



SHRM STUDENTS AUDIENCE BRANDING

An overarching guide to the Students audience identity and visual style through the lens of curiosity. This document aims to ensure consistency across all touch points, helping us communicate with clarity, creativity, and impact.”

APR 2025



Overview

Ignite your future in HR

This is more than a membership. It's your launchpad.

With every connection, conversation, and opportunity, the SHRM Student membership experience propels you forward—faster, bolder, and with purpose. This is where future HR leaders are shaped, not by chance, but by choice. Your choice to lean in, learn more, and lead early.

We're not just preparing students for the job market—we're empowering them to transform it. We inspire action. We spark ambition. We make HR human—starting with the next generation.

Welcome to the experience that turns potential into power.
Welcome to your future, fueled by SHRM.

Headlines

Keep headlines short, bold, and impactful. Aim for **5–7 words**, and never more than **10 words**. Use simple, strong language. Avoid long words—especially those with more than **10 characters** (e.g., *sophisticated, transformation*). Less is more.

Sub-copy

Keep sub-copy concise and punchy. It should support the headline and stay under **20 words**. Use only in larger ads where there's enough space for the text to be easily read.

Call-to-Action (CTA) Button

The CTA button should be a clear focal point in the design. Use **Proxima Nova Extra Bold** in **ALL CAPS**. Button colors should align with the specific stage of the **funnel journey**.

Design Tip

Ideally last line of headline is left aligned with sub-copy and CTA button

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EXPLORE MORE

Headlines

Center-align headlines to create visual balance in narrow formats. Keep the copy concise—fewer words help the message stand out. Maximize the available space by using the largest possible font size. While it's ideal to keep headlines within three lines, prioritizing size and impact is more important than strict line limits.

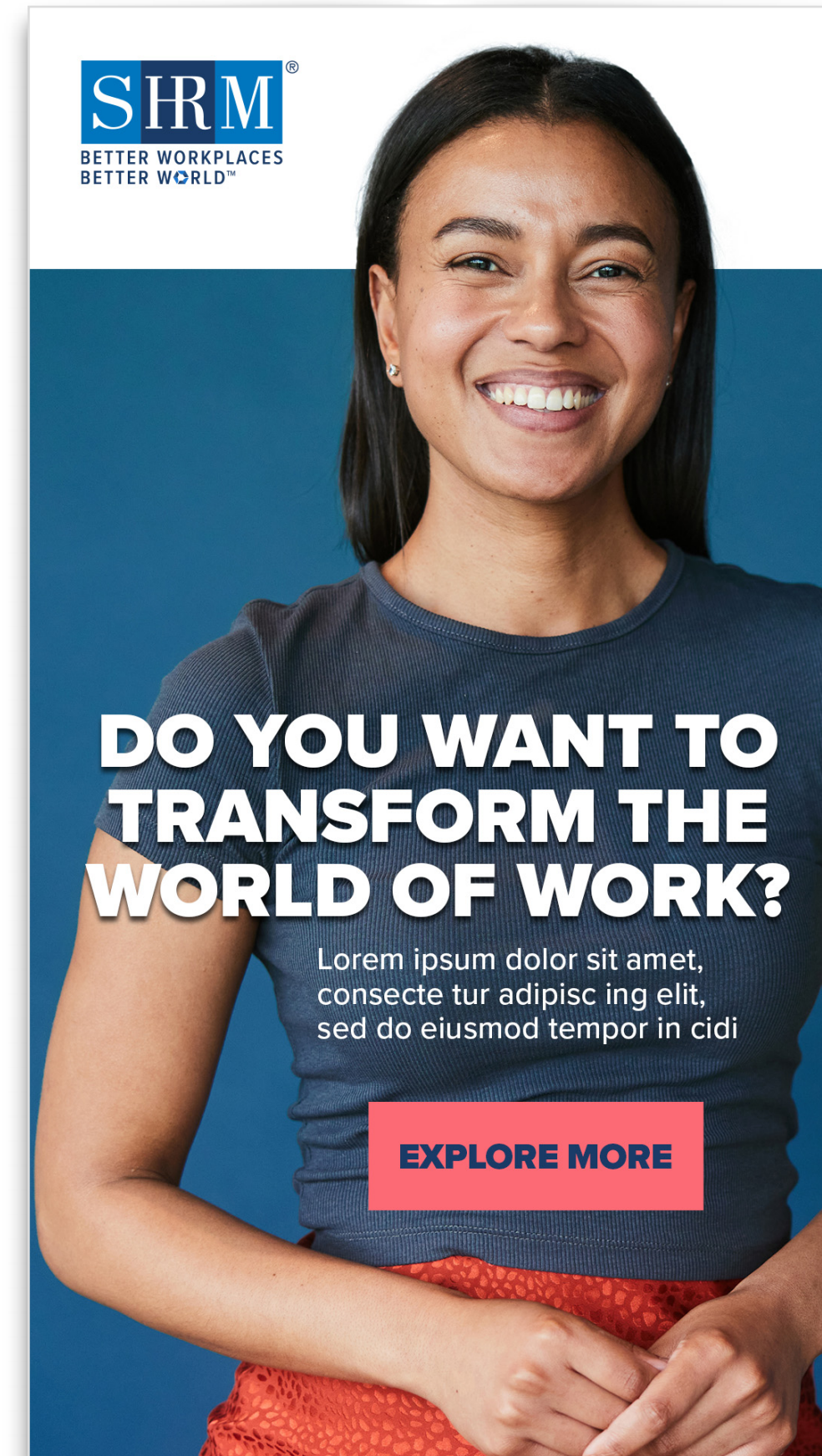
Sub-copy

Let the layout flow naturally with the photograph—don't force rigid alignment with the headline or CTA button. Design in harmony with the image.

