Kenyon College
Library and Information Services

Kenyon College
Campus Safety

Kenyon College
Bookstore

As you can see here, the Kenyon College wordmark is sometimes used in combination with the title of a specific Kenyon office or service. When the wordmark is the dominant element, it should appear in Kenyon purple (please see the details about the wordmark as explained earlier in this guide). The secondary element—the name of the office or service—appears in Adobe Goudy Old Style italic, one line below the wordmark, in Pantone 871 gold. The secondary element is smaller than the Kenyon wordmark, only 80% of the height of the wordmark's capital letters. This treatment creates a hierarchy to emphasize the most important element and a color contrast to help differentiate the two specific pieces of information.

There are many uses for this typographic treatment, such as on the College Web site and in marketing materials, posters, announcements, invitations, and more. By using this treatment consistently, we are emphasizing the fact that Kenyon is a unified community.

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