



AFFILIATE
BRAND
STANDARDS
GUIDE 2022–2023

ABOUT THIS GUIDE

The SHRM Affiliate Brand Standards Guide has been created for your benefit to help you leverage the SHRM Brand so that together we can build a better world of work.

SHRM Affiliates play a vital role in upholding SHRM's mission, vision, and values. Consistency across all of our affiliate channels is key to presenting a unified image across all audiences and communication touchpoints. This Guide is meant to ensure a powerful expression of who we are through the proper use of our brand, messaging, logo, colors and more.

This Guide includes the parameters within which you can gauge the appropriateness of all materials and communications you develop as an Affiliate of SHRM. We want you to have the tools and resources you need to make certain that your end product looks and feels true to who we are and what we stand for.

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



SHRM AFFILIATE LOGO DONT'S

Logo Dont's

The logo is the primary visual representation of the brand, and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact. Please avoid doing the following shown below.

Do not combine or overlap the logos.



Do not change the SHRM PMQ block logotype size relationship.



Do not place the logo on color backgrounds.



Do not use the logo without the SHRM Affiliate tag.



Do not reset or replace the typography of the logo.



Never lean to left or right.

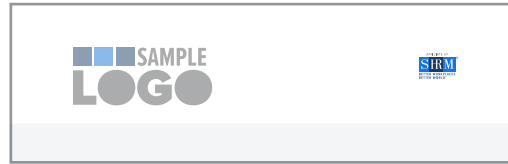


SHRM AFFILIATE LOGO & AFFILIATES

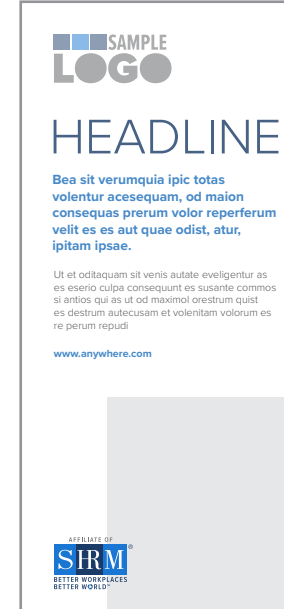
To showcase the affiliation, combining you can add the “affiliate” as the logos are not overlapping. See next page for what isn’t allowed.



Website



Signage



Letter Head



Flyer




Bea sit verumquia ipic totas volentur acesequam, od maion conseqnas prerum volor reperferum velit es es aut quae odist, atur, ipitam ipsae. Ut et oditaquam sit venis auteate eveilgentur as es eserio culpa consequunt es susante commos si antios qui as ut od maximo! orestrum quist es destrum autecusam et volentiam volorum es re perum repudi offic te et ducia sim

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SHRM 75TH ANNIVERSARY

In 2023, SHRM will be celebrating our 75th anniversary!

Affiliates are able to use either the “standard” Affiliate logo or the **SHRM Affiliate Anniversary Logo** for the duration of 2023.



OR



SHRM Affiliate Anniversary Logo



SHRM AFFILIATE ANNIVERSARY LOGO

The SHRM Affiliate Anniversary Logo may be used by affiliates **ONLY IN 2023.**

MINIMUM SAFE SPACE:



MINIMUM SIZE:



COLOR TREATMENTS:

COLOR PRIMARY



SOLID KNOCKOUT



BLACK



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