



# Certification Badge Guidelines

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## Congratulations!

You've earned the right to display the Great Place To Work® Certification™ badge proudly, royalty-free for the next 12 months. This document will show you the proper way to use your badge so that you and your company can get the most out of this great achievement.

**Questions:** please contact [support@greatplacetowork.com](mailto:support@greatplacetowork.com)

# About Your Badge

## Recognized + Trusted Globally

Your badge is the globally recognized and trusted symbol of excellence and indicates your company is committed to consistently providing your people with a positive, supportive, and fulfilling work environment.

## Employee-Based Feedback

Unlike other workplace awards, the Great Place To Work Certification badge is earned solely based on the feedback from your employees. You can trust it represents an authentic and meaningful “for all” experience, because your people said so.

## Your Recruitment Advantage

Job seekers are looking for more than just a paycheck. With your badge, you showcase your commitment to creating an exceptional workplace culture and will attract the best candidates to join your team.

## Suggested Applications

The applications of your badge are limited only by your imagination. Here are some suggested ways to use your badge along with visual examples on the next page.



Post on your Social Channels



Add to Website + Career Pages



Share on Internal Communications



Branded Swag + Apparel



Out-of-Home Advertisements



Add to Business Cards



Add to Email Signatures

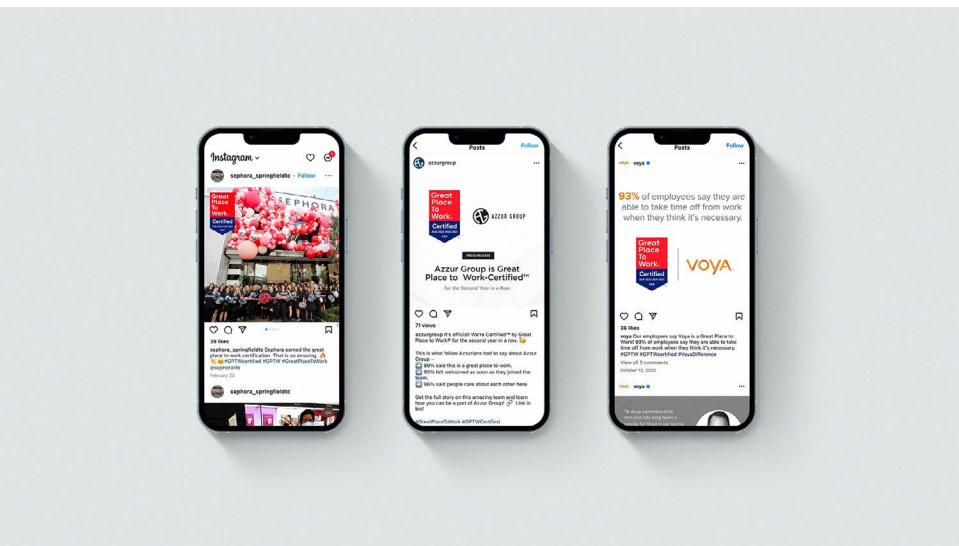
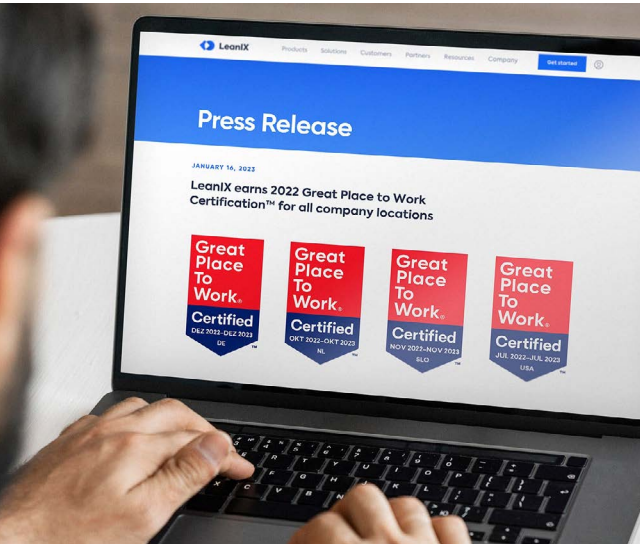


