



BARTON

COMMUNITY COLLEGE

BRAND GUIDE



This publication is the approved artwork guide for Barton Community College.
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If you have any questions about this document, please refer to brand.bartonccc.edu

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The Barton Brand

WHAT IS THE ARKANSAS STATE BRAND?

A brand isn't a logo. It isn't a tagline or a product. A brand is our reputation. The way we speak, the way we act, the experiences that our students and visitors have on campus is our brand. Every person at Arkansas State, each department, and all the work they contribute, diverse as it may be, make up the Arkansas State brand. Brands are performance driven.

Unified Visual Identity

A unified campus with a consistent brand and mission strengthens the university. A clear message and visual identity reflect a multi-faceted, but unified, organization. There is a responsibility to ensure that the Arkansas State brand and imagery is used consistently and appropriately by all.

The Arkansas State Brand Standards have been developed to enable all university departments, centers, programs and university-sanctioned organizations to consistently represent Arkansas State in all formal and informal communications, web, advertising and marketing, and other promotional materials.



College Logos

The Barton Community College logo is custom-designed logo and trademarked.

It is the primary mark that identifies Barton Community 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.

Clear Space | College Logos

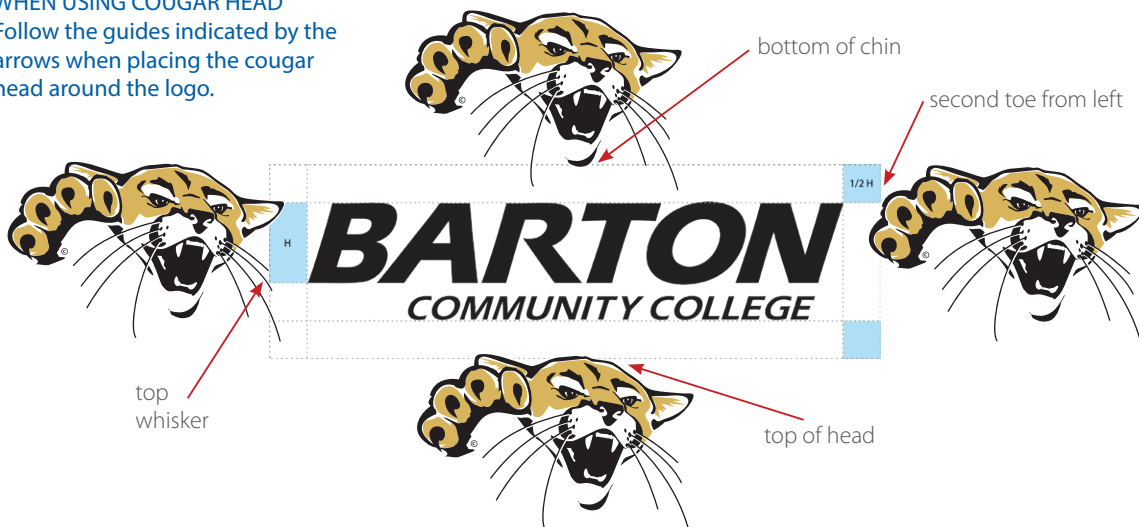
Clear space is a defined area around a logo that ensures its visibility and impact. No text or images should be placed inside this area. Some cases may require special sizes or clear space allowances. Examples of these unique applications include, but are not limited to, pens, lapel pins, apparel, etc. 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 distort (stretch or squish) the logo.



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 alter, crop, or change the logo by adding other graphic elements or changing the font.



Do not recreate the logos by using similar fonts. Do not type Barton Community College using a font.



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.

*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 12.

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 at that time.

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 encircling the graphic.



CLAW PAW

Black



Blue



White shown on black



Color



ALL files have a white background shape encircling the graphic.



