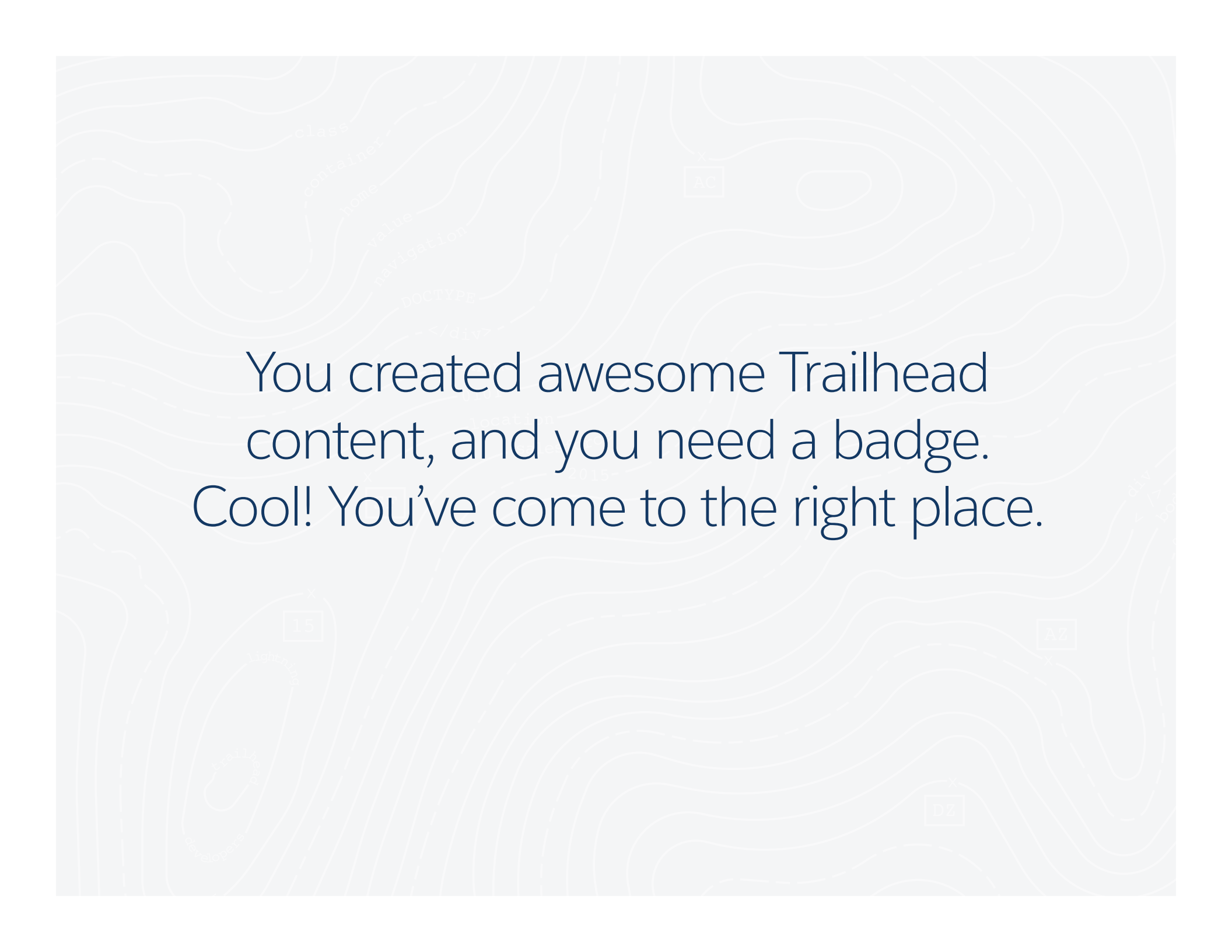


myTrailhead Badge Style Guide



December 2017

The background is a light gray topographic map with white contour lines. Scattered across the map are various HTML code snippets in a light gray font, including 'class', 'container', 'home', 'value', 'navigation', 'DOCTYPE', and '</div>'. There are also several small white rectangular boxes containing text: 'AC' in the upper right, '15' in the lower left, 'AZ' in the lower right, and 'DZ' in the bottom right corner. The main text is centered in a dark blue font.

