BABSON BRAND GUIDELINES

VISUAL / EDITORIAL » NOVEMBER 2017

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VISUAL / EDITORIAL » 2017

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INTRO

THE BABSON BRAND reflects the entire campus community: prospective and current students, alumni, faculty, staff, and the community at large. We are a global brand, and our method of Entrepreneurial Thought & Action® is the catalyst and the solution for today's most pressing challenges.

Clarity and consistency of messages, voice and tone, imagery, and visuals contribute significantly to influencing enrollment of prospective students, motivating current students, and invested alumni, as well as increasing revenues, participation and commitment by our stakeholders in the College's mission: educating entrepreneurial leaders who create global economic and social value everywhere.

POSITIONING

Every day, the challenges facing our world grow more complex, affecting citizens, communities, and the environment. The world needs new ideas, innovative solutions, and the visionary leaders who can make them happen. These leaders are entrepreneurs of all kinds, and we believe the most successful ones are those who not only create wealth for others but a wealth of opportunities.

As the nation's premier entrepreneurship educator, Babson understands that entrepreneurs—broadly defined—have a great impact on organizations of all types, and at all levels. We empower entrepreneurial leaders to identify and take advantage of new opportunities, to motivate teams in a common purpose, and to act on the appropriate solution to make a difference.

Simply put, Babson shapes entrepreneurs of all kinds to make a difference in the world. Their story is our story, and together—under the twin banners of Entrepreneurial Thought & Action® (how we make a difference) and Entrepreneurship of All Kinds® (the difference we make)—we are writing an exciting chapter in global business and social responsibility.

BRAND PERSONALITY

Babson is action-oriented, innovative, resourceful, collaborative, real-world, agile, and bold.

BRAND PLEDGE

» Shape a better world through Entrepreneurial Thought & Action® (ET&A™)

» Advance ET&A as the most positive force on the planet for generating sustainable economic and social value

» Prepare entrepreneurial leaders to make a difference in the world

INSTITUTIONAL MISSION

Educating entrepreneurial leaders who create global economic and social value everywhere.

EDITORIAL TONE

GETTING THE WORD OUT
Everyone who writes content for external consumption on behalf of Babson represents the College—both its reputation and its reality. Correct spelling, grammar, and punctuation are essential, but so are tone, structure, and content. These editorial guidelines are intended to ensure the consistency and appropriateness of Babson's written voice.

Applying these guidelines ensures all content upholds the promise of your message and that of a professional brand. Copy should be consistent, clear, and appropriate for your target audience; it should clarify the unique value of Babson. But most of all, it should demonstrate Babson's relevance through useful, usable information, whether original or curated from other sources. For specific style guidelines, refer to Babson's Editorial Style Guide, www.babson.edu/brandguidelines.

COMMUNICATION GOALS

Consider these communication goals as you shape the voice, focus, and structure of content. These themes are aspirational and convey the key messages new content should support across all channels and audience touch points.

Babson is personal; we connect with readers by getting them to think about issues that matter to them and relate this to our brand.

» Interesting

» Engaging

Babson is a clear communicator; our writing reflects that.

» Concise

» Direct

» Informational

» Simple

Babson messages are bold, but not boastful.

» Confident

» Bright

» Positive

Babson turns students and executive clients into industry leaders.

» Market-driven and in-touch

» Timely and relevant

» Innovative

» Visionary

GENERAL USAGE NOTES

DICTION, OR WORD CHOICE/

» Opt for modern usage and spelling.

» Choose short, simple words when they'll do the same job as long, overblown terms. Familiar words help engage readers; however, we do not sacrifice good grammar or precise diction to appear friendlier.

» Aim for a concise, upbeat tone by using active voice and precise, assertive verbs.

» Use one perfect word rather than a few words that only approximate your meaning.

» Use common language that is appropriate for the medium. It's critical for SEO (search engine optimization) to use the same words and phrases our visitors do. For example, while we use residence hall in print collateral, we use dorm online so prospective students can find the correct content using search. When creating page titles, headers, list items, and links, choose keywords carefully, and be sure to use them consistently when creating Web content.

