Name Badges

Badge Size: 75mm x 35mm

Colours: Staff name badge: White background with corporate blue type. (Pantone 295)
                   Student name badge: White background with corporate red type. (Pantone 187)

Logo: Full colour logo positioned top right corner. Logo size 20mm x 14.44mm

Positioning: Faculty / School or Centre name to be left aligned 4mm from left edge in line with base of ECU
                   logo – may run onto two lines if needed.
                   Staff / student name to be positioned under Faculty/School/Centre name left aligned, 15.75mm
                   from top edge of badge.
                   Position Title (for Version B) located under Staff Name, left aligned.

Typography: Faculty / School or Centre name to be in Univers 67 Bold Condensed in 11 pt type.
                   Staff Name to be in Univers 67 Bold Condensed in 19 pt type with 13 pt leading.
                   Position Title (for version B) to be in 47 Light Condensed in 11 pt type.

Version A: Standard

Version B: With Position Title for Directors /
Managers and approved Specialists eg
Counsellor or Career Adviser