As shown here, you can use the official Kenyon College wordmark in three color variations. Ideally, the wordmark should appear in Kenyon purple. If you do not have the option of using purple, the wordmark may appear in black. The wordmark may also appear in white if it is reversed out of an image or a solid color background. By limiting the color options for the wordmark, we can reinforce Kenyon’s identity in a way that is consistent and true to who we are.

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

Wordmark in Color

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.

Primary Color Palette

Kenyon Purple

Kenyon Purple

Metallic Gold

Kenyon Purple

Gold Match

Gold Match

Gold

Uncoated paper

Coated paper

Web safe

Kenyon Purple

Kenyon Purple

Metallic Gold

Gold Match

Gold Match

Gold

Gold Match

Gold Match

Gold Match

PANTONE 267 U

PANTONE 4515 U

PANTONE 266 C

PANTONE 871 C

PANTONE 871 U

RGB

cc9933

Black

White or reversed out of image or color

Kenyon College