



DESIGN STRATEGY FOR

AFFORDABLE HOUSING NEW DEVELOPMENT

OREGON CITY, OR

bainbridge.

Halsey
DESIGN
•

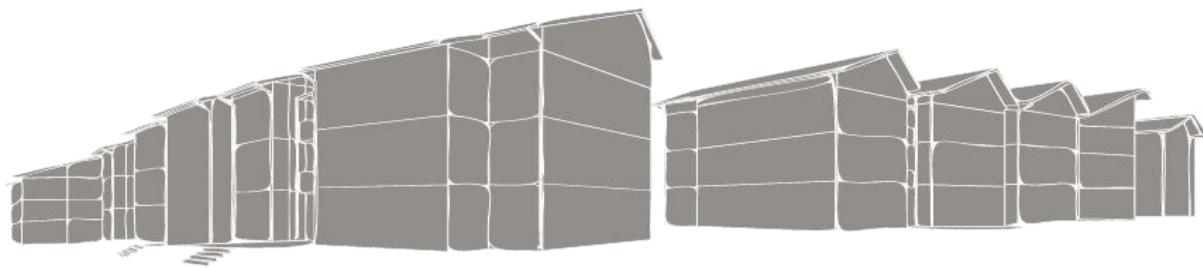
perodesign
ART CONSULTING

PLACE

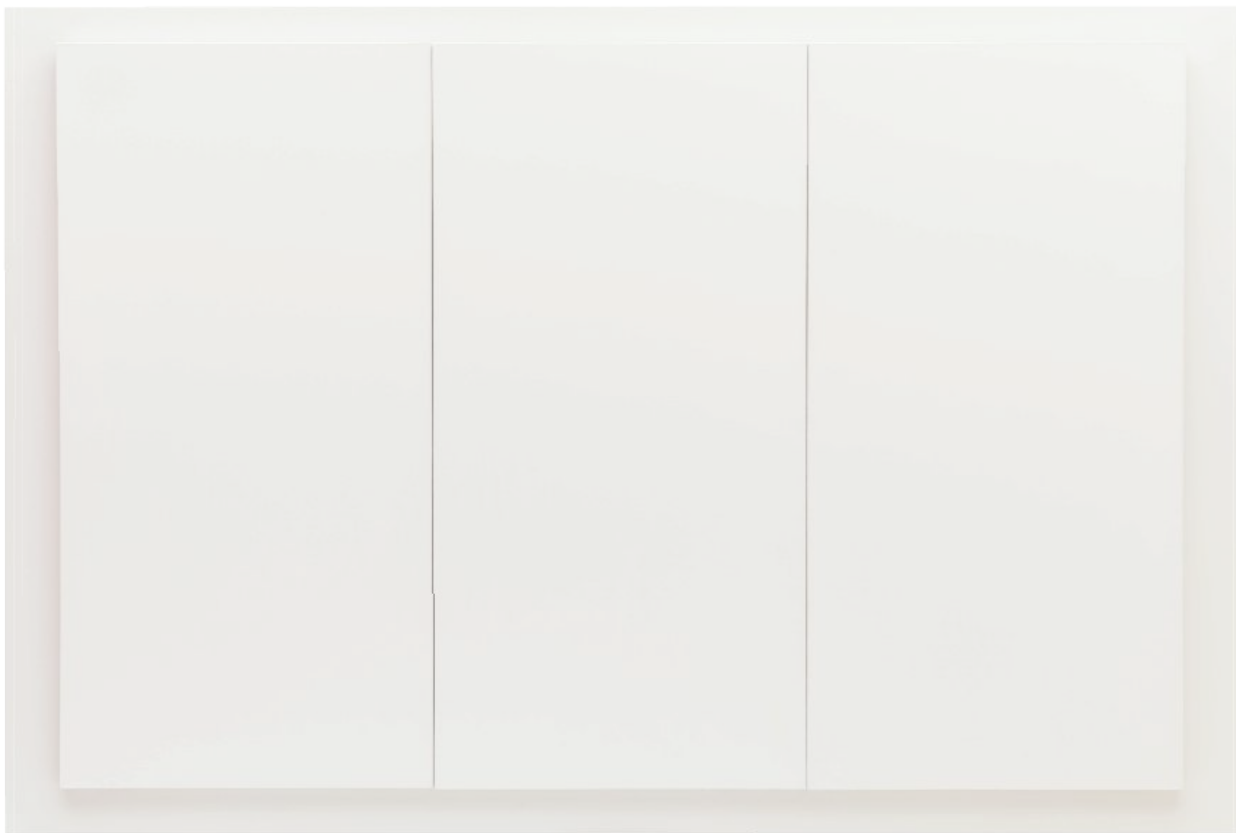
SALAZAR
ARCHITECT

vitosh

DESIGN COMPENDIUM



CANVAS

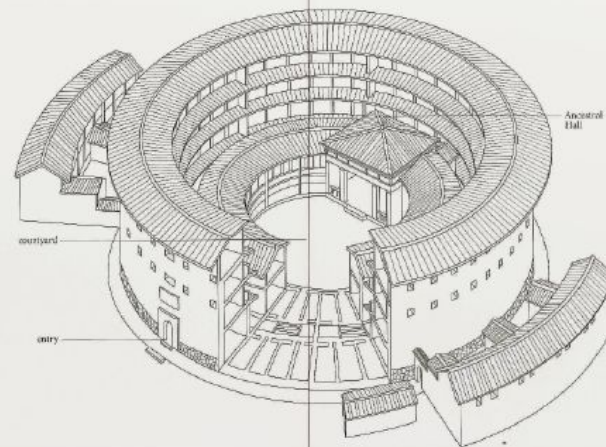


