesigned 4-letter lockup is now tilted, bringing the letters J and R front and center.



Oregon Justice
Resource Center



LOGO / PRIMARY (WITH TAGLINE)

In certain contexts where highlighting our mission is key, this secondary OJRC logo should be used. This mark includes the full wordmark and our tagline—Advocate. Educate. Engage.—to emphasize the core pillars of our work. While not the primary logo, it's ideal for materials where our advocacy focus is front and center.

Exclusion zones for this logo are the same as for the primary logo.



**Oregon Justice
Resource Center**
Advocate. Educate. Engage.

LOGO / PRIMARY: USAGE

EXCLUSION ZONES

Exclusion zones establish minimum spacing between OJRC's logo and other content within a layout. The size of the exclusion zone depends upon whether the adjacent content is related to OJRC or not. When placing the logo next to OJRC-related content, the minimum space around the logo must be the height of the "O" in "Oregon" within the logo.

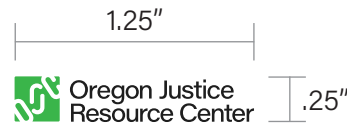


If the adjacent content is unrelated (as, for example, another organization's logo), then the spacing must be at least twice the height of the "O" used in "Oregon" within the logo.



MINIMUM SIZES

Minimum size specifications ensure readability of the smallest type within the logo, as well as the logo mark. Therefore, minimum sizes for the logo with and without tagline differ, as specified below:



LOGO / SECONDARY (STACKED)



Oregon Justice
Resource Center



Oregon Justice
Resource Center
Advocate. Educate. Engage.

In cases where horizontal space is limited, the stacked versions of our logo (with or without tagline) are the go-to solutions. This variation places the OJRC symbol above the full name, Oregon Justice Resource Center, creating a more horizontally-compact mark. It's perfect for narrower layouts where our full horizontal logo won't comfortably fit.

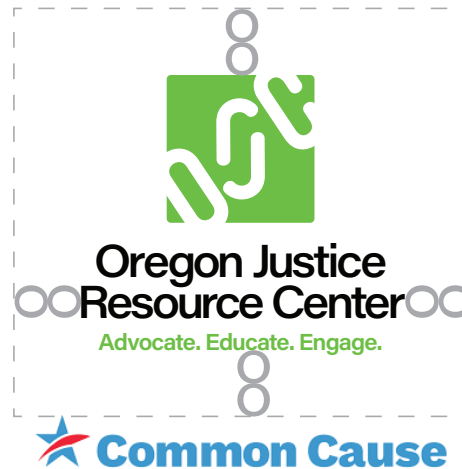
LOGO / SECONDARY (STACKED): USAGE

EXCLUSION ZONES

Just as with the primary logo, the exclusion-zone size surrounding the stacked logo depends upon whether the adjacent content is related to OJRC or not. When placing the logo next to OJRC-related content, the minimum space around the logo must be the height of the “O” in “Oregon” within the logo, as shown at left. If the adjacent content is unrelated (as, for example, another organization’s logo), then the spacing must be at least twice the height of the “O” used in “Oregon” within the logo (at right).



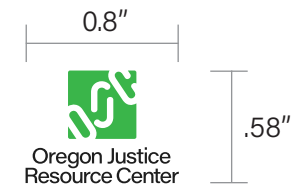
We use a justice center model which allows us to offer several distinct projects that can operate semi-independently. They provide direct representation or limited legal advice to people who otherwise would not have access to legal services.



Oregon

MINIMUM SIZES

Minimum size specifications ensure readability of the smallest type within the logo, as well as the logo mark. Therefore, minimum sizes for the stacked logo with and without tagline differ, as specified below:



LOGO / MARK

This simplified OJRC symbol—just the initials enclosed in our signature square—is intended for use in situations where our audience is already familiar with the Oregon Justice Resource Center name. Think of it as our visual shorthand—a recognizable “stamp” that instantly connects materials back to OJRC without the need to spell out the full name. Use this mark when space is limited or when the brand is well-established to your audience.



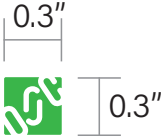
EXCLUSION ZONES

The exclusion zone surrounding the logo mark is the width of the “JR” letter combo.



MINIMUM SIZE

The minimum size specification ensures the readability of the letters within the logo mark.

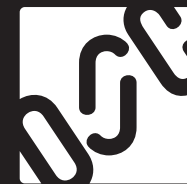


LOGO / SINGLE-COLOR VARIANTS

In addition to our full-color logos, we offer single-color versions of each, in all-black and all-white. While our primary full-color logo is preferred, these single-color options ensure the logo remains clear and recognizable in situations with limited printing capabilities or when a single-ink application is required. Use the black variant on lighter backgrounds and the white variant on darker backgrounds. This ensures our branding stays consistent and legible across all materials.



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LOGO / INCORRECT USAGE

Correct and consistent usage of OJRC's logo is important for preserving integrity of the brand and its recognizability. Avoid the following modifications to OJRC's logo:



Don't rotate the logo. It should always appear horizontal in the layout.



Don't add strokes around the logo bounding box or its elements.



Don't resize or reposition the logo's elements.



Don't convert the logo to 3D.



Don't apply drop shadows, glows, or other effects to the logo.



Don't make the logo semi-transparent.



Don't stretch or squash the logo's proportions.



Don't use gradients or otherwise modify the logo's filled colors.



Don't change the typeface.