SHRM® BETTER WORKPLACES BETTER WORLD™

CENTER FOR INCLUSION AND DIVERSITY

BRANDING REFRESH

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THE STRATEGIC FOUNDATION

CENTER FOR INCLUSION & DIVERSITY

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BUILDING A HUMAN-CENTERED SYSTEM

The refreshed identity for SHRM's Center for Inclusion & Diversity positions the brand as modern, strategic, and human-centered, balancing structure with empathy, professionalism with belonging, and leadership with connection.

The visual system reflects:

- Diversity as input
- Civility as the process
- Inclusion as the outcome

Together, these principles create a scalable brand system built for today's evolving workplace.



BRAND

MOODBOARD

CENTER FOR INCLUSION & DIVERSITY

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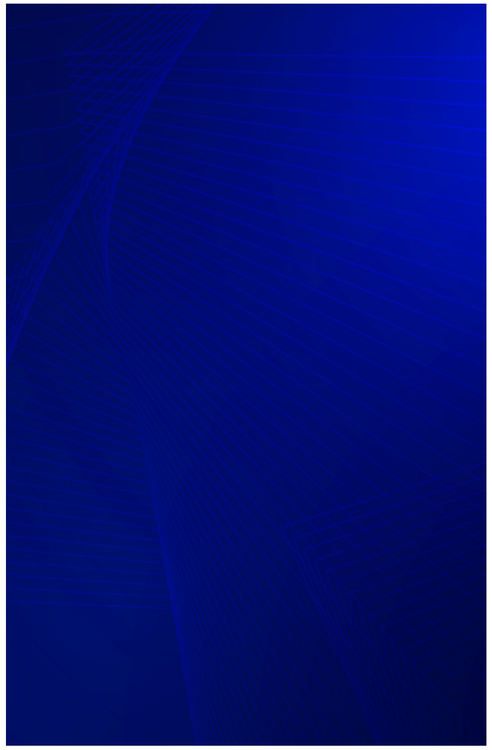

