

SHRM ENTERPRISE BRAND GUIDE



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LOGO

SHRM ENTERPRISE BRAND GUIDE / LOGO / PRIMARY

The primary SHRM Enterprise Solutions logo should be used most applications.

FULL COLOR

BLACK KNOCKOUT

WHITE KNOCKOUT

HORIZONTAL



VERTICAL

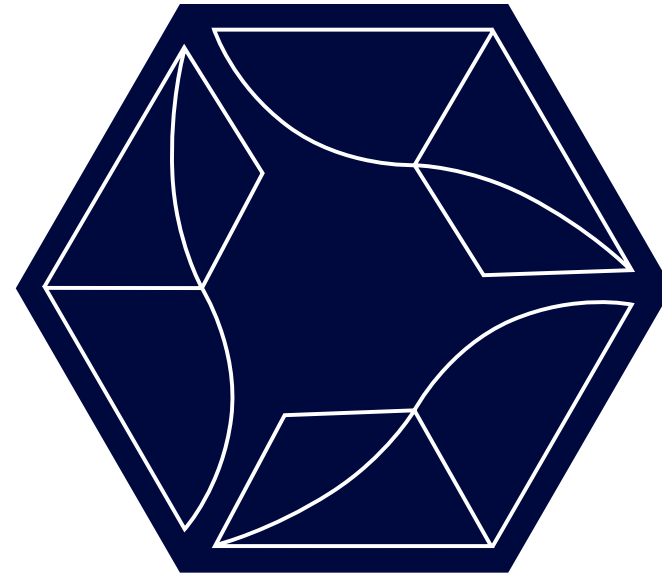
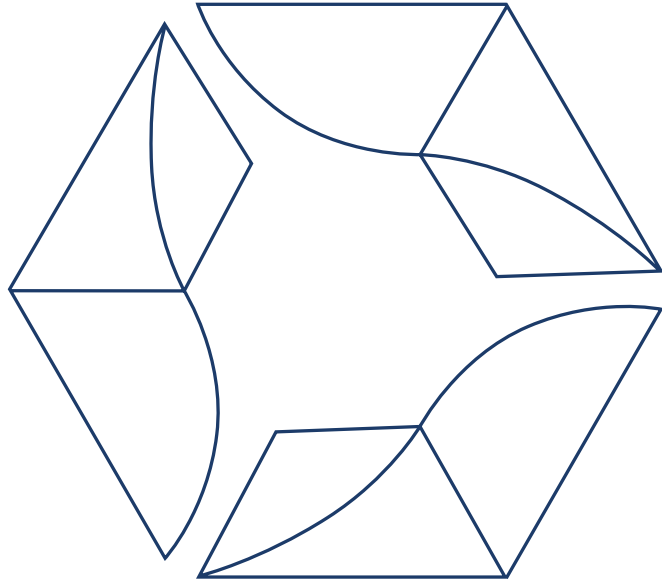
The vertical version of the SHRM Enterprise Solutions logo should be used when horizontal space is limited in applications.



