



Our Ref.: (5) PSMB/1 /14 /13 Kulit 3

Date : 12 March 2020

TRAINING PROVIDERS' CIRCULAR NO. 1 / 2020 REVISED TERMS AND CONDITIONS FOR THE USE OF HRDF LOGO AND MARKETING PHRASES

1. PURPOSE

- 1.1 The purpose of this Circular is to inform the Training Providers on the revised Terms and Conditions for the use of the HRDF logo for promotional purposes.

2. BACKGROUND

- 2.1 The Human Resources Development Fund (HRDF) had issued a circular ([Training Providers' Circular No. 1/2018](#)) dated 20 December 2017 which includes the Terms and Conditions as well as the Guidelines for Training Providers to use the HRDF logo for promotional purposes.

3. REVISED TERMS AND CONDITIONS

- 3.1 The HRDF corporate logo has been registered with the Intellectual Property Corporation of Malaysia (MyIPO) since 2012. As such, the format of the logo has to be adopted by all HRDF registered Training Providers to reflect this corporate logo.
- 3.2 Training Providers need to ensure that the correct format of the logo is used according to the Logo Guideline. Please refer to the attached guideline.
- 3.3 We found various instances of misuse of the HRDF logo. In view of this, the use of the HRDF logo is **NOT ALLOWED** for any media except the ones specified in Item no. 3.4 of [Training Providers' Circular No. 1/2018](#). This includes the use of the HRDF logo on business cards, training certificates or other similar items.
- 3.4 This circular does not replace [Training Providers' Circular No. 1/2018](#). Hence, all other Terms and Conditions specified in that circular still apply.



4. CLOSING

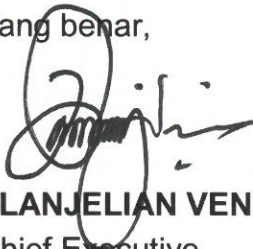
4.1 This circular will be effective from 1 April 2020.

4.2 For clarification and assistance, please get in touch with our friendly officers at 1-800-88-4800 or email: support@hrdf.com.my.

Thank you.

People, Prowess, Progress
Pekerja Amanah Aspirasi Negara

Yang benar,



ELANJELIAN VENUGOPAL
Chief Executive
Human Resources Development Fund

HRDF LOGO FAQ

No.	Question	Answer
1.	My company is registered as a HRDF training provider. Can I use the HRDF logo for the purpose of marketing and promotion?	<p>HRDF allows registered training providers to use the HRDF logo for the purpose of marketing and promotion, subject to the Terms and Conditions as detailed in Training Providers' Circular No.1/2018, Training Providers' Circular No. 1/2020 and HRDF Logo Guideline.</p> <p>Training providers need to ensure that the correct format of the logo is used according to the Logo Guideline. The guideline can be downloaded at www.hrdf.com.my; (Services -> Training Provider -> Logo and Guideline)</p> <p>Registered training providers are only allowed to use the Logo(s) as shown on Page 2 of HRDF Logo Guideline. However, the corporate logo is NOT ALLOWED to be used by any of the registered training providers.</p>
2.	What are the marketing phrases that can be used by registered training providers?	<p>Training providers are ONLY ALLOWED to use the following phrases, either individually or collectively, when marketing their Training Programmes:</p> <ol style="list-style-type: none"> i. HRDF Training Provider - used to show that the Training Provider is registered and still active with HRDF. ii. HRDF Claimable - used for marketing of Training programmes, Conferences, Seminars and any other such events which are claimable from the HRD levy.
3.	Where can the training providers use the HRDF logo?	<p>The HRDF logo shall ONLY be used for promotional purposes via the following media:</p> <ol style="list-style-type: none"> i) Printed media (except posters or advertisements which are being pasted on any vehicles or public transportations) ii) Radio, television, video or digital media inclusive of multimedia; and iii) Internet and website <p>The use of HRDF logo is NOT ALLOWED for any media except the ones listed above. This includes use of HRDF logo on business cards, training certificates or any other promotional items.</p>

