

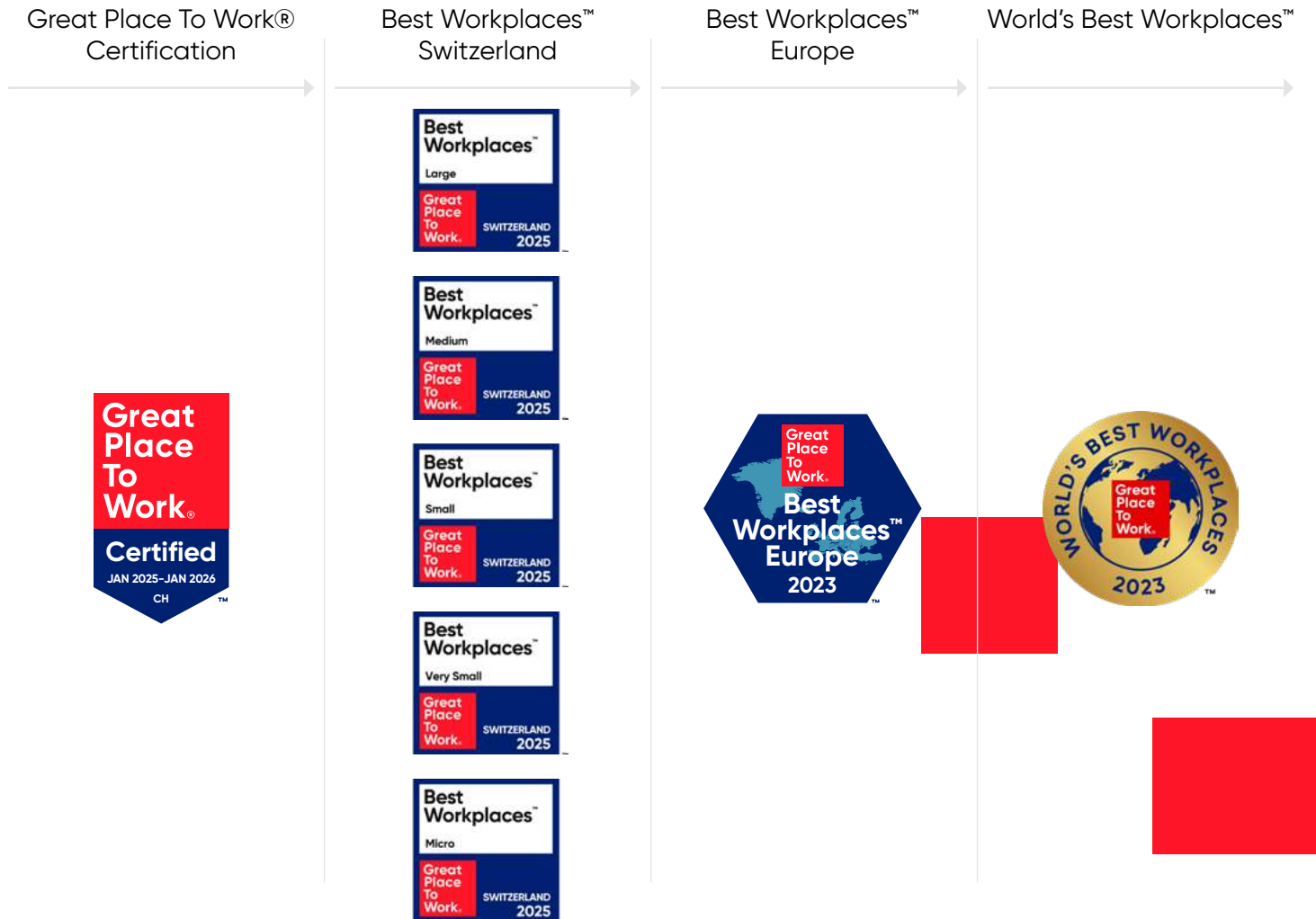
Logo Guide

Great Place To Work®



Great Place To Work® Journey

- Those who are awarded as a Great Place To Work® will first receive the certification. It is awarded monthly throughout the year.
- Those that are certified as Great Place To Work® and fulfill the conditions will take part in the yearly national Best Workplaces™ Switzerland ranking, where the „Best Workplaces™ in Switzerland“ are awarded (usually in April / May).
- The „The Best Workplaces™ in Switzerland“ also take part in the international competition of Best Workplaces™ Europe.
- Finally, the multinational companies of Europe’s Best Workplaces are compared with the Best Workplaces of the other continents to determine the World’s Best Workplaces™.





