



 **CNBC**  
2023

# JUST SEAL GUIDELINES

**2023**

# CONGRATULATIONS ON BEING NAMED ONE OF AMERICA'S MOST JUST COMPANIES

Now, more than ever, our world needs companies like yours to continue to build a just economy that serves all Americans. Employees, customers, investors, and society expect more today from companies and corporate leaders, and we thank you and your teams for stepping up through these challenging times, demonstrating what good looks like and delivering strong, impactful, and stakeholder-focused leadership.

These guidelines and the Seal Toolkit serve to help you showcase your recognition as one of America's Most JUST Companies throughout the coming year. Share with your CSR, Communications, People and Human Resources, and Investor Relations teams to bolster corporate reputation, attract and retain talent, and drive investor momentum.

This document serves as a guide for how to utilize the expanded family of Seals, providing ideas for placement and specifications for usage.

Please note that by using the Seal in any context, you agree to the terms of the [JUST Capital Seal License Agreement](#).



# THE FAMILY OF JUST SEALS

The JUST Seal recognizes your inclusion in the **JUST 100** and/or **Industry Leaders** lists of companies working to create an economy that works for all Americans. Our family of seals also honor Industry and Stakeholder Leaders.

## JUST SEAL

For the JUST 100  
and Industry Leaders



## JUST INDUSTRY SEAL

For #1 Companies in Their Industry

Without Shape



With Shape



## JUST INDUSTRY STAKEHOLDER SEAL

For Stakeholder Leaders Within  
Their Industry

Without Shape



With Shape



↓ **DOWNLOAD ASSETS  
& SEAL GUIDELINES**

# THE JUST SEAL

Companies in the JUST 100 and Industry Leaders lists can claim the foundational **JUST Seal**, an emblem of excellent overall performance on the issues that matter most to the American public.

The core elements of the JUST Seal cannot be altered, including type, style, and color. However, if your company was awarded a JUST Capital Seal in previous years, your Seal can feature past dates (e.g. 2021, 2022, 2023).

↓  
**DOWNLOAD  
ASSETS**

To download the assets, please make sure you are logged into the [corporate portal](#).



 CNBC

2023

Award Year



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2022, 2023

Award Years

## JUST SEAL GUIDELINES: DESIGN IN USE

# JUST INDUSTRY SEAL

The top ranked company in each of our 36 industries can claim the **JUST Industry Seal**, communicating outstanding leadership against their peers.

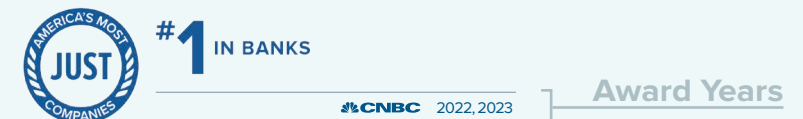
This Seal is available in two designed versions – with and without a shape – that can be woven into CSR Reports, touted at industry convenings, elevated in shareholder communications, and more. The core elements of the JUST Industry Seal cannot be altered, including industry designation, type style, and color. However, if your company was the JUST Industry Leader in prior years, your Seal can feature past dates (e.g. 2021, 2022, 2023).

[Contact us directly](#) if you have questions about this Seal.

### JUST Industry Seal With Shape



### JUST Industry Seal Without Shape



# JUST STAKEHOLDER SEAL

Companies taking the lead on specific Stakeholders in their industry can claim the **JUST Stakeholder Seal**, emphasizing sector leadership on the specific areas Americans have identified as crucial to just business behavior. Please note that JUST Capital does not award the JUST Stakeholder Seal to companies that are tied for first in their industry on a specific issue.

This Seal is available in two designed versions – with and without a shape – that can be showcased on your website, in editorial features, at events, and more. The core elements of the JUST Stakeholder Seal cannot be altered, including industry designation, stakeholder name, type style, and color. However, if your company was the Stakeholder leader for this stakeholder in prior years, your Seal can feature past dates (e.g. 2021, 2022, 2023).

[Contact us directly](#) if you have questions about this Seal.

## JUST Stakeholder Seal With Shape



## JUST Stakeholder Seal Without Shape



## JUST SEAL GUIDELINES: DESIGN IN USE

# MINIMUM SIZE

To assure the legibility of your Seal, follow the minimum size guidelines on this page. The minimum size is measured horizontally by width.

### Digital Use

For digital usage, the JUST Seal cannot be reduced in size smaller than 150px. The JUST Seal with claim and the JUST Seal with claim in shape cannot be reduced smaller than 350px.

### Print Use

The JUST Seal cannot be reduced in size smaller than 0.7".  
The JUST Seal with claim and the JUST Seal with claim in shape cannot be reduced in size smaller than 2.5".

