



STATE CONFERENCE 2026

MISHRM

MICHIGAN COUNCIL OF SHRM

Culture
CATALYST



Breakout Speakers

Speaker Promotion & Brand Guidelines

This guide is intended to help approved speakers 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. Speaker communications should feel professional, welcoming, energizing, and authentic—never overly corporate or misleading regarding affiliation with MISHRM.

Approved Speaker References

Speakers may identify themselves as:

- 2026 MISHRM State Conference Speaker
- Featured Speaker at the 2026 MISHRM State Conference
- Session Presenter at MISHRM 2026

Approved promotional language examples:

- “Excited to speak at the 2026 MISHRM State Conference.”
- “Join me at the 2026 MISHRM State Conference.”
- “Honored to present a session at MISHRM 2026.”

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

- “Representing MISHRM”
- “Official MISHRM Consultant”
- “MISHRM Partner” (unless formally approved)
- “Endorsed by MISHRM”
- “Speaking on behalf of MISHRM”



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Social Media Guide

Theme: Culture Catalyst

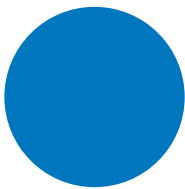
Special Feature: Decades-Themed HR Extravaganza

Brand Essence & Voice

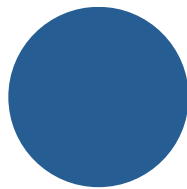
The MISHRM State Conference represents forward-thinking HR leadership, Michigan pride, and the power of people to shape culture. Our tone should feel confident, welcoming, and energizing—never stiff or overly corporate.

Color Palette

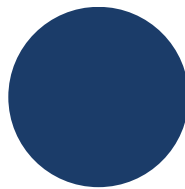
Primary Colors



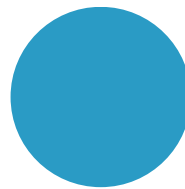
Bright Blue:
#0076BE



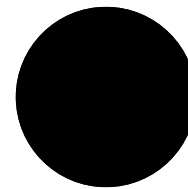
Medium Blue:
#265D93



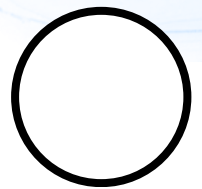
Dark Blue:
#1B3C69



Optional Blue:
#2A9BC5



Black:
#000000

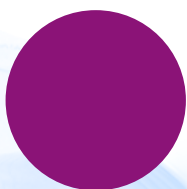


White:
#FFFFFF

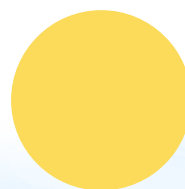
Accent Colors



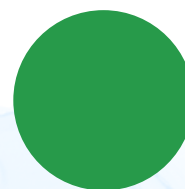
Melon:
#F26A42



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