



BRAND GUIDE

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LOGO

LOGO - PRIMARY HORIZONTAL



LOGO - SMALL SCALE

PRINT

2.25 inches



Primary logo should scale no smaller than 2.25 inches in print.

DIGITAL

180 pixels



Primary logo should scale no smaller than 180 pixels in digital.

LOGO - COLORWAYS

LOGO - COLOR ON WHITE



LOGO - COLOR ON WARM WHITE



LOGO - WHITE ON BLACK



LOGO - BLACK ON WHITE



LOGO - WHITE ON DARK BLUE



LOGO - ALTERNATE VERTICAL



LOGO - SMALL SCALE

PRINT



Primary logo should scale no smaller than 0.5 inch in print.

DIGITAL



Primary logo should scale no smaller than .60 pixels in digital.

LOGO - COLORWAYS

LOGO - COLOR ON WHITE



LOGO - COLOR ON WARM WHITE



LOGO - WHITE ON BLACK



LOGO - BLACK ON WHITE



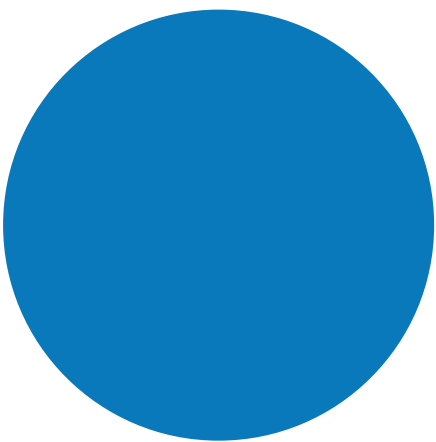
LOGO - WHITE ON DARK BLUE



COLOR

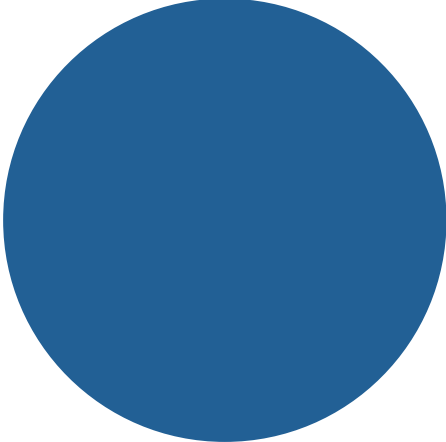
COLOR – PALETTE

CORE / BRAND



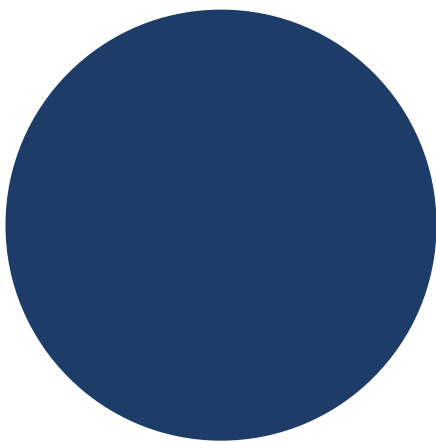
SHRM BRIGHT BLUE

HEX: #0076BE
RGB: 0 118 190
CMYK:90 48 0 0
PMS: 2172



SHRM MEDIUM BLUE

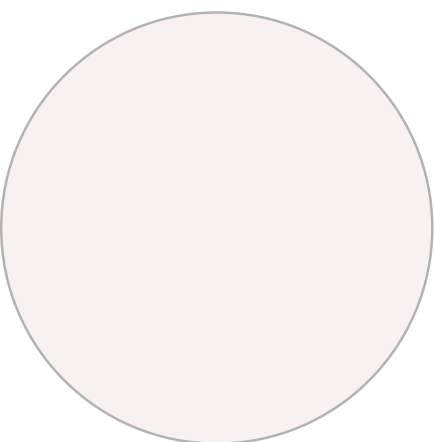
HEX: #265D93
RGB: 38 93 147
CMYK:91 66 18 3
PMS: 7455



SHRM DARK BLUE

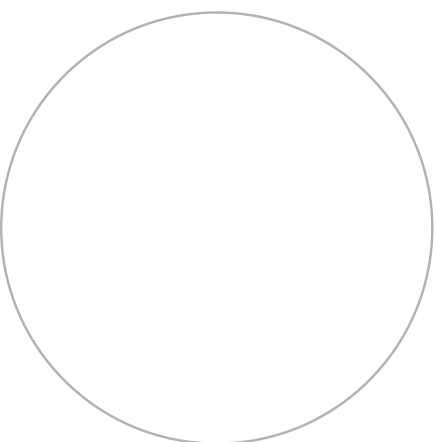
HEX: #1B3C69
RGB: 27 60 105
CMYK:99 88 33 21
PMS: 3597

