

The badge is a shield-shaped emblem. The top half is a solid red rectangle containing the text 'Great Place To Work' in white, bold, sans-serif font, with a registered trademark symbol (®) at the end of 'Work'. The bottom half is a dark blue shield shape containing the word 'Certified' in white, bold, sans-serif font, and the word 'CANADA' in a smaller, white, sans-serif font below it.

Great  
Place  
To  
Work.®

Certified  
CANADA

# Certification Badge Guidelines & Application

# Certification Badge

**You've earned the right to display the Great Place to Work Certification badge proudly, royalty-free for the next 12 months.**

**Our primary default color option for light colored backgrounds is GPTW Red and GPTW Navy.**



**PANTONE 185C**

**R 230 / G 000 / B 000**

**C 003 / M 100 / Y 100 / K 000**

**HEX #E6000**



**PANTONE 662C**

**R 000 / G 033 / B 113**

**C 100 / M 094 / Y 025 / K 019**

**HEX #002171**



# Certification Badge

For black and white versions, you may use our logo in black or GPTW Charcoal.



R 000 / G 000 / B 000

C 075 / M 068 / Y 067 / K 090

HEX #00000



PANTONE 426C

R 041 / G 043 / B 048

C 074 / M 067 / Y 059 / K 062

HEX #292B30



# 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.



DO NOT

Alter the color or use any other non-approved colors.



DO NOT

Use Great Place to Work red box logo instead of the certification badge.



DO NOT

Stretch or alter the certification badge type or container.



DO NOT

Rotate or create any dynamic composition with the certification badge.



DO NOT

Add a drop-shadow or outer-glow to the certification badge.



DO NOT

Tile or create any type of pattern with the certification badge.

# 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.**



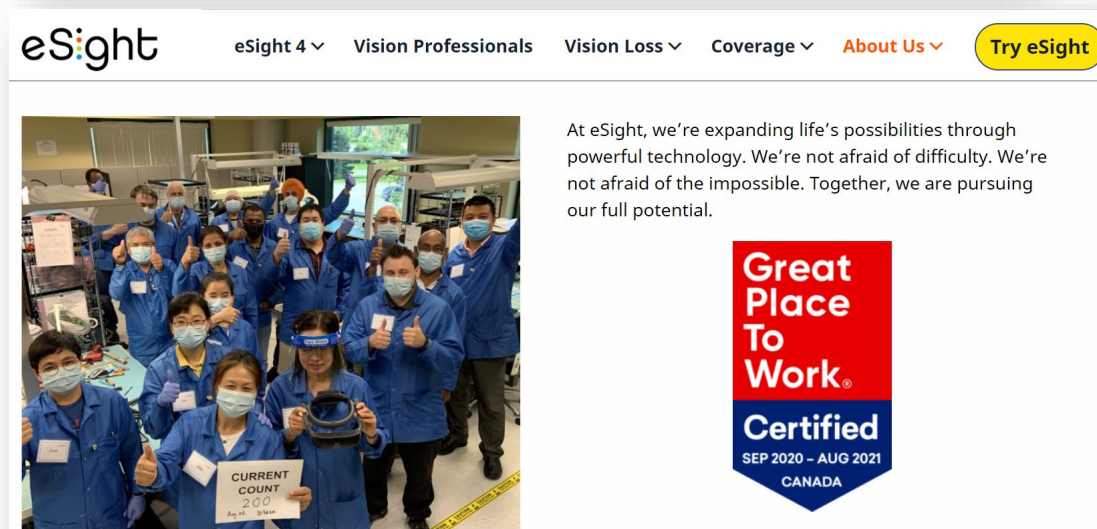
# Certification Badge Application

**Do not place badge flush against image border.**

**Always use the transparent background file when placing the certification badge on top of images. Do not place a border around the certification logo.**



# Certification Badge Application



The logo consists of a solid red square containing the text "Great Place To Work" in white, bold, sans-serif font. The text is stacked in four lines: "Great", "Place", "To", and "Work". A registered trademark symbol (®) is located at the bottom right of the word "Work".

**Great  
Place  
To  
Work.®**

[www.greatplacetowork.ca](http://www.greatplacetowork.ca)