



# Great Place To Work<sup>®</sup>

Brand Book 2.0

Logo

# Great Place To Work<sup>®</sup>

# Horizontal Logo

## Clear Space

### Overview

This logotype represents the bold simplicity of the brand identity and places emphasis on the core of our mission and vision – “to help every place become a great place to work for all.”

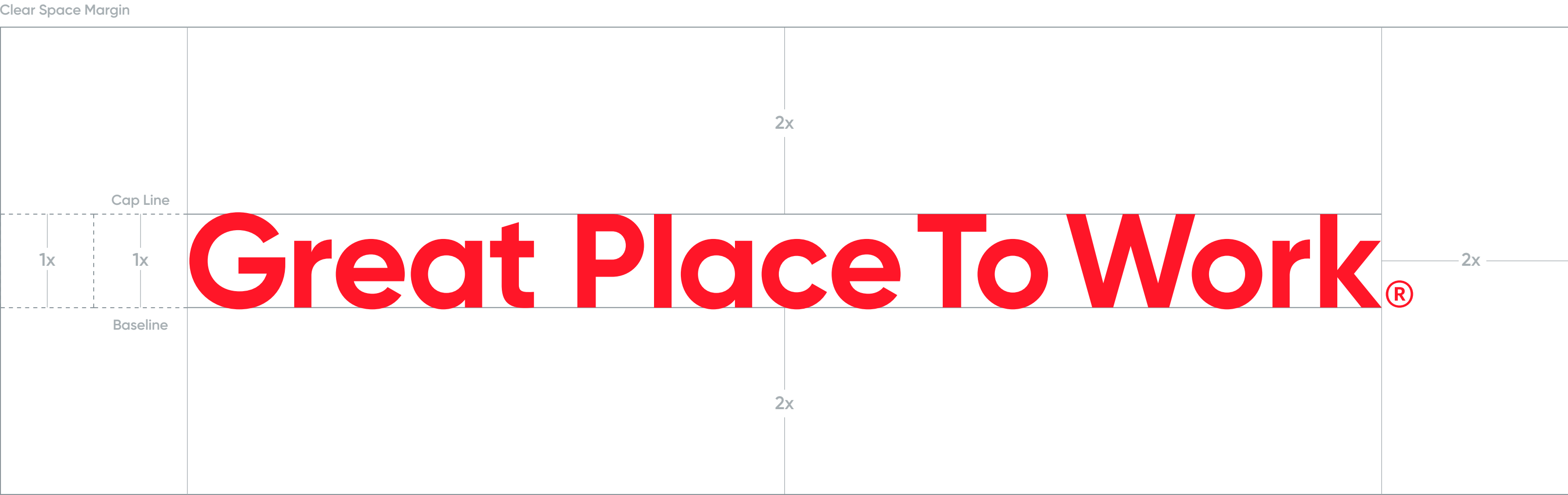
The horizontal logo is typeset in Gilroy Bold and varies slightly in letter spacing from the box logo to optimize for the horizontal lockup.

### Margin

The minimum margin around our horizontal logo is equal to 2x the cap height. This proper “clear-space” margin prevents crowding the logo.

### Scale

The minimum size recommendations for print and digital are shown to the right. It is important to use the logo at an appropriate scale to ensure legibility.



