Designing Lanyards

Lanyard Essentials:

- Don't use ALL CAPS - harder to read at a distance
- Wear flat. Look for lanyards that connect to two holes in the top corners of the holder, so there is no flipping. If you can't get lanyards that are non-flipping, print on both sides, so if it flips, it doesn't matter.
- Adjustable lanyard - very important! (Especially for women)
- Choose functionality every time. Keep it simple - low contrast, abstract shapes (odd patterns names printed top to bottom, on the bias, make it harder to read).

Size: A6, 4"×8" or 4"×6"

Font: can read from a distance 4.5m/15ft, under different kinds of lights - non-serif font highway gothic/clearviewHwy (designed for interstate signs)

First Name: 72pt minimum (75/65/55/45/30 points). 64 point but pref 72

- To boost visibility
- help jog memories

Second name: half the size of the first name,

- for disambiguation and recognition.

Personal Pronouns: optional

- he/him her/she, they/them

Sponsors: logos, small but important

Conference Logo: de-emphasize the conference logo

- keep to colour schemes of logo only, or if printing both sides, add to back.

Twitter handle: of the person

This is great for getting the conversion going, and trending on twitter.

Optional Extras:

- Wifi code - handy!
- Conversation starters - Give people another reason to look at name badges
    - 3 interests to spark a conversation and connect people.
    - Ask me about....

- A symbol designating whether you're a newcomer or a conference veteran, as a way for those who have done it before to help out those who haven't.

ESSENTIAL TIP!

There are always names that were misspelled, companies might change the person attending on their behalf, last minute bookings, etc. As a designer, it is likely, you will not be on hand to whip up new lanyards, so I have 2 suggestions

1. Have lots of blank spares that the conference staff can write up lanyards.
2. Even better, have the lanyard template on a laptop, or use an online platform such as Canva, so the staff can quickly type up a new lanyard and print it out immediately.

Note and Tips:

Lanyards can be a last minute design panic, but they are essential to the look and feel of a conference. **Treat them as an investment**: spend a little money on them. If budgeting is an issue to get good lanyards, consider getting your lanyards sponsored. To look eco aware, get volunteers to collect the lanyards, and reuse for next year. Consider getting your lanyards sponsored.

(Designer and typographer Marcin Wichary gives a good breakdown of how to deal with long and short names in badge design on his Medium post)

A sample of a lanyard I designed

Orla
Breslin

Ask me about:

@twitterhandle

SPEAKER

+

www.triflakestudios.com