

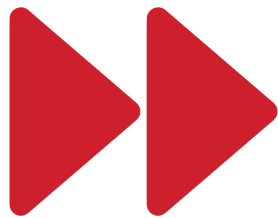


THE PROGRAM FOR MANAGEMENT DEVELOPMENT

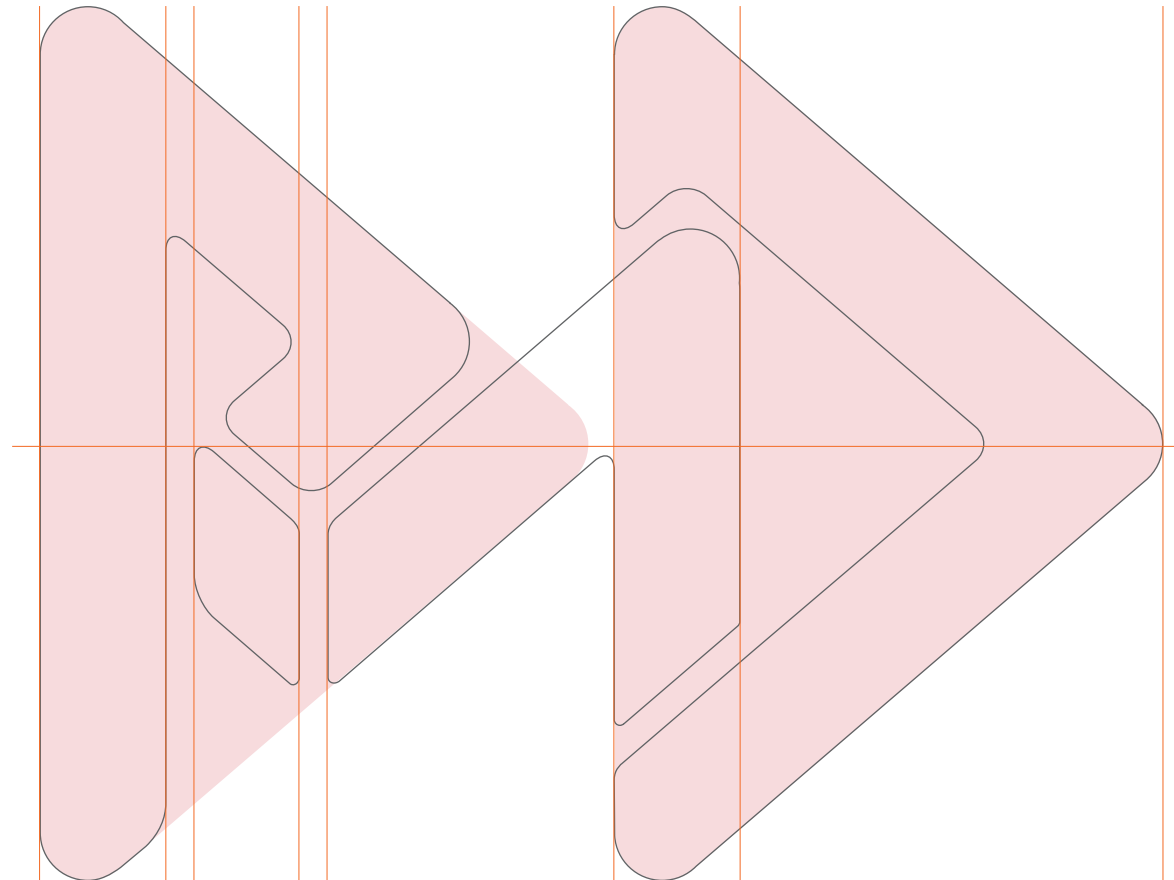
Develop Talent, Build Future

Brand guideline

Logo Construction



Inspired from fast forward icon



Logo Construction
(Full name)



Exclusion Zone (Full name)

The exclusion zone of the logo is 'P' around the logo. This is the minimum clear space distance around the logo.



Logo Construction
(Short form)



Exclusion Zone (Short form)

The exclusion zone of the logo is 'P' around the logo. This is the minimum clear space distance around the logo.



Logo in Mono Tone



Reverse Colors



Logo Color

PMD red and grey is the same as Fung group's corporate colors.

PMD Red

Pantone® 1795U
0C 100M 100Y 0K
205R 32G 44B

PMD Grey

Pantone® Cool Grey 10U
0C 0M 0Y 80K
97R 99G 101B

PMD Orange

Pantone® 109U
0C 30M 100Y 0K
255R 185G 23B

Smallest Logo Size

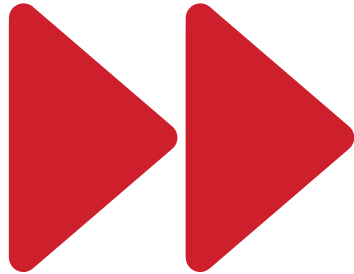


40mm / 115px



8mm / 23px

Fast Forward icon



Usage –

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean porta erat a urna efficitur maximus. Ut bibendum purus arcu, hendrerit fermentum risus fermentum ut. Aliquam ut dui nec justo aliquam eleifend. Ut eget nisl et ipsum consequat dictum. Duis odio ipsum, tempor et mi eu, tempus pretium lorem. Cras porttitor venenatis purus in lacinia. Suspendisse auctor, elit id maximus sagittis, purus turpis condimentum purus, non consequat mi tellus eu neque. Cras tristique pretium erat, eget suscipit ipsum. Donec tempor finibus justo, non semper velit fringilla eget. ▶▶