

THARSEO

— POWERED BY —

SRM[®] **Foundation**

THARSEO LOGOS

Main Logo Stacked

No Tagline



With Tagline



THARSEO LOGOS

Main Logo Horizontal

No Tagline

THARSEO



With Tagline

THARSEO
BOLD IDEAS AT WORK



THARSEO



THARSEO
BOLD IDEAS AT WORK



THARSEO



THARSEO
BOLD IDEAS AT WORK



THARSEO



THARSEO
BOLD IDEAS AT WORK



THARSEO LOGOS

Tagline logo no Foundation

When the Tharseo lockup with the tagline is independent, the SHRM Foundation logo needs to be present somewhere in the same design. See right for examples.

THARSEO
BOLD IDEAS AT WORK

THARSEO
BOLD IDEAS AT WORK

THARSEO
BOLD IDEAS AT WORK

THARSEO
BOLD IDEAS AT WORK

SHRM Foundation

THARSEO
BOLD IDEAS AT WORK

SHRM
Foundation

THARSEO
BOLD IDEAS AT WORK

SHRM Foundation

THARSEO LOGOS

Event Logos

Tharseo Exchange

THARSEO
EXCHANGE

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Foundation

THARSEO
EXCHANGE
— POWERED BY —
SRM[®] Foundation

Tharseo Summit

THARSEO
SUMMIT

POWERED BY
SRM[®]
Foundation

THARSEO
SUMMIT
— POWERED BY —
SRM[®] Foundation

Tharseo Awards

THARSEO
AWARDS

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Foundation

THARSEO
AWARDS
— POWERED BY —
SRM[®] Foundation

Full color, knockout, white, and black logo files will be provided for all event logos.

MARKETING

HEADLINES

bodoni moda regular

lowercase, use it for all headlines

bodoni 72 italic

lowercase, use it to highlight a specific word from the headline

BODY COPY

proxima nova regular

CTA

PROXIMA NOVA SEMIBOLD

uppercase, tracking 50

LOREM IPSUM

COLORS - MARKETING

PRIMARY COLORS



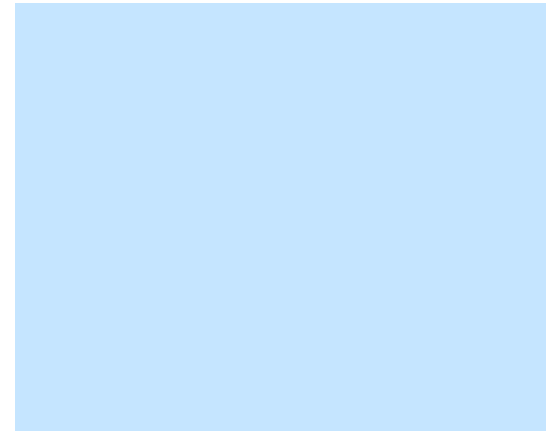
SHRM DARK BLUE

HEX: 1B3C69
RGB: 27, 60, 105
CMYK: 99, 83, 33, 21



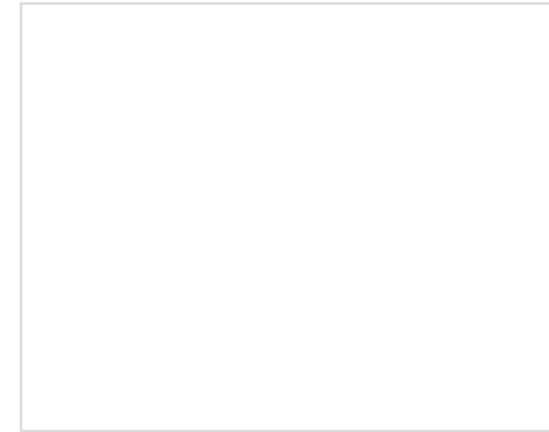
SHRM BRIGHT BLUE

HEX: 0076BE
RGB: 0, 118, 190
CMYK: 90, 48, 0, 0



ICE BLUE

HEX: C5E5FF
RGB: 197, 229, 255
CMYK: 23, 2, 0, 0



WHITE

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SECONDARY COLORS



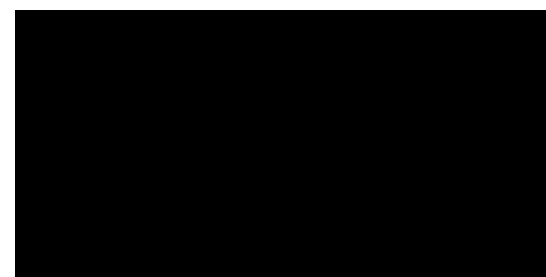
SHRM MEDIUM BLUE

HEX: 265D93
RGB: 38, 93, 147
CMYK: 91, 66, 18, 3



SUPER DARK BLUE

HEX: 00093E
RGB: 0, 9, 62
CMYK: 100, 94, 38, 55



BLACK

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

COLOR COMPLIANCY - MARKETING

WHITE
ICE BLUE

WHITE

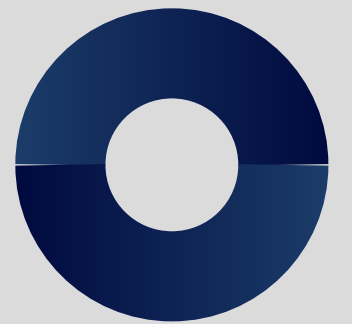
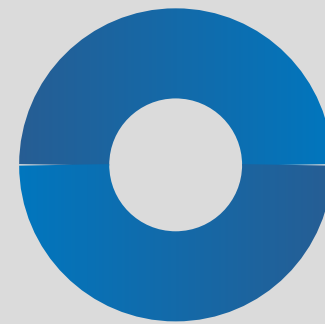
SHRM DARK BLUE
SHRM MED BLUE
SUPER DARK BLUE
BLACK

