

# CREATING A CUSTOM BADGE

*Procedure - Read and become familiar with the General Information, Specifications and Ordering Your Badge section on page 3 in C.W. Nielsen catalogs #296 and #997.*

## STEPS IN CREATING A CUSTOM BADGE:

- 1: **Size** – Estimate the badge size
- 2: **Shape** – Determine the shape
- 3: **Finish** – Decide the metal finish:
  - A: Gold
  - B: Silver
  - C: Combination of gold and silver
  - D: Other
  
- 4: **Design Elements**
  - A: Landmarks
    - a: architectural (*buildings, towers, etc.*)
    - b: natural (*mountains, seashore, trees, eagle, etc.*)
  - B: Logo, seal or crest
  - C: Background detailing on badge (*scrolls or patterns*)
  - D: Colors to be used in the above-mentioned design elements
  
- 5: **Lettering and lettering style**
  - A: Standing (*reverse*) or engraved letters
  - B: Block or Roman style
  - C: Color of letters if engraved or background color if standing (*reverse*) letters
  - D: Information (*some or all of the following*):
    - a: name of city
    - b: title/rank
    - c: individual name
    - d: individual number
    - e: other

In order to properly design a badge it is important to have some idea of all of the above-mentioned items. Pictures of the design elements mentioned in item #4 are very useful. With this information and the quantity of badges wanted, an accurate price quote can be given.

Artwork is created from the above information and submitted for approval. The artwork can be modified to the customer's satisfaction. Artwork takes approximately two weeks after obtaining the above information. Revisions of artwork take a week.

After the artwork is approved, a lead strike proof of the tooling is submitted for approval. The lead proof takes approximately four weeks.

An actual preproduction sample is submitted two weeks after the approval of the lead proof. The order is usually completed six weeks after the approval of the preproduction sample.