

PERALTA COMMUNITY COLLEGE DISTRICT

Brand Style Guide 2021-2022

Version 1.5 | Updated May 1 2021



Welcome to the Peralta Community College District

This guide helps to establish our the visual identity throughout the Peralta Community College District. These standards are applied and withheld by the department of Marketing, Communications and Public Relations (MCPR), the district's official source for design materials.

For an enterprise as vast as a college district, a brand encompasses an entire system of attributes that influence an audience's perception of the organization. Just as the words and deeds of our administration, our staff and faculty impact the perception of each colleges, so do the visual imagery, language and tone of voice we use to communicate.

All Members serve as Peralta Community College District brand ambassadors by following these guidelines related to proper use of the district's name and image. If you have any questions or comments about this material, please contact the Department of Marketing Communications and Public Relations at: **marketing.peralta.edu**

The following information explains the standards and how to use them properly.

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Brand Story

Brand Stories will be different for each organization and institution, but there is one key thread that ties them all together. They are made by three main components: the Mission Statement, Vision and Core values. The following pages will deliver these principles that best reflect Peralta CCD.

Mission

We are a collaborative community of colleges. Together, we provide educational leadership for the East Bay, delivering programs and services that sustainably enhance the region's human, economic, environmental, and social development. We empower our students to achieve their highest aspirations. We develop leaders who create opportunities and transform lives. Together with our partners, we provide our diverse students and communities with equitable access to the educational resources, experiences, and life-long opportunities to meet and exceed their goals. In part, the Peralta Community College District provides accessible, high quality, educational programs and services to meet the following needs of our multi-cultural communities:

- Articulation agreements with a broad array of highly respected Universities;
- Achievement of Associate Degrees of Arts and Science, and certificates of achievement;
- Acquisition of career-technical skills that are compatible with industry demand;
- Promotion of economic development and job growth;
- Foundational basic skills and continuing education;
- Lifelong learning, life skills, civic engagement, and cultural enrichment;
- Early college programs for community high school students;
- Supportive, satisfying, safe and functional work environment for faculty and staff; and
- Preparation for an environmentally sustainable future

Values

Peralta Community College District's Brand Story can be summed up in these 11 values. Remembering these will enable you to tell our brand story in your own words whenever the opportunity arises.

1. **Student Success and Equity:** The colleges and service centers evaluate all decisions in light of how they will equitably support student and community success and empowerment.
2. **Diversity:** We recognize and celebrate the strengths of our diverse students, communities, and colleagues.
3. **Excellence:** We promote the highest level of quality in all programs and services.
4. **Innovation:** The colleges and service centers support creative approaches to meet the changing demographic, economic, and educational needs of our communities.
5. **Financial Health:** We effectively manage resources.
6. **Environmental Sustainability:** We engage in model environmental sustainability practices.
7. **Collaboration:** The colleges and service centers use a consultative decision-making process based on trust, communication, and critical thinking.
8. **Trust:** We support one another's integrity, strength, and ability.
9. **Employee Development:** We promote the development of all employees.
10. **Communication:** We seek first to understand, then to be understood.
11. **Respect:** We treat one another with care and respect.

Characteristics

People identify with an institution for both logical and emotional reasons. The logical side of the brain says, “This fulfills my needs.” The emotional side says, “This makes me feel good.” Brand character refers to attributes that trigger an emotional response and connection: not just “what” we are but “who” we are — our personality.

Here are some words that convey the Peralta Community College District brand character:

Accountable

Courageous

Engaged

Inclusive

Authentic

Cultural

Enthusiastic

Leading

Committed

Diverse

Excellence

Trusting

As we craft communications for the marketplace, it is useful to keep brand character in mind and to ask, “Is this reflective of who we are?” It is one more measure that helps improve consistency in our communications and overall messaging.



Principles

The 9 Principles acknowledge that within the community there are many diverse voices, perspectives and purposes, and together they help Peralta prosper and flourish.

1. **Planning Drives Resources:** Resources will be allocated on the basis of information-based strategic planning processes.
2. **Shared Governance:** The Strategic Plan will be implemented using a clear, structured, and participatory process with the goal of promoting efficient and effective participation of students, faculty, staff, and administrators in developing well-informed decision on a timely basis.
3. **Diversity and Shared Strengths:** College autonomy and district-wide collaboration are mutually supportive and create the highest levels of student and community success.
4. **Organizational Development:** The colleges and service centers provide ongoing attention to building the capacity and effectiveness of all organizational processes.
5. **Collaboration:** The colleges and service centers are committed to collaborating as a team and coordinating programs and services to maximize the benefits to students and the community.

