



BARTON

COMMUNITY COLLEGE

BRAND GUIDE



This publication is the approved artwork guide for Barton Community College.
All marks shown in this guide are the property of Barton Community College and may be used with permission.

If you have any questions about this document, please contact Barton's Director of Public Relations and Marketing,
Brandon Steinert, at steinertb@bartonccc.edu

A copy of this publication may be found at brand.bartonccc.edu

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The Barton Brand

Thank you for helping us build the Barton brand!

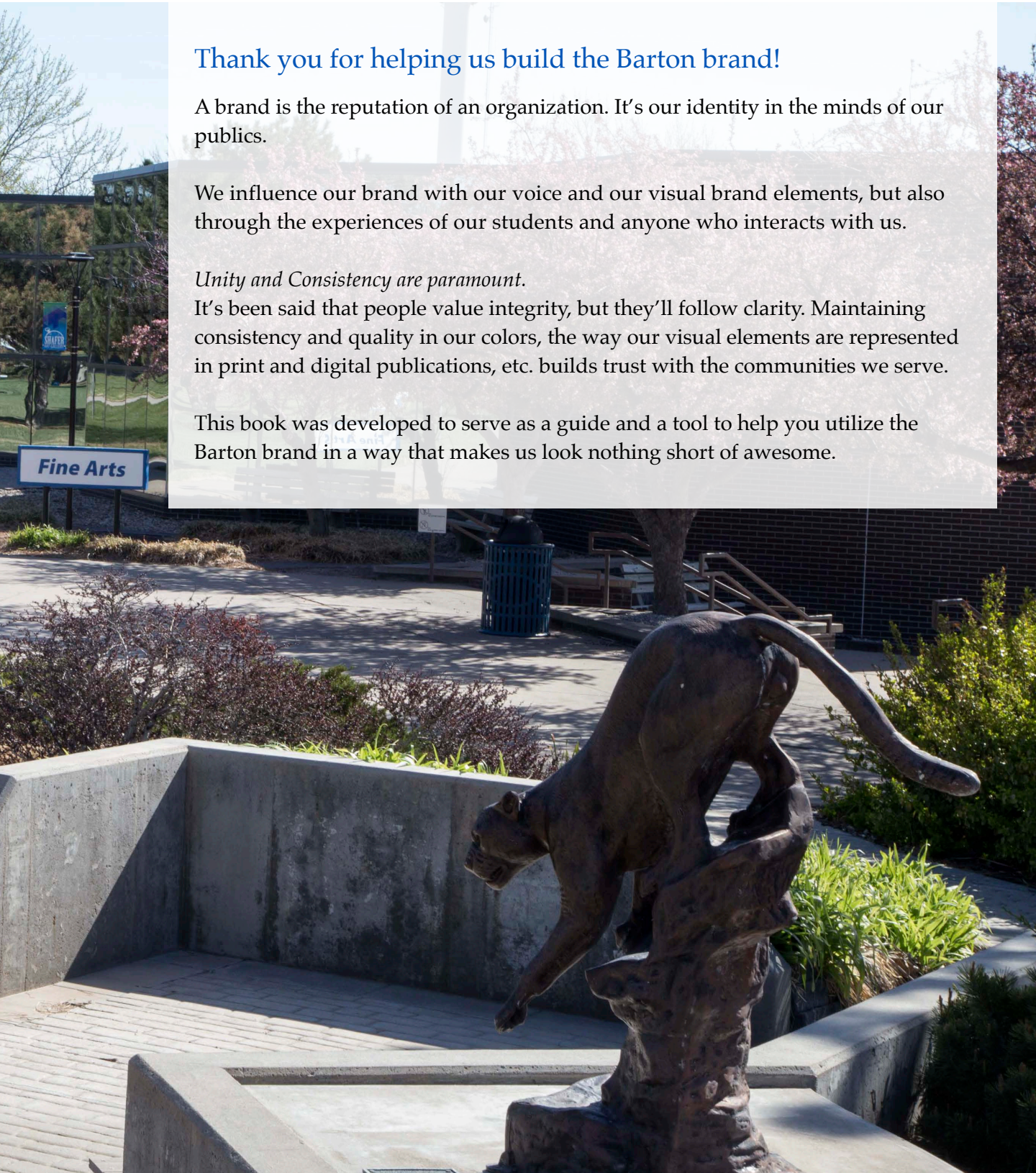
A brand is the reputation of an organization. It's our identity in the minds of our publics.

