BRAND STANDARDS GUIDE

LAST UPDATED: 11/10/25

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ABOUT THIS GUIDE
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As representatives of SHRM, we are all stewards of the brand and what it signifies globally. SHRM's Master Brand Guidelines are in place to ensure consistency and cohesion across all branding efforts, both internal and external. The guidelines should be considered your go-to resource for brand compliance.

The Global Brand Team is your partner to ensure all materials, communications, and brand marks accurately reflect SHRM's Master Brand. If you have questions about these guidelines, contact: **brand.team@shrm.org**.

ABOUT SHRM

In a world where the intersection of people and business is dynamic and complex, SHRM stands as the unwavering voice of support for work, workers, and the workplace. SHRM is a global catalyst for workplace transformation, offering solutions and resources to navigate the ever-evolving world of work. Our primary audiences are HR students, HR professionals, HR executives, CEOs, B2B buyers, politicos, donors, and brand partners.

As the trusted authority on all things work, SHRM is the foremost expert, researcher, advocate, and thought leader on issues and innovations impacting today's evolving workplaces. With nearly 340,000 members in 180 countries, SHRM touches the lives of more than 362 million workers and their families globally.

ABOUT SHRM: PRESS BOILERPLATE

SHRM is a member-driven catalyst for creating better workplaces where people and businesses thrive together. As the trusted authority on all things work, SHRM is the foremost expert, researcher, advocate, and thought leader on issues and innovations impacting today's evolving workplaces. With nearly 340,000 members in 180 countries, SHRM touches the lives of more than 362 million workers and their families globally. Discover more at SHRM.org.

HISTORY OF SHRM

MORE THAN 75 YEARS OF CREATING WORKPLACES THAT WORK FOR ALL

CLICK TO VIEW TIMELINE: shrm.org/about/history-of-shrm

EVOLUTION OF SHRM MASTER BRAND LOGO

The American Society for Personnel Administration (ASPA) was founded in 1948 in Cleveland, Ohio, with the goal of providing professional development and networking opportunities that would advance the profession nationally.

In 1989, due to the term *personnel* becoming antiquated, ASPA changed its name to the Society for Human Resource Management (SHRM); the organization focused on the increasing need for HR to become a "strategic partner" in the corporate world.

In 2007, SHRM's logo was expanded to include the full abbreviation of the organization's name, and the three-sectioned rectangular SHRM Blocks were born.

In 2021, SHRM refined its brand purpose and strategy to better position itself as a thought leader, community builder, and policy influencer. The logo was updated with a more vibrant color palette, and the "Better Workplaces. Better World." (BWBW) tagline including the SHRM Pinwheel was added.

SHRM BRAND
ESSENCE
& EXPRESSION

WHO WE ARE
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SHRM is accessible and collaborative, serving workers at all levels. When speaking to our audiences, we must describe not only who we are, but also how we add value to society and our industry in times of change. We can best showcase our identity through three key perspectives.

BRAND PROMISE
Make work, workers, and the workplace better.

VISION AND MISSION
Be the trusted authority on all things work.

PURPOSE
Elevate HR.

These lenses allow us to communicate the value we deliver, the future we're striving toward, and the underlying reason for our efforts.

BRAND ESSENCE

SHRM's Brand Essence refers to the core characteristics that define our brand identity and set us apart from competitors. It captures unique value propositions and appeals to the emotions of our target audiences.

SHRM®

Trusted authority on all things work.

PERSONALITY ATTRIBUTES	POSITIONING ATTRIBUTES	TRUST & RELIABILITY ATTRIBUTES
BOLD	**GLOBAL**	**SOLUTION-FOCUSED**
PURPOSEFUL	**ADVOCATE**	**ACCESSIBLE**
PROFESSIONAL	**LEADER**	**VALUABLE**
VISIONARY	**EXPERT**	**PEOPLE-CENTRIC**

BRAND EXPRESSION: **TONE & VOICE**

SHRM is the voice for all things work, worker, and the workplace. We are shaping the way people and business thrive together. By achieving the right tone and having a consistent voice, we can create authentic and focused touchpoints where our distinctive traits shine through.

TONE: **Professional and Bold**

SHRM's tone should inspire HR and business professionals to lead with influence and make a significant impact on their organizations. Our tone should leverage professional expertise and captivating storytelling—evoking competence, respect, and empathy. We aim to instill confidence, demonstrate forward-thinking thought leadership, and drive inclusion.

VOICE: **Expert and Trustworthy**

The overall voice should position SHRM as a leader, expert partner, and ally in the field of business and HR. It should consistently convey authority, encouragement, and a forward-thinking attitude.

Key characteristics of SHRM's Tone & Voice:

- **Informed and insightful.**
- **Clear and concise.**
- **Respectful and inclusive.**
- **Engaging and dynamic.**
- **Positive and empowering.**
- **Adaptable and context-sensitive.**

BRAND EXPRESSION: **BRAND EXPERIENCE**

The **SHRM Brand Experience** defines what it's like to engage with our organization and how to do so. When people interact with us, they should feel and believe that:

- I have a role in transforming the workplace and, thus, the world.

- Engaging with SHRM empowers me to create change in my workplace, which in turn creates societal change.

- SHRM is accessible and collaborative, serving workers at all levels from entry-level and emerging professionals to senior executives including the C-suite.

- I trust SHRM as a resource and thought leader for the entire ecosystem of work.

- I look to SHRM as the world's go-to authority on workplace public policy, advocating for all workers.

COPYWRITING STYLE GUIDE

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All written materials from SHRM, including creative and environmental branding, should adhere to SHRM's Style Guide and Word List overseen by the Quality Assurance (QA) team. The guide outlines common grammar, style, and consistency rules for SHRM content, as well as the internal process for QA reviews.

All content created for SHRM by external partners and any co-branded SHRM materials should adhere to the SHRM Style Guide and will require reviews from the QA team.

The SHRM Style Guide and Word List is not to be shared with external partners, but points of contact may relay relevant guidelines.

Reach out to **brand.team@shrm.org** for any questions or to access the SHRM Style Guide and Word List.

BRAND PILLARS

SHRM's Master Brand rests on three Brand Pillars, which epitomize our priority to create better workplaces and a better world. These pillars validate SHRM as an organization.