6. **Future Orientation:** We strive to anticipate change and provide leadership for the human and social development of our communities.
7. **Environmental Sustainability:** The colleges and service centers are committed to environmentally sustainable practices which will meet the needs of the present generation without compromising the ability of future generations to meet their own needs.
8. **The Service Center Role:** The term “district service centers” was adopted by PCCD to indicate that central functions support the effectiveness of educational programs and services, which are predominantly delivered at the four colleges. The service centers provide a range of services to the colleges, including human resource, fiscal, management, legal, educational planning, facilities management and marketing. At the same time, the service centers also provide guidance, support and leadership to the colleges in administrative and compliance areas. A distinctive role for the service centers is to support collaboration across the four institutions to form a “community of colleges.”
9. **Community and Individual Empowerment:** The welfare of our communities and of our students is better served when they have the skills and knowledge to control their economic destinies and also to engage effectively in the process of governance, self-governance, and participation in their communities.

Identity System

Brand Stories will be different for each organization and institution, but there is one key thread that ties them all together. They are made by three main components: the Mission Statement, Vision and Core values. The following pages will deliver these principles that best reflect Peralta CCD.

Logo Usage

Our logo represents not only our district, but our close relation within our community. Symbolically, each book represents one of the 6 cities that we serve – Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont – all encompassed in one circle as one community.

Our signature logo is used on all publications, internal documents, promotions and collateral material representing the district and the four colleges as a whole.

Proper usage of each of the marks will be in the pages that follow.



**Peralta Community
College District**

Variations

The logo is available in two variations: by itself and as a horizontal variant with the District name spelt on the right.

Horizontal



**Peralta Community
College District**

Appropriate Uses

When choosing between which variant, prioritize the horizontal format first, especially for collateral aimed at external audiences, because the full name of the district is spelled out, and can easily read at a passing glance. Feel free to use the original “Squared” logo when you have restricted horizontal spacing, and for internal uses.

Squared

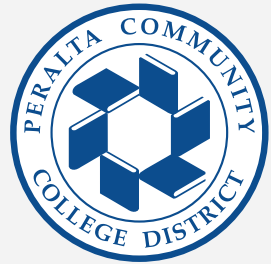


Logo Color Usage

In most applications, the logo must appear in its primary colors. The primary color is PMS 293C , which we've adopted the name "Yale Blue", and is used whenever possible. In some situations, an all white version can substitute the primary, to ensure maximum contrast between the background and the logo. Black can be used as well.

More about colors will be addressed further on.

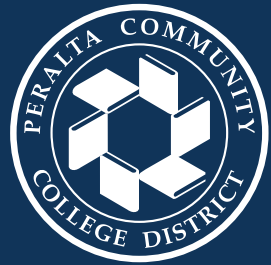
Classic Blue & White



**Peralta Community
College District**



White Only



**Peralta Community
College District**



Black Only



**Peralta Community
College District**



Logo Size and Clearance

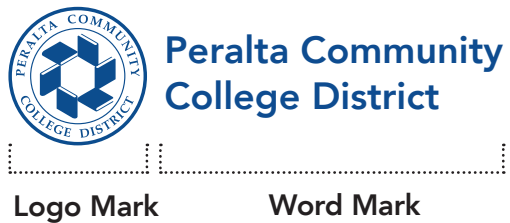
It's important to protect the space around the logo in order to retain its impact. The minimum clear space must be used and maintained throughout all PCCD documents.

Logo Clearance

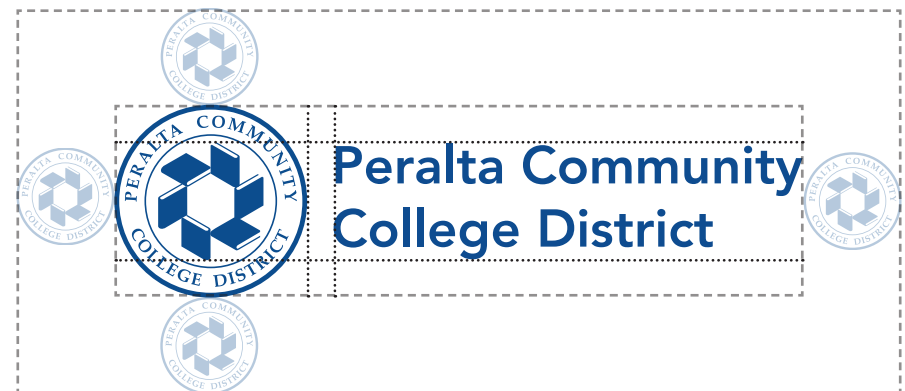
Use half the diameter of the logo mark when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.

Minimum Size

The Squared logo should never be displayed alone at a size smaller than one inch. If this is not possible, the horizontal logo should take its place.



Minimum Clearance



Logo Consistency

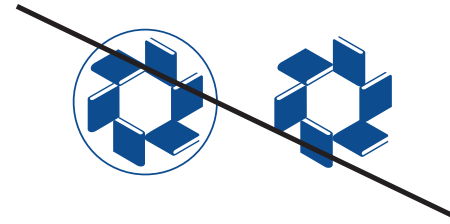
Please leave the logo as is. Branding success depends on using a logo in a consistent and correct way. While it would be impossible to address every example of what not to do, here are a few don'ts.



