



CHABOT

— COLLEGE —

BRANDING GUIDELINES AND PROTOCOL

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CHABOT COLLEGE

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THE CHABOT COLLEGE LOGO



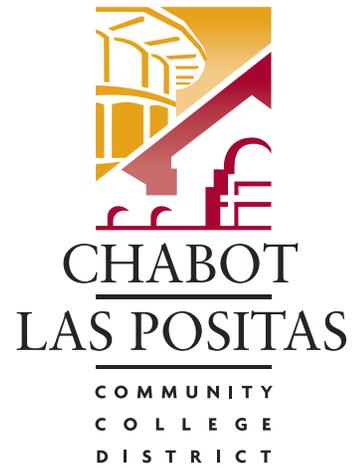
LOGO COLORS

Below are the color specs for the full color logo and the one color logo.



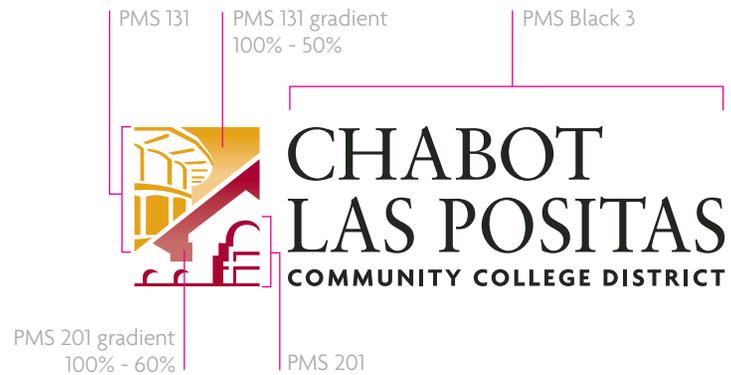
THE DISTRICT LOGO

The District logo comes in two formats, vertical and horizontal.



THE DISTRICT LOGO COLORS

Below are the color specs for the full color logo and the one color logo.



COLOR PALETTE

The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the Chabot College color palette and should be dominant in all communications.

