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

<table>
<thead>
<tr>
<th>Logo</th>
<th>Font</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>MU</td>
<td>Gotham Bold</td>
<td>18 pt (unless name length requires reducing)</td>
</tr>
<tr>
<td>Name</td>
<td>Gotham Bold</td>
<td>12 pt (minimum of 9 pt)</td>
</tr>
<tr>
<td>Credentials</td>
<td>Gotham Bold</td>
<td>12 pt (minimum of 9 pt)</td>
</tr>
<tr>
<td>Pronouns</td>
<td>Gotham Book</td>
<td>10 pt (minimum of 7 pt)</td>
</tr>
<tr>
<td>Identifier 1*</td>
<td>Gotham Italic Light</td>
<td>10 pt (minimum of 7 pt)</td>
</tr>
</tbody>
</table>

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

| Identifier 2 | Gotham Book | 10 pt (minimum of 7 pt) |

Clear space: 0.15"
NAME BADGES

DESIGN OPTIONS & EXAMPLES

OPTION A

Tiger Name
Identifier 1
Identifier 2

FULL COLOR EXAMPLES

Sophie Truman
Service Ambassador

1-COLOR EXAMPLES

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

OPTION B

Tiger Name
Identifier 1
Identifier 2

Nicole V. Truman
Superintendent
Graves-Chapple Research Center

CREDENTIAL & 2-LINE EXAMPLES

Corrine Truman
College of Engineering

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

OPTION C

Tiger Name
Identifier 1
Identifier 2

Jane L. Tiger
Professor
Electrical Engineering & Computer Science

Andreas Tiger
Executive Board
Mizzou Alternative Breaks

Jonathan (he/his)
Student Ambassador

Michelle Tiger
MPH (she/her)
Prevention & Education Coord.
Wellness Resource Center

Daniel S. Trumans
PhD
Professor Emerita & Director of the Institute for Professional Development

Keith Tiger
DAT, MEd, LAT, ATC, CSCS
Graduate Program Director, Assistant Professor
Athletic Training

Kathleen Tiger
Program Director
Asst. Teaching Professor
Biological Sciences

Judy Truman-Tiger
PhD, OTD, MSCI (she/her)
Assoc. Dean for Academic Affairs
School of Health Professions

Sam Tiger (he/him)
PhD
Assistant Professor
College of Human Environmental Sciences

Sam Tiger
PhD

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

*Name can be extended to two lines.

NAME

Identifier 1
Identifier 2

Nathan
Event Staff
University Club

Erin
Tiger
Making Me Marketable
EVENT STAFF

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