

SHRM

SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

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Graphic Standards Manual for Affiliates

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ABOUT THIS MANUAL

This manual is designed to provide SHRM affiliates with the proper brand identity standards for use in affiliate publications, promotional, and marketing materials. It gives general trademark guidelines as well as specific instruction on use and misuse of the **Affiliate of** logo. To download the **Affiliate of** logo, go to www.shrm.org/graphicsguide/use/.

Questions?

SHRM affiliates should contact a member of their regional team with questions regarding the content included in this manual. To locate your regional team member, go to www.shrm.org/chapters/resources/regteam.asp.

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Trademark Standards

This manual serves as the *SHRM Graphic Standards and Use Requirements* referred to in the SHRM chapter and state council charter. Proper use of registered marks and images as well as copyrighted information is extremely important. Intellectual property owned by organizations or individuals should never be used without their express permission.

Use and Misuse of SHRM Marks

Chapters and state councils (SHRM affiliates) in good standing are licensed by their charter to use only the marks set out in these guidelines. To preserve SHRM's rights in its marks, the law requires that the marks must be used on goods and in association with services of a nature and quality which SHRM has approved. Your use of the marks on promotional materials to illustrate the association between you and SHRM is approved only if used in accordance with these guidelines. Intentional misuse of any SHRM marks could result in disaffiliation from SHRM. In order to protect its marks, SHRM may require you to stop using one or more of them. While this is unlikely, by using the marks under this license, you agree to cease your use upon SHRM's request.

SHRM allows its affiliates, including chapters and state councils, to use by license the SHRM name, acronym, and **Affiliate of** logo, if certain guidelines are followed. SHRM chapters and state councils may, by license from SHRM under their charter:

1. Include the "Society for Human Resource Management" name or the "SHRM" acronym in the chapter or state council name in a manner which indicates their chapter or state council affiliation.
2. Use the "Society for Human Resource Management" name, the "SHRM" acronym, and the SHRM **Affiliate of** logo solely to indicate that they are a chapter, state council, or **Affiliate of** SHRM.
3. Chapters and state councils may not use the "Society for Human Resource Management" name, the "SHRM" acronym, or the SHRM **Affiliate of** logo in an independent manner which fails to indicate such chapter, state council or affiliate status.

In addition, local chapters and state councils are required to prominently display the **Affiliate of** logo to indicate their affiliation with SHRM on all chapter and state council communication pieces. Chapters and state councils also may not license any SHRM marks without express permission from SHRM. Chapters and state councils may not register any of the SHRM trademarks or any marks which have all or any portion of a SHRM trademark in it.

Logo Usage

In using the **Affiliate of** logo, chapters and state councils:

1. Cannot modify the logo in any way, shape or form.
2. Cannot create a new chapter logo designed to look similar to the SHRM logo.
3. Cannot create another logo around it.
4. The trademark symbol, (TM), must appear in the upper right hand corner next to the logo.

One-Color Logo

Below is the SHRM **Affiliate of** logo approved for use by chapters and state councils. You are required to prominently display the **Affiliate of** logo on all chapter and state council communications to indicate your affiliation with SHRM. You cannot modify this logo to make it your own; it must be shown in conjunction with your own name or logo, must be the entire **Affiliate of** logo, and never be smaller than 1 inch wide. The trademark symbol TM must appear in the upper right hand corner next to the logo every time the logo is displayed. The symbol and the logotype should always appear together as a single unit.



To download the **Affiliate of** logo, go to www.shrm.org/graphicsguide/use/. If you have questions about the logo, please contact a member of your regional team. To locate your regional team member, go to www.shrm.org/chapters/resources/regteam.asp.

CONTINUE >

Affiliate of LOGO VERSIONS

Four-Color Logo



Gray Logo



White Logo



INCORRECT LOGO USAGE

Chapters and state councils may not use the “Society for Human Resource Management” name, the “SHRM” acronym, or the SHRM logo in an independent manner which fails to indicate such chapter, state council, or affiliate status; you may only use the **Affiliate of** logo as shown on the previous pages.