PILLAR 1

ENRICH THE WORKFORCE

PILLAR 2

CHAMPION BETTER WORKPLACES

PILLAR 3

ADVANCE THE WORLD OF WORK
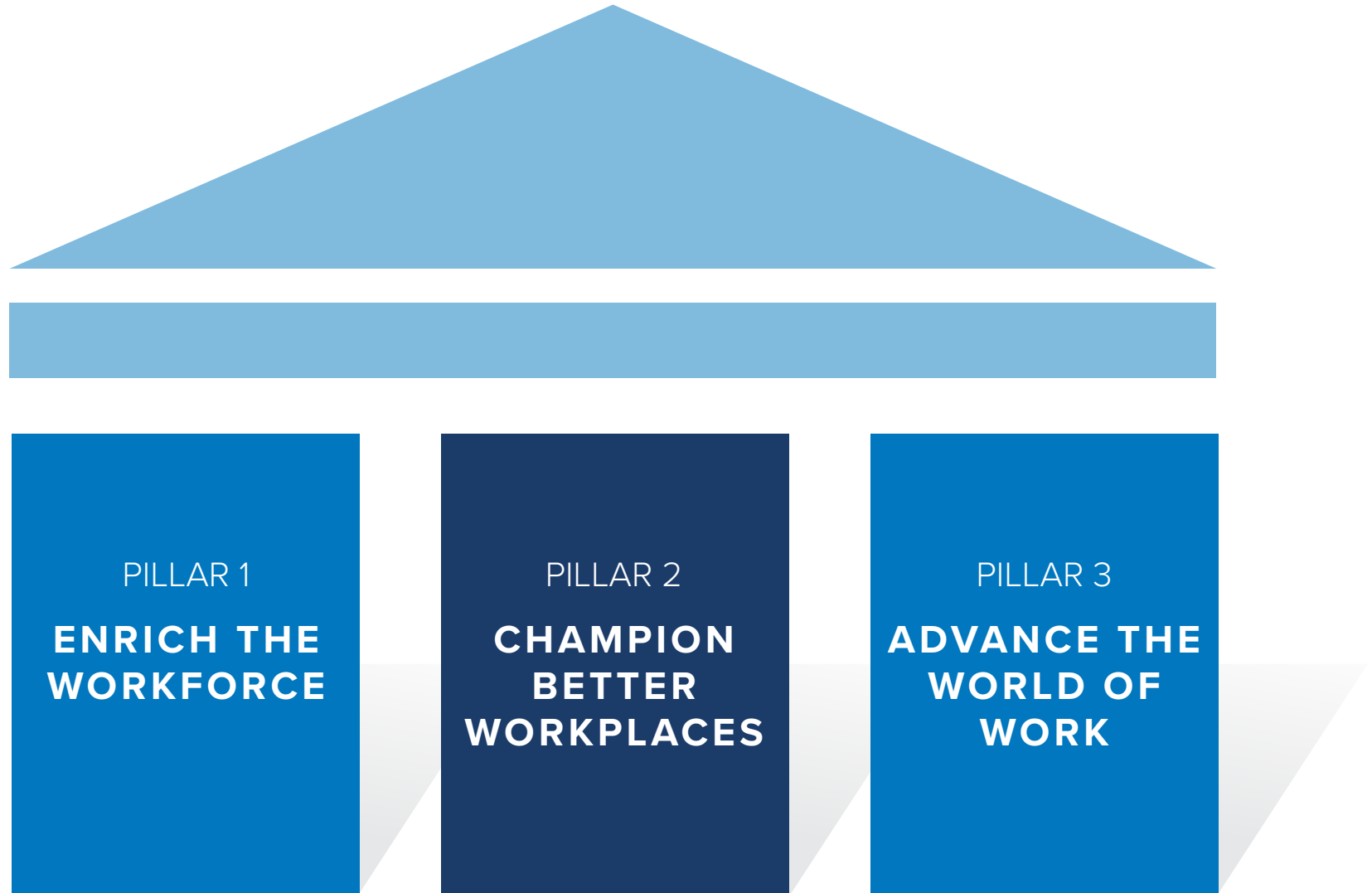
BRAND PILLARS

ENRICH THE WORKFORCE

LEARNING & DEVELOPMENT

SHRM impacts the lives of more than 362 million workers and their families globally and understands how better workplaces lead to a better world for all.

SHRM enriches the workforce by:

- Providing the tools, trainings, and resources needed to guide workplace culture and shape positive environments where workers can grow and succeed.

- Supporting and preparing the next generation of business executives, HR leaders, and workers for the ever-evolving demands of the future.

- Providing highly sought-after insights, networking opportunities, and conferences that help HR professionals create workplaces where employees can thrive.

BRAND PILLARS

CHAMPION BETTER WORKPLACES

POLICY & ADVOCACY

SHRM is uniquely positioned at the intersection of work, workers, and the workplace, providing it with the unique voice, policy perspective, and technical expertise necessary to advocate for workplace public-policy issues.

SHRM champions better workplaces by:

- Working in a nonpartisan manner to advance principled public policies that work for both employers and employees.

- Committing to seeing smart, balanced public-policy solutions enacted into law that consider the complex and changing dynamics of today's workforce.

- Advocating for the biggest public-policy issues impacting work today, such as workplace governance, artificial intelligence, flexibility and paid leave, workforce development, workplace health care, inclusion, and immigration.

BRAND PILLARS

ADVANCE THE WORLD OF WORK

THOUGHT LEADERSHIP & RESEARCH

SHRM is the foremost expert, convener, and thought leader on pressing issues impacting today's evolving workplaces.

SHRM advances the world of work by:

- Creating bold, innovative solutions that enable businesses and people to thrive in a transforming global economy.

- Providing nearly 340,000 members from around the world with thought leadership content and resources derived from rigorous, evidence-based insights.

- Serving as the go-to expert on the workplace research, policies, and strategies impacting employers and employees.

SHRM BRAND
ARCHITECTURE

MASTER BRAND

All products and services within the SHRM ecosystem are marketed under one unified brand identity, emphasizing the strength and reputation of our Master Brand. SHRM's Master Brand logo, often referred to as the SHRM Blocks, is central to our brand's identity.

SHRM's Brand Architecture, the systematic framework for organizing sub-brands, products, and services, was built with intention to ensure clarity, avoid confusion, and maximize the overall value of our brand portfolio.

BRANDED HOUSE: **STRATEGY**

SHRM
BETTER WORKPLACES
BETTER WORLD™

SHRM is a branded house, meaning all sub-brands and corresponding marks fall under the umbrella of our Master Brand. This approach provides a framework that upholds the value and integrity of the Master Brand Blocks to:

Leverage equity across our entire brand portfolio.

Achieve greater impact through strict consistency across the brand ecosystem.

Drive loyalty and strengthen relationships with our audiences.

Encourage efficiency through a unified brand structure.

Cement the value of our Master Brand to deliver greater trust and ROI.

BRANDED HOUSE: **SUB-BRANDS**

As a branded house, the **SHRM Master Brand Blocks** are central to all brand marks within the ecosystem.
Sub-brands should follow Master Brand formats to maintain consistency and alignment with other portfolio offerings.

Horizontal Master Brand

- Leverages equity from Master Brand.
- Shared emphasis across Master Brand + product/service.
- Consistent placement of Master Brand on left.
- Product/service height consistent with Master Brand.
- Product/service given unique identity within Brand Guidelines.

FOR HORIZONTAL LOCK-UPS WHERE THE TEXT IS ONE
LINE, IT SHOULD BE THE HEIGHT OF THE SHRM LETTERS.

FOR HORIZONTAL LOCK-UPS WHERE THE TEXT IS TWO
LINES, IT SHOULD BE THE HEIGHT OF THE SHRM BLOCKS.

Stacked Master Brand

- Leverages equity from Master Brand.
- Emphasis on Master Brand over product/service.
- Consistent placement of Master Brand on top.
- Product/service width consistent with Master Brand.
- Product/service given unique identity within Brand Guidelines.

FOR STACKED LOCK-UPS, THE SHRM BLOCKS SHOULD BE THE WIDTH OF THE TEXT.

BRANDED HOUSE: **SNAPSHOT**

Master Brand

Predominant brand name that serves as the central point for which all underlying products, services, or events are based.

Audiences

Segments of people who may have interest in SHRM and our products and services.

HR Students	HR Professionals
HR Executives	B2B Buyers
CEOs	Politicos
Donors	Brand Partners

Audience Marks

While the Master Brand Blocks serve all audiences, Audience Marks (sub-brands) signal the distinct user experiences and offerings within.

Portfolio of Offerings

SHRM's portfolio of products, events, and services; not all products require a brand mark.

BRAND + AUDIENCE-CENTRICITY

As a branded house, SHRM's Master Brand holds value and relevance to each of our eight strategic audiences and should always be central to any interaction with our brand.

While a key component of Audience-Centricity is to deliver personalized experiences by audience, select SHRM audiences have audience-level brand marks to further support the unique experience SHRM offers to them.

Some members and prospects may fit into more than one audience category, but the consistent delivery of SHRM's Master Brand and sub-brands will drive trust and brand recognition.

To learn more about SHRM's Audience-Centric Approach, visit the **Audience-Centricity Hub** in SHRMin.

HR Students
Traditional and nontraditional HR students enrolled in academic programs seeking career guidance and development.

HR Professionals
Junior, midlevel, and director-level HR professionals seeking career and professional support while executing HR strategy and operations globally.

Brand Partners
Marketers, advertisers, and sales representatives seeking to reach our audiences via our channels and shared thought leadership. They partner with us on sponsorships, ads, booths, etc.

HR Executives
Senior HR leaders, up to and including CHROs, at SMBs to enterprise-size companies, seeking to maximize human potential within their businesses and expand their authority on all things work.

Donors
Those dedicated to investing capital and resources into HR-driven initiatives with the aim of catalyzing positive social impact and financial returns.

B2B Buyers
A B2B buyer or buying committee seeking to deploy SHRM solutions and products at a large scale within their organization.

Politicos
Elected and appointed officials, as well as their staff, in a seat of power to influence or set laws and policy at the local, state, or federal level.

CEOs
The top leader at midmarket or enterprise organizations driving strategy and success. SHRM empowers CEOs with our data and insights to elevate HR, unlock workforce potential, and drive growth.

FLAGSHIPS

SHRM's expertly curated content collections include podcasts, videos, articles, and newsletters.

HR Daily delivers daily insights, trends, and expert advice, empowering HR professionals to build a productive, engaged workforce and drive organizational success.

The AI+HI Project engages with senior-level industry leaders and executives to provide strategic insights, practical tips, and actionable strategies to innovate a future that blends human ingenuity with advancing technology.

