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 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.

Primary Palette

Complementary Palette

Institutional Color Palette