Signage Design and Layout

Here, you see three examples of how color, typography, and the shield are used to create a consistent look across different campus signs. The size and shape of the sign and the shield remain the same in each case, while the size of the typographical elements varies depending on how much information the sign must convey.

Timberlake House
Integrated Program in Humane Studies

Ransom Hall
Admissions

Horwitz House
Political Science

College Relations Center

The new Kenyon College signage has been designed in part to pay homage to the shield-shaped wooden signs that have been in use around our campus. Following a format that is rectilinear and more practical, the new signage incorporates rounded corners and a gold background color to maintain the friendly, warm appearance we have always valued.

The design also features the Kenyon shield.

To make it easier for people to find their way around campus, the new signs are more legible, offering more space for primary and secondary information, such as a building’s name and a program’s name. The shield occupies a consistent position on every sign, always appearing as the same size. It is prominent, yet subordinate to the typographical information on the sign.

This system of signage reinforces the integrity of Kenyon’s identity through the consistent use of the primary Kenyon color palette, the shield, and the secondary typography elements.
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