



Guidelines for the use of the Top Employers Certification Seal



Your certification as a Top Employer gives you the right to use the **Top Employers Certification Seal** for one full year in all possible marketing communications to all of your different stakeholders. Participants are obliged to use the Top Employers Certification Seal to show their certification. Participants cannot create their own Top Employers Certification Seal. Please be aware of the following legal conditions and usage guidelines.

1 - EXCLUSIVITY OF THE TOP EMPLOYERS CERTIFICATION SEAL

The Top Employers Certification Seal must only appear on or alongside the organisation or affiliate that was provided with the Top Employers Certification Seal. If any advertising covers other organisations, such as a parent or affiliate company, it must be made clear that the Top Employers Certification Seal has only been given to the certified organisation. The Top Employers Certification Seal cannot be put alongside another company name or non-certified affiliate — even if the certified organisation is referenced.

2 - THE REGIONAL, CONTINENTAL AND GLOBAL TOP EMPLOYERS CERTIFICATION

The Regional, Continental and Global Top Employers title and Certification Seal can (only) be used by affiliates that have been part of the Certification Programme and have met the certification criteria. If a local affiliate has not been certified, the Top Employers title and Certification Seal cannot be used by the aforementioned company.

For example, if company ABC has been certified as a Top Employer Asia Pacific (Continental), but did not participate in the Certification Programme in Australia and/or has not met the requirements for certification in that country, their Australian affiliate can neither communicate ABC's certification as a Top Employer Asia Pacific, nor can they use the Top Employers Asia Pacific Certification Seal. Affiliates joining as a subsidiary of the participant will not be eligible to use any group certification title or seal (Regional, Continental or Global).

3 - DURATION OF USE OF THE TOP EMPLOYERS CERTIFICATION SEAL

The Top Employers Certification Seal may be used by the certified organisation for the duration of one year. You are allowed to use previous years' seals in case you acquired the latest seal from Top Employers Institute. When you do not have the latest seal, the old seal(s) must be removed from all communications and advertising.



We encourage your organisation to make optimal use of the certification seal. But before you start, make sure you know exactly how you can (and cannot) use the seal.

1 - THE GOLDEN RULE

The Top Employers Certification Seal must be consistent wherever it appears — always used in full and in the same colour, font and shape as provided to you by Top Employers Institute.

2 - MINIMUM SIZE

The minimum width in which the Top Employers Certification Seal can be used is 30 mm.



3 - INCORRECT USAGE OF THE TOP EMPLOYERS CERTIFICATION SEAL

The rules of reproduction described below are applicable to all Top Employers Certification Seals including Country, Industry, Continental and Global.



Do not change the colour of any part of the Top Employers Certification Seal



Do not add a drop shadow to the Top Employers Certification Seal



Do not drop any shapes of the Top Employers Certification Seal



Do not change the shape of the Top Employers Certification Seal








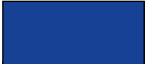
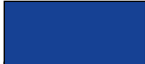
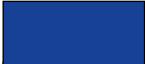




Do not add a border to the Top Employers Certification Seal



Do not take the Top Employers Certification Seal out of its box

4 - COLOURS

The Top Employers Certification Seal must be reproduced in the following colours only:

	FULL COLOUR	PMS PRINTING	RGB
	 C0-M100-Y80-K0	 Pantone® 185C	 R228-G3-B46
	 C100-M80-Y0-K0	 Pantone® 280C	 R22-G65-B148
	 C-24 M-47 Y-87 K-0	 Pantone® 871C	 R203-G143-B55

CONTACT

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