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BRAND GUIDE

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LOGO

LOGO - PRIMARY HORIZONTAL



LOGO - SMALL SCALE

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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 - COLOR ON DARK BLUE



LOGO - WHITE ON BLACK



LOGO - BLACK ON WHITE



LOGO - WHITE ON DARK BLUE



LOGO - ALTERNATE VERTICAL



LOGO - SMALL SCALE

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PRINT

0.5inch



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

DIGITAL

.60 pixels



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

# LOGO - COLORWAYS

LOGO - COLOR ON WHITE



LOGO - COLOR ON WARM WHITE



LOGO - COLOR ON DARK BLUE



LOGO - WHITE ON BLACK



LOGO - BLACK ON WHITE



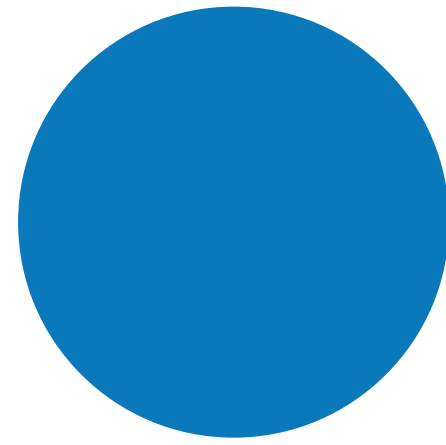
