WHOLESALE PRODUCT CATALOG
Chapter 510 is a made-in-Oakland youth writing, bookmaking & publishing center. Our teaching artists and volunteers work side by side with educators to provide a safe space and supportive community so Black, brown, and queer youth ages 8-19 can bravely write. We want every young person in Oakland to write with confidence and joy.

Our Dept. of Make / Believe is our brick and mortar store where we sell our students books and other magical products for poets, writers, and dreamers.

All proceeds from our store go directly to supporting our free writing programs for Oakland youth.
Our magicked up retail line is collaboratively created by and for the Oakland youth and communities we work alongside with to cultivate a place of beauty and belonging. Our lines reflect the activism, power, and wonder our communities and our future holds.

Everybody is welcome and a part of our sizing, style, and space. We hope to reflect, shape change with, and grow our line in collaboration with what our youth and partners have and will continue to teach us.
E. Bond

e bond hand lettered our merchandise to LIFE! You will see her work featured on our pens, journals, and garments. The love e imprinted onto our brand, sparks joy in every piece we feature.

Dom Villeda

Dom created the set of timeless logos of all our value-based declarations you will find featured on our merchandise. Dom’s desire to create functional and accessible artistry makes his presence in our Center and merchandise a blessing for all.

IDW

The organization IDW chose our font, shapes, and colors with intention. Our Martin font is historically used by activist organizations. We carry forth and honor the legacy of those who inspired and built the messages and vision we put forth today.
2021 COLLECTION

FLAIR PEN COLLECTION
EACH PEN WHOLESALE $2.10
RETAIL $3.50
Papermate Flair Pens, multiple colors.

MAKE BELIEVE JOURNAL
WHOLESALE $9
RETAIL $15
small soft covered journal, blank pages.

LOVE OVER RULES JOURNAL
WHOLESALE $12
RETAIL $20
medium soft covered journal, blank pages

CARE OVER CAREFUL JOURNAL
WHOLESALE $16
RETAIL $25
small hardcover journal, lined pages.

SPELLING IS A SPELL JOURNAL
WHOLESALE $9
RETAIL $15
small soft covered journal, blank pages.

CHAPTER 510 JOURNAL
WHOLESALE $15
RETAIL $25
large soft cover journal, blank pages.

PLANIFEST JOURNAL
WHOLESALE $12
RETAIL $20
medium soft cover journal, blank pages.

WRITE YOUR ROOTS JOURNAL
WHOLESALE $12
RETAIL $20
medium soft cover journal, blank pages.

POETRY IS POWER JOURNAL
WHOLESALE $15
RETAIL $25
Large soft cover journal, blank pages.
CARE OVER CAREFUL PIN
WHOLESALE $7.20
RETAIL $12
Metal pin, spell included

PEOPLE OVER PAPERWORK JOURNAL
WHOLESALE $9
RETAIL $15
small soft cover journal, blank pages.

POET PIN
WHOLESALE $7.2
RETAIL $12
Metal pin, spell included

ROOT YOURSELF HERE JOURNAL
WHOLESALE $9
RETAIL $15
small hardcover journal, lined pages.

ROOT YOURSELF HERE JOURNAL
WHOLESALE $9
RETAIL $15
small hardcover journal, lined pages.

PEOPLE OVER PAPERWORK JOURNAL
WHOLESALE $9
RETAIL $15
small soft cover journal, blank pages.

RETAIL
WHOLESALE $15
Metal pin, spell included

Metal pin, spell included

Metal pin, spell included

Metal pin, spell included

Metal pin, spell included

Metal pin, spell included

Chapter 510 logo metal pin.

POET DAD CAP
WHOLESALE $15
RETAIL $25
Poet cap with pencil loop. Tiny pencil included.

CHAPTER 510 LOGO MASK
WHOLESALE $3.6
RETAIL $6
One size. Chapter 510 breathable face mask.

ROOT YOURSELF HERE JOURNAL
WHOLESALE $9
RETAIL $15
small hardcover journal, lined pages.

CHAPTER 510 LOGO MASK
WHOLESALE $3.6
RETAIL $6
One size. Chapter 510 breathable face mask.
SPELLING IS A SPELL MASK
WHOLESALE $3.60
RETAIL $6
One size. Spelling is A Spell adult breathable face mask.

