



## ADVICE FOR CREATING AN ID BADGE



## YOU ONLY GET ONE CHANCE TO MAKE A GOOD FIRST IMPRESSION

In fact, it only takes people 10 seconds to get an idea of you and your organization, whether it be a company, club, or institution.



ID cards help to create a good first impression, which is why we have decided to tell you the basic principles you should apply and the traps to avoid falling into when creating all kinds of badges:

- Membership cards
- School ID cards
- Employee badges
- Loyalty cards
- Business cards, etc.

## ADAPT YOUR CONTENT TO THE FORMAT OF THE PLASTIC CARD

Be creative while bearing in mind the space you have to work with. Plastic cards come in various formats, but the classic one is the credit card format with the following dimensions: 85.6 mm x 53.98 mm (3.375" x 2.125"). This surface allows you to create a variety of designs, whether simple or ambitious, and include many different types of information, either printed on the card or encoded within it.



### WHAT INFORMATION?

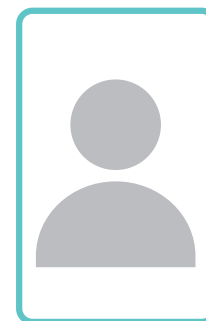
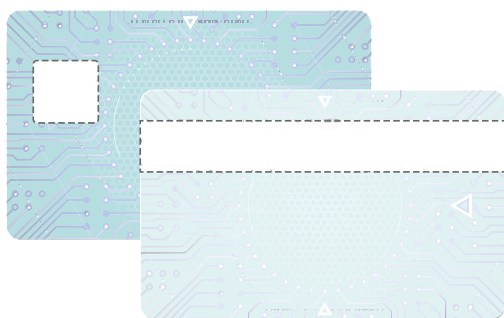
Always start by making an list of the elements you want to include on the cards:

- Text
- Illustrations: logos and images
- Photo of the cardholder
- Barcodes or QR codes



### Do you plan to encode data on your badge with a magnetic strip or contact chip?

If so, the space taken up by the magnetic strip and the contact chip needs to be left empty. The specialized software used for creating cards takes these special cases into account by offering adapted layout templates.



### PORTRAIT OR LANDSCAPE FORMAT

Traditionally, the orientation that makes it easiest to fit the content of the badge is the landscape format (horizontal).

If you wish to give the logo of your organization a prominent place, you can opt for the portrait orientation (vertical), but bear in mind that this format may make it more difficult to include all the relevant information within the width of the card. For this reason, if you want to include elements that are long (e.g. e-mail addresses), we recommend using the landscape format.

## SINGLE OR DOUBLE SIDED?

Whether you choose single-sided or double-sided largely depends on the amount of information you want to include on the badge. The most important information must be visible on the front of the card, while information of secondary importance can be on the back.



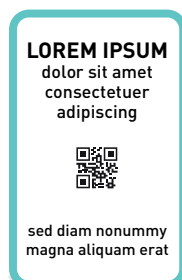
If the unit cost of a badge is affected by the fact it is printed on the back, it may be a good idea to **print the front of the card in color and the back in monochrome to reduce costs**. In addition, if the information on the back remains the same for all cards, **you can pre-print the back of your cards to save time** when it comes to customizing the front.

### PLEASE NOTE

To improve readability, both sides of the card must have the same orientation (portrait or landscape).

## ENSURING READABILITY

**The first sign of a successful card: readability.** The main purpose of your badge is to convey information to your partners and customers. We generally advise to opt for simplicity.



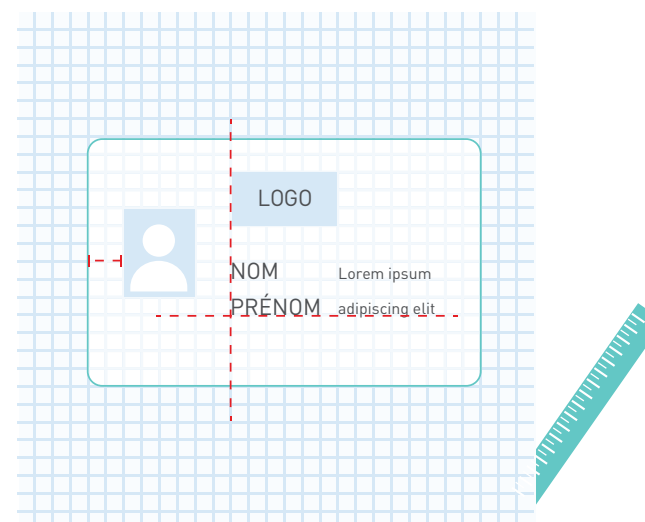
### PRIORITIZING INFORMATION

Given that not all pieces of information are equally important, it is essential to prioritize them. One of the traps people often fall into when creating badges is to put all the information on the same level, increasing the risk that people will not understand the message you want your badge to get across.

