



# In True Blue

2026 BRAND CAMPAIGN

## CAMPAIGN OVERVIEW

**In HR, the work is constant, complex, and deeply human. SHRM sees it clearly — and shows it In True Blue: authentic, unfiltered, real. Every drip of watercolor reflects a work challenge transformed into progress.**

**Because if it's a work thing, it's a SHRM thing.**

**From daily decisions to defining moments, SHRM reveals the full picture of work as it truly is — and equips professionals everywhere to lead it forward. Work, in all its complexity, In True Blue.**

In 2025, the “If it’s a work thing, it’s a SHRM thing” campaign proved its strength and value, building brand authority and recognition. Generating over 340M impressions and 266K conversions at the 6 month mark, If it’s a Work Thing is generating higher ROAS than previous campaigns, and has positioned SHRM as the market leader in Top-of-Mind Awareness.

In 2026, SHRM is doubling down on the campaign tagline and ethos while shifting from awareness to direct customer engagement and conversion. We’ll speak directly to HR professionals and spotlight specific products to drive clear engagement and measurable revenue. By leveraging AI-enabled creative alongside structured testing, we will deliver campaigns that drive revenue and deepen brand resonance.





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## LOCKUP STACKED

The “If it’s a work thing, it’s a SHRM thing.” lockup from 2025 remains the cornerstone of our campaign identity. Two stacked versions are available to ensure flexibility across formats. Designers should select the version that best complements the layout and available space but should prioritize the use of the Primary mark.

The lockup should not stand alone without Masterbrand blocks present on the graphic.

PRIMARY

IF IT'S A  
**WORK**  
THING, IT'S A  
**SHRM**  
THING.

ALT 1

IF IT'S A  
**WORK**  
THING,  
IT'S A  
**SHRM**  
THING.

IF IT'S A  
**WORK**  
THING, IT'S A  
**SHRM**  
THING.

IF IT'S A  
**WORK**  
THING,  
IT'S A  
**SHRM**  
THING.

## LOCKUP HORIZONTAL

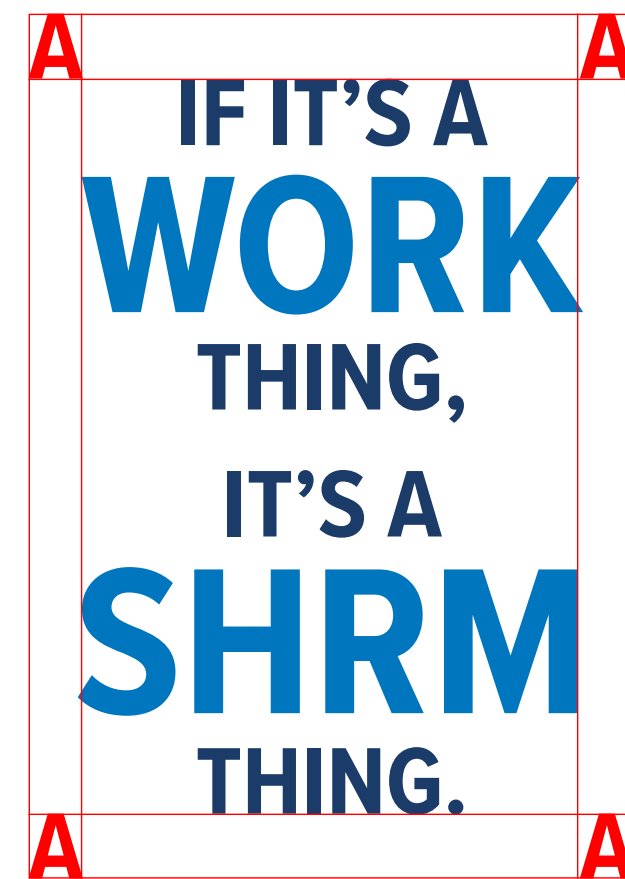
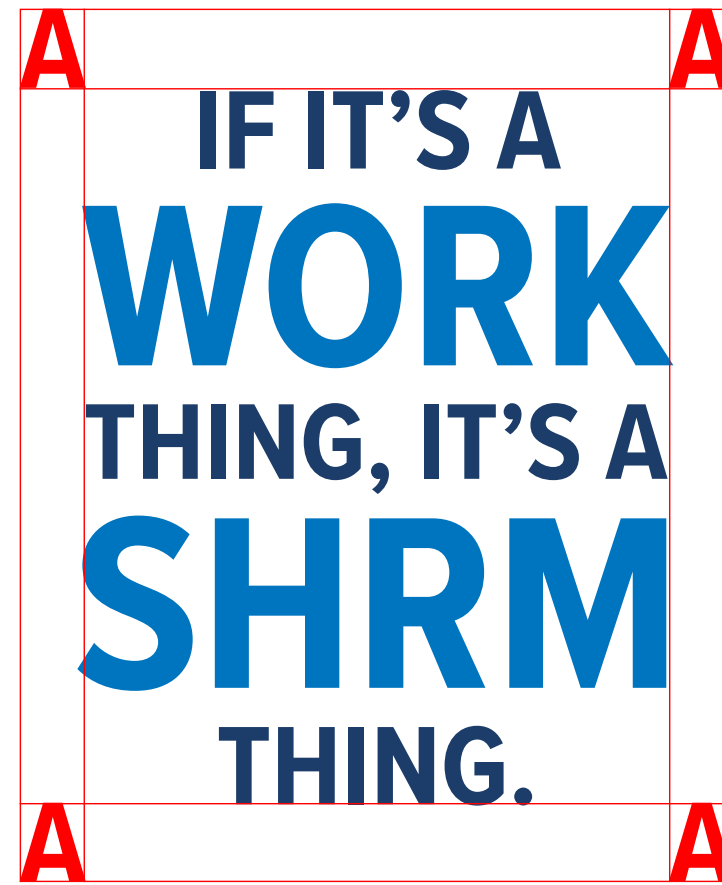
The “If it’s a work thing, it’s a SHRM thing.” lockup from 2025 remains the cornerstone of our campaign identity. Three horizontal versions are available to ensure flexibility across formats. Designers should select the version that best complements the layout and available space but should prioritize the use of the Primary mark.

The lockup should not stand alone without Masterbrand blocks present on the graphic.



