



Brand and Communication Guidelines

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Overview

Welcome to the Fair Pay Workplace community. We hope this guide will give you the tools you need to share your commitment and this achievement with the world.

Congratulations for leading the way in pay equity.

Thank you for your commitment to creating a Fair Pay Workplace. Earning the certification is a trusted proof point that demonstrates your organization is following a principled approach to pay equity.

We have created this Guide to help you promote your progressive efforts and get credit for your commitment. This guide provides information on how to communicate your certification, correct usage of the Fair Pay Workplace Certified logo, and offers resources for talking about this milestone with internal and external stakeholders.

Who we are

We are the leading nonprofit third-party certifier and promoter of pay equity in the U.S. We exist to certify and celebrate organizations that comply with a set of pay equity Rules and Standards set forth by an Alliance of experts across the domains of law, HR, business, academia, DEI and data science, and to advance the interests of promoting fairness and justice in the workplace.

Our mission

To dismantle unlawful pay disparities based on gender, race and ethnicity at their root, and lead the way to sustained fair pay in the workplace.

The problem we're solving

There is not a standardized way for companies to measure pay—so anyone can claim pay equity. Fair Pay Workplace has established and upholds a set of Rules and Standards to ensure that when companies claim achievement of pay equity, they can stand behind their actions with sound methodologies and best practices to maintain and promote ongoing equity.

An alliance of experts built the Rules and Standards

The Fair Pay Workplace Alliance is a group of experts from across the domains of HR, law, business, academia, DEI and data science, who developed the Rules and Standards. They meet bi-annually to share best practices and learnings from organizations undergoing and interested in certification. The Alliance members are from the following organizations:



Brand Communication

How to talk about your Certification with
your internal and external stakeholders.

What is a Certified Fair Pay Workplace organization?

Certified organizations are taking action to enable ongoing equal pay. To be certified, company's pay data and policies are measured against a set of Rules and Standards defined by a group of leading experts from forward-thinking corporations, academia, HR, DEI and law. These organizations also commit to ongoing pay equity analyses and are actively driving the achievement of their pay equity action plan with the support of Fair Pay Workplace advisors.

Talking Points

Preeminent

- Fair Pay Workplace is the leading nonprofit third-party certifier and promoter of pay equity.

Motivated

- Fair Pay Workplace's mission is to dismantle unlawful pay disparities based on gender, race and ethnicity at their root, and lead the way to sustained fair pay in the workplace.

Equalizing

- There is not a standardized way for companies to measure pay—so anyone can claim pay equity. Fair Pay Workplace has established and upholds a set of Rules and Standards to ensure that when companies claim achievement of pay equity, they can stand behind their actions with sound methodologies and best practices to maintain and promote ongoing equity.

Talking Points

Centralized

- Fair Pay Workplace certifies and celebrates organizations that comply with a set of pay equity Rules and Standards set forth by an Alliance of experts to advance the interests of promoting fairness and justice in the workplace.

Qualified

- The Fair Pay Workplace Alliance is a group of experts from a range of domains who built the Rules and Standards. They are from the domains of HR, law, business, academia, DEI and data science.

Independent

- Established in 2020, Fair Pay Workplace is the only certification program to independently verify organizations' pay equity status to foster standardization, transparency, and promote sustained fair pay in the workplace.

For Press

About Fair Pay Workplace

Fair Pay Workplace (FPW) is a nonprofit organization with a mission to dismantle unlawful pay disparities based on gender, race and ethnicity to create sustained fair pay in the workplace. FPW offers the Fair Pay Workplace Certification, the trusted symbol of pay equity around the world. Using a methodology developed by experts, FPW offers the decisive measures necessary to enable real progress toward fair pay in today's workplaces.

Visit fairpayworkplace.org to learn more.

For Press

About Fair Pay Workplace Certification

The Fair Pay Workplace (FPW) Certification recognizes organizations dedicated to true and ongoing pay equity using a transparent and trusted standard of measurement. The certification is based on a methodology developed by a group of leading experts that measures compensation comparisons across gender and race and provides a framework for organizations to proactively manage pay equity on an ongoing basis. The Fair Pay Workplace certification offers the decisive measures necessary to make lasting progress toward fair pay in today's workplace.

Visit fairpayworkplace.org/certification to learn more.

Visual guidelines

How to put the Certified logo to work
for your brand.

