

BRANDING

**SHRM**<sup>®</sup> BUSINESS

**HR-X** BRANDING

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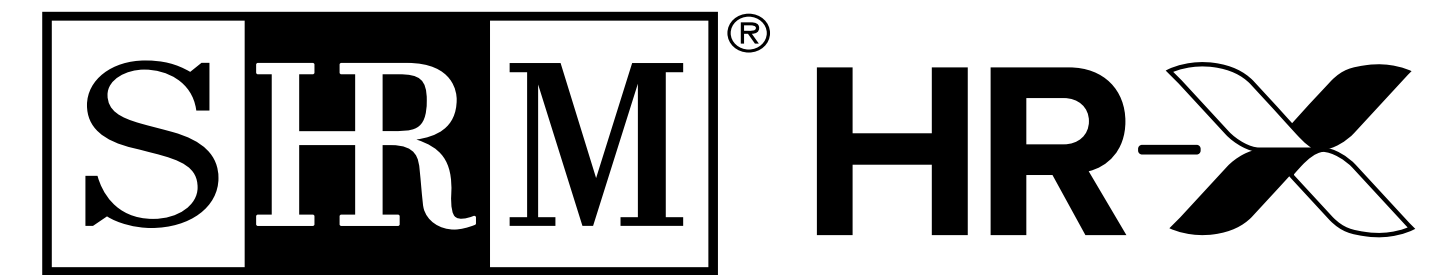


A dimensional take on the “X” introduces depth and motion, creating a bold, modern visual that stands strong as a standalone graphic. Through layered color and shading, the mark adds richness and flexibility across applications —while requiring thoughtful application to ensure clarity across all formats.

Alt. Versions (140x140)







**SHRM**<sup>®</sup> BUSINESS  
————— HR-X

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————— HR-X

**SHRM**<sup>®</sup> BUSINESS  
————— HR-X



Minimum safe space ensures the HR-X mark remains clear, legible, and visually distinct across all applications. The defined “X” unit, based on the spacing within the logo, should be maintained on all sides to prevent crowding and preserve brand integrity, whether used independently or alongside SHRM brand lockups.

MINIMUM SAFE SPACE



X marks the space between the “H” in the logo as well as the minimum safe space around the full logo



X marks the space between the SHRM block and H in the logo as well as the minimum safe space around the full logo

