

Oakland City College Logo & Mascot Survey Community Feedback Summary

About the Survey

As part of the development of the visual identity for Oakland City College, the District invited students, employees, trustees, and community members to provide input on four preliminary logo concepts and five potential mascot options. Respondents were also invited to share comments and suggestions.

The survey received 1,070 responses. Students represented the largest group of participants, with additional participation from faculty, classified professionals, administrators, trustees, community members, and others. Respondents could select more than one role.

Logo Results

A total of 742 respondents ranked the four preliminary logo concepts. Concept #2 received the strongest overall ranking, followed by Concepts #3, #4, and #1.

		Overall 4th place	Image #1
		Overall 1st place	Image #2
		Overall 2nd place	Image #3
		Overall 3rd place	Image #4

Logo Concept	Average Rank*	First-Place Rankings
Concept #2	2.0	378
Concept #3	2.4	158
Concept #4	2.6	96
Concept #1	3.0	110

*Lower average indicates a higher overall ranking.

Concept #2 received more than half of all first-place rankings. In a separate survey question, 165 respondents indicated that none of the four concepts appealed to them.

Mascot Results

A total of 734 respondents ranked five potential mascot options. Panther received the strongest overall ranking, followed by Eagle, Bobcat, Condor, and Thunderbird.

Mascot	Average Rank*	First-Place Rankings
Panther	2.2	367
Eagle	2.7	188
Bobcat	3.1	60
Condor	3.5	58
Thunderbird	3.5	61

*Lower average indicates a higher overall ranking.

In a separate survey question, 76 respondents indicated that none of the mascot options appealed to them.

What We Heard

In addition to ranking the options, respondents shared open-ended comments and suggestions. The comments reflected a wide range of perspectives and ideas. Several themes emerged across the feedback.

An identity that feels unmistakably Oakland. Respondents wanted the new identity to connect authentically to Oakland—its history, culture, people, landscape, and character. While suggestions varied, there was a consistent desire for an identity that feels specific to Oakland rather than one that could belong to any college or city.

Recognition of history and legacy. Many respondents emphasized the importance of honoring the histories and traditions of Laney and Merritt Colleges. Comments about the Panther referenced Oakland history and Merritt College, while others emphasized the Laney Eagles, athletics, and the legacy of Coach John Beam.

A distinctive and recognizable visual identity. Respondents expressed interest in a visual mark or emblem that can complement the college name and work effectively across different applications, including signage, apparel, athletics, digital media, and other materials.

Different perspectives on color and typography. Some respondents supported the simplicity and Oakland associations of black and white, while others wanted more color or stronger connections to the existing identities of Laney and Merritt. Respondents also expressed differing views about typography and the relative prominence of “Oakland” and “City College.”

Overall

The feedback reflected both clear preferences and a range of perspectives about how Oakland City College should look and feel. Across those differences, respondents consistently expressed a desire for an identity that feels connected to Oakland and recognizes the histories and communities that have shaped our colleges.