



## Corporate Identity Guidelines



**The Merlin identity is a seal of approval and a promise of quality. When you are authorized as a Merlin Distributor or Franchisee, you also represent Merlin. It is mandatory to follow these guidelines. By doing so, you reap the benefits of the Merlin identity and contribute to its strength.**

#### **Merlin Requirements**

The Merlin signatures and graphics described in these guidelines are for use only by current Merlin affiliates who have signed the Merlin Agreement and by individuals with a current Merlin certification. Merlin associates and individuals must follow these guidelines when publicizing their relationship with Merlin in communications.

Merlin reserves the right to withdraw permission to use Merlin signature at any time if the use of the signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Merlin. Merlin signatures cannot be used in connection with any communications that do not meet the criteria outlined in the Merlin Reseller Agreement or Merlin Agreement.

Merlin associates and resellers company or individuals must comply with these guidelines, notwithstanding anything to the contrary in the “Guidelines for Using Merlin Trademarks and Copyrights” at [www.merlin-digital.com/brandguidelines](http://www.merlin-digital.com/brandguidelines)

#### **Merlin Signature**

A signature is the combination of the Merlin logo with a logotype (a name like “Merlin” set in specially designed type).

Merlin signatures communicate brand name to the audience. Always use the correct signature based on your contractual relationship with Merlin.

The appropriate signature can be applied to advertisements, websites, store signs, stationery, and other communications as long as the signature of Merlin is not obscured or distorted. Guidelines for sizing the signature are located in the next section on pages 3 & 4.

Never use Merlin signature outside the provided guidelines.

#### **Using one signature**

Use only one Merlin signature on each page or surface of a communication.

#### **Merlin signature configurations**

The basic Merlin signature configurations are shown below. Most of the times tagline is added to the signature. Always use one of these approved configuration on your communications. Signature artwork is provided by Merlin. Never alter the artwork in any way.



Merlin Signature with Tagline



Merlin Signature without Tagline

The Merlin signature is the most fundamental part of our brand, and it represents our entire company, externally and internally. From product packaging and ads to datasheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The signature consists of three elements that work together as a whole.



**MAGICAL HAT SYMBOL**

The Magic hat is the defining feature of our design system, and the starting point for many graphic elements you'll see later in this document. Inspired from Magical hat.

**WORDMARK**

Our wordmark is in Serpentine-bold with no gratuitous ornamentation, this typeface is strong yet friendly, self-assured yet down-to-earth; qualities we're happy to associate with our brand.

The relationship between the signature elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions or placement of any of the signature elements independently.

**TAG LINE**

Our Tag line is in Myriad pro with no gratuitous ornamentation, "Add a little magic to your life" it represents brand.

There are only two configurations of the signature: the primary and the alternate. The primary signature should always be considered first, except for the following situations where the alternate primary configuration may be used:

- For smaller size only where tagline is not readable then only you can use logo without tag line.

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to the height of the Signature

**MINIMUM CLEAR SPACE AROUND LOGO**



We have established various minimum sizes for our signature to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our signature is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.

**PRIMARY**



### Signature Colors

When placing a signature on white or light backgrounds, use primary Merlin signature.

Merlin signatures can be shown only in black, white or blue. When placing a signature on black or color backgrounds, use an all-white signature reversed out of the background color. Never place Merlin signature on a visually cluttered or patterned background.

#### PRIMARY



#### SECONDARY



One-Color Solid Black Signature



One-Color Black Solid Reverse Signature

### Signature Incorrect Use

Do not change signature colors



Do not reposition or “flop” signature components.



Do not distort the signature.



Do not remove any element from the signature.



Do not rescale signature components.



Do not place the hat or stars in any shape or holding device, or use it as an independent graphic element.



Do not place the signature within text



Do not add text or product names to the signature.



Do not place the signature over other graphic elements.



Do not place the signature against a photographic background without sufficient contrast.



