

Badge/Microcredential Design & Brand Style Guide

Introduction

Digital badges and microcredentials are gaining momentum as a useful way to track learning goals that are complex or need to be tracked over time. For the past several years, Virginia Tech has been exploring the use of this technology in employee professional development and noncredit/nonclassroom student learning spaces. Virginia Tech uses the [Badgr platform](#) to manage digital credentials.

This document provides program developers with the Virginia Tech brand guidelines to follow when creating and issuing digital badge and microcredential images. Where conflicts exist between this guide and the [Virginia Tech brand guide](#), this style guide takes precedence. Additional questions regarding this style guide may be directed to hollidrewry@vt.edu.

All badges must be approved by Licensing and Trademarks before use. For review, please send to vtbrand@vt.edu.

Brand Compliance - Virginia Tech Logo

Since the space on most digital badges and microcredentials is limited, the university VT with ® mark and without the “Virginia Tech” wordmark may be used, provided the following conditions are met.

- Maintain the required protected space around the university VT.
 - The protected area is equal to the height of the proportionally sized Virginia Tech wordmark on all sides.
- The associated Badgr landing page includes the full Virginia Tech logo or logo lockup of the issuing department.
- Recipients receive instructions on how to link digital badge or microcredential images added to their email signature to the associated credential’s Badgr landing page.

Co-Branding

If a digital badge or microcredential image includes an external entity’s name or logo/trademark, the issuing department must

- Obtain written permission from the external entity to use their logo/trademark. This can be as part of a contract, service agreement, or an email.
- Ensure the external entity’s logo/trademark has the appropriate ® or TM mark.
- Include attribution of the partnership on the associated credential’s Badgr landing page.
 - For example, “This training is provided in partnership with XYZ entity.”

Colors

Digital badge or microcredential images are limited to using the Virginia Tech brand colors.

Email Signature

Digital badge or microcredential images added to an email signature should link to the associated credential's Badgr landing page.

Font

To ensure that text used on digital badge or microcredential images is readable and accessible, use these design suggestions.

- Gineso Cond. Bold
- 20 to 24 pt (at full size - see **Size** below)
- 16-18 characters per line
- Maximum of two lines of text

Size

Digital badge or microcredential images are usually designed in two sizes. The full-size image shared on the professional development promotional materials or the credential's Badgr landing page, and an email signature icon size. The full-size image generally ranges from 288 to 384 pixels (approximately 3 to 4 inches) in diameter and the email signature image ranges from 60 to 120 pixels.