



# LAS POSITAS

COLLEGE

BRANDING GUIDELINES AND PROTOCOL

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# THE LAS POSITAS COLLEGE LOGO

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# LOGO COLORS

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



# THE DISTRICT LOGO

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



# THE DISTRICT LOGO COLORS

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



# COLOR PALETTE

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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 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

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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 "PO" = A



The width of the letters "PO" = A

## MINIMUM SIZE

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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 1.12"H



Horizontal Logo  
Minimum size = 1.89"W x 0.53"H



## DARK BACKGROUNDS

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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

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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

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



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**Math, Science, Engineering  
& Public Safety**

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



Stroke = .5 pt  
60% Black

**Math, Science, Engineering  
& Public Safety**

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

# TYPOGRAPHY

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## 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*

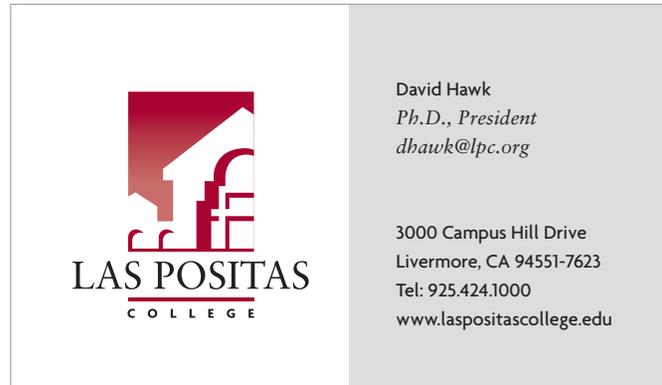
**Agenda Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Agenda Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# BUSINESS CARD & STATIONARY

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



# BUSINESS CARD & STATIONARY CONTINUED

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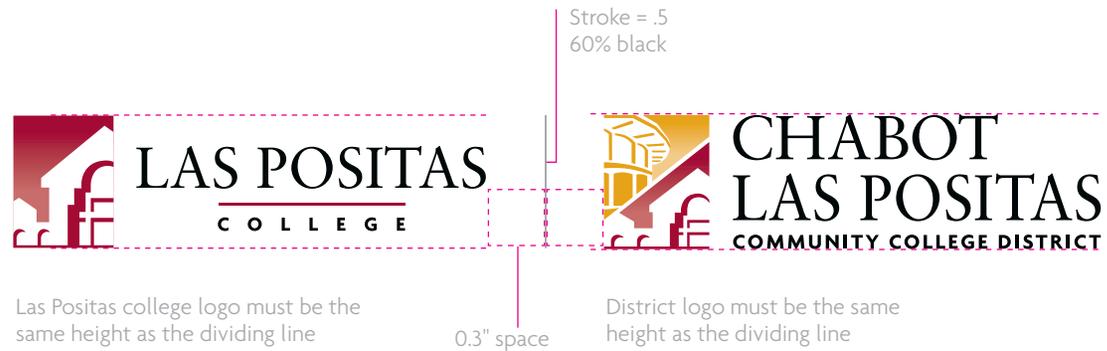
The following is the approved stationary and should not be altered.



# PROTOCOLS

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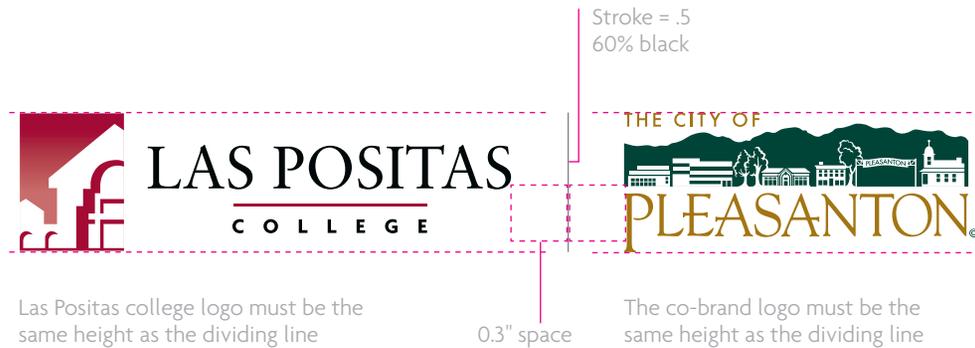
Collateral that involves outside stakeholders or is presented to stakeholders outside of the college campus requires the District logo to be displayed next to the college logo. Space the logos 0.3 inches on either side of the line.



