![SHRM | KoganPage]

PUBLISHING
BRAND
GUIDELINES

PARTNERSHIP OVERVIEW

At the core of the SHRM and Kogan Page co-publishing partnership is a shared mission: **to deliver expert, relevant, and transformative content that shapes the future of all things work on a global scale.**

OBJECTIVES

The SHRM Publisher Board has developed a visual and content strategy that delivers a personalized experience for SHRM's diverse audience segments, aligned with Kogan Page's established audience personas. This strategy is purpose-driven and reflects SHRM's brand essence and strategic priorities through thoughtful use of:

- **Layout and design**
- **Imagery**
- **Typography**
- **Color palette**

Our goal is to inspire meaningful action and evoke innovative thinking through high-quality educational content and resources, reinforcing SHRM's role as a trusted global leader in continuous career development and workplace advancement.

SHRM BRAND GUIDELINES
LOGO USAGE

SHRM BLOCKS: **COLOR CODES**

CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be

SHRM **BLOCKS**

Use the Blocks-only logo as a standalone or for secondary and tertiary branding placements within one document, website, or material.

0.5in/40px

COLOR TREATMENTS:

| COLOR: PRIMARY	KNOCKOUT	WHITE	BLACK AND WHITE

COLOR
PALETTE

CORE
COLORS

All published materials must use colors from the official brand palette. This ensures consistency, strengthens recognition, supports a unified identity, and reinforces overall brand equity.

PERSONA PALETTES

Each persona is assigned a distinct color palette derived from the brand's primary and secondary colors. These palettes allow for greater variety across product lines and communication styles while maintaining a cohesive visual language across the brand ecosystem.

Persona palettes can be found on Pages 16, 18, and 20.

SHRM PRIMARY BRAND COLORS:
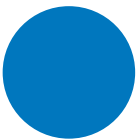
SHRM BRIGHT BLUE
CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be

SHRM MEDIUM BLUE
CMYK: 91/66/18/3 • PMS: 641C • RGB: 39/93/147 • HEX: #265d93

SHRM DARK BLUE
CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

SHRM BRIGHT BLUE   SHRM DARK BLUE

SHRM BLUE GRADIENT

SHRM SECONDARY/ ACCENT BRAND COLORS:

MELON
CMYK: 0/73/80/0 • PMS: 1645C • RGB: 0/118/190 • HEX: #f26a42

OLIVE
CMYK: 14/0/95/30 • PMS: 7745C • RGB: 167/171/32 • HEX: #a7ab20

LEMON
CMYK: 0/32/90/0 • PMS: 143C • RGB: 251/181/51 • HEX: #fbb533

PLUM
CMYK: 38/100/0/20 • PMS: 7649C • RGB: 139/19/119 • HEX: #8b1377

USAGE | **CMYK:** For print usage | **PMS:** For Pantone usage | **RGB:** For digital usage

EXCEPTIONS & FLEXIBILITY

In special cases — and with brand approval — designers may use alternative shades and tints that complement the core palette. This flexibility should only be used when there is a business case to differentiate for a specific audience, industry insight/need, media format, or campaign, and the design should still stay brand-aligned.

Color Shades and Tints

Shades and tints can be used as supporting colors in charts and graphics.

PRIMARY COLOR SHADES

SHRM BRIGHT BLUE
CMYK: 90/48/0/0 • PMS: 285C • RGB: 0/118/190 • HEX: #0076be

SHRM MEDIUM BLUE
CMYK: 91/66/18/3 • PMS: 641C • RGB: 39/93/147 • HEX: #265d93

SHRM DARK BLUE
CMYK: 99/83/33/21 • PMS: 534C • RGB: 27/60/105 • HEX: #1b3c69

SECONDARY COLOR SHADES

MELON
CMYK: 0/73/80/0 • PMS: 1645C • RGB: 0/118/190 • HEX: #f26a42

LEMON
CMYK: 0/32/90/0 • PMS: 143C • RGB: 251/181/51 • HEX: #fbb533

OLIVE
CMYK: 14/0/95/30 • PMS: 7745C • RGB: 167/171/32 • HEX: #a7ab20

PLUM
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SHRM + KOGAN PAGE

CO-BRANDING

CO-BRANDING LAYOUT

BOOK COVER

When designing a cobranded book cover, carefully consider logo placement within the layout. The SHRM logo should ideally appear in the top-left corner, while the Kogan Page logo should be positioned in the bottom-right corner of the design.

