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 refer to brand.bartonccc.edu

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BARTON
COMMUNITY COLLEGE

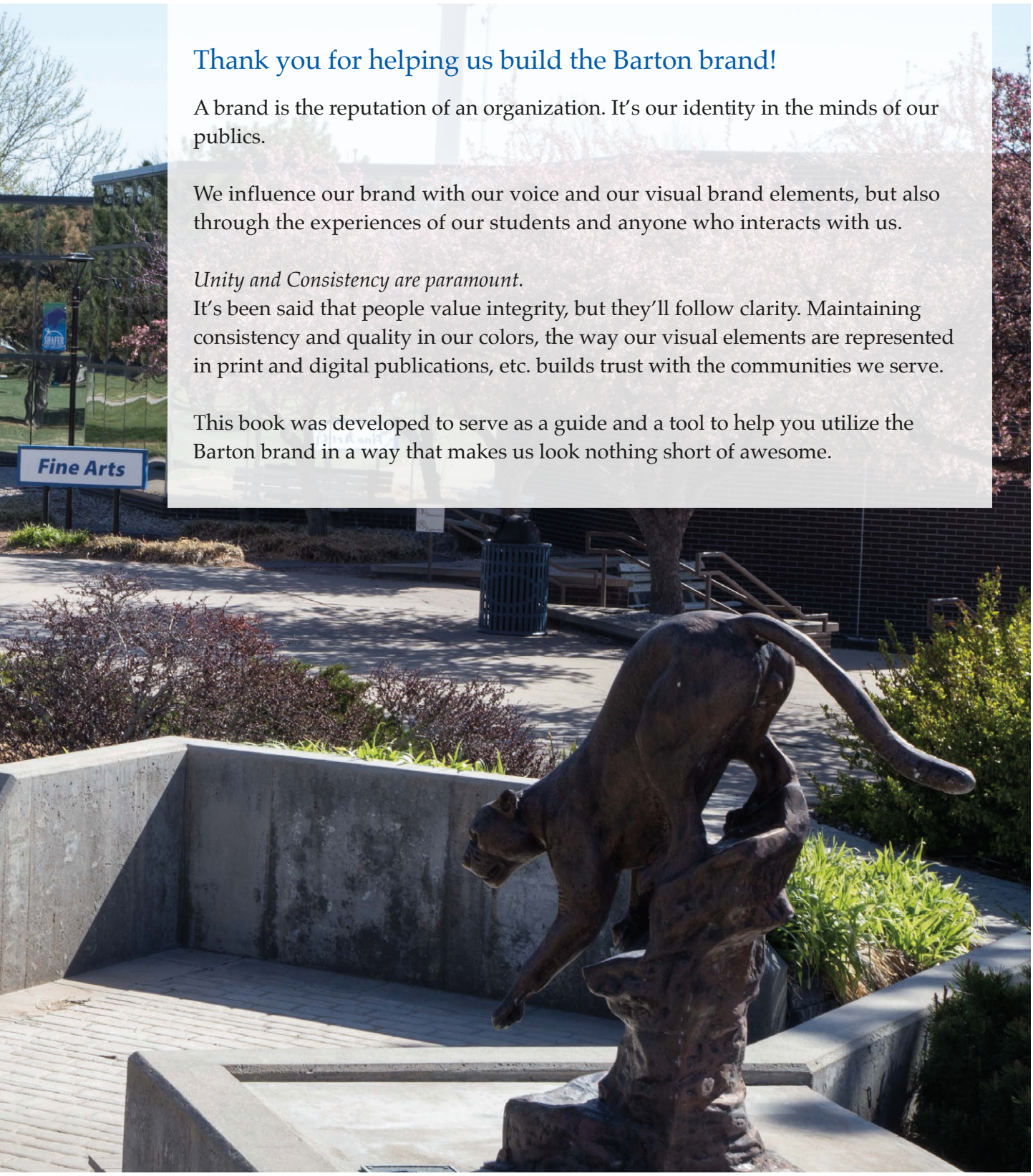
Thank you for helping us build the Barton brand!