In the first example, alignment isn't necessary; the composition follows the visual line of her torso. In the second, a busier background requires a white box to ensure the copy remains clean and legible. In that case, all copy is center-aligned for clarity.

Call-to-Action (CTA) Button

The CTA button should be a clear focal point in the design. In both examples, it is positioned at the bottom of the ad for consistency. Ensure there is no color conflict—contrast is key to making the CTA stand out.



Design Tip

The ideal copy hierarchy may not always be achievable depending on the image. Don't force it. Instead, let the photography guide the layout and work with it to create a natural visual flow.



Headlines

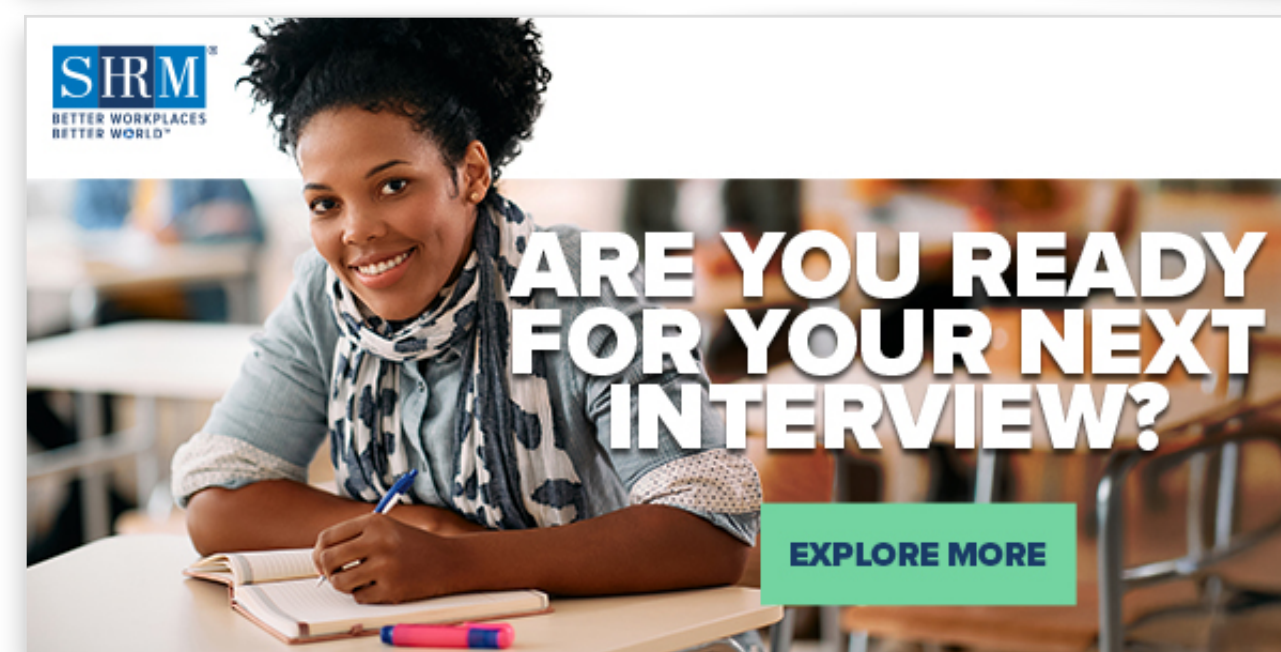
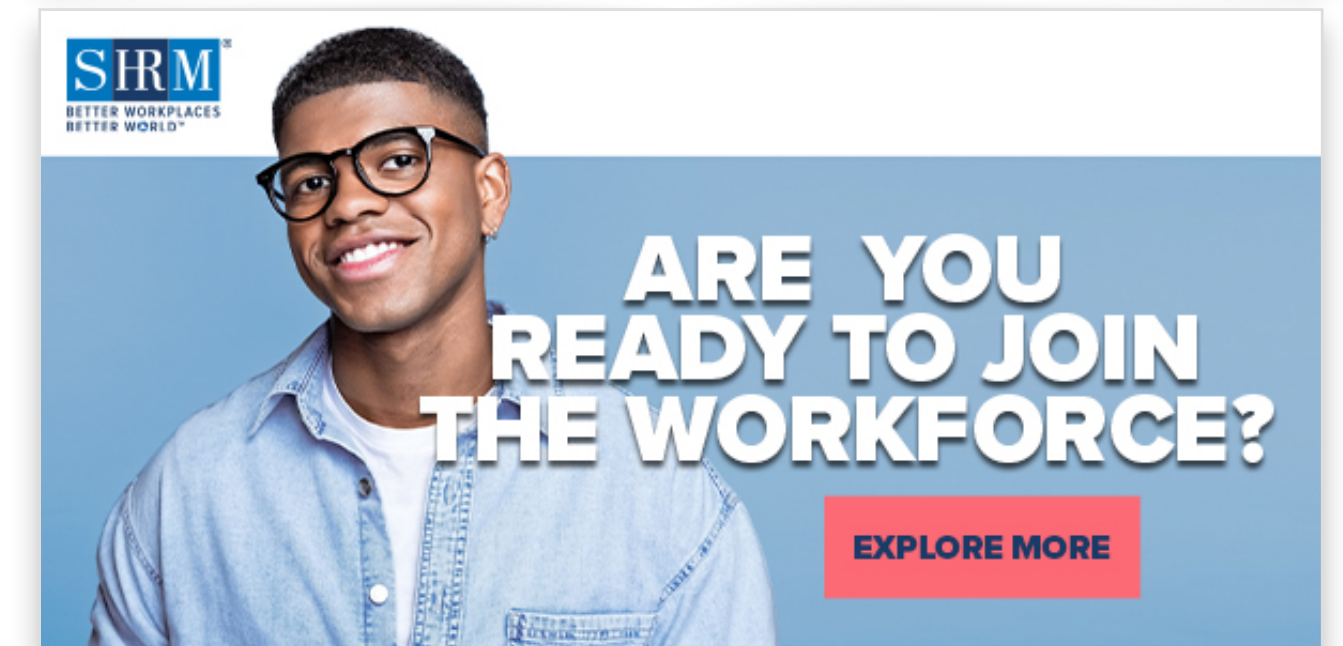
Headlines may be either center or left-aligned, depending on the ad size and layout. As ad sizes decrease, this guidance still applies. Prioritize headline size and impact—make them as large and bold as possible to maximize visibility and effectiveness.