SHRM DARK BLUE
SHRM BRIGHT BLUE
SHRM MED BLUE
SUPER DARK BLUE
BLACK

WHITE
ICE BLUE

WHITE
ICE BLUE

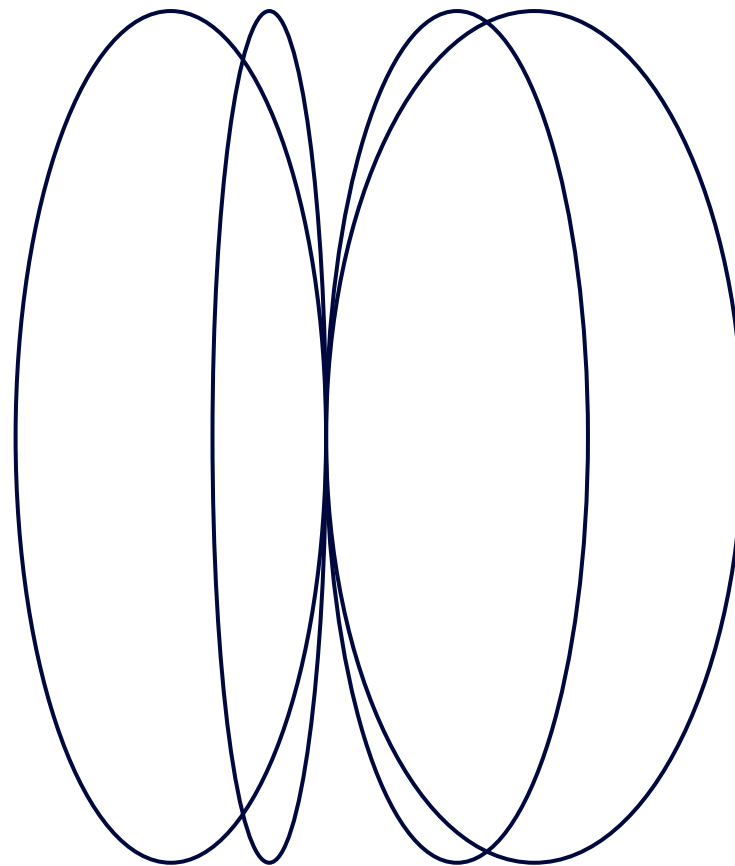
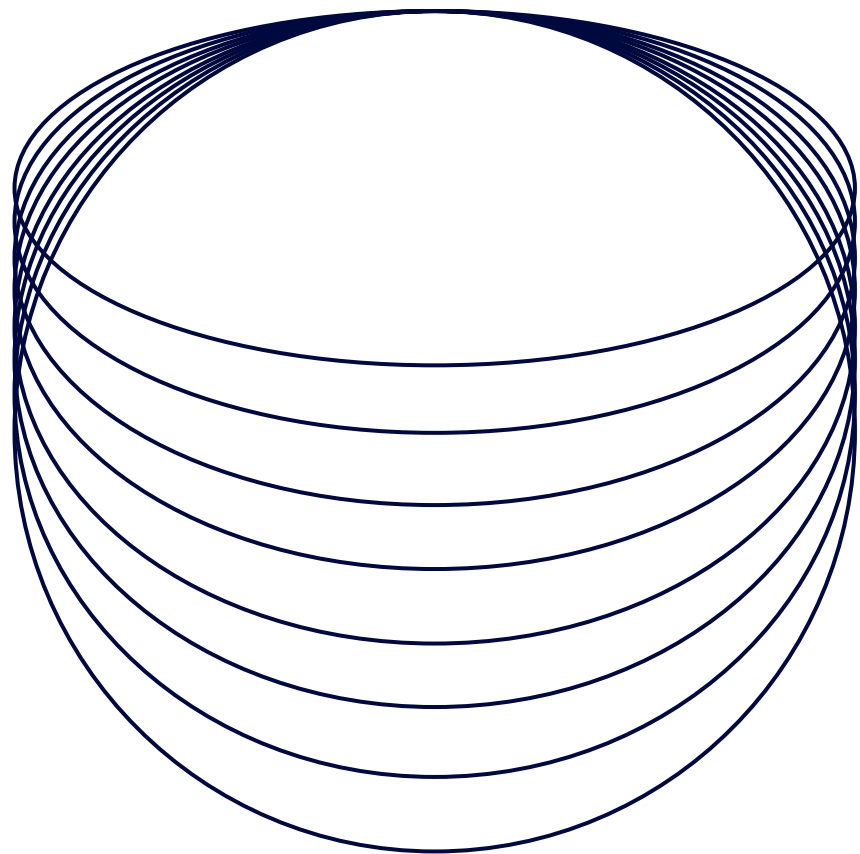
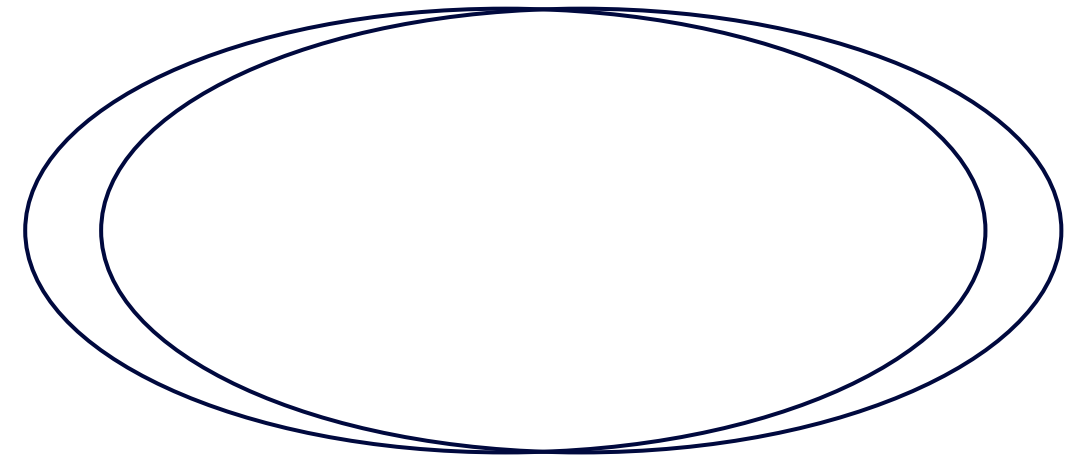
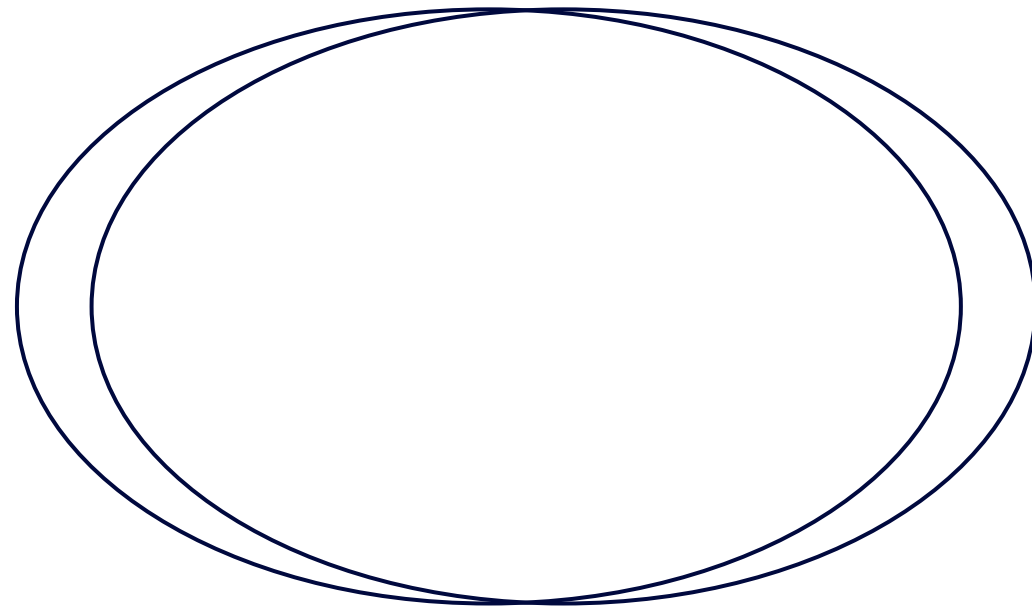
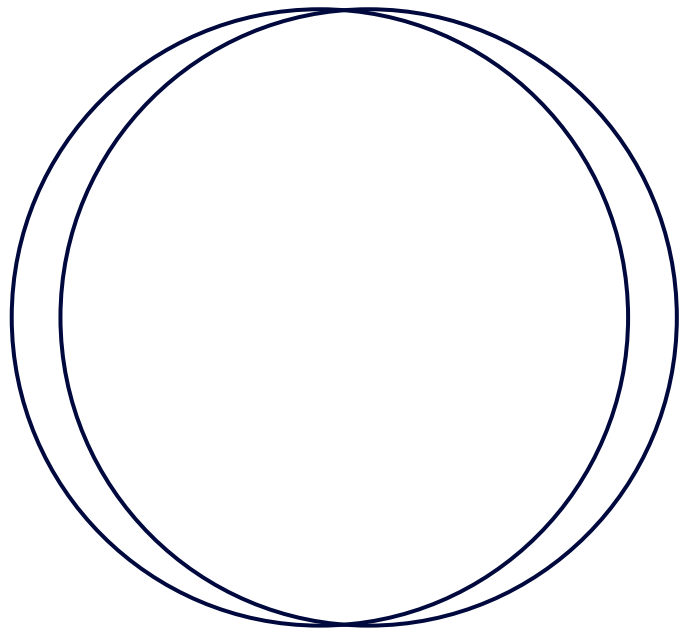
WHITE
ICE BLUE