People + Strategy, brought to you by the SHRM Executive Network, connects HR leaders with industry executives to discuss the latest insights on strategic workforce planning, leadership development, and the current growth of technology.

Tomorrowist provides essential insights on workplace trends to equip senior leaders with the knowledge to shape tomorrow's workplaces today.

All Things Work provides expert knowledge and actionable insights for HR leaders and organizational decision-makers to navigate today's rapidly changing workplace.

NEW PRODUCT DEVELOPMENT

Within SHRM's product portfolio, there are well-established brand marks that support the Master Brand across our eight audiences. As the business grows, new brand marks are inevitable, yet it is important not to create unnecessary marks that will dilute the value of the Master Brand or cause confusion among our audiences. It is imperative to **brand with intention** and **adhere to the Master Brand Guidelines.**

The Global Brand Team is your partner to ensure all materials, communications, and brand marks are compliant with SHRM's Master Brand Guidelines. For questions related to existing or new brand marks, contact: **brand.team@shrm.org**.

BADGE ACHIEVEMENT HIERARCHY

SHRM achievements represent a structured pathway of recognition, beginning with individual development, advancing to distinguished personal achievement, and culminating in network-level distinction.

Achievement Type	Example	Overview	Additional Rationale
Certifications and Credentials		**Certifications and Credentials** represent an individual who has met the industry-recognized standards or competencies, often but not always maintained through ongoing requirements such as continuing education or recertification.	These marks represent **continuous learning** and **professional development**.
Individual Recognitions		**Individual Recognitions** represent an individual who has completed a course of study, training program, or assessment to a defined standard, reflecting acquired knowledge, skills, or competence in a particular subject area.	These marks represent **authenticity of skill set and career readiness**.
Institutional Recognitions		**Institutional Recognitions** represent a SHRM-approved organization, institution, or partner authorized to deliver programs, courses, or learning activities, often but not always as part of a collective network.	These marks represent a **seal of approval** and **endorsement of accreditation**.

As the SHRM brand continues to evolve, achievement types may be updated or refined.

NEW PRODUCT DEVELOPMENT:
NEW BRAND MARKS

New brand marks may be considered when:

- Launching a new product or service that is distinct from existing offerings in the portfolio.
- Planning an event focused on a new topic or to reach a new audience.
- Creating a new audience experience or flagship.
- Acquiring a new company or business.

In other instances, the SHRM Master Brand Blocks can serve to represent the new product or service. Keep in mind that just because an initiative or project has a name doesn't mean it should have a mark.

Examples of products or initiatives that do not warrant a brand mark:

- Creation of an inclusion and diversity handbook.
- Development of an audience-centric campaign or tagline.
- Ad hoc project that is limited in scope and time-bound.
- Product extension that supports an existing SHRM sub-brand.

Any new brand marks must follow the brand guidelines with consideration for the weight and prominence of the SHRM Blocks.

NEW PRODUCT DEVELOPMENT:
CO-BRANDING

SHRM often collaborates and partners with other brands, organizations, or individuals to expand its expertise, offerings, or services. For select collaborations and partnerships that result in co-created content or products, a lock-up logo may be warranted to leverage credibility and value from the Brand Partner.

Please collaborate with the Global Brand Team for any co-branded logo needs to ensure compliance and visual consistency.

In general, lock-up logos featuring SHRM and another brand should be limited — only reserved for strategic Brand Partners to mitigate dilution of the SHRM Master Brand.

Examples of co-branding that maintain clear delineation between Brand Partners:

Examples of co-branded lock-ups that leverage value and relevance from Brand Partners:

Thorough consideration should be given to the chosen text that describes the brand relationship, such as "powered by," "in partnership with," "or presented by."

For co-branded lock-ups, use only the SHRM Blocks without the tagline. The preference is for the SHRM Master Brand Blocks to be 25% larger than partner logos. A 50/50 model of the SHRM Blocks and partner logo is applicable when the relationship has an equal balance of investment in partnership resources and offerings.

SHRM BRAND
GUIDELINES

BRAND GUIDELINES

The following pages explain how to present the SHRM Master Brand visual identity throughout our ecosystem with consistency and purpose. It is important that all SHRM stakeholders comply with these guidelines to maintain brand equity and visual cohesion across all branded materials, regardless of:

- The format of content (e.g., digital or print).
- Who created it (e.g., internal creative or partner agency).
- Intended audience (e.g., HR professionals, HR executives, CEOs, or politicos).

Supplemental guidelines have been created for many of SHRM's sub-brands and include specific guidance on tone, voice, typography, secondary color palettes, and visual treatments when creating materials for the intended audience(s). For access to supplemental guidelines, reach out to **brand.team@shrm.org**.

SHRM BLOCKS + BWBW TAGLINE: **COLOR CODES**

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

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

SHRM BLOCKS + BWBW TAGLINE: **STACKED**

The stacked logo Blocks + BWBW tagline should be used as the primary or first branding mark for digital, video, and print. The BWBW tagline cannot have its font weight adjusted or trademark symbol removed, and it is only approved in the primary, knockout, and gray/BW treatments.

MINIMUM SAFE SPACE:

X MARKS FONT HEIGHT

MINIMUM SIZE:

1in/60px

COLOR TREATMENTS:

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

SHRM BLOCKS + BWBW TAGLINE: **HORIZONTAL**

The horizontal logo Blocks + BWBW tagline can also be used as the primary or first branding mark for digital, video, and print if it works better in the space. The BWBW tagline cannot have its font weight adjusted or trademark symbol removed, and it is only approved in the primary, knockout, and gray/BW treatments.

MINIMUM SAFE SPACE:

X MARKS FONT HEIGHT

MINIMUM SIZE:

0.5in/40px

COLOR TREATMENTS:

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

SHRM **BLOCKS ONLY**

Use the Blocks-only logo as a standalone when spacing does not permit the use of the Blocks + BWBW tagline or for secondary and tertiary branding placements within one document, website, or material.

MINIMUM SAFE SPACE:

X MARKS REGISTERED TRADEMARK SYMBOL WIDTH

MINIMUM SIZE:

0.5in/40px

COLOR TREATMENTS:

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

SHRM **SMALL-SCALE BLOCKS**

The small-scale Blocks contain thicker line strokes and will hold up better when reduced in scale. This can be used in designs and lock-ups that require a small logo.
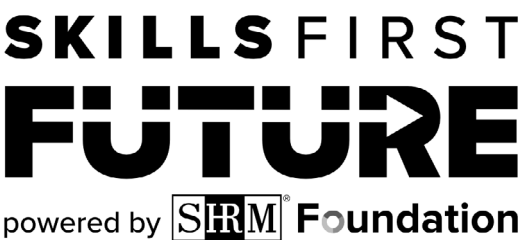

STARTING SIZE:

0.5in/40px

MINIMUM SIZE:

.25in/20px

EXAMPLE:

USAGE SUGGESTIONS:

This version should be used in cases where the standard logo Blocks go below their minimum size.

ADDITIONAL GUIDELINES
FOR MASTER BRAND BLOCKS

**To uphold brand value and integrity, it is imperative that
the SHRM Blocks are never altered or changed in any way.**

The full-color Blocks should not be placed on SHRM blue backgrounds because it dilutes the border and can seem as if the logo is bleeding into the background.

Do not separate or manipulate the Blocks in any way; they should always remain intact.

Do not remove or separate the registered trademark symbol (®) from the logo.

Do not extend or add elements to the Blocks in any way (e.g., borders, lines, or shapes); the minimum safe space around the Blocks is intentional.

ADDITIONAL GUIDELINES
FOR MASTER BRAND BLOCKS

**To uphold brand value and integrity, it is imperative that
the SHRM Blocks are never altered or changed in any way.**

Do not change the
color of the Blocks; only
approved SHRM blues,
gray/BW, and knockout
versions are compliant.

Do not allow text,
images, or other creative
elements to overlay or
cover the Blocks.

Do not use the Blocks as
text within body copy. In
a sentence, always write
out SHRM.

BWBW **TAGLINE USAGE**

FOR INTERNAL USE ONLY.

This brand mark is a condensed version of the SHRM Blocks to create a tricolor bar with the tagline. It is meant to serve as a visual support to the overall brand. The BWBW tagline cannot have its font weight adjusted or trademark symbol removed, and it is only approved in the primary, knockout, and gray/BW treatments.

