



Basic rules for positioning a name badge

A name tag should preferably be worn on the **right-hand side** (from the wearer's perspective). Why? Because when you greet someone with a handshake, they turn their upper body slightly towards you, which allows them to quickly glance at your badge unnoticed. They can then greet you by your name and it will help them put your face to your name more easily. In addition, your company name and your position (if shown) can be instantly identified.

Do wear it:

- ✓ Below the collarbone
- ✓ Slightly towards the center of the body
- ✓ Facing the front, on a substantial area of fabric, such as the lapel

Don't wear it:

- ✗ Where long hair will cover up the name tag
- ✗ On accessories such as ties, scarves or breast pockets
- ✗ On the neckline or dress strap



Special gesture: the contactless greeting

Already a widespread tradition in Asia, greeting people without physical contact has now become common practice all over the world due to the coronavirus pandemic. In this case, it makes sense to wear a name badge **on the left-hand side**. This is because a person's gaze tends to lead towards the heart. We read from left to right (or from the name-tag wearer's right to left). When we greet someone we look at their face first, but if we then have no reason to look left to seek out their right hand, our glance goes straight from their face to the center right of their chest (their left side).





Correct placement of name badges according to clothing type

Whether for business wear or business casual/casual clothing, accurate positioning is always essential as a way of demonstrating integrity and professionalism. It's easy to wear a name tag correctly by following a few simple rules. To find out what these are and how to position your badge correctly on different types of clothing, please refer to our badgepoint® name badge etiquette.

Formula for success **SPS**

S Same side

P Positioned correctly

S Sits level and secure

Positioning for men:



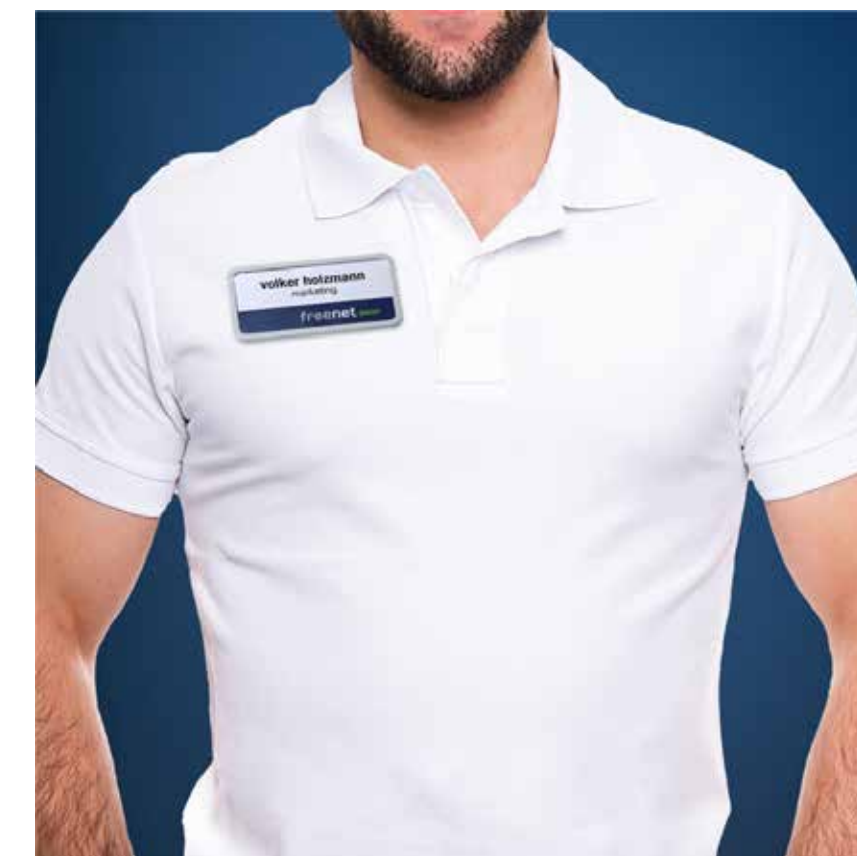
Blazer/jacket



White coat



Shirt with tie



Shirt / polo shirt



Waistcoat





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Formula for success **SPS**

S
Same side

P
Positioned correctly

S
Sits level and secure

Positioning for women:



Blazer/jacket



White coat



Blouse



Top / jumper



Waistcoat





Six practical tips you should know

1. Maintain a consistent image.

All employees should wear their name tag on the same side and in the same position on their clothing. Tip: share our guide “Correct placement of name badges according to clothing type”.

2. Take the dress code into account when choosing a fastening.

For quality clothing and fine fabrics such as blouses, cotton shirts or evening wear, we recommend choosing a name tag with our smag® magnetic system.

3. Put yourself in your colleagues' shoes and take into account the kind of work they do.

Basically, people are more likely to want to wear a name badge if it not only looks good, but is also kind to clothing, is easy to attach, fits securely and is barely noticeable when they're wearing it.

4. Try to coordinate the colors of the name badge with the clothing.

Name tags with metallic and transparent surfaces as well as those in neutral colors look good with everything. If you've decided on a striking, bold-colored design, think about adapting the dress code accordingly.

5. Check the condition of your name badges regularly.

A neat, clean name tag is part and parcel of a smart appearance. Transparent panels and surfaces benefit from a wipe with a soft cloth to give them a fresh look and a nice shine. If there are any visible scratches or damaged areas, we suggest you swap it for another name badge!

6. Research and respect the culture and customs of other countries

Alongside the different forms of greeting, there are different types of clothing etiquette and dress codes to be aware of. In China, for instance, black and white clothing symbolizes mourning, so wearing these colors to a business meeting would be viewed as impolite.