



HOW TO USE YOUR BADGES

Choose the badges that work best for your business. Then follow these tips on how to display them to show you're participating in the Shop Small Movement.

IDEAS FOR YOUR BADGES



Add them to your business's website.



Post the badges on social media or use one as your profile picture.



Use them on product catalogs, brochures, or handouts.

COLOR USE GUIDELINES

ON A LIGHT BACKGROUND,
USE A BLUE BADGE



ON A DARK BACKGROUND,
USE A WHITE BADGE



CUSTOMIZING YOUR BADGE

CUSTOMIZABLE BADGE



- Place your business name or logo in the area indicated below "AT."
- Make sure your logo is high resolution and fully legible. If possible, use a horizontal logo.
- Imagery or copy outside the customizable area cannot be altered.

DON'T *do business* WITHOUT IT™