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

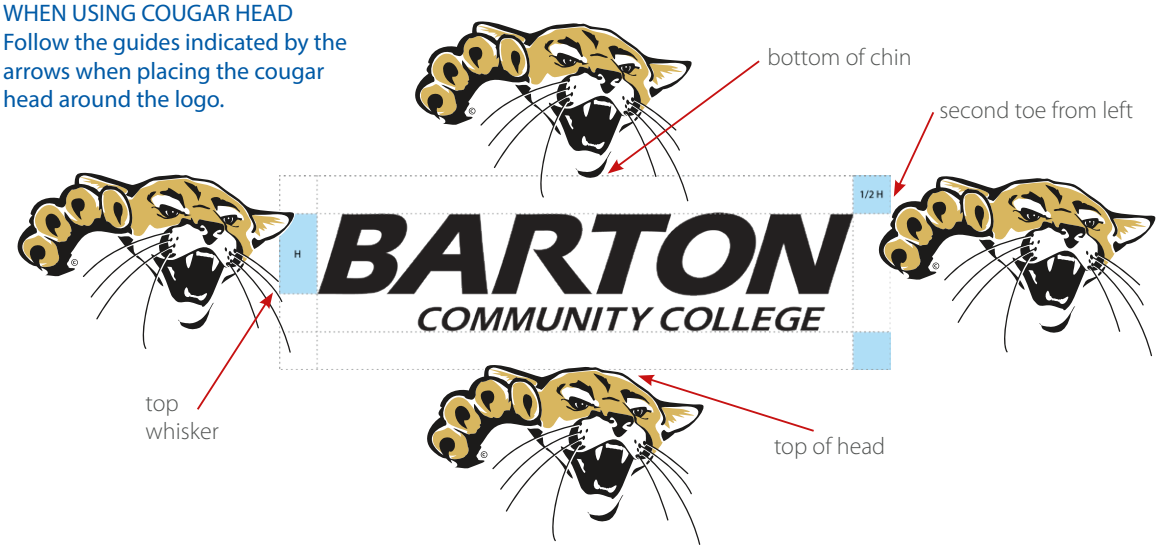
Grandview Plaza
BARTON
COMMUNITY COLLEGE

*All logo files are saved with and without addresses.

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.

BARTON
COMMUNITY COLLEGE

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.

BARTON
COMMUNITY COLLEGE

BARTON
COMMUNITY COLLEGE

BARTON

Do not alter, crop, or change the logo by adding other graphic elements or changing the font.

BARTON
COMMUNITY COLLEGE

BARTON
COMMUNITY COLLEGE

BARTON
COMMUNITY COLLEGE

FORT LEAVENWORTH CAMPUS
BARTON
COMMUNITY COLLEGE

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

BARTON
COMMUNITY COLLEGE

BARTON
COMMUNITY COLLEGE

Program 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.

*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 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

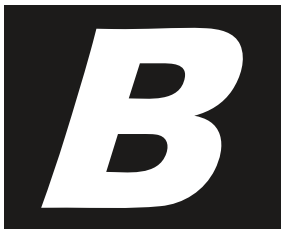
Option for marketing products where solid background shape is needed. Would be a good option for embroidery.

B

Black

Blue

White shown on black



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.

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.

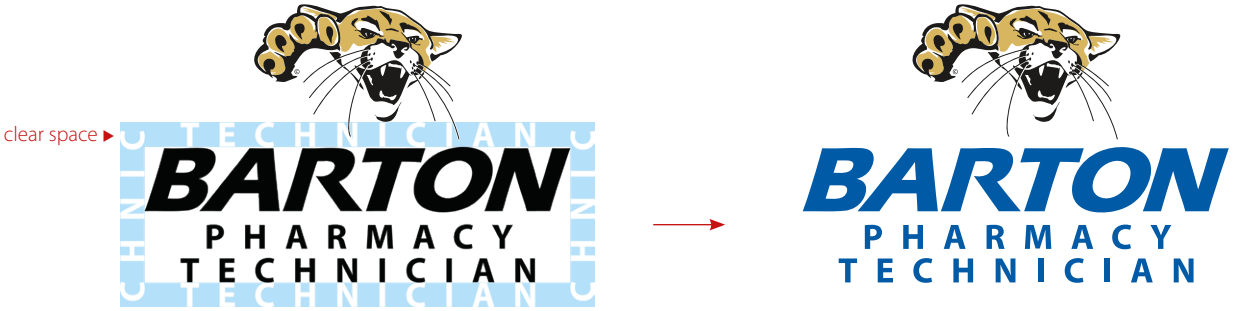
Do not use any other paw print for our mascot **without permission** from the Director of Promotions and Marketing.