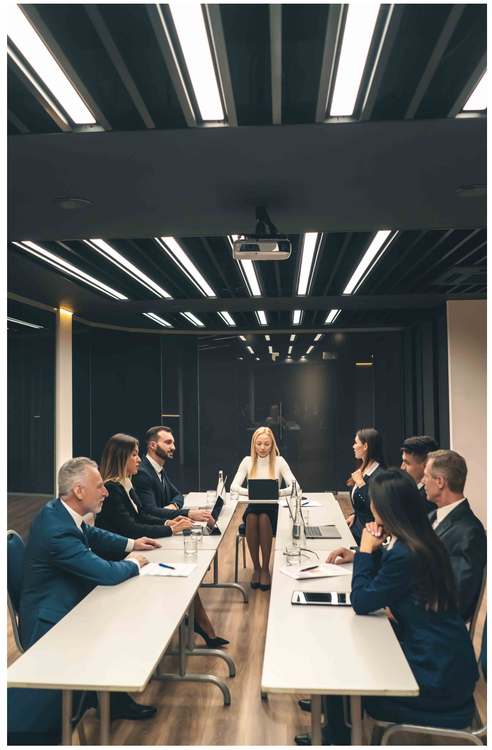

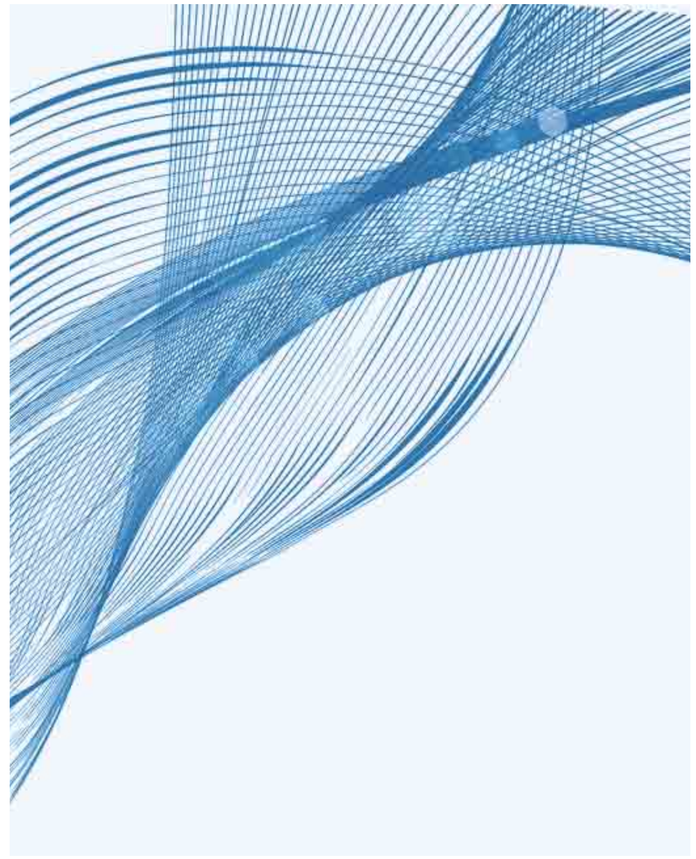

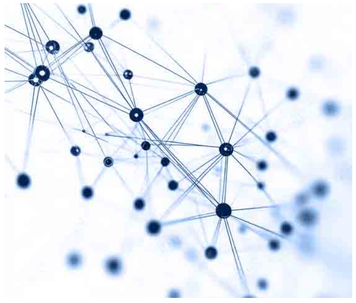





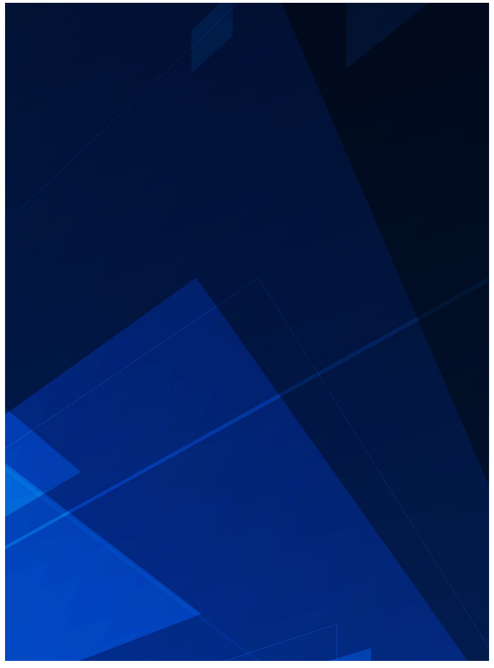

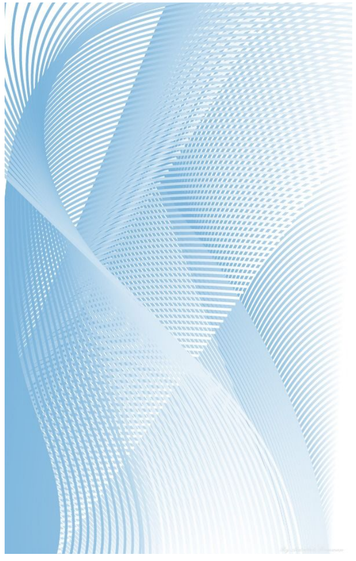





THE CORE IDEA

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FORMULA GRAPHIC

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DIVERSITY

CIVILITY

INCLUSION



INPUT + **THE PROCESS** = **OUTCOME**

THE VISUAL SYSTEM

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LOGO

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Full Color Suite

Horizontal-Stacked



Horizontal



Stacked



BRAND

COLOR PALETTE

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CORE BRAND COLORS

Usage of color ratios is determined by the creative direction and applications. Ratios provide structure, but application depends on content, medium, and purpose. Prioritize balance, readability, brand impact, accessibility, and visual hierarchy in every design.

