

Outpace Our Panther

Oakland City College Panther Design Challenge

Think you can design an even better mascot? Show us.

Laney and Merritt colleges are coming together to become Oakland City College. The panther, Merritt's current mascot, was selected through a survey to represent our unified college. We're inviting students, artists and members of the public to help create a distinctive panther design for our shared future.

Our district graphic designer has already created an impressive panther. That design sets the bar. Your challenge is to create an original panther that takes it to the next level, capturing Oakland's creativity, strength and community spirit.



The Creative Challenge

Design a panther mascot that students, employees, alumni and our Oakland community will be proud to wear, share and cheer for.

Your design should:

- Feature a black panther with a memorable, recognizable look.
- Express confidence, energy and school pride.
- Work on everything from a phone screen to a T-shirt, campus sign or athletic uniform.
- Remain clear in both full color and a single color.
- Use the color palette shown below.

[Insert color reference here.]

What To Submit

Suggested requirements:

- One original panther mascot design.
- A full-color version and a one-color version.
- PNG files with transparent backgrounds, at least 2,000 pixels on the longest side.
- A brief explanation, up to 150 words, describing your concept and its connection to Oakland City College.
- Your name and email address.

A vector file, such as SVG, EPS or AI, is encouraged. The selected designer may be asked to provide an editable source file and collaborate on refinements for college use.

Submit the artwork by itself, without product mockups or decorative backgrounds. Designs must be your original work and must not copy existing mascots, logos or copyrighted characters.

Original Artwork and AI Use

Entries may be created using traditional or digital drawing and illustration methods. Digital artwork created by the entrant using programs such as Procreate, Adobe Illustrator, Corel, Photoshop, Fresco, or similar design and illustration software is welcome.

All submitted artwork must be the entrant's original creation. Generative AI tools may not be used to generate, create, substantially modify, or complete any portion of the submitted mascot design. Entries determined to contain AI-generated imagery will be automatically disqualified.

How Designs Will Be Evaluated

Designs will be evaluated based on originality, strength of concept, connection to Oakland City College and the Oakland community, visual impact, distinctiveness from the existing Panther concept, and versatility across print, digital, apparel and environmental applications.

The existing Panther artwork is provided as a reference point for the challenge and should not be traced, redrawn, altered or used as the basis of a submission.

Submit by October 23, 2026

The bar is set. Show us your panther.

[[Submit Your Panther Design — link](#)]