



SHRM-CP[®] AND SHRM-SCP[®]



USAGE GUIDELINES

The SHRM-CP[®] and SHRM-SCP[®] certifications give HR professionals the opportunity to demonstrate mastery of the core competencies needed for success in today's business environment. SHRM-CP is designed for HR professionals in operational roles with a focus on the technical and functional aspects of HR management. SHRM-SCP is designed for senior-level HR professionals with a focus on strategic and leadership competencies. SHRM certification measures one's ability to apply HR principles to real-life situations.



The full mark design should feature a superscript registered trademark symbol beside the SHRM blocks.

SHRM-CP[®]
SHRM-SCP[®]

References to the SHRM-CP and SHRM-SCP in text outside of the mark should be followed by a superscript registered trademark symbol the first time each one appears. It is not necessary to repeat the symbol on subsequent references.



Minimum safe space:
X marks font height



Minimum sizing for digital:
60px



Print scaling:
0.75 inch

FONT AND TYPOGRAPHY

Aa

Proxima Nova
Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

BRAND COLORS

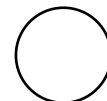
The inner background of the mark must always be white and should never be transparent.



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



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



WHITE
CMYK: 100/100/100/100
RGB: 255/255/255
HEX: #ffffff

ADDITIONAL GUIDELINES



Do not alter, distort, crop, stretch, or compress the mark.



Do not rotate the mark.



Do not change the colors or fill the white space.



Do not add graphic elements or separate the mark in any way.