### Signature Colors

Our primary colors are strong and straightforward. They represent the Merlin brand at its most basic level—our signature.

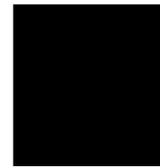
In fact, these are the only colors that may be used to reproduce our signature.



Blue



Red



Black



White

### PRINT COLORS

Blue	C=100,	M=80,	Y=0,	K=0
Red	C=0,	M=100,	Y=100,	K=0
Black	C=0,	M=0,	Y=0,	K=100
White	C=0,	M=0,	Y=0,	K=0

PANTONE 7455C

PANTONE 485C

PANTONE Hexachrome Black C

### ONLINE COLORS

Blue	R=65	G=0	B=84
Red	R=237	G=28	B=36
Black	R=0	G=0	B=0
White	R=255	G=255	B=255

### TYPOGRAPHY

The Merlin corporate font is **SerpentineDBol**

Merlin use font called SerpentineDBol for signature. It cannot be used in your own or a third party's marketing materials or presentations. Do not imitate Merlin typography by using a version of SerpentineDBol on your communications.

Merlin marketing materials use font called Gill Sans MT for marketing materials and communications. Gill Sans MT should be used only in marketing materials and presentations provided to you by Merlin.



Do not imitate the Merlin typographic style.

### Avoid Signature Mistakes

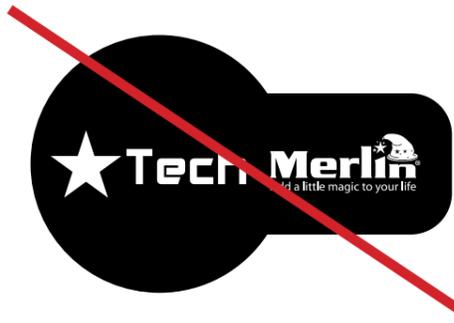
Do not alter Merlin artwork in any way. Always use the complete electronic artwork provided by Merlin.

Avoid these common mistakes

- Never use the Merlin logo alone on your communications, except as noted below.
- Do not remove the Merlin logo or alter the relationship of the elements in any way.
- Do not change the font or alter the spacing between letters.
- Do not incorporate the Merlin channel signature into your company identity.
- Never create a new signature that combines the Merlin logo with your business name.
- Do not reproduce the signature using any color other than the Merlin Colors.
- Do not use logo artwork that has been rendered to look three-dimensional.
- For the Internet, do not rotate or animate a Merlin signature or make any of its elements three-dimensional.



Do not alter the typographic proportions.



Never use an Merlin signature as a decorative border or pattern.



Do not link Merlin signature to your company's identity by placing it in a shape or background field that is part of your identity.

### Tone of Voice

Think of the Merlin brand as a living, breathing human being. Brand attributes make up personality; design acts as a wardrobe; messaging defines what Merlin says. In the same way, tone of voice reinforces this distinct personal style. It is not what Merlin says, but how; it is about communicating in a way that is unmistakably Merlin.

### Marketing Collaterals

Avoid these common mistakes

- Do not place an Merlin product image on a busy, colorful, textured, or patterned background. Merlin product photos can be placed only on a white, off-white, light gray, or black background or on a promotional background provided as part of the image.
- Do not alter Merlin product photos or add type, violators, or other graphics.
- Do not animate or enhance Merlin product photos.
- Use only the screenshots provided by Merlin; do not alter them or create your own screens.

### Image resolution

Use images at an appropriate resolution. The image shown here is displayed at a size that is too large for the digital resolution of the photo, resulting in a blurry image.

### Marketing messages

You can use Merlin marketing messages that are provided as part of sales tools or photos by Merlin HO. If Merlin-produced marketing message is part of the Merlin asset, do not alter it in any way.

You can develop your own marketing messages that are specific to your business. Use the tone and style of your identity; do not imitate the Merlin tone or copy style.



### Avoid Photography Mistakes

#### Type

Do not place type or graphics on an Merlin product photo.

