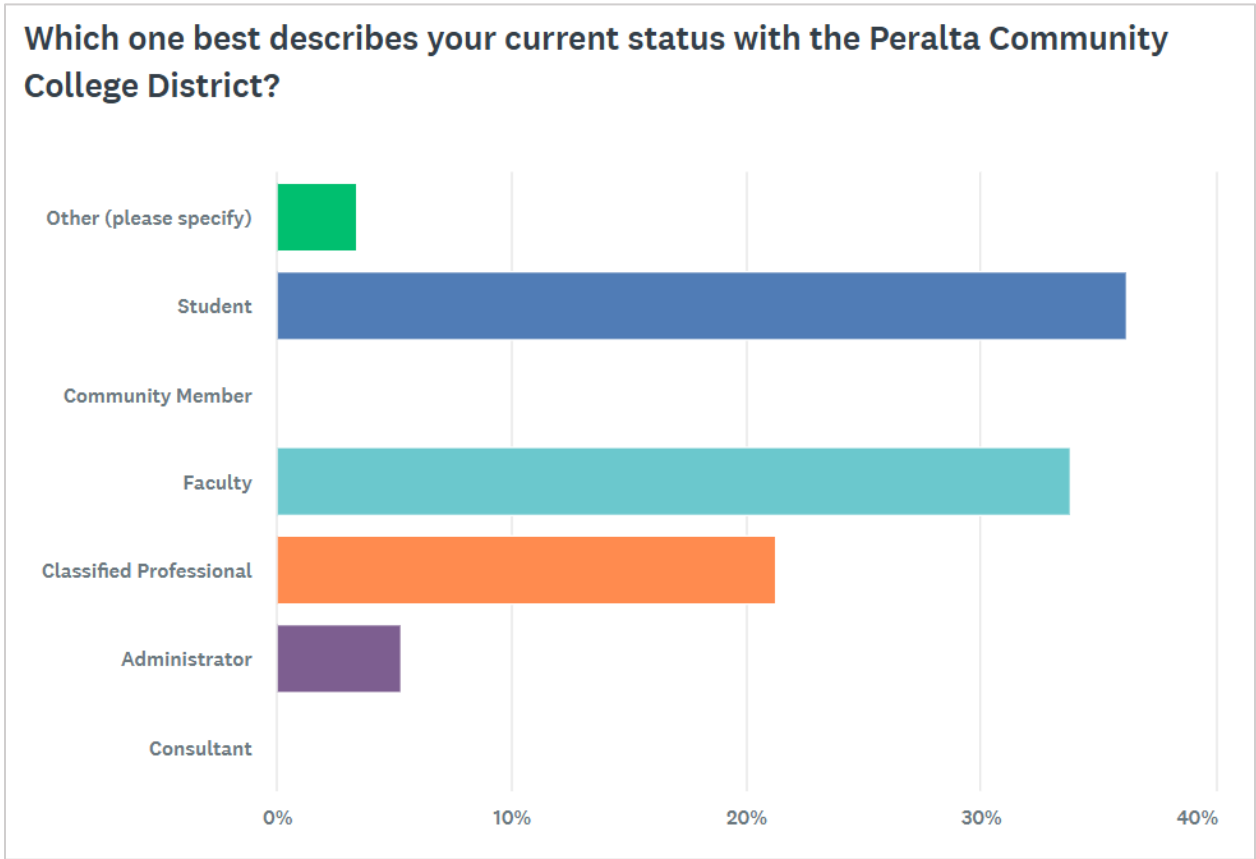


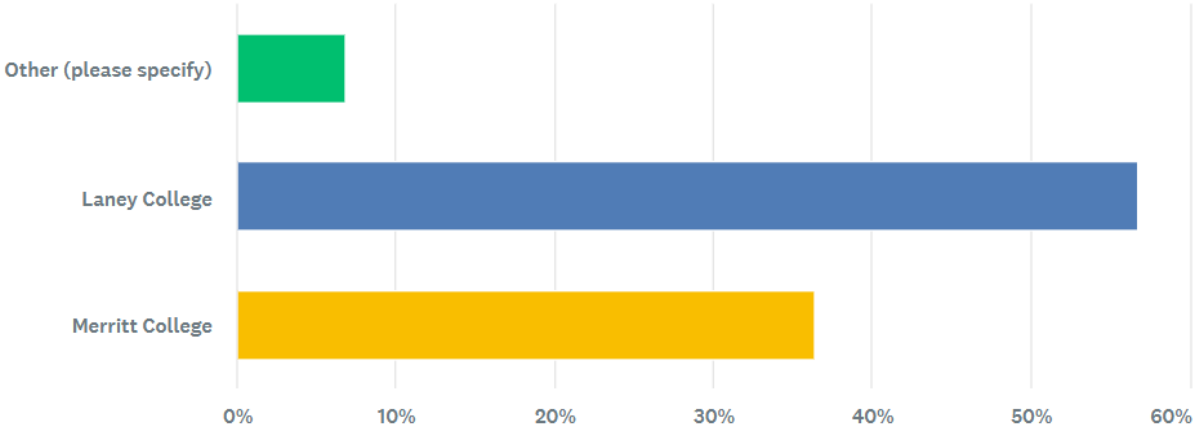
# Oakland City College Branding Input Survey (Mascot & Colors)

