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

O2 CLASSIC CRESTS



CLASSIC ROSETTE

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



NBN 15TH 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.

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

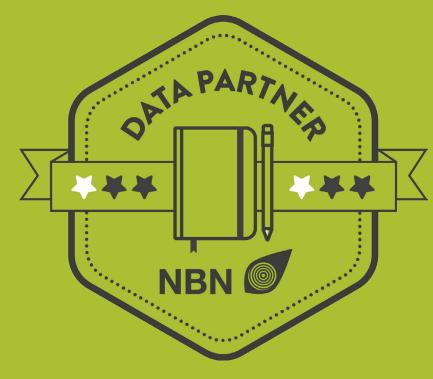


O1 CLASSIC CIRCULAR STAMP

Above: Large central number representing level of data sharing.

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

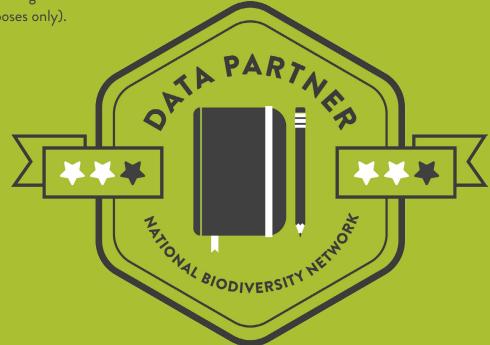




02

HEXAGONAL CREST

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



O3
STAR-SHAPED STAMP

Room below stars for additional text.