MINIMUM SAFE SPACE:

X MARKS FONT HEIGHT

MINIMUM SIZE:

0.25in/20px

WHAT NOT TO DO:

The "Better Workplaces. Better World." tagline must always appear with either the full Blocks or the tricolor bar. It should not be used as a standalone logo or to name a product or event.

COLOR TREATMENTS:

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

SHRM **CHAPTER/STATE COUNCIL**
MASTER BRAND ALIGNMENT

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Chapters and state councils are an extension of the SHRM Master Brand. They are not required to align with the SHRM Master Brand, but it is strongly encouraged to maintain SHRM's brand recognition and the halo effect it creates as well as to establish trust through a consistent visual identity.

Chapters and state councils must either align their logos with the SHRM Master Brand Blocks or include the SHRM Affiliate logo alongside their own chapter logo in all marketing materials.

Examples for illustrative purposes only

SHRM CHAPTERS/STATE COUNCILS: **AFFILIATE LOGO**

The SHRM Affiliate logo must be used by affiliates of SHRM accompanied by their own logos on digital, video, and print creative.

Chapters and state councils aligning their logos and visual identity with the SHRM Master Brand are not required to use the Affiliate logo.

MINIMUM SAFE SPACE:

X MARKS FONT HEIGHT

MINIMUM SIZE:

1in/60px

COLOR TREATMENTS:

COLOR: PRIMARY

KNOCKOUT

GRAY/BW

SHRM **IN PARTNERSHIP LOGO**
EDUCATION PARTNERS

The SHRM In Partnership logo may only be used by approved Education Partners when promoting SHRM certification preparation courses using the SHRM Learning System and/or SHRM Essentials of Human Resources programs.

MINIMUM SAFE SPACE:

X MARKS FONT HEIGHT

MINIMUM SIZE:

1in/60px

SHRM **PINWHEEL**

The blue Pinwheel icon used within the BWBW tagline design depicts the three-pronged relationship between **1.** work, **2.** workers, and **3.** the workplace.

Each of these components exists in connection with the other two. All are vital, intertwining together as one to impact and transform the world of work as we know it.

This is the essence of today's SHRM: HR leaders and change agents **working** in unison to create better **workplaces** and, ultimately, a better world for all **workers.**

SHRM PINWHEEL: **GRAPHIC USAGE**

The Pinwheel was designed to be a distinct visual element of the SHRM Master Brand, with the goal for it to eventually become a standalone icon. The Pinwheel has been incorporated across the brand's ecosystem for some time, but it is still not as widely recognized as the SHRM Blocks and should remain a complementary element used in close proximity to the Master Brand Blocks.

Over time, with consistent, strategic, and meaningful use, the Pinwheel will gain value as its own symbol representative of SHRM.

The Pinwheel should not be utilized as a standalone brand logo; it must be used as a visual accent or treatment within a branded asset and positioned near the Master Brand Blocks to build value and recognition.

Do not use the Pinwheel as a replacement for the number "0."

Do not use the Pinwheel as an icon representing a checkmark or dot in a grid.

The Pinwheel should not break away from the primary blue brand colors, unless utilizing the knockout white version or black version.

The pinwheel can replace the letter "O" only in approved lockups.

Do not use the Pinwheel as a bullet point.

The size of the Pinwheel must be proportional to the font beside it.

SHRM PINWHEEL: **COLOR CODES**

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

TYPOGRAPHY

SHRM's primary typeface is Proxima Nova, classified as a sans serif typeface. It is versatile and full-featured with a family of 48 fonts (in eight weights: thin, light, regular, medium, semibold, bold, **extrabold,** and **black**; in three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed; with italics in all weights and widths). This large family makes it the perfect font for multiple purposes: display type, body type, captions, constrained spaces, etc.

Proxima Nova is a clean, modern typeface, often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions.

Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789$%!@#^&*:"|}?)

TYPOGRAPHY
PRINT GUIDELINES

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SHRM's Proxima Nova typeface provides versatility with its family of 48 fonts in eight weights and three widths.

Always consider purpose, audience, and readability with a clear hierarchy structure in mind.

HIERARCHY:

Basic hierarchy usually includes three levels:

Level 1: Most important content or information. Should be immediately visible in the design (headline).

Level 2: Stands out to help organize design or sections of information into groups. Helps direct viewers (subhead).

Level 3: The core of the message. Must be readable (text).

HIERARCHY EXAMPLES:

Level 1: Bold 40pt
Level 2: Semibold 22pt
Level 3: Regular 12pt

TYPOGRAPHY
DIGITAL GUIDELINES

———

PRIMARY FONT:

Proxima Nova for use in headers, hero imagery, creative collateral and digital experiences

BACKUP FONT:

Arial for use in body copy, non-creative communications and documents, long form content

HIERARCHY:

Standard Body Copy Is Regular 16px

XL Headlines Are Extrabold 48px

Large Headlines Are Extrabold 36px

Medium Headlines Are Extrabold 24px

Medium Skinny Headlines Are Regular 24px

Small Headlines Are Semibold 18px

Tiny Headlines Are Semibold 14px

Tiny Headlines Are Regular 14px

Utility and Descriptor Text Is Regular 14px

COLORS

Color and percentage guidance should be used for full-funnel marketing journey of primary HR Pro and Executive audiences. Please see specific sub-brand and audience boards for additional creative guidance.

[The SHRM Brand Guides](#) provide color usage details for specific sub-brands and corresponding marks within the SHRM brand.
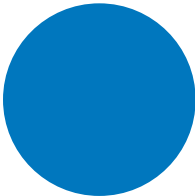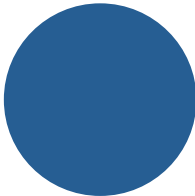
CMYK:
For print usage

PMS:
For Pantone usage

RGB:
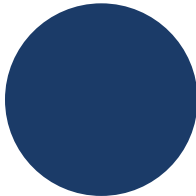For digital usage

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

SUPPORTING NEUTRAL PALETTE:

CMYK: 0/0/0/0
PMS: White C
RGB: 255/255/255
HEX: #ffffff

CMYK: 12/9/9/10
PMS: Cool Gray 3 C
RGB: 221/221/221
HEX: #dddddd

CMYK: 54/46/45/11
PMS: Cool Gray 9 C
RGB: 120/120/120
HEX: #787878

CMYK: 75/68/67/90
PMS: Black C
RGB: 0/0/0
HEX: #000000

SECONDARY COLORS:

SUPER DARK BLUE

CMYK: 100/94/38/55
PMS: 282C
RGB: 0/9/62
HEX: #00093e

POWDER BLUE

CMYK: 51/21/2/0
PMS: 542C
RGB: 121/173/216
HEX: #79add8

ICE BLUE

CMYK: 23/2/0/0
PMS: 290C
RGB: 197/229/255
HEX: #c5e5ff

ROYAL BLUE

CMYK: 91/84/0/0
PMS: 2369C
RGB: 61/49/205
HEX: #4030d6

BUTTON COLOR:

SEE NEXT PAGES FOR GUIDANCE.

LEMON

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

COLOR USAGE

Usage of color ratios is determined by the creative direction and applications. Ratios provide structure, but application depends on content, medium, and purpose. Prioritize balance, readability, brand impact, accessibility, and visual hierarchy in every design.

- **Primary Colors (Primary Blues) ~50%-60%:** Primary Blues remain the foundation of the brand's visual identity. They are used across large areas such as webpage backgrounds, hero sections, and printed collateral.
  Flexibility note: In some layouts, Primary Blues may take up less space than white when the collateral requires more white space for readability, breathing room, and brightness.

- **Supporting Neutral Colors (White, Gray, Black) ~25%-30%:**
  Neutrals provide balance, contrast, and legibility. White should often serve as the main background to give content room to breathe. Black should mostly be used for typography and used sparingly in other design elements to avoid overly heavy compositions.
  Flexibility note: Supporting colors may occasionally occupy more or less space depending on layout needs, but total usage should remain visually balanced with primary and secondary colors.

- **Secondary Colors (Super Dark, Powder, Ice, or Royal Blue) ~10%-15% (up to 30%-40% for partial backgrounds):** Secondary colors are the accent palette, meant to draw attention to CTAs, subheaders, icons, and highlighted sections.
  Flexibility note: In select layouts, secondary colors may occupy 30%-40% of the asset or webpage as a partial background to create visual interest and focus. When used this way, ensure text and elements placed on top maintain clear contrast and hierarchy.

Key considerations for application:

- **Color category framework:** The "primary" and "supporting" labels in the ratio rule refer to the primary and secondary colors within the SHRM color palette, not the general color spectrum.