May 14, 2026

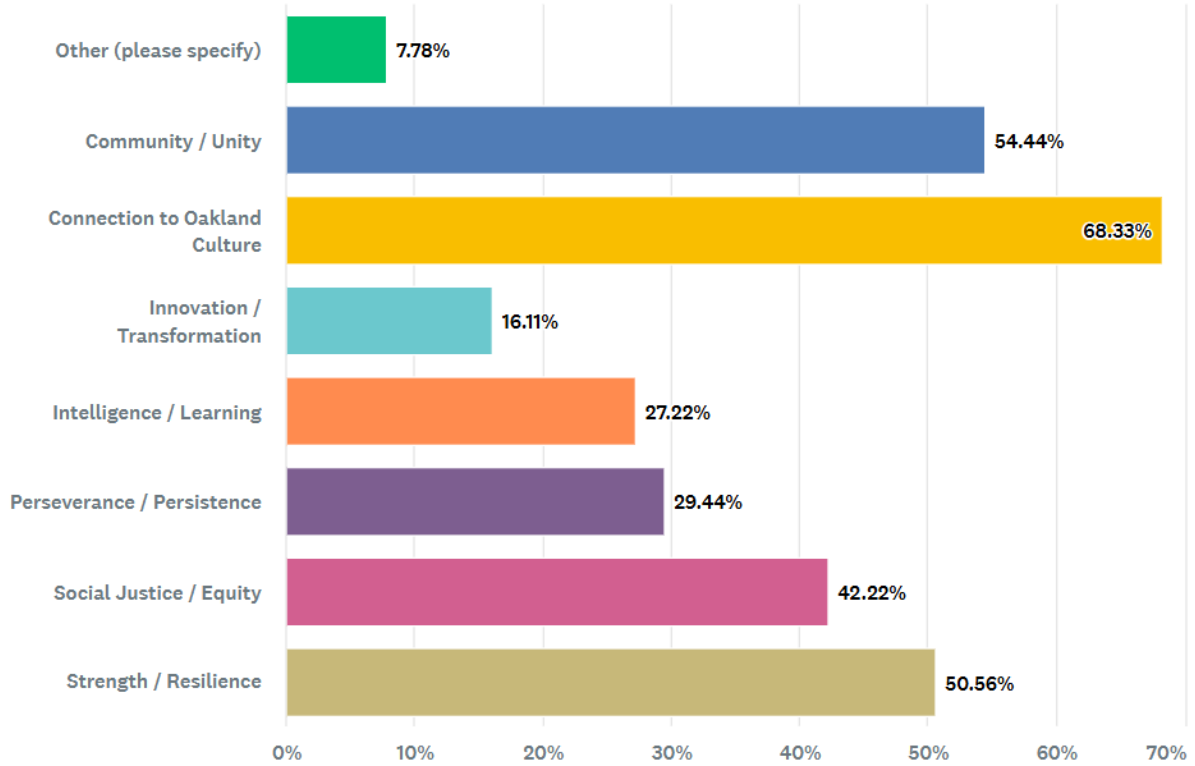
Total Number of Respondents: 207



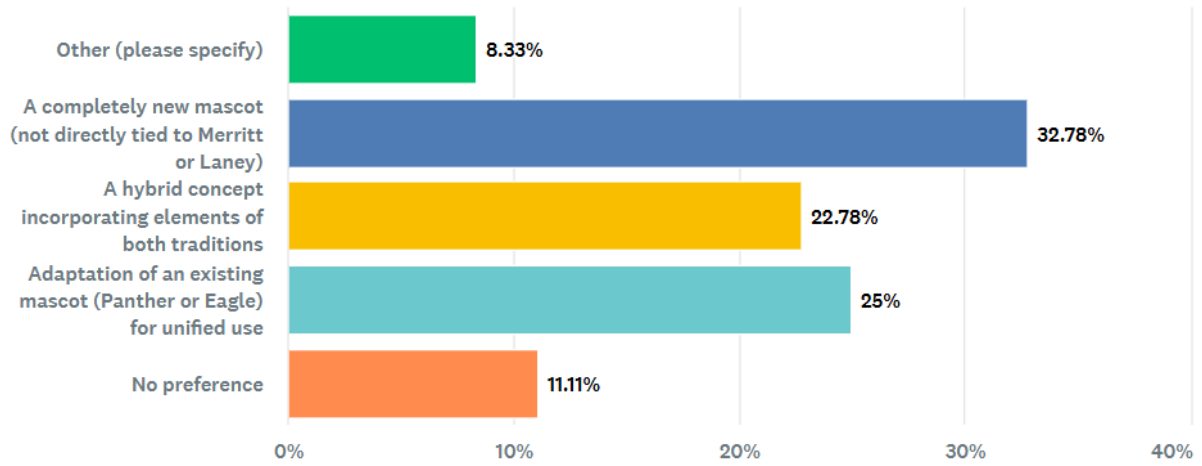
### Primary affiliation



### In your view, what qualities should a mascot for Oakland City College represent?



## Which approach do you prefer for the new mascot?

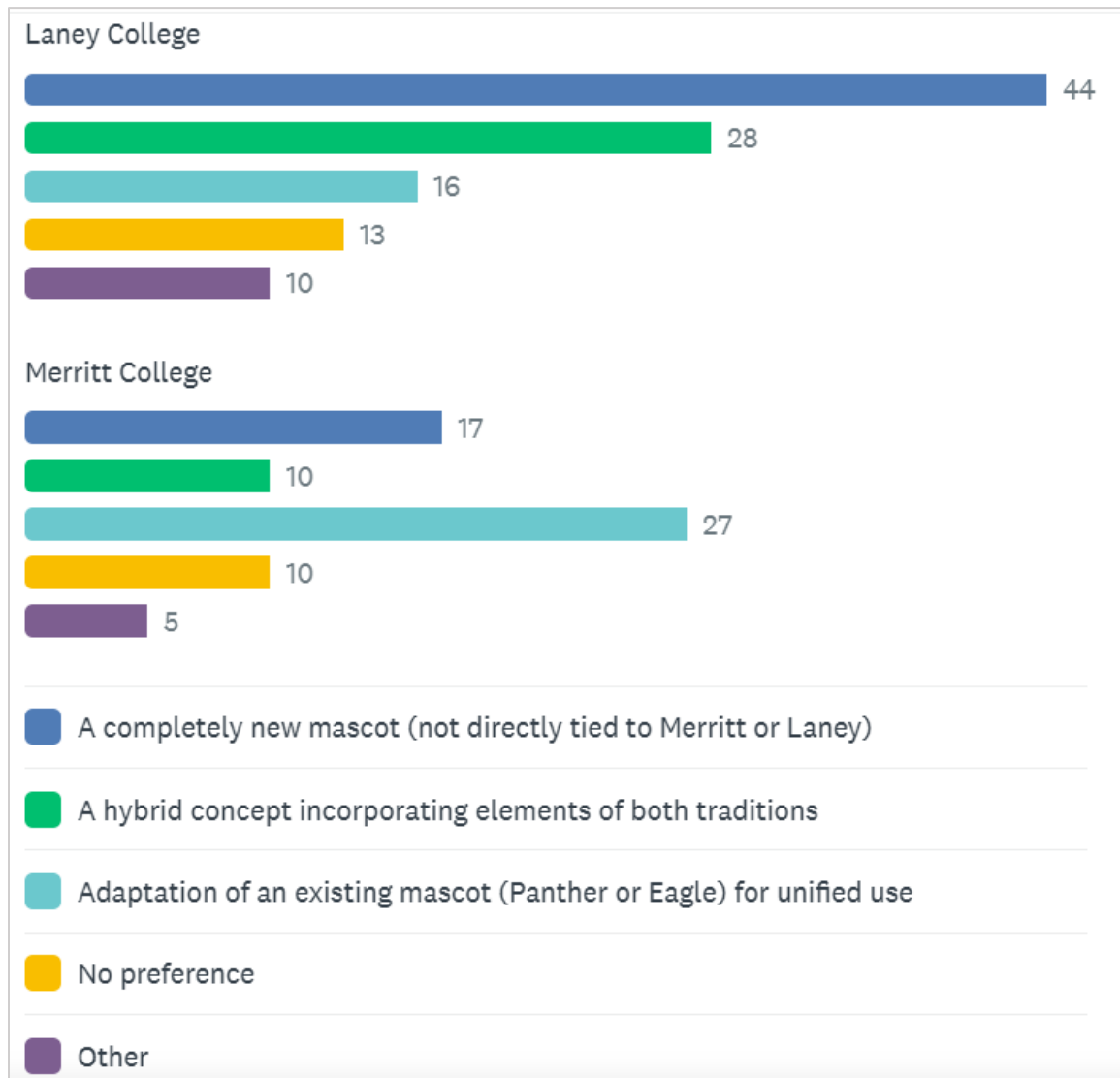


## Which approach do you prefer for the new mascot?

### Laney vs. Merritt

Respondents affiliated with Laney College most commonly prefer a completely new mascot not tied to either college, followed by a hybrid concept and then adapting an existing mascot. In contrast, Merritt College respondents most often favor adapting an existing mascot (Panther or Eagle) for unified use, with fewer preferring a completely new mascot or a hybrid approach. This highlights a difference in priorities: Laney affiliates lean toward a fresh start, while Merritt affiliates show more interest in building on existing traditions.

