

These guidelines are a resource to help build a consistent experience for our audiences, no matter where they are or how we are reaching them. Use of Babson identifiers other than on member institution websites or marketing collateral must be approved in advance by Babson. Members may request approval by contacting Jamie Kendrioski at BabsonCollaborative@Babson.edu.

COLLABORATIVE MEMBER LOGOS AND BABSON COLLEGE NAME: GENERAL USE

Members of the Babson Collaborative are encouraged to represent their membership status on their website and marketing collateral—this excludes certificates, diplomas, or any other academic award.

Identities

Each member is permitted to use the Collaborative Member logo to indicate membership in the organization.

BABSON COLLEGE

Babson Collaborative for
Entrepreneurship Education Member

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Babson Collaborative for
Entrepreneurship Education Member
Since 2021

Editorial

Members are permitted to identify themselves as “a member of the Babson Collaborative for Entrepreneurship Education (founded and sponsored by Babson College)” or “a member of the Babson Collaborative (founded and sponsored by Babson College)”, and may translate either phrase into a language other than English in a manner that does not change its meaning.

COLLABORATIVE STUDENT NETWORK

Identity: The correct mark for this is shown below.

BABSON COLLEGE

Babson Collaborative for
Entrepreneurship Education
Student Network

Editorial: On a resume, on LinkedIn, etc., students should refer to the group and their role as ambassadors this way:

Ambassador of (School Name) to the global Babson Collaborative Student Network.



A flyer template is available for download. 

COLLABORATIVE GLOBAL STUDENT CHALLENGE

Identity: Please use your Babson Collaborative for Entrepreneurship Education Member logo and list ‘Global Student Challenge’ in text as shown.

Editorial: Be sure to call out ‘Global Student Challenge’ in text in headlines, subject lines, and other body copy so that your audience sees a consistent name for the challenge.

The Challenge is completed in two phases: a **local** competition at each participating member institution to determine the top-placing student teams, followed by a **global** competition among the top-placing teams from each institution.

If not using your Babson Collaborative member logo as a visual in social posts, the following provides a good example of how you can refer to the **local phase** of the Challenge:

“As a member of the Babson College Collaborative for Entrepreneurship Education, we are excited to announce this year’s Global Student Challenge!”

If not using your Babson Collaborative member logo as a visual in social posts, the following provides a good example of how you can refer to the **global phase** of the Challenge. When the identity is not shown, “College” should be added to your text.:

“Congratulations to the team(s) from (School name) moving on to the semifinals of the Babson College Collaborative Global Student Challenge!”

DID YOU KNOW ...

Babson Collaborative for Entrepreneurship Education logos are registered trademarks:

The logos must not be altered in any way. The logos may not be filled with graphics or photos, or covered with text or graphics, and changes to or approximation of the fonts is not permitted. Member organizations of the Babson Collaborative, including the Student Network, are not permitted to use the Babson College logo alone, logos must always carry the Babson Collaborative information as shown.

Representation of Membership and Affiliation:

Babson College is the sole and exclusive owner of the names “Babson College,” “The Babson Collaborative for Entrepreneurship Education,” “The Babson Collaborative” and of all abbreviations and variations of those names and of the associated trademarks, logos, and good will (collectively, the “Babson Names” or “Marks”).