The Kenyon College shield is a central piece of the Kenyon identity, but—in its original version—it had become difficult to reproduce accurately, particularly in smaller sizes. To create the new version you see here, the shield was digitally recreated and refined for maximum legibility and to enable better reproduction at varying sizes and for different applications. By making the shield more versatile, we can use it as an important element in a wider range of contexts, improving Kenyon’s ability to speak with one voice.

Department Names

When you are dealing with department-specific materials, the department name should always appear this way, beginning with the phrase “Department of” (followed by the name of the department) and ending with the phrase “at Kenyon College” on a secondary line. Here, the name of the department takes precedence over the name of the College. As the dominant element, the name of the department should appear in Adobe Goudy Old Style roman. The secondary element—“at Kenyon College”—should appear in Adobe Goudy Old Style italic, one line below the department name.

(For details about these colors, please see the primary color palette section, earlier in this guide.) Please note that the secondary element appears in a smaller font, only 65% of the size of the font used for the department name.

Although each of the College’s departments will continue to have its own unique personality, the standardization of department naming will support the consistency of Kenyon’s personality, both internally and externally.

Department of Physics
at Kenyon College

Department of Psychology
at Kenyon College

Department of Mathematics
at Kenyon College

Department of English
at Kenyon College
Kenyon Seal

The Kenyon College seal is used only on official College documents, including the programs for Commencement, Baccalaureate, Honors Day, Founders’ Day, and Opening Convocation. It should NOT be used on other materials or on products such as sweatshirts and mugs. It may, however, be used on high-end products such as wooden “captain’s chairs.”

As with the Kenyon College shield, the seal has been digitally recreated and refined for maximum legibility and to enable better reproduction at varying sizes and for different applications—all without compromising the seal’s original design. This formal and longstanding symbol of the College may now be incorporated more easily and consistently into Kenyon’s official materials.

Kenyon Shield in Color

The Kenyon College shield is available to you in three different color variations for a range of uses. The black and white variation is the simplest and least formal of these. A slightly more formal version with two colors (purple and black) is available when printing with two colors. The third version, with three colors (purple, black, and gold), is the most elaborate and formal. When choosing which version to use, you will want to consider your budget, how many colors are available in the printing process, and how legible the shield will be in context. Our goal is to make the shield as consistent as possible, yet variable enough to allow you to consider cost efficiency, formality, and maximum legibility.

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

All versions of the Kenyon shield are available for you to download at the Office of Public Affairs Web site, www.kenyon.edu/publicaffairs.xml.

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