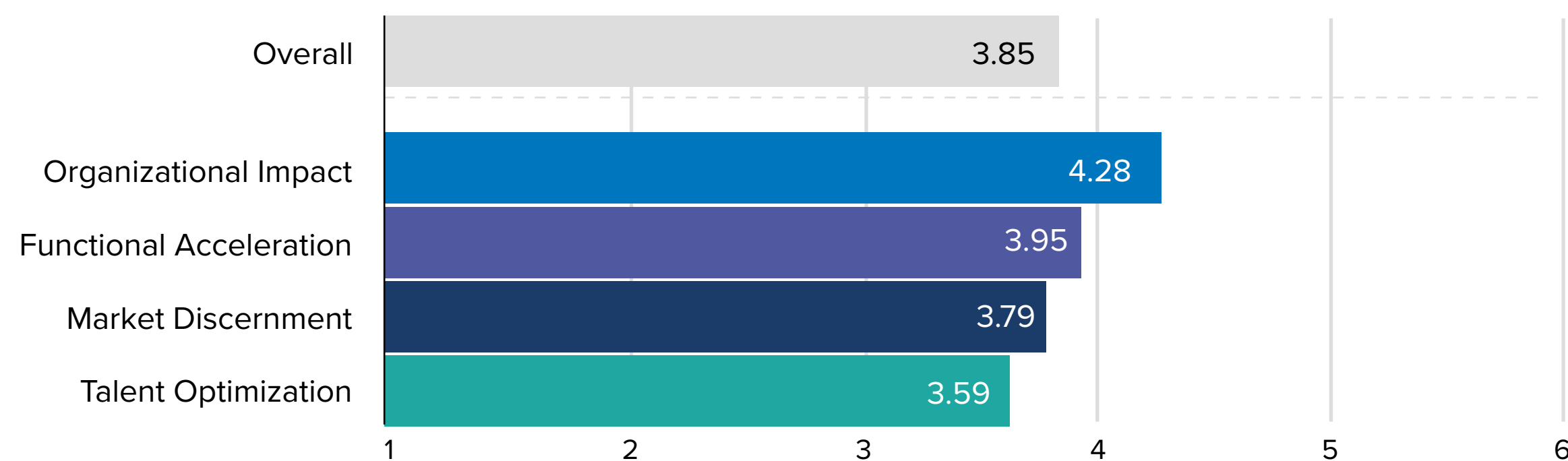


X marks the space between the SHRM block and B in the logo as well as the minimum safe space around the full logo

# REPORT EXAMPLES

The HR-X framework brings depth to data—layering insights across four core dimensions to create a more nuanced view of performance. Anchored by the “X,” this visual system highlights how each area connects, helping leaders uncover patterns, prioritize focus areas, and move forward with greater precision.

Average Assessment Scores – Overall and by Dimension



## FUNCTIONAL ACCELERATION

Maximizes people and technology resources through effective strategies and efficient operations

## TALENT OPTIMIZATION

Drives performance, engagement, and retention through innovative talent management approaches



