

Brand Guidelines

Revised August 2025



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Purpose of Brand Guidelines

Goals

- 1. Establish Chabot College brand identity and separate ourselves from competitors.
- 2. Ensure brand consistency across channels, which reinforces brand recognition.
- 3. Promote brand recognition, which makes it easier for potential students, current students, alumni, and the community to identify Chabot College.
- 4. Streamline design and marketing processes by providing a working system.
- 5. Guide internal teams to represent the brand consistently and effectively in various contexts, fostering alignment and clarity within the organization.
- 6. Provide a framework for scaling your brand identity and ensuring consistency across diverse markets, channels, and teams.
- 7. Enhance brand credibility by demonstrating professionalism, attention to detail, and a commitment to quality.
- 8. Protect brand equity by defining how it should be represented and communicated to safeguard against dilution or misrepresentation.
- 9. Foster collaboration with external partners by providing a common reference point to align with college standards.

We Are Here to Help

There is a lot of information within these brand guidelines and we don't expect you to have the decades of training and experience in marketing, web design, graphic design and print production to implement everything contained within. That's why the Marketing Team is here to help you succeed with your project by providing these services for you. Collaborating with the Marketing Team takes the work off of you and allows our experts to get the details right.

We recognize each project is unique and can provide flexibility to make the Chabot College brand work for you. While wide-reaching, long-lasting, and external media projects need to adhere to the brand guidelines, the Marketing Team can help you with the guidelines that are more flexible for targeted, short-term projects or for merchandise.

Visit the marketing webpage to place a request for any of the following:

- Advertising an event
- Campus or department signage and/or banners
- Environmental design
- Graphic design
- Marketing a class
- Merchandising or apparel
- Web promotion

Accessibility

Accessibility is part of the Chabot College brand. Part of Chabot College being an inclusive institution is creating inclusive media. Federal Law (the Americans with Disabilities Act, also known as "ADA," and Sections 504 and 508 of the Rehabilitation Act) prohibits Chabot College from distributing digital media that denies access to persons accessing the web through screen readers, who cannot hear audio content, or are unable to use a mouse.

- CLPCCD Administrative Policy 3725: Information and Communications Technology Accessibility and Acceptable Use
- CLPCCD Board Policy 3725: Information and Communications Technology Accessibility and Acceptable Use
- Section 504 of the Rehabilitation Act
- Section 508 of the Rehabilitation Act
- Web Content Accessibility Guidelines (WCAG) 2.0

Items that Must Be Accessible

- Electronic documents on the website
- Emails and email attachments
- Printed materials (posters, flyers, signs, postcards)
- Social media
- Website

Responsibility for Compliance

The person creating media is responsible for making it accessible and the person distributing it is responsible for checking that it is accessible. If you create a document that is not accessible, you are responsible for completing the remediation process. Please review the available remediation options.

If the Marketing Team and/or Chabot College Reprographics creates media for you, the media will meet accessibility standards.

Support

Information regarding creating accessible media, collaborating to develop accessible media, and document remediation is available on the Chabot College website

- Accessibility Information
- Remediation Information
- Guides to Accessible Digital media
- Online Teaching and Canvas Support
- Printed Media Support

You can download the Chabot College logo from the District marketing website.

Color, Layout, and Gradient Specifications

Color

The Chabot College logo uses only three colors: gold, black, and white. For color values, see "Color Palette" on page 16. No other colors may be used.

Layout and Gradient

The standard logo lockup is vertical, with the text "Chabot College" underneath the logo. There are instances where the standard logo will not fit and a horizontal logo can be used in its place, with the text "Chabot College" to the right of the logo.











Use on Light and Dark Backgrounds

Light Backgrounds

Use the standard gold-and-black logo or all-black logo for use on light colored backgrounds or colors.



Use the standard gold logo with white text or all-white logo for use on dark colored backgrounds.