#### Backgrounds

Do not place Merlin product photo on a busy, colorful, or cluttered background. Use the background provided by Merlin as part of the photo. Resellers can place Merlin products only on solid white, off-white, light gray, or black backgrounds or on a background provided by Merlin.

#### Photo selection

When photos accompany products in a list, select photos with a solid white or solid black background to make it easier for customers to see the product. The background of the Time Capsule photo shown above is for promotional uses and is not a good choice to accompany a list of products and descriptions.

#### Screen images

Never replace the screen images provided by Merlin. Use Merlin product photos with the screen images provided. If you are also an application developer do not display your app in Merlin product promotion. Promote your app separately from Merlin products.

#### Image resolution

Use images at an appropriate resolution. The image shown here is displayed at a size that is too large for the digital resolution of the photo, resulting in a blurry image.

## Website

www.merlin-digital.com is the global Merlin website, Merlin will book, buy and own domain for your territory, example if it is for United Kingdom you cannot have

~~www.merlinmagic.co.uk~~

Instead Merlin will provide domain with admin access for minor changes that can be done by Distributor/Franchisee. You are not allowed to have a domain name which has “Merlin”, “Merlin Digital” or “Merlindigitalllc” in it.

www.merlin-digital.com/uk

Do not use imagery or other graphic elements obtained from www.merlin-digital.com for any other website. Proprietary images and graphics used on Merlin’s website include but are not limited to Cascading Style Sheets, buttons, background images, lifestyle photography, product icons and imagery, and navigational elements, particularly those with design effects that are strongly associated with Merlin’s online presence and constitute Merlin’s intellectual property.

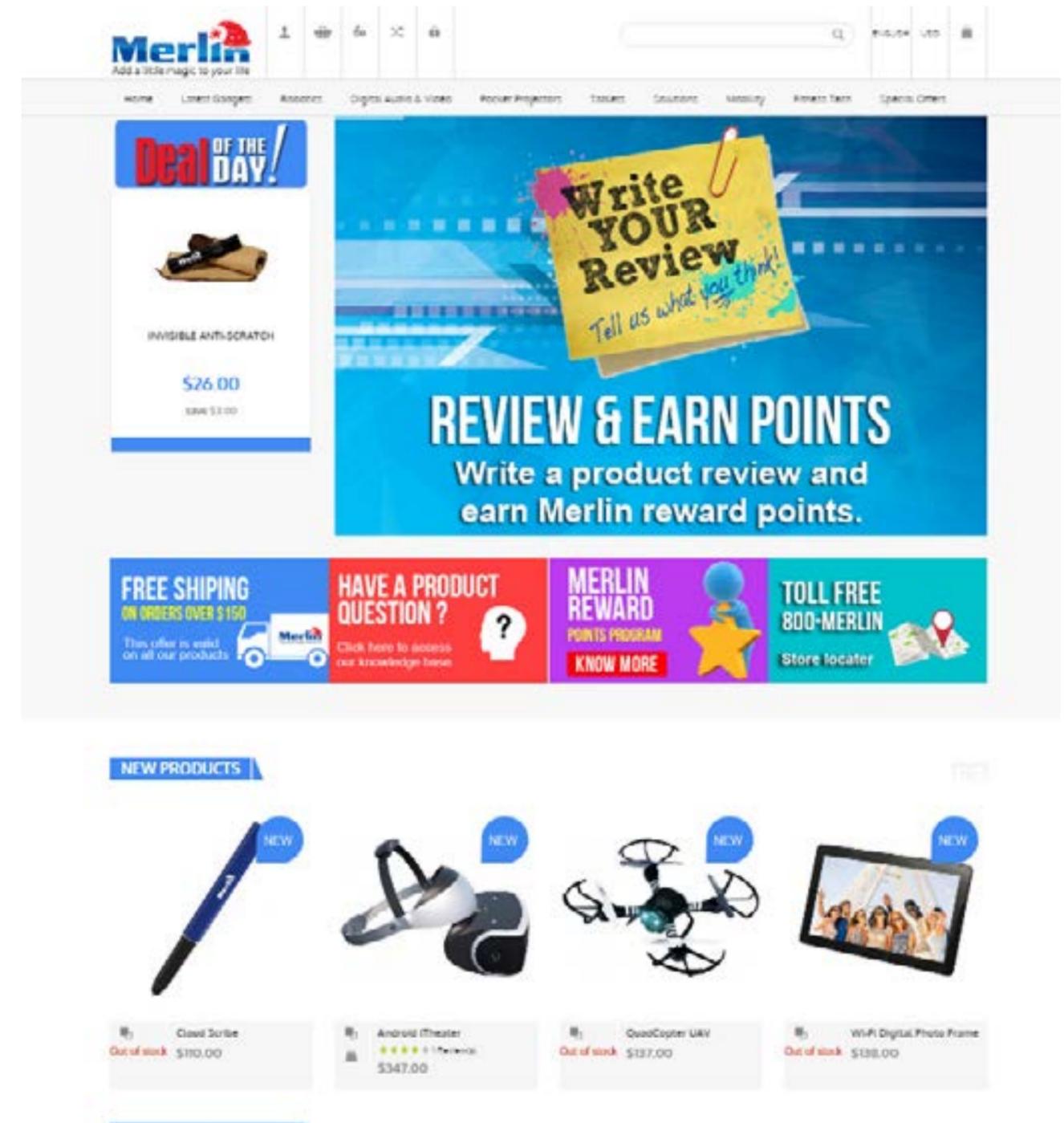
Do not transfer or imitate images or effects on www.merlin-digital.com.