- **The total percentage is 100%:** Keep in mind that the combined percentages of your color choices should add up to 100%. For example, some existing brand board use a 70-20-10 rule for color palettes that include SHRM Primary, Supporting, and Secondary colors.

- **Multiple colors:** Use of more than one secondary color is reserved for research-specific content (pie charts, graphs, etc.) Asset owner should consult Brand team for detailed guidance.

- **Special cases:** For guidance and/or approval for color usage beyond existing Brand Guides, reach out to brand.team@shrm.org.

COLOR USAGE BY USE CASE: **BOLD BLUES**

BOLD, PURPOSEFUL, VISIONARY

Guidance:

- Small-scale, hero, and conversion-focused marketing materials should use SHRM blues as the hero color. Avoid white backgrounds to keep content engaging and refined.

- Be mindful of contrast and negative space for readability and for the design/content to breathe.

Example of color usage ratios:

60%	25%	15%
Blues are interchangeable	Any supporting color	Any secondary color

Use Cases:

| Collateral Type:	Color Usage Considerations and Best Practices:
Digital ads	Bold backgrounds will stand out in user interfaces and positively impact click-through rate
Paid and organic social	Bold backgrounds will appear engaging and stand out in feeds
Email banners	Bold backgrounds will separate the graphic/information from the rest of the email body
Web hero banners and modules with minimal copy	Bold backgrounds will create necessary hierarchy above other modules, ensuring a structured look
Event hero collateral	Bold backgrounds should be first choice, but neutral backgrounds can be considered for the right use case
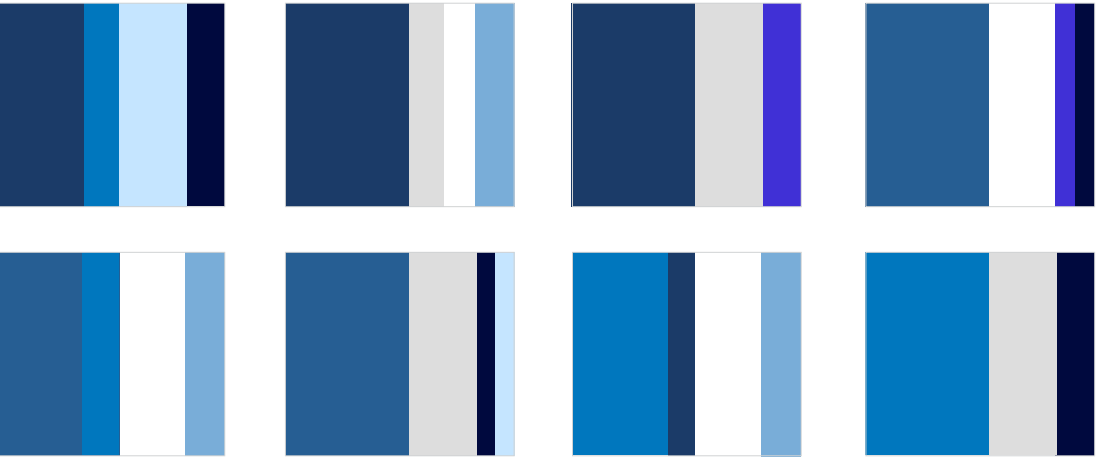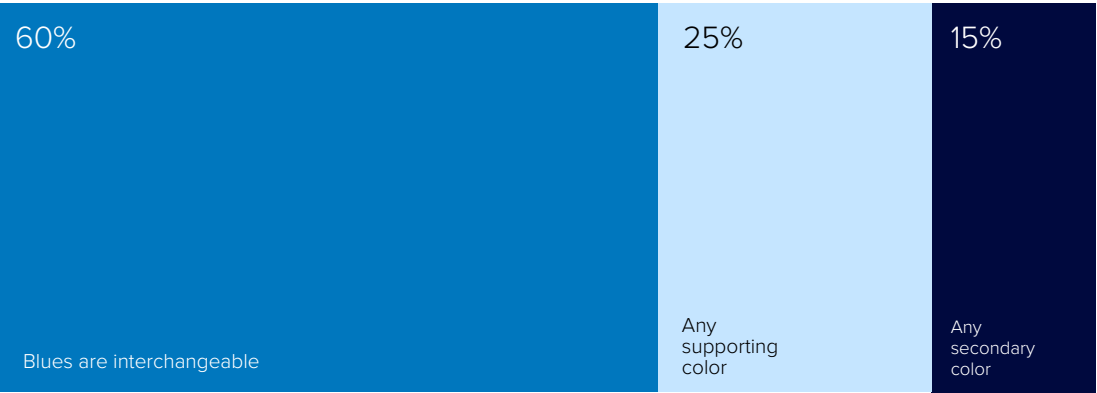
COLOR USAGE BY USE CASE: **NEUTRALS**

Guidance:

- Creative with high volumes of content should leverage more neutral backgrounds to maintain clear visual hierarchy and optimize readibility.

- Print collateral with no bleed should use a white background.

Example of color usage ratios:

50%	40%	10%
Any supporting color	Blues are interchangeable	Any secondary color

Use Cases:

Collateral Type:	Color Usage Considerations and Best Practices:
Print and editorial long-form content (brochures, one-pagers, fliers, magazine pages)	White and neutral backgrounds will allow copy and imagery to be the focal point of the creative.
PDFs, decks, and presentations	White and neutral backgrounds for the body content appear professional and enable more effective processing of complex information. Note: Bold blues can be used for divider/more graphic slides with minimal information.
Copy-heavy web modules	White, neutral, and lighter backgrounds will allow content to be the focal point and optimize accessibility.
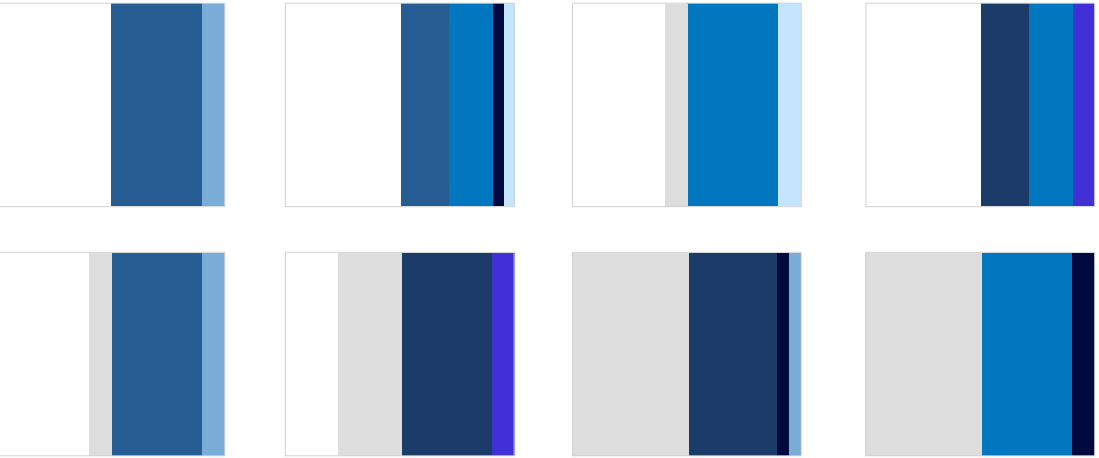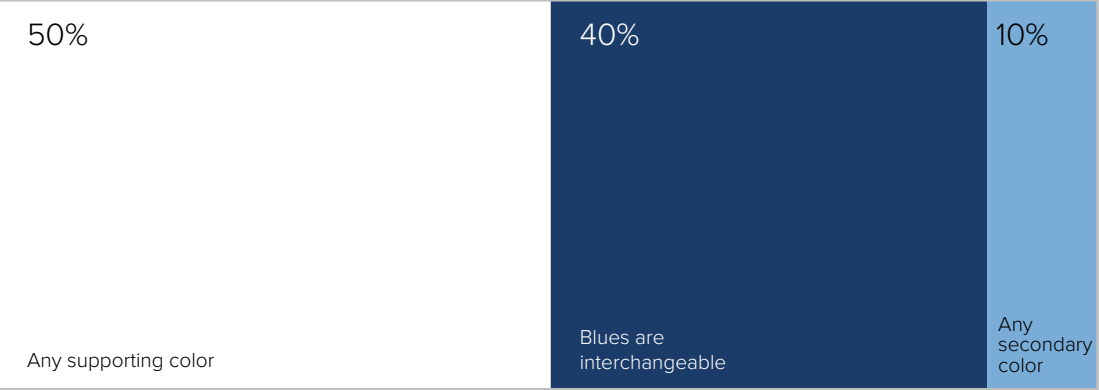
COLORS: **ADA COMPLIANT COLORS**

