



OREGON

Screen-Free Parenting

Brand guidelines

VERSION 1.0 • SEPTEMBER 2026

Real play. Real connection. Real learning.



WHO WE ARE

Oregon Screen-Free Parenting connects low-screen families across Oregon, shares honest research on how screens affect children, and equips parents to bring hands-on, human-centered learning back to our schools.

Our mission statement. Use it word for word on the website, grant applications, and press materials.



Community

Regional groups where low-screen families find each other for playdates and friendship.



Education

Plain-language research summaries that are honest about what the evidence does and doesn't show.



School advocacy

Tools for parents to shape technology policy in their own districts.



How we show up



Warm, not preachy

We sound like a friend at the park, not a lecture.



Honest, not alarmist

We say what the evidence shows and where it stops.



Local, not generic

Oregon places, Oregon districts, Oregon families.



Supportive, not shaming

Every family's situation is different. We offer options, not verdicts.

THE LOGO

Three lockups, one mark



Horizontal (primary)

Use first wherever it fits: website header, email, letterhead, banners.



Stacked

Square or narrow spaces: posters, flyers, merch, event signs.



Mark

Small or repeat uses: favicons, stickers, watermarks, profile images.





THE MARK

What it stands for



Open book

Reading on paper, learning by hand, and time spent together.



Mountains

Oregon, the outdoors, and a childhood lived in the real world.



Rising sun

Hope. A new routine is always possible, one day at a time.



LOGO VERSIONS

Pick the version that fits the background



OREGON
Screen-Free Parenting

Full color

White or cream backgrounds. The default.



OREGON
Screen-Free Parenting

Reversed

Forest green or dark photos.



OREGON
Screen-Free Parenting

One color, forest

Stamps, embroidery, engraving, single-ink print.



OREGON
Screen-Free Parenting

One color, white

Busy or colored backgrounds where full color won't read.



CLEAR SPACE AND MINIMUM SIZE

Give it room to breathe



Clear space

Keep an empty margin on all sides equal to *x*, the height of the sun in the mark. No text, edges, or other graphics inside it.

Minimum size

	Print	Screen
Horizontal	1.5 in	160 px
Stacked	1 in	110 px
Mark	0.375 in	32 px

Below 32 px, use the favicon files. They drop the page lines so the mark stays readable.

LOGO MISUSE

Please don't



Stretch or squash it



Rotate it



Change the colors



Add shadows or effects



Rearrange the parts



Place it on low contrast



SECONDARY ILLUSTRATION

Under the oak

A parent and child reading together. It carries the warmth of the brand where there's room for a little story.

Use it for

- Merch, tote bags, and stickers
- The About page and newsletter header
- Event flyers and printed handouts

Don't

- Pair it with the wordmark as a logo
- Use it as the profile image or favicon
- Shrink it below 1 in / 100 px



COLOR

Four colors from the Oregon outdoors

Forest

#183530

RGB 24 53 48

Primary. Text, logo, dark backgrounds.

Cream

#F4EBD3

RGB 244 235 211

Backgrounds, cards, reversed text.

Moss

#5E6E40

RGB 94 110 64

Labels, secondary text, supporting shapes.

Sun

#CFA546

RGB 207 165 70

Accent only. Highlights and small moments.

BALANCE

60%

25%

10%

5%

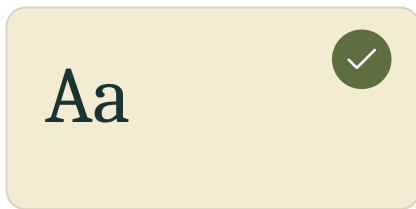


Pairings that are easy to read



Cream on forest

11.1:1



Forest on cream

11.1:1



Sun on forest

5.7:1



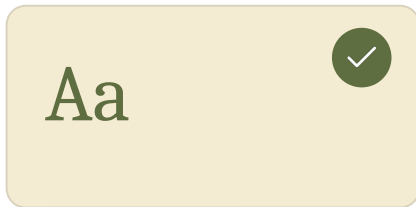
Forest on sun

5.7:1



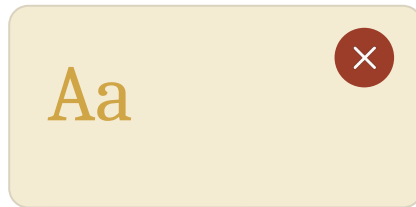
Cream on moss

4.7:1



Moss on cream

4.7:1



Sun on cream

1.9:1



Moss on forest

2.4:1

Ratios follow WCAG 2.2 (level AA). Body text needs at least 4.5:1. Never set text in sun on cream or white; use sun only for shapes and accents there.

