A. OVERVIEW
1. The blue option (a) is reserved for silver/metallic or grey metal material. The orange option (b) is reserved for use on white badges only.
2. Possible identifiers include Title, Unit and Parent Unit. You can include no more than two identifiers.
3. ID Badges must always have a minimum height of 1.25”.
4. ID Badge should always retain a width of 3.25”.
5. Lines may carry as needed, adding to the overall height of the badge.

B. LAYOUT AND SPACING
1. A buffer zone of at least the height of the Block I logo is required above and below text content.
2. A left and right content margin of 0.15” is required.
3. Space between the name entry and identifier must be 0.15”.
4. Spacing between identifiers must be 0.085”.
5. The Block I logo must always be vertically centered on the badge.

C. BADGE CONTENT
1. The name entry should retain its original font size of 24pt unless name length requires reducing. A minimum font size down to 14pt is allowed.
2. Identifiers should retain their original font size of 8pt but can be reduced down to a minimum font size of 7pt as needed.
3. Spacing between two identifiers should remain at 0.085” as mentioned above.
D. STUDENTS

Students can be issued name badges when they are representing the University of Illinois. Student badge includes the student identifier reference. The student reference is required to appear in some form of the formatting shown here.

John Smith
STUDENT
COLLEGE OF MEDIA

John Smith
STUDENT | CHAIRPERSON
ILLINOIS STUDENT GOVERNMENT

Elizabeth Anderson
STUDENT | COLLEGE OF MEDIA
DEPUTY CHIEF OF STAFF | ILLINOIS STUDENT GOVERNMENT