



# Open Badges

## Visual Design Guidelines

2024-02-10



# Technical aspects

Uploaded images must be perfectly square in **PNG** or **SVG** format

*(PNG is the most common and usable format)*

Maximum file size: 250 KB

minimal padding

opaque

transparent

## Recommendations:

- ❖ PNG with opaque foreground, transparent background and minimal padding
- ❖ 500 x 500 px for upload to CanCred Factory
- ❖ **At least** 1000 x 1000 px for other uses (e.g. PPT, print)



## Discussion

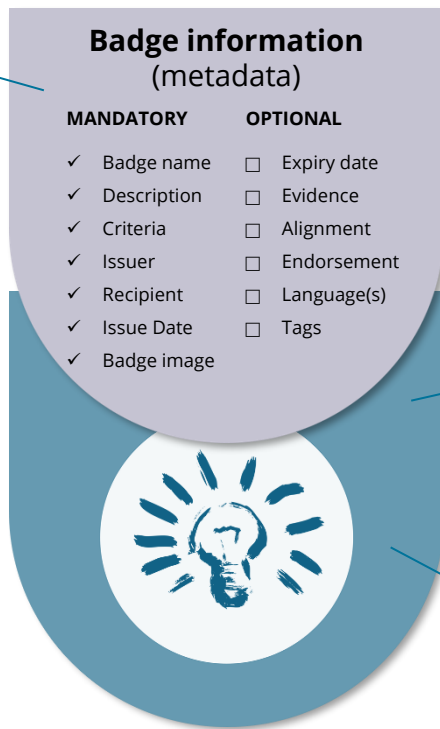
- ❖ You can use the online image editor in CanCred Factory for early mock-ups as placeholders. But we HIGHLY recommend professional design for publicly issued badges, and developing an extensible visual vocabulary for your badge systems.
- ❖ PowerPoint is another useful mock-up tool, and can even be used as an ongoing badge composition tool after professional design, using scalable graphics and visual templates supplied by the designer. This can speed production and reduce costs over time.
- ❖ Canva can also be used as a tool, but it needs to be at the Pro level to be able to use transparent backgrounds



# Function of badge image design

Displays the **look and feel** of your badging system at one glance, with an appropriate style that:

- ✿ promotes your **brand**
- ✿ aligns with WCAG colour and contrast guidelines
- ✿ is clean and **readable** at small display sizes (down to c.100 px) (similar to flag or logo design..)
- ✿ manages **expectations** and builds trust about badge value:
  - formal vs. informal recognition
  - micro-credentials vs. "alternative" credentials
- ✿ connects to the target audience: academic? professional? Adult Ed? workplace? community? age?



**Contextual** indicators, e.g.:

- ✿ Importance or "size" of the badge
- ✿ **Location** in a learning journey
- ✿ Assessment? Evidence? Endorsement/Accreditation? etc.

Can signal the specific **content, approach and purpose** of the badge:

- ✿ **Topic** – the subject of the badge
- ✿ **Experience** – the purpose of the badge
- ✿ **Criteria** – requirements for earning the badge

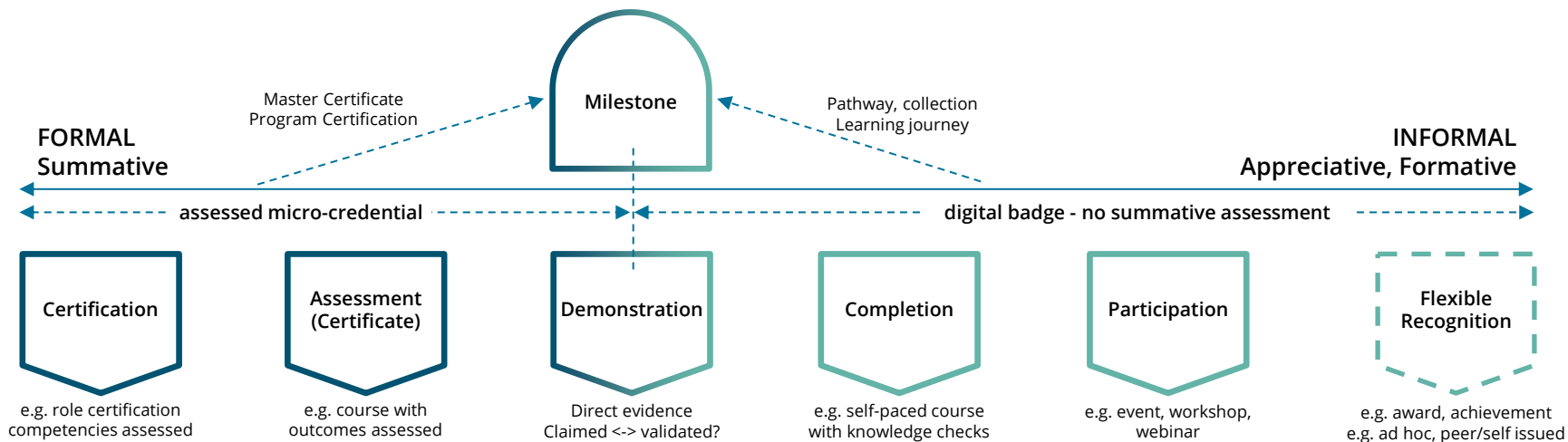
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# SIGNALING BADGE CONTENT

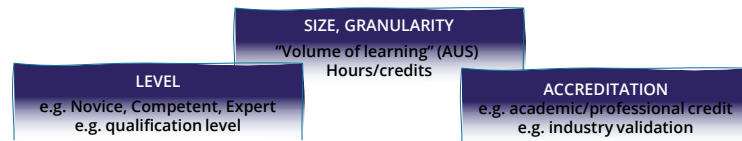
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Visual considerations

