# **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 <u>Terms & Conditions</u>.

### Color

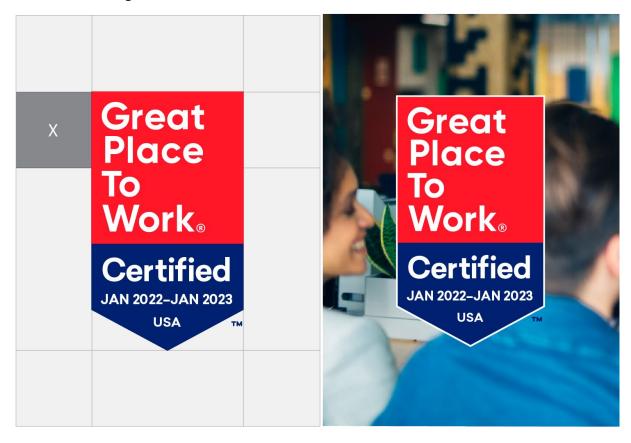
Our exclusive color option for digital use is GPTW Red and GPTW Navy.



## 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 nonapproved 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.