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

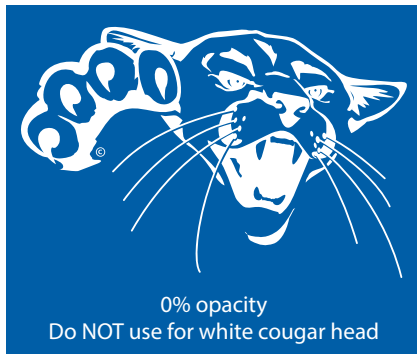


White shown on black



Mascot Graphics | Transparent Files

Transparent files are available for the mascot graphics shown below. The images are 100% white. Set desired transparency (sometimes called opacity levels) in your software application. Examples are shown below. **DO NOT USE THE TRANSPARENT FILES FOR THE WHITE MASCOT GRAPHICS.**



*The vertical mascot file is also available for transparency.



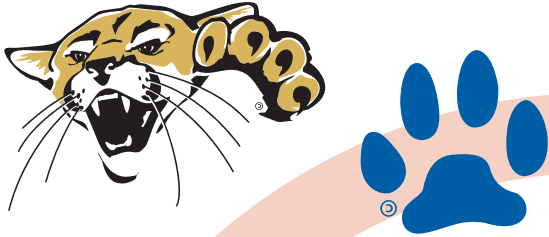
These are the white logo files placed on blue. Make sure you are using the correct files for the intended use. All logo files saved in the Brand folder are named by color.



Mascot Graphics | Unacceptable Use

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

Do not flip the graphics.



Except for the paw prints, do not rotate the mascot graphics.



The color of the mascot graphics cannot be changed **without permission** from the Director of Marketing and Public Relations.



Do not distort the graphics.



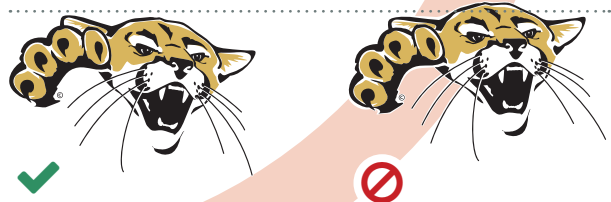
Do not add clip art or additional art work that touches or overlaps the mascot graphics.



Do not use any other paw print for our mascot **without permission** from the Director of Promotions and Marketing.



Do not "straighten" the cougar head.



The cougar head must have a white shape encircling the **ENTIRE** logo.



Retired cougar head logo.
Do not use.



Current cougar head logo with white shape bordering all edges.

Program Logos with Mascot Graphics | Acceptable Use

Mascot graphics are not to be considered part of a program logo. They may be included with the program logo as part of a promotional or marketing item per brand guidelines and following clear space rules. Mascot graphics will not be saved as combined files with program logos in the Brand folder due to the numerous combinations and sizes that are possible. For more information, view Program Logos on page 9 and Marketing and Promotional Materials on page 18.

 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 7.

clear space



 Combining a mascot graphic with a program, office or department logo in order to create a "new logo" is not allowed.

Mascot graphics cannot overlap program logos - violates clear space rule.



Distance between program logo and any mascot graphic must be the height of the program name. Cougar head violates clear space rule.



Do not combine part of the program logo with mascot graphics to create a new logo.



Department, Office and Student Organization Logos

- Department, Office, and Organization logos will follow the same design format as program logos.
- The clear space rule will also apply in the same manner.



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

BARTON
S P A R K

BARTON
P E P B A N D

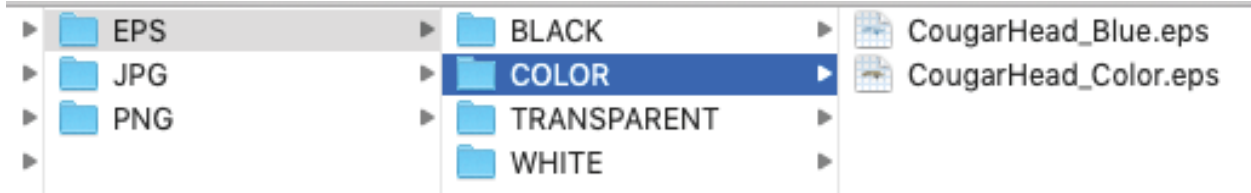
BARTON
P L A N E T A R I U M



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

File Types and Colors

Every folder will be set up like you see below unless a particular file format or color set does not apply.



