

Barton Brand Guide



Barton Community College Branding Style Guidelines

Presented to President's Staff — January 6, 2009

Background for Branding Basis: In its Brand Report and Plan, Interact Communications provided a “creative approach” to establishing Barton Community College’s new brand. One of its recommendations is to “strip away visual and verbal clutter down to the central message.” Another is “for the first one to two years of this campaign, ‘What Drives You’ or ‘Driven’ should always appear with the Barton logo.” Barton is committed to following Interact’s recommendations in its creative approach. All Driven information associated with program logos will need to be approved through Barton’s Director of Admissions and Promotions.

Uniformity of Barton’s Brand: To follow recommended guidelines by Interact, and to eliminate past issues with unofficial Barton logos, uniformity and clarity of Barton’s brand for Academic and Workforce Training programs will be utilized on envelopes and business cards. New letterhead will be the same for all Academic and Workforce Training programs. All letterhead, envelopes and business cards for Academic and Workforce Training programs will use the Barton wordmark, absent the mascot graphics.

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.

Mascot Graphics Usage: All non-academic programs can use the mascot graphics for letterhead, envelopes and business cards. However, usage must maintain the guidelines of the Barton brand and be approved by the College’s Director of Admissions and Promotions and its graphic designer.

Business Cards: The front of business cards must adhere to the Barton style guidelines. The back side of business cards allow for flexibility in design but must include content such as: mission statement(s), mascot graphics, program logo, universally accepted professional emblems, affiliations, certifications, and/or any other information associated with a particular program.

Business Card Printing Process:

- Programs that have incorrect business cards, according to the new branding guidelines need to submit a print request for a “correction reprint,” but indicate to the Print Shop that this is not a time-sensitive print request.
- Programs in need of business cards should change over to the new branding guidelines for printing. Indicate time sensitivity on the print request.
- Time-sensitive jobs have priority over programs that already have cards, but need new cards to rebrand.
- In the initial transition of moving from old to new, programs are encouraged to submit for everyone in their area. Consistent designs on the backs of the cards are mandatory within each individual program.

Program Logos: Academic and Workforce Training program logos will follow Barton style guidelines. Program logos may include universally accepted professional emblems, affiliations, and/or certifications but may 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 Admissions and Promotions.

Logo Change Transition: Any program logos not in compliance with the Barton style guidelines will need to be changed in the coming months. Deadline for changeover of program logos will be set at a later date, and timeline for completion of those logos depends on the workload of Barton’s graphic designer.

Professional Representation and Other Marketing Activities:

Academic and Workforce Training programs representing Barton in a professional and business environment, must meet Barton style guidelines. Barton’s wordmark and/or official program logos will be utilized on all professional correspondence, on program Web sites, and on professional and business apparel.

Professional and business apparel include polos, button-down shirts, pullovers and any other apparel 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.

Other marketing activities and promotions may/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 must adhere to Barton style guidelines and be approved by Barton's Director of Admissions and Promotions. *A more complete style guideline will be developed in the near future.

Brand Style Guide: A more complete Barton Community College brand style guide will be produced within the next few months to provide future guidance and to ensure consistency in administering Barton's brand process long-term. The style guide will be changed, as change is warranted, to serve as a continually updated guideline for Barton employees to follow.

Follow Through: This information will be linked to [meeting minutes](#).

(Revised Jan. 15, 2009)

Barton Brand Guide: Color

Print Materials	CMYK 4-Color Process	Spot Color
Royal Blue	100C 46M 0Y 0K	Pantone 2935, PMS 2935
Light Gold	7C 20M 70Y 10K	Custom spot ink from Gans Ink Co. Ink must be provided for vendors. Can be specified in documents as Pantone 872, but not to be used as the ink color.

Video/Web	RGB	Web
Royal Blue	R=1, G=119, B=193	#0177C1
Light Gold	R=182, G=152, B=90	#B6985A

School Colors
Royal Blue
Light Gold

When selecting standard color selections on marketing items such as pens, cups or apparel:

- choose royal blue when available
- choose light gold, vegas gold, old gold – a color that does not lean toward yellow or a color that is not too brown

Barton County

BARTON
COMMUNITY COLLEGE

Fort Riley

Fort Riley Campus
BARTON
COMMUNITY COLLEGE

What Drives You

What drives you?
BARTON
COMMUNITY COLLEGE

Office/Department

Public Relations
BARTON
COMMUNITY COLLEGE

Program Option

Forensics
BARTON
COMMUNITY COLLEGE

Barton Brand Guide: Program Logos

rev. 02/13/09

Program Logo: Tells who we are - "Barton Auto Technology" (ex.)

