Great Place to Work® Certification
Logo Use Guidelines

Great Place To Work®

Certified
2018
CANADA

Except for original aspect ratio scaling (height-to-width ratio),

the logo may not be altered in any fashion.

File Formats and Colors

Several different file types and several different color profile versions of the Great Place to Work® Certification & Best Workplaces logos are provided. The choice among these files depends on the context. When in doubt, it is best to request the help or advice of a professional designer.

File types

The logo files are provided in several formats: .ai, .eps, .jpg, .pdf, .wmf, .gif. A professional printer or designer should be provided with .ai or .eps files. For office use, different types of files may work better depending on the context. The .wmf format is often the best for insertion into MS Office (Word, Excel, PowerPoint) because it will keep file size reasonable and scale well.

Colors: Solid tones (Pantone)

This technique is relevant for cost-effective quality professional printing such as stationery: letterheads, business cards, covers, etc. Pantone is for use when you specify a specific number of inks (2-color printing, 3-color printing).

Colors: Four process colors (CMYK)

This offset or silk-screen printing method is used in most professional printing of color documents: brochures, flyers, posters, etc.

Colors: Screen viewing (RGB)

This color technique is adapted to video and graphic display monitors.

Greyscale and Black & White

In cases where color is not available - and only in these cases (newsprint, black and white documents) - then Greyscale or Black & White versions should be used.

Colors in office contexts

In general, personal and office display screens (office computers, laptops, hand-held devices) and office printers are not professionally calibrated. Colors may thus appear to vary considerably on-screen and on printed documents. It may be necessary to experiment with different file formats and color profiles to produce the best result.

File Usage and Formats

When integrating the logos in a document, the master artwork (original logo files) should always be used. These files should be imported directly into design or word processing applications - they should never be copied from one application or document to another. File formats of logo files should be maintained as originally provided. For example, a jpg file must remain as a jpg file. The files should never be "saved as" to produce other formats.

Integrity of Logo Shape and Elements

The logos should always be maintained exactly as they appear in the original files and should never be distorted, modified or changed in any way. The shape of the logos should never be distorted or slanted, no part of the logo may be removed, changed or re-sized in any way relative to the rest of the logo. The logo may not be taken apart and recombined in any way to create new artwork.

Logo Spacing

When the Certification and Best Workplaces logos are used in materials, on a website or in any media, they must stand alone. A minimum amount of space must be left between the logos and any other object such as type, other logos, photography, borders, edges, and so on. The required border of space around the logos is one text line wide high.

Minimum Size

The legibility of the logos should be maintained at all times. For example, the logotype and trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met. Within documents where the logos are displayed, the logos must be printed at a size that is proportional to the text or other elements displayed.

No outline, shading or other effects

The logos should never be presented with an outline, shading, transparency, drop-shadow or any other modification that would cause it to be shown differently.

Vertical Orientation

The logos should never be displayed in any orientation different from what has been provided.

Original Aspect Ratio

The original aspect ratio (height-to-width ratio) of the logos must be preserved and must not be modified in any way. If the logos need to be resized for use in a document, care must be taken to lock the aspect ratio so that the shape of the logos nor any of its elements, are distorted.

Precise Logo Colors

All logo colors must be maintained as provided. Files should be maintained with their existing color palette. The logos may not be displayed with inverted colors. The logos should always be displayed so as to be clearly visible and distinct from their background. The background should never be darker than the equivalent of a 10% black & white photocopy.