

Certification Badge Guidelines

You've earned the right to display the Great Place To Work Certification badge proudly, royalty-free for the next 12 months. When using the badge, you also agree to our [Terms & Conditions](#).

Color

Our exclusive color option for digital use is GPTW Red and GPTW Navy.



Spacing











Anytime the badge is used, there must be a consistent amount of space around the badge at all times. This is to ensure readability and recognition of the logo.

The addition of a white 0.25 pt stroke may be added the exterior of the badge when the background offers little or no contrast.



Usage

To maintain consistency throughout our identity application it is essential that our brandmarks are never altered in any way. Please keep in mind that the integrity of the Great Place To Work® brand is diminished when the brandmarks are used incorrectly. It is essential that all of our brandmarks are always reproduced from the master artwork.

				
DO NOT Alter the color, or use any other non-approved colors.	DO NOT Rotate or create any dynamic composition with the certification badge.	DO NOT Modify or use any version of the badge without a year or date range.	DO NOT Add a drop-shadow or outer-glow to the certification badge.	DO NOT Remove the type from its container or alter the container color.
				
DO NOT Use Great Place to Work red box logo instead of the certification badge.	DO NOT Alter the containing shape of the certification badge.	DO NOT Skew or put the certification badge on any kind of perspective rendering.	DO NOT Tile or create any type of pattern with the certification badge.	DO NOT Stretch or alter the certification badge type or container.

Certification Badge Application

Use Certification Badges on your social media channels to promote the success of your business. Please use the proper image format with a transparent background when placing on top of images as seen on the right.



INSTAGRAM POST



FACEBOOK POST