## LOCKUP SIZING GUIDE

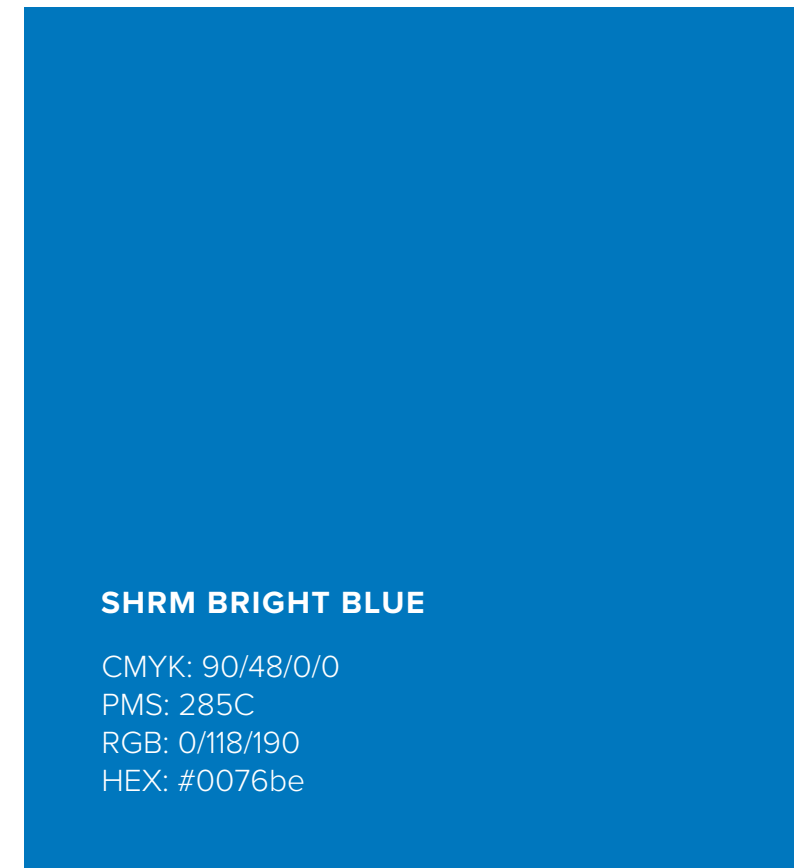
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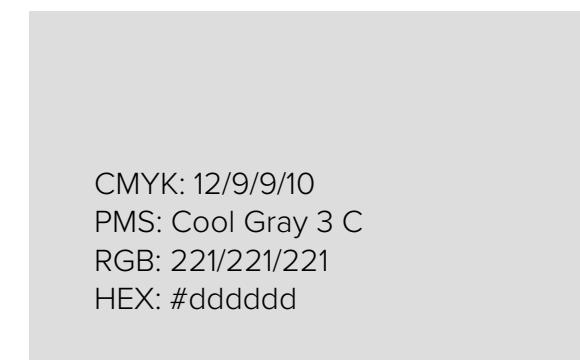
## COLORS

This campaign's color palette follows SHRM masterbrand standards. For detailed specifications and usage guidance, please reference the SHRM Brand Guide.

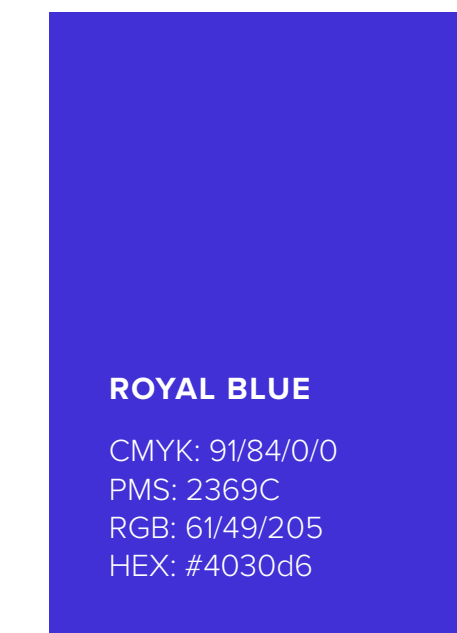
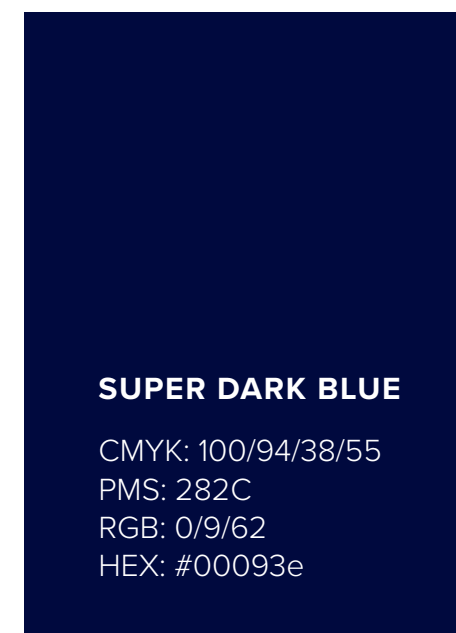
### SHRM PRIMARY BRAND COLORS:



