



CHABOT | LAS POSITAS COMMUNITY COLLEGE DISTRICT

BRANDING GUIDELINES AND PROTOCOL

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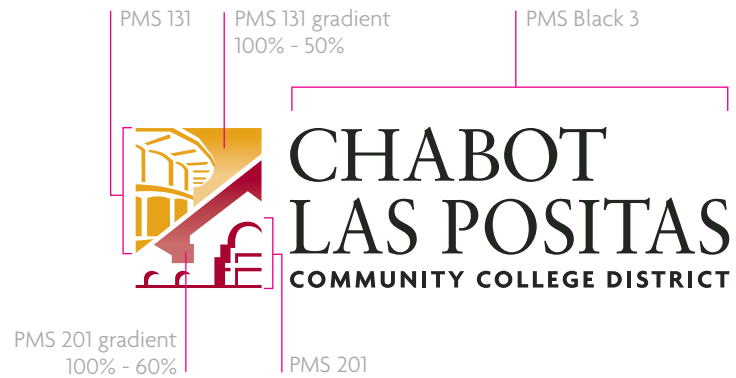
THE DISTRICT LOGO

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 District color palette and should be dominant in all communications.

PANTONE 131

CMYK = 3-36-100-6

RGB = 206-142-0

HEX = CE8E00

PANTONE 201

CMYK = 7-100-65-32

RGB = 152-30-50

HEX = 981E32

PANTONE BLACK 3

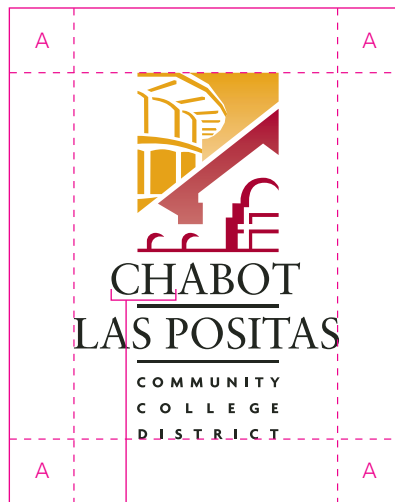
CMYK = 72-46-56-95

RGB = 37-44-38

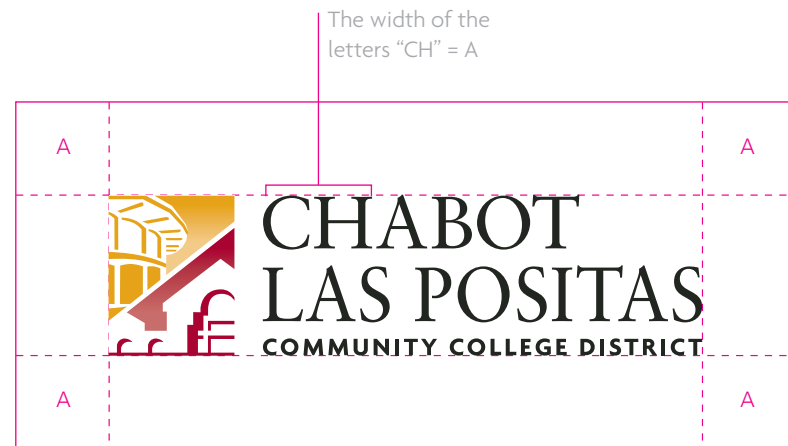
HEX = 252C26

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.