4.	In what circumstances does the logo of HRDF considered to be misused?	The HRDF logo CANNOT be used for the following purposes : i) The use of HRDF logo with terms such as Sponsored by, Recognized by, Endorsed by, Approved by, Strategic partner, Accredited by, In collaboration with and other similar terms for Organizations and/or Events. ii) Fully HRDF claimable, Funded by, 100% Claimable, Fully Subsidised by and other similar terms for Training Courses and/or Programmes.
5.	My company is conducting few training courses which are approved to run under the Strategic Initiative Scheme. Can I use the marketing terms as stated in Question no. 4(i), (ii) above?	The terms and conditions for the use of the HRDF logo / marketing phrases under Strategic Initiative scheme will be stipulated in the contract/letter of award/letter of approval for each respective scheme.
6.	What are the consequences if the Training Provider fails to adhere to the Terms and Conditions in using the HRDF logo and stipulated marketing phrases?	HRDF reserves the right to take administrative action against any Training Provider who fails to adhere to the Terms and Conditions in using the HRDF logo and stipulated marketing phrases. This may include suspension or blacklisting of the errant training provider.
7.	My company would like to use the HRDF logo for purposes other than those stipulated in the circulars and in this FAQ. Can I do that?	Please write to the Head of the Training Market Department of HRDF for prior written approval in such situations. However, such approvals will be available for a limited period of time only.
8.	Is non HRDF registered training providers allowed to use the HRDF logo?	Companies who are not HRDF registered training providers are not allowed to use the HRDF logo unless they have gotten the written approval from HRDF
9.	My company have printed out marketing collaterals which may not comply with HRDF terms and conditions. What will be my options?	Training providers will be given a grace period for rectification. By 1 July 2020, HRDF will take action against any Training Provider found abusing or misusing the HRDF logo.