# CO-BRANDING

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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

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Emails signatures should always be formatted like the following:

**First Last Name** Arial Bold  
10 pt

*Job title goes here* Arial Italic  
10 pt

Las Positas College Arial Regular  
10 pt

3000 Campus Hill Dr. | Livermore, CA 94551

W: 925-424-1000 | Cell: 925-XXX-XXXX


Vertical Logo  
Minimum size = 1.12"W x 1.12"H  
Left justified to align with copy above

# BOILER PLATE COPY

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**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

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# MARKETING MATERIALS

## MESSAGE FROM LAS POSITAS COLLEGE



Dear Students,

Welcome to Las Positas College! LPC is rated the #1 community college in the Bay Area and the third-best in all of California! I am excited that you have decided to join us for the spring 2023 semester, to pursue your educational goals and career aspirations.

Las Positas students are a diverse group. Our students range in age from younger than 19 to older than 50. Some students attend LPC to earn a two-year Associate Degree, while others plan to transfer to a four-year university. We also serve older adults looking to change careers, and adults who want to finish earning a college degree that they began years earlier.

As you will discover, LPC is committed to academic excellence, student success, and student completion. Our caring and dedicated faculty, staff, and administrators are committed to supporting you throughout your college experience.

Student support services, academic resources, and excellent involvement in campus life, events, and activities. I am confident Las Positas College is a fun place to be. You will have the opportunity to prepare to transfer to a four-year college or university or to continue your education.

Remember for you to know is that we care about you and your success. Our educational journey, our faculty and staff are here to assist and support you all the way through graduation! I encourage you to take full advantage of the many student resources available to you.

See you at the new semester at LPC and I wish you much success!

College

## JOIN THE LPC COMMUNITY!



**RESIDENTS**  
Dyrell Foster, President, Las Positas College  
Jan Spiering, Ph.D., President, Chabot College



**CHANCELLOR**  
Donald P. Gerhard, Chancellor

## STUDENT HIGHLIGHTS

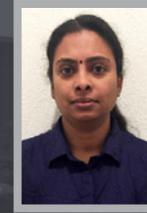


**JACKIE CARRILLO**  
*Transfer Student to UC Berkeley*

As a re-entry, first-generation Latina college student, Jackie Carrillo desired a school that supported her goals and needs. She sought mentorship, guidance, understanding, and financial support to achieve her educational goals. Las Positas College (LPC) helped challenge Carrillo. She networked, joined leadership programs, participated in student government, and represented the student voice while balancing a work/online learning life. She credits the dedicated and welcoming professionals at LPC for helping her identify resources that eventually fully paid for her education.



"Las Positas College was the perfect fit for me because it provided me with all the resources I needed to transfer to a four-year university. You are in a good place with people who care about you, and everyone at LPC wants to help and serve students of all walks of life. I never thought that enrolling at LPC would change my life and my resume so vastly. Don't underestimate what you can do; your experience is what you make of it!"



**RAJESWARI ARUMUGAM**  
*Accounting Technician Certification*

Looking to improve her English writing and communication skills, Rajeswari enrolled in Las Positas College (LPC) intending to take English as a Second Language (ESL) courses. As soon as she enrolled, she discovered the vast amount of opportunities LPC had to offer. Rajeswari volunteered as a tax preparation specialist, where she was able to further her experience in the accounting industry. This led Rajeswari to land a job at a private firm, the Open House Center, as an accounting manager.



"LPC gave me the resources and confidence to do more than just ESL classes. I was able to gain more experience in the workforce, get an accounting technician certification, and earn college credit! I attended job fairs, workshops, and even joined a math club, which I would never have known about had I not been a student at LPC. I am currently studying for the CPA exams with the aim to open my own accounting practice."

Spring Class Schedule Cover

# MARKETING MATERIALS

## YOUR SIX STEPS TO SUCCESS



**STEP 01**

Apply For Admission.



**STEP 02**

Apply For Financial Assistance.



**STEP 03**

Take Assessment.



**STEP 04**

Complete An Online Orientation.





**STEP 05**

Complete Your Student Education Plan.



**STEP 06**

Register For Classes. Pay Fees!