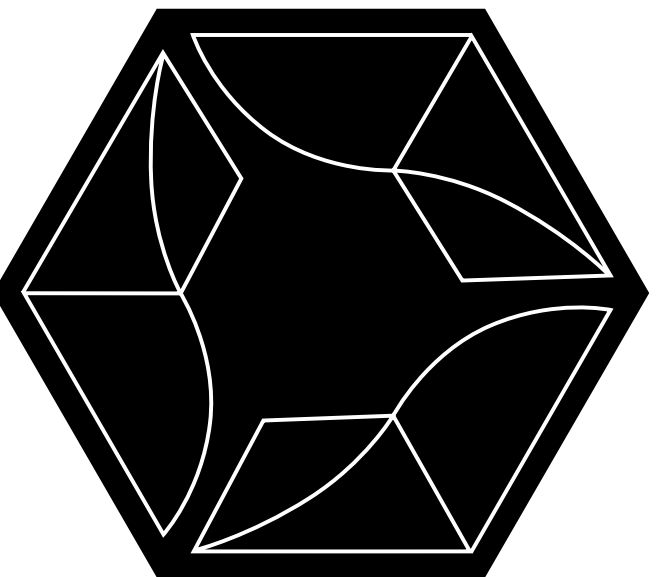
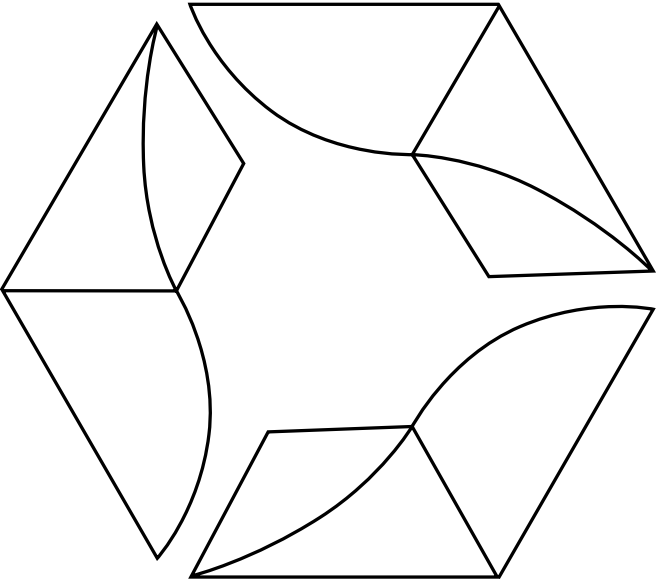
SHRM ENTERPRISE BRAND GUIDE / LOGO / FAVICON

The SHRM Enterprise Solutions favicon logo should be used in extremely limited cases where neither vertical and horizontal logos would be appropriate such as very small scale.

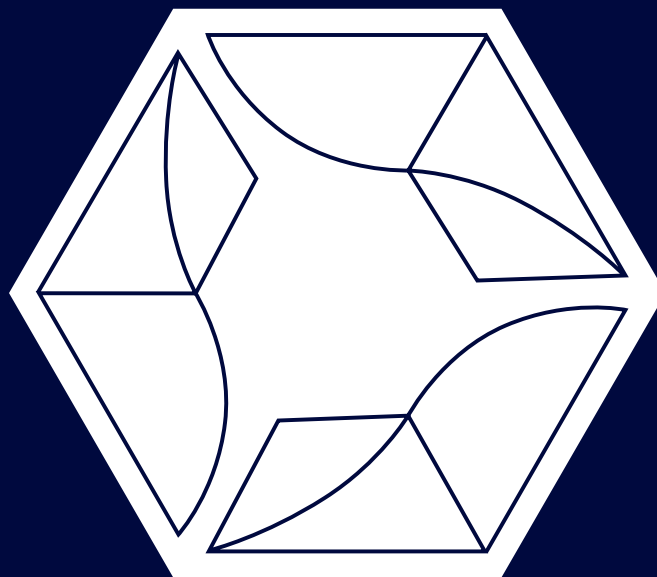
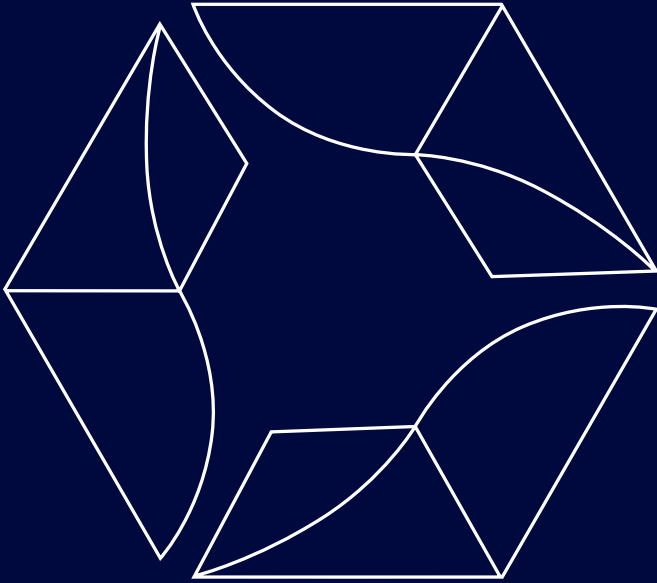
FULL COLOR



