Terra Tag

Conference Name Badge Design Framework

Built on a Networking First philosophy
Powered by the Terra Tag 3 Layer Badge System
Validated by the 5 Second Badge Scan

The 5 Second Design Scan

From two to three metres away, you must instantly see:

- First name
- Job title
- Organisation
- Clear visual hierarchy

If someone needs to lean in, the badge is failing.

Design for distance.
Design for movement.
Design for crowds and conversation.

The Terra Tag 3 Layer Badge System

From two to three Every effective professional event badge layout follows three functional layers.
Follow them in this order. away, you must instantly see:

Header Band: Event Identity

Contains the host logo, event name and date. Positioned above the 3 Layer system.
The attendee's name must always be the most prominent element on the badge.

Contains the host organisation logo, event name and date
Positioned above the 3 Layer system
Height and visual weight must remain secondary to Recognition

Recognition

Make the person unmistakable at distance

- Minimum 36pt for A7
- Minimum 48pt for A6
- Clean sans serif fonts
- Strong contrast

Context

Provide professional grounding

- Job title
- Organisation
- Job title first, then organisation. Always in that order

Extension

Support the badge. Never compete with Recognition

- QR code
- Short schedule
- Sponsor recognition
- Disposal instructions

Recognition drives conversation.

Choosing the Right Badge Size

Badge size determines how much content can be included without reducing readability.

A7 Conference Badges

74 × 105 mm

Compact and disciplined. Designed for clarity at distance.

- Name
- Job title
- Organisation
- One logo

A7 loses legibility quickly when overloaded. Reduce content before you reduce font size.

A6 Conference Badges

105 x 148 mm

Allows for more content. Same hierarchy rule.

- Name
- Job title
- Organisation
- Multiple sponsor logos
- QR code
- Short schedule or facility map

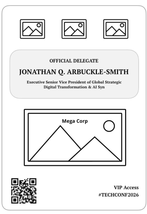
A6 gives breathing room, but conference badge hierarchy still leads.

Recognition vs Brand Dominance

There are two common approaches to conference badge layout. Only one protects event badge readability in real environments.

Sponsor Led Badge Outcome

More noise. Less recognition. Reduced clarity.



Overload compresses clarity

Networking First Badge Outcome

Engineered for instant recognition at distance.

Hierarchy protects clarity

Choosing the Right Badge Size

Conference name badges move. They flip. They catch light. Design for real environments that constantly change.

Strong Colour Contrast
Ensure text stands out against the background even in dim event hall lighting.

Mixed Case Over ALL CAPS
We recognise word shapes. ALL CAPS removes these shapes, slowing down recognition.

Avoid Ultra Light Fonts
Thin weights disappear at a distance or when the badge catches a glare.

Design For Readability
If Recognition fails at three metres, increase the first name. Everything else adjusts.

The 3 Meter Test
A badge that looks good on screen can fail in the room. Print your layout. Tape it to a wall. Step back three metres. If the first name is not instantly legible, increase scale, simplify hierarchy or strengthen contrast.

Jonathan Jonathan Jonathan

Your audience will include the colour blind, mature attendees and varied lighting conditions. Good design doesn't just look pretty. It accommodates everyone. Learn more about how to design for colour blindness accessibility.

Sustainability as Design

Badge materials communicate your values instantly.

- Widely recyclable
- Naturally biodegradable or plantable
- Responsible disposal instructions

If your organisation holds sustainability values, your badge materials should reflect them.

Make disposal simple and visible.

FINAL REVIEW

The 5 Question Badge Test

Before sending artwork to print, confirm these five checks:

- The first name is readable from three metres
- The organisation is instantly clear
- Logos are secondary within the conference badge hierarchy
- The layout feels calm and intentional, not crowded
- The badge would still look professional at distance or on stage

If any answer is no, remove a lower priority element.
Recognition comes first.

Partner with Terra Tag

Bring the Framework to Life

A strong conference name badge design framework deserves materials that reinforce it. Terra Tag produces sustainable badges using plantable seed paper and recycled paper.

BUILT FOR DISTANCE | BUILT FOR HIERARCHY | BUILT FOR CONVERSATIONS

Explore Seed Paper Name Badges

terratag.com.au