The width of the letters "CH" = A



The width of the letters "CH" = A

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 = 1.12"W x 1.55"H



Horizontal Logo
Minimum size = 1.96"W x 0.53"H

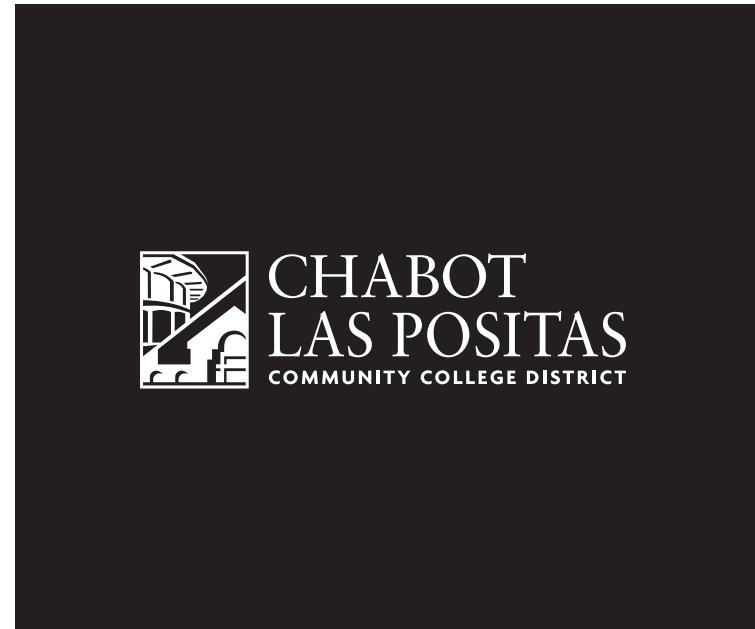


DARK BACKGROUNDS

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.



**District Educational Support
Services Committee**

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



**District Educational Support
Services Committee**

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 layout is the approved business card, and should not be altered.



David Hawk
Vice Chancellor
dhawk@clpccd.org

7600 Dublin Blvd., 3rd Floor
Dublin, CA 94568
Tel: 925.485.5203
www.clpccd.edu

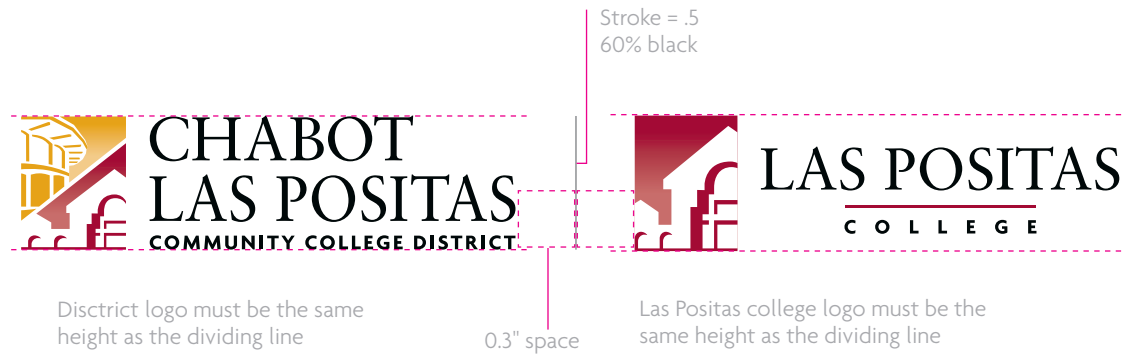
BUSINESS CARD & STATIONARY CONTINUED

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

 <p>CHABOT LAS POSITAS COMMUNITY COLLEGE DISTRICT</p> <p>7600 Dublin Blvd., 3rd Floor Dublin, CA 94568 Tel: (925) 485-5203 www.clpccd.edu</p>	<p>June 27, 2022</p> <p>To Whom This May Concern,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat wisi enim.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Sincerely, <i>David Hawk</i> David Hawk Vice Chancellor</p>
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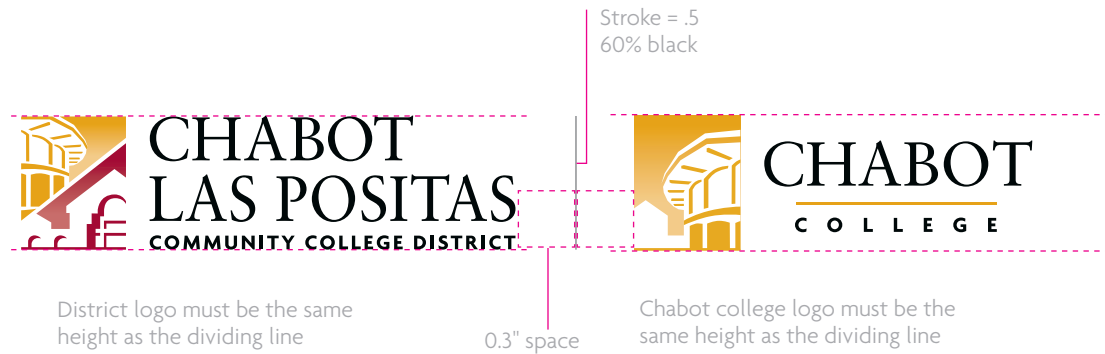
PROTOCOLS

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.