# Spectrum of Recognition in a Flexible Taxonomy for Careers



## Some micro-credential dimensions



## Some value-add recognition options



## Learning and Recognition Journeys for Employability and Workplace Development





# Issuer Branding

## Issuing organization



## Sub-organisation?

Department | Division | Region | Faculty | School



## Co-branding?

Co-production | Sponsorship





# Recognition type

## Course Certificate

participation-based | assessment-based  
experiential or applied component



## Certification of a competency



## Membership



## Other types of recognition

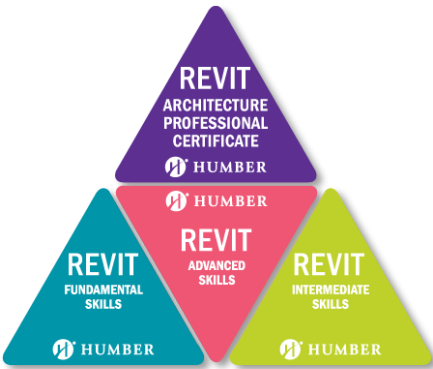
special achievement | volunteer service  
mission or project participation | award





# Skill Area (Topic)

## Knowledge domain

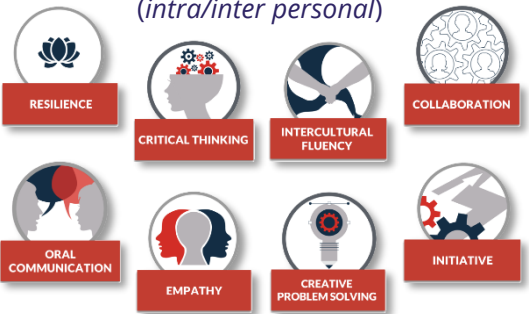


## Transversal skills

FOUNDATIONAL  
*(literacy, numeracy, digital literacy)*



HUMAN (SOFT)  
*(intra/inter personal)*



Use brief text labels  
to improve clarity  
*(take care with multilingual badges)*



Too much text  
makes a badge  
difficult to read  
and/or translate





# Level | Stage | Pathway

## Level

Internal levels of complexity

1 - 2 - 3 | **Foundation / Operational / Expert**  
**Fundamentals / Advanced | Core / Specialization**



## Stage

**Pre-reading | Knowledge/Theory (Learning Delivery)**  
**Application | Workplace validation**

### Sides



### Borders



### 3D



### Chevrons



### Stars



## Pathway

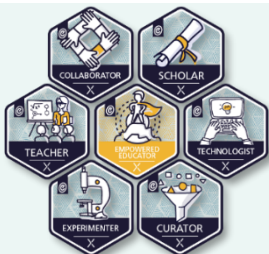
### Pathway step | Pathway milestone



### Linear milestone (sequenced)



### Cluster milestone (any order and/or minimum number)





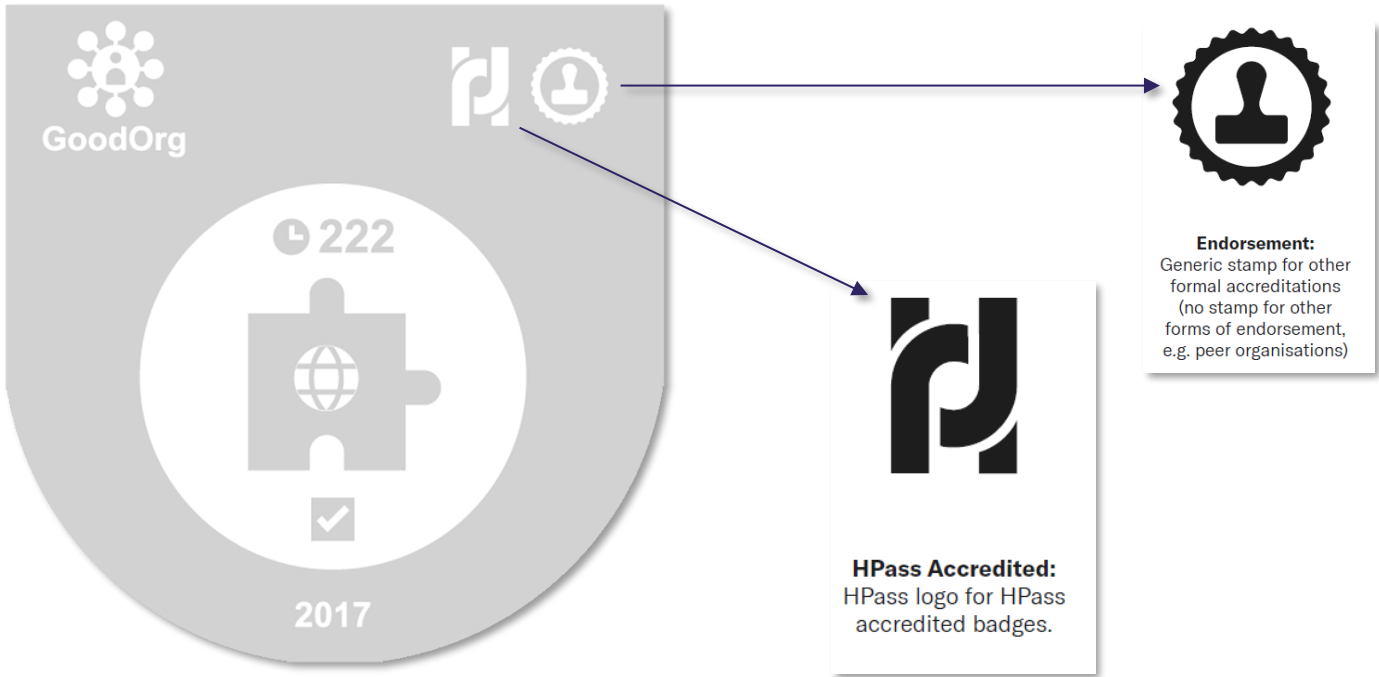
# Granularity (Weight)

Effort hours? | Credit value? | Competency / sub-competency? | Milestone badge?