POETRY IS POWER MASK
WHOLESALE $4.80
RETAIL $8
One size. Poetry is Power adult breathable face mask.

LOVE OVER RULES PIN
WHOLESALE $7.20
RETAIL $12
Metal pin, spell included

SPELLING IS A SPELL BAG
WHOLESALE $12
SUGGESTED RETAIL $20
Zipped pen/pencil bag.

CARE OVER CAREFUL BAG
WHOLESALE $7.20
SUGGESTED RETAIL $12
Small zippered coin purse.

DEPT. YOUTH SWEATSHIRT
WHOLESALE $21
SUGGESTED RETAIL $35
Pullover. Youth sizes 6-8, 10-12, 14-16.

MAKE BELIEVE NECKLACE
WHOLESALE $15
RETAIL $25
Make Believe. Gold chain necklace.

DEPT. YOUTH LONG SLEEVE
WHOLESALE $16.80
RETAIL $28
Long Sleeve. Youth sizes Y6-Y12.

PEOPLE OVER PAPERWORK MUG
WHOLESALE $9
RETAIL $15
Ceramic mug.

CHAPTER 510 TOTE
WHOLESALE $10
SUGGESTED RETAIL $25
Black Canvas Tote.

DEPT. OF MAKE/BELIEVE
DEPT. OF MAKE BELIEVE JUMPSUIT
WHOLESALE $72
RETAIL $120
Lucy & Yak. Sizes XS-XL.

LOVE OVER RULES HOODIE
WHOLESALE $28
RETAIL $70
Cropped hoodie. Sizes XS-XL.

ADULT CHAPTER 510 TEE
WHOLESALE $10
RETAIL $25
Sizes XS-XL.

PDREAMLAND PJS
WHOLESALE $18
RETAIL $45
Unisex Onesie Pajamas. Sleep mask included. Sizes Small-2XL.

DEPT. OF MAKE BELIEVE TEE
WHOLESALE $18
RETAIL $30
Long sleeved. Sizes XS-XL.

POETRY IS POWER HOODIE
WHOLESALE $26
RETAIL $65
Poetry is Power Hoodie. Sizes XS-2XL.

MAKE BELIEVE CROP TOP
WHOLESALE $12
RETAIL $30
Long sleeved. Sizes XS-XL.

LIL' MAKE BELIEVER ONESIE
WHOLESALE $13.20
RETAIL $33
Sizes 6mos, 12 mos, 18 mos, 24 mos.

CHAPTER 510 ONESIE
WHOLESALE $10
RETAIL $25
Sizes 6mos, 12 mos, 18 mos, 24 mos.

MAKE / BELIEVE BAG
WHOLESALE $10
SUGGESTED RETAIL $25
Zippered with inside pocket.

LUCY & YAK POET OVERALLS
WHOLESALE $40
RETAIL $100
Sizes Small-2XL.

MAKE / BELIEVE BAG
WHOLESALE $10
SUGGESTED RETAIL $25
Zippered with inside pocket.
OUR
Books

**UNORDINARY**
BY BRYAN PALACIOS
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**FULL SNOW WOLF MOON**
BY ALIYAH WALKER
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**SUNNY**
BY AYANNA JOHNSON
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**SECRETS**
BY ARILTA MICHELLE BAILEY
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**HEDIJA’S FEAST OF FRIENDS**
BY HALLAH ALAJJI
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**THE FORGOTTEN SECRETS**
BY JADEN PHELPS GILES
WHOLESALE $5.97
RETAIL $9.95
Novel, Middle School.