Print Minimum (Height) .125 in/ 3.175 mm

Digital Minimum (Height) 12 px

Horizontal Logo  
Color Variations

White Type + Red/Black BG

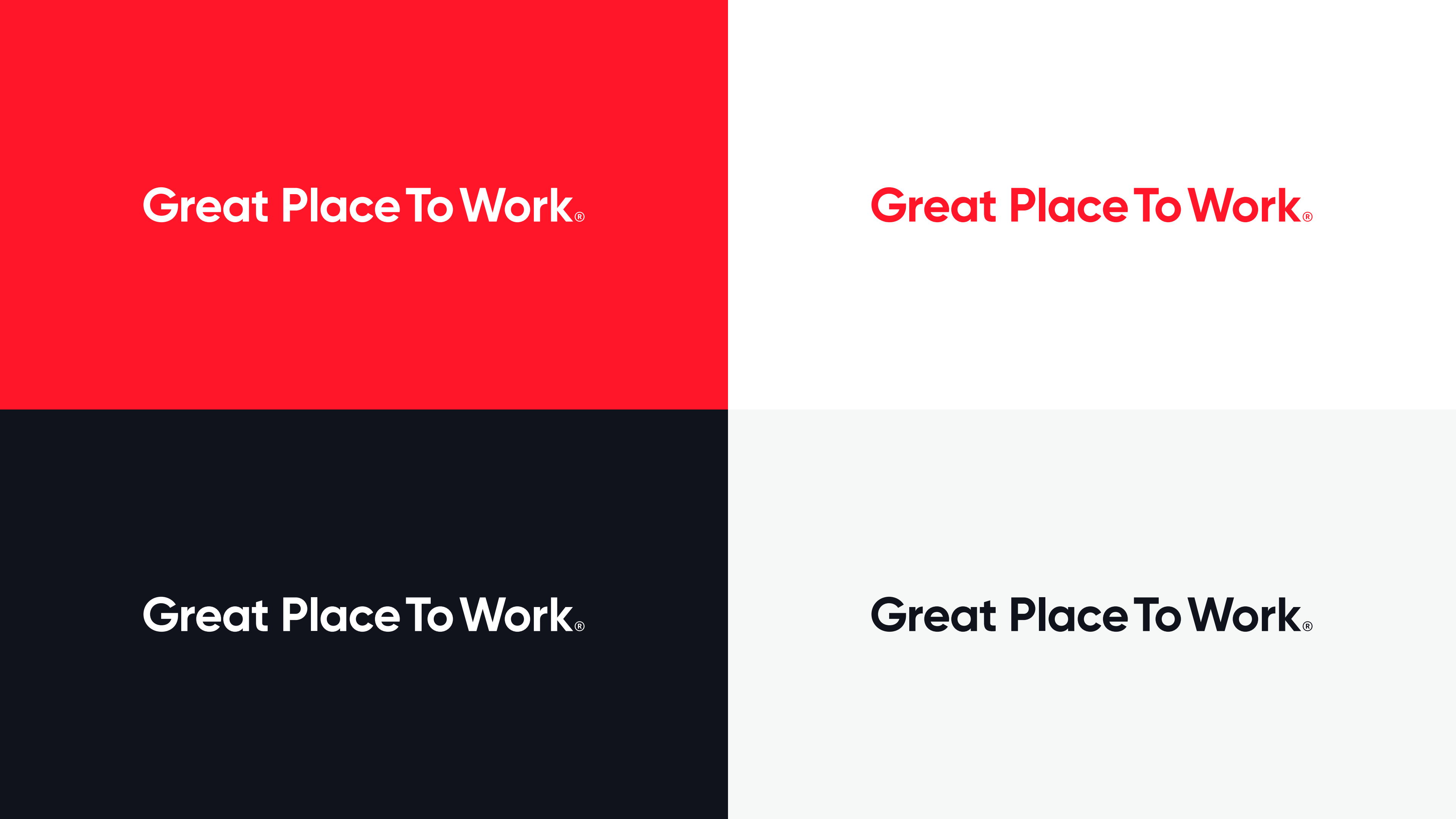
The one-color white version should be used on our Brand Red or Brand Black backgrounds.

Red Type + Light BG

The one-color red version should be used on light backgrounds.

Black Type + Light BG

The one-color black version should be used on light backgrounds.



Horizontal Logo  
Misuse

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

The examples shown here are by no means an exhaustive list of logo misuses.



Do not alter the color of the logo. Use only the approved color options shown in this document.



Do not apply any shadow or lighting effects to the logo.



Do not add a stroke or outline to any part of the logo.



Do not stretch, skew, or distort the logo.



Do not put the logo on any kind of perspective.



Do not adjust the baseline or attempt to create any dynamic composition of the logo.

# Box Logo Clear Space

Our red box is an important visual element in our identity. The standards for measurement shown here are important guidelines that help determine the size, placement, and overall legibility of the logo in your design composition.

## Margin

The minimum “clear-space” margin around the box logo is equal to its height and should always scale proportionally with the logo. Please keep this space clear of any elements that may impede legibility.