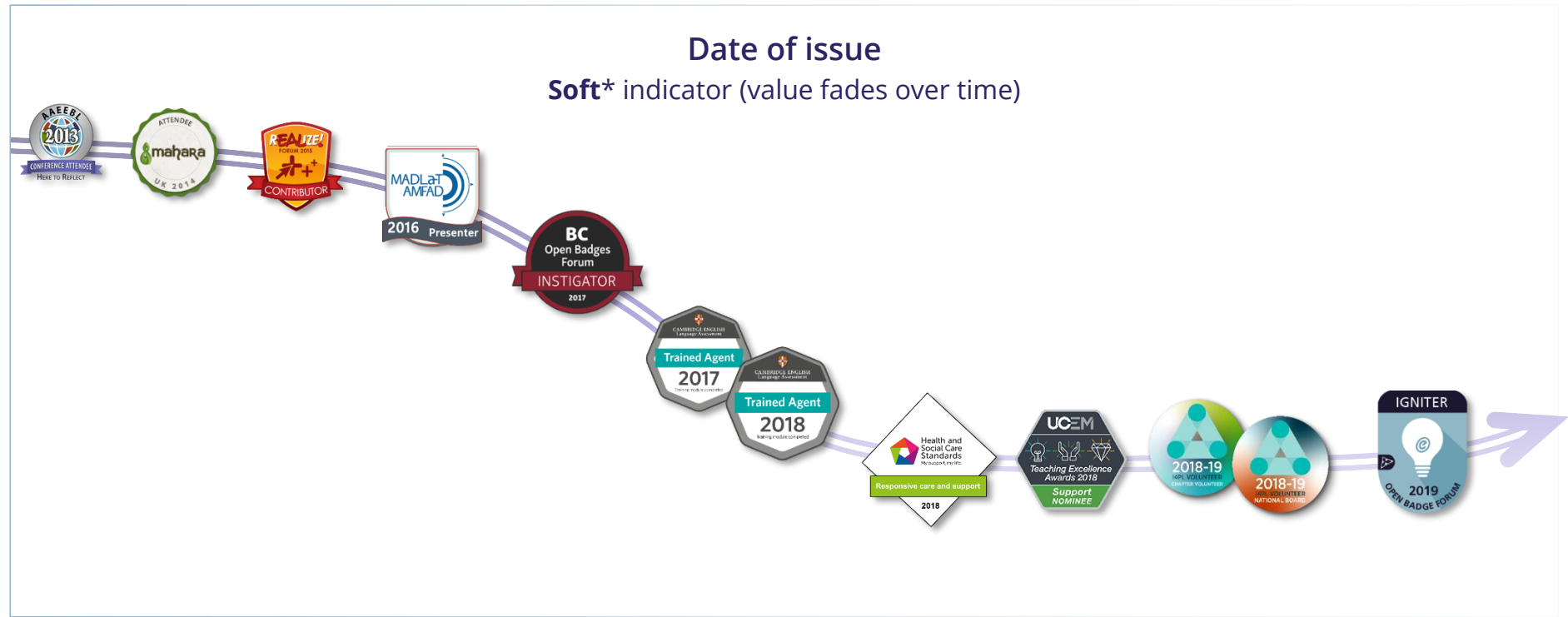


## Formal accreditation?





# Currency



\*The date of expiry is a **hard** indicator of currency, baked into the metadata. It is generally not part of the visual design, unlike an auto license plate.

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# CASE STUDY

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HPass

**HPass**  
**Brand guidelines**  
**EXCERPT: BADGE GUIDELINES (and further excerpted)**



## Introduction

### Welcome to the HPass Open Badges toolkit.

This document contains all of the fundamental information you will need to understand the badge language and create your own badges.

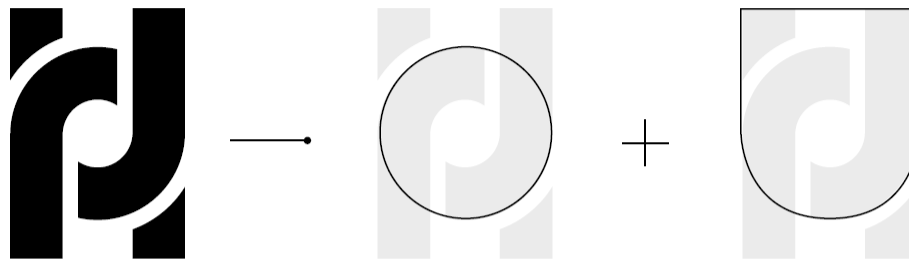
HPass presents an opportunity for learning and assessment providers to join a global platform, sign up to the sector-recognised standards and provide digital credentials using Open Badges for both learners completing their courses and people whose competencies are being assessed.

You have been issued this HPass Open Badges Toolkit because you are a registered HPass badge issuing organisation and **have agreed to the HPass Terms and Conditions**. Using the styles contained in the toolkit will make your badges visually distinctive, consistent and clear across the HPass community. However, HPass badge issuing organisations are **not required to use the HPass styles, they are optional**.

You may use the HPass Open Badges Toolkit by permission of HPass as long as you **remain compliant to the HPass Terms and Conditions**. You must also agree to comply with the recommendations contained in this guide in their entirety, in order to ensure the consistency of the HPass identity. Failure to do so may cause your permission to use the HPass Style Guide to be withdrawn and **could affect your status as an HPass organisation**.

