# BRAND STANDARDS GUIDE

**LAST UPDATED: 1/3/25**

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# ABOUT THIS GUIDE

As representatives of SHRM, we are all stewards of the brand and what it signifies globally. SHRM's Master Brand Guidelines are in place to ensure consistency and cohesion across all branding efforts, both internal and external. The guidelines should be considered your go-to resource for brand compliance.

The Global Brand Team is your partner to ensure all materials, communications, and brand marks accurately reflect SHRM's Master Brand. If you have questions about these guidelines, contact: **brandteam@shrm.org**.

# ABOUT SHRM

In a world where the intersection of people and business is dynamic and complex, SHRM stands as the unwavering voice of support for work, workers, and the workplace. SHRM is a global catalyst for workplace transformation, offering solutions and resources to navigate the ever-evolving world of work. Our primary audiences are HR students, HR professionals, HR executives, CEOs, B2B buyers, politicos, donors, and brand partners.

As the trusted authority on all things work, SHRM is the foremost expert, researcher, advocate, and thought leader on issues and innovations impacting today's evolving workplaces. With nearly 340,000 members in 180 countries, SHRM touches the lives of more than 362 million workers and their families globally.

# HISTORY OF SHRM

# MORE THAN 75 YEARS OF CREATING WORKPLACES THAT WORK FOR ALL

**CLICK TO VIEW TIMELINE: shrm.org/about/history-of-shrm**

# EVOLUTION OF SHRM MASTER BRAND LOGO

The American Society for Personnel Administration (ASPA) was founded in 1948 in Cleveland, Ohio, with the goal of providing professional development and networking opportunities that would advance the profession nationally.

In 1989, due to the term *personnel* becoming antiquated, ASPA changed its name to the Society for Human Resource Management (SHRM); the organization focused on the increasing need for HR to become a "strategic partner" in the corporate world.

In 2007, SHRM's logo was expanded to include the full abbreviation of the organization's name, and the three-sectioned rectangular SHRM Blocks were born.

In 2021, SHRM refined its brand purpose and strategy to better position itself as a thought leader, community builder, and policy influencer. The logo was updated with a more vibrant color palette, and the "Better Workplaces. Better World." (BWBW) tagline including the SHRM Pinwheel was added.

# SHRM BRAND
# ESSENCE
# & EXPRESSION

# WHO WE ARE

SHRM is accessible and collaborative, serving workers at all levels. When speaking to our audiences, we must describe not only who we are, but also how we add value to society and our industry in times of change. We can best showcase our identity through three key perspectives.

**BRAND PROMISE**

Make work, workers, and the workplace better.

**VISION AND MISSION**

Be the trusted authority for all things work.

**PURPOSE**

Elevate HR.

These lenses allow us to communicate the value we deliver, the future we're striving toward, and the underlying reason for our efforts.

# BRAND ESSENCE

SHRM's Brand Essence refers to the core characteristics that define our brand identity and set us apart from competitors. It captures unique value propositions and appeals to the emotions of our target audiences.

**SHRM**

**Trusted authority on all things work.**

| PERSONALITY ATTRIBUTES | POSITIONING ATTRIBUTES | TRUST & RELIABILITY ATTRIBUTES |
| --- | --- | --- |
| **BOLD** | **GLOBAL** | **SOLUTION-FOCUSED** |
| **PURPOSEFUL** | **ADVOCATE** | **ACCESSIBLE** |
| **PROFESSIONAL** | **LEADER** | **VALUABLE** |
| **VISIONARY** | **EXPERT** | **PEOPLE-CENTRIC** |

# BRAND EXPRESSION: **TONE & VOICE**

**SHRM is the voice for all things work, worker, and the workplace. We are shaping the way people and business thrive together. By achieving the right tone and having a consistent voice, we can create authentic and focused touchpoints where our distinctive traits shine through.**

## TONE: **Professional and Bold**

SHRM's tone should inspire HR and business professionals to lead with influence and make a significant impact on their organizations. Our tone should leverage professional expertise and captivating storytelling—evoking competence, respect, and empathy. We aim to instill confidence, demonstrate forward-thinking thought leadership, and drive inclusion.

## VOICE: **Expert and Trustworthy**

The overall voice should position SHRM as a leader, expert partner, and ally in the field of business and HR. It should consistently convey authority, encouragement, and a forward-thinking attitude.

**Key characteristics of SHRM's Tone & Voice:**

- **Informed and insightful.**
- **Clear and concise.**
- **Respectful and inclusive.**
- **Engaging and dynamic.**
- **Positive and empowering.**
- **Adaptable and context-sensitive.**

# BRAND EXPRESSION: **BRAND EXPERIENCE**

The **SHRM Brand Experience** defines what it's like to engage with our organization and how to do so. When people interact with us, they should feel and believe that:

- I have a role in transforming the workplace and, thus, the world.

- Engaging with SHRM empowers me to create change in my workplace, which in turn creates societal change.

- SHRM is accessible and collaborative, serving workers at all levels from entry-level and emerging professionals to senior executives including the C-suite.

- I trust SHRM as a resource and thought leader for the entire ecosystem of work.

- I look to SHRM as the world's go-to authority on workplace public policy, advocating for all workers.

# COPYWRITING STYLE GUIDE
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All written materials from SHRM, including creative and environmental branding, should adhere to SHRM's Style Guide and Word List overseen by the Quality Assurance (QA) team. The guide outlines common grammar, style, and consistency rules for SHRM content, as well as the internal process for QA reviews.
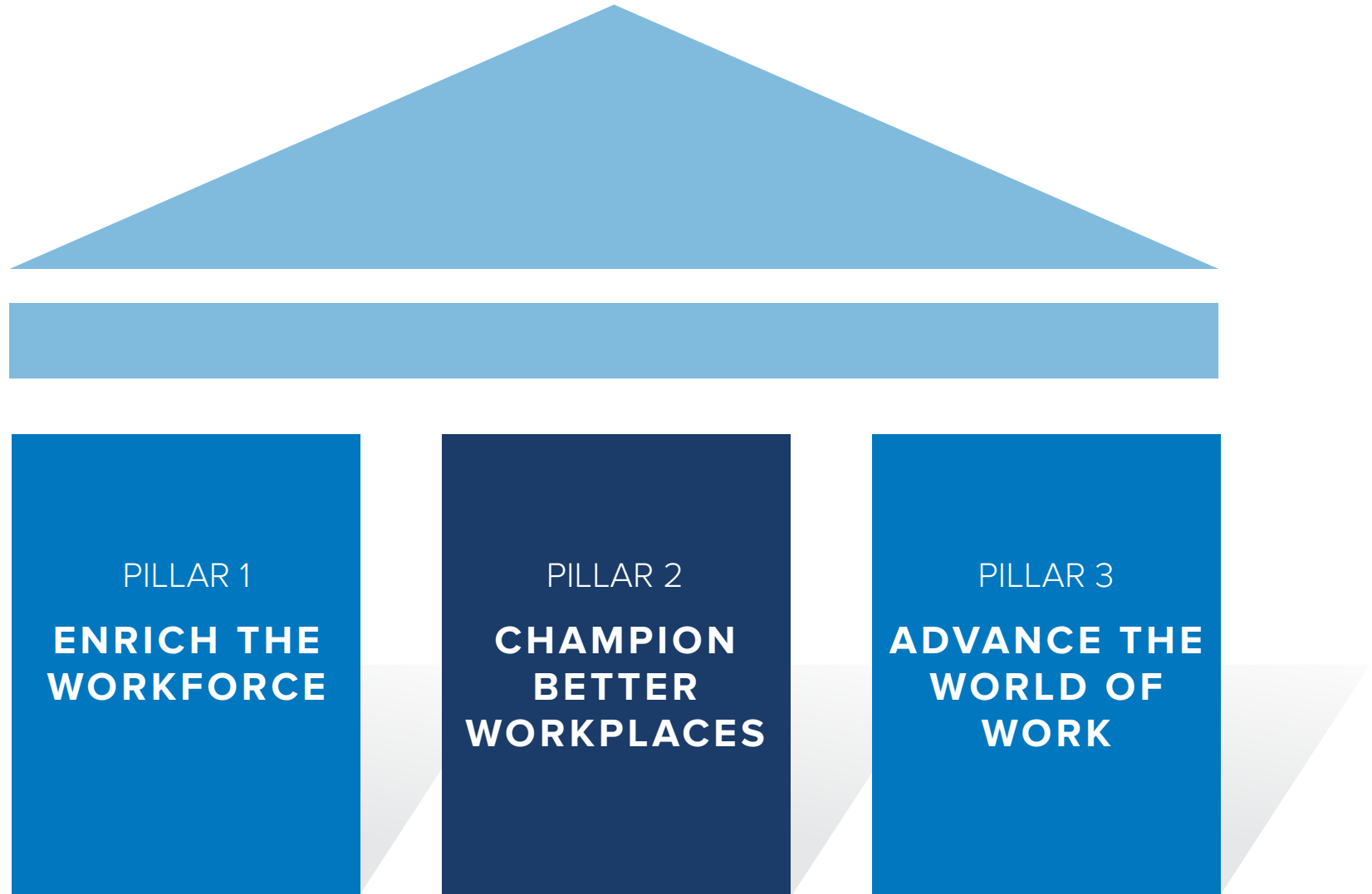
All content created for SHRM by external partners and any co-branded SHRM materials should adhere to the SHRM Style Guide and will require reviews from the QA team.

