



PEMBANGUNAN SUMBER MANUSIA BERHAD (PSMB)
HUMAN RESOURCES DEVELOPMENT FUND (HRDF)

LOGO GUIDELINES

HUMAN RESOURCES DEVELOPMENT FUND (HRDF)

HRDF at the forefront of up-skilling and re-skilling the nation

The Human Resources Development Fund (HRDF) is a dynamic organisation under the Human Resources Ministry that was established in 1993.

Governed by the Pembangunan Sumber Manusia Berhad Act 2001 (PSMB Act 2001), HRDF was given a mandate by the Malaysian Government to catalyse the development of competent local workforce that will contribute to Malaysia's vision of becoming a high-income economy.

Since its inception, HRDF has evolved in its role from managing a sizeable fund to becoming a one-stop-centre for providing novel HRD solutions to the critical mass of Malaysian small medium enterprises.

The custodian and authoritative institution is well positioned to offer robust and prudent solutions that will help Malaysia move up in rank on the Global Competitiveness Index by enhancing regional and global competitiveness and create an effective and efficient Malaysian labour market that will help propel the country towards a high income nation by Year 2020.

In line with the Eleventh Malaysia Plan , the Government has initiated several programmes under the Eleventh Malaysia Plan that focus on accelerating human capital development through four major areas which are:

- Improving the efficiency of labour market to accelerate economic growth;
- Transforming technical and vocational education to meet industry demand;
- Strengthening lifelong learning for skills enhancement; and
- Improving the quality of education system for better student outcomes and institutional excellence.

For the "Strengthening of Lifelong Learning for Skills Enhancement" programme, HRDF's dynamic new mandate is to ensure the creation and growth of quality local human capital through efficient high-skilled training certification programmes and initiatives that would contribute to a 35 per cent skilled Malaysian workforce and the creation of 1.5 million jobs by Year 2020.

Additionally, HRDF continues to be steadfast in its effort towards encouraging employers covered under the PSMB Act 2001 to retrain and upgrade the skills of their local employees, apprentices and trainees in keeping up with the fast evolving global business landscape while meeting their individual company's aspirations.

Most recently, with 19 new sub-sectors that have been added to the PSMB Act (in addition to the 44 sub-sectors), HRDF has assumed a greater responsibility to reach out to the corporates; educating and motivating them to seek the benefits and value of HRDF programmes and initiatives.

For more information kindly visit our website at www.hrdf.com.my

CORPORATE LOGO

Our name and logo are what we use to make ourselves known in the market place as well as to establish or reinforce our role as a purpose-driven organisation. HRDF Malaysia logo must always be displayed consistently and clearly within sufficient space.

The underlying intent behind the objectives of HRDF Malaysia is to help multiple stakeholders to include the rakyat, employers, employees, training community, policy makers regulators and the Government appreciate the need to up-skill and re-skill national resources / workforce for greater efficiency and productivity. The ultimate objective is enhance capacity and competencies of our talent, towards achieving a high-income, developed economy status.

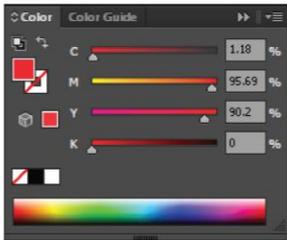
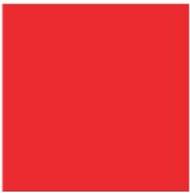


No parties can make any kind of amendments or any kind of changes to the typeface, color, size, and basic dimensions of the brand identities / logos.

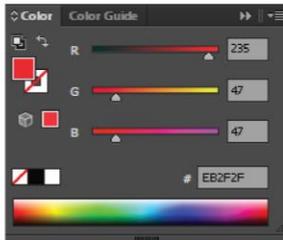
LOGO COLORS

Two corporate colors have been defined in various color system. When using red or black, these color codes must be applied.

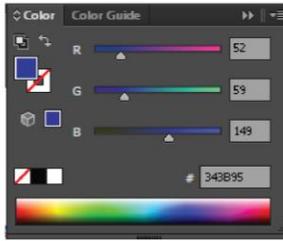
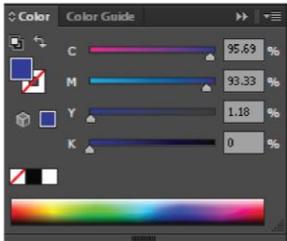
CMYK



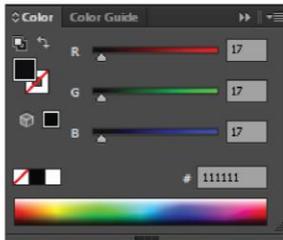
RGB



#eb2d2e Color Hex



#343896 Color Hex



#101010 Color Hex



LOGO - ELEMENTS



- ① Circle in Red (HEX#eb2d2e) fill followed by a stroke of the color
- ② Mirrored angular elements in Blue (HEX#343896)
- ③ HRDF in Black (HEX#101010)
- ④ Malaysia in Black (HEX#101010) centred between two hyphens

Use the logo against a white background always.