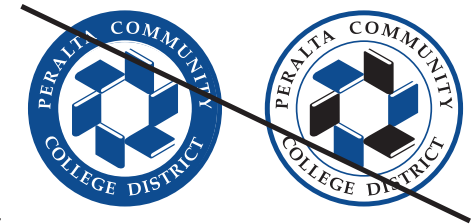
Do not rotate the logo.



Do not squish or stretch the logo.



Do not isolate elements in the logo.

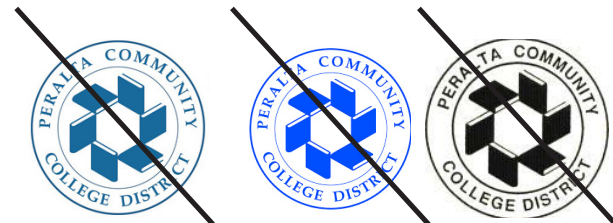


Do not alter or change the colors in the logo.



Peralta Community College District
District Department Name

Do not alter the size, rearrange, add or remove elements



Do Not Use Outdated Versions of the Logo

Naming Conventions

Standard/Common Name

Peralta Colleges

Formal/Official Name

Peralta Community College District

Acceptable Abbreviations

With rare exception, abbreviations should not be used as the primary designation for the district. **PCCD or Peralta CCD** often appears on informal stationary or signage. Its use in writing is limited to internal correspondence and is generally acceptable for informal use.

peralta.edu is the districts website URL and email domain. Currently there is **web.peralta.edu** for the current website, but will be using **www.peralta.edu** beginning Fall 2020.

Typography

Typefaces provide visual “voices,” each with a different personality, density, and texture, which can help promote and advance the Peralta Community College District’s brand.

Primary Typeface

The Avenir font family is a clean, geometric, and timeless typeface. Derived from the French word meaning "Future", this font family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis. It is known for its cleanliness and readability.

It is an important element in our visual identity and must be used on all marketing communications. Ever versatile, Avenir should be used as the primary and most abundant font in a design. It must be used for all headers, headings, titles and lead paragraphs.

Avenir

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?\$%

Aa

Light

Aa

Book

Aa

Roman

Aa

Heavy

Aa

Black

Aa

Light
Oblique

Aa

Book
Oblique

Aa

Oblique

Aa

Heavy
Oblique

Aa

Black
Oblique

Secondary Typeface

Minion Pro is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion Pro combines the aesthetic and functional qualities that make text type highly readable with the versatility of Open-type digital technology, yielding unprecedented flexibility and typographic control, whether for lengthy text or display settings.

Minion Pro is used as a secondary, supporting typeface in publications, legal documents, used mainly for body copy.

Minion Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?\$%

Aa

Regular

Aa

Medium

Aa

Semibold

Aa

Bold

Aa

Italic

Aa

Medium Italic

Aa

Semibold

Italic

Aa

Bold Italic

Alternate Typefaces

Our brand fonts may not be readily available on all desktop computers. Arial and Georgia are alternative options if necessary.

PLEASE NOTE: In every situation, it's better to use our brand typefaces when available; this substitution should be used as a last resort.

Our brand fonts (Avenir and Minion Pro) are primarily used by graphic designers and are not available on many desktop computers. Therefore, the designated alternative fonts (Arial and Georgia) should be used when creating Word, Excel, or PowerPoint files. All college materials should use the main typefaces or the alternative typefaces

Arial

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?\$%

Georgia

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?\$%

General Typographic Rules

- Always use an appropriate level of leading.
- Always use an appropriate level of tracking.
- Larger fonts can use tighter tracking, and smaller fonts benefit from slightly looser tracking.
- Be sure to kern individual letters when needed.
- Always ensure proper hierarchy between different level of text by utilizing a type scale.

Leading: Space between lines of text.

Tracking: Space between letters throughout the entire word.

Kern: Space between single letters

Hierarchy: A system of organized type that establishes an order of importance within the information, allowing the reader to easily find what they are look for and navigate content.

Leading

TOO MUCH

Too much leading can cause the text to look disconnected and hard to read.

TOO LITTLE

Too little leading can cause the text to look squished and extremely difficult to read.

CORRECT

Proper leading allows clear text and legibility and ensures that your documents have proper flow.

Tracking

+300 TRACKING

Too much tracking can cause a strain on the readers' eyes.

-80 TRACKING

Too little tracking can cause the text to melt together and a reduction in legibility and clarity

0 TRACKING

Proper tracking allows clear text and legibility and ensures that your documents have proper flow.

Type Scale

A type scale defines the sizes of text to be used when creating hierarchy in layouts and designs. We use multipliers to relate steps in the scale back to each other. Step one of the scale is referred to as 1.0X.

- You can skip steps in the scale if needed.
- You can start with a large font size and calculate smaller sizes accordingly, or vice versa.
- You should never need more than eight font sizes in a single design—a maximum of five is encouraged.
- The sample on the right is for example only.

Scale : 1.33 - Perfect Fourths

8pt | 1.0x

The quick brown fox jumps over the lazy dog.

10.5pt | 1.33x

The quick brown fox jumps over the lazy dog.