You created awesome Trailhead
content, and you need a badge.
Cool! You've come to the right place.

This guide will help you
create fun badge art for
myTrailhead.





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CHAPTER ONE

Trailhead Basics





our vision

Trailhead is the fun way to learn all things Salesforce.
MyTrailhead is corporate learning that's customized,
empowering, and fun. Together, Trailhead and myTrailhead
provide THE best learning experience for training and
enablement at your company.

who is Trailhead for?

Trailhead is for everyone. And myTrailhead is for all employees at your company. People who use Trailhead are called Trailblazers. Trailblazers are building the social, mobile, connected, and intelligent companies of tomorrow.

what is a Trailblazer?

/treyl-bley-zer/ *noun*

- (1) a pioneer; an innovator; a lifelong learner;
a mover and shaker.
- (2) a leader who leaves a path for others to follow.
- (3) most importantly, a person who builds a better
world for others.

Brand Tree

Here's the strategy we use at Salesforce to create Trailhead synergy. Knowing how we craft and think about Trailhead can help you create fun badges that everyone at your company wants to earn.



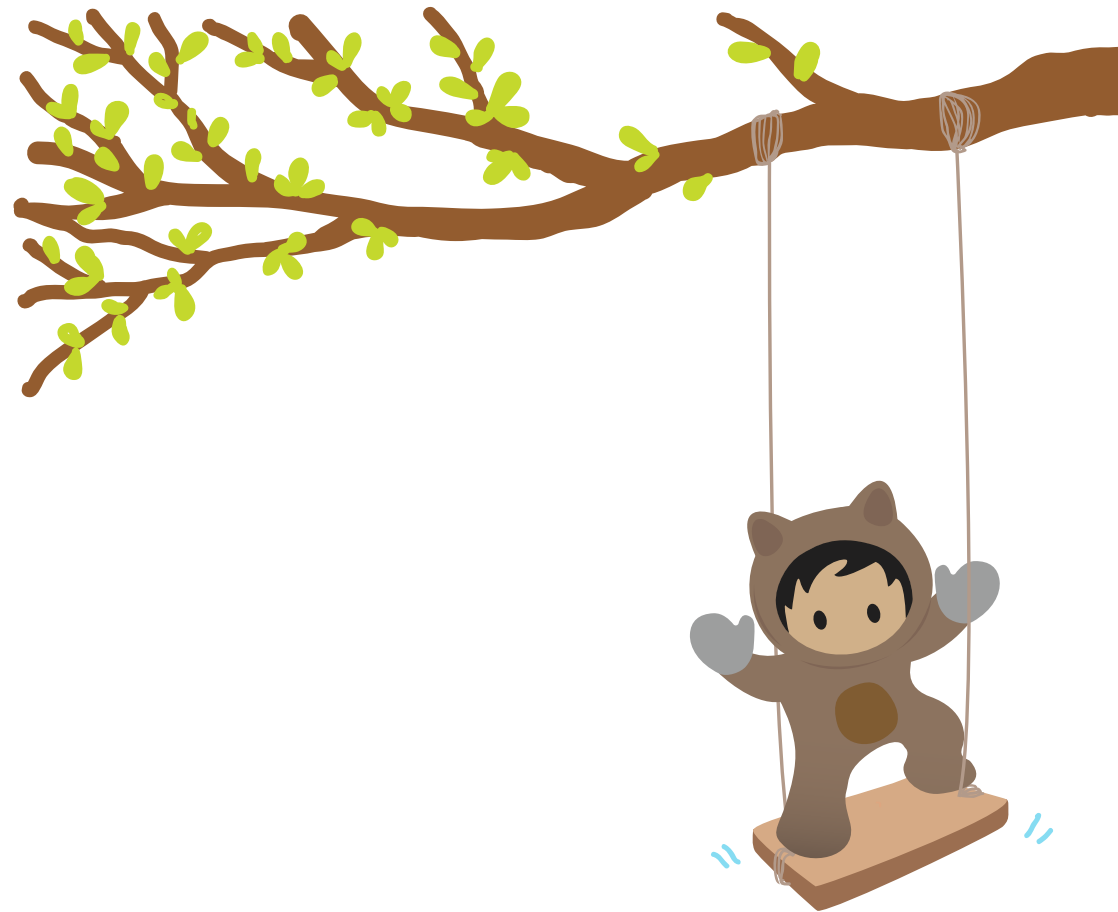
Fun

The essence of Trailhead is **fun**.

