**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.

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**Jisc Open Badge Design Toolkit**

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**Badge Brand Design**

- **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

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**Badge Cluster / Constellation / Pathway**

- **Why do you want to issue these badges?**

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