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This manual is designed to provide SHRM affiliates with the proper brand identity standards for use in affiliate publications, promotional, and marketing materials. It gives general trademark guidelines as well as specific instruction on use and misuse of the **AFFILIATE OF** logo. To download the **AFFILIATE OF** logo, go to [www.shrm.org/graphicsguide/use/](http://www.shrm.org/graphicsguide/use/).

**Questions?**
SHRM affiliates should contact a member of their regional team with questions regarding the content included in this manual. To locate your regional team member, go to [www.shrm.org/vlr](http://www.shrm.org/vlr).
General Guidelines

This manual serves as the SHRM Graphics Guide and Use Requirements referred to in the SHRM chapter and state council charter. Proper use of registered marks and images as well as copyrighted information is extremely important. Intellectual property owned by organizations or individuals should never be used without their express permission.

Use and Misuse of SHRM Marks

Chapters and state councils (SHRM affiliates) in good standing are licensed by their charter to use only the marks set out in these guidelines. To preserve SHRM’s rights in its marks, the law requires that the marks must be used on goods and in association with services of a nature and quality which SHRM has approved. Your use of the marks on promotional materials to illustrate the association between you and SHRM is approved only if used in accordance with these guidelines. Intentional misuse of any SHRM marks could result in disaffiliation from SHRM. In order to protect its marks, SHRM may require you to stop using one or more of them. While this is unlikely, by using the marks under this license, you agree to cease your use upon SHRM’s request.

SHRM allows its affiliates, including chapters and state councils, to use by license the SHRM name, acronym, and AFFILIATE OF logo, if certain guidelines are followed. SHRM chapters and state councils may, by license from SHRM under their charter:

1. Include the “Society for Human Resource Management” name or the “SHRM” acronym in the chapter or state council name in a manner which indicates their chapter or state council affiliation.
2. Use the “Society for Human Resource Management” name, the “SHRM” acronym, and the SHRM AFFILIATE OF logo solely to indicate that they are a chapter, state council, or affiliate of SHRM.
3. Chapters and state councils may not use the “Society for Human Resource Management” name, the “SHRM” acronym, or the SHRM AFFILIATE OF logo in an independent manner which fails to indicate such chapter, state council or affiliate status.
4. In addition, local chapters and state councils are required to prominently display the AFFILIATE OF logo to indicate their affiliation with SHRM on all chapter and state council communication pieces. Chapters and state councils also may not license any SHRM marks without express permission from SHRM. Chapters and state councils may not register any of the SHRM trademarks or any marks which have all of any portion of a SHRM trademark in it.

Logo Usage

In using the AFFILIATE OF logo, chapters and state councils:
1. Cannot modify the logo in any way, shape or form.
2. Cannot create a new chapter logo designed to look similar to the SHRM logo.
3. Cannot create another logo around it.
4. Must use the current version with the registrata mark (®) in the upper right hand corner next to the logo.
AFFILIATE OF Logo

Below is the SHRM AFFILIATE OF logo approved for use by chapters and state councils. You are required to prominently display the AFFILIATE OF logo on all chapter and state council communications to indicate your affiliation with SHRM. You cannot modify this logo to make it your own; it must be shown in conjunction with your own name or logo, must be the entire AFFILIATE OF logo, and never be smaller than 1 inch wide. The registrata mark (®) must appear in the upper right hand corner next to the logo every time the logo is displayed. The symbol and the logotype should always appear together as a single unit.

Since color is one of the most powerful elements of the SHRM brand, color online should be consistent with color use in other media.

One-Color Logo
INCORRECT LOGO USAGE

A logo is designed to capture the identity of an organization but, more importantly, its consistent use accrues value over time. Misuse and unauthorized alterations undermine the SHRM identity and brand. Well-meant changes may distract from the identity or be perceived as sloppy. They actually can also jeopardize trademark rights! These are examples of errors commonly made.

Framing
Do not box out or frame the logo (fully or partially) with any shape (circle, oval or set of lines).

Different Type Style
The logo’s typeface was chosen specifically for the feelings it invokes. Do not modify or substitute styles.

Improper Proportion
Do not match the Society’s name with a mark that is too large or too small in comparison.

Distortion
Avoid stretching, squeezing or otherwise manipulating the size of the Society’s name or symbol in any way.