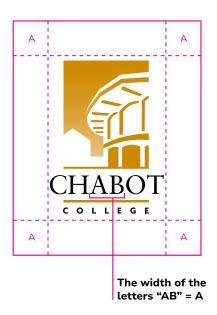


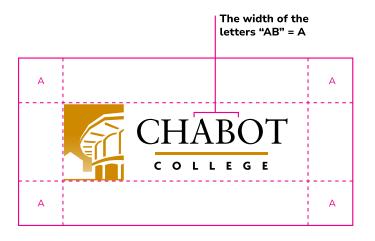


Clear Space and Minimum Size

Clear Space

Clear space surrounds the logo and must be free of any text or graphic elements. By leaving ample space around the logo, we ensure that it stands out. This clear space is included in the logo files available online by providing the correct distance between the logo edges and image boundaries.





Minimum Size

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





minimum size = 0.84" wide x 1.12" high Standard logo: Horizontal logo: minimum size = 1.56" wide x .053" high

Departments

Below are examples of the department lockups for both the vertical and horizontal logos for flyers, emails, and multipage documents. Unique department logos and icons need to go through the Marketing Team to ensure usability specifications and compatibility with the Chabot College brand.



Letterhead

Letterhead is standard campus-wide. Departments may choose to include their name and contact information at the bottom, but no other modifications may be made.

Letterhead can be ordered online through **Chabot College Reprographics**.



Incorrect Usage

- Do not adjust the colors of the logo
- Do not distort, stretch, or squish the logo
- Do not adjust the spacing of the logo







- Do not add drop-shadows or other effects to the logo
- Do not recreate the logo or use a different typeface
- Do not create a mask from the logo to hold imagery







- 🗙 Do not use a low-resolution 💢 Do not use the logo on a logo or logo variations found online through an image search
- low-contrast background
- Do not place the logo too close to other content







Incorrect Usage, continued

- No not redraw the logo or create your own version
- Do not change the logo to create a new identity
- Do not change elements of the logo and department lockup







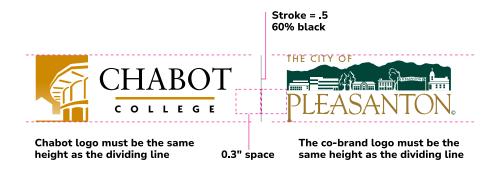
- 🗙 Do not hide the logo on the back of a print piece
- Do not omit the logo; the logo should be on all media





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.

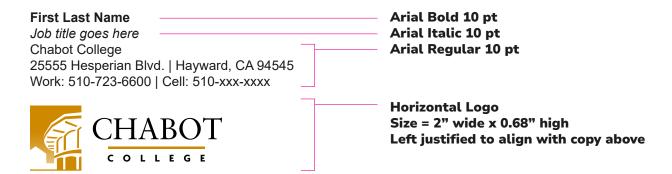






Email Signatures

Emails signatures should always be formatted like shown below.



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 Gladiator embodies the strength to unite, courage to overcome, drive to persevere, and power to inspire undeterred by any challenge and with unwavering resolve.

Mascot Usage

The Chabot College Gladiator lockup and logotype should not be used to replace the Chabot College logo in marketing. Please contact the marketing team for more information on mascot usage.

Primary Lockup



Gladiator Symbols and Lockups

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

Gladiator Symbol



Gladiator Helmet Symbol



Clear Space and Minimum Size

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

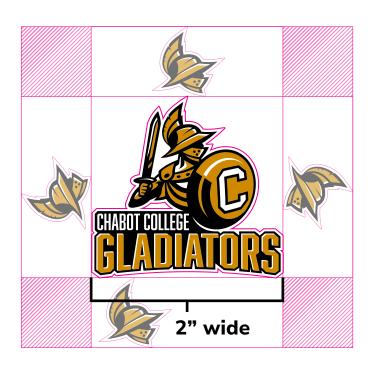
To ensure legibility and brand impact, the mascot logo should never appear smaller than 2 inches wide in any application. This maintains visual clarity and preserves key details.

Alternate Logo Lockup



Gladiator Logotype





Use on Light and Dark Backgrounds

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.





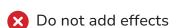




Incorrect Usage

- Do not adjust the colors of the Gladiator
- Do not distort, stretch, or squish the Gladiator
- Do not recombine the icon and logotype







Do not recreate the Gladiator or use a different typeface



Do not use on a low-contrast background



Do not crop or use part of the Gladiator or logotype



Do not rotate or flip the Gladiator



Do not make the Gladiator too small (less than 2" wide)







Color Palette

Introduction to Color Palette

Chabot College is visually represented by color branding so that our community thinks about Chabot College when they see our black and gold color combination. By maintaining this brand consistency, we further the association between Chabot College and the colors black and gold.