We influence our brand with our voice and our visual brand elements, but also through the experiences of our students and anyone who interacts with us.

Unity and Consistency are paramount.

It's been said that people value integrity, but they'll follow clarity. Maintaining consistency and quality in our colors, the way our visual elements are represented in print and digital publications, etc. builds trust with the communities we serve.

This book was developed to serve as a guide and a tool to help you utilize the Barton brand in a way that makes us look nothing short of awesome.



College Logos

The Barton Community College logo is the primary mark that identifies the College. It is required to appear on all external publications, web sites and other visual communications.

BARTON

BARTON
COMMUNITY COLLEGE

BARTON
COMMUNITY COLLEGE
245 NE 30 RD • Great Bend, KS 67530

Fort Riley Campus

BARTON
COMMUNITY COLLEGE

Fort Leavenworth Campus

BARTON
COMMUNITY COLLEGE

Grandview Plaza

BARTON
COMMUNITY COLLEGE

*All logo files are saved with and without addresses.

College Logos | Clear Space

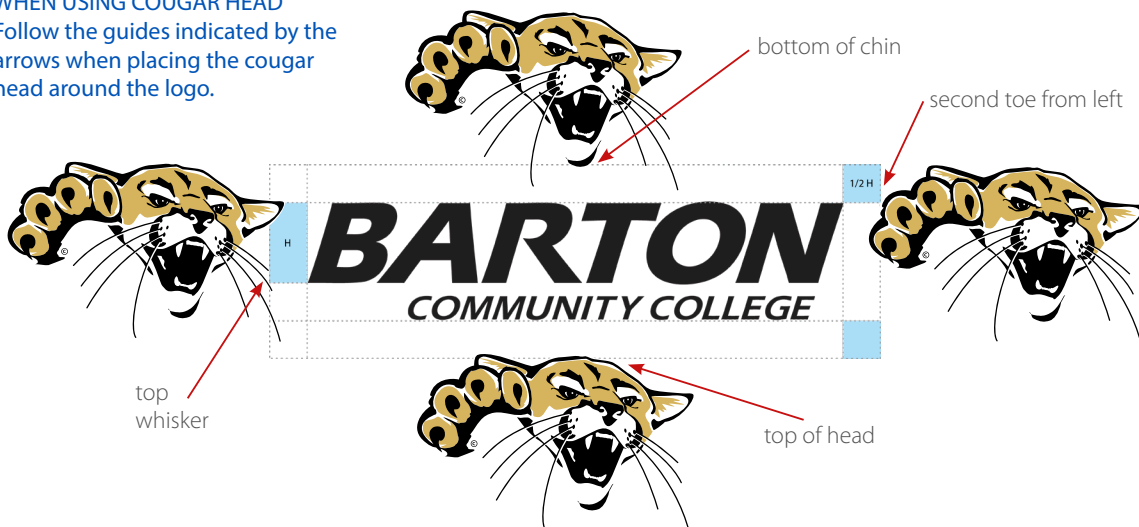
Clear space is a defined area around a logo that ensures its visibility and impact. No text or images should be placed inside this area. Some cases may require special sizes or clear space allowances. Examples of these unique applications include, but are not limited to, pens, lapel pins, apparel, etc. Some exceptions have been noted in this brand book. All other exceptions must have permission from the office of Public Relations and Marketing.

When placing graphics around the College logos, the distance shall be half the height of BARTON.



EXCEPTION FOR CLEAR SPACE WHEN USING COUGAR HEAD

Follow the guides indicated by the arrows when placing the cougar head around the logo.



Do not alter or change the college logos in any way without permission.

Do not distort (stretch or squish) the logo.



Do not alter, crop, or change the logo by adding other graphic elements or different fonts.



Do not incorporate the logo into a sentence, phrase or word.

Join the fun at **BARTON!**

Do not rotate the logo or vertically stack the letters.



Do not outline the logo or add one or more strokes to the letterforms



Do not overlap logos. Follow clear space guide on page seven.



Wordmark Logos

- Department, Office, Organization, Program and Athletic team wordmark logos all follow the same design format.
- Color options: blue, black and white.
- The clear space is the height of the entity name on all four sides. No other graphic or logo should be placed within the clear space.



- Mascot graphics may be included as part of a promotional or marketing item per brand guidelines and clear space rules.
- No icons, symbols or other graphics are allowed as part of the logo.