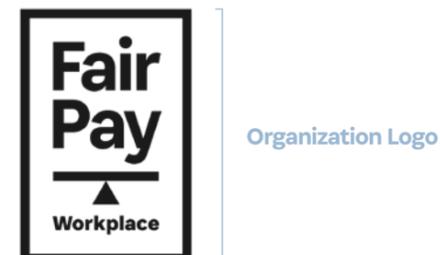
The Logo

Origin Story

The Fair Pay Workplace logo was designed to be a symbol of equality, clarity and partnership. With an evenly balanced scale at its core, it represents Fair Pay Workplace's mission to make pay equity a standard practice for all.

Recommended Uses:

- Present the certification logo to current and prospective employees on key pages of your website—about, recruiting, job announcements, awards
- Share the certification logo as proof of your equal pay actions in employee newsletters, internal communications, social posts and board presentations



Incorrect usage

The best way to ensure correct usage of the Certified Fair Pay Workplace Logo is to avoid making any alterations to it. Please avoid the modifications listed below.

1. Do not change the color of the logo.
2. Do not remove elements from the logo.
3. Do not remove the border of the logo.
4. Do not outline the logo.
5. Do not rotate the logo.
6. Do not adjust the scale icon.
7. Do not change the location or font of “certified”.
8. Do not skew or stretch the logo.
9. Do not fill in the background of the logo.
10. Do not reverse out the logo.
11. Do not add a drop shadow to the logo.
12. Do not alter the opacity of the logo.



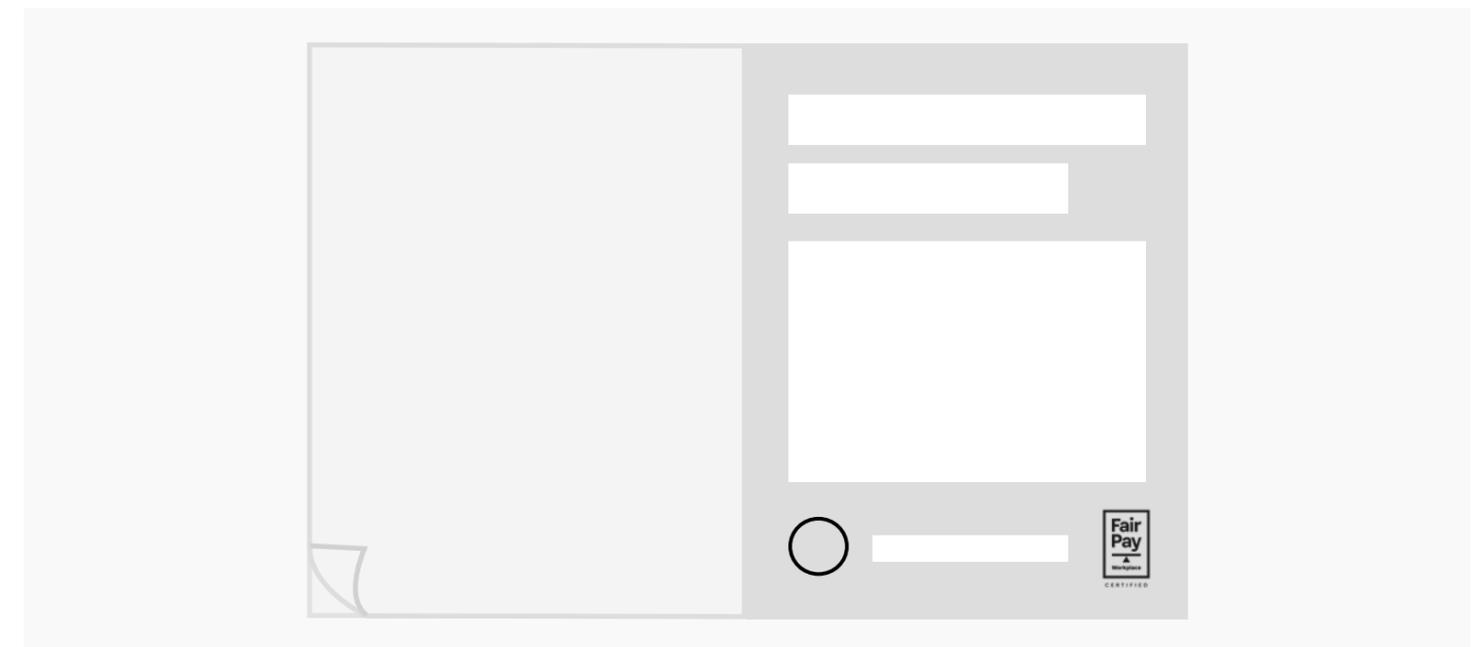
Logo integration into printed materials

We want the Fair Pay Workplace Certified logo to integrate seamlessly with your brand. These guidelines were designed to ensure the trademark can be executed in a way that is complementary to a variety of our Certified companies.