Instructions on using the Great Place To Work® Certification Logos

Logo Instructions Certified Companies

- The certification logo indicates the period of your certification. The validity begins with the completion of the survey.
- You will receive the certification logo in a separate download link as soon as you and your Great Place To Work® representative have agreed on a communication date.
- The logo is valid for 13 months. The period of use is limited to the period indicated on the logo.
- The certification is a prerequisite for participation in the annual „Best Workplaces“ competition, where the best employers in Switzerland are awarded.
- Please wait until the agreed communication date before publishing the certification logo.



Please always keep a proper spacing

When placing the certification logo on your graphics/images, please ensure that there is sufficient space to the left, right, bottom and top of the edge.

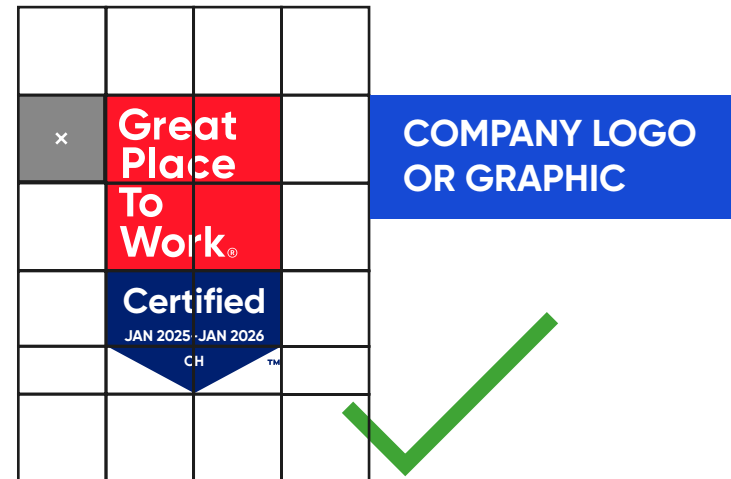
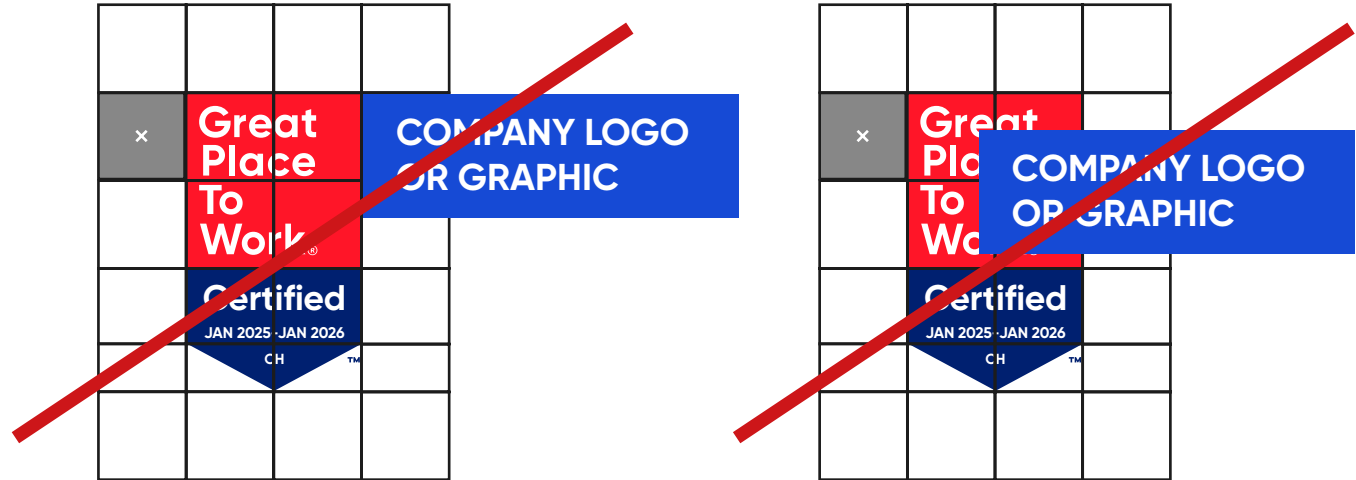
The grid shown on the right indicates the minimum distance to be kept free.