16pt | 2x

The quick brown fox jumps over...

24pt | 3x

The quick brown fox...

36pt | 4.5x

The quick brown...

56pt | 7x

The quick...

Color

Our unique color palette invokes unity, community and can be the most recognizable element of our brand.

Color Palette

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our Accent colors symbolize the 4 colleges we serve and represent each school from the district’s messaging. Messaging directly from each college must follow their individual brands.

To maintain visual consistency across all district materials, it’s important to use only the colors outlined here. For professional printing, it’s best to use spot color whenever possible; if you can’t, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

Primary Colors

PMS 301C

CMYK: 100 80 12 3
RGB: 14 76 144
HEX: #0E4C90

PMS 534C

CMYK: 2 63 91 18
RGB: 201 105 41
HEX: #103459

Accent Colors

PMS 159C

CMYK: 0 55 90 18
RGB: 209 94 20
HEX: #D15E14

PMS 7503C

CMYK: 0 11 39 33
RGB: 170 151 103
HEX: #AA9767

PMS 7731C

CMYK: 78 0 46 47
RGB: 29 134 73
HEX: #1D8649

PMS 7683C

CMYK: 62 37 0 34
RGB: 65 107 169
HEX: #416BA9

PMS Black 6C

CMYK: 50 25 0 87
RGB: 16 24 32
HEX: #101820

Color Usage

Examples of the colors in branded material.



Peralta Community College District

Brilliance In All Actions

MERRITT COLLEGE • LANEY COLLEGE • COLLEGE OF ALAMEDA • BERKELEY CITY COLLEGE

Founded in 1964, the Peralta Community College District (PCCD) provides a dynamic multicultural learning environment offering accessible, high-quality educational programs and services, including two-year degrees, certificates and university transfer programs, to more than 30,000 students.



- **Location:** The Oakland Hills
- **Setting:** Suburban -- Minutes from the East Bay's busiest commercial centers
- **Acclaimed Programs:** Cyber Security, Social Services, Nursing, Child Development, Nutrition, Environmental Studies and Landscape Horticulture
- **Notable Feature** - Origin of the Black Panthers Movement



- **Location:** Central to Downtown Oakland, Chinatown, and Lake Merritt
- **Setting:** Urban -- "big city" university campus, between multicultural hubs
- **Acclaimed Programs:** Journalism, Culinary Arts, Mathematics, Marine Technology, and Ethnic Studies
- **Notable Feature** - One of the oldest community colleges in the United States (Est 1953).



- **Location:** Northern Alameda Island
- **Setting:** Suburban -- Quiet park-like campus surrounded by a bustling urban environment
- **Acclaimed Programs:** Aviation Maintenance Technology, Apparel Design, Automotive Technology, and ESOL Programs
- **Notable Feature** - One of the only community colleges located on an island.



- **Location:** Downtown Berkeley
- **Setting:** Urban -- Young downtown atmosphere, two blocks from University of California
- **Acclaimed Programs:** American Sign Language, Biotechnology, Business, Global Studies, Multimedia and Liberal Arts
- **Notable Feature** - One of the Top Transfer institutions to UC Berkeley



PERALTA COMMUNITY COLLEGE DISTRICT
 333 EAST 8TH STREET, OAKLAND CA 94606 • 510.466.7200 • PERALTA.EDU

Imagery

Our brand imagery reflects the diversity and enthusiasm of our student body. It should reflect the modern, dynamic, multicultural and multidisciplinary nature of all our colleges within the district.

People Environmental & Detail Photography

Correct Uses

- Use a single subject or showcase a single center of activity.
- Candid and spontaneous shots are preferred.
- Use simple or out of focus background for portraits.
- Use natural lighting whenever possible.
- Leave space around the subject to offer flexibility when cropping the image.
- Align subjects left or right to leave space for text
- Use visibly staged, posed, or unnatural light only when required for portraits.
- Use a shallow depth of field (blurred backgrounds) for lifestyle photos and a deep depth of field for architectural photos (whole subject in focus).
- When selecting photos, consider the gender/ethnic age diversity of the subject(s). A wider range of subjects is necessary to accurately reflect the population we serve.
- Photos taken at a particular college must invoke the essence and individuality of said college.

Minimum Resolution

Depending on where the image is getting used, resolution requirements may differ.

WEB: 1920p x 1080p **PRINT:** Size depends on the application but a resolution of 300dpi is required.

