Kenyon Brand User Guide

Stationery

Stationery Guide

Kenyon provides a comprehensive system of stationery and office items: the letterhead, envelopes, business cards, note cards, name tags and presentation templates you need to get your job done while staying on brand. Items are available for customization and purchase at Kenyon's online stationery store. Electronic letterhead, which allows you to print Kenyon-branded letterhead on your own printer, is available in both Microsoft Word and Google Docs formats.

Accessing electronic letterhead

Electronic letterhead, designed to match pre-printed letterhead, is available in both Microsoft Word and Google Docs formats. In order to match institutional branding, the office name and address are not editable on electronic letterhead. Letterhead has been prepared for each office and department at Kenyon and can be accessed here.

Get in touch with Adam Gilson in the Office of Communications if:

- Your office or department does not currently have electronic letterhead available
- You need to change or update the contact information listed on your electronic letterhead
- You need special letterhead for a program or initiative matching the Kenyon brand.

Accessing presentation templates

Branded presentation templates are available in both PowerPoint and Google Slides formats. Access these templates here.

Ordering printed stationery and office items

Branded stationery and office items are available for ordering through Kenyon's stationery store, at shop.theheraldinc.com/corporate/kenyon-college. The store is hosted by The Herald, a printer based in New Washington, Ohio.

ACCOUNTS AND SHIPPING

Users must be registered with the store to order items; contact Adam Gilson at gilsona@kenyon.edu to register for an account. **Your Kenyon network login will not work on the stationery store.**

When you set up an account at the stationery store, you will be prompted to enter your department/office name and account number for purchases. Purchases will be billed by Kenyon's Accounting Office to that account number.

Items on the stationery store will be processed and shipped weekly.

AVAILABLE ITEMS

The Kenyon stationery store contains a number of items, both customized for individual offices and customizable for individual employees:

- Business cards, customizable for individual employees
- A6 note cards, customizable for individual employees
- Letterhead
- Envelopes (A6, #10, 9x12 and 10x13)
- Some special items customized for individual departments

NAME BADGES

In addition to the items listed above, Kenyon-branded name badges, lanyards and pens are available from a separate store hosted by ELK Promotions, based in Columbus, Ohio. To browse the ELK Promotions, store visit www.elkpromotions.com/kenyon. An account is not required.

Personalizing business cards

The stationery store allows you to customize and order your own business cards. Make sure to type and review your information carefully; your card will be printed exactly as you type it and will not provide refunds for errors entered by users.

TITLE FIELDS

- The text block for adding your title accommodates up to three lines. This allows you to enter longer titles as well as other personal information — for example, second title, office name and pronouns.

- If your title takes up more than two lines, add the line break in a way that looks visually appropriate. Do not, for example, add the break so that only one or two words flow to the second line. Try to balance line lengths.

- Do not include blank lines of space.

CONTACT INFORMATION FIELDS

- The template accommodates up to four lines of contact information. This text will automatically align to the bottom, so do not add blank lines of space.

- If you are including two phone numbers on your card, differentiate between the two by adding "office" or "cell" in parentheses after the number.

- Use the formal name of the building in which your office is located. If you are adding your office number, use the style of "Building Name ###" (e.g., Sparrow 208).

- You may leave out the contact information you do not wish to share, but the card will look better if at least two lines of information are included.

OFFICE INFORMATION FIELDS

- You may enter up to three lines of office information under the Kenyon logotype. The "Gambier, Ohio 43022" line cannot be changed.

- When entering your office or department name, enter the full name, beginning with either "Office of" or "Department of." Do not enter a shortened form (e.g., "English" or "Accounting Office."

- When entering the street address, abbreviate the street direction but not street/avenue, etc. (e.g., "221 N. Acland Street).