ROBERT RAUSCHENBERG WHITE PAINTING (THREE PANEL), 1951



MULTI-GENERATIONAL COMMUNITY
OF BERGHOLT HALL IN SUFFOLK

AN INTERDEPENDANT COMMUNITY



1

MAP ASSETS

2

BUILD RELATIONSHIPS

3

MOBILIZE FOR DEVELOPMENT AND INFORMATION SHARING

4

CONVENE THE COMMUNITY TO DEVELOP A VISION AND PLAN

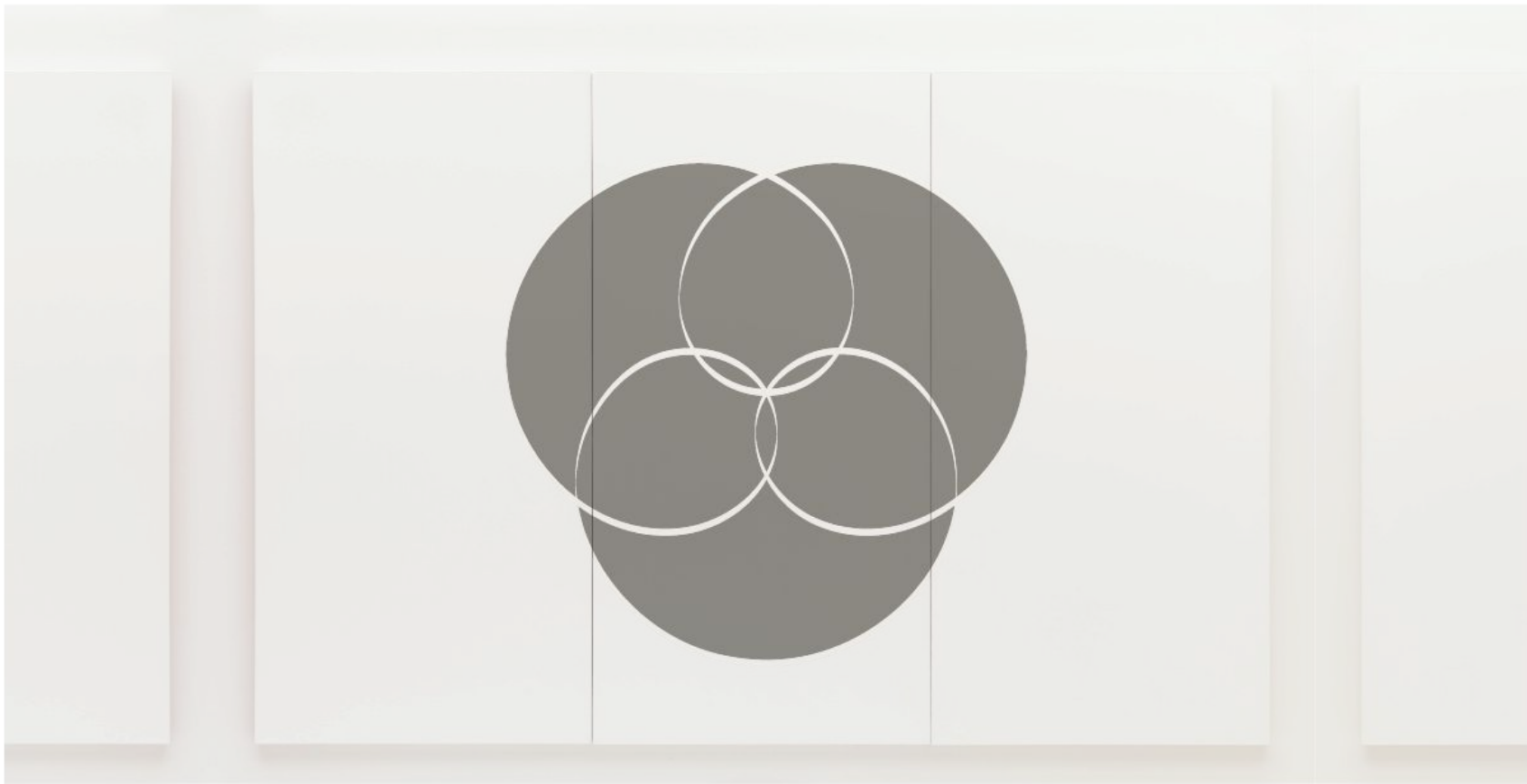
5

LEVERAGE RESOURCES TO SUPPORT LOCALLY DRIVEN DEVELOPMENT

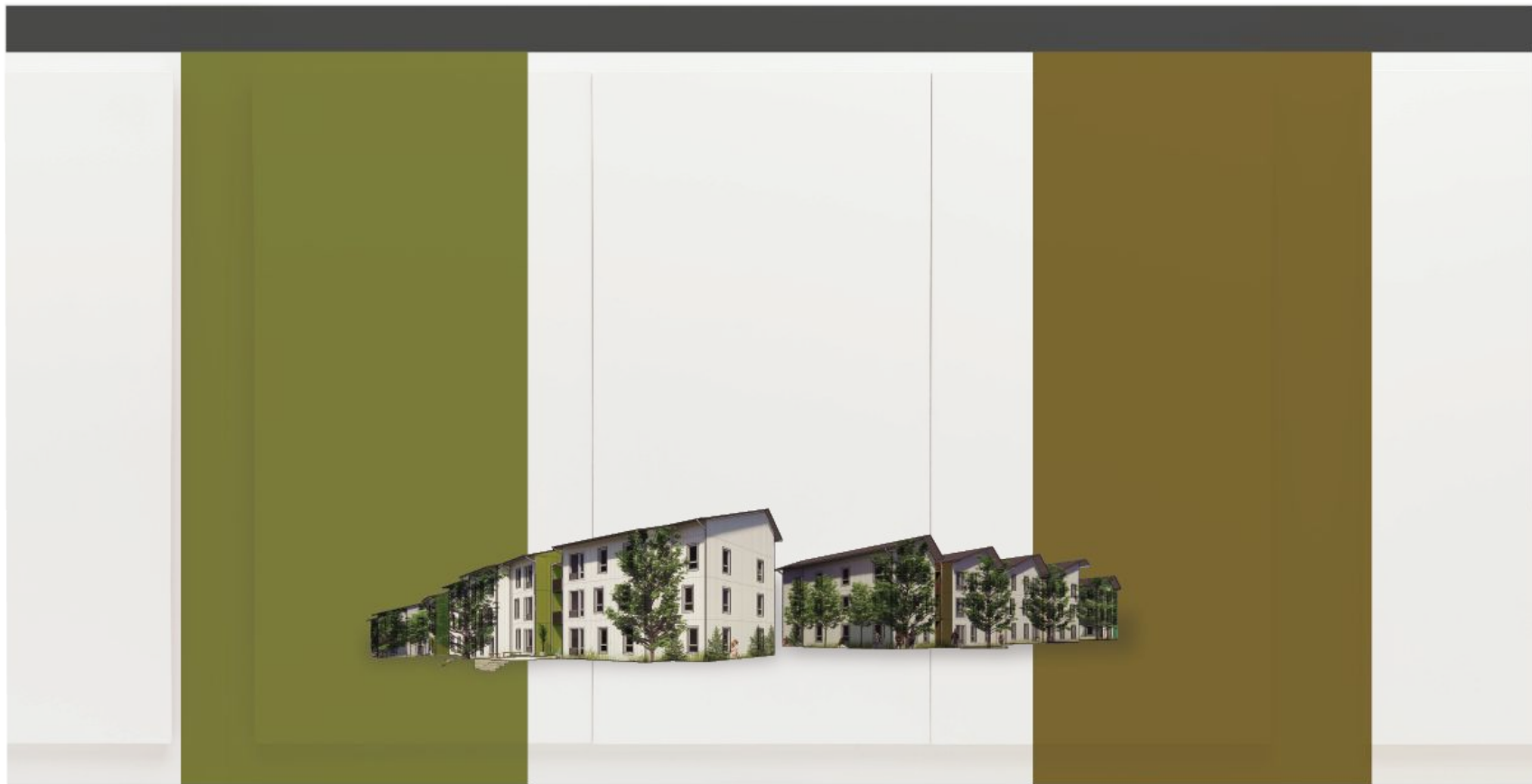
FROM ABCD - Asset-Based Community Development
TO POSSIBILITIES

SOCIAL DISTANCE FOR ALL AGES COMMUNITY
RED DOT AWARD 2021. LIU CHI, TAIWAN, R.O.C.