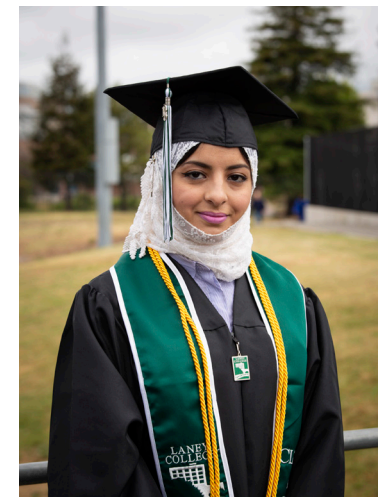
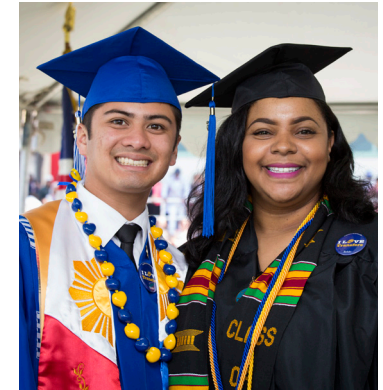
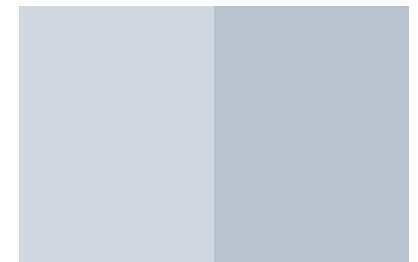
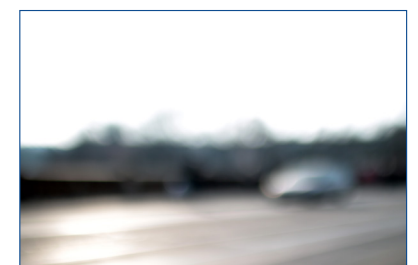


Photo Overlay

- Using overlay images maintains the integrity of a brand across a composition.
- Logos must be legible and maintain integrity
- When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 20-30% Black or Prussian Blue (PMS 534C) tint to the entire image to maintain legibility of the white logo.



Layer 2: 20-30% Tint



Layer 1: Original Image

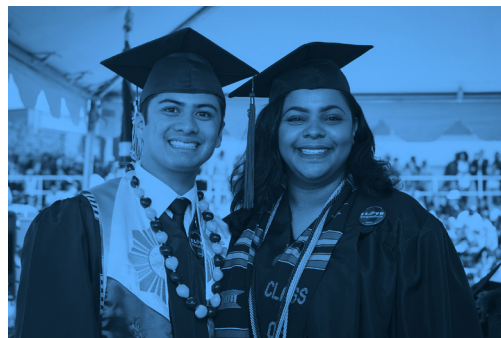
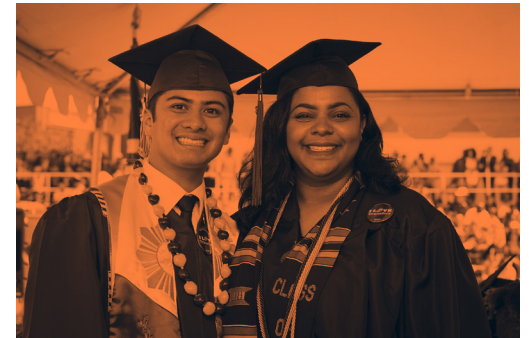
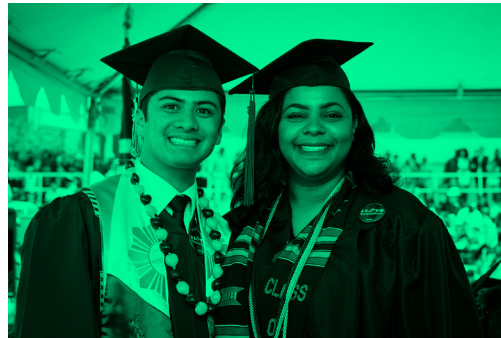
Gradient Maps in Photography

Gradient maps replace the lightest values in a photo with a chosen color, and darkest values in a photo with another. Mid-tones are gradually replaced with values that lie somewhere between the two chosen colors, or can be chosen manually.

We use gradient map ranges. While the color values should remain the same, you can tweak the position of the values and their midpoints to better suite the tones of the photo being used.

