Primary Color Palette

This is the Kenyon College primary color palette, which consists of two colors: purple and gold. As you know, purple has always been Kenyon's color. The gold has been added as a complementary neutral color that tempers the brightness of the purple and gives it a more traditional, classical feel. This color palette represents both the vitality of our College and its sense of strength and permanence.

Because colors sometimes print differently on uncoated paper and coated paper, there are two different sets of colors for you to use, one for each type of paper. In addition, there is a matching flat color you can use for the gold (on fabric, plastic, or wood, for example) when you aren't able to use the metallic gold color. Lastly, there is a specific, Web-safe gold color that you can use as well. These options will help us be as consistent as possible when we work with the color palette under various reproduction circumstances.

Please note that only pure Pantone colored inks should be used to create the purple and gold colors. These colors should not be reproduced using CMYK (cyan, magenta, yellow, black) inks in a four-color process.

Uncoated paper

PANTONE
267 U

Kenyon Purple

PANTONE
871 U

Metallic Gold

PANTONE
4515 U

Gold Match

Coated paper

PANTONE
266 C

Kenyon Purple

PANTONE
871 C

Gold

PANTONE
4505 C

Gold Match

Web safe

RGB
cc9933