The SHRM Style Guide and Word List is not to be shared with external partners, but points of contact may relay relevant guidelines.

Reach out to **brandteam@shrm.org** for any questions or to access the SHRM Style Guide and Word List.

# BRAND PILLARS

SHRM's Master Brand rests on three Brand Pillars, which epitomize our priority to create better workplaces and a better world. These pillars validate SHRM as an organization.

PILLAR 1

## ENRICH THE WORKFORCE

PILLAR 2

## CHAMPION BETTER WORKPLACES

PILLAR 3

## ADVANCE THE WORLD OF WORK

# BRAND PILLARS

## ENRICH THE WORKFORCE

### LEARNING & DEVELOPMENT

SHRM impacts the lives of more than 362 million workers and their families globally and understands how better workplaces lead to a better world for all.

**SHRM enriches the workforce by:**

- Providing the tools, trainings, and resources needed to guide workplace culture and shape positive environments where workers can grow and succeed.

- Supporting and preparing the next generation of business executives, HR leaders, and workers for the ever-evolving demands of the future.

- Providing highly sought-after insights, networking opportunities, and conferences that help HR professionals create workplaces where employees can thrive.

# BRAND PILLARS

## CHAMPION BETTER WORKPLACES

### POLICY & ADVOCACY

SHRM is uniquely positioned at the intersection of work, workers, and the workplace, providing it with the unique voice, policy perspective, and technical expertise necessary to advocate for workplace public-policy issues.

**SHRM champions better workplaces by:**

- Working in a nonpartisan manner to advance principled public policies that work for both employers and employees.

- Committing to seeing smart, balanced public-policy solutions enacted into law that consider the complex and changing dynamics of today's workforce.

- Advocating for the biggest public-policy issues impacting work today, such as workplace governance, artificial intelligence, flexibility and paid leave, workforce development, workplace health care, inclusion, and immigration.

# BRAND PILLARS

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## ADVANCE THE WORLD OF WORK

### THOUGHT LEADERSHIP & RESEARCH

SHRM is the foremost expert, convener, and thought leader on pressing issues impacting today's evolving workplaces.

**SHRM advances the world of work by:**

- Creating bold, innovative solutions that enable businesses and people to thrive in a transforming global economy.

- Providing nearly 340,000 members from around the world with thought leadership content and resources derived from rigorous, evidence-based insights.

- Serving as the go-to expert on the workplace research, policies, and strategies impacting employers and employees.

# SHRM BRAND
# ARCHITECTURE

# MASTER BRAND



All products and services within the SHRM ecosystem are marketed under one unified brand identity, emphasizing the strength and reputation of our Master Brand. SHRM's Master Brand logo, often referred to as the SHRM Blocks, is central to our brand's identity.

SHRM's Brand Architecture, the systematic framework for organizing sub-brands, products, and services, was built with intention to ensure clarity, avoid confusion, and maximize the overall value of our brand portfolio.

# BRANDED HOUSE: **STRATEGY**

**SHRM**
**BETTER WORKPLACES**
**BETTER WORLD**™

SHRM is a branded house, meaning all sub-brands and corresponding marks fall under the umbrella of our Master Brand. This approach provides a framework that upholds the value and integrity of the Master Brand Blocks to:

Leverage equity across our entire brand portfolio.

Achieve greater impact through strict consistency across the brand ecosystem.

Drive loyalty and strengthen relationships with our audiences.

Encourage efficiency through a unified brand structure.

Cement the value of our Master Brand to deliver greater trust and ROI.

# BRANDED HOUSE: **SUB-BRANDS**

As a branded house, the **SHRM Master Brand Blocks** are central to all brand marks within the ecosystem.
Sub-brands should follow Master Brand formats to maintain consistency and alignment with other portfolio offerings.

## Horizontal Master Brand

- Leverages equity from Master Brand.
- Shared emphasis across Master Brand + product/service.
- Consistent placement of Master Brand on left.
- Product/service height consistent with Master Brand.
- Product/service given unique identity within Brand Guidelines.



## Stacked Master Brand

- Leverages equity from Master Brand.
- Emphasis on Master Brand over product/service.
- Consistent placement of Master Brand on top.
- Product/service width consistent with Master Brand.
- Product/service given unique identity within Brand Guidelines.



## Stacked Endorsement

- Shows relationship with Master Brand yet prioritizes product/service over Blocks.
- Limited yet finite rules on placement, size, and proportion compared to Master Brand.
- Product/service given unique identifiers within Brand Guidelines.
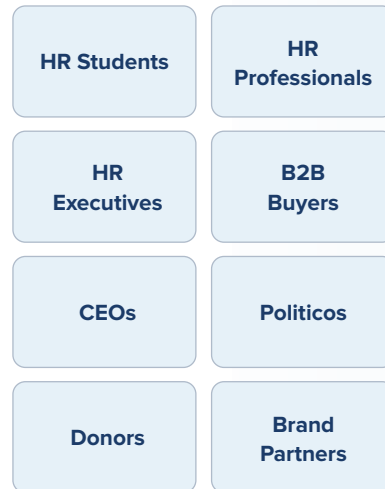
# BRANDED HOUSE: **SNAPSHOT**

## Master Brand

Predominant brand name that serves as the central point for which all underlying products, services, or events are based.



## Audiences

Segments of people who may have interest in SHRM and our products and services.

| | |
|---|---|
| HR Students | HR Professionals |
| HR Executives | B2B Buyers |
| CEOs | Politicos |
| Donors | Brand Partners |

## Audience Marks

While the Master Brand Blocks serve all audiences, Audience Marks (sub-brands) signal the distinct user experiences and offerings within.



