

NAME BADGES

CONTENT GUIDELINES & BEST PRACTICES

Name badges should be used to identify yourself and your affiliation with Mizzou. Current badges are 3.25 inches wide. For an additional cost, you may increase the width of your badge in .25 increments. Because of the small size, please follow these content guidelines to ensure your name badge meets brand & production requirements. Name Badges may be ordered from the Sign Shop: bit.ly/OrderNameBadges.

LINE 1 (approx. 17 characters including spaces)

Name can include first or first and last. When space permits, pronouns OR one credential may be included on line 1. If space does not allow or multiple credentials are included, they must be on line 2.

LINE 2 (approx. 25 characters including spaces)

Credentials should be separated by commas and should not include periods. *Example: PhD, not Ph.D.*

Pronouns should be lowercase and in parenthesis. *Examples: (she/her), (she/her/hers), (he/him), (he/him/his), (they, them), (they/them/theirs)*

LINE 3 & 4 (approx. 25 characters including spaces per line)

Identifiers include Title, Department name, Unit name or Program name.

Best practices for identifiers:


- Remove unnecessary words such as “Department of”, “Division of” or “Office of” before decreasing font size.
- Abbreviate words before decreasing font size.

Assistant = Asst.

Associate = Assoc.

Coordinator = Coord.

LAYOUT GUIDELINES

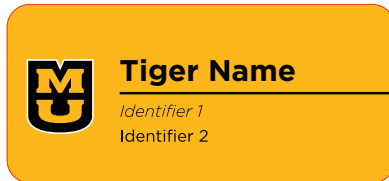
Logo	Font	Size
 <p>Clear space: 0.15"</p>	Name	Gotham Bold 18 pt (unless name length requires reducing)
	Credentials	Gotham Bold 12 pt (minimum of 9 pt)
	Pronouns	Gotham Book 12 pt (minimum of 9 pt)
	Identifier 1*	Gotham Italic Light 10 pt (minimum of 7 pt)
	Identifier 2	Gotham Book 10 pt (minimum of 7 pt)

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

NAME BADGES

DESIGN OPTIONS & EXAMPLES

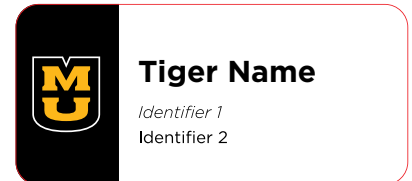
OPTION A



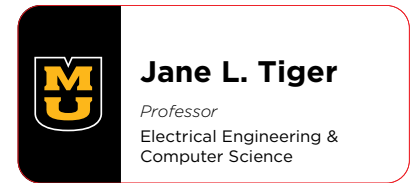
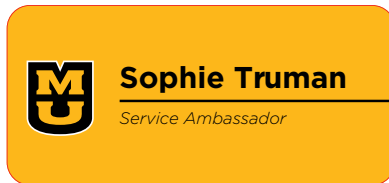
OPTION B



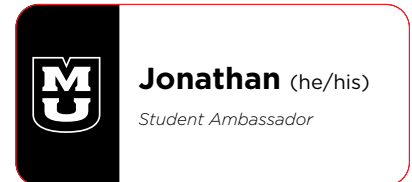
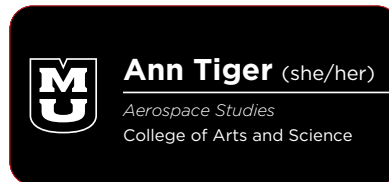
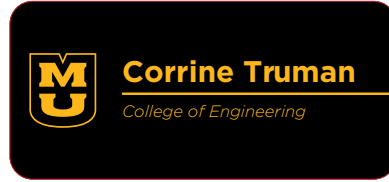
OPTION C



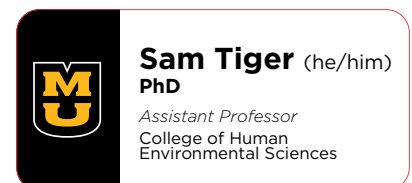
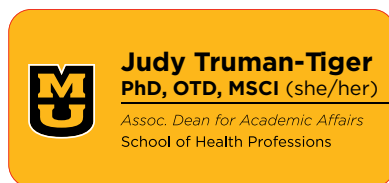
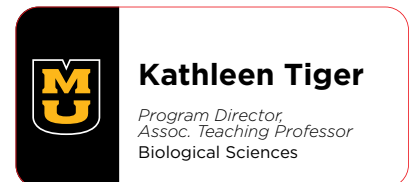
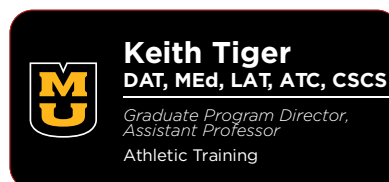
FULL COLOR EXAMPLES



1-COLOR EXAMPLES



CREDENTIAL & 2-LINE 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.

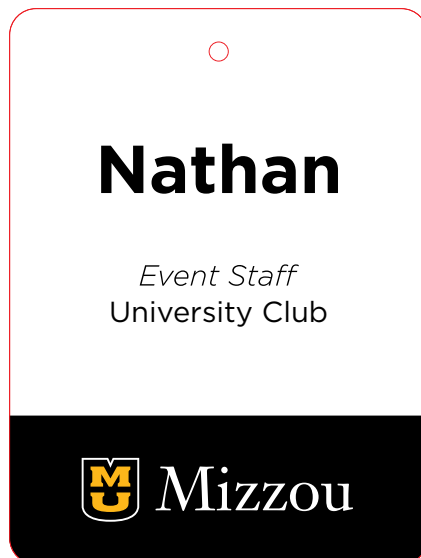
DESIGN & LAYOUT

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

DESIGN A



LAYOUT EXAMPLES



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