Sub-copy

As ad sizes decrease, avoid adding sub-copy. Allow the headline to stand alone—let it speak, breathe, and drive the call to action.

Call-to-Action (CTA) Button

In smaller ad formats, the call to action (CTA) should occupy prominent space. For very small ads, place the CTA on a solid, high-contrast background to maximize visibility and impact.



Place CTA buttons on solid or high contrast backgrounds.

Design Tip

PHOTOGRAPHY OVERVIEW

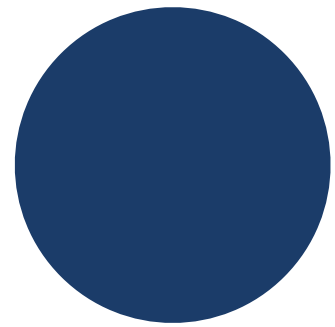


Photography Direction

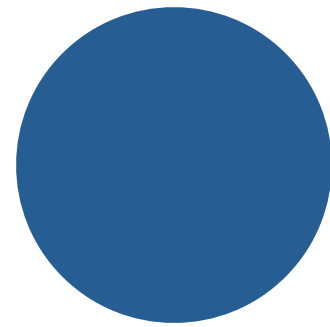
This campaign will feature a diverse range of photography that reflects both **traditional (ages 18–23)** and **non-traditional (ages 24–33)** students. Imagery will highlight various attire—from business and formal to casual—capturing different aspects of the student experience. Photo selections should prioritize authentic moments and represent inclusive and diverse individuals (i.e. gender, age, ethnicity) across key categories such as interviews, internships, mentorship, classroom learning, graduation, and student engagement.

Primary

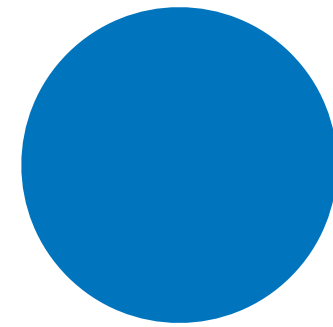
The primary colors align with the SHRM Masterbrand to create a seamless connection to the core brand and minimize any potential confusion during the campaign transition.



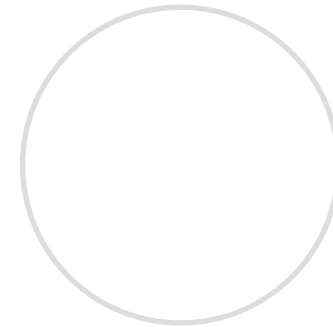
SHRM DARK BLUE
 HEX: #1b3c69
 RGB: 27 60 105
 CMYK: 99 83 33 21
 PMS: 3597



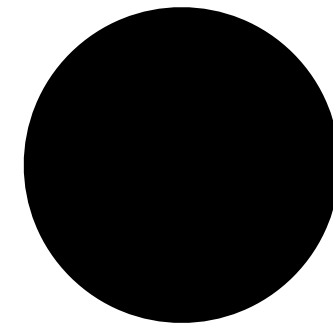
SHRM MEDIUM BLUE
 HEX: #265d93
 RGB: 38 93 147
 CMYK: 91 66 18 3
 PMS: 7455