## Portfolio of Offerings

SHRM's portfolio of products, events, and services; not all products require a brand mark.

# BRAND + AUDIENCE-CENTRICITY

As a branded house, SHRM's Master Brand holds value and relevance to each of our eight strategic audiences and should always be central to any interaction with our brand.

While a key component of Audience-Centricity is to deliver personalized experiences by audience, select SHRM audiences have audience-level brand marks to further support the unique experience SHRM offers to them.

Some members and prospects may fit into more than one audience category, but the consistent delivery of SHRM's Master Brand and sub-brands will drive trust and brand recognition.

To learn more about SHRM's Audience-Centric Approach, visit the **Audience-Centricity Hub** in SHRMin.



**HR Students**
Traditional and nontraditional HR students enrolled in academic programs seeking career guidance and development.

**HR Professionals**
Junior, midlevel, and director-level HR professionals seeking career and professional support while executing HR strategy and operations globally.

**HR Executives**
Senior HR leaders, up to and including CHROs, at SMBs to enterprise-size companies, seeking to maximize human potential within their businesses and expand their authority on all things work.

**B2B Buyers**
A B2B buyer or buying committee seeking to deploy SHRM solutions and products at a large scale within their organization.

**CEOs**
The top leader at midmarket or enterprise organizations driving strategy and success. SHRM empowers CEOs with our data and insights to elevate HR, unlock workforce potential, and drive growth.

**Politicos**
Elected and appointed officials, as well as their staff, in a seat of power to influence or set laws and policy at the local, state, or federal level.

**Donors**
Those dedicated to investing capital and resources into HR-driven initiatives with the aim of catalyzing positive social impact and financial returns.

**Brand Partners**
Marketers, advertisers, and sales representatives seeking to reach our audiences via our channels and shared thought leadership. They partner with us on sponsorships, ads, booths, etc.

# FLAGSHIPS

SHRM's expertly curated content collections include podcasts, videos, articles, and newsletters.

**HR Daily** delivers daily insights, trends, and expert advice, empowering HR professionals to build a productive, engaged workforce and drive organizational success.

**The AI+HI Project** engages with senior-level industry leaders and executives to provide strategic insights, practical tips, and actionable strategies to innovate a future that blends human ingenuity with advancing technology.

**People + Strategy**, brought to you by the SHRM Executive Network, connects HR leaders with industry executives to discuss the latest insights on strategic workforce planning, leadership development, and the current growth of technology.

**Tomorrowist** provides essential insights on workplace trends to equip senior leaders with the knowledge to shape tomorrow's workplaces today.

**All Things Work** provides expert knowledge and actionable insights for HR leaders and organizational decision-makers to navigate today's rapidly changing workplace.

# NEW PRODUCT DEVELOPMENT

Within SHRM's product portfolio, there are well-established brand marks that support the Master Brand across our eight audiences. As the business grows, new brand marks are inevitable, yet it is important not to create unnecessary marks that will dilute the value of the Master Brand or cause confusion among our audiences. It is imperative to **brand with intention** and **adhere to the Master Brand Guidelines.**

The Global Brand Team is your partner to ensure all materials, communications, and brand marks are compliant with SHRM's Master Brand Guidelines. For questions related to existing or new brand marks, contact: **brandteam@shrm.org**.

# NEW PRODUCT DEVELOPMENT:
# **NEW BRAND MARKS**

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**New brand marks may be considered when:**

- Launching a new product or service that is distinct from existing offerings in the portfolio.
- Planning an event focused on a new topic or to reach a new audience.
- Creating a new audience experience or flagship.
- Acquiring a new company or business.

**In other instances, the SHRM Master Brand Blocks can serve to represent the new product or service. Keep in mind that just because an initiative or project has a name doesn't mean it should have a mark.**

**Examples of products or initiatives that do not warrant a brand mark:**

- Creation of an inclusion and diversity handbook.
- Development of an audience-centric campaign or tagline.
- Ad hoc project that is limited in scope and time-bound.
- Product extension that supports an existing SHRM sub-brand.

# NEW PRODUCT DEVELOPMENT:
## CO-BRANDING

SHRM often collaborates and partners with other brands, organizations, or individuals to expand its expertise, offerings, or services. For select collaborations and partnerships that result in co-created content or products, a lock-up logo may be warranted to leverage credibility and value from the Brand Partner.

Please collaborate with the Global Brand Team for any co-branded logo needs to ensure compliance and visual consistency.

**In general, lock-up logos featuring SHRM and another brand should be limited— only reserved for strategic Brand Partners to mitigate dilution of the SHRM Master Brand.**

**Examples of co-branding that maintain clear delineation between Brand Partners:**



**Examples of co-branded lock-ups that leverage value and relevance from Brand Partners:**



Thorough consideration should be given to the chosen text that describes the brand relationship, such as "powered by," "in partnership with," "or presented by."

For co-branded lock-ups, use only the SHRM Blocks without the tagline. The preference is for the SHRM Master Brand Blocks to be 25% larger than partner logos.

# SHRM BRAND
# GUIDELINES

# BRAND GUIDELINES

The following pages explain how to present the SHRM Master Brand visual identity throughout our ecosystem with consistency and purpose. It is important that all SHRM stakeholders comply with these guidelines to maintain brand equity and visual cohesion across all branded materials, regardless of:

- The format of content (e.g., digital or print).
- Who created it (e.g., internal creative or partner agency).
- Intended audience (e.g., HR professionals, HR executives, CEOs, or politicos).

Supplemental guidelines have been created for many of SHRM's sub-brands and include specific guidance on tone, voice, typography, secondary color palettes, and visual treatments when creating materials for the intended audience(s). For access to supplemental guidelines, reach out to **brandteam@shrm.org**.

# SHRM BLOCKS + BWBW TAGLINE: **COLOR CODES**

**SHRM DARK BLUE:**
CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

**SHRM BRIGHT BLUE:**
CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be

# SHRM BLOCKS + BWBW TAGLINE: **STACKED**

The stacked logo Blocks + BWBW tagline should be used as the primary or first branding mark for digital, video, and print.

**MINIMUM SAFE SPACE:**



X MARKS FONT HEIGHT

**MINIMUM SIZE:**



1in/60px

**COLOR TREATMENTS:**

**COLOR: PRIMARY**



**KNOCKOUT**



**GRAY/BW**

# SHRM BLOCKS + BWBW TAGLINE: **HORIZONTAL**

The horizontal logo Blocks + BWBW tagline can also be used as the primary or first branding mark for digital, video, and print, if it works better in the space.

**MINIMUM SAFE SPACE:**



X MARKS FONT HEIGHT

**MINIMUM SIZE:**



0.5in/40px

**COLOR TREATMENTS:**

**COLOR: PRIMARY**



**KNOCKOUT**



**GRAY/BW**

# SHRM **BLOCKS ONLY**

Use the Blocks-only logo as a standalone when spacing does not permit the use of the Blocks + BWBW tagline or for secondary and tertiary branding placements within one document, website, or material.

**MINIMUM SAFE SPACE:**



X MARKS REGISTERED TRADEMARK SYMBOL WIDTH

**MINIMUM SIZE:**



0.5in/40px

**COLOR TREATMENTS:**

**COLOR: PRIMARY**



**KNOCKOUT**



**GRAY/BW**

# SHRM **SMALL-SCALE BLOCKS**

The small-scale Blocks contain thicker line strokes and will hold up better when reduced in scale. This can be used in designs and lock-ups that require a small logo.

