SHRM®

BRAND STANDARDS GUIDE

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ABOUT THIS GUIDE

The SHRM Brand Standards Guide has been created to help you accurately reflect our Brand and capture our Brand Essence in all of your materials and communications—both internal and external.

Consistency across all of our member, partner, division and affiliate channels is key to presenting a unified image across all audiences and communication touchpoints. This Guide is meant to ensure a powerful expression of who we are through the proper use of our brand, messaging, logo, colors and more.

This Guide includes the parameters within which you can gauge the appropriateness of all materials and communications you are creating for SHRM. Let them direct your decisions to make certain that your end product looks and feels true to who we are and what we stand for.

OUR BRAND

SHRM is accessible and collaborative, serving workers at all levels, including the C-suite. We must not only describe who we are, but how we add value to society–in a time of change for industry as a whole.

Under this greater umbrella are the beliefs and aspirations that create who we are and what we stand for. These include:

BRAND PROMISE	VISION	MISSION	PURPOSE
Making work, workers and the workplace better.	HR building a world of work that works for all.	To empower people and workplaces by advancing HR practices and maximizing human potential.	To elevate the HR profession.

BRAND EXPRESSION

BRAND ESSENCE

When communicated consistently over time, our Brand Essence becomes identifiable. It sets us apart and defines our personality and attributes as an organization. These are the characteristics to be associated with SHRM:

Bold

Determined

Purposeful

People-Centric

Solution-Focused

Collaborative

Accessible

Agile

Expert

Leader

Advocate

Visionary

Global

VOICE

SHRM is the voice of all things work, workers and the workplace. We are shaping the way employers and employees thrive together. Developing focused communications that let our distinctive traits shine through depends on achieving the right tone.

That means writing purposefully, without extraneous words or punctuation. We use exclamation points sparingly, as overuse dilutes the seriousness of our mission and vision. We also use natural language that's inclusive and easy to understand. As such, our tone is:

Bold

Authoritative

Aspirational

EXPERIENCE

The SHRM Brand Experience defines what it's like to engage with our organization. To understand that, together, we can change workplaces around the world. Ultimately, creating a better world for all.

When people interact with us, we want them to feel and believe that:

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

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

SHRM is accessible and collaborative, serving workers at all levels, straight to the C-suite, as well as emerging professionals preparing to enter the workforce.

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.

BETTER WORKPLACES.
BETTER WORLD.

The economy is powered by strong businesses and dynamic workplaces. As the voice of all things work, workers and the workplace, SHRM is shaping the way employers and employees thrive together. We are the driver of social and economic change in the workplace, and we foster mutually beneficial work environments that serve both business and employees. SHRM impacts 115 million employees through the work of its more than 300,000 HR and business leaders globally.