PANTONE 131

CMYK = 3-36-100-6

RGB = 206-142-0

HEX = CE8E00

PANTONE BLACK 3

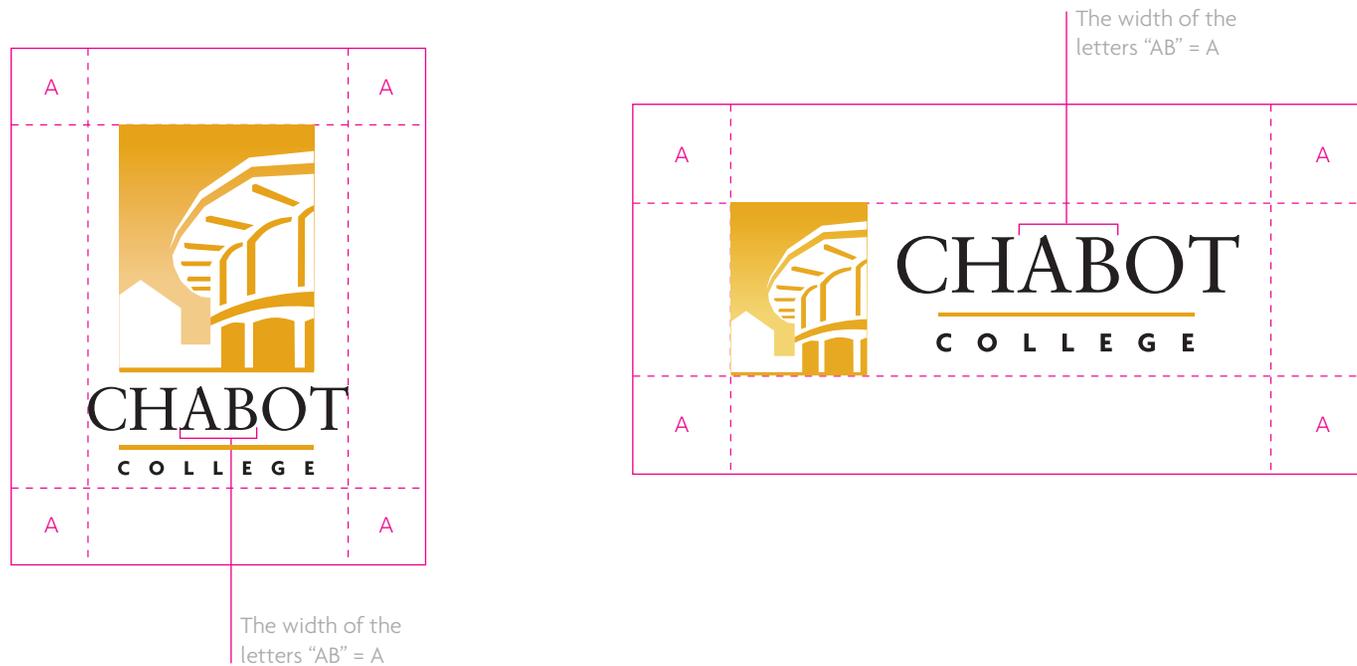
CMYK = 72-46-56-95

RGB = 37-44-38

HEX = 252C26

CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.



MINIMUM SIZE

At certain small sizes, the logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here on this page.

Vertical Logo
Minimum size = 0.84"W x 1.12"H



Horizontal Logo
Minimum size = 1.56"W x 0.53"H



DARK BACKGROUNDS

Below are examples of how the full color logo and the one color logos should be used on dark backgrounds.



Full color logo on a dark background



One color logo on a dark background

INCORRECT USAGE

These guidelines apply to all versions of the logo (vertical and horizontal).

❌ Do not adjust the colors of the logo



❌ Do not adjust the spacing of the logo



❌ Do not add dropshadows to the logo



❌ Do not recreate logo or use a different font



❌ Do not create a mask from the logo to hold imagery



❌ Do not distort, stretch or squish the logo



DEPARTMENTS

Below are examples of the department lockups for both the vertical and horizontal logos.



Stroke = .5 pt
60% Black

**Applied Technology
& Business**

Font = Agenda Medium, 100% Black
Centered vertically below logo



CHABOT
COLLEGE

Stroke = .5 pt
60% Black

**Applied Technology
& Business**

Font = Agenda Medium, 100% Black
Centered horizontally to the logo

TYPOGRAPHY

Sabon Family

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Family

Agenda Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BUSINESS CARD & STATIONARY

The following layouts are the approved business card, and should not be altered.



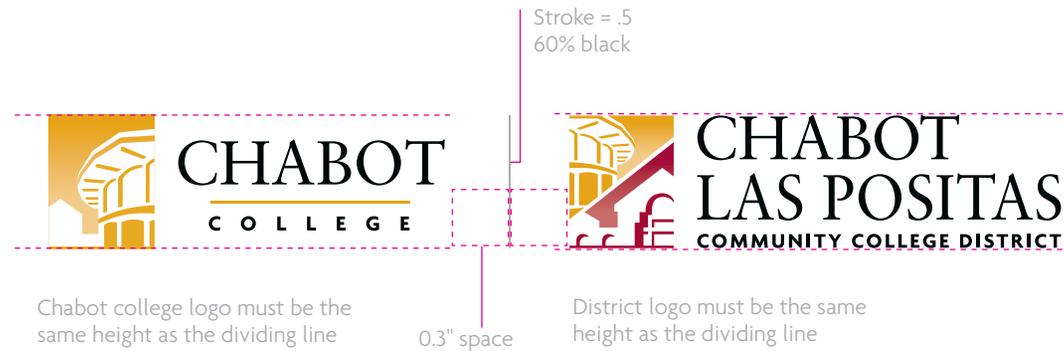
BUSINESS CARD & STATIONARY CONTINUED

The following is the approved stationary and should not be altered.



