



Foundation

EMPOWERING | INSPIRING | TRANSFORMING

WHO WE ARE

The **SHRM Foundation's** mission is to mobilize the power of HR and activate the generosity of donors to lead positive social change impacting all things work. The Foundation is committed to elevating and empowering HR as a social force through its innovative solutions to workplace inclusion challenges, programming designed to inspire and empower the next generation of HR leaders, and awarding scholarships and professional development grants to educate and develop students and HR professionals. The SHRM Foundation is a 501(c)(3) nonprofit affiliate of the Society for Human Resource Management.

PURPOSE

Elevate and empower HR as a social force.

MISSION

Mobilizing the power of HR and the generosity of donors to lead positive social change impacting work, workers and the workplace.

VISION

A world of work that works for all.

PILLARS

BUILD INCLUSIVE WORKPLACES

- Inspire and empower HR professionals to recruitment, hire, and retain veterans through our Veterans Employment Initiative.
- Support our Employing Abilities @Work to ensure people with disabilities can secure meaningful employment and thrive in the workforce.
- Work with us to Get Talent Back to Work for individuals with criminal records.

DRIVE THOUGHT LEADERSHIP

- Partner with the SHRM Foundation to commission research that tackles some of the HR field's most pressing challenges.
- Help disseminate learnings and activate outcomes.
- Elevate visibility for SHRM and the SHRM Foundation.

INSPIRE THE NEXT GENERATION

- Prepare youth for the world of work, by supporting the development of critical employability skills.
- Help us build a pipeline of new HR talent and inspire the next generation of HR professionals to ensure the world of work works for all.
- Support scholarships and professional development grants for students studying HR and professionals looking to expand and deepen their knowledge.

LOGO

LOGO



The SHRM Foundation logo should work across all media. The style you choose will depend on the environment in which the logo appears. Whether the logo appears in digital, print or video, you have design flexibility select the logo for its appropriate design context.

LOGO USAGE GUIDE

The SHRM Foundation logo always appears in this configuration. It may not be broken apart or displayed in any other colors. Provided color formulas for matching approximately when PMS colors are not available in web and print. A black & white version has been provided for use in newsprint and other media where color may not be available. The logo can be used over dark or light backgrounds. The integrity of the logo must always be maintained and never altered. Logo provided in Illustrator EPS, TIFF and JPEG formats.

LOGO



SIZE & SPACING

Minimum Size for Digital: 40px tall

Minimum Size for Print: 1.5in wide

To preserve the integrity and visual impact of the SF logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.



KNOCKED OUT

This logo version preserves the colors within wheel icon. It is to be used on dark backgrounds where the colors still pop enough for legibility.

Preferred over the white version.



WHITE

This logo version shifts the color wheel to white with different opacities and should be used with legibility in mind.



ICON

The icon can be used independently of the complete logo—particularly when space makes full logo usage illegible.

TYPOGRAPHY

TYPOGRAPHY

SHRM Foundation's primary typeface is the sans serif family, Proxima Nova. It communicates a modern, and efficient style, conveying an "approachable" and "straightforward" presence, and is easy to read at any size.

Acceptable substitutions: Arial, Helvetica

Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"|}?)

+

1 2 3 4
5 6 7 8
9 10

TYPOGRAPHY

SHRM Foundation's accent typeface is the condensed family, Proxima Nova Condensed. This font should be used sparingly as legibility can be reduced for large amounts of text. Should primarily be used for headings and callouts.

Acceptable substitutions: Arial, Helvetica

Proxima Nova **CONDENSED**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)*

abcdefghijklmnopqrstuvwxyz
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)**

abcdefghijklmnopqrstuvwxyz
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)**

abcdefghijklmnopqrstuvwxyz
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!.@#^&*:"'[]?)**

+

1 2 3 4
5 6 7 8
9 10

COLOR

COLOR PALETTE



#1976D2

CMYK
90 | 48 | 0 | 0

RGB
0 | 118 | 190



#F26A42

CMYK
0 | 73 | 80 | 0

RGB
242 | 106 | 66



OLIVE
#A7AB20

CMYK
14 | 0 | 95 | 30

RGB
167 | 171 | 32

OLIVE ALT
#969B38



#FBB533

CMYK
0 | 32 | 90 | 0

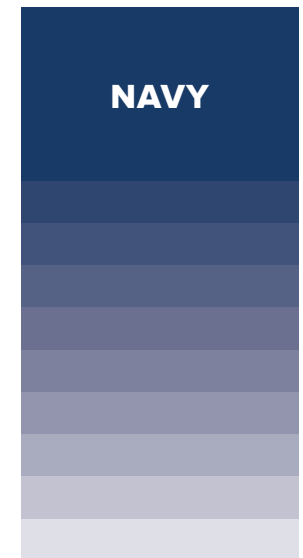
RGB
251 | 181 | 51



#8B1377

CMYK
38 | 100 | 0 | 20

RGB
139 | 19 | 119



#1B3C69

CMYK
99 | 83 | 33 | 21

RGB
27 | 60 | 105

COLOR SYSTEM

CORE FUNCTIONS

Products that are considered fundamental to the SHRM Foundation operatives and mission should utilize the core triad: Blue, Olive and Melon. Products with this branding have the option to use one, two, or all three colors from this tirad to make the design feel unique. Additional secondary colors are permitted but should not dominate the design.



SHRM Foundation (as an entity)

Events

Philanthropy

Scholarships & Awards

INITIATIVES

Initiatives are audience specific products that support the mission but are not core to the mission. These initiatives have a life-span (long or short) and there therefore not permanent fixtures of the SHRM Foundation branding. Each Initiative has a unique color scheme made up of three of the swatches from the SHRM Foundation color palette. Each color system has a dominant color as well as two supporting colors.