The blue pinwheel icon captured within the new SHRM tagline design depicts the three-pronged relationship between **1.** work, **2.** worker and **3.** 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**.
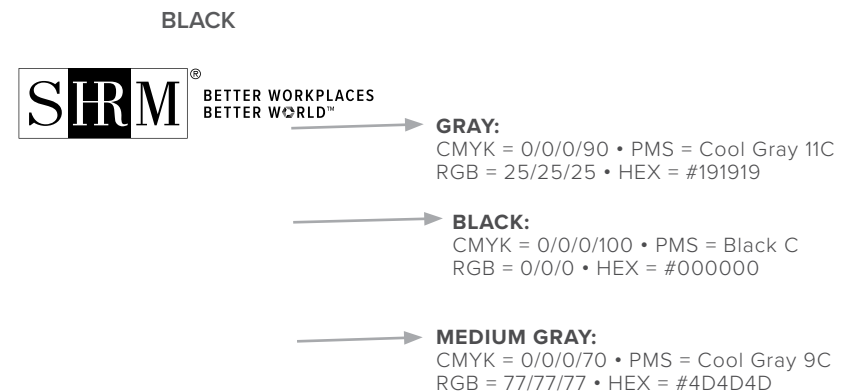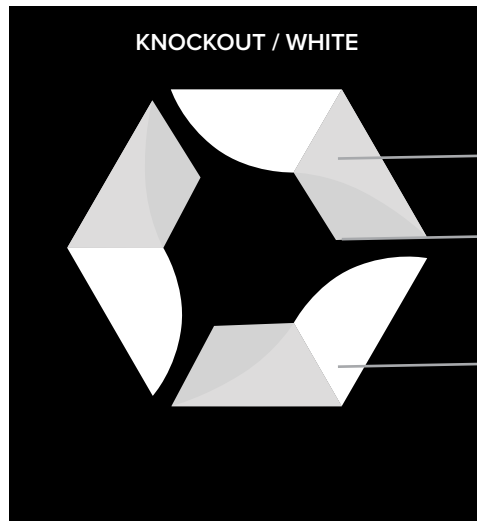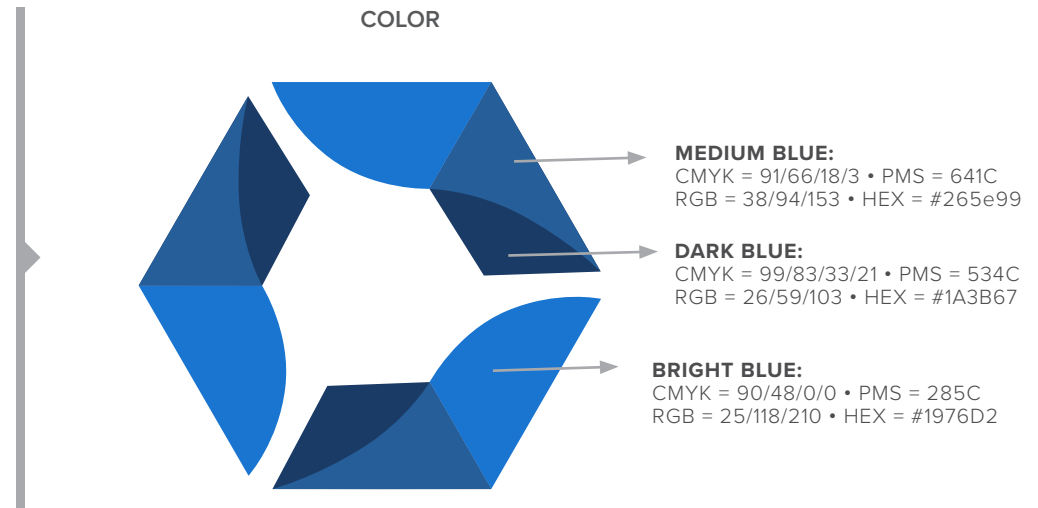
- Can be used as visual accent if it helps your design.
- At this time, do not use as a standalone image for Branding.

PINWHEEL GRAPHIC COLOR TREATMENT

Print color reproduction for the standalone pinwheel graphic is either:

- 4-color process build (CMYK)
- 3 separate Pantone (PMS) colors.

Print color reproduction of the pinwheel in the knockout (white) or solid black versions comprises grayscale color combinations to achieve the pinwheel structure.

COLOR

MEDIUM BLUE:
CMYK = 91/66/18/3 • PMS = 641C
RGB = 38/94/153 • HEX = #265e99

DARK BLUE:
CMYK = 99/83/33/21 • PMS = 534C
RGB = 26/59/103 • HEX = #1A3B67

BRIGHT BLUE:
CMYK = 90/48/0/0 • PMS = 285C
RGB = 25/118/210 • HEX = #1976D2

KNOCKOUT / WHITE

LIGHT GRAY:
CMYK = 0/0/0/10 • PMS = Cool Gray 1C
RGB = 230/230/230 • HEX = #E6E6E6

SOFT GRAY:
CMYK = 0/0/0/20 • PMS = Cool Gray 3C
RGB = 204/204/204 • HEX = #CCCCCC

WHITE:
CMYK = 0/0/0/0 • PMS = White C
RGB = 255/255/255 • HEX = #FFFFFF

BLACK

SHRM® BETTER WORKPLACES BETTER WORLD™

GRAY:
CMYK = 0/0/0/90 • PMS = Cool Gray 11C
RGB = 25/25/25 • HEX = #191919

BLACK:
CMYK = 0/0/0/100 • PMS = Black C
RGB = 0/0/0 • HEX = #000000

MEDIUM GRAY:
CMYK = 0/0/0/70 • PMS = Cool Gray 9C
RGB = 77/77/77 • HEX = #4D4D4D

BLOCKS + BWBW TAGLINE: VERTICAL

The vertical 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

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

BWBW TAGLINE ONLY

This branding mark is a condensed version of the SHRM blocks to create a tri-color bar with the tagline. It is meant to serve as a visual support to the overall Brand. It should never be used at this point as a standalone logo.

• This will be used heavily in internal materials.