BOOK SPINES

Rotate the SHRM logo 90° clockwise so it appears horizontal when the book is lying on its side.

MINIMUM SIZE:

0.5in/50px

®

0.7in/70px

KoganPage

The Kogan Page logo should appear exclusively in black or white on covers.

MINIMUM SAFE SPACE:

CO-BRANDING USAGE

――――

PRIMARY
The horizontal lock-up should be used as the primary co-branding mark for all use cases.

SPECIAL USE CASE
The vertical lock-up may be used as an alternative when the primary logo cannot be applied.

COLOR TREATMENT
Use the full-color logo whenever possible. If full color is not an option, refer to the approved alternative treatments. See visual examples for guidance.

• Line color – HEX #DDDDDD
• Safe Space: One capital "X" is the same size as half the height of the SHRM Blocks.

• Line color – HEX #DDDDDD
• Safe Space: One capital "X" is the same size as half the height of the SHRM Blocks.

KNOCKOUT

WHITE

GRAY/BW

SHRM + KOGAN PAGE

PERSONAS & AUDIENCES

PERSONAS BY SHRM AUDIENCE

Early Career

Midcareer

Senior Career

Students
Entry-Level HR Professionals

Midlevel HR Professionals

HR Executives
CEOs

OVERVIEW OF PERSONAS

Early Career

Readers in entry-level jobs beginning their careers.

- Addresses **SHRM STUDENT AND HR PROFESSIONAL** audiences

- Limited prior knowledge or work experience around subject matter

- Seeking easily digestible introductory-level content to advance their careers and gain insights on HR topics and challenges

Midcareer

Readers focused on career progression but also learning about the impact of their role on the wider business.

- Addresses more-senior-level **SHRM HR PROFESSIONAL** audiences — potential people managers

- Seeking career and professional support while executing HR strategy

- Growth geared toward how to motivate and develop others and keeping up with the latest HR developments

Senior Career

Readers concerned with aligning their work with overall business goals.

- Addresses **SHRM HR EXECUTIVE AND CEO** audiences

- Seeking insights on HR strategy that will improve performance and drive results

- Interest in maximizing human potential and expanding thought leadership

EARLY CAREER
MOOD BOARD

**Curiosity
and Ambition**

Imagery should serve as
a springboard for visual
storytelling that reflects the
identities of both SHRM
and Kogan Page — shaping
the aesthetic direction and
informing symbolic choices.

Note that imagery is sourced from existing SHRM
editorial content and book covers from other
publishers, so it should not be closely replicated.

FUTURE
READY
**CAREER
PLANNING**
FOR TEENS AND YOUNG ADULTS

Easy Strategies to
**Discover Your Strengths,
Define Your Path,** and
Balance Passion with **Purpose**

EARLY CAREER
DESIGN ELEMENTS

The visual identity for early-career journeys should spark ambition, ignite action, and weave a sense of belonging and community.

VISUAL SYSTEMS

Follow Kogan Page's visual system: clean, contemporary, and deliberately minimal. Avoid photography and intricate illustration; instead, use the early-career persona palette as your guiding light to create visual unity and emotional clarity.