Do not "straighten" the cougar head.

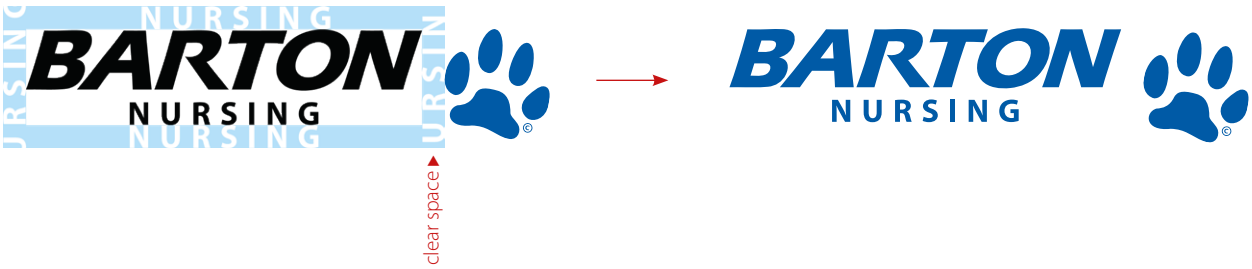
Mascot graphics are not to be considered part of a program logo. They may be included with the program logo as part of a promotional or marketing item per brand guidelines and must follow clear space rules. Mascot graphics will not be saved as combined files with program logos in the Brand folder due 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.

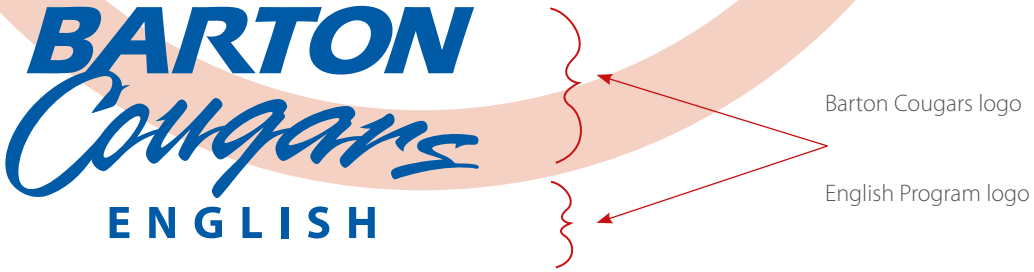


Combining a mascot graphic with a program, office or department logo in order to create a "new logo" is not allowed.

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 Organization logos follow the same design format as program logos.
- The clear space rule applies 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 must follow clear space rules.
- No icons, symbols or other graphics are allowed as part of the logo.

BARTON
SPARK

BARTON
PEP BAND

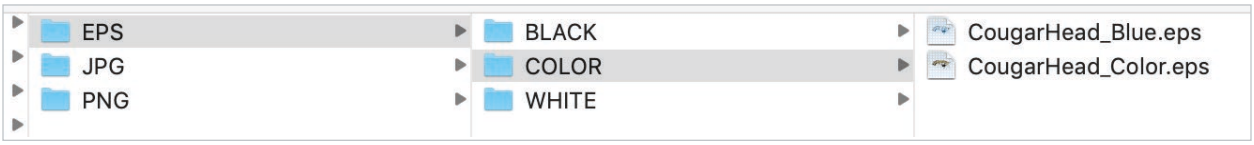
BARTON
PLANETARIUM

BARTON
ADVISEMENT CENTER

BARTON
WORKFORCE TRAINING AND ECONOMIC DEVELOPMENT

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.
*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.	

BARTON COMMUNITY COLLEGE
JPG: CMYK Color Mode

BARTON COMMUNITY COLLEGE
PNG: RGB Color Mode

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

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 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

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.

