



SRM[®] BLUEPRINT

BRAND GUIDELINES

LOGOS - PRIMARY HORIZONTAL

NO SPONSOR

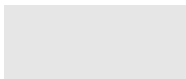
SHRM[®] BLUEPRINT

SHRM[®] BLUEPRINT
TORONTO, ON | OCT. 26-29, 2026

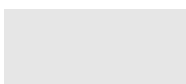
SPONSOR VERSION

NOTE: Spacing will be determined by sponsor logo.
Gray box is 50% scale of SHRM blocks.

SHRM[®] BLUEPRINT

PRESENTED BY 

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LOGOS - PRIMARY STACKED

NO SPONSOR



SPONSOR VERSION

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LOGOS - SECONDARY STACKED

NO SPONSOR



NOTE

This logo is for secondary use only and not intended to be used with sponsorships or dates.





COLOR PALETTE & ADA COMPLIANT TEXT COLORS

PRIMARY		CORE BRAND		ACCENT
BLUEPRINT BLUE HEX: #005A9C RGB: 0, 90, 156 CMYK: 97, 69, 10, 1 PANTONE: 3015C WHITE COOL GRAY LIGHT BLUE	COOL GRAY HEX: #DDDDDD RGB: 221, 221, 221 CMYK: 12, 9, 10, 0 PANTONE: Cool Gray 1 C BLACK SHRM DARK BLUE BLUEPRINT BLUE	SHRM DARK BLUE HEX: #1B3C69 RGB: 27, 60, 105 CMYK: 99, 82, 33, 20 PANTONE: 534 C WHITE COOL GRAY LIGHT BLUE	SHRM BRIGHT BLUE HEX: #0076BE RGB: 0, 118, 190 CMYK: 87, 49, 0, 0 PANTONE: 7461 C WHITE	LIGHT BLUE HEX: #C0CFE4 RGB: 192, 207, 228 CMYK: 23, 12, 3, 0 PANTONE: 657C BLACK SHRM DARK BLUE BLUEPRINT BLUE
		BLACK HEX: #000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90 PANTONE: Black WHITE COOL GRAY LIGHT BLUE	WHITE HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PANTONE: WHITE BLACK SHRM DARK BLUE BLUEPRINT BLUE SHRM BRIGHT BLUE	CTA ACCENT SKY BLUE HEX: #43D7FF RGB: 91, 203, 245 CMYK: 55, 0, 0, 0 PANTONE: BLACK SHRM DARK BLUE

HEADERS
Title Case
Tracking: 0

Proxima Nova Extrabold

SUBHEADS & CTAs
ALL CAPS
Tracking: 100

PROXIMA NOVA BOLD

BODY COPY
Sentence Case
Tracking: 25

Proxima nova regular, lorem ipsum dolor sit amet consequir.

HEADER
ACCENT COPY
Title Case
Tracking: 0

Showclick

NOTE

This font should only be used for words in headers that need emphasis. It should not be used in web assets unless embedded in a graphic.

Registration is *Now Open*

CREATE A BLUEPRINT FOR INCLUSION & DIVERSITY AT YOUR ORGANIZATION

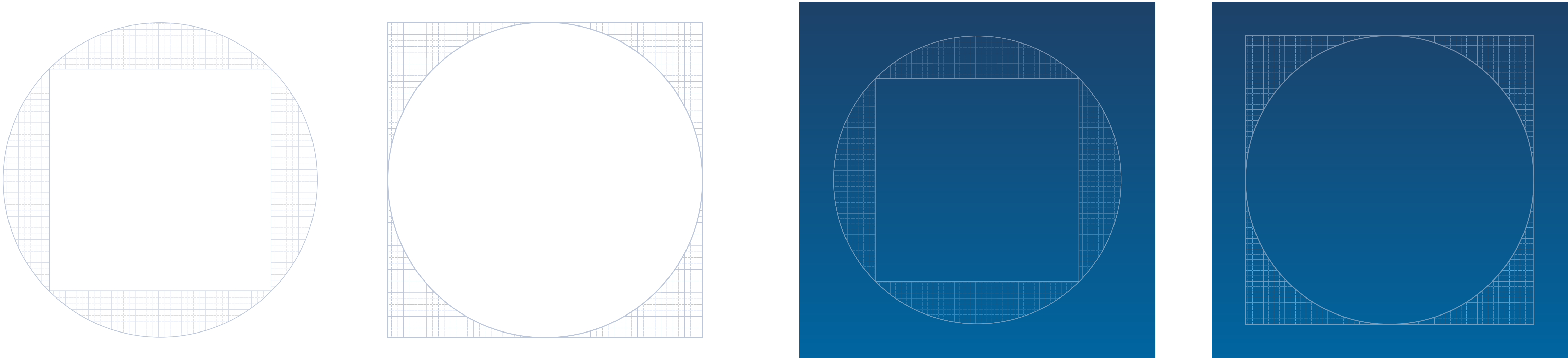
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