BLACK TEXT
SUPER DARK BLUE TEXT
SHRM DARK BLUE TEXT
SHRM MEDIUM BLUE TEXT
ROYAL BLUE TEXT

White Background

WHITE TEXT

SHRM Bright Blue Background

WHITE TEXT
ICE BLUE TEXT

SHRM Medium Blue Background

WHITE TEXT
ICE BLUE TEXT

SHRM Dark Blue Background

BLACK TEXT
SUPER DARK BLUE TEXT
SHRM DARK BLUE TEXT
SHRM MEDIUM BLUE TEXT
ROYAL BLUE TEXT

Light Background

WHITE TEXT
POWDER BLUE TEXT
ICE BLUE TEXT

Super Dark Blue Background

BLACK TEXT
SUPER DARK BLUE TEXT
SHRM DARK BLUE TEXT
SHRM MEDIUM BLUE TEXT

Ice Blue Background

BLACK TEXT
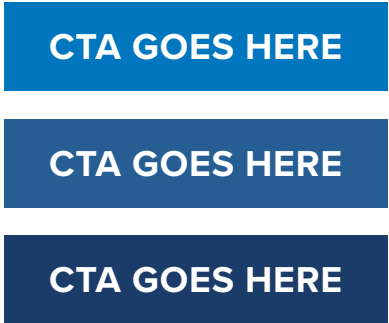**SUPER DARK BLUE TEXT**
SHRM DARK BLUE TEXT

Powder Blue Background

WHITE TEXT
ICE BLUE TEXT

Royal Blue Background

COLORS: **BUTTONS**

SHRM PRIMARY BRAND COLORS:

| CTA GOES HERE |
| CTA GOES HERE |
| CTA GOES HERE |

SHRM SECONDARY BRAND COLORS:

| CTA GOES HERE |
| CTA GOES HERE |
| CTA GOES HERE |
| CTA GOES HERE |

Usage Guidance:

- **Purpose:** Used for both revenue-driving and micro conversions.

- **Examples:** Signing up for newsletters, accessing free resources, downloading reports, or learning more about SHRM.

- **Guidance:** Blue CTAs should be the default across most materials, maintaining brand consistency while supporting a range of engagement goals.

SHRM LEMON BUTTON COLOR:

| CTA GOES HERE |

Usage Guidance:

- **Purpose:** Reserved primarily for high-value, revenue-driving actions.

- **Examples:** Purchases, event registrations, paid memberships, and other direct business goals.

- **Guidance:** Lemon may be used for these CTAs but is not required. Use with discretion to draw emphasis where strong visual hierarchy is needed.

- **Placement:** Digital marketing and promotional materials only (e.g., emails, paid ads, landing pages). Avoid use in print or internal communications.

TEXTURES: **REPEATING SHRM**

The SHRM "vogue" wordmark can be used in a repeating stack to create a visual texture and create balance. Add more texture by creating a fade-out effect by adjusting opacity of each "SHRM".

The SHRM "vogue" wordmark can be used as a large texture to anchor the graphic and create a strong visual reference to the brand. Parts of the wordmark can be partially covered by other graphics in a magazine style.

The pattern can be moved and combined to provide emphasis wherever works best with the graphic. Do not place the SHRM wordmark upside-down or backwards. The logo should not bleed off the sides of the graphic.

Usage Guidance:

Use this logo-typography treatment only for upper-funnel, brand-level creative.

**OK for:** Hero images, campaign ads, website headers, social media, environmental, video frames.

Avoid in: Copy-heavy or informational pieces, fliers, email, templates, or small-format materials.

- **Prominence:** Acts as a supporting visual, not the focus. Keep clear hierarchy — don't compete with headlines or imagery.

- **Opacity:** Use between 20%-60%.

- **Layout:** The SHRM repeat should never bleed off edges but can appear sideways.

- **Color:** Stick to brand colors only; utilize fade-outs sparingly and effectively. Maintain strong contrast and avoid cluttered backgrounds.

TEXTURES: **PINWHEEL**

Create visual emphasis with a fade-out effect by adjusting opacity of each pinwheel. Keep opacity low to allow for legibility of any text or graphics on top of it.
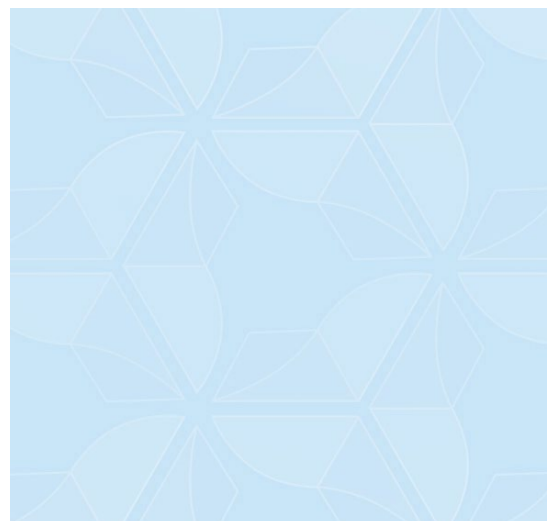
The SHRM pinwheel can be used in a tile pattern to create a dynamic background texture. Keep opacity low to maintain legibility of any text or graphics on top of it.

Use a mix of outlined and filled pinwheels and/or opacities to highlight/bring attention to a piece of the graphic. Use an "overlay" transparency setting and reduced opacity to create texture and emphasis.

The SHRM pinwheel can utilize scale to create interesting patterns and add texture to backgrounds. If using different scales, make sure to maintain a grid pattern so the pinwheels feel intentional and not randomly placed.

TEXTURES: **MACRO PINWHEEL**

The SHRM pinwheel can be used at a macro scale to create bold visual backgrounds. This use case should be reserved for copy-heavy graphics or graphics that could benefit from color blocking to group information. The three sections of the pinwheel should be visible — the pinwheel should not be scaled so large that only one or two sections are shown.
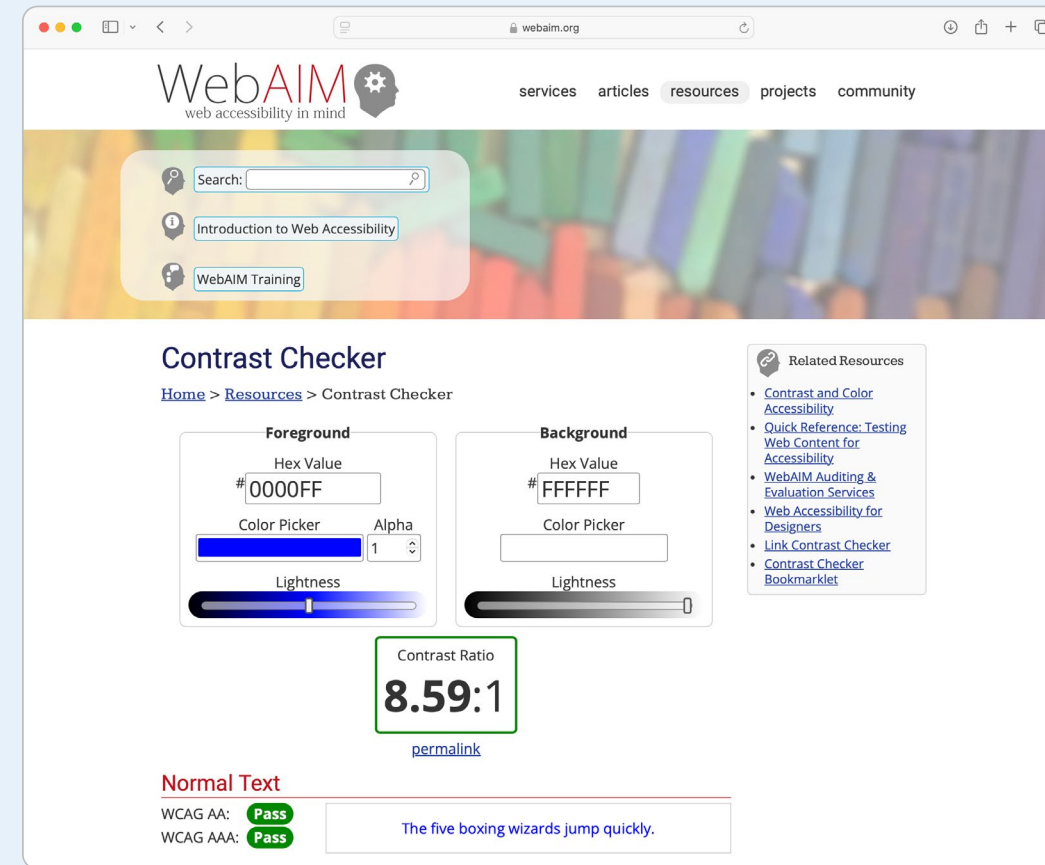
GRAPHIC ELEMENT: **FRAMING**

The SHRM pinwheel can be used as a graphic element to frame and add visual movement around a graphic.
This should be reserved for copy-heavy graphics, callout copy, quotes, etc.

