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

Great Place To Work®

Certified

DEC 2020 – NOV 2021

CANADA

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

Great Place To Work®

Certified

NOV 2020 – OCT 2021

CANADA

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.
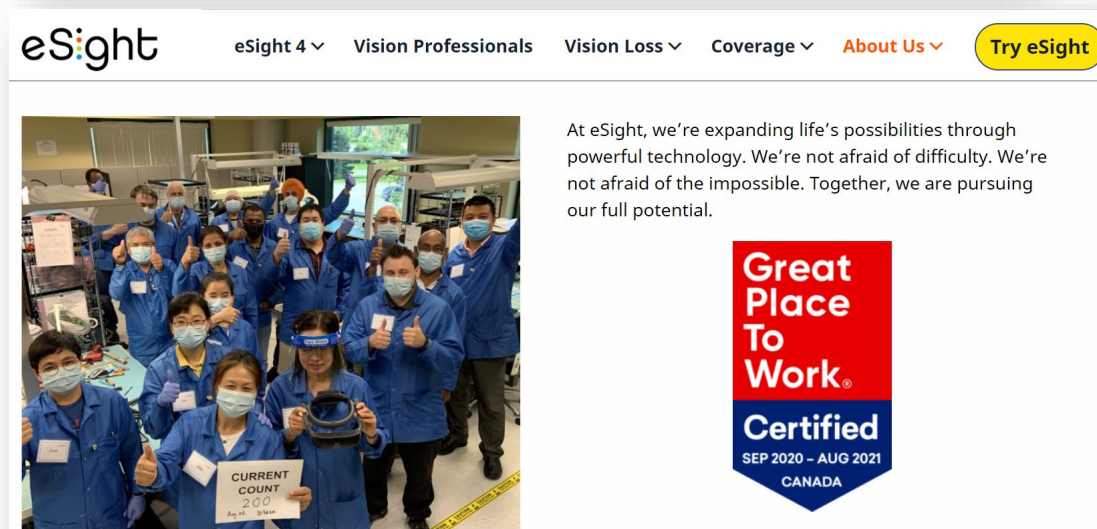
Certification Badge Application

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

Great
Place
To
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www.greatplacetowork.ca