**STARTING SIZE:**

0.5in/40px

**MINIMUM SIZE:**

.25in/20px

**EXAMPLE:**
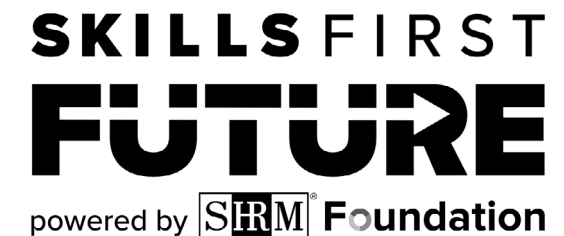
**USAGE SUGGESTIONS:**

This version should be used in cases where the standard logo Blocks go below their minimum size.

# ADDITIONAL GUIDELINES
# FOR MASTER BRAND BLOCKS

**To uphold brand value and integrity, it is imperative that the SHRM Blocks are never altered or changed in any way.**



The full-color Blocks should not be placed on SHRM blue backgrounds because it dilutes the border and can seem as if the logo is bleeding into the background.

Do not separate or manipulate the Blocks in any way; they should always remain intact.

Do not remove or separate the registered trademark symbol (®) from the logo.

Do not extend or add elements to the Blocks in any way (e.g., borders, lines, or shapes); the minimum safe space around the Blocks is intentional.

# ADDITIONAL GUIDELINES
# FOR MASTER BRAND BLOCKS

**To uphold brand value and integrity, it is imperative that
the SHRM Blocks are never altered or changed in any way.**

Do not change the
color of the Blocks; only
approved SHRM blues,
gray/BW, and knockout
versions are compliant.

Do not allow text,
images, or other creative
elements to overlay or
cover the Blocks.

Do not use the Blocks as
text within body copy. In
a sentence, always write
out SHRM.

# BWBW **TAGLINE USAGE**

**FOR INTERNAL USE ONLY.**

This brand mark is a condensed version of the SHRM Blocks to create a tricolor bar with the tagline. It is meant to serve as a visual support to the overall brand.

X MARKS FONT HEIGHT

**MINIMUM SIZE:**



0.25in/20px

**COLOR TREATMENTS:**

COLOR: PRIMARY



KNOCKOUT



GRAY/BW



**WHAT NOT TO DO:**



The "Better Workplaces. Better World." tagline must always appear with either the full Blocks or the tricolor bar. It should not be used as a standalone logo or to name a product or event.

# SHRM **CHAPTER/STATE COUNCIL** MASTER BRAND ALIGNMENT

Chapters and state councils are an extension of the SHRM Master Brand. They are not required to align with the SHRM Master Brand, but it is strongly encouraged to maintain SHRM's brand recognition and the halo effect it creates as well as to establish trust through a consistent visual identity.

**Chapters and state councils must either align their logos with the SHRM Master Brand Blocks or include the SHRM Affiliate logo alongside their own chapter logo in all marketing materials.**

Examples for illustrative purposes only

# SHRM **AFFILIATE LOGO**

The SHRM Affiliate logo must be used by affiliates of SHRM accompanied by their own logos on digital, video, and print creative.

Chapters and state councils aligning their logos and visual identity with the SHRM Master Brand are not required to use the Affiliate logo.

**MINIMUM SAFE SPACE:**

X MARKS FONT HEIGHT

**MINIMUM SIZE:**

1in/60px

**COLOR TREATMENTS:**

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

# SHRM **IN PARTNERSHIP LOGO**

The SHRM In Partnership logo may only be used by approved Education Partners when promoting SHRM certification preparation courses using the SHRM Learning System and/or SHRM Essentials of Human Resources programs.



**MINIMUM SAFE SPACE:**



**X MARKS FONT HEIGHT**

**MINIMUM SIZE:**



1in/60px

# SHRM **PINWHEEL**

The blue Pinwheel icon used within the BWBW tagline design depicts the three-pronged relationship between **1.** work, **2.** workers, and **3.** the workplace.

Each of these components exists in connection with the other two. All are vital, intertwining together as one to impact and transform the world of work as we know it.

This is the essence of today's SHRM: HR leaders and change agents **working** in unison to create better **workplaces** and, ultimately, a better world for all **workers.**

# SHRM PINWHEEL: **GRAPHIC USAGE**

The Pinwheel was designed to be a distinct visual element of the SHRM Master Brand with the goal for it to eventually become a standalone icon. While the Pinwheel has been incorporated across the brand's ecosystem for some time, it is still not as widely recognized as the SHRM Blocks and should remain a complementary element used in close proximity to the Master Brand Blocks.

Over time, with consistent, strategic, and meaningful use, the Pinwheel will gain value as its own symbol representative of SHRM.

The Pinwheel should not be utilized as a standalone brand logo; it must be used as a visual accent or treatment within a branded asset and positioned near the Master Brand Blocks to build value and recognition.

The Pinwheel should not break away from the primary blue brand colors, unless utilizing the knockout white version or black version.

Do not use the Pinwheel as a window by placing images in its center.

Do not use the Pinwheel as a replacement for the number "0."

The Pinwheel can replace the letter "O" in the name of a product or service but should only be used once; it is **not** required to be used.

The size of the Pinwheel must be proportionate to the font beside it.

The Pinwheel graphic can be used at different scales and opacities to create visual energy and balance.

# SHRM PINWHEEL: **COLOR CODES**



**SHRM MEDIUM BLUE:**
CMYK: 91/66/18/3 • PMS: 641C • RGB: 39/93/147 • HEX: #265d93

**SHRM DARK BLUE:**
CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

**SHRM BRIGHT BLUE:**
CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be
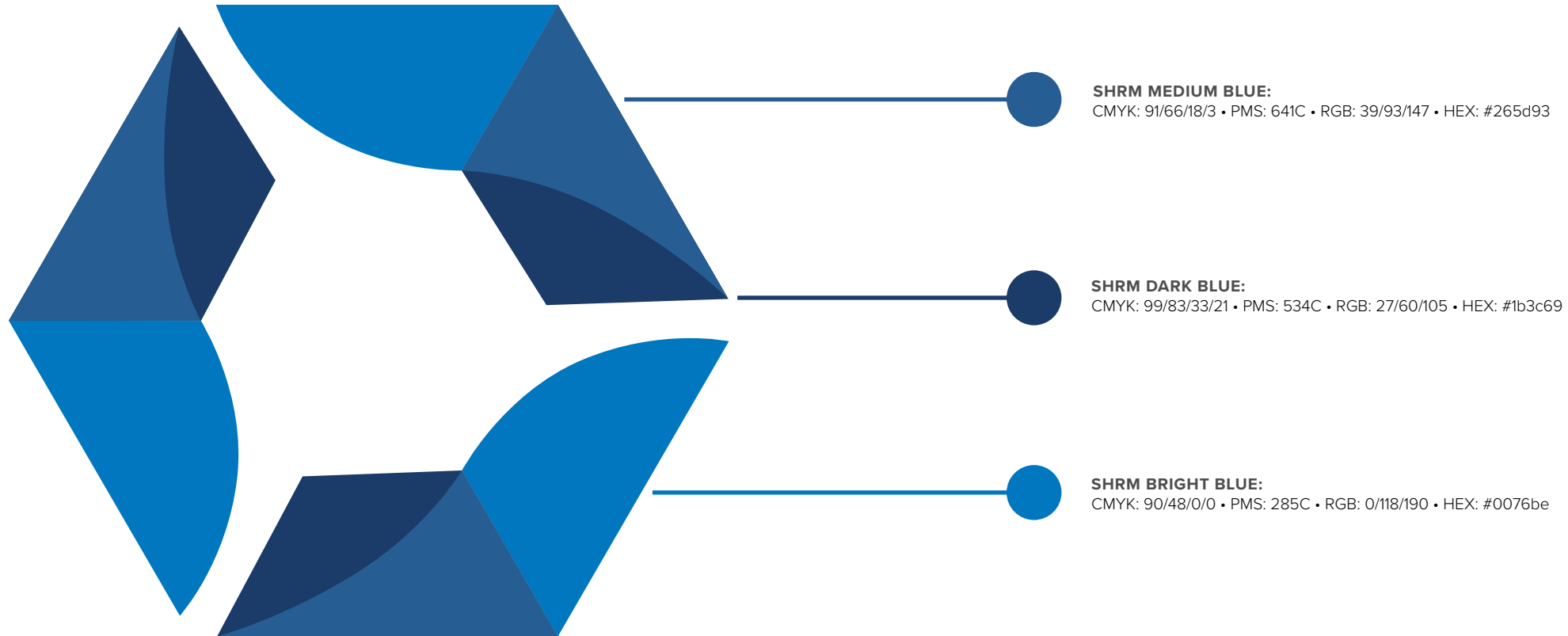
# TYPOGRAPHY