As a registered mark, you may not modify the logo in any way, shape, or form. You cannot create a new chapter or state council logo designed to look similar to the SHRM logo or create another logo around it. On this page are examples of what chapters and state councils *cannot* do.

Additionally, do not use the logo:

- in the middle of text copy or a headline;
- as a background for type or art work; or
- as a background pattern of any kind.



INCORRECT LOGO USAGE



Logo with a Color Fill

Do not fill or change the SHRM letters, Society name, or **Affiliate of** to a different color. All three of these elements must be blue (PMS 647) or white.



Logo on a Colored Background

When applying the logo to a colored background, use the Society name and **Affiliate of** in blue (PMS 647) or white. Do not fill the letters in a different color; the SHRM letters must be white.



Logo Colors

Unless printing in b&w/gray, the logo, the Society name, and **Affiliate of** must always be blue (PMS 647) or white. Never differ from these colors.

INCORRECT LOGO USAGE

A logo is designed to capture the identity of an organization but, more importantly, its consistent use accrues value over time. Misuse and unauthorized alterations undermine the SHRM identity and brand. Well-meant changes may distract from the identity or be perceived as sloppy. They actually can also jeopardize trademark rights! These are examples of errors commonly made.



Framing

Do not box out or frame the logo (fully or partially) with any shape (circle, oval or set of lines).



Different Type Style

The logo's typeface was chosen specifically for the feelings it invokes. Do not modify or substitute styles.



Improper Proportion

Do not match the Society's name with a mark that is too large or too small in comparison.



Distortion

Avoid stretching, squeezing or otherwise manipulating the size of the Society's name or symbol in any way.



Separation

Do not reproduce the SHRM mark without the full Society name below it.

LOGO FORMATS & ACCESS

SHRM can provide the **Affiliate of** logo in a variety of formats, depending on your need. Following is information regarding common formats. Logo versions are available in 4-color, 1-color, gray and white.

- GIF - (Raster) Used for online purposes due to its lower resolution, which appears clearly on a webpage but does not slow down the loading time of the page as much as a higher resolution format, would. Also used for Powerpoint.
- JPEG - Used for online and print purposes.
- TIF - (Raster) Used for print purposes due to its high resolution. For newsletters or documents created in word processing applications such as Microsoft Word or Wordperfect. Offers higher resolution output and reproduces well from black & white or color laser printers or inkjet printers.
- EPS - (Vector) Used for print purposes due to its high resolution. Newsletters or documents created in page layout programs such as QuarkXPress, InDesign, or PageMaker. Offers highest quality output for documents being produced on printing presses, digital presses or other post-script printing devices.

To download the **Affiliate of** logo, go to www.shrm.org/graphicsguide/use/. If you have questions about the logo, please contact a member of your regional team. To locate your regional team member, go to www.shrm.org/chapters/resources/regteam.asp.

SHRM

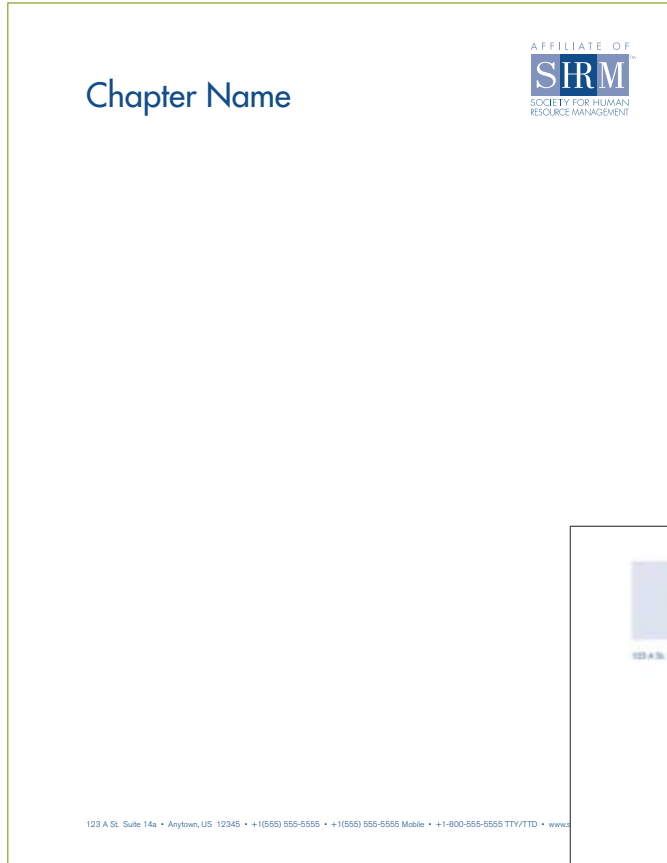
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Stationery

