



# GUIDELINES FOR THE USE OF THE **TOP EMPLOYERS CERTIFICATION SEAL**



Your **certification as a Top Employer** provides you with a clear signal for distinguishing your organisation from others: **the Top Employers Certification Seal.**

Being certified gives you the right to use the seal for one full year in all possible marketing communications to all of your different stakeholders.

Use of the Top Employers title and Certification Seal is bound by strict rules. Before you start, make sure you know exactly how you can and how you cannot use the seal.



DEVELOP. ALWAYS.



## 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 the Top Employers Institute.

## 2 - CLAIMS/STATEMENTS ABOUT THE TOP EMPLOYERS CERTIFICATION

Any use of a statement must be factually correct if utilising Top Employers research as the source for such statements. Any claims or comparative statements must clearly reference the Top Employers research as its source and must be sustainable by the methodology of the Top Employers programme.

## 3 - EXCLUSIVITY OF THE TOP EMPLOYERS CERTIFICATION SEAL

The Top Employers Certification Seal must only appear on or alongside the organisation or subsidiary that was provided with the Top Employers Certification Seal. If any advertising covers other organisations, such as a parent or subsidiary 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 subsidiary – even if the certified organisation is referenced.

## 4 - THE REGIONAL, CONTINENTAL AND GLOBAL TOP EMPLOYERS CERTIFICATION

The regional, continental and global Top Employers title and Certification Seal can (only) be used by subsidiaries that have been part of the certification programme and have met the certification criteria. If a local subsidiary 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, but did not participate in the certification programme in Australia and/or has not met the requirements for certification in that country, their Australian subsidiary can neither communicate ABC's certification as a Top Employer Asia Pacific, nor can they use the Top Employers Asia Pacific Certification Seal.

The same rule applies to local subsidiaries that took part in the Top Employers group certification. If not all underlying legal entities of an umbrella brand have been part of the certification programme and have met the criteria for certification, the included (or: excluded) entities must be mentioned wherever the certification is communicated.



## 5 - 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 a year, by which point it must be removed from all communications and advertising. You should consider all communication and promotional material well in advance to ensure that you meet the deadline communicated to you.

## 6 - THE RIGHT WAY TO REPRODUCE THE TOP EMPLOYERS CERTIFICATION SEAL

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



## 7 - THE WRONG WAY TO REPRODUCE 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 change the shape of the Top Employers Certification Seal



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



Do not add a border to the Top Employers Certification Seal



Do not drop any shapes of the Top Employers Certification Seal







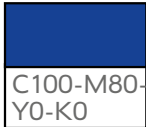

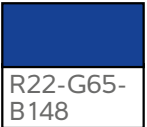






Do not take the Top Employers Certification Seal out of its box



## 8 - TECHNICAL INFORMATION

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

	FULL COLOUR	PMS PRINTING	RGB
 			
			
			

## 8 - CONTACT

Should you have any questions regarding the reproduction of the Top Employers Certification Seal, contact your local project manager or go to [www.top-employers.com](http://www.top-employers.com).

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