### The JUST Seal



### Minimum Size

Digital: 150px  
Print: 0.7"

### JUST Stakeholder Seal with Shape



### Minimum Size

Digital: 350px  
Print: 2.5"

### JUST Stakeholder Seal without Shape



### Minimum Size

Digital: 350px  
Print: 2.5"

# CLEAR SPACE

To maximize readability and impact, add a clear space around the Seal, in which no other element is placed.

The minimum clear space is defined using the height of 'U' from the JUST Seal wordmark all around the logo.

This is applied to all versions of the Seal. While we indicate the minimum clear space, leave as much space around them as possible.

## The JUST Seal



### JUST Stakeholder Seal with Shape



### JUST Stakeholder Seal without Shape



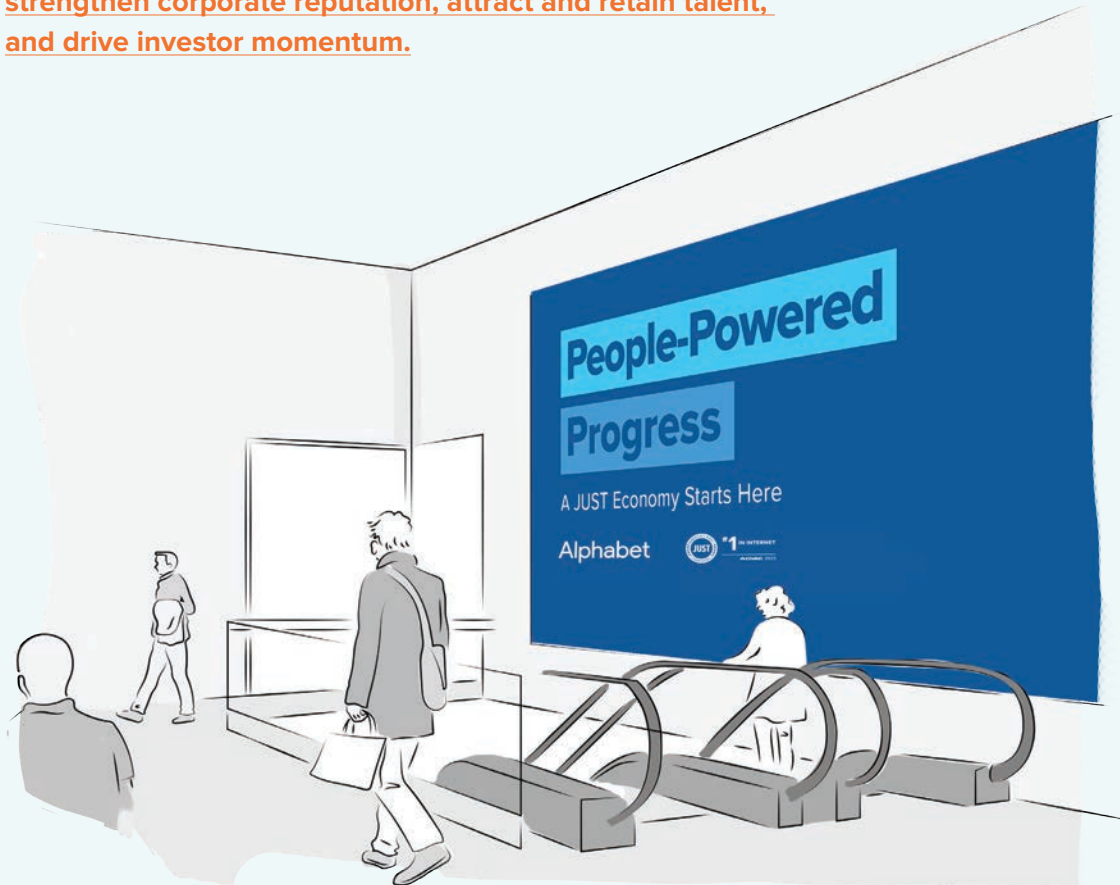
Option to place this Seal design flush with the edge of application.