APPROVAL REQUIRED

Have fun and mix brand elements with contemporary fonts, apparel and fabric prints.

Color Palette

Print Palette
School Colors: Royal Blue and Light Gold

Royal Blue

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

Light Gold

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

Dark Gray

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

Light Gray

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

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.

Palatino

Roman
Italic
Bold
Bold Italic

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

Palatino
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Palatino Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Palatino Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Palatino Bold Italic
abcdefghijklmnopqrstuvwxyz
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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

Myriad Pro Black
abcdefghijklmnopqrstuvwxyz
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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&(.,;:#!?)

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

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

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

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

Museo Sans

300
500
700
900

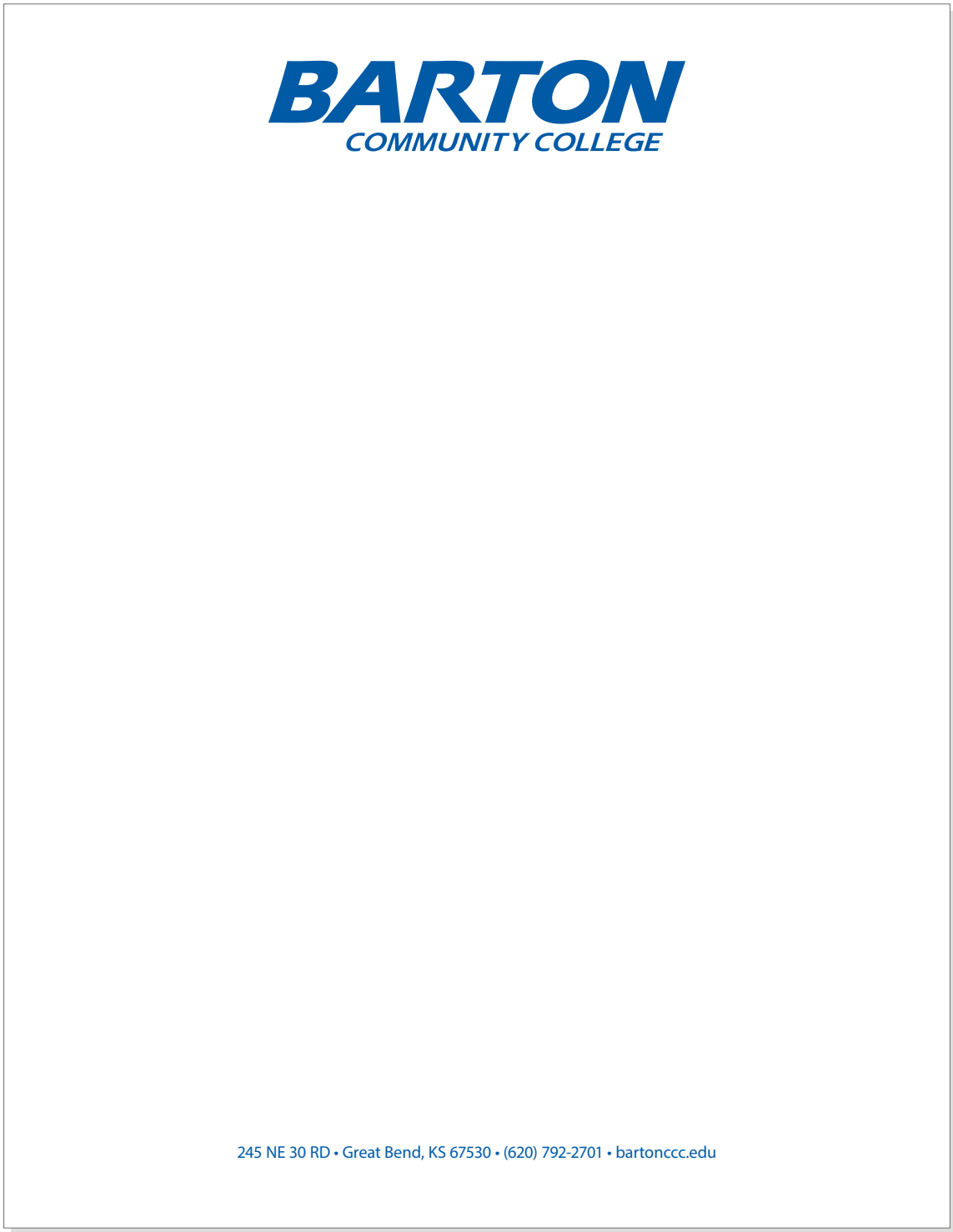
Museo Sans is the sans serif font used on the Barton web sites.

