

DESIGN RESEARCH  
**NBN DATA SHARING  
BADGES**



01

# ILLUSTRATED BADGES





### ICONOGRAPHY & ILLUSTRATION

Broad key-line illustration and icons. Could be used with or without a fill colour.



### BOLD ILLUSTRATION

Single feature illustration. Scales down well because of simplicity of the image.



### COMPLEX KEY-LINE ILLUSTRATION

Can convey many messages and brand values. Does not scale down as well because of level of detail.

02

# CLASSIC CRESTS





### CLASSIC ROSETTE

Classic shape and traditional fonts evoke quality. No illustration or iconography. Solid two colour design scales down well.



### NBN 15<sup>TH</sup> ANNIVERSARY CREST

Solid two colour traditional crest design. Used in NBN 15th Anniversary poster design.



### ICON MOTIF

Uses a repeated motif related to the brand. Playful and unusual crest shape. Scales down as well because of simplicity of design.

03

# TRADITIONAL STAMPS





### LETTER-PRESS STYLE STAMP

Broad key-line design with no fill colour.  
Traditional banner running across centre.



### CLASSIC CIRCULAR STAMP

Traditional design with type running around  
stamp border, leaving central area for key  
information. Could be used with a fill colour.



### TEXTURED ILLUSTRATED STAMP

Worn printed texture gives stamp warmth.  
Central icon with type running above.

# INITIAL DESIGNS





# 01

## CLASSIC CIRCULAR STAMP

Above: Large central number representing level of data sharing.

Below: Large central stars showing level of data sharing. 'Empty stars' show potential for improvement.



# 02

## HEXAGONAL CREST

Central icon representing data sharing  
(current icon for illustrative purposes only).  
Key-line or solid colour icon.



# 03

## STAR-SHAPED STAMP

Room below stars for additional text.