SHRM's primary typeface is Proxima Nova, classified as a sans serif typeface. It is versatile and full-featured with a family of 48 fonts (in eight weights: thin, light, regular, **medium**, **semibold**, **bold**, **extrabold,** and **black**; in three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed; with italics in all weights and widths). This large family makes it the perfect font for multiple purposes: display type, body type, captions, constrained spaces, etc.

Proxima Nova is a clean, modern typeface, often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions.

# Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
**123456789$%!@#^&*:"|}?)**

**abcdefghijklmnopqrstuvwxyz**
**abcdefghijklmnopqrstuvwxyz**
**123456789$%!@#^&*:"|}?)**

**abcdefghijklmnopqrstuvwxyz**
**abcdefghijklmnopqrstuvwxyz**
**123456789$%!@#^&*:"|}?)**

**abcdefghijklmnopqrstuvwxyz**
**abcdefghijklmnopqrstuvwxyz**
**123456789$%!@#^&*:"|}?)**

# TYPOGRAPHY
## PRINT GUIDELINES

SHRM's Proxima Nova typeface provides versatility with its family of 48 fonts in eight weights and three widths.

Always consider purpose, audience, and readability with a clear hierarchy structure in mind.

**HIERARCHY:**

Basic hierarchy usually includes three levels:

**Level 1:** Most important content or information. Should be immediately visible in the design (headline).

**Level 2:** Stands out to help organize design or sections of information into groups. Helps direct viewers (subhead).

**Level 3:** The core of the message. Must be readable (text).

**HIERARCHY EXAMPLES:**

# Level 1: Bold 40pt
## Level 2: Semibold 22pt
Level 3: Regular 12pt

# TYPOGRAPHY
## DIGITAL
## GUIDELINES

—

**PRIMARY FONT:**

Proxima Nova

**BACKUP FONTS:**

Arial, Helvetica

**HIERARCHY:**

Standard Body Copy Is Regular 16px

# XL Headlines Are Extrabold 48px

## Large Headlines Are Extrabold 36px

### Medium Headlines Are Extrabold 24px

Medium Skinny Headlines Are Regular 24px

**Small Headlines Are Semibold 18px**

**Tiny Headlines Are Semibold 14px**

Tiny Headlines Are Regular 14px

Utility and Descriptor Text Is Regular 14px

# COLORS

**SHRM PRIMARY BRAND COLORS:**
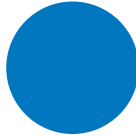
**SHRM BRIGHT BLUE:**
CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be

**SHRM MEDIUM BLUE:**
CMYK: 91/66/18/3 • PMS: 641C • RGB: 39/93/147 • HEX: #265d93
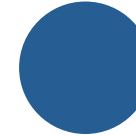
**SHRM DARK BLUE:**
CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

SHRM BRIGHT BLUE                    SHRM DARK BLUE

**SHRM BLUE GRADIENT**

**SHRM SECONDARY/ ACCENT BRAND COLORS:**

**MELON:**
CMYK = 0/73/80/0 • PMS = 1645C • RGB = 242/106/66 • HEX = #f26a42

**DIGITAL DESIGN NOTES:**
- **Melon background/white foreground:** OK for display text and graphics. Not for body text. (Same for reverse.)
- **Melon background/black foreground:** OK in all cases. (Same for reverse.)

**OLIVE:**
CMYK = 14/0/95/30 • PMS = 7745C • RGB = 167/171/32 • HEX = #a7ab20

**DIGITAL DESIGN NOTES:**
- **Olive background/white foreground:** Not for display text, body text, or graphics. (Same for reverse.)
- **Olive background/black foreground:** OK in all cases. (Same for reverse.)

**LEMON:**
CMYK = 0/32/90/0 • PMS = 143C • RGB = 251/181/51 • HEX = #fbb533

**DIGITAL DESIGN NOTES:**
- **Yellow background/white foreground:** Not for display text, body text, or graphics. (Same for reverse.)
- **Yellow background/black foreground:** OK in all cases. (Same for reverse.)

**PLUM:**
CMYK= 38/100/0/20 PMS = 7649C • RGB = 139/19/119 • HEX = #8b1377

**DIGITAL DESIGN NOTES:**
- **Plum background/white foreground:** OK in all cases. (Same for reverse.)
- **Plum background/black foreground:** Not for display text, body text, or graphics. (Same for reverse.)

**CMYK:** For print usage
**PMS:** For Pantone usage
**RGB:** For digital usage

# COLORS
# **SUPPORTING PALETTES**

Some examples of **primary** harmonious color palettes to consider in imagery or in other supporting roles.