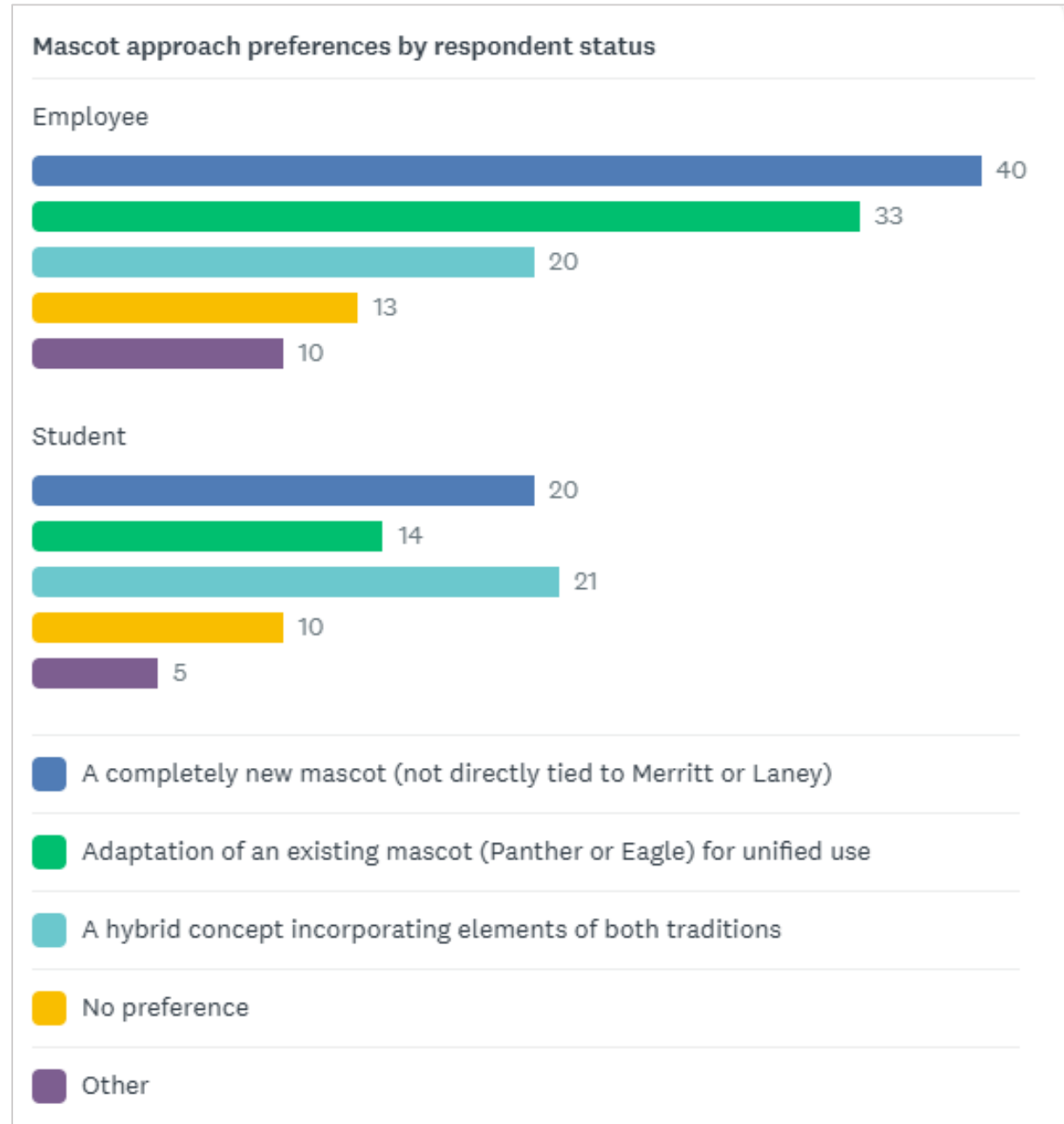
### Mascot approach preference by College affiliation



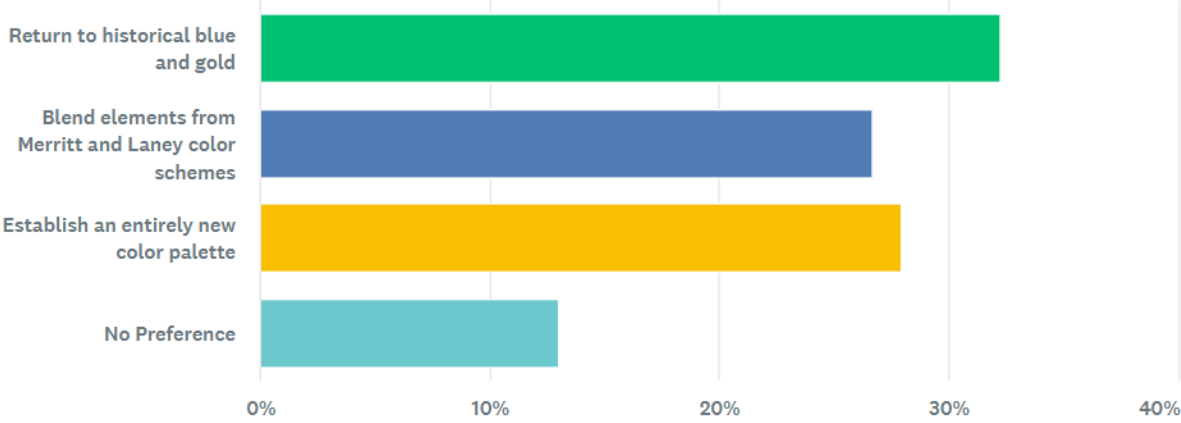
## Which approach do you prefer for the new mascot?