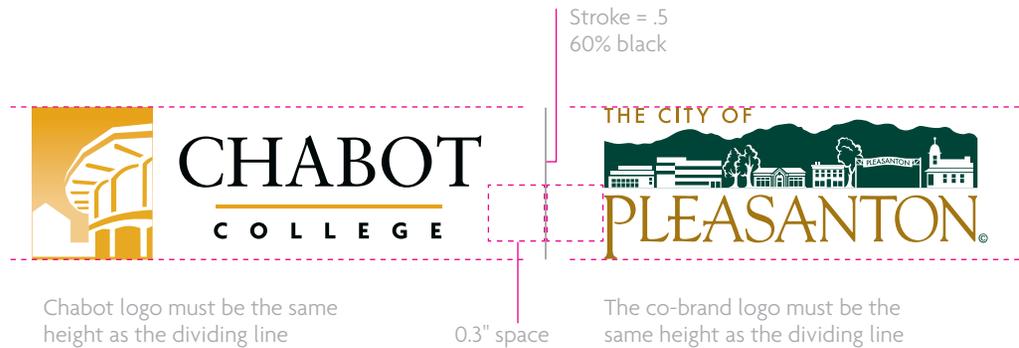
PROTOCOLS

Collateral that involves outside stakeholders or is presented to stakeholders outside of the college campus requires the District logo to be displayed next to the college logo. Space the logos 0.3 inches on either side of the line.



CO-BRANDING

To maintain consistency and professionalism, logo-based co-branding must follow the guidelines below. Space the logos 0.3 inches on either side of the line.



EMAIL SIGNATURES

Emails signatures should always be formatted like the following:

First Last Name Arial Bold
10 pt

Job title goes here Arial Italic
10 pt

Chabot College Arial Regular
10 pt

2555 Hesperian Blvd. | Hayward, CA 94545

W: 510-723-6600 | Cell: 925-XXX-XXXX

 **CHABOT**
COLLEGE Horizontal Logo
Size = 2"W x .68"H
Left justified to align with copy above

BOILER PLATE COPY

Mission: Chabot College is a public comprehensive community college that prepares students to succeed in their education, progress in the workplace, and engage in the civic and cultural life of the community. Our students contribute to the intellectual, cultural, physical, and economic vitality of the region. The college responds to the educational and workforce development needs of our regional population and economy. As a leader in higher education, we promote excellence and equity in our academic and student support services. We are dedicated to student learning inside and outside the classroom to support students' achievement of their educational goals.

Vision: Chabot College is a learning-centered institution with a culture of thoughtfulness and academic excellence, committed to creating a vibrant community of life-long learners.

Values: The colleges' vision and mission are supported by the following collective values:

Learning and Teaching

- supporting a variety of teaching philosophies and learning modalities
- providing an environment conducive to intellectual curiosity and innovation
- encouraging collaboration that fosters learning
- engaging in ongoing reflection on learning, by students and by staff
- cultivating critical thinking in various contexts
- supporting the development of the whole person

Community and Diversity

- building a safe and supportive campus community
- treating one another with respect, dignity, and integrity
- practicing our work in an ethical and reflective manner
- honoring and respecting cultural diversity
- encouraging diversity in our curriculum and community of learners

Individual and Collective Responsibility

- taking individual responsibility for our own learning
- cultivating a sense of social and individual responsibility
- developing reflective, responsible and compassionate citizens
- playing a leadership role in the larger community
- embracing thoughtful change and innovation



ATHLETIC BRANDING



MARKETING MATERIALS



CHABOT COLLEGE

Invest in you

Academics

- Over 60 Associate in Arts/Associate in Science Degree Majors
- Over 20 Associate in Arts/Associate in Science-Transfer Degree Majors
- Over 70 Career Education Programs

Small class sizes and teaching Faculty

- Our class sizes average 30 students. You receive a personalized teaching experience directly from our teaching faculty!
- Approximately 17% of our faculty district-wide have Doctoral degrees

Academic and Student Support Services

Your success is our focus! Over 20 comprehensive academic support services including counseling, special needs support programs, mentoring, workshops, computer center, free tutoring, and much more!

Award Winning

- Champion athletic teams
- Nationally recognized STEM (Science, Technology, Engineering and Math), Health, Arts, Career Education Programs
- Puente, Umoja, and First-Year Experience learning communities



Apply and Register

For more information about Chabot College, including how to apply and register, visit www.chabotcollege.edu/Admissions.

- Spring semester starts in January
- Fall semester starts in August
- Summer semester starts in June
- Multiple semester start dates and summer sessions also available!

Enroll today!

