



DESIGN GUIDELINES FOR DIGITAL BADGE CREATION USING THE ACCREDIBLE PLATFORM

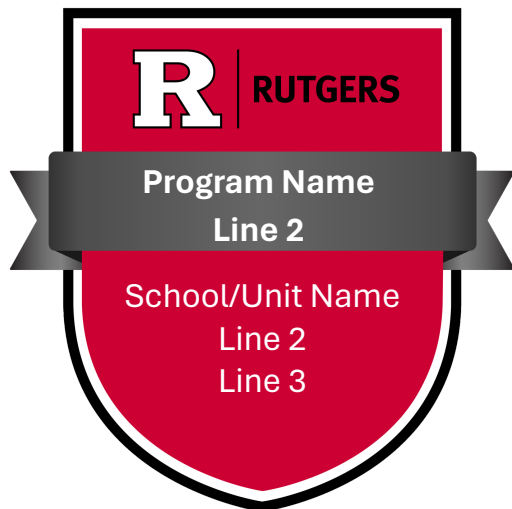
Rutgers, The State University of New Jersey

February 2024

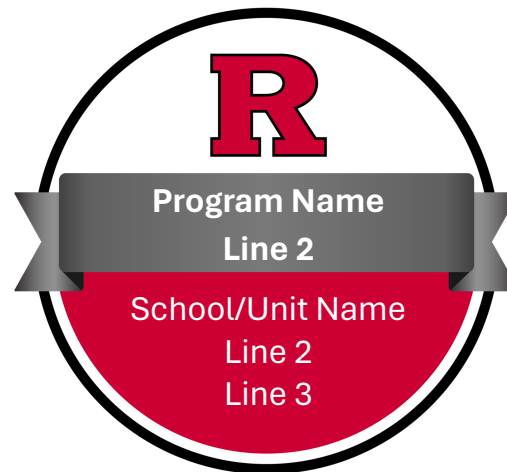
APPROVED DIGITAL BADGE SHAPES

These program shapes have been added to the **Accredible** platform. Multiple color variations are available for each shape. Select one design template from the options in My Designs. Update the selected design within its template.