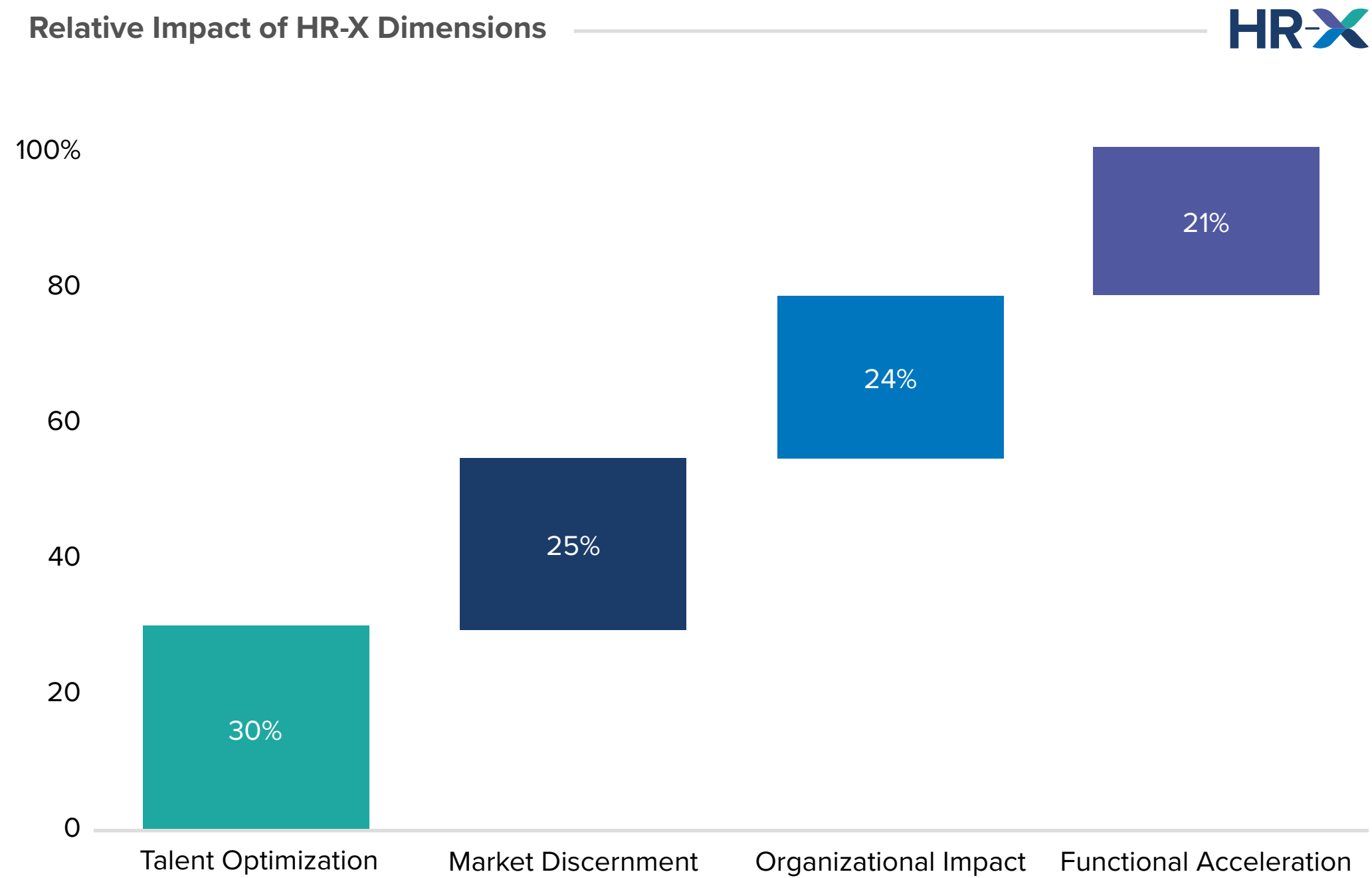
## ORGANIZATIONAL IMPACT

Drives organization outcomes by shaping the future of work, engaging the C-suite, and managing change

