



The Good MPF Employer Award 2023-24

Guide For Using 10th Anniversary Logo

(The usage period is from October 2024 to September 2025)



MANDATORY PROVIDENT FUND
SCHEMES AUTHORITY

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1. Preface

Introduction

Congratulations on receiving the Good MPF Employer Award 2023-24 (“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 10th Anniversary Logo of The Good MPF Employer Award 2023-24

This year marks the 10th anniversary of the Good MPF Employer Award. Its logo has evolved from the original logo of the Award, now featuring a plump fruit, with the outline of the logo resembling the Arabic number “10”. The fruit is formed by two hands as the shape of a heart, which symbolizes big-hearted employers who sincerely care about their employees’ retirement needs and who have gone the extra mile to provide additional retirement protection for their staff. The logo also resembles the logo of the Mandatory Provident Fund Schemes Authority (“MPFA”), which includes a fruit made up of two partially overlapping ovals in the form of two rolling coins, representing the accrual of protection from the joint contributions from employers and employees to the MPF schemes.

The usage period of the 10th anniversary logo for the Award is from October 2024 to September 2025.



2. General Guidelines

This Guide provides detailed information on the 10th anniversary logo for the Good MPF Employer Award 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 logo for one year from October 2024 to September 2025. 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

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 21mm (w) x 9mm (h), on screen must not be smaller than 158 pixel (w) x 67 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.

Clear Space = 1h

3. Logo Usage

b. Full Colour Logo

CMYK

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

White: C 0 M 0 Y 0 K 0

Orange: C 0 M 50 Y 100 K 0

Red: C 10 M 100 Y 90 K 5

RGB

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

White: R 255 G 255 B 255

Orange: R 247 G 148 B 30

Red: R 207 G 30 B 47

Pantone

White

Pantone 369C

Pantone 138C

Pantone 138C

Pantone 1805C

3. Logo Usage

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

Black Logo




Reversed Logo



Should only be used on a background that provides strong contrast

Single Colour Logo




 C 0 M 50 Y 100 K 0

2-colour Logo (Magenta+Black)



Should only be used for 2-colour newspaper print advertisements

 C 0 M 100 Y 0 K 0

 C 0 M 100 Y 0 K 35

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 10th Anniversary and Awardee Logos



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

4. Incorrect Logo Usage

Do not distort the logo



Do not rotate the angle of the logo



Do not alter the placement of logo elements



Do not alter the colour of the logo



Do not outline the logo



Do not alter the size relationship of the logo elements



Do not change the proportions of the logo elements



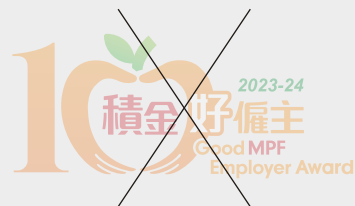
Do not use any pattern or texture in the logo



Do not add a drop shadow or any graphic effects



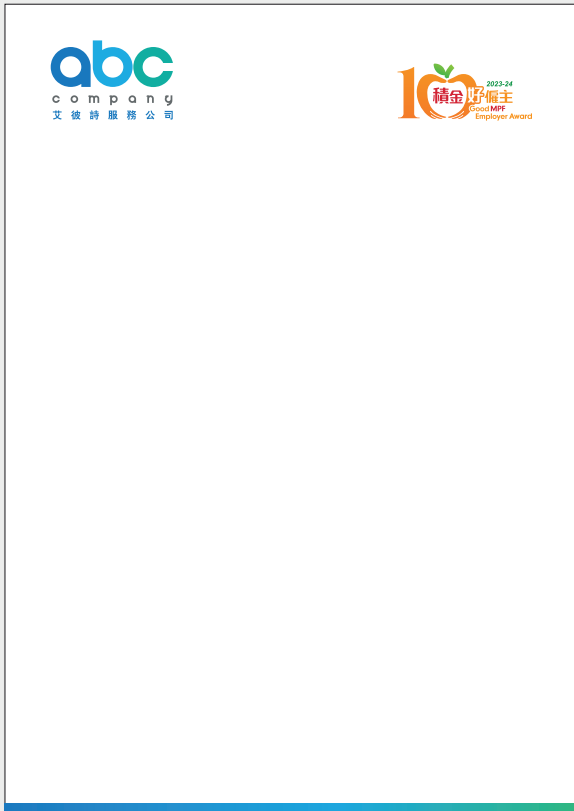
Do not change the transparency



5. 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.

