

Minion

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

SMALL CAPS & OLDSTYLE NUMERALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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.)

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.

Akzidenz Grotesk

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-@*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!\$&-*@

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.