Barton Brand Guide
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The Barton Community College wordmark is a custom-designed mark and is 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.

The wordmark is used for office, department, program and organization logos.
Wordmark Logo Setups: Sans Serif Style

Name full width cannot be smaller than 18 pt Eras Medium at wordmark width of 3 inches.

**BARTON**

**DIETARY MANAGER**

Long names will be placed in two lines.

**BARTON**

**EARLY CHILDHOOD EDUCATION**

Name must extend to the left of the descending tail of the R to use the name under BARTON. Agribusiness extends past balance weight line so it is acceptable.

**BARTON**

**AGRIBUSINESS**

LIBRARY is too short. Options are available below. Name will need to go to the right of BARTON.

**BARTON**

**LIBRARY**

**BARTON**

**LIBRARY**

Program, office and organization names may be stacked under Barton as shown as long as the name is not wider than Barton and the height is not taller than Barton.
Barton Wordmarks | Unacceptable Use

- Do not distort the wordmark.
- Do not alter or change the wordmark.
- Do not try to recreate the wordmark by using Eras or other similar fonts.
**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.

Approved driven statements may be added under program logos. Requests for this art work need to be made to the Department of Public Relations and Marketing.

Color options will be all blue, all gold, or two-color as shown below.

**NOTE:** 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. A replacement web color has been defined to meet ADA compliance.
All mascot graphics are copyright protected and must maintain the copyright symbol at all times.

**Cougar head**

![Cougar head examples]

**Claw paw**

![Claw paw examples]

**Paw print**

![Paw print examples]

**Barton Cougars**

![Barton Cougars examples]

**Mascot Logo: Horizontal**

![Mascot Logo: Horizontal examples]

**Mascot Logo: Vertical**

![Mascot Logo: Vertical examples]
Mascot Graphics | Unacceptable Use

- Do not flip the graphics.
- Do not distort the graphics.
- Except for the paw prints, do not rotate the mascot graphics.
- Do not add clip art or additional art work that touches or overlaps the mascot graphics.
- Our cougar paw print is drawn from the inked paw of a cougar at the Brit Spaugh Zoo in Great Bend. Do not use any other paw print for our mascot.
- The color of the mascot graphics cannot be changed without special permission from the Director of Marketing and Public Relations.
- Do not manipulate or reverse any art files to create a white fill outline of the cougar. Use the Cougar Head White fill art file provided.
Program Logos with Mascot Graphics | Acceptable Use

BARTON
Criminal Justice
Driven to Serve and Protect

BARTON
Business

BARTON
EMS EDUCATION

BARTON
PERFORMING ARTS

BARTON
EARLY CHILDHOOD
Mascot graphic(s) cannot be combined with a program name

A mascot graphic cannot overlap the program logo

Cougar head violates clear space. Distance between program logo and any mascot graphic must be half the height of the letter B in Barton on any side of the program logo. See page 12.

Cannot overlap mascot graphics on top of program logos.
Combining Mascot Graphics with Wordmark Logos

Clear space:
When placing graphics around the program, office or organization logos, allow a clear space of half the height of the letter B in BARTON around any side of the logo.
A white background shape is always visible when placed on a colored background.

Cougar Head

CougarHead3clr

CougarHeadBlk

CougarHeadBlue

CougarHeadGold

CougarHeadWhite (background color will show through art: ai, eps)
Horizontal Mascot Logo

The cougar head maintains the white fill and is visible on a filled background.

MascotLogoHz3c

MascotLogoHzBlack

MascotLogoHzBlue

MascotLogoHzGold

MascotLogoHzWhite (background color will show through art: ai, eps)
Only the cougar head maintains the white fill and is visible on a filled background.
Claw Paw

A white background shape is always visible when placed on a colored background.

ClawPaw3Clr

ClawPawBlk

ClawPawBlue

ClawPawGold

ClawPawWhite (background color will show through art: ai, eps)
Professional Representation and Other Marketing Activities:
Items representing Barton programs in professional and business environments must meet Barton style guidelines. Barton’s wordmark and/or official program logos will be utilized on all professional correspondence, on program Websites, and on professional and business apparel.

Other marketing activities and promotions may or may not include mascot graphics, program logo, 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, may or may not be designed by Barton’s Graphic Designer, but must be approved by Barton’s Director of Public Relations and Marketing.
Professional and Casual Apparel

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

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

Other apparel may use mascot graphics, program logo, universally accepted professional emblems, affiliations, certifications, and/or any other information associated with a particular program and be used according to Barton style guidelines.
School Colors: Royal Blue and Light Gold
When selecting colors from vendors for marketing items such as pens, cups or apparel, and spot or process colors are not available:
- choose royal blue when available
- choose light gold, vegas gold, old gold – a color that is not too yellow or a color that is not too brown

<table>
<thead>
<tr>
<th>Spot Color</th>
<th>Process Color</th>
<th>RGB</th>
<th>Hex</th>
<th>HSV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Blue</td>
<td>100 C 46 M 0 Y 0 K</td>
<td>1 R 119 G 193 B</td>
<td>#0177C1</td>
<td>203° Hue 99.5% Saturation 75.7% Value</td>
</tr>
<tr>
<td>Light Gold</td>
<td>7 C 20 M 70 Y 10 K</td>
<td>182 R 152 G 90 B</td>
<td>#B6985A</td>
<td>40° Hue 50.5% Saturation 71.4% Value</td>
</tr>
</tbody>
</table>

Web Palettes
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. A replacement web color has been defined to meet ADA compliance.

