

NC State Digital Badges Format

Digital badges identify credentials such as certifications, specialized training, and program and seminar completion. Properly applied, they can quickly and effectively signal expertise on web pages, LinkedIn profiles, email signatures and the like.

A consistent digital badging format is essential to communicating authenticity and context within our globally recognized brand. This formatting guide shows how to modify the digital badge to suit user needs, while staying within NC State's brand guidelines.

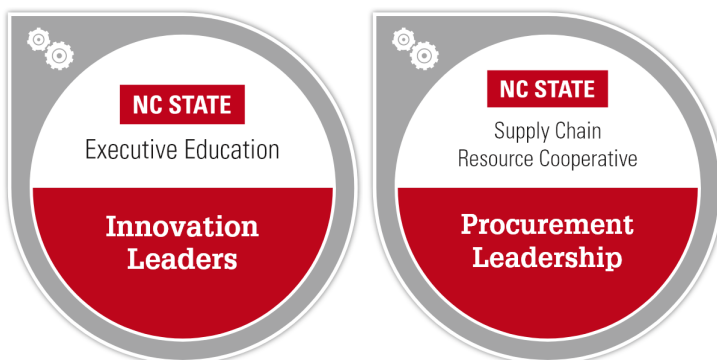
Note: These guidelines apply to not-for-credit credentials. For credited programs, please follow faculty governance rules.

Digital badging certifications should:

- > Use the NC STATE 2x1 brick logo to provide global brand awareness.
- > Identify the college, department or division that manages the program to provide context.
- > Use icons, color bands and concise program names to identify the certification.
- > Allow options for identifying partners, clients and customized programs.

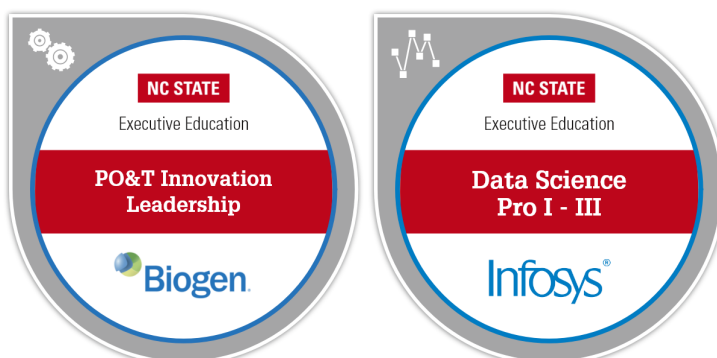
The following formats should be used:

Core Internal Digital Badge



- > Red 2x1 brick logo with unit name (black Univers font) in white upper section.
- > Course/seminar/program (white Glypha font) in red lower section.
- > Gray outer ring for basic certification badges.
- > White icon in upper left corner to add context.

Co-Branded Digital Badge



- > Red 2x1 brick logo and unit name (black Univers font) in white upper section.
- > Course/seminar/program (white Glypha font) in center red section.
- > Partner name and/or hi-res logo in lower white section.
- > Color-coded outer ring for additional badges.
- > White icon in upper left corner to add context.

Tiered Programs (shown here in co-branded format)

Apply all previous formatting rules, plus:

Level 1 (or single program level) = gray

Level 3 = green

Level 2 = yellow

Level 4 = black

These colors come from the NC State brand's secondary color palette and are inspired by the Six Sigma belt system.*



*Developed by Motorola in the 1980's, Six Sigma is a business methodology designed to increase efficiency through a disciplined, data-driven approach. Participants often undergo a certification process to achieve "belt levels" indicating their command of Six Sigma methods.

Exceptions to the Co-Branding Badge Format

Please work with the Office of Strategic Brand Management on approval when:

- > NC State is one of a group of institutions working with an outside entity.
- > The badge is used internally by the partner.
- > The entity has developed their own badges.



Note: Brick logo and college/division/department should be included.