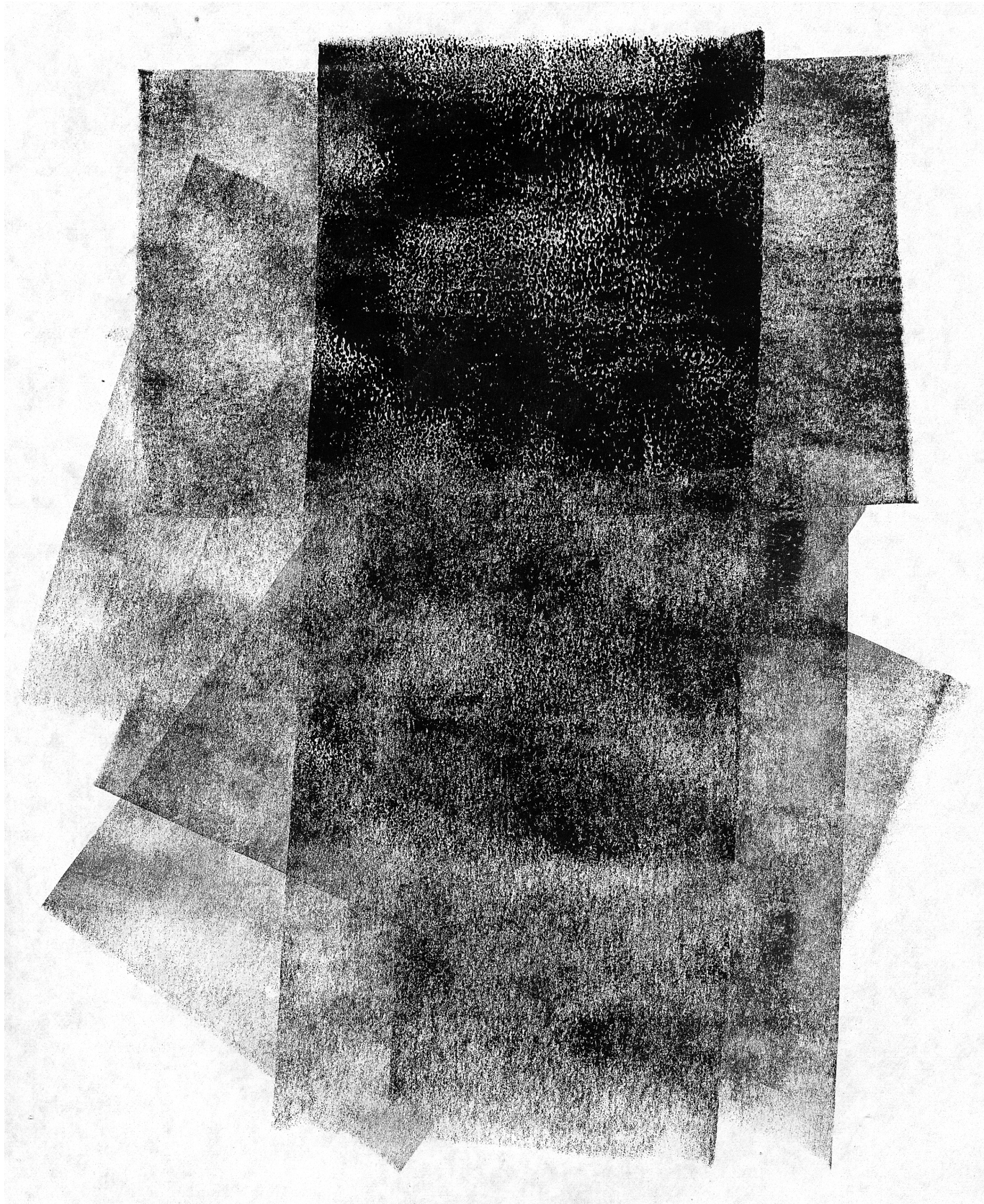
Use white to ice blue concentric circles only on ice blue backgrounds at about 50% opacity.

Use SHRM medium blue to SHRM bright blue concentric circles only on SHRM dark blue backgrounds at about 40% opacity.

Use SHRM dark blue to super dark blue concentric circles only on SHRM bright blue backgrounds at about 25% opacity.



TEXTURES - MARKETING



Used as a background texture covering the entire background color.