### SUPPORTING NEUTRAL PALETTE:



### SECONDARY COLORS:



### BUTTON COLOR: SEE NEXT PAGES FOR GUIDANCE.

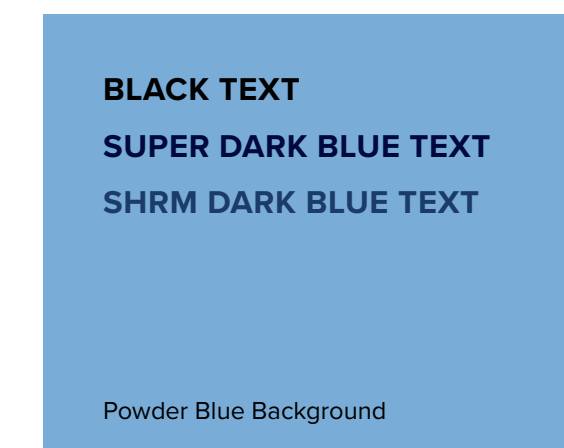
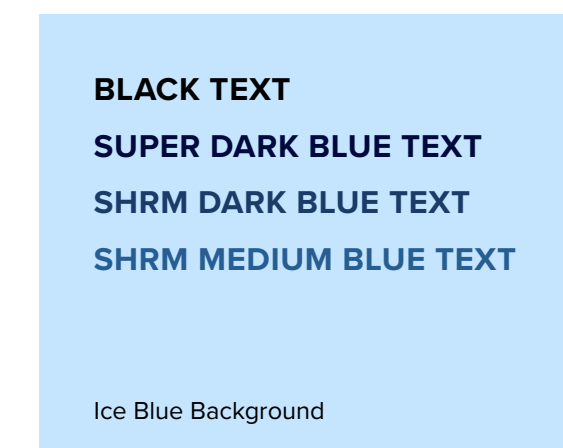
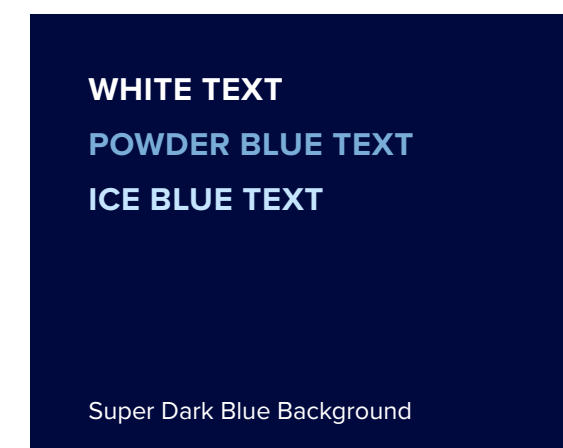
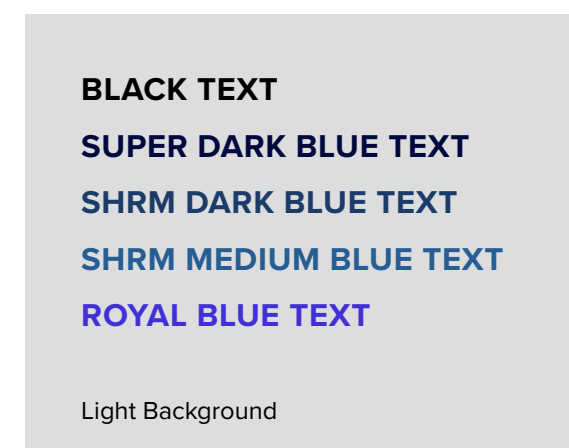
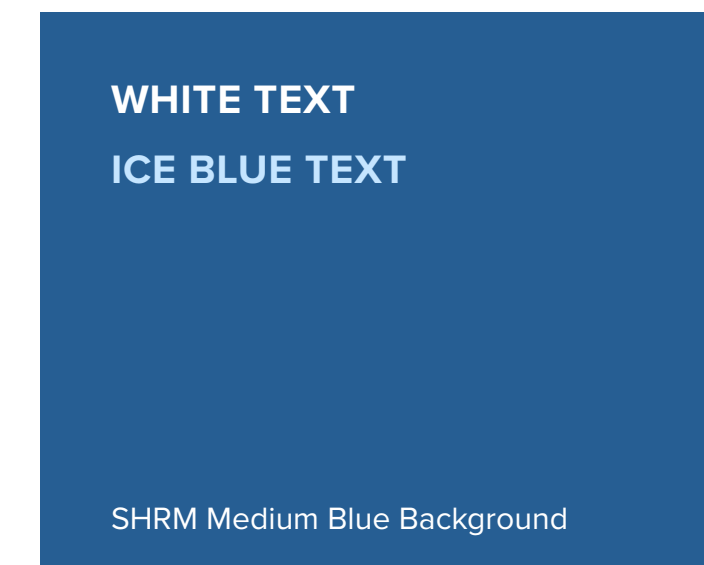
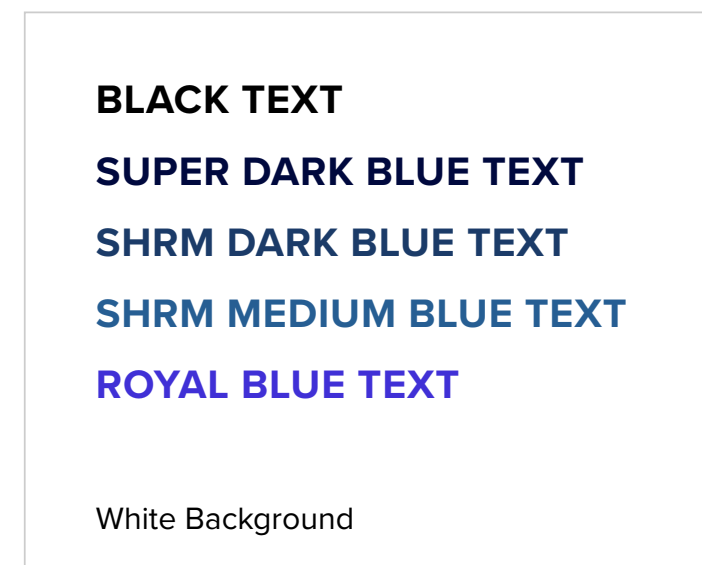


**LEMON**  
CMYK: 0/32/90/0  
PMS: 143C  
RGB: 251/181/51  
HEX: #fbb533

## COLORS ADA COMPLIANCE

This campaign's color palette follows SHRM masterbrand standards. For detailed specifications and usage guidance, please reference the SHRM Brand Guide.

Americans with Disabilities Act Standards for Accessible checked using <http://webaim.org/resources/contrastchecker/>



## COLORS BUTTONS

This campaign's color palette follows SHRM masterbrand standards. For detailed specifications and usage guidance, please reference the SHRM Brand Guide.

### SHRM PRIMARY BRAND COLORS:



### SHRM SECONDARY BRAND COLORS:



### SHRM LEMON BUTTON COLOR:



#### 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.

#### Usage Guidance:

- **Purpose:** Reserved primarily for high-value, revenue-driving actions.
- **Examples:** Purchases, event registrations, paid memberships, and other direct business goals.
- **Guidance:** Lemon Yellow 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.

## TYPOGRAPHY

Typography for this campaign adheres to SHRM masterbrand standards. Minor weight modifications have been introduced to create a more elevated and refined visual presence.

# Proxima Nova Regular

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HEADERS - TRACKING 0

**PROXIMA NOVA BOLD ALL CAPS**

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SUB HEADERS - TRACKING 100

Proxima Nova Regular. Lorem ipsum dolor sit amet sint aut ut dunt, quatus solupta cum et experro etur aut ut a dolum.

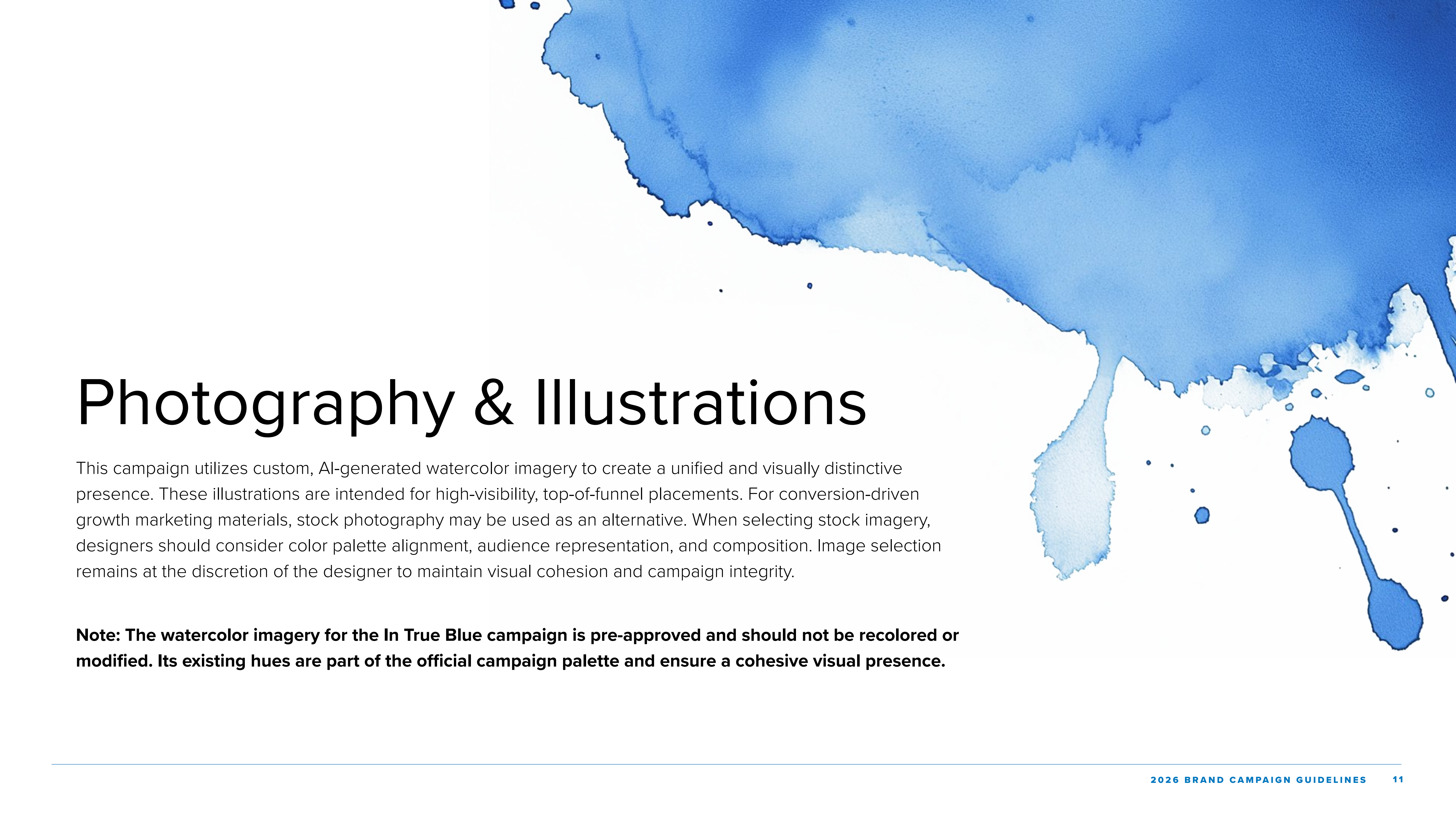
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BODY - TRACKING 10

