



PEMBANGUNAN SUMBER MANUSIA BERHAD

GUIDELINE ON USAGE OF HRD CORP LOGOS

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1.0 INTRODUCTION

- 1.1. This guideline outlines the policy and requirements pertaining to the usage of the Human Resource Development Corporation (hereinafter “HRD Corp”) logo types, that can be downloaded from the HRD Corp website (or any other trademarks, logos, service marks, slogans, copyrighted designs or any other brand identity belonging to HRD Corp).

2.0 OBJECTIVE

- 2.1 The purpose of this guideline is to provide information to registered Employers, registered Training Providers, accredited Trainers, and other relevant stakeholders on the regulations governing the usage of HRD Corp logos in their marketing materials that will be disseminated to the general public.
- 2.2 This guideline is the definitive document regarding the usage of the HRD Corp logos and supersedes any previous circular/guideline on logo usage for any previous logos associated with Pembangunan Sumber Manusia Berhad (PSMB).
- 2.3 HRD Corp is the sole and exclusive owner of the logos. The usage of any logo implies acceptance of, and agreement with the terms of this guideline. Parties are prohibited from using the logos if they do not acknowledge and accept the terms of use set forth in this guideline.
- 2.4 Any usage of the logos that does not comply with this policy/ guideline is strictly prohibited and parties will be asked to cease such usage immediately, once this matter is known to HRD Corp. HRD Corp also reserves the right to revoke the approval to use at any time if parties are found to be in breach of its terms and conditions.

3.0 SCOPE

- 3.1 The usage of such logos are restricted to the following:
 - 3.1.1 Printed media (except for posters or advertisement which will be placed on any vehicle or public transport);
 - 3.1.2 Social media platforms (Facebook, Twitter, LinkedIn, Instagram and etc.) – *Note: Training Providers are not allowed to use the ‘HRD Corp’ name on any of their personal company social media pages or handles.*
 - 3.1.3 Radio, television, video or digital media inclusive of multimedia;
 - 3.1.4 Internet and website; and
 - 3.1.5 Business cards (*Applicable for the usage of HRD Corp Registered Training Provider logo or Accredited Trainer logo only*).

- 3.2 Registered training providers who wish to advertise their facilities or services using HRD Corp related logos, should also abide to the Training Provider's Master Services Agreement and related contracts, agreements, guidelines, and circulars issued by HRD Corp.

4.0 DETAILED GUIDELINES

4.1 GENERAL PRINCIPLES

- 4.1.1 The information provided in the marketing materials must be factually accurate and capable of being substantiated. It must not be exaggerated, false, misleading or deceptive.
- 4.1.2 The authenticity and the accuracy of the information imparted in the marketing materials should be verifiable by HRD Corp. The public should not be misinformed into drawing inaccurate impressions of the ability or services offered by the facilities.
- 4.1.3 The information provided in the marketing materials shall be in strict compliance with this guideline. To address what is in the policy according to the Principles, Processes, Guidelines and Regulations and refers to any related framework. To identify the main contents to be covered in this policy.

4.2 HRD CORP LOGOS

- 4.2.1 HRD Corp have three different variations of logo which are:

4.2.1.1 HRD Corp Corporate Logo



4.2.1.2 HRD Corp Registered Training Provider Logo



4.2.1.3 HRD Corp Claimable Logo



4.2.2 These HRD Corp Registered Training Provider and HRD Corp Claimable logos can be downloaded from our portal at <https://hrdcorp.gov.my/usage-of-hrd-corp-logo/>

4.3 **USAGE OF HRD CORP LOGOS**

4.3.1 HRD Corp Corporate Logo

Organisations and individuals are **strictly prohibited** from using the HRD Corp corporate logo in any shape or form without HRD Corp's prior written consent.

4.3.2 HRD Corp Registered Training Provider logo

4.3.2.1 HRD Corp allows active registered training providers to use the HRD Corp Registered Training Provider logo in their marketing materials for the purpose of promoting all recognised training programmes. No other usage of this logo will be allowed.

4.3.2.2 The usage is subject to the Terms and Conditions as detailed in this guideline.

4.3.2.3 The training provider must display their MyCo ID in their marketing materials.

4.3.2.4 If the name of the organisation differs from the HRD Corp-registered name, then training providers are required to display their registered organisation name and MyCo ID in the marketing materials.

4.3.2.5 HRD Corp name can only be used in the phrase "**HRD Corp registered training provider**" in conjunction with the Registered Training Provider logo. Any other usage of the name is strictly prohibited.

4.3.3 HRD Corp Claimable logo

4.3.3.1 HRD Corp Claimable logo can only be used for courses:

- Registered with HRD Corp; OR
- With special approval from HRD Corp.

4.3.3.2 The logo shall **ONLY** be used for marketing materials to promote the courses as detailed above. Marketing for courses which have not been registered or approved by HRD Corp is strictly prohibited.

4.3.3.3 The HRD Corp name can only be used in the phrase “**HRD Corp registered course/programme**” and “**HRD Corp claimable course/programme**” in conjunction with the HRD Corp claimable logo. Any other usage of the name is strictly prohibited.

4.3.4 Any usage of HRD Corp logos other than those mentioned in Section 4.3 is prohibited without prior consent from HRD Corp. Similarly, materials featuring any of HRD Corp’s logos other than those mentioned above, will only be allowed upon HRD Corp’s written approval.

4.3.5 Marketing materials for programmes that are approved under HRD Corp-supported schemes must be submitted to HRD Corp before the distribution. This includes schemes like PENJANA and HRD Corp Strategic Initiatives.

4.4 APPLICATIONS OF HRD CORP LOGOS

4.4.1 The logo should not be stretched disproportionately or represented in a distorted manner. The logos must follow the correct dimensions as stated in HRD Corp’s Brand Identity and Logo Guidelines.

4.4.2 The logo should be used in **FULL COLOUR** and **NOT** inversed (black, white, or gray).

4.4.3 Training Providers need to include their mandatory company information such as name (same as the name registered with HRD Corp and Suruhanjaya Syarikat Malaysia (SSM)) and contact details in the marketing and promotion materials.

4.4.4 Training Providers are **NOT ALLOWED** to use the HRD Corp corporate logo and the Ministry of Human Resources (Code of Arms) logo in any marketing and promotion materials.

4.4.5 HRD Corp **WILL** take administrative action against any Training Provider that fails to adhere to these Terms and Conditions when

using the HRD Corp logo and stipulated marketing phrases. This action may include reminder, warning, suspension and revocation of registration.

5.0 LIST OF RELATED REFERENCES

5.1 The documents related to this guideline are as follows:

- a) Training Providers' Master Services Agreement

6.0 GUIDELINE REVIEW

This policy shall be subject to review as and when required to ensure that the principles and guidelines expressed in the policy are consistent with the PSMB's guiding principles, strategic plan, limit of authority and business requirements.