Kenyon Brand User Guide

Stationery

Last Updated: 05/20/22

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 stationery store, powered by VistaPrint. 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 exactly, is available in both Microsoft Word and Google Docs formats. 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 kenyon.go.customprintcenter.com. 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.** The stationery store accepts credit card for payment (including the Kenyon purchasing card) and provides fast shipping and low-quantity orders.

Offices at Kenyon often designate one or two users per office to order items rather than providing accounts for more employees, but the choice is up to each office.

Kenyon-branded, customizable employee name badges are available through ELK Promotions, a Columbus-based promotional products vendor. To browse the ELK Promotions store visit www.elkpromotions.com/kenyon. An account is not required.

HOW TO BROWSE THE STATIONERY STORE

Stationery and office items are categorized by item type (e.g., #10 envelopes, letterhead, business cards, etc.). Because most items are personalized for specific offices and departments, it is easiest to enter the name of your office, department, or program in the search bar in order to display a list of available products.

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
- Name badges, customizable for individual employees
- Letterhead
- Envelopes (#10 and 9x12)
- Kenyon-branded notepads and sticky notes

NAME BADGES

In addition to the items listed above, Kenyon-branded name badges, lanyards and pens are available from the ELK Promotions store.

Tips for personalizing business cards and name badges

The Kenyon stationery store allows you to make personalized business cards and name badges for employees.

BUSINESS CARDS

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

In the stationery store, each customizable piece of text is contained within its own separate field. The font and type size for each field is set and cannot be changed.

TITLE FIELDS

- Three fields are provided for titles. This accommodates longer titles and also allows you to add other personal information directly adjacent to your title — for example, second title, office name and pronouns.

- If your title takes up more than two lines, you will need to add a line break manually. 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 flows to the second line. Try to balance line lengths.

- If you have a one-line title and want to add additional information (e.g., pronouns), add this information to the second title line, not the third. Do not separate fields with blank lines of space.

Employee Name
Title
Title, line 2 (optional)
Title, line 3 or additonal info (optional)

Office or cell phone (optional)
Office or cell phone
Email address
Building name or office number

Office of
Communications

221 N. ACLAND STREET
GAMBIER, OHIO 43022
740-427-5158

CONTACT INFORMATION FIELDS

- At minimum, fill the bottom three fields: Office or cell phone, Email address, and Building name or office number.

- Only fill in the top field (Office or cell phone [optional]) if you are including two phone numbers on your card.

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

  » 740-427-9999 (office)

  » 740-427-9998 (cell)

- If you wish to add "home" or "mobile" instead of "cell," that's fine.

- For the bottom field, 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).

- If for some reason you do not wish to include your building name or office number (for example, if it should be kept confidential, or you do not have a permanent office location), shift all fields down so that the contact information in the bottom left corner is aligned to the bottom. Although the template specifies which information should be included in each field, the fields are open text fields and can accommodate any type of information. (However, for the sake of consistency, please do follow the template as much as possible.)

- Do not include blank lines between fields in the contact information area.

Business Card Examples

John Smith
Director of Internal Communications
he/his

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

Office of
Communications

221 N. ACLAND STREET
GAMBIER, OHIO 43022
740-427-5158

John Smith
Director of Internal Communications

he/his

740-427-9999 (office)

smith999@kenyon.edu
Sparrow 208

Office of
Communications

221 N. ACLAND STREET
GAMBIER, OHIO 43022
740-427-5158

Name of employee

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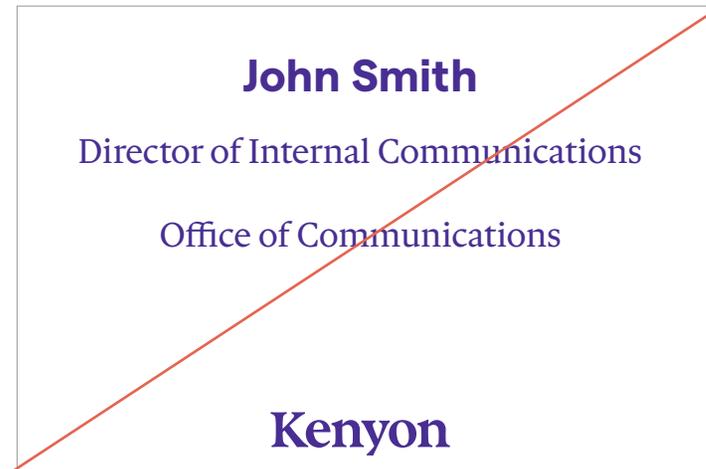Office Name or Other Info (optional)

Kenyon

- You can customize your own 3x2 inch magnetic name badge. Make sure to type and review your information carefully; VistaPrint will print your card 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 VistaPrint. Contact Adam Gilson (**gilsona@kenyon.edu**) in the Office of Communications if you need uncommon items.

These items include, but are not limited to:

- Window envelopes at other sizes than #10
- #9 reply envelopes
- Any envelopes with preprinted postage information (including Business Reply Mail, Courtesy Reply Mail, and permit indicia envelopes)
- Perforated items
- Custom forms
- Padded sheets
- Campus maps
- Signage