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.

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Sincerely,

Name
Title

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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.

Offi ce of Admissions
Ransom Hall
Kenyon College
Gambier, Ohio
43022-9623
800-848-2468
phone
740-427-5770
fax
admissions@kenyon.edu

June 1, 2008

¶

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

¶

¶

¶

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Dear Name,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi 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

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.

Offi ce of Admissions
Ransom Hall
Kenyon College
Gambier, Ohio
43022-9623
800-848-2468
phone
740-427-5770
fax
admissions@kenyon.edu

Matthew A. Troutman
Assistant Director
of Housing
and Residential Life
troutmanm@kenyon.edu

Offi ce of Housing and Residential Life
Gund Commons
Gambier, Ohio
43022-9623
740 427 5592
offi ce
614 933 9070
home
740 427 5770
fax
Preparing Business Cards

Here is the style for business cards, which are generally ordered through the College print shop. The position of the wordmark and the shield on the card are fixed and should never be altered. Similarly, one should not alter the type fields; the person's name, title, and e-mail address will always be on the left, with his or her address and phone number(s) placed in the middle field.

Please note that business cards should only be created using files provided by Kenyon College.

Names are set in Minion Bold. They should be set on two lines. When e-mails exceed the margin, they should be broken after the @ symbol.

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.

<table>
<thead>
<tr>
<th>2.50''</th>
<th>1.25''</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Margin</td>
<td>Left Margin</td>
</tr>
<tr>
<td>2.50''</td>
<td>1.25''</td>
</tr>
<tr>
<td>Right Margin</td>
<td>Bottom Margin</td>
</tr>
</tbody>
</table>

The yellow areas indicate the active type fields; these are fixed margins and should not be adjusted.

A line space is only used to separate the address and phone numbers.

Titers and offices or departments are set in Minion Bold.

A line space is only used to separate the address and phone numbers.

The white areas indicate the active type fields; these are fixed margins and should not be adjusted.