



Guidelines for the use of the **Top Employers Certification Seal**

This guideline document explains how to use the Top Employers Certification Seal across different communication channels. Participants are obliged to use the Top Employers Certification Seal to show their Certification status.

The how-to-use guidelines described in this document applies to all Top Employers Certification Seals, including Country/Region, Regional, Global, and Enterprise, unless otherwise stated.



When to use the Top Employers Certification Seal

The Top Employers Certification Seal can be used across digital and offline communications to share and celebrate your Certification status.

Certified organisations may use the Top Employers Certification Seal for one year. Organisations can use previous seals if they have achieved the latest seal from Top Employers Institute. For example, if your organisation has been certified in 2023 and the current year is 2024 and you are certified again - you may use the previous year's seal to communicate your Certification status.

Some organisations receive early Certification for the following year, and this entitles them to the use of the current years Certification Seal.
To find out if you are eligible, please reach out to your Account Manager.

How to use the Top Employers Certification Seal

The Top Employers Certification Seal must only appear on or alongside the organisation or partner that was provided with the Top Employers Certification Seal. If any advertising covers other organisations, such as a parent or partner company, it must be made clear that the Top Employers Certification Seal has only been given to the certified organisation.

The Country/Region, Regional, Enterprise and Global Top Employers Certification Seals can (only) be used by partners that have been part of the Certification Programme and have met the Certification criteria. If a local partnership has not been certified, the company cannot use the Top Employers title and Certification Seal. The entire organisation can use the Enterprise Seal if the organisation has met the Certification criteria.



You can find all your Top Employers Certification Seals in the Top Employers Portal under the Branding tab.

Size

The minimum width in which the Top Employers Certification Seal can be used in print and digitally is 30mm. If used correctly, there is no maximum size for the use of the Certification Seal. If the seal is needed for smaller or differently shaped assets, please reach out to marketing@top-employers.com for advice and guidance.

Minimum width



30mm

Colours

Primary Red
Red 1 #E02B19
R224 G43 B25
C6 M96 Y100 K1

Primary Blue
Blue 1 #163B83
R22 G59 B131
C100 M88 Y19 K5

Primary Gold
Gold 3 #CCA55D
R204 G165 B93
C20 M33 Y74 K1

Primary Platinum
#6E6E6E
R110 G110 B110
C57 M49 Y48 K16

Red 3 #AD1B0C
R173 G27 B12
C22 M99 Y100 K15

Blue 3 #0A265D
R10 G38 B93
C100 M92 Y33 K2

Gold 4 #AA7A39
R170 G122 B57
C27 M50 Y91 K10

Grey 2 #CBCBCB
R203 G203 B203
C20 M15 Y16 K0

How to use the Certification Seal



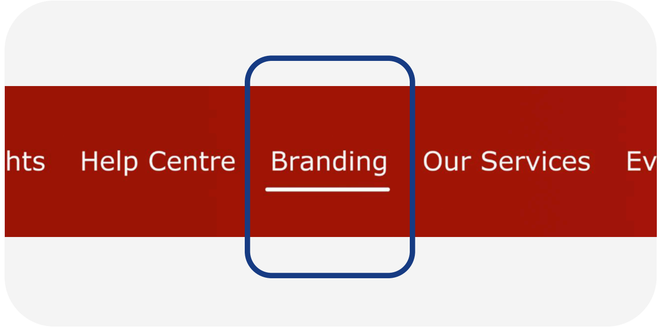
Do use the Top Employers Certification Seal consistently. Always use the correct colour, font and shape as provided by Top Employers Institute.



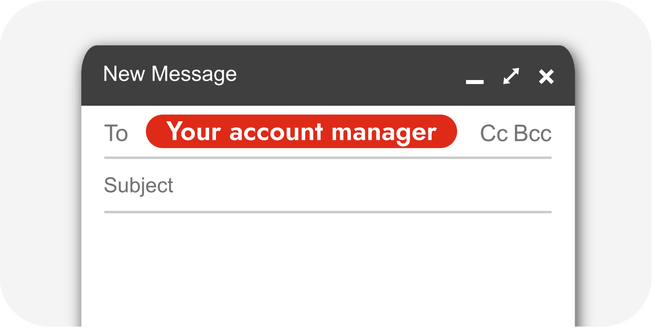
Do use the Top Employers Seal across your digital and offline presence to communicate your certification status.



Do use the Top Employers Certification Seal throughout the year to communicate your certification status.



Do use the Top Employers Portal to find inspiration around how to leverage your Certification Seal.



Do contact Top Employers Institute if you are unsure on how exactly to use the Certification Seal.

How to not use the Certification Seal



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



Do not add a drop shadow or change the shape of the Top Employers Certification Seal.



Do not add a border to the Top Employers Certification Seal or remove it from its frame.



Do not alter what is written inside the Top Employers Certification Seal, including removing or changing the date.
For example, putting "South Africa/Namibia" is not allowed, as they are both countries.

Your Top Employers Portal is the most comprehensive platform for all Certification guidelines and materials. You can also find your Certification Seal(s) here. Simply visit the Help Centre tab, then locate the ‘Search by topic’ search bar and select ‘Share and Celebrate” or search for “Certification Seal usage guide” in the search bar.

Questions or comments?

For more information on our Certification Seals Guidelines please reach out to your Account Manager.



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