



Sales Mastery Lab certification badges

Wavelength Labs

The project

Wavelength Labs runs the Sales Mastery Lab, a training program for sales reps. Reps who complete it earn a certification at one of three levels: Bronze, Silver or Gold. We need a badge for each level that reps will display on LinkedIn and that we'll show in our internal learning platform.

Sales Mastery Lab is one of several programs that will use this badge system. We would like the final version designed so we can swap the training tile for our other programs.

This is a clean-slate brief. We've explored directions internally but want fresh thinking, so no earlier work is attached.

How it should feel

Earned and prestigious: something a rep is proud to show, that signals real achievement. **Warm and human:** approachable rather than cold or corporate. It should feel like recognition from people, not a stamp from a system.

Requirements

- **W logo on every badge.** Use the supplied file. Don't redraw or alter it.
- **A tier band across the middle.** The level name (Bronze, Silver, Gold) sits on a horizontal band through the badge.
- **A swappable program name.** The badge carries the program name (Sales Mastery Lab first). The layout has to work for other program names of different lengths. Other programs are Influence Mastery Lab and Influencing Without Authority Lab.
- **One system, three tiers.** All three share a structure. The tiers must be easy to tell apart, including at small sizes and for colorblind viewers, so don't rely on color alone.

Everything else is open. If an issue year suits your concept you can include one, but it's not required.

Where it appears

- **LinkedIn certifications.** The upload is capped at 1080 × 1080 px and the badge often displays very small. The tier and the W must still read at about 40 px.
- **Internal learning platform,** at a range of sizes on light and dark screens.

Please avoid

- Clip-art or stock icons

Deliverables

- **PNG for each tier** (Bronze, Silver, Gold) at 1080 × 1080 px, which is the maximum output size, on a transparent background.
- **An editable source file** (Figma, Illustrator or similar) set up so we can change the program name and re-export the PNGs ourselves.

Supplied

Wavelength Labs W logo (PNG). Ask if you need it in vector form.