



STATE CONFERENCE 2026

MISHRM

MICHIGAN COUNCIL OF SHRM

**Culture
CATALYST**



Social Media Guide

Theme: Culture Catalyst

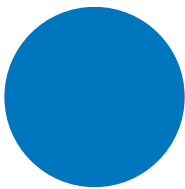
Special Feature: Decades-Themed HR Extravaganza

Brand Essence & Voice

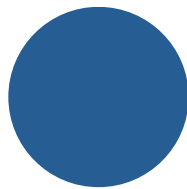
The MISHRM State Conference represents forward-thinking HR leadership, Michigan pride, and the power of people to shape culture. Our tone should feel confident, welcoming, and energizing—never stiff or overly corporate.

Color Palette

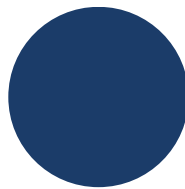
Primary Colors



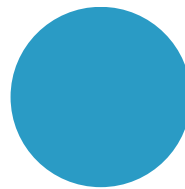
Bright Blue:
#0076BE



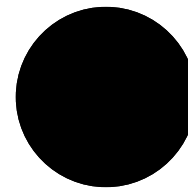
Medium Blue:
#265D93



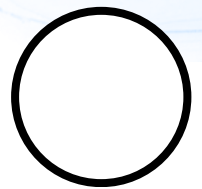
Dark Blue:
#1B3C69



Optional Blue:
#2A9BC5



Black:
#000000

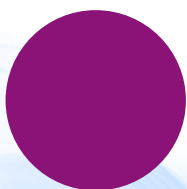


White:
#FFFFFF

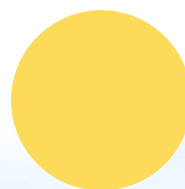
Accent Colors



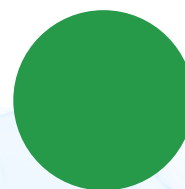
Melon:
#F26A42



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