MINIMUM SAFE SPACE:

*X MARKS FONT HEIGHT

MINIMUM SIZE:

0.25in/20px

OTHER COLOR TREATMENTS:

COLOR PRIMARY

KNOCKOUT

GRAY/BW

SHRM BLOCKS ONLY

Use the SHRM 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.

*X MARKS REGISTRATION MARK WIDTH

COLOR TREATMENTS:

COLOR PRIMARY

KNOCKOUT

GRAY/BW

OTHER OPTIONS FOR SPECIAL USE ONLY

There may be instances in which the primary and secondary SHRM logos are not the best choice for reproduction due to the nature of the material, product or substrate. Some examples may include: embroidery, embossing/debossing, engraving or certain promotional tchotchkes. In these circumstances, the SHRM specialty logo can be used in either in solid black or knockout (white).

SPECIALITY LOGO GRAY/BW

SPECIALTY LOGO KNOCKOUT

SHRM AFFILIATE LOGO

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

MINIMUM SAFE SPACE:

*X MARKS FONT HEIGHT

MINIMUM SIZE:

1in/60px

COLOR TREATMENTS:

COLOR PRIMARY

KNOCKOUT

GRAY/BW

SHRM PARTNERSHIP LOGO

The SHRM Partnership logo may be used when promoting SHRM Learning System® and Essentials® of HR Management programs.

MINIMUM SAFE SPACE:

*X MARKS FONT HEIGHT

MINIMUM SIZE:

1.3in/94px

COLOR TREATMENTS:

COLOR PRIMARY

KNOCKOUT

GRAY/BW

TYPOGRAPHY

Proxima Nova

SHRM's primary typeface is Proxima Nova, classified as a san 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**; and 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 apperance with modern proportions.

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

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

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

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

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
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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.

Here are some general guidelines to consider depending on the print use case.

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

HIERARCHY:

Basic hierary 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, San Serif

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

TYPE AND DIGITAL AA COMPLIANCE

ACCESSIBILITY GUIDELINES:

When using typography on a web page, please consult the Principles of Accesible 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 WCAG AA contrast ratio of 4.5:1 for text 14px and under OR 3:1 for text 14px and bold or larger.
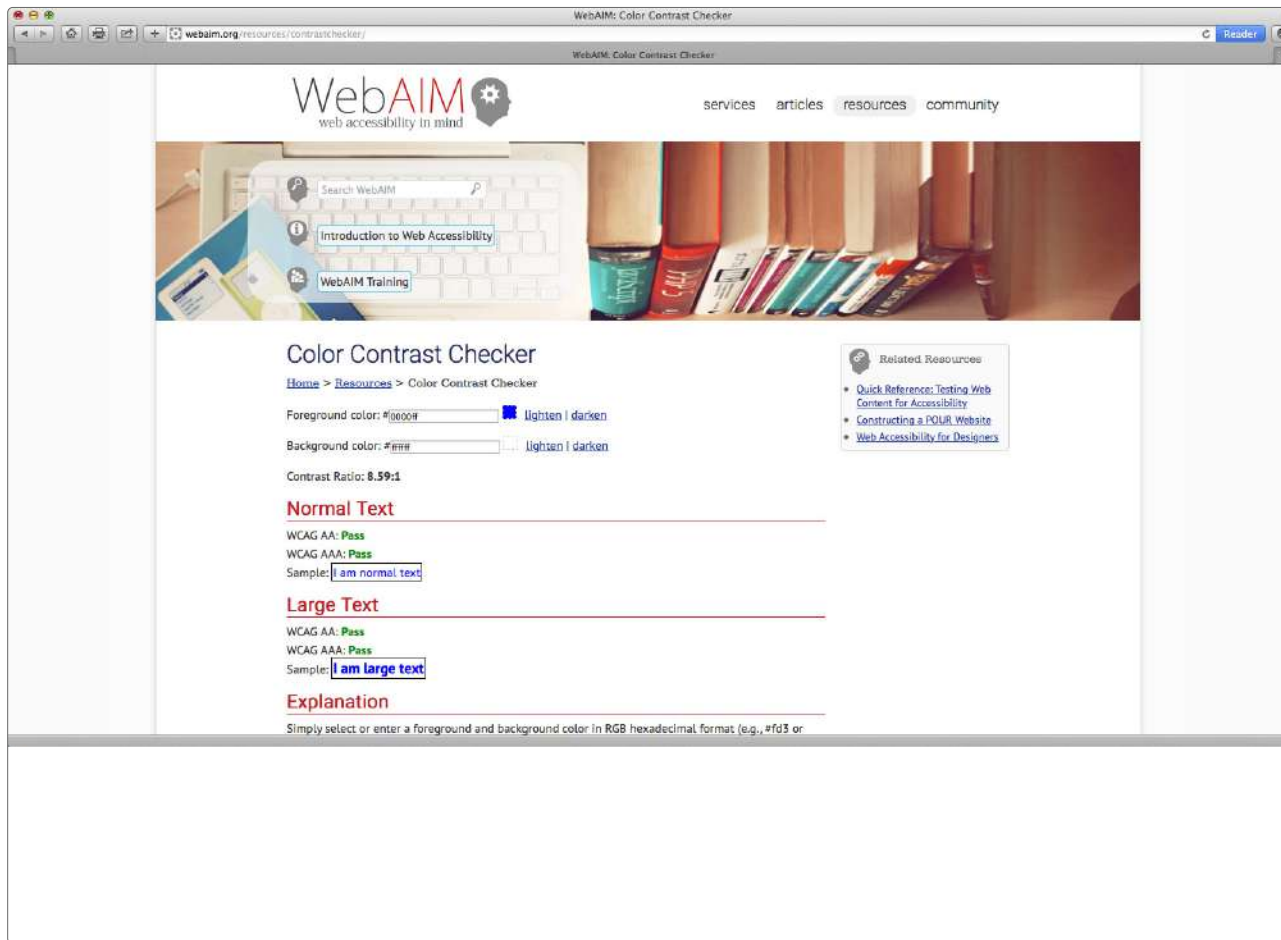
DIGITAL COLOR - COLOR CONTRAST CHECKER:

