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:

<table>
<thead>
<tr>
<th>BRAND PROMISE</th>
<th>VISION</th>
<th>MISSION</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making work, workers and the workplace better.</td>
<td>HR building a world of work that works for all.</td>
<td>To empower people and workplaces by advancing HR practices and maximizing human potential.</td>
<td>To elevate the HR profession.</td>
</tr>
</tbody>
</table>
The SHRM Affiliate logo may be used by affiliates of SHRM accompanied by their own chapter logos on digital, video and print creative.

COLOR TREATMENTS:

COLOR PRIMARY

KNOCKOUT

GRAY/BW
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.
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 = 90/48/0/0 • 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