



# CALIFORNIA STATE COUNCIL OF SHRM Graphic Standards

April 2018



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## Section 1

### About this manual

This manual is designed to provide California State Council of SHRM Directors, Executives, and Chapter affiliates with the proper brand identity standards for use in publications, promotional, and marketing materials. It gives general guidelines as well as specific instruction on use and misuse of the California State Council of SHRM logo. To download the California State Council of SHRM logo, go to [www.calshrm.org/marketing/graphics](http://www.calshrm.org/marketing/graphics).

### Questions?

California State Council of SHRM affiliates should contact the CalSHRM Brand Manager with questions regarding the content included in this manual. To locate the CalSHRM Brand Manager, go to <http://calshrm.org/core-leadership.html>.

## Section 2

### General Guidelines

This manual serves as the California State Council of SHRM Graphics Guide and Use Requirements referred to in the state council charter. Proper use of representative 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 California State Council of SHRM Marks

To preserve California State Council of SHRM's values, it is required that the marks must be used on goods and in association with services of a nature and quality which the Council has approved. Use of the marks on promotional materials to illustrate the association between a Chapter and California State Council of SHRM is approved only if used in accordance with these guidelines. In order to protect its marks, California State Council of SHRM may require vested parties to stop using one or more of them. While this is unlikely, by using the marks under these guidelines, you agree to cease your use upon California State Council of SHRM's request.

California State Council of SHRM allows its affiliate chapters the use of the California State Council of SHRM name, acronym, and logo, if certain guidelines are followed.

California State Council of SHRM affiliate chapters may:

1. Use the "California State Council of SHRM" name, the "CalSHRM" acronym, and the California State Council of SHRM logo solely to indicate that they are a chapter affiliate of CalSHRM.
3. Chapters may not use the "California State Council of SHRM" name, the "CalSHRM" acronym, or the California State Council of SHRM logo in an independent manner which fails to indicate such affiliate status.
4. Chapters may not license any California State Council of SHRM marks without express permission from the council.

## Logo Usage

In using the California State Council of SHRM logo, State Council Directors, Executives, and affiliate chapters:

1. Cannot modify the logo in any way, shape or form.
2. Cannot create a new chapter logo designed to look similar to the California State Council of SHRM logo.
3. Cannot create another logo around it.

## Section 3

### California State Council of SHRM Logo

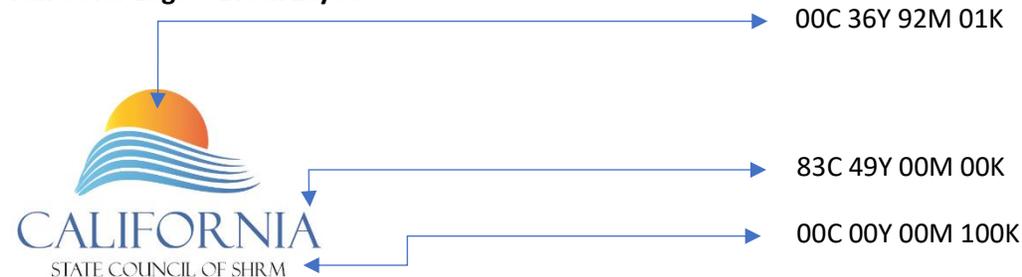
Below is the California State Council of SHRM logo approved for use by State Council Directors, Executives, and affiliate chapters. You cannot modify this logo to make it your own, it must be the entire logo, and the logo should never be smaller than 3-inches in width for the horizontal layout and 1-inch in height for the block layout. For affiliate chapters, it must be shown in conjunction with the affiliate chapter name or logo.

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

#### Full-Color Logo – Horizontal Layout



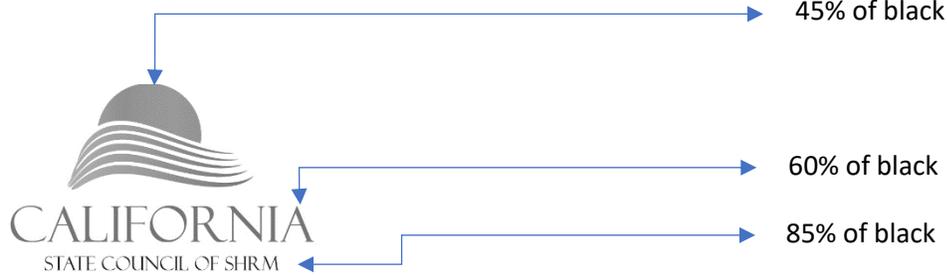
#### Full-Color Logo – Block Layout



#### Gray-Scale Logo – Horizontal Layout



### Gray-Scale Logo – Block Layout



### Logo with a Colored Background

When applying the logo to a colored background that will obscure the logo, a “white” version, whereby the logo is in white to stand out on the full color background, is available. Please contact the Brand Manager for the “white” version.



