


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 

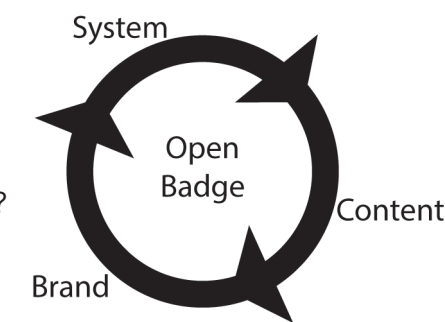
Consider:

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