BLACK KNOCKOUT



WHITE KNOCKOUT



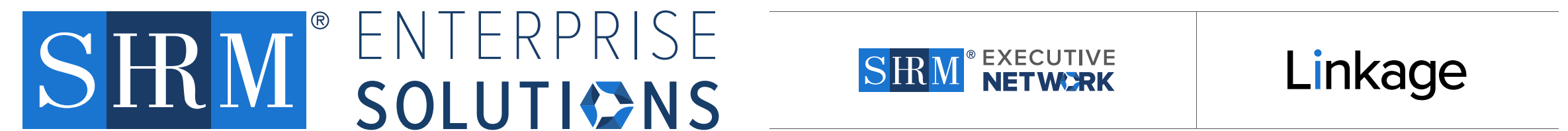
SHRM ENTERPRISE BRAND GUIDE / LOGO / LOCKUP WITH SUBBRANDS

The horizontal or vertical SHRM Enterprise Solutions brands lockup should be used to convey the complete solution set within Enterprise Solutions.

HORIZONTAL



SMALL SCALE Small scale lockup to be used when appearing under 1550 pixels or 10.5 inches.



VERTICAL



SMALL SCALE Small scale lockup to be used when appearing under 740 pixels or 5 inches.



SHRM ENTERPRISE BRAND GUIDE / LOGO / EFFECTS

A drop shadow effect may be used for added impact on the logo.

It is important to use the defined settings for consistency in application.

DROP SHADOW ON PHOTOGRAPHY



DROP SHADOW SETTINGS

- COLOR: Black #000000
- OPACITY: 20-70% depending on background
- ANGLE: 80°
- DISTANCE: 25px
- SPREAD: 7px
- SIZE: 13px

DROP SHADOW ON SOLID BACKGROUNDS



TYPOGRAPHY

PRIMARY TITLE FONT

PROXIMA NOVA CONDENSED LIGHT

*TITLE CASE, AT 175 PT TRACKING

(BACKUP)

ARIAL NARROW REGULAR

*TITLE CASE, AT 175 PT TRACKING

ALTERNATE WEIGHTS

PROXIMA NOVA CONDENSED BOLD

*TITLE CASE, AT 100 PT TRACKING

PROXIMA NOVA CONDENSED LIGHT

*TITLE CASE, AT 100 PT TRACKING

(BACKUP)

ARIAL NARROW BOLD

*TITLE CASE, AT 100 PT TRACKING

PRIMARY BODY FONT

Proxima Nova Condensed Light

*SENTENCE CASE, AT 100 PT TRACKING

(BACKUP)

Arial Narrow

*SENTENCE CASE, AT 100 PT TRACKING

ALT PRIMARY BODY FONT

Georgia Regular

(BACKUP)

Georgia Regular

Use fonts labeled Backup for Powerpoint Presentations and other applications that have limitations or where Proxima may become problematic.

COLOR

SHRM ENTERPRISE BRAND GUIDE / COLOR

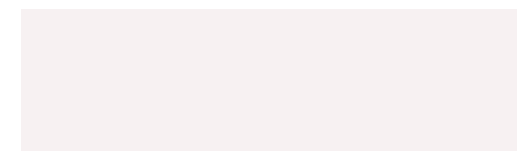
The following color palette and its defined values are to be used for all applications.

