



Name Badges — Font Guidelines

The following are general guidelines for selecting fonts and point sizes to obtain the best possible appearance for your name badges. Each situation is unique, so we will work with you and make specific recommendations whenever we see a potential problem, or simply to enhance the appearance of your badges.

We have selected four common fonts in the chart below. The number of characters is for a 3-1/2” wide name badge, using 28 point size. Of course, this information will change for other name badge widths, fonts and points sizes. Including your logo on your badge will use up space, so take this into consideration also.

Font—28 Point Size	Upper/Lower Case	Maximum Characters Per 3-1/2” Line
Arial	UPPER	14
	Upper & Lower	16
Arial Narrow Bold	UPPER	14
	Upper & Lower	17
Impact	UPPER	17
	Upper & Lower	18
Times New Roman	UPPER	12
	Upper & Lower	15

Remember that these are ***general guidelines only***. More characters can be “crammed” into a line, but the appearance and legibility will suffer. We’ll produce your badges as you tell us, because the customer always has the final say. However, we recommend that you attempt to follow these guidelines for the best appearance.

If you have too many characters per line, here are some ideas for you to consider:

- Abbreviate when possible (Company = Co., Doctor = Dr., etc.)
- Break text into more than one line
- Talk with us during the design stage. We’ll help any way we can.

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