



2025

CHABOT COLLEGE

GLADIATORS

BRAND GUIDELINES

VERSION 01.0

TABLE OF CONTENTS

The Chabot Gladiators Narrative	3	Improper Usage	9
The Four Pillars	4	Gladiators Color Palette	10
Gladiators Mascot	5	Gladiators Typography	11
Mascot Variations	6	Brand in Action	
Mascot Color Usage	7	Collegiate Jacket	12
The Chabot Lettermark	8	Athletic Field Branding	13

WE ARE THE GLADIATORS.

The Chabot Gladiator embodies the unyielding spirit to rise above challenges. By daring to step into the arena, Gladiators became enduring icons of courage and perseverance, fighting for their place and their future—their sword and shield symbols of discipline, skill, and resilience. Their journey represents the pursuit of success despite adversity, a testament to the power of determination and will.

THE FOUR PILLARS

THE GLADIATOR EMBODIES THE...

STRENGTH
TO UNITE.

COURAGE TO
OVERCOME.

DRIVE TO
PERSIST.

POWER TO
INSPIRE.

...UNDETERRED BY ANY CHALLENGE AND WITH UNWAVERING RESOLVE.

GLADIATORS MASCOT

The Gladiators mascot logomark is the primary visual identifier for Chabot College's athletics and broader institutional pride. It functions as the cornerstone of the brand's visual system, designed for clarity, impact, and recognition across all applications.

This page introduces the Gladiators mascot logomark and defines its foundational specifications, including clear space and minimum size, to ensure it maintains legibility, impact, and consistency across all applications.

The following pages provide a detailed explanation of its usage, including logo variations, color usage, examples of real-life applications, and more.



Clear Space

Maintain a minimum clear space around the mascot logo equal to the height of the gladiator helmet. This ensures visibility and protects the integrity of the logo in all applications.



Minimum Size

To ensure legibility and brand impact, the mascot logo should never appear smaller than 2 inches wide in any application. This maintains visual clarity and preserves key details.

MASCOT VARIATIONS

To support a range of applications while preserving brand cohesion, the Gladiators identity includes several approved mascot logo variations. Each version serves a specific use case—ranging from compact formats to typography-driven applications—while remaining visually and stylistically aligned with the core logomark.

Use the variation that best fits the space, format, and audience while ensuring maximum visibility and brand impact.



Gladiator Symbol



Gladiator Helmet Symbol



Alt. Gladiator Logo Lockup



Gladiator Logotype

MASCOT COLOR USAGE

Proper color usage ensures that each Gladiators logo variation maintains its visual clarity, impact, and brand integrity across different backgrounds. The examples on this page show approved pairings of each mascot logo version with Chabot's core background colors: black, gold, and white.

Always use the correct logo version that provides maximum contrast and legibility. **Avoid unapproved color combinations** or placing logos on backgrounds that diminish visibility.

NOTE:

These standards apply across all mediums, including print, digital, apparel, and signage. When in doubt, use the version that offers the strongest contrast.



THE CHABOT LETTERMARK

The Chabot lettermark—an enhanced version of the iconic “C”—serves as a secondary mark within the Gladiators brand system. Recognized on campus, this updated letterform strengthens continuity and aligns visually with the broader mascot identity. This page displays the approved color variations of the lettermark and demonstrates proper usage across core brand backgrounds: black, gold, and white. Always maintain clear contrast and avoid altering colors.

NOTE:

This mark is ideal for apparel, merchandise, digital icons, or situations that require a strong yet minimal identifier.



IMPROPER USAGE

To preserve the integrity and consistency of the Gladiators identity, the following examples highlight improper uses that **apply to all official logo variations**—including the primary logomark, lettermark, and alternate configurations.

Do not stretch, distort, recolor, modify, or alter these marks in any way not specified in this guide. Always use the provided files and adhere to the approved specifications for color, scale, and composition.



Distorted Proportions

Stretching or squishing the logo.



Unapproved Color Changes

Using colors outside the official color palette.



Unapproved Combinations

Combining parts of different logo versions in a new way.



Adding Effects

Adding shadows, glows, bevels, etc.



Unapproved Typefaces

Changing the typography or mixing fonts.



Busy/Low-Contrast Backgrounds

Putting the logo on a busy photo, texture, or low-contrast background.



Cropping or Partial Use

Only using part of the logo or chopping it off.



Rotation or Flipping

Tilting, rotating, or flipping the logo.

GLADIATORS COLOR PALETTE

The Gladiators color palette consists of three core colors—**Black, Gold, and White**—that establish a bold, high-contrast visual identity. These colors should be used consistently across all applications to maintain brand recognition and integrity.

Each swatch is specified in PMS, CMYK, RGB, and HEX formats to ensure accurate reproduction across print, digital, and merchandise. Always match to the appropriate value based on the medium, and avoid unauthorized tints or color substitutions.



Black

PMS N/A
C0 M0 Y0 K100
R0 G0 B0
#000000

Gold

PMS 131 C
C18 M48 Y100 K2
R207 G137 B0
#CF8900

White

PMS N/A
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

GLADIATORS TYPOGRAPHY

Typography plays a key role in reinforcing the Gladiators brand identity. The type system pairs **Abolition** for headlines and display applications with **Nunito Sans** for body copy and supporting content—balancing strength with clarity.

Use Abolition for headlines, jersey numbers, and large-scale applications where boldness is essential. Nunito Sans provides a clean, modern contrast ideal for extended reading and detail text.

Maintain the specified formatting for tracking, leading, and type hierarchy to ensure consistency across all brand communications, print materials, digital media, and athletic uniforms.

Download:

Abolition Regular [Adobe Fonts](#) | [Buy](#)

Nunito Sans [Google Fonts](#)

ABOLITION

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 . , ; : ! ? “ ” “ ” “ ” [] { } - —
_ / \ | @ # \$ % ^ & * ~ + = < > © ® ™ ¶ §

NUNITO SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , ; : ! ? “ ” “ ” “ ” () [] { } - — _ / \ | @ # \$ % ^ & * ~ ` + = < > © ® ™ ¶ §

FONT PAIRING

HEADLINE

Abolition
Regular

TRACKING: 0

LEADING: SET SOLID

(e.g., 12 pt type with
12 pt leading)

BODY COPY

Nunito Sans
Regular / Black

TRACKING: 0

LEADING: AUTO

HEADLINE EXAMPLE

Rat in ex est id mo quatur aborerspiene magnis dus
es ipitatur? Ur sima quaero blab iusam cupta dolent
repedi soluptatur re as qui ideste sim cuptaquatum.
As et exceaque a evenditat alignment fuga nosem.
Ximusdae sitia videllu ptatem cullaute simus.

38 56

JERSEY NUMBERS: ABOLITION

BRAND IN ACTION

COLLEGIATE JACKET



CHABOT
COLLEGE



BRAND IN ACTION

ATHLETIC FIELD BRANDING



CHABOT
COLLEGE



2025

GLADIATORS BRAND GUIDELINES

VERSION 01.0

