

## A new college logo



Last year the college commissioned a Boston design firm, Lapham/Miller Associates, to develop a new Babson symbol. The firm consulted administrators, faculty, and students, and after months of work and the submission of numerous designs, a new logo was approved. It will not replace the Babson seal, which will continue to be used on diplomas and other official documents.

In addition to the seal, the college has used various other symbols over the years — a prism developed in the early 1970s, and more recently, the spire of the old Newton Library, now Tomasso Hall. But it was felt that a more distinctive and contemporary symbol was needed. The new logo incorporates three intersecting B's, depicting the three academic branches of the college — undergraduate, graduate, and continuing education. In most cases the words "Babson College" will be printed at the right of the logo, as shown on the back cover of this magazine.



Babson  
College

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