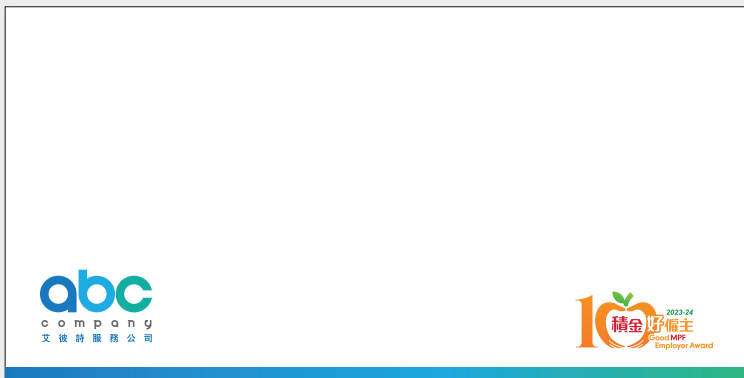
Letterhead



Business Card

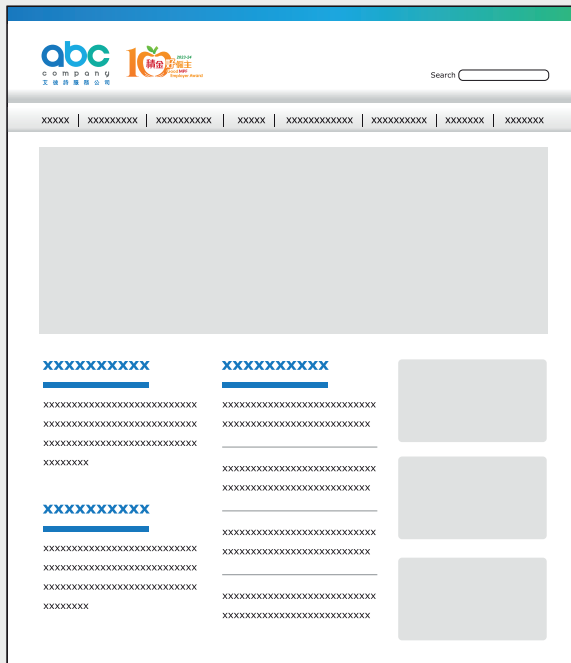


Envelope



5. 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:

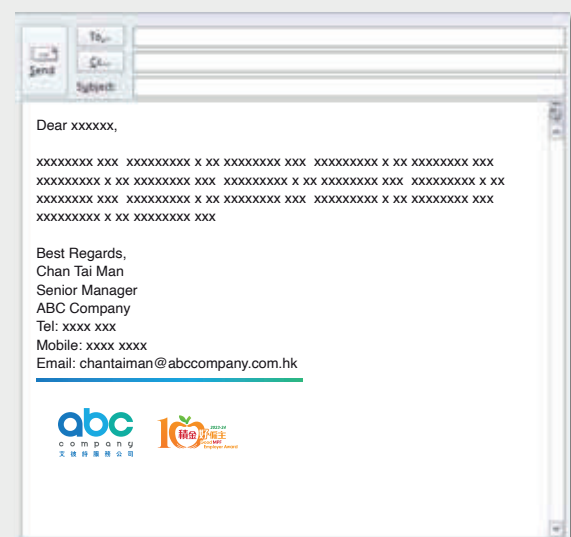
Alt text: 积金好雇主

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

Electronic Direct Mail



Email Logo Signature





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