



MELTING POT EVOLUTION

logo standards

register mark/copyright:

The use of The Melting Pot logo since 1975 has resulted in a considerable amount of equity build-up for the restaurant's identity, as public awareness has grown with each passing year. The logo is The Melting Pot's most valuable asset and should be well protected.

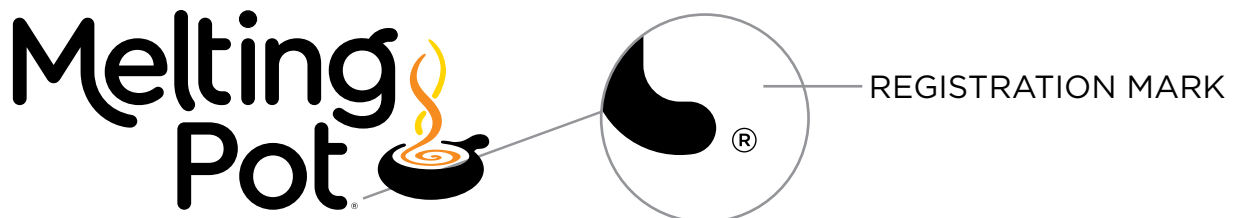
Logo standards are developed as a guide for those developing artwork on behalf of our organization. While you may not directly participate in the actual building of creative files, it is your responsibility to ensure the standards are maintained.

The Melting Pot logo is composed of a symbol (the graphic symbol used to identify the company) and logotype (the company name designed in a special lettering style). The Registration mark ® is required on the logo. Any attempt to use it without registration could have serious legal consequences.



Legal Registration is not required to protect ownership. However, registration establishes an official record of the mark and offers additional legal rights. It is also an excellent notification that the company's mark should not be considered a generic term to be used by others at will.

The Melting Pot logo is a vectorized image (computerized vector-based hand drawn) and should not be reproduced under any circumstances.



register mark/copyright:

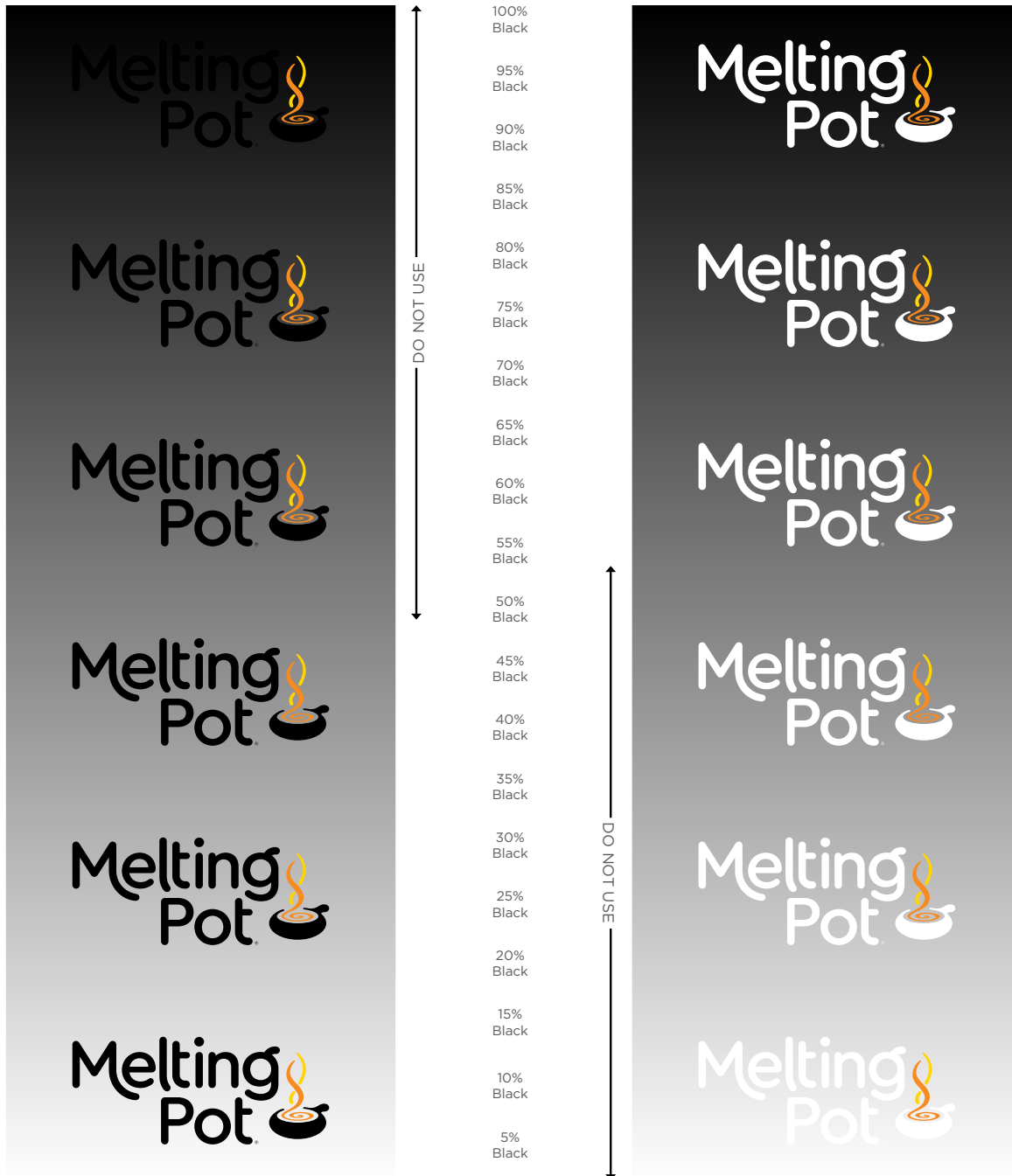
(cont.)