**PROXIMA NOVA BOLD ALL CAPS**

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CTA - TRACKING 300

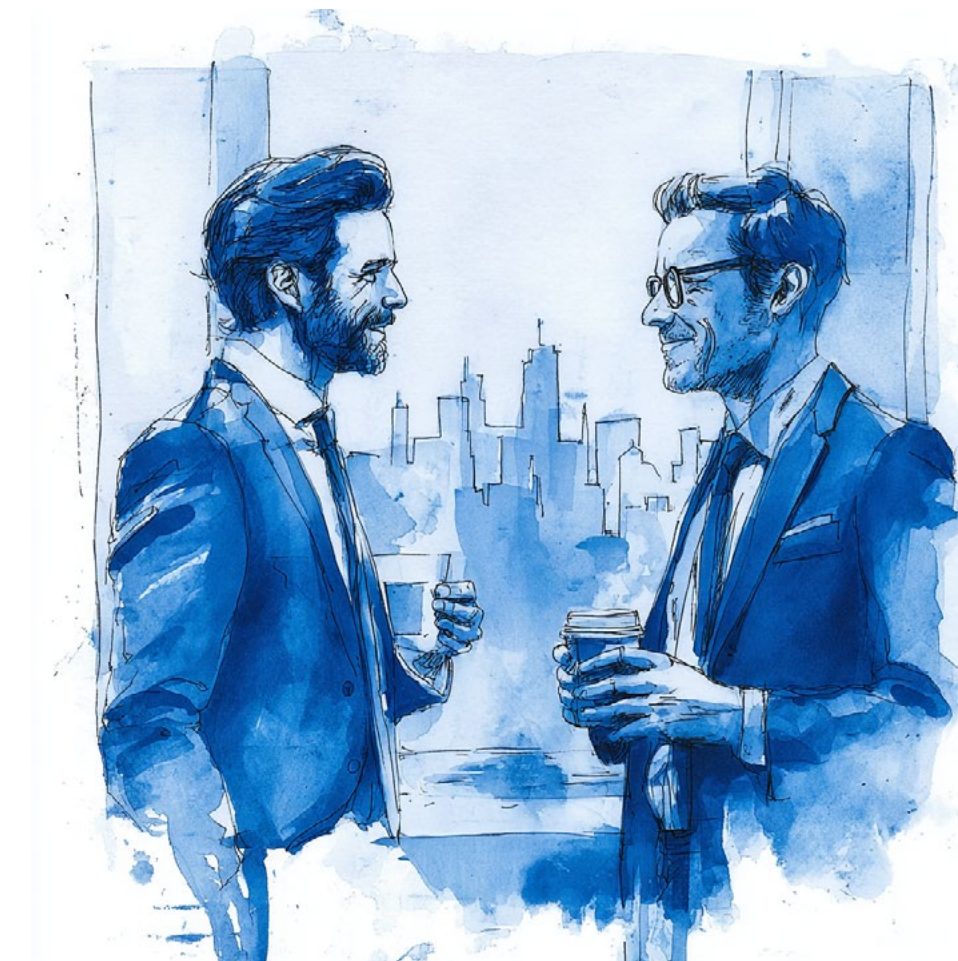
A large, abstract watercolor splash in various shades of blue, ranging from light to dark, occupies the right side of the page. The splash has irregular, feathered edges and some darker, more saturated areas, creating a sense of movement and depth.

