



The New Babson Symbol

The ancient art of depicting ideas by symbols is experiencing a revival in business, education, religion and in other institutions in our society. All have been giving their symbols a fresh modern look.

Babson, too, has adopted a new symbol—a stylized prism. Why a prism? It is significant to Babson College because the prism gives us an important tie to our cultural past. Roger W. Babson was interested in Sir Isaac Newton's work for a special reason. A cornerstone of Newton's philosophy was his desire to bring theory to an operational level. For example, he theorized that a ray of light consisted of a number of component parts. To prove this theory, he passed a beam of light through a prism which separated light into its component parts. By so doing, Newton carried his theory to a practical working level.

This is what Babson education is all about: the application of management theory to the solution of management problems. This is what sets Babson apart from many other colleges—its relevance to life. The prism, then, represents the Babson philosophy of education, the bringing of management theory to a practical operational level. The prism also forms a stylized "B" for Babson, while part of the prism forms an arrow pointing to the "B."