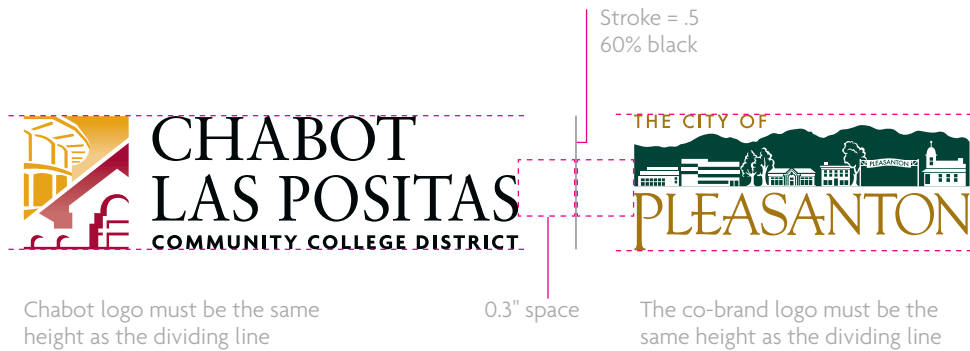
PROTOCOLS CONTINUED

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-Las Positas Community College District
7600 Dublin Blvd., 3rd Floor | Dublin, CA 94568
W: 925-485-5216 | Cell: 925-200-1299 Arial Regular
10 pt

 Vertical Logo
Minimum size = 1.12"W x 1.55"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


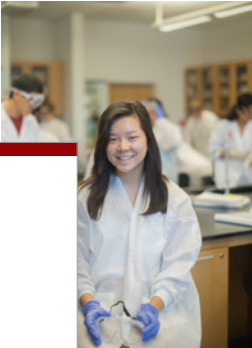
Individual and Collective Responsibility


- 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





MARKETING MATERIALS



CLPCCD | OPEN FOR LEARNING
CLPCCD | OPEN FOR LEARNING



OPEN FOR LEARNING

**ANNUAL REPORT
TO THE
COMMUNITY
2020 | 2021**




The District sponsored an economic impact study in 2018-19 to determine the economic value and impact that the CLPCCD provides to its service area. This report assesses the impact of the District on the regional economy and the benefits generated by the District for students, taxpayers, and society. The results of this study show that CLPCCD creates a positive net impact on the regional economy and generates a positive return on investment for students, taxpayers, and society.

Community colleges are local engines of opportunity. The following figures indicate the regional impact resulting from the District offering thousands of students a pathway to higher education and job skills.

\$229.5 <i>million</i>	\$398.2 <i>million</i>	\$33.5 <i>million</i>	\$694.6 <i>million</i>
Operations Spending	Alumni Impact	Student Spending	Total Impact*

*The final total includes some additional impact from construction projects.

TAXPAYER PERSPECTIVE

\$274.1 <i>million</i>	Support provided by local and state taxpayers toward CLPCCD operations		6.4	Benefit Cost Ratio
\$270.8 <i>million</i>	Net present value of the added tax revenue from students' higher lifetime incomes and increased output of business		\$9.00	Return in benefits for every \$1 spent
\$28.7 <i>million</i>	Savings to public sector due to reduced demand for government-funded services		1.5%	Average annual taxpayer return on investment

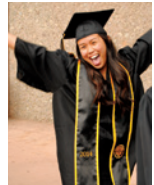
The additional income of **\$694.6 million** created by CLPCCD is equal to approximately **0.5%** of the total gross regional product of the CLPCCD service area.

MARKETING MATERIALS CONTINUED

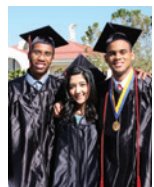
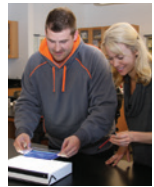
Chancellor Profile

As Chief Executive Officer of the District, the Chancellor

- Build consensus through collegial consultation and



Chabot-Las Positas Community College District | **CHANCELLOR SEARCH**
2019-2020



• Problem-solve and cultivate healthy
 • Multi-college District.
 • with and provide leadership to District
 • Provide efficient centralized resources in
 • Negotiate the two College Presidents and
 • Facilitate active bargaining in a multi-college
 • Promote standing and commitment to mutual
 • Provide leadership and direction of the \$950M
 • Commitment to build and enhance an exceptional
 • Focus on student learning and success at
 • Work to advance the District's support
 • Promote pluralism through ensuring the
 • Aid retention of highly qualified and
 • Support faculty, administrators and classified
 • Collaborate with board policies.
 • Provide leadership for the role of technology
 • Promote including resource allocation and
 • Support uses of technology to expand
 • Develop faculty and staff.
 • Uphold the District's commitment to participatory
 • Engage the role of all constituents including
 • Support classified professionals and students
 • Encourage constituent groups participate in
 • Promote process and in the development of
 • Support the Board of Trustees.
 • Articulate an innovative vision of the
 • Promote regional, political, business and civic
 • Support community, the state and the nation.