LOGO - WHITE ON DARK BLUE



COLOR

# COLOR - PALETTE

## CORE / BRAND



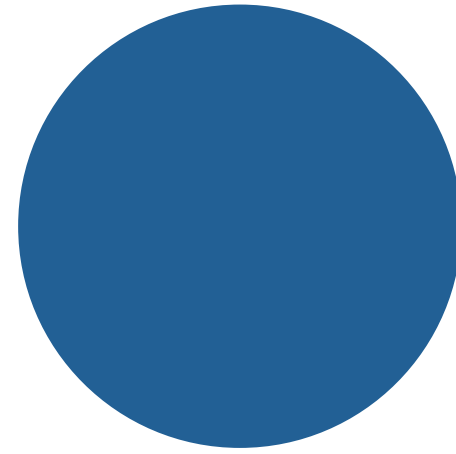
**SHRM BRIGHT BLUE**

HEX: #0076BE

RGB: 0 118 190

CMYK: 90 48 0 0

PMS: 2172



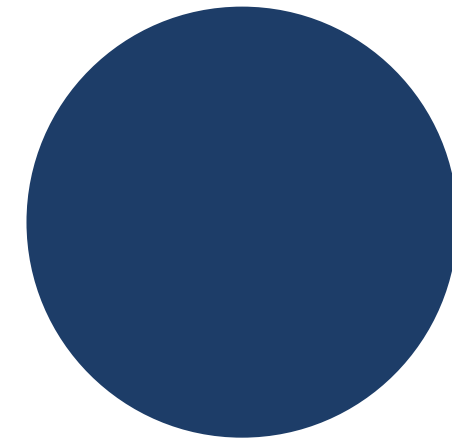
**SHRM MEDIUM BLUE**

HEX: #265D93

RGB: 38 93 147

CMYK: 91 66 18 3

PMS: 7455



**SHRM DARK BLUE**

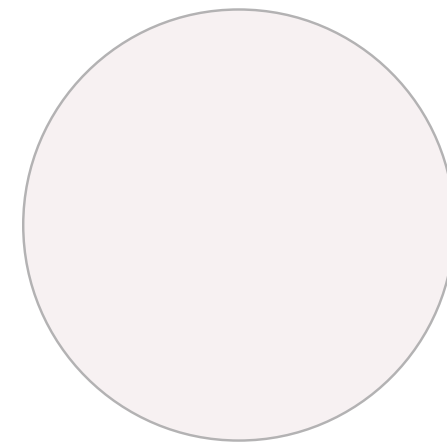
HEX: #1B3C69

RGB: 27 60 105

CMYK: 99 88 33 21

PMS: 3597

## BACKGROUND / DOMINANT



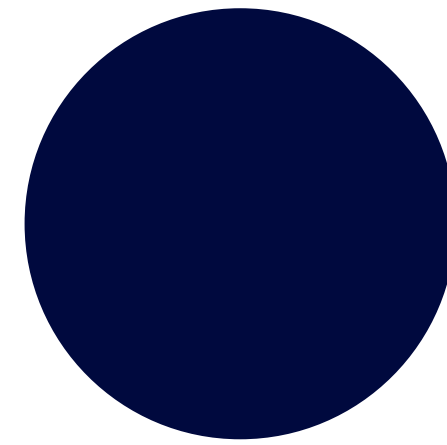
**WARM WHITE**

HEX: #F7F1F2

RGB: 247 241 242

CMYK: 2 4 2 0

PMS: 9043 C



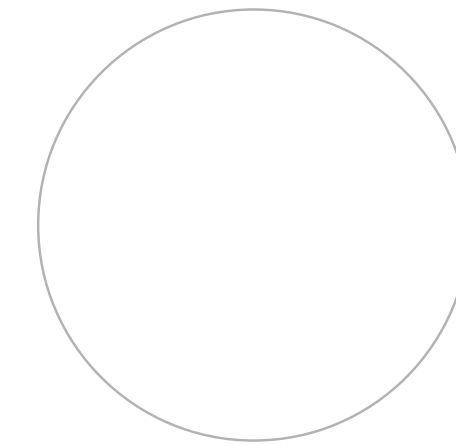
**SHRM SUPERDARK BLUE**

HEX: #00093E

RGB: 0 9 62

CMYK: 100 94 38 55

PMS: 282C



**WHITE**

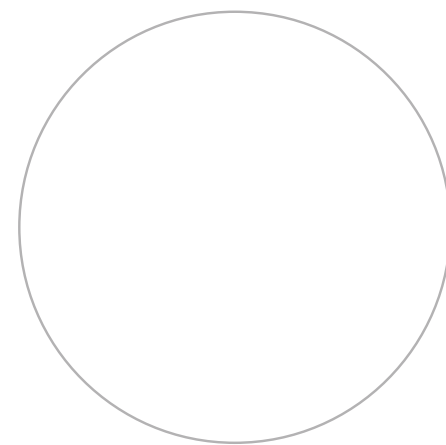
HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

