



Guide For Using  
The Good MPF Employer 5 Years  
Award Logo



MANDATORY PROVIDENT FUND  
SCHEMES AUTHORITY

# Contents

1. Preface	P. 2
2. General Guidelines	P. 3
3. Logo Usage	
a. Minimum Size and Clear Space	P. 4
b. Full Colour Logo	P. 5
c. Black, Reversed, Single Colour and 2-colour Logos	P. 6
d. Background	P. 7
e. Hot Stamping and Silkscreen	P. 8
f. Proportion of Award and Awardee Logos	P. 9
4. Examples of Logo Usage	P. 10-12

# 1. Preface

## Introduction

Congratulations on receiving the Good MPF Employer 5 Years Award (“the Award”) ! Being an awardee means that your company or organization has made exemplary efforts in enhancing the retirement protection of employees, and deserves recognition. As an awardee, your company or organization is authorized to display the Award logo on your website and add it to your promotional materials, stationery, advertisements, etc., demonstrating your status as a good and responsible MPF employer.

## The Award Logo

The Award logo represents two hands forming the shape of a heart. It symbolizes big-hearted employers who sincerely care about their employees’ retirement needs, and who have gone the extra mile to provide additional retirement benefits for their staff. The Award logo also resembles the logo of the Mandatory Provident Fund Schemes Authority (“MPFA”), which represents a fruit made up of two partially overlapping ovals in the form of two rolling coins accruing benefits on the basis of the joint contributions from employers and employees to the MPF schemes.

“Good MPF Employer 5 Years” is a recognition to honour the employers being awarded for Good MPF Employer Award for five consecutive years.



## 2. General Guidelines

This Guide provides detailed information on the Award logo together with guidelines on using the key graphic elements of the logo (including the colours, size, proportion, and spacing), and its applications on different materials. The Award logo must never be distorted, altered, redrawn or modified in any way.

Awardees can obtain the Award logo in jpg and png formats from the MPFA via its website. The links to the files will be separately provided to awardees by the MPFA.

Some common marketing items/media on which awardees may wish to display the Award logo include:

- Letterheads and envelopes
- Business cards
- Print advertisements, posters and leaflets
- Newsletters
- Websites
- Electronic direct mails and emails

If you have any enquiries about how to use the Award logo on other media or applications, please feel free to contact the MPFA for clarification.

Notwithstanding the requirements laid out in this Guide, the MPFA reserves the right to determine whether an awardee has made proper use of the Award logo. In case of any dispute, the MPFA reserves the right of final decision.

Awardees are entitled to use the Award logo marked with the year of the Award for one year (from 1 October of the year being awarded to 30 September of the following year). Once the validity of the Award logo lapses, awardees must immediately cease displaying the Award logo on marketing items/media.

### Enquiries

Hotline: 2292 1222

Email: [goodMPFemployer@mpfa.org.hk](mailto:goodMPFemployer@mpfa.org.hk)

### 3. Logo Usage

#### a. Minimum Size and Clear Space

#### 1

Print applications



Screen applications



#### 1 Minimum Size

To ensure legibility, the width of the logo in printing must not be smaller than 17.5mm (w) x 8mm (h), on screen must not be smaller than 145 pixel (w) x 66 pixel (h).

#### 2



#### 2 Clear Space

To give the logo the respect it deserves, use generous space around it. The logo should always be freestanding and separate from all copy and graphics.