For full guidance on color usage and appropriate ratios, please reference page 49 of the SHRM Master Brand Standards Guide PDF.

Updated colors are currently being configured for the SHRM.org digital experience. The following are ready to be used in SHRM Master Brand creative request needs.

SHRM Dark Blue

RGB: 27, 60, 105
CMYK: 99, 88, 33, 21
PANTONE: 534 C
HEX: #1b3c69

SHRM Medium Blue

RGB: 38, 93, 147
CMYK: 91, 66, 18, 3
PANTONE: 641 C
HEX: #265d93

Royal Blue

RGB: 61, 49, 205
CMYK: 91, 84, 0, 0
PANTONE: 2369 C
HEX: #4030d6

Super Dark Blues

RGB: 0, 9, 62
CMYK: 100, 94, 38, 55
PANTONE: 282 C
HEX: #00093e

Ice Blue

RGB: 197, 229, 255
CMYK: 23, 2, 0, 0
PANTONE: 290 C
HEX: #c5e5ff

Ivory

RGB: 237, 224, 206
CMYK: 6, 10, 18, 0
PANTONE: 7506 C
HEX: #ede0ce

White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PANTONE: White C
HEX: #ffffff

GRAPHIC ELEMENTS

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TEXTURES GRAPHICS ELEMENTS

The visual system is built through a collection of textures and graphic elements that reflect connection, evolution, and the human-centered nature of the workplace. Anchored by SHRM Super Dark Blue, the system establishes depth, authority, and consistency across the brand.

The Evolving Landscape graphic serves as the foundation of the system, symbolizing collaboration, shared experiences, and the continuous exchange of ideas that shape the modern workplace.

The Cross Section shape introduces humanity, representing the diverse perspectives, backgrounds, and voices that strengthen workplace culture and foster belonging.

The Gradient Depth texture adds dimension, movement, and visual energy through layered light, shadow, and linework.

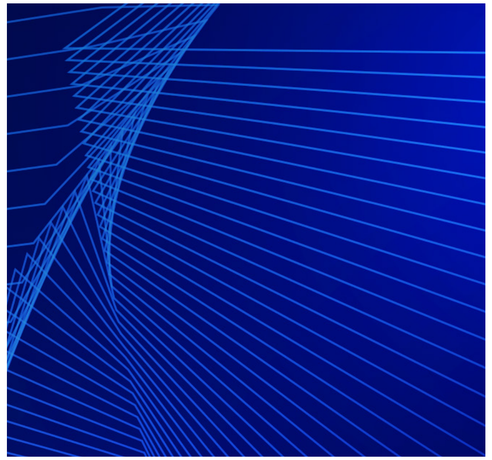
The Connection Web overlays imagery with a subtle network of points and lines, visualizing relationships, collaboration, and interconnected experiences.

Together, these elements create a visual language that balances structure with humanity, innovation with inclusivity, and consistency with flexibility.

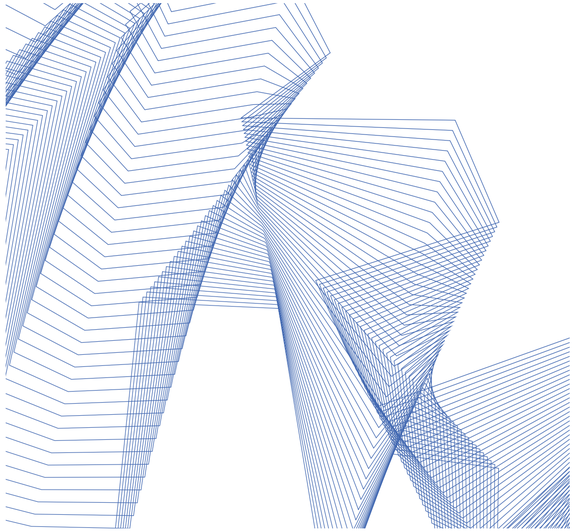
SHRM Super Dark Blue (Background)