## Badge visual ingredients

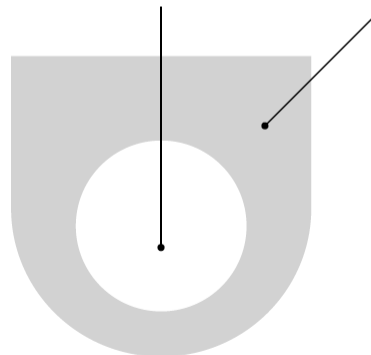
The HPass badge shape is derived from the forms created within the HPass logo, creating an ownable and recognisable shape. The gaps and angles of the logo are also integrated into other aspects of the badge language.



**Circle**

**Badge shape**

Used in centre of badge to hold information.





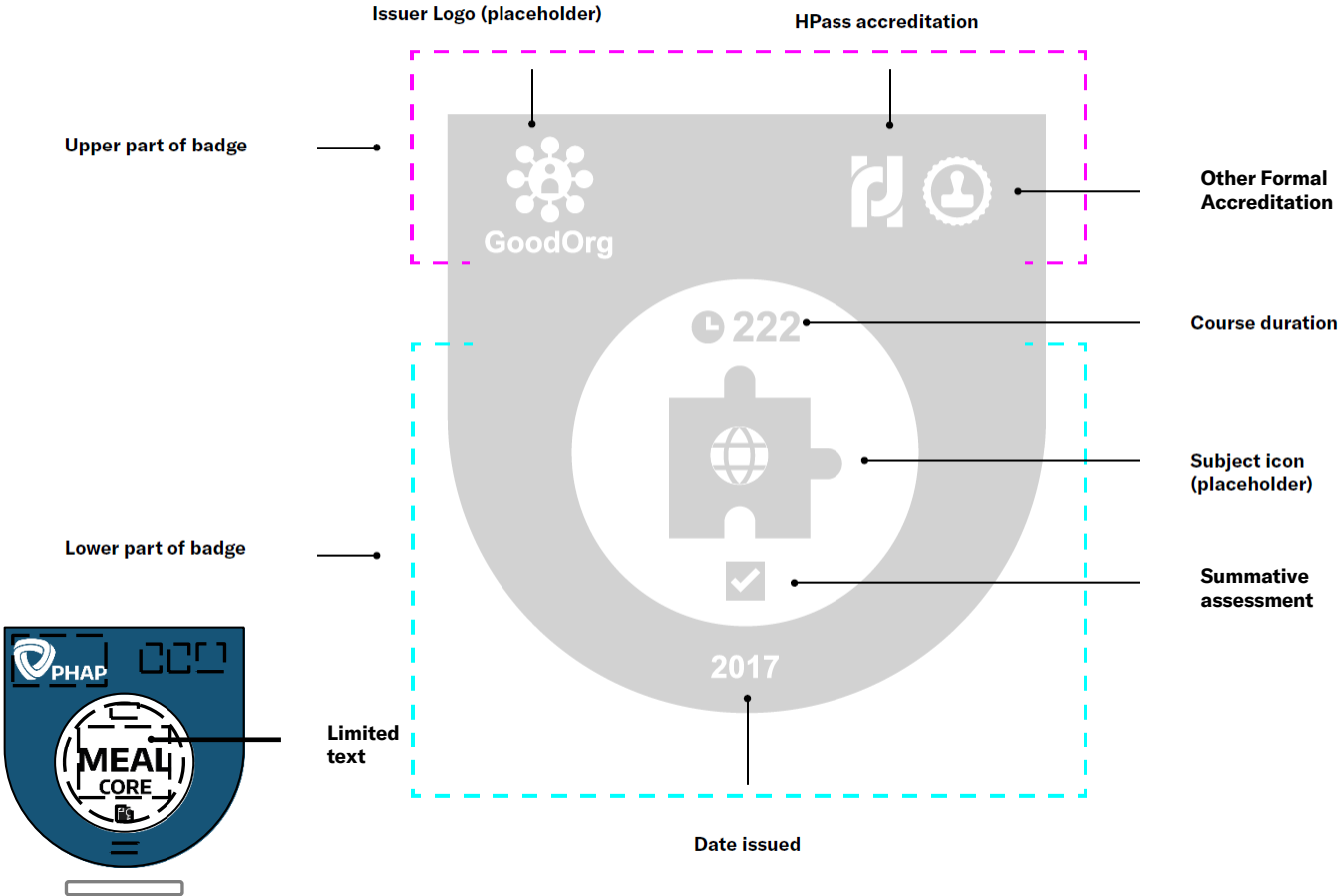
## Badge breakdown

### Subject icons and text

There can only be one badge image for a badge, even if the badge metadata is translated into multiple languages.

In order for HPass badges to be widely understood and recognised, we strongly recommend that simple icon images be used to indicate subject when possible, instead of text.

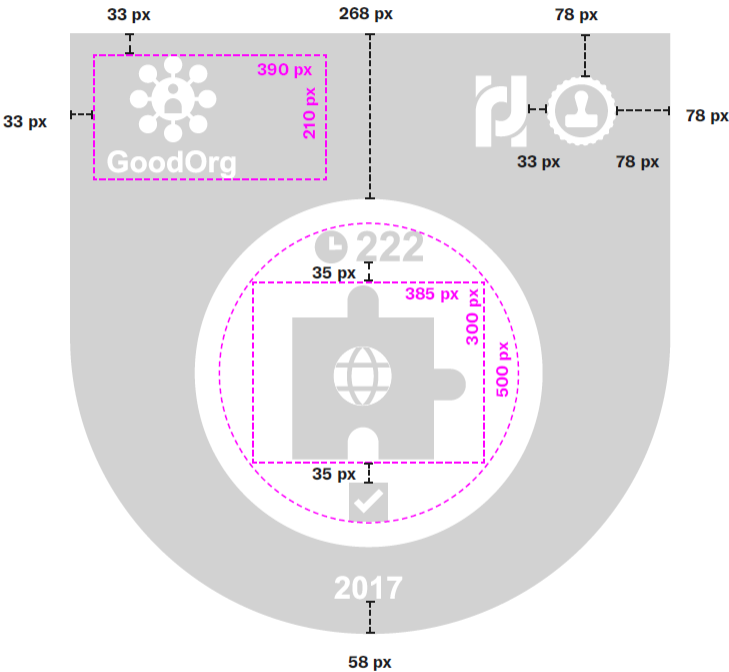
However, the Guidelines currently allow limited text if it is contained within the Subject icon boundary.