The only time this margin is broken is for the “tab method” of box logo placement, where it lies flush against one side of a composition. Please see the Box Logo Placement section for guidance on tab placement of the box logo.

Clear Space Margin



Print Minimum (Height) .50 in/ 12.7 mm

Digital Minimum (Height) 40 px

## Scale

Shown above are the minimum size recommendations for each type of media. It is important to use the logo at an appropriate scale to ensure legibility.

Box Logo  
Color Variations

**Red Box**  
This red box logo is our default and preferred version of our box logo and should be used in most instances. The type has a white fill, rather than being knocked out.

**White Box**  
The one-color white version should be used on our Brand Red or Brand Black backgrounds. The type fill should match the background color, rather than being knocked out.

**Black Box**  
The one-color black version should be used on light backgrounds that require single color black and white. The type has a white fill, rather than being knocked out.





Box Logo  
Misuse

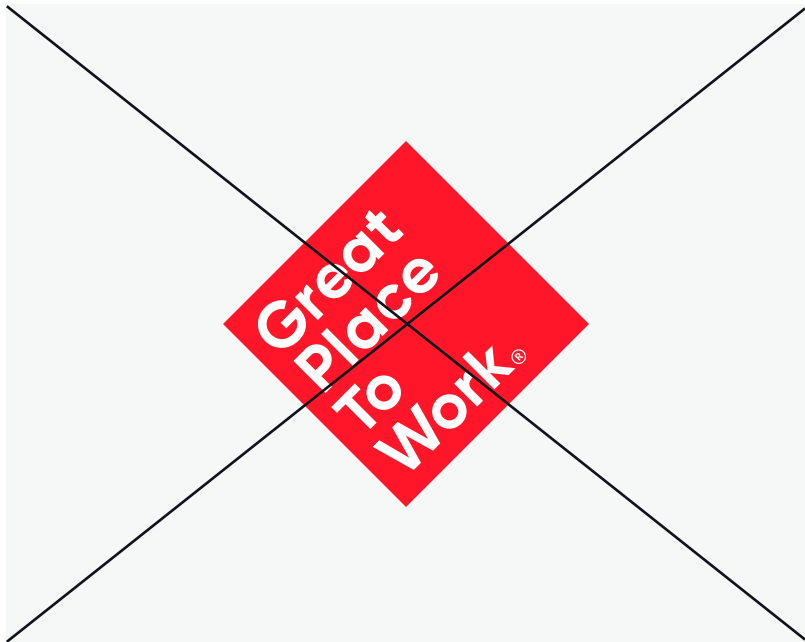
To maintain consistency throughout the application of our identity, it is essential that the brandmark is never altered in any way. Please keep in mind that the integrity of the Great Place To Work brand is diminished when the brandmark is used incorrectly.



Do not alter the color of the logo. Use only the approved color options shown in this document.



Do not apply any shadow or lighting effects to the logo.



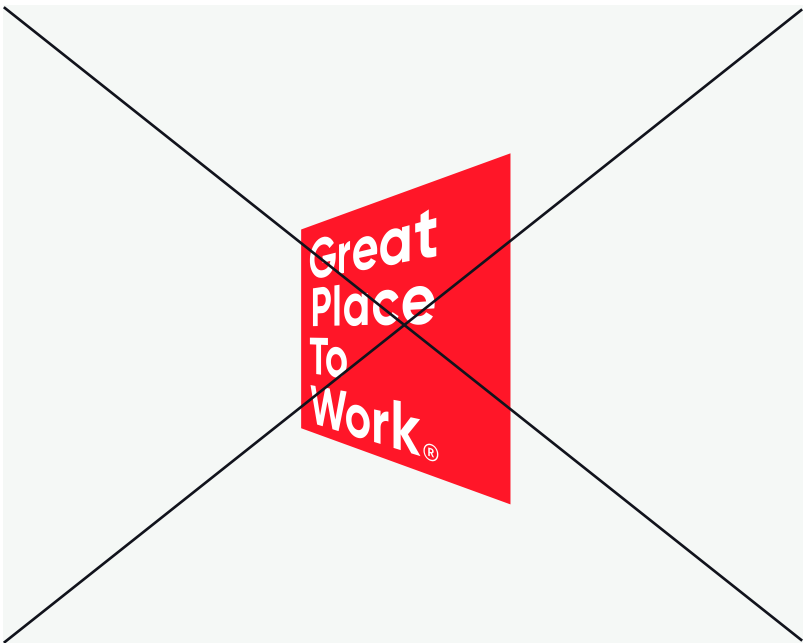
Do not rotate the logo or try to create a dynamic composition.