Chancellor Brochure

MARKETING MATERIALS CONTINUED

MEASURE B 2017 PROJECT HIGHLIGHTS





LAS POSITAS COLLEGE

New Academic Classroom Building

Construction continues for the 40,000-square-foot, two-classroom, 6-computer lab building. Construction is scheduled for 2018.

CHABOT COLLEGE

New Biology Building

Design is complete for the 19,600-square-foot, two-biology laboratories, and six-computer lab building. Construction is scheduled for 2018.



**MEASURE B
CITIZENS' OVERSIGHT COMMITTEE**
13TH ANNUAL REPORT TO THE COMMUNITY 2017




MESSAGE FROM THE CHANCELLOR

On March 2, 2017, the voters of the Chabot-Las Positas Community College District (CLPCDD) approved a bond measure to implement a capital improvement program for Chabot College in Hayward and Las Positas College in Livermore. Your vote for Measure B, the \$498 million dollar bond, allowed the district to repair leaky roofs, worn wiring, and plumbing; renovate aging, deteriorating classrooms and libraries; and repair, acquire, construct, and equip college buildings and computer labs.

Measure B, is now in its final phase of funding and construction. We are in the process of closing this bond program and starting our new Measure A bond program. Measure B allowed our college campuses to be updated with award-winning facilities and improvements that have achieved some of the highest sustainability standards, and are saving hundreds of thousands of dollars in annual energy costs. In this annual report, you will get a glimpse into our last projects to be built under Measure B, which are a new biology building for Chabot College and a new academic classroom building for Las Positas College.

With your generous support of Measure A passed on June 7, 2016, we will be able to continue to upgrade Chabot and Las Positas Colleges. The \$915 million dollar bond measure will enable us to continue preparing students, veterans and workers for good paying jobs and transfer to four-year universities. Ongoing, we will begin to report to you on our progress with Measure A.

The CLPCDD extends our sincerest appreciation to the Measure B Citizens' Bond Oversight Committee, which monitors district Measure B expenditures. Our Board of Trustees has approved that this same oversight committee will also monitor the Measure A bond program. Hence, going forward our citizens' bond oversight committee will be called Measure A/B Citizens' Bond Oversight Committee.

On behalf of the Board of Trustees and the Measure A/B Citizens' Bond Oversight Committee, thank you for your continued support!

Sincerely,
Janette N. Jackson, Ph.D.
Janette N. Jackson
Chancellor

MESSAGE FROM THE COMMITTEE CHAIR

This year marks our 13th Annual Report to the Community from the Measure B Citizens' Bond Oversight Committee. Our committee is made up of members from the business community, senior citizen organizations, taxpayers associations, the college foundations, and the community at-large. It is appointed by the district board of trustees and is responsible for oversight of the bond measure expenditures.

As chair of the Measure B Citizens' Bond Oversight Committee I am pleased to report continued progress on a number of items.

Please see Page 2, for a summary description of our most recent projects for both Chabot and Las Positas Colleges.

On behalf of the Measure B Citizens' Bond Oversight Committee I thank you for your continued support. Not only does this measure continue to add jobs to our local construction industry, but it continues to help us provide a quality 21st Century education to future college graduates.

Sincerely,
Helen Bridge, Chair
Chabot-Las Positas Community College District
Citizens' Bond Oversight Committee

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT
Statement of Revenues and Expenditures

GENERAL OBLIGATION BONDS FUND
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES
IN FUND BALANCE (For The Year Ended June 30, 2017)

Revenues	\$ 439,641
Expenses	\$ 232,608
Revenues	\$ 672,249
Expenses	\$ 491,874
Expenses	\$ 179,359
Expenses	\$ 2,739
Expenses	\$ 1,135,381
Expenses	\$ 15,375,342
Expenses	\$ 17,184,695
Change in Fund Balance	\$ (16,512,446)
ENDING OF YEAR	\$ 64,827,615
START OF YEAR	\$ 48,315,169

RATING INCREASE.

Chabot-Las Positas Community College District (CLPCDD) is pleased to report that its raised its bond credit rating from A- to AA, reflecting the District's low and reserves, diverse and growing tax base and local economy, and allowing for instructional independence.

