

Business Papers

Kenyon College

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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.

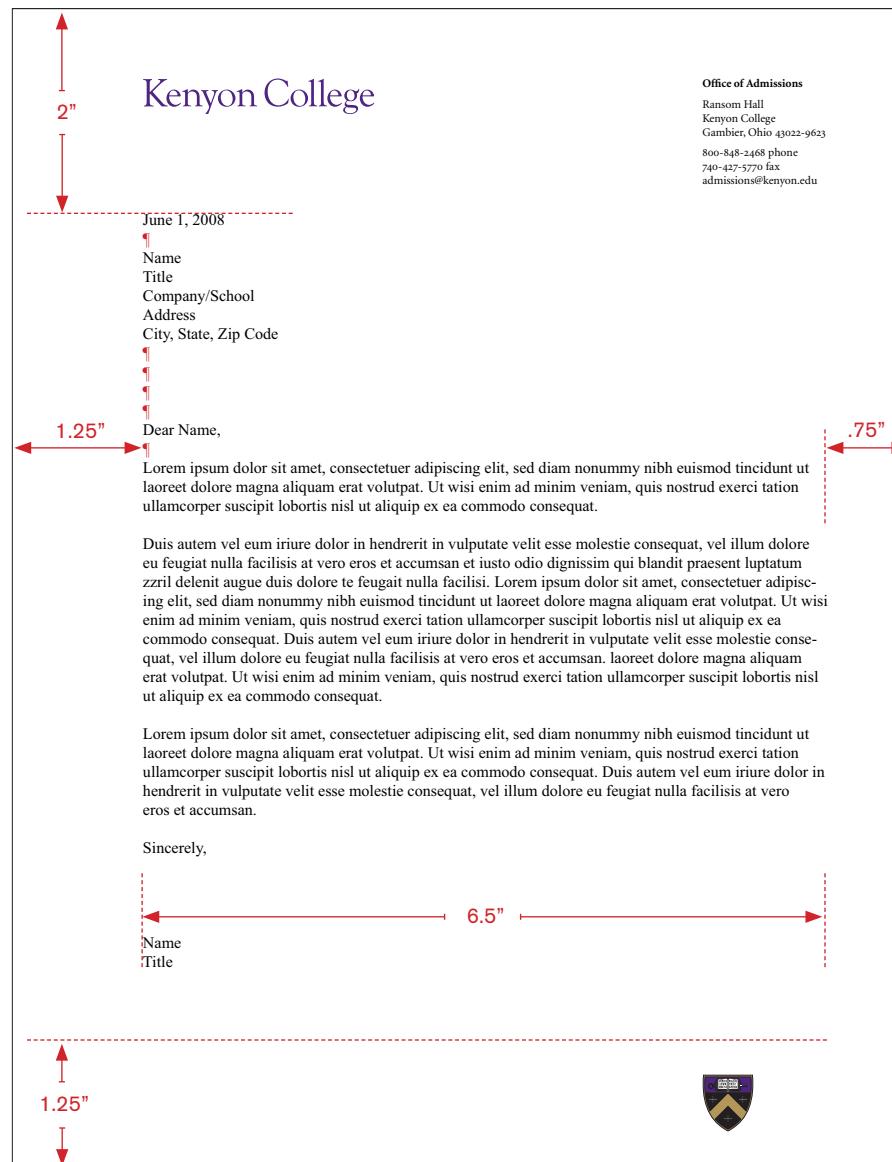
In terms of hierarchy, the wordmark appears first and is emphasized with Kenyon purple. On the business papers, the secondary element (the name of the division or office) appears in bold on the first line of the address block. On the business cards, the secondary element (the name of the individual)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



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"