One Page Flyer

Chabot College for you



Over 30
Student clubs

16 Intercollegiate sports for men and women



Over 20
Student support programs



Dozens of educational, cultural activities throughout the year



High School Concurrent Enrollment



VRC
VETERAN RESOURCE CENTER



Career & Transfer Center



Over 1000
degrees awarded in 2017

81% of students responding to our college survey would encourage others to attend Chabot College!



Financial Aid available for those eligible



Flexible Class Schedule online, in-person, evening and weekend classes!





About Chabot College

Chabot College, founded in 1961, is located in Hayward and is a comprehensive community college in the heart of a thriving, diverse community where students of all ages and backgrounds can get a high quality education at an affordable price. Chabot is the birthplace of model student support programs such as the Puente, Umoja, and Early Childhood Mentor-Teacher Programs. Chabot strives to offer not only a variety of student support programs, but also an environment where all students can feel safe and supported.

Whether you are part-time or full time, a high school student looking to transfer to a 4-year university, or a working adult looking for career advancement or a new career, Chabot College offers flexible online, in-person and weekend classes. Chabot awards associate degrees and certificates, and specializes in university transfer, workforce training, and lifelong learning opportunities.

To request disability-related accommodations, please call the DSRG at 510-723-6725.



CHABOT

COLLEGE

25555 Hesperian Blvd.
Hayward, CA 94545
(510) 723-6600

www.chabotcollege.edu
Habla español? Visite "El Centro"
Edificio 700, Sur (Building 700 South)

MARKETING MATERIALS CONTINUED

FIRST YEAR EXPERIENCE PROGRAM

FALL 2016 PATHWAY OPTIONS

The First Year Experience (FYE) Program focuses on student success through different "pathways" based upon your interests and academic goals. Students will work with like-minded peers towards their degree while exploring major options with professors knowledgeable in their area of interest.



INTERESTED IN A PATHWAY?

For more information and to submit your FYE application, visit our website: www.chabotcollege.edu/counseling/FYE. For specific class listings, see page 4.

- 
STEM
 The STEM pathway is for students interested in Science, Technology, Pre-Med, Pre-Dentistry, Engineering and other related majors.
- 
BUSINESS
 The Business pathway allows students to explore their interests in various business majors ranging from Health Care, Retail and Small Business Management to Accounting, Entrepreneurship, Human Resources, and Small Business Ownership.
- 
PUBLIC SERVICE/LAW
 The Public Service/ Law pathway allows students to explore their interest in Administration of Justice, Law School, or Public Service.
- 
HEALTH CARE & COMMUNITY WELLNESS
 The Health Care & Community Wellness pathway is a perfect fit for those interested in Nursing, Dental Hygiene, Health Science and Medical Technology related majors. This pathway offers reserved seating in the core Biology and Chemistry classes needed to succeed as a Health Care Professional.
- 
VISUAL ARTS
 This is a great pathway for students interested in Photography, Painting, Drawing/Illustration, Ceramics, and Sculpture.
- 
EXPLORE
 The "Explore" pathway assists students with undecided majors to work towards their degree while exploring different career and major options. Faculty will provide the tools to assist in the decision making process.

Don't wait, space is limited to the first 180 students who apply!

CHABOT COLLEGE OPEN HOUSE SERIES

Stop in to learn more about the College, specific programs, and meet admissions, financial aid, counseling, faculty and other staff to help you with your application and enrollment questions!

Every Wednesday, June and July
 4:00 – 6:30 p.m.
 Lobby of Building 700

Choose a date below and pre-register at chabotcollege.edu today!