## PRIMARY COLOR SHADES:
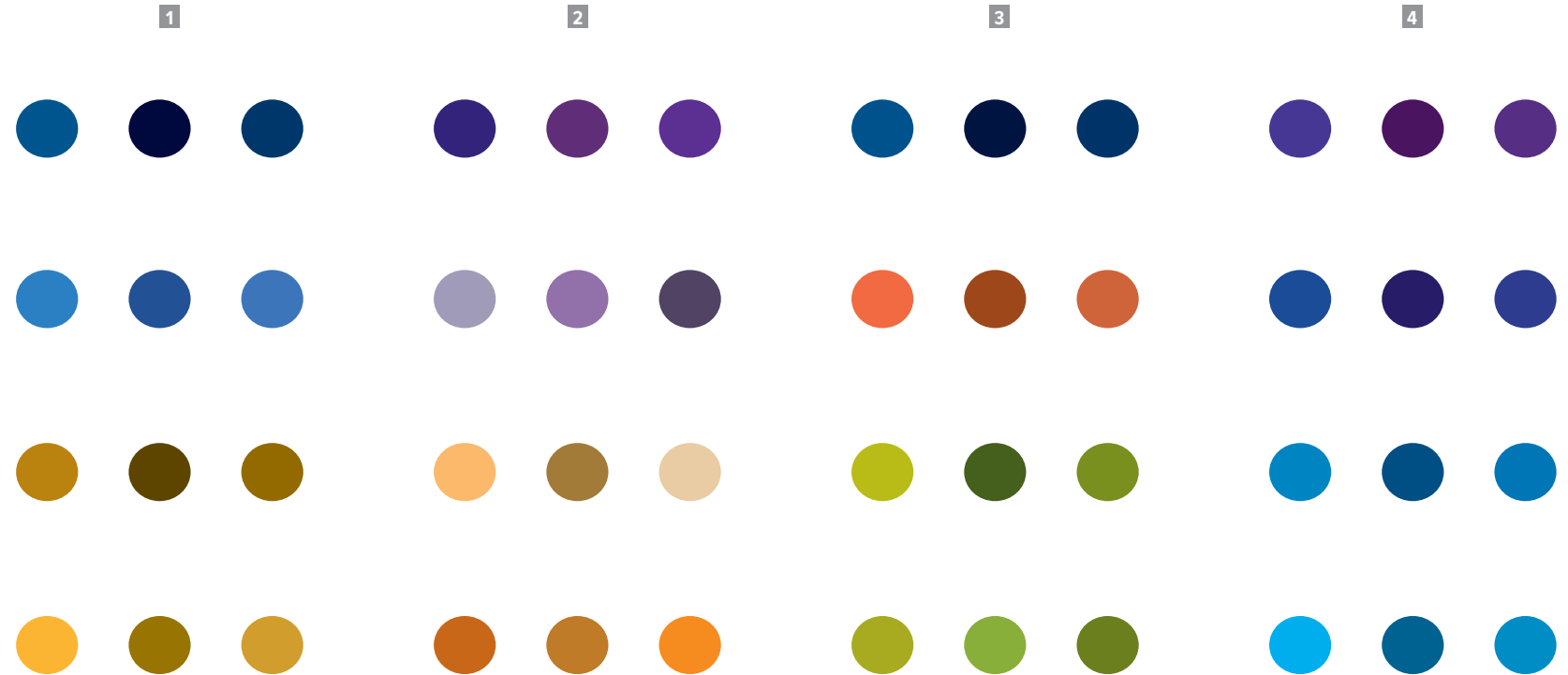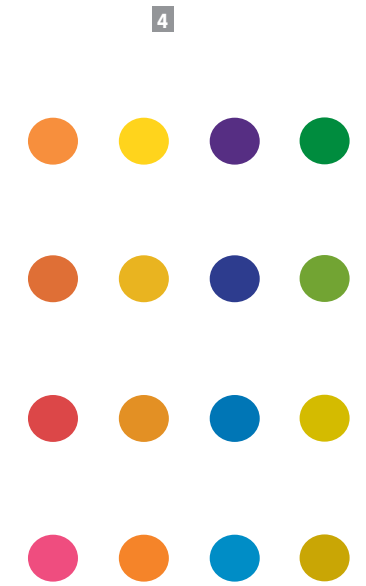Shades can be used as supporting colors in charts and graphics.

**SHRM BRIGHT BLUE:**
CMYK = 90/M48/0/0 • PMS = • RGB = 0/118/190 • HEX = #0076be

**SHRM MEDIUM BLUE:**
CMYK = 91/66/18/3 • PMS • RGB = 38/93/147 • HEX = #265d93

**SHRM DARK BLUE:**
CMYK = 99/83/33/21 • PMS = • RGB = 27/60/105 • HEX = #1b3c69

**1 COMPLEMENTARY**
Two colors opposite each other on the color wheel. This color scheme gives you more visual variety.

**2 COMPOUND**
Also known as split complementary, this color scheme chooses two colors on each end of the color spectrum. The colors have a high degree of contrast but are not as exreme as complementary colors.

**3 TRIAD**
A triadic color scheme uses colors that are evenly spaced around the color wheel. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.

**4 ANALOGOUS**
These are colors that lie on either side of any given color. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. They usually match well and create serene and comfortable designs.

# COLORS
## SUPPORTING PALETTES

Some examples of **secondary** harmonious color palettes to consider in imagery or in other supporting roles.

### SECONDARY COLOR SHADES:

**MELON:**
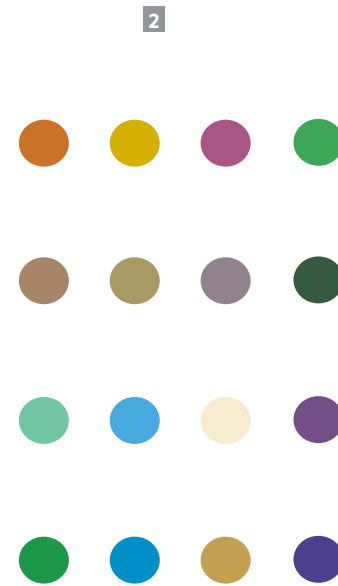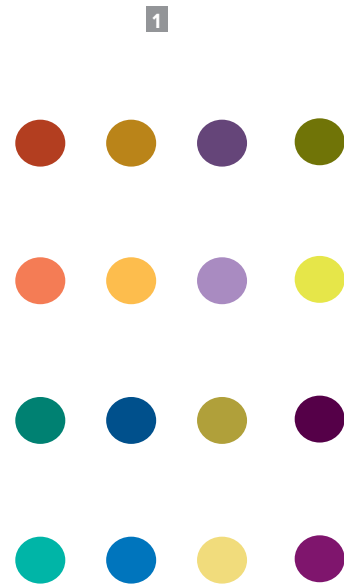CMYK = 0/73/80/0 • PMS = 1645C • RGB = 242/106/66 • HEX = #f26a42

**LEMON:**
CMYK = 0/32/90/0 • PMS = 143C • RGB = 251/181/51 • HEX = #fbb533

**OLIVE:**
CMYK = 14/0/95/30 • PMS = 7745C • RGB = 167/171/32 • HEX = #a7ab20

**PLUM:**
CMYK= 38/100/0/20 PMS = 7649C • RGB = 139/19/119 • HEX = #8b1377

**1  COMPLEMENTARY**
Two colors opposite each other on the color wheel. This color scheme gives you more visual variety.

**2  COMPOUND**
Also known as split complementary, this color scheme chooses two colors on each end of the color spectrum. The colors have a high degree of contrast but are not as exreme as complementary colors.

**3  TRIAD**
A triadic color scheme uses colors that are evenly spaced around the color wheel. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.

**4  ANALOGOUS**
These are colors that lie on either side of any given color. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. They usually match well and create serene and comfortable designs.

# COLORS **BLACK, WHITE, AND GRAY TONES**

| COLOR | CMYK | PMS | RGB | #HEX |
|---|---|---|---|---|
| | 5, 3, 3, 0 | COOL GRAY 1 C | 239, 239, 239 | #EFEFEF |
| | 12, 9, 9, 10 | COOL GRAY 3 C | 221, 221, 221 | #DDDDDD |
| | 54, 46, 45, 11 | COOL GRAY 9 C | 120, 120, 120 | #787878 |
| | 68, 61, 60, 48 | BLACK 7 C | 63, 63, 63 | #3F3F3F |
| | 75, 68, 67, 90 | BLACK C | 0, 0, 0 | #000000 |
| | 0, 0, 0, 0 | WHITE C | 255, 255, 255 | #FFFFFF |

# COLORS **USAGE EXAMPLES**

## Usage Suggestions:

- SHRM blue colors should be represented in all materials.
- Leave plenty of white/negative space for the design/content to breathe.
- Limit use of secondary colors in assets to one or two colors.
- Do not use all four secondary colors in the same asset.