Add to Press Releases



Yes, even Culinary Creations

### Example Usage

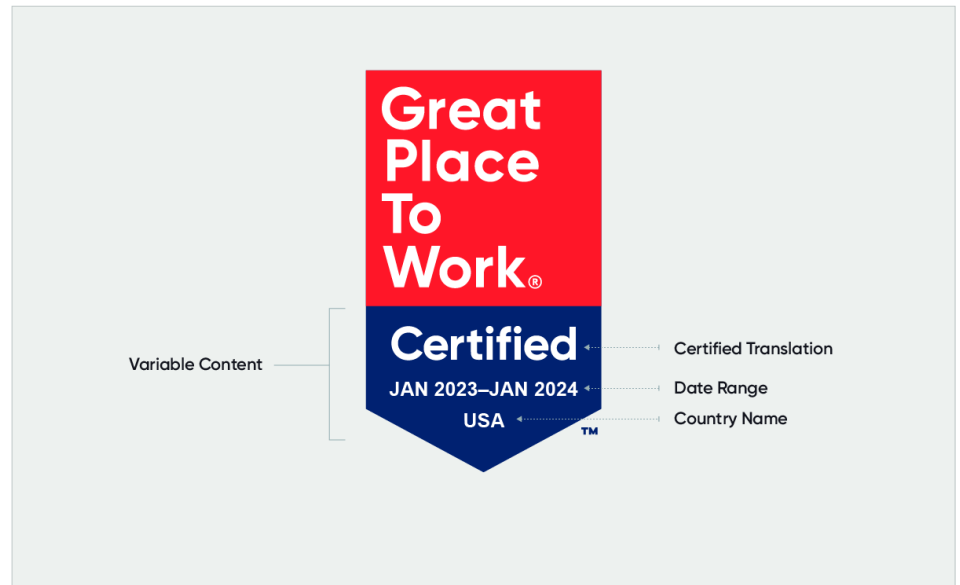


# Guidelines

When using the Certification badge, you also agree to our [Terms & Conditions](#). The Certification badge is protected under trademark rights by Great Place To Work and should always be shown with a TM symbol.

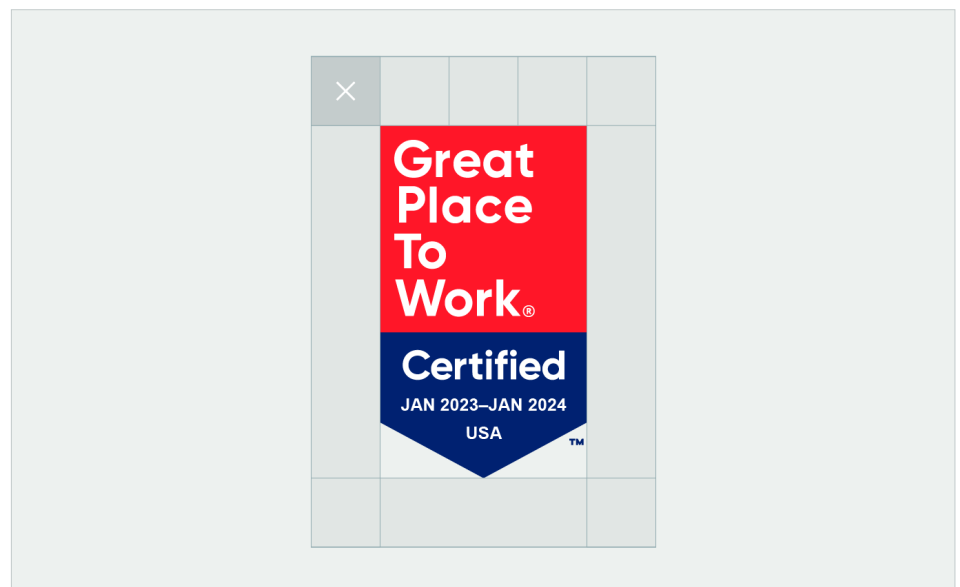
## Variable Content

Your Certification badge is specialized to your workplace with variable content that localizes your badge specific to your organization's validation period and country of operation. Without this content, it's not a valid badge. Certified in more than one country? Need it in a specific language? Not a problem. Check your toolkit.



## Clear Space

You'll want to make sure everyone can see your badge. We've created a helpful guide to keep a minimum clear space around the badge. This area is equal to 1/3 of the width and should scale proportionally with the badge.