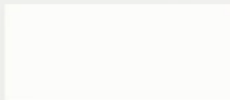


ROSE CURVE - ONE TEAM



PROJECT COLOR STORY

PRIMARY



WHITE
CMYK 40/30/20/100
RGB 255/255/255
HEX #FFFFFF

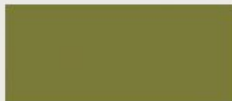


CARBON
CMYK 68/61/60/49
RGB 62/62/62
HEX #3E3E3E

ACCENT



OCHER
CMYK 44/48/95/23
RGB 128/107/47
HEX #806B2F



OLIVE
CMYK 50/37/95/14
RGB 128/128/56
HEX #808038



FRIDA KAHLO ON WHITE BENCH
NICKOLAS MURRAY



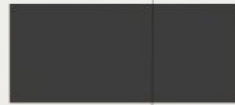
CUADRA SAN CRISTÓBAL STABLES - LUIS BARRAGAN
TIM STREET-PORTER

PROJECT COLOR STORY

PRIMARY



WHITE
CMYK 40/30/20/100
RGB 255/255/255
HEX #FFFFFF

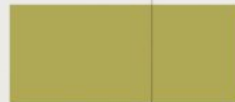


CARBON
CMYK 68/61/60/49
RGB 62/62/62
HEX #3E3E3E

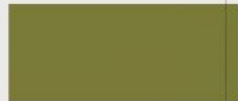
ACCENT



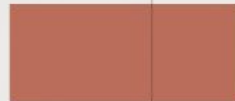
OCHER
CMYK 44/48/95/23
RGB 128/107/47
HEX #806B2F



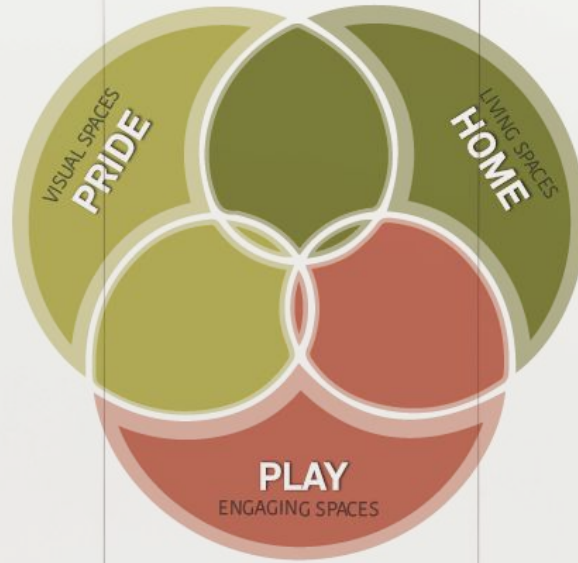
SUN
CMYK 19/10/81/0
RGB 215/208/86
HEX #D6CF56



