



Kenyon Brand User Guide

Visual Style

Brand Overview

Kenyon's visual identity system — our logotype, color palette, typefaces and supporting artwork — helps all parts of the College speak with one clear and consistent voice. Use these elements when producing printed publications and designing for the screen. Full resources are available at the Office of Communications [website](#). Reach out to the Office of Communications if you need any password-protected resources or have questions.

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Logotype color

For primary use, use either the Kenyon purple logo or the white version.

The bright purple Kenyon logotype can be used occasionally, if legibility is sufficient.

When the logotype is placed over an image, make sure there is sufficient contrast. The white version will work best over most color images.



Kenyon

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Kenyon



Kenyon

Kenyon

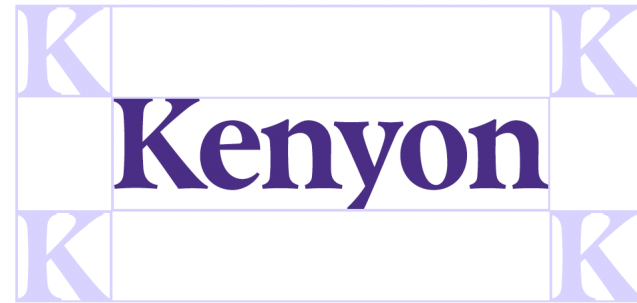
Kenyon

Logotype scale

The logotype needs defined clear space around it to ensure legibility and design integrity. The clear space for the logotype is based on the capital K in the logotype around all four sides.

To maintain legibility, the primary logotype must not be smaller than 1 inch wide. The ideal size of the logotype on a letter-sized sheet is 1.25 inches wide. Keep this scale in mind when designing other sizes of print materials.

CLEAR SPACE

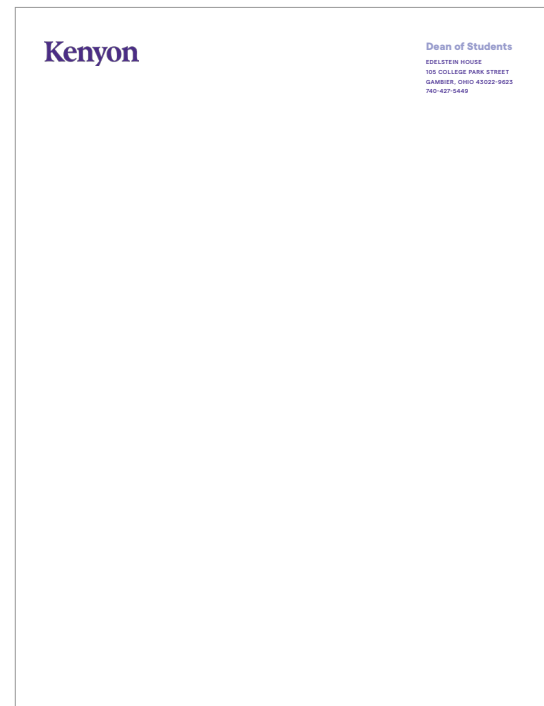


MINIMUM SIZE

Kenyon

1" WIDE

Logotype usage examples



“A logo does not sell (directly), it identifies.” — Paul Rand

Color palette

Use primary colors prominently across Kenyon brand materials.

Use brights to add emphasis, such as underlines.
Do not use brights for type.

Use neutrals sparingly as backgrounds to visually separate content.

PRIMARY	KENYON PURPLE HEX# 4B2E84 RGB: 75, 46, 132	KENYON BRIGHT PURPLE HEX# 8F80FF RGB: 143, 128, 255	QUAD DARK GREEN HEX# 3F7C7C RGB: 63, 124, 124		
	SUMMER SUNSET PURPLE HEX# CB8FDE RGB: 203, 143, 222	KOKOSING RIVER BLUE HEX# 33CBDO RGB: 51, 203, 208	BOLTON RED HEX# E46551 RGB: 228, 101, 81	BFEC LIGHT GREEN HEX# CBDD52 RGB: 203, 221, 82	
NEUTRALS	PALE BOLTON RED HEX# F5EEEE RGB: 245, 238, 238	OLD KENYON PURPLE LIGHT HEX# D5D5DE RGB: 213, 213, 222	CROMWELL WHITE HEX# F3F7F7 RGB: 243, 247, 247	OLD KENYON PURPLE HEX# 4E4E71 RGB: 78, 78, 113	OLD KENYON DARK HEX# 151538 RGB: 21, 20, 56

Typefaces

Our official primary brand fonts are Gotham Serif and Matter SQ. The Office of Communications has a limited number of licenses available for these typefaces. For most uses, you may substitute Gotham Serif and Matter SQ with approved alternatives. Instead of Gotham, use Georgia as a serif font. Use Helvetica as a stand-in sans serif for Matter SQ.

Usage of either Georgia or Helvetica is up to you. It is generally recommended that you use a serif font, such as Georgia, for small size type in large quantity on a page, such as body copy, for optimum legibility.

If Helvetica is not available, Arial may be used in its place.

OFFICIAL TYPEFACES

Gotham Serif
Matter SQ

APPROVED ALTERNATIVES

Georgia
Helvetica
Arial

Text formatting

When formatting text, set titles at 20-22 point and subtitles at 14-16 point. Body copy — the content of letters and memos — should be set from 9–10.5 point and should not exceed 11 point.

