

The Anatomy of a Well-designed Name Tag

Use the '10 Foot Rule' for the name tags' type size. Make sure the wearer's first name (or nickname) is readable from 10 feet

Use your logo or meeting theme. Including these graphic elements on name tags lends continuity to your message

Most important information at least **26 to 40 points.**

Next most important information at least **20 to 24 points.**

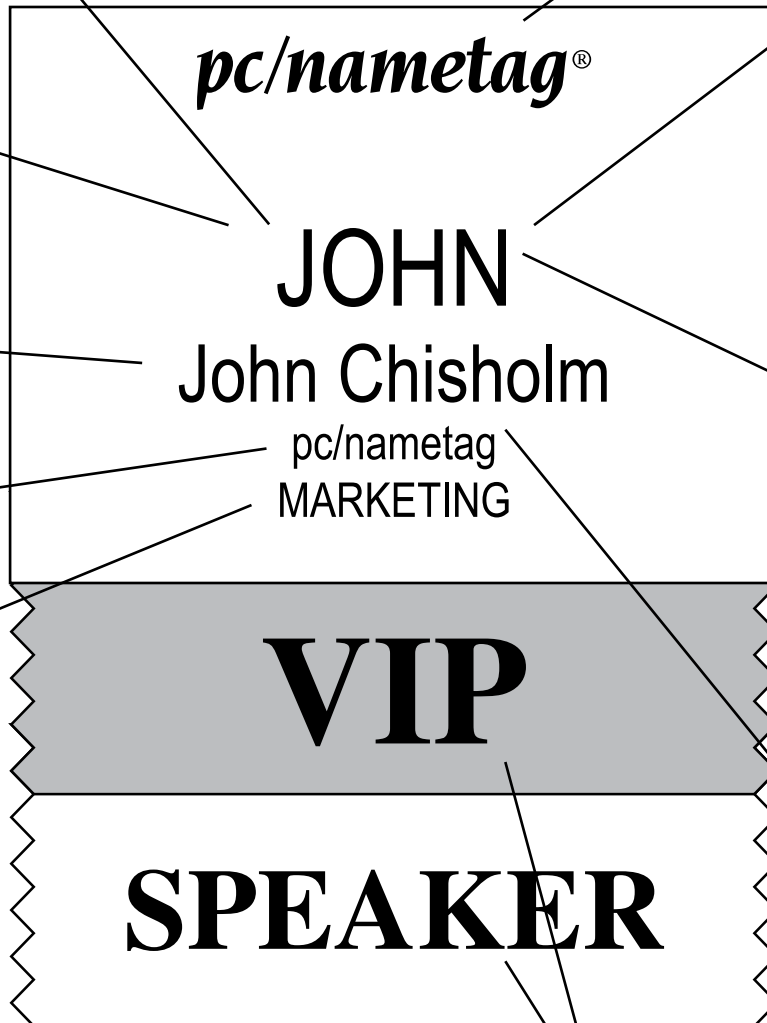
Tertiary information at least **18 to 20 points.**

Use easy-to-read type

Most experts suggest using a sans serif type (a straight font without "little feet") such as:

- Helvetica
- Arial
- Arial Narrow
- Futura
- Avant Garde
- **Univers**

These fonts tend to be more legible for short use as on a name badge or as a headline.



Use a first name or nickname on the name tag. This encourages a comfortable level of familiarity at your meeting. Plus, these names are typically shorter, making them easy to see and read in large type.

The attendee's first name or nickname is the most critical information and should be set in the largest size type.

Consider color contrast. The most legible color combinations are black on yellow or black on white. Obviously, pairing dark pink lettering on a light red background would not be very visible across a crowded room.

Keep the type large and uncluttered. To keep a clean and uncluttered appearance, leave all extra information off the name tags and use ribbons to convey it instead.

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