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

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

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

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



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.

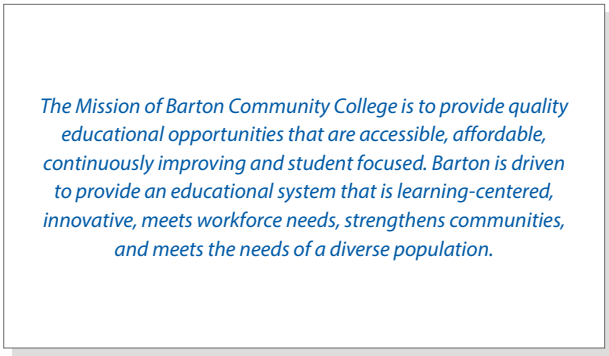
Fort Leavenworth Campus
BARTON
COMMUNITY COLLEGE
Fort Riley Campus
BARTON
COMMUNITY COLLEGE
Grandview Plaza
BARTON
COMMUNITY COLLEGE
100 Continental Ave • Grandview Plaza, KS 66441 • (785) 238-8550 • hmesti.bartonccc.edu

Envelopes

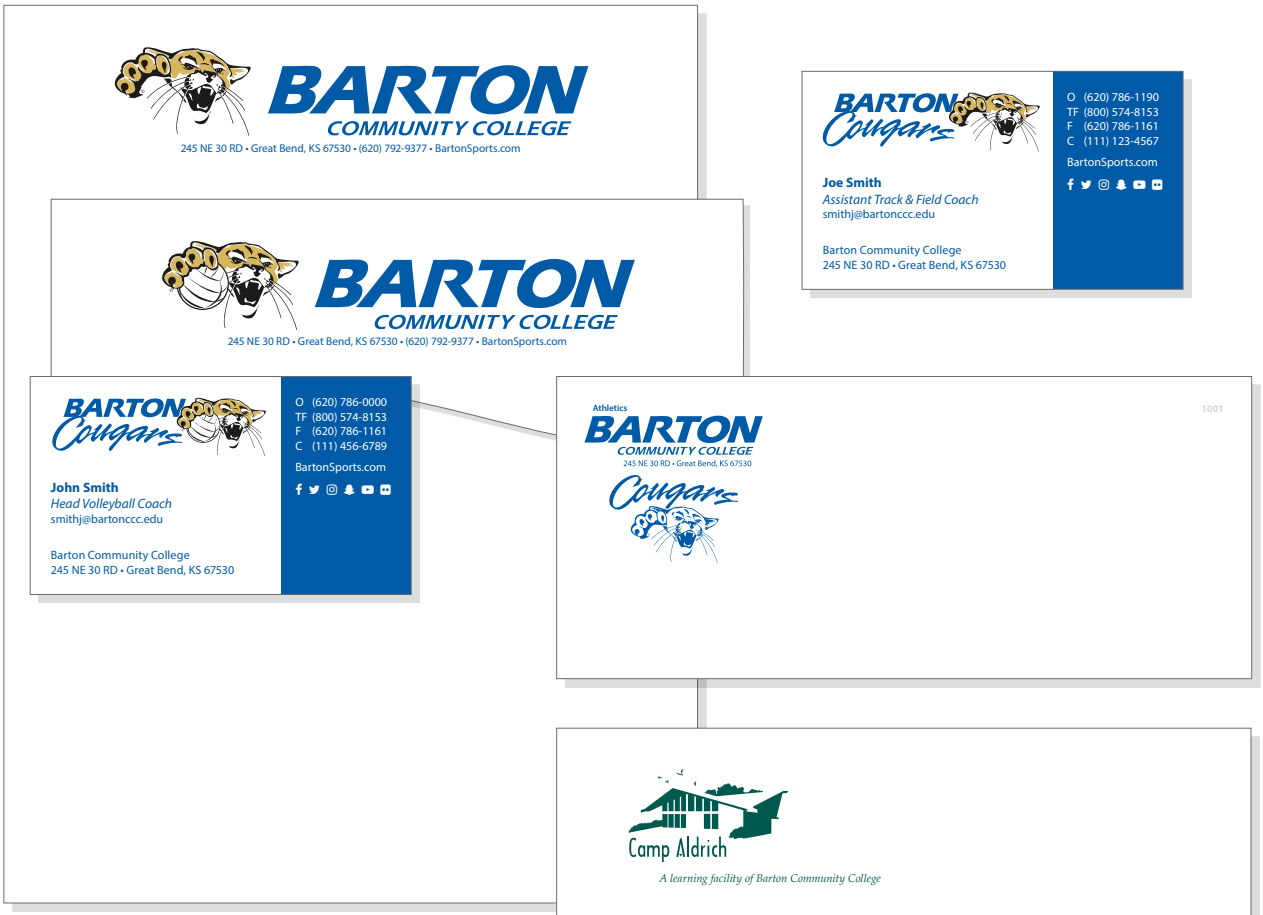
BARTON
COMMUNITY COLLEGE
245 NE 30 RD • Great Bend, KS 67530
1001
President's Office
BARTON
COMMUNITY COLLEGE
245 NE 30 RD • Great Bend, KS 67530
1001
Workforce Training &
Economic Development
BARTON
COMMUNITY COLLEGE
245 NE 30 RD • Great Bend, KS 67530
1001
Fort Riley Campus
BARTON
COMMUNITY COLLEGE
Bldg. 211 Custer Ave. • P.O. Box 2463
Fort Riley, KS 66442
1001
Fort Leavenworth Campus
BARTON
COMMUNITY COLLEGE
P.O. Box 3396 • Fort Leavenworth, KS 66027
1001
Grandview Plaza
BARTON
COMMUNITY COLLEGE
100 Continental Ave • Grandview Plaza, KS 66441
1001

