

COA Brand Redesign Focus Group Discussion

Exploring the Future of College of Alameda's
Brand

Facilitated by Marcus Creel,

Graphic Design Specialist - PCCD



Agenda

- Welcome and Introduction
- Purpose of the Focus Group
- Current Brand Overview
- Exploring Key Values and Identity
- Competitor Examples
- Open Discussion: What Should the New Brand Represent?
- Next Steps

Why We're Here

- Gather insights on the college's identity and values.
- Understand how the brand resonates with key stakeholders.
- Explore opportunities for improvement in the logo, colors, and messaging.
- Ensure the new brand reflects the college's mission, vision, and community.

What Defines the College of Alameda?

- The **Vision** of College of Alameda is that we are a **diverse, supportive, empowering** learning community for seekers of knowledge.
- The **Mission** of College of Alameda (CoA) is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.

How Other Colleges Brand Themselves

LOS MEDANOS
COLLEGE



Cardinal Gold Black White



Dark Purple Light Purple Accent Yellow

COLLEGE OF
MARIN



Gold Black



CONTRA
COSTA
COLLEGE



Midnight Blue Ice Blue White



Dark Green Green Yellow Maroon Purple Black
Forest Green Sage Mustard Red Lavender Eggshell

Where We Are Now



College of Alameda

Current Official Logos



Current Athletic / School Spirit Logo

PMS 7685 C CMYK: 100, 72, 0, 6 RGB: 0, 83, 159 HEX: #00539f	CMYK: 45, 13, 97, 0 RGB: 153, 81, 64 HEX: #99b540	CMYK: 7, 64, 90, 0 RGB: 229, 120, 52 HEX: #e57834
CMYK: 100, 0, 27, 38 RGB: 0, 120, 135 HEX: #007887	CMYK: 84, 21, 100, 9 RGB: 35, 138, 67 HEX: #238a43	CMYK: 27, 64, 100, 15 RGB: 166, 100, 39 HEX: #a66427
CMYK: 52, 100, 0, 38 RGB: 99, 7, 99 HEX: #630763	CMYK: 26, 100, 68, 18 RGB: 161, 0, 60 HEX: #a1003c	CMYK: 0, 100, 98, 38 RGB: 161, 12, 18 HEX: #a10c12

Current Branded Colors

(Primary & Secondary)

How Other Colleges Brand Themselves

Bay Area Competitors



Imagining the New Brand (Group Activity)

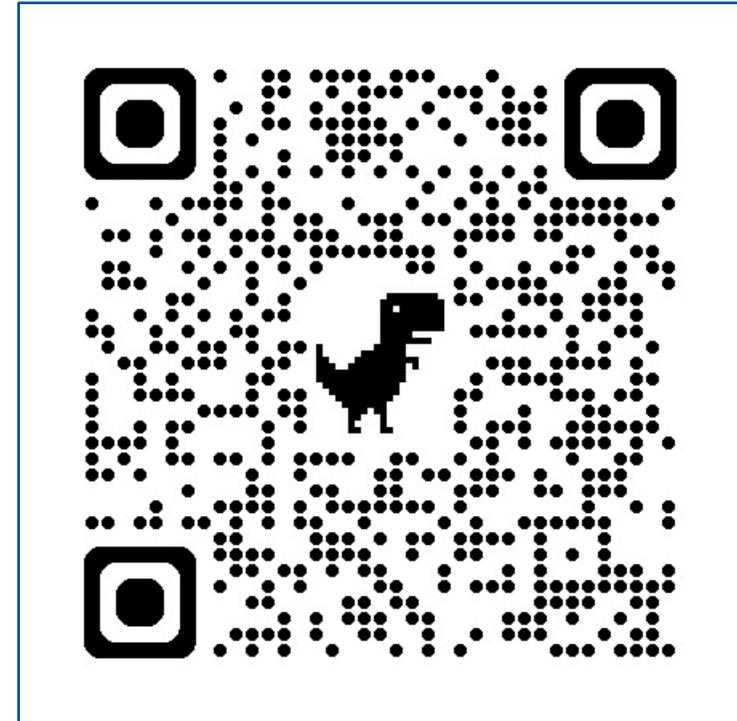
- **Activity:** Ask participants to describe:
 - Colors they associate with the college.
 - Symbols or imagery that represent its mission.
 - Words that should come to mind when people see the logo.

Let's Hear Your Thoughts (Open Discussion)

- What should the College of Alameda's brand communicate?
- What do you hope the new logo will achieve?
- Any concerns or challenges we should consider?

Feedback Form

- Do you have more to share? Did we miss something? Feel free to send your insights via this Feedback Form.
- URL
 - <https://share.hsforms.com/1oE11CiZOQgmDopgk9NQvJw3t549>



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