Brand Identity Guidelines

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March 2025

About HRCI®

HRCI® is the premier credentialing and learning community for the human resource profession. For 50 years, HRCI has set the global standard for HR expertise and excellence through its commitment to developing and advancing those in the people business. HRCI helps HR professionals and businesses achieve new competencies that drive results by creating and offering world-class learning and by administering eight global individual certifications and three organizational certifications. Today, over 500,000 HR professionals in 150+ countries have achieved HRCI certification as a mark of high professional distinction.

VISION

People and organizations perform better because of us.

MISSION

We enable people and organizations to discover, develop, and demonstrate their fullest potential through innovative learning and certification in the ever-evolving world of HR.

Table of Contents

Basic Elements Overview

This section summarizes the basic elements—logo lockup, color palette, and 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)

HRCI

Color Palette (See page 8)

Typography (See page 9)

AaBbCc

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

Avenir Black
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.
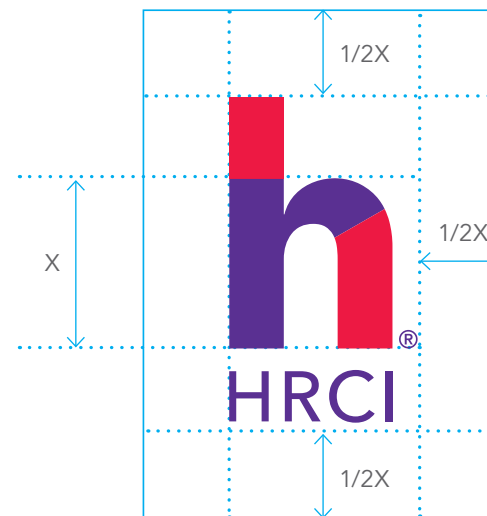
Trademark (TM)

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 height smaller than 0.375" for print and 45 pixels for web.
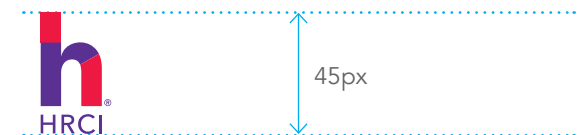
Maintain minimum clear space on all sides of the logo. Minimum clear space is half the height of X.

Minimum Size – Print (300 dpi)

.375"

Minimum Size – Web (72 dpi)

45px

Certification Seals

Minimum Size of Certification Seals

To ensure the greatest possible legibility and impact, never reproduce the HRCI certification seal height smaller than 0.5" for print and 90 pixels for web.

Certification Seals

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™)

SPHRi™

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

GPHR®

Global Professional
in Human Resources®
(GPHR®)

Digital Badges

Minimum Size of Digital Badges

To ensure the greatest possible legibility and impact, never reproduce the HRCI digital badge height smaller than 90 pixels for web.

Digital Badges

Associate Professional
in Human Resources®
(aPHR®)

Professional in Human
Resources®
(PHR®)

Professional in Human
Resources - California®
(PHRca®)

Senior Professional in
Human Resources®
(SPHR®)

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

Professional in
Human Resources -
International™
(PHRi™)

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

Global Professional
in Human Resources®
(GPHR®)

Recertification Provider & Conference Provider Seals

Minimum Size of Seals

To ensure the greatest possible legibility and impact, never reproduce the HRCI recertification provider seal or conference provider seal height smaller than 0.75" for print and 100 pixels for web.

Required Language

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

This Program has been pre-approved for (Number of recertification credit hours and credit type) toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™, and SPHRi™ recertification through HRCI.

Official Recertification Provider Seal

Official Conference Provider Seal

Organizational Certification

Size: 1.5" diameter

HRCI organizational badges are used by third parties as endorsement marks.

Minimum Size of HRCI Logo

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

HRCI Organizational Certification Logo

h. HRCI | ORGANIZATIONAL CERTIFICATION

Badges

ISO 30414:2018
Human Capital Reporting

ISO 30415:2021
Workplace Inclusion

ISO 45003:2021
Workplace Wellness

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

- PANTONE® (PMS) colors are used for 2-color printing, silkscreen, and embroidery.
- 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 email.

Neutrals

Gray and black are used for backgrounds and body text.

Main Palette

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

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

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

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

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

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, the HRCI Logo, logotypes, trade dress, and other elements of HRCI's marketing, packaging, and websites, 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."

Questions about the HRCI brand?

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

hrci.org