Combinations with other graphics

The certification logo may not be overlaid with your own additions, such as logos, lettering or graphics.

When combining the certification logo with your graphics/images, please ensure that there is sufficient space to the left and right of the nearest graphic.



Logo usage on images

Always use the correct image format with transparent background (.png file) when placing the logo over an image as shown on the right.



Do not make any adjustments to the logo

To maintain consistency throughout our identity application it is essential that our certification logos are never altered in any way. Please keep in mind that the integrity of the Great Place To Work® brand is diminished when the certification logos are used incorrectly.



Do not alter the color, or use any other non-approved colors.



Do not rotate or create any dynamic composition with the certification logo.



Do not modify or use any version of the logo without a year or date range.



Do not add a drop-shadow or outer-glow to the certification logo.



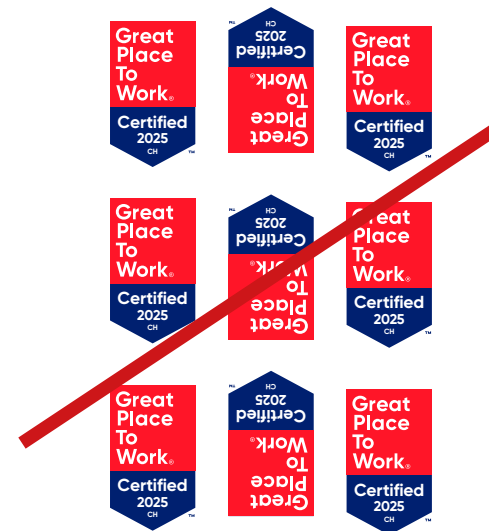
Do not use the Great Place To Work® red box logo instead of the certification logo.



Do not alter the containing shape of the certification logo.



Do not skew or put the certification logo on any kind of perspective rendering.



Do not tile or create any type of pattern with the certification logo.





Do not stretch or alter the certification logo type or container.



Do not modify or use any version of the logo without a country name or country code.



