

BRAND GUIDELINES

Level 1 certification badges

How customers can display their Orbis certification once achieved –
on websites, email signatures, social profiles and clothing.

Four certifications, awarded on completion



Junior Golf Academy

Awarded once a coach completes every JGA course in the Coaches Toolbox and is issued their digital certificate.



Adult Golf Academy

Awarded once a coach completes every AGA course in the Coaches Toolbox and is issued their digital certificate.



GLF.Connect – Manager

Awarded once a Manager completes onboarding in the Support Hub and is issued their digital certificate.



GLF.Connect – Coach

Awarded once a Coach completes onboarding in the Support Hub and is issued their digital certificate.

IMPORTANT NOTE

Certification badges can only be used once the digital certificate has been issued via the Support Hub or Coaches Toolbox. It is not to be used before that point.

COLOUR VARIANTS

Each badge, in three backgrounds

Adult Golf Academy



Junior Golf Academy



GLF.Connect – Manager



GLF.Connect – Coach



IMPORTANT NOTE

Pick the variant that gives the ring and inner mark the most contrast against the surface it sits on when using on websites, email signatures, social media and clothing.

Where badges can be used

Website

- Placement: About page, a coach profile, or the site footer alongside other accreditations.
- Size: 64px minimum on screen so the ring text stays legible – there is no maximum; a hero placement can run much larger.
- Clear space: At least a quarter of the badge’s diameter on all sides – don’t crowd it against text or other logos.
- Link it: Where the platform supports it, link the badge to the coach’s or club’s certification record.
- File type: Use the PNG with a transparent background so it sits cleanly on any page colour.

Email signature

- Size: 60–72px tall – match the height of the sender’s name and title block beside it.
- Placement: After the sign-off and contact details, separated by a thin vertical divider rather than butted against the text.
- One badge only: If someone holds more than one certification, use the highest level achieved – not every badge earned.
- Don’t: Place the badge above or in place of the company logo.

Social media profile

- Profile-photo overlay: Bottom-right of the photo, at roughly a quarter of its diameter, with a thin white ring so it separates from the photo behind it.
- Standalone post or bio mark: Keep it above 40px – below that the ring text and inner mark become illegible and the badge reads as a smudge.
- Don’t: Crop the badge to a square or stretch it to a non-circular frame.

Clothing

- Placement: Sleeve, positioned centrally and clear of seams.
- Minimum size: 40mm diameter embroidered, or 30mm printed – smaller and the inner text stops registering at typical viewing distance.
- Embroidery: Ask the supplier to simplify the badge to its ring colour plus one flat fill inside; fine gradients, thin rings and small type don’t stitch cleanly below roughly 50mm and will blur together.
- Screen / heat-transfer print: Full-colour artwork can be used as supplied, down to the 30mm minimum.
- Always: Request a stitch-out or print proof before committing to a production run. Speak to Orbis for a pre-simplified, single-colour version of any badge if the supplier needs one.

IMPORTANT NOTE

- Use the artwork exactly as supplied – no recolouring, distorting, rotating, or drop shadows.
- Don’t place it on a busy background that competes with the ring.
- Always keep the badge’s circular proportions – never stretch it into an oval.

Additional Guidance

Ineligible or incorrect uses

- **Don't imply company-wide certification:** A badge represents an individual coach or manager's certification – don't apply it to business cards, invoices, or general company materials in a way that implies the whole club or business is certified.
- **Don't use in advertising or endorsements:** Badges should not appear in ad creative, sponsored content, or anywhere that could be read as Orbis endorsing a product or service.
- **Don't combine badges into one graphic:** Each badge is a standalone mark. Don't merge two or more badges into a single combined graphic or create unofficial "combo" versions.

Certification lapses or is revoked

- **Remove promptly:** If a certification expires, lapses, or is revoked, the badge must be removed from all locations – website, email signature, social profiles, and clothing – as soon as reasonably possible.
- **Re-certification:** Once re-certified and a new digital certificate is issued, the badge can be reinstated.
- **Clothing note:** Embroidered clothing doesn't need to be discarded or replaced immediately, but should be phased out at the next reorder rather than reordered with the badge still attached.

Asset formats and access

- **Digital use:** PNG (transparent background) for web, email, and social. Provided automatically alongside the digital certificate.
- **Print and embroidery:** Vector formats (SVG/EPS) are available on request – required for most professional print and embroidery suppliers.
- **Where to get assets:** Coaches download their badge from the Coaches Toolbox or Support Hub on GLF. Connect on certification. Assets can also be requested from the Orbis Golf Team on info@orbisgolf.com.

Future certification levels

- **Scope of this guide:** This guide currently covers Level 1 certification badges only.
- **Level 2 and beyond:** Higher certification levels will follow the same core rules (placement, minimum sizes, general rules) with their own badge artwork. An updated or supplementary guide will be issued if and when these launch – don't apply Level 1 sizing or colour rules to a future badge without checking first.

Accessibility

- **Alt text:** When used on a website, include descriptive alt text, e.g. "Junior Golf Academy Level 1 Certified badge."
- **Contrast:** Always choose the background variant (light, dark, or mid) that gives the strongest contrast against the surface behind it – see the colour variants page.

Questions or misuse

- **Not sure how to use a badge?:** Contact the Orbis Golf Team on info@orbisgolf.com before publishing if you're unsure about sizing, placement, or a use case not covered here.
- **Reporting misuse:** If you see a badge being used incorrectly – or displayed by someone whose certification has lapsed – report it to Orbis so it can be addressed directly. Contact the Orbis Golf Team on info@orbisgolf.com.