



THE ART. THE PURPOSE. THE PEOPLE.

A landmark of protection.

A call to artists to shape an original Oakland mural that stands for children, innocent people, due process, and the power of a community that cares.

ONE WORLD. ONE PEOPLE. ONE LOVE. ASHÉ.

PRIMARY ART DIRECTION

Cinematic letterforms • Architectural arch • Black, gold, red & green • Phase one: typography only

PROPOSED CAMPAIGN HOME

asheumbrellaproject.org/why/

Art with a public promise.

The ASHÉ Umbrella Project grew from a parent's lived experience with child-protection and court-process concerns. The goal is to turn that personal call for answers into constructive public awareness: safer children, fair process, transparent institutions, and community-led action.

Every child deserves protection.

Every innocent person deserves due process. Every institution entrusted with families should be accountable.

THE CONNECTION

One mission, expressed through a foundation-aligned initiative, a public mural, and a digital meeting place.

01

FOUNDATION

ASHÉ Sanctuary & Empowerment Foundation

Mission stewardship, education, community support and protective-covenant ambitions.

02

CAMPAIGN

ASHÉ Umbrella Project

The public-facing identity: mural, awareness, creative participation, cultural events and civic advocacy.

03

WEB HOME

asheumbrellaproject.org/why/

The intended hub for the story, educational material, artist credits, events and ways to participate.

HOW THIS LIVES BEYOND THE WALL

A finished mural can anchor neighborhood events, public education, and a proposed documentary/livestream of the founder's experience with privacy and factual review. It can also support future ASHÉ Justice Center aspirations. This is a symbol and invitation—not a verdict on any case.

Organizational note: This brief describes the project's intended relationship with the Foundation. Final legal entity name, sponsorship arrangements, donation language and publication approvals should be confirmed by the organizers before external launch.

The lettering carries the message.

Start with a disciplined, original studio-style wordmark. The arch is structural, not an illustration pasted behind the name.



ASHÉ / flat

UMBRELLA / arched foot

PROJECT / flat

A ASHÉ

Left word stays level and slightly lower. Keep the É accent unmistakable.

B UMBRELLA

Center word rises. Its top stays perfectly flat; only the letter bottoms form the arch.

C PROJECT

Returns to a level line at the right, balancing the composition.

D ASÉ / POWER

Stack ASÉ over POWER inside the arch, in the ornamental "Ltd" position.

COLOR & PHASE



DEEP BLACK



HERITAGE GOLD



RASTA GREEN



SIGNAL RED



ARCH PATINA

Phase one: typography, arch geometry and wall fit. Add beach, rain or cocktail umbrellas only after approving the wordmark. Keep the mural entirely on the retaining wall and below the existing vegetation.

Paint the wall, not the landscape.

Near Lake Merritt: begin to the right of the gray Tunisian mural and continue to the far-right wall edge. The highlighted area is an illustration, not a measured installation boundary.



SITE RULES FOR ALL CONCEPTS

01 Preserve neighbors

Do not overpaint existing gray mural, adjacent artwork, signage or gates.

02 Respect geometry

Follow the sloped top edge; stay below shrubs. No paint above the actual wall.

03 Preserve site fabric

Do not alter landscaping, fence, building, lighting or camera equipment.

04 Verify permissions

Measure on site, confirm ownership, obtain written approval and agree on access.

How the mural could sit on the wall.

Conceptual augmented-reality composites; these are visual studies only. The wall, existing paint, planting and sightlines must be verified before a final elevation is approved.



A1

Long-format placement

Raised center letters and dark background across the right-hand wall; useful for comparing visual scale and legibility.



A2 / COLOR & PLACEMENT

Rasta palette exploration

Gold edges, red and green movement over a dark field. A reference for pigment and contrast—not a final instruction to expand beyond the approved wall area.

The final artist drawing should prioritize the original photo and measured boundaries over all composites.

The identity before the icons.



B1 Restrained metallic lettering

Gold and teal patina; clean studio-style structure.



B2 Rasta color & small umbrella accents

Color explorations only; icon placements are deferred.



B3 Decorative canopy exploration

Possible future storytelling layer, not part of the first paint pass.

Symbols can come after the wordmark.

These more illustrative concepts capture the project's two worlds: leisure at the lake and protection through difficult weather. They are inspiration for a later phase only, after the words are finalized.



C1

Beach, rain and social umbrella forms

A future icon family can include beach shade, a rain umbrella and a tiny drink parasol, with meaning assigned to each.



C2

Public-art storytelling atmosphere

A colorful earlier exploration of community, cityscape and shelter. Keep building and site limits in any final design.

Bring the vision into the real world.

We are inviting muralists, sign painters, typographers, cultural artists and production partners to help create a lasting work of public art. We welcome interpretation within a clear architectural and mission-led brief.

WHAT WE ARE ASKING FOR

01 Review the identity

Respond to the primary typography, arch geometry, cultural palette and site fit.

02 Visit and measure

Confirm the exact paintable retaining-wall area, surface condition and safe working access.

03 Propose a treatment

Submit a scaled sketch/elevation, color plan, materials, schedule and budget range.

04 Create with approval

After written site authorization and final design sign-off, execute with suitable protection and long-term care in mind.

THE LONGER STORY

Public mural → community events → accessible learning → responsibly documented storytelling → a stronger network of care and advocacy.



CAMPAIGN WEB HOME

asheumbrellaproject.org/why/

Background reference: 500grandlive.com/why/mission | Website address supplied by organizers; verify before printing public signage.