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

COLORS

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

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 or body text and 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 or body text and graphics. (Same for reverse).
 - **yellow background/black background:** 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 for display or body text and graphics. (Same for reverse).
- **plum background/black foreground:** Not for display or body text and graphics. (Same for reverse).

SUPPORTING COLOR PALETTES

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

1

2

3

4

---

1 COMPLEMENTARY
Two colors opposite of 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. Colors have a high degree of contrast but are not as extreme 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.

SUPPORTING COLOR PALETTES

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

1 COMPLEMENTARY
Two colors opposite of 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. Colors have a high degree of contrast but are not as extreme 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.

BLACK, WHITE AND GREY TONES

COLOR	CMYK (PRINT)	PMS/PANTONE	RGB (DIGITAL)	#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

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/.

COLOR USAGE EXAMPLES

Recommended color usage ratios:

SHRM BRAND ACCENT COLORS:

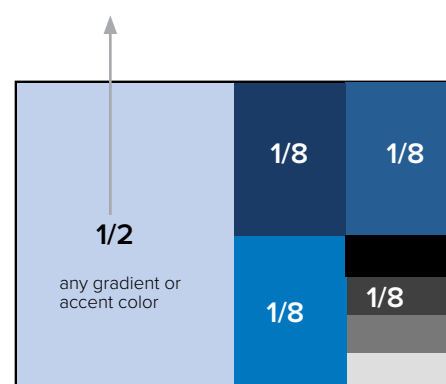| 1/2 blues are interchangable. | 1/8 | 1/8 any accent color |
| 1/8 | 1/8 | |
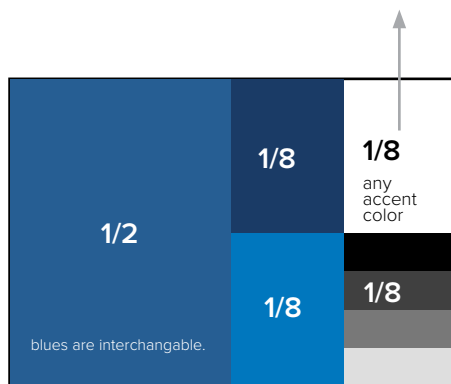
SHRM BRAND:
Use SHRM blues and grey gradients. You can also use secondary colors.
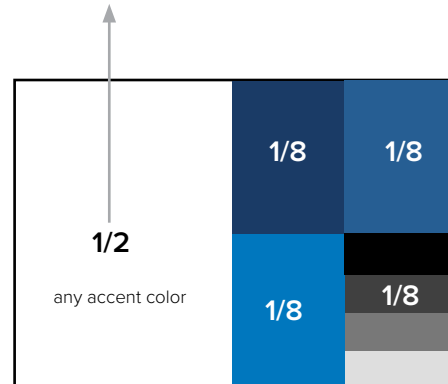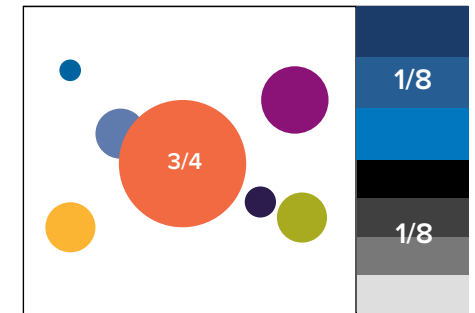
MARKETING:
Section design with secondary colors. Make sure to always include some SHRM blue.