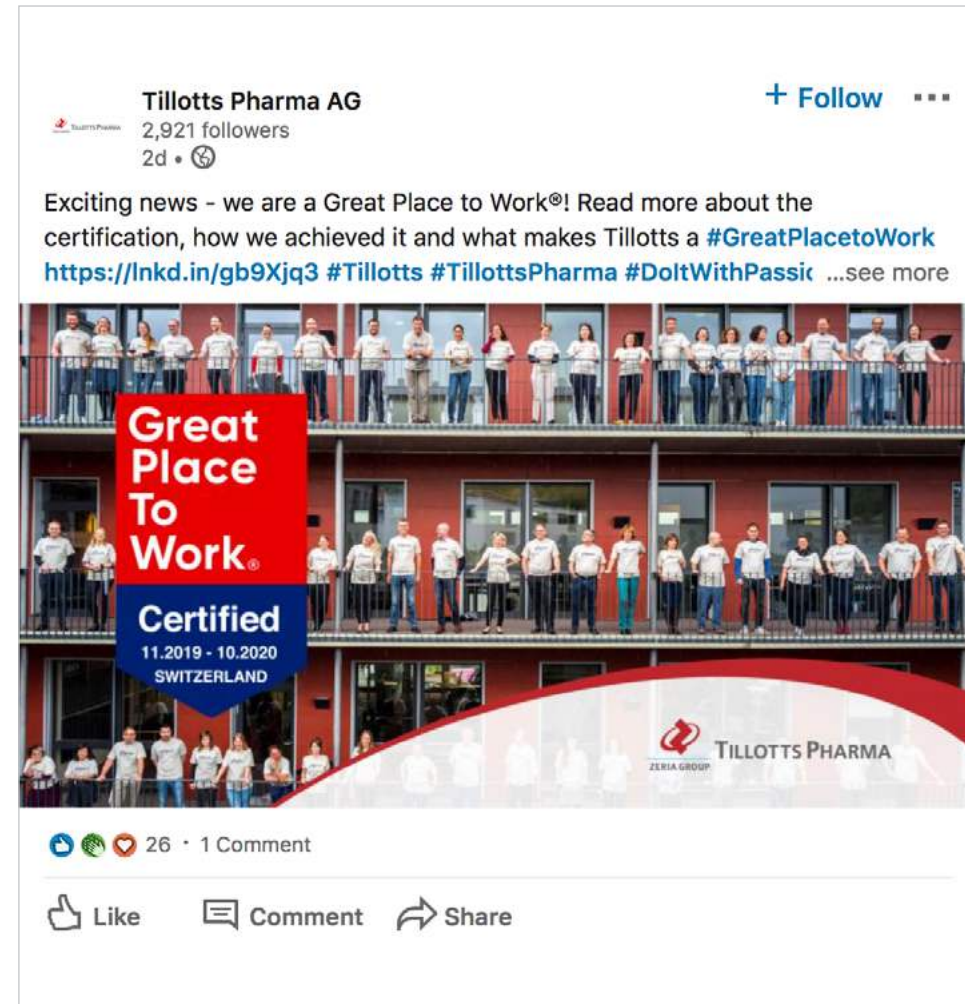
Do not create logos for other product offerings that are similar in form to the certification logo.



Further use of the certifications logos

In the separate appendix „**Communication Guide**“ ([Download here](#)) you will find a plethora of examples on how to use the certification logo to promote the success of your company.

For example, use the certification logos on your social media channels and website.





Instructions on how to use the Best Workplaces™ Switzerland Logo



Information on the Best Workplaces™ Logo

- The Best Workplaces™ logo is awarded once a year as part of the Best Employers in Switzerland.
- As soon as the Best Workplaces™ Switzerland award has been carried out, the logo is valid and can be used.
- The logo has no expiry date and can be used indefinitely.

When placing the Best Workplaces™ logo on your graphics/pictures, please ensure that there is sufficient space to the left, right, bottom and top of the logo.

The grid shown on the right shows the minimum distance to be kept free.

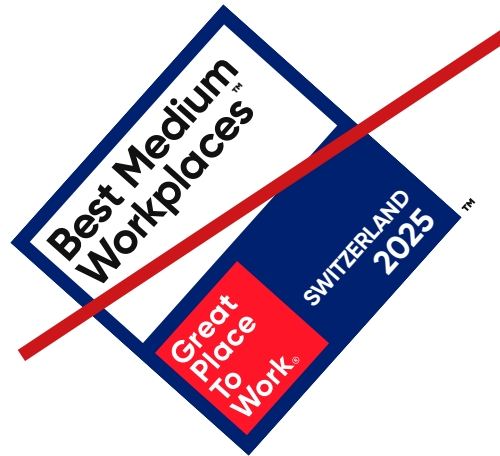


Do not make any adjustments to the Best Workplaces™ logo

To maintain the consistency of our corporate identity, it is important that our Best Workplaces™ logos are never altered in any way. Please keep in mind that the integrity of the Great Place To Work® brand will be compromised if the logos are used incorrectly.



Do not alter the color, or use any other non-approved colors.



Do not rotate or create any dynamic composition with the Best Workplaces™ logo.



Do not add a stroke or outline to the mark or interior type.



Do not add a drop-shadow or outer-glow to the Best Workplaces™ logo.



Do not create logos for other product offerings that are similar in form to the Best Workplaces™ logo.



Do not alter the containing shape of the logo.



Do not skew or put the Best Workplaces™ logo on any kind of perspective rendering.



Do not tile or create any type of pattern with the Best Workplaces™ logo.



Do not stretch or alter the Best Workplaces™ logo type or container.

Do not convert to grayscale.





**Any further questions?
Please contact:**

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