Brand Identity Guidelines

January 2021

Table of Contents

Basic Elements Overview

This section summarizes the basic elements—logo, logo lockup variations, color palette, imagery, typography—in our visual system.

Each element is designed to work in harmony with the others. When combined, the elements convey the richness of our brand. Each element is further explained on the pages noted.
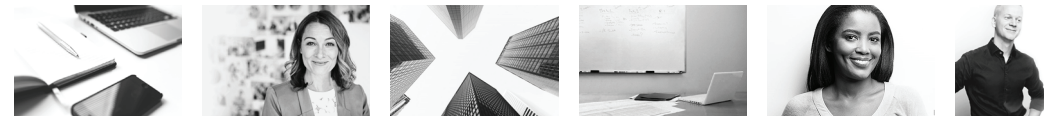
Logo lockup (See page 3)

Color palette (See page 9)

Imagery (See page 10)

Typography (See page 12)

AaBbCc

Avenir Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

HRCI Logo

The HRCI logo unifies our brand, telling the world we are One HRCI. It is the basis for all design elements in our identity system. With its two-color letters, modern face and forward orientation, it suggests dependability, advanced methodology and progress.

These guidelines provide the information for maintaining the integrity of our brand and the consistent impact of the HRCI logo. They are the starting points in a complete and dynamic brand visual identification system. Because the HRCI logo is the key visual element representing the company, these guidelines have been established to control its use in all applications.

The HRCI logo may only be used exactly as approved by HRCI on packaging, collateral materials, documentation and advertising, including internet advertising, solely for the purpose of promoting HRCI products.

The HRCI logo is comprised of two parts: the logo mark and the logotype. The components are in a fixed relationship to each other and should never be altered, separated, modified or repositioned in any way.

HRCI logo mark

HRCI logo

HRCI logotype

Clear Space & Minimum Size

Clear Space

To enhance the legibility and impact of the HRCI logo, be sure to keep it at a reasonable distance from other graphic elements or images on the page.

Always allow a minimum clear area on all sides of the logo equal to half the height of X as shown here.
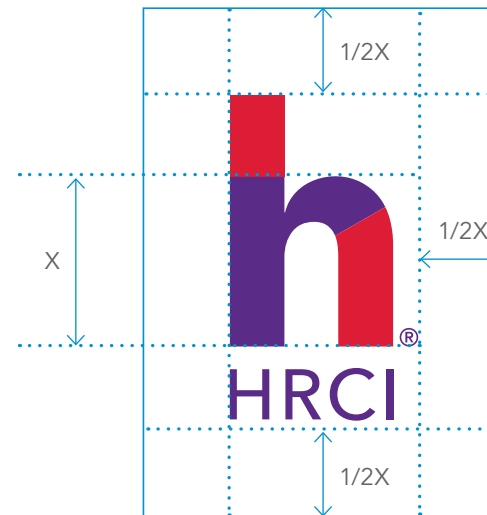
Trademark (TM)

The trademark is 8% of the logotype cap height.

Minimum Size of HRCI Logo

To ensure the greatest possible legibility and impact, never reproduce the HRCI logo's height smaller than 0.375" for print and 45 pixels for web.
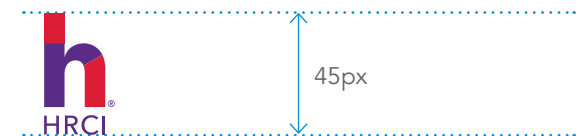
Maintain minimum clear space on all sides of the logo. Minimum clear space is half the height of X.

Minimum size – Print (300 dpi)

.375"

Minimum size – Web (72 dpi)

45px

Certification Seals Version 1

In addition to the silver metallic seals used on the certificates, the HRCI certificate seals come in four different color combinations, reflecting the energy and dynamism of HRCI. Follow these guidelines for proper color assignment of each seal. Also please note that when listing the certifications, the order should always match the order shown here.