## Placement of elements

When creating a badge please follow the measurements on this page.

These measurements are based on a badge created at 1000 x 1000 pixels.



Specific measurements that must always be followed precisely

Safe area bounding box/circle within which content can be placed freely



GoodOrg

**Issuer logos:**  
390 px max width  
210 px max height



**Other formal accreditation:**  
117 px height



Membership



**Subject con:**  
385 px max width  
300 px max height



Assessment



**Course duration:**



HPass accreditation



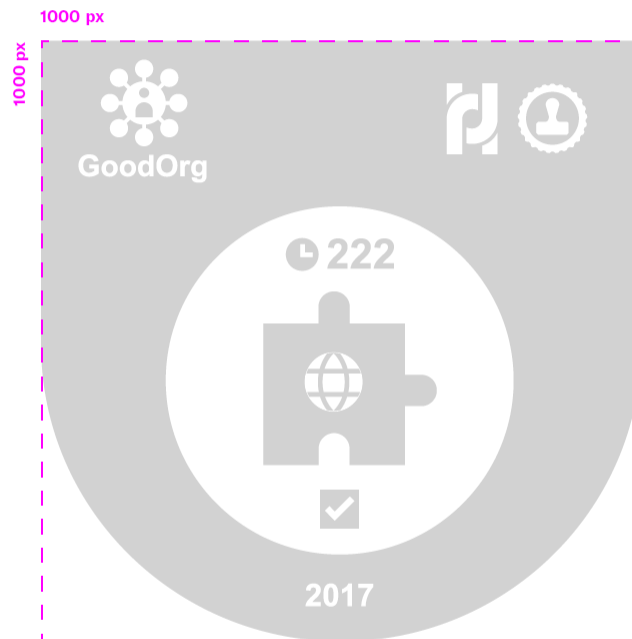
**Recognition of service or achievement award**

## Dimensions and file formats

When using professional design tools, such as Adobe Illustrator, badges should always be constructed in a 1000 x 1000 pixel vector file (EPS) and then exported as a 200 x 200 PNG for issuing badges and 1000 x 1000 (or greater) for other contexts, such as print, slide presentations or web.

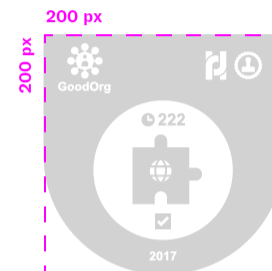
If you are using the HPass Powerpoint file called "Badge Design Template" (see Dropbox folder called "HPass 2019 Share"), we suggest that you work with badges at the supplied large size (20.83" x 20.83") within Powerpoint and save as PNG, which exports PNGs that are 3282 x 3282 pixels. These can be resized to 200 x 200 for upload to Factory, keeping the originals for other contexts.

For smaller badge usages, such as email signatures, the minimum badge export size is 90 x 90 pixels.

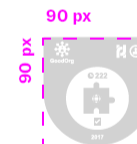


**1000 x 1000 px**

(Pictured here at a 1:2  
Ratio 500 x 500 px)



**200 x 200 px**



**90 x 90 px**

**\* Minimum export size**

## Badge symbols

Badge symbols add additional layers of meaning to the icons, which depict the subject or topic of the badge.

Here is an overview of approved badge symbols and their meanings.



**HPass Accredited:**  
HPass logo for HPass accredited badges.



**Other formal accreditation:**  
Generic stamp for other formal accreditations (no stamp for other forms of endorsement, e.g. peer organisations)



**Course duration:**  
**(number live type)**  
Used to numerically represent the duration of the course in hours



**Assessment**  
A marker which signifies that the individual was assessed.



**Membership**  
Marker used to signify a membership badge. (Lives alongside endorsement marker or in its place)



**Recognition of service or achievement award**  
(Lives alongside endorsement marker or in its place)

## Badges and other brands/corporate colours

Please always refer to the issuer's brand guidelines when using their logo/colours.

Certain organisations have specific requirements for their logo. The badge system has been designed to be flexible to accommodate these (e.g. IFRC badges).

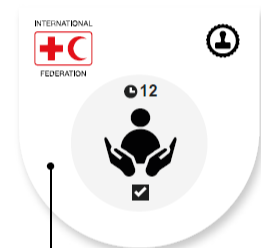
If the issuer utilizes an **alternative symbol logo, or small size logo** we recommend you use it when creating your badges (e.g. IFRC badge), as type might not be legible when badges are displayed at 90 x 90 pixel dimension.



