

Brand Asset

Regional List Badges



GUIDELINES & APPLICATION



About Us

Great Place to Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace: trust. Great Place to Work helps organizations quantify their culture and produce better business results by creating a high-trust work experience for all employees. Emprising®, their culture management platform, empowers leaders with the surveys, real-time reporting, and insights they need to make data-driven people decisions. Their unparalleled benchmark data is used to recognize Great Place to Work-Certified™ companies and the Best Workplaces™ in the US and more than 60 countries, including the 100 Best Companies to Work For® and World's Best list published annually in Fortune. Everything they do is driven by the mission to build a better world by helping every organization become a Great Place to Work For All™.

To Learn more, visit greatplacetowork.com listen to the podcast [Better by Great Place to Work](#), and read [“A Great Place to Work for All.”](#) Join the community on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

Regional List Badges

The following guidelines refer to the following regions shown here.

SHAREPOINT 



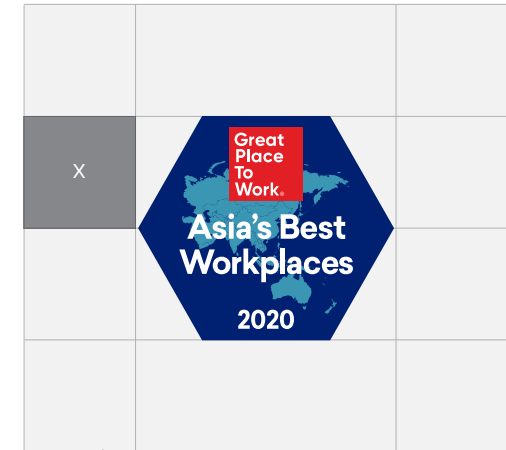
Regional List Badge Alignment & Spacing

The Regional List Badge has been redesigned within a hexagon container. The guidelines shown on the right show grid alignment and the preferred minimum clear space.

GRID ALIGNMENT



CLEAR SPACE



The grid shown in the above example displays the minimum area to be kept clear from any graphics or other interference. This area is directly related to half the height of the hexagon container (x) and surrounds the badge at the furthest point on each side.

Regional List Badge Color Options

Shown right are the only approved color options. The default should always be the full color version. The type lockups within the containers should ALWAYS appear white.



PRIMARY

Our primary and default color option is the 3 color solution.

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

PANTONE 7459C
R 063 / G 150 / B 080
C 073 / M 027 / Y 021 / K 001
HEX #3F96B4



BLACK & WHITE

In all other instances where the full color badge cannot be used please use the approved grayscale option.

Regional List Badge Application

Use the Regional List Badge 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.

TWITTER POST



Regional List Badge Application

Use the Regional List Badge 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.

FACEBOOK POST



Regional List Badge Application

Use the Regional List Badge on your social media channels to promote the success of your business. Please refrain from the following presentations.



DO NOT

Place the badge on a low contrast or same colored background.



DO NOT

Use the incorrect file on top of images. Please use a transparent background file.



DO NOT

Add a border to the badge to increase contrast or legibility.



DO NOT

Crop or place the badge on the edge of an image. Please remember clear space standards.

Regional List Badge Usage

To maintain consistency throughout our identity application it is essential that the Regional List badge is never altered in any way. Please keep in mind that the integrity of the Great Place to Work® brand is diminished when any of its signatures are used incorrectly. It is essential that logos and badges are always reproduced from the master artwork.



DO NOT
Alter the color, or use any other non-approved colors.



DO NOT
Rotate the brandmark or create any dynamic composition with the badge.



DO NOT
Add a stroke or outline to the mark or interior type.



DO NOT
Add a drop-shadow or outer-glow to the badge.



DO NOT
Remove the type from its container or alter the container color.



DO NOT
Alter the containing shape of the badge.



DO NOT
Skew or put the badge on any kind of perspective rendering.



DO NOT
Tile or create any type of pattern with the badge.



DO NOT
Stretch or alter the badge type or box.



DO NOT
Use the badge without a year or date range.

Pairing with Company Logos

When pairing Regional List badges with partner logos please refer to this guide for consistent co-branding. Partner logos should be placed to the right of list badge and scaled accordingly to create visual hierarchy. A single partner logo should be centered horizontally with the list badge, and multiple partner logos can be stacked or aligned horizontally.

SINGLE PAIRING HORIZONTAL



SINGLE PAIRING STACKED



MULTIPLE PAIRINGS



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