



BRAND GUIDELINES

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This resource explains how to use SHRM Foundation Brand visual identity throughout various materials and focus initiatives, as well as provide an overview of how the SHRM Foundation is an extension of the SHRM Master Brand ecosystem.

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ABOUT SHRM FOUNDATION



SHRM Foundation mobilizes HR and employers in their essential role to take action around complex societal issues that impact the workplace. As the nonprofit arm of SHRM, the world's largest HR association, SHRM Foundation empowers HR and people managers to build more expansive talent pipelines, address upstream social driver challenges to ensure cultures of care and create thriving workplaces, and strengthen the HR field.

With a unique capacity to bring employers to the table, SHRM Foundation partners with companies, foundations, nonprofits, and government to drive measurable change through research-informed programs, leadership coalitions, and peer support. Together with SHRM's nearly 340,000 employer members, SHRM Foundation is building a world of work that works for all, where all talent and workplaces can prosper and thrive.

PURPOSE

**Elevate and empower HR
as a force of social good.**

MISSION

**Mobilize and equip HR to
lead positive social change so
that all talent and workplaces
can prosper and thrive.**

VISION

**A world of work
that works for all.**

MASTER BRAND TAGLINE:

BETTER WORKPLACES.
BETTER WORLD.

SHRM FOUNDATION’S SHARED VISION WITH SHRM:

BUILDING A
WORLD OF WORK
THAT WORKS
FOR ALL.





CORE MESSAGING

SHRM FOUNDATION MOTIVATING BELIEFS

FOR USE IN: Speeches | Grant proposals |
Website | etc. | To inspire and energize around
what motivates us.

At SHRM Foundation we believe...

- ...supporting employers to create better outcomes for their talent drives better outcomes for businesses, community, and society.
- ...HR professionals play an essential role as advocates and leaders in opening doors and addressing societal challenges impacting the workplace, shaping how employers and talent prosper and thrive.
- ...moving the needle on workforce opportunity and workplace inclusion requires HR and employers at the table.
- ...the HR field has the power, opportunity, and responsibility to ensure that all talent can pursue rewarding careers based on their unique skills and life experiences.
- ...mobilizing and equipping the HR field with research, tools and training, inspiring convening, and actionable expertise will build a world of work that works for all.
- ...growing, expanding, and supporting HR professionals and people managers is critical to strong, inclusive workplaces.

ELEVATOR PITCH

FOR USE IN: Conversations | Speeches | Webinar Introductions

SHRM Foundation is the nonprofit arm of SHRM, the world's largest HR association. We equip and empower HR and employers to take action around complex societal issues that impact the workplace.

Together with our mission-aligned partners, SHRM Foundation equips employers to embrace the full spectrum of skills and talent in the workforce, empower the HR function as a fulcrum for transformation, and ensure that workers and workplaces can prosper and thrive.

What's unique is that we do it all with employers at the table. We tackle these issues with research-informed programs, leadership coalitions, and peer support for use by SHRM's 340,000 employer members and beyond. Companies, foundations, nonprofits, and governments partner with us, because we impact talent, workplaces, and communities at scale.

BOILERPLATE

FOR USE IN: Press releases | Speaker bios

VARIATION: Change to use 1st person (“we/our”) instead of 3rd person (“it/it’s”)

to use in: Grant proposals | Website | Flyers

SHRM Foundation mobilizes HR and employers in their essential role to take action around complex societal issues that impact the workplace. As the nonprofit arm of SHRM, the world’s largest HR association, SHRM Foundation empowers HR to build more expansive talent pipelines, address upstream social driver challenges to ensure cultures of care and create thriving workplaces, and strengthen the HR field. With a unique capacity to bring employers to the table, SHRM Foundation partners with companies, foundations, nonprofits, and government to drive measurable change through research-informed programs, leadership coalitions, and peer support. Together with SHRM’s nearly 340,000 employer members, SHRM Foundation is building a world of work that works for all, where all talent and workplaces can prosper and thrive. Discover more at SHRMFoundation.org.

KEY MESSAGES

FOR USE IN: All materials and speaking engagements
when talking about SHRM Foundation

SHRM Foundation believes employers and HR play an essential role in taking action around complex societal issues that impact the workplace.

We mobilize and equip HR to lead positive social change within our three areas of work: Widening Pathways to Work, Strengthening the HR Field, and Thriving Together.