Certification Seals Version 1

This version of the certification seals should be used for instances in which HRCI is mentioned elsewhere, such as HRCI marketing collateral and on our website.

aPHR®

Associate Professional in Human Resources® (aPHR®)

PHR®

Professional in Human Resources® (PHR®)

PHR ca®

Professional in Human Resources - California® (PHRca®)

SPHR®

Senior Professional in Human Resources® (SPHR®)

aPHRi™

Associate Professional in Human Resources - International™ (aPHRi™)

PHRi™

Professional in Human Resources - International™ (PHRi™)

GPHR®

Global Professional in Human Resources® (GPHR®)

SPHRi™

Senior Professional in Human Resources - International™ (SPHRi™)

Certification Seals Version 2

In addition to the silver metallic seals used on the certificates, the HRCI certificate seals come in four different color combinations, reflecting the energy and dynamism of HRCI. Follow these guidelines for proper color assignment of each seal. Also please note that when listing the certifications, the order should always match the order shown here.

Certification Seals Version 2

This version of the certification seals should be used for instances in which the seal stands alone, and HRCI is not mentioned elsewhere within the document or web page.

aPHR®	**PHR®**	**PHR ca®**	**SPHR®**
Associate Professional in Human Resources® (aPHR®)	Professional in Human Resources® (PHR®)	Professional in Human Resources - California® (PHRca®)	Senior Professional in Human Resources® (SPHR®)
aPHRi™	**PHRi™**	**GPHR®**	**SPHRi™**
Associate Professional in Human Resources - International™ (aPHRi™)	Professional in Human Resources - International™ (PHRi™)	Global Professional in Human Resources® (GPHR®)	Senior Professional in Human Resources - International™ (SPHRi™)

Approved Provider & Pre-Approved Seals

Size: 1.5" diameter

Approved Provider and Pre-Approved seals are used by third parties as endorsement marks. The year must be updated annually.

Minimum Size of HRCI Logo

To ensure the greatest possible legibility and impact, never reproduce the logo's height smaller than 0.375" for print and 45 pixels for web.

Required Language

The following language must be included in any promotion of pre-approved activities, listing the type of credit and number of hours as appropriate:

"HRCI has pre-approved this activity for recertification credit toward the aPHR®, PHR®, PHRca®, SPHR®, aPHRi™, PHRi™, GPHR® and SPHRi™ certifications. The content of the activity submitted has met the criteria of the Approved Provider Program."

Official Approved Provider seal

Official Conference Provider seal

Generic Approved Provider seal

Terms & Conditions

Guidance for Partners

The following terms and conditions apply when using the HRCI Logo; any use in violation of these terms and conditions is strictly prohibited. HRCI reserves the right to change these guidelines at any time at its sole discretion. You must comply with the guidelines as amended from time to time. Amended Guidelines will be emailed to the current contact address of record. Please send updates to contact information or any questions regarding these Guidelines to hrcimarketing@hrci.org.

- The HRCI Logo may only be used exactly as approved by HRCI on packaging, collateral materials, documentation and advertising, including Internet advertising, solely for the purpose of promoting HRCI products.

- The HRCI Logo may not be used in any manner that expresses or might imply HRCI's affiliation, sponsorship, endorsement or approval other than as consistent with this agreement.

- The HRCI Logo may not be included in any non-HRCI trade name, business name, product or service name, logo, trade dress, design, slogan or other trademark.

- The HRCI Logo may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

- The HRCI Logo, or any element thereof, including, but not limited to, HRCI's logo, logotypes, trade dress, and other elements of HRCI's marketing, packaging and web sites, may not be imitated or used as a design feature in any of your materials.

- HRCI may provide you with artwork of the HRCI Logo. If provided, you must use this artwork, which you may not alter in any way.

- A minimum amount of empty space must be left between the HRCI Logo and any other object such as type, photography, borders, edges, etc.

IMPORTANT DISCLAIMER and TRADEMARK NOTICE:

If you are promoting an exam preparation product, you must include the following disclaimer: "We encourage prospective certification holders to use a variety of resources that reflect their learning styles and needs. Purchasing a certification product is NOT required and HRCI does not guarantee that an individual will pass based on the purchase of a certification preparation product."

Any place HRCI or an HRCI product is mentioned, you must include the following language: "aPHR®, PHR®, PHRca®, SPHR®, aPHRi™, PHRi™, GPHR® and SPHRi™ are all registered trademarks of HRCI."

Color Palette

The HRCI color palette is dynamic and vibrant, allowing for differentiation and flexibility in any communication. The neutrals are clean and straightforward. These should be used for body copy and additional elements on the website.