### *Students vs. Employees*

Employees most commonly prefer a completely new mascot not directly tied to Merritt or Laney, followed by adapting an existing mascot for unified use, and then a hybrid concept. Students, in contrast, most often favor a hybrid concept incorporating elements of both traditions, with a completely new mascot and adaptation of an existing mascot nearly tied as secondary preferences. Both groups have a small proportion with no preference or other suggestions.



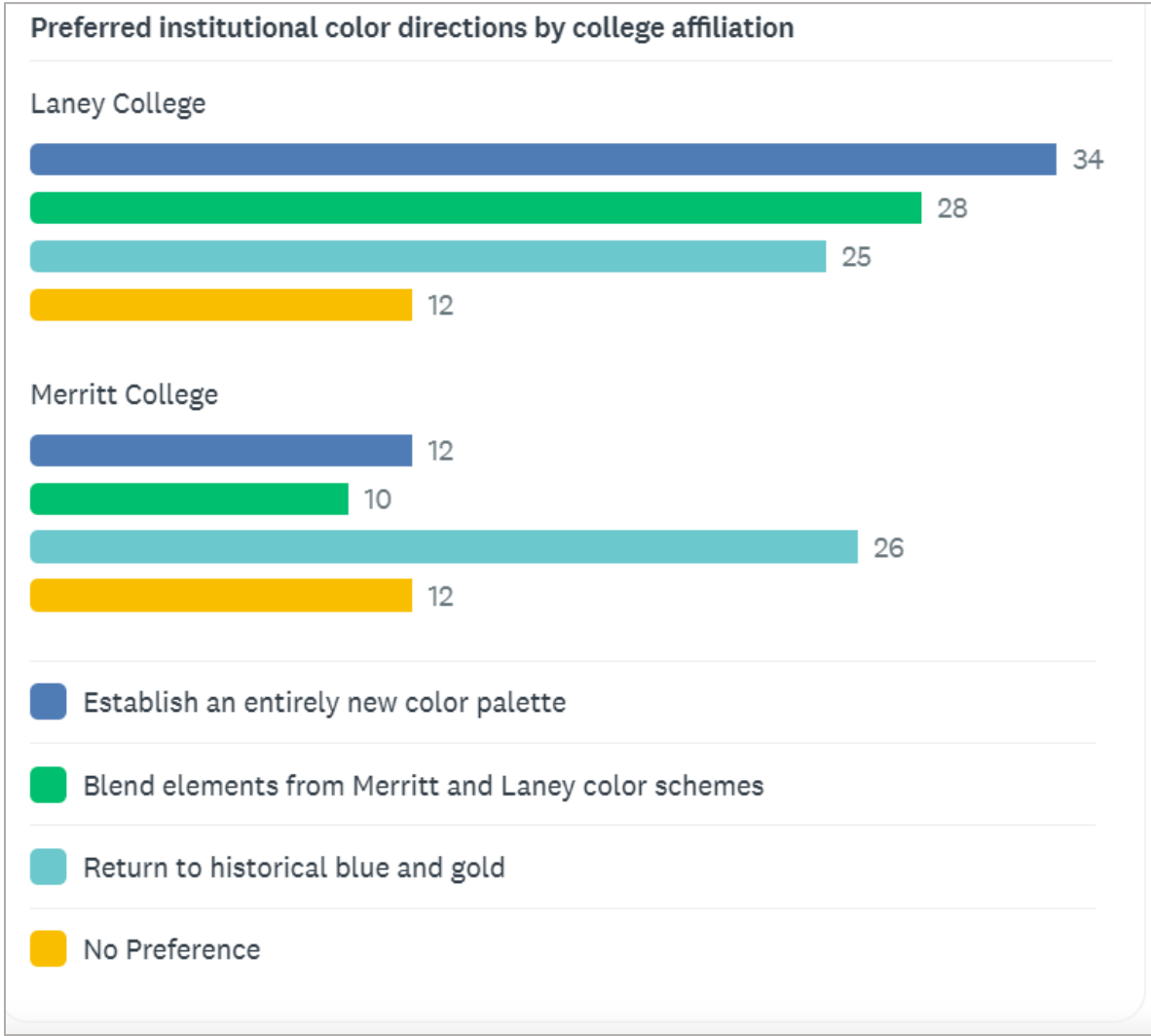
### Which direction do you prefer for institutional colors?



