


<div><h1>Babson College</h1><p>Current Revision Date: 10/20/21</p></div>			Verbiage	Licensee Notes	
<div><div>Established: 1919</div><div>Location: Wellesley, MA</div><div>Mascot: Beavers</div></div> <div><div>Mascot Name: Biz E. Beaver</div><div>Conference: NCAA Division III</div></div>			Babson College	Production of apparel or items that say “Babson Beavers” or “Babson College Beavers” is not allowed. It is required to use wordmarks or logos.	PPE, Masks and Face coverings may only feature the White Babson Wordmark (found under College Marks) and the White Babson Beavers Athletics mark (found under Primary Marks). These marks should only be printed on Green background or fabric close to Babson PMS 3425. Other Babson logos will not be allowed on these products. Also, any order of PPE, Masks and Face covering should clearly state where the product will be sold, or if internal order should clearly state department and contact ordering.
Babson Green		Babson Athletic Gray		Black	
PANTONE 3425 C CMYK: 93, 13, 85, 44 RGB: 0, 99, 65 MADEIRA Rayon: 1479 RA: 2607		PANTONE 429 C CMYK: 21, 11, 9, 23 RGB: 162, 170, 173 MADEIRA Rayon: 1405 RA: 2483		PANTONE Process Black CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 RA: 2296	
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					

College Marks

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NOTE: Preferred for use across all media and items

College Marks

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Babson College Seal

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NOTE: For use exclusively by the President’s office and in some cases (with approval) on high-end merchandise - such as leather folios, crystal glassware etc. Seal is available in sizes from .25 to 6 inches on J Patton in the document section. Please select size closest to final production size.

Primary Marks

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BABSON BEAVERS

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BABSON BEAVERS

Secondary Marks

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Secondary Marks Cont.

Wordmarks



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Sport Specific Marks



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Sport Specific Marks (for team use only)



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Sport Specific Marks

BABSON
GOLF®

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BABSON
GOLF®

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BABSON
GOLF®

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BABSON
GOLF®

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BABSON
HOCKEY®

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BABSON
HOCKEY®

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HOCKEY®

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BABSON
HOCKEY®

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BABSON
LACROSSE®

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BABSON
LACROSSE®

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BABSON
LACROSSE®

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BABSON
LACROSSE®

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BABSON
SKIING®

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BABSON
SKIING®

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BABSON
SKIING®

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BABSON
SKIING®

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BABSON
SOFTBALL®

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BABSON
SOFTBALL®

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BABSON
SOFTBALL®

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BABSON
SOFTBALL®

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BABSON
SWIMMING
& DIVING®

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BABSON
SWIMMING
& DIVING®

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BABSON
SWIMMING
& DIVING®

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BABSON
SWIMMING
& DIVING®

139



Sport Specific Marks



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ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.