# Color Variations



## Primary Color Option

The promotion of this great achievement calls for a full-color badge in most instances. Whether digital or print, we’ve got the right file for you. Below you can find the specific color breakdowns to make sure your badge is always reproduced accurately.



**Name:** Red  
**Hex:** #FF1628  
**RGB:** 255 / 022 / 040  
**CMYK:** 00 / 98 / 89 / 00  
**PMS:** Red 32 C



**Name:** Navy  
**Hex:** #002171  
**RGB:** 00 / 033 / 113  
**CMYK:** 100 / 94 / 25 / 19  
**PMS:** 662 C



## No Grayscale Version

Do not convert the full color badge to grayscale. Instead please request a black or white version.



## One-Color Black\*

**Hex:** #000000  
**RGB:** 00 / 00 / 00  
**CMYK:** 00 / 00 / 00 / 100



## One-Color White\*

**Hex:** #FFFFFF  
**RGB:** 255 / 255 / 255

\*One-color versions are provided on an as-needed basis and can be requested from your Customer Success Manager.

# Color Mode + File Formats

## RGB vs. CMYK

Simply put, RGB is the color mode intended for screen displays, while CMYK is the color mode intended for printing with ink. We export Certification Badges in a variety of file formats and color profiles, so you have exactly what you need to promote in any application you'd like.

The color mode is often predefined by the file format, but can sometimes be changed or accidentally overridden.



## File Formats

For general guidance on which file format to use, we've provide a quick reference of each file type we can provide and it's benefits.

	.PNG	.JPG	.EPS	.SVG
Web Friendly	✓	✓		✓
Print Friendly		✓	✓	
RGB	✓	✓		✓
CMYK		✓	✓	
Vector			✓	✓
Raster	✓	✓		
Scalable			✓	✓
Transparent Background	✓		✓	✓

# Misuse

We try to make the badge easy to use for you and your workplace, but we get that not everyone has access to a design team. We understand mistakes happen, but alterations of any kind can harm the credibility of your badge, and nobody wants that. We've listed a few things here that you'll want to avoid.



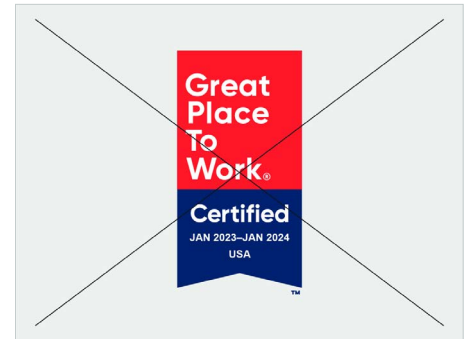
## No Replacement

Our Great Place To Work logo is strictly prohibited for use by any organization and should never be used as a replacement for your Certification badge.



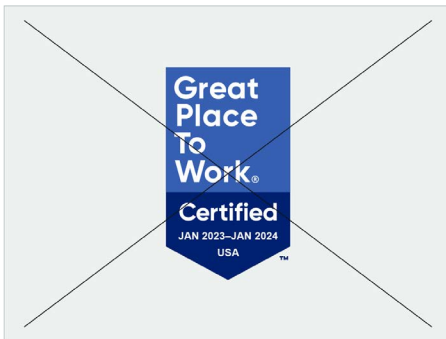
## No Content Alterations

Do not try to change the badge's styling or placement, or create an unapproved combination of variable or invariable content.



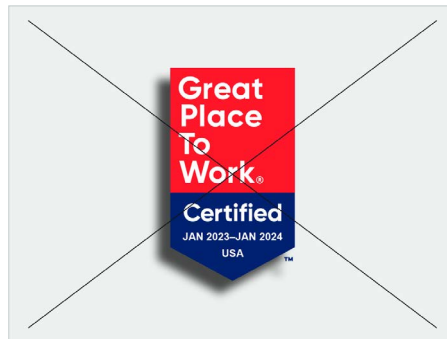
## No Shape Alterations

Do not alter the overall footprint or containing shape of the badge.



## No Color Alterations

Do not alter the color or use any other non-approved color variations of the badge.



## No Effects

Do not add a drop shadow, outer glow, or any other effects to the badge.



## No Distortions

Do not stretch or distort the badge in any way.