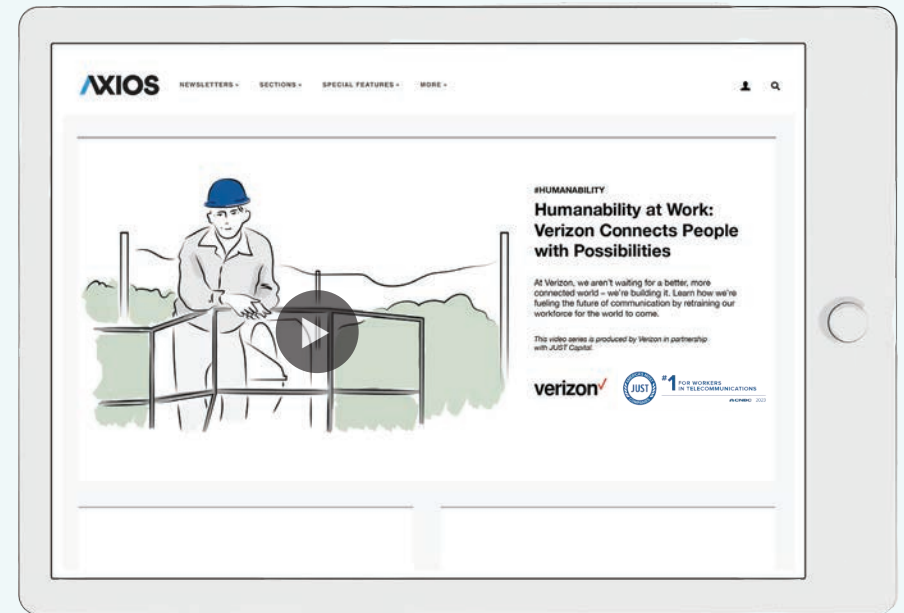
## JUST SEAL GUIDELINES: INSPIRATION FOR USE

DREAM BIG WITH JUST TO  
**INNOVATE** NEW PLATFORMS THAT  
WILL HELP YOU HIGHLIGHT YOUR  
LEADERSHIP AND SHAPE THE  
CONVERSATION.

See additional ideas in The JUST Seal Toolkit to  
strengthen corporate reputation, attract and retain talent,  
and drive investor momentum.



Commercial Campaign with JUST Industry Seal



Documentary Video Series with JUST Impact Seal



Step & Repeat for JUST Capital fireside chat  
with the JUST seal

## JUST SEAL GUIDELINES: INSPIRATION FOR USE

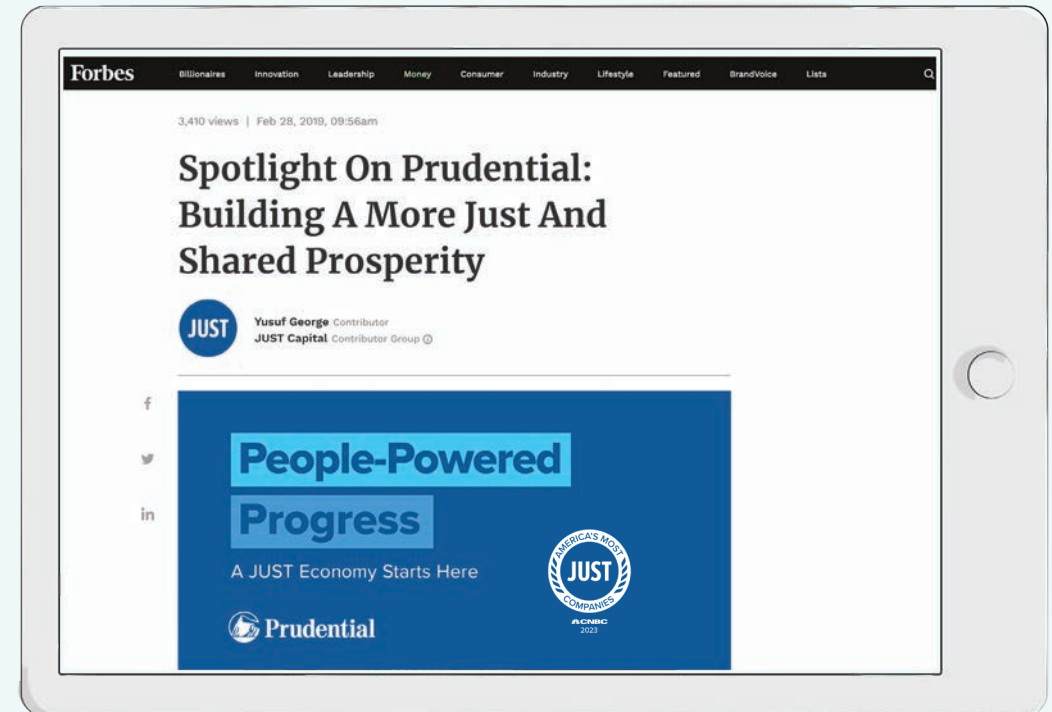
**PARTNER WITH JUST TO **CREATE** CONTENT AND EXPERIENCES THAT ENGAGE YOUR EMPLOYEES, CUSTOMERS, INVESTORS, AND OTHER INFLUENCERS.**

See additional ideas in The JUST Seal Toolkit to strengthen corporate reputation, attract and retain talent, and drive investor momentum.