SHRM BRIGHT BLUE
 HEX: #0076be
 RGB: 0 118 190
 CMYK: 90 48 0 0
 PMS: 2172



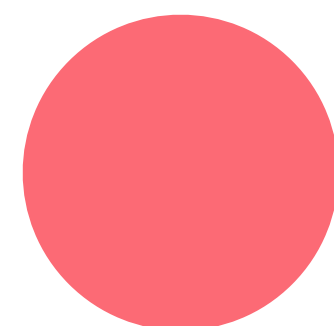
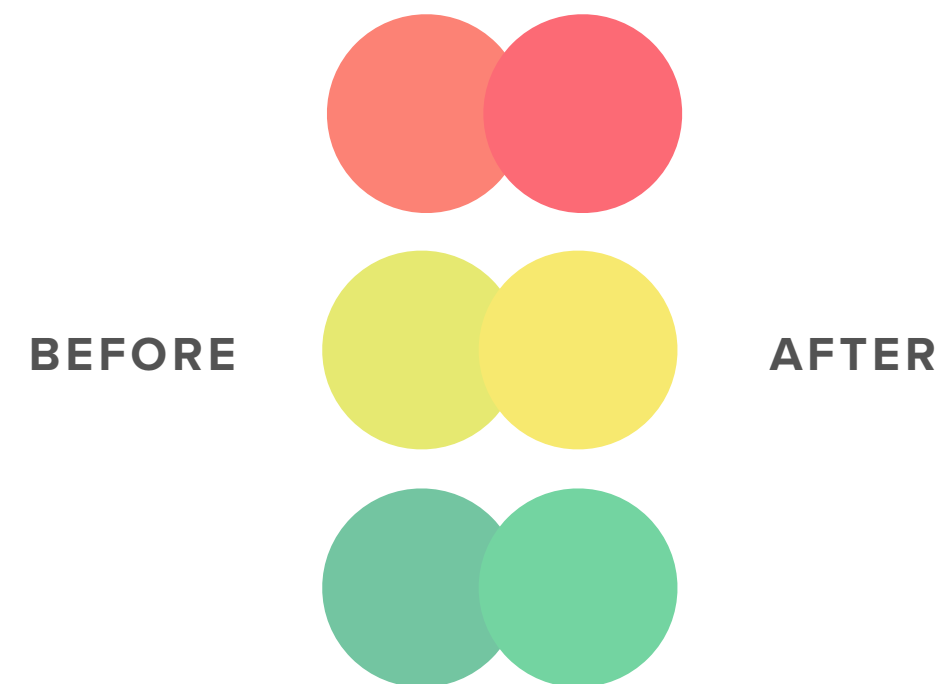
WHITE
 HEX: #ffffff
 RGB: 255 255 255
 CMYK: 0 0 0 0
 PMS: White



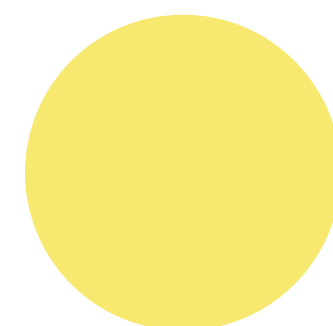
BLACK
 HEX: #000000
 RGB: 0 0 0
 CMYK: 0 0 0 0
 PMS: Black

Pop Colors

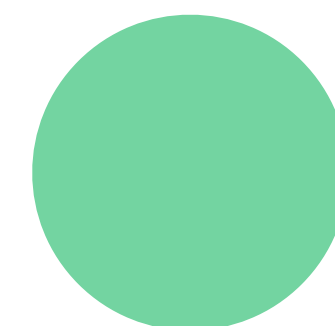
These colors are an evolution of the 'Pursue Your Purpose' campaign palette. While the shift is subtle, the introduction of more saturated, deeper hues brings a renewed sense of focus and urgency. The intensified tones are intentional—they signal the importance of timely action and inspire a more decisive, purpose-driven response from the audience.



CORAL RED
 HEX: #FC6A75
 RGB: 252 106 117
 CMYK: 0 65 37 0
 PMS: 710 C



LEMON YELLOW
 HEX: #F7E970
 RGB: 247 233 112
 CMYK: 6 4 65 0
 PMS: 600 C



MINT GREEN
 HEX: #73D4A1
 RGB: 115 212 161
 CMYK: 45 0 40 0
 PMS: 353 C

Color Descriptions

> SHRM Blues

SHRM Brand blue colors should be represented as the primary color in all materials.

Leave plenty of white/negative space for the design/content to breathe.

> CORAL RED

An inspirational red that evokes energy and passion. It's a bold red prompting urgency.

> LEMON YELLOW

Defines clarity and represents optimism and insight. It's a hopeful light that's gentle and encouraging.

> MINT GREEN

Attracts growth and symbolizes renewal and progress. It's a steady, reassuring and foundational color.

Key Points / Journey

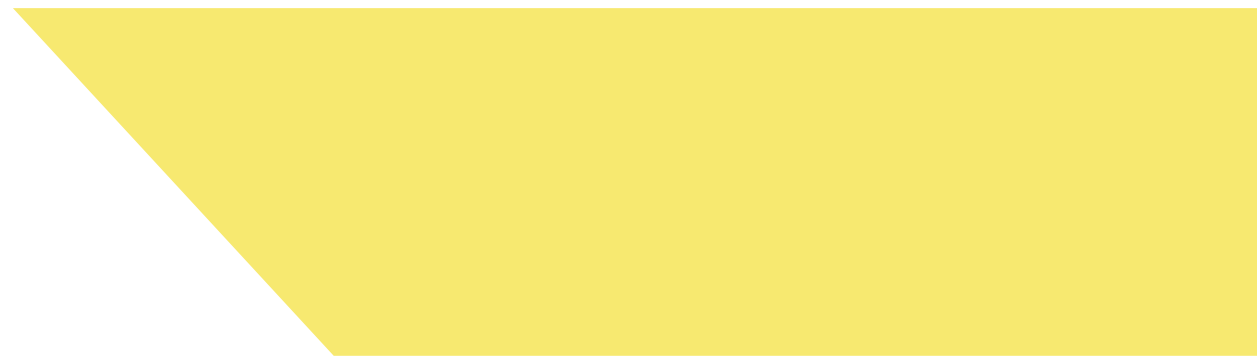
This funnel journey represents both traditional students (ages 18–23) and non-traditional students (ages 24–33). The color coding is not intended for audience segmentation; rather, it serves to clarify and highlight key points within the funnel.