Together with SHRM's nearly 340,000 members and our donors, SHRM Foundation drives measurable change through research-informed programs, leadership coalitions, and peer support.

Companies, foundations, nonprofits, and government partner with us because of our unique ability to bring employers to the table and impact talent and workplaces at scale.



LOGOS & CO-BRANDING

SHRM FOUNDATION VERTICAL LOGO

Vertical logo and horizontal logo versions can be used as primary or first branding mark for digital, video and print – depending on which logo works better within the space.

For merchandise and branded collateral needing one-color printing, use of a one-color logo may be considered with brand team approval.

[DOWNLOAD LOGO FILES](#)



FULL COLOR

MINIMUM
SAFE SPACE:



X MARKS FONT HEIGHT

MINIMUM
LOGO SIZE:



78px / 0.825 in

VARIATIONS:



KNOCKOUT



WHITE



BLACK

SHRM FOUNDATION HORIZONTAL LOGO

Vertical logo and horizontal logo versions can be used as primary or first branding mark for digital, video and print – depending on which logo works better within the space.

For merchandise and branded collateral needing one-color printing, use of a one-color logo may be considered with brand team approval.

[DOWNLOAD LOGO FILES](#)



FULL COLOR

MINIMUM
SAFE SPACE:
X MARKS FONT HEIGHT



MINIMUM
LOGO SIZE:

30px / 0.3125 in



VARIATIONS:



KNOCKOUT



WHITE



BLACK

INCORRECT LOGO USAGE



Logo should not be used without colored circle as the “o”. White and black versions should maintain their opacity in the circle.



Logo should never be scaled unproportionately vertically or horizontally. Aspect ratio should be adhered to when scaling up or down.



Do not place the logo on any colored background that would make any part of the logo blend in/not have enough contrast.



SHRM blocks should never be rescaled within either the vertical or horizontal versions of the logo. Only used approved lockups.



Do not use a horizontal version of the logo in a placement where vertical would provide better legibility, and vice-a-versa.



Do not use the a one color version of the logo unless specified by the brand team. Full color and knockout versions of the logo should always be first priority.

SHRM FOUNDATION INITIATIVE LOGOS

All initiatives, projects, and programs fall primarily under one pool of work. For targeted bottom of the funnel or internal communications, content and creative for each individual initiative should ladder up to its respective pool of work and use their associated logo.

[DOWNLOAD LOGO FILES](#)

WIDENING PATHWAYS TO WORK

LOGOS:



WIDENING PATHWAYS TO WORK

INITIATIVES/PROJECTS/ PROGRAMS:

- Skills First at Work
- Untapped Pools of Talent
- Military Community at Work
- Employing Abilities at Work
- Getting Talent Back to Work
- Older Workers at Work
- Opportunity Youth at Work

EXCEPTIONS:

Skills First Future and the Center for a Skills First Future fall under this pool but have their own sub-branding and branding guide.

STRENGTHENING THE HR FIELD

LOGOS:



STRENGTHENING THE HR FIELD

INITIATIVES/PROJECTS/ PROGRAMS:

- Scholarships and Grants
- Leadership Awards
- HR Tomorrow Fellowship
- HR Mentorship
- Mental Health of HR
- HR Registered Apprenticeship Program

EXCEPTIONS:

The Tharseo Awards, the Tharseo Gala, and the Tharseo Business Summit have their own sub-branding that fluctuates each year and should be used for all related events.

THRIVING TOGETHER

LOGOS:



THRIVING TOGETHER

INITIATIVES/PROJECTS/ PROGRAMS:

- Supporting Working Caregivers
- Workplace Mental Health
- Addressing Wrap-Around Needs
- Ensuring Quality Jobs

SHRM FOUNDATION LOGO VS. INITIATIVE LOGOS



SHRM FOUNDATION LOGO VS. INITIATIVE LOGOS

LOGO HIERARCHY

- **The SHRM Foundation logo is always the top priority.**
It represents the full weight, credibility, and mission of the Foundation, and must be the leading mark in all communications.
- In most cases, the SHRM Foundation logo alone is sufficient.
- The Foundation brand should always remain primary and consistent, ensuring clarity and recognition across all audiences.