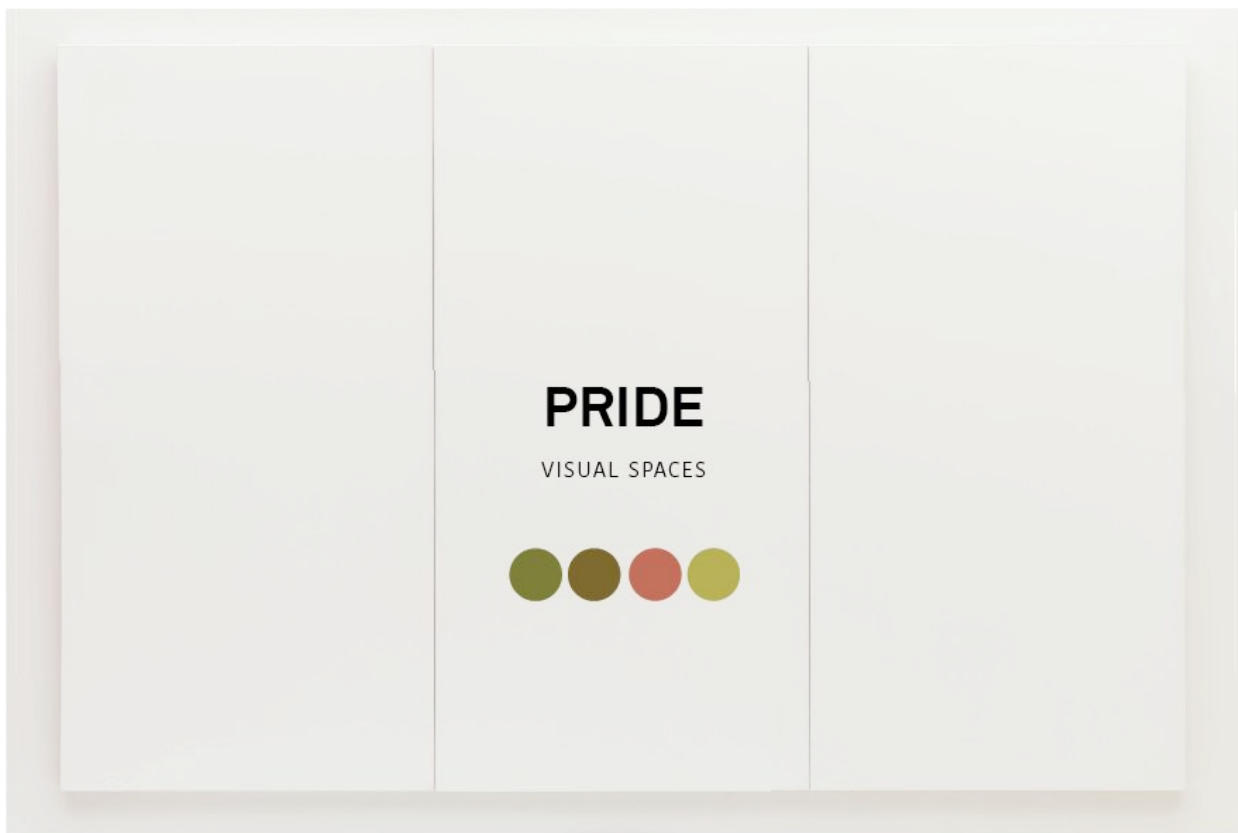
OLIVE
CMYK 50/37/95/14
RGB 128/128/56
HEX #808038



ROSE
CMYK 14/67/65/1
RGB 211/112/92
HEX #D1705C



ROSE CURVE - ONE COMMUNITY



BRAND COLOR STORY

Las Flores

Oregon City

LOGO

Aa

Gastromond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

System Font: Georgia

Aa

Area

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

System Font: Helvetica

Gastromond and Area Fonts are available on Adobe Fonts.

HEADLINES
Gastromond Regular

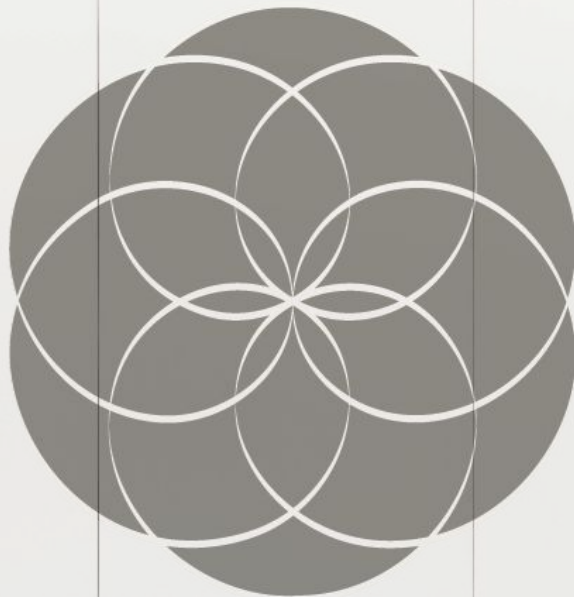
An Interdependent Community.

BODY COPY
Area Regular
Tracking: 10

Las Flores has contributed to the promising model for the future of
affordable housing; one that is rooted in a community-based
approach.

ACCENT
Area Bold
Tracking: 25

OREGON CITY – OR



ROSE CURVE



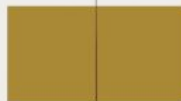
ISOTYPE



ARCHITECTURE

PRIDE REF

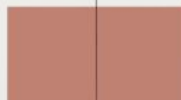
ARCHITECTURE COLORWAY



SLZ CRISPY GOLD
INTERIOR / EXTERIOR
SW6699



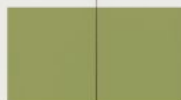
SLZ SCONEGOLD
INTERIOR / EXTERIOR
SW6398



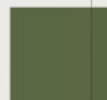
SLZ CORAL ROSE
INTERIOR / EXTERIOR
SW9004