See application examples.

PHOTOGRAPHY - MARKETING

Stock photography sourced for Tharseo should be characterized by light and bright imagery with a focus on executive leadership as the subject.



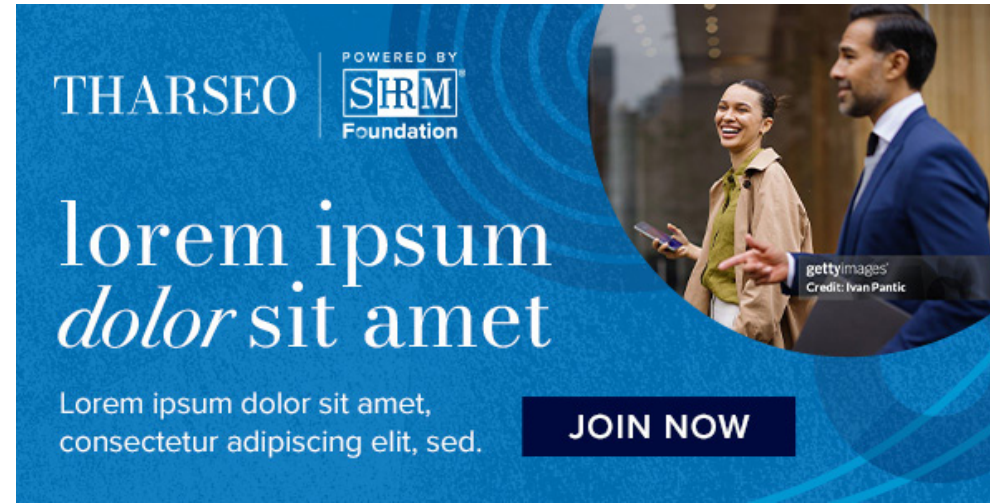
APPLICATIONS - MARKETING

Social 1080x1080

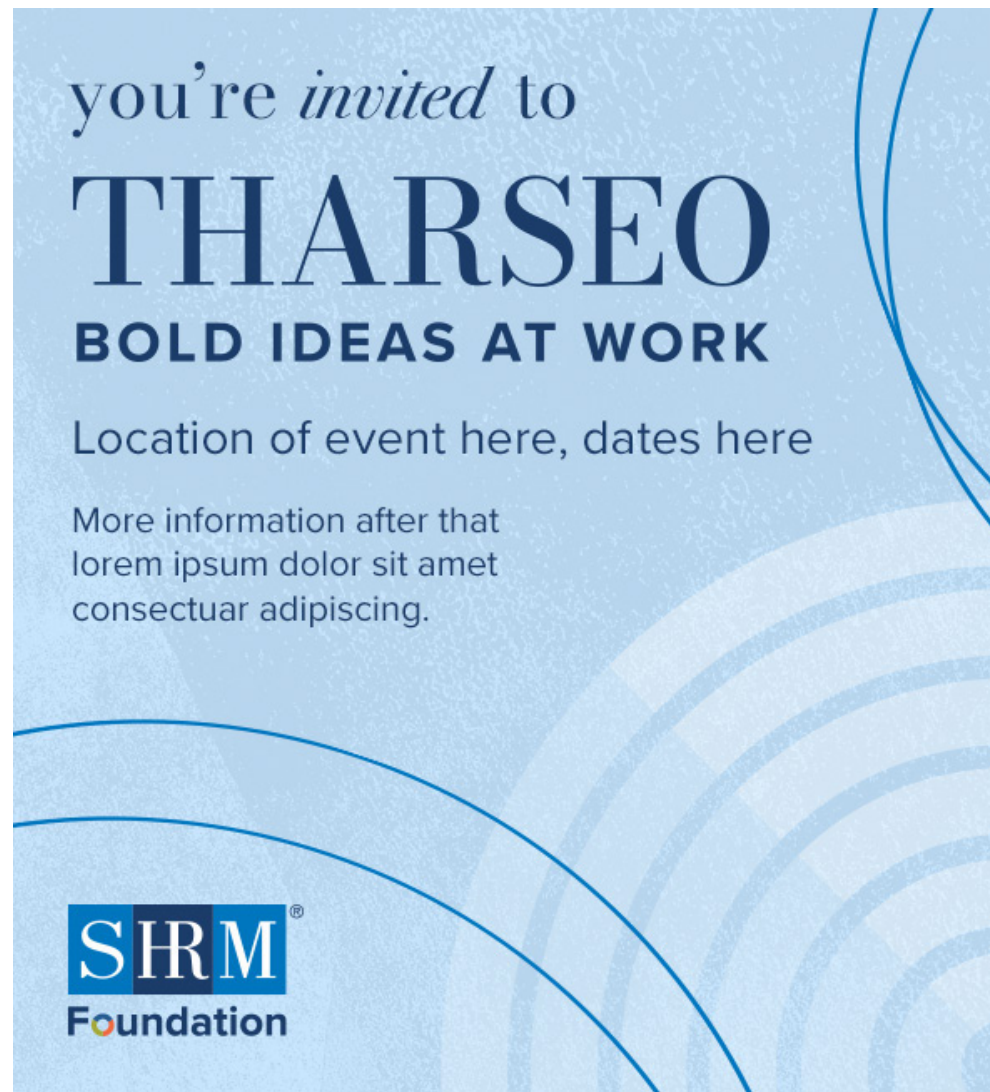


APPLICATIONS - MARKETING

Social 1080x1920



Email 600x300



Email Invitation
600x600

THARSEO

POWERED BY
SRM[®]
Foundation

the *courage* to lead

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed. Lorem ipsum dolor
sit amet, consectetur adipiscing elit.

