**Disability Equality Index**® **(DEI**®**)**

**Logo & Brand Identity Guidelines for Top-Scoring Companies**

The American Association of People with Disabilities (AAPD) and Disability:IN® are the joint owners of all DEImaterials and logos and require all parties to comply with these guidelines to ensure consistent AAPD, Disability:IN and DEI brand identity across all messaging.

Only companies that scored an 80 or above on the DEI receive the benefit of, and are authorized to use, the DEI Best Places to Work logo (example above). In addition, there are three separate logos: **100% DEI Best Places to Work** logo, **90% DEI Best Places to Work** logo and **80% DEI Best Places to Work** logo. The logo that is applicable for your company has been provided to you.

If you have questions about the below communication guidelines or about the appropriate use of any logo, please email [info@disabilityin.org](mailto:info@disabilityin.org).

**Authorized Use of DEI****Best Places to Work Logo:**

* You may post the logo on your company website.
  + We recommend posting on your career and/or diversity & inclusion site.
  + Be sure to link the logo to the [www.disabilityequalityindex.org](http://www.disabilityequalityindex.org/) website.
* You may post the logo on your social media pages.
* Other possible uses for the logo include, but are not limited to: recruiting materials, employee resource group (ERG) materials and self-disclosure campaigns.
* Do not provide the logo to anyone other than your creative department, without the written approval of AAPD/Disability:IN.

**Brand Identity Guidelines for the DEI****Best Places to Work Logo:**

* Do not combine the logo with any other logo, text, or graphics.
* Do not place the logo within a shape or background that consists of textures, graphics, or color that may reduce visibility.
* Use the logo only once on a webpage.
* Never alter the logo artwork file by creating a new version or changing the size, color, or proportion.
* Do not use the logo as part of a sentence, headline, or title.

**Important Note:**

Failure to adhere to these guidelines infringes on the intellectual property rights of the AAPD/Disability:IN. If improper use is discovered, AAPD/Disability:IN will provide notice to correct or discontinue to the usage. If correction or discontinuation of use is not made, legal action may to protect its brand. More information on communication guidelines can be found at: <https://disabilityin.org/dei-toolkit/>