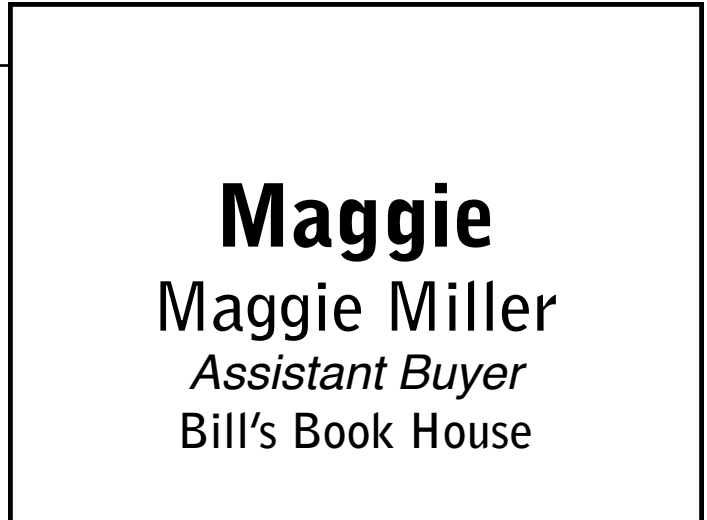


Popular Name Tag Sizes & Their Functions

4" x 3"

- The most popular size name tag, accounting for nearly 80% of all name tags sold
- Can comfortably accommodate up to four lines of type



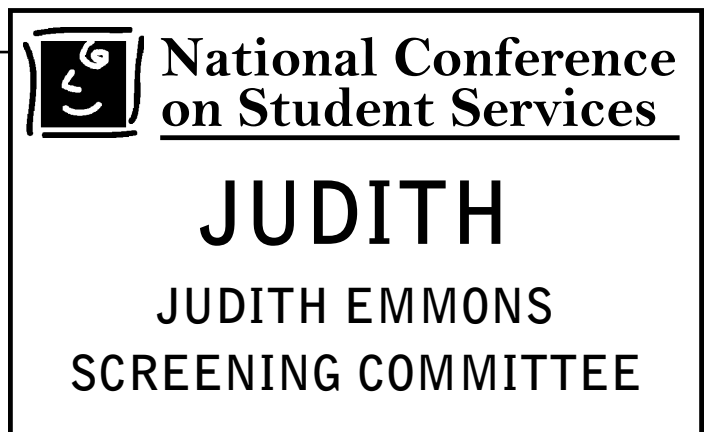
4.25" x 3"

- The newest addition to the name tag badge stock size
- Allows a bit more room for important information
- Saves valuable time as there are no side margins to tear off
- Can comfortably accommodate up to four lines of type



4" x 2.5"

- A combination of American and International styles
- Can comfortably accommodate up to three lines of type



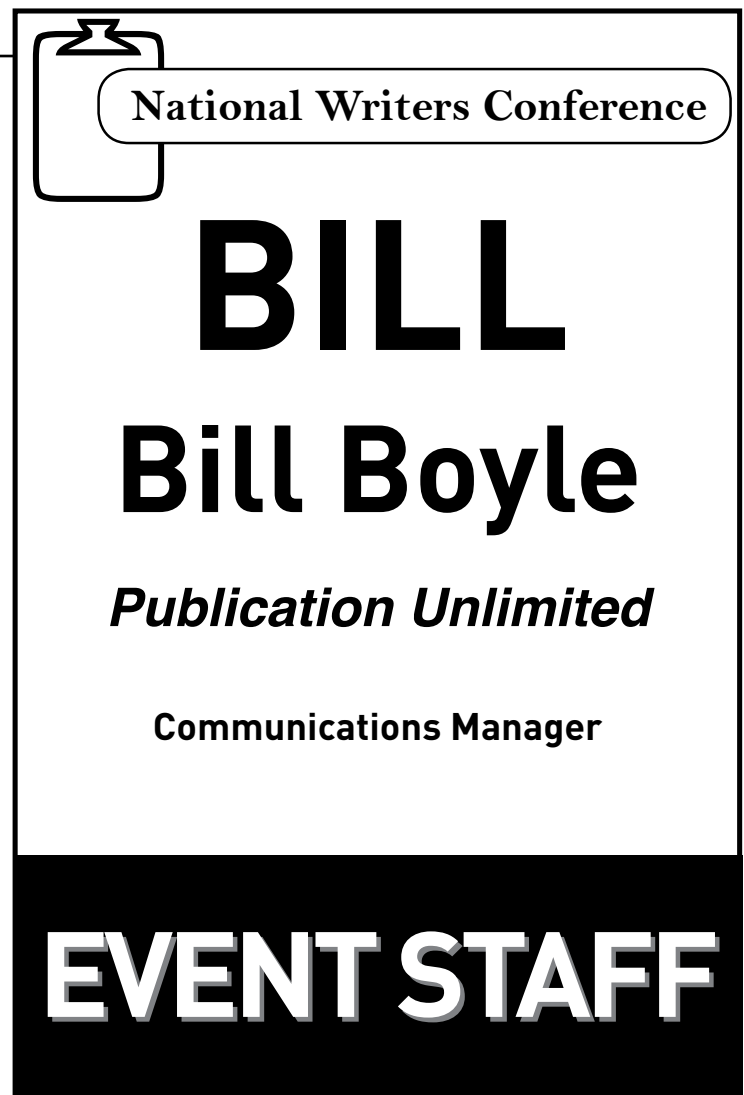
3.5" x 2.5"

- A more elegant size nametag appropriate for formal events
- Most common size for overseas conferences
- Can comfortably accommodate two lines of type



"BACK STAGE PASS" STYLE

- The most current trend in name badges are the oversized, vertical format version that resembles a back stage pass
- Especially good for special events and conferences designed for the younger audiences
- These name tags carry more visual impact, more information, more branding and more kudos for sponsors
- Vertical name badges come in a variety of sizes, from 2" x 3" to 4" x 8" to accommodate as much branding and information as you'd like



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