COLOR PALETTE

PRIMARY



SHRM SUPERDARK
HEX: #00093e
RGB: 0 9 62
CMYK: 100 94 38 55



WARM WHITE
HEX: #f7f1f2
RGB: 247 241 242
CMYK: 2 4 2 0

CORE BRAND



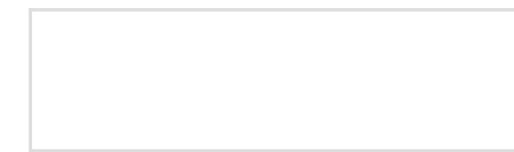
SHRM DARK BLUE
HEX: #1b3c69
RGB: 27 60 105
CMYK: 99 88 33 21



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



SHRM MEDIUM BLUE
HEX: #265d93
RGB: 38 93 147
CMYK: 91 66 18 3



WHITE
HEX: #ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

ACCENT



YELLOW
HEX: #f2b850
RGB: 242 184 80
CMYK: 4 29 79 0

COLOR PROPORTIONS

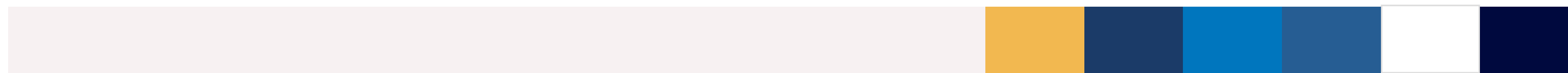
For stronger SHRM core brand presence in communications, the core palette should have a more dominant presence.

DARK THEME



Generally use for high contrast and elevated expressions. Can be used in conjunction with the lighter theme in longer format applications.

LIGHT THEME



Generally use for applications that may need to accommodate higher amounts of content. The theme can be used in conjunction with the darker theme in longer format applications while still maintaining an elevated look.