Do not use Merlin’s proprietary font, Gill Sans on your website (see Typography on page 9).

Promoting your affiliation with Merlin on each page of your website that features Merlin products or services, one Merlin signature must be clearly associated with the Merlin offering and must be smaller than your company identity. The signature must conform to the color, size, clear space, and other graphic standards in these guidelines.

Here are points to watch for when using Merlin signature on the web:

- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Maintain appropriate clear space around the signature (see the guidelines on page 4-8).
- Do not use Merlin logo alone. Always use Merlin signature.



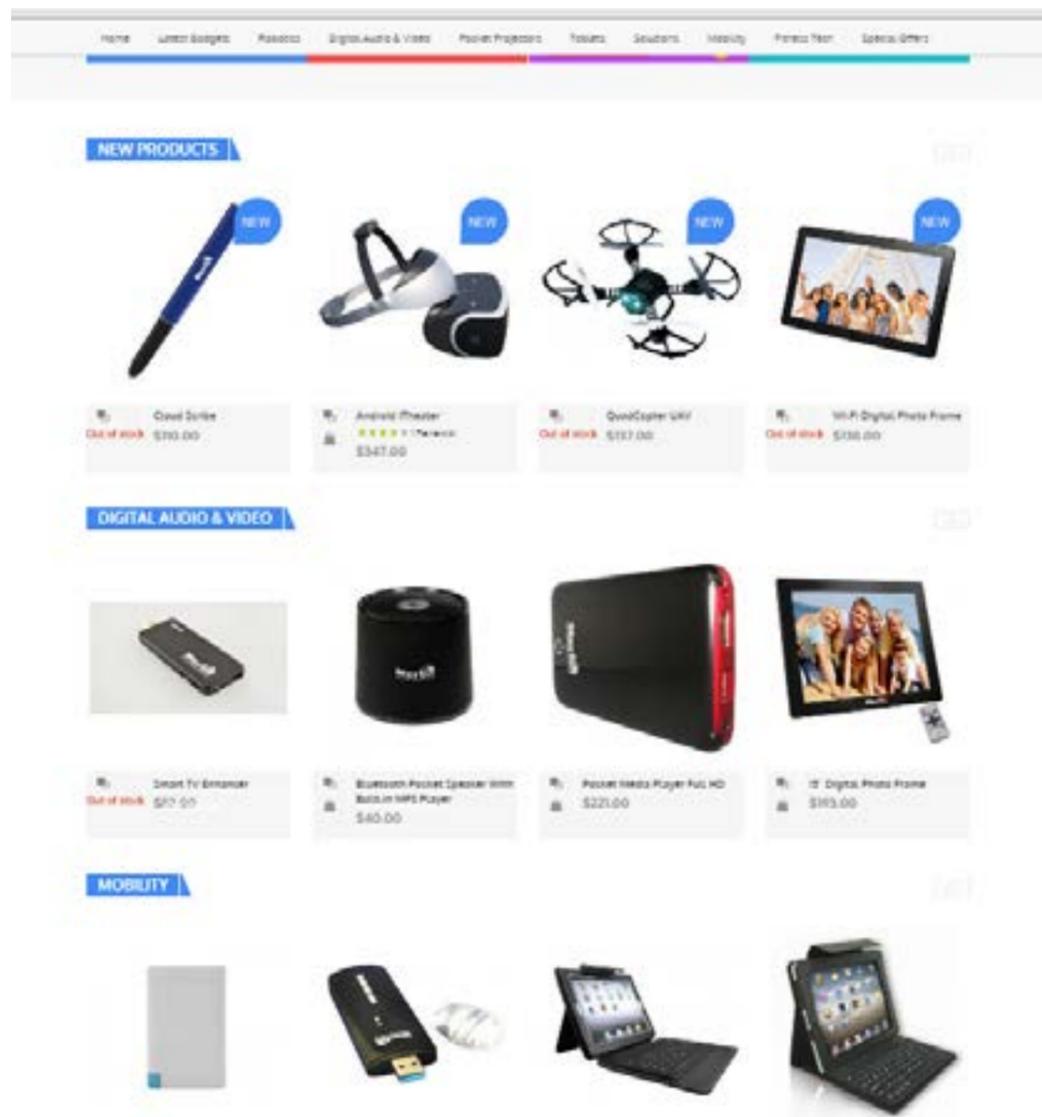
### Keep Your Website Current

Your customers rely on you to provide them with the most current information about Merlin products and services. The pages on your website that are dedicated to Merlin products and solutions must be continually updated with the latest information from Merlin.

On your website, use only current product photos and screenshots provided by Merlin and designated for use by Merlin resellers. New or revised Merlin product photos should be added to the product section of your site as soon as possible after a product launch when they become available on Merlin website.

End-of-life (EOL) products can be displayed on your website only until product inventory has been depleted. EOL products must be removed from the site as soon as possible after the EOL notice is sent out or when inventory is depleted.

When a product is announced but is not immediately available, pricing and availability information should be clearly displayed. Make sure you update your site as soon as the product becomes available.



