Badge Visuals Guide and FAQs

Click on a question below to be taken direct to the answer.
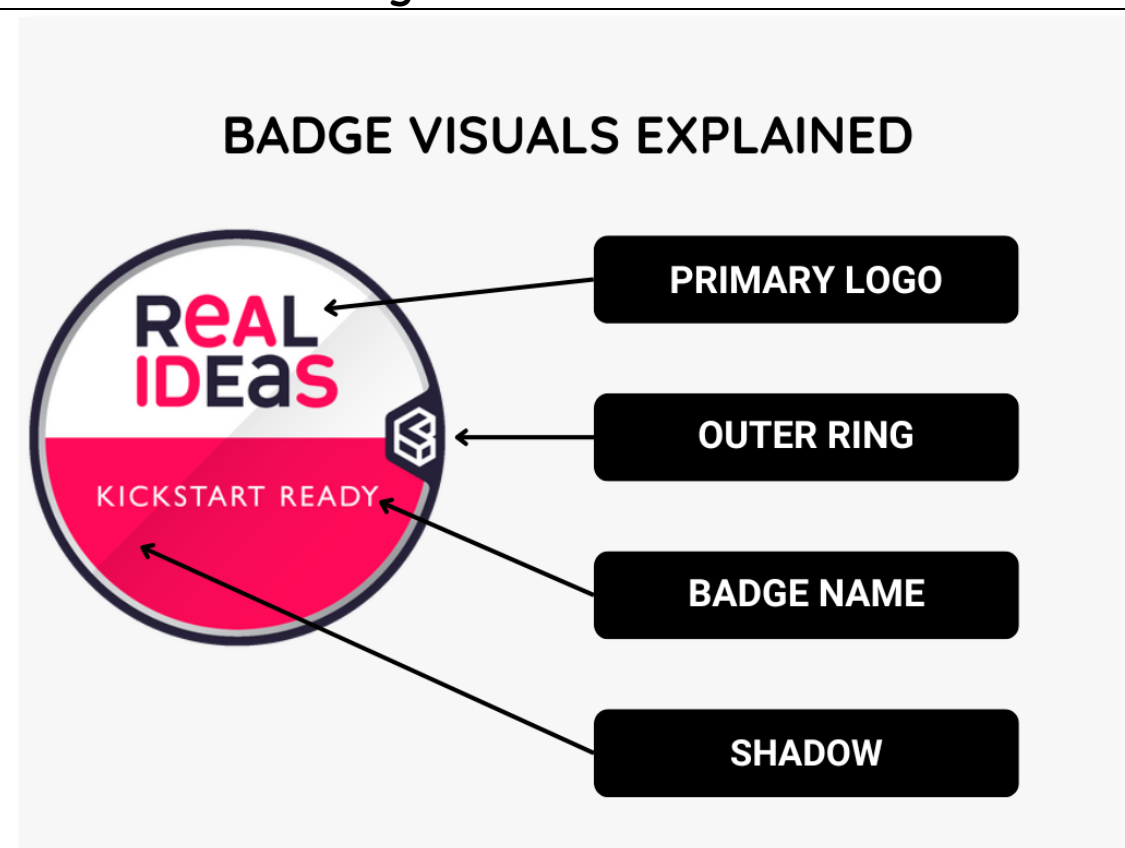
Contents

Jargon Busting

Term	Explanation
Badge Visual	The circular image attached to a digital badge. Badge visuals usually carry the branding of the issuing organisation, however, can also reflect distinct programmes, events, and partners.
Standard branding	Visuals with standard branding feature only one brand identity. This includes a primary logo, and up to 2 colours.
Dual branding	Visuals that feature more than one brand identity.
Primary logo	The dominant logo that sits in the top half of the badge visual.
Secondary logo	A smaller logo that sits in the bottom half of the badge visual, below the badge name.

Elements of a Badge Visual

Primary logo – usually belonging to the organisation that has written, and / or will be issuing the badge.

Outer ring – this carries the Cities of Learning / RSA Badge Standard icon.

Badge Name – this is the short title selected when writing a badge. Font Gill Sans MT.

Shadow – appears on all visuals.

Who creates my organisation's badge visuals?

