

## CPD Mark for Estate Agencies Award Scheme

### Explanatory Notes on Display or Use of CPD Mark Decal and CPD Mark

Subject to the rules and conditions as stipulated in the Rules and Conditions for CPD Mark for Estate Agencies Award Scheme, holders of Statement of Particulars of Business issued with the CPD Mark (“CPD Mark holders”) may display the CPD Mark decal at their respective business addresses and print the CPD Mark on their pamphlets, brochures, documents, materials and business cards of their employees issued by them according to the following requirements and format:

#### Display of CPD Mark Decal

CPD Mark holders may, within the validity period (i.e. 1 January to 31 December of the year after the declaration year) of the CPD Mark, display the CPD Mark decal at their business address. No amendments or modifications to the design and layout are permitted.

#### Use of CPD Mark

- (a) The CPD Mark (comprising logo and words) may be reduced or enlarged proportionately for printing on pamphlets, brochures, documents, materials and business cards of the employees of CPD Mark holders, but no change to the design and layout is permitted.

Examples:



- (b) The CPD Mark must be printed in its original color or in black.

#### Original Color



#### Black



- (c) CPD Mark holders may print the CPD Mark on pamphlets, brochures, documents, materials and business cards of the employees of CPD Mark holders at any time as long as the year in which the CPD Mark is obtained (i.e. the year of declaration) is clearly indicated below the CPD Mark on their prints. All subsequent years in which a CPD Mark is obtained may also be printed in chronological order below the CPD Mark. Any year in which the use of the CPD Mark has been suspended or terminated for whatever reason cannot be printed.

Examples:

#### Awarded the CPD Mark in 2010



#### Awarded the CPD Mark for four consecutive years, say, from 2008 to 2011



or



**Enquiry: 2111 2777 (Continuing Professional Development Scheme)**