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 versatile 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.

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.
The Goudy Old Style font discussed earlier in this guide should be used only with Kenyon College’s wordmark, departments, and signage; it should never be used as body text. Instead, two other major typeface families—with greater legibility—have been designated for use when creating printed marketing communications materials for the College. (Please note that business letters and faxes require a different font, as explained earlier in this guide.)

Of the two typeface families you can use for printed marketing materials, one is a serif font and the other is a sans serif font. A serif font is one that has short, fine lines, or curves called “serifs” projecting from the top and/or bottom of each letter’s primary stem or mainstroke. The serif font family for Kenyon College is called Minion. For running text and most common needs, you will be using Minion regular. Minion bold, italic, and small caps are also available to you, to be used (sparingly) for emphasis where appropriate.

**Minion**

**Roman**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Small caps & Oldstyle numerals**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Italic**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Bold**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Bold italic**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`

---

**Institutional Typefaces: Serif**

The Goudy Old Style font discussed earlier in this guide should be used only with Kenyon College’s wordmark, departments, and signage; it should never be used as body text. Instead, two other major typeface families—with greater legibility—have been designated for use when creating printed marketing communications materials for the College. (Please note that business letters and faxes require a different font, as explained earlier in this guide.)

**Minion**

**Roman**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Small caps & Oldstyle numerals**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Italic**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Bold**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`  

**Bold italic**

`abcdefg hijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`,.,;:?!$&-*@`