EDITORIAL TONE

ON-BRAND	OFF-BRAND
» Email Graduate Admissions.	» E-mail Graduate Admissions.
» You'll use ET&A in any situation.	» You'll utilize ET&A in any situation.
» Life sciences professionals must stay on top of their game	» It is easy to see how imperative it is for life sciences professionals to be on top of their game

DIRECTIONAL LANGUAGE/

» On the Web, it's unnecessary to say above or below to refer to elements on the page, especially when the layout of the page provides those indications and because the layout might change from device to device

» Avoid unnecessary words that get in the way of a call to action

ON-BRAND	OFF-BRAND
» Check out our upcoming events	» Check the list of events below
» Register now	» To register, click here
» Read community updates	» Click here to read member news

PERSPECTIVE/

» This is your relationship with the reader. To persuade—even subtly, or to establish rapport—we recommend speaking from the first-person plural: Babson is we.

» As you write in first person, you'll naturally write in active voice and trim nominalizations. Wherever possible, use pronouns to make events and participation more accessible.

» Avoid using buzzwords such as cutting-edge or leverage. Readers skip over content that talks at them instead of with them.

ON-BRAND	OFF-BRAND
» Join us …	» Babson asks students to join …
» At Babson, we bring together top talent so you can network …	» Top talent comes together at Babson to network …
» You will use your strengths …	» Participants will leverage their strengths …

COPYWRITING: THE BASICS

REMEMBER YOUR AUDIENCE AT ALL TIMES

» Put yourself in your readers' shoes. Just because you care about something, doesn't mean it's the right way to message your audience.

» Make content, as well as tone and word choice, relevant to the reader.

ASK FOR THE SALE

» You're always selling something. There's rarely a case that you don't have an action for the reader to take. Your copy should make it clear what it is they need to do, and make readers feel like they need to do it.

» Have one clear next step. Occasionally, you might have a secondary call to action, the step you want them to take if they don't want to take the main one (i.e. Like us on Facebook), but make sure the hierarchy is clear, and the benefits of taking either action are clear (why should I like you on Facebook?).

FRONT-LOAD YOUR COPY WITH THE MOST IMPORTANT INFORMATION

» Readers might not make it to the end of your sentence, much less through your entire paragraph (especially if they're not interested).

KEEP IT CONCISE

» Once you write it, see if you can convey the same message in half the words. The shorter option is almost always better.

» Your medium will dictate copy length (see word count guidelines).

» One- or two-sentence paragraphs are normal in brochures, advertisements, and Web pages. Copy in layout looks nothing like it does in a Word document.

» Avoid unnecessary adjectives and fluff. Readers can see right through you. Less is more, simple is best.

KEEP IT ACTIVE

» Passive voice kills copy and action.

USE PRESENT TENSE

» Like active voice, present tense is relevant, assertive, and direct—all qualities that support the Babson brand.

ADDRESS THE READER DIRECTLY.

» Use you, your, and yours.

MAKE IT SCANNABLE.

» Breaking copy into manageable chunks (subheads, bullets) helps readers easily digest information.

» Favor subheads that introduce or summarize content rather than allude or repeat internal terms that might confuse your audience.

» Maintain consistency: all subheads on a page/blog/email should start with the same part of speech and contain about the same amount of characters.

» Use short, strong verbs before main concept noun.

Example:

MBA WAYS TO LEARN MORE

» Introduce Yourself

» Join the Babson Bridge

» Visit Our Campus

» Start a Conversation

AVOID NEGATIVES

» Keep it positive. Turn that can't into a can.

HOOK YOUR READERS

» Hooks are details that add flair, answer a rational need, or activate emotional desire/hit on a pain point. Focus on feelings.

» If you miss grabbing their attention, it really doesn't matter what the rest of the message says since they won't read it.

SELL THE BENEFITS

» It's great that Babson's alumni network has people in every state and dozens of countries. That's a feature of the network and while it is nice to point out, it needs to come along with a benefit. The thing that answers the so what? question. (i.e. No matter where you are in the world, you've got the support and connections you need to succeed.)

SHOW RATHER THAN TELL

» Use words to evoke images, and tell a story rather than completely relying on design.

HAVE A STRATEGY

» Think about the piece you're writing in the context of the larger flow to ensure a consistent experience. Is it a print piece that links to a landing page to learn more? Is it an email that links to a registration page? Make sure where you're sending people as the next step makes sense for the user, and that they can easily figure out and take the action you want them to take.