BARTON
P E P B A N D

BARTON
M E D I C A L C O D I N G

BARTON
L I B R A R Y

BARTON
W R E S T L I N G

BARTON
A D V I S E M E N T
C E N T E R

BARTON
W O R K F O R C E T R A I N I N G
A N D E C O N O M I C
D E V E L O P M E N T

Program Wordmark Logos

Barton First, Program Second: The key to an effective program logo that follows the Barton brand is to put Barton first, not the individual department or program. Programs are to enhance the overall, uniform message of the College.

Program logos

- will follow Barton style guidelines
- may include *universally accepted professional emblems, affiliations, and/or certifications
- do not include mascot graphics
- available in blue, black and white.

*Universally accepted professional emblems, affiliations, and/or certifications may be used with the following considerations:

- a. The inclusion enhances the marketing of Barton's program and
- b. The inclusion is approved by the Director of Public Relations and Marketing.
- c. The element is placed within the clear space guidelines. See page 9.

NOTE: Professional emblems, affiliations or certifications will be saved as separate graphic files within a program's brand folder. These graphics can then be placed with the program logo based on the project specifications.

BARTON
FINE ARTS

BARTON
PHARMACY
TECHNICIAN

BARTON
EMS EDUCATION



BARTON
EMS EDUCATION

Mascot Graphics

All mascot graphics are copyright protected and must use the copyright symbol at all times. An exception for using the copyright symbol is allowed when legibility is affected due to the printing process. Approval is required to print without the copyright symbol.

COUGAR HEAD

Black



Blue



White shown on black



Color



ALL files have a white background shape that shows when placed on a color background.



CLAW PAW

Black



Blue



White shown on black



Color



ALL files have a white background shape that shows when placed on a color background.



PAW PRINT

Black



Blue



White shown on black

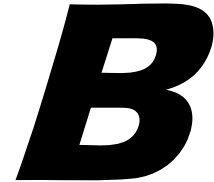


Option for marketing products where solid background shape is needed. Would be a good option for embroidery.



B

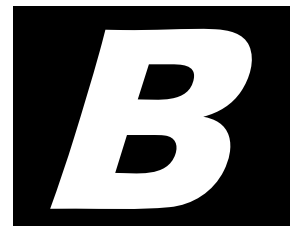
Black



Blue



White shown on black



Mascot Graphics

All mascot graphics are copyright protected and must use the copyright symbol at all times. An exception for using the copyright symbol is allowed when legibility is affected due to the printing process. Approval is required to print without the copyright symbol.

MASCOT LOGO: HORIZONTAL

Black



Blue



White shown on black



Color



Color with white lettering shown on black



MASCOT LOGO: VERTICAL

Black



Blue



White shown on black



Color



Color with white lettering shown on black



BARTON COUGARS

Black



Blue



White shown on black



COUGARS

Black



Blue



White shown on black



Do not alter or change the mascot graphics in any way without permission.



Do not flip the graphics.



Do not rotate any mascot graphic except for the paw print.



Do not distort the graphics from their original proportions.



Use the white color files when printing white on graphics using the cougar head.



Do not use any other paw print for our mascot **without permission** from the Director of Public Relations.



Do not add clip art or additional art work that touches or overlaps the mascot graphics.




Do not change the color of the mascot graphics.



Program Wordmark Logos with Mascot Graphics

Mascot graphics are not part of a program logo design. They may be included with the program logo as part of a promotional or marketing item per brand guidelines and must follow clear space rules. For more information, view Program Logos on page 10 and Marketing and Promotional Materials on page 19.

 Clear space is a defined area around a logo that ensures its visibility and impact. No text or images should be placed inside this area.

Clear space for program logos is the height of the program name around all four sides of BARTON.



 Refer to clear space allowance exception for the cougar head on page seven.



Maintain clear space between the program logo and the mascot graphic. See page 14.



Do not overlap text on the logos.



Do not combine parts of logos to create a new logo.



Do not alter the logo or add other graphic elements.



Do not add a second color to the logos.



Do not alter or change the logo.



Athletic Team Logos

*All athletic teams have wordmark logos for men's and women's teams if applicable.