TYPE AND DIGITAL AA COMPLIANCE

ACCESSIBILITY GUIDELINES:

When using typography on a webpage, please consult the WebAIM.org Principles of Accessible Design, which can be found here: http://webaim.org/intro/#principles. To make sure that all of our users can read and access our site, SHRM has committed to meeting AA levels of compliance. All text and links should pass the Web Content Accessibility Guidelines Level AA contrast ratios of 4.5 to 1 for text 14px and under or 3 to 1 for text 14px and bold or larger.

DIGITAL COLOR — COLOR CONTRAST CHECKER:

To ensure all typography choices are AA-compliant, please consult the WebAIM.org Color Contrast Checker, available at: http://webaim.org/resources/contrastchecker/

PHOTOGRAPHY

Photos should have a clean and modern look without feeling staged; avoid styles or designs that would date the image.

Considerations:

- Include people of various ethnicities, races, ages, genders, and abilities.

- Leverage open space visuals like round table discussions, sofa conversations, and brainstorming sessions and consider relevant nonoffice settings, as well.

- Stock imagery should be leveraged from licensed resources to ensure usage rights for marketing (Getty Images and iStock).

- Use of free or otherwise unauthorized images is not permitted.

PHOTOGRAPHY

Select people or objects in their natural environment.

Avoid cutouts unless the photo is a product shot.

PHOTOGRAPHY

Include people of different ethnicities, races, ages, genders, and abilities. Use photos of people/objects in nonoffice settings when possible. Avoid obvious objects when possible and select images taken from interesting angles.

PHOTOGRAPHY

Do not write the message of your photo out within the photo. Embrace metaphors when appropriate.
At times, your art selection can be ambiguous. It's OK to not be overly obvious.
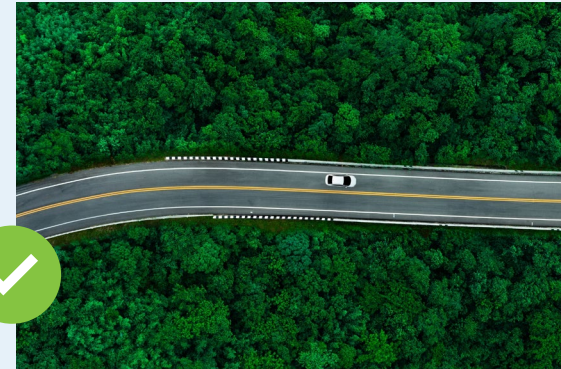
ILLUSTRATION

Ensure any illustrations reflect our Tone & Voice and the target audience for the content. Illustrations should be leveraged in the form of infographics for select channels including email, social media, website, and other digital channels.

- Avoid illustrations that feel like clip art or cartoons. Avoid using icons that are too decorative—though it is OK to use those icons incorporated within more elaborate settings or stylized in a way that makes it clear it is not a utility.

- Stock illustrations should be leveraged from licensed resources to ensure usage rights for marketing (Getty Images and iStock). Use of free or otherwise unauthorized artwork is not permitted.

MOTION GRAPHICS

Sonic ID usage: The SHRM sonic ID is an audio watermark audible whenever the SHRM Blocks appear on screen. Any video that concludes with a SHRM end card should include the sonic ID. The sonic ID should not have a music bed underneath it and should not overlap with any preceding music.
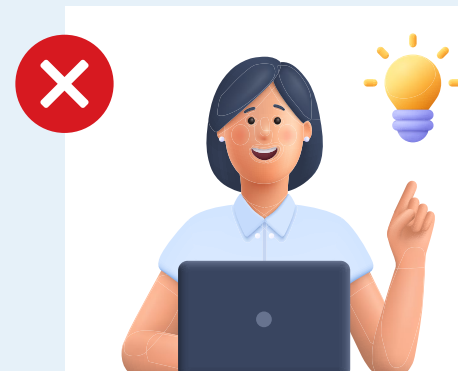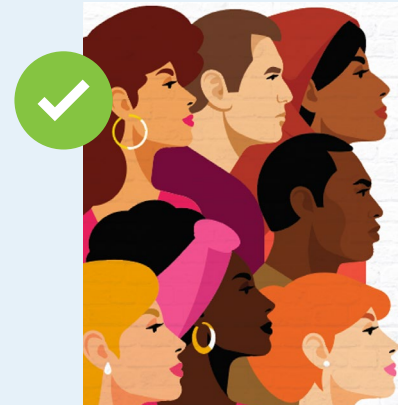
SHRM executives should be identified with a lower third.

Johnny C. Taylor, Jr., SHRM-SCP
President and Chief Executive Officer, SHRM

Videos should end with the SHRM logo Blocks and a CTA with a URL.

TO MAXIMIZE AI + HI TURN TO SHRM

SHRM
BETTER WORKPLACES
BETTER WORLD™

SHRM.ORG

Videos for social media should be exported with captions burned into the video.

All videos for social media should be exported in the proper formats.

FACEBOOK
Preferred Format: MP4 or MOV
Aspect Ratios:
- **Feed:** 4:5 or 1:1
- **Stories/Reels:** 9:16 (full portrait)

File Size: Up to 4 GB
Duration: 1 second to 90 seconds

INSTAGRAM
Preferred Format: MP4 or MOV
Aspect Ratios:
- **Feed:** 4:5 (portrait) or 1:1 (square)
- **Stories/Reels:** 9:16 (full portrait)

File Size: Up to 4 GB
Duration:
- **Feed:** Up to 60 minutes
(split into multiple segments if needed)
- **Reels:** 3 seconds to 90 seconds
- **Stories:** Up to 15 seconds per slide

X (FORMERLY KNOWN AS TWITTER)
Preferred Format: MP4 (recommended) or MOV (for mobile)
Aspect Ratios: 1:1 (square) or 16:9 (landscape)
File Size: Up to 512 MB for web, up to 15 MB for mobile
Duration: 2 minutes and 20 seconds maximum

LINKEDIN
Preferred Format: MP4
Aspect Ratios: 1:1 (square), 16:9 (landscape), or 9:16
(full portrait for mobile)
File Size: Up to 5 GB
Duration: Up to 15 minutes (though shorter, under 2 minutes, is recommended for engagement)

TIKTOK
Preferred Format: MP4 or MOV
Aspect Ratios: 9:16 (full portrait)
File Size: Up to 1 GB
Duration: 3 seconds to 60 seconds (up to 10 minutes for select users)

YOUTUBE
Preferred Format: MP4 (recommended) or MOV
Aspect Ratios:
- **Standard:** 16:9 (landscape)
- **Shorts:** 9:16 (portrait)

File Size: Up to 128 GB
Duration: No limit for verified accounts (2 minutes to 15 minutes is recommended for engagement)

LAYOUTS

COMMON GRAPHIC DEVICES:

- Designs should be clean and modern, utilizing negative space and a strong typographic hierarchy.

- Flat blue hues can be mixed with gradient fades to create an interesting page texture.