SUGGESTED USE FOR ADA COMPLIANCE

TEXT AND TEXT LINKS ON BACKGROUND COLORS



BUTTON USE ON DARK BACKGROUNDS

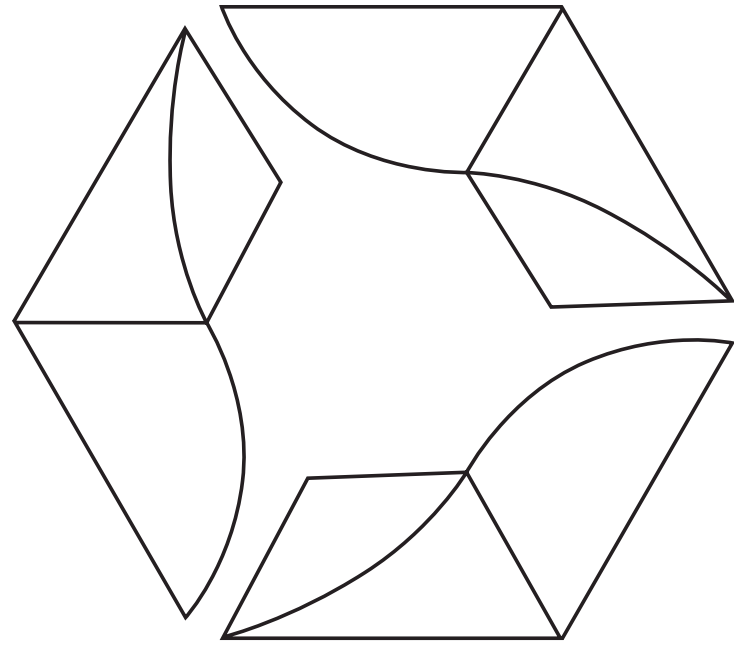


BUTTON USE ON LIGHT BACKGROUNDS



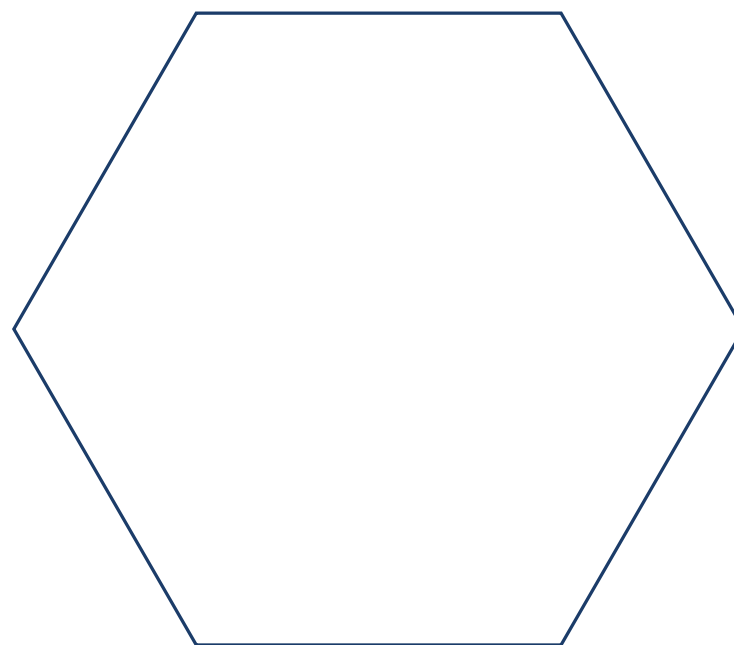
GRAPHICS & PHOTOS

PRIMARY GRAPHIC



SHRM ENTERPRISE PINWHEEL

SECONDARY GRAPHICS



HEXAGON



GRAPHIC FRAMING ELEMENT

TREATMENT GUIDANCE

- The stroke pinwheel is the primary, hero element for Enterprise branding; the hexagon and graphic framing element are secondary elements.
- Pinwheel/hexagon can be utilized in conjunction with graphic framing elements or alone.
- The graphic framing element is to be used as an outside edge border.
- The graphic elements may be used to frame the photography in ways that provide a clear point of focus to the viewer.
- Overlay transparency may be used on photography in the primary colorways.
- Pinwheel/hexagon may bleed off of the composition in a dynamic crop, but not to the point where angles are completely obscured.
- All graphic elements should retain the same optical stroke weight.
- All graphic elements should be utilized in a way that conveys an airy and elevated tone (e.g. light stroke weight, lots of breathing room not overlapping a “busy” image).



PEOPLE PHOTOGRAPHY

TREATMENT GUIDANCE



- People and textural photography should feature a wide variety of shots in the workplace at different angles, and include different POVs.
- Photography should have an professional and upbeat tone.
- Photography with people should...
 - feature a diverse group of individuals.
 - emphasize teamwork and collaboration.
 - feature individuals inside the traditional workplace environment.
 - have the subject(s) dressed in casual business attire.
 - convey positive body language.
 - be used at full bleed.

TEXTURAL PHOTOGRAPHY

ICONOGRAPHY

ICON SUITE



ICON PRESENTATION

This icon suite for Enterprise Solutions represents different aspects of the brand. For more specific needs, additional icons can be created from the guidelines specified on this page.

SMALL SCALE



Smallest acceptable use of icon (50px height)

PROPORTION



Icon stroke should always scale up proportionally

BORDER SPACING



Outer border of icon is approximately 1.6X inner graphic, ensuring consistent negative space and visual balance across icon suite

ICON GRAPHIC STYLE

The icons are always encapsulated by the Enterprise Solutions hexagon. The hexagon is a mandatory graphic element for the construction of these icons. The icons may have a stroke border with a transparent background, or have a filled background with no stroke border. In no circumstance should a filled background be utilized with a stroke border. The outer border of the icon should be approximately 1.6 times larger than the graphic within it, to allow for breathing room.

CONSTRUCTION

The weight of the icon stroke is predefined and should always remain proportional to the initial size of the icon. If creating a new icon, please refer to the stroke weight in this presentation. For legibility, it is not recommended to reduce the size of the icons to less than 50px at the shortest dimension.

COLORS

The main icon colors are SHRM SuperDark (#00093e) and White. Secondary colors (SHRM Medium Blue, SHRM Light Blue, Purple, Olive, Orange and Yellow) may be applied where appropriate.