BACKGROUND / DOMINANT



WARM WHITE

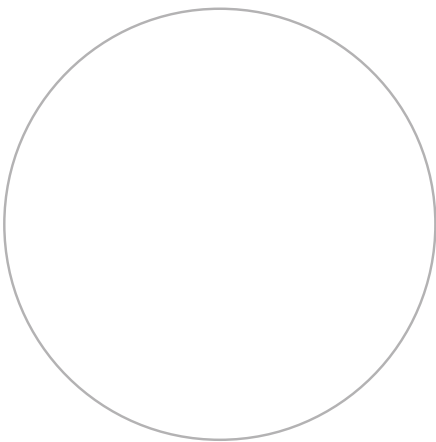
HEX: #F7F1F2
RGB: 247 241 242
CMYK:2 4 2 0
PMS 9043 C



WHITE

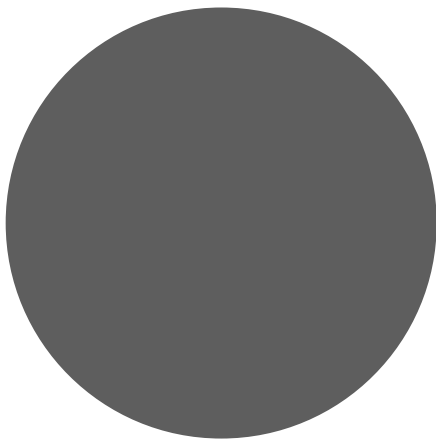
HEX: #FFFFFF
RGB: 255 255 255
CMYK:0 0 0 0
PMS: WHITE

TEXT AND GRAPHICS



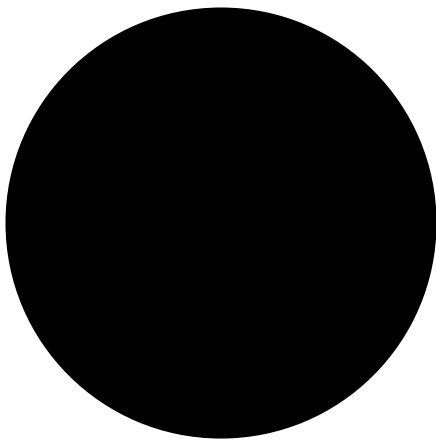
WHITE

HEX: #FFFFFF
RGB: 255 255 255
CMYK:0 0 0 0
PMS: WHITE



DARK GRAY

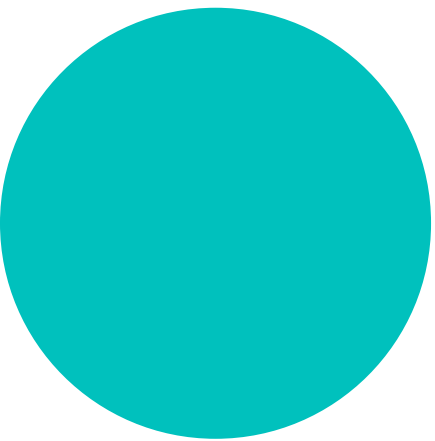
HEX: #5E5E5E
RGB: 94 94 94
CMYK:62 54 53 25
PMS: COOL GRAY 9C



BLACK

HEX: #000000
RGB: 0 0 0
CMYK:100 100 100 100
PMS: BLACK

ACCENT



LINKAGE TEAL

HEX: #00c1bd
RGB: 0, 93, 189
CMYK: 71, 0, 32, 0
PMS: 2398 C

COLOR – PALETTE

SUGGESTED USE FOR ADA COMPLIANCE

TEXT AND TEXT LINKS ON BACKGROUND COLORS

BLACK TEXT
OR
DARK BLUE TEXT (LINK)

BLACK OR GRAY TEXT
OR
BLUE (LINK)

WHITE TEXT
OR
TEAL (LINK)

BUTTON USE ON BACKGROUNDS

BUTTON BLUE TEXT

BUTTON WHITE TEXT

BUTTON DARK BLUE TEXT

TYPOGRAPHY

TYPOGRAPHY TYPEFACE

PRIMARY TITLE FONT	PROXIMA NOVA REGULAR	
(BACKUP)	ARIAL REGULAR	
SUBHEAD FONT	Proxima Nova Regular Semibold	
(BACKUP)	Arial Narrow Bold	
BODY FONT	Proxima Nova Condensed Regular	
(BACKUP)	Arial Narrow	
ALT BODY FONT	Georgia Regular	
(BACKUP)	Georgia Regular	
CTA FONT	PROXIMA NOVA BOLD	
(BACKUP)	ARIAL BOLD	
CTA FONT ALTS	<u>Proxima Nova Bold</u>	<u>Proxima Nova Italic</u>
(BACKUP)	<u>Arial Bold</u>	<u>Arial Italic</u>

Use fonts labeled Backup for Powerpoint Presentations and other applications that have limitations or where Proxima may become problematic.

PHOTOGRAPHY

PHOTOGRAPHY

The Linkage brand photography should highlight teamwork, authenticity, and workplace diversity. It should capture collaboration with energy, enthusiasm, and a genuine sense of connection.