LEVEL 1 FOLDERS: FILE FORMATS	
EPS	An EPS format is known as a vector file. This type of file will look as crisp at 1 inch as it does at 10 feet. This file is transparent which means you can place it on a colored background without the “white box.” This file format should always be used for printed 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 they will have a white box behind the logo when placed on a colored background. The image will become pixelated or out of focus when 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 come pixelated or out of focus when enlarged.
<p>*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 transparency.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>JPG: Color Mode CMYK</p> </div> <div style="text-align: center;">  <p>PNG: Color Mode RGB</p> </div> </div>	

LEVEL 2 FOLDERS: COLORS		
Black	100% Black	EPS, JPG, PNG
Color	Full color - available for some logos Blue	EPS, JPG, PNG
Transparent	Available for some logos See page 12 for more information.	EPS, JPG, PNG
White	100% White	EPS, PNG (JPG does not support transparency)

Marketing and Promotional Materials

Professional Representation and Other Marketing Activities


- Items representing Barton programs in professional and business environments must meet Barton style guidelines.
- Barton logos and/or official program 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 Barton style guidelines.
- The design may or may not be designed by Barton's Graphic Designer.
- The design **must be approved** 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.



 Branding opportunities are missed when our brand is inconsistent or poorly reproduced on marketing materials.



Professional and Casual 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.



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 elements with contemporary fonts, apparel and fabric prints.




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: Light Gold is not used on any brand graphics except for the seal, cougar head and the 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#

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			Fort Riley, Fort Leavenworth		
	Hex #757977	RGB 117 R 121 G 119 B		Hex #003E83	RGB 0 R 62 G 131 B
				Hex #41553B	RGB 65 R 85 G 59 B
Great Bend Campus, Foundation			Grandview Plaza, Midwest OSHA		
	Hex #1E5BA2	RGB 30 R 91 G 162 B		Hex #BB5B14	RGB 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

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

Palatino Italic

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

Palatino Bold

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

Palatino Bold Italic

abcdefghijklmnopqrstvwxyz
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

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

Myriad Pro Light

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

Myriad Pro Regular

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

Myriad Pro Semibold Italic

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

Myriad Pro Bold

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

Myriad Pro Black

abcdefghijklmnopqrstvwxyz
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\$%&(,;:#!?)