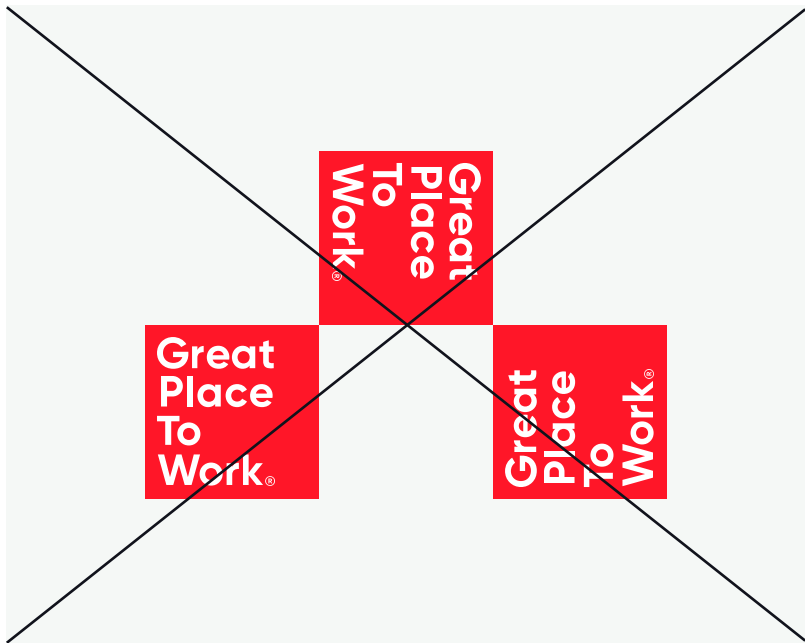
Do not add a stroke or outline to any part of the logo.



Do not stretch, skew, or distort the logo.



Do not put the logo on any kind of perspective.



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



Do not use any legacy or older versions of the logo.

# Color

## Primary Palette

Our primary palette comprises three colors – Brand Red, White, and Brand Black. These colors are used in all brand applications and bring a consistent look to Great Place To Work.

Brand Red is the “hero” of our color palette and should be immediately visible in all design applications to reinforce recognition of our brand. We associate Brand Red with the idea of “great” in our visual storytelling and by highlighting key messages, concepts, and data points.

**Brand Red**  
**Pantone** Red 032  
**Hex Code** #FF1628  
**R** 255 **G** 22 **B** 40  
**C** 0 **M** 90 **Y** 88 **K** 0

**White**  
**Hex Code** #FFFFFF  
**R** 255 **G** 255 **B** 255  
**C** 0 **M** 0 **Y** 0 **K** 0

**Brand Black**  
**Pantone** 433 C, Black 6 U  
**Hex Code** #11131C  
**R** 17 **G** 19 **B** 28  
**C** 79 **M** 72 **Y** 59 **K** 77

## Secondary Palette

Our secondary color palette has 11 shades of gray. Our grays are cooler, skewing green in the lighter shades and blue in the darker shades.

Gray 1, Gray 2, and Gray 3 show up in layouts and graphics, and can often be used as an alternative to white when contrast is needed for white backgrounds or with gray background photography. Gray 10 shows up in tone-on-tone boxes on Brand Black. See the Color Pairings section for guidance on graphics colors.

Gray 4, Gray 5, Gray 6, Gray 7, Gray 8, Gray 9, and Gray 11 are primarily used in data visualization.