We're serious.

Serious about fun.

That's why we created a framework to make it easy and fun to create badges for your amazing myTrailhead content. This style guide walks you through the framework.



CHAPTER TWO

badges



What's in a badge?

In myTrailhead, you earn a badge when you complete a module. We'll go over badges and give you some samples to help you along the way.



Anatomy of a badge

Outline

Each badge has an outline, which is always the same width. Nothing can extend outside the outline.

Backgrounds

Badges have background colors.

Simple Artwork

Badges are tiny. Use simple and clean artwork that works at a small size.



“Flat” Style of Artwork

We use a simple, modern “flat” artwork style. There are no gradients and the main colors are bold.

No words, no people

Trailhead is for everyone. We don’t include words or show people so that badges work anywhere around the world.

Vector

Create your artwork as a vector format that can be opened in Adobe Illustrator.

Modules

Modules introduce you to specific topics in bite-sized units. Learn what a feature is, when it's helpful, and how to use it.



Innovate the Salesforce Way Trail

Here are the badges from one of our favorite trails: **Innovate the Salesforce Way**.

Notice how the outline and background colors are the same in each badge. The trail has a theme of undersea discovery. We used a little bit of yellow in each one to bring it together. Slight variations in the seaweed give visual interest. The designs are simple. Even at only a couple of dozen pixels in size, you can still see what it is.

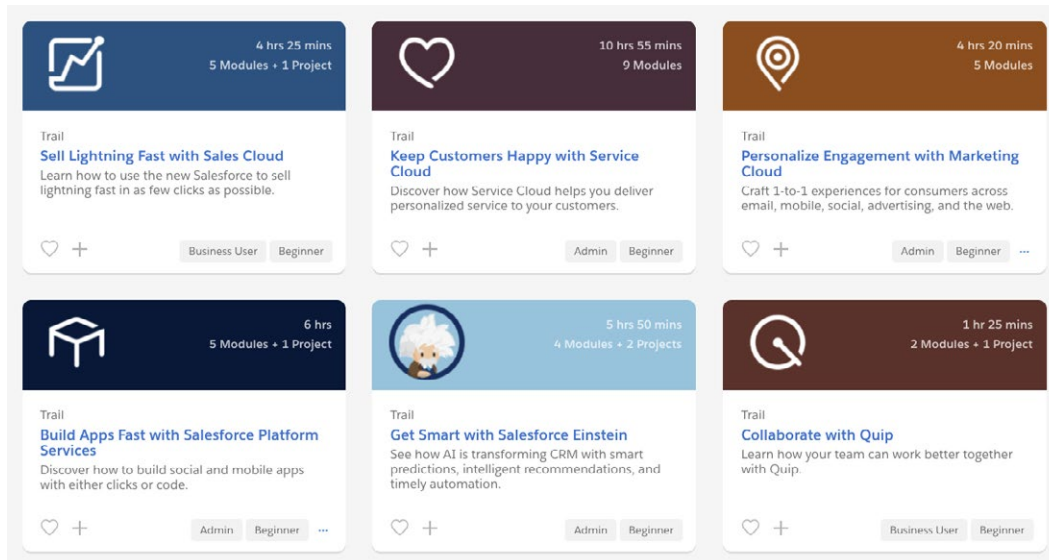
Attributes of a module badge

1. Any color outline, consistent for all badges in a trail.
2. Any color background, consistent for all badges in a trail.
3. Round.
4. Badges are tiny. Keep it simple.
5. Use “flat” illustration style.
6. No words.
7. No people, hands or faces.
8. Unified theme.
9. Use iconography that’s appropriate for a global audience.



Trails

Trails are collections of Modules.



Salesforce used to use a different graphic for each trail. It was great when we only had a couple dozen trails, but as the number of trails skyrocketed, combined with every module having a unique badge graphic, there was just too much visual competition going on. It was more confusing than helpful. So what we're doing now is simplifying the images for trails to a white, outline (Einstein and Appexchange being the only full color ones), that fit into a couple dozen or so categories/clouds.

