



BRAND
STANDARDS
GUIDE 2019–2021

CHAPTER AND AFFILIATES

OUR BRAND

SHRM is accessible and collaborative, serving workers at all levels, including the C-suite. We must not only describe who we are, but how we add value to society—in a time of change for industry as a whole.

Under this greater umbrella are the beliefs and aspirations that create who we are and what we stand for. These include:

BRAND PROMISE

Making work, workers and the workplace better.

VISION

HR building a world of work that works for all.

MISSION

To empower people and workplaces by advancing HR practices and maximizing human potential.

PURPOSE

To elevate the HR profession.

SHRM AFFILIATE LOGO

The SHRM Affiliate logo may be used by affiliates of SHRM accompanied by their own chapter logos on digital, video and print creative.

MINIMUM SAFE SPACE:



*X MARKS FONT HEIGHT

MINIMUM SIZE:



COLOR TREATMENTS:

COLOR PRIMARY



KNOCKOUT



GRAY/BW



TYPOGRAPHY

DESIGNER: MARK SIMSON // FOUNDRY: MARK SIMSON STUDIOS //

CLASSIFICATION: SAN SERIF, CONDENSED, GROTESQUE SANS, GEOMETRIC SANS

Proxima Nova

SHRM's primary typeface is Proxima Nova, classified as a san serif typeface. It is versatile and full-featured with a family of 48 fonts (in eight weights: thin, light, regular, medium, **semibold**, **bold**, **extrabold** and **black**; and in three widths: Proxima Nova, Proxima Nova Condensed and Proxima Nova Extra Condensed with *italics* in all weights and widths). This large family makes it the perfect font for multiple purposes: display type, body type, captions, constrained spaces, etc.

Proxima Nova is a clean, modern typeface, often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789\$%!@#^&*:"'[]?)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
123456789\$%!@#^&*:"'[]?)

TYPOGRAPHY PRINT GUIDELINES

SHRM's Proxima Nova typeface provides versatility with its family of 48 fonts in eight weights and three widths.

Here are some general guidelines to consider depending on the print use case.

Always consider purpose, audience, readability with a clear hierarchy structure in mind.

HIERARCHY:

Basic hierarchy usually includes three levels:

Level 1 - most important content or information. Should be immediately visible in the design (headline)

Level 2 - Stands out to help organize design or sections of information into groups. Helps direct viewers (subhead)

Level 3 - The core of the message. Must be readable (text)

HIERARCHY EXAMPLES:

Level 1: Bold 40pt

Level 2: Semibold 22pt

Level 3: Regular 12pt

TYPOGRAPHY DIGITAL GUIDELINES

PRIMARY FONT:

Proxima Nova

BACKUP FONTS:

Arial, Helvetica, San Serif

HIERARCHY:

Standard Body Copy is Regular 16px

XL Headlines are Extrabold 48px

Large Headlines are Extrabold 36px

Medium Headlines are Extrabold 24px

Medium Skinny Headlines are Regular 24px

Small Headlines are Semibold 18px

Tiny Headlines are Semibold 14px

Tiny Headlines are Regular 14px

Utility and Descriptor Text is Regular 14px

COLORS

SHRM PRIMARY BRAND COLORS:



SHRM BRIGHT BLUE:
CMYK = 90/M48/0/0 • PMS = • RGB = 0/118/190 • HEX = #0076be



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



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