Letterhead 8.5x11 options

Option 1



Option 2



Chapters and state councils may wish to provide business cards for the members of their board or council. The chapter or state council is an **Affiliate of** SHRM. Therefore, it is appropriate for the **Affiliate of** logo to appear on the business card of the individual volunteer, to indicate that the chapter or state council is an affiliate of SHRM.

Business Card options (for chapter/state council officers)

Option 1



Option 2



SHRM does not allow members to use the SHRM logo; members may not include the SHRM logo on business cards or promotional items. However, we do feel it is important for our members to highlight their membership in the Society. To this end, we allow, by license, and encourage members to indicate their membership by including "Member, Society for Human Resource Management" or "SHRM Member" text on business cards and/or personal biography, as long as the text does not falsely imply that the member's employer is a member.

SRM

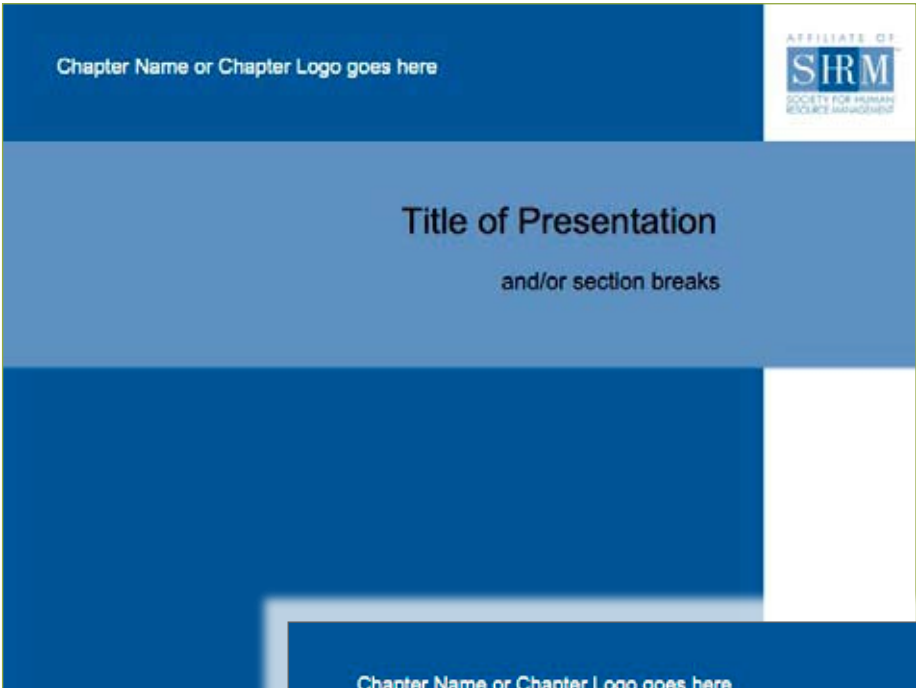
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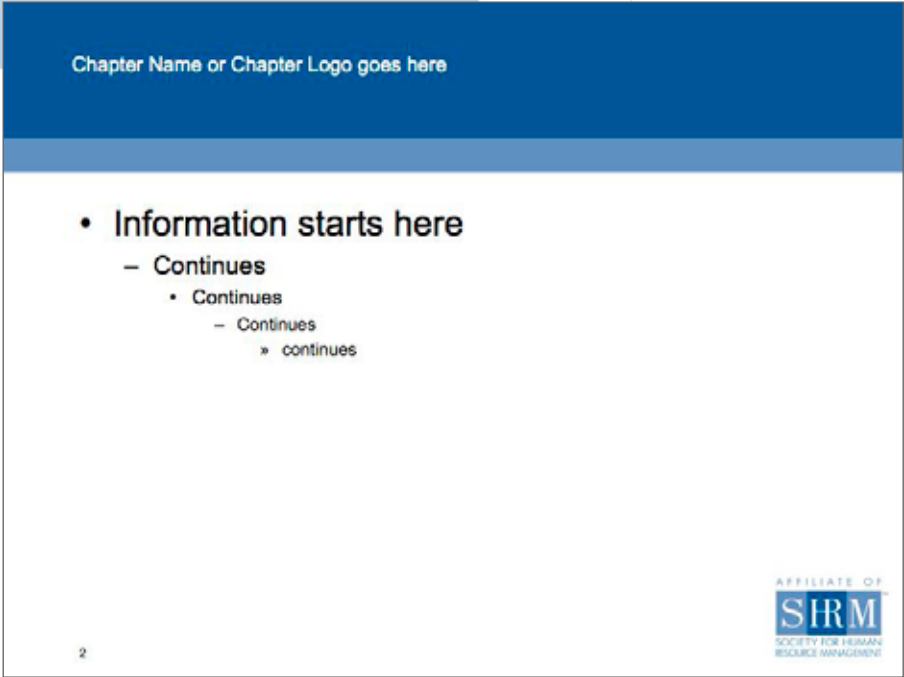
Electronic Media