SAVE YOUR SEAT

GRAPHIC ELEMENTS

BLUEPRINT GRID

USAGE GUIDANCE: To be used for centering a subject/subjects - brings attention to work in progress



BLUEPRINT LINES

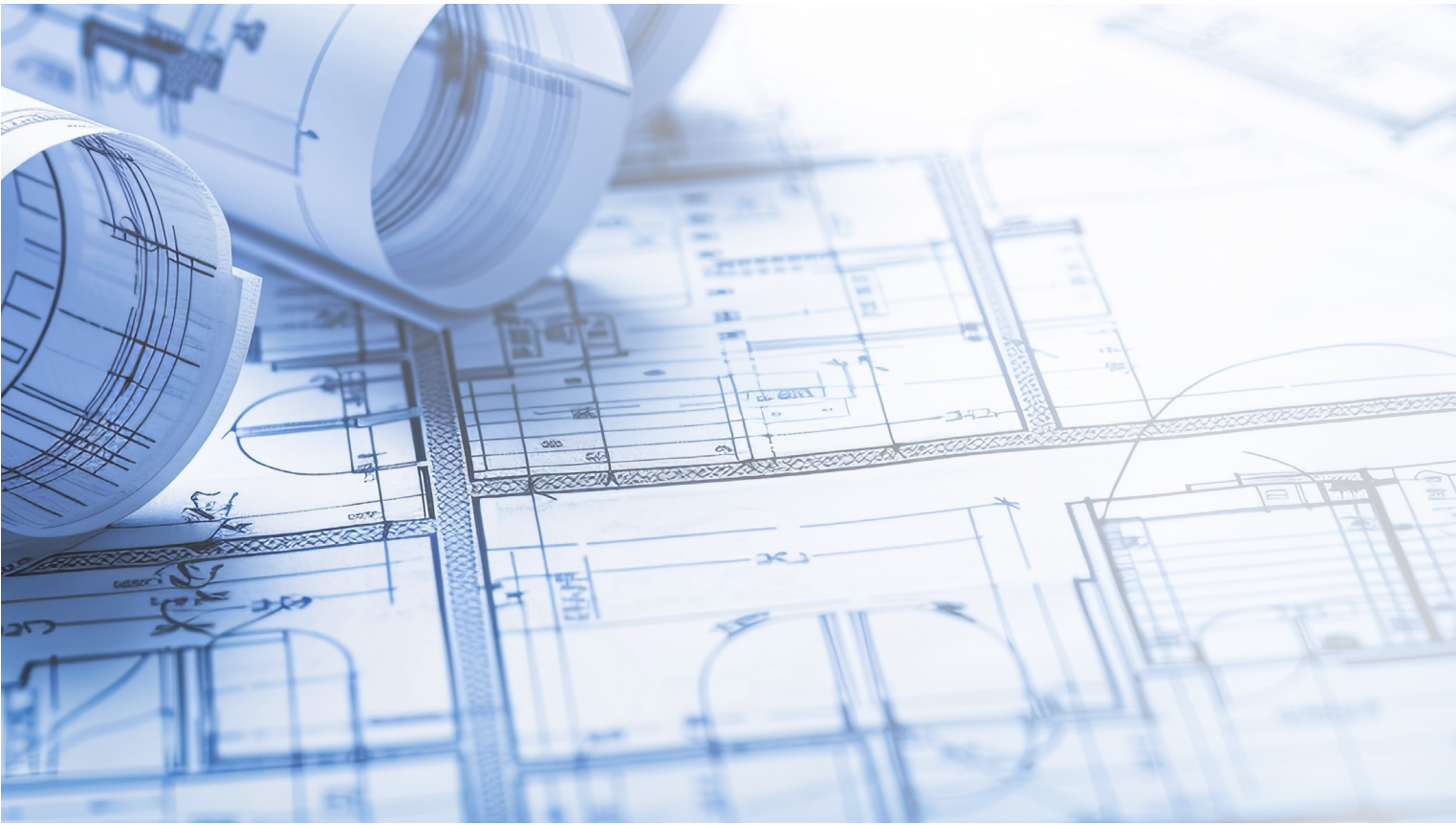
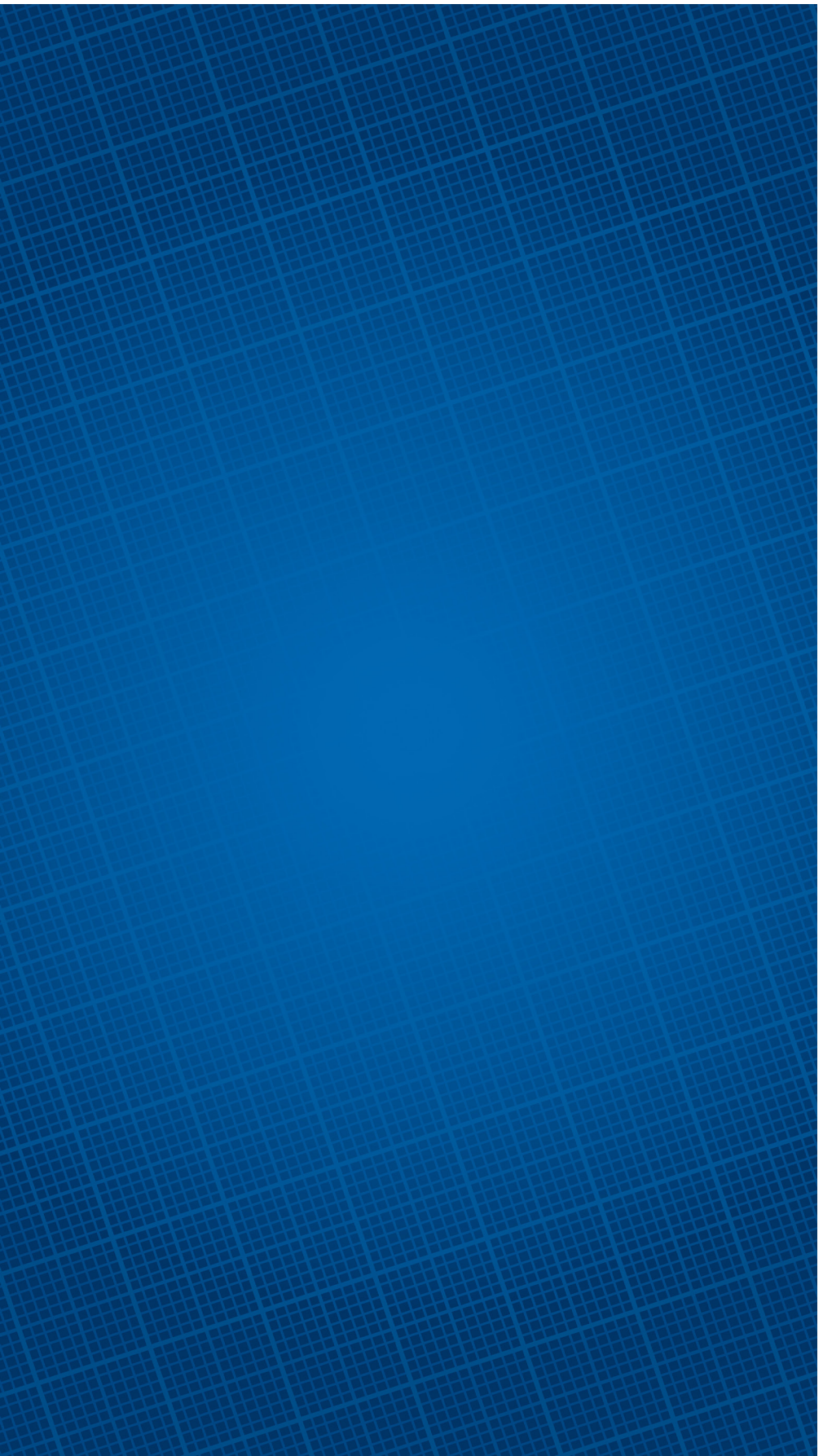
