

Oakland

CITY COLLEGE

Brand identity for the Unification Task Force

Recommended direction for discussion · October 8, 2026

Presented to the Unification Taskforce, October 8, 2026. Concept direction;
final marks and usage guidelines in development.



Designed in-house, by the district

Marcus Creel

Graphic Design Specialist, Peralta Community College District
Marketing, Communications & Public Relations

18

years in graphic design

4

Peralta college identities I have designed or refreshed

0

outside agencies on this project

SELECTED PERALTA BRAND WORK

College logo refreshes

Updated the marks for all four colleges, including the current Laney logo

College mascots

The Merritt Panther in use today (designed in 2023)
The Berkeley City College Owl (with student designer Yunha Kim)

College color palettes

Named, production-ready palettes, including Berkeley City College

Institutional Brand Hubs

Brand Sharing ecosystem for Alameda, Laney, Merritt and the DSC

District brand guidelines

Typography and usage standards for the district

How we got here

01

Research

Studied college identities across California and the country, including CCPRO award winners, peer color palettes, and Pantone production standards.

02

Four concepts

Developed four directions I would stand behind as a designer and shared them with the community.

03

Community input

1,070 survey responses from students, faculty, classified professionals, and community members.

04

One system

Refined the leading concept into a complete identity: wordmark, companion O, color, type, pattern, seal, and applications.

Every round of feedback has shaped what you will see today. The work keeps moving because students begin enrolling at Oakland City College this spring.

Research/Audit

Other “OCC” institutions



Other “City Colleges” in California



Bay Area Community Colleges



A name with a history

1953

Oakland Junior College is established by the Oakland Board of Education.

1958

Renamed Oakland City College.

1964

The Peralta district forms. Laney and Merritt become separate colleges and the Oakland City College name is retired.



The logo for Oakland City College features the word "Oakland" in a large, stylized, gold-colored font with a gothic or blackletter style. Below it, the words "CITY COLLEGE" are written in a smaller, white, sans-serif font. The entire logo is centered on a dark navy blue background. A repeating pattern of small, faint, gold-colored icons is visible across the background, including a circular emblem and a paw print.

Oakland

CITY COLLEGE



The wordmark

Blackletter Oakland with a tracked sans for City College.

"Oakland" stays in blackletter, an homage to the name's heritage and built to last. "City College" moves to a clean modern sans for what comes next. Old and new, melded into one mark.

Open decision: wordmark direction

WORD MARK

Oakland
CITY COLLEGE

Oakland
CITY COLLEGE

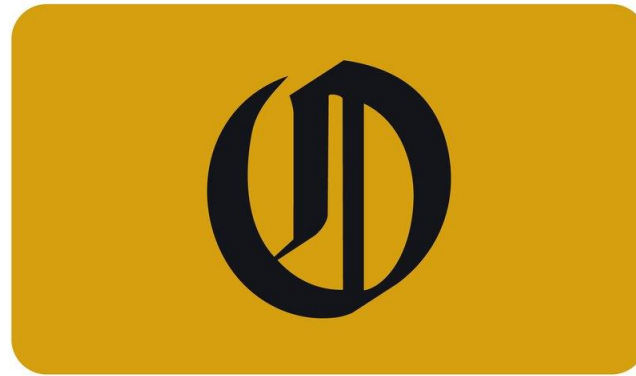
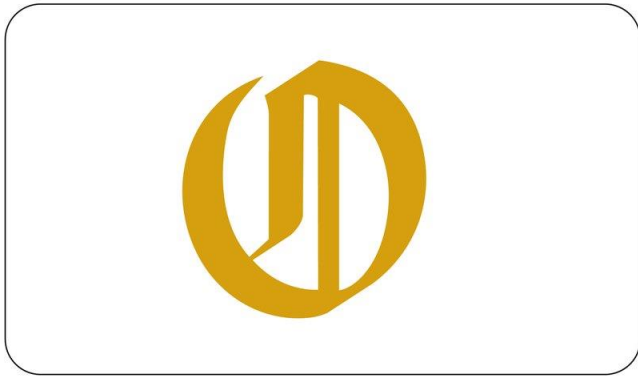
Oakland
CITY COLLEGE

Oakland
CITY COLLEGE

Oakland
CITY COLLEGE

Oakland
CITY COLLEGE

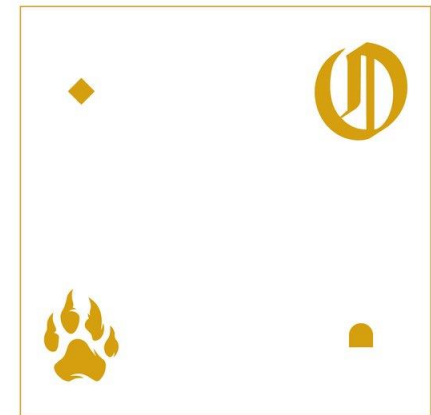
COMPANION "O"



SOCIAL AVATAR



FAVICON



PATTERN SEED

Open Sans

<https://fonts.google.com/specimen/Montserrat>
OR
<https://fonts.adobe.com/fonts/montserrat>

Everyday system. Body text and UI. Live on both laney.edu and merritt.edu today.