APPLICATIONS



WE ARE SHRM

The Voice of All Things Work, Workers, and the Workplace
And The Global Leader in Workplace Solutions
Supporting More than 300,000 Members in 165 Countries

SHRM Delivers:

- data-driven thought leadership
- industry-specific research
- proven benchmarking tools
- in-depth business news

OUR VALUE

We provide comprehensive workplace solutions custom designed to address your unique needs:

People: Elevate Every Level of Your HR and Navigate the Workplace with Data Intelligence

Talent: Find and Develop High Performing Talent

Culture: Cultivate a Positive Workplace Culture

	PEOPLE	TALENT	CULTURE
PRODUCT	PERFORMANCE ACCELERATOR	INTELLIGENCE OPTIMIZER	TALENT OPTIMIZER
	FOR		
	The Efficiency Agents	The Analytic Loyalists	The Scouts
			The Culture Connoisseurs

HOW WE GET IT DONE: THE ART OF HUMAN POTENTIAL

PART 1 – Identify Gaps: SHRM's proprietary framework is designed to assess your organization's HR function and identify the most pressing needs.

PART 2 – Cultivate Solutions: Each solution provides value leaders, managers and HR practitioners, through a combination of learning and development offerings including training, resources, events, tools and advice.

PART 3 – Drive Impact: SHRM membership provides the resources, tools, and networking you need as to keep up with the changing demands of HR and shape better workplaces.

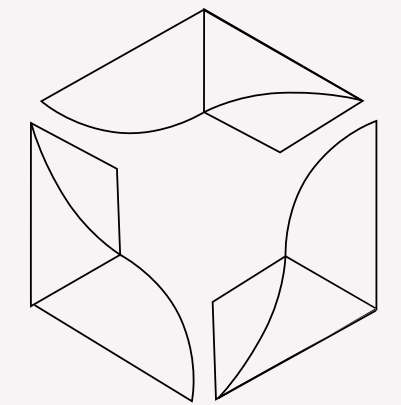
ENTERPRISE SOLUTIONS



OVERVIEW

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PG #

EMPLOYMENT LAW SOLUTION

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PG #

DIVERSITY, EQUITY & INCLUSION



BRAND COMPARISON

SHRM ENTERPRISE BRAND GUIDE / BRAND COMPARISON

ENTERPRISE SOLUTIONS

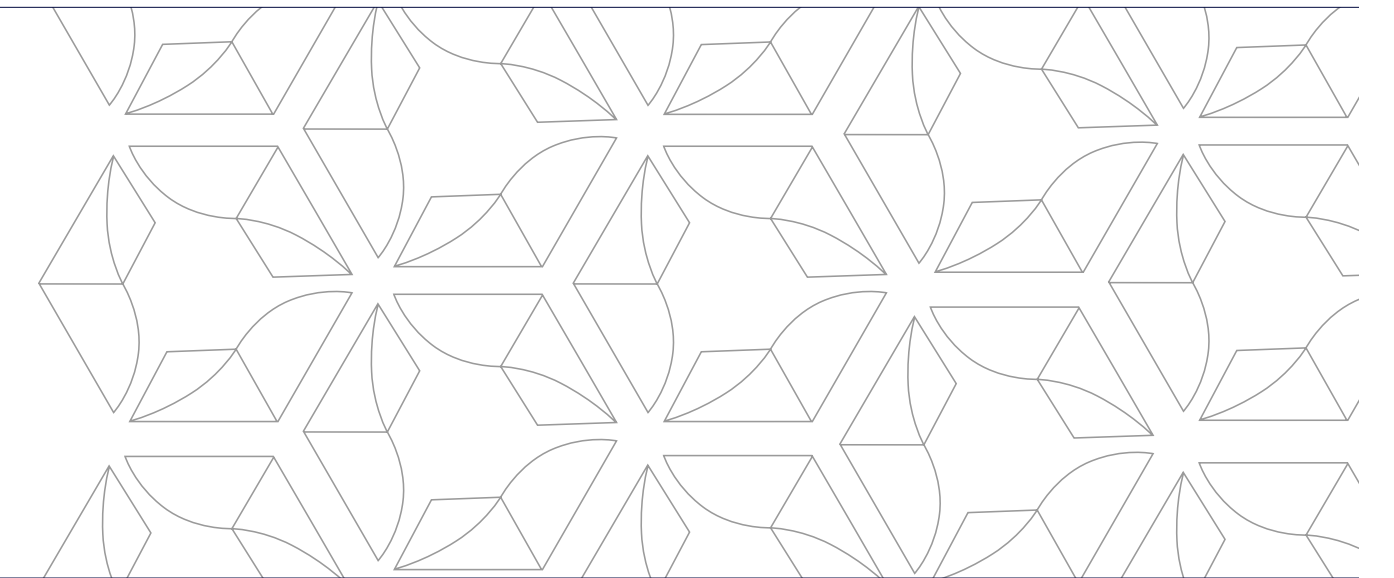
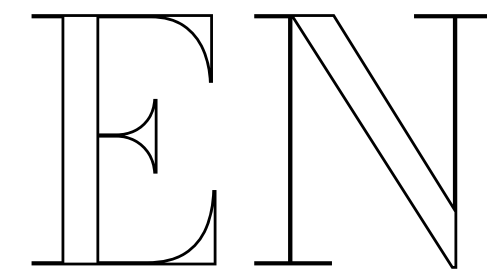
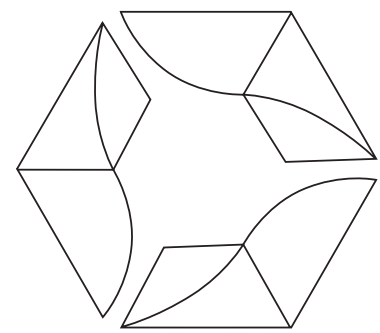
EXECUTIVE NETWORK