Save

\$46 per Unit

LEARN

Over 64 Associate Degrees  
Over 54 Certificates

Transfer

Guaranteed Transfer Admission to  
CSU & UC

Work

Upgrade Your Job Skills

3000 Campus Hill Drive, Livermore CA 94551-7623 | 925.424.1000 | www.laspositascollege.edu

STEPS TO ENROLLMENT



**STEP 1: APPLY FOR ADMISSION**

Apply online at [www.laspositascollege.edu](http://www.laspositascollege.edu). You will be asked to create an account on OpenCCApply before being directed to the application. After the application has been received, you will be sent an email confirmation with additional information. You will also receive a student identification number (which begins with a "W"). Use this number to conduct all college business and access college services.

**STEP 2: APPLY FOR FINANCIAL AID ASSISTANCE**

Apply for financial aid by filing a FAFSA (<https://fafsa.ed.gov/>) or if undocumented and AB540-eligible, file a DREAM Application (<https://dream.caac.gov/>). Completion of these applications will determine your eligibility for a Promise Grant Fee Waiver, State Cal Grants and other grants, and Federal financial aid such as Pell grants, federal workstudy and direct student loans (FAFSA applicants only).

**STEP 3: TAKE ASSESSMENT**

To help you with your transition to Las Positas College, an online orientation is offered for all students, including new, first-time college students. Within the orientation, you will be introduced to the college's programs, services, academic regulations, expectations, campus facilities, and student life. Completion of the orientation is required to participate in priority registration.

**STEP 4: COMPLETE AN ONLINE ORIENTATION**

You are encouraged to complete an assessment of your English or English as a Second Language (ESL) and mathematics levels. Assessment tests are offered at the Assessment Center at Las Positas College. Assessment is required to participate in priority registration.

**STEP 5: COMPLETE YOUR STUDENT EDUCATION PLAN**

You will need to meet with a counselor to complete a student educational plan to help map out the classes required to meet your educational goal of transfer, completion of a degree, completion of a certificate, or all three. Completion of a student educational plan is required to participate in priority registration.

**STEP 6: REGISTER FOR CLASSES. PAY FEES!**

You will be assigned a class registration appointment. You may register for classes any day and time following your class registration appointment. You will be required to pay tuition and all other college fees, make payment arrangements via Nelnet, or apply for financial aid. You must pay your fees owed to the college to avoid being dropped from your classes.



**LAS POSITAS COLLEGE**

**NELNET PAYMENT PROGRAM**

Having a solid plan for covering the cost of college is an important step toward graduation. Las Positas College is pleased to enlist the services of Nelnet Business Solutions to make the process easier for you.

**PAYMENT METHODS**

- Automatic bank payment (ACH)
- Credit card/debit card

**COST TO PARTICIPATE**

- \$20 enrollment fee per semester
- \$30 returned payment fee if a payment is returned

**SIMPLE STEPS TO ENROLL**

- Go to [www.laspositascollege.edu](http://www.laspositascollege.edu)
- Click on CLASS-Web
- Choose Sign On to CLASS-Web and log in
- Click on the e-Cashier link located on the Pay Fees Online/Registration Fee Assessment Page

**For more information:**  
 3000 Campus Hill Drive, Livermore CA 94551-7623  
 925.424.1000  
[www.laspositascollege.edu](http://www.laspositascollege.edu)

Six Steps To Success Insert

# MARKETING MATERIALS

## MESSAGE FROM PRESIDENT FOSTER



### Las Positas College is YOUR Best Choice!

Thank you for your interest in Las Positas College! Las Positas College is the premiere community college in the Bay Area because of our affordability, educational value, academic excellence, and consistency in maintaining top-tier graduation and transfer rates among all community colleges in California. I applaud you for taking the next step to prepare for your future career. I look forward to you enrolling at LPC, as we offer multiple pathways to help you achieve your educational goals and career aspirations.

At Las Positas College, we pride ourselves on providing a high-quality educational experience for all students. We are committed to our "students first" philosophy by providing a welcoming and supportive learning environment in which every student matters and has the opportunity to thrive while pursuing their educational goals. Our faculty are excellent teachers who are dedicated and committed to student learning and student success; all of whom are subject matter experts in their respective fields. The courses in our academic programs transfer easily to four-year colleges and universities, and our career advisors are constantly seeking additional opportunities to provide scholarship opportunities, and once they graduate, they are thriving in their fields of study.

Joining a diverse student body! We have excellent student leaders for you to be involved in campus life, leadership, and activities. We are your best choice and will prepare you well for transfer to a four-year college in your chosen career.

