



## Belgium's Best Managed Companies designation guidelines

Usage of the Best Managed Company label

April 2018

# Celebrating your achievements

## Congratulations on becoming one of Belgium's Best Managed Companies!

The Best Managed designation is a established symbol of excellence and a source of pride for recognised Belgian businesses. Consistent and accurate use of the Best Managed designation is an essential part of gaining and maintaining wide spread recognition for the companies that have earned the designation.

### **We have a new logo!**

A key component of our programme is to build the profile of our finalists and the Best Managed programme locally, nationally, and now internationally as the programme continues to expand globally. The successful and rapid adoption of the programme has resulted in the desire for an internationally recognisable Best Managed logo. Best Managed Companies will benefit from this global stamp of excellence with a newfound ability to network among peers, suppliers, and clients across the globe.

We request your cooperation and support in our efforts to maintain and build the Best Managed programme's reputation by following the designation usage guidelines. This document will provide you with all the information you need to employ the designation accurately, and to ensure you get the recognition you deserve.

Wear it with pride!

# Why we need designation standards

## Integrity and high quality

Consistent and correct use of the Best Managed designation in all communication materials enhances the presence and overall exposure of our programme—and your accomplishment to ensure the continuance of a prestigious programme, and the significance of your achievement.

It is therefore necessary we:

- establish a clear set of guidelines to manage the programme's high quality standards as a whole;
- communicate our identity effectively and consistently;
- offer a flexible framework to deliver a global brand.

## Conditions of use

Permission to use the Best Managed designation is granted to current year Best Managed Companies for a period beginning the day of the public announcement of winners and effective until April 30, 2019.

Example: The 2018 Best Managed winners are announced April 27, 2018. These 2018 companies are eligible to use the Best Managed designation beginning April 27, 2018 effective until April 30, 2019.

Should a Best Managed company choose not to requalify or to re-apply to the programme or should they be unsuccessful in maintaining their Best Managed status, they relinquish the right to use the Best Managed designation as of April 30 of that year. While we understand a complete phase out of the designation and materials may not be achievable by this date, we allow a maximum of six months grace period commencing December 31.

# How to refer to the designation

## **Best Managed Company**

Companies of the Belgium's Best Managed Companies programme should use the following wording when describing their accomplishment:

a. «Company Name» is a 2018 Best Managed Company, an initiative of Deloitte Private and Econopolis.  
or

b. «Company Name» is a 2018 Best Managed Company

a. «Bedrijfsnaam» is een Best Managed Company 2018, een initiatief van Deloitte Private en Econopolis.  
of

b. «Bedrijfsnaam» is een Best Managed Company 2018

a. «Nom de l'entreprise» est une Best Managed Company 2018 , une initiative de Deloitte Private et Econopolis.  
ou

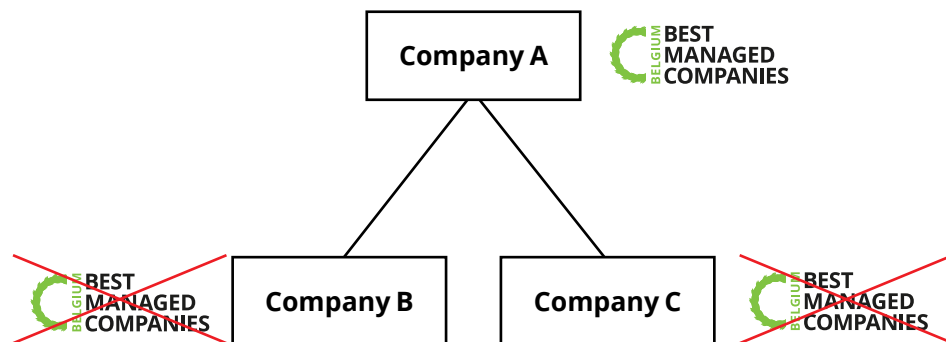
b. «Nom de l'entreprise» est une Best Managed Company 2018

# How to refer to the designation

## Logo use with affiliated companies

The Best Managed designation allows the recognised company use of the Best Managed logo. Affiliates, as defined on the bestmanaged.be webpages, **are not permitted** to use the Best Managed logo for any purpose, including but not limited to advertising or marketing purposes.

For example: «Company A» is recognised the Belgium's Best Managed Companies designation. «Company B» and «Company C» are owned by «Company A» or are part of its group of companies. «Company B» and «Company C» are not allowed to use the Best Managed designation as the designation was awarded to «Company A» only.



## Logo use with franchises

The Best Managed designation allows the recognised franchisee the use of the Best Managed logo for all of its franchises, given that the company name is the same for advertising or marketing purposes.

## Logo

# Usage

The Best Managed logo is used by current year winners for advertising or marketing purposes.

The logo and its options, as outlined in this document, were designed with flexibility in order to meet a variety of applications and accommodate your needs.

The Best Managed logo has been developed to work across all sizes and formats. Please ensure the following principles apply when placing the logo on your communication pieces:

- Always use the provided master logo artwork and follow the guidelines provided in this document;
- Do not attempt to re-create the logo;
- Reproduce in full colour whenever possible. If the application is black and white, please refer to the Versions section in this guide.



# Versions

It is preferable to use the full colour version (**Primary**) of the logo; however when this is not feasible, the following versions can be used:

## Reversed

In instances with black background, use the reversed coloured version.

## Black

In instances where the application is in black and white, on white/light grey backgrounds.

## White

In instances where the application is in black and white on black/dark grey backgrounds.

In instances where neither the primary or reversed logo can be used. The background must produce high contrast with white.

In any of the logo variation **do not:**

- Screen any part of the logo;
- Alter or tamper with the logo in any way (please refer to the Incorrect use section of this guide.)