- Partially cropping the pinwheel off the edge of the page can add a sense of movement.
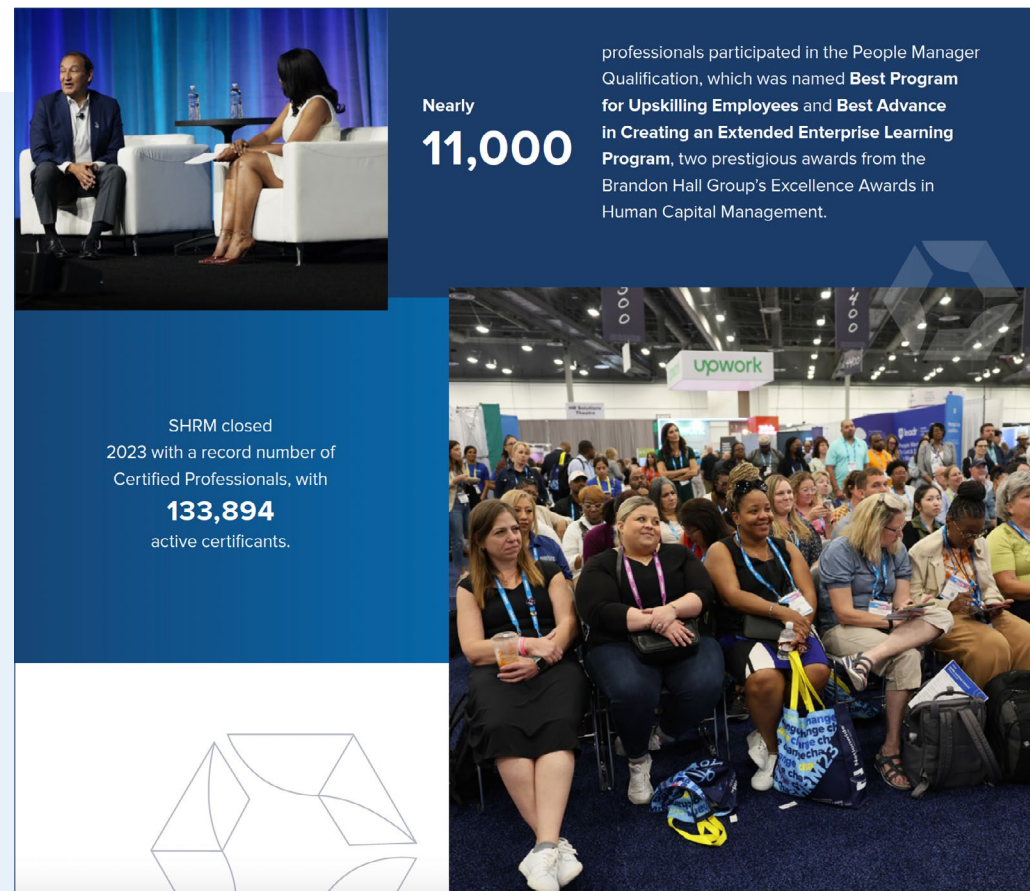
LAYOUTS

**ADDITIONAL
GRAPHIC DEVICES:**

LOREM IPSUM DOLOR

LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT,EIUSMOD TEMPOR

51%

of organizations do **NOT**
have a culture that is
consistently supportive of
I&D across all divisions
and geographies.

Source: SHRM Research on I&D

What Hinders I&D Efforts in Organizations?

And how to overcome
these challenges

Source: SHRM Research

50%

Lack of diversity at
senior levels
of the organization

7 HURDLES WOMEN
FACE AS THEY SEEK
TO ADVANCE

INVEST IN YOUR CAREER

**Blue tinted images can be commonly
used as backgrounds with white text.**

**Numbers can be enlarged
to stand out.**

**Alternating colors and type sizes
within headlines creates emphasis.**

RETAIL MERCHANDISE, GIFTING, AND GIVEAWAYS

OBJECTIVES

Drive the Master Brand story through tangible products laddering up to SHRM's overall standards of quality, cohesion, and Audience-Centricity.

QUALITY

All retail and giveaway products should be vetted and come from trusted vendors who can provide product samples for final review and approval before mass production. As a trusted leader in our industry, maintaining high standards is critical. We must ensure that our products reflect this commitment to quality.

COHESION

Leading with purpose, we must ensure that everything we do — including merchandise — tells a cohesive brand story. When selecting products, we should ask: "If someone saw just one item on its own, would they associate it with SHRM?" To ensure the answer is yes, we must prioritize consistency in logo placement, color choices, and product assortments.

AUDIENCE-CENTRICITY

Our products must reflect the accessibility, relatability, and relevance of our eight primary audience groups. Some overlap may exist, but understanding each audience's unique needs is just as critical in merchandise as it is in our product and membership offerings.

AUDIENCE-CENTRIC CONSIDERATIONS FOR PROMOTIONAL PRODUCTS

The selection of promotional products should not only reflect SHRM's status as a premium brand but should be representative of SHRM's 8 Strategic Audiences in the level of premium.

HR Students
Traditional and nontraditional HR students enrolled in academic programs seeking career guidance and development.

HR Professionals
Junior, midlevel, and director-level HR professionals seeking career and professional support while executing HR strategy and operations globally.

Brand Partners
Marketers, advertisers, and sales representatives seeking to reach our audiences via our channels and shared thought leadership. They partner with us on sponsorships, ads, booths, etc.

HR Executives
Senior HR leaders, up to and including CHROs, at SMBs to enterprise-size companies, seeking to maximize human potential within their businesses and expand their authority on all things work.

Donors
Those dedicated to investing capital and resources into HR-driven initiatives with the aim of catalyzing positive social impact and financial returns.

B2B Buyers
A B2B buyer or buying committee seeking to deploy SHRM solutions and products at a large scale within their organization.

Politicos
Elected and appointed officials, as well as their staff, in a seat of power to influence or set laws and policy at the local, state, or federal level.

CEOs
The top leader at midmarket or enterprise organizations driving strategy and success. SHRM empowers CEOs with our data and insights to elevate HR, unlock workforce potential, and drive growth.

STANDARD PREMIUM

HR Students

HR Professionals

HR Professionals and Students should be considered for **standard premium** products. These products should be high-quality, tasteful, and polished.

ELEVATED PREMIUM

B2B Buyers

Brand Partners

Politicos

Brand Partners, B2B Buyers, and Politicos should be considered for **elevated premium** products. These products should be upscale, sophisticated, and refined.

LUXURY PREMIUM

Donors

HR Executives

CEOs

CEOs, HR Executives, and Donors should be considered for **luxury premium** products. These products should be exclusive, elegant, and deluxe.

Variances in level of premium can be considered on a case-by-case basis. For consultation on a product, reach out to brand.team@shrm.org.

PRODUCT CATEGORY CONSIDERATIONS

All product design development should lead with an initial alignment with the Master Brand guidelines. Logo placement on products can be uniquely identified when there is clean and simplified styling comparable to an elevated brand look and feel.

Apparel	Office Supplies, Drinkware, and Accessories	Do's and Don'ts
Product types: T-shirts, hoodies, zip jackets, polos **Primary design direction:** Master Brand logo usage. BWBW tagline integration is not required. Registration mark is not required when it appears illegible. **Secondary design direction:** Limited usage of annual campaign taglines. Master Brand logo must remain present on sleeve or nape of neck or locked up with campaign tagline on front of apparel item. Confirm alignment with Brand. Note: Please contact Brand team for any clarifying needs.	**Product types:** Office Supplies: journals, mouse pads, pens, laptop totes Drinkware: tumblers, coffee mugs, water bottles Accessories: umbrellas, stickers, lapel pins **Primary design direction:** Master Brand logo usage. BWBW tagline integration is not required. Registration mark should not be included on small print items where it is unrecognizable. **Secondary design direction:** Annual campaign or event taglines. Master Brand logo should be integrated as it would for marketing ads.	**Do** ensure there is a balance of Master Brand presence on all products. **Do** consider brand equity when identifying products and product categories to represent the brand. **Do** ensure logo and font colorways match the Master Brand palette. **Don't** compromise brand standards if vendor can't execute an approved brand design. **Don't** over-index on short-term campaign products. **Don't** modify Pinwheel for one-color printing.

PROMOTIONAL PRODUCT ORDERING CHECKLIST

All nonretail product ordering should follow the same process and approach as the retail collections when it comes to the **objectives and design considerations**.

Before placing orders, please answer the following:

- Does the product follow the considerations in the merchandise category section of the Brand Guidelines?

- Who is the end user or audience and does the product match the quality level of the need?

- Is the product a value enhancer for brand equity?

- What category does the item fall into (e.g., conference giveaway, gift with purchase, VIP gifting) and does it support the experience's return on investment?

- Does the item complement or conflict with existing SHRM merchandise?

If the answer is "no" to any of the above questions, please reach out to the Global Brand Team to explore alternative options for your needs.

SAMPLE PRODUCTS

STICKERS

MUGS

VESTS

LAPEL PINS (MAGNET ONLY)

T-SHIRTS

TOTES

The Global Brand Team is your partner to ensure all materials, communications, and brand marks are compliant with SHRM's Master Brand Guidelines. For questions or proof/sample review, contact: **brand.team@shrm.org**.