Purpose

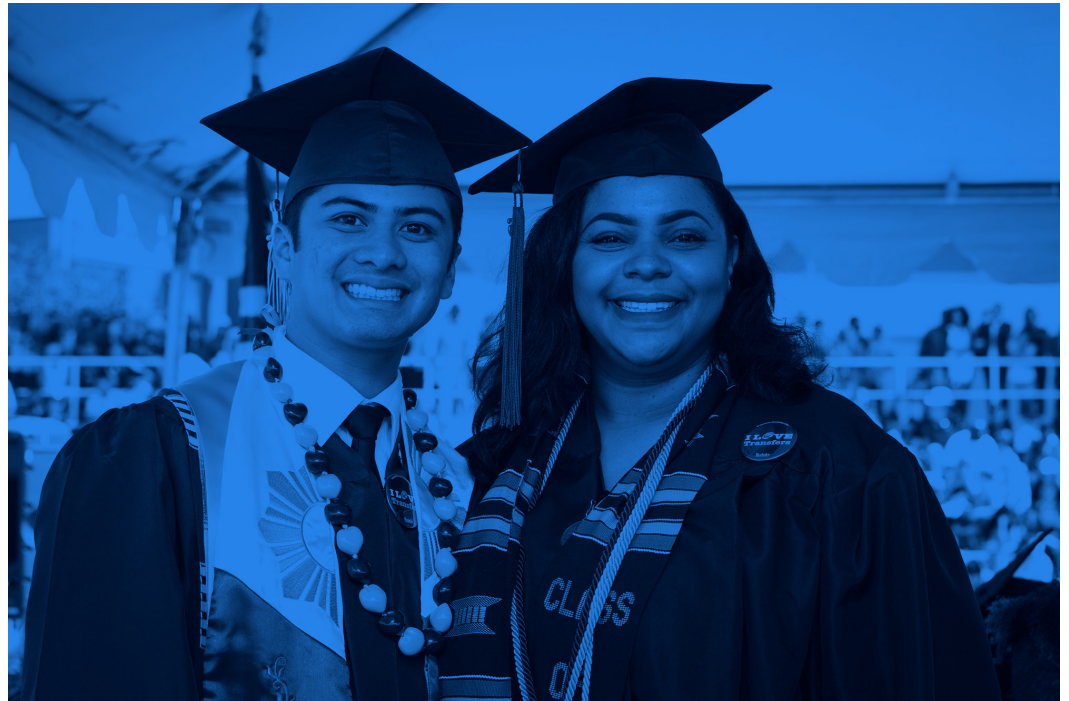
- Create brand recognition.
- A great way to establish a uniform look for photography, in particular in ad campaigns or across social media channels.
- Useful for creating a flat look that allows for easy and legible text overlay.



How to Create Gradient Maps

1. Open the photograph in Adobe Photoshop.
2. From the "Layer" menu, select "New Adjustment Layer" and then "Gradient Map".
3. Input name and select "OK".
4. In the properties Panel, click on the gradient.
5. Adjust values as shown to the right

Please Note: Colors are allowed to be adjusted in saturation and brightness only. Please start from the branded colors, referenced on page 24, and make your adjustments accordingly. For example, the chosen blue in this image was originally PMS 301C , but was adjusted to better balance the lighting in the image.



Rich Black

RGB (16,24,32)

CMYK (50,25,0,87)

HEX (#101820)

Vibrant Blue

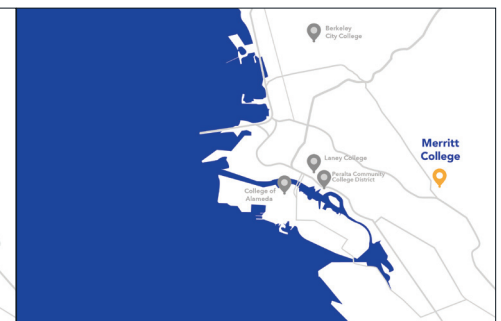
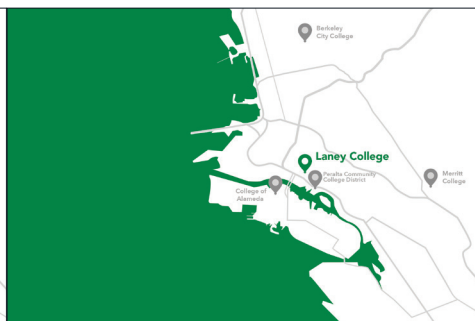
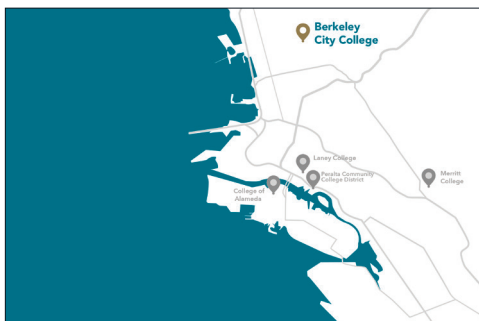
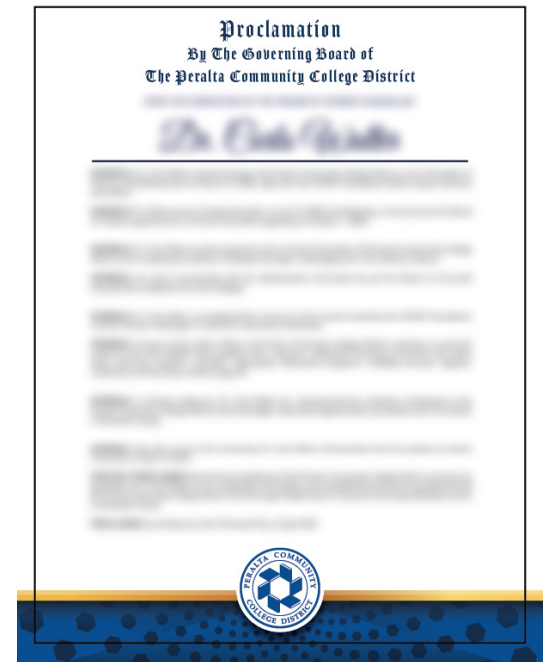
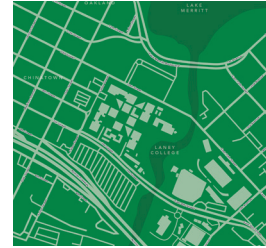
RGB (0,106,219)

CMYK (91,57,0,0)

HEX (#006adb)

Custom Graphics

- Custom designs should be sleek and intentional.
- Custom graphics should balance a layout.
- Be subtle, designs should not overpower compositions.
- Secondary colors service as accents.
- Graphics Can Equally represent the four schools as well as the District itself.
- Graphics made exclusively for a particular college must adhere to that individual college's branding guidelines.