Awareness

Navigating transitions with SHRM: Support for Every Student Journey

At this stage, we introduce the SHRM Student category to both traditional and nontraditional students, creating immediate emotional resonance. The goal is to position SHRM as a trusted, supportive resource during a pivotal life transition—offering connection, guidance, and a sense of belonging as they navigate their academic and career journeys.



Consideration

SHRM as Your Real-World Guide: Relevant Answers for Your Career Journey

SHRM positions itself as relatable and relevant, offering real-world insight and addressing common career and education questions. This builds trust and positions SHRM as a helpful guide, not just an organization.



Conversion

From resumes and networking to interviews and career paths, SHRM is here to help.

At this stage, we introduce specific services and value-adds, giving students clear, tangible reasons to engage. The support provided through SHRM membership demonstrates its undeniable value—helping students stand out in a competitive job market and showcasing the high standards that SHRM certifications and programs represent.



Retention

With guidance, you'll gain the support, insight, and confidence.

The focus shifts to continued value—ongoing mentorship, growth, and empowerment—encouraging students to stay connected and engaged as they navigate their careers.

NOTE / For blue backgrounds, we can utilize a white button option for the CTA.

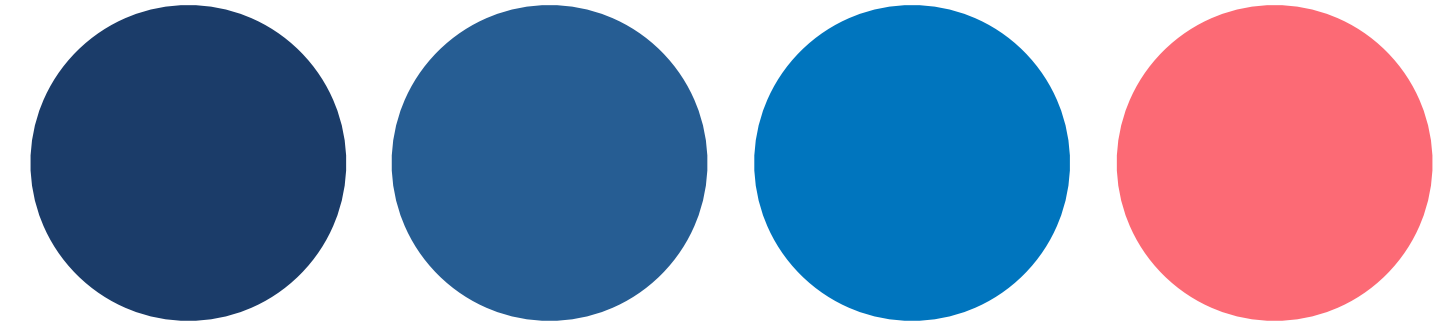
AWARENESS

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Awareness / Photo focus

The focus is on portrait photography set against a blue background, aligning with the SHRM brand. Models should reflect diversity and convey positive facial expressions. Each image should complement the accompanying copy to create emotional resonance and drive awareness.



