# Badge Image Best Practices

Passport offers two methods of creating a badge for display. A user may upload a premade image, or use the internal badge builder to create a badge. These best practices are a general overview for creating an effective badge image that will display well at multiple sizes.
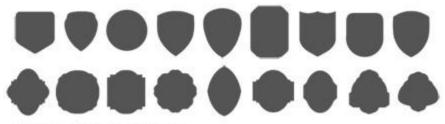
## Badge Components

There are generally four main components to an effective badge image:

1. Shape - style
2. Background - fill
3. Icon
4. Text

## Shape - Style

The badge can be any shape, as long as it fits proportionally within a square.
Popular shapes are circles, triangles, banners and squares.



Common Badge Shapes

## Background

A background can be an image, design, gradient or color.
Any photo or image can be used as a background, but an image that is too busy
will not scale well or allow text or an icon to be seen well.
A background image or color should allow any text and icons to be displayed
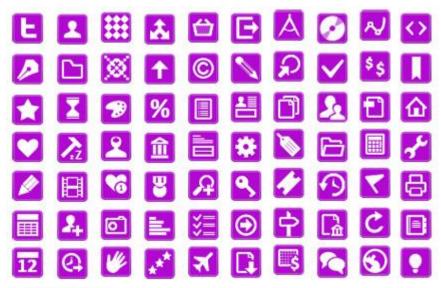prominently without interference.



Subtle Backgrounds



Backgrounds that might be too busy

### Icon

Badge icons should be large and clear, and are typically a symbol that represents the featured course or goal.



Sample icons

### Text

Text should be large and clearly legible. Avoid using more than one or two words. Centered text displays best at multiple sizes.
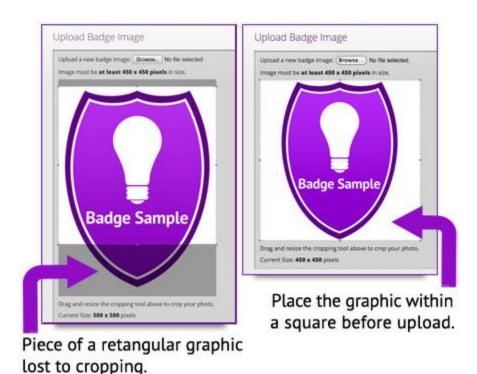
## Overview

*For best badge image display in multiple sizes:*
- High contrasting colors
- Proportional shape
- Subtle background images
- Large clear simple graphics
- Large clear text – one or two words only
- Keep text centered

## Using Badge Uploader

Badge images created for uploading to Passport must be at least 450px by 450px at 72dpi. This is the largest size that the badge will be displayed. Any larger badge uploaded to Passport will be cropped and resaved to that size. Passport will not allow a smaller badge to be uploaded.

All badges are displayed as proportional images, so any rectangular or oblong shape will be cropped into a square for display. This may result in losing some of the original graphic.  Place any graphics within a 450x450 square before uploading to preserve appearance and avoid unintentional cropping.



Piece of a retangular graphic lost to cropping.

Place the graphic within a square before upload.

## Badge Builder

The Passport badge builder will guide the user step-by-step through creating a badge image.

1. **Shape** – there are several predetermined shapes to choose from. All other content will fit inside the badge shape. The badge shape can be tinted using the color picker.

2. **Background** *(optional)* – the user can choose an available pattern, or upload an image to use as the background. The images within the application can be tinted different colors with the color picker. Background images should allow the badge icon and text to remain legible.

3. **Icon** *(optional)* – The user may choose any of the icons available within the application. The icons may be resized and repositioned within the badge shape. The color of the icons can also be changed.

4. **Text** *(optional)* – Passport offers a variety of typefaces to choose from if text is to be added to the badge. Text should be large, clear and centered. Limit the number of words used to one or two. The color of the text can be changed to match the badge.