Our suggestion would be to act similarly. Either come up with a couple of categories and simple white, outline graphics, or use your company logo so your internal trails are easily differentiated from Salesforce Trails and modules.

Attributes of a Trail graphic

1. No outline.
2. No background.
3. Square.
4. Trail graphics are tiny. Keep it simple.
5. Use “flat” illustration style.
6. No words.
7. Use iconography that’s appropriate for a global audience.

CHAPTER THREE

process



Format and Sizing

You need to work with a graphic professional in your company to develop badges.

Make sure your designs are simple and strong. Badges are produced in multiple sizes for online use, and overly complex badges don't show up well at small sizes.

Badges need to be provided in three formats:

1. An editable Adobe Illustrator .AI file
2. A 200px by 200px transparent .PNG format.
3. An .SVG file saved from Adobe Illustrator.

Requirements

1. Provide vector files in Adobe Illustrator .AI format and .SVG format.
2. Provide as a .PNG 200px by 200px
3. Use the badge template linked to in the Chatter Group Resource.
4. Don't use gradients.
5. Keep it simple.
6. Your design must work at a small size.

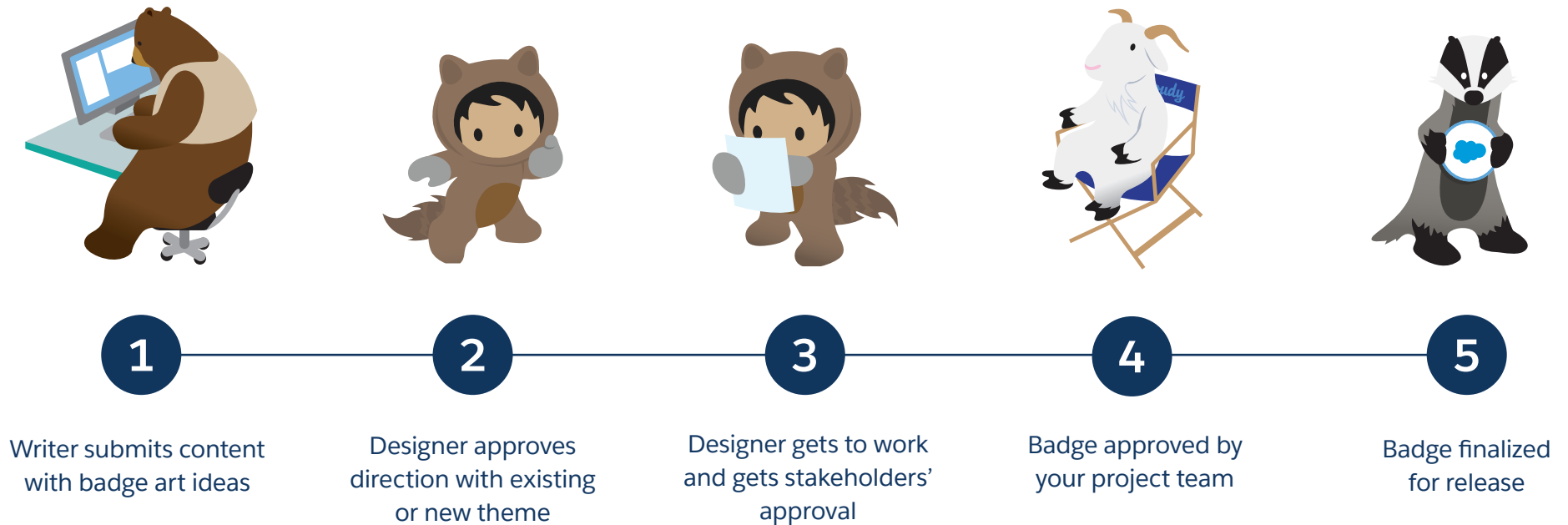


Process

A great idea for a badge comes from the content.

Talk to your content team to find out what they're writing about. They may have good suggestions for themes or imagery. Look for a theme that you can use for similar modules, or modules in a series.