Recommended color usage ratios:



any
accent
color

blues are interchangeable

any accent color

**SHRM BRAND:**

Use SHRM blues and gray gradients. You can also use secondary colors.
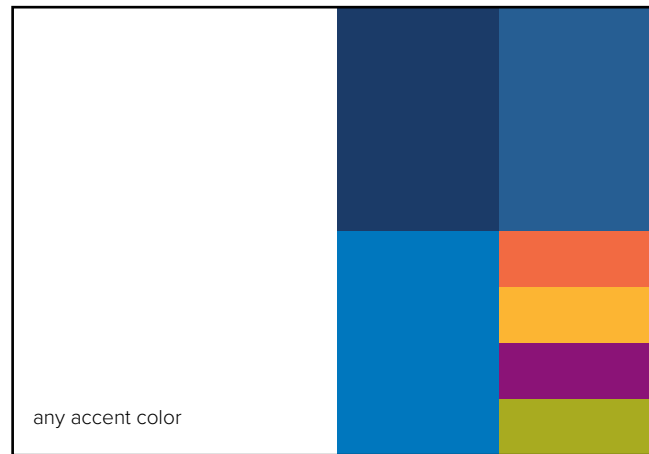
**MARKETING:**

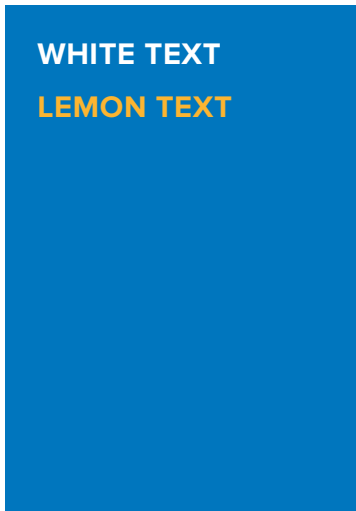Section design with secondary colors. Make sure to always include some SHRM blues.

**SPECIALTY/INFOGRAPHICS:**

Extended palette can be used for social and campaign marketing posts and infographics.
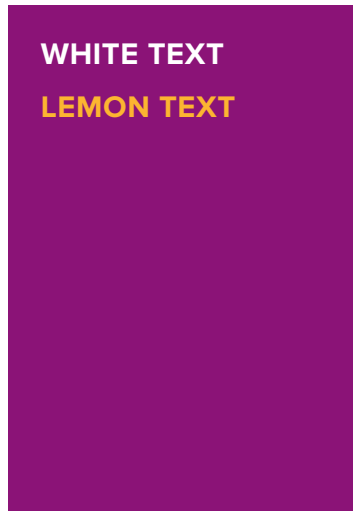
# COLORS **CONTRAST EXAMPLES**

**SHRM BRIGHT BLUE BACKGROUND**

**WHITE TEXT**

**LEMON TEXT**

**SHRM DARK BLUE BACKGROUND**

**WHITE TEXT**

**OLIVE TEXT**

**LEMON TEXT**

**PLUM BACKGROUND**

**WHITE TEXT**

**LEMON TEXT**

**MELON BACKGROUND**

**WHITE TEXT**

**BLACK TEXT**

**OLIVE BACKGROUND**

**BLACK TEXT**

**SHRM DARK BLUE TEXT**

**LEMON BACKGROUND**

**BLACK TEXT**

**PLUM TEXT**

**SHRM DARK BLUE TEXT**
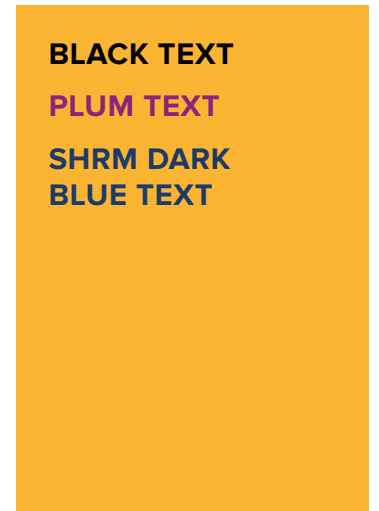
# TYPE AND DIGITAL AA COMPLIANCE

**ACCESSIBILITY GUIDELINES:**

When using typography on a webpage, please consult the WebAIM.org Principles of Accessible Design, which can be found here: http://webaim.org/intro/#principles. To make sure that all of our users can read and access our site, SHRM has committed to meeting AA levels of compliance. All text and links should pass the Web Content Accessibility Guidelines Level AA contrast ratios of 4.5 to 1 for text 14px and under or 3 to 1 for text 14px and bold or larger.



**DIGITAL COLOR - COLOR CONTRAST CHECKER:**

To ensure all typography choices are AA-compliant, please consult the WebAIM.org Color Contrast Checker, available at: http://webaim.org/resources/contrastchecker/

# PHOTOGRAPHY

**Photos should have a clean and modern look without feeling staged; avoid styles or designs that would date the image.**

Considerations:

- Include people of various ethnicities, races, ages, genders, and abilities.

- Leverage open space visuals like round table discussions, sofa conversations, and brainstorming sessions and consider relevant nonoffice settings, as well.

- Stock imagery should be leveraged from licensed resources to ensure usage rights for marketing (Getty Images and iStock).

- Use of free or otherwise unauthorized images is not permitted.

# PHOTOGRAPHY

Select people or objects in their natural environment.



Avoid cutouts unless the photo is a product shot.

# PHOTOGRAPHY

Include people of different ethnicities, races, ages, genders, and abilities. Use photos of people/objects in nonoffice settings when possible. Avoid obvious objects when possible and select images taken from interesting angles.

# PHOTOGRAPHY

Do not write the message of your photo out within the photo. Embrace metaphors when appropriate.
At times, your art selection can be ambiguous. It's OK to not be overly obvious.

# ILLUSTRATION

**Ensure any illustrations reflect our Tone & Voice and the target audience for the content. Illustrations should be leveraged in the form of infographics for select channels including email, social media, website, and other digital channels.**

- Avoid illustrations that feel like clip art or cartoons. Avoid using icons that are too decorative—though it is OK to use those icons incorporated within more elaborate settings or stylized in a way that makes it clear it is not a utility.

- Stock illustrations should be leveraged from licensed resources to ensure usage rights for marketing (Getty Images and iStock). Use of free or otherwise unauthorized artwork is not permitted.
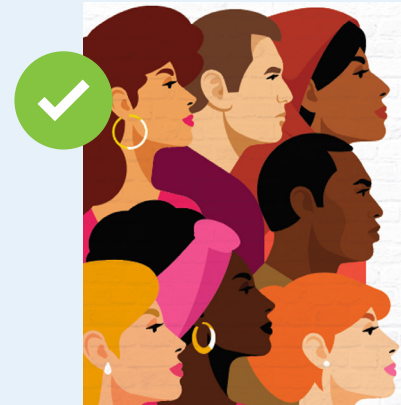
# MOTION GRAPHICS

**SHRM executives should be identified with a lower third.**



Johnny C. Taylor, Jr., SHRM-SCP
President and Chief Executive Officer, SHRM

**Videos should end with the SHRM logo Blocks and a CTA with a URL.**



TO MAXIMIZE AI+HI TURN TO SHRM

SHRM
BETTER WORKPLACES
BETTER WORLD™

SHRM.ORG

**Videos for social media should be exported with captions burned into the video.**



**Sonic ID usage:** The SHRM sonic ID is an audio watermark audible whenever the SHRM Blocks appear on screen. Any video that concludes with a SHRM end card should include the sonic ID. The sonic ID should not have a music bed underneath it and should not overlap with any preceding music.