Save the Children



UNHCR



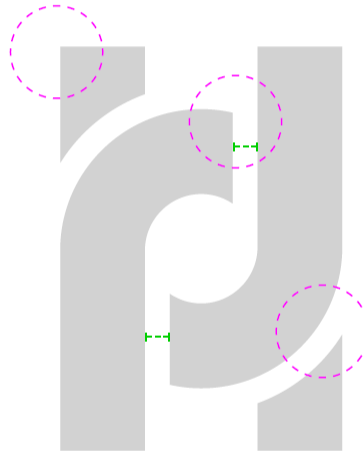
IFRC

\*IFRC Logo must be always be placed in full colour on a white background (in this case use a 20% opacity dropshadow)

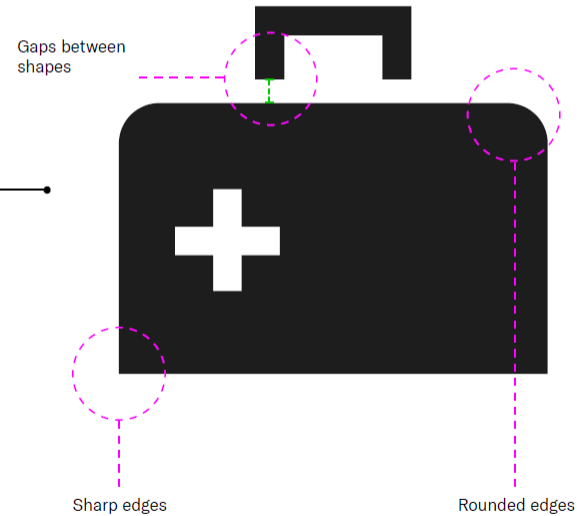
## Icon characteristics and forms

Similiarly to the badges, the icon language and style is derived from the forms in the logo, such as the combination of rounded and sharp edges as well as the gaps between the forms.

HPass Logo



HPass Icons



## Basic icon library

The HPass icon library began with a small set of relatively simple icons which can be used and combined to create new icons.

See PPT file “Badge Design Template” for these and newer icons.



Global



Humanitarian aid



Teamwork



Certification



Location



Education



Search



Support



Assessment



Leadership



Legal



Certified

If you wish to create a new icon which does not already exist in the icon library please follow the instructions on this page.

We recommend that you initially look for an icon that communicates clearly and is graphically simple and add some characteristic details to make it part of the HPass icon set.

**Icon Resources:**

<https://thenounproject.com/ochaavmu/collection/ocha-humanitarian-icons/>

1



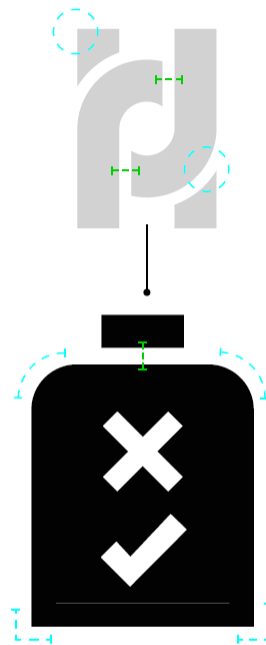
Pick an icon that is fairly neutral, bold and not overly stylized

# 2



Black out the shape  
using black and  
reverse out elements

# 3



Incorporate gaps and  
add a rounded edge



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# OTHER EXAMPLES

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For inspiration

# Signals of learning in international development

## MICRO-CREDENTIAL ASSESSED - FORMAL / NON-FORMAL CREDIT / "RPL-FRIENDLY"



UNITARY

Certificate – course

Assessment – skill



COMPOUND

Certificate stack  
(program, pathway)

Certification – competency



Summative  
Exam



Evidence  
Portfolio



Industry Assessor  
Demonstration



Structured  
Simulation  
(e.g. OSCE)



Structured  
Interview



Assigned  
Deliverable



Workplace  
Observation

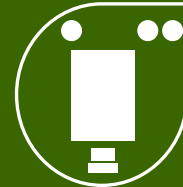


Group  
Evaluation

## INFORMAL BADGE NOT ASSESSED PARTICIPATION / "APPRECIATION"

Award, Recognition

"Other"



SPECIAL



From atingi.org  
("work in progress")

# Save the Children – FIELD (Capacity-building pathways)



LEARN

APPLY

MILESTONE

## Managing People in Emergencies



## Cross-Cutting Subjects



## Logistics
















# MSF Barcelona – Tembo Project *(in production)*





## SAVOIRS ET COMPÉTENCES

## ENGAGEMENT ET PARTICIPATION

CLASSES DE BADGES	SAVOIR	SAVOIR FAIRE	SAVOIR ÊTRE	EXPÉRIENCE	PROJET PROGRAMME	GROUPE COMMUNAUTÉ	PARCOURS
							
							
							
							
							

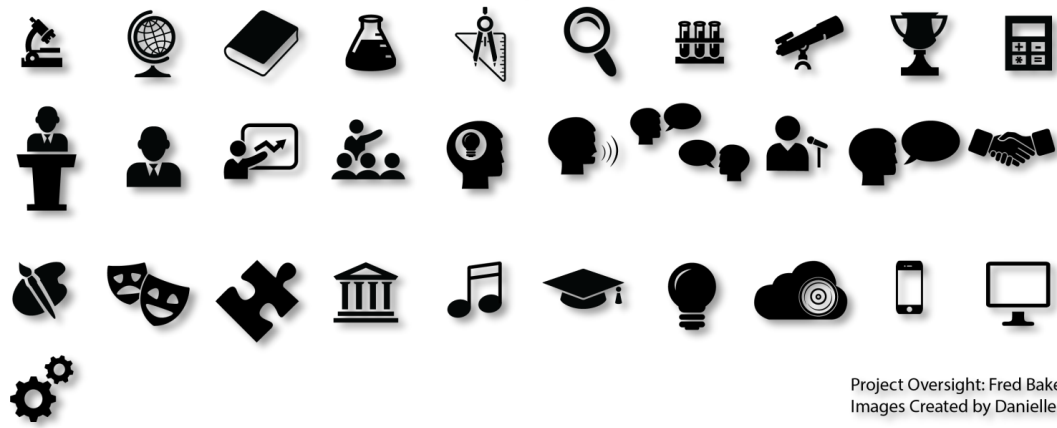
[LINK TO DETAILS – WORTH A READ!](#)



