



# SHRM RECERTIFICATION PROVIDER MARK



## USAGE GUIDELINES

The SHRM Recertification Provider Program was established by SHRM to allow participating chapters, state councils, academic institutions, education partners, and training providers to award professional development credits (PDCs) for HR knowledge and behavioral competency programs. These programs support SHRM-certified professionals working to maintain their SHRM-CP® and SHRM-SCP® certifications.



The full mark design should feature a superscript registered trademark symbol beside the SHRM Blocks.



Minimum safe space: X marks font height



Minimum sizing for digital: 60px



Print scaling: 0.75 inch

## FONT AND TYPOGRAPHY

**Aa** ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

Proxima Nova  
Extra bold

## BRAND COLORS

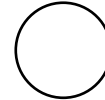
The inner background of the mark must always be white and should never be transparent.



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



SHRM BRIGHT BLUE  
CMYK: 90/48/0/0  
RGB: 0/118/190  
HEX: #0076be



WHITE  
CMYK: 100/100/100/100  
RGB: 255/255/255  
HEX: #ffffff

## ADDITIONAL GUIDELINES



Do not alter, distort, crop, stretch, or compress the mark.



Do not rotate the mark.



Do not place against a background in the same dark blue hue bordering the mark.



Do not change the colors or fill the white space.



Do not add graphic elements or separate the mark in any way.

For program details, refer to the **SHRM Recertification Provider Program Guide**.

Adhere to SHRM Recertification Provider badge usage guidelines when using the SHRM Recertification Provider badge on any materials.

Providers must include the following statement on any materials where the badge is used:

**[Your Organization's Name] is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.**