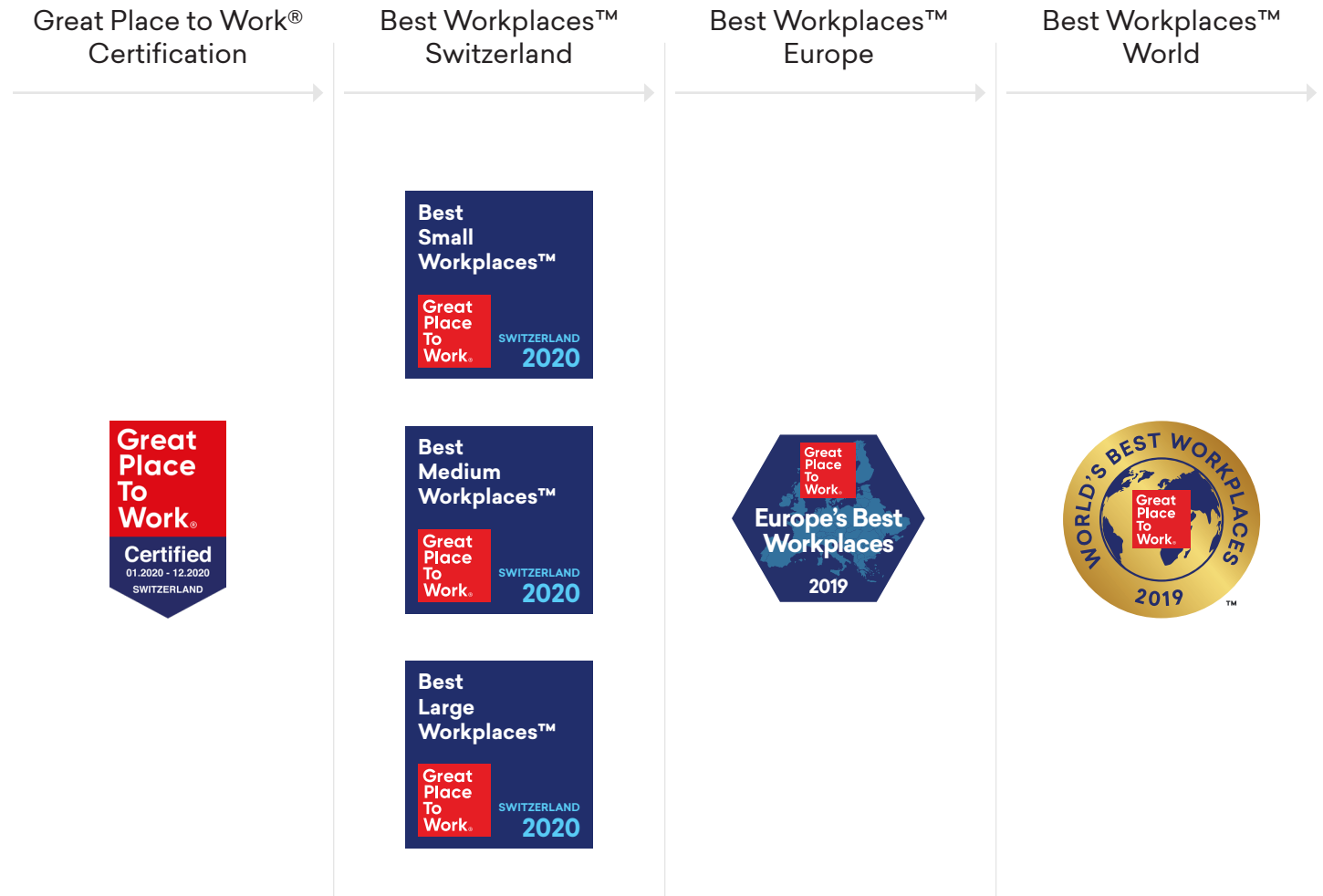




Logo Guide

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 who are certified as a Great Place to Work® and achieve a 70% threshold will take part in the yearly national Best Workplaces™ Switzerland ranking, where the „Best Employers in Switzerland“ are awarded (usually in April / May).
- The „Best Employers 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 for using the Great Place to Work® Certification logos

Logo Instructions Certified Companies

- The certification logo indicates the period of your certification. The period is always one year and occurs in the month in which your certification is communicated.
- 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 2 years, during which time it will be used only.
- 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

Please always use the correct image format with transparent background (.png file) if you place the logo over an image as shown on the right.



Do not make any adjustments to the logo

The logo must always be scaled in the existing ratio. It may neither be stretched nor compressed.



Do not make any adjustments to the logo

Neither the colour scheme nor the orientation of the logo may be changed.