PMS: WHITE

## TEXT AND GRAPHICS



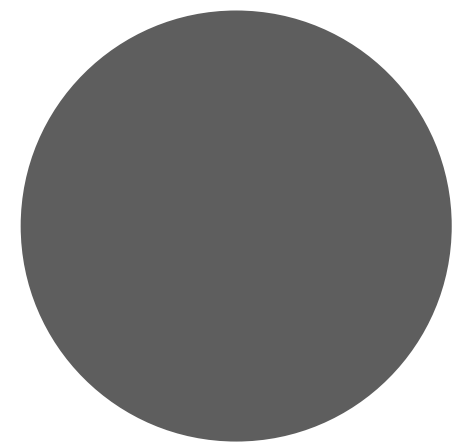
**WHITE**

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

PMS: WHITE



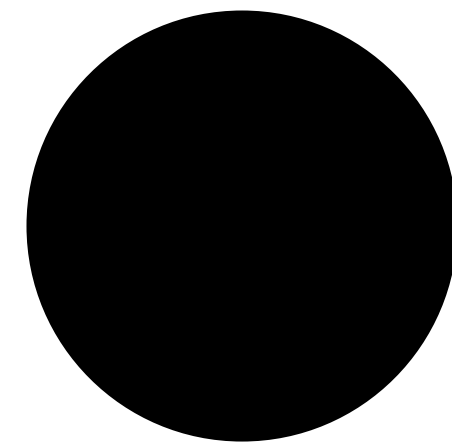
**DARK GRAY**

HEX: #5E5E5E

RGB: 94 94 94

CMYK: 62 54 53 25

PMS: COOL GRAY 9C



