

27 January 2025



EA Alert: Do not misuse MOM's Logo

Dear Key Appointment Holders and Employment Agency Personnel,

The Ministry of Manpower (MOM) has recently come across employment agencies (EAs) that have used MOM's logo on their website and misrepresented MOM as a partner of their initiatives. Some EAs were also under the impression that being licensed by MOM would allow them to display the Ministry's logo on their website.

2 EAs should not use MOM's logo in any form of advertising or promotional materials without explicit approval from MOM. These include, websites, brochures, social media posts and other marketing collaterals. The EA licence issued by MOM is a regulatory requirement and does not grant EAs the right to use MOM's logo.

3 If you have already used MOM's logo in any of your advertising or promotional materials without prior approval, you are required to remove it immediately. EAs which persist in such undesirable practices, that are detrimental to public interest may face enforcement actions such as the issuance of demerit points leading to the suspension or revocation of the EA licence.

4 MOM will continue to share important information with all EAs through the issuance of EA Alert via email. Please keep your email address updated on GoBusiness Licensing. For further clarification, you may call us at 6438 5122 or email us at MOM_FMMD@mom.gov.sg.

Thank you.

Yours sincerely,

Adrian Quek
Commissioner for Employment Agencies
Ministry of Manpower