


# NAME BADGES

## CONTENT

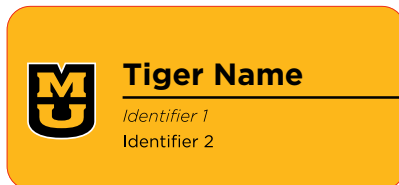
**Name** can include first or first and last and can include pronouns in parenthesis. **Identifiers** include Title, Department name, Unit name or Program name. There is a maximum of two identifiers and a minimum of one showing your relation to the University.

## DESIGN & LAYOUT

Logo	Font	Size	
 Clear space: 0.15"	<b>Name</b>	Gotham Bold	18 pt (unless name length requires reducing)
	<b>Pronouns</b>	Gotham Book	12 pt
	<b>Identifier 1*</b>	Gotham Italic Light	10 pt (minimum of 7 pt)
	<b>Identifier 2</b>	Gotham Book	10 pt (minimum of 7 pt)

*\*When only Identifier 1 is used, center content with the stacked MU.*

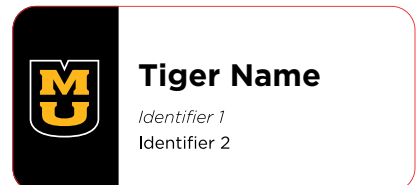
### OPTION A



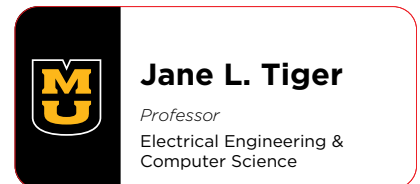
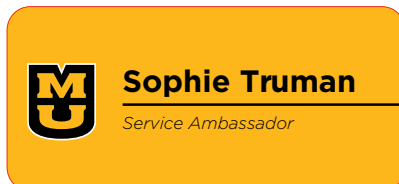
### OPTION B



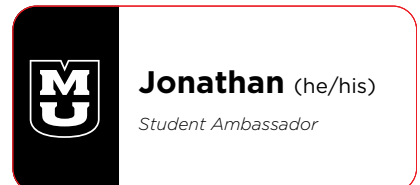
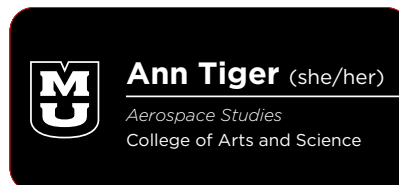
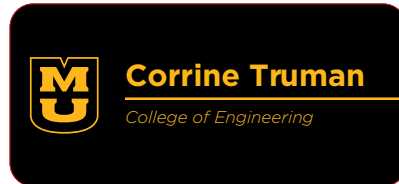
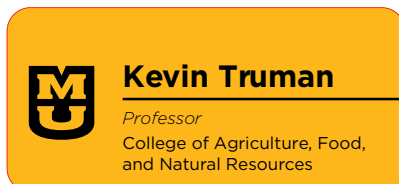
### OPTION C



### FULL COLOR EXAMPLES



### 1-COLOR EXAMPLES



# VERTICAL NAME BADGES

## UNOFFICIAL, EVENT, STUDENT WORKER/VOLUNTEER

When you need an unofficial name badge for temporary event staff or student volunteers, you can use a vertical name badge.

## CONTENT

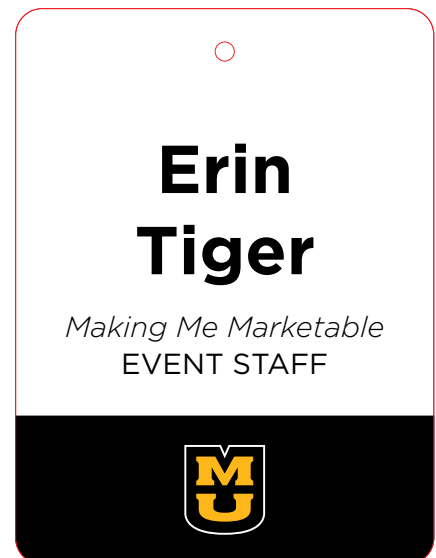
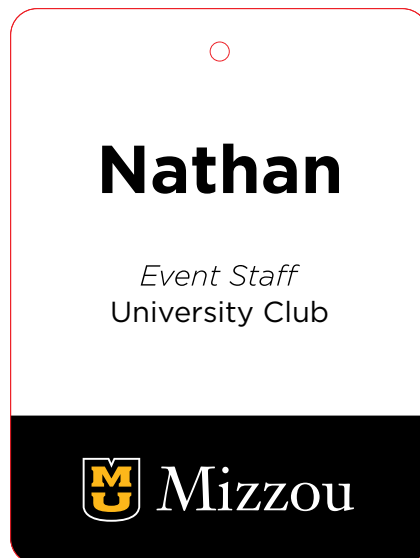
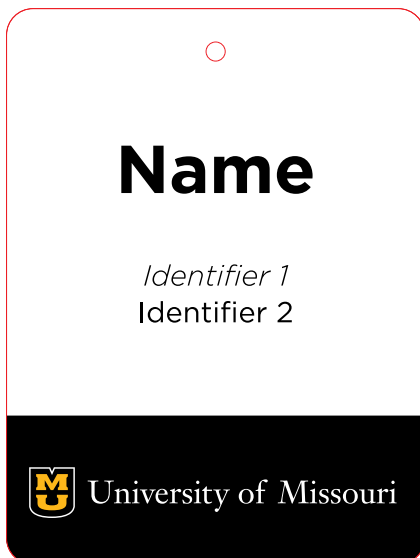
**Name** can include first or first and last as well as pronouns in parenthesis. **Identifiers** include Event name, Title, Department name, Unit name, Program name. There is a maximum of two identifiers and a minimum of one showing your relation to the University.

## DESIGN & LAYOUT

Logo		Font	Size
University Signature	<b>Name</b>	Gotham Bold	35 pt (unless name length requires reducing)
	<b>Pronouns</b>	Gotham Book	20 pt
Mizzou Signature		<i>*Name can be extended to two lines.</i>	
Stacked MU	<b>Identifier 1*</b>	Gotham Italic Light	15 pt (minimum of 12 pt)
	<b>Identifier 2</b>	Gotham Book	15 pt (minimum of 12 pt)

### DESIGN A

### LAYOUT EXAMPLES



Design A may contain the horizontal University signature, Mizzou or stacked MU.