Our official color palette consists of six color combinations, each of which supports a specific logo variation. Always use the provided logo files. Never re-create or re-mix the color combinations. However, colors within our palette can be used individually and in combination with each other as accent or background colors.
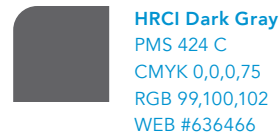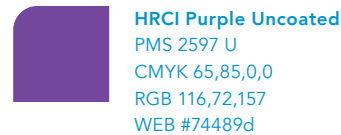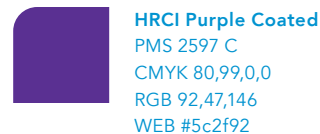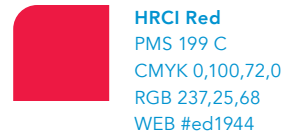
Explanation of colors:

- CMYK colors are used for professional printing, such as brochures and posters.
- RGB/WEB HEXADECIMAL colors are used for digital applications, such as websites, banner ads, digital badges and e-mail.
- PANTONE® (PMS) colors are used for 2-color printing, silkscreen and embroidery.
- HRCI PURPLE COATED is used for professional printing on coated paper stock and all digital applications.
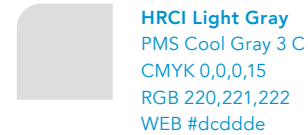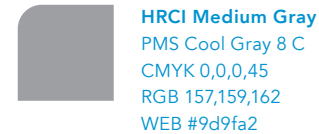- HRCI PURPLE UNCOATED is used for professional printing on uncoated and matte paper stocks.

Neutrals:

Gray and black are used for backgounds and body text.

Main palette

HRCI Red
PMS 199 C
CMYK 0,100,72,0
RGB 237,25,68
WEB #ed1944

HRCI Purple Coated
PMS 2597 C
CMYK 80,99,0,0
RGB 92,47,146
WEB #5c2f92

HRCI Purple Uncoated
PMS 2597 U
CMYK 65,85,0,0
RGB 116,72,157
WEB #74489d

HRCI Dark Gray
PMS 424 C
CMYK 0,0,0,75
RGB 99,100,102
WEB #636466

Neutrals

HRCI Black
PMS Black C
CMYK 0,0,0,100
RGB 0,0,0
WEB #000000

HRCI Medium Gray
PMS Cool Gray 8 C
CMYK 0,0,0,45
RGB 157,159,162
WEB #9d9fa2

HRCI Light Gray
PMS Cool Gray 3 C
CMYK 0,0,0,15
RGB 220,221,222
WEB #dcddde

White
CMYK 0,0,0,0
RGB 255,255,255
WEB #ffffff

Typography (print)

The welcoming and caring feel of our organization is also found in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized yet dynamic.

Avenir is our primary font and must be used for all internal and external materials. It is a Sans Serif font with an approachable and friendly feel that matches the work we do. Avenir font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Type Hierarchy

Complex documents and long papers require multiple levels of type treatments. Use this structure as a guide to achieve consistency across all materials. Use this structure as a starting place. Any designer should have the creative liberety to alter/change to match designs.

Title	Avenir Black, 36/43, HRCI Purple
Subtitle	Avenir Black, 24/34, Knocked-out
Section Title	Avenir Medium, 18/24, HRCI Purple
HEADER	Avenir Black, 10/14, All Caps, HRCI Red
Subhead 1	Avenir Black, 10/14, HRCI Dark Grey
Subhead 2	Avenir Black, 10/14, HRCI Purple
Text	Avenir Book, 10/14, HRCI Black
• Bulleted Text	Avenir Book, 10/14, .125in Indent, HRCI Black
Notes	Avenir Black, 9/13, HRCI Dark Grey
Footnotes	Avenir Book, 8/11, Justified, HRCI Dark Grey
Folios	Avenir Medium, 8pt

Digital Badges

Size: 340px diameter

The HRCI digital badges come in four different color combinations, reflecting the energy and dynamism of HRCI. Follow these guidelines for proper color assignment for each digital badge.

Associate Professional in
Human Resources®

Professional
in Human Resources®

Professional in Human
Resources - California®

Senior Professional in
Human Resources®

Global Professional in
Human Resources®

Associate Professional in Human
Resources - International™

Professional in Human
Resources - International™

Senior Professional in Human
Resources - International™

Questions about the HRCI brand?

Please contact the HRCI Marketing Department at **hrcimarketing@hrci.org**

hrci.org