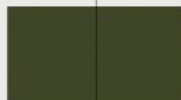
SLZ FOXY
INTERIOR / EXTERIOR
SW6333



SLZ TBD
INTERIOR / EXTERIOR
XXX-XX



SLZ RELENTLESS OLIVE
INTERIOR / EXTERIOR
SW6425



SLZ BASQUE GREEN
INTERIOR / EXTERIOR
SW6426





BREEZEWAY COLOR STORY

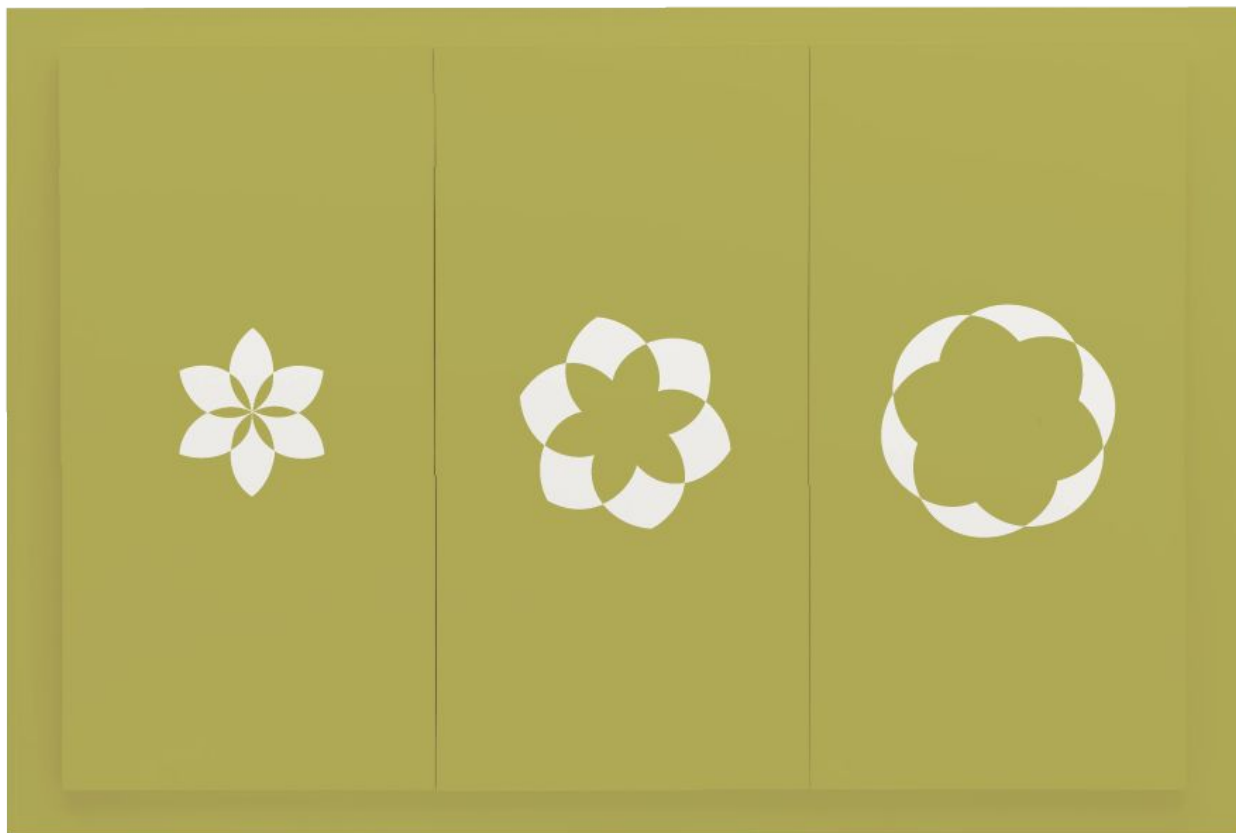


BREEZEWAY COLOR STORY





SIGNAGE

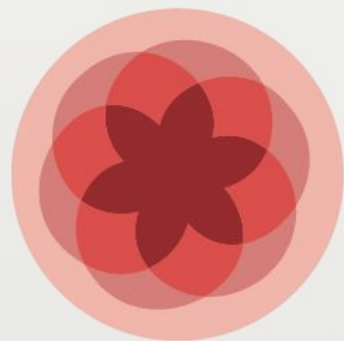


SIGNAGE ICONS



SPACE AND APARTMENT SIGNAGE





La Casa Rosa

CASA ROSA LOGO



INTERIOR



DESIGN REFERENCE



CASA ROSA MURAL





COMMUNITY GARDEN SHED

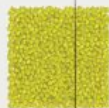




LANDSCAPE

PLAYGROUND SURFACING

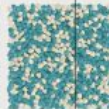
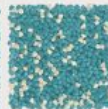
PLAY REF



YELLOW



TERRACOTA



TEAL / PEARL



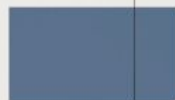
PLAYGROUND SURFACING COLORWAY



PLAY_{REF}



LANDSCAPE FORMS COLORWAY



LANDSCAPE FORMS
BUTTERCUP

LANDSCAPE FORMS
CRANBERRY

LANDSCAPE FORMS
BLUEBELL



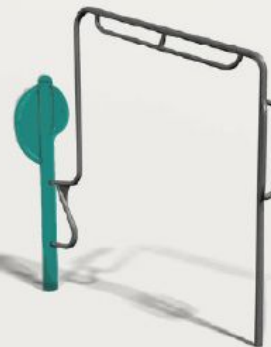
PLAZA

PLAY REF

LANDSCAPE STRUCTURES COLORWAY



LANDSCAPE STRUCTURES
PEACOCK



EXERCISE STATIONS



BRAND COLOR STORY

bainbridge.

