



# » BEAVER LOGO / BRAND USAGE

## QUICK REFERENCE GUIDE

### MARCH 2017

Babson's athletics identity builds school spirit, alignment, and customer loyalty. Correct application of the Beaver logo and all supporting variations strengthens the Babson Athletics brand. Use of the Beaver logo, logo variations, and any of the Athletics' defining elements is restricted to communications that represent Babson Athletics.

#### LOGO — RULES TO FOLLOW

- » Use the logo graphics as provided.
- » Do not alter the logo in any way.
- » Use only approved colors.
- » Allow for safe space and adequate size.
- » Make legibility a priority.
- » Do not create your own Beaver or other logo to represent Babson Athletics.
- » Do not use Babson Beaver logos or part(s) of Beaver logos to create new identities or artwork.

#### ATHLETICS FONTS

The font used in the Babson Beaver Logo is highly customized and should not be altered or duplicated outside of the logo lockup. The base font, PMN Caecilia, should be used as the supporting font for all athletics materials. Babson Brand fonts (found in the *Babson Brand Guidelines*) also may be used.

**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 Georgia, a system font, in place of PMN Caecilia.

#### SIZE

The minimum acceptable logo size is .75 inches (225 px at 300 dpi, 54 px at 72 dpi). If space does not allow for a .75 inch wide logo, use type as an alternate option.

#### SAFE SPACE

As illustrated, a sufficient amount of safe or clear space should be allowed on every Beaver logo usage. The safe space keeps the logo separate from competing elements.

#### SAFE SPACE



#### ATHLETICS LOGO SAMPLES



## ATHLETICS COLOR PALETTE

The use of color is integral to the Babson Athletics brand. This Palette is an extension of the Babson Brand Palette found in the *Babson Brand Guidelines*.



3425 PMS Coated  
HTML: 006644  
RGB: 0r/102g/67b



429 PMS Coated  
HTML: a3aaae  
RGB: 163r/170g/174b



Black  
HTML: 000000  
RGB: 0r/0g/0b

## COLOR VARIATIONS

Always ensure significant contrast between the logo and its background. The logo should always be placed on a color that is lighter in value than the logo colors. Do not place the logo on patterned or heavily textured backgrounds. *Note, Full Color contains PMS 3425, PMS 429 and White.*

The **Babson Beaver logo lockup** is available in three color combinations:

- » Full Color Beaver, with Green Type
- » PMS 3425 Beaver, with 3425 Type
- » White Beaver, with White Type

The **Babson Athletics B and Babson Wordmarks** are available in four color combinations:

- » PMS 3425
- » PMS 429
- » Black
- » White

The **Babson Athletics B Circle and Beaver Circle marks** are available in five color combinations:

- » Full Color
- » PMS 3425 and White
- » PMS 429 and White
- » Black and White
- » White only

## ADDITIONAL RESOURCES

### LOGO AND TEMPLATE FILES

[www.babson.edu/brandguidelines](http://www.babson.edu/brandguidelines)

### BABSON STATIONERY ORDERING

[www.wbmason.com](http://www.wbmason.com)

### EDITORIAL RESOURCES

[www.apstylebook.com](http://www.apstylebook.com)

[www.thesaurus.com](http://www.thesaurus.com)

[www.dictionary.com](http://www.dictionary.com)

### Contact Information:

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#### FOR PROJECT SUBMISSIONS:

<https://jira.babson.edu>

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

For review and approval of all Babson logo uses, please contact Melissa Jolly, Art Director, Brand Operations Specialist. at [mjolly@babson.edu](mailto:mjolly@babson.edu), 781-239-4249.