LINKAGE

LOGO



GRAPHIC ELEMENTS



TYPOGRAPHY

PROXIMA NOVA
CONDENSED LIGHT

Proxima Nova Condensed Light

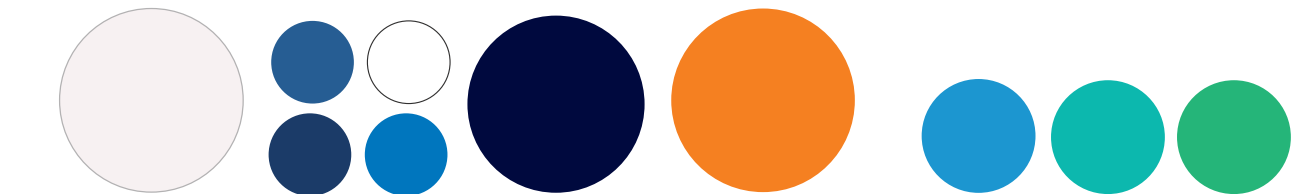
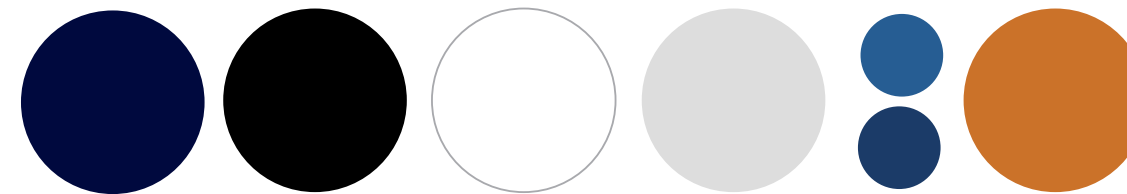
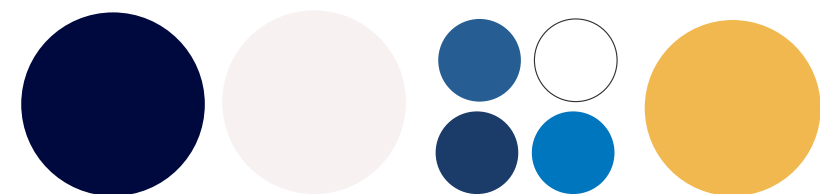
PROXIMA NOVA
LIGHT

Georgia Regular

PROXIMA NOVA
REGULAR

Proxima Nova Condensed Semibold

COLOR



SRM[®]