# Photography & Illustrations

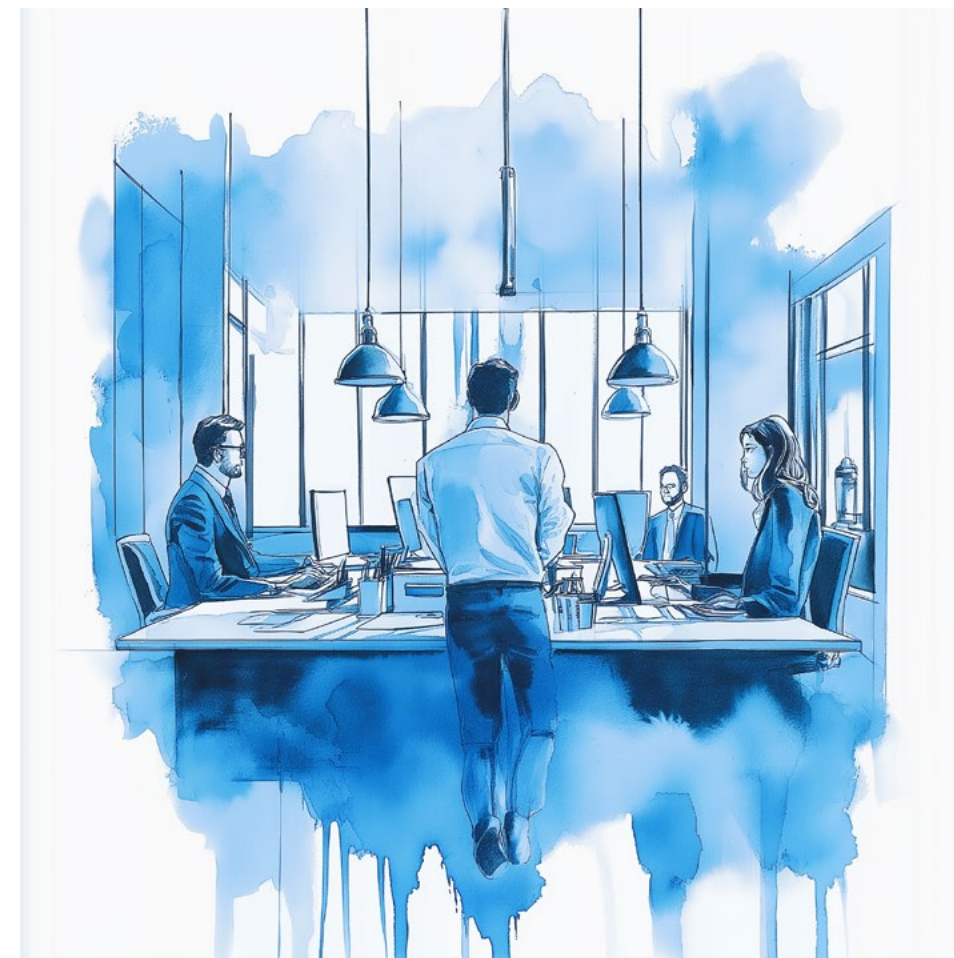
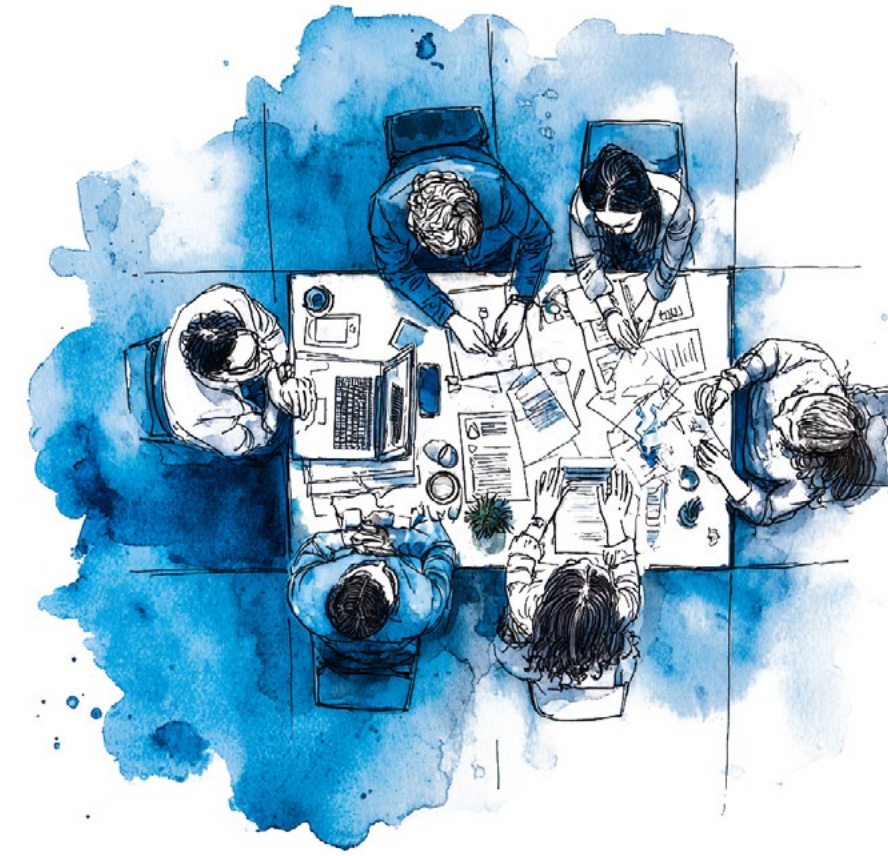
This campaign utilizes custom, AI-generated watercolor imagery to create a unified and visually distinctive presence. These illustrations are intended for high-visibility, top-of-funnel placements. For conversion-driven growth marketing materials, stock photography may be used as an alternative. When selecting stock imagery, designers should consider color palette alignment, audience representation, and composition. Image selection remains at the discretion of the designer to maintain visual cohesion and campaign integrity.

**Note: The watercolor imagery for the In True Blue campaign is pre-approved and should not be recolored or modified. Its existing hues are part of the official campaign palette and ensure a cohesive visual presence.**

## EVERGREEN ASSETS EXTERIOR SCENES



**EVERGREEN ASSETS**  
**INTERIOR SCENES**



**EVERGREEN ASSETS**  
**INTERIOR SCENES W/ PEOPLE**



**EVERGREEN ASSETS  
PORTRAITS W/ SCENES**



**EVERGREEN ASSETS**  
**PORTRAITS**

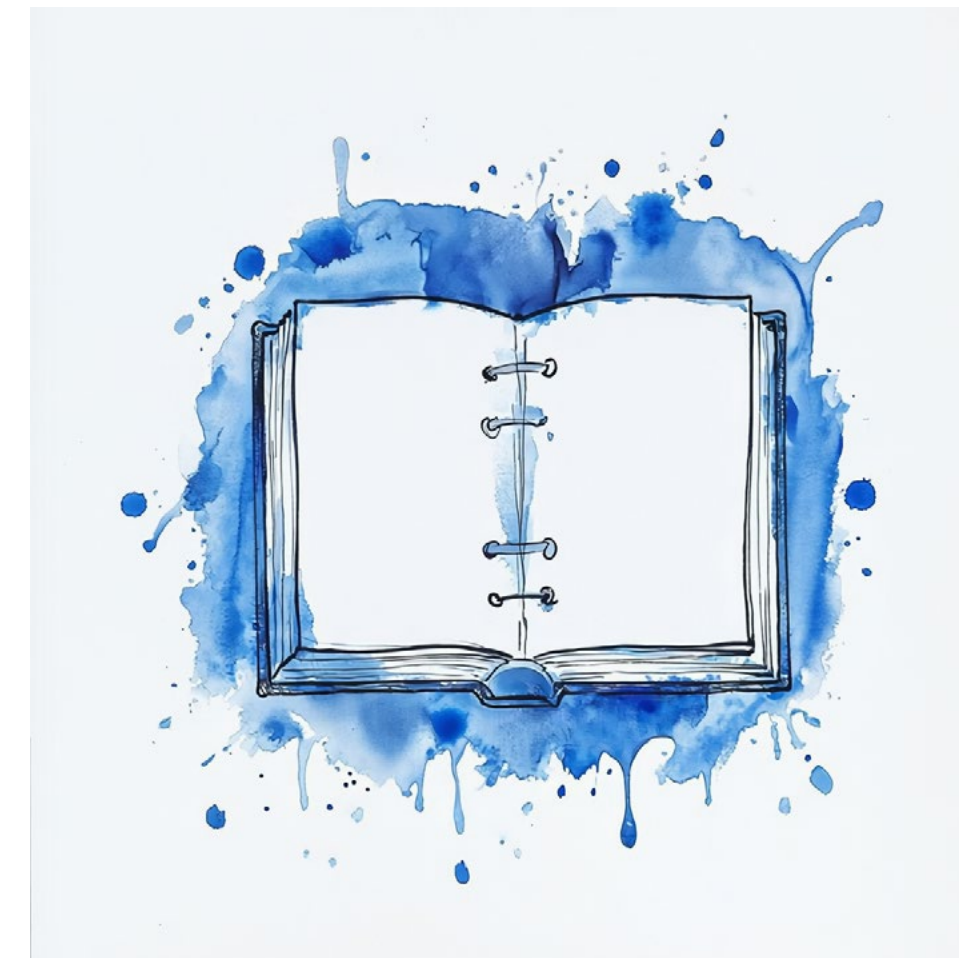


# EVERGREEN ASSETS

## GROUPS



**EVERGREEN ASSETS  
OBJECTS**



**EVERGREEN ASSETS**  
**WATERCOLOR SPLASHES**





# Applications

Our campaign imagery system is built around three distinct visual buckets, each flexible across light and dark themes. These buckets include:

- Illustrative Watercolor Scenes
- Watercolor-Only/Background Washes
- Stock Photography

Together, these approaches allow for high-impact hero moments, accessible layouts, and versatile marketing assets that scale across channels.