**FREEDOM IS: SONGS BY OAKLAND YOUTH**
WHOLESALE $15
RETAIL $15
Songbook, Elementary Grades.

**BLACK JOY: AN ANTHOLOGY OF BLACK BOY POEMS**
WHOLESALE $9
RETAIL $15
Nomadic Press, Poetry Anthology, Young Adult.
OUR Books

**THIS WORLD IS GOING TO CHANGE**
BY ANIYA BUTLER
WHOLESALE $5.97
RETAIL $9.95
Poetry anthology. Young Adult.

**LIGHT MADE THE STORM BLIND**
WHOLESALE $8.97
RETAIL $14.95
Collection of Poetry. Elementary Grades.

**MOTHERLAND: OAKLAND POEMS INSPIRED BY HOME**
WHOLESALE $30.6
RETAIL $51
Handmade and letter pressed, poetry anthology.

**WHAT IF AN ARTIST RULED THE WORLD**
WHOLESALE $8.97
RETAIL $14.95
Children's poetry anthology.

**BEHIND OUR NAMES**
WHOLESALE $9.60
RETAIL $16
Nomandic Press. Poetry anthology. Young Adult.

**PAST IS PRESENT VOL. 2**
WHOLESALE $8.97
RETAIL $14.95
Nonfiction oral history collection. Young Adult.

**PAST IS PRESENT**
Heritage Stories from Oakland Youth
WHOLESALE $8.97
RETAIL $14.95
Nonfiction oral history collection. Young Adult.

**EVIL BURRITO AND THE FBI**
BY AIDA NDIAYE
WHOLESALE $8.97
RETAIL $14.95

**MOON AND THE DESSERT ISLAND**
BYAIYANNA WHITEHEAD
WHOLESALE $8.97
RETAIL $14.95
**FOOD AND STORY 2019: PICTURE BOOK SET**

**WHOLESALE $18**

**RETAIL $30**

**THE BEAST**

BY ELIJAH JIMENEZ

**WHOLESALE $8.97**

**RETAIL $14.95**

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**2018 PICTURE BOOK SET**

**WHOLESALE $18**

**RETAIL $30**

Set includes eight picture books. Elementary Grades.

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**HELLO-GOODBYE**

BY ALYSSA RAMIREZ

**WHOLESALE $8.97**

**RETAIL $14.95**


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**THE ADVENTURES OF CABALLERO**

BY ESTELA SARANDI ESTEVE-PORT

**WHOLESALE $8.97**

**RETAIL $14.95**


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**THE WISH TREE**

BY GALILEA VICTORIA OCHOA

**WHOLESALE $8.97**

**RETAIL $14.95**


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**THE THREE GEMS**

BY MAUREEN TRAN

**WHOLESALE $8.97**

**RETAIL $14.95**


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**QUIP: AN ANTHOLOGY OF QUEER YOUNG WRITING**

**WHOLESALE $9**

**RETAIL $15**

Nomadic Press. Poetry anthology. Young Adult.

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**THE GUARDIAN**

BY ELIJAH JIMENEZ

**WHOLESALE $8.97**

**RETAIL $9.95**

Novel. Middle School.
ALEXANDER PAYS BACK THE PIGS BY AVANA STRAUGHAN
WHOLESALE $8.97
RETAIL $14.95

POWER MALFUNCTION
BY MAURICE MONG
WHOLESALE $5.97
RETAIL $9.95

MILA SCOTT AND THE DANCE DEBACLE BY AISSADE NEGUS | WHOLESALE $8.97
RETAIL $14.95

THE CHARACTER WITHIN: A CHAPTER BOOK SET
WHOLESALE $27
RETAIL $45

Six chapter books and one collection of poetry from young voices of Oakland.

HOW I GOT ACCUSED OF MURDER BY JADEN COLBERT
WHOLESALE $5.97
RETAIL $9.95

SONAR
BY NASSOR AT-TINININ GANT
WHOLESALE $8.97
RETAIL $9.95

Chapter book. Middle school.

REDEFINING JUSTICE POSTCARD BOOK
WHOLESALE $21
RETAIL $35

Because We Are Power | Free
MUST BE GIVEN AWAY FOR FREE

(2021 Edition)

Poetry Anthology and Postcard Book, Elementary. 51 postcards

Imagine Boldly Poster
WHOLESALE $15
RETAIL $25

Screen-printed. 18” by 24”
Designed by Justin Carder

Because This City | Free
MUST BE GIVEN AWAY FOR FREE

(2019-20 Edition)

Poetry, City wide Poem written by
Oakland
Thank you!

Thanks for looking! For wholesale inquiries into our products please contact Keep in touch with us!

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