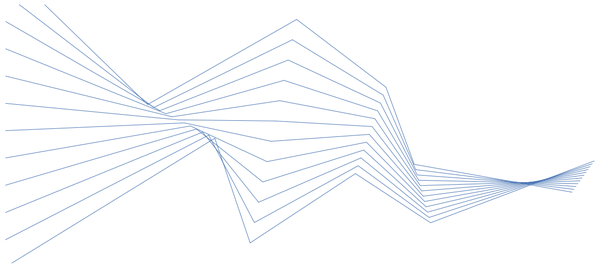
Cross Section Graphic Shape

Gradient Depth



Evolving Landscapes / **Primary Graphic Element**





Connection Web



SHRM® CENTER FOR INCLUSION & DIVERSITY

LOREM ISPUM DOLOR SIT

Lorem ipsum dolor sit

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LOREM IPSUM



IMAGE TREATMENT

Imagery is unified through a signature image treatment that incorporates the Cross Section shape as an ivory overlay applied directly to photography. The treatment introduces humanity, and inclusivity while creating a consistent visual language across the brand.

Overlay opacity and blending percentages may vary by image, allowing flexibility while maintaining a cohesive and recognizable brand expression.

Ivory Overlay (Blending % varies based on image.)

+





VISUAL SYSTEM IN ACTION

The visual system comes to life through the layered application of photography, textures, and connective elements. Together, these components create depth, movement, and a cohesive expression of inclusion, collaboration, and belonging.

Use textures and graphics to create depth, movement and connectivity.



DESIGNER NOTE
Feather the edges of the Cross Section shape when blending with photography to create a smooth transition and cohesive integration within the visual system.



PHOTOGRAPHY

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CID / PHOTOGRAPHY / Photography should reflect authentic workplace experiences, diverse perspectives, and meaningful collaboration. Prioritize real moments, human connection, and environments that feel modern, professional, and solution-oriented. Whenever possible, select imagery whose color palette naturally complements the brand system. Blues, warm neutrals, and balanced lighting help create visual harmony across applications.













APPLICATIONS

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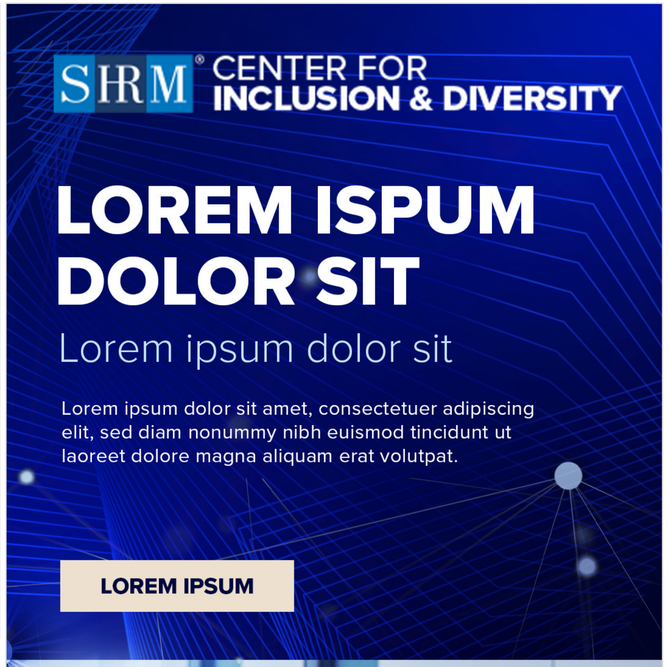
Web Hero - 1920x1080



Vertical Social - 1080x1920





Social Square - 1200x1200



Email Banner - 600x300



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