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, 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.

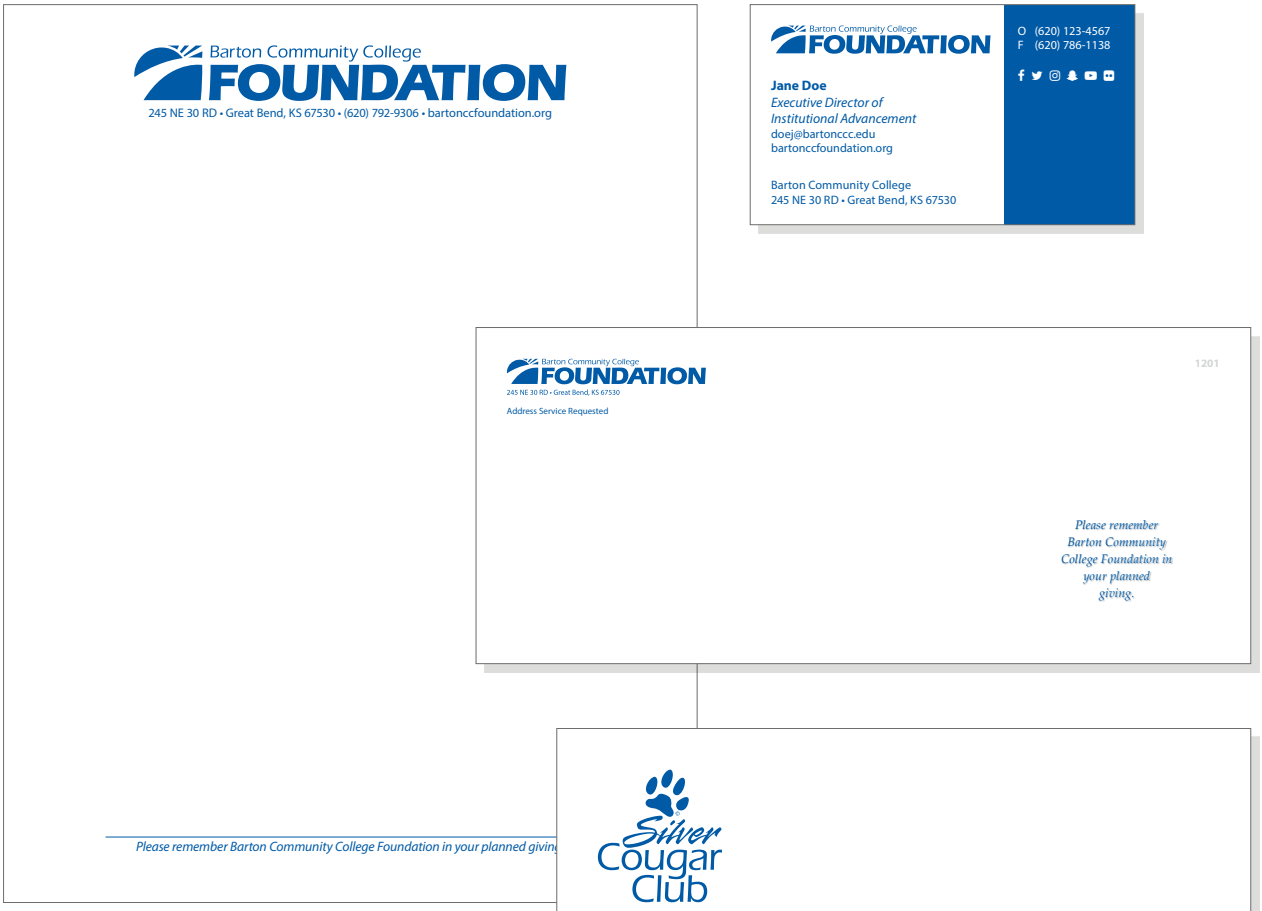


Athletic Department

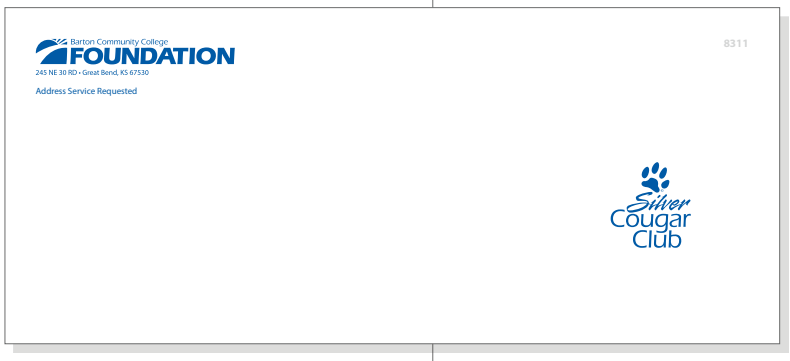
Individual letterhead, envelope and business card allowed for each team sport

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.

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

BARTON COMMUNITY COLLEGE

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.

FAQ's

Barton Community College seeks to protect its brand and ensure that all parts of the identity system are working together to communicate this image visually.

Q. Where are the Barton Brand artwork files located?
A. Brand files are accessible from T:\Brand.

Q. I want to produce promotional items (t-shirts, pens, mugs, apparel) with the Barton brand on them. Is there a process to follow?
A. All artwork for promotional material must adhere to Barton style guidelines, may or may not be designed by Barton's Graphic Designer, but must be approved by Barton's Director of Public Relations and Marketing. See pages 18-19 for more information.

Q. Are the fonts shown in this Brand Guide accessible for campus use?
A. The fonts used in the art work created for Barton's brand are converted to outlines. So 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.

Q. What are Barton's official school colors?
A. The Barton colors are Royal Blue and Light Gold. Exact color specifications are included in this guide for print, web and outside vendors according to specific print processes. Please see page 20 for color breakdowns.

Q: Can I use colors other than school colors on the Barton logo?
A: Colors other than the Barton brand require special permission from Barton's Director of Public Relations and Marketing or its Graphic Designer.

Q. Is this Brand document located online?
A. Yes, this Brand Guide can be found at brand.bartonccc.edu

Q. What if I have more questions?
A. Contact Barton's Director of Public Relations and Marketing, Brandon Steinert, at steinertb@bartonccc.edu.

NOTES:

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.