LOGO MARK WITH DESCRIPTOR

The Melting Pot logo design which includes the brand descriptor "FONDUE + DRINK + KITCHEN" is to be used on the exterior signage for Melting Pot Evolution locations that have opted to serve cooked/prepared food from a full kitchen as designated by The Melting Pot Restaurants Inc. (TMPRI).



*positive & reverse logos
on backgrounds:*



positive & reverse logos:

The Melting Pot logos shown here are POSITIVE, for use on light background of 50 percent value or lighter; and REVERSE, for use on dark backgrounds of 50 percent value or darker.

Positive logos should be used on light backgrounds with values equal to 0 percent to 50 percent of black (white to medium grey).

Reverse logos should be used on dark backgrounds with values equal to 50 percent to 100 percent of black (medium grey to solid black).

Keep in mind that backgrounds include all material upon which the logo is applied, such as colored papers, painted surfaces, plastics, fabrics or even tinted glass.

REVERSE



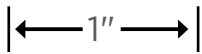
POSITIVE



logo sizing and colors:

The minimum recommended reproduction size of The Melting Pot Logo is 1”.

Because of the intricacy of the design, screening of the Logo is not recommended.



SPOT COLOR LOGO

is (Yellow Steam: PMS 134 C) (Orange Steam: PMS 138 C) (Positive - Letters Black; Negative - Letters Reverse)

■ Yellow Steam - PMS 134 C

■ Orange Steam - PMS 138 C

FOUR-COLOR PROCESS LOGO

Is the same as above converted to CMYK

■ Yellow Steam - C: 0, M: 15, Y: 100, K: 0

■ Orange Steam - C: 0, M: 55, Y: 100, K: 0

logo misuse:

The examples shown are obvious misuses of The Melting Pot logo. This is by no means a complete sampling. If a question arises that has not been addressed in these guidelines, contact The Melting Pot Marketing Department at the Restaurant Support Center in Tampa, Florida for assistance.



DO NOT ADD AN OFFSET DROP SHADOW TO THE LOGO



DO NOT ENCLOSE THE LOGO WITHIN ANOTHER SHAPE



DO NOT SCREEN PARTS OF THE LOGO IN A LIGHTER VALUE THAN ANY OTHER PART



DO NOT REPRODUCE THE LOGO OR ANY OF ITS COMPONENTS AS OUTLINES



DO NOT DISTORT THE PROPORTIONS OF THE LOGO



DO NOT ADD OTHER GRAPHIC EFFECTS TO ANY OF THE ELEMENTS OF THE LOGO



DO NOT CHANGE THE SIZE RELATIONSHIPS OF THE COMPONENTS OF THE LOGO



DO NOT CREATE THE LOGO COMPONENTS IN A COMBINATION OF POSITIVE AND REVERSE



IN PRINT AND BROADCAST, DO NOT DISPLAY THE LOGO WITHOUT THE POT SYMBOL
- EXCEPTIONS APPLY TO OUTDOOR

additional logo layouts:

Additional logo layouts may be approved for use in appropriate marketing collateral applications as determined by The Melting Pot Marketing Department at the Restaurant Support Center in Tampa, Florida.

Signage standards vary. For signage options, contact the Construction and Design Department for assistance.

LOGO LAYOUT EXAMPLES FOR EVERYDAY USE:



PRINT STACKED



STACKED



HORIZONTAL

EXTERIOR EXAMPLE FOR FULL KITCHEN LOCATIONS ONLY:



EXTERIOR SIGNAGE ONLY HORIZONTAL
Restaurants with Full Kitchen Only