SALAZAR
ARCHITECT

INTERIOR DESIGN



BREEZEWAYS AS LIVING SPACES

HOME_{REF}



PLAY_{REF}



LA COCINA



LA SALA



READING ROOM

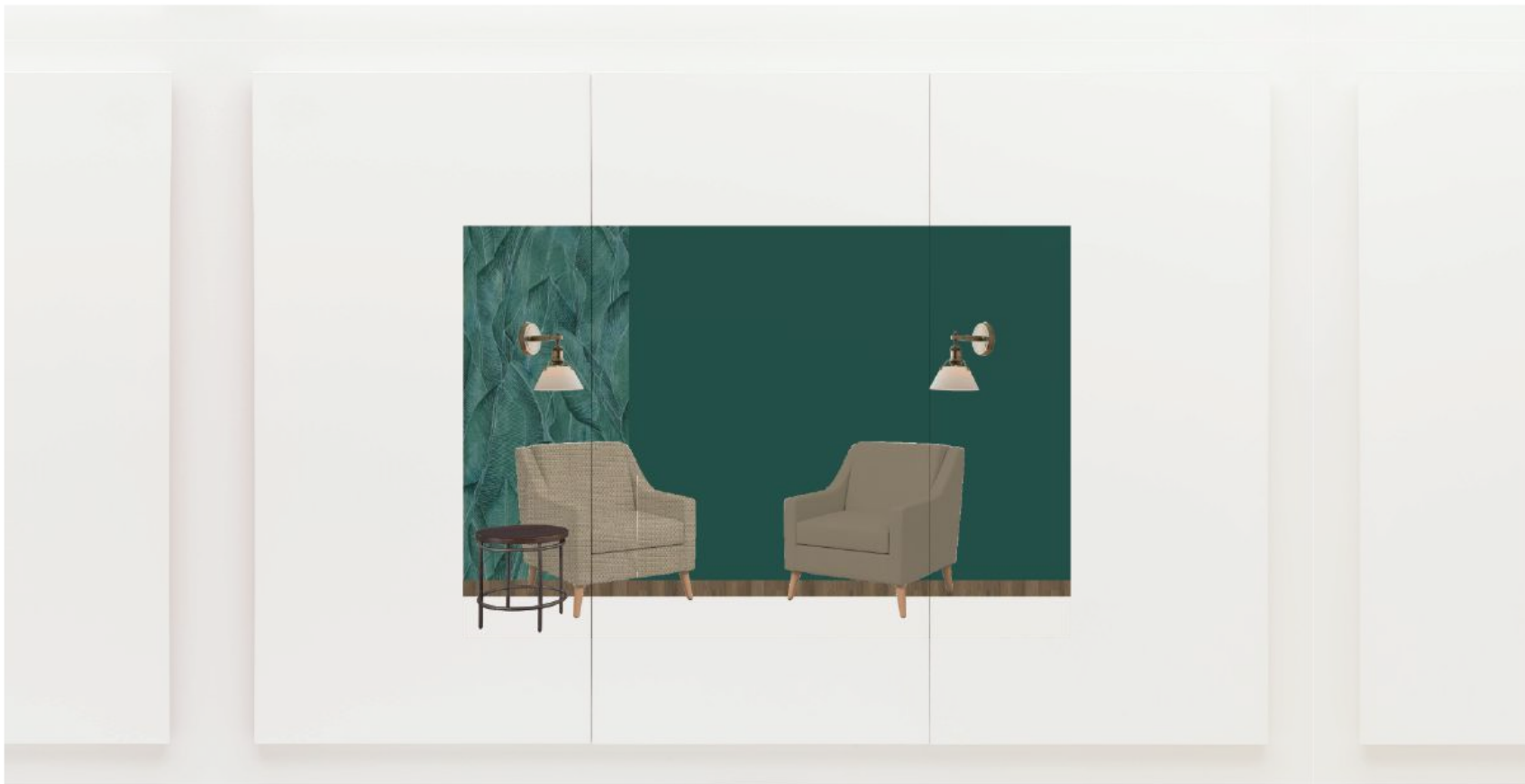




LA COCINA DE LA ABUELA



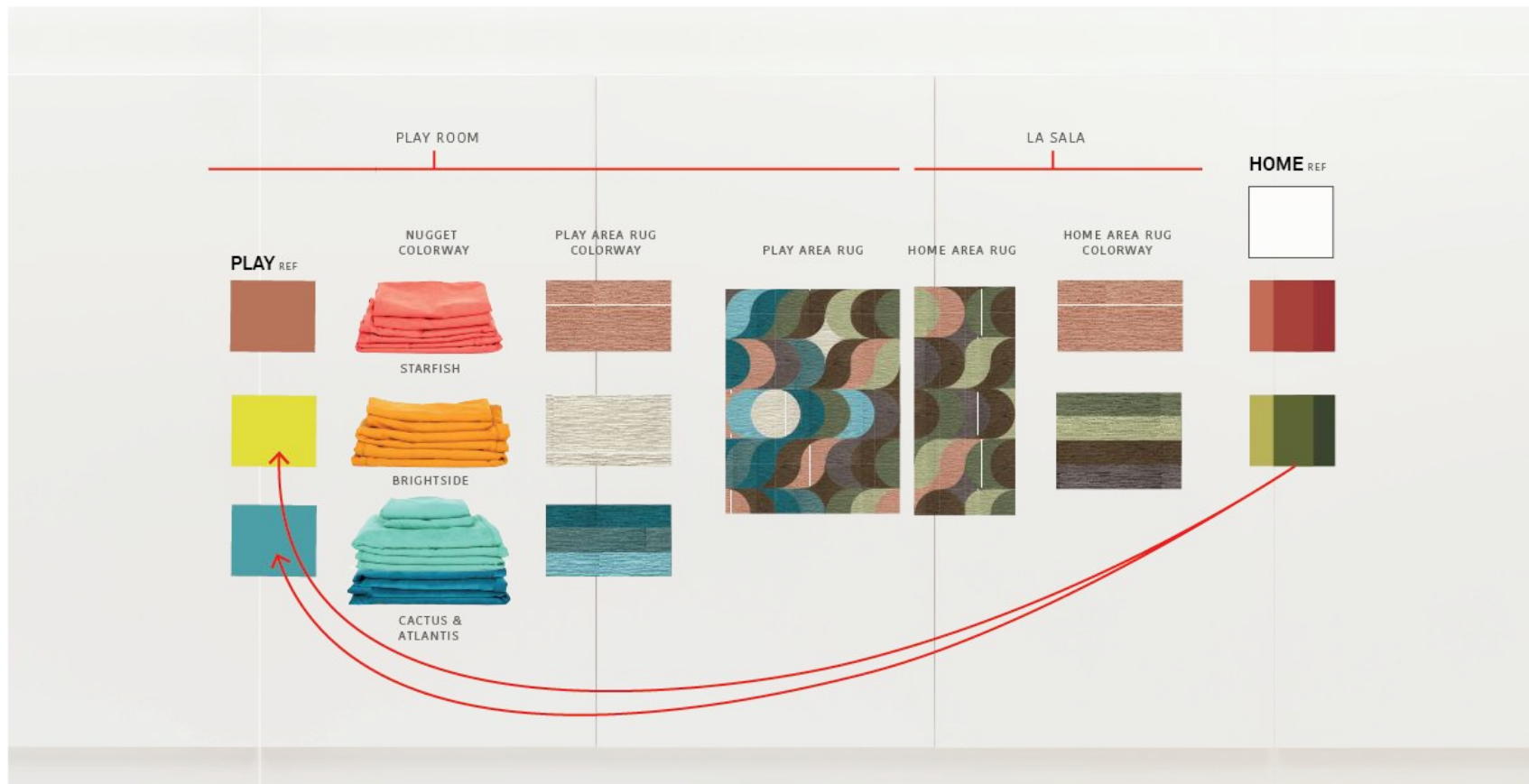
LA SALA DE ESTAR



READING ROOM



BRAND COLOR STORY



PLAY COLOR STUDY



PLAY ROOM



AREA RUG DESIGN



ART APPLICATION STUDY







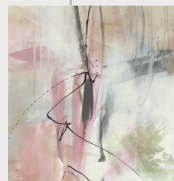
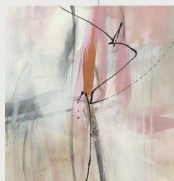
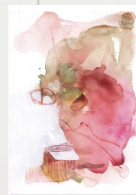
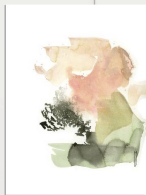
ART



SCULPTURE PIECE



SCULPTURE PIECE





vitosh

DESIGN STRATEGY
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