

**TOP
WORK
PLACES**

2026

Brand Guidelines

BRAND GUIDELINES

1.0 Introduction



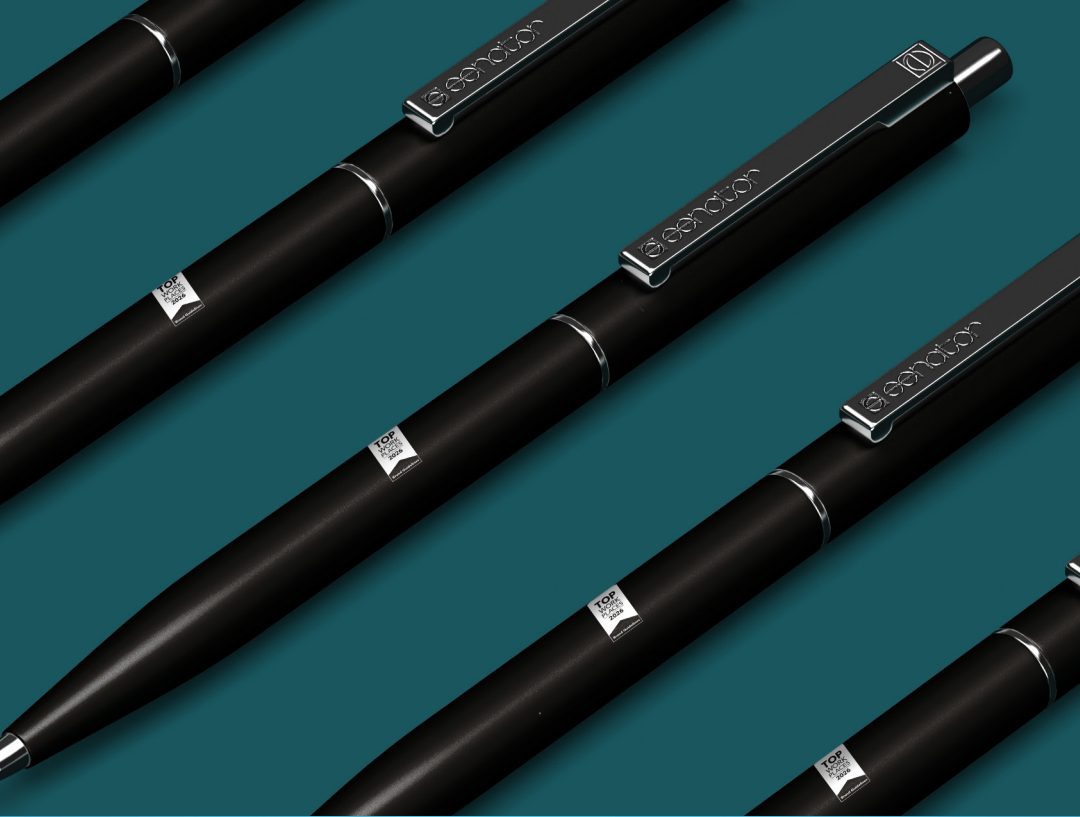
Top Workplaces logo identifies organizations that have created exceptional places to work. It is a mark of confidence for customers and investors as well as employees and potential recruits. We are happy for Top Workplaces award winners to use the badge on communications with stakeholders. Please take a moment to review and familiarize yourself with the proper application of the logo. Please use the logo as provided and do not modify in any way.

2.0 Brand Mark Usage

2.1 Brand Mark Usage

Here are some examples of how others have used the Top Workplaces badge. Feel free to use the logo on and offline, but please follow the guidelines for clear space and minimum size.