» Test (and refine) copy. What matters are the results the copy generates. The easiest way to know if something works, or doesn't work, is to have data proving it. And, remember: your results can almost always improve.

» Whether in print or online, link to useful, relevant, and appropriate content if it exists elsewhere (on or off the Babson website) instead of repeating information. Consider what content elsewhere might add value to yours and use it.

COPYWRITING: WORD COUNT GUIDELINES

EMAIL SUBJECT LINE /
60 characters maximum (each email client is different, and mobile throws another variable in here; keep it as short as possible, and remember to front-load the most important details)

EMAIL BODY /
200 words maximum (keep the copy above the fold [the part of a page before you start scrolling to see the rest] so readers see your call to action; more people will do what you want them to do)

WEB PAGE CONTENT /
500 words (more or less depending on what you have to say and how much copy you really need to convey it; saying the same thing 10 ways is less powerful than saying it the right way once). Each page should focus on a single goal. Focus on the goal and stop writing when you complete the goal.

HEADLINES /
70 characters / 7 words maximum

PARAGRAPHS /
225 characters / 60 words maximum

CALL TO ACTION (CTA) /
15 characters / 3 words maximum Always begin with a verb.

BABSON LEXICON

We encourage you to use the following words or phrases in your messaging.

» amplify

» applied

» catalyze

» collaborate/
collaboration

» connect

» convene

» create/creation

» deliver

» discover

» diverse

» economic and
social value

» entrepreneurial/
entrepreneur/
entrepreneurship

» ethical

» experiential

» explore

» global

» hands on

» impact

» inclusive community

» mindset

» multicultural

» practical

» real world

» social impact

» socially responsible

» sustainable

» team

» thought and action

» together

UNDERSTANDING OUR TRADEMARKS

Ways to describe **Entrepreneurial Thought & Action®** (always with registered copyright):

» The methodology for turning ideas into action

» Balancing action, experimentation, and creativity, with a deep understanding of business fundamentals and rigorous analysis, for an ideal approach to growth and value creation.

» Overcoming obstacles to create opportunities

Ways to describe **Entrepreneurship of All Kinds®** (always with trademark; registered copyright to come):

» Individuals or groups who use an entrepreneurial mindset to overcome obstacles and create opportunities in organizations of all types and sizes.

» Individuals or groups who transform opportunity into reality and create economic and social value for themselves and others.

» Entrepreneurship is found in organizations of all types and sizes and at all levels of organization, where collaboration complements top-down leadership.

UNDERGRADUATE SCHOOL

WHAT IS OUR GOAL? / POSITIONING
Babson College provides a one-of-a-kind undergraduate education and environment, where future idea makers and job creators study business through the lens of Entrepreneurial Thought & Action®. During their four years, students discover their strengths, pursue their passions, and create their path to success.

HOW DO WE TALK TO OUR STUDENTS? / GENERAL TONE
Because the undergraduate school is marketing to high school students and currently enrolled undergraduates (think: ages 15 through 21), the tone is very much down to earth. It's real. It's not below their level or above their level, it's not cute and what we think teenagers are saying these days, and it's not trying too hard.

WHAT WORDS DESCRIBE US? / ATTRIBUTES
» friendly

» real

» one-of-a-kind

» approachable

» holistic

» passionate

WHAT SORT OF WORDS DO WE USE? / LEXICON
» real world

» hands on

» check out

» experiential learning

» entrepreneurial leadership

» passion

» living and learning

» meaningful relationships

» community

» define you

» experience

» career

» holistic

» explore

» opportunities

F.W. OLIN GRADUATE SCHOOL OF BUSINESS

WHAT IS OUR GOAL? / POSITIONING

The F.W. Olin Graduate School of Business at Babson College shapes leaders with a strong business foundation and an entrepreneurial mindset that allows them to solve complex problems in our fast-paced global economy. Committed faculty, staff, and students work together to combine today's business disciplines with Entrepreneurial Thought & Action®.

HOW DO WE TALK TO OUR STUDENTS? / GENERAL TONE

Marketing materials for the graduate school are seen by an array of audiences, from recent undergraduates seeking to build on their undergraduate business degree to working professionals who have years of workforce experience looking to advance or jump-start their current career, begin a new career in a new industry entirely, or start their own business. The tone is professional, yet authentic and approachable.