## WHY STUDENTS LOVE LAS POSITAS COLLEGE

**4** out of **5** students would encourage others to attend Las Positas College



Variety of course offerings



Low-cost tuition



- African-American
- Asian-American
- Filipino
- Latino
- Native American
- Pacific Islander
- White
- Multi-Ethnic
- Unknown

**7,372** Total students



High graduation & transfer rates



Access to career pathways

### Local cities students are from:



- First time any college
- First time transfer
- Returning transfer
- Returning
- Continuing
- In high school



- Female
- Male
- Unknown

Our beautiful campus is conveniently located in the hills of the Tri-Valley, featuring state-of-the-art facilities



**FREE:**



Laptop



Bus Transportation



Hotspots



Food Pantry

### TOP SCHOOLS STUDENTS TRANSFER TO:

- CSU East Bay
- UC Berkeley
- San Jose State University
- UC Davis
- San Francisco State University
- University
- UC San Diego
- Sacramento State University

### GUARANTEED TRANSFER AGREEMENTS TO UC:

- Irvine
- Merced
- Davis
- Riverside
- Santa Barbara
- Santa Cruz

**LAS POSITAS COLLEGE**

**INVEST IN you**

Las Positas is rated the #1 Best Community College in the San Francisco Bay Area

Ranked #3 out of 116 as Best Community College in California

Source: Rankings compiled by Niche

Outreach Mailer

# MARKETING MATERIALS



**LAS POSITAS**  
COLLEGE



INVEST IN  
**you**

**TRANSFER**  
4 of 5 students would encourage others to attend Las Positas College

Apply Now  
[www.laspositascollege.edu](http://www.laspositascollege.edu)



**LAS POSITAS**  
COLLEGE



INVEST IN  
**you**

**TRANSFER**  
4 of 5 students would encourage others to attend Las Positas College

Apply Now  
[www.laspositascollege.edu](http://www.laspositascollege.edu)



INVEST IN  
**you**

**TRANSFER**  
4 of 5 students would encourage others to attend Las Positas College

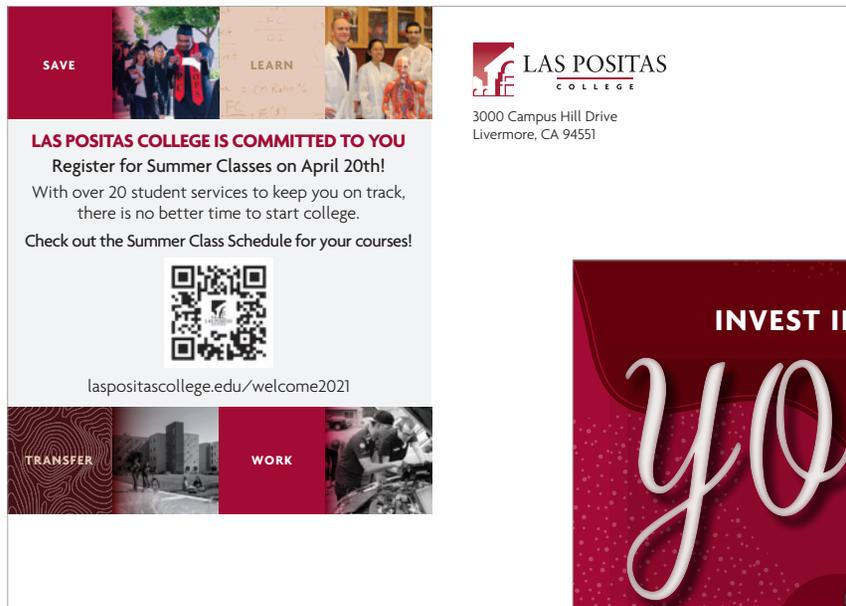
▶ **APPLY NOW**



 **LAS POSITAS**  
COLLEGE

Ads

# MARKETING MATERIALS



SAVE

LEARN

**LAS POSITAS COLLEGE IS COMMITTED TO YOU**  
Register for Summer Classes on April 20th!  
With over 20 student services to keep you on track,  
there is no better time to start college.  
Check out the Summer Class Schedule for your courses!



[laspositascollege.edu/welcome2021](https://laspositascollege.edu/welcome2021)

TRANSFER

WORK

**LAS POSITAS**  
COLLEGE

3000 Campus Hill Drive  
Livermore, CA 94551

Postcard Mailer



INVEST IN

*you*



**LAS POSITAS**  
COLLEGE