

SECTION 4
NETWORK TAG

4A. NETWORK TAG

The network tag “**A MEMBER OF MILLENNIUM HOTELS AND RESORTS**” must be featured in all property-specific communication materials such as advertisements, brochures and sales kits.

A MEMBER OF MILLENNIUM HOTELS AND RESORTS

The network tag is used exclusively by the properties to demonstrate the relationship of the property with the Millennium group. It is not part of the logo but rather a statement that associates the property with the group. The network tag is usually applied jointly with the group logo. In instances where space is a constraint, the network tag may be featured without the group’s logo.

Exception:

In instances where all or any property in Singapore is named, a different network tag “**A MEMBER OF MILLENNIUM & COPTHORNE INTERNATIONAL**” is used. This rule is mandatory across all communication materials.

A MEMBER OF MILLENNIUM & COPTHORNE INTERNATIONAL