INTERNAL COMMUNICATIONS:
Gradients can be used to support secondary colors.

SPECIALTY/INFOGRAPHICS:
Extended pallet can be used for social and campaign marketing posts and infographics.

USAGE SUGGESTIONS:
SHRM brand blue colors should be represented in all materials.
Leave plenty of white/negative space for the design/content to breathe.
Use recommended gradients with secondary colors.

PHOTOGRAPHY AND ILLUSTRATION

PHOTOGRAPHY:

Photos should have a bold, modern look. Avoid styles or anything that would date the image.

• **Clean look and feel**

• **Interesting angle**

• **Candid**

• **Color overlay: layering text on an image**

ILLUSTRATIONS:

Avoid illustrations that feel like clip art or cartoons. Also, avoid using icons that have usability associations as decorative art—though it is OK to use those icons incorporated within more elaborate settings or stylized in a way that makes it clear that it is not a utility.

ICONS:

When selecting icons, first look at the FontAwesome set. If you cannot find an appropriate icon within FontAwesome, you can substitute a vector icon that is similar in style.

Interactive icons should be flat and filled in (no outlines) and should follow the same color rules as paired text.
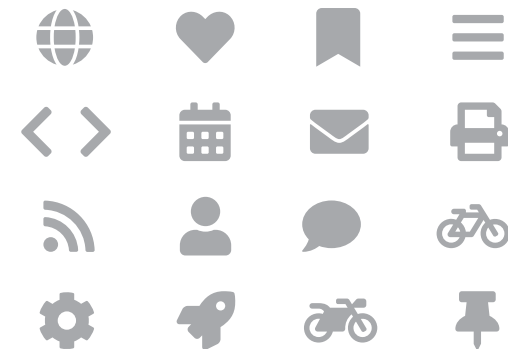
Embrace diversity: Include people of different ethnicities, ages, genders. Use photos of people/objects in a non-office setting when possible.
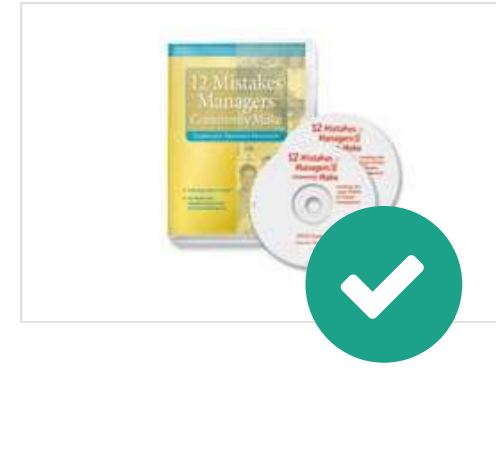
Stock usage: Be sure to source stock photography and illustration form reputable stock sources like GettyImages or Shutterstock for example. Use of free or otherwise unauthorized images is not permitted.

PHOTOGRAPHY AND ILLUSTRATION

Select people or objects in their natural environment.

Avoid cut outs unless the photo is a product shot.

PHOTOGRAPHY AND ILLUSTRATION

Embrace diversity.

Include people of different ethnicities, ages, genders.

Use photos of people/objects in a non-office setting when possible.

Avoid obvious objects when possible and select images taken from interesting angles.

PHOTOGRAPHY AND ILLUSTRATION

Do not spell it out.

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.

SHRM.ORG COLORS AND ELEMENTS

BUTTONS:

Buttons should have a uniform look and feel. Padding is 5:20:5:20.

STANDARD
HOVER

Default Button Style. Primarily used to link to additional content.

URGENT
HOVER

Used for transactional or urgent messaging. Limit one per screen.

FORM
HOVER

Used to indicate a completion of forms (whether it's to indicate a finished search query or a completion of a single/series of informational forms)

GHOSTED

Ghosted buttons allow for side by-side button options where one button appears more dominant than its counterpart.