BARTON
ATHLETIC TRAINING

BARTON
GOLF

BARTON
BASEBALL

BARTON
SOCCER

BARTON
BASKETBALL

BARTON
SOFTBALL

BARTON
BOWLING

BARTON
SPORTS MEDICINE

BARTON
CHEER

BARTON
SWIMMING

BARTON
CHEER & DANCE

BARTON
TENNIS

BARTON
CROSS COUNTRY

BARTON
TRACK & FIELD

BARTON
DANCE

BARTON
WRESTLING

BARTON
ESPORTS

BARTON
VOLLEYBALL

Athletic Team Emblem Logos

Emblem logos are available for the following teams. (Baseball full set shown below.)
 Baseball, Basketball, Bowling, Golf, Soccer, Softball, Tennis, Volleyball, Athletic Training/Sports Medicine.
 The same usage guidelines apply to these logos as to mascot graphics. See page 13.

Baseball



White on color background



Basketball



Softball



File Types and Colors

Each brand folder is set up as shown below unless a particular file format or color set does not apply. Brand files are accessible to employees in T:\Brand.



What file format should I use?

LEVEL 1 FOLDERS: FILE FORMATS	
EPS	An EPS format is known as a vector file. This file type will look as crisp at 1 inch as it does at 10 feet. This file is transparent which means it can be placed on a color background without the “white box.” This file format should always be used for print files and sent to outside vendors for marketing items. The files in the brand folder are saved with a compatibility of Adobe Illustrator 5.0.
JPG	JPG files are pixel based and best for screen applications like PowerPoint. They are not transparent so a white box will appear behind the logo when placed on a color background. The image will be pixelated or out of focus if enlarged.
PNG	PNG files are pixel based and best used for screen applications like PowerPoint. They do have a transparent background. The image will be pixelated or out of focus if enlarged.
*NOTE: JPG’s and PNG’s save with different color space previews, so both files will appear different on screen and may print different from one printer to another. The deciding factor for use will be whether or not you need transparency.	

What colors are available?

LEVEL 2 FOLDERS: COLORS		
Black	100% Black	EPS, JPG, PNG
Color	Full color - available for some logos Blue	EPS, JPG, PNG
White	100% White	EPS, PNG

Opening vs placing logo files

Always use the place or insert command when using the logo files in your applications. If you double click to open a logo file, there is a chance the resolution and/or the color space will be modified by that application.

Saving logo files

Do not save logo files to your hard drive. Always place/insert in applications and attach to emails from the server.

Marketing and Promotional Materials

Professional Representation and Other Marketing Activities

- Items representing Barton programs in professional and business environments must meet Barton brand guidelines.
- College logos and/or wordmark logos will be utilized on all professional correspondence, on program Websites, and on professional and business apparel.


**APPROVAL
REQUIRED**

Other marketing activities and promotions

- May or may not include mascot graphics, program logos, universally accepted professional emblems, affiliations, certifications, and or any other information associated with a particular program.
- Any design using Barton brand art work must adhere to brand guidelines.
- The design may or may not be designed by Barton's Graphic Designer.
- The design **must be approved** for brand accuracy by Barton's Director of Public Relations and Marketing prior to submission to vendor.
- A **proof must be sent** to Barton's Director of Public Relations and Marketing prior to printing to ensure brand accuracy.

Brand Approval Form



 Inconsistent use or poorly reproduced logos on marketing materials negatively affect our brand.



Professional Apparel

Professional Apparel

Items representing Barton programs in professional and business environments must meet Barton style guidelines. Barton's logo and/or official program logos will be utilized on all professional and business apparel.

Professional and business apparel include polos, button-down shirts, pullovers and any other clothing suitable for being worn in a professional and business environment.

**APPROVAL
REQUIRED**


Brand Approval Form



Casual Apparel

Casual Apparel

Casual apparel may use mascot graphics, program logo, universally accepted professional emblems, affiliations, certifications, and/or any other information associated with a particular program. All brand art work must follow Barton style guidelines.

 Have fun and mix brand logos with contemporary fonts, apparel and fabric prints. Clear space must be followed.

**APPROVAL
REQUIRED**


Brand Approval Form




Color Palette

Print Palette

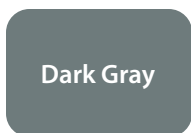
School Colors: Royal Blue and Light Gold

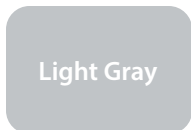
	Spot Color	Process Color	RGB	Hex
	Pantone Plus Solid 2935C	Pantone+ Color Bridge 2935C	0 R 86 G 180 B	#0056B4

	Spot Color	Process Color	RGB	Hex
	No Pantone match available.	7 C 20 M 70 Y 10 K	182 R 152 G 90 B	#B6985A


NOTE: Do not use Light Gold on any brand graphics except for the seal, cougar head and claw paw.