REGISTER NOW 



gettyima
Credit: d

ONSITE

FOR THARSEO CORE BRANDING,
THARSEO SUMMIT AND THARSEO EXCHANGE

HEADLINES

BODONI 72 ITALIC

uppercase

BODY COPY

proxima nova regular

CTA

PROXIMA NOVA SEMIBOLD

uppercase, tracking 50

LOREM IPSUM

COLORS - ONSITE

PRIMARY COLORS



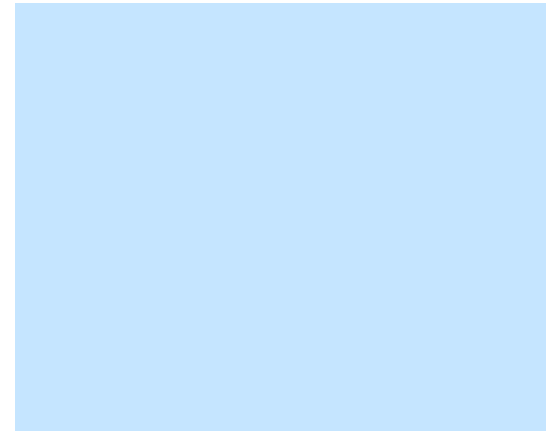
SHRM DARK BLUE

HEX: 1B3C69
RGB: 27, 60, 105
CMYK: 99, 83, 33, 21



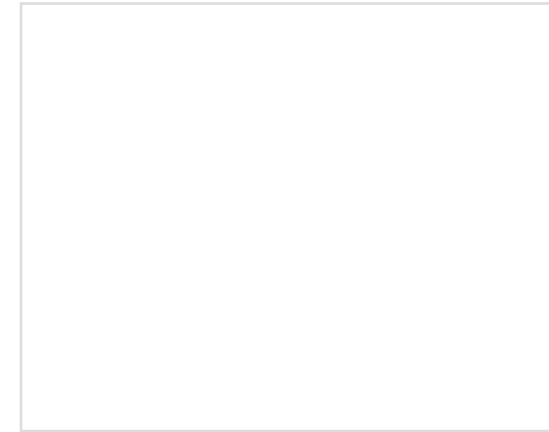
SHRM BRIGHT BLUE

HEX: 0076BE
RGB: 0, 118, 190
CMYK: 90, 48, 0, 0



ICE BLUE

HEX: C5E5FF
RGB: 197, 229, 255
CMYK: 23, 2, 0, 0



WHITE

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SECONDARY COLORS



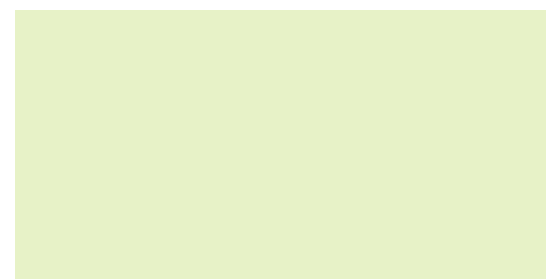
FOREST GREEN

HEX: 005200
RGB: 0, 82, 0
CMYK: 84, 41, 100, 42



OLIVE

HEX: C0C526
RGB: 192, 197, 38
CMYK: 29, 11, 100, 0



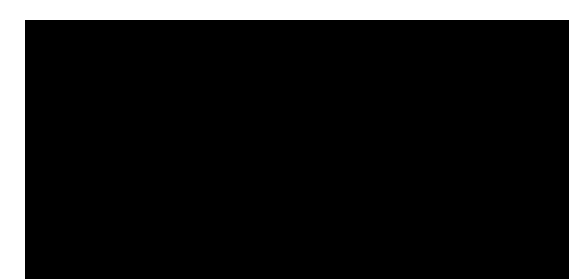
LIGHT GREEN

HEX: E7F2C7