TABS:

Min. Height: 36px (should only be taller if the text wraps)
Min. Padding: 10px to Left and Right of the words
Margin Between Tabs: 10px

ON STATE

OFF STATE

OFF STATE

Mobile Considerations

Tab Width: should take up an even percent of space from the available screen width

Available screen width is the full width minus outer margins (at least 10px on each side) and inner gutters

Max tabs: 3, if there are more than 3 sections, a dropdown should be used

SPACING:

All pages should feel open and easy to read or scan. White space between content plays an important role in creating this environment.

• Padding within a widget: 20px on all sides
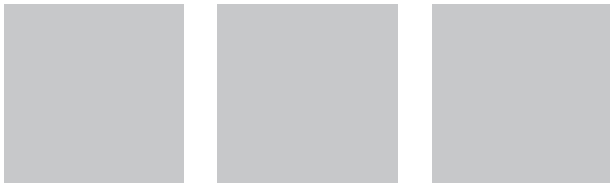• Margins: 30px on Desktop & Tablet and 20px on Mobile
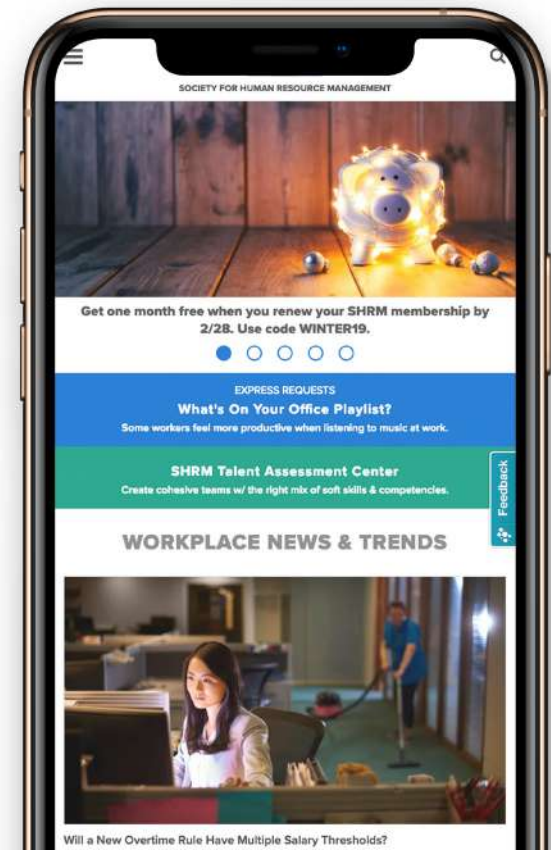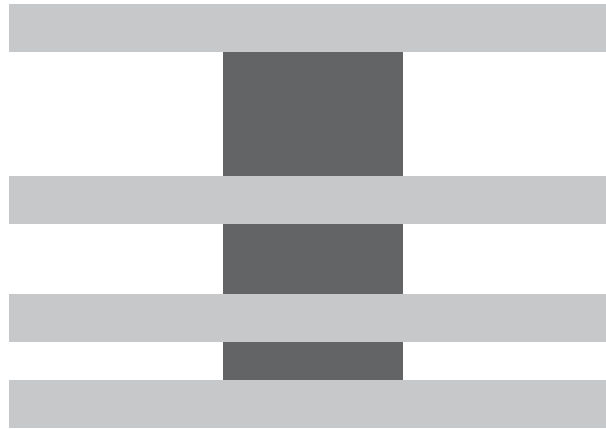
DIGITAL: ELEMENT SPACING

All pages should feel open and easy to read or scan. White space between content plays an important role in creating this environment.

Content
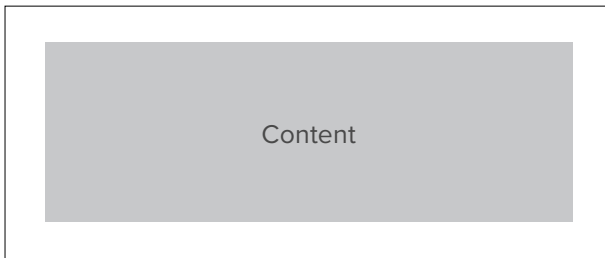
Padding within a widget: 20px on all sides

Margins should be 30px on Desktop and Tablet and 20px on Mobile

Vertical margins between widgets should generally be:

Desktop: 30-50Opx

Tablet: 30px

Mobile: 20px

Exceptions granted if visual elements need to be grouped closer for a better User Experience.