We emphasize high contrast in our color palette for ease of readability and to meet ADA requirements. See "Required Color Contrast" on page 18 for more information on approved color pairing.

Color is a significant part of brand identity and color use must be taken into consideration for all projects, including digital media, physical media, and environmental design.

Primary Colors

Chabot Gold is the primary color used for our brand identity and recognition. Core visual elements such as logos and main website background should use Chabot Gold.

Chabot Gold

Pantone: PMS 131 RGB: 205, 139, 42

Hex: CF8900

Black

Pantone: none 0.0.0 RGB: 000000 Hex:



Secondary Colors

The following are approved background colors for media, including flyers, post cards, posters, and websites.

Charcoal

PMS Black 3 C Pantone:

RGB: 33, 39, 33 Hex: 212721



Ivory

PMS 7499 C Pantone: 241, 228, 178 RGB:

Hex: F1E4B2



Goldenrod

RGB:

Pantone: PMS 124 C 235, 170, 0

EBAA00 Hex:



White

Pantone: PMS 000 C 255, 255, 255 RGB:

FFFFFF Hex:



Color Palette

Accent Colors

These colors compliment Chabot College's primary colors, but are to be used sparingly and as accents to the primary colors. The extended color palette should not be the dominant color.

Ember

Color mixtures

• Pantone: PMS 485 C RGB: 225, 37, 27 Hex: #E1251B

Autumn

Color mixtures

• Pantone: PMS Orange 021 C RGB: 241, 228, 178 Hex: FF5100

lvy

Color mixtures

• Pantone: PMS 3405C RGB: 0, 172, 105 Hex: 00AC69

Turquoise

Color mixtures

• Pantone: PMS 7713 C RGB: 205, 139, 42 Hex: 007A8A

Sapphire

Color mixtures

Pantone: PMS 307C RGB: 0, 105, 167 Hex: 0069A7

Mauve

Color mixtures

Pantone: PMS 242 C RGB: 130, 35, 95 Hex: 82235F

If you believe that your project would benefit from using an extended color palette, please contact Chabot College marketing for more information.



Color Palette

Required Color Contrast

To meet federal ADA legal requirements, text must have a contrast ratio of at least 4.5:1 with its background. The Chabot logo and Chabot color palette are thoughtfully paired with background colors to ensure legibility and compliance with ADA standards. By carefully selecting high-contrast text and background colors, we maintain clarity and visibility across all mediums.

Note that Chabot Gold does not provide enough contrast against white to meet ADA requirements. Gold text should never be used on a white background and white text should never be used on a gold background.

Black Background

- Autumn
- **Chabot Gold**
- **Ember**
- Goldenrod
- Ivory
- lvy
- White





Chabot Gold Background

Black



Charcoal Background

- Goldenrod
- lvory
- White





White Background

- Black
- Charcoal
- Ember
- Mauve
- Sapphire
- Turquoise



Goldenrod **Background**

- Black
- Charcoal



Ivory Background

- Black
- Charcoal
- Mauve
- Sapphire



Graphic Elements

Shapes

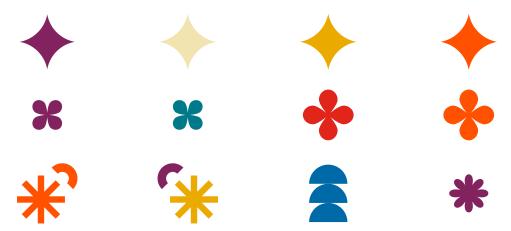
The Chabot shapes symbolize the diverse and vibrant tapestry of our community, thoughtfully designed to reflect the inclusivity of all groups. These shapes add texture, depth, playfulness, and a distinct character to our brand compositions, enhancing our visual identity while celebrating the uniqueness of every individual within our community. See "Library of Media Elements" on page 31 to download.

Note: It's important to use the shapes in ways that are not overwhelming but instead intentionally enhance the compositions. Ask the marketing team if you have questions.

