

Old version - Rapier font

Certain words/letter combinations, Rapier is difficult to read.

BARTON MUSIC

New version - Music too short to go underneat Barton, so it goes to the right. Makes it difficult to use at times because it is too long. If it is reduced, it is too small.



Same situation with Nursing

BARTON NURSING



Dietary Manager long enough to be placed under Barton, but can cause problems with embroidery and printing on small, promotional items.







Embroidery - current design requires enlarging program name and making letters bold. This happens on every program (and COMMUNITY COLLEGE on wordmark.)







Program logo: 6-7 letter grid

Words of 4 letters or less are tracked at 450.











Program logo: 8-9 letter grid















BARTON MEDICAL ADMINISTRATIVE TECHNOLOGY



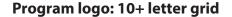




Program logo on 10+ letter grid

If tracking is less than 25, the program name needs to move to a second line.

When program name falls to two or more lines, follow the tracking grid based on the number of letters in the <u>longest line</u>.





























Office and Organization logos on 10+ letter grid

If tracking is less than 25, the name needs to move to a second line.

When name falls to two or more lines, follow the tracking grid based on the number of letters in the longest line.

Office and Organization logos on 8-9 letter grid









BARTON ENTREPRENEUR CLUB







Words of 4 letters or less are tracked at 450.



BARTON



Student Government Association





Hazardous Materials & Emergency Services Training Institute





Hazardous Materials & Emergency Services Training Institute

OR if the letters are too small



Hazardous Materials & Emergency Services Training Institute



Proposed design would not require any modification for print or embroidery.