Templates

Templates have been developed as a blueprint for all college promotional material. Each template follows the standards described throughout this document.

Email Signatures

Do not recreate the e-signature. Contact Marketing, Communications and Public Relations (MCPR) for the email signature template.

DO

- Keep it simple, including only essential information
use Arial; other fonts may not display correctly.
- Include simple URLs, without "http://".

DO NOT

- Delete or change the address/URL of the district in the signature.

Options

- With permission from MCPR, you may add one logo next to the district logo, but it may not exceed the size of the college logo.
- You may include one extra line of text below the logo (inspirational quote etc.). The additional copy may not dominate the email signature.

Send

Discard

Attach

Signature

From:

Marcus Creel (mcreel@peralta.edu)

To:

Subject:

Calibri (Body)11B*I*U~~AB~~A^v A

Name Goes Here

Title

Department

Peralta Community College District

333 East 8th Street Oakland CA 94606

[email@peralta.edu](#) | 123-456-7890 ext. XXXX

Peralta Community
College District

Email Signatures Setup Instructions

Setting up an email signature is simple once you know how.

The Following are steps for the web version of MS Outlook.

1. Request the template from Marketing.
2. A file should be sent to you as an attachment. Open it.
3. Edit the default signature with your information.
4. Unnecessary information may be deleted.
5. Once all of the default information has been changed to your information, select the whole signature and copy it.
6. Select the cog on the top right of your screen and then search "email signature" .
7. The "Compose and Reply" settings will open.
8. In the text box at the top, paste your signature
9. Click "Save" at the bottom and you are done.

Name Goes Here

Title
Department
Peralta Community College District
333 East 8th Street Oakland CA 94606
email@peralta.edu | 123-456-7890 ext. XXXX



Peralta Community
College District

Marcus Creel

Graphic Design Specialist
Department of Marketing, Communication & Public Relations
Peralta Community College District
333 East 8th Street Oakland CA 94606
mcreel@peralta.edu | 925.206.6089



Peralta Community
College District



Settings

- General
- Mail**
- Calendar
- People
- [View quick settings](#)

Layout

Compose and reply

Attachments

Rules

Sweep

Junk email

Customize actions

Sync email

Message handling

Forwarding

Automatic replies

Retention policies

Groups

Compose and reply


Email signature

Create a signature that will be automatically added to your email messages.

Marcus Creel
Graphic Design Specialist
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Peralta Community College District
333 East 8th Street Oakland CA 94606
mcreel@peralta.edu | 925.206.6089

☒ Automatically include my signature on new messages that I compose
☒ Automatically include my signature on messages I forward or reply to

Stationary Templates



Peralta Community College District

Admissions & Records
Phone: (510) 466-7368
Fax: (510) 466-7394
admissions@peralta.edu
www.peralta.edu

Dear Peter,

Ure mo il min precepernam quam, ulloria necus, nonsentur, est, conseqe et ex expelente nim aut acceate et id maximin ciisti sinvenis sum aut voluptat.

Mi, omni quiaectae commini nvelest oreptaqui reseni sus natem fuga. Dam estiae derundunt et aut laut inusam event harit qui te vollar ipae liquo to quas derio tectes mod essimenihic tent autendaerum res aut accaeris aut vidus et eribus ut laccupatitia volum velia velitas peribusa iur, odictem quae estium quos explaces molestin re rere lam ipsunt.

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Sincerely,

Corey Ander
Title, Department


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Oakland, CA 94606
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Peralta Community College District

Antoine Mehoulley
Chief Technology & Information Systems Officer
Information Technology Department
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PowerPoint Templates

In general, all of the standards apply to the

PowerPoint template. Here are some guidelines/tips for a

PowerPoint presentation.

- Keep your slides simple. Less is more. A cluttered slide is distracting and may cause confusion for an audience. The audience will either read the presentation, or listen to the presenter, usually not both.
- Use high quality photos and graphics. Pixelated or blurry images will lower the quality of the presentation and reflect poorly on the college.
- Complicated text animations or slide transitions can be distracting and should be avoided most of the time.
- Type size is important. Most of the time, you don't want the type size to go below 20pt. 24-32pt for most text, and 36pt+ for titles is optimal for presentations.
- The template is available upon request of MCPR



Double Parallel Fold Brochure Templates (Outside)

Facts About The Peralta Colleges

Founded: 1964
Total Enrollment: 23710

Enrollment by Age:

Under 16	1%
16 - 18	14%
19 - 24	36%
25 - 29	15%
30 - 34	10%
35 - 54	17%
55 - 64	4%
65+	3%

Female 60%
Male 40%

Enrollment by Ethnicity:

Hispanic/Latinx	29%
Asian - American	24%
Caucasian	19%
African - American	16%
Other	11%

Numbers of Sections Offered:
Over 2,000 sections in numerous subject areas

Transfers to four-year colleges and universities:
More than 800 annually
Ranked in top five for transfers to U.C. Berkeley

At the Peralta Colleges, we offer you exciting educational opportunities.

