



REGIONAL LIST BADGE
GUIDELINES 2019

About Us



Great Place to Work®, headquartered in Oakland, California, is a global people analytics and consulting firm that helps companies of all sizes produce better business results by focusing on the work experience for every employee—our research shows there’s a clear and direct relationship between employee engagement and financial performance. Over the past 25 years, we have captured the views of more than 100 million employees globally, helping organizations around the world identify and build high-trust, high-performance cultures. Through our certification programs, we recognize outstanding workplaces and produce Fortune’s annual list of the 100 Best Companies to Work For, as well as a variety of other Best Workplace rankings in the United States and in more than 60 other countries. Everything we do is driven by our mission: to build a better world by helping every organization become a Great Place to Work For All by the year 2030.

Follow Great Place to Work® at greatplacetowork.com and on Twitter @GPTW_US

Regional Lists

The following guidelines refer to the following regions shown here.



Badge

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.

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.

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 landmark 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.

Badge Pairing

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