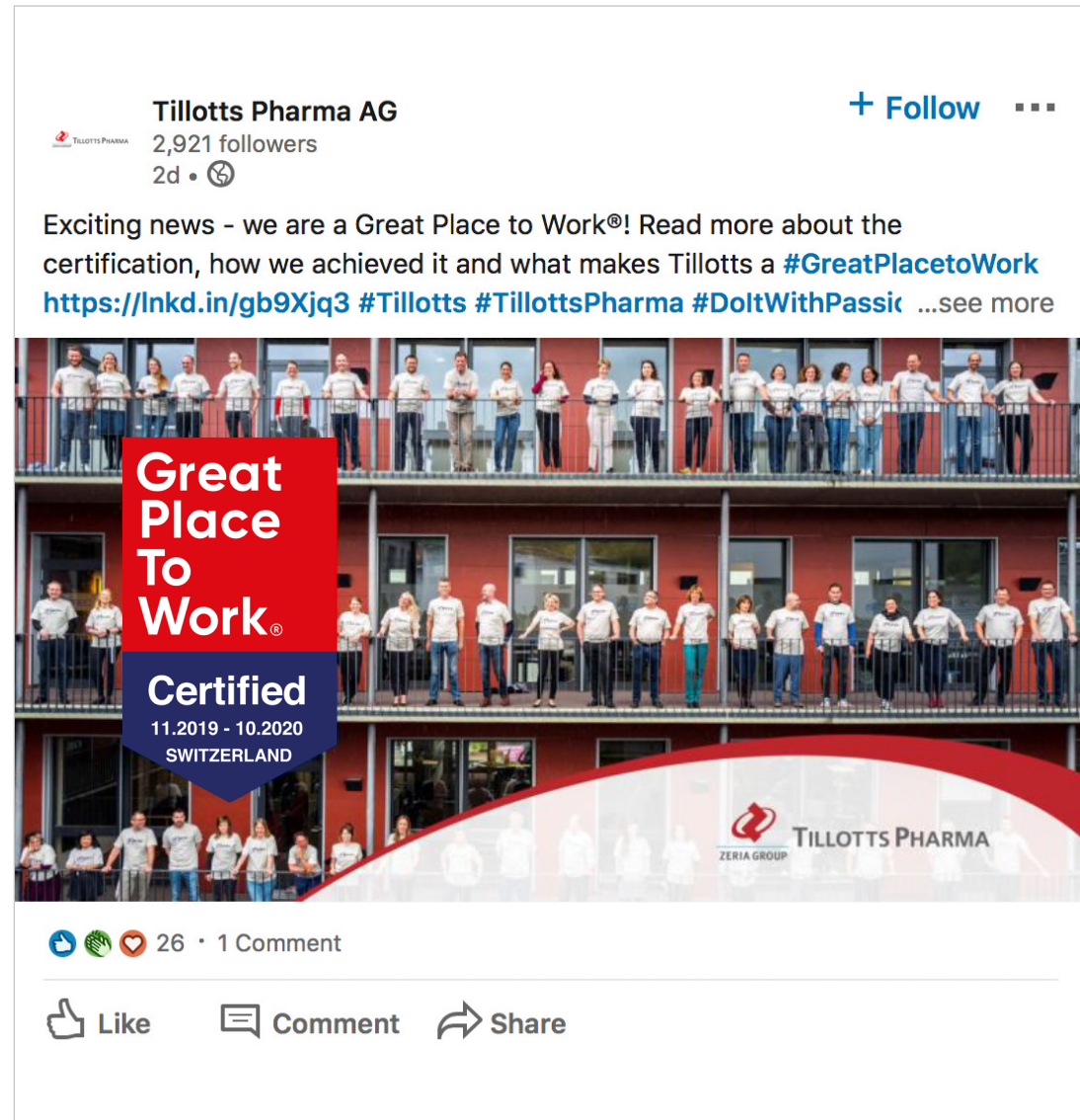
Do not make any adjustments to the logo

The individual elements of the logo may not be separated or recombined, no elements may be added and no elements may be resized.