Neutral Palette

	Spot Color	Process Color	RGB	Hex
	Pantone Plus Solid 444C	Pantone+ Color Bridge 444C	114 R 123 G 124 B	#727B7C

	Spot Color	Process Color	RGB	Hex
	Pantone Plus Solid 428C	Pantone+ Color Bridge 428C	194 R 197 G 199 B	#C2C5C7#

Camp Aldrich

	Spot Color	Process Color	RGB	Hex
	Pantone Plus Solid 561C	Pantone+ Color Bridge 561C	47 R 89 G 79 B	#00483D

Web Palette

According to WCAG 2.0, (Web Content Accessibility Guidelines) **the Barton brand Gold does not meet the minimum color contrast ratio** as defined in Section 1.4.3 and will not be used.

Base colors for all web sites

Hex	RGB
#757977	117 R 121 G 119 B

Hex	RGB
#003E83	0 R 62 G 131 B

Fort Riley, Fort Leavenworth

Hex	RGB
#41553B	65 R 85 G 59 B

Great Bend Campus, Foundation

Hex	RGB
#1E5BA2	30 R 91 G 162 B

Grandview Plaza, Midwest OSHA

Hex	RGB
#BB5B14	187 R 91 G 20 B

Seal

The Barton seal is designed to be used on diplomas, official documents and for other official purposes.

Request permission to use the seal from the Director of Public Relations and Marketing.

**APPROVAL
REQUIRED**



Typography

Palatino

Roman

Italic

Bold

Bold Italic

Palatino is a serif font choice well suited for a body of text in print materials.

Palatino

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Palatino Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)*

Palatino Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)**

Palatino Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)***

Myriad Pro

Light Condensed

Light Condensed Italic

Condensed

Condensed Italic

Semibold Condensed

Semibold Condensed Italic

Bold Condensed

Bold Condensed Italic

Black Condensed

Black Condensed Italic

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Myriad Pro is a sans serif font used in print and various marketing materials. A wide variety of weights and widths provide many options for typography.

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Myriad Pro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Myriad Pro Semibold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)***

Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)**

Myriad Pro Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)**

Typography

Bernina Sans Condensed

Light
Regular
Semibold
Bold
Extrabold

Bernina Sans Condensed is the sans serif font used on the Barton web sites.

Bernina Sans Condensed Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Bernina Sans Condensed Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Bernina Sans Condensed Semibold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Bernina Sans Condensed Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Bernina Sans Condensed Extrabold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Museo Sans

300
500
700
900

Museo Sans is the sans serif font used on the Barton web sites.

Museo Sans 300
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Museo Sans 500
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Museo Sans 700
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)

Museo Sans 900
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(.,;:#!?)



The fonts used in logos created for Barton's brand are converted to outlines. Font files are not necessary for the font to appear correctly. If you need a particular font and it is not resident on your computer, it must be purchased.

Stationery

BARTON
COMMUNITY COLLEGE

245 NE 30 RD • Great Bend, KS 67530 • (620) 792-2701 • bartonccc.edu

Main campus letterhead shown above. Other campus locations will have letterhead with their campus logo at the top with address and contact information centered at the bottom as shown on page 25.

Stationery

Fort Leavenworth Campus
BARTON
COMMUNITY COLLEGE

Fort Riley Campus
BARTON
COMMUNITY COLLEGE

Grandview Plaza
BARTON
COMMUNITY COLLEGE

Bldg

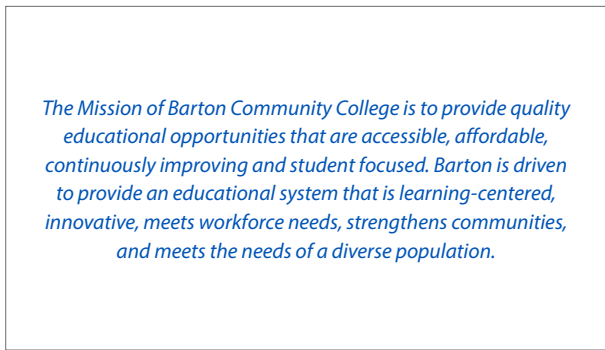
100 Continental Dr. • Grandview Plaza, KS 66441 • (785) 238-8550 • hmesi.bartonccc.edu