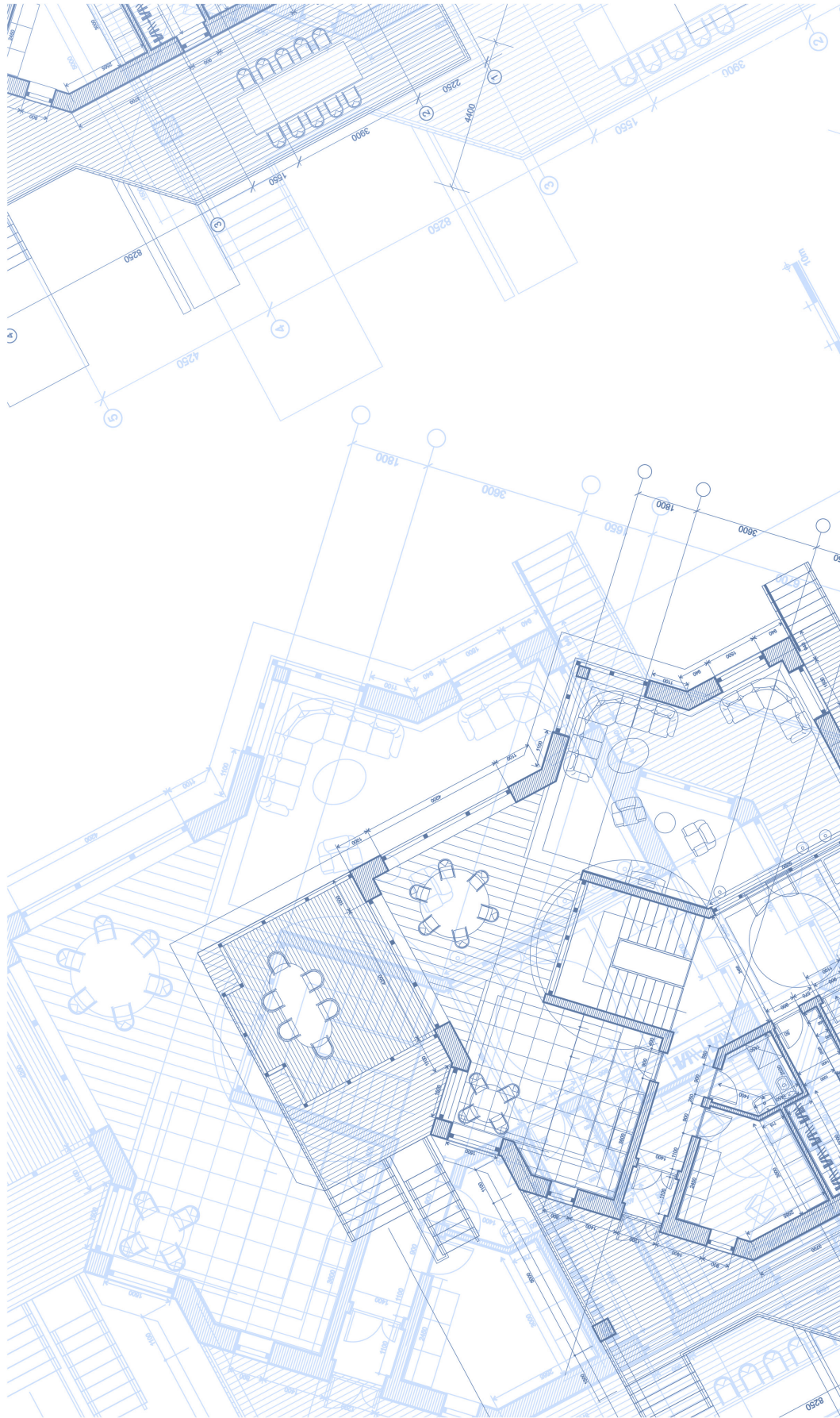
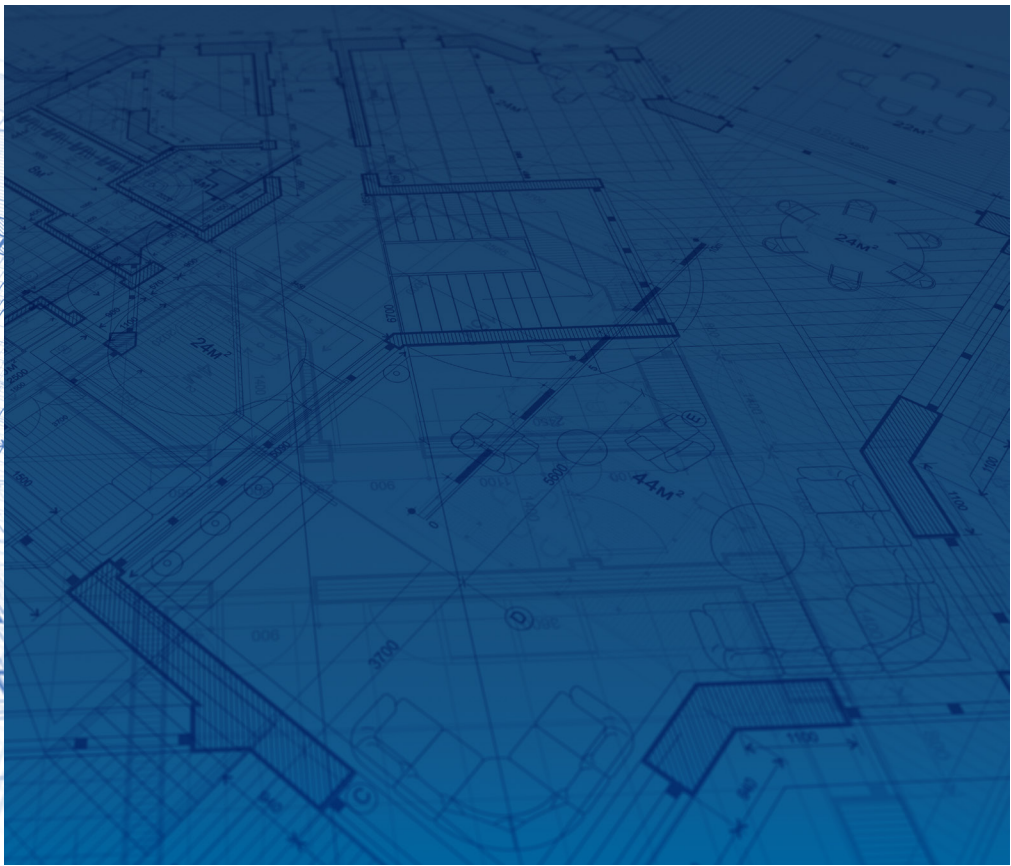
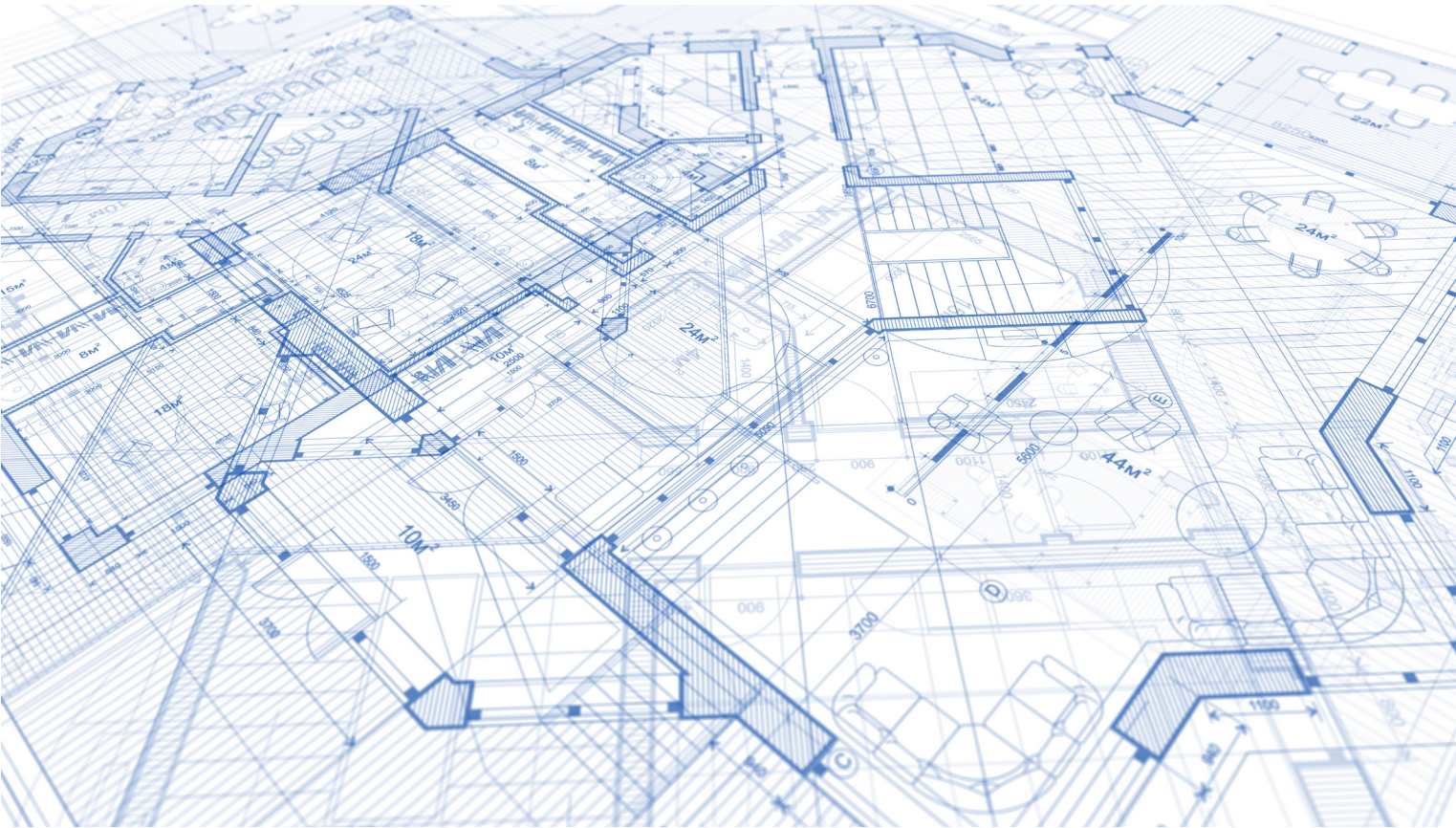
USAGE GUIDANCE: To be used to frame a subject or highlight content. Can be used in any brand color, horizontal, vertical, or combined. Can be any length, and either a solid line or dashed line.



GRAPHIC ELEMENTS

BLUEPRINT TEXTURES

USAGE GUIDANCE: To be used to augment portrait photography, replace the background/wall/office space with the textures to show “planning in action”. Also can be used as a container for copy and CTAs (no human imagery needed).





GUIDELINES:

- Photography should reflect the topic of the placement/piece it is being selected for
- Choose photography that features inclusion and diversity
- Photography can be a mix of workers in office settings, professionals at events/conferences and location imagery
- Well lit, action shots, nothing obviously posed/staged
- Tone: optimistic, genuine. sincere and inspiring

PHOTOGRAPHY - DESTINATION



GRAPHIC ELEMENTS WITH PHOTOGRAPHY EXAMPLES