RGB: 231, 242, 199
CMYK: 10, 0, 27, 0



SUPER DARK BLUE

HEX: 00093E
RGB: 0, 9, 62
CMYK: 100, 94, 38, 55



BLACK

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

COLORS COMPLIANCY - ONSITE

WHITE
ICE BLUE
LIGHT GREEN
OLIVE

WHITE

SHRM DARK BLUE
SUPER DARK BLUE
BLACK
FOREST GREEN

SHRM DARK BLUE
SHRM BRIGHT BLUE
SUPER DARK BLUE
BLACK

WHITE
ICE BLUE
LIGHT GREEN
OLIVE

SHRM DARK BLUE
SUPER DARK BLUE
BLACK
FOREST GREEN

SHRM DARK BLUE
SUPER DARK BLUE
BLACK
FOREST GREEN

WHITE
ICE BLUE
LIGHT GREEN
OLIVE

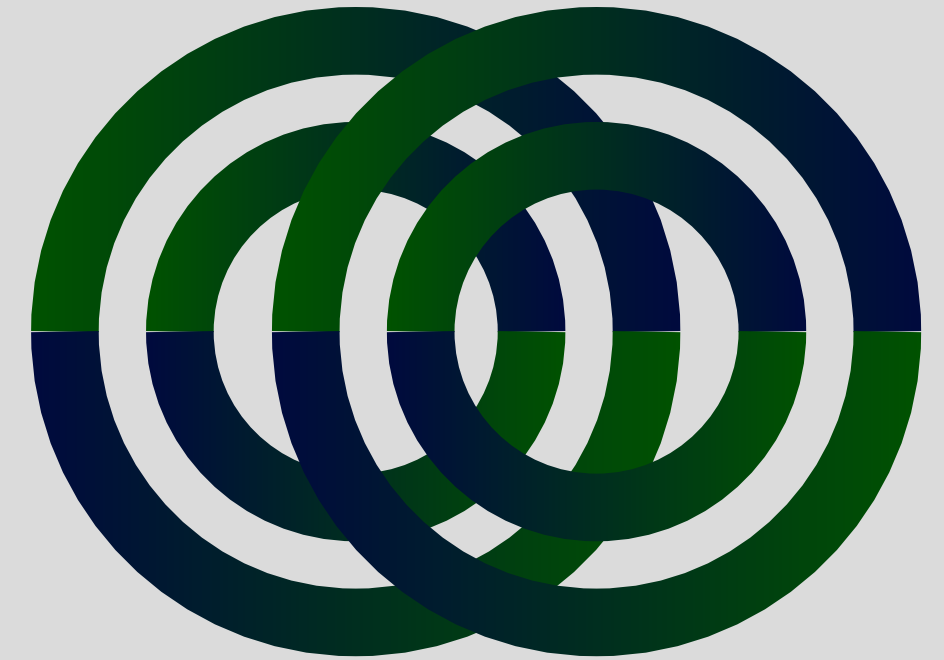
WHITE
ICE BLUE
LIGHT GREEN
OLIVE



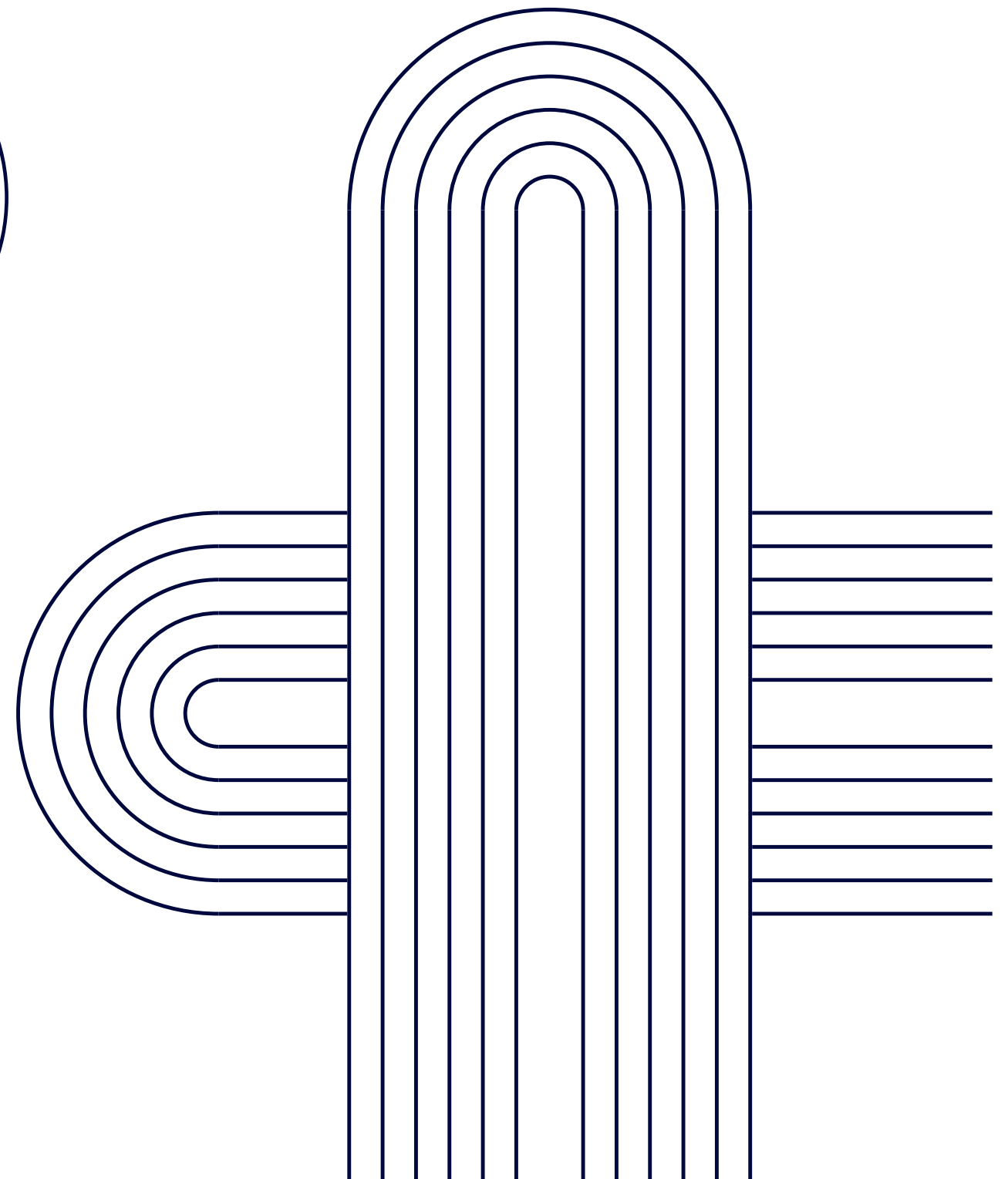
Use white to light green concentric circles only on ice blue backgrounds at about 75% opacity.



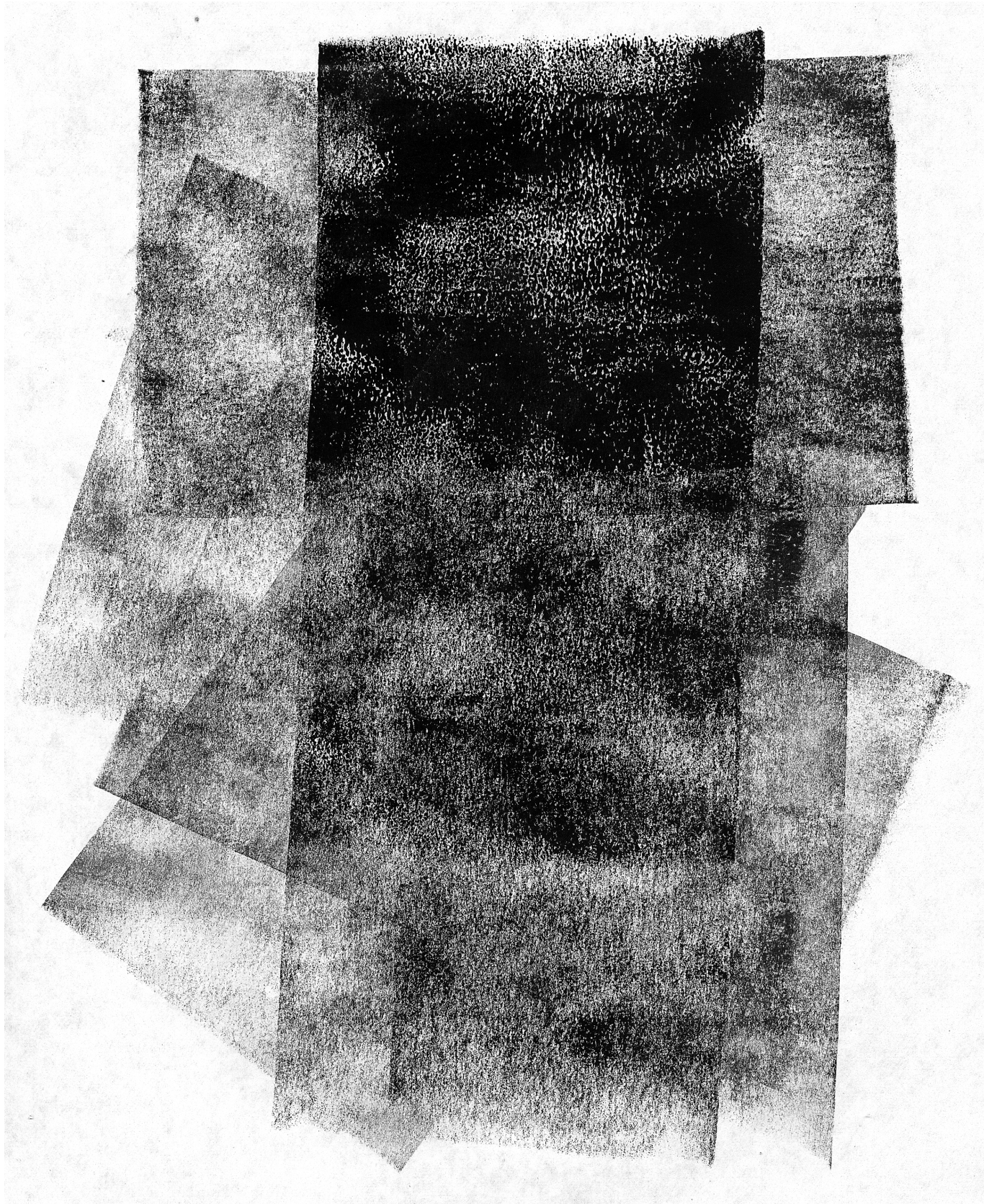
Use SHRM bright blue to olive concentric circles only on SHRM dark blue backgrounds at about 40% opacity.