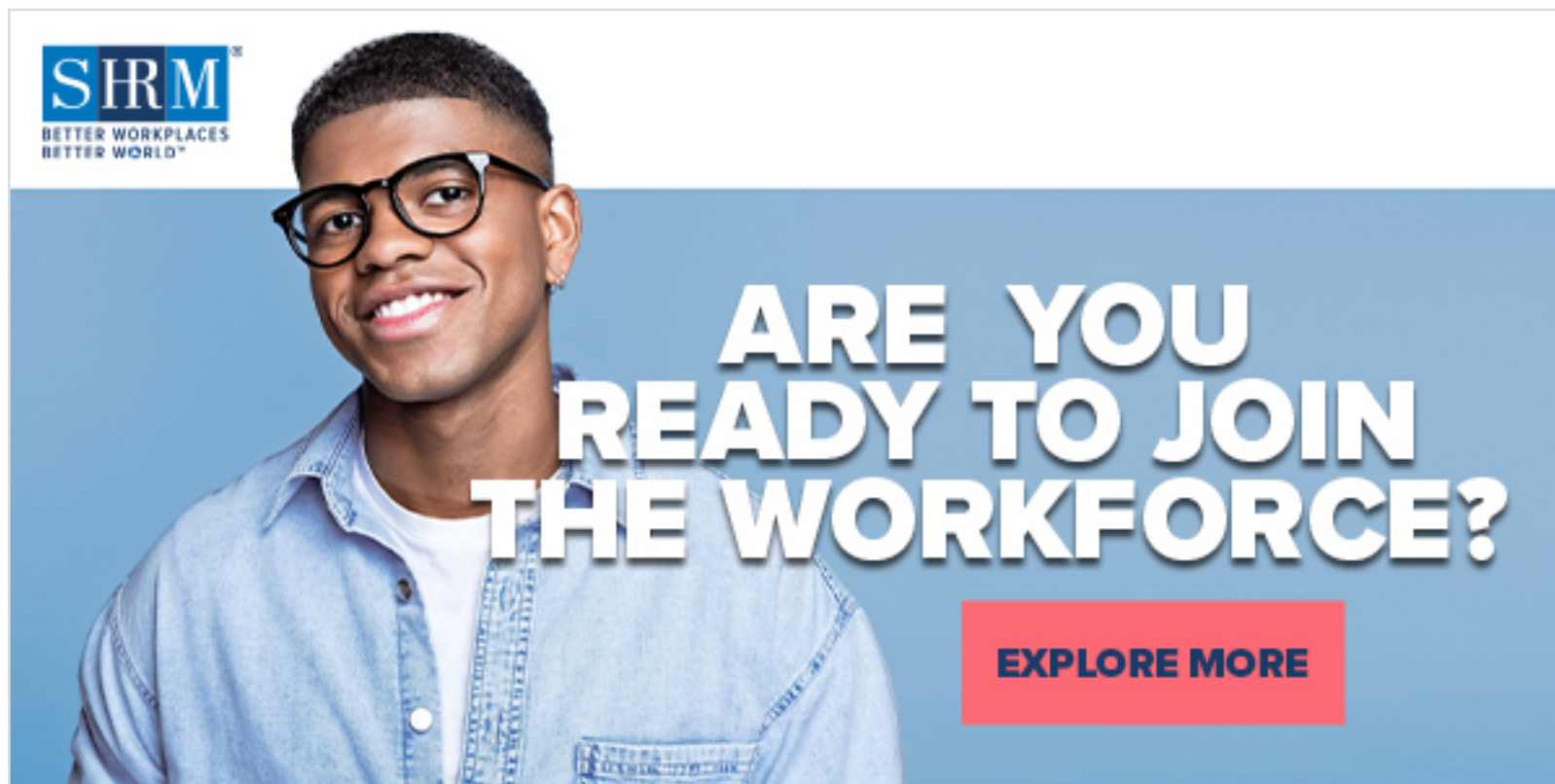


WHAT IS A CAREER IN HR LIKE?

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[EXPLORE MORE](#)

600 x 300



SRM
BETTER WORKPLACES
BETTER WORLD™

**ARE YOU
READY TO JOIN
THE WORKFORCE?**

[EXPLORE MORE](#)

600 x 120



SRM
BETTER WORKPLACES
BETTER WORLD™

**HAVE YOU
DEFINED YOUR
HR JOURNEY?**

[EXPLORE MORE](#)