Employee Name
Title Line 1
Title Line 2
Title Line 3

Email address
Phone number (optional)
Phone number 2 (optional)
Building name and number

Kenyon
OFFICE NAME
OFFICE NAME LINE 2 (IF NEEDED)
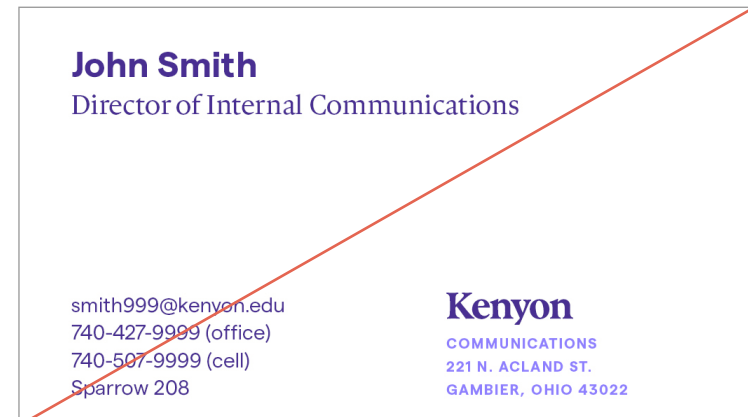STREET ADDRESS
GAMBIER, OHIO 43022

Business Card Examples

John Smith
Director of Internal Communications
he/his

smith999@kenyon.edu
740-427-9999 (office)
Sparrow 208

Kenyon
OFFICE OF COMMUNICATIONS
221 N. ACLAND STREET
GAMBIER, OHIO 43022

John Smith
Director of Internal Communications

he/his

smith999@kenyon.edu

740-427-9999 (office)
Sparrow 208

Kenyon
OFFICE OF COMMUNICATIONS
221 N. ACLAND STREET
GAMBIER, OHIO 43022

Reason: Blank lines included in custom fields

John Smith
Director of Internal Communications

smith999@kenyon.edu
740-427-9999 (office)
740-507-9999 (cell)
Sparrow 208

Kenyon
OFFICE OF COMMUNICATIONS
221 N. ACLAND STREET
GAMBIER, OHIO 43022

John Smith
Director of Internal Communications

smith999@kenyon.edu
740-427-9999 (office)
740-507-9999 (cell)
Sparrow 208

Kenyon
COMMUNICATIONS
221 N. ACLAND ST.
GAMBIER, OHIO 43022

Reason: Incomplete office name; abbreviation of "street"

Personalizing name badges

Name of employee

Title of Employee
Title Line Two or Office Name (optional)
Office Name or Other Info (optional)
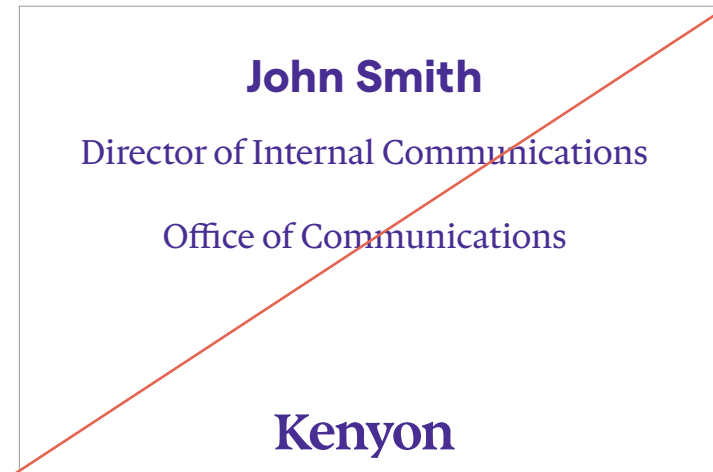Office Name or Other Info (optional)

Kenyon

- You can customize your own 3x2 inch magnetic name badge. Make sure to type and review your information carefully; your badge will be printed exactly as you type it. Similar to customizable business cards, these name badges have multiple fields available for names, titles and other information.

- Name badges look best if they have both an employee name and title. Fill out at least one line of information below the name.

- Name badges can accommodate longer titles. If you have multiple titles, consider including just one so that the name badge is more easily readable. Generally, including less information will make name badges easier for viewers to read.

- Do not separate fields with blank lines of space.

Name Badge Examples

GOOD

John Smith

Director of Internal Communications
Office of Communications

Kenyon

John Smith

Director of Internal Communications
Office of Communications
he/his

Kenyon

NOT GOOD

John Smith

Director of Internal Communications

Office of Communications

Kenyon

John Smith

Director of Internal Communications
Office of Communications, he/his

Kenyon

Ordering special stationery items

The stationery store includes a broad selection of commonly ordered items. However, not all items are available through the stationery store. Contact Adam Gilson (**gilsona@kenyon.edu**) in the Office of Communications if you need uncommon items.