Program Logo Options
Stacked and Horizontal format



Program Logo Options - with emblem
Stacked and Horizontal format



Acceptable uses of Mascot Graphics with Program Logo for marketing apparel and other marketing items
Keep Program Logo intact, must read "Barton (program name)"



Cougar head above or below



Cougar head above or below



Paw print above or below



May incorporate a "driven" statement, with or without Mascot Graphics



Example 5 and 6: Placement of Mascot Graphics with Program Logo

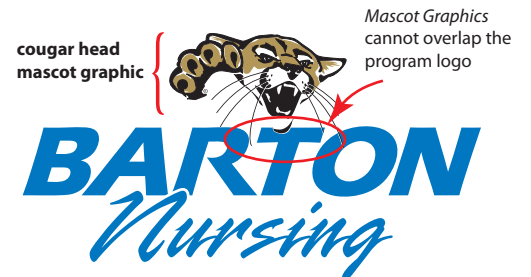
1 Incorrect use of Mascot Logo with Program Logo



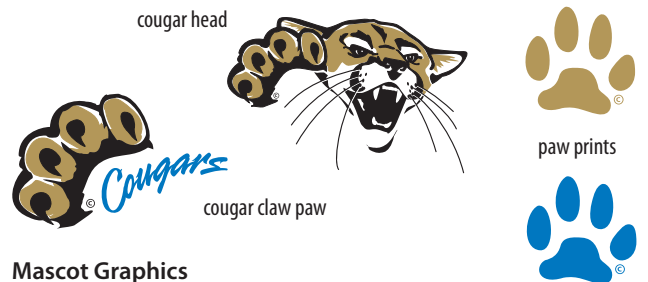
Not allowed:

1. The Mascot Logo cannot be used in combination with a program name to create a Program Logo
2. "Barton" must stay next to the program name

2 Incorrect use of Mascot Graphics with Program Logo



Mascot Logo
Horizontal and Square Format
Tells who we are - "Barton Cougars"



Barton Brand Guide: Identity Set

Business Cards

Letterhead

Envelopes

BARTON
COMMUNITY COLLEGE

Administrative Staff

BARTON

COMMUNITY COLLEGE

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Communications Specialist

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Fort Riley Campus

BARTON

COMMUNITY COLLEGE

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Academic and
Workforce Training programs

BARTON

COMMUNITY COLLEGE

Darcy Wedel
Automotive Technology Instructor/Coordinator
ASE Master Technician, Advanced Engine Performance Specialist

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Fort Riley Campus

BARTON

COMMUNITY COLLEGE

Dion Burch
Instructor, Military Programs

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Option for all other non-academic
and Workforce Training programs
or student services and organizations



Matt Kane
Head Coach Track & Cross Country

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Toll Free: 800-574-8153 www.bartonccc.edu/sports

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Back of card

The back side of business cards allow for flexibility in design but must include content such as: mission statement(s), mascot graphics, program logo, universally accepted professional emblems, affiliations, certifications, and/or other information associated with a particular program.

The Mission of Barton County Community College is to deliver educational opportunities that improve the lives of students, meet the workforce needs of the region and strengthen its communities.

Foundation



Darnell Holopirek
Executive Director of Institutional Advancement

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The Barton Community College Foundation exists to raise private sector funds by providing leadership and to prudently manage gifts to benefit educational opportunities and initiatives of the College.

www.bartonccc.edu/foundation







245 NE 30 RD • Great Bend, KS 67530-9251 • (620) 792-9377 • www.bartonccc.edu/sports



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Please remember Barton Community College Foundation in your planned giving.

President's Office

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Fort Riley Campus

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COMMUNITY COLLEGE

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Athletics Office

BARTON
COMMUNITY COLLEGE

245 NE 30 RD - Great Bend, KS 67530-9251





245 NE 30 RD • Great Bend, KS 67530-9251

Address Service Requested