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. They may be ordered from: bit.ly/OrderNameBadges.

DESIGN & LAYOUT

<table>
<thead>
<tr>
<th>Logo</th>
<th>Font</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>MU</td>
<td>Name</td>
<td>Gotham Bold 18 pt (unless name length requires reducing)</td>
</tr>
<tr>
<td></td>
<td>Pronouns</td>
<td>Gotham Book 12 pt</td>
</tr>
<tr>
<td></td>
<td>Identifier 1*</td>
<td>Gotham Italic Light 10 pt (minimum of 7 pt)</td>
</tr>
<tr>
<td></td>
<td>Identifier 2</td>
<td>Gotham Book 10 pt (minimum of 7 pt)</td>
</tr>
</tbody>
</table>

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

Clear space: 0.15"

OPTION A

Tiger Name
Identifier 1
Identifier 2

OPTION B

Tiger Name
Identifier 1
Identifier 2

OPTION C

Tiger Name
Identifier 1
Identifier 2

FULL COLOR EXAMPLES

Sophie Truman
Service Ambassador

Nicole V. Truman
Professor
Graves-Chapple Research Center

Jane L. Tiger
Professor
Electrical Engineering & Computer Science

1-COLOR EXAMPLES

Kevin Truman
Professor
College of Agriculture, Food, and Natural Resources

Corrine Truman
College of Engineering

Ann Tiger (she/her)
Aerospace Studies
College of Arts and Science

Andreas Tiger
Executive Board
Mizzou Alternative Breaks

Jonathan (he/his)
Student Ambassador
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

<table>
<thead>
<tr>
<th>Logo</th>
<th>Font</th>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>University Signature</td>
<td>Name</td>
<td>Gotham Bold 35 pt (unless name length requires reducing)</td>
</tr>
<tr>
<td>Mizzou Signature</td>
<td>Pronouns</td>
<td>Gotham Book 20 pt</td>
</tr>
<tr>
<td>Stacked MU</td>
<td>Identifier 1*</td>
<td>Gotham Italic Light 15 pt (minimum of 12 pt)</td>
</tr>
<tr>
<td></td>
<td>Identifier 2</td>
<td>Gotham Book 15 pt (minimum of 12 pt)</td>
</tr>
</tbody>
</table>

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