- END -

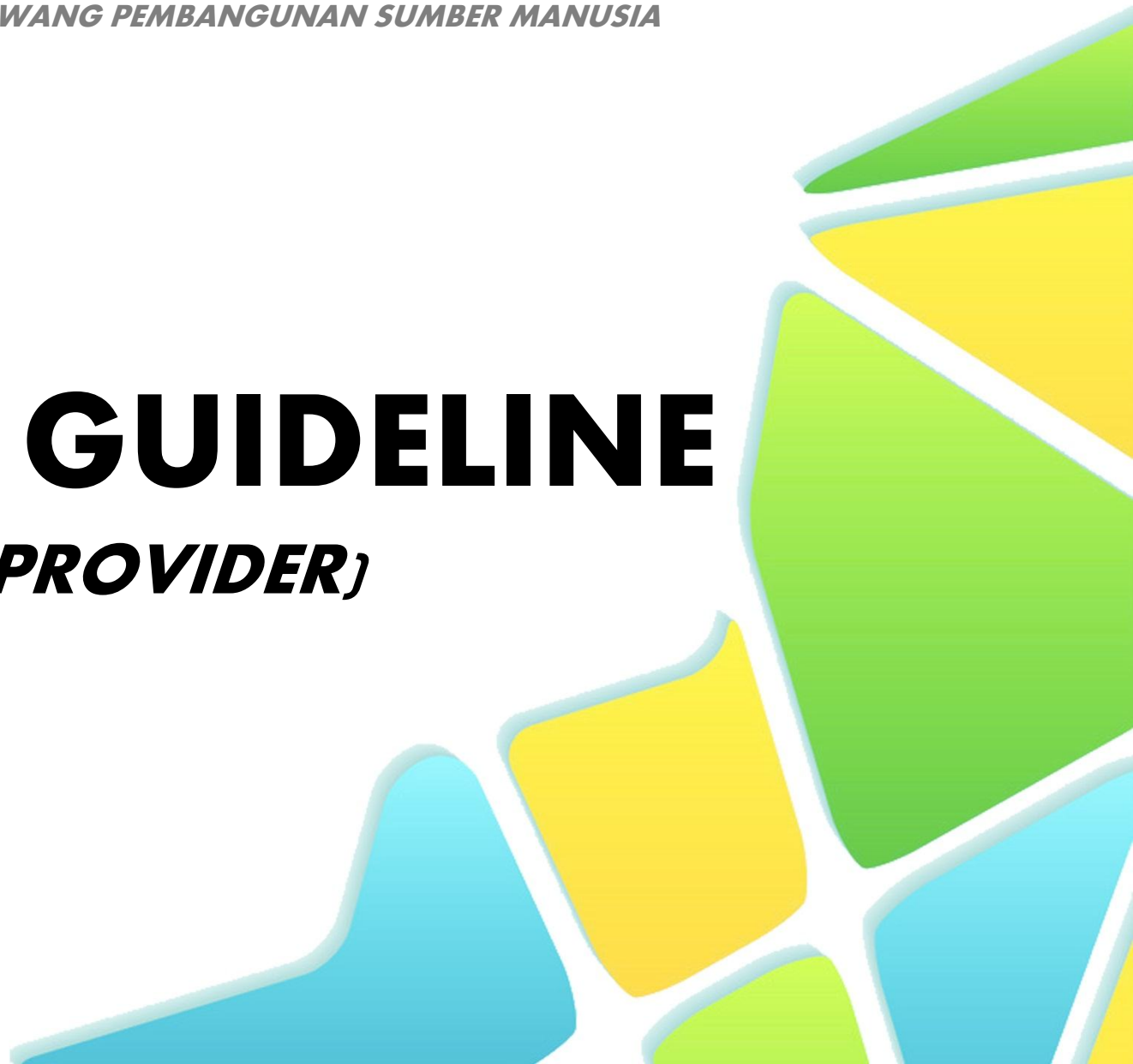


HUMAN RESOURCES DEVELOPMENT FUND

KUMPULAN WANG PEMBANGUNAN SUMBER MANUSIA



LOGO GUIDELINE

(TRAINING PROVIDER)






- ***TRAINING PROVIDERS***




HRDF allows its registered training providers to use the HRDF logo for the purpose of marketing and promotion, subject to the Terms and Conditions as detailed in the Training Providers' Circular No. 1/2018 and Training Providers' Circular No. 1/2020.

HRDF Training Provider	HRDF Claimable
 <p data-bbox="285 911 784 1001">HRDF TRAINING PROVIDER</p>	 <p data-bbox="1257 911 1532 1001">HRDF CLAIMABLE</p>
Download HERE: http://bit.ly/2IDxl0r	Download HERE: http://bit.ly/2Q4b7J6

- LOGO SPECIFICATIONS (TRAINING PROVIDER)***

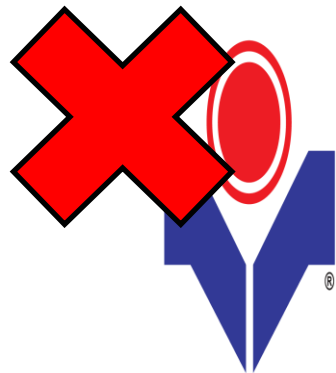
Full Colour Version	Single Colour Version	
 <p data-bbox="183 739 573 811">HRDF TRAINING PROVIDER</p>	 <p data-bbox="767 739 1157 811">HRDF TRAINING PROVIDER</p>	 <p data-bbox="1360 739 1750 811">HRDF TRAINING PROVIDER</p>
Full Colour	White	Black

- LOGO SPECIFICATIONS (CLAIMABLE)***

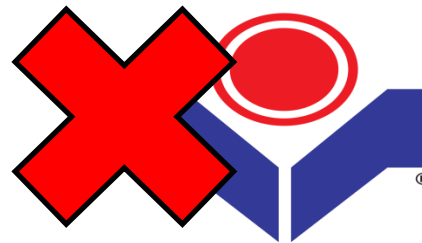
Full Colour Version	Single Colour Version	
 <p data-bbox="253 729 510 811">HRDF CLAIMABLE</p>	 <p data-bbox="832 729 1089 811">HRDF CLAIMABLE</p>	 <p data-bbox="1412 729 1669 811">HRDF CLAIMABLE</p>
Full Colour	White	Black

- ***INCORRECT LOGO APPLICATION***

The logo should not be stretched disproportionately or represented in a distorted manner. The proportions of these 2 elements should always remain intact and must not be altered. The logo should not be condensed or extended.



**HRDF
CLAIMABLE**



**HRDF
REGISTERED
TRAINING PROVIDER**



MINISTRY OF
HUMAN RESOURCES



HRDF

PEMBANGUNAN SUMBER MANUSIA BERHAD (545143-D)

WISMA HRDF, JALAN BERINGIN, DAMANSARA HEIGHTS, 50490 KUALA LUMPUR, MALAYSIA

Tel : 1800 88 4800
Fax : 03 2096 4999
Email : support@hrdf.com.my
Website : www.hrdf.com.my

All Rights Reserved © 2020. PEMBANGUNAN SUMBER MANUSIA BERHAD



HRDF
Official



@hrdf_
official



@hrdf_
official



HRDF
Malaysia



HRDF
Official