WHAT WORDS DESCRIBE US? / ATTRIBUTES

» one-of-a-kind

» distinctive

» practical

» professional

» reliable

» accessible

WHAT SORT OF WORDS DO WE USE? / LEXICON

» personal and professional

» career, community, connections

» advance

» real-world experience

» organizations of all types and sizes

» skills and vision

» industry experts

» world class

» resources

» global perspective

» potential

» define your difference

» opportunities

» hands on

» lifestyle

» flexibility

» functional knowledge

» across industries and job functions

BABSON EXECUTIVE AND ENTERPRISE EDUCATION

WHAT IS OUR GOAL? / POSITIONING

Babson Executive and Enterprise Education is one of the world's top executive education providers, as recognized by clients as well as *Financial Times* and *Bloomberg Businessweek*. Distinguished Babson faculty members work with clients in a dynamic learning laboratory to develop entrepreneurial leaders through engaging and action-based learning experiences and solutions. We help our clients solve real-world business challenges, and create and capitalize on economic opportunities.

HOW DO WE TALK TO OUR STUDENTS? / GENERAL TONE

Often directed at organizations rather than individuals, the tone is consistently professional and conveys a sense of undisputed leadership. Human resource departments often will get direct and digital mailings, and forward them to individuals they believe would benefit from BEEE programs.

WHAT WORDS DESCRIBE US? / ATTRIBUTES

» expert

» approachable

» leaders

» helpful

» inclusive

» professional

WHAT SORT OF WORDS DO WE USE? / LEXICON

» programs (rather than courses)

» thought leaders, thought leadership

» custom

» practical

» strategy, strategic

» solutions

» global

» growth and value creation

» action-based learning

» opportunities

» connect

» global network

» talent

» high-potential

» practice over theory

IDENTITY

VISUALLY SPEAKING

The look and feel of Babson College is always on the front line of the public perception effort. Whether you are tasked with applying the institution's visual standards daily or you use some elements on occasion, it is important to present a united front across all visual material— raising institutional visibility and considering all of the goals, qualities, and audiences that need addressing. A strong visual identity builds internal alignment and customer loyalty, and is one of an organization's strongest assets.

THE BABSON LOGO

The Babson or Babson College logos are used by each division to promote both Babson and its' specific offerings. Use of the common Babson logos strengthens the Babson brand and reinforces our unified branded house. Use of the Babson logo and any of the brand's defining elements is restricted to communications that represent Babson College.

ELEMENTS AND VARIATIONS

The Babson logo is comprised of two or four elements: the Globe 'B' symbol, the Babson identifier text, and, when approved, the added slash and the division line.

Logos are to be used on all external communications to promote Babson to target audiences. You must use the logo as provided. Do not alter or separate elements of the logo, including the Globe 'B' symbol. You must use it in conjunction with the Babson identifier text. The Globe 'B' symbol may appear as a subtle background element when it meets the following two criteria: bleeds from 3 sides, and is screened at 10% lighter than the background color.

Globe 'B' Symbol

BABSON

Babson identifier text

Globe 'B' Symbol

BABSON / F.W. OLIN
GRADUATE SCHOOL
OF BUSINESS

Babson identifier text   *Division or Center*

30° Slash

LOGO COLORS

The Babson logo is available in 3 color combinations: 2-color, PMS 3425 Green, Black; 1-color, Black only; or Reverse, white only. You may not reproduce the Babson logo in any other color or color combination. Always ensure significant contrast between the logo and its background. Do not place the logo on patterned or textured backgrounds.

COLOR FORMULAS:

PMS (Pantone Matching System):

Babson Green, PMS 3425

CMYK (inks: cyan, magenta, yellow, black):

Babson Green: c.100 m.0 y.76 k.38

RGB (screen: red, green. blue):

Babson Green: r.0 g.102 b.67

Hexadecimal (web):

#006644

> 2 Color (PMS 3425 green and black)

The two-color logo is the preferred method to reproduce the Babson logo.

> 1 Color (black or white)

In cases where economics or design dictates that there is only one color available for reproduction, you may use the black logo or reverse-white logo.