Following are examples of PowerPoint layouts you may wish to use for such presentations as a new member orientation, a conference, or a “loop” used at a meeting or job fair at which you exhibit.

Option 1

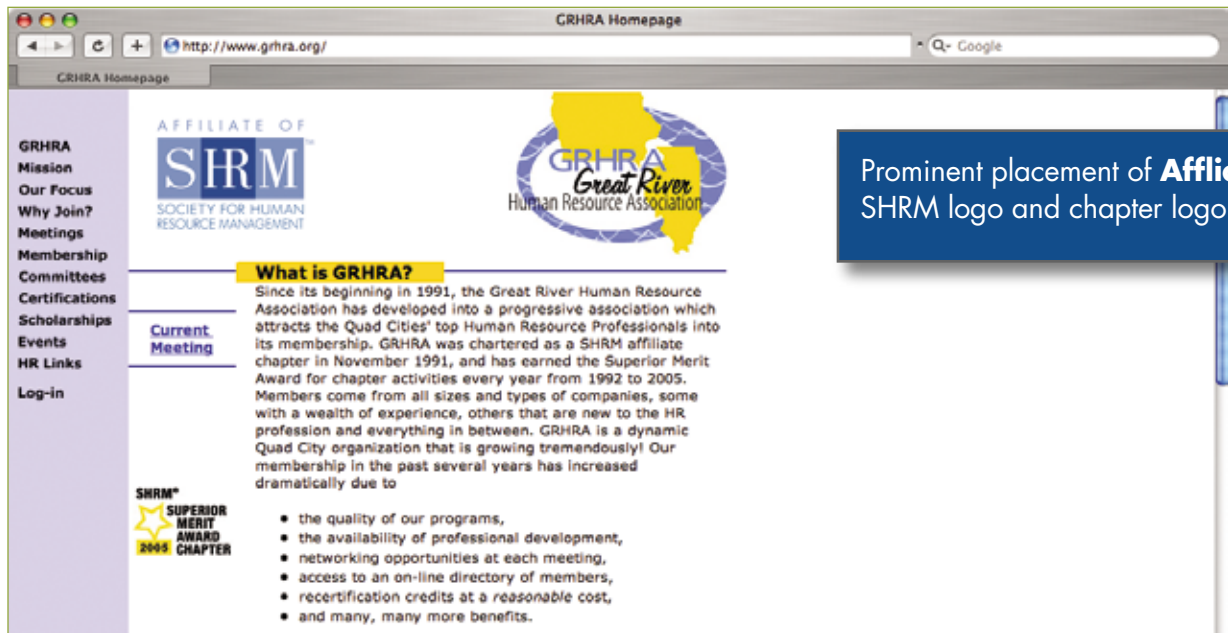


Option 2



WEB SITE EXAMPLES

Following are examples of logo placement (your logo and **Affiliate of SHRM** logo) on your website.