### Advertising and Promotions

To achieve their marketing goals cost effectively, resellers should use their advertising resources for conventional print and online advertising. Layouts and additional information for print ads, banner ads, and email promotions are provided in the Merlin Brand Guidelines Kit.

Follow these guidelines for advertising:

- Don't market the marketing. Do not produce advertising before the product is available. Do not engage in nonconventional or stunt advertising to draw attention to a product launch.
- Use your advertising budget to secure premium positioning in desirable environments. Positioning priorities are the outside back cover for single-page creative and the inside front cover for two-page-spread creative.
- For print ads, focus your budget on a few large ads rather than many small ones. Full pages or two-page spreads are preferable to half, quarter, or smaller page units.
- For print and newspaper placements, focus on environments that are contextually relevant to the product and audience: technology, sports, men's and women's lifestyle, design, fashion, music, film. Select quality titles. Avoid environments that include gratuitous sex, gossip, and controversial topics such as weapons, drugs, politics, gambling, and sexuality.
- Use the marketing messages provided in the Merlin Brand Guidelines Kit. Do not change the intent or the tone of the Merlin-provided product messaging.
- Do not alter the product image assets provided by Merlin. Never replace the screenshots provided as part of the assets.
- If you are Merlin app developer, do not combine your app promotions with Merlin product advertising. Follow the instructions that are provided in the Merlin Brand Guidelines Kit.
- Comply with the trademark and credit line requirements in the Merlin Brand Guidelines Kit.

