



SHRM RECERTIFICATION PROVIDER MARK USAGE GUIDELINES



The SHRM Recertification Provider Program was established by SHRM to allow participating chapters, state councils, academic institutions, education partners, and training providers to award professional development credits (PDCs) for HR knowledge and behavioral competency programs. These programs support SHRM-certified professionals working to maintain their SHRM-CP® and SHRM-SCP® certifications.

USAGE GUIDELINES

- Recertification Providers are granted permission to use the official SHRM Recertification Provider mark solely to identify and promote SHRM-eligible PDC activities. The mark should only be used in connection with the **approved** course.
- Use of the **SHRM Recertification Provider mark does not grant permission to use the SHRM corporate logo** or any other SHRM marks.
- The Recertification Provider designation **must not be used to imply SHRM partnership, endorsement, sponsorship, or certification of the provider's organization, programs, or services beyond the authorization to issue SHRM PDCs.**
- Marketing materials, websites, and communications must make clear that the Recertification Provider designation refers only to the provider's ability to offer SHRM-recognized PDC activities.
- Any unauthorized or misleading use of SHRM intellectual property or implication of a relationship outside the Recertification Provider program is strictly prohibited and may result in termination of the designation.
- If a Recertification Provider is no longer active, they must promptly remove all logos, references, and related marketing materials from their website and other channels.



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



Minimum safe space: X
marks font height



Minimum sizing for digital:
60px



Print scaling:
0.75 inch

Providers must include the following statement on any materials where the badge is used:

[Your Organization's Name] is recognized by SHRM to offer professional development credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

ADDITIONAL USAGE GUIDELINES



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



Do not rotate the mark.



Do not place against a background in the same dark blue hue bordering the mark.



Do not change the colors or fill the white space.



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

FONT AND TYPOGRAPHY

Aa

Proxima Nova
Extra bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**

**abcdefghijklmnopqrs
tuvwxyz**

BRAND COLORS

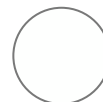
The inner background of the mark must always be white and should never be transparent.



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

Adhere to SHRM Recertification Provider badge usage guidelines when using the SHRM Recertification Provider badge on any materials.

For program details, refer to the SHRM Recertification Provider Program Guide.

For questions regarding the SHRM Recertification Provide Program or Provider Mark usage, please reach out to **RecertificationProvider@shrm.org**.