**Gray 1**  
**Hex Code** #F5F8F6  
**R** 245 **G** 248 **B** 246  
**C** 3 **M** 1 **Y** 2 **K** 0

**Gray 2**  
**Hex Code** #EDF1EF  
**R** 237 **G** 241 **B** 239  
**C** 6 **M** 2 **Y** 4 **K** 0

**Gray 3**  
**Hex Code** #DEE5E4  
**R** 222 **G** 229 **B** 228  
**C** 12 **M** 5 **Y** 8 **K** 0

**Gray 4**  
**Hex Code** #C4CCCC  
**R** 196 **G** 204 **B** 204  
**C** 23 **M** 13 **Y** 16 **K** 0

**Gray 5**  
**Hex Code** #A6AEB2  
**R** 166 **G** 174 **B** 178  
**C** 36 **M** 25 **Y** 25 **K** 0

**Gray 6**  
**Hex Code** #879298  
**R** 135 **G** 146 **B** 152  
**C** 50 **M** 36 **Y** 34 **K** 2

**Gray 7**  
**Hex Code** #69737A  
**R** 105 **G** 115 **B** 122  
**C** 62 **M** 47 **Y** 42 **K** 12

**Gray 8**  
**Hex Code** #555E66  
**R** 85 **G** 94 **B** 102  
**C** 68 **M** 55 **Y** 47 **K** 22

**Gray 9**  
**Hex Code** #444C54  
**R** 68 **G** 76 **B** 84  
**C** 72 **M** 60 **Y** 51 **K** 34

**Gray 10**  
**Hex Code** #32383F  
**R** 50 **G** 56 **B** 63  
**C** 72 **M** 60 **Y** 51 **K** 34

**Gray 11**  
**Hex Code** #22262D  
**R** 34 **G** 38 **B** 45  
**C** 78 **M** 69 **Y** 58 **K** 66

## Tertiary Palette

Our tertiary color palette has 10 shades of teal. Teal 1–10 appear primarily in data visualization when additional colors are needed to highlight data points or categories and separate them from our Gray 1–11 in more complex charts.

|  |  |  |   |
|--|--|--|---|
| <div>Teal 1</div> <div>Hex Code #DFF4F2</div> <div>R 223 G 244 B 242</div> <div>C 6 M 0 Y 5 K 0</div>    | <div>Teal 2</div> <div>Hex Code #D3EAE9</div> <div>R 211 G 234 B 233</div> <div>C 16 M 1 Y 8 K 0</div>   | <div>Teal 3</div> <div>Hex Code #C6E0E0</div> <div>R 198 G 224 B 224</div> <div>C 22 M 3 Y 11 K 0</div>  | <div>Teal 4</div> <div>Hex Code #B2CCCE</div> <div>R 178 G 204 B 206</div> <div>C 30 M 10 Y 17 K 0</div>  |
| <div>Teal 5</div> <div>Hex Code #A3BDC1</div> <div>R 163 G 189 B 193</div> <div>C 37 M 16 Y 21 K 0</div> | <div>Teal 6</div> <div>Hex Code #94ADB2</div> <div>R 148 G 173 B 178</div> <div>C 44 M 22 Y 26 K 0</div> | <div>Teal 7</div> <div>Hex Code #849BA0</div> <div>R 132 G 155 B 160</div> <div>C 51 M 31 Y 33 K 1</div> | <div>Teal 8</div> <div>Hex Code #748B91</div> <div>R 116 G 139 B 145</div> <div>C 58 M 37 Y 37 K 3</div>  |
|  |  | <div>Teal 9</div> <div>Hex Code #647B84</div> <div>R 100 G 123 B 132</div> <div>C 64 M 43 Y 40 K 0</div> | <div>Teal 10</div> <div>Hex Code #516A72</div> <div>R 81 G 106 B 114</div> <div>C 71 M 48 Y 45 K 16</div> |

# Brand Language

Messaging  
Boilerplate

It is important to use consistent brand messaging in all communications. The copy provided is intended to be used exactly as shown and should not be modified or co-opted in any way.

Great Place To Work® is the global authority on workplace culture. Our mission is to help every place become a great place to work for all. We give leaders and organisations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society. Our recognition is the most coveted and respected in the world for elevating employer brands to attract the right people. Our proprietary methodology and platform enables organisations to truly capture, analyse, and understand the experience of all employees. Our groundbreaking research empowers organisations to build cultures that retain talent and unlock the potential of every employee. Our coaches, content, and community connect the boldest leaders, ideas, and innovations in employee experience. Since 1992, our Certification™, Best Workplaces™ Lists, and global benchmarks have become the industry standard, built on data from more than 100 million employees in 150 countries around the world.