Use super dark blue to forest green concentric circles only on SHRM bright blue backgrounds at about 30% opacity.



TEXTURES - ONSITE



Used as an accent background texture covering only part of background color.

See application examples.

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WELCOME

THARSEO | POWERED BY **SRM** Foundation

ROUNDTABLE DISCUSSIONS

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DOWNLOAD OUR APP

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim



THIS WAY TO THE MAIN STAGE



THARSEO | POWERED BY **SRM** Foundation

THARSEO | POWERED BY **SRM** Foundation

LOREM IPSUM DOLOR SIT AMET CONS

BREAKOUT SESSION



THARSEO | POWERED BY **SRM** Foundation

NETWORK WITH FELLOW TOP EXECUTIVES

APPLICATIONS - ONSITE

Meter Board 33inx81in



Backdrop 10ftx8ft



ONSITE

THARSEO AWARDS SPECIFIC

THARSEO
AWARDS

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Foundation

THARSEO
AWARDS
— POWERED BY —
SRM[®] Foundation

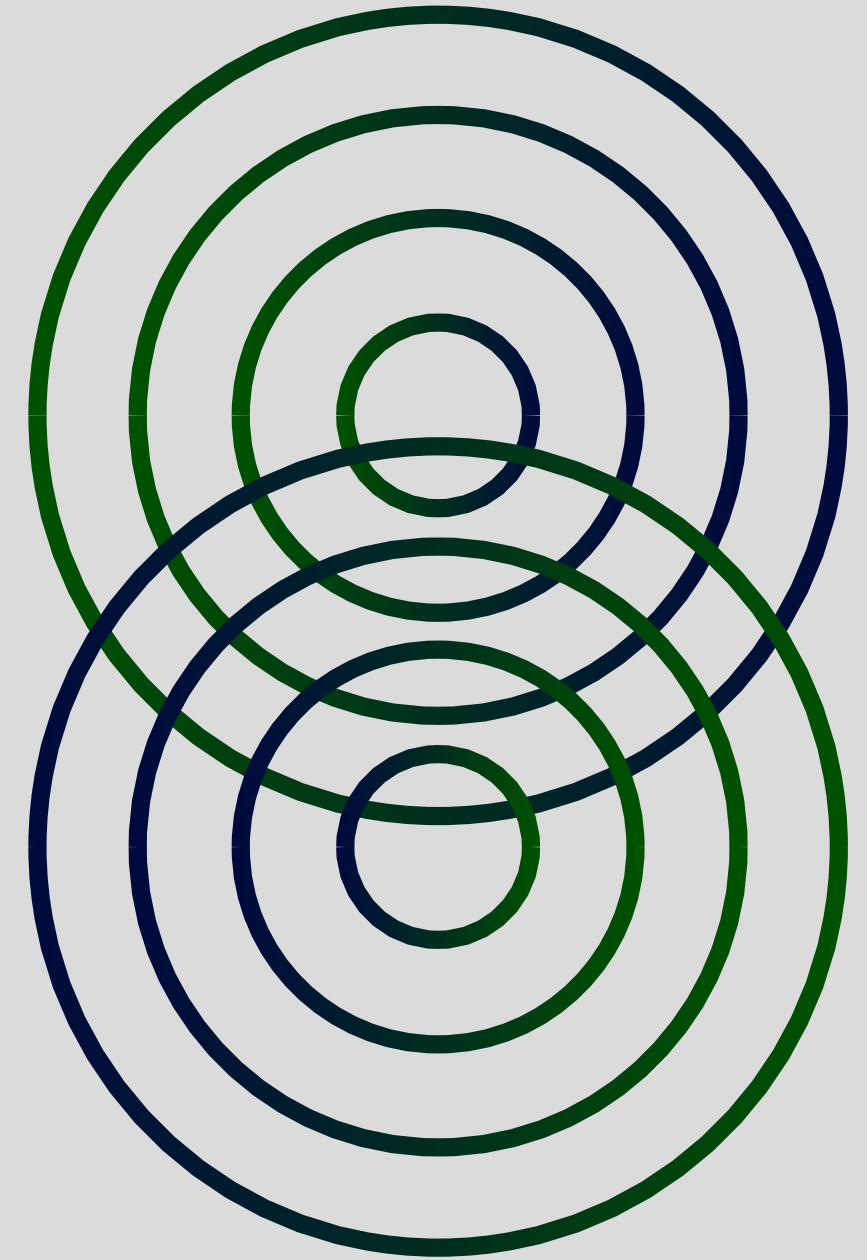
For Tharseo Awards specifically please follow these modified onsite brand guidelines.
Colors and typography should still follow the normal onsite branding.



Use white to light green concentric circles only on ice blue backgrounds.

