

Kenyon College

Office of Admissions
Ransom Hall
Kenyon College
Gambier, Ohio 43022-9623
800-848-2468 phone
740-427-5770 fax
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Office of Housing and
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Gambier, Ohio 43022-9623

740 427 5592 office
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Business Papers

The clean layout of our Kenyon College letterhead and business cards is designed to make it easy to identify essential information. The layout also maintains an appropriate balance between the two emphasized elements: the College itself and the specific office or person. In addition, this layout—a contemporary style merged with classical elements—achieves a balance between Kenyon's progressive, forward-thinking outlook and the College's more historical and traditional aspects.

In terms of hierarchy, the wordmark appears first and is emphasized with Kenyon purple. On the business papers, the secondary element (the name of the division or office) appears in bold on the first line of the address block. On the business cards, the secondary element (the name of the individual) also appears in bold.

Having a standardized layout like this helps us create consistency across departments, reinforcing a unified voice for the school. These layouts should not be altered.

Business Letters and Faxes

When creating a letter or fax on Kenyon College letterhead, you will use Times New Roman, a widely available font, for the body of the letter. The alignment of the letter's body text will follow the example shown here.

- Typeface**
Times New Roman
- Top Margin**
2"
- Left Margin**
1.25"
- Right Margin**
.75"
- Bottom Margin**
1.25"

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June 1, 2008

Name
 Title
 Company/School
 Address
 City, State, Zip Code

1.25"

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan. laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Sincerely,

Name
 Title

6.5"

.75"

1.25"

Second Sheet

If your letter or fax is long enough to run over to a second page, you will use a slightly different format. The second page should be a blank piece of paper matching the paper style of the letterhead, but the letterhead itself will not appear on this page. In addition, the format for the text is similar to that of the first page, but the top and bottom margins are extended to allow for the maximum amount of text. The left and right margins remain the same.

Top Margin

1.25"

Left Margin

1.25"

Right Margin

.75"

Bottom Margin

.75"

