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Name badge labeling
The smart way to label your name badge

Design tips from the badgepoint® graphics team:

Whether you opt for just a printed logo or ready-printed name badges, and whether you prefer to have your name tags printed by us or would rather print them yourself on your own printer – these useful tips from our graphic designers will help you achieve perfectly-labeled name badges:

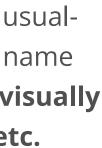## Tips for labeling

What should I prioritize?

When it comes to the information to be displayed, follow the mantra "less is more". We usually recommend that you label your name badge with two lines of text, including the first name and last name of the wearer, plus their job title and department (if applicable). **Always visually emphasize the most important information by varying the font size, color, style, etc.**
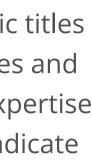
Does a person's title need to appear on the badge?

Substantive titles as well as professor/doctor titles are part of the name. Other academic titles do not necessarily have to precede the name. However, for events such as panel debates and press conferences, it is customary to state academic qualifications due to the level of expertise required. In these cases, as well as in business meetings, job titles are often added to indicate the level of decision-making authority, amongst other things.

Our recommendation: include or omit formal titles and job roles to suit each individual occasion - but be consistent. If titles/roles are not included for all participants, some people may feel at a disadvantage.

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Should I show the full name on the badge?

Not necessarily, unless dictated by the corporate style. Many innovative firms, young startups and companies in the food service sector encourage a friendly, informal form of address and label their name tags with first names only. But if you're using both, you should write the first name in full or use Mr./Mrs./Ms./Miss in front of the surname.
Sarah Baron or Mrs. Baron reads better than S. Baron.

Should I include my company logo or is the company name sufficient?

If your company uses an official logo, this should go on the name badge. In larger companies, you can usually get the print data for the logo from the marketing department. If you don't use an official logo, we're happy to help you create one. For graphic processing, e.g. logo creation and editing, scanning and repro services, please contact our service team at   **info@badgepoint.com**

How big should my logo be?

The logo should have a minimum image resolution of 300dpi. When designing, make sure you incorporate the logo so that it is as visible as possible and in harmony with the overall appearance of the name tag. The selected size should be in proportion to the style of the chosen name tag. In other words, if you have a large badge make the logo as large as possible; for a narrow badge, reduce the size of the logo accordingly. In the case of online labeling, you can go to the menu on the left-hand side and choose between different design templates which allow you to easily adapt your logo to suit the layout.

Tips on colors and typography

How can I be clever with color?

Think about the display area of your chosen badge model. With neutral badges in black, white, transparent or metal, a colored font makes an effective contrast. Important note: **deeper, darker shades make the text much easier to read than rather than bright, vibrant colors. To visually highlight key information, either the name or the second line can be shown in a colorful font to match the logo design.** With colored badge holders, choosing a font in the same color can create a well-balanced look.

Which fonts, sizes and styles are best?

We generally recommend an **easily legible typeface such as Arial, 16pt font size.**Stick with one typeface (to suit your corporate design) and vary the font and style only where necessary.

I have 3-4 subsequent lines. How can I still maintain clarity?

This can be quite a challenge. Pay attention to how you want to emphasize the information and adapt the font sizes of each subsequent line accordingly. To help you find the best solution, you'll find corresponding design templates when labeling online.

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Tips on colors and typography

How should the writing be aligned?

If you're doing online labeling, you'll find plenty of design templates which are perfectly aligned to the visual center. Why not give them a try?

Bold letters:

Bold lettering is good for highlighting names (and also recommended if the name is followed by several subsequent lines).

Capital letters:

Writing in upper case is a popular stylistic technique that conveys a modern look.

Which colors are suitable for a striking design?

The answer varies from customer to customer. In every case, good design depends on not making the badge too challenging for the observer to read. **Go for whatever works well and looks attractive; use corporate design colors from the logo or pick out the color of the badge holder**, as shown in these examples:

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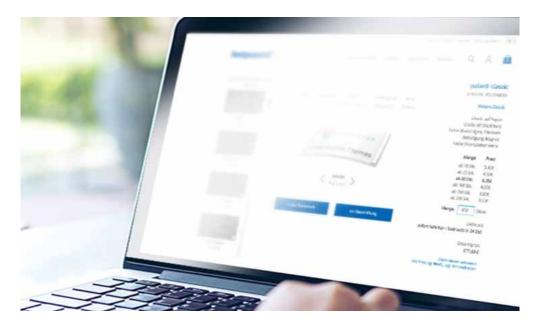## The smart way to label your name badge

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Links & contacts for designing

ORDER ONLINE

Ready to order straight away?

Place your chosen name badge in the shopping cart. Or design and label online in 3D!

Go to our online shop

CUSTOMER SERVICE

Would you like a personal consultation?

Get ideas and quotes from our sales team!

Contact our sales team

SAMPLE SERVICE

Still unsure whether your name badge matches your corporate image?

Request a free, no-obligation sample!

Go to sample ordering

Any questions?
We're always here to help!

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