**Which direction do you prefer for institutional colors?**

*Laney vs. Merritt*

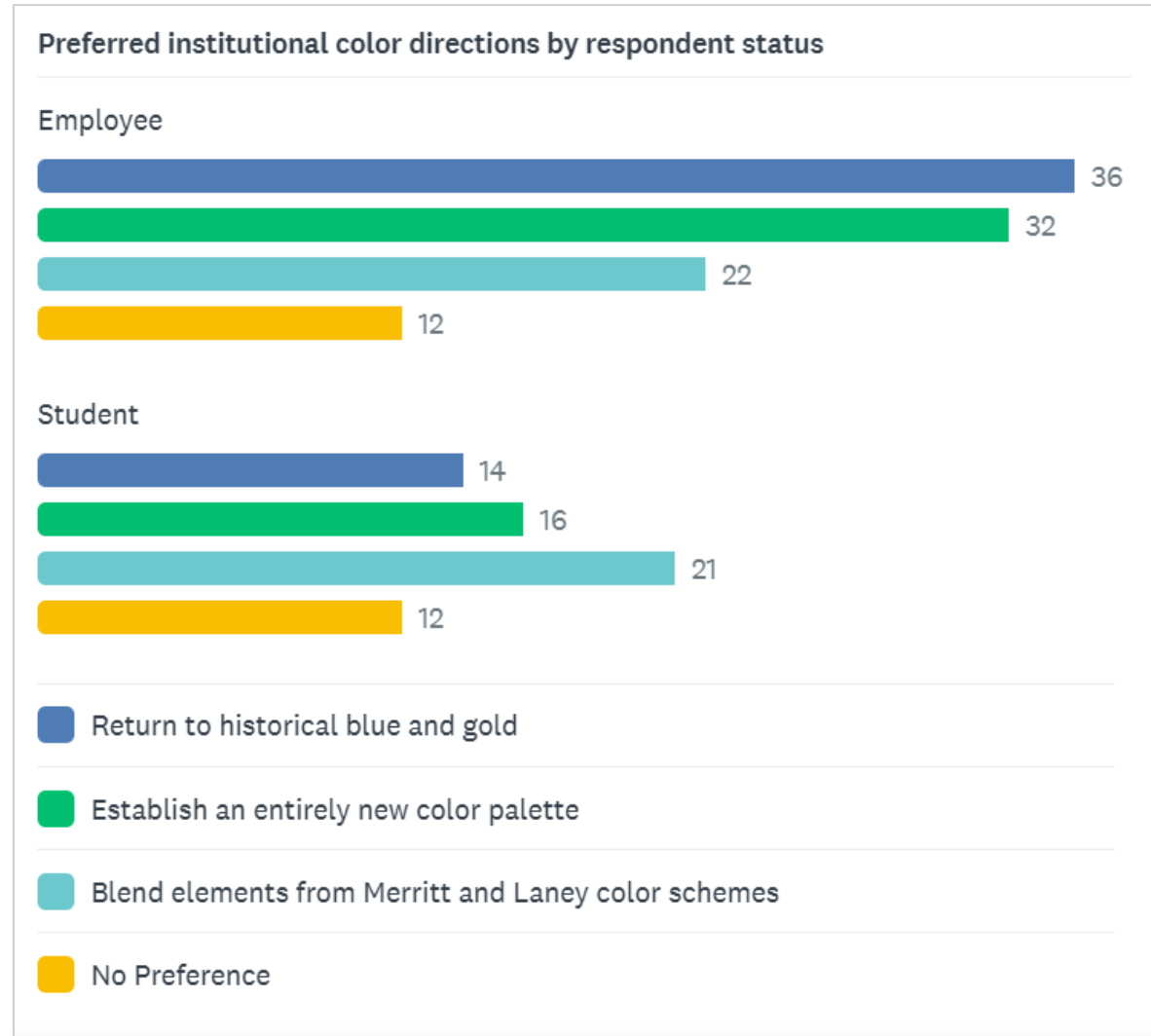
Among Laney College respondents, the most preferred direction is to establish an entirely new color palette, followed by blending elements from both Merritt and Laney color schemes, and then returning to the historical blue and gold. For Merritt College respondents, the top preference is to return to the historical blue and gold, with fewer favoring a new color palette or blending existing schemes. This indicates Laney affiliates are more open to change, while Merritt affiliates show a stronger preference for tradition.



