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1. What is the correct corporate name to use when representing MTR?

- **For communication purposes:**

It is mandatory to use **MTR / MTR Corporation / 港鐵 / 港鐵公司** as appropriate for the context.

- **For legal and financial documents:**

The corporate name must be stated as **MTR Corporation Limited (Chinese: 香港鐵路有限公司)**. The abbreviated form **MTRCL** may be used where appropriate.

- **Incorrect / unacceptable use of names and abbreviations:**

The name “**Mass Transit Railway Corporation**” and “**MTRC**” are **obsolete and must not be used**. These names appear only in historical documents referencing ordinances enacted before the year 2000. If you notice any of your business partners are not using the proper name, please inform them about the correct usage.

READ MORE

[CGI 0287-009-E Use of the Corporate Name and Abbreviations](#) 


[Upper Case Master Brand](#) 

2. What is the official MTR logo and where can it be accessed?

The MTR logo features the iconic oval symbol and typography representing MTR Corporation. You can access the logo resource files through the eBrand Manual or the SharePoint link in the navigation bar.



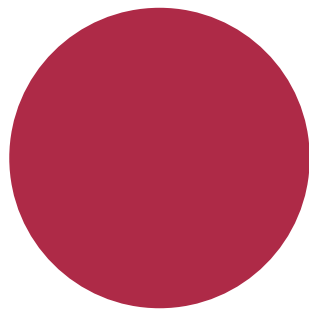
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[MTR HK & Global – Download](#) 

3. What is the Colour of MTR logo?

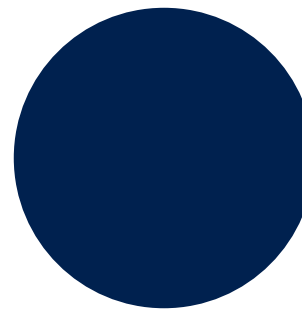
The MTR logo's primary colours are MTR Red and MTR Blue, a distinctive combination that instantly identifies the brand. These colours must be reproduced with precision to ensure consistency across all applications. No other colours may be used for the brand signature.

The primary colour palettes should be used strategically to identify, enhance visual interest, or organise information effectively.



MTR Red

PANTONE 201C
CMYK 35C 100M 75Y 0K
RGB 175R 29G 59B
HEX #AF1D3B



MTR Blue

PANTONE 539C
CMYK 100C 60M 0Y 70K
RGB 0R 32G 80B
HEX #002050

READ MORE

[MTR HK & Global – Colour](#) 

4. What is the minimum clear space required around the brand logo?

The logo must be surrounded by a minimum clear space equal to $\frac{1}{3}$ of the mark's width on every side to prevent crowding and ensure visibility.



Exclusion zone

READ MORE

[MTR HK & Global – Minimum Space & Size](#) 

5. Can the brand logo be resized for different applications?

Yes, the logo can be resized proportionally ; however, the MTR symbol within the logo must maintain a minimum width of 3 mm.



3mm

READ MORE

[MTR HK & Global – Minimum Space & Size](#) 

6. What are the restrictions on combining the brand logo with other elements?

The MTR logo must not be combined with other logos, graphics, or unauthorised elements. It must stand alone or be paired only with approved taglines to ensure brand integrity and clarity in all communications.

READ MORE

[MTR HK & Global – Unacceptable Signature Usage](#) 

7. When should I use the full-colour, reverse, or outline versions of the MTR logo?

The MTR brand signature is available in three versions for various applications. Here are the guidelines for usage:

- **Full-colour Logo:**



Use on a white or light background whenever possible.

- **Reverse White Logo:**



Use this version when the background is significantly darkened (at least 50% black) or when the MTR Blue in the English MTR logotype is hard to distinguish due to a busy or cluttered background.

- **Single Colour Outlined Signature:**



Use this only for corporate items that require special printing effects or when printing limitations apply. On white or light backgrounds, use an approved single colour: gold, silver, or MTR Dark Grey. On black or dark backgrounds, use the white outlined version for clear visibility.

READ MORE

[MTR HK & Global – Acceptable Signature Usage](#)



8. Can third parties use the MTR brand logo?

No. Third parties may not use the MTR brand logo without prior written approval from the MTR Branding team. Use of the logo is permitted only when authorized as part of an official collaboration with MTR Corporation. Unauthorized use may infringe on MTR's brand rights and lead to legal action.

The MTR Branding Team reserves the right of final decision. If in doubt, please contact the Branding Team for advice.

9. Are there any guidelines for using the MTR logo in videos?

Yes. When including the MTR logo in corporate video productions, use the designated MTR Logo Video End Frame to ensure consistent branding.

READ MORE

[TV End Frame](#)



10. What are the rules for producing premiums and merchandise?

When producing premiums and merchandise, please adhere to the following guidelines:

- Ensure the MTR logo and any associated copyright lines are used correctly.
- All merchandise must go through an approval process. Please complete the required approval forms and submit to the branding team for review.

You can access the product approval form through the SharePoint link in the eBrand Manual navigation bar.

READ MORE

[CGI 0284-003-E Guidelines for Production of Merchandise, Souvenir and Premium](#) 

[Product Approval Forms](#) 

11. Where can I find the corporate templates?

Corporate templates for the master brand, sub-brands, and services are available for various applications on the eBrand Manual. They are also accessible via the SharePoint link in the eBrand Manual navigation bar for convenient and consistent use across projects.

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[MTR HK & Global – Download](#) 