



# *A Bold New International Logo*



**BABSON**  
COLLEGE



**BABSON**  
SCHOOL OF EXECUTIVE EDUCATION



**BABSON**  
GRADUATE SCHOOL OF BUSINESS

The college's bold new logo embodies its mission — to be an international leader in management education. The distinctive use of *Babson* evokes the entrepreneurial spirit of its founder, financier Roger Babson.

This dynamic symbol will strengthen Babson's image. The logo will be displayed on items that represent the college internally and externally.

Each enrollment unit of Babson — the College, the Graduate School of Business, and the School of Executive Education — will have its own logo subhead, as shown on this page. The tag line, "Educating Business Leaders Since 1919," which appears on college stationery, emphasizes the college's long-standing commitment to management education.

A committee representing every segment of the Babson community worked for several months to develop a new logo for the college. After examining Babson's visual needs, the committee interviewed six design firms and selected The North Charles Street Design Organization of Baltimore. The firm studied Babson's culture and mission, then developed several logo designs to present to the committee. Two were chosen for further refinement. After several reviews, the committee presented a final selection to President Glavin and his cabinet for approval. □