**BLACK**

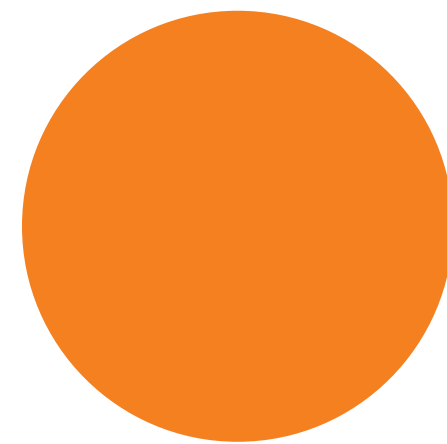
HEX: #000000

RGB: 0 0 0

CMYK: 100 100 100 100

PMS: BLACK

## ACCENT



**ORANGE**

HEX: #F58021

RGB: 0 0 0

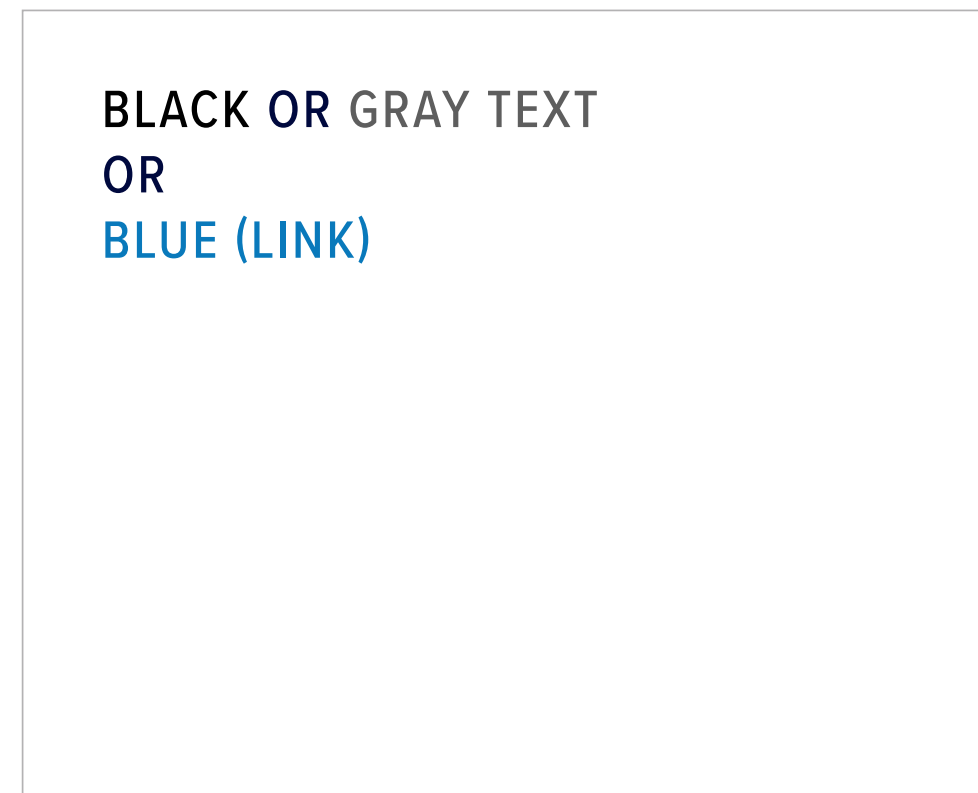
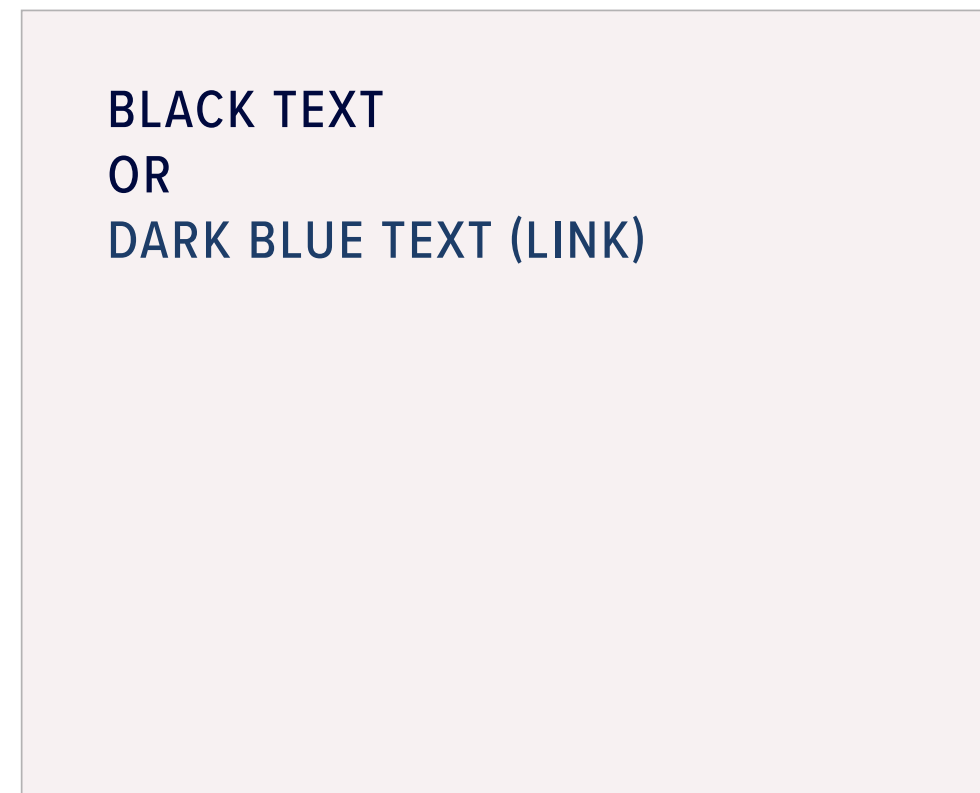
CMYK: 0 61 99 0