Use of the Certification logos

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



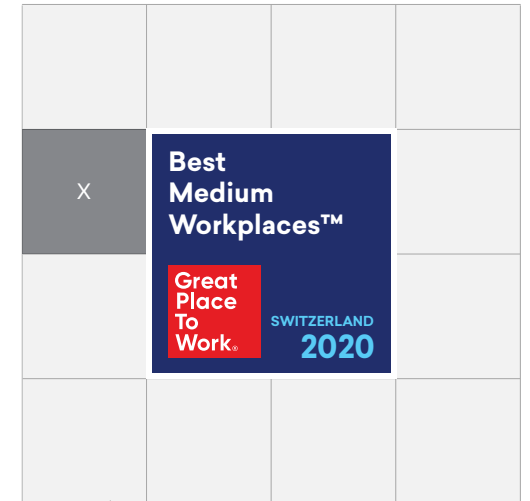
How to use the Best Workplaces™ Switzerland logo

Information on the Best Workplace™ Logo

- The Best Workplaces™ logo is awarded once a year as part of the Best Employers in Switzerland.
- As soon as the Best Employers of 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.

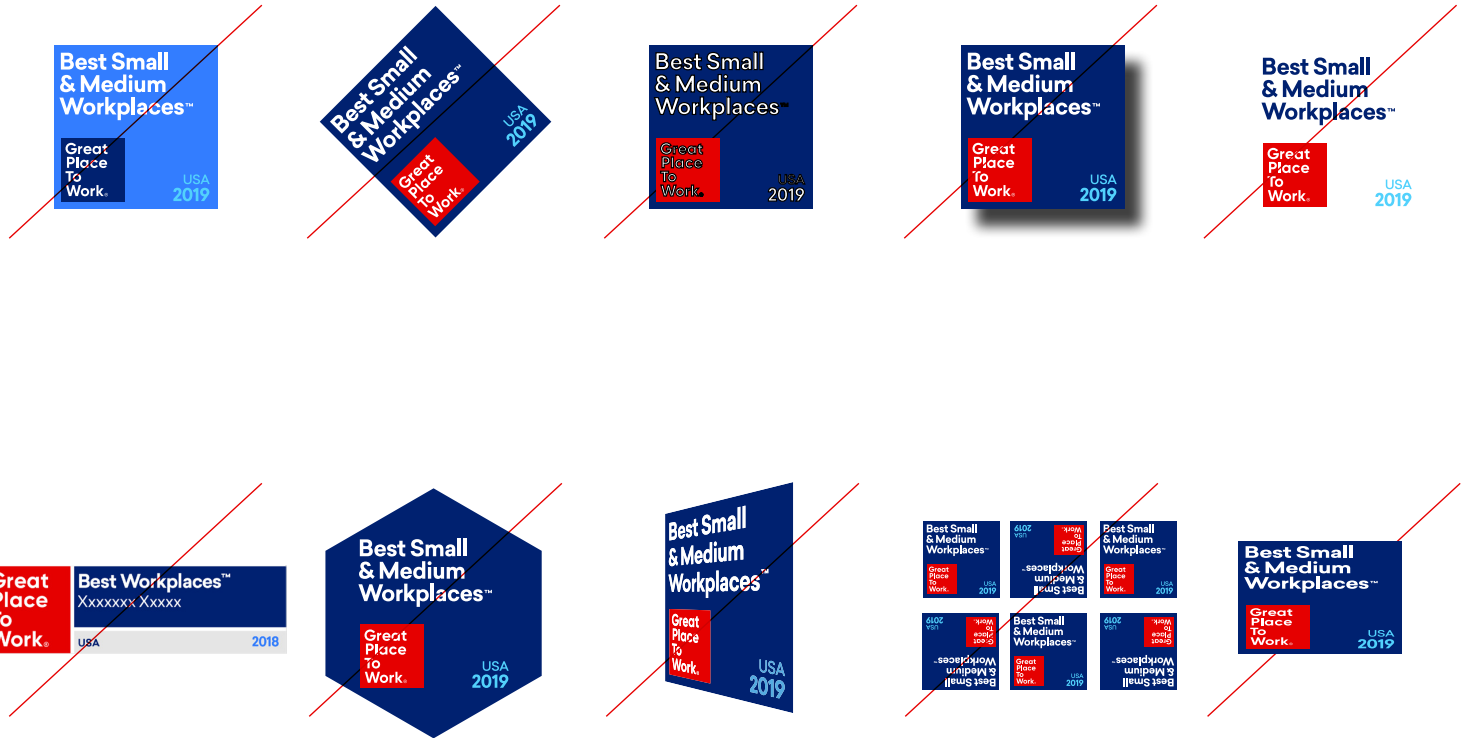


Information on the Best Workplace™ Logo

- In principle, the same application requirements apply to the use of the Best Workplaces™ logo as for the certification logo.

In addition, the following terms of reference apply for the use of the logo:

- No change of colours
- No rotation of the logo
- Do not attach contours
- Do not add shadows
- Do not remove any coloured areas
- Use only this year's logo
- No change in shape
- No perspective deformations
- No reflections
- No distortions





Any further questions?
Please contact:

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