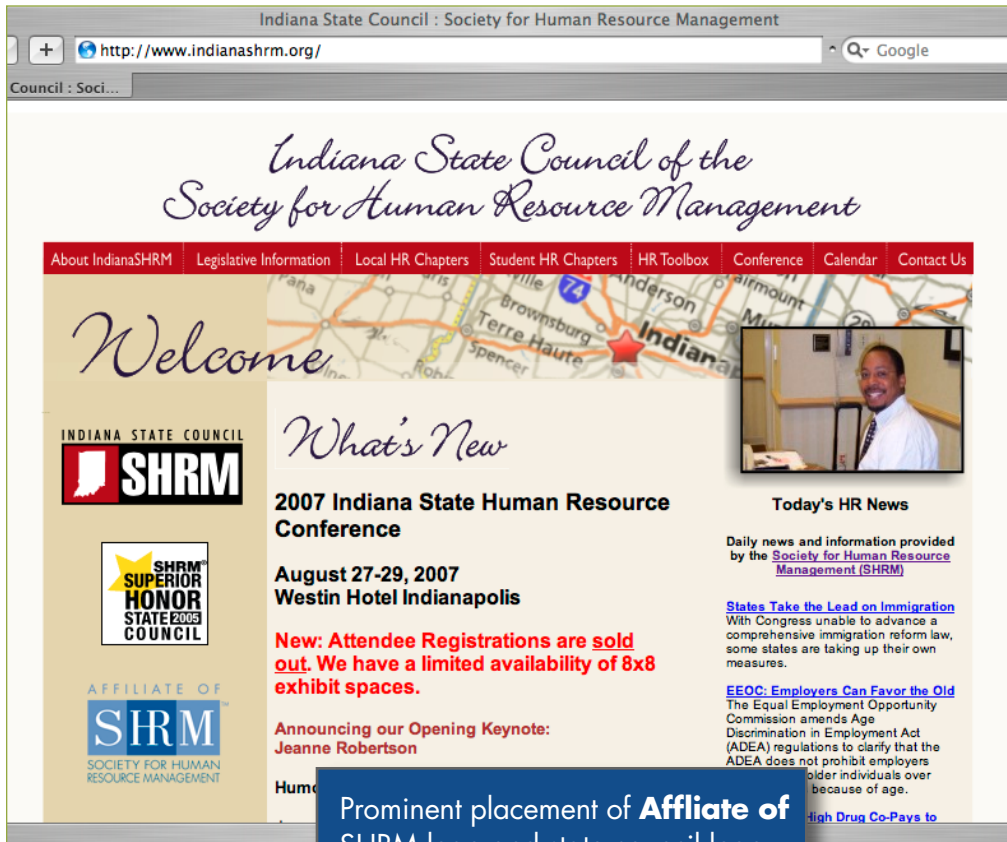
Prominent placement of **Affiliate of SHRM** logo and chapter logo.



Prominent placement of **Affiliate of SHRM** logo and chapter logo.

WEB SITE EXAMPLES

Following are examples of logo (your logo and **Affiliate of SHRM** logo) placement on your website.



Prominent placement of **Affiliate of SHRM** logo and state council logo.