

Attention Melco Distribution Partners;

Melco provides you access to marketing materials which you may use for your marketing efforts. Please follow the guidelines specified for proper uses and placement of Melco logos for all of your print and web related publishing, emails, brochures, websites etc.

Please contact your Melco Regional Sales Director for more information or contact Melco Corporate Marketing:

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Logo Style Guide and Marketing Materials

Updated July 21, 2017

TO ACCESS MARKETING MATERIALS:

Contact the Melco Marketing Department. They can provide requested materials directly, or send a link to a shared folder online.

All Melco logos are not to be modified or altered in any way. Only authorized files from Melco may be used.

The logos as they appear on this page are correct. This logo should always appear as shown on this page.

The font that the Melco logo is derived from is **Swiss 721 BT Heavy**.

The red color is consistent with the following CMYK print color values:

C	0%
M	95%
Y	100%
K	0%

The red color is consistent with the following RGB screen color values:

R	238
G	50
B	36

When the logo appears black on white, use 100% black and 0% for all other inks. The RGB values are 0.

The logos will always appear surrounded by a generous amount of white space, as shown on this page. The minimum amount is equal to the distance measured from the baseline to the top of the stem on the letter m. Please use this reference for all size applications.



EMT16plus

melco

Do not distort Melco logos. Please scale all logos so that they maintain proportion. Do not apply gradients, or any color other than that which is specified on the previous page. **Do not outline the logos, or combine them with any other logo, mark, or symbol.** Do not “box” the logos in. When a logo must be used against a dark background, please use a white design element behind the logo, as shown in the example on the bottom right corner of this page.

A white Melco logo, on any other color, is not permitted without prior approval. The example shown below, with a white Melco logo on red, is ok, on a limited basis, with prior approval from Melco Corporate Marketing.

OK with approval.



EMT16 PLUS

The EMT16 PLUS logo is approved for use on a **limited basis**.

In text format, EMT16 PLUS will always appear in ALL CAPS, with a space between EMT16 and PLUS. This is done to maintain visual consistency of emphasis on the word PLUS, and to clearly communicate that the name EMT16 PLUS is a product name. Use of **BOLD** typeface is permitted. Italics are not.

In logo format, it will always appear as shown in this guide. No other variation or style is permitted.

“Logo stacking”, as shown below, is strongly discouraged. However, when EMT16 PLUS is used in logo format, it should be done so that the Melco logo is associated with it, in some way. Please use the photo on this page for a proper example.

EMT16**plus**

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