



Brand Guidelines

Congratulations on your organization's certification! You can use your seal and the Women in Governance logo to promote your certification.

Parity Certification Seals

The seal for your level of certification and a version without a level are at your disposal. Only use the supplied files. Do not modify them in any way.

Guidelines

If the seal needs to be placed over an image or background, ensure there is enough contrast so it is clearly visible.



Parity Seal - Bilingual - Bronze



Parity Seal - English - Silver



Parity Seal - English - Gold

Make sure to leave white space around the seal as indicated in the diagram.



Parity Seal - English - Platinum



Do not crowd with other graphics or text.

Logo

Our logo has changed! Make sure to update it if it is featured in your channels. To use our logo, refer to the same guidelines as the seals above.



Colour Scheme

For reference, the approved colours for our brand are as follows.



RGB - 195/36/62
HEX #c31c4a

CMYK - 17/100/64/5
Pantone: 7636C



RGB - 64/32/32
HEX #402020

CMYK - 50/77/68/67
Pantone: 4975C



CMYK - 0/0/0/30
Pantone: Cool Grey 3C

Promoting Your Certification

By obtaining the Women in Governance Parity Certification, your organization has demonstrated exceptional commitment to parity, diversity, and inclusion at all levels. This is a remarkable achievement that you should be proud to share. Promoting your Parity Certification can enhance brand awareness as well as increase employee and customer engagement.

We encourage you to use the guidelines below to promote your certification.

Media Release

We issue a media release each year revealing which organizations have been certified, and identifying the Platinum certifications. You can issue your own media release revealing your certification status, or share our release in your own channels.

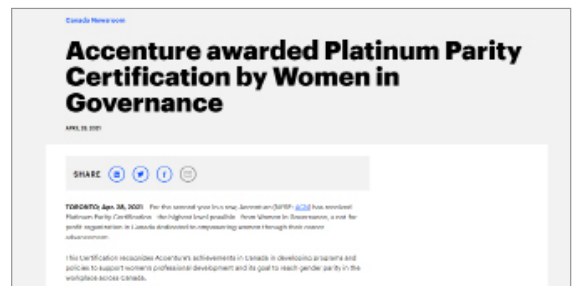
Social Media

You can share any post that Women in Governance publishes or publish your own. #womeningovernance #paritycertification

Website & Email Signature

You can include your seal on the awards or news section of your website or use it to design an email signature. You can also use the banner provided to promote your certification.

If you have any questions, contact us at communications@womeningovernance.org.



Mercer Canada awarded a Platinum level Gender Parity Certification by Women in Governance.

The Parity Certification recognizes organizations who demonstrate an exceptional commitment to gender equality in the workplace. Mercer Canada was declared a Platinum level certified organization among 47 other certified organizations in 2020, improving on its Gold level standing from 2019. Mercer Canada CEO, Jaqui Parchment cites that "women now make up 45 per cent of Mercer's leadership team and 40 per cent of its partners, with a 50:50 gender ratio at the level just below partner." Gender parity is a critical component of diversity and inclusion efforts, as organizations continue to benefit from greater representation of women in the workforce.

