



Health Promoting Workplace

Label use instructions

2023

Label

The right to use the “Health Promoting Workplace” label is granted to an organization that has successfully completed the application process for the label. The elements of the label are a mark, the name of the label, and a year indicating the year in which this right of use was issued to a specific organization.

The labels are available in two colors: on a blue background and on a white background. The choice of color depends on the employer’s preference and the place of use of the sign. In addition, it is possible to choose between the Estonian and English versions.

● HEX 009fe3
RGB 0 / 159 / 227
CMYK 100 / 0 / 0 / 0



Label use on different background

The label is always used in its corporate colours (blue and white), no matter the colour of the background.



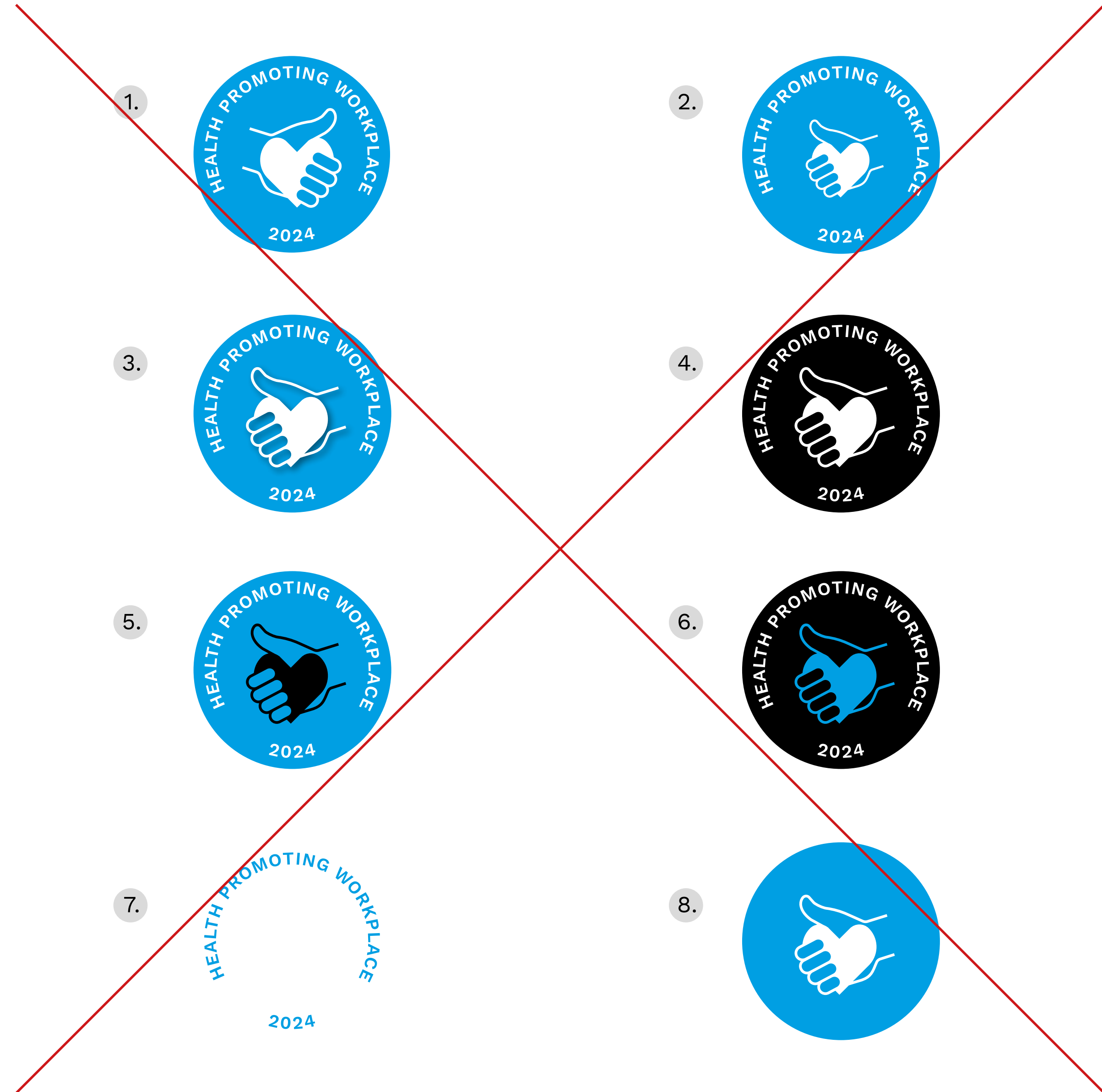
Forbidden use of the label

1. and 2. Disproportionately increasing, reducing, deforming and relocating the details of the label is prohibited.

3. It is prohibited to add details, contour lines, shadows or any other effects that are not specified in the instructions document.

4. 5. and 6. It is forbidden to use the label in color combinations that are not specified in the instructions document.

7. and 8. It is forbidden to use the written part of the label without the label and vice versa.



Safe area and minimum size

There must always be a free area around the sign, called the safe area. This area ensures the clarity, legibility and distinctiveness of the label.

The protection area is 1/4 of the width of the label. The free surface can of course be even larger. The size of the safe area is the same on both the white and blue labels.

The recommended minimum size of the label is 16 mm. It is not allowed to use a sign smaller than this, otherwise then its visual clarity and readability will suffer.

The recommended size of the label in the email footer is 90 px.



Minimum size



Suggested size in email footer



Use of the label with other labels

Next to other logos, the “Health Promoting Workplace” label is used in such a way that its height is at least the same as the other signs. In addition, a free surface of at least the size of the protection area is left around the sign.