### 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 California State Council of SHRM identity and brand. Well-meant changes may distract from the identity or be perceived as sloppy. 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.

#### Distortion

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

#### Separation

Do not reproduce the California State Council of SHRM mark without the full Society name below it.

#### Logo with a Color Fill

Do not fill or change the California State Council of SHRM graphics, or Council name to a different color. These elements must Full color or gray-scale.

## Logo Formats and Access

California State Council of SHRM can provide the logo in a variety of formats, depending on need. Following is information regarding common formats. Logo versions are available in 4-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 California State Council of SHRM logo, go to [www.calshrm.org/marketing/graphics](http://www.calshrm.org/marketing/graphics). If you have questions about the logo or need a format that is not listed, please contact your regional administrator.

## Business Card Options for State Council Directors and Executives

Below is the approved layout for the official California State Council of SHRM business cards. The state council is an affiliate of SHRM, therefore, it is appropriate for the AFFILIATE OF SHRM logo to appear on the business card of the individual volunteer, to indicate that the California State Council of SHRM is an affiliate of SHRM. State Council Directors and Executives must order individual business cards through the Brand Manager or Council Secretary.



*Front Face of CalSHRM Business Card*

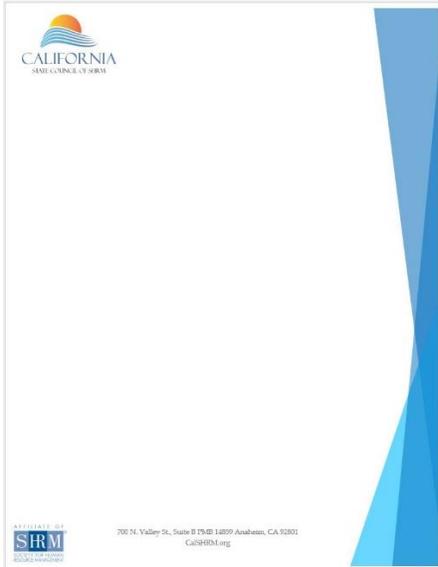


*Back of CalSHRM Business Card*

California State Council of SHRM does not allow individual State Council Directors or Executives to use the logo on individual/personal business cards or promotional items. However, we do feel it is important for our board members to highlight their service to the Council. To this end, we allow, and encourage State Council Directors and Executives to indicate their association by including "Board Member, California State Council of SHRM" or "(Indicate board position i.e. Treasurer), California State Council of SHRM" text on business cards and/or personal biography, as long as the text does not falsely imply that the member is employed by the Council.

## Letterhead

A stationery template with the California State Council of SHRM logo is available for download within the **Marketing** folder within the Board shared drive. Council stationery is only to be used for official council business, and the signature of the correspondence must indicate the full name and board position of the State Council Director or Executive sending the correspondence.



## Section 4

### Electronic Media

#### Email Signature

The following is an example of the approved California State Council of SHRM Email Signature layout to be use for board correspondence:

Board Member Name

**Board Title**

[Boardemail@CalSHRM.com](mailto:Boardemail@CalSHRM.com)

(123)111-1234



PRIVILEGED AND CONFIDENTIAL COMMUNICATION: This e-mail transmission, and any documents files or previous e-mail messages attached to it, may contain confidential information that is legally privileged. If you are not the intended recipient or a person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in or attached to this transmission is STRICTLY PROHIBITED. If you have received this transmission in error, please (1) immediately notify me by replay e-mail, or by collect telephone call; and (2) destroy the original transmission and its attachments without reading or saving in any manner. Nothing in this message is intended to constitute an Electronic signature for purposes of the Uniform Electronic Transactions Act (UETA) or the Electronic Signatures in Global and National Commerce Act ("ESign") unless a specific statement to the contrary is included in this message.

## PowerPoint

The following is an example of the approved California State Council of SHRM PowerPoint layout to be used for board presentations, conferences, or looped presentations used for exhibits. The PowerPoint template is available for download within the **Marketing** folder within the Board shared drive.



## Website Examples

The California State Council of SHRM logo can be displayed on chapter websites to indicate the relationship of the State Council to the local Chapters. The following are examples of the appropriate use of the California State Council of SHRM logo placement on a chapter website.

**What's The Difference In All SHRMS?**

 <b>International</b>	 <b>State</b>	 <b>Local</b>
<p>An international organization advancing the HR profession and practices. There are over 275K members, in 150 countries, with 575 affiliated chapters exchanging information and ideas.</p>	<p>A state level governing body for affiliated chapters in California. KC SHRM is 1 of 17 chapters. Supports National SHRM with local legislative insights and chapter resources.</p>	<p>Your local SHRM that provides HR education, legal, and regulatory updates, and is a great avenue for networking and career opportunities.</p>

<p>CENTRAL VALLEY HUMAN RESOURCE MANAGEMENT ASSOCIATION</p> <p>Post Office Box 579244 Modesto, CA 95355</p> <p><b>Chapter #0499</b></p>		
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