## APPLICATION GUIDANCE ILLUSTRATION USE

### PURPOSE

Illustrative watercolor imagery is used for **high-visibility, brand-forward applications**. These are AI-generated, custom illustrations that pair expressive ink lines with campaign watercolors.

### EXAMPLES:



### LIGHT THEME APPLICATION

- Illustration seamlessly integrates into white or light backgrounds.
- Watercolor spreads can extend to edges for an organic, artistic feel.
- Works best when paired with larger white space, clean typography, and a single CTA.
- Illustration can appear as a full scene (e.g., meeting rooms) or detailed vignettes and should connect to the subject matter of the asset.

### DARK THEME APPLICATION

- When used in dark-theme layouts, illustrations must be placed inside a container.
  - This container preserves contrast and ensures legibility.
  - It prevents color shifts and maintains the integrity of the watercolor tones.
- The container size should be proportionate to the asset's dimension and maintains a clean separation from the dark background.

### DO/DON'T GUIDANCE

- Do maintain original watercolor coloration (no hue shifts).
- Do allow illustration textures to remain organic and imperfect.
- Don't place raw illustration edges directly on a dark background.
- Don't recolor the artwork or alter the approved campaign palette.

## APPLICATION GUIDANCE WATERCOLOR ONLY USE

### PURPOSE

Watercolor splashes, gradients, and textured washes serve as supportive brand elements when no people, scenes, or photography are used. This bucket is **ideal for simple, flexible layouts**—email banners, internal templates, or lightweight marketing assets.

### EXAMPLES:



### LIGHT THEME APPLICATION

- Light watercolor washes add visual energy without overwhelming content.
- Works especially well when paired with plenty of white space.
- Shapes may feel soft, fluid, or organic; edges can break the frame.

### DARK THEME APPLICATION

- Watercolor washes shift to deep, inky blues with lighter highlights for contrast.
- Shapes may appear more saturated to stand out against navy backgrounds.
- No container is required, since watercolor washes are part of the background design itself.

### DO/DON'T GUIDANCE

- Do keep watercolor edges organic.
- Do select washes that complement the campaign palette.
- Don't introduce additional imagery or iconography into this bucket.
- Don't recolor or adjust hue of approved washes.

## APPLICATION GUIDANCE STOCK PHOTOGRAPHY USE

### PURPOSE

Stock photography supports **mid-funnel and conversion-focused assets** where clarity, relatability, and representation matter most. Photography should reflect real workplaces, modern professionalism, and inclusivity.

### EXAMPLES:



### LIGHT THEME APPLICATION

- Photography appears on white or light backgrounds with watercolor accents.
- Watercolor may sit behind or beside the image to create visual grounding.
- Scenes should feel open, bright, and natural.

### DARK THEME APPLICATION

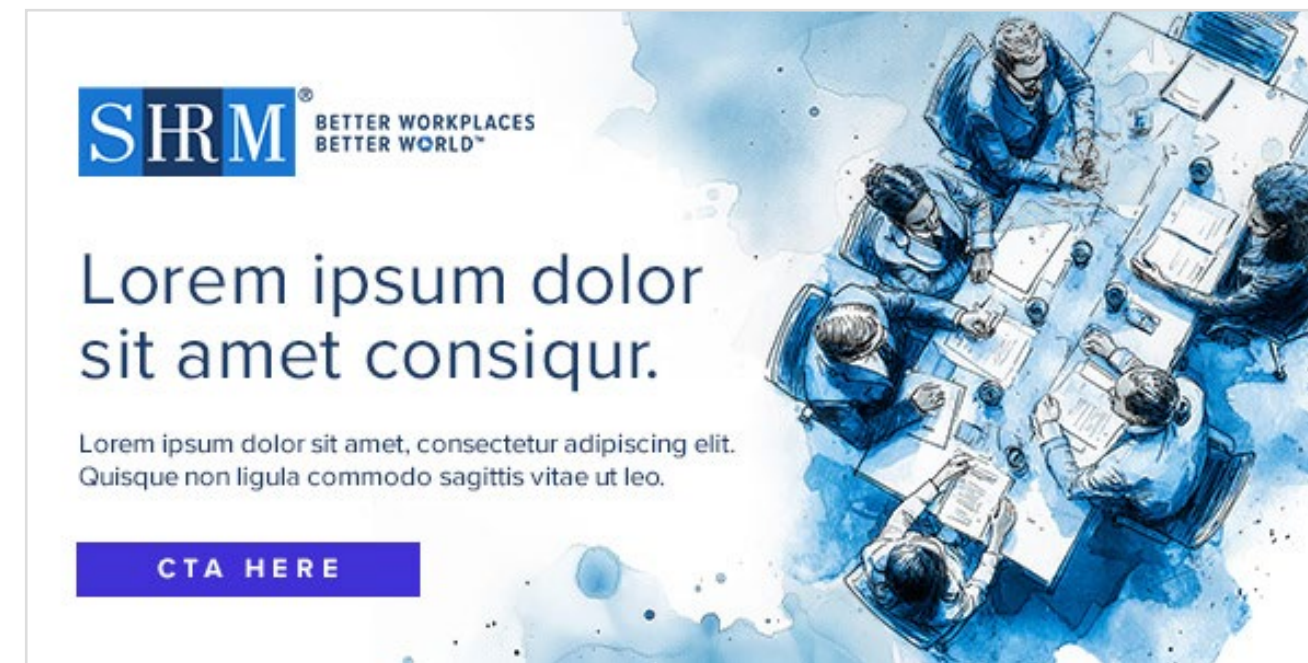
- Photography is placed into a container when paired with dark backgrounds:
  - Ensures visibility and avoids losing image detail in dark tones.
  - Supports consistent contrast across all assets.
- Watercolor textures may serve as a backdrop or edge accent, but photography must remain the dominant visual element.

### DO/DON'T GUIDANCE

- Do select photography that reflects diversity, professionalism, and authentic interactions.
- Do consider color harmony with the approved palette (cool neutrals, blues).
- Don't use imagery with yellow or warm lighting that clashes with campaign blues.
- Don't place photography directly on dark backgrounds without a container.

