



STATE CONFERENCE 2026

MISHRM

MICHIGAN COUNCIL OF SHRM

Culture
CATALYST



Exhibitors

Speaker Promotion & Brand Guidelines

This guide is intended to help approved exhibitors promote their participation in the 2026 MISHRM State Conference in a consistent, professional, and engaging way while maintaining the integrity of the MISHRM brand.

Brand Voice & Tone

The 2026 MISHRM State Conference represents forward thinking HR leadership, collaboration, innovation, and the power of people to shape workplace culture. Exhibitor communications should feel professional, welcoming, engaging, and authentic while highlighting your organization's presence at the conference. Please avoid messaging that could imply an official affiliation with or endorsement by MISHRM.

Approved Speaker References

Exhibitors may identify themselves as:

- Exhibitor at the 2026 MISHRM State Conference
- Proud Exhibitor at the 2026 MISHRM State Conference
- Exhibiting at MISHRM 2026
- Visit Us at Booth #[Booth Number] at the 2026 MISHRM State Conference

Approved promotional language examples:

- "We're excited to exhibit at the 2026 MISHRM State Conference."
- "Stop by our booth at MISHRM 2026 to connect with our team."
- "Join us at the 2026 MISHRM State Conference and visit Booth #[Booth Number]."
- "We look forward to meeting HR professionals from across Michigan at MISHRM 2026."

Please **avoid** language that implies official representation, endorsement, sponsorship, certification, or partnership with MISHRM, including:

- "Representing MISHRM"
- "Official MISHRM Consultant"
- "Official MISHRM Partner" (unless formally approved)
- "MISHRM Recommended"
- "The Official Provider of MISHRM" (unless contractually approved)
- "Partnering with MISHRM" (unless formally approved)
- "Presented by MISHRM" (unless applicable and approved)



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Social Media Guide

Theme: Culture Catalyst

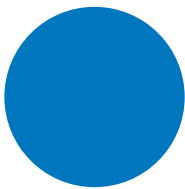
Special Feature: Decades-Themed HR Extravaganza

Brand Essence & Voice

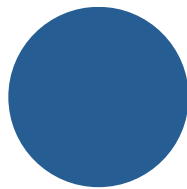
The MISHRM State Conference represents forward-thinking HR leadership, Michigan pride, and the power of people to shape culture. Our tone should feel confident, welcoming, and energizing—never stiff or overly corporate.

Color Palette

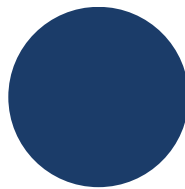
Primary Colors



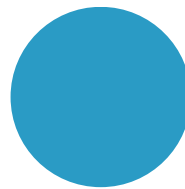
Bright Blue:
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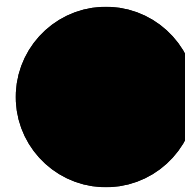
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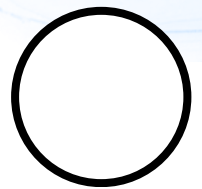
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Optional Blue:
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Black:
#000000

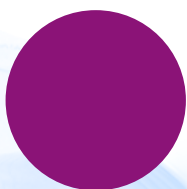


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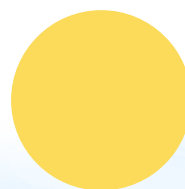
Accent Colors



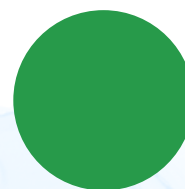
Melon:
#F26A42



Plum:
#8B1377



Yellow:
#FCDA5A



Green:
#279A4A

Logo & Visual Style

Use the official MISHRM State Conference 2026 logo whenever possible. Maintain clear space, avoid distortion, and place on high-contrast backgrounds. Visuals should feel modern, clean, and dynamic with geometric or Michigan-inspired elements.

Hashtags

#MISHRM2026 | #CultureCatalyst | #MIHRLeaders | #FutureOfWork