### Events with JUST Workplace Seal



### Content Features with JUST Seal

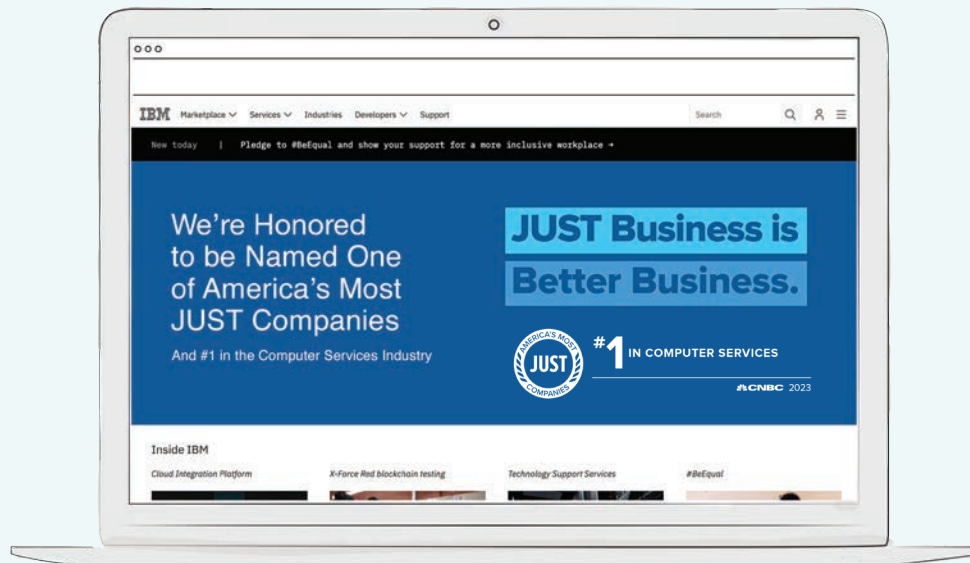


## JUST SEAL GUIDELINES: INSPIRATION FOR USE

# INTEGRATE THE JUST SEAL THROUGHOUT PRIORITY, BRAND-BUILDING CHANNELS.

See additional ideas in The JUST Seal Toolkit to strengthen corporate reputation, attract and retain talent, and drive investor momentum.

### Homepage Takeover with JUST Leader Seal



### Career Fair Booth with the JUST Seal



# ADDITIONAL IDEAS FOR SEAL USAGE

See additional ideas in The JUST Seal Toolkit to strengthen corporate reputation, attract and retain talent, and drive investor momentum.

## Strengthen Corporate Reputation

- **Website:** Integrate the JUST Seal on your website through homepage takeovers or features on your About, CSR, and Awards pages.
- **Content:** Announce your JUST 100 placement through blog content on your website, social media posts by corporate, C-suite, and board leadership accounts, and news and press releases.
- **Quarterly & Annual Reports:** Highlight the Seal within your social responsibility, sustainability, and impact reports.
- **Email Collateral:** Tout the Seal in your staff signature files and in newsletter branding.
- **Commercial Campaigns:** Elevate your company as a force for good by weaving the Seal into your commercial digital, print, or TV campaigns, building trust through external validation.

## Win With Your Workforce

- **Recruitment Marketing:** Share in career experiences and recruitment advertising.
- **Corporate Comms:** Highlight in employee-facing communications, including your intranet.
- **Conferences & Events:** Bolster thought leadership by fostering discussions around issues like workplace equity.
- **Website:** Showcase on your Careers, About Us, and Awards pages.
- **Job Postings:** Feature on LinkedIn, Glassdoor, Indeed, Idealist, and The Muse.
- **Environments:** Include in digital signage or banners in your corporate environments.
- **Social Media:** Feature on career-focused Twitter, Facebook, and LinkedIn channels.

## Engage Investors

- **JUST Data:** Share JUST's analyses, which demonstrate the long-term business and investor case for just business behavior.
- **JUST Disclosure Framework:** Utilize the JUST framework in proxy material sent to shareholders ahead of annual and quarterly meetings.
- **JUST ETF & Investor Products:** Tout your inclusion in Goldman Sachs' JUST ETF, which has consistently outperformed the Russell 1000 since inception.
- **Website:** Feature the JUST Seal on Investor Relations and News pages of your site.
- **Reports & Presentations:** Highlight the Seal within Annual Reports, Briefing Reports, IR Presentations, and CSR reports.
- **Earnings Calls & Updates:** Call out your JUST recognition in earnings calls, releases, and webcasts.



**FOR MORE INFORMATION,  
PLEASE CONTACT:**

[corpengage@justcapital.com](mailto:corpengage@justcapital.com)

[www.justcapital.com](http://www.justcapital.com)