Brand Shapes

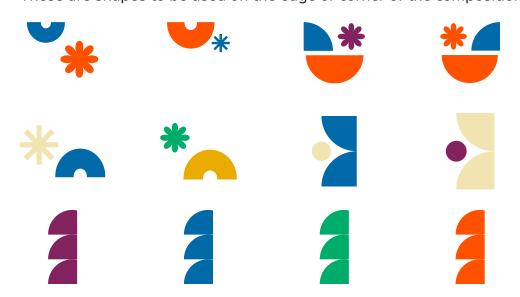
Floating Shapes:

These are shapes to be used freely throughout the composition.



Edge Shapes:

These are shapes to be used on the edge or corner of the composition.



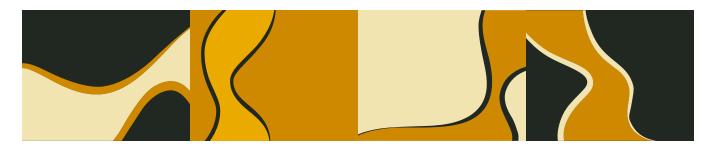
Graphic Elements

Paths

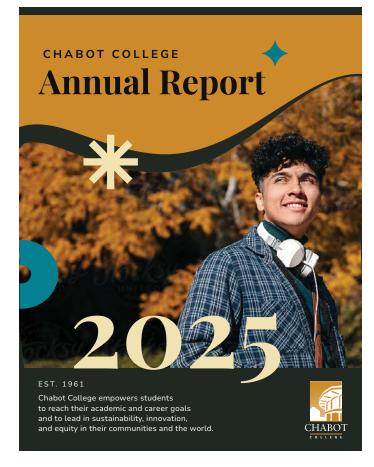
The path element symbolizes our learning and student journeys and the incredible destinations that begin right here at Chabot.

It's essential to use a path as demonstrated here, ensuring it doesn't feel small or insignificant but instead serves as a bold, expansive background that creates a distinctive sense of space and presence in the composition.

When designing a unique path, use the examples below to maintain consistent stroke and width, ensuring uniformity across all branded materials.







Graphic Elements

Iconography

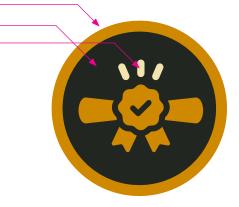
The iconography style is crafted to balance simplicity with a sense of fun and boldness. These icons are intended to be pictorial representations of our programming, areas of study, events, and more.

When creating an icon, be sure to use only three colors and adhere to the provided guidelines to ensure consistency with our brand standards. Keep contrast and line weight in mind for visibility on mobile devices. This approach maintains a cohesive visual identity while keeping the icons engaging and easily recognizable.

Icon Anatomy

Specifications

- Icons are created at 270px x 270px
- Icons will always be composed of solid shapes. Smaller internal details within those shapes are **OK**.
- Icons can be created from any of the primary, secondary, or tertiary colors.
- Line Weight: 18px
- Fill Color: Charcoal (PMS Black 3 C)
- Accent Color: Ivory (PMS 7499 C)



Examples

















Typography

In the Chabot brand, typography plays a key role in expressing our identity. We use Playfair Display for headlines to convey a sense of sophistication paired with rich playfulness, while **Nunito Sans 10pt** is our choice for body text, offering a clean, modern, and approachable feel.

Together, these typefaces balance heritage with innovation, reflecting the essence of our college.

Both Playfair Display and Nunito Sans are Google Fonts accessible to anyone. If you need help with installation, contact Chabot College Computer Support.

Download

- Playfair Display
- Nunito Sans 10pt

Substitutions

In the event that the typefaces Playfair Display and Nunito Sans are unavailable, a visually comparable substitute may be used. The best alternate typefaces are:

- Georgia Bold, substituting for Playfair Display
- Segoe UI, substituting for Nunito Sans

Playfair Display

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 abcdefghijklmnopqrstuvwxyz 1234567890.,:;!?""@#\$%^&*()-+=

Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890.,:;!?""@#\$% ^ & *() - + =