Separation
Do not reproduce the SHRM mark without the full Society name below it.
INCORRECT LOGO USAGE

Logo with a Color Fill
Do not fill or change the SHRM letters, Society name, or AFFILIATE OF to a different color. All three of these elements must be blue (PMS 647) or white.

Logo with a Colored Background
When applying the logo to a colored background, use the Society name and AFFILIATE OF in blue (PMS 647) or white. Do not fill the letters in a different color; the SHRM letters must be white. A “knock-out” version, whereby the colored background shows through the logo, is available. Please contact your regional administrator for the “knock-out” version.

Logo Colors
Unless printing in black & white/gray, the logo, the Society name, and AFFILIATE OF must always be blue (PMS 647) or white. Never differ from these colors.
Logo Formats and Access

SHRM can provide the AFFILIATE OF logo in a variety of formats, depending on your need. Following is information regarding common formats. Logo versions are available in 4-color, 1-color, gray and white.

- **GIF** – (Raster) Used for online purposes due to its lower resolution, which appears clear on a webpage but does not slow down the loading time of the page as much as a higher resolution format would. Also used for PowerPoint.
- **JPG** – Used for online and print purposes.
- **TIF** – (Raster) Used for print purposes due to its high resolution. For newsletters or documents created in word processing applications such as Microsoft Word. Offers higher resolution output and reproduces well from black & white or color laser printers or inkjet printers.
- **EPS** – (Vector) Used for print purposes due to its high resolution. Newsletters or documents created in page layout programs such as QuarkXPress, InDesign, or PageMaker. Offers highest quality output for documents being produced on printing presses, digital presses or other post-script printing devices.

To download the AFFILIATE OF logo, go to [www.shrm.org/graphicsguide/use/](http://www.shrm.org/graphicsguide/use/). If you have questions about the logo or need a format that is not listed, please contact your regional administrator.
Creating your logo

Many chapters and state councils have developed their own logo as part of branding their identity in their respective communities or states. A consistent image is vital to building your brand. This section is designed to provide you with information pertinent to the creation of your logo. You should familiarize yourself with this section before creating a new logo or changing an existing logo. The following rules apply to all chapter/state council logos.

• A chapter/state council logo should be used in conjunction with the SHRM AFFILIATE OF logo and not as a substitute for the SHRM AFFILIATE OF logo.
• The SHRM logo or SHRM AFFILIATE OF logo may not be used in whole or in part in your logo.
• The SHRM acronym or the Society for Human Resource Management name may not be used in your logo if it is not part of your chapter/state council’s legal name (as set forth in your bylaws as the legal name or “also known as” name).
• When using H and R in your logo, the letters may not be conjoined (their spines touching):

Correct:

Rocky Mountain SHRM

Incorrect:

Rocky Mountain SHRM

If “SHRM” or the “Society for Human Resource Management” is part of your legal name or “also known as” name, as specified in your bylaws*, there are specific rules that will apply when creating or altering your chapter/state council’s logo.

• Do not register or trademark your chapter/state council’s logo as “SHRM” and the “Society for Human Resource Management” are already registered trademarks. Please contact your Field Services Director for guidance.
• Use either “SHRM” or the “Society for Human Resource Management” in your logo (i.e., the one that is in the legal name or the “also known as” name you use in your logo); but, not both.
• “SHRM” and the “Society for Human Resource Management” must be treated the same as the rest of your chapter/state council’s name. It must be treated uniformly and must not have a different font size, color or style.
  * Correct: Silver City SHRM
  * Incorrect: Silver City SHRM
  * Correct: Preppy Town SHRM
  * Incorrect: Preppy Town SHRM

*The legal name appears in Section 1 of your bylaws and will contain your full legal name as well as phrasing such as “also known as.” These allow, for example, public use of an acronym as a substitute for your full legal name.
• “SHRM” or the “Society for Human Resource Management” must be treated the same way graphically as the rest of your name.

Correct: Sunshine Corners SHRM
Incorrect: Sunshine Corners

* Do not use stylized design running through your name.
  
  • Correct: Little River SHRM
  • Incorrect: Little River SHR M

* Do not “couple” the H and R using the same backbone:
  
  • Correct: Rocky Mountain SHRM
  • Incorrect: Rocky Mountain SHRM

If “SHRM” or the “Society for Human Resource Management” is not part of your chapter/state council’s legal or “also known as” name, you may not use either the SHRM acronym or name in your logo.

