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.)

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.

Kenyon Seal in Color

Similar to the shield, the Kenyon College seal is also available in three different color variations: a version in black and white, a slightly more formal version with two colors (purple and black), and a third version with three colors (purple, black, and gold) that is the most elaborate and formal. If you are producing a document for which the seal is appropriate, you will want to consider your budget as well as how many colors are available in the printing process. These color variations maintain the consistency of Kenyon’s voice while offering flexibility in terms of how the seal is used.

Please note that only pure Pantone colored inks should be used to create the seal’s colors. These colors should not be reproduced using CMYK (cyan, magenta, yellow, black) inks in a four-color process. The Kenyon seal is not available for the public to download. If you need artwork for the seal, contact the Office of Public Affairs.

Minion

Roman

\begin{verbatim}
ABCDEFghijklmnopqrstuvwxyz
ABCDEFghijklmnopqrstuvwxyz
\end{verbatim}

Small Caps & Oldstyle Numerals

\begin{verbatim}
ABCDEFghijklmnopqrstuvwxyz
ABCDEFghijklmnopqrstuvwxyz
\end{verbatim}

Italic

\begin{verbatim}
ABCDEFghijklmnopqrstuvwxyz
ABCDEFghijklmnopqrstuvwxyz
\end{verbatim}

Bold

\begin{verbatim}
ABCDEFghijklmnopqrstuvwxyz
ABCDEFghijklmnopqrstuvwxyz
\end{verbatim}

Bold Italic

\begin{verbatim}
ABCDEFghijklmnopqrstuvwxyz
ABCDEFghijklmnopqrstuvwxyz
\end{verbatim}

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Institutional Color Palette

Color plays a substantial role in any college’s identity. Our distinctive Kenyon College purple—promoted strongly in our wordmark—is the most recognizable element associated with our school. Here, you see an extended color palette that was created to complement the Kenyon purple and gold in the College’s primary color palette.

This extended palette gives you a wider range of expression as you develop communication materials for the College. When choosing which complementary colors to work with, consider what color(s) will be most appropriate for and attractive to your target audience.

Throughout all color reproduction processes, it is important to limit your color selection to the specific institutional choices shown here. This helps us maintain the consistency of Kenyon’s identity across a range of different materials.

Institutional Typefaces: Sans Serif

As explained on the preceding page, there are two major typeface families you can use for Kenyon College’s communications materials: a serif font and a sans serif font.

A sans serif font has no short, fine lines, or curves (“serifs”) projecting from the top and/or bottom of each letter’s primary stem or mainstream. As a result, the sans serif font provides a refreshing, clean contrast to a serif font. The sans serif font family for Kenyon College is called Akzidenz Grotesk. It is available to you in regular, italic, bold, and bold italic, and will probably be most useful for captions, headings, and call-outs, where it can help create more separation between different types of information.

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Primary Palette

Uncoated paper

Coated paper

Complementary Palette

Uncoated paper

Coated paper

Akzidenz Grotesk

Regular

\text{abcdefghijklmnopqrstuvwxyz}

Regular Italic

\text{abcdefghijklmnopqrstuvwxyz}\text{(,.;:?!$&-*@)}

Bold

\text{abcdefghijklmnopqrstuvwxyz}

Bold Italic

\text{abcdefghijklmnopqrstuvwxyz}\text{(,.;:?!$&-*@)