### 3. Logo Usage

#### b. Full Colour Logo

##### CMYK

Gradient

- C 86 M 16 Y 78 K 5
- C 82 M 26 Y 60 K 46

Gradient

- C 50 M 0 Y 100 K 0
- C 75 M 0 Y 100 K 0

Gradient

- C 0 M 80 Y 95 K 0
- C 0 M 35 Y 100 K 0

5年 Years

積金好僱主

Good MPF Employer

- C 0 M 0 Y 0 K 0
- C 0 M 50 Y 100 K 0
- C 10 M 100 Y 90 K 5

##### RGB

Gradient

- R 0 G 147 B 100
- R 7 G 92 B 78

Gradient

- R 141 G 198 B 63
- R 57 G 181 B 74

Gradient

- R 241 G 90 B 41
- R 252 G 175 B 23

5年 Years

積金好僱主

Good MPF Employer

- R 255 G 255 B 255
- R 247 G 148 B 30
- R 207 G 30 B 47

##### Pantone

- Pantone 369C
- Pantone 138C
- Pantone 336C
- White
- Pantone 186C

5年 Years

積金好僱主

Good MPF Employer

### 3. Logo Usage

#### c. Black, Reversed, Single Colour and 2-colour Logos

##### Black Logo



##### Reversed Logo



##### Single Colour Logo



■ C 0 M 50 Y 100 K 0

### 3. Logo Usage

#### d. Background

The Award logo must be applied on a background which should not hinder the clarity of the logo and which offers sufficient contrast to show the entire logo clearly. If backgrounds do not offer sufficient contrast, awardees may use a pre-designed Award logo with a white border to enhance legibility. The white border of the logo should not be altered.



Incorrect logo with irregular border

#### 1 Incorrect Logo

Wrapping the logo with white border in any form and/or by user is not allowed



Correct logo with smooth border

#### 2 Correct Logo

The Award logo with white border will be provided by the MPFA to awardees separately



### 3. Logo Usage

#### e. Hot Stamping and Silkscreen

##### Hot Stamping Usage



Should only be used with single colour logo

##### Silkscreen Usage



Should only be used in pantone colours with white border

### 3. Logo Usage

#### f. Proportion of Award and Awardee Logos



The size of the Award logo should not be smaller than 60% of the awardee's logo

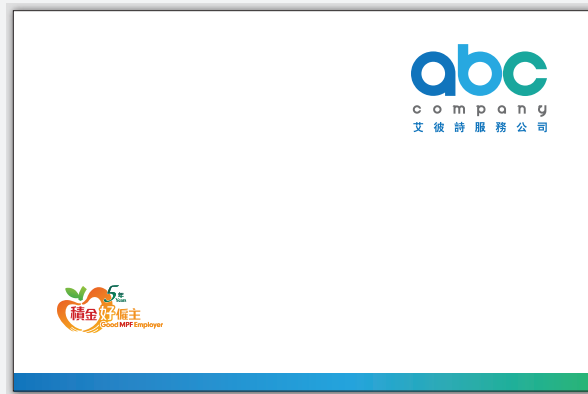
## 4. Examples of Logo Usage

As stated in Section 3a of this Guide, awardees should observe the minimum size requirements and allow sufficient space around the Award logo. The following examples show the proper application of the Award logo in some common marketing items/media.