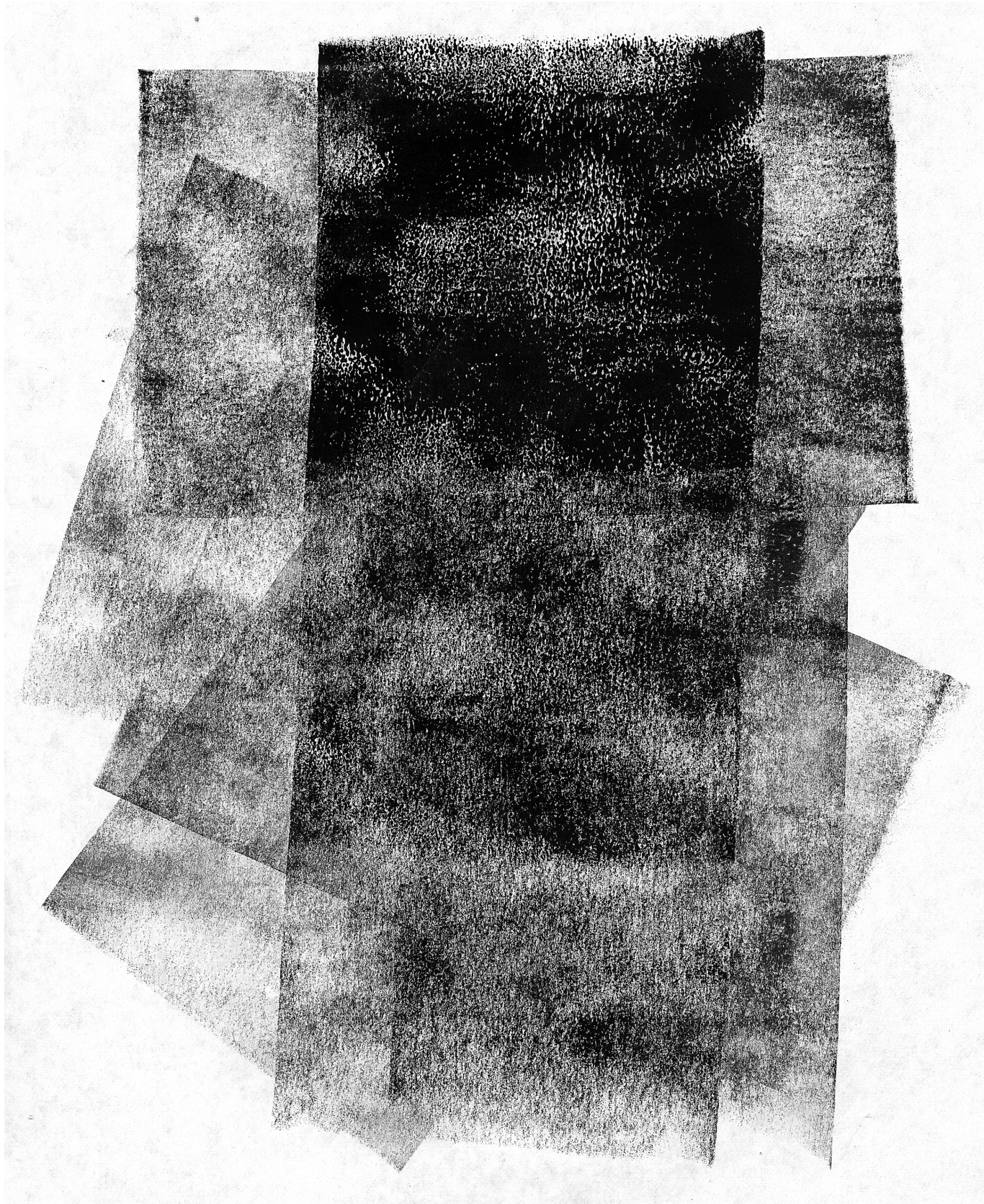


Use SHRM bright blue to olive concentric circles only on SHRM dark blue backgrounds.



Use super dark blue to forest green concentric circles only on SHRM bright blue backgrounds.

TEXTURES - ONSITE SPECIFIC



Used as a background texture covering the entire background color.

See application examples.

THARSEO AWARDS | POWERED BY SRM Foundation

WELCOME

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THARSEO AWARDS | POWERED BY SRM Foundation


ROUNDTABLE DISCUSSIONS

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THARSEO AWARDS | POWERED BY SRM Foundation

DOWNLOAD OUR APP

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THIS WAY TO THE MAIN STAGE



THARSEO AWARDS | POWERED BY SRM Foundation

THARSEO AWARDS | POWERED BY SRM Foundation

LOREM IPSUM DOLOR SIT AMET CONS

BREAKOUT SESSION

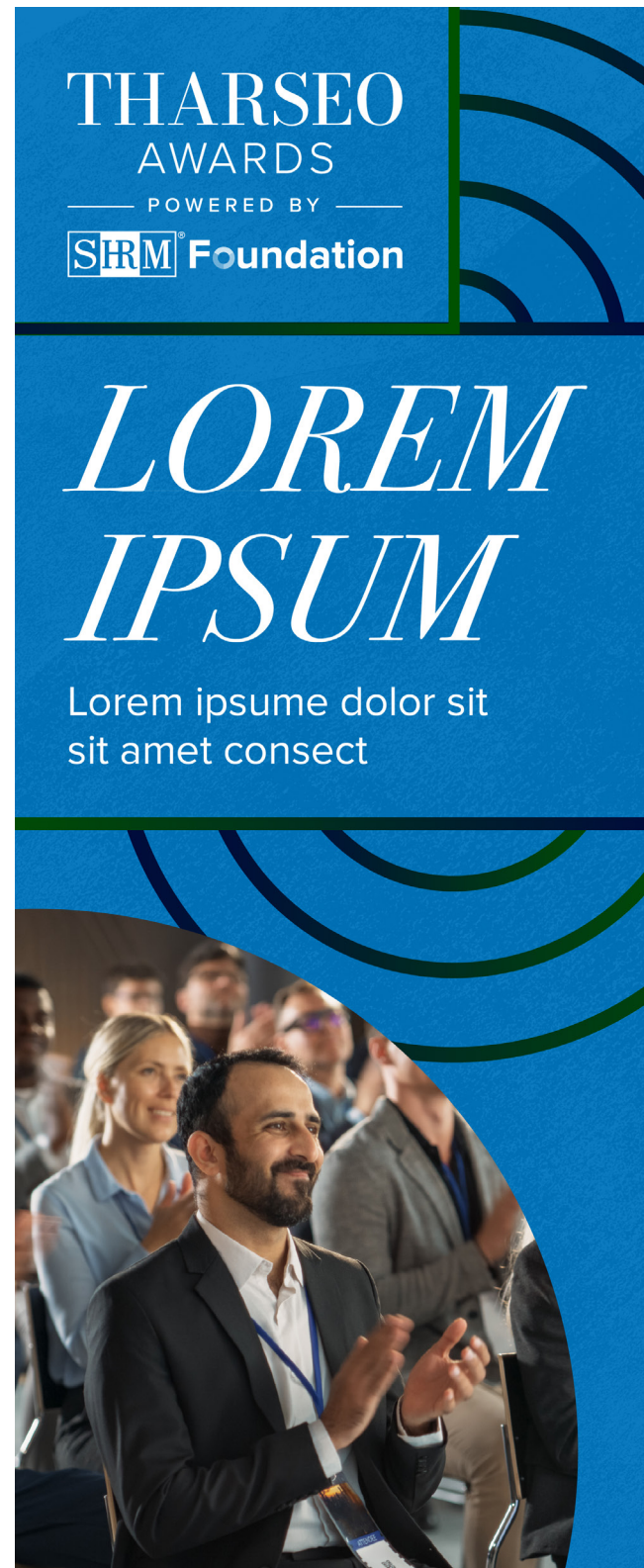


THARSEO AWARDS | POWERED BY SRM Foundation

NETWORK WITH FELLOW TOP EXECUTIVES

APPLICATIONS - ONSITE SPECIFIC

Meter Board 33inx81in



Backdrop 10ftx8ft

