



SHRM26 BRAND BOARD

June 5th, 2025





Proof of Purpose

This moodboard captures the visual language of earned authority, quiet strength, and intellectual boldness. It's not loud—but it's undeniable. “Proof of Purpose” reflects a mindset where strategy meets soul, where every element, every portrait, and every design choice says: we've done the work, and we're here to move things forward.

From the portraits of visionary leaders and thinkers, to the minimal, symbolic graphics (fire, networks, Venn diagrams), this vibe conveys tenacity not as flash, but as follow-through. There's a modern clarity here—monochrome and high-contrast tones, smart typography, and data-inspired layouts—that evokes the feeling of a decisive moment in a high-stakes meeting. It's about connection, conviction, and the courage to build something lasting.

Use it when you're telling stories of resilience, pitching ideas that change systems, or showcasing the people behind the progress. This aesthetic doesn't need to shout—its confidence comes from truth, impact, and earned respect.



SHRM26 BRAND BOARD Logo

PRIMARY

Logo should appear only in the three **primary** colors, or knocked out in white.



KNOCKOUT

Should only be used on **primary** colored backgrounds



Secondary colors **should not** be used for the logo





SHRM26 BRAND BOARD Logo Summary

PRIMARY

SHRM26
ORLANDO, FL
JUNE 16 – 19, 2026

SHRM26
ORLANDO, FL
JUNE 16 – 19, 2026

SHRM26
ORLANDO, FL
JUNE 16 – 19, 2026

HORIZONTAL

SHRM26 ORLANDO, FL
JUNE 16 – 19, 2026

SHRM26 ORLANDO, FL
JUNE 16 – 19, 2026

SHRM26 ORLANDO, FL
JUNE 16 – 19, 2026

ISOLATED

SHRM26

SHRM26

SHRM26



SHRM26 BRAND BOARD Typography

PRIMARY
TITLE FONT

BAI BOLD ITALIC

ALL CAPS / TRACKING 50

ALTERNATE WEIGHTS

BAI SEMIBOLD ITALIC

BAI MEDIUM ITALIC

SUBHEAD FONT

Bai SemiBold Italic

Bai Medium Italic

BODY FONT

Proxima Nova Regular

CTA FONT

PROXIMA NOVA BOLD



SHRM26 BRAND BOARD Color Palette

PRIMARY COLORS



SHRM DARK BLUE
RGB: 27, 60, 105
CMYK: 99, 83, 33, 21
HEX: #1B3C69



SHRM MEDIUM BLUE
RGB: 38, 93, 147
CMYK: 91, 66, 18, 3
HEX: #265D93



SHRM BRIGHT BLUE
RGB: 0, 118, 190
CMYK: 90, 48, 0, 0
HEX: #007BE



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



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

SECONDARY COLORS

(Neutral colors for backgrounds only. Not to be used in logo or type)



POWDER BLUE
RGB: 121, 173, 216
CMYK: 51, 21, 2, 0
HEX: #79ADD8



LIGHT GRAY
RGB: 190, 190, 190
CMYK: 26, 20, 21, 0
HEX: #BEBEBE

TEXT HIGHLIGHT COLORS

(For call-out words in emails)



MELON
RGB: 242, 106, 66
CMYK: 0, 73, 80, 0
HEX: #F26A42



LEMON
RGB: 251, 181, 51
CMYK: 0, 32, 90, 0
HEX: #FBB533



SHRM26 BRAND BOARD Color Compliancy

SHRM DARK BLUE



SHRM MEDIUM BLUE



SHRM BRIGHT BLUE



LIGHT GRAY



WHITE



WHITE



(For call-out words in emails)

Americans with Disabilities Act Standards for Accessible Design checked using: [accessible-colors.com](https://www.accessible-colors.com)



SHRM26 BRAND BOARD Graphic Elements

OVERLAYS: CIRCLE, SHRM PINWHEEL & REPEATING SHRM BLOCKS



The circle element should be slightly cropped off the page, either in the center or in a corner.



The pinwheel should be semi-transparent, serving as a graphic element, and cropped off the page.



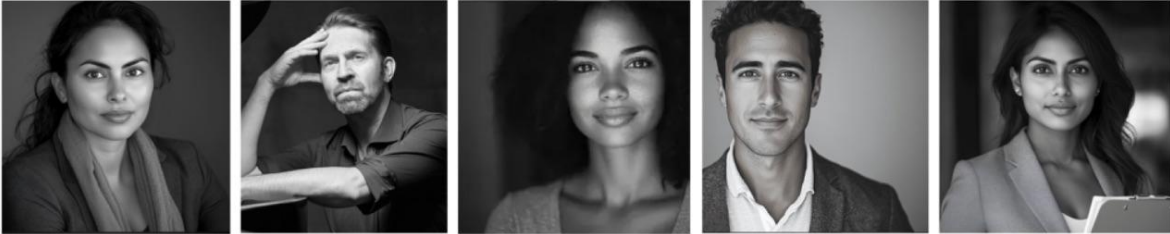
The SHRM blocks should be semi-transparent, serving as a repeating graphic element.

