Babson’s strong visual identity builds alignment and customer loyalty. Correct application of the Babson logo strengthens the Babson brand. Use of the Babson logo and any of the brand’s defining elements is restricted to communications that represent Babson College.

**LOGO — RULES TO FOLLOW**

- Use the logo graphics as provided.
- Do not alter the logo in any way.
- Do not create your own Babson logo.
- Use only approved colors.
- Do not separate ‘Babson’ type from the Babson ‘B’ Globe or use either as stand alone element.
- Allow for ‘safe space’ and adequate size.
- Make legibility a priority.

**SIZE**

The logo minimum size is .75 inches (225 px at 300dpi, 54px at 72 dpi).

If space does not allow for a .75 inch wide logo, (avatars or icons) type ‘Babson’ in a bold font instead.

**COLOR**

The Babson logo is only available as 2-color Green, and Black), 1-color, (Black only) or Reverse (white only). 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 (print):**
c.100 m.0 y.76 k.38

**RGB (screen):**
r.0 g.102 b.67

**Hexadecimal (web):**
#006644

**SAFE SPACE**

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.
BRAND COLOR PALETTE
The use of color is integral to the Babson brand. Our expanded color options visually embody the emotive expression of the brand.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>HTML Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>7472 PMS Coated</td>
<td>5B8BB7</td>
<td>91/187g/183b</td>
</tr>
<tr>
<td>7494 PMS Coated</td>
<td>9EB28F</td>
<td>158/178g/143b</td>
</tr>
<tr>
<td>7415 PMS Coated</td>
<td>5C7F92</td>
<td>92/127g/146b</td>
</tr>
<tr>
<td>7409 PMS Coated</td>
<td>EEAF00</td>
<td>238/175g/0b</td>
</tr>
<tr>
<td>576 PMS Coated</td>
<td>69923A</td>
<td>105/146g/58b</td>
</tr>
<tr>
<td>5415 PMS Coated</td>
<td>5C7F92</td>
<td>92/127g/146b</td>
</tr>
<tr>
<td>7494 PMS Coated</td>
<td>9EB28F</td>
<td>158/178g/143b</td>
</tr>
<tr>
<td>457 PMS Coated</td>
<td>B19401</td>
<td>177/148g/1b</td>
</tr>
<tr>
<td>3425 PMS Coated</td>
<td>006644</td>
<td>0/102g/67b</td>
</tr>
<tr>
<td>7492 PMS Coated</td>
<td>C7D28A</td>
<td>199/210g/138b</td>
</tr>
<tr>
<td>7527 PMS Coated</td>
<td>DAD7CB</td>
<td>218/215g/203b</td>
</tr>
<tr>
<td>5455 PMS Coated</td>
<td>C6D3D7</td>
<td>198/211g/215b</td>
</tr>
<tr>
<td>7499 PMS Coated</td>
<td>EDE8C4</td>
<td>237/232g/196b</td>
</tr>
<tr>
<td>424 PMS Coated</td>
<td>6C6F70</td>
<td>108/111g/112b</td>
</tr>
<tr>
<td>611 PMS Coated</td>
<td>DDD055</td>
<td>221/208g/85b</td>
</tr>
</tbody>
</table>

BRAND FONTS

PRIMARY
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 Bold
PMN Caecilia Bold Italic
PMN Caecilia Roman
PMN Caecilia Italic
PMN Caecilia Light
PMN Caecilia Light Italic

NOTE
If the font is not available to you:
> Substitute Arial Narrow, a system font, in place of Trade Gothic.
> Substitute Georgia a system font, in place of PMN Caecilia.

Babson logo use in any outward facing material must be reviewed and approved by College Marketing.

FOR COMPREHENSIVE STYLE GUIDELINES PLEASE VISIT WWW.BABSON.EDU/BRANDGUIDELINES
Correct spelling, grammar, and punctuation are essential to upholding Babson’s reputation, but so are tone, structure, and content. These editorial guidelines are intended to ensure the consistency and appropriateness of Babson’s written voice.

**COPYWRITING: THE BASICS**

» **Remember your audience** / Make content, as well as tone and word choice, relevant to the reader.

» **Ask for the sale** / Have one clear next step and make readers feel like they need to take it.

» **Front-load your copy** / Keep the most important information at the beginning.

» **Keep it active** / Use present tense and address the reader directly using “you.” Babson is “we.”

» **Keep it concise** / Write it, then cut it in half.

» **Make it scannable** / Break copy into manageable chunks (subheads, bullets)

» **Avoid negatives** / Turn that “can’t” into a “can.”

» **Hook your readers** / Grab their attention by eliciting an emotion.

» **Sell the benefits** / When you ask “why should I care?” the copy should answer that question.

» **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.

**BABSON LEXICON**

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

### UNDERSTANDING OUR TRADEMARKS
Entrepreneurial Thought and Action® / always with copyright
Entrepreneurship of All Kinds™ / always with trademark

### COPYWRITING: WORD COUNT GUIDELINES

<table>
<thead>
<tr>
<th>Description</th>
<th>Maximum Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Subject Line</td>
<td>60 characters maximum</td>
</tr>
<tr>
<td>Email Body</td>
<td>200 words maximum</td>
</tr>
<tr>
<td>Web Page Content</td>
<td>Approximately 500 words</td>
</tr>
<tr>
<td>Headlines</td>
<td>70 characters / 7 words maximum</td>
</tr>
<tr>
<td>Paragraphs</td>
<td>225 characters / 60 words maximum</td>
</tr>
</tbody>
</table>
| Call to Action (CTA)            | 15 characters / 3 words maximum  
|                                 | Always begin with a verb.        |

### ADDITIONAL RESOURCES

#### 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

#### Contact Information:
**For Branding and Logo Use**
Melissa Jolly  
Art Director, Brand Operations Specialist  
mjolly@babson.edu, 781-239-4249

**For Editorial Inquiries**
James Kiley  
Senior Editor  
jkiley@babson.edu, 781-239-4276

**For Creative Services Inquiries**
Cheryl Robock  
Director of Creative Services  
crobock@babson.edu, 781-239-4547

**For Project Submissions:**
https://jira.babson.edu

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![Babson Logo]

**FOR COMPREHENSIVE STYLE GUIDELINES PLEASE VISIT WWW.BABSON.EDU/BRANDGUIDELINES**
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. Make sure to use quality images at the correct resolution.

**GENERAL STYLE**

- Focus on foreground elements/subjects to create shorter depth of field and visual interest.
- Actively involve subjects in an activity or discussion to ensure they look natural and candid, not posed. Point of view should not be straight on.
- Use natural lighting.
- Engage subjects in the environment; surrounding elements should help convey their story.
- Include people and activity in photographs of campus buildings to show a sense of community.
- Compose carefully. 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.

**PHOTOS SHOULD EVOKE**

Compassion / professionalism / confidence / globalism / collaboration / action / emotion

**EVERY PHOTO SHOULD HAVE THE FOLLOWING CHARACTERISTICS**

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

... and should capture a moment that implies a larger story.
**GRAPHICS**
The Babson Brand uses 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 complement or highlight information. Use them as consistent visual elements within our brand. Avoid clip art or poor quality illustrations.

**GRAPHICS SHOULD BE**
Clean / crisp / colorful / clear / simple

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**WOULD YOU LIKE TO TEACH ENTREPRENEURSHIP IN GHANA?**

www.babson.edu

Contact Cheryl Robock, Director of Creative Services, crobock@babson.edu, x4547, if you have a need for commercial photographer recommendations or graphic element creation.

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