ICONOGRAPHY

Icons should echo the tone of the reference examples: simple yet expressive, uniform in weight and form, and clearly aligned with the system's visual voice.
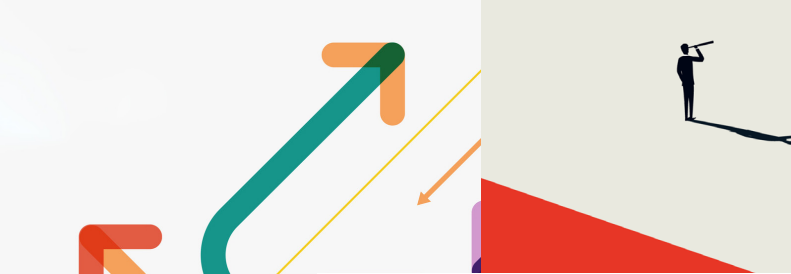
PERSONA COLOR PALETTE
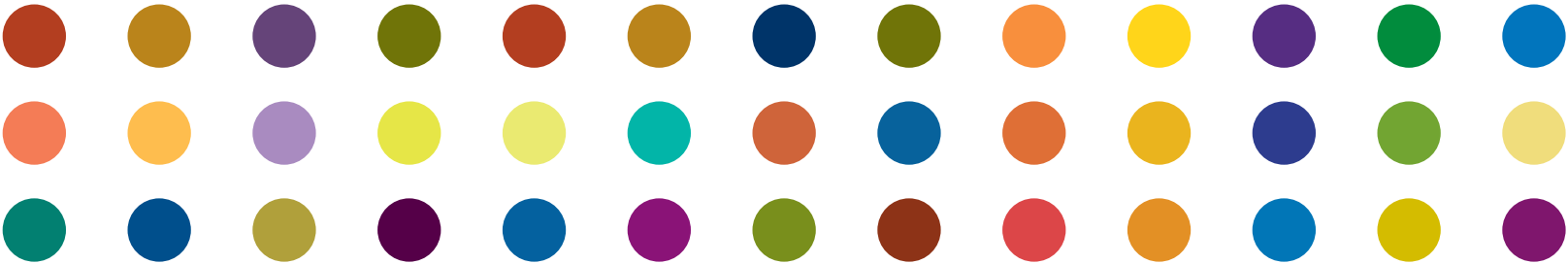
TYPOGRAPHY

Proxima Nova / FULL FAMILY /
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial / FULL FAMILY /
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GROWTH MINDSET

THE CURE FOR AUTOMATION ANXIETY
BY GLEB TSIPURSKY

NATIONAL BESTSELLER
A LEADER'S GUIDE TO WORK IN AN AGE OF UPHEAVAL
RESET
"The most effective guide to reimagining your organization."
—RAM CHARAN, bestselling author and CEO adviser
Johnny C. Taylor, Jr.
PRESIDENT & CEO
Society for Human Resource Management (SHRM)

MIDCAREER
MOOD BOARD

Strategic and Global Mindset

Imagery should reflect a strategic, global mindset conveying leadership, direction, and cross-cultural influence. Visuals must suggest experience, clarity, confident momentum, and a future-focused point of view.

Note that imagery is sourced from existing SHRM editorial content and book covers from other publishers, so it should not be closely replicated.

ORG CHART OVERHAUL
BY CAROL HENRIQUES AND GINA MAX

MIDCAREER
DESIGN ELEMENTS

The midcareer visual identity should project a global, strategic outlook and embody the essence of leading both individuals and teams.

VISUAL SYSTEMS

Consistency through simplicity. Adhere to Kogan Page's clean, contemporary, and minimal visual system. Simplify with abstract impact. Avoid photography and intricate illustration; instead, embrace bold, abstract visuals rooted in the midcareer persona palette.

ICONOGRAPHY

Icons with impact and intent. Iconography should be simple yet expressive, uniform in weight and form, and aligned with the overall visual voice to create emotional resonance and visual cohesion.