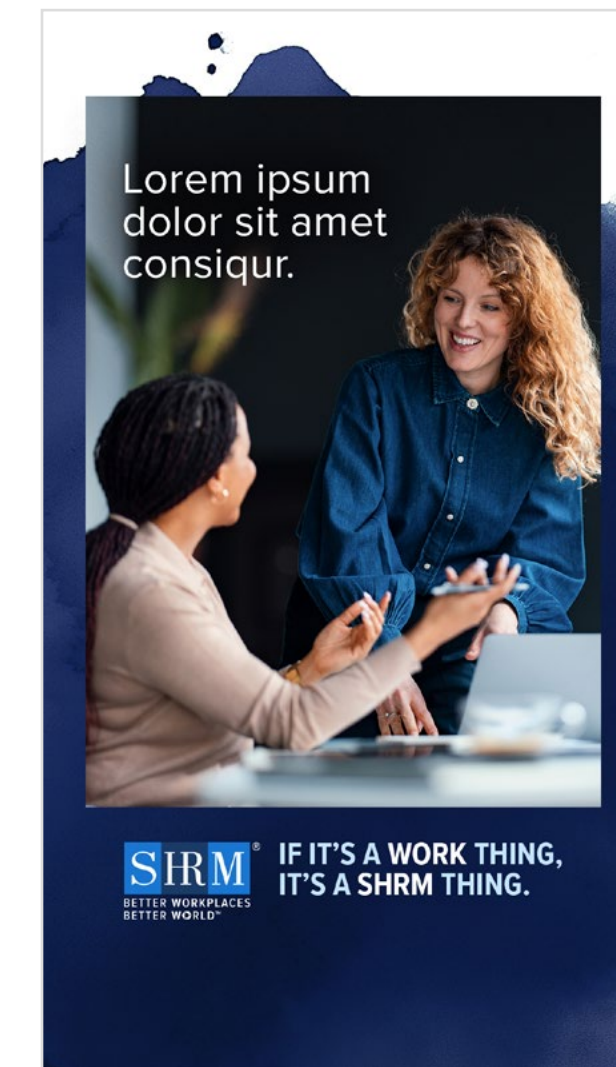
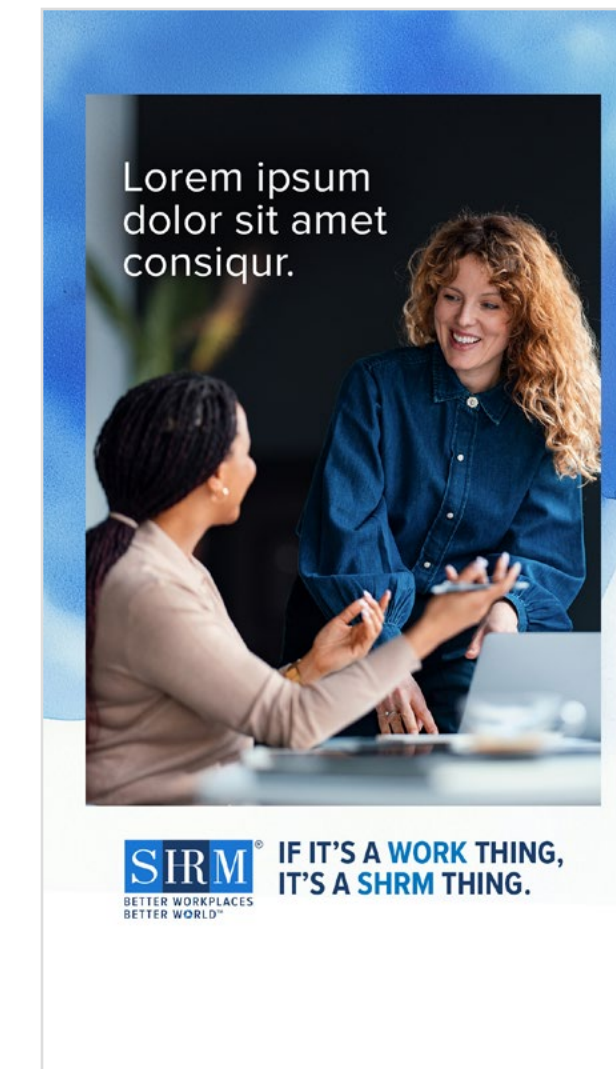
## APPLICATIONS EMAIL BANNERS

These examples illustrate how the brand system adapts across light and dark versions. Applications include designs featuring full illustrations, watercolor textures, and stock photography alternatives for instances where illustrations aren't suitable.