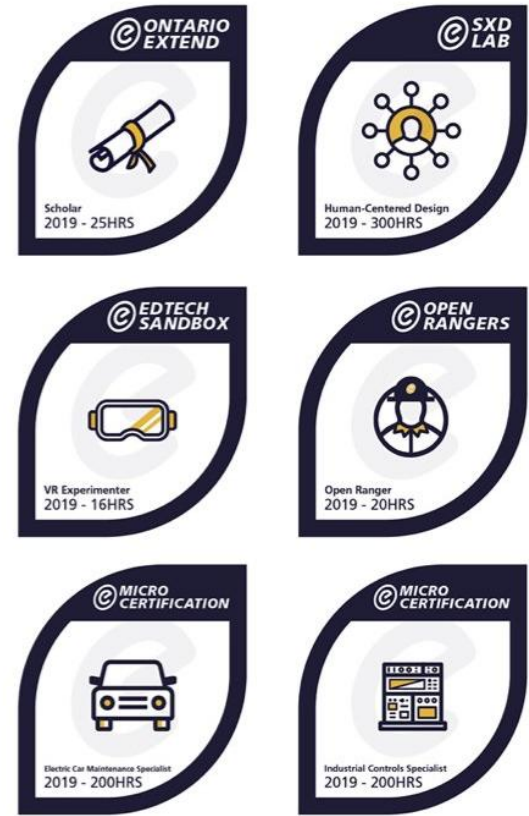
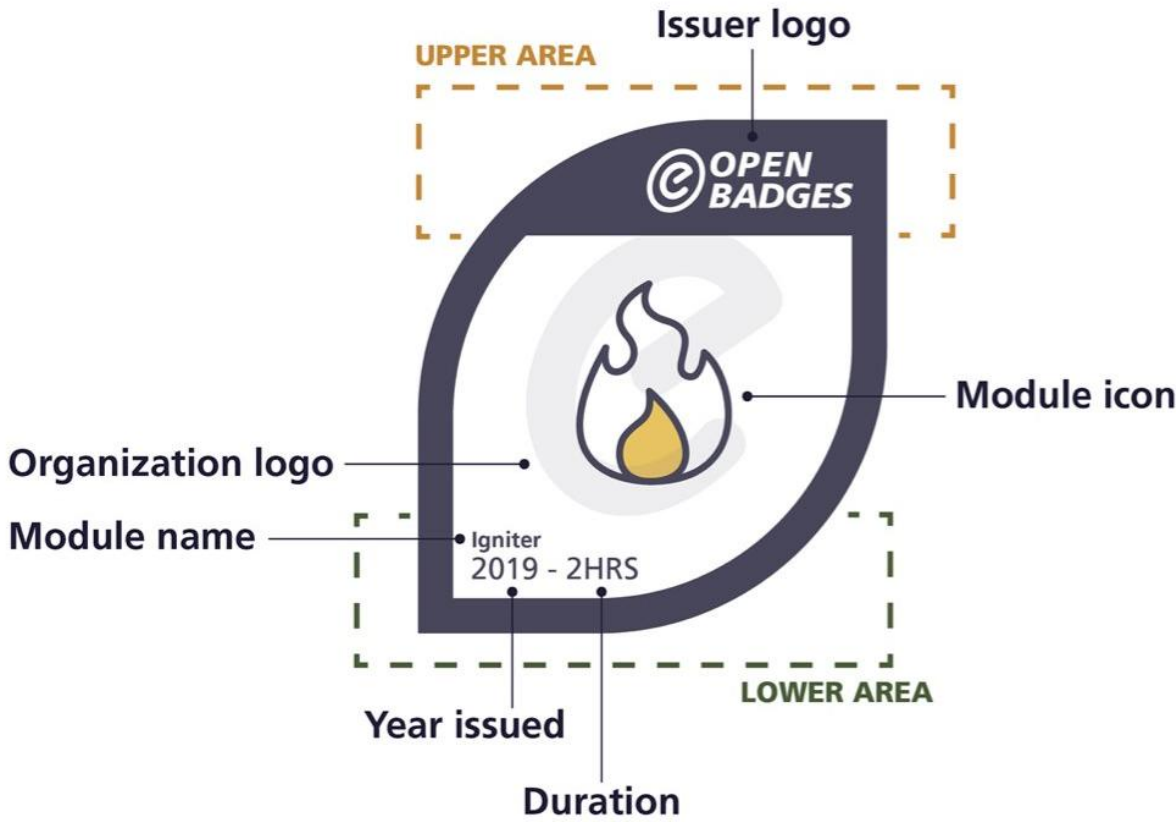
## Badge Shapes for Different Colleges/Departments