Montserrat

<https://fonts.google.com/specimen/Montserrat>
OR
<https://fonts.adobe.com/fonts/montserrat>

Headlines and display.
Also live on both websites today.

Domine

<https://fonts.google.com/specimen/Domine?>

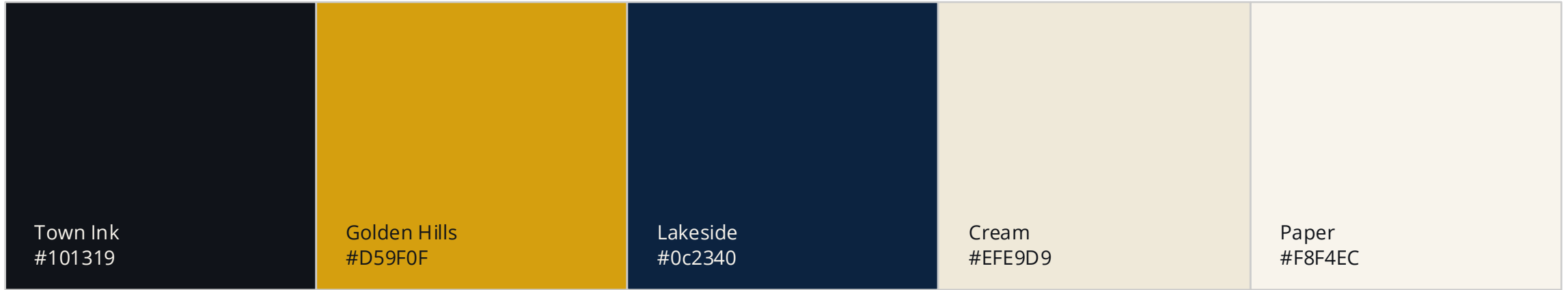
Occasional editorial texture only, pull quotes, the history slide. Laney's own serif.

Minion Pro

<https://fonts.adobe.com/fonts/minion>

The seal only. Deliberately outside both campuses' identities. Shown here in a substitute serif, not web-available.

Color direction



Town Ink for the Panther, Oakland history, and Laney journalism and printing heritage. Golden Hills for the hills Merritt sits on. Lakeside for the neighborhood around Laney and the lake. Black, gold, and blue ranked highest in the June 2026 community survey.

SIDE-BY-SIDE PRIMARY COLOR COMPARISON + DESIGNER RECOMMENDATION

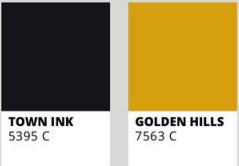
Town Ink
PMS 5395 + Golden Hills 7563



Lakeside
PMS 289 + Golden Hills 7563



Subtle Lift
PMS 2767 + Golden Hills 7563



UC BERKELEY

UC Berkeley
(2020)

MERRITT

NOTRE DAME

CHABOT

PERALTA CCD

ALAMEDA

MERCED

San Jose City



Pattern with Heritage References

-  The O for Oakland
-  Paw for the Panther (Mascot Pending)
-  Diamond for Laney's Earlier Mark
-  Archway for Merritt's Earlier Mark

PATTERN VARIANTS



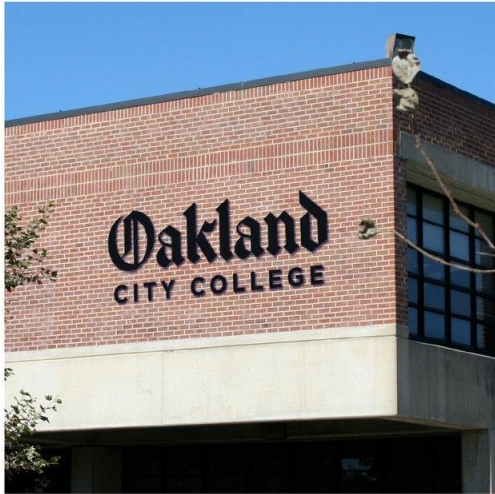
SEAL CONCEPT



SEAL MOCKUP



IN USE



What we heard, and how the design answers

WHAT WE HEARD

HOW THE IDENTITY RESPONDS

Make it unmistakably Oakland

“Oakland” leads the mark in blackletter, and Town Ink nods to The Town and its printing and newspaper heritage.

Honor Laney and Merritt

Golden Hills for Merritt’s hills. The pattern carries Laney’s diamond and Merritt’s archway. The name returns to a shared history.

Give us a distinctive emblem

The companion O stands on its own as an avatar, favicon, pattern, and seal.

Show us how it would look

Applications on signage, a campus banner, an ID card, and a diploma cover.

Show more color and type

A full palette and type system, built on fonts both campuses already use.

Full survey results are presented separately.

What I'd like to hear from you

- Does the wordmark feel like Oakland City College?
- Does the palette feel right: Town Ink, Golden Hills, and Lakeside?
- What feels missing?
- Next: brand guidelines and rollout

Oakland

CITY COLLEGE

Brand identity for the Unification Task Force

Recommended direction for discussion · October 8, 2026

