

**From:** Steinert, Brandon  
**Sent:** Friday, October 2, 2020 11:22 AM  
**To:** All Users <[AllUsers@bartonccc.edu](mailto:AllUsers@bartonccc.edu)>  
**Subject:** Public Relations & Marketing Updates

Good morning!

The Barton [Public Relations & Marketing webpage](#) on the internal website has been updated to include more information on who does what, and what services are available.

I also want to take this opportunity to share a few key pieces of information about the brand and how to request projects or access resources:

### **New Brand Folder! (The old one is gone!)**

All of Barton's brand elements are now kept in a folder on the T Drive named "Brand". The old folder, which was named "BartonBrand" has been removed. This switch was part of a process of updating all the artwork to new standards and making the file system easier to navigate.

Please do *not* keep any brand elements saved to your computer for regular use. **Always pull the file from the brand folder**, as we make occasional changes and updates to the files and it's important to be working with the file that fits current standards.

### **Requesting Printed Promotional Items**

All printed items need to go through a quick round of review before any external vendor creates items for the college. Please [use this form for such requests](#) (maybe bookmark that link if you do think you'll use it often.)

### **Brand Guide (NEW & IMPROVED!) | Using the Brand Properly**

Please consult the [Brand Guide at brand.bartonccc.edu](http://brand.bartonccc.edu) if you're using the college's artwork. We have very specific guidelines to follow to ensure our brand has a very consistent presence, and we work hard to maintain that. If you have questions, send an email to myself, [Connie Wagner](mailto:Connie.Wagner@bartonccc.edu) or [Sasha Bingaman](mailto:Sasha.Bingaman@bartonccc.edu).

### **Video Projects**

Please be aware that video projects are very time consuming and we receive quite a few requests each week. This means we have to prioritize the ones most prudent to our mission in PR & Marketing, **which is to build awareness and generate interest among prospective students.**

*(Video projects for instructional purposes should be directed to The Center for Innovation and Excellence's Multimedia and Instructional Designer Curtis Rose at [rosec@bartonccc.edu](mailto:rosec@bartonccc.edu).)*

Thank you all for your time!

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