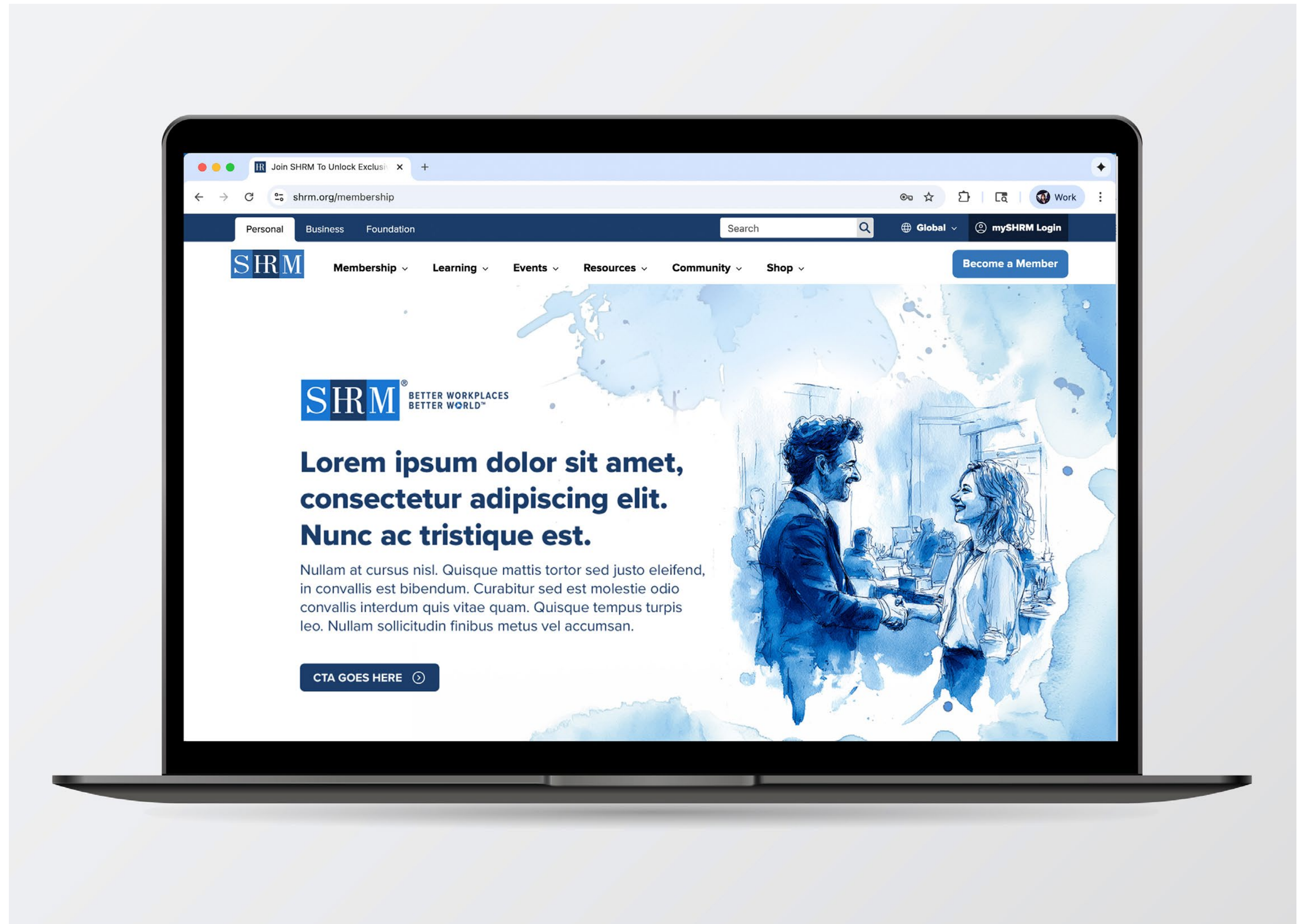
## APPLICATIONS SOCIAL POSTS

These examples illustrate how the brand system adapts across light and dark versions. Applications include designs featuring full illustrations, watercolor textures, and stock photography alternatives for instances where illustrations aren't suitable.



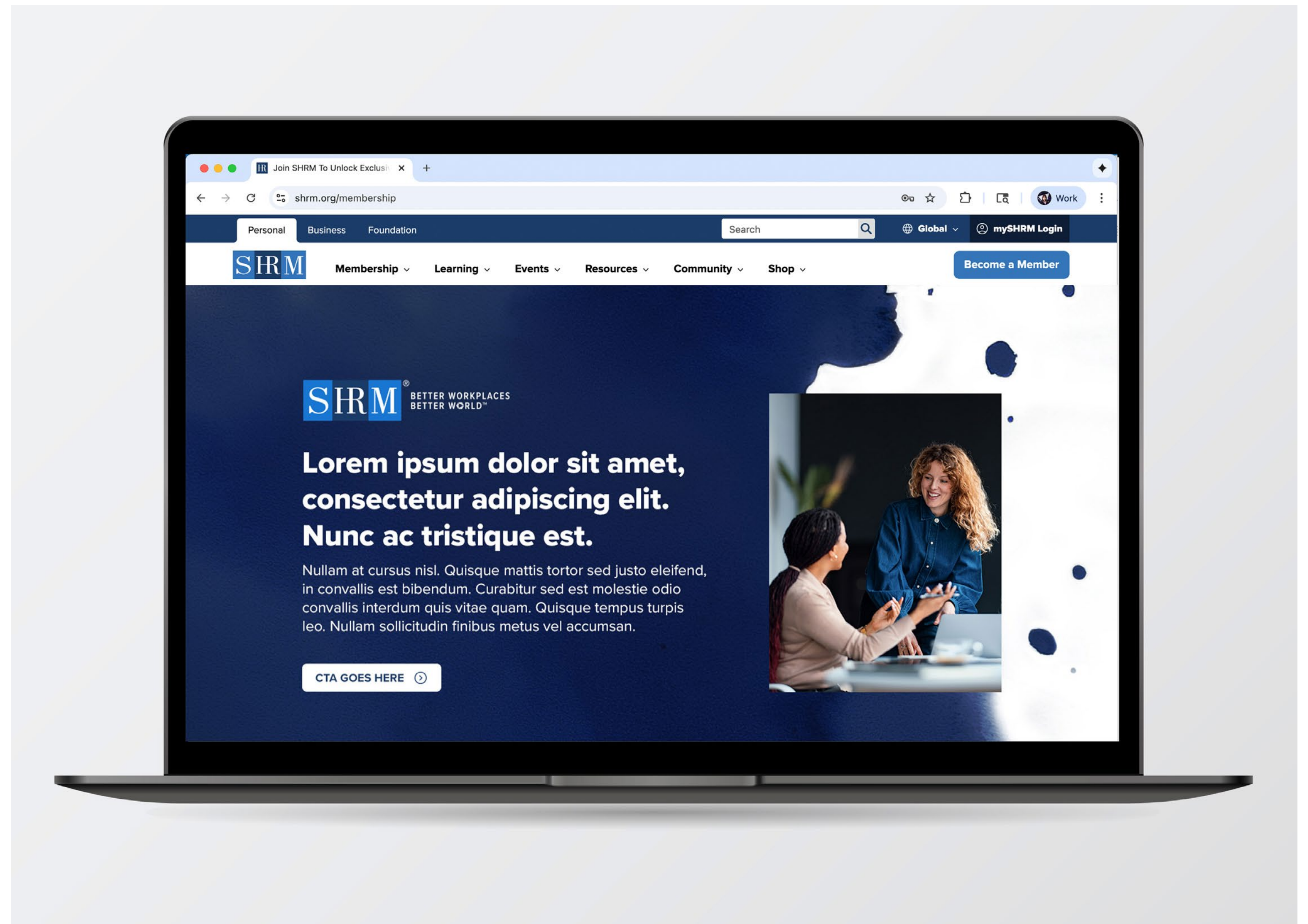
## APPLICATIONS WEB HEROS

These examples illustrate how the brand system adapts across light and dark versions. Applications include designs featuring full illustrations, watercolor textures, and stock photography alternatives for instances where illustrations aren't suitable.



## APPLICATIONS WEB HEROS

These examples illustrate how the brand system adapts across light and dark versions. Applications include designs featuring full illustrations, watercolor textures, and stock photography alternatives for instances where illustrations aren't suitable.



## APPLICATIONS ONE PAGER

These examples illustrate how the brand system adapts across light and dark versions. Applications include designs featuring full illustrations, watercolor textures, and stock photography alternatives for instances where illustrations aren't suitable.

**SHRM**® BETTER WORKPLACES  
BETTER WORLD™

Lorem ipsum dolor  
 sit amet consectetur  
 adipiscing elit.

Lorem ipsum dolor sit amet, consectetur  
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Donec pede justo, fringilla  
 vel, aliquet nec, vulputate  
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In enim justo, rhoncus  
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 venenatis vitae, justo.

Nullam dictum felis eu  
 pede mollis pretium.  
 Integer tincidunt.

Cras dapibus. Vivamus  
 elementum semper nisi.  
 Donec pede justo.

IF IT'S A  
 **WORK**  
 THING,  
 IT'S A  
 **SHRM**  
 THING.

**LOREM IPSUM DOLOR SIT AMET**  
 Aenean leo ligula, porttitor eu, consequat vitae, eleifend  
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**LOREM IPSUM DOLOR SIT AMET**  
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 laoreet. Quisque rutrum. Aenean imperdiet. Etiam  
 ultricies nisi vel augue.

  **Lorem ipsum**  
 [loremipsum.org/dolor](https://loremipsum.org/dolor)