## Questions?

Any exceptions to specified use must be approved by the programme manager. If you have any questions or require further clarification regarding the usage of the Best Managed logo, please contact us via email at

[bebestmanaged@deloitte.be](mailto:bebestmanaged@deloitte.be)



# Colours / Clear Space

## Colours

Pantone Matching System, and CMYK specifications are used in all printing processes.

RGB colours are set for on-screen applications (e.g., Microsoft PowerPoint) to ensure better colour accuracy for projection.

Hex colours are set for web use.



## Clear space rule

To protect the integrity and clarity of the Belgium's Best Managed Companies brand, a minimum clear space is required when positioning the logo on any application.

The minimum clear space is equal to two times the Cap height of the "Best Managed Companies" wording (displayed here with the letter B) for all print and non-web applications. In web applications, the minimum clear space is reduced to one times the Cap height.

No other graphic element may appear within this area. It is important to stress that these are both minimum exclusion areas. More space is preferred whenever possible and practical.

**Do not** combine the Best Managed logo with any other designation, text, or graphic (please refer to the Incorrect use section in this guide.)

	<b>PMS</b> <i>Pantone Matching System</i>	<b>CMYK</b> <i>Four-colour process</i>	<b>RGB</b> <i>Screen display</i>	<b>HEX</b> <i>Web</i>
	PANTONE 368	C55 M0 Y100 K0	R134 G188 B37	#86BC25
	PANTONE Process Black	C0 M0 Y0 K100	R0 G0 B0	#000000



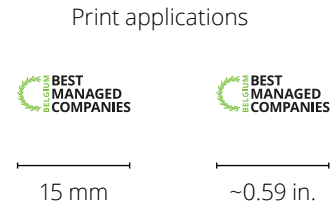


# Sizing / Alignments

## Minimum size

For improved legibility, the width of the Best Managed logo should never appear smaller than 15 mm (~0.59 in.) in print collaterals.

The digital version of the logo should never appear smaller than 90 pixels in width.



## Maximum size

Follow the clear space rule when reproducing the logo in large scale. Please use your discretion as to what sizing is appropriate.



## Alignment

The logo alignment margins are identified vertically by the Cap height and Baseline of the “Best Managed Companies” wording, and horizontally by the logo’s farthest points.

# Incorrect use 1/2

It is imperative to maintain a consistent and easily recognisable appearance of the logo in order to ensure the programme's prestige and integrity.

The following examples illustrate some unacceptable use and/or alteration of the Best Managed logo.

### Questions?

Any exceptions to specified use must be approved by the programme manager. If you have any questions or require further clarification regarding the usage of the Best Managed logo, please contact us via email at [bebestmanaged@deloitte.be](mailto:bebestmanaged@deloitte.be)



Do not change the colours of the logo



Do not add visual effects to the logo (e.g.: drop shadow, bevel and emboss, ...)



Do not stretch, warp, distort, rotate, or alter the logo proportions



Do not reposition any of the logo elements



Do not alter the logo typeface



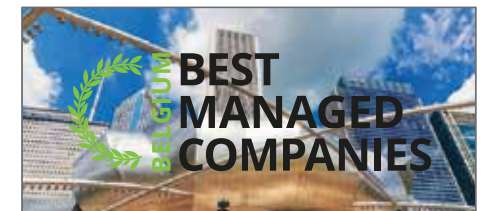
Do not alter the logo wording



Do not remove any of the logo components



Do not place the primary logo on coloured backgrounds

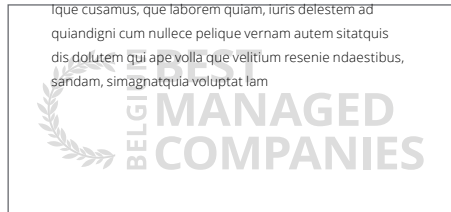


Do not place the logo on busy background/ photography

# Incorrect use 2/2

It is imperative to maintain a consistent and easily recognisable appearance of the logo in order to ensure the programme's prestige and integrity.

The following examples illustrate some unacceptable use and/or alteration of the Best Managed logo.



Do not use the logo as watermark



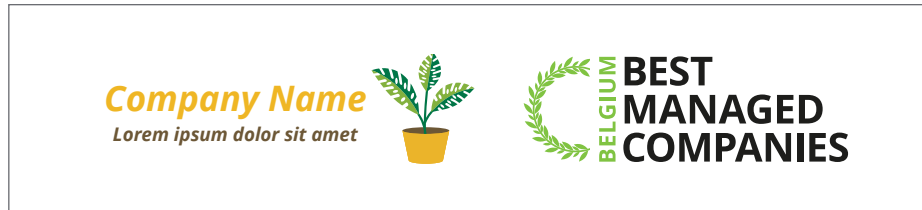
Do not add visual effects to the logo (e.g.: drop shadow, bevel and emboss, ...)



Do not add additional graphic or text to the logo

## Questions?

Any exceptions to specified use must be approved by the programme manager. If you have any questions or require further clarification regarding the usage of the Best Managed logo, please contact us via email at [bebestmanaged@deloitte.be](mailto:bebestmanaged@deloitte.be)



Do not place elements within the logo's minimum clear space



Do not place the logo vertically

## Logo

# Use with your company's logo

The Best Managed logo may be used in corporate communications, marketing and promotional activities.

Examples on this page demonstrate basic placements of the Best Managed logo. Please make sure that the minimum clear space around the Best Managed logo is always observed.

Wherever possible, more than the minimum space is preferred in order to make the Best Managed logo more prominent.

**Do not** create lock-ups by connecting the Best Managed logo with your company logo (please refer to the Incorrect use section of this guide.)