PERSONA COLOR PALETTE
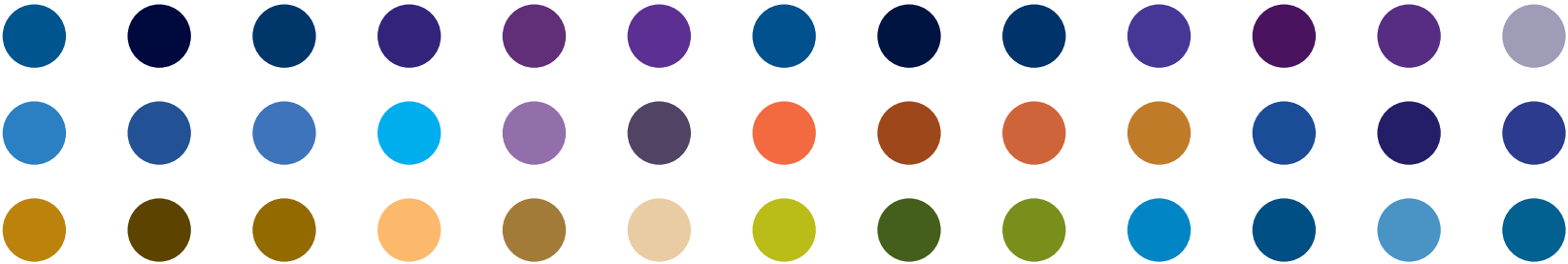
TYPOGRAPHY

Proxima Nova / FULL FAMILY /

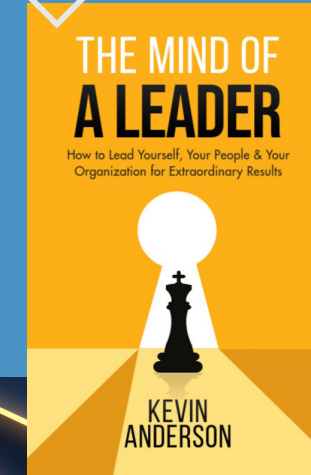ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial / FULL FAMILY /

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SENIOR CAREER
MOOD BOARD

Innovation and Thought Leadership

Imagery for senior-career professionals should radiate innovation and thought leadership with a focus on performance, impact, and executive presence. Visuals should convey authority through refined aesthetics, symbolic clarity, and purposeful texture.

Note that imagery is sourced from existing SHRM editorial content and book covers from other publishers, so it should not be closely replicated.

THE MIND OF
A LEADER
How to Lead Yourself, Your People & Your Organization for Extraordinary Results

KEVIN ANDERSON

SENIOR CAREER
DESIGN ELEMENTS

The visual identity for senior-career professionals should radiate innovation and thought leadership while channeling a sharp focus on performance, impact, and measurable success.

VISUAL SYSTEMS

Use a visual system that is bold, precise, and elevated, reflecting the senior-career focus on innovation, results, and leadership. Avoid photography and ornate illustration; instead, apply the senior-career palette with structured layouts, confident use of space, and symbolic elements that reinforce clarity and impact.

ICONOGRAPHY

Icons should project clarity, confidence, and precision, reinforcing the senior-career focus on leadership and measurable outcomes. Keep forms minimal and bold with consistent weight and structure, ensuring they align seamlessly with the overall visual system.

PERSONA COLOR PALETTE
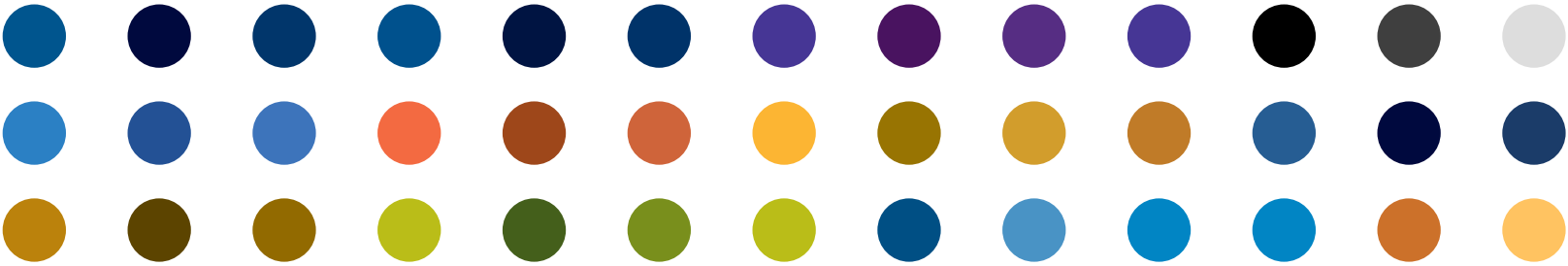
TYPOGRAPHY

Proxima Nova / FULL FAMILY /

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Pro / FULL FAMILY /

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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