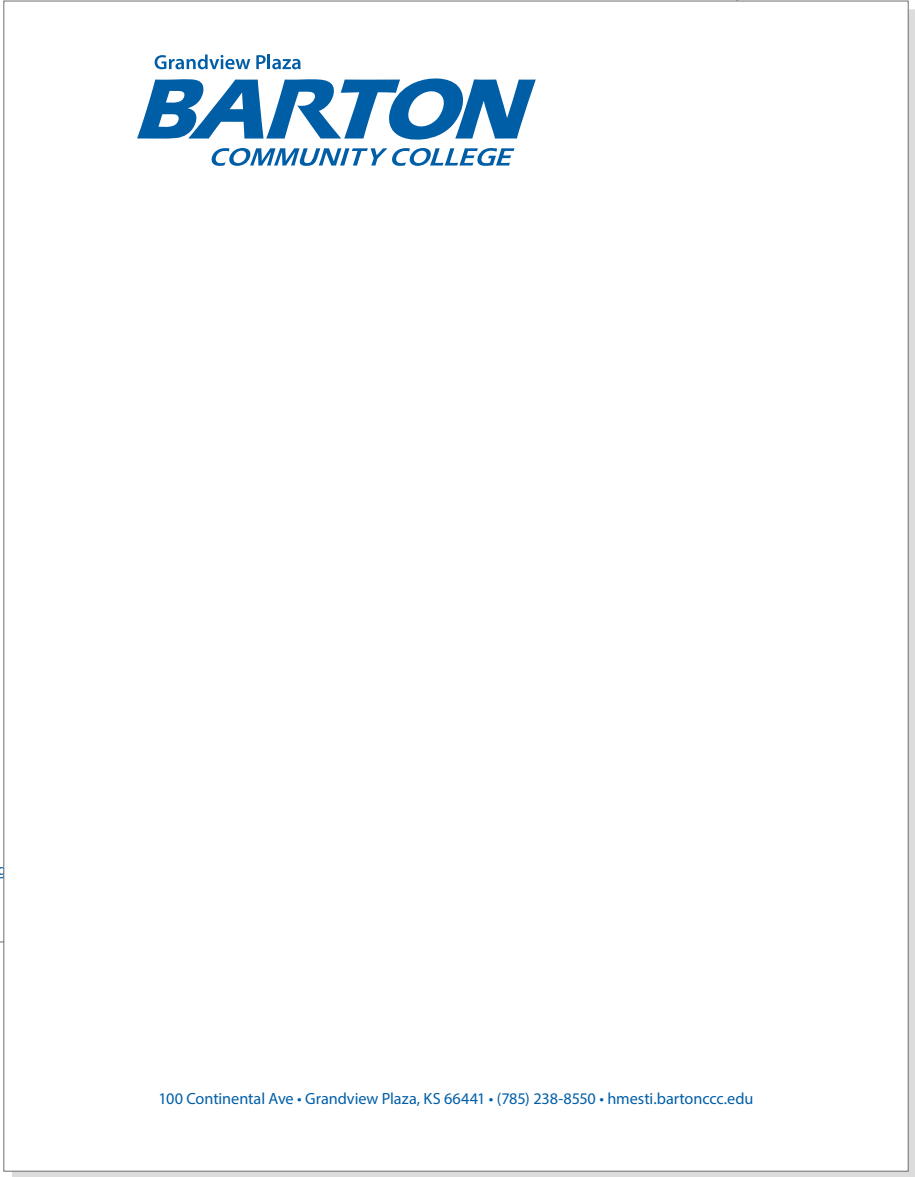
Museo Sans 900
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%&(,;:#!?)

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



Envelopes



Business Cards

The front of business cards must adhere to the Barton style guidelines. All non-academic programs may use the mascot graphics for letterhead, envelopes and business cards.

Administration and Academic programs
EXAMPLES

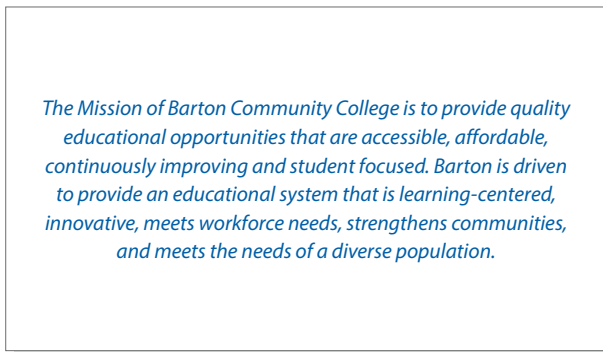


All other non-academic or student services and organizations
EXAMPLES



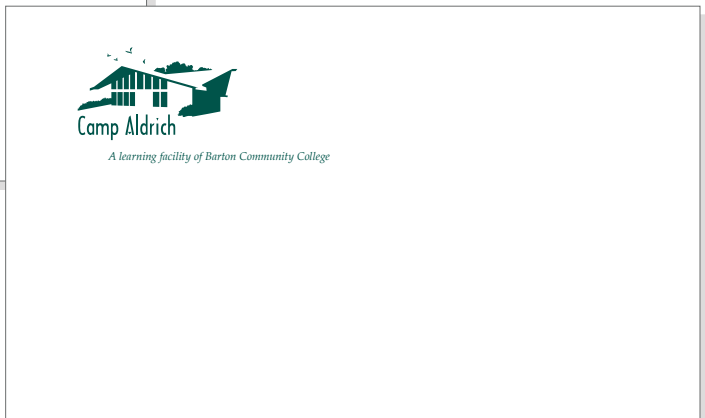
All business cards will use the main logo. Respective campus locations will be reflected in the address at the bottom of the card.

