



# Anniversary Badge Guidelines

SPRING 2023

## The Anniversary Badge Template

This template may be used to mark a School's milestone anniversary. Consider using it to celebrate one-, five-, and 10-year anniversaries, and every 25 years thereafter.

It is not a logo and should, therefore, only be used as a visual element and not as a brand-identifying element. Please keep in mind, too, that only the text should be modified — and never the shapes or placement.'



## Font Guidelines



**DIN Next Slab OR Roboto Slab**

**DIN Next Slab OR Roboto Slab**

*Point size: 102pt / 5x the "Celebrating" line size.*

**DIN 2014 OR Roboto**

*Keep type on a curve, within the banner boundary.*

**Optional year line**

## Color Options

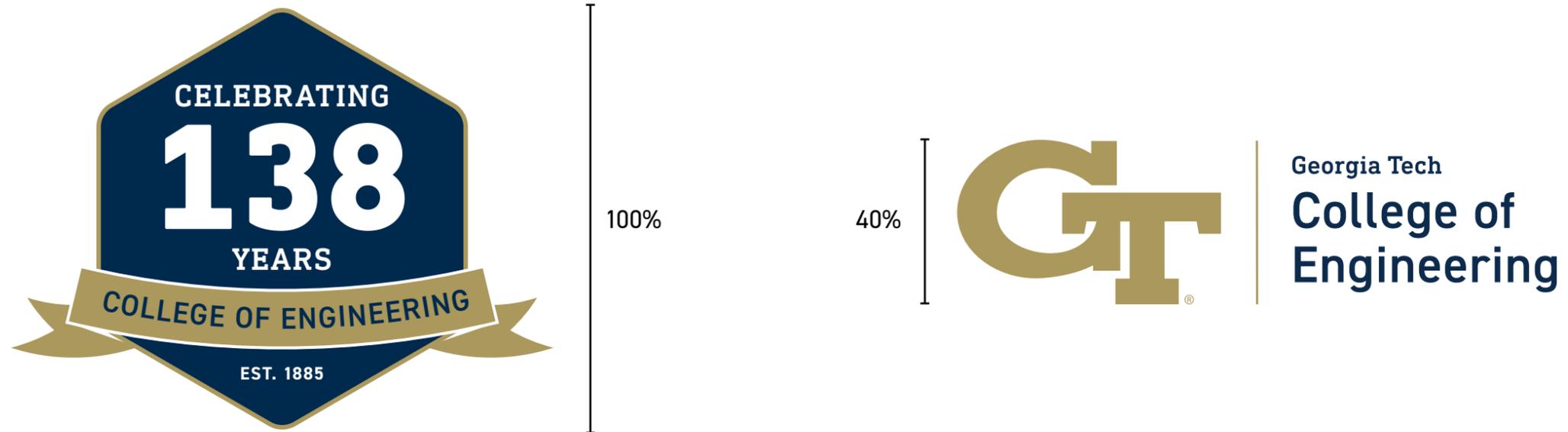


## Alternate Design Elements

For certain applications, such as headers and banners, the use of the horizontal or text-only version is recommended.



## Logo Sizing and Placement



When used with the corresponding Institute logo, the logo height should be around 40% of the height of the badge.

The badge and logo should not be positioned too close to each other; always allow for a bit of breathing room.



## Logo Sizing and Placement



**This Is a  
Headline**

Issit, vult laborpo santotam, ipsuntibus  
sust laborro ma aut licatur audit volupticae  
laut odist, aute qui re pore nihil imus et  
accus et as ut aut eum fuga.



**This Is a  
Headline**



**This Is a  
Headline**

Issit, vult laborpo santotam,  
ipsuntibus sust laborro ma aut  
licatur audit volupticae laut odist,  
aute qui re pore nihil imus et  
accus et as ut aut eum fuga.



These three examples illustrate the general manner in which the badge, copy, and Institute logo should sit in relation to one another.

## Ad Examples



**CELEBRATING  
150  
YEARS  
COLLEGE OR DEPARTMENT  
EST. 1873**

**Bold innovations.  
Inspiring leaders.**

Issit, volut laborpo santotam, ipsuntibus  
sust laborro ma aut licatur audit volupticae  
laut odist, aute qui re pore nihil imus et  
accus et as ut aut eum fuga.

**GT** Georgia  
Tech.  
[www.gatech.edu](http://www.gatech.edu)

FULL PAGE AD



**CELEBRATING  
150  
YEARS  
COLLEGE OR DEPARTMENT  
EST. 1873**

**Bold innovations.  
Inspiring leaders.**

**GT** Georgia  
Tech.  
[www.gatech.edu](http://www.gatech.edu)



**CELEBRATING  
150  
YEARS  
COLLEGE OR DEPARTMENT  
EST. 1873**

**Bold innovations.  
Inspiring leaders.**

**GT** Georgia  
Tech.  
[www.gatech.edu](http://www.gatech.edu)

BANNER AD