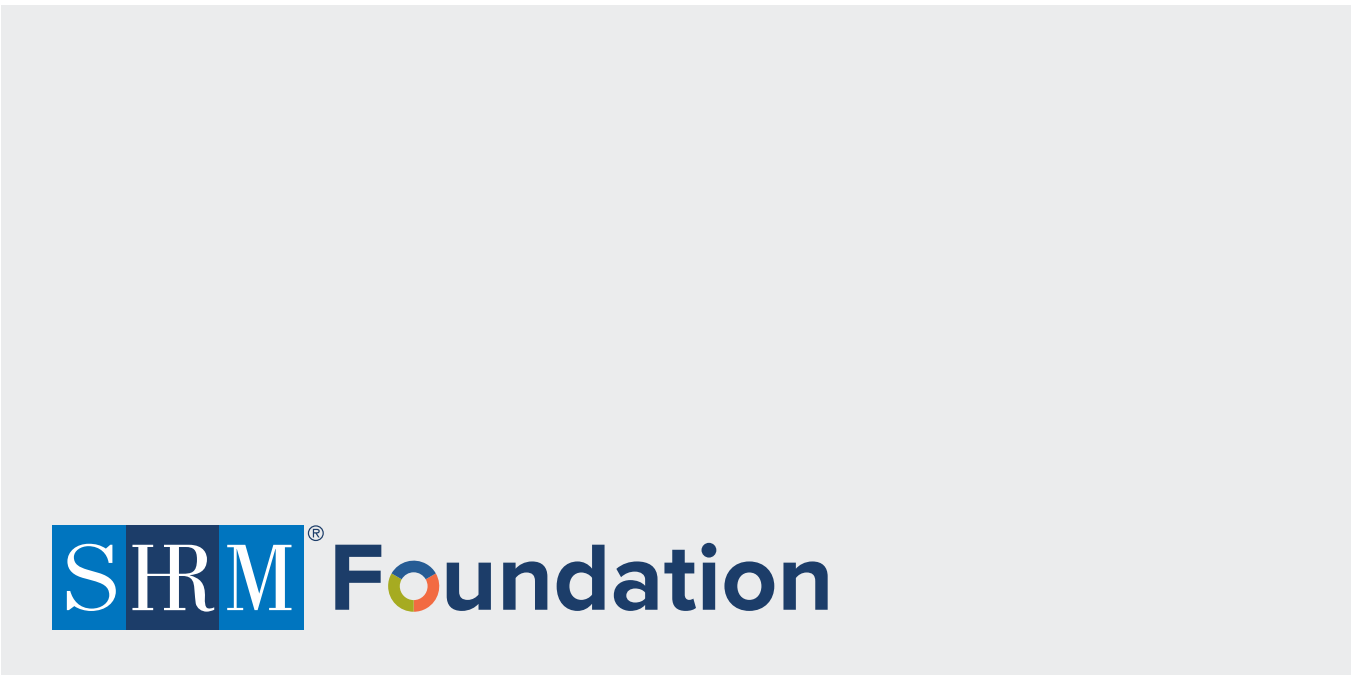
INITIATIVE LOGOS

The Foundation occasionally develops logos for specific initiatives (e.g., programs, campaigns, or internal efforts). **These logos may be used only in limited circumstances:**

- Targeted presentations where the initiative needs to stand out for clarity (e.g., presenting to a funder, partner, or participant group who is directly engaged with that initiative).
- Internal communications where visual differentiation between initiatives is necessary for comprehension.
- In all cases, the SHRM Foundation logo must remain the parent identity, with initiative logos serving as a supporting element rather than a replacement.

VISUAL HIERARCHY IN PRACTICE

PRIMARY USE CASE (Default): SHRM Foundation logo only.



SECONDARY USE CASE (Targeted/Internal): SHRM Foundation logo leads, initiative logo appears subordinate (smaller, secondary placement).



NEVER DO:

- Do not use initiative logos without the SHRM Foundation logo present within the lock-up.
- Do not elevate an initiative logo above the SHRM Foundation logo in size, placement, or emphasis.
- Do not alter, combine, or lock up initiative logos with the Foundation logo unless approved by the brand team.

WHY THIS MATTERS

Our goal is to ensure that all initiatives are clearly connected to the power and reputation of the SHRM Foundation. The Foundation brand builds trust and recognition; initiatives are expressions of that larger mission, not separate identities.

SHRM FOUNDATION CO-BRANDING GUIDE

For partnership placements where the partner has an equal balance of investment in resources and offerings, the logos should be side by side or stacked with the Foundation logo as the first or top logo in logo lock up.