1200 x 1200

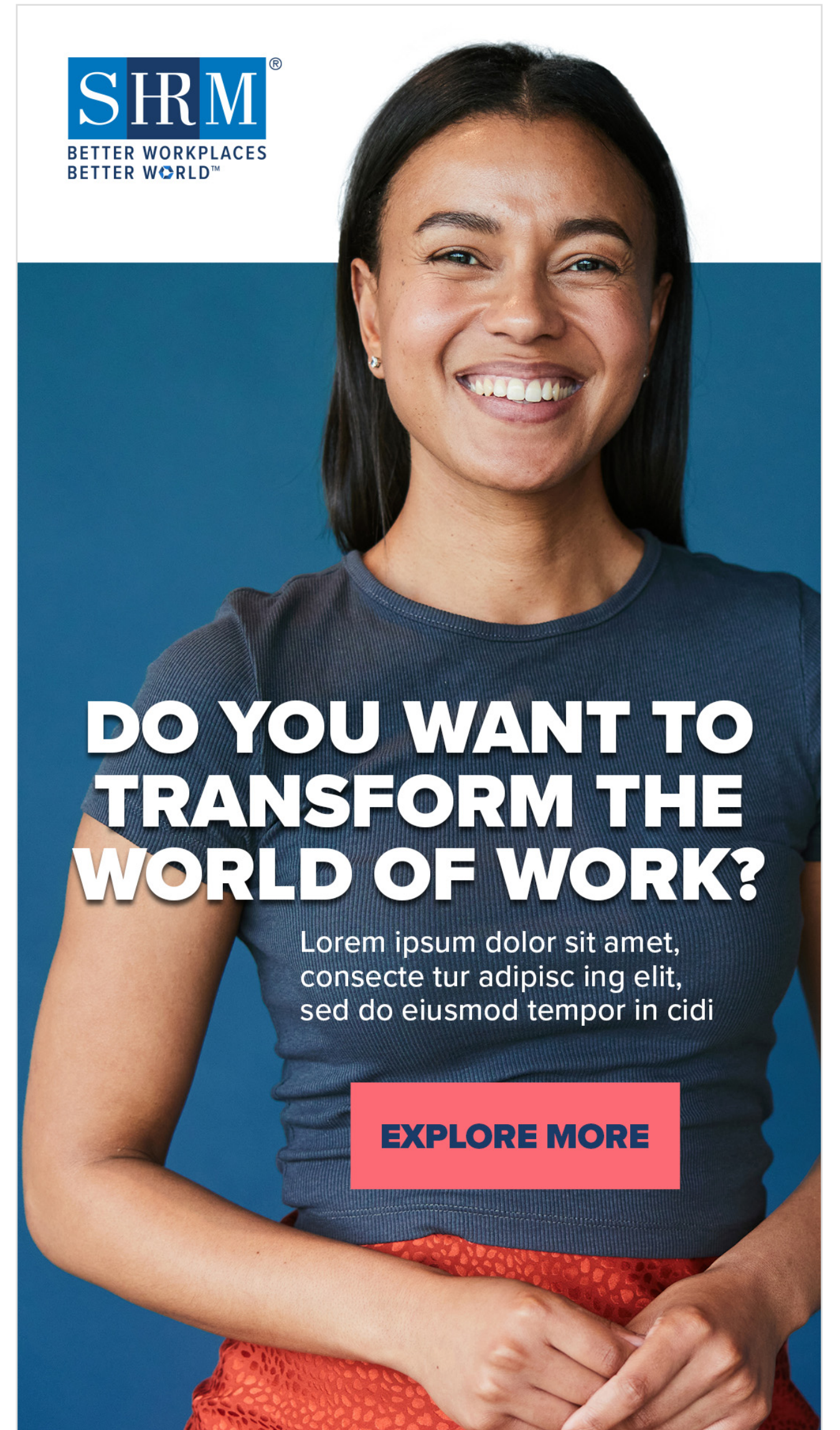


SRM
BETTER WORKPLACES
BETTER WORLD™

**DO YOU WANT
TO INSPIRE AND
BE INSPIRED?**

[EXPLORE MORE](#)

1080 x 1920



SRM
BETTER WORKPLACES
BETTER WORLD™

**DO YOU WANT TO
TRANSFORM THE
WORLD OF WORK?**

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[EXPLORE MORE](#)

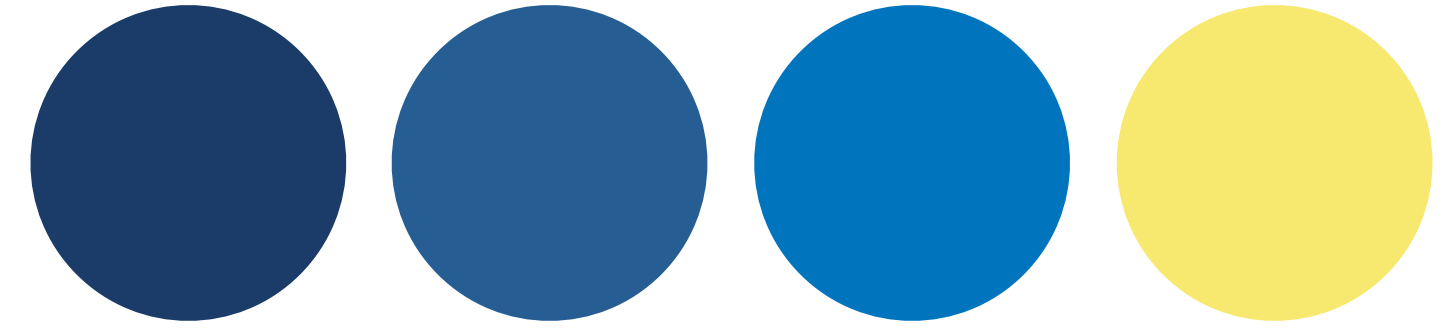
CONSIDERATION

SHRM as Your Real-World Guide: Relevant Answers for Your Career Journey

SHRM positions itself as relatable and relevant, offering real-world insight and addressing common career and education questions. This builds trust and positions SHRM as a helpful guide, not just an organization.

Consideration / Photo focus

The focus is on student photography in life-changing, relatable spaces to build connection and trust. Imagery featuring classrooms, graduation moments, and everyday interactions/group shots helps create authentic scenarios that support the consideration journey.



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[EXPLORE MORE](#)



600 x 300



SRM
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**ARE YOU
LOOKING FOR
AN HR GRANT?**

EXPLORE MORE

600 x 120



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BETTER WORLD™

**ARE YOU
LOOKING FOR
AN HR GRANT?**

EXPLORE MORE

1200 x 1200



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BETTER WORLD™

**STILL SEARCHING
FOR YOUR
NETWORK?**

EXPLORE MORE

1080 x 1920



SRM
BETTER WORKPLACES
BETTER WORLD™

**HAVE YOU
FOUND A
MENTOR YET?**

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EXPLORE MORE

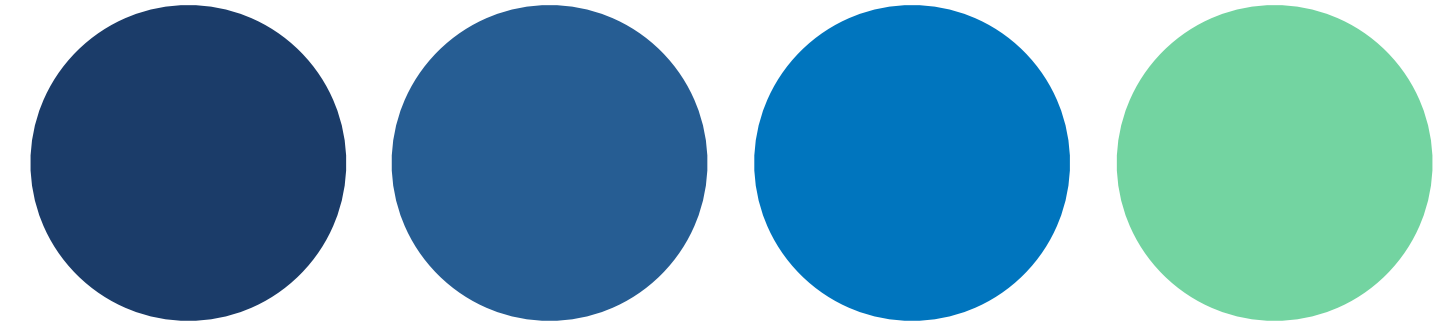
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Conversion / Photo focus

The focus is on student photography in professional and classroom settings that highlight individuals on their career paths. Imagery featuring interviews, mentorship, and everyday symbolizing the offerings they can take advantage of from SHRM - courses, research insights, webinars, networking, and other membership perks.

