

SHRM Certification Seal

SHRM Recertification Provider
2021

MASTER LOGO



TYPOGRAPHY

Proxima Nova Bold
Proxima Nova Condensed Bold
Proxima Nova Condensed Extra Bold

All Caps
Variable scaling



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

Adhere to SHRM Recertification Provider seal usage guidelines when using the SHRM Recertification Provider seal on any publications. Providers may use the stand-alone seal, or the seal containing the authorization statement.

In the event Provider chooses to use the stand-alone seal, Provider must include the following statement on any materials where the stand-alone seal is used:

[Organization name] is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP®.

BLACK (K) 100% | **CMYK** C 0 M 0 Y 0 K 100 | **DIGITAL** #000000

KNOCK OUT (KO) REVERSE WHITE | **CMYK** C 0 M 0 Y 0 K 0 | **DIGITAL** #FFFFFF



PANTONE
647 C

CMYK
C 86 M 60 Y 17 K 2

RGB
R 51 G 102 B 154

WEB
#33669a



BLACK (K)
80%

CMYK
C 0 M 0 Y 0 K 80

RGB
R 89 G 89 B 91

WEB
#58595b

MASTER LOGO | SCALE

DIGITAL

PRINT

Minimum



SIZE
COLOR

1.25 Inch | 90 pts. | 7p6

1.00 Inch | 72 pts. | 6p0

.75 Inch | 54 pts. | 4p6



SIZE
BLACK

1.25 Inch | 90 pts. | 7p6

1.00 Inch | 72 pts. | 6p0

.75 Inch | 54 pts. | 4p6



SIZE
REVERSE
WHITE
(KO)

1.25 Inch | 90 pts. | 7p6

1.00 Inch | 72 pts. | 6p0

.75 Inch | 54 pts. | 4p6