This treatment provides texture in application as a supportive brand element.



SHRM26 BRAND BOARD Photography

PORTRAIT IMAGES (BLACK & WHITE)



LOCATION IMAGES (COLOR)



Location images should be used in registration ads specifically



SHRM26 BRAND BOARD Graphic Elements - Examples

TWO-TONE COLORED BACKGROUND

LARGE CALL-OUT TYPE (FADED TEXTURAL ELEMENT)
Does not need to be ADA compliant since this is a graphic element

SHRM BLOCKS OVERLAY:

BLACK & WHITE SILHOUETTED PORTRAIT

HEADLINE / SUBHEAD

LOGO

CROPPED SHRM PINWHEEL

CTA: WHITE TYPE ON BRIGHT BLUE BACKGROUND

JUST ANNOUNCED

COMING TO THE MAIN STAGE

NAME HERE

SHRM26

ORLANDO, FL
JUNE 16 - 19, 2026

REGISTER TODAY



SHRM26 BRAND BOARD Graphic Elements - Examples

LOCATION IMAGE

REPEATING SHRM BLOCKS (TEXTURAL)

LOGO IN CROPPED CIRCLE EXTENDING OVER THE EDGES

TWO-TONE COLORED BACKGROUND

LOCATION IMAGE BLENDED INTO BACKGROUND WITH GRADIENT FEATHER

SHRM26
ORLANDO, FL
JUNE 16 - 19, 2026

BE WHERE
THE FUTURE
OF HR
UNFOLDS

REGISTER TODAY

A vertical banner with a dark blue background. The top half features a repeating pattern of 'SHRM' in a lighter blue, semi-transparent font. A large, bright blue circle is centered, containing the 'SHRM26' logo in white. Below the circle, the text 'ORLANDO, FL' and 'JUNE 16 - 19, 2026' is displayed in white. The bottom half of the banner features a cityscape image of Orlando, Florida, with a large, colorful Ferris wheel in the foreground. The text 'BE WHERE THE FUTURE OF HR UNFOLDS' is written in white, and a blue button with 'REGISTER TODAY' in white is positioned below it.

NO IMAGE

REPEATING SHRM BLOCKS (TEXTURAL)

LOGO IN CROPPED CIRCLE EXTENDING OVER THE EDGES

TWO-TONE COLORED BACKGROUND

CROPPED SHRM PINWHEEL

SHRM26
ORLANDO, FL
JUNE 16 - 19, 2026

BE WHERE
THE FUTURE
OF HR
UNFOLDS

REGISTER TODAY

A vertical banner with a dark blue background. The top half features a repeating pattern of 'SHRM' in a lighter blue, semi-transparent font. A large, bright blue circle is centered, containing the 'SHRM26' logo in white. Below the circle, the text 'ORLANDO, FL' and 'JUNE 16 - 19, 2026' is displayed in white. The bottom half of the banner features a dark blue background with a white geometric pattern of overlapping lines. The text 'BE WHERE THE FUTURE OF HR UNFOLDS' is written in white, and a blue button with 'REGISTER TODAY' in white is positioned below it.



SHRM26 BRAND BOARD Visual Examples: Register Ads





SHRM26 BRAND BOARD Messaging Framework: Register Ads

CTA

- REGISTER NOW
- SIGN UP TODAY
- DON'T MISS OUT

TAGLINE

- HR SOLUTIONS START HERE
- BE WHERE THE FUTURE OF HR UNFOLDS
- WHERE HR INNOVATION BEGINS
- SHAPING THE FUTURE OF WORK
- WORLD'S LARGEST HR CONFERENCE

**The listed words are examples of what can and should be used, but use is not limited to these focus words*



SHRM26 BRAND BOARD Visual Examples: Skills





SHRM26 BRAND BOARD Messaging Framework: Skills

- **RESILIENCE**
- **GRIT**
- **RESOLVE**
- **PERSEVERANCE**
- **PURPOSE**
- **TENACITY**
- **DETERMINATION**
- **PROGRESSION**

**The listed words are examples of what can and should be used, but use is not limited to these focus words*



SHRM26 BRAND BOARD Visual Examples: Speakers





SHRM26 BRAND BOARD Messaging Framework: Speakers

- **JUST ANNOUNCED**
- **COMING TO THE MAIN STAGE**
- **THOUGHT LEADER ANNOUNCEMENT**
- **SPECIAL GUEST REVEALED**
- **BIG NEWS!**

**The listed words are examples of what can and should be used, but use is not limited to these focus words*



SHRM26 BRAND BOARD Visual Examples: Location Images





SHRM26 BRAND BOARD Visual Examples: Print Ads