GUIDELINES:

- The SHRM Foundation logo and partner logo are one SHRM “M” distance from the dividing line. Do not account for the registration mark.
- The line is 50% tint black.
- The partner logo should never appear larger than the SHRM Foundation logo and should be visually sized according to the partner logo’s aspect ratio.
- Primary usage should be full color or knockout for both entities.

For co-branding situations where the brands contribute unequal value, the lockup should thoughtfully reflect this imbalance through the language used to describe the brand relationship and placement of the logos.

EXAMPLE:



GUIDELINES:

- Most frequent use case for this type of co-branded logo is for Presenting/Single Sponsorships.
- SHRM Foundation logo should be 25% larger than the partners’ logo.
- Primary usage should be full color or knockout for both entities.

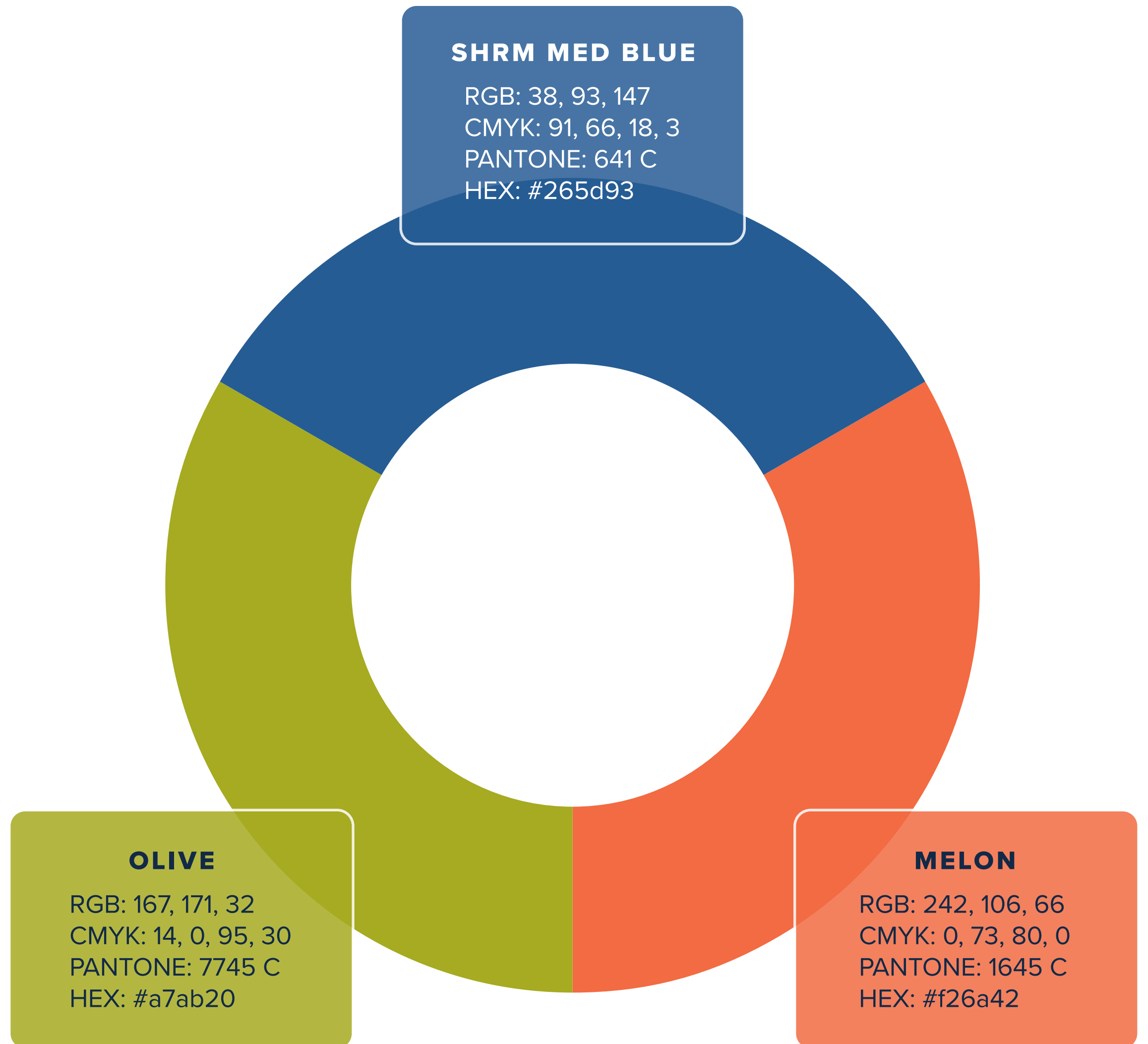
For multi-sponsor recognition, follow standard investment naming and placement model as agreed upon with sponsors.

