



**OFFICIAL DOCUMENT**

**CORPORATE IDENTITY – USE OF OFFICIAL LOGO**

**REV A**

**09 JULY 2010**

**Please read this before using the logo:**

This HFB logo ("logo") belongs to a group of companies (not legally bound) but collectively known as HFB Group of Companies ("HFB") consist of Hup Fatt Brothers Engineering Pte Ltd, HFB Technologies Sdn Bhd, HFB Laser Tech Sdn Bhd, HFB Technologies (Suzhou) Ltd, HFB Technologies (Tianjin) Ltd.

The logo can only be used with our permission. Any third party found to misuse the logo will be dealt with in local laws. Only stakeholders are allowed to use the logo in their own reports and documents for official use.

It is important that you use the logo correctly and consistently across all materials, in accordance with these guidelines. When working with the logo you should only use original digital graphic files, which can be downloaded below/from the website. Never redraw the logo, change it in any way or attempt to create it yourself.

No other logos from within HFB are to be used. HFB has one logo and one identity and it is important we do not confuse the message by attaching others to it.

**Logo colour**

The official colours for the logo are in red and white. For use on internal documents the logo may appear in grayscale. The CMYK value for the red is as follows (C:0%, M:99.2%, Y:100%, K:0%)



**Logo size and positioning**

The logo should only appear once on a single sheet as duplication can dilute its strength and impact. It should not be used any smaller than 20mm in width. The height to width ratio must be kept at ratio of 1:1.38.

On company letterheads, quotations, purchase orders, publications such as information sheets, notices and newsletters, the logo should be used on the top left-hand corner of the page. If this is not possible, the middle-left portion is to be used instead.

If the logo is positioned on a background image, this can be considered clear space as long as it does not impair the visibility or legibility of the logo.

**Advertisements**

The style for staff recruitment and advertisement will be applied automatically by the HR and Marketing Departments. The logo should be used no smaller than 20mm in width.