Web Palette: Base

<table>
<thead>
<tr>
<th>Hex</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#727272</td>
<td>114 R 114 G 114 B</td>
</tr>
</tbody>
</table>

Web Palette: Barton Campus, Foundation

<table>
<thead>
<tr>
<th>Hex</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#0177C1</td>
<td>1 R 119 G 193 B</td>
</tr>
</tbody>
</table>

Web Palette: Fort Riley, Fort Leavenworth

<table>
<thead>
<tr>
<th>Hex</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#41553B</td>
<td>65 R 85 G 59 B</td>
</tr>
</tbody>
</table>

Web Palette: Grandview Plaza, Midwest OSHA

<table>
<thead>
<tr>
<th>Hex</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#B85814</td>
<td>187 R 91 G 20 B</td>
</tr>
</tbody>
</table>
Barton Typography

The Barton wordmark is designed using the Eras font. Some of the letterforms have been hand drawn to create the logo design. Do not use Eras to type “Barton” to recreate the wordmark in software applications.

Eras Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Eras Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Eras Demi
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Eras Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Rapier
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Rapier is a script typeface used for the program and mascot logos. It only comes in one weight.

Rapier
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_\-+,.;:!?\n
Barton Typography

Palatino
- Roman
- Italic
- Bold
- Bold Italic

Palatino is a serif font choice mainly used for correspondence or for other publications.

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

Myriad Pro is a sans serif font used in communications and collateral materials to support the brand.

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$%&(.,;:#!?)
Barton 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

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Bernina Sans Condensed Regular

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Bernina Sans Condensed Semibold

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Bernina Sans Condensed Bold

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Bernina Sans Condensed Extrabold

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Museo Sans

- **300**
- **500**
- **700**
- **900**

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

Museo Sans 300

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Museo Sans 500

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Museo Sans 700

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`

Museo Sans 900

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%&()_+,-.;:!?`
The Barton seal is designed to be used on diplomas, official documents and for other official purposes.

Use the seal with permission by the Director of Public Relations and Marketing.
Barton campus stationery shown. Barton Fort Riley and Barton Fort Leavenworth Campus follow the same format using their wordmark.
Collateral Stationery

Athletic Department

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

Camp Aldrich

Attn: Facility Management
245 NE 30 RD • Great Bend, KS 67530 • (620) 792-9340 • campaldrich.bartonccc.edu
Please remember Barton Community College Foundation in your planned giving.
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

Athletic Department may use Team Emblem Logos for their respective sport.
The back side of the business card includes a choice of three standard designs for the College mission statement. However, alternate designs are allowed to include use of the mascot graphics, program logo, universally accepted professional emblems, affiliations, certifications, and/or any other information associated with a particular program or campus organization.

The Mission of Barton Community College is to provide quality educational opportunities that are accessible, affordable, continuously improving and student focused. Barton is driven to provide an educational system that is learning-centered, innovative, meets workforce needs, and strengthens communities.

OSHAR® Training Institute Education Centers
Midwest OSHA Education Center
bartonsafety.com

BartonSports.com

Tana’s Facebook Page
www.facebook.com/tana.k.cooper
Follow me on Twitter @Tana@BCC
#GoBarton
Bring this card with you on your official Barton campus visit and receive an additional free gift.

BARTON EMS Education
Specializing in EMS Education tutoring, specialty course instruction, and Simulation Education.
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.
Barton Community College must be identified in all publications that promote the institution. This will take the form of the wordmark and applies to all online ads, magazine and newspaper advertising, posters, banners and billboards.

Place the wordmark 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.
- Condensed statement: “Barton Community College is an equal opportunity provider and employer. Visit equal.bartonccc.edu for more information.”

The notice is available at T:/BartonBrand/Non-discrimNotice

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**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. If you are located on campus, the files are saved in T:\BartonBrand. Many file formats and color versions are available. If you do not find what you are looking for or the formats do not work for your application or purpose, please contact Graphic Designer, Connie Wagner, at wagnerc@bartonccc.edu. Some files are also available for download in the jpg format on our website at brand.bartonccc.edu. Do not scale these files larger than 100% or the quality will degrade.

If you are a vendor and require vector files or other file formats, please contact Graphic Designer Connie Wagner at wagnerc@bartonccc.edu.

Q. I want to produce promotional items (t-shirts, pens, mugs) with the Barton artwork 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.

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 19 for color breakdowns.

Q. Can I use colors other than school colors on the Barton wordmark?
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:
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.