**SHRM Approval**

If “SHRM” or the “Society for Human Resource Management” is in part of the full legal name or “also known as” name, your chapter/state council is required to submit your logo for approval in advance of finalizing it. A great time to do this is early in the design stage. Receiving SHRM approval on the artwork in advance will ensure you won’t incur additional time, effort and expense in having a logo recreated. A checklist and convenient submission form can be found at http://fs16.formsite.com/robgatesshrm.org/form17/index.html.

If “SHRM” or the “Society for Human Resource Management” is not in your logo, you are encouraged to check with SHRM prior to finalizing your design to ensure adherence to the general rules applicable to all chapter/state council logos.
Incorrect use of the SHRM logo in identifying your chapter/state council

Chapters and state councils may not use the “Society for Human Resource Management” name, the “SHRM” acronym, or the SHRM logo in any independent manner which fails to indicate such chapter, state council, or affiliate status. You may only use the AFFILIATE OF logo as illustrated in Section 2 of this manual.

As a registered mark, you may not modify the AFFILIATE OF logo in any way, shape, or form. You cannot create a new chapter or state council logo designed to look similar to the SHRM logo or the AFFILIATE OF logo or create another logo around it. Please find below examples of incorrect use.

Additionally, do not use the logo:
  • in the middle of text copy or a headline;
  • as a background for type or art work; or
  • as a background pattern of any kind (such as screensaver).
Section 4

SMA Logos

SMA Special Interest Chapters

SMA Special Interest Chapters (SICs) are SHRM affiliates and should display the SHRM **AFFILIATE OF** logo prominently on chapter communication including web sites. In addition, SHRM SICs must incorporate the SMA trademark as outlined below. The use of both of these marks is a benefit, helping to create or sustain recognition and credibility for the special interest chapters.

SMA SICs should use the designated letters “SMA” prominently and correctly in their logos exactly as noted. SIC logos should contain other elements to clearly identify the name of the SIC. The SIC logo design must incorporate the full name of the Society for Human Resource Management and not just the acronym “SHRM” as seen in the example.

No SIC logo may incorporate any element of the SHRM logo. However, the SHRM **AFFILIATE OF** version of the SHRM logo (see Section 2) should appear prominently and in close proximity to the SHRM SIC logo. The SHRM **AFFILIATE OF** logo may be downloaded at www.shrm.org/graphicsguide/use/.

“SMA” is a registered trademark and should include the registrata (®) mark in the logo. SHRM chapters may not themselves register any trademark which contains the SMA trademark. Your signed chapter charter and the SHRM Graphics Standards Manual for Affiliates constitute the chapter’s license.
SMA Special Interest Groups

SMA Special Interest Groups (SIGs) are part of an existing SHRM chapter. SIGs and their respective chapters should follow the guidelines below regarding use of the SMA and SHRM trademarks.

SMA SIGs are part of their respective chapters and those chapters are SHRM affiliates. Therefore, the SHRM AFFILIATE OF logo should be used by the chapter in all its communications to the public, from both the SIG and those not concerning the SIG.

The SIG should clearly indicate its relationship to the chapter as noted in the example. As an affiliated chapter, in this case Charlotte Area SHRM, would continue to indicate its affiliation with SHRM through the use of the SHRM AFFILIATE OF logo.

No SIG logo may incorporate any element of the SHRM logo. “SMA” is a registered trademark and should include the registrata (®) mark in the logo. SHRM chapters may not themselves register any trademark which contains the SMA trademark. Your signed chapter charter addendum and the SHRM Graphics Standards Manual for Affiliates constitute the chapter’s license.
Color and Specifications
The SMA logo may be used in black and white or in color. Minimum size is no smaller than 1 inch.

Note that there are several formats of the SMA logos in black and white or color: JPG, GIF, EPS (see page 8 for use of each format). If you should have any questions or wish to request your SIC or SIG logo, please contact your regional administrator.
Business Card Options for Chapter/State Council Officers

Chapters and state councils may wish to provide business cards for the members of their board or council. The chapter or state council is an affiliate of SHRM. Therefore, it is appropriate for the **AFFILIATE OF** logo to appear on the business card of the individual volunteer, to indicate that the chapter or state council is an affiliate of SHRM.