Envelopes



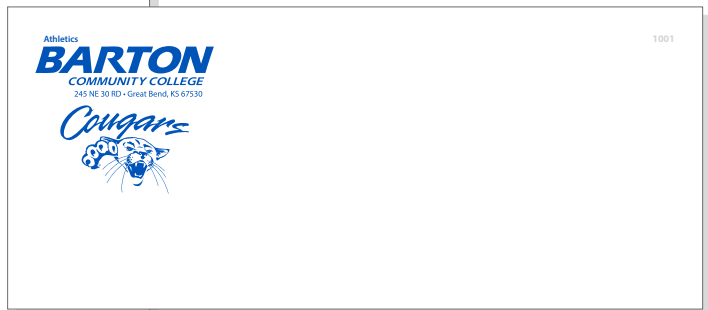
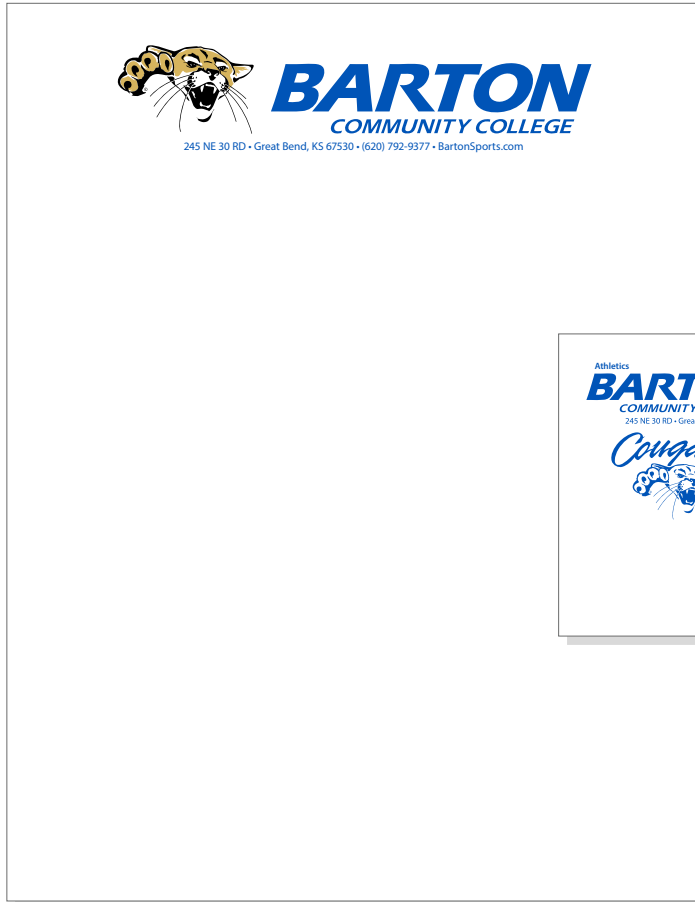
Business Cards

The front of business cards must adhere to the Barton style guidelines. All business cards will use the main logo. Respective campus locations will be reflected in the address at the bottom of the card.

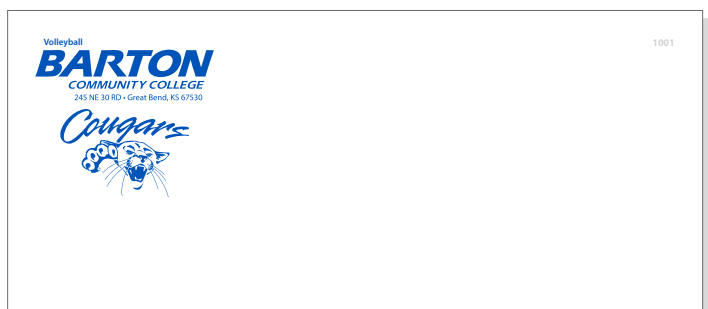


The standard back of the card will at least include the Mission Statement. Alternate designs are allowed and may include mascot graphics, wordmark program logos, universally accepted professional emblems, affiliations, certifications, appointments, note lines, urls, social media, and/or any other information associated with a particular program or campus organization.

