



Use your logo or meeting theme to give continuity to your message

The attendee's name is the most critical information and should be set in the largest type size. Experience has indicated that 24 pt is the largest in order to accommodate longer names on a 4" x 3" Badge Insert.

Again, titles can be quite long and 14pt maximum in our experience should be considered.

Tertiary information such as location, division, etc. can usually be 18pt.

- **Colour Contrast.** The most legible colour combination is black on white.
- **Type Font.** "Sans Serif" type fonts (i.e. characters without small lines at the ends) are more legible for short use on a name badge. Examples: Helvetica, Arial, Futura, Univers.



Consider using the first name on the badge. This encourages a comfortable level of familiarity at your meeting. Plus they are shorter, allowing you to use larger type and making them easier to read.