THE MEANING OF THE CIRCLE

The SHRM Foundation's multi-colored circle symbolizes its commitment to creating better workplaces for all through three interconnected areas: widening pathways to work, strengthening the HR field, and thriving together. Each area supports the others, forming a unified approach to positive social change and driving a world of work that works for all.

The circle represents community, connectivity, and coordination - core values of the Foundation's work. Its continuous shape reflects ongoing progress and the interconnected nature of workers, workplaces, and communities, while the multiple colors celebrate the full array of talent and opportunity available in the right conditions.

More than a logo element, the circle is a visual expression of the SHRM Foundation's role in building a holistic, connected, and thriving world of work.



THE CIRCLE: USAGE GUIDELINES

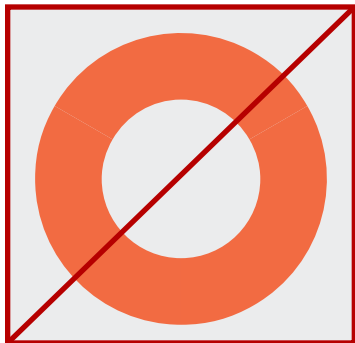
The circle was designed to be a distinct visual element of the SHRM Foundation. It is not intended to be used as a standalone icon, but rather a design element to enhance Foundation materials and creative.



The circle should not be utilized as a standalone brand logo; it must be used as a visual accent or treatment within a branded asset and positioned with the SHRM Foundation logo to build value and recognition.



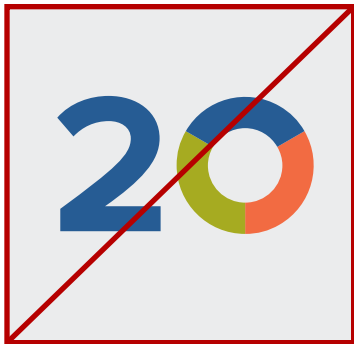
The circle should not break away from the set colors: SHRM Medium Blue, Melon and Olive. Unless when using in the knockout or black versions of the logo.



Do not use the circle in a single colorway. Only appropriate use for this is at very large scales – see next page for Arc usage guidelines.



Do not use the circle as a window by placing images in it's center. EXCEPTION: when overlaid on stock imagery to highlight a subject.



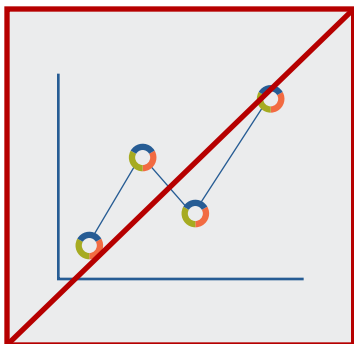
Do not use the circle as a replacement for the number “0”.



The circle should not replace the letter “O”. This is reserved for the logo and should not be done anywhere else.



Do not use the circle as a bullet point.



Do not use the circle as an icon representing a checkmark or dot in a grid.

The circle can be used at different scales and throughout backgrounds to create visual energy and balance.

The circle must be reduced to at least 50% opacity when used as an overlay on imagery or colors besides a white background



GRAPHIC ELEMENT - ARCS



GUIDELINES:

- The circle can be broken out and scaled up to create arcs as graphic elements and overlays.
- Arcs can be used alone or multiple arcs can interact with each other/ the content.
- Arcs should have a consistent scale when appearing together. One should not look more prominent than another.
- Arcs should only be used in the SHRM Foundation circle colors with the rare exception of the additional brand colors.
- When used on top of imagery or the same color – use the “Overlay” opacity feature. Adjust opacity if needed.
- Arcs can appear full color or reduced to at least 50% opacity depending on content as to not compete with necessary hierarchy.