JUNE 1	Featured: Admissions, Health and Athletics programs
JUNE 8	Featured: Student Life, Arts and Humanities programs
JUNE 15	Featured: Financial Aid, Applied Technology & Business programs
JUNE 22	Featured: Career & Transfer Center, Science & Math programs
JUNE 29	Featured: Special Programs* and Language Arts
JULY 6	Featured: Counseling & Pathways
JULY 13	Featured: Student Services & Social Sciences
JULY 20	Featured: Health Services & Physical Education, Health
JULY 27	Featured: Academic Services & Library

*for a summary description of our Special Programs, see page 103

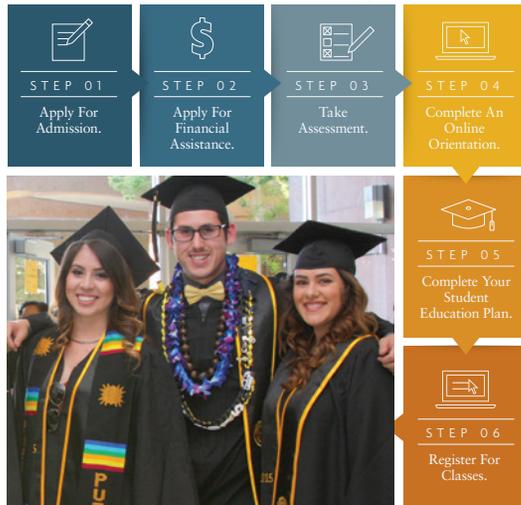
Summer Registration begins April 19th
 Classes start May 31st, June 13th, June 20th and July 5th

Fall Registration begins April 19th
 Classes start August 17th



2555 Hesperian Blvd,
 Hayward, CA 94541
 PH: 510.723.6600
www.chabotcollege.edu

CHABOT COLLEGE



Save. Learn. Transfer. Work.

YOUR SIX STEPS TO SUCCESS

STUDENT SERVICES TO HELP YOU SUCCEED • Financial Aid • Admissions and Records • Assessment Center • Counseling • Darata Program • Disabled Students Resource Center • Excel • First Year Experience (FYE) • Career and Transfer Center • Health & Wellness Center • Tutoring-Learning Connection • WRAC Center (Writing and Reading Across the Curriculum) • Veteran Services • CalWORKs • Extended Opportunity Programs and Services (EOPS) • Puente Project • Degree and Transfer Program for Working Adults (PACE) www.chabotcollege.edu

Six Steps To Success Insert

MARKETING MATERIALS CONTINUED



CHABOT COLLEGE

INVEST IN
you

TRANSFER
4 of 5 students would encourage others to attend Chabot College

Apply Now
www.chabotcollege.edu



TRANSFER
4 of 5 students would encourage others to attend Chabot College

▶ **APPLY NOW**

INVEST IN
you

CHABOT COLLEGE

Ads

MARKETING MATERIALS

CHABOT COLLEGE AND AAREA A PARTNERSHIP **OVER A DECADE STRONG**

Building a Brilliant, Resilient and Strong College-going Community





CHABOT COLLEGE HAS OVER 100 ACADEMIC PROGRAMS ON CAMPUS

Chabot College is proud to support our African American student population through our Black Student Achievement & Success Programs, which include counseling and academic support services and learning communities. These programs include: The Umoja Program, Striving Black Brothers Coalition, My Sister's Keeper, the Black Academic Alliance of Dynamic Leaders and the Black Education Association.

CHABOT COLLEGE
 Dr. Jeanne Wilson
 Dean of Special Programs & Services
 510-733-6917
www.chabotcollege.edu/specialprograms/
www.facebook.com/chabotbsasp



BRILLIANT **RESILIENT** **STRONG**

AAREA 2 Page Ad

CHABOT COLLEGE AND AAREA A PARTNERSHIP **OVER A DECADE STRONG**

NEW STUDENT WELCOME DAYS

Thursday, June 8th, 4-7 p.m.
 Thursday, July 13th, 4-7 p.m.
 Thursday, August 3rd, 4-7 p.m.

- African American High School Seniors Encouraged to attend!
- BBQ & Party in the Plaza with Live Music
- Campus Clubs & Organizations
- Registration & Financial Aid Assistance
- Campus Tours & More!

BLACK STUDENT ACHIEVEMENT & SUCCESS PROGRAMS ANNUAL EVENTS

- Black Fall Welcome – August
- Black Family Night – October
- Black History Month Celebration – February
- Black Scholars Dinner – February
- Black Graduation Celebration – May
- SBBC & MSK Banquet – May
- Daraja Celebration – May







CHABOT COLLEGE
 BLACK STUDENT ACHIEVEMENT & SUCCESS PROGRAMS

BRILLIANT **RESILIENT** **STRONG**