Investors Services confirmed the District's Aa2 bond credit rating, which implies strong creditworthiness. Moody's also cited the District's strong financial operations, reserves, general fund liquidity and low debt.

Measure B Report

12.2022 | 21

MARKETING MATERIALS CONTINUED



Student Success Starts Here
CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

Chabot and Las Positas Colleges both aim to provide an educational foundation for transfer to the four-year college/university, career and technical education (CTE) certificates, and life-long learning opportunities. The combined student population of more than 29,000 students includes those from throughout the Bay Area, and Central Valley, as well as from other states and more than 40 foreign countries.



 Chabot and Las Positas College
 Las Positas Service Area Communities
 Chabot-Las Positas District Boundary
 Chabot Service Area Communities

EC² Educational Excellence
Curriculum Relevancy
Community Collaboration

- **Educational Excellence** forms the foundation of our district and governs the planning, implementation, and evaluation of everything we do
- **Curriculum Relevancy** ensures that our students benefit from the latest and most innovative curriculum available; this requires constant, active improvement
- **Community Collaboration** with local business, government, educational institutions, civic organizations, community groups, science, and industry partners results in a team effort to provide educational opportunities that best serve our students and our community
- The Chabot-Las Positas Community College District (CLPCCD) celebrates more than 50 years of educating the San Francisco East Bay
- CLPCCD adds approximately \$508.9 million in annual income to its East Bay service area

Student Success Flyer

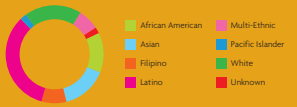
CHABOT COLLEGE

Chabot College has delivered education opportunity to our communities through excellent transfer, degree, career technical and lifelong learning programs. Chabot is the birthplace of model support services such as the Puente, Daraja, and Early Childhood Mentor-Teacher Programs. Ours is a story of student success and a democratic commitment to equal access to excellence in education for all.

Puente Project
A highly-acclaimed program founded at Chabot College in 1981 which explores the Mexican American/Latino experience and has served thousands of California students. Community colleges with Puente programs transfer 44 percent more Latino students to the University of California than colleges without Puente.

DARAJA Project
Offers academic support services and a curriculum focused on African-American literature, history, and issues. Daraja students do better in school and transfer to four-year universities at a higher rate.

Chabot College Student Characteristics



Educational Goal		Academic Achievement	
Transfer (with/without AA/AS)	55%	Degrees	836
AA/AS only (not transfer)	30%	Certificates	241
Certificate or job training	12%	2012-2013 Transfer*	133
Personal development	5%	UC	133
Other or Undecided	17%	CSU	449
		In-state private	118
		Out-of-state	136

*Most current information available

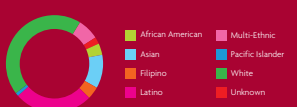
LAS POSITAS COLLEGE

Las Positas' rich course offerings prepare students for degree and certificate completion, transfer to a four-year university, basic skills for success in college, and job retraining. Students are also able to study in career programs designed by the faculty and the community to meet local workforce demands.

Engineering Tech Partnership
Lawrence Livermore National Laboratory (LLNL), Alameda County Workforce Investment Board (WIB) and Las Positas College (LPC) established a 24-month academic program to provide a technical education and hands-on training for veterans. The new Engineering Technology Program at Las Positas is designed to help veterans develop the skills and training needed for engineering technician careers and establishes a pipeline of qualified candidates for LLNL and other Bay Area employers such as NASA and Sandia and Lawrence Berkeley national laboratories.


Viticulture and Business Program
The college's award-winning Viticulture and Winery Technology Program partners with the historic and thriving Livermore Valley wine industry. The Business Program, the college's most popular major, provides training for area businesses, including an industry-specific Retail Management Program, and sponsors a Business and Entrepreneurship Speaker Series.

Las Positas College Student Characteristics




Educational Goal		Academic Achievement	
Transfer (with/without AA/AS)	64%	Degrees	520
AA/AS only (not transfer)	7%	Certificates	135
Certificate or job training	12%	2012-2013 Transfer to UC or CSU*	128
Personal development	4%	UC	128
Other or Undecided	12%	CSU	372


*Most current information available



25555 Hepner Blvd.
Hayward, CA 94545
(910) 723-6600
www.chabotcollege.edu



7600 Dublin Blvd., 3rd Floor
Dublin, CA 94568
(925) 485-5208
www.clpccd.org



3000 Campus Hill Drive
Livermore, CA 94551-7623
(925) 424-1000
www.laspositascollege.edu