[DOWNLOAD ARC FILES](#)



COLOR

DARK NAVY RGB: 18, 41, 71 CMYK: 98, 84, 44, 44 PANTONE: 2767 C HEX: #122947	SHRM DARK BLUE RGB: 27, 60, 105 CMYK: 99, 83, 33, 21 PANTONE: 534 C HEX: #1b3c69	SHRM MED BLUE RGB: 38, 93, 147 CMYK: 91, 66, 18, 3 PANTONE: 641 C HEX: #265d93	SHRM BRIGHT BLUE RGB: 0, 118, 190 CMYK: 90, 48, 0, 0 PANTONE: 285 C HEX: #0076be
OLIVE RGB: 167, 171, 32 CMYK: 14, 0, 95, 30 PANTONE: 7745 C HEX: #a7ab20	MELON RGB: 242, 106, 66 CMYK: 0, 73, 80, 0 PANTONE: 1645 C HEX: #f26a42	GRAY RGB: 226, 228, 229 CMYK: 10, 7, 7, 0 PANTONE: 7541 C HEX: #e2e4e5	WHITE RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PANTONE: WHITE HEX: #ffffff

LIGHT SCHEME	DARK SCHEME

ADA COMPLIANCE APPROVED TEXT COLORS

DARK NAVY BACKGROUND WHITE GRAY MELON OLIVE	SHRM DARK BLUE BACKGROUND WHITE GRAY MELON	SHRM MED BLUE BACKGROUND WHITE GRAY	SHRM BRIGHT BLUE BACKGROUND WHITE GRAY
OLIVE BACKGROUND BLACK DARK NAVY SHRM DARK BLUE	MELON BACKGROUND BLACK DARK NAVY	GRAY BACKGROUND DARK NAVY SHRM DARK BLUE SHRM MED BLUE SHRM BRIGHT BLUE	WHITE BACKGROUND DARK NAVY SHRM DARK BLUE SHRM MED BLUE SHRM BRIGHT BLUE

Americans with Disabilities Act Standards for Accessibility checked using <https://accessible-colors.com>



TYPOGRAPHY

HEADLINES
PROXIMA NOVA CONDENSED BOLD
ALL CAPS | TRACKING 50

SUBHEADS
PROXIMA NOVA BOLD
ALL CAPS | TRACKING 100

BODY COPY
PROXIMA NOVA REGULAR

CTAs
PROXIMA NOVA BOLD
ALL CAPS | TRACKING 0

BACKUP FONT:
ARIAL

LOREM IPSUM DOLOR
SIT AMET

LOREM IPSUM DOLOR SIT AMET

Iquam quem avesiliam nost novesus cotissimus, co iam pulude fachuit, C. M. Unicive, caelarei ium tum, conve, senicepons vivates hae coneric onsuper ibunum teret actandum patiuscips, Ti. Go Cate, C. Catam comnica stalego ex sulictum publium cio etis con vis inguliam o im Romness immodius facienimente praequos ca; etrum eo et; et; nonlost Catu essime moent.

LOREM IPSUM DOLOR

Use Arial in non-creative communications and documents, long form content, powerpoint/word documents etc. It should only be used when Proxima Nova cannot be accessed.

BADGES

CERTIFICATES & CREDENTIAL BADGES



GUIDELINES:

- Used for personal use:
LinkedIn, Email Signatures,
Social Platforms, etc.

NEVER DO:

- Do not alter, distort, crop, stretch
or compress the mark.
- Do not change the colors or fill
the white space.
- Do not rotate the mark.
- Do not add graphic elements or
separate the mark in any way.

MINIMUM LOGO SIZE:

- Digital: 60px
- Print: 0.75 in

[DOWNLOAD CERTIFICATE
& CREDENTIALS FILES](#)

FUNDRAISING BADGES



GUIDELINES:

- Used for personal use:
Websites

NEVER DO:

- Do not alter, distort, crop, stretch or compress the mark.
- Do not change the colors or fill the white space.
- Do not rotate the mark.
- Do not add graphic elements or separate the mark in any way.

MINIMUM LOGO SIZE:

- Digital: 100px
- Print: 1 in

[DOWNLOAD BADGE FILES](#)

BADGES OF RECOGNITION



GUIDELINES:

- Used for personal use: LinkedIn, Email Signatures, Social Platforms, etc.

NEVER DO:

- Do not alter, distort, crop, stretch or compress the mark.
- Do not change the colors or fill the white space.
- Do not rotate the mark.
- Do not add graphic elements or separate the mark in any way.

