



LOGO STANDARDS

updated: 6/29/16

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) and brand descriptor. The Registration mark ® is required on the logo. Any attempt to use it without registration could have serious legal consequences.



To add additional protection to the graphic identity used by The Melting Pot, a brand descriptor is incorporated in the logo. Use of the brand descriptor in conjunction with the logo informs the public of the user's intent to protect the rights to it.

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.



register mark/copyright:

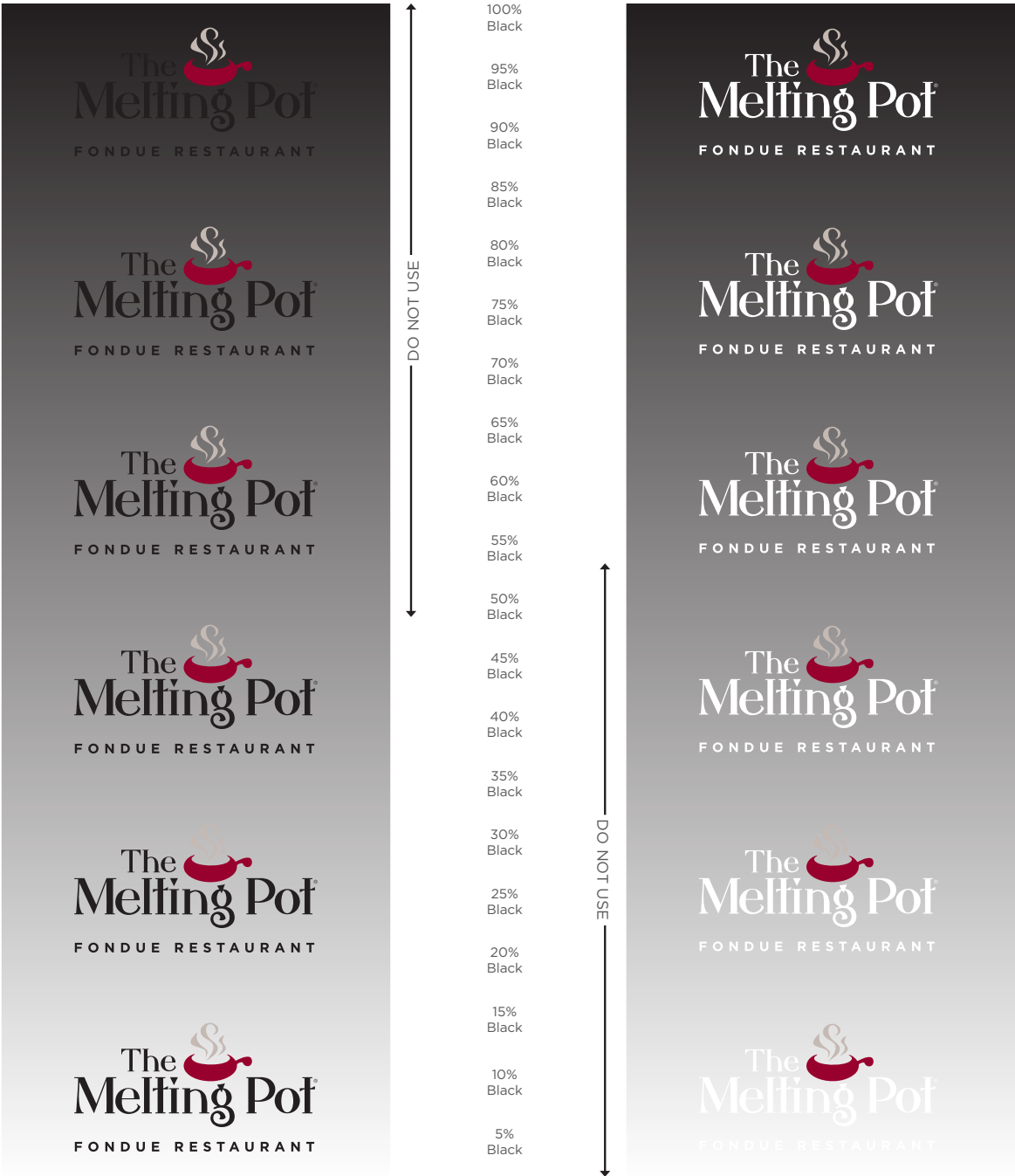
(cont.)

Copyright protection is important on any printed material created by an employee of The Melting Pot. This protection will prevent loss of proprietary ownership of original material, such as sales manuals, brochures, advertising, original art, software documentation and reports, as well as internal and external publications.

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



*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.



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.



The three-color Logo is (Pot: PMS 202 C) (Steam: PMS 407 C) (Positive - Letters Black; Negative - Letters Reverse)

■ Pot - PMS 202 C

■ Steam - PMS 407 C

Four-Color Process Logo

Is the same as above converted to CMYK

■ Pot - C: 9, M: 100, Y: 64, K: 48

■ Steam - C: 9, M: 14, Y: 13, K: 28



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 A
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
BRAND DESCRIPTOR
- EXCEPTIONS APPLY TO
OUTDOOR