- Use images of diverse groups of business professionals, ideally in an corporate setting.
- Imagery should show leadership, collaboration, group meetings, presentations, coaching/training, etc.
- Use neutral photos with neutral palettes that have pops of color that are harmonious with the brand palette.
- Workplace collaboration that shows energy and sense of connection.
- Highlight authentic teamwork and team building moments.

COLLABORATIVE PHOTOGRAPHY



ICONOGRAPHY

ICONOGRAPHY

The Linkage brand iconography is bold and telegraphic in a graphic way.
Brand colors are used in a way that is versatile for various usage.

PEOPLE



TALENT



LEADERSHIP

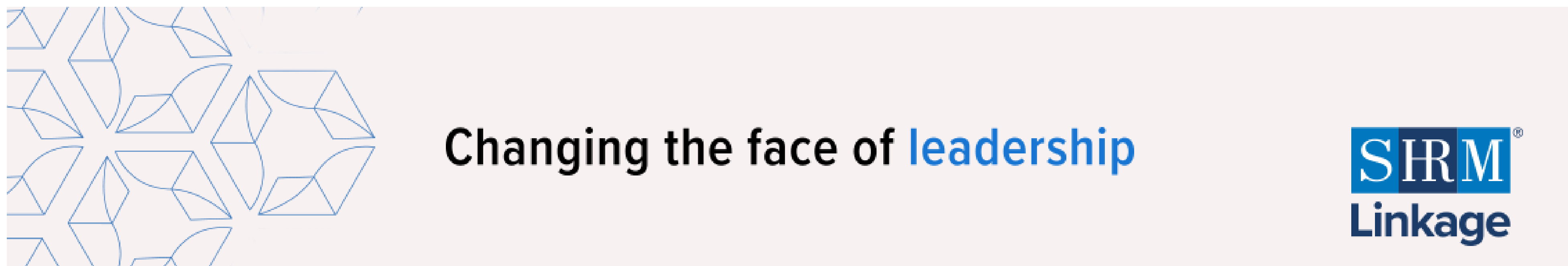
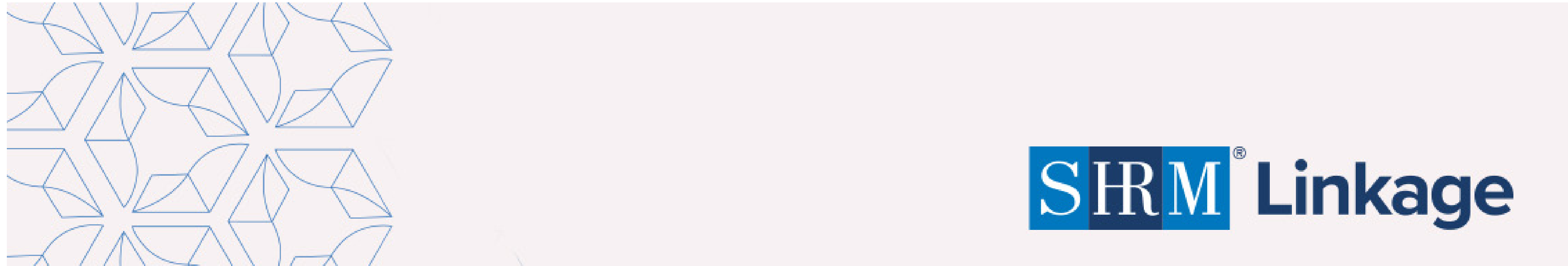


ORGANIZATIONAL
PERFORMANCE



APPLICATIONS

APPLICATIONS – SOCIAL / LINKEDIN BANNERS



APPLICATIONS – SOCIAL / FACEBOOK / TWITTER / YOUTUBE



APPLICATIONS – ZOOM BACKGROUNDS

OFFICE
ENVIRONMENT



HOME OFFICE
ENVIRONMENT



BACKDROP



APPLICATIONS – DISPLAY

PROGRESS WITH A CAVEAT

Discover nuanced realities for growth in today's workplaces.

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SRM Linkage



ADVANCING WOMEN IN LEADERSHIP

Explore how organizations are reducing barriers to success.

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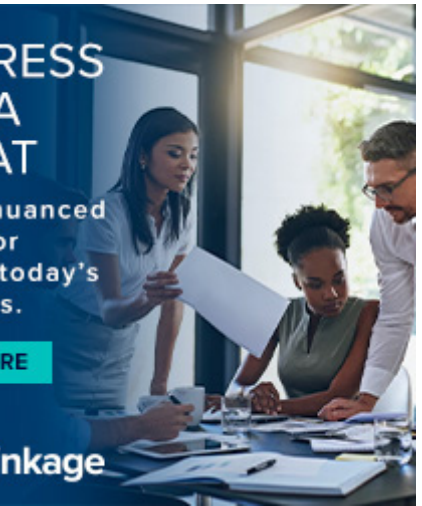


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