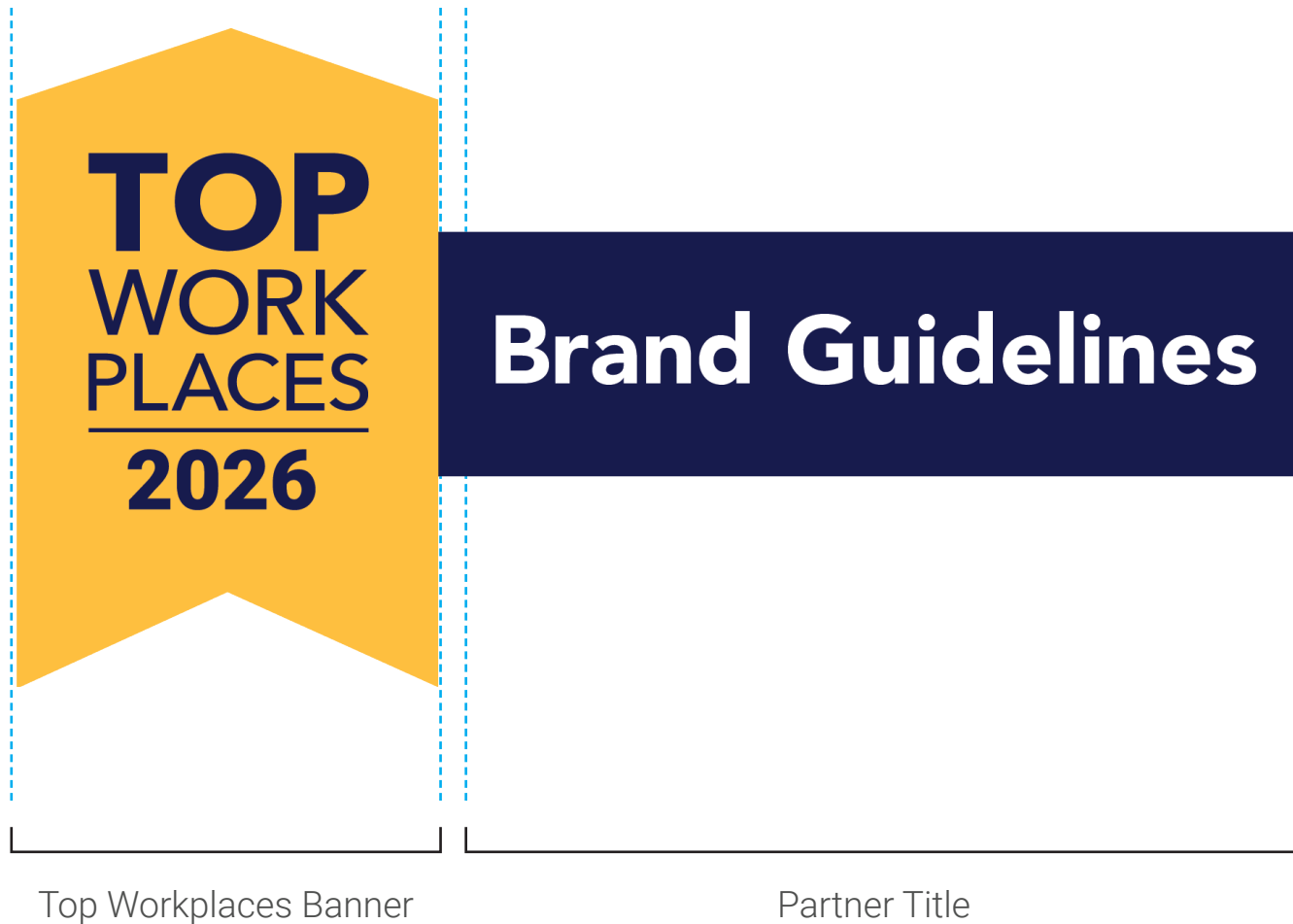




3.0 Brand Marks

3.1 Construction

The Top Workplaces logo consists of two elements – the Partner Title and the Top Workplaces Banner. Please use the artwork we provide to you. Please use the logo as provided and do not modify in any way.



3.2 Stacked Version



CLEARSPACE

To maintain the integrity and clarity of the Top Workplaces logo, a "clearspace" has been developed so that no graphic, text, or any other element encroaches this space. A value of "x" has been defined by the height of the word "TOP" in capital letters. The value of "x" is the perimeter around the Top Workplaces logo and is proportional to the height of the word "TOP" regardless of the size of the logo.



MINIMUM SIZE

To maintain optimum clarity in reproducing the Top Workplaces logo at a small size, a minimum size of 20mm in width has been assigned for all printing applications. To maintain optimum clarity for online usage, the logo has been assigned a minimum size of 80 pixels in width. Do not reproduce at a size smaller than these recommended sizes.