Collateral Stationery



Athletic Department
Individual letterhead, envelope and business card allowed for each team sport



Collateral Stationery

Barton Community College
FOUNDATION
245 NE 30 RD • Great Bend, KS 67530 • (620) 792-9306 • bartonccfoundation.org

Please remember Barton Community College Foundation in your planned giving.

Foundation

Barton Community College
FOUNDATION
245 NE 30 RD • Great Bend, KS 67530

Jane Doe
Executive Director of
Institutional Advancement
doej@bartonccc.edu
bartonccfoundation.org

Barton Community College
245 NE 30 RD • Great Bend, KS 67530

O (620) 123-4567
F (620) 786-1138

f t i n y

Barton Community College
FOUNDATION
245 NE 30 RD • Great Bend, KS 67530
Address Service Requested

1201

Please remember
Barton Community
College Foundation in
your planned
giving.

Camp Aldrich
A learning facility of Barton Community College

Attn: Facility Management • 245 NE 30 RD • Great Bend, KS 67530 • (620) 792-9340 • campaldrich.bartonccc.edu

Camp Aldrich

Social Media

Facebook and Twitter pages require profile graphics and must follow brand guidelines. Submit a request to the Office of Public Relations and Marketing for these graphics to be completed.

Follow all brand guidelines when posting to Facebook or Twitter.

For questions about promoting programs via social media, please email Director of Public Relations & Marketing, Brandon Steinert, at steinertb@bartonccc.edu.



Email Signatures

The College logo, cougar head and mascot logo are available for use as part of your email signature. These files are designed to be placed at 100% and will have a white background to allow for appropriate spacing.

Social media logos may be included with your signature. Provide appropriate links for each account from the icon. These files are designed to be placed at 100% and will have a white background to allow for appropriate spacing.

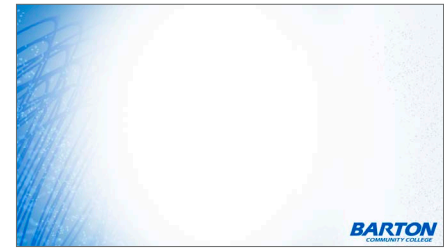
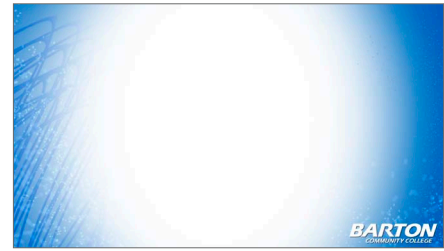
The files are accessible from
T:\Brand\EmailLogos.



PowerPoint Backgrounds

Barton branded PowerPoint backgrounds are available in standard and wide format.

These files are accessible from T:\Brand\Powerpoint.



College Publications and Websites

College Logo

Barton Community College must be identified in all publications that promotes the institution. This will take the form of the logo and applies to all online ads, magazine and newspaper advertising, posters, banners and billboards.

Place the logo on either the front or back cover as appropriate, on all publications.



Non-discrimination Notice

Barton's Non-discrimination Statement must be included in all departmental publications, such as brochures, posters, advertisements, postcards, pamphlets, manuals, and guidebooks, describing or inviting participation in programs at Barton.

The inclusion of the Non-discrimination Statement is required by federal regulation and is designed to make clear to prospective applicants or participants the College's commitment to equal opportunity in employment and equal access to its programs and activities.

At this time, the long format should be used. If it is not possible, follow the procedure below:

- If the material is too small to permit the full statement to be included (such as flyers, postcards or brochures), the material will, at a minimum, include the condensed statement in print size no smaller than the text.

The notice is available in T:\Brand\NonDNotice

BARTON ***COMMUNITY COLLEGE***

245 NE 30 RD • Great Bend, KS 67530

bartonccc.edu

Non-Discrimination Notice: To provide equal employment, advancement and learning opportunities to all individuals, employment and student admission decisions at Barton will be based on merit, qualifications, and abilities. Barton County Community College does not discriminate on the basis of any characteristic protected by law in all aspects of employment and admission in its education programs or activities. Any person having inquiries concerning Barton County Community College's non-discrimination compliance policy, including the application of Equal Opportunity Employment, Titles IV, VI, VII, IX, Section 504 and the implementing regulations, is directed to contact the College's Compliance Officer, Barton County Community College, Room A-123, Great Bend, Kansas 67530, (620) 792-2701. Any person may also contact the Director, Office of Civil Rights, U.S. Department of Education, Washington, DC 20201.