



Custom Image Best Practices

CONGRATS ON MAKING THE 2026 BPTW LIST!

We recommend using our provided assets in your media kit. However, if you choose to create your own, please adhere to our image and logo usage guidelines outlined below.

DO'S ▾

DESIGN

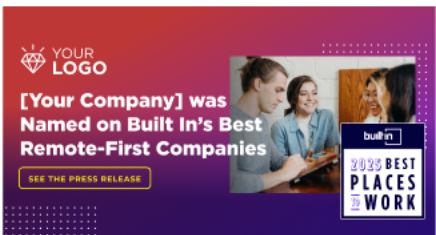
Keep your designs clean and concise. Limit the number of photos and other elements you include.

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.



Highlight your brand photography.



Include a copy overlay.

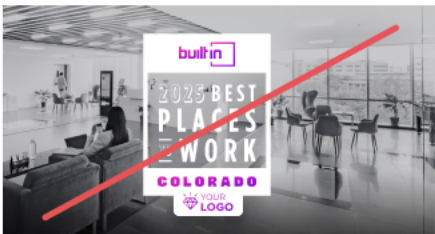


Showcase multiple market wins.

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 ON SOCIAL!

Use the hashtags **#BPTW2026** and **#2026BuiltInBest** to share photos and videos of your celebration and tag us at:

@builtinHQ

Built In

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