1. Keep the Fair Pay Workplace Certification badge at a legible size, roughly equal in weight to your brand logo.
2. Close proximity to your brand logo supports certification.



1

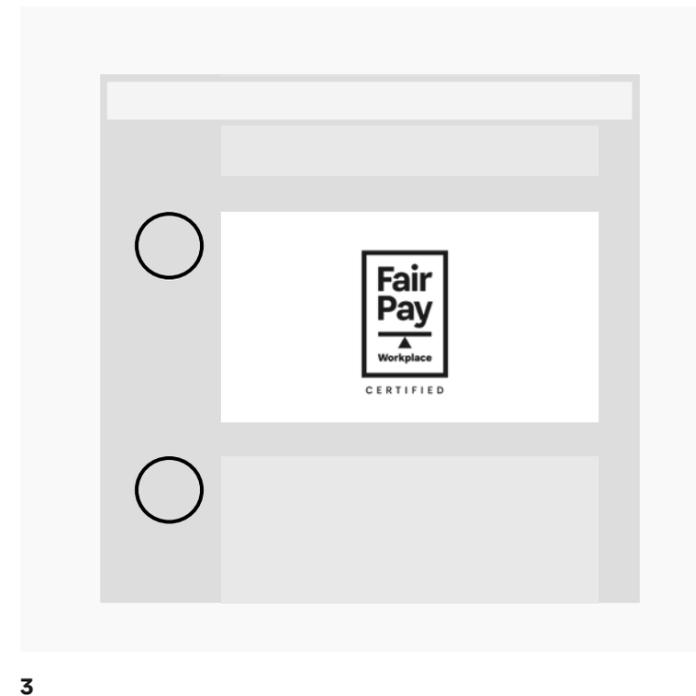


2

Logo integration into digital and social channels

We want the Fair Pay Workplace Certified logo to integrate seamlessly with your brand. These guidelines were designed to ensure the trademark can be executed in a way that is complementary to a variety of our Certified companies.

1. Email Footer
2. Website Footer
3. LinkedIn Page
4. Instagram Post



Additional resources

Answers to frequently asked questions and even more support tools.

Frequently asked questions

What is Fair Pay Workplace Certification?

Fair Pay Workplace Certification recognizes organizations dedicated to true and ongoing pay equity using a transparent and standardized methodology to measure compensation comparisons across gender and race. The methodology in place was developed by an Alliance of experts from across the domains of law, business, academia, HR, DEI and data science, and offers the decisive measures necessary to enable real progress towards fair pay in today's workplaces.

What is Fair Pay Workplace certification working to solve?

Not all methodologies used to claim pay equity are created equal. Without one standard of measurement, companies can boast fair pay with a simple pledge or adoption of a methodology that leads to a less than fair outcome. Fair Pay Workplace is working to standardize the methodology used and add transparency to an organization's pay equity achievements. For more information, [read our white paper](#).

Can global employers receive certification?

Yes, organizations with employees in multiple countries can receive certification. The Pay Equity Review allows global employers to group and compare compensation from employees based on their country of residence.

Are employers obligated to take any external actions upon receiving certification?

The actions required are: 1) share the Certified Fair Pay Workplace logo and statement of its meaning on your website and 2) share a synthesis of what FPW certification is, what you learned in the process and actions you're taking, internally.

How will people know my company is certified?

Within these Guidelines, there are a variety of resources to guide and support you on how to use the Certified Fair Pay Workplace logo, tagline and messaging. Certified organizations are required to share a link on their website with an externally facing statement regarding their compliance with the Fair Pay Workplace Rules & Standards. Everything you do to communicate your pay equity efforts amplifies your brand, and it also empowers the movement.

Additional links

[Fair Pay Workplace website](#)

[Certification overview](#)

[Certification Rules and Standards](#)

[Methodology white paper](#)

[Partner Alliance overview](#)

[Certification Logo Download](#)

Questions? Contact us at

info@fairpayworkplace.com



**Fair Pay Workplace Certified means trust.
It's good for business, for people and for the world.**

Fair Pay Workplace

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Questions? Contact us at: info@fairpayworkplace.org