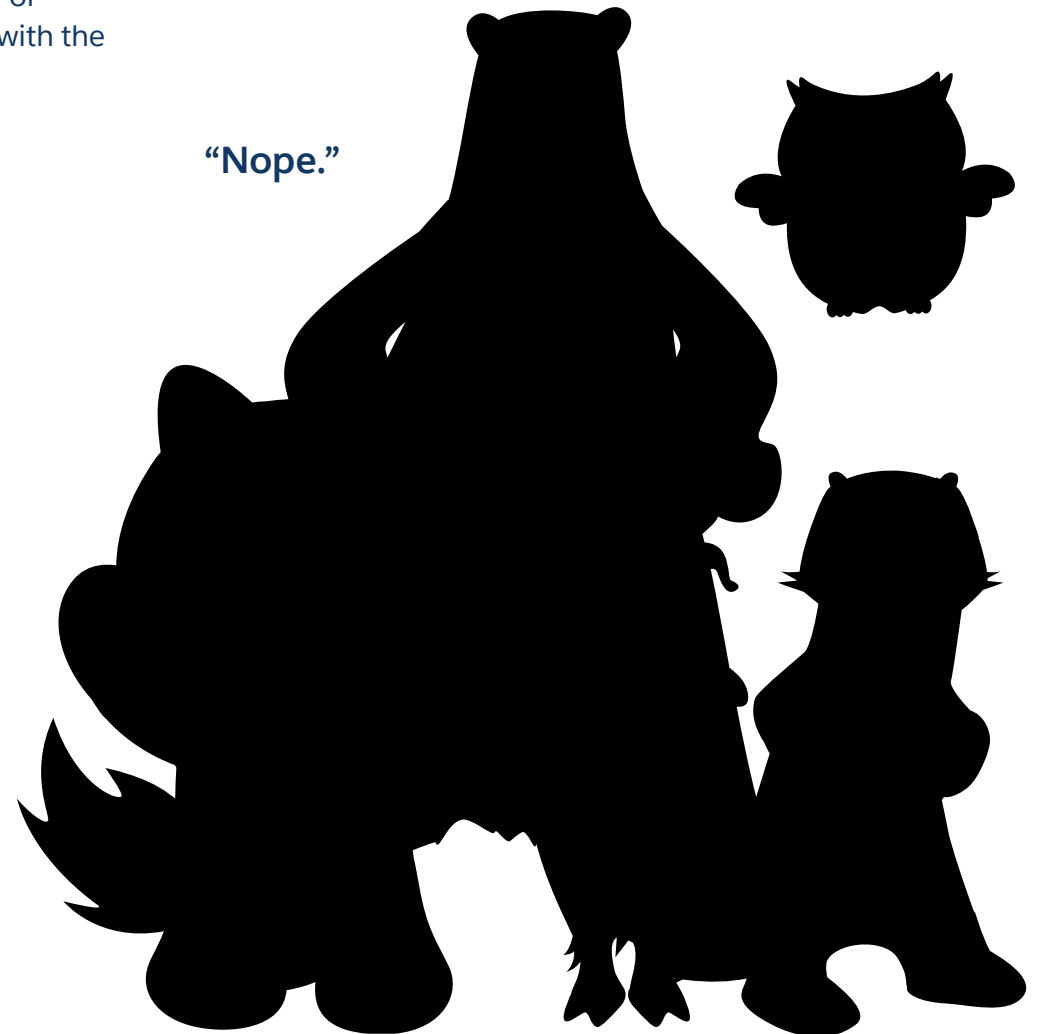
Here's what your process may look like.



Don't use Trailhead characters in badges

Astro and friends are cute, but they don't belong in your badges. They are for Salesforce use only.

You need to create your own artwork as well...no fair stealing images from pre-existing published badges created by the Trailhead Team (but here's a super secret trick...we've created some sample badges that aren't published, but provided to you to either use as is, or change to your liking. Find them in the Chatter group along with the template).



Symbols

We've developed a "language" with symbols that we use throughout Trailhead. For example, integration is a plug, components are a building block, and commerce is a shopping cart.

Pay attention to the symbols you use and how you can use them consistently to represent a particular learning topic.