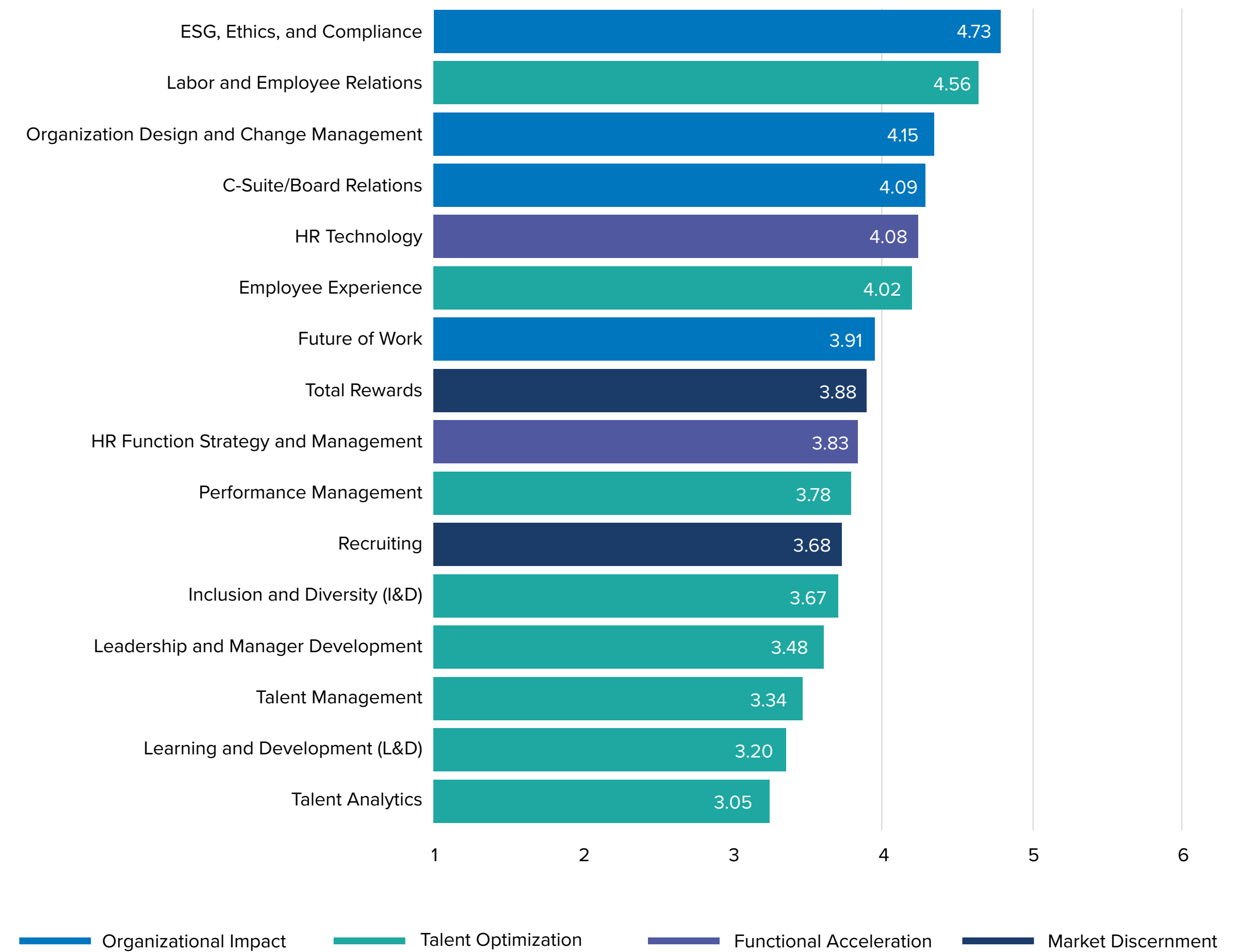
## MARKET DISCERNMENT

Possesses deep understanding of the business and labor market to both find and reward top talent

# REPORT EXAMPLES



Average HR-X Practice Area Scores





HR-X leverages a distinct, multi-color system to represent its four core dimensions. SHRM Dark Blue (#1b3c69) serves as the anchor—primarily applied to the “HR,” hyphen, and one quadrant of the “X.” The remaining three colors—SHRM Bright Blue (#0076be), Indigo (#5058a0), and Teal (#1fa7a1) are complementary yet distinct, reinforcing that each quadrant holds equal weight and significance.

Subtle curves within the “X” pay homage to the SHRM pinwheel, echoing its sense of movement and continuity.

## COLOR PALETTE



### SHRM Dark Blue

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



### SHRM Bright Blue

RGB: 0, 118, 190  
CMYK: 90, 48, 0, 0  
PANTONE: 285 C  
HEX: #0076be



### Indigo

RGB: 80, 88, 160  
CMYK: 50, 45, 0, 37  
PANTONE: 2130 C  
HEX: #5058a0



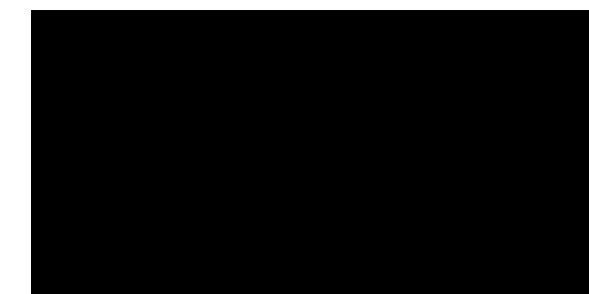
### Teal

RGB: 37, 161, 160  
CMYK: 77, 12, 42, 0  
PANTONE: 7711 C  
HEX: #1fa7a1



### White

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



### Black

RGB: 0, 0, 0  
CMYK: 75, 68, 67, 90  
PANTONE: Black C  
HEX: #000000



Color usage across HR-X is designed with accessibility at its core. All combinations meet Americans with Disabilities Act (ADA) standards for contrast and readability, ensuring clarity across digital and print experiences. Compliance has been validated using [accessible-colors.com](https://accessible-colors.com) to support inclusive, user-friendly design for all audiences.

## COLOR COMPLIANCE

<b>White</b> <b>Teal</b>	<b>White</b>	<b>White</b>
<b>Black</b> <b>SHRM Dark Blue</b>	<b>SHRM Dark Blue</b> <b>SHRM Bright Blue</b> <b>Indigo</b> <b>Teal</b> <b>Black</b>	<b>White</b> <b>Teal</b>

Americans with Disabilities Act Standards for Accessible Design checked using: [accessible-colors.com](https://accessible-colors.com)