Option 1

![Business card option 1]

- **Chapter Name**
- **John Doe, SPHR**
- **Chapter President**
- **jdoe@shrmchapter.org**
- **123 A St. Suite 14a**
- **Anytown, US 12345**
- **+1(555) 555-5555**
- **+1(555) 555-5555 MOBILE**
- **+1 (555) 555-5555 FAX**
- **www.shrmchapter.org**

Option 2

![Business card option 2]

- **Chapter LOGO goes here**
- **John Doe, SPHR**
- **Chapter President**
- **123 A St. Suite 14a**
- **Anytown, US 12345**
- **jdoe@shrm.org**
- **+1(555) 555-5555**
- **+1(555) 555-5555 MOBILE**
- **+1 (555) 555-5555 FAX**
- **www.shrmchapter.org**

SHRM does not allow members to use the SHRM logo; members may not include the SHRM logo on business cards or promotional items. However, we do feel it is important for our members to highlight their membership in the Society. To this end, we allow, by license, and encourage members to indicate their membership by including “Member, Society for Human Resource Management” or “SHRM Member” text on business cards and/or personal biography, as long as the text does not falsely imply that the member’s employer is a member.
Letterhead 8.5x11 options
A stationery template with the SHRM AFFILIATE OF logo is available for download in the VLRC at www.shrm.org/vlrc.

Option 1

Chapter Name

Option 2
PowerPoint
The following is an example of a PowerPoint layout you may wish to use for such presentations as a new member orientation, a conference, or a “loop” used at a meeting or job fair at which you exhibit. The PowerPoint template is available for download in the Volunteer Leaders’ Resource Center at www.shrm.org/vlrc.

Option 1

Option 2

- Information starts here
  - Continues
    - Continues
      » continues
**Web site Examples**
The SHRM AFFILIATE OF logo is to be prominently displayed on chapter/state council websites. Prominent display is defined as appearance on the front page, preferably on the main header/leader board or the running side header “above the fold” on the screen. Following are examples of prominent logo placement on your website.

**SHRM-hosted websites**

![SHRM-hosted website example](image1)

Prominent placement of AFFILIATE OF SHRM logo.

**Non-SHRM-hosted websites**

![Non-SHRM-hosted website example](image2)

Prominent placement of AFFILIATE OF SHRM logo.
Prominent placement of AFFILIATE OF SHRM logo.
Prominent placement of **AFFILIATE OF** SHRM logo.
**General Guidelines**

The EXCEL Award is the recognition component of the SHRM Affiliate Program for Excellence (SHAPE). There is a distinct logo for each of the four award levels: Bronze, Silver, Gold and Platinum. Chapters and state councils earning an EXCEL Award will receive a congratulatory award e-mail that will include a link to the unique award page in the VLRC for that award level. The award logo will be available for download in several formats: JPG, GIF, TIFF, EPS and PNG. As with other logos, the color palette is specifically designed and is part of the brand definition.

The minimum size of the logo when displayed is 92 pixels high by 71 pixels wide.

Display of an award logo is optional. If you experience challenges with your award logo download or have questions, please contact your regional administrator.
MEMBERSHIP STAR AND SUPERSTAR AWARD LOGOS

General Guidelines
Membership Star and Superstar are distinctions awarded to chapters and state councils achieving a specific range in SHRM membership growth.

Chapters and state councils achieving star or superstar status will receive a congratulatory e-mail that will include a link to the award logo. The award logo will be available in several formats: Black and white in TIFF; color in TIFF, JPG, and GIF. As with other logos, the color palette is specifically designed and is part of the brand definition.

The minimum size of the image is 90 pixels high by 97 pixels wide. Display of an award logo is optional. If you experience challenges with your award logo download or have questions, please contact your regional administrator.
General Guidelines
A 100 percent chapter is one that requires all of its members to be SHRM members. A 100 percent state council is a state in which all chapters are 100 percent chapters. A special image has been created for use by 100 percent chapters and state councils.

Chapters and state councils eligible to display the 100 percent logo will receive access to the images for download. They are available in several formats: Black and white in TIFF and color in JPG and GIF. As with other logos, the color palette is specifically designed and is part of the brand definition.

The minimum size of the logo when displayed is 92 pixels high by 71 pixels wide. Display of this logo is optional. If your chapter or state council is a 100 percent affiliate and would like to display the logo image, please contact your regional administrator.