Formatting

General Formatting

Hyperlinks and URLs

- Chabot College URL
 - Always write the URL as www.chabotcollege.edu because the user won't be able to connect to the website without the "www" portion.
- Digital Media
 - Do not use a "bare URL," which is the full web address needed to access a webpage or file online (such as www.chabotcollege.edu/accessibility)
 - Use descriptive text for your web link, for example: "Visit the Chabot College website."
 - It is unnecessary to use these phrases in the link display text: "Click Here," "Click here to...," "Link to ..."
 - Links should look like links, and nothing else should. Users are accustomed to seeing links as underlined blue text. Therefore, don't underline or use blue text for other words, but instead, use bold and/or italics to emphasize words where needed.
- Print Media
 - Keep QR codes to a minimum; direct users to one web page that the user can use to find additional information
 - QR codes should be accompanied by the URL it points to
 - Do not use long URLs, use an abbreviation service such as **Bitly** or **TinyURL** so a user can easily type the URL if they don't have a QR code reader.
 - You do not need to include the "http://" portion of a URL.
 - You do not need to include the "/index.html" or "/index.php" portion of a URL.
 - Links should look like links, and nothing else should. Users are accustomed to seeing links as underlined blue text. Therefore, don't underline or use blue text for other words, but instead, use bold and/or italics to emphasize words where needed.

Telephone Numbers

Telephone numbers should use periods to separate the area code, first three digits, and final four digits. For example, the Chabot College main telephone number would be listed as: **510.723.6600**.

Typeface Size

No text should be smaller than 8 points in size.

Formatting

Multipage Documents

When formatting documents in MS Word, PowerPoint, or Adobe InDesign, be sure to use document styles to ensure proper document tagging for accessibility and ease of making revisions.

For example: a chapter title would use the <H1> tag, a headline would use a <H2> tag, and a subhead would use a <H3> tag. If your document doesn't have chapters, then a headline would use a <H1> tag and a subhead would use a <H2> tag.

The important thing is to be consistent within your document. For more information, you can read this tutorial on document headers.

Subheadline

Nunito Sans 10pt, Medium

Tracking: 200 Leading: Auto

Headline

Playfair Display, Bold

Tracking: 0 Leading: Auto

Headline Goes Here

Hicienissim faceped ut aspid et arcilis sition libea sed que et, te ea saepro quae occatur ea conseque cupta quaessi tatemporro jusa molupta spelitatios voluptu riaeperi.

Nam et velignitati vit voles ut utem acimaio nsequo quatustium autemporrum audanihitia delibus andelique peris deriat soluptam eac.

Aqui ut acessim endipsant mo que odioristorem ne pe voloressecti ut es sitat mil iderum que cuscil enima sam.

Ipsam ilitat qui dolupis estios magnimagnam nim cum vero omnis excersp iducipsunt lit dolupta tiunt. Lia dolesequam harum num commolo repudit vel inis sapiendi denia sum dernatem volorem

www.chabotcollege.edu <

Body Copy

Nunito Sans 10pt, Regular Nunito Sans 10pt, Extra Bold

Tracking: 200 Leading: Auto

Credits/Call-Outs

Nunito Sans 10pt, Black

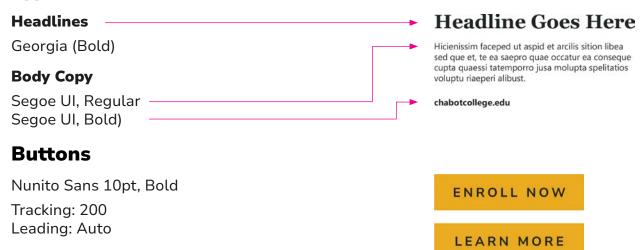
Tracking: 200 Leading: Auto



CREDITS / CALL-OUTS

Formatting

Typefaces for PowerPoint Decks



Photography

Chabot's photography style captures the diversity and energy of our community through images that highlight student programming, vocational activities, and a mix of candid and posed moments. We emphasize the use of natural daylight in all photography, as it brings a sense of warmth, authenticity, and vibrancy to the images. Daylight not only enhances the natural colors and tones but also aligns with our brand's commitment to showcasing the true essence of our campus and its people. Please select photographs that fit this.

When taking photographs or selecting photographs to use, keep in mind the negative space around the subject so that the photographs can be used for different-sized media formats. It is better to have a photograph with extra space (a "wide shot") because it can be cropped to a usable size by a designer.



Branding Prerequisites

When creating your own media, include these elements on every piece.

