NAME BADGE GUIDELINES

FEBRUARY 2020

These guidelines may not work for all instances, but in standard-case scenarios, please use this guide.

- **●** Padding around entire, inside of badge .075 inches
- **2** Purdue Signature Logo -1.6325 inches wide
- **3** Co-Brand text − 9 pt. Acumin Pro Condensed Semibold, left aligned
- 4 Name -20 pt. Acumin Pro Condensed Bold, centered
- \bullet Title -10 pt. Acumin Pro Condensed Regular, centered
- **6** Degrees − 12 pt. Acumin Pro Condensed Semibold, centered





EXAMPLE



Ben and Maxine Miller Child Development Laboratory School

Mary Poppins

DNP, MSN, RN, CPNP

Human Development and Family Studies
Head Teacher



Libraries

William Shakespeare

Writer/Publicist



Purdue Polytechnic South Bend

Thomas Edison

Associate Dean for Graduate Programs and Faculty Success, Professor of Supply Chain Management Technology