















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 and Action® is the catalyst and the solution for today's most pressing challenges. Our campus buildings, academic and recreational areas, satellite campuses, and environmental advertising are extensions of the Babson Brand.

Environmental applications of our brand follow Babson brand guidelines. They are vibrant, innovative, agile, and bold. Take into consideration space, warmth, and energy when creating environmental signage.

COLOR

The use of color is integral to the Babson brand. Bright, engaging, inviting, and impactful, our color palette visually embodies the emotive expression of the brand. The environmental color palette uses complimentary colors that are crisp, contemporary, and expansive.

Choose neutral colors—such as whites, ivories, light grays, and light browns—when not using colors from the Babson palette. This ensures the brand colors remain the focus and additional colors do not distract from, or clash with, brand colors.

				
7472 PMS Coated Paint: 2049-40, Peacock Blue	7494 PMS Coated Paint: HC-118, Sherwood Green	576 PMS Coated Paint: 546, Courtyard Green	5415 PMS Coated Paint: 1672, Alfresco	611 PMS Coated Paint: 371, Bright Gold
				
7409 PMS Coated Paint: 154, Mango Punch	457 PMS Coated Paint: 2151-30, Ocre	3425 PMS Coated Paint: 2040-30, Very Green	3025 PMS Coated Paint: 777, Summer Nights	424 PMS Coated Paint: 1607, Englewood Cliffs
				
7492 PMS Coated Paint: 529, Sweet Daphne	7527 PMS Coated Paint: 982, Cedar Key	5455 PMS Coated Paint: 1620, Blue Heather	7499 PMS Coated Paint: 218, Beach Haven	

» Babson Green, PMS 3425, is the focal color of the Babson Color Palette. Supporting colors complement each other and work well with the Babson Green. Use Babson Green in any application of the Babson Brand.

NOTE/ Paint Colors noted are all Benjamin Moore brand. Please contact Facilities for paint requests.

Colors Listed include Paint and PMS specifications for matching. A complete color palette, including RGB, CMYK, and Hex values can be found in the Babson Brand Guidelines.

MATERIALS AND TEXTURES

When choosing materials or textures for environmental applications, take into account Babson Green 3425 and the Babson color palette. Use warm and inviting materials that complement and communicate the environmental message. Consider current trends, but ensure choices are timeless, classic, and display the brand characteristics.

LOGO

The Babson logo is available for use on environmental signs. Present the logo clearly; design or environmental elements should not interfere with its legibility. Follow the Babson Guidelines at www.babson.edu/brandguidelines for logo use. Logos applied to externally facing signage should be the Babson logo as pictured in the options below.

When requested, the logo can be produced in alternate substrates, such as brushed steel, wood, or laser cut. **Please contact Melissa Jolly at mjolly@babson.edu for review and approval of any logo use on signage.**



» 2 Color / PMS 3425
and black



» 1 Color (black or reverse/white)



ADDITIONAL RESOURCES

LOGO AND TEMPLATE FILES

www.babson.edu/brandguidelines

Contact Information:

FOR BRANDING AND LOGO USE

Melissa Jolly

Art Director, Brand Operations Specialist

mjolly@babson.edu, 781-239-4249

FOR CREATIVE SERVICES INQUIRIES

Cheryl Robock

Director of Creative Services

crobock@babson.edu, 781-239-4547

FOR PROJECT SUBMISSIONS:

<https://jira.babson.edu>

FOR CAMPUS WORK OR PAINTING REQUESTS, CONTACT FACILITIES:

<https://portal.babson.edu>

FONTS

Babson fonts are approachable and clear. Text display and readability is of the utmost importance when producing environmental signage or messaging. Please use Babson fonts when creating signage for campus use.

HEADER OR DIRECTIONAL TEXT / Use Trade Gothic Condensed Bold 20 in all caps. This will give maximum attention and readability.

SUPPORT OR SECONDARY MESSAGING / Use either Trade Gothic Condensed 18, or PMN Caecilia Roman in title caps. This will allow more room for messaging without taking away from the message in the header.

BRAND FONTS

Trade Gothic Condensed No. 18

Trade Gothic Condensed No. 18 Oblique

Trade Gothic Condensed No. 20

Trade Gothic Condensed No. 20 Oblique

PMN Caecilia Bold

PMN Caecilia Bold Italic

PMN Caecilia Roman

PMN Caecilia Italic

PMN Caecilia Light

PMN Caecilia Light Italic



SAMPLES OF IMPACTFUL ENVIRONMENTAL BRANDING