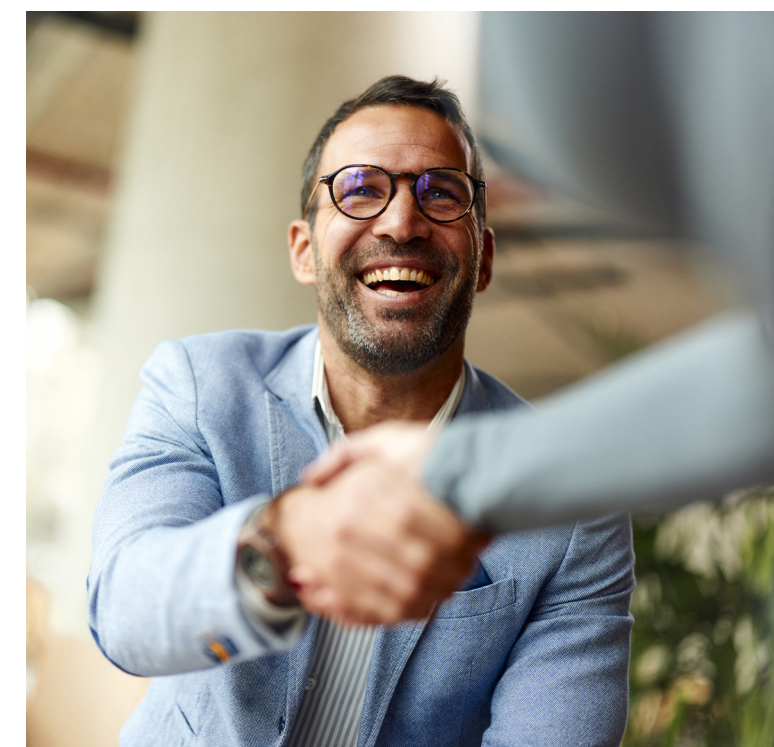
MINIMUM LOGO SIZE:

- Digital: 60px
- Print: 0.75 in

[DOWNLOAD BADGE FILES](#)

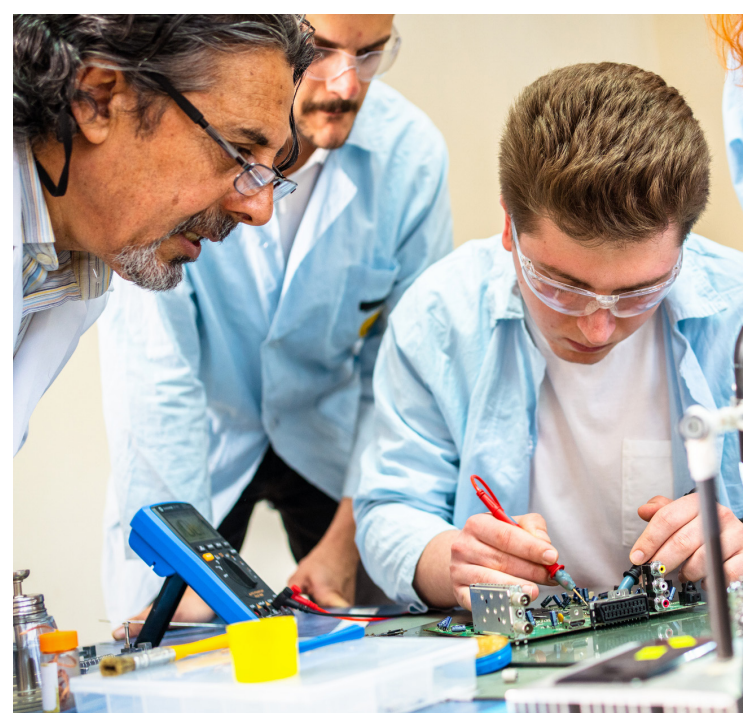
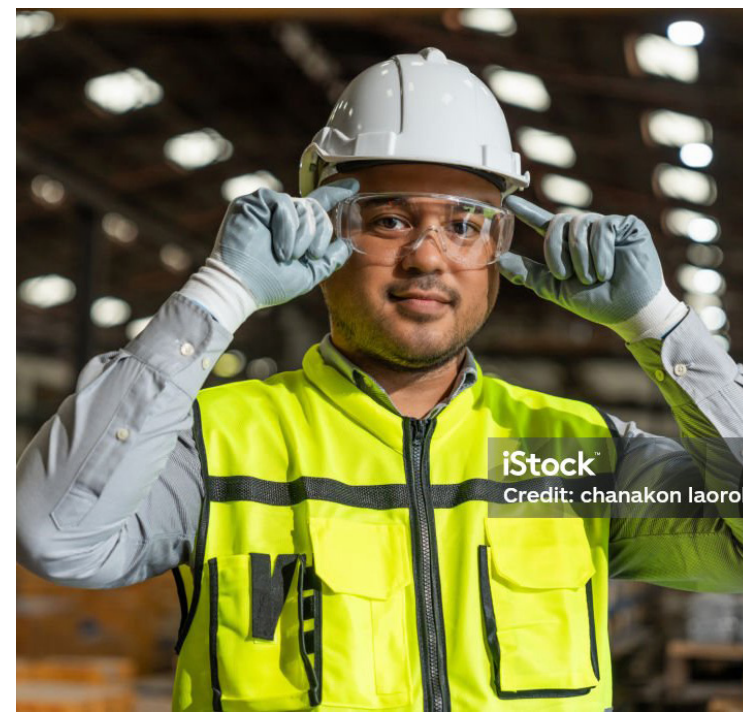


