

# SKILLS FIRST FUTURE

**BRAND GUIDE**



## LOGO - PRIMARY

**SKILLS FIRST**  
**FUTURE**  
powered by **SRM** Foundation

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**FUTURE**  
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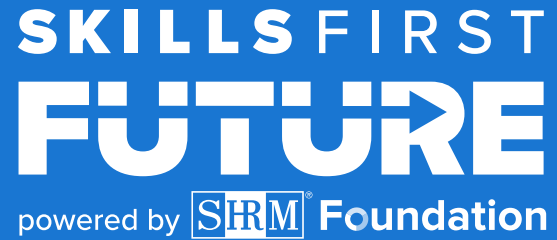
**SKILLS FIRST**  
**FUTURE**  
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# LOGO - ALTERNATE BACKGROUNDS

Only the primary brand colors should be used as backgrounds.



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# LOGO - VARIATION

The top (Skills First Future) and bottom (Powered by SHRM Foundation) logo elements can run independently from one another in order to increase their scale and improve legibility in smaller design formats.

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*Note: The Skills First Future logo should never appear without Powered by SHRM Foundation.*

# LOGO - GUIDELINES

## MINIMUM SAFE SPACE



x marks the height of the word FUTURE as well as the minimum safe space around the logo

## MINIMUM SIZE



## LOGO COMPONENTS (when running separately)



# COLOR PALETTE

## PRIMARY COLORS

<p>BLUE</p> <p>#1976D2 RGB: 25/118/190 CMYK: 90/48/0/0</p>	<p>MELON</p> <p>#F26A42 RGB: 242/106/66 CMYK: 0/73/80/0</p>	<p>NAVY</p> <p>#233267 RGB: 35/50/103 CMYK: 100/91/31/19</p>
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## SECONDARY/ACCENT COLORS

<p>OLIVE</p> <p>#A7AB20 RGB: 167/171/32 CMYK: 14/0/95/30</p>	<p>LEMON</p> <p>#FBB533 RGB: 251/181/51 CMYK: 0/32/90/0</p>	<p>PLUM</p> <p>#8B1377 RGB: 139/19/119 CMYK: 38/100/0/20</p>
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## COLOR PALETTE: CTA APPLICATION



# TYPOGRAPHY

PRIMARY  
TITLE FONT

PROXIMA NOVA EXTRA BOLD

TRACKING: 130

ALTERNATE WEIGHTS

PROXIMA NOVA REGULAR  
PROXIMA NOVA BOLD

ACCENT FONT

PROXIMA NOVA CONDENSED REGULAR

TRACKING: 60

ALTERNATE WEIGHTS

PROXIMA NOVA CONDENSED LIGHT  
PROXIMA NOVA CONDENSED EXTRA BOLD

PRIMARY  
BODY FONT

Proxima Nova Regular

PRIMARY BODY  
FONT ALTS

Georgia Bold  
Georgia Italic

CTA FONT

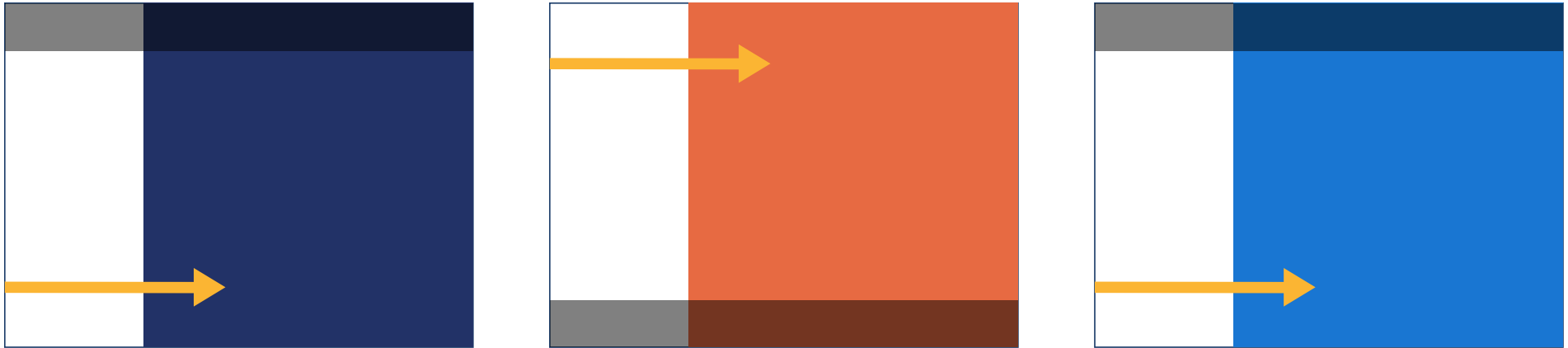
PROXIMA NOVA BOLD

CTA FONT ALTS

Proxima Nova Condensed Bold  
Proxima Nova Italic

# GRAPHIC ELEMENTS

Right directional arrows can be placed over flat (primary) colored boxes. Semi-transparent gray box overlays can be used as a background for the “Powered by SHRM Foundation logo”.



*Note: The arrow can appear in any of the primary or accent colors.*

# PHOTOGRAPHY





# PHOTOGRAPHY



# PHOTO TREATMENT

Full color figure silhouettes are placed over tinted backgrounds, partially extending out over the edge onto white or flat colored backgrounds.



# PHOTO TREATMENT - GROUPS

Full color figure silhouettes are placed over tinted backgrounds, partially extending out over the edge onto white or flat colored backgrounds.



*Note: When the image is not conducive to cutting out the figures, a tinted overlay can be placed over a portion of the full frame color image to give a similar effect.*

# KEY VISUAL EXAMPLES



*Note: The arrow should never touch or go across the figure. The arrow should always be positioned to separate the main text from the Powered by SHRM Foundation logo.*



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*Note: The arrow should never touch or go across the figure. The arrow should always be positioned to separate the main text from the Powered by SHRM Foundation logo.*

# KEY VISUAL EXAMPLES - GROUPS

