


Badge Brand Design

- » Brand - your badges are a representation of your organization, branding is therefore important
- » Consistent visual indicators - creating a unified look will help give your badges a brand and visual appeal. How badges look affects how they are perceived and the motivation to collect and display them.

THINK ABOUT:

- » Shape – there are many options, think how shape relates to your brand.
- » Common visual themes – aim for consistency across all your badges and with other in-house branding. Will you use certain colours or symbols to indicate levels or badge pathways e.g. bronze, silver, gold?
- » Logo / image – what type of image would be meaningful and represent the badge criteria at a glance? Use graphic sets with similar characteristics on all your badges to maintain a consistent brand.
- » Size – digital badges will be small when displayed; shape, colour and images / logos are therefore more important than text in conveying meaning and creating a badge brand.
- » Font – keep text minimal because of the badge display size and use an easy to read Sans Serif font e.g. Arial

ACTIVITY

Badge shape examples 

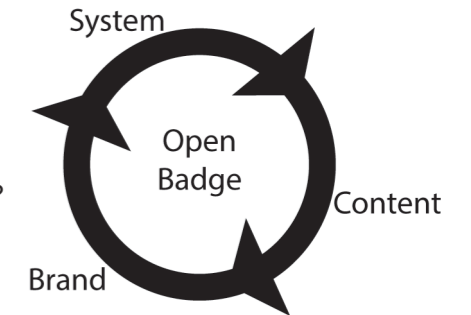
Consider:

- » At a glance, would someone know these badges have been issued by you?
- » Will the brand design be able to expand and accommodate new badges as you add to your badge system?
- » Have you considered how to consistently visually demonstrate level or themes?

Jisc Open Badge Design Toolkit

- » Use this resource to consider Open Badge system, content and brand design
- » You can do the activity below to consider what badges you might want to develop
- » You can use the design sheet in the centre of this resource to start planning a badge
- » You can use the back page to consider a badge brand
- » It is worth cycling through the toolkit to refine your badge system, content and brand

Badge System Design



THINK ABOUT:

- » What badges do you want to issue? Why do you want to issue them?

ACTIVITY

- » Using post-its or an online mindmapping tool, make a note of the badges you want to issue. Note each badge on a separate post-it or node
- » If using post-its, place on the wall
- » Re-arrange the badges into groups of similar badges - this might be based around a theme, a subject a course or other similar over-arching cluster of related badges
- » Draw a representation of your badge cluster / constellation / pathway in the box below

Badge Cluster / Constellation / Pathway

Why do you want to issue these badges?

Consider:

- » Do you still want to create all of the badges you originally identified?
- » Do you need to create more granular badges or over-arching badges?
- » Are there levels within your badge cluster? Do some badges add up to a higher-level badge?

Badge Content Design

Badge Name: _____

WHO?		WHAT?		
WHO? Who are the earners, issuers, viewers, endorsers of your badge?	WHY? Why would someone want to earn, issue, view, endorse the badge? Why would they value it?	SKILLS / ATTRIBUTES / UNDERSTANDING What skills, attributes or understanding does the badge represent?	CRITERIA What do you need to do to earn the badge?	EVIDENCE If you link to evidence from the badge, what will this be?
Earners:	Earners:			
Issuers:	Issuers:			TYPES OF ASSESSMENT What types of assessment would be appropriate?
Viewers:	Viewers:			
Endorsed by: (eg awarding body, employer)	Endorser:	BEHAVIOURS What behaviours does the badge encourage?		CHANNELS Where would a user find out about the badge?
SYSTEMS What systems will you use to create and issue the badge? Where might earners display their badge?		TAGS What keywords are associated with this badge, for discoverability?		RESOURCES / SUSTAINABILITY What resources are needed? eg expertise, money, time