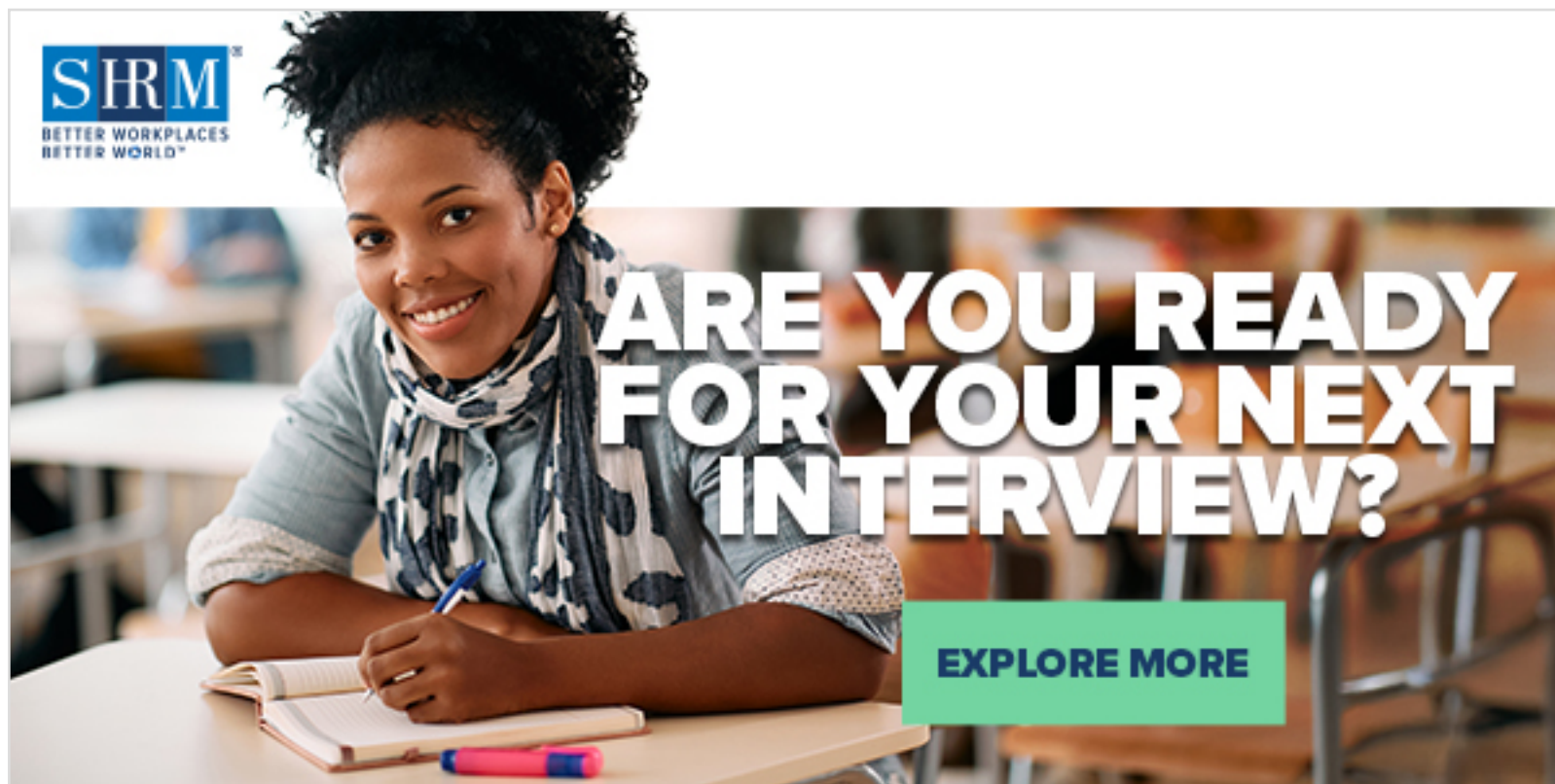


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[EXPLORE MORE](#)

600 x 300



SHRM
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BETTER WORLD™

ARE YOU READY FOR YOUR NEXT INTERVIEW?

[EXPLORE MORE](#)

600 x 120



SHRM
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BETTER WORLD™

WANT TO SET YOURSELF APART FROM THE PACK?

[EXPLORE MORE](#)

1200 x 1200



SHRM
BETTER WORKPLACES
BETTER WORLD™

ARE YOU READY TO TRANSFORM THE WORLD OF WORK?

[EXPLORE MORE](#)

1080 x 1920



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BETTER WORLD™

LOOKING FOR YOUR PEOPLE? JOIN US AT SHRM ANNUAL CONFERENCE

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[EXPLORE MORE](#)