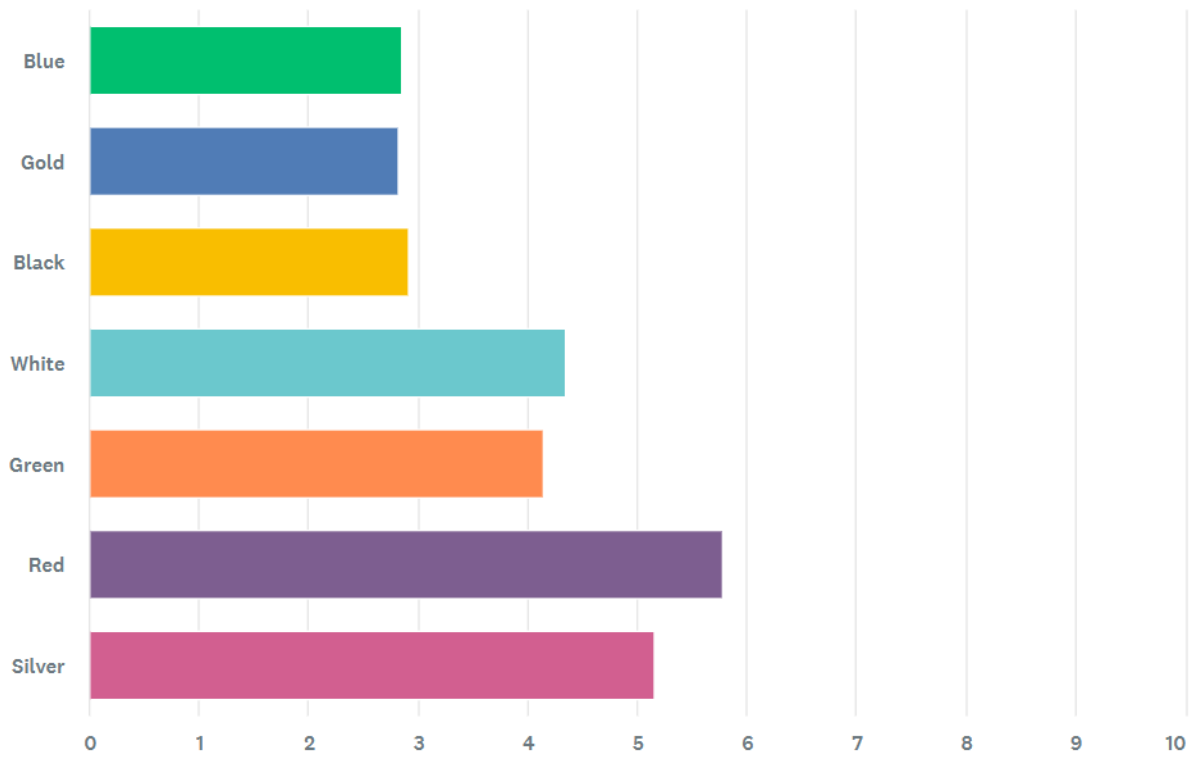
## Which direction do you prefer for institutional colors?

### *Students vs. Employees*

Employees (Faculty, Classified Professionals, and Administrators) most prefer a return to the historical blue and gold, closely followed by establishing an entirely new color palette, with blending Merritt and Laney color schemes as a less common choice. Students, on the other hand, most prefer blending elements from Merritt and Laney color schemes, with establishing a new color palette and returning to blue and gold nearly tied as secondary preferences. Both groups have a similar proportion with no preference.



**It has been suggested for simplicity of ordering uniforms to stick to basic colors (e.g. Black/Silver or Black/White). Rank the colors below placing your most preferred color at the top.**



**Please describe any specific color combinations or symbolism you would recommend.**

*Laney vs. Merritt*

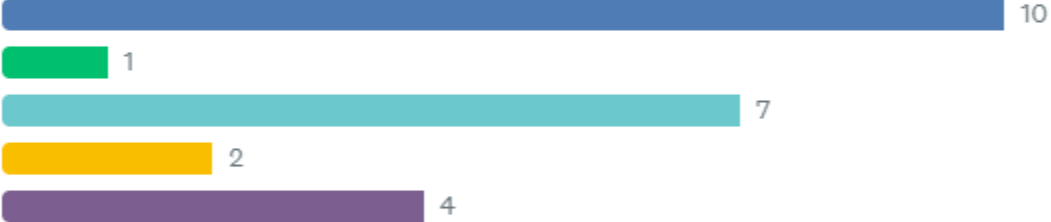
Among Laney College respondents, suggestions are diverse, with blue and gold, green and gold, and black, gold, and green combinations all equally popular. Themes like Oakland identity, color symbolism, and color palette design are also frequently mentioned. Merritt College respondents most often recommend blue and gold, followed by black, gold, and green, and also mention inclusivity, symbolism, and Oakland identity. Respondents from 'Other' affiliations offer fewer suggestions, with blue and gold and color symbolism being the most noted. Overall, blue and gold is the most consistently suggested combination across all groups.