Athletic Department may use team emblem logos for their respective sport.

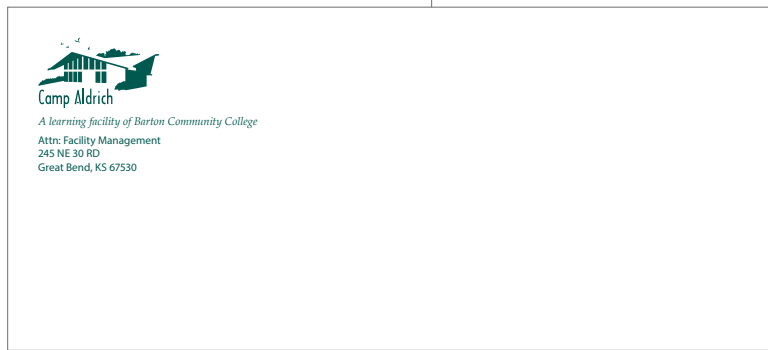


The standard back of the card will at least include the Mission Statement. Alternate designs are allowed and may include mascot graphics, program logos, universally accepted professional emblems, affiliations, certifications, appointments, note lines, urls, social media, and/or any other information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

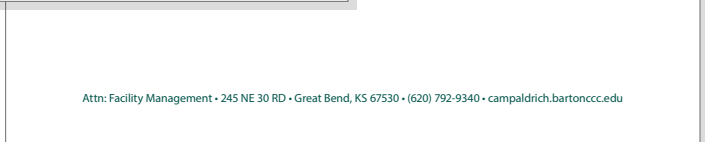
Collateral Stationery



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



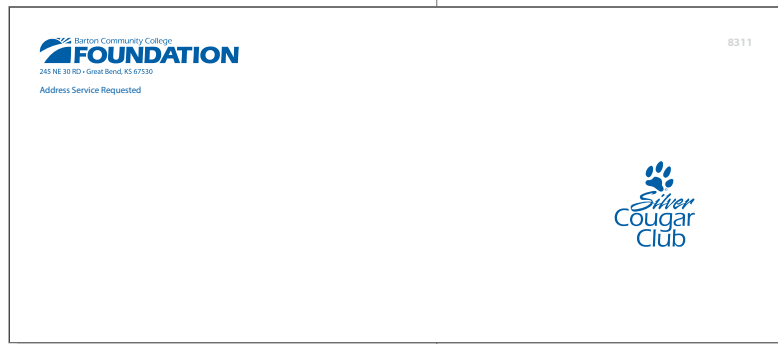
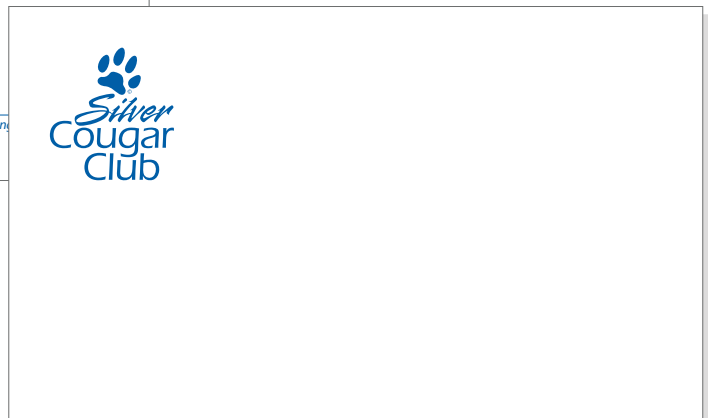
Camp Aldrich



Collateral Stationery



Foundation



Silver Cougar Club



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.

BARTON
COMMUNITY COLLEGE



PowerPoint Backgrounds

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

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



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 accessible from
T:/Brand/NonDNotice



FULL STATEMENT

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.

CONDENSED STATEMENT

Non-discrimination Notice: Barton Community College is an equal opportunity provider and employer. Visit equal.bartonccc.edu for more information.

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.