Design for badge visuals is included in all Badge Nation membership packages and makes up part of the Quality Assurance and Publishing process.

How will Badge Nation use my organisation's branding to create badge visuals?

To create your standard visuals, Badge Nation will use the image you submit with your organisation's membership agreement as the primary logo, and will use up to two colours from this logo for the colour scheme. If you have more brand colours than are featured in the logo you've supplied us, please send us some alternative logo options, ideally with full brand guidelines with colour palettes if you have them.

When will Badge Nation create my organisation's badge visuals?

We create badge visuals templates at each layer of the RSA Badge Standard when your organisation's first badge has completed the quality assurance process and has been marked as ready to publish. Once these templates have been created, they will be applied to all future badges that are published as part of your membership package.

How are the different layers of the RSA Badge Standard represented in badge visuals?

- Engage - visuals have a white background and full colour logo.
- Participate - visuals are half white, half colour, with a full colour logo.
- Demonstrate - visuals are full colour background with full colour or white logo depending on the available colours.
- Lead - visuals have a black background, multi-coloured outer ring with white logo.
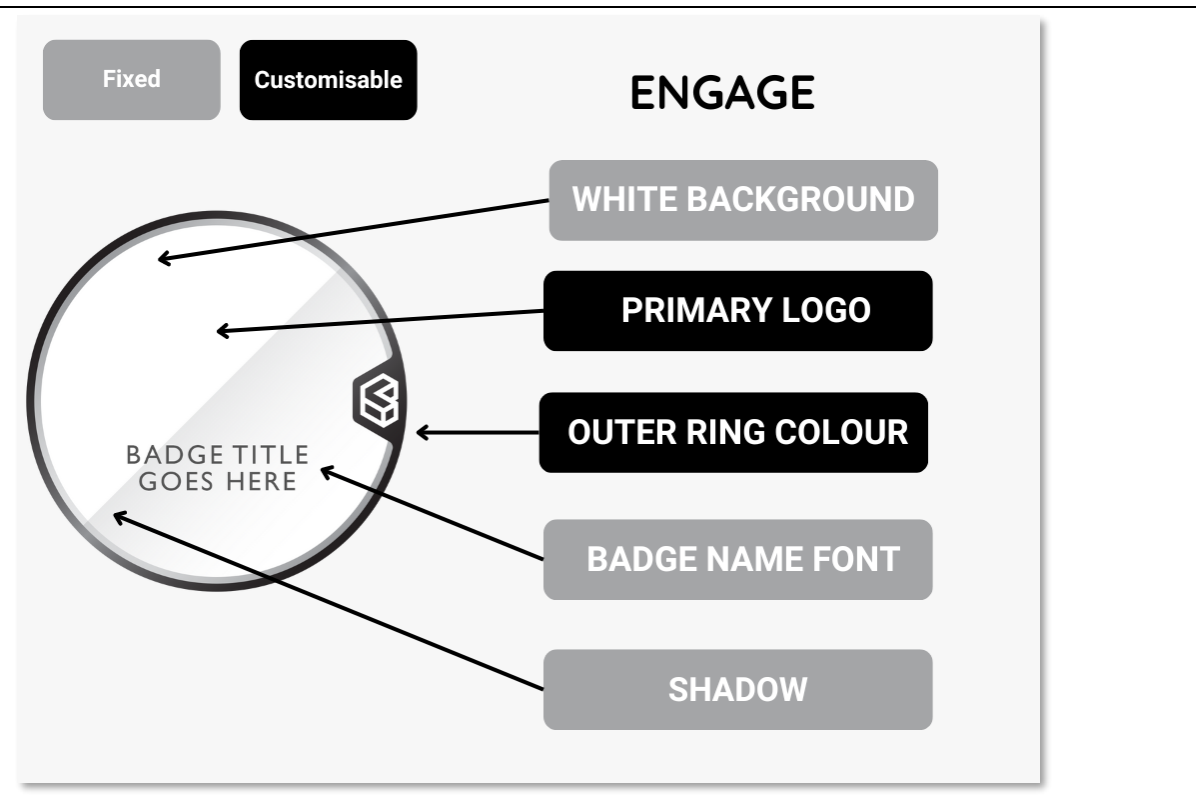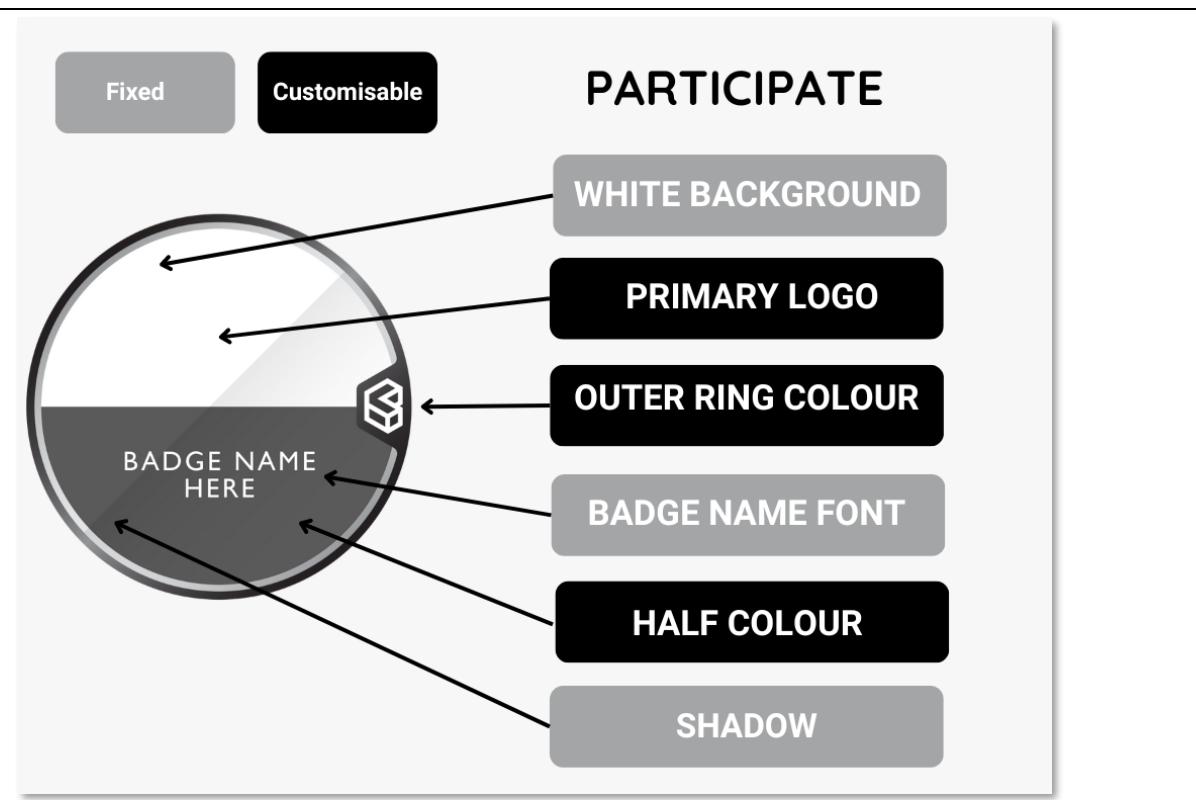
Examples:

What elements of the badge visual are customisable?

This varies depending on what layer of the badge standard the badge is being published at.

Engage

Participate

Demonstrate

Lead

What do I do if I am writing a badge for a distinct programme, project or subsidiary that needs branding that differs from my organisations standard branding?

Please send us the logos and brand guidelines / colour palettes for the branding you wish to use. Email us with the name of the badge you've submitted so we can flag it on the system as needing different branding to your default visuals.

What are the options for dual branding?

Please contact us if you need dual branding to appear on your badge visuals. There are two options available for this which you can let us know your preference for:

Two logos appear as primary in top half of badge:

This is useful where brand guidelines require two logos to appear of equal size. Examples:

Primary and secondary logos:

This is useful where an organisation is delivering / administering the activity but are partnered with, or funded by, another organisation that requires recognition on the visual.

We will always default to the branding of the issuing organisation when creating visuals, meaning that colour scheme will be dominant and the second logo will be added on in white, unless we are told otherwise.