## Icon Symbols for Adapting Badges for Different Activities



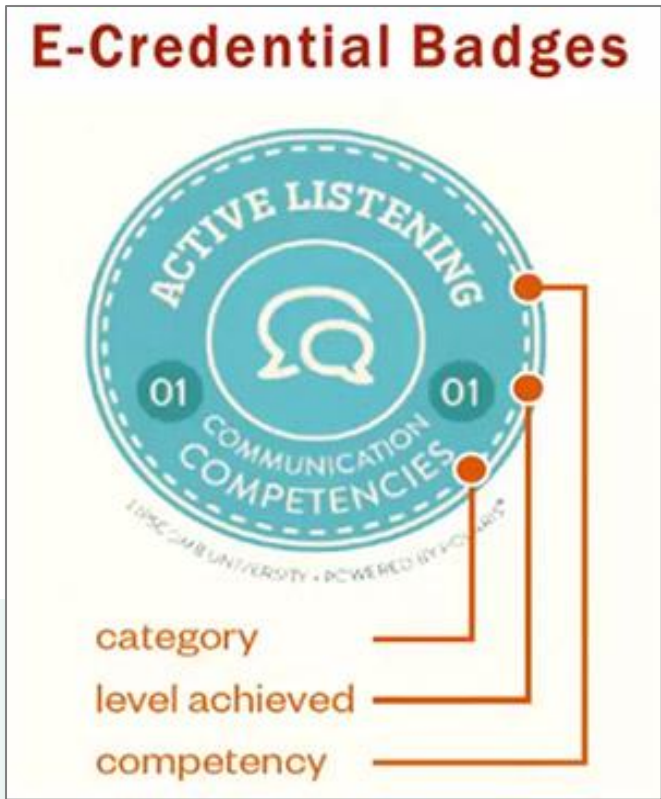
Project Oversight: Fred Baker  
Images Created by Danielle Kissel





# Lipscomb University / Polaris Framework

Fortune 500 Competency Performance Model



COMMUNICATION



CONCEPTUAL



CONTEXTUAL



INTERPERSONAL



LEADERSHIP



MANAGEMENT



PERSONAL

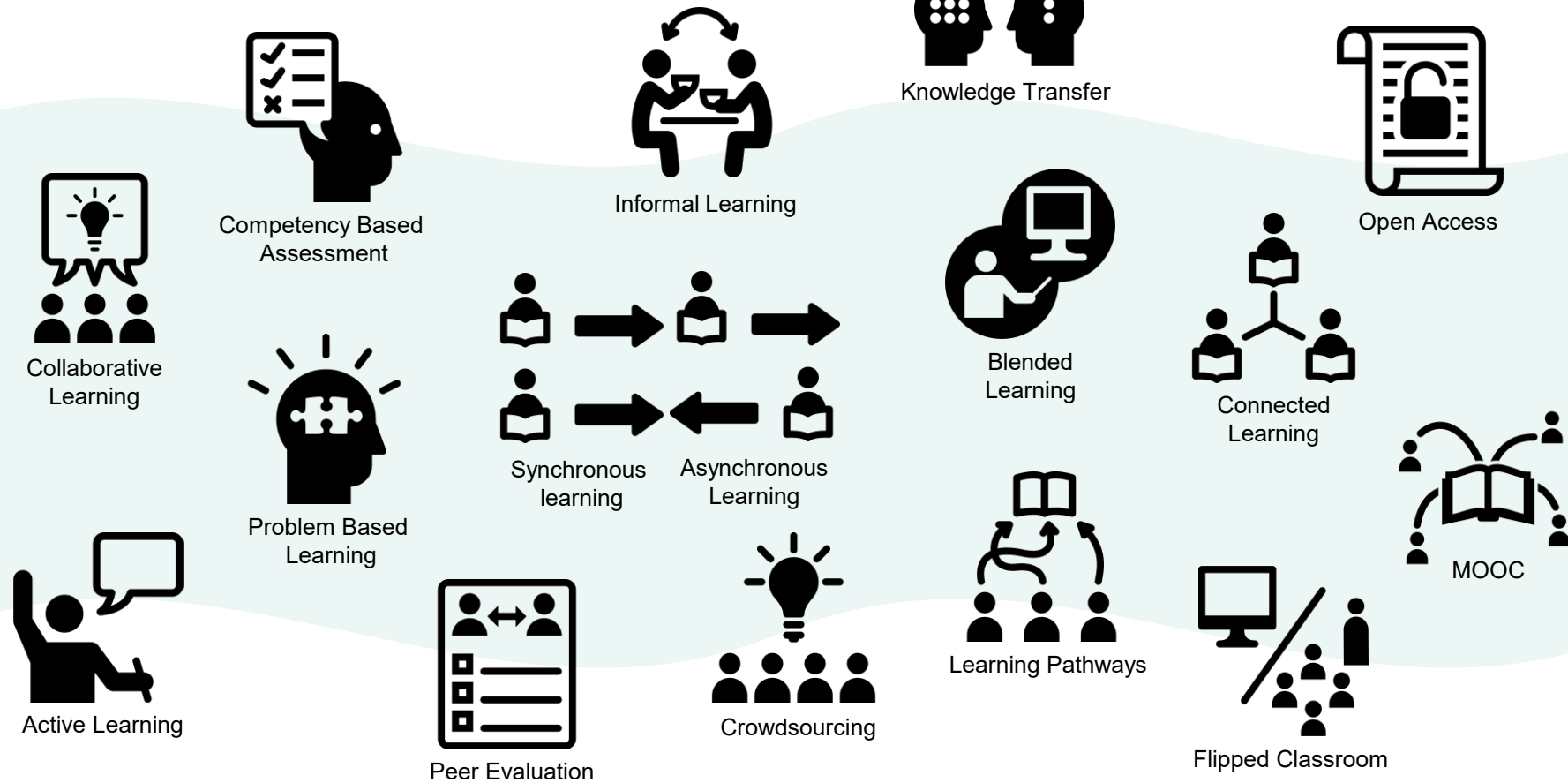
*"CORE measures 15 competencies on a badge system, which is based on a nationally respected and Fortune 500-proven competency performance model—the **Polaris Assessment System**. Companies already utilizing this system include Nike, PetSmart, Disney, Mars, Wendy's among many others."*



# Duke Innovation Co-Lab



(Public Domain icons from The Noun Project)



# Private sector: technical and business skills



IBM Skills Academy provides a blended learning approach that allows users to interact with content in both online and in-class environments.



# Membership, awards, accreditation, certification

