



Brand Asset Usage Guidelines

These guidelines provide the information for maintaining the integrity of the HRCI® brand. Please follow these guidelines for proper usage of the HRCI name, trademarks, and brand assets on all packaging, collateral materials, documentation, emails and advertising, including Internet advertising.

Correct usage of HRCI logo:

The HRCI logo may only be used exactly as approved by HRCI 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. To ensure the greatest possible legibility and impact, never reproduce the HRCI logo or seals at a height smaller than 0.25" for print and 35 pixels for web.

Correct usage of HRCI name:

For the first instance of usage, the full name is listed as "HRCI®." Registered marks should always be included in the first instance. The registered marks should be formatted as a superscript as shown in the above example. Subsequent instances are listed as "HRCI" without the registered marks.

Correct usage of HRCI product names:

For the first instance of usage, the full name of the product is listed, along with the registered mark or trademark set to superscript. Subsequent instances of the product name are listed as the as the acronym, without registered marks or trade marks. Certifications listed behind a persons name are always listed as the acronym and with out registered marks or trademarks (i.e. John Smith, PHR). Also please note that when listing the certifications, the order should always match the order below. Any where our certifications are mentioned, please also include the following language: aPHR®, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ are all registered trademarks of HR Certification Institute.

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

Correct usage of HRCI certification seals:

Each HRCI certification has a seal that is used to visually represent the certification. Please use the proper color assignment of each seal. Please note that these are different from the HRCI digital badges, which are used by certification holders to display their credentials digitally.



Associate Professional in Human Resources® (aPHR®)



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



Professional in Human Resources® (PHR®)



Professional in Human Resources–International™ (PHRi™)



Professional in Human Resources - California® (PHRca®)



Senior Professional in Human Resources® (SPHR®)



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



Global Professional in Human Resources® (GPHR®)

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.



Logo Color Variations

The HRCI logo reflects the energy and dynamism of HRCI.

Color logo option:

Red-Purple logo



Reverse logo options:

Knockout logo



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.

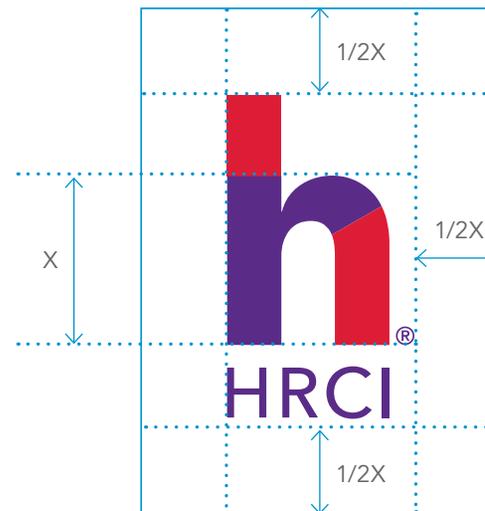
Trademark (TM)

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)



Minimum size – Web (72 dpi)



Incorrect Usage

Do Nots

A strong identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the HRCI brand.

Follow these simple rules when using the HRCI logo on branded communications:

- Do not rotate, stretch, slant, condense or alter the logo in any way.
- Do not alter the colors.
- Do not enclose the logo within a holding shape.
- Do not use on patterned backgrounds or as a background pattern.
- Do not use the logo on colored backgrounds that will blend or vibrate with the logo. (A Purple and Red Logo on a Purple background has been provided as an example.)
- Do not remove the logo elements.