**All videos for social media should be exported in the proper formats.**

## FACEBOOK
**Preferred Format:** MP4 or MOV
**Aspect Ratios:**
- **Feed:** 4:5 or 1:1
- **Stories/Reels:** 9:16 (full portrait)

**File Size:** Up to 4 GB
**Duration:** 1 second to 90 seconds

## INSTAGRAM
**Preferred Format:** MP4 or MOV
**Aspect Ratios:**
- **Feed:** 4:5 (portrait) or 1:1 (square)
- **Stories/Reels:** 9:16 (full portrait)

**File Size:** Up to 4 GB
**Duration:**
- **Feed:** Up to 60 minutes
(split into multiple segments if needed)
- **Reels:** 3 seconds to 90 seconds
- **Stories:** Up to 15 seconds per slide

## X (FORMERLY KNOWN AS TWITTER)
**Preferred Format:** MP4 (recommended) or MOV (for mobile)
**Aspect Ratios:** 1:1 (square) or 16:9 (landscape)
**File Size:** Up to 512 MB for web, up to 15 MB for mobile
**Duration:** 2 minutes and 20 seconds maximum

## LINKEDIN
**Preferred Format:** MP4
**Aspect Ratios:** 1:1 (square), 16:9 (landscape), or 9:16 (full portrait for mobile)
**File Size:** Up to 5 GB
**Duration:** Up to 15 minutes (though shorter, under 2 minutes, is recommended for engagement)

## TIKTOK
**Preferred Format:** MP4 or MOV
**Aspect Ratios:** 9:16 (full portrait)
**File Size:** Up to 1 GB
**Duration:** 3 seconds to 60 seconds (up to 10 minutes for select users)

## YOUTUBE
**Preferred Format:** MP4 (recommended) or MOV
**Aspect Ratios:**
- **Standard:** 16:9 (landscape)
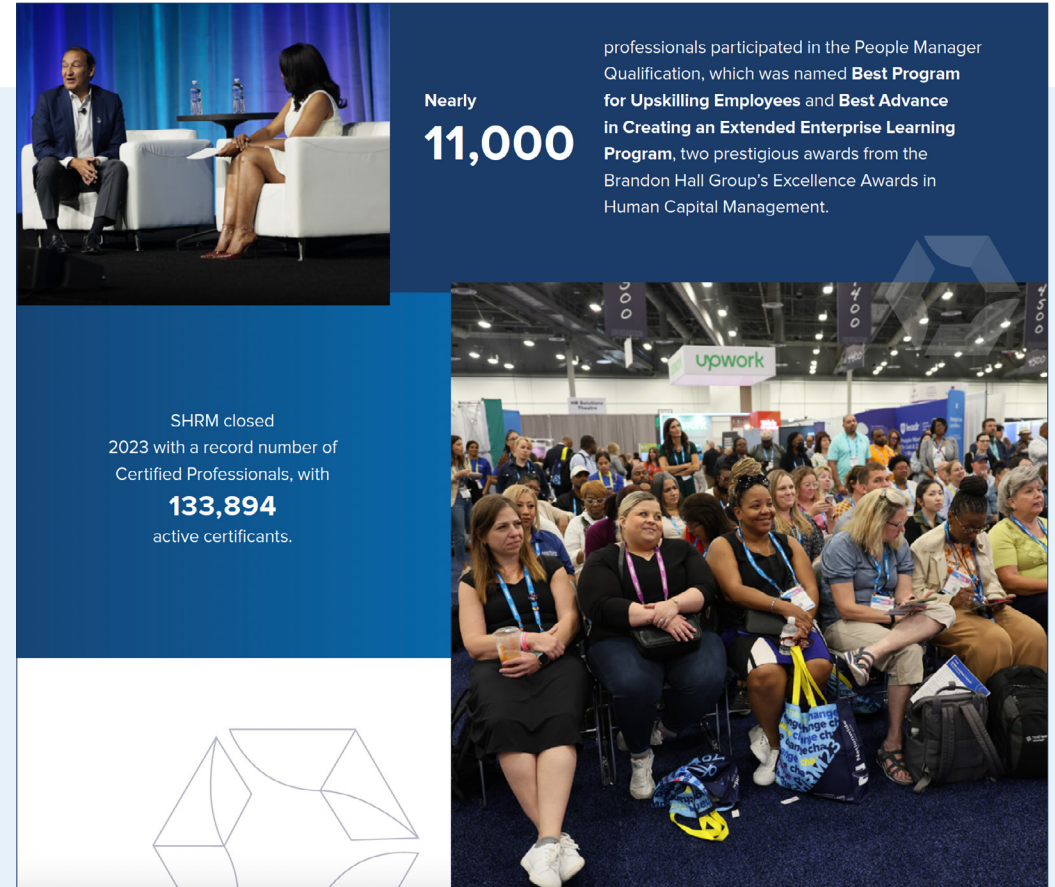- **Shorts:** 9:16 (portrait)

**File Size:** Up to 128 GB
**Duration:** No limit for verified accounts (2 minutes to 15 minutes is recommended for engagement)

# LAYOUTS

## COMMON GRAPHIC DEVICES:

- **Designs should be clean and modern, utilizing negative space and a strong typographic hierarchy.**

- **Flat blue hues can be mixed with gradient fades to create an interesting page texture.**

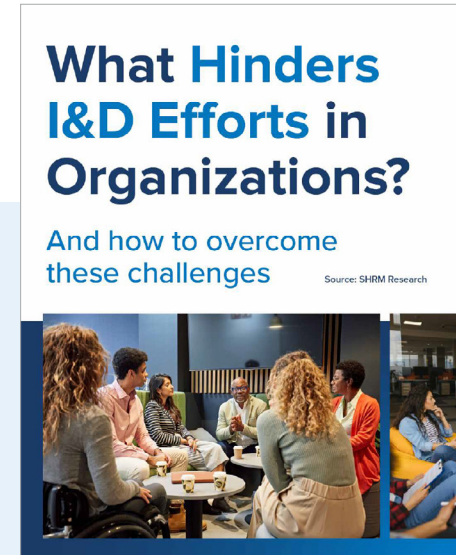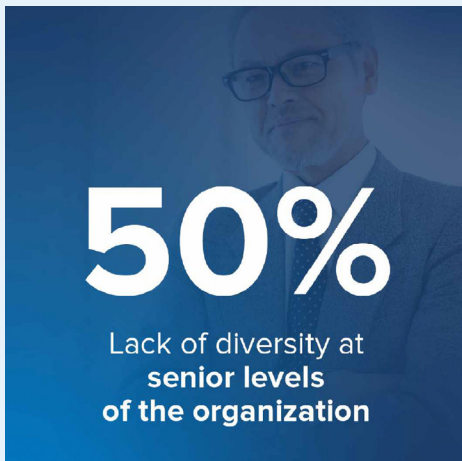- **Partially cropping the pinwheel off the edge of the page can add a sense of movement.**

# LAYOUTS

**ADDITIONAL GRAPHIC DEVICES:**



**LOREM IPSUM DOLOR**
LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT,EIUSMOD TEMPOR

**50%**
Lack of diversity at
**senior levels
of the organization**

**Blue tinted images can be commonly
used as backgrounds with white text.**

**51%**
of organizations do **NOT**
have a culture that is
consistently supportive of
I&D across all divisions
and geographies.

*Source: SHRM Research on I&D*

**7 HURDLES** WOMEN
FACE AS THEY SEEK
TO ADVANCE

**Numbers can be enlarged
to stand out.**

**What Hinders
I&D Efforts in
Organizations?**

And how to overcome
these challenges       *Source: SHRM Research*

**INVEST IN
YOUR CAREER**

**Alternating colors and type sizes
within headlines creates emphasis.**