

Primary Palette

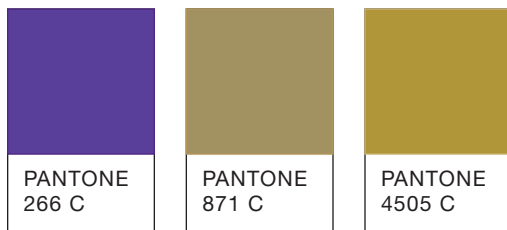
Uncoated paper



Metallic

Metallic Match

Coated paper

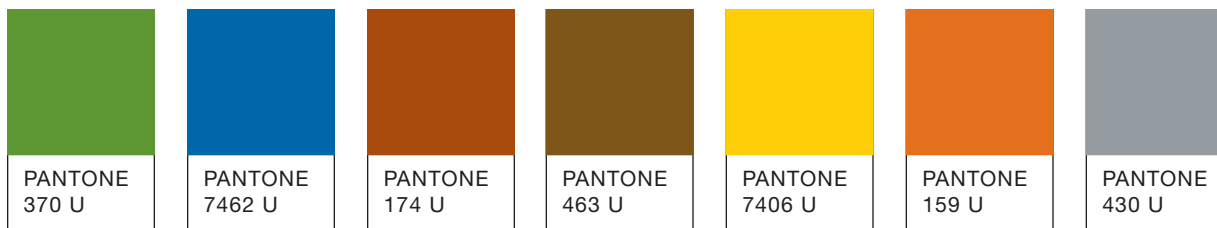


Metallic

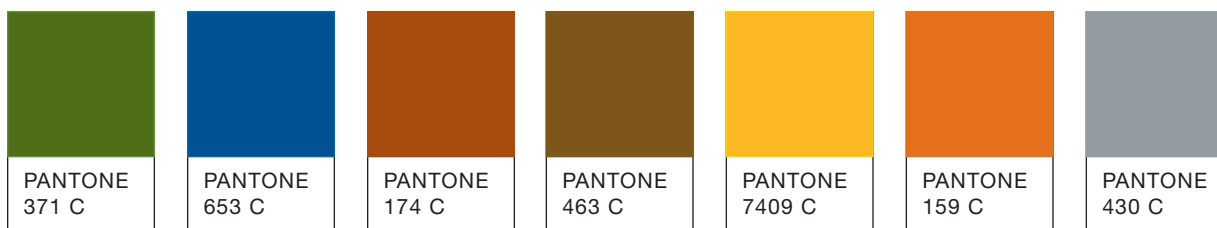
Metallic Match

Complementary Palette

Uncoated paper



Coated paper



Institutional Color Palette

Color plays a substantial role in any college's identity. Our distinctive Kenyon College purple color—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.