### ELEMENT LAYOUT

Make sure the information is perfectly aligned. Some types of badge layout software offer a grid that you can display in the relevant space to help you lay out your elements correctly.

Place the important information on your badge (text, logo, cardholder photo) at least 5 mm from the edge of the card to ensure legibility in case it is offset during printing.



## COLORS

- Think of a **design that is consistent with the visual identity** of your organization and respect the graphic charter. A layout that is too different from your standard visual identity will prevent your partners and customers from recognizing it at a glance.



If your organization does not have a graphic charter, some types of software come with libraries of ready-to-use card templates.

- **Number of colors:** One of the most common pitfalls is using too many colors. This applies to classic designs on paper, but even more so to badges as they are smaller in size.

### TOP TIP

You can use different colors to identify the specific category to which the cardholder belongs, with different colors corresponding to different types of individuals.

During an event, for example, it is easy to distinguish between members of the organization with a green badge, speakers with a purple badge, and visitors with a yellow badge.

## TEXT

### Font

To ensure optimum readability, choose your fonts wisely:

- Use **the font recommended in your graphic charter**, potentially paired with one other font. Never use more than two fonts.
- Opt for **simple characters** over complex fonts: stick fonts (Arial or Verdana) or serif fonts (Times News Roman or Garamond) ensure good readability even when small.
- Be careful when choosing the **color of your font**: light font on a dark background and vice versa. Feel free to make white text bold on a colored background.



### Font size

- Use a font that is **larger than 7 points in size**. Anything smaller will make it difficult for your partners and customers to decipher the information. If the text appears to be the correct size on your screen, it may be unreadable when printed.
- Adjust the **size based on the importance of the information**. You can also play around with character styles: bold, capitals, colors.





## PHOTOS AND IMAGES

Make sure your photos and illustrations are of high quality:

- Be wary of the **resolution of your photos**: all images must have a resolution of at least 300 PPI (pixels per inch) to ensure optimal graphics rendering. Always avoid low definition images that risk being pixelated.
- Also keep an eye on the **correct framing, brightness, and contrast of your images**.



## BARCODES AND QR CODES

The use of barcodes or QR codes may be useful for certain applications, including access control, loyalty cards, gift cards, etc. Barcodes and QR codes must be printed in black to ensure they can be scanned correctly. It is essential to keep the proportions of the code when making it bigger or smaller, as a distortion in the code would make it unreadable.

Badge creation software makes it easy to generate barcodes and QR codes.



### PLEASE NOTE

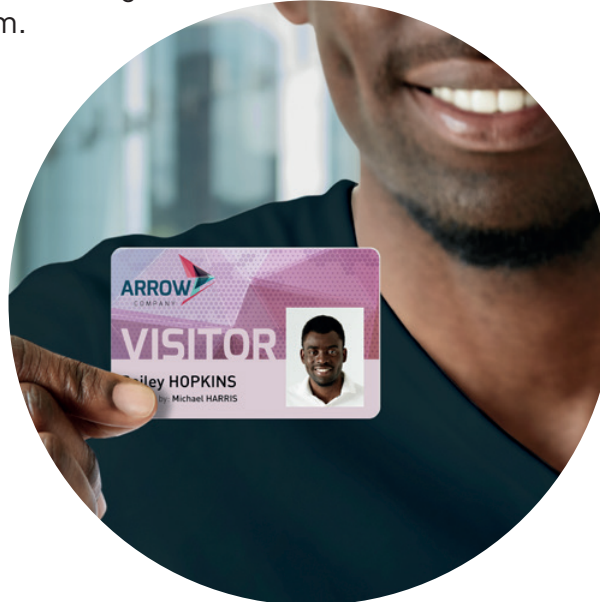
There is a minimum size for barcodes; if the spacing between each bar is too small, the chances of getting a correct reading are reduced.

# YOU NOW KNOW EVERYTHING THERE IS TO KNOW!



By following these recommendations, you can create relevant designs that showcase your organization's image and demonstrate a high level of professionalism.

So what are you waiting for?



## SOLUTIONS FOR CREATING AND PRINTING EVOLIS BADGES

Evolis, global leader in decentralized plastic card printing, delivers printers with the [cardPresso card creation software](#). Available in different versions, this software lets you manage all the design elements of your cards in a highly intuitive way. A wizard guides you step by step through the process of personalizing your badges. A library of card templates is also available free of charge.

Contact us: [www.evolis.com](http://www.evolis.com)