Here, the worlds of Biotechnology, Computer and Information Sciences, Multimedia, Business and Management – and others – are open to you. Build upon your strengths, learn new skills, develop your potential for the job market, or continue towards your academic goals.

The Peralta Colleges not only offer classes when you need them, but we also provide you with an ever-changing variety of special events. Concerts, lectures, festivals, art exhibits, plays and other cultural activities abound. Fitness and swimming facilities are an added feature, too. There is also a broader range of student services, including academic advising, career development counseling, peer tutoring, legal services and support groups.

The opportunity is here. Experience the richness of community education at the Peralta colleges.

We offer the **best value** and the **lowest tuition**.

Peralta Colleges	\$780
California State University	\$3,164
University of California	\$7,432
Private/Independent Universities	\$22,103

Annual costs, not including books and supplies.
Fees subject to legislative change.

How to enroll at the Peralta Colleges

Online at www.peralta.edu

Call **510.208.7225** for Touch Tone Enrollment

In Person at any **Admissions & Records Offices** within the District
(Berkeley City College, College of Alameda, Laney College and Merritt College in Oakland)

Call for a Free Class Schedule

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Excellence In All Actions.

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Double Parallel Fold Brochure Templates (Inside)

<p>Merritt College 12500 Campus Drive, Oakland, CA 94619 510.531.4911</p>	<p>Laney College 900 Fallon Street, Oakland CA 94607 510.834.5740</p>	<p>College of Alameda 555 Atlantic Avenue, Alameda CA 94501 510.522.7221</p>	<p>Berkeley City College 2050 Center Street, Berkeley, CA 94704 510.981.2800</p>
<p>Nestled in the hills above San Francisco Bay, Merritt college offers students the opportunity to study in one of the most dramatic natural settings in Northern California. With a panorama that include the Golden Gate bridge and the Pacific ocean, Merritt's striking vistas provide a breathtaking backdrop for a packed roster of first-rate academic and vocational programs.</p> <p>Merritt, minutes from the East Bay's busiest commercial centers, boasts acclaimed programs in community social services, registered nursing, child development, nutrition and dietetics, environmental studies, and landscape horticulture. Merits 7000 students benefit from a diverse, sophisticated and starting Lee beautiful learning environment, as well as excellent student support services and a dedicated faculty and staff</p>	<p>Laney College, in the heart of vibrant, multicultural downtown Oakland, features the cosmopolitan atmosphere and human energy of a big-city university. Across the street from the Oakland Museum of California, blocks from historic Chinatown, and a pleasant stroll from both Lake Merritt and the Oakland Estuary, Laney gives it's 12,000+ students ready access to the city's formidable intellectual, cultural, and natural resources.</p> <p>With renowned programs in such fields as journalism, culinary arts, mathematics, machine technology, and ethnic studies, Laney has been a leader in academic and vocational education for decades. A talented faculty and dedicated staff, not to mention a new state of the art technology center, ensure that Laney will remain at the forefront of information age community education for years to come.</p>	<p>College of Alameda, California's only community college located on an island, is situated on a beautiful park-like campus and offers the quiet of a suburban setting in a bustling urban environment. Founded in 1970, College of Alameda has served more than 200,000 students and enjoys a well-deserved reputation for the excellent of it's academic, vocational and student-support programs.'</p> <p>A range of unique classes awaits you at College of Alameda, including Aviation Maintenance Technology, Apparel Design, Automotive Technology, and various ESL programs. College of Alameda is nationally recognized for the innovative ways that it meets the educational needs of a complex, diverse, and dynamic community.</p>	<p>Just two blocks from the University of California, Berkeley, the energetic urban campus of Berkeley city College stands on the cutting edge of community college education. University preparation and occupational training classes form the core of Berkeley City College's curriculum, which also features model programs in fields as diverse as American Sign Language, Biotechnology, and Multimedia.</p> <p>A special arrangement allows Berkeley City College students to complete lower division requirements in the evening and Saturday classes on the UC Berkeley campus. Respected academicians and successful entrepreneurs, Berkeley City College faculty represent a broad cross-section of the Bay Area's ethnic, cultural, and economic communities. Berkeley City College, with more than 4,000 students, studying amid the Bay Area's opportunity-rich culture of innovation, are sure to be up to tomorrow's challenges.</p>
<p>• LANEY COLLEGE • BERKELEY CITY COLLEGE • ENROLL ONLINE AT WWW.PERALTA.EDU • COLLEGE OF ALAMEDA • MERRITT COLLEGE •</p>			
			



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IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT
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