

KENYON

Kenyon Athletic Wordmark

In applications where visibility is an issue, such as college uniform applications, the Kenyon athletic shield (in an appropriate size) cannot be seen very well and should not be used. To maintain the consistency of the College's identity, the wordmark should be extracted from the shield design and used on its own.

The wordmark consists of the name "Kenyon" (not the full phrase "Kenyon College") and is provided to you as an artwork file, similar to the College's official wordmark. The athletic wordmark should not be modified, altered, or recreated using a typeface.

**Kenyon Athletic Wordmark:
Jersey Application**

Here is an example of the Kenyon athletic wordmark as applied to a jersey.



Kenyon Athletic Wordmark: Specific Sport

The Kenyon athletic wordmark may be paired with the name of a specific sport, such as in this consumer athletic t-shirt (“Kenyon Basketball”) application. When the wordmark is paired with the name of a sport, the name of the sport is set in capital letters and should be only 25% of the height of the capital letters in the wordmark. Artwork files containing the name of each team and club are available online, at the Office of Public Affairs Web site, www.kenyon.edu/publicaffairs.xml.



**Kenyon Athletic Wordmark:
Cap Application**

As you see here, Kenyon College athletic caps display either the athletic shield or the athletic wordmark on the front of the cap above the bill. The name of a specific sport or team may be placed on the back of the cap, above the adjustment strap, set in capital letters that are 25% of the height of the capital letters in the wordmark.