PMS: 716 CP

# COLOR – PALETTE

## SUGGESTED USE FOR ADA COMPLIANCE

### TEXT AND TEXT LINKS ON BACKGROUND COLORS



### BUTTON USE ON DARK BACKGROUNDS



### BUTTON USE ON LIGHT BACKGROUNDS



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

**Proxima Nova Bold**

*Proxima Nova Italic*

(BACKUP)

**Arial Bold**

*Arial Italic*

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.



TREATMENT

# TREATMENT

The Linkage brand motif treatment is to be used to support brand communications.

## GUIDANCE

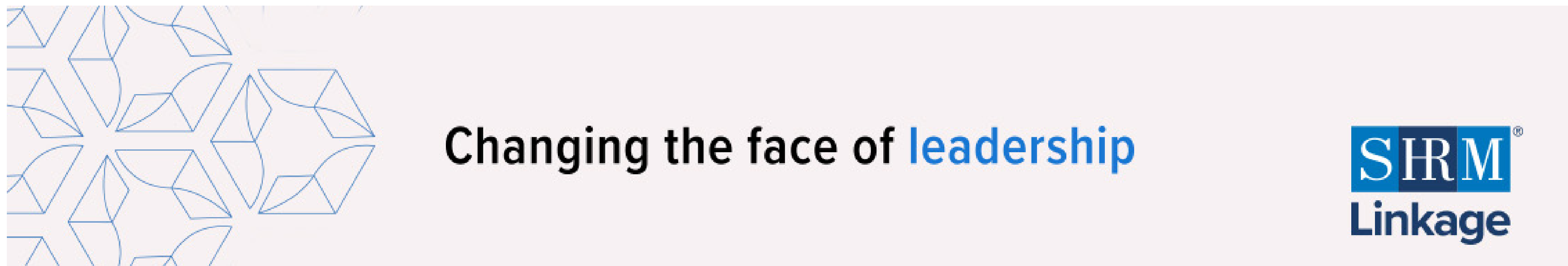
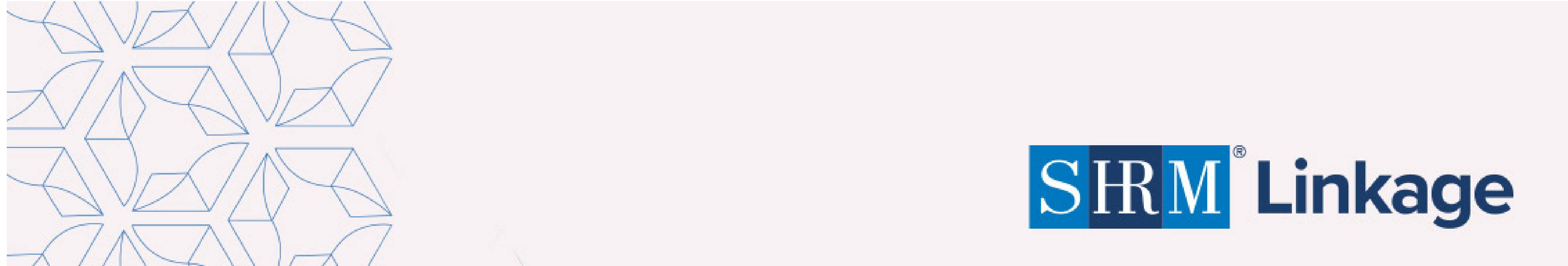
- To be used in a considered way at approximately 1/3 or less of the application canvas size
- Supportive and never as a primary element
- Appear in brand color

- Approximately 3 or more hexagons visible in pattern
- Maintain thin stroke weight 1-2 pixels
- Adjust opacity 50-100% as needed