Line spacing on a document should, ideally, be 1.15–1.5 spaced. Anything below that is a little too tight, and anything above is too spaced out.

Kenyon

Our Brand

It's No Accident We're Here

Each and every one of us—students, faculty and staff— makes the intentional decision to be at Kenyon. We choose to be part of a tightly woven community that celebrates challenging work, self-expression and worlds of perspective. When you're here, you feel a sense of place, a sense of purpose, and you can't imagine being all-in anywhere else.

Brand extensions and sub-brands

Brand extensions are departments, programs and internally-facing centers. Brand extensions are always left aligned. Use the brand extension on its own; do not place it near the Kenyon logotype when using it.

Sub-brands are signature centers, institutes and programs. These are always left-aligned and locked up with the Kenyon logotype.

The Office of Communications has created the artwork for all brand extension and sub-brand marks, which can be downloaded from [Kenyon's online brand guide](#). Please reach out if the artwork you are looking for isn't available.

If you need stationery featuring your brand mark, such as letterhead or envelopes, you don't need to set it up yourself! We've done that work already. Refer to the stationery guide for information about ordering the pieces you need.

BRAND EXTENSION

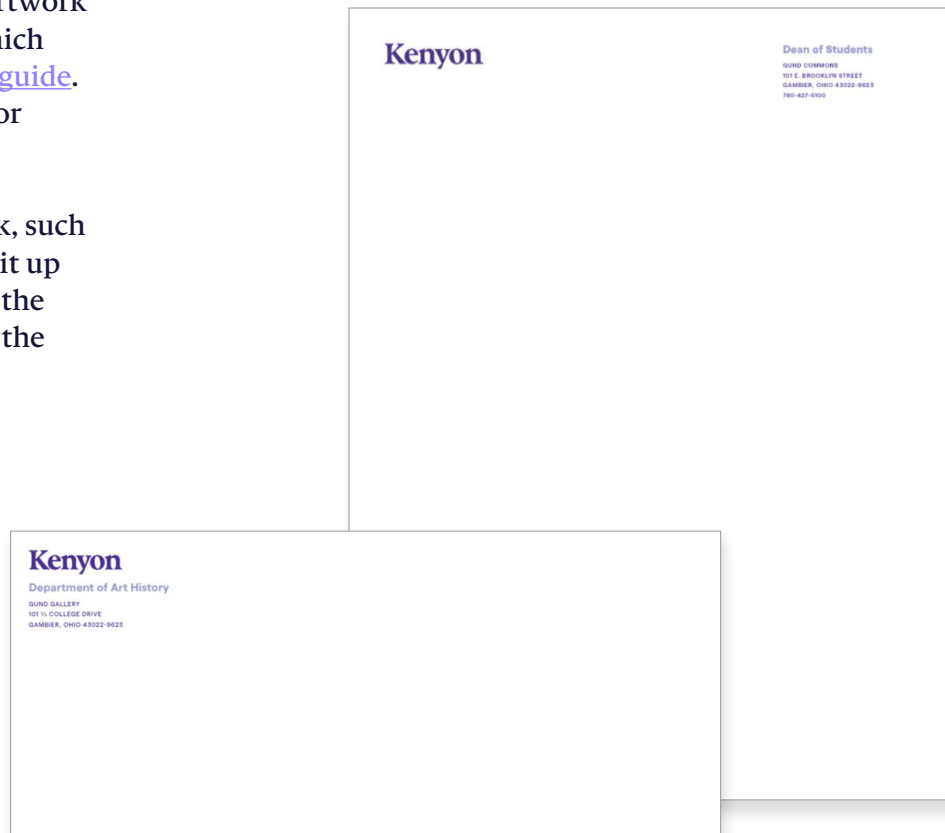
Department of
Classics

Program in
Environmental Studies

SUB-BRAND

**Brown Family
Environmental Center**
Kenyon

**Center for the Study
of American Democracy**
Kenyon



Kenyon seal and shield

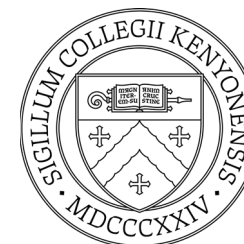
The Kenyon seal and shield are formal collegiate marks that are appropriate for certain ceremonial uses.

The Kenyon seal is the most formal and institutional of these marks, and it should only be used on regalia, diplomas, materials supporting College convocations, and certain high-end merchandise.

The Kenyon shield, while a less formal mark than the seal, is still a formal institutional mark that evokes a feeling of history and nostalgia. It is most appropriate for formal letterhead and “spirit” merchandise. It is not intended for athletic contexts or marketing materials.

Do not redraw and recolor the seal or the shield, and do not combine them with the Kenyon logotype.

To request a download of the seal or shield, visit [Kenyon’s online brand guide](#), and fill out a brief form detailing your request.



Athletics Brand

Kenyon's athletics program has its own visual brand that should only be used in athletics contexts. Elements of the athletics brand should not be mixed with elements of the primary Kenyon brand.

The athletics brand consists of a Kenyon athletic logotype, the owl logomark, the K logomark, the Owls logotype, and the Kenyon athletic shield.

For questions about the full Kenyon athletics brand, contact [Marty Fuller, director of athletics communications](#).

Primary: Kenyon Athletics logotype

KENYON

Secondary: Owl logomark



Secondary: K logomark



Support: Owls logotype

OWLS

Legacy mark: Athletic shield