Two families, both free

Aa

Young Serif

Headlines, the organization name, pull quotes. Regular weight only.

Real play. Real connection.

Aa

Barlow Condensed SemiBold

Labels, buttons, and navigation.
Uppercase with wide letter spacing.

FIND YOUR LOCAL GROUP

Aa

Barlow

Body text, captions, and long-form research summaries.

Honest research for Oregon parents.

Download both from Google Fonts (SIL Open Font License). In Word, PowerPoint, and email, substitute Cambria for Young Serif and Calibri for Barlow, as this deck does.



RESEARCH · ELEMENTARY

Kids understand more when they read on paper

A 2018 meta-analysis of 54 studies found a small comprehension advantage for reading on paper, strongest for informational text.

EVIDENCE: META-ANALYSIS

READ THE SUMMARY

TYPE IN USE

Web hierarchy

Page title	Young Serif	44 to 52 px
Section heading	Young Serif	28 to 32 px
Card heading	Young Serif	22 to 24 px
Label or button	Barlow Condensed SemiBold, caps, +10% spacing	14 to 16 px
Body	Barlow, line height 1.6	17 to 18 px
Caption	Barlow	14 px

Left-align body text. Keep lines between 60 and 80 characters.



Talk about options, never bad parents



We say

Here's what one study found, and what it can't tell us.

Every family finds its own balance. Here's one idea.

Technology as a subject, not the default way to teach everything.

Thanks for raising that. Here's where we're coming from.



We don't say

Screens are rotting kids' brains.

Good parents don't hand their kids a tablet.

Ban tech from schools.

You clearly haven't read the research.

Match the words to the evidence

Meta-analysis or systematic review

"A review of 54 studies found..."

Large longitudinal study

"...is linked to... over time"

Correlational study

"...is associated with... This doesn't show cause."

Small experiment

"Early evidence suggests..."

Every summary ends with: what this does and doesn't tell us, the full citation, and a link to the original study.

Say it the same way every time

Our name

- Oregon Screen-Free Parenting. Always hyphenated, spelled out on first use.
- OSFP for internal notes and file names only.
- Regional groups: Oregon Screen-Free Parenting: Portland Metro
- District groups: Albany Parents for Hands-On Learning

Words we use

Low-screen, screen-free

Hands-on learning

Real play

1:1 device programs

Paper-based option

Words we avoid

Screen addiction

Digital heroin

Zombie kids

Bad parents

Anti-technology

Real kids doing real things



Hands at work

Digging, building, drawing, baking. Show the activity.



Oregon places

Parks, rivers, rain, and neighborhoods people recognize.



Natural light

Everyday moments over staged ones. Light edits only.

Avoid

- Faces of children without written parent permission
- Screens shown as villains or kids shown as "zombies"
- Heavy filters or AI-generated images
- Branded characters or products as the focus

30x

This year's best-performing photo post showed kids digging in a garden. It reached about 30 times as many people as the median post.



Consistent from profile to post



Profile image

Upload the forest square version.
Facebook crops it to a circle.

Content pillars

Community

About 40%

Research

About 25%

Schools and advocacy

About 20%

Practical life

About 15%

Use each pillar's color for its graphic posts
so followers learn the pattern.

Every post

- One idea per post
- Lead with the family moment, then the research
- Link research to the website summary, not the journal
- End with a question or a next step
- Logo in a corner, never covering the photo

Quick checklist



- ✓ Right logo version for the background, with clear space
- ✓ Colors from the palette, text contrast at 4.5:1 or better
- ✓ Young Serif and Barlow (or Cambria and Calibri)
- ✓ Research claims match the strength of the evidence
- ✓ No shaming, no judgment of any family
- ✓ Photo permission for any child whose face is visible