APPLICATIONS



APPLICATIONS – SOCIAL / FACEBOOK / TWITTER / YOUTUBE



# APPLICATIONS – ZOOM BACKGROUNDS

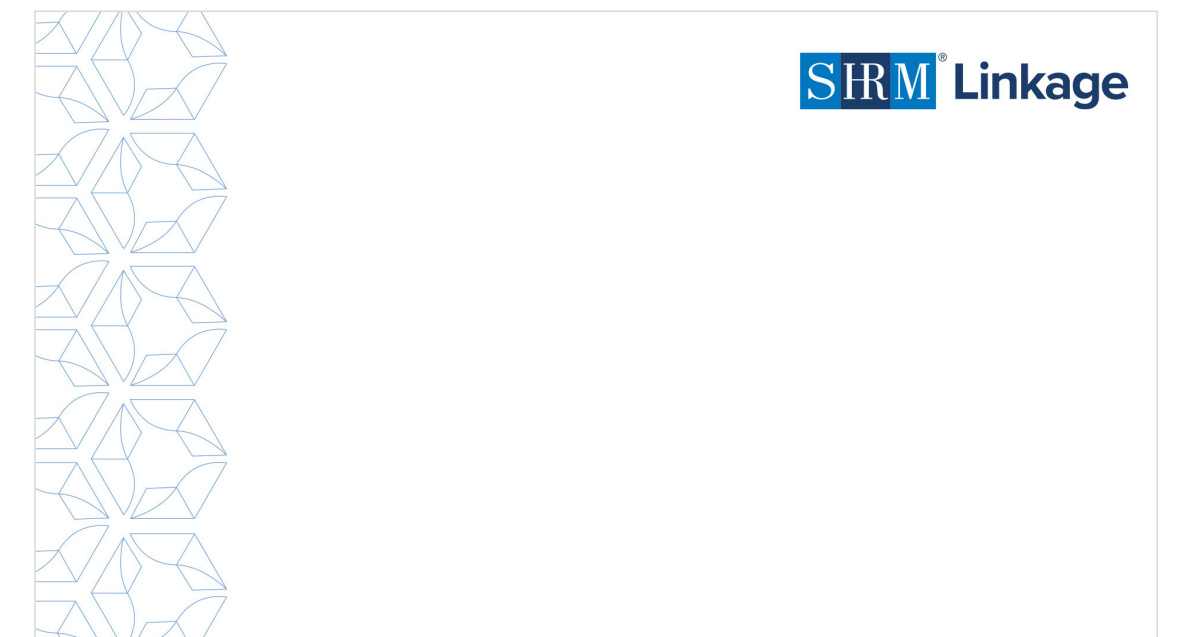
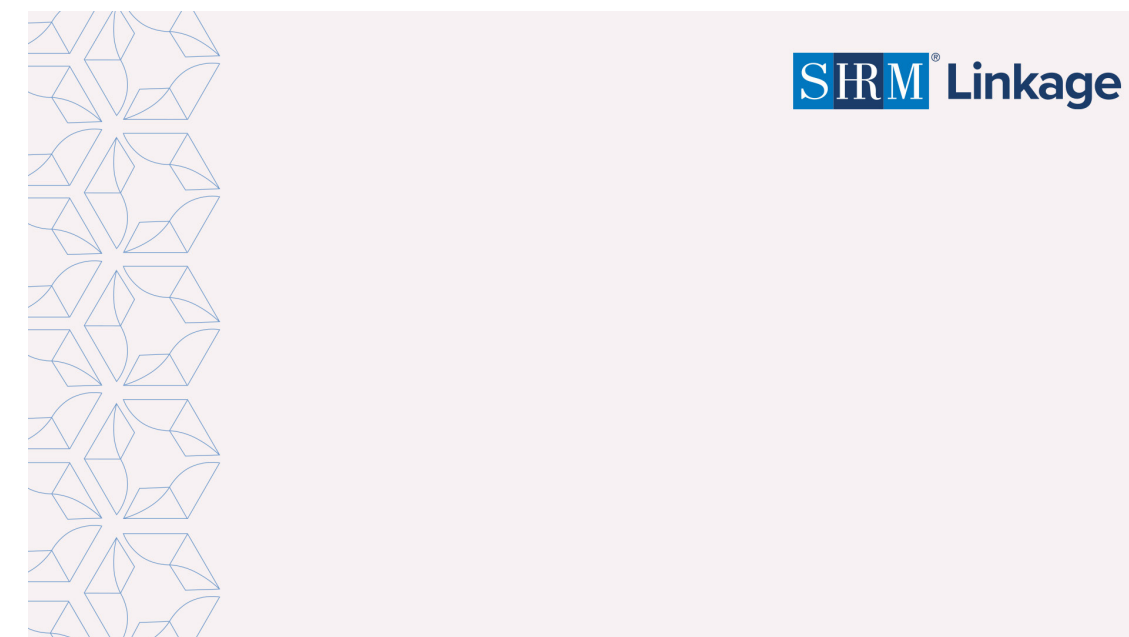
## OFFICE ENVIRONMENT



## HOME OFFICE ENVIRONMENT



## BACKDROP







# APPLICATIONS – ORANGE ACCENTS

## HEADLINE TITLE EXAMPLE

Lorem ipsum dolor amet set lorem ipsum dolor amet set lorem. Lorem ipsum dolor amet set lorem ipsum dolor amet set lorem ipsum dolor amet set lorem ipsum dolor amet set lorem. Lorem ipsum dolor amet set lorem ipsum dolor amet set lorem.

**CALL TO ACTION**



## LOREM IPSUM

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## LOREM IPSUM DOLAR

PLAN DO CHECK ACT

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**CALL TO ACTION**



## HEADLINE TITLE EXAMPLE

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**CALL TO ACTION**



## LOREM IPSUM

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## LOREM IPSUM DOLAR

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**CALL TO ACTION**



SRM<sup>®</sup>