Checklist for All Media

- 1. The Chabot College logo must be included and meet placement requirements.
- 2. Include the following text to fulfill accessibility requirements when appropriate: For more information or accessibility accommodations, please contact <name> at <email address> or <phone number>.
- 3. Include the following text to fulfill our Title VI, IX, Title II, and Section 504 Office of Civil Rights responsibilities: All academic and career technical education programs and student support
 - programs and services are open to all students without regard to race, color, national origin, sex, or disability status.
- 4. Design for the size it is going to be presented. For example, don't create a 8.5 x 11" document and try to print it as a 24 x 36" poster or display it on one of the campus TV screens.
- 5. To comply with Federal laws and the Americans with Disabilities Act (ADA), all media must meet accessibility standards
 - Print media must meet print accessibility standards
 - Electronic media must meet WCAG accessibility standards
- 6. Document review before distribution
 - Check for correct dates and times
 - Confirm event venue has been reserved in 25Live and is displayed correctly and display who is the event opened to (public including community, all Chabot students, or certain student groups)
 - Ensure document is the correct revision/edition
 - Check spelling
 - Check for any remaining placeholder content
 - Receive feedback from departments impacted For example a math department flyer that refers students to counseling should be reviewed by the counseling department to ensure the accuracy of the information
 - Receive department/area administrator approval as needed

Media Checklist

Checklist for Flyers and Posters

- 1. Meet all requirements on the "Checklist for All Media" on page 27
- 2. Include a Call-to-Action for the reader to clarify the purpose of the flyer
- 3. Know the finished size of your flyer or poster and design for these specifications

• TV Flyer (landscape) 1920 x 1080 pixels @72 ppi • TV Flyer (portrait) 1080 x 1920 pixels @72 ppi Flyer (print) 8.5 x 11 inches @300 dpi Small Poster 11 x 17 inches @300 dpi • A-Frame Poster 24 x 36 inches @200 dpi Giant Poster 36 x 48 inches @200 dpi

Design the flyer or poster for the finishing process you intend to use. For example: a standard printed flyer (shown on the left) has different size and design requirements than a full-bleed flyer (shown on the right), which requires specialized paper and extra labor to bleed with a blade.



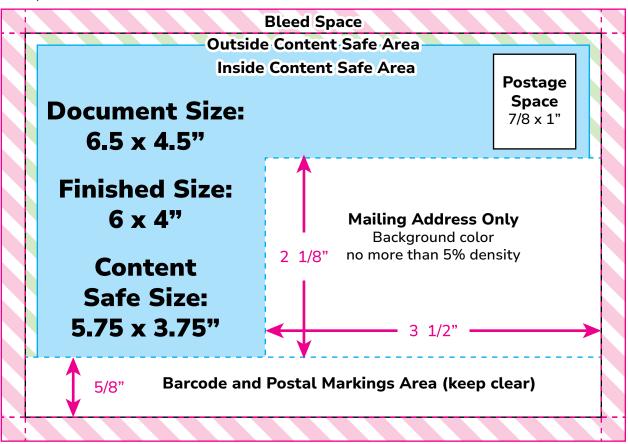


See "Library of Media Elements" on page 31 for flyer templates you can use.

Media Checklist

Checklist for Postcards

- 1. Meet all requirements on the "Checklist for All Media" on page 27
- 2. Include Chabot College logo on the front
- 3. Meet all postal requirements
 - Clear space on edges
 - Space for postage
 - Space for recipient address
 - Space for return address



- 4. Check size of postcard
 - 4x6" postcards generally have a discounted postage rate
 - Sizes larger than 4x6" will cost more to mail

Media Checklist

Checklist for PowerPoint

- 1. Meet all requirements on the "Checklist for All Media" on page 27
- 2. Begin with a title card
- 3. Each slide should have a title
 - Title of document
 - Title of section
 - Title of slide
 - Splash pages don't need titles, but a title can provide context to the photos or images presented
- 4. All images either need alternate text or need to be tagged as artifacts

Media Library and Templates

Library of Media Elements

An online library containing all elements described in these brand guidelines can be found at bit.ly/ChabotBrand.

This library includes the following:

- Chabot College logos
- Typefaces
- Iconography
- Graphic elements

Templates

Templates for Canva, InDesign, and PowerPoint, are in development.