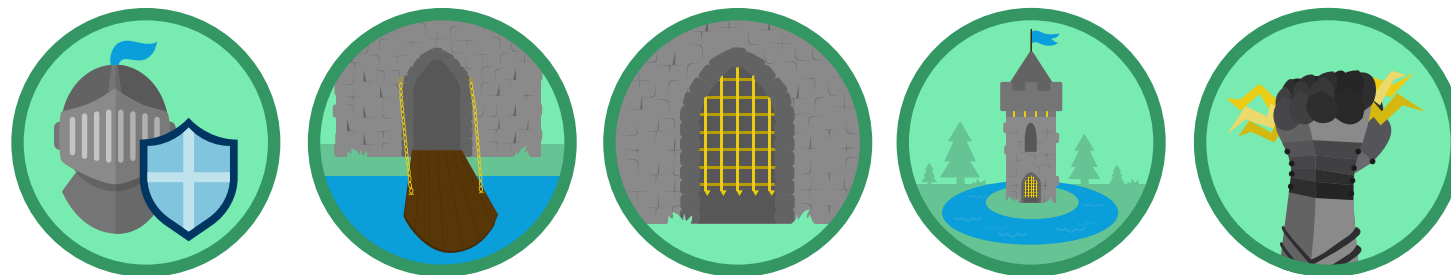
Themes

We also use themes, which give some of the same benefits that symbols do.

For example, badges in the **Manage Fundraising for Nonprofits** trail have a heart motif and the **Develop Secure Web Apps** trail has a castle theme.



Manage Fundraising for Nonprofits



Develop Secure Web Apps

Do

- **Do** stay on theme.
- **Do** your homework. Look at existing badges so you don't repeat ideas.
- **Do** thread a common element through all badges in a trail.
- **Do** keep ideas simple. Remember, badges are tiny.
- **Do** gather examples of similar graphics for inspiration.
- **Do** communicate with the writer if you have questions about content.
- **Do** keep it fun and innovative.
- **Do** give yourself time to come up with ideas. The first idea isn't always the best.



Don't

- **Don't** put text in badges.
- **Don't** use people, hands, or faces.
- **Don't** wait until the last minute to create a badge. Remember that you have to get it approved by your team.
- **Don't** overuse a single theme or symbol.
- **Don't** create artwork outside the badge outline.

Project Steps Example

- ❑ Writer suggests badge ideas to designer
- ❑ Designer reviews and creates badge design, suggesting changes if needed
- ❑ Stakeholders review design
- ❑ Revision process
- ❑ Design Team finalizes and exports badge
- ❑ Project lead adds badge to myTrailhead
- ❑ Celebrate! You have a shiny new badge



CHAPTER FOUR

frequently asked questions



Frequently Asked Questions

- **Q: Can I use Astro in my badge?**

A: Even though Astro is super cool, sadly the answer is no. The characters are Salesforce characters and hence for Salesforce use only. Even we only use them on badges for very special occasions.

- **Q: I want to use a cog but it's already been used, can I still use it?**

A: Don't overuse symbols and themes in your badges. You've done your homework and realized that cogs have already been used. The best thing to do would see if you can think outside the box and come up with another idea, or use the cog in a way that hasn't been used before. Bring some new and fresh perspective to the symbol.

- **Q: A circle doesn't work for my badge, can I use a 17 sided star?**

A: Even though that's probably super awesome...no. We have the shapes set up for a reason so they fit into a much larger system. Stick with the circle.

- **Q: Can I use my company logo in a badge?**

A: Yes. But remember that once you have over a dozen badges, if every single badge is your company logo, it won't be very easy to quickly scroll through a list of badges and differentiate them.

- **Q: We don't have a graphic designer or Adobe Illustrator?**

A: You've spent the time to have your writers create awesome content. Visual representation is also important. We'd suggest hiring a contractor. Currently Trailhead doesn't provide support services for this kind of work. However, we do provide an Illustrator file of sample badges that you can use to get started.

Need help? Have any questions?

Please reach out to Team Trailhead on Chatter.

In Chatter:

myTrailhead Pilot Trailblazer Community Group



CHAPTER FIVE

resources



Templates

Where can you find templates for badges?

In Chatter:

myTrailhead Pilot Trailblazer Community Group

You can find a badge template file in .AI format to use in developing your badges and trails.



Sample Badges

Where can you find the Adobe Illustrator file for sample badges?

In Chatter:

myTrailhead Pilot Trailblazer Community Group

You can find a sample badge file in .AI format to use in developing your badges.

You can use the badges as is, but we'd recommend going in and changing the colors to suit your company, content, and brand.