3.3 Horizontal Version



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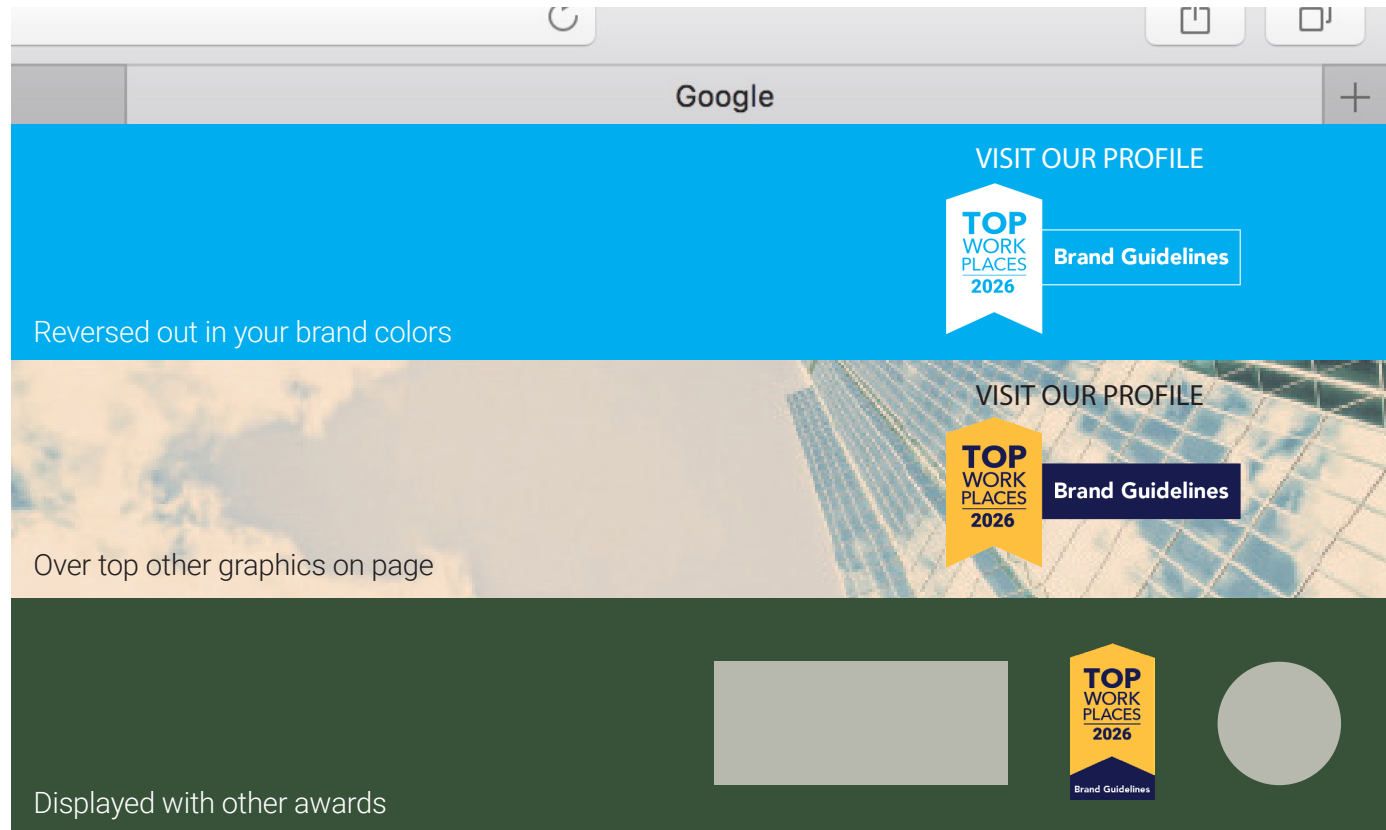
3.4 Profile Button

Organizations that achieve Top Workplace status can have a direct link to the profile on the Top Workplaces website. Shown below is the Profile button and some examples of acceptable usage.

HORIZONTAL BUTTON



STACKED BUTTON



As part of an email signature



3.5 Logo Versions

FULL COLOR



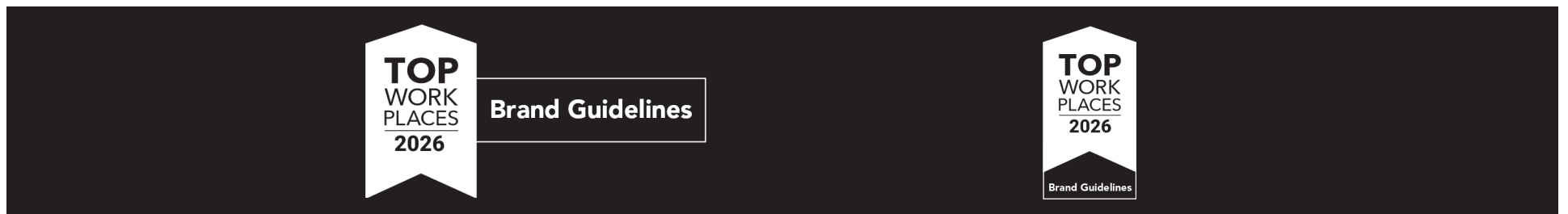
GRAYSCALE



ONE COLOR



KNOCK OUT





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