Aging Workforce

Apprenticeship

Employing Abilities at Work



Getting Talent Back to Work

Mental Health

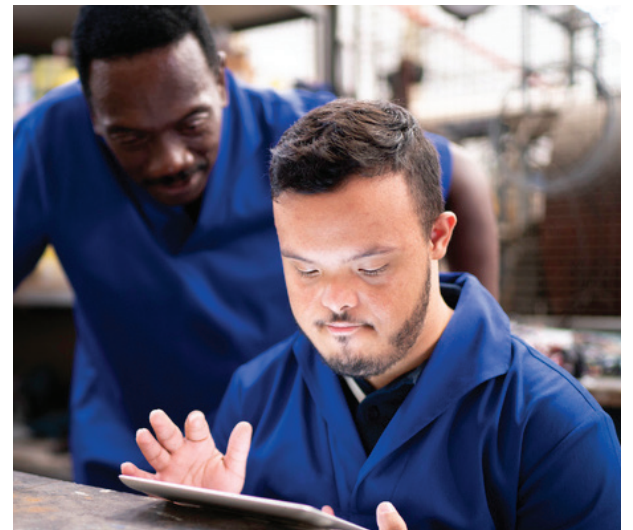
Veterans at Work

IMAGERY

Photography should be the primary source of imagery. Photos should showcase the diversity and demographics of the SHRM Foundation's general audience or an initiative's sub-audience. Subjects should appear authentic rather than posed. Overall, photo selections should feel empowering, determined and optimistic. Additionally, each initiative will have a unique "tone" with regard to subjects and style.

GENERAL AUDIENCE

Mixture of personas from the various initiative along with subjects who tie back directly to HR in an office setting. Subjects should be diverse in race, age, gender, socio-economic status and capabilities. Tone: Optimistic, Inclusive, Hopeful, Idealistic.



VETERANS AT WORK

Tone: Optimistic, Determined, Self-Assured, Dedicated, Methodical, Team Players.

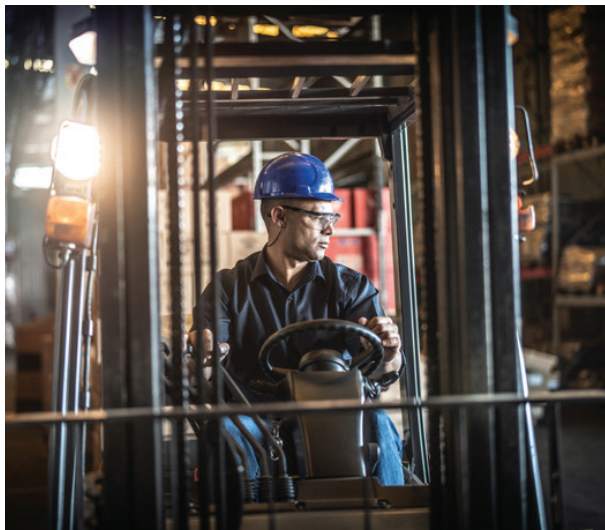
Subjects: Mixture of blue and white collar work, male and female, skews mid-30s. Includes both veterans and military spouses. No fatigues.



GETTING TALENT BACK TO WORK

Tone: Serious. Hopeful. Sometimes a little gritty. Tough. Endurance. Humanized.

Subjects: Predominantly blue collar workers (though not exclusive), male and female but skewing male, diversity with race and age.



APPRENTICESHIP PROGRAM

Tone: Hopeful, Team-oriented, Energizing, Eclectic

Subjects: Skew younger but not exclusively young, mix of male/female, racially diverse.



ADDITIONAL DESIGN ELEMENTS

INITIATIVE LOCKUPS

Each initiative will have a branded lock-up to be used in conjunction with the SHRM Foundation logo. In instances where the initiative lock-up and the Foundation logo cannot coexist due to spacing, the SHRM Foundation logo should be used and the initiative should be typed out in basic text.

Each lockup will consist of three arcs— a dominant and two supporting— as well as a thick/thin type treatment. The colors of the arcs should map to the initiative's assigned color system.

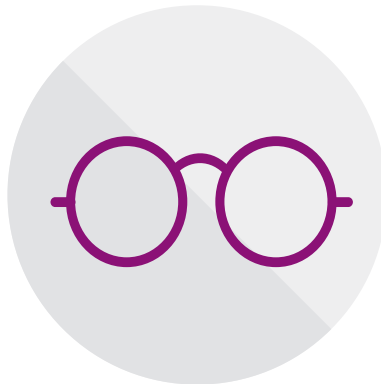
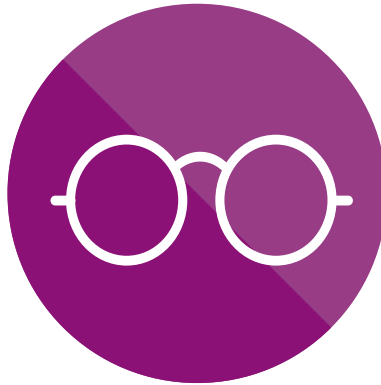


INITIATIVE LOCKUPS



ICONS

Icons should sit within a two-toned circle— alluding to logo while also anchoring it. Circular backgrounds can be colorful with a white icon on top or grayscale with a colorful icon on top. Icons themselves should be flat, single toned and filled in, Exception: Utility / Usability icons on interactive digital pieces should utilize the same icon style (flat, solid) without a circular background.



ARC USAGE

The arcs should be used to tie together brand elements and connect photography, typography and logo/lockups. They can be used as either their own graphical elements or overlays.