**Color symbolism suggestions by college affiliation**

Laney College



Merritt College

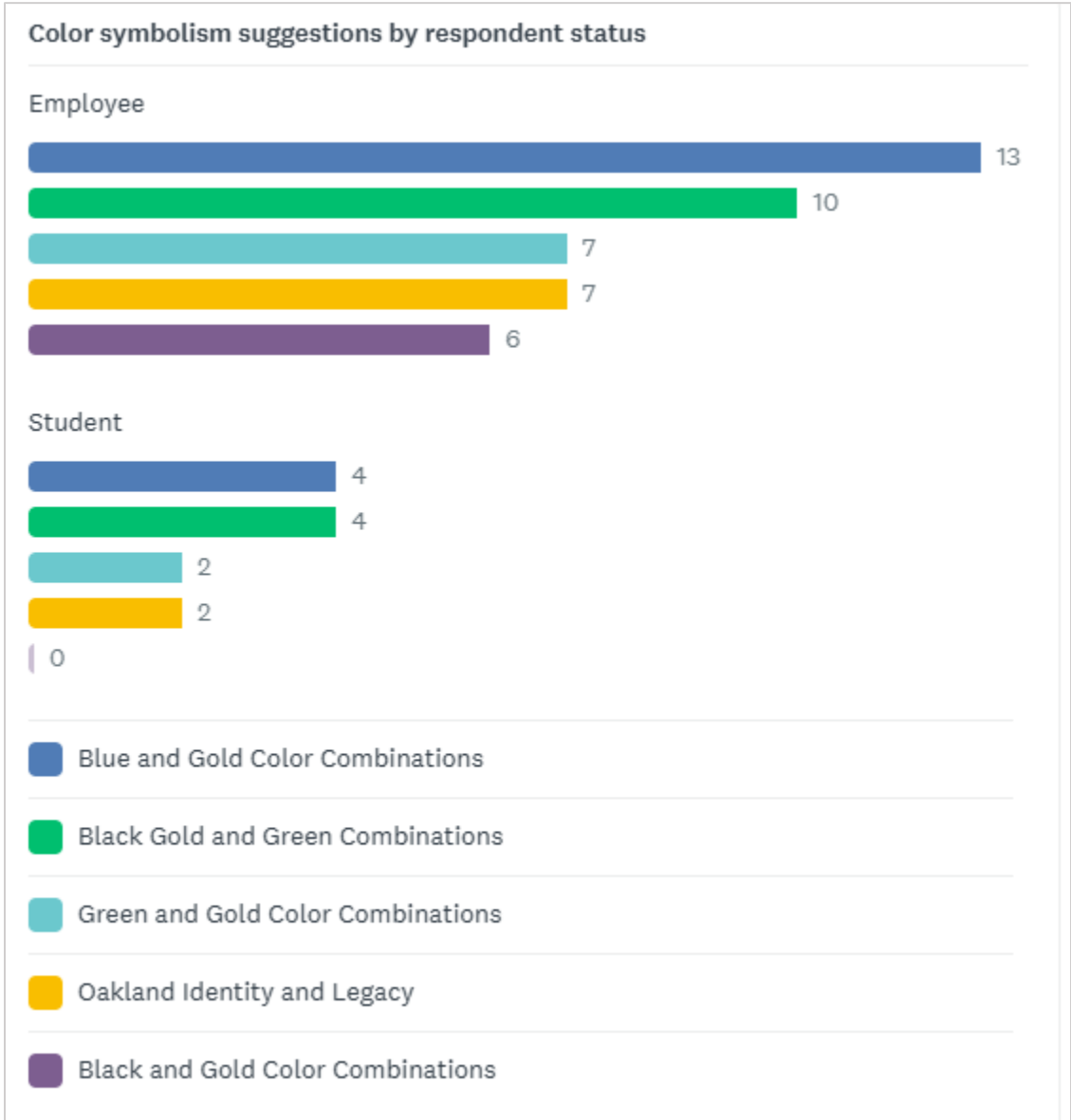


- Blue and Gold Color Combinations
- Green and Gold Color Combinations
- Black Gold and Green Combinations
- Color Palette Design
- No applied theme\*

**Please describe any specific color combinations or symbolism you would recommend.**

*Students vs. Employees*

Employees most frequently suggest blue and gold color combinations, followed by black, gold, and green combinations, and green and gold. They also mention Oakland identity, black and gold, and color symbolism. Students, meanwhile, are less unified: their most common response is having no applied theme, with black, gold, and green, and blue and gold combinations tied as next most frequent. Students also mention color symbolism, inclusivity, and references to Oakland and its symbols, but with less consensus than employees.



### **What mascot would you recommend for Oakland City College?**

Laney College respondents suggest a wide range of mascot ideas, including hybrid creatures (such as a gryphon or griffin combining panther and eagle), local wildlife (oak tree, night heron, egret, beaver), and symbols tied to Oakland's identity (Oakland Oaks, Phoenix, Cranes). Many also support honoring the Black Panther legacy or propose a completely new concept. Merritt College respondents overwhelmingly recommend the Panther, emphasizing its connection to Oakland's history, social justice, and the Black Panther Party, though a few suggest hybrid or alternative mascots. Overall, Laney affiliates favor creative or hybrid options, while Merritt affiliates strongly prefer the Panther.

Students most frequently recommend the Panther as a mascot, often citing its connection to Oakland's history and the Black Panther Party, but also suggest hybrid mascots (such as a panther-eagle combination), local wildlife (like the night heron or oak tree), and mythical creatures. Employees also commonly recommend the Panther, emphasizing its symbolism of community empowerment and social justice, but are more likely than students to propose hybrid mascots (griffin/gryphon or winged panther), the Phoenix, or symbols like the oak tree. Both groups value Oakland's legacy, but employees show a slightly broader range of creative and unifying mascot ideas.

### **Please share any additional comments, especially regarding how the new identity can respectfully honor the histories of Merritt and Laney while building a unified future.**

Students' comments emphasize honoring the distinct histories and cultures of Laney and Merritt, with concerns about preserving each college's identity, academic offerings, and transparency in the merger process. Many advocate for blending traditions, ensuring inclusivity, and connecting past, present, and future. Employees focus on unifying the colleges without erasing their unique legacies, suggesting the new identity should reflect both campuses' strengths and Oakland's broader history. They highlight the importance of symbolism, community engagement, and creating a forward-looking, inclusive brand that honors social justice and institutional heritage.