



Custom Image Best Practices.

CONGRATULATIONS ON MAKING THE BEST PLACES TO WORK 2021 LIST!

This is an exciting time for your company, and we encourage you to share the good news with your networks on social media. We recommend you use our provided social media images. However, if you choose to create your own image to post, please adhere to our image and logo usage guidelines, outlined below.

DO'S ▾

DESIGN

Don't overwhelm your design with too many photos or other elements. Keep it clean and concise.

PHOTOGRAPHY

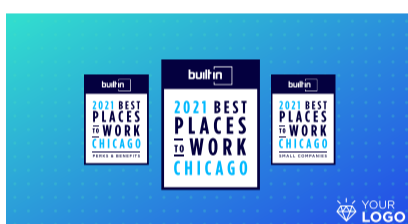
Choose a visually interesting photo that showcases your brand, employees or office.

CONTRAST

Make your image stand out by playing with contrast in your design.



Promote the list you're featured in.



Showcase multiple award wins.



Highlight your brand photography.



Include a copy overlay.

DON'TS ▾

ALTER

Don't obscure, cover or alter the official, provided **badge** and/or **Built In logo** in any way. This includes changing colors, removing elements, or cropping.



TAG US!

Use the hashtag **#2021BuiltInBest** to share photos and videos of your celebration, and tag us at:

@builtinHQ

Built In

| @builtin



Activating Talent.