SAFE SPACE

A safe or clear space around the logo ensures that it has maximum visibility and impact wherever used.

As illustrated, the safe space on each side of the logo should be equal to or greater than the height of the initial capital letter 'B' in the logo. The determined height of the initial capital letter should always be relative to the size of the logo being used. Keep the safe space clear of type, visuals, and other competing elements.

> **Allow safe or clear space equal to the height of the 'B'.**

SIZE

The logo must display at a minimum of .75 inches in size (225 px at 300dpi, 54px at 72 dpi).

If challenged for space or when readability is an issue (for example on Web banners), use only the main Babson logo and drop the slash and division line. Display division or center name as text elsewhere in the layout as space allows. If space does not allow for a .75 inch wide logo, (avatars or icons) type Babson in a bold font instead (suggested fonts: Trade Gothic Bold Condensed or Arial Narrow Bold).

> **.75 inches is minimum size allowed.**
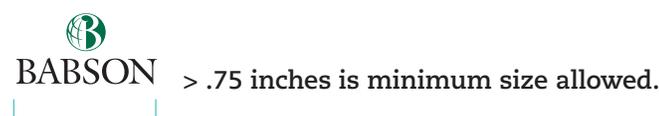
CO-BRANDING

BABSON AND PARTNERS

When positioning Babson with another academic institution or corporate partner, if the partnership allows, place the Babson logo in the upper third of the document. Add the partner logo at a lower point on the document—not on the same plane as the Babson logo. The Babson logo should be sized equal to or larger than the partner logo. In the instance where a legal agreement or design specifications require that the Babson logo appear on the same plane as the partner logo, size both logos equally and place the Babson logo to the left, with safe space allowed. See Fig 1.

MULTIPLE BABSON DIVISIONS OR DEPARTMENTS

When messaging comes from several departments or centers, use the Babson logo (not a combination of the multiple Babson logos). Treat the relationship with the individual departments/centers as text. For example, Babson logo with text in layout: "This event is sponsored by The Lewis Institute for Social Innovation and the Center for Women's Entrepreneurial Leadership." See Fig. 2.

» 1. Partner co-branding

» 2. Multiple Babson department co-branding

This event is sponsored by **The Lewis Institute for Social Innovation** and the **Center for Women's Entrepreneurial Leadership**.

LOGOS AVAILABLE (LIST AS OF JUNE 1, 2013)

MAIN AND SCHOOL LOGOS

Babson

FW Olin Graduate School of Business

Executive Education

DIVISION OR CENTER LOGOS

All division logos must be approved by the Director of Creative Services and are then created by the Creative Services team. Do not create your own individual logos.

Currently available:

Athletics

Alumni Association

Babson Global

Center for Women's
  Entrepreneurial Leadership

Coaching for Leadership
  and Teamwork Program

Executive and Enterprise Education

Executive Conference Center

Executive Education

Social Innovation Lab

The Arthur M. Blank Center
  for Entrepreneurship

The Babson MBA

The Lewis Institute

The Stephen D. Cutler Center
  for Investments and Finance

ADDITIONAL BABSON LOGOS

Athletic Teams and Beaver Logos: For use exclusively to promote Babson Athletics and related Athletics events or outreach. Full color, gray, black or white available.

Undergraduate Beaver: For use to promote school spirit within the Undergraduate school. Full color, black, or white available.

Babson College Seal: For use exclusively by the President's Office for official communications, or to promote prestigious institutional events such as Commencement. Green, black, or white available. Contact Marketing for permission to use the seal.

The Fund for Babson: For use by the Development Office. 2-color, black or white available.

President's Society Seal: For use by the Development Office for President's Society communications. Green, black, or white available.

The B-Club, Babson Athletics: For use by Athletics and the Development office for fundraising communications.

See Appendix A for visuals of logos approved for usage.

LOGO FILES AND PERMISSIONS

The Babson logo can be used by the greater Babson community to promote Babson and its offerings. Please use the specifications in this guide when applying the Babson logo.

Download logos at:
www.babson.edu/brandguidelines

File types are provided for the following uses:

» Print (Including PowerPoint or Word) or high resolution: .eps

» Web, email, or low resolution: .png

The Babson logo files are available in three color combinations: 2-color, PMS 3425 Green and Black (2C); 1-color, Black (K); and Reverse, white (Wt).