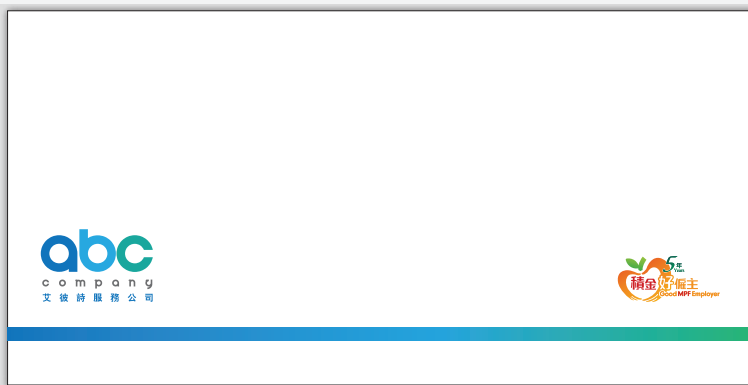
### Letterhead



### Business Card



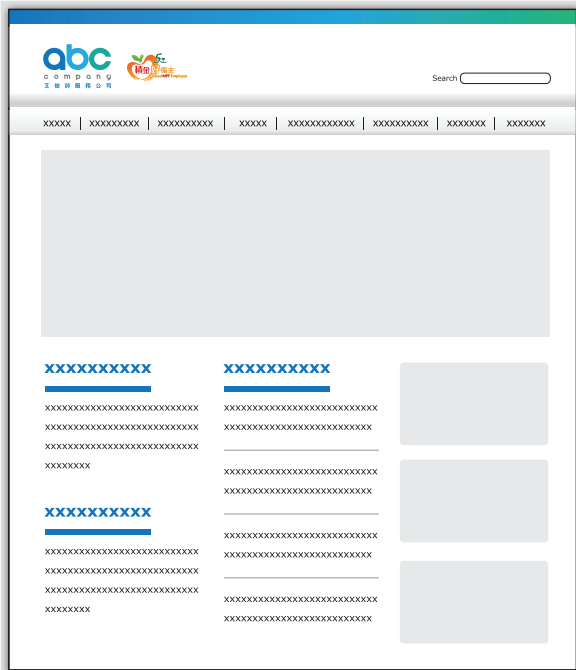
### Envelope





## 4. Examples of Logo Usage

### Website



When the Award logo is shown on the awardee's website, the logo should carry the following alternative text and URL:

English:

Alt text: Good MPF Employer Award

URL: <https://www.mpfa.org.hk/en/mpfa/corporate-events/good-mpf-employer-award>

Traditional Chinese:

Alt text: 積金好僱主

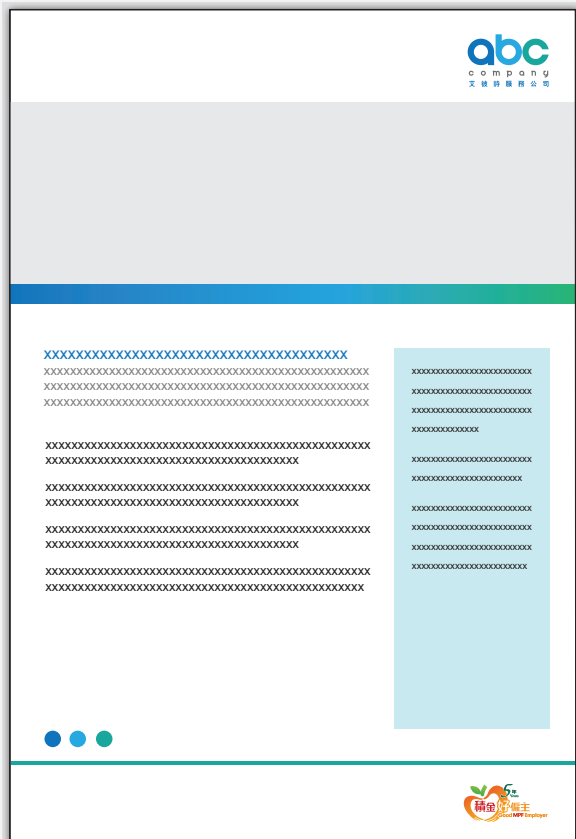
URL: <https://www.mpfa.org.hk/mpfa/corporate-events/good-mpf-employer-award>

Simplified Chinese:

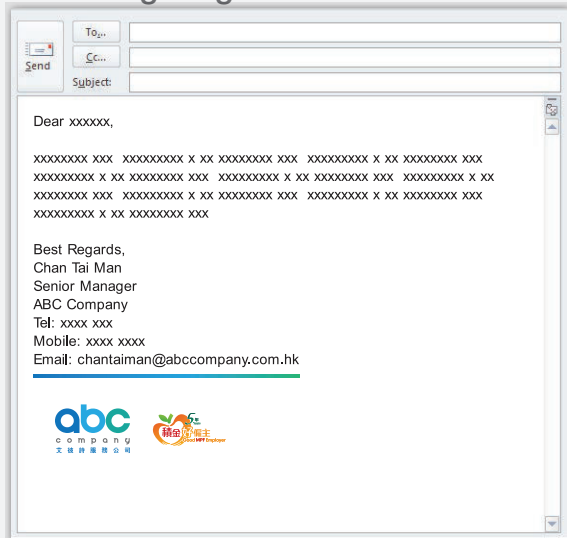
Alt text: 积金好雇主

URL: <https://www.mpfa.org.hk/sc/mpfa/corporate-events/good-mpf-employer-award>

### Electronic Direct Mail



### Email Logo Signature





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