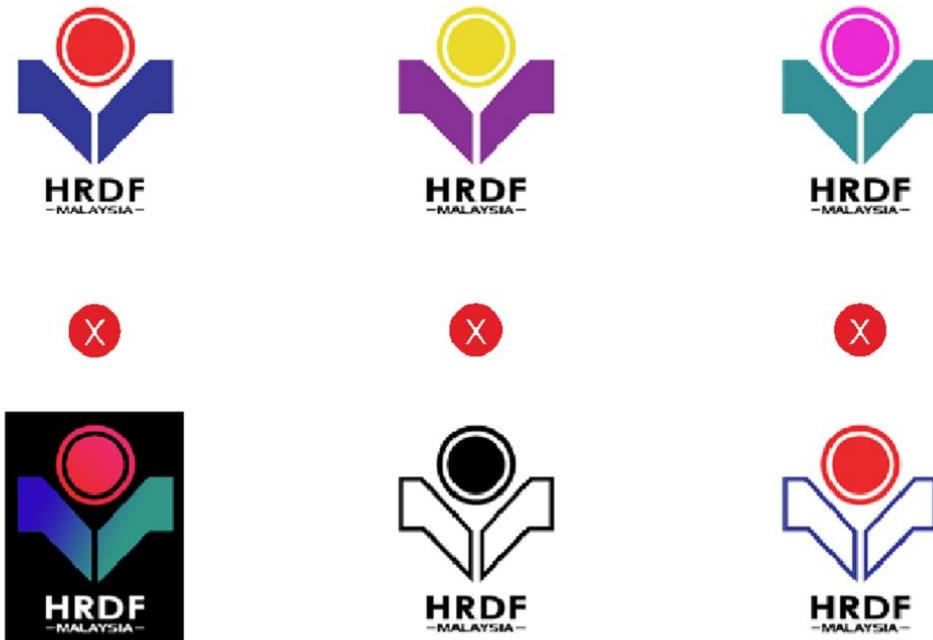
If the printing and full color is not an option, use black or reverse out in white depending on the background.



LOGO - ELEMENTS

The logo can only be reproduced in the aforementioned corporate colors or in black and white and not in dual color scheme, gradient, etc.

No visual alterations such as shadow, emboss, etc. should be applied to the logo.

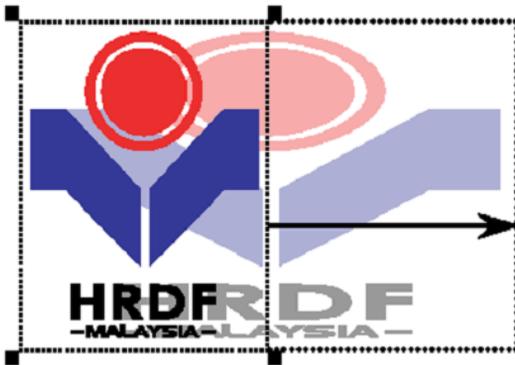


Use the logo in its true colors; its more authentic and effective; do not approximate the colors.



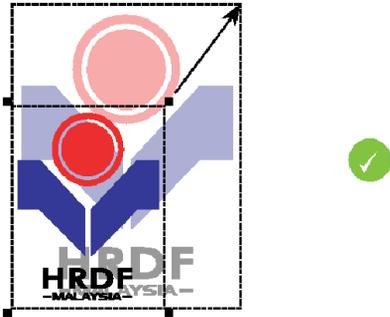
LOGO - ELEMENTS

The logo should not be stretched unproportionately or represented in a distorted manner. The proportions of these 2 elements and their relationship with one another must not be altered. The logo should not be condensed or extend.



LOGO - ELEMENTS

When enlarging or reducing the logo to suit the prescribed logo size, it should always be done diagonally as indicated in the image below.



The easiest way to check if this done properly is by way of visual comparison with the different sized logos indicated below.





**PEMBANGUNAN SUMBER MANUSIA BERHAD (PSMB)
HUMAN RESOURCES DEVELOPMENT FUND (HRDF)**

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MY HRDF



HRDF MALAYSIA