BABSON LOGO USE IN ANY OUTWARD FACING MATERIAL MUST BE REVIEWED AND APPROVED BY COLLEGE MARKETING.

FOR REVIEW AND APPROVAL OF ALL BABSON LOGO USE or if you need additional logo files, please contact Melissa Jolly, Art Director, Brand Operations Specialist, at mjolly@babson.edu, 781-239-4249.

SOME SIMPLE GUIDELINES TO ENSURE
CONSISTENT APPLICATION OF THE BABSON LOGO

» Use the logo graphics as provided.

» Do not alter the logo in any way.

» Do not change color, skew
proportions, or add elements,
text, or filters to the logo.

» Do not separate the Babson type from
the Babson 'B' Globe or use either as
stand alone element.

» Use approved colors: GREEN/BLACK
combo, BLACK only, or WHITE only.

» Allow for a clear, safe space of at least
the height of the capital B around all
points of the logo.

» Use logos at least .75" wide.
(225 px at 300dpi, 54px at 72 dpi)

» Do not create your own logo.

SOME COMMON DON'TS

INCORRECT GLOBE ALONE Globe Symbol is not to be used separate from the logo	**INCORRECT ELEMENT USE** Do not alter logo in any way	**INCORRECT LOGO** Custom logos may not be developed to represent Babson	**INCORRECT GLOBE USE** Do not alter logo in any way

SAFE SPACE VIOLATION Safe space around the logo cannot be violated	**INCORRECT COLOR USE** Logo must be used at its full strength	**INCORRECT GLOBE USE** Do not use the globe as artwork	**INCORRECT SIZE** Do not use logo smaller than.75" wide

THE COLOR PALETTE

The palette is crisp, contemporary, and expanded. The use of color is integral to the Babson brand. Bright, engaging, inviting, impactful, our color palette visually embodies the emotive expression of the brand.

BASE COLOR PALETTE

7472 PMS Coated
7472 PC: 62c/26y
HTML: 5BBBB7
RGB: 91r/187g/183b

7494 PMS Coated
7494 PC: 31c/5m/36y/16k
HTML: 9EB28F
RGB: 158r/178g/143b

576 PMS Coated
576 PC: 52c/6m/79y/25k
HTML: 69923A
RGB: 105r/146g/58b

5415 PMS Coated
5415 PC: 57c/23m/10y/31k
HTML: 5C7F92
RGB: 92r/127g/146b

611 PMS Coated
611 PC: 5c/3m/76y/11k
HTML: DDD055
RGB: 221r/208g/85b

7409 PMS Coated
7409 PC: 33m/98y
HTML: EEAF00
RGB: 238r/175g/0b

457 PMS Coated
457 PC: 6c/23m/97y/26k
HTML: B19401
RGB: 177r/148g/1b

3425 PMS Coated
3425 PC: 100c/10m/69y/44k
HTML: 006644
RGB: 0r/102g/67b

3025 PMS Coated
3025 PC: 100c/24m/11y/52k
HTML: 005172
RGB: 0r/81g/114b

424 PMS Coated
424 PC: 30c/22m/19y/53k
HTML: 6C6F70
RGB: 108r/111g/112b

7492 PMS Coated
7492 PC: 17c/1m/45y/3k
HTML: C7D28A
RGB: 199r/210g/138b

7527 PMS Coated
7527 PC: 3c/4m/14y/8k
HTML: DAD7CB
RGB: 218r/215g/203b

5455 PMS Coated
5455 PC: 16c/3m/3y/5k
HTML: C6D3D7
RGB: 198r/211g/215b

7499 PMS Coated
7499 PC: 1c/2m/20y
HTML: EDE8C4
RGB: 237r/232g/196b

» Babson Green, PMS 3425 is the focal color of the Babson Color Palette. The supporting colors complement each other and work well together. You should use Babson Green in any application of the Babson Brand.

TYPOGRAPHY

Approachable and clear—text display is as important as the content. Readability and presence of selected typefaces makes a point and ensures the right impression on a target audience. With that in mind, Babson has selected two typefaces that convey our brand presence.

PRIMARY: TRADE GOTHIC CONDENSED

Sans serif, all caps, used for headlines. The font is utilitarian and conveys confidence.