IMAGERY



GUIDELINES:

- Photography should reflect the topic of the placement/piece it is being selected for
- Choose photography that features inclusion and diversity
- Photography should cover pools of work initiatives like caregiving, teamwork, etc.
- Photography can be a mix of office settings and work-related imagery outside of traditional office setting (working parent at home, trade work, etc.)
- Well lit, action shots, nothing obviously posed/staged
- Less direct looking at the camera and more action/engagement
- Tone: optimistic, genuine, sincere and inspiring





APPLICATION EXAMPLES

SRM Foundation

AARP Foundation

For a future without senior poverty

AGE-INCLUSIVE
TALENT MANAGEMENT STRATEGIES

Demographics You Can't Ignore

In the past two decades, the number of U.S. workers over 50 has grown by 47%, while those under 50 increased by just 3%. Workers over 50 now comprise a third of the U.S. labor force, but hiring, training and retention strategies often focus on younger workers.

HR leaders navigating labor shortages face a critical decision: adopt age-inclusive talent management strategies to harness this growing talent pool or risk falling behind competitors who do. Age discrimination doesn't just hurt workers — it hurts businesses and the economy. Every year, bias against older workers in hiring and the workplace costs the U.S. \$850 billion in lost GDP.

Older workers bring significant value, yet persistent myths prevent many organizations from fully tapping into their potential. Breaking these misconceptions unlocks a more skilled, resilient and competitive workforce. Here are some key insights to guide your strategy.

MYTH

Productivity declines with age.

REALITY

Older workers match — or exceed — the productivity levels of younger workers because of their experience, commitment to quality, and strong work ethic.

FACTS:

- A 2021 review of 74 research studies on productivity in the workplace found no difference in productivity between older and younger workers.
- A 2022 report by the Center for Retirement Research at Boston College highlighted that older workers' experience and attention to detail often lead to higher-quality work.
- AARP's "Value of Experience" study revealed that older workers are more likely to stay with an employer longer, reducing turnover-related costs such as recruitment, onboarding and training new workers.
- The U.S. Bureau of Labor Statistics reported in 2020 that workers 55 and over had lower absenteeism rates than younger workers.

MYTH

Older workers lack the skills or willingness to work with AI.

REALITY

Older workers are actively using and adapting to new technologies, including AI. Their strengths in critical thinking and problem-solving make them well-equipped for AI-driven tasks.

FACTS:

- The World Economic Forum identifies critical thinking and problem-solving as top skills needed for working with AI — areas where experienced workers excel.
- Microsoft's 2024 Work Trend Index found 73% of Baby Boomers are already integrating AI into daily work, matching younger generations.

AGE-INCLUSIVE TALENT MANAGEMENT STRATEGIES

SRM Foundation

AARP Foundation

For a future without senior poverty

SAVE THE DATE

SUPPORTING WORKING
CAREGIVERS SUMMIT

THURSDAY, OCT. 30, 2025
9 A.M. — 1:30 P.M.

WILLARD INTERCONTINENTAL HOTEL
1401 Pennsylvania Ave. NW
Washington, DC 20004

SHRM Foundation invites you to join HR executives, policymakers, and other workplace leaders to explore pressing issues surrounding caregiving in today's workforce, including:

- **Workforce shifts** and legislative trends
- **C-suite strategies** and actionable solutions
- **Real stories** on the business case for care

FORMAL INVITATION TO FOLLOW

For details, please email foundationsummit@shrm.org.

SRM Foundation

YOUTH
EMPLOYER
BLUEPRINT

SRM Foundation

Big Brothers
Big Sisters
OF AMERICA

SRM Foundation

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