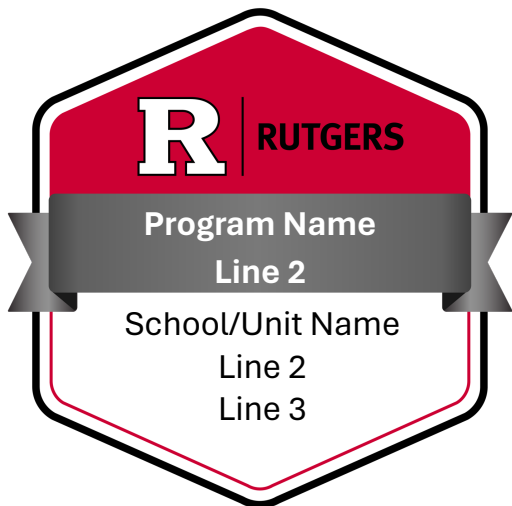
Shield:
Academic
Program
badge



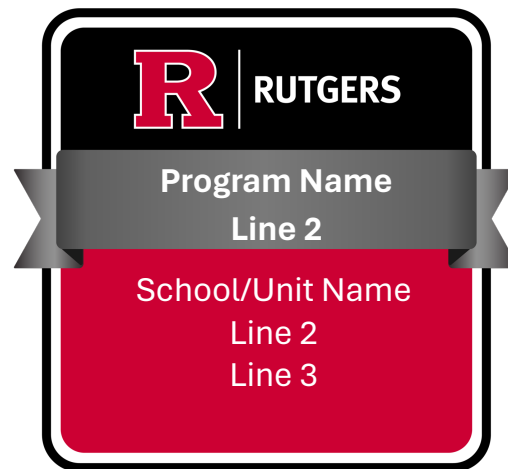
Circle:
Student Life
Program
badge



Hexagon:
Professional
Development
badge



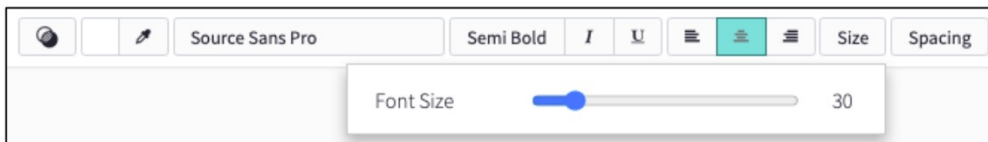
Square:
Standalone
or other
badge types



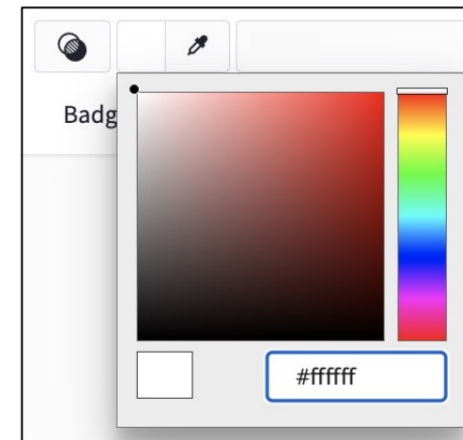
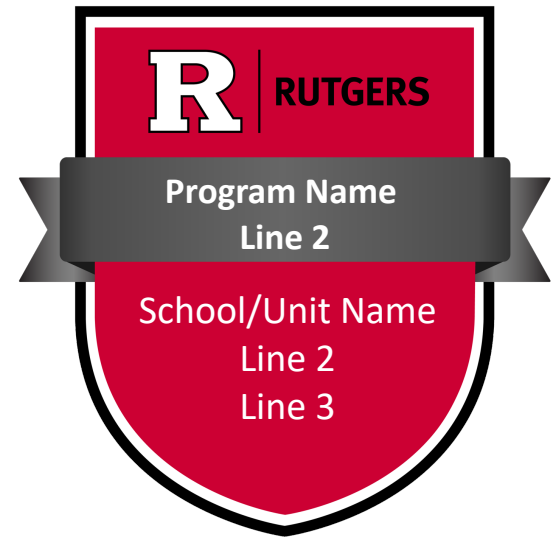
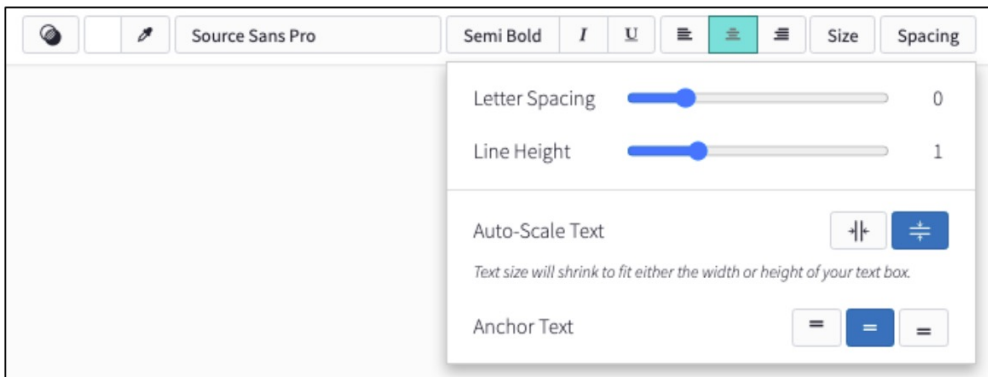
DIGITAL BADGE GUIDELINES

Add a Program or Course Name:

- Highlight the text in the gray ribbon and enter the program or course name.
- The ribbon will fit up to two lines of text, approximately 40 characters including spaces.
- Select Source Sans Pro from the font drop-down. Choose Semi Bold from the font style box.
- The default color is gray and should be changed to white by clicking the gray box in the font color picker and changing the color to white (#ffffff).



- If your text requires two lines, change the Line Height to 1. The default font size is 30. Adjust the font size to fit your text OR select Auto-Scale Text.



Font color picker

DIGITAL BADGE GUIDELINES



Red outline box shows recommended size.
It is not part of the badge template.



Add an Icon to the Shield, Hexagon, and Square:

- Select **Icons** from the left rail menu.
- Select an icon. Resize the icon and center it at the bottom of the badge shape.
 - The icon should be sized to fit within a 3x3 square grid. See diagram at left.
- Click the color box and edit the icon color to white (#ffffff) except when the background color is green, yellow, or white. For those backgrounds, the icon color should be black (#000000).



Add a Level Number to the Shield, Hexagon, and Square:

- Select **Text** from the left rail menu.
- Select the font Source Sans Pro from the font drop-down. Choose **Normal** from the font style box. The font size is 30.
- Font color should be white (#ffffff) except when the background color is green, yellow, or white. For those backgrounds, the font color should be black (#000000).
- Center the number at the bottom of badge shape.

To save the badge design, enter a badge name and click Save and Close.



DIGITAL BADGE GUIDELINES

Add an Icon to the Circle:

- Select **Icons** from the left rail menu.
- Choose the gray circle. Resize the circle and position on the lower right of template as shown.
 - The circle should be sized to fit within a 3x3 square grid. See diagram at right.
- Click the color box and edit the circle color to Rutgers gray (#6A757C).
- Select **Icons** from the left rail menu.
- Choose an icon. Resize the icon and center it over the gray circle.
- Click the color box and edit the icon color to white (#ffffff).

Add a Level Number to the Circle:

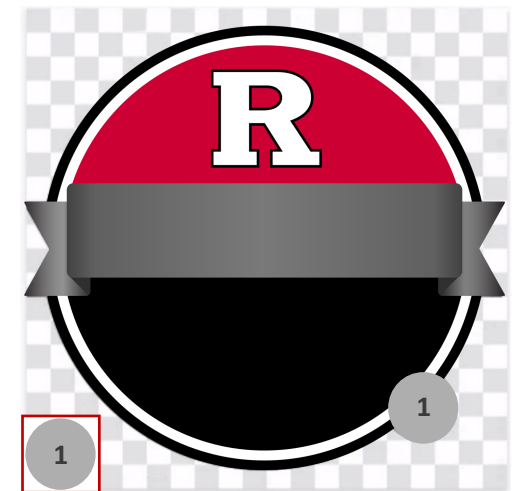
- Follow the directions above to add a gray circle to the template.
- To add a level number, select **Text** from the left rail menu.
- Select the font Source Sans Pro from the font drop-down. Choose **Normal** from the font style box. The font size is 30.
- Click the font color box and edit the text color to white (#ffffff).
- Center the number over the gray circle.

To save the badge design, enter a badge name and click Save and Close.

 You have unsaved changes



Red outline box shows recommended size.
It is not part of the badge template.



RESOURCES

For more information:

academicaffairs.rutgers.edu/microcredentialing-and-digital-badging

communications.rutgers.edu/services-resources/digital-badges

Questions: help@badges.rutgers.edu