Trade Gothic Condensed No. 18
Trade Gothic Condensed No. 18 Oblique

Trade Gothic Condensed No. 20
Trade Gothic Condensed No. 20 Oblique

SECONDARY: PMN CAECILIA

Serif, used as text. Humanist shapes (rather than geometric) make for easy legibility.

PMN Caecilia Bold
PMN Caecilia Bold Italic
PMN Caecilia Roman

PMN Caecilia Italic
PMN Caecilia Light
PMN Caecilia Light Italic

NOTE/

The brand fonts are available for purchase at www.fonts.com

For Web use, or if the above fonts are not available to you:
» Substitute League Gothic, in place of Trade Gothic.
» Substitute Museo Slab or PT Sans, in place of PMN Caecilia.

Substitute fonts are available as free downloads at www.fontsquirrel.com

IMAGERY

POIGNANT / POWERFUL / RELEVANT / HUMAN

A photograph's or graphic's ability to instantly tell a story makes it a powerful tool to convey the Babson visual identity. Choosing how to communicate that story visually is as important as the words you choose. These guidelines apply to new photography or graphic initiatives, digital photos, and stock imagery purchases.

PHOTOGRAPHY

To ensure your images resonate with your audience and communicate your message, there are some key elements that will make your photographs more effective. Using unusual angles and point of view, motion, showing a candid scenario rather than a posed one, assuring the human element, as well as ensuring a well-lit subject, all help the image give a message of professionalism, energy, emotion, and personality.

Choosing technically sound images allows the story to come through without distractions, so make sure to use quality images at the correct resolution.

GENERAL STYLE FOR ALL PHOTOGRAPHY

» Focus on foreground elements/subjects to create shorter depth of field and visual interest.

» Actively involved subjects in an activity or discussion to ensure they look natural and candid, not posed. Point of view should not be straight on.

» Engage subjects in the environment. Surrounding elements should help convey their story, or bring an emotive/relatable quality to the photo and viewer.

» Use natural lighting.

» Include people and activity in photographs of campus buildings to show a sense of community.

» Compose carefully. Most people only look at a picture for three seconds. Ask yourself, "Is everything in my photo or shot relevant and necessary to tell the story?" Leave out unnecessary subjects, distractions, or disturbing objects that are not part of the story you're trying to tell. Use your aperture to throw distracting elements out of focus.

» Capture both horizontal and vertical formats. Layout can sometimes play a role in which photo works best.

» Use images that capture a moment that implies a larger story.

PHOTOS SHOULD EVOKE

compassion / professionalism / confidence / globalism / collaboration / action

EVERY PHOTO SHOULD HAVE THE FOLLOWING CHARACTERISTICS

authenticity / honesty / timelessness / simplicity / energy / universality / purpose / narrativity / vibrancy / diversity in gender, race, and age

... and should capture a moment that implies a larger story /

NOTE/

The College does not employ a full-time photographer; however, Creative Services maintains a list of commercial photographers whose services may be contracted for events or other needs. Hourly rates vary and expenses are incurred by the requesting department.

Please contact Cheryl Robock, Director of Creative Services, crobock@babson.edu, x4547 for the most current list.

GRAPHICS

The Babson Brand makes use of graphic style elements such as, but not limited to, infographics, charts, corner cut boxes, stylized quote and conversation boxes, and stylized lines. Use these elements with reservation and to compliment or highlight information. Use them as consistent visual elements within our brand.

Graphic elements and infographics should be clean, crisp, and colorful. They should convey information clearly and simply. Avoid clip art or poor quality illustration.

Professionally produce and graphic design elements. Please contact Creative Services if you have a need for, or would like to use, these elements.

WOULD YOU LIKE TO TEACH ENTREPRENEURSHIP IN GHANA?

780+

This year, student clubs and organizations held more than 780 events for undergraduate students.

www.babson.edu

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RESOURCES / FILES AND REFERENCE SITES

BABSON COLLEGE MARKETING WEBSITE
www.babson.edu/marketing

LOGO AND TEMPLATE FILES
www.babson.edu/brandguidelines

BABSON STATIONERY ORDERING
http://staplesadvantage.com/

EDITORIAL RESOURCES
www.apstylebook.com
www.thesaurus.com
www.dictionary.com

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