**Using Merlin signature on advertisements**

On communications that promote or advertise Merlin products or services, the Merlin signature must be smaller than the reseller identity and placed in a secondary position. Never use Merlin signature in place of your company or store identity. Merlin signature must appear with any content that relates to Merlin offerings. Use only one signature on a page or surface of a communication. When multiple Merlin products are shown, do not accompany each product with Merlin signature. Do not use the Merlin logo alone to indicate that products are from Merlin. Instead, show your affiliation by displaying Merlin signature near the list or grouping of Merlin products.



Make sure your audience understands immediately who the communication is from. It should be clear that the advertisement or promotion is from your business, not from Merlin. Always place your store identity in the primary layout position, with the Merlin channel signature sized smaller than your identity and placed in a secondary layout position.

**Printed Materials**

Always check printed communications during the production process to ensure print quality and consistency throughout. Never use Merlin assets on very low-resolution printed materials in which the details of product photos cannot be seen. Make sure the Merlin signature is sized so that the Merlin logo and type are clean and legible at the resolution used for the printed piece.

**Color**

White signatures should always reverse out of dark or bright-color backgrounds. When using a black signature, white, off-white, or neutral-color backgrounds are preferred. Avoid using bright-color backgrounds to draw attention to Merlin products. Instead, place Merlin products together, along with Merlin signature, in a designated area of the layout. A containing border can be used. For emphasis, Merlin products can be shown at a larger scale than the surrounding images.



**Avoid Advertising Mistakes**

**Tradeshow Catalog**

**Correct**  
The signature is reversed to white out of a dark background and placed near the Merlin product offering. Only one signature is used.

**Incorrect**  
Do not place the signature in an enclosing shape. Do not use more than one signature on a page.



**Print Advertisement**

**Correct**  
A single signature at the lower edge of the page serves as an endorsement of the entire ad.

**Incorrect**  
Do not use more than one signature on a page or surface. Multiple signatures should not appear next to Merlin products.



**Magazine Advertisement**

**Correct**  
The Merlin signature and resellers signature.

**Incorrect**  
Do not use only resellers signature and do not use more than one signature on a page or surface. Select the signature that best fits the content of the communication.



### Speciality Advertising

To achieve their marketing goals cost effectively, resellers should use their advertising resources for conventional print and online advertising. Follow the instructions for print ads, banner ads, and email promotions provided in the Merlin Brand Guidelines Kit. If other forms of advertising are commissioned, follow these guidelines and contact your Merlin representative for information and approval.

If you are Merlin-approved Merlin app developer, do not advertise your app along with Merlin products. Follow the instructions Merlin provides for Merlin developers and keep app promotions separate from Merlin product advertising.

#### Radio advertising

Produce a prerecorded radio spot using the messaging provided in the Merlin Brand Guidelines Kit. The messages can be adapted for spoken dialogue, but do not change the intent of the Merlin-provided messaging. Make sure the tone is straightforward, simple, and friendly. Your reseller store name must be a prominent part of the radio spot. It must be clear that the ad is from the reseller, not Merlin.

If you direct live disc jockeys (DJs) to follow talking points based on Merlin-provided messaging, they can be encouraged to add personal anecdotes related to their use of the Merlin product.

Radio broadcasts spoken in a language other than English must say Merlin trademark names in English. Do not translate Merlin trademark names.

#### Broadcast advertising

Product photo assets provided by Merlin can be used in broadcast advertising. Merlin product images can be used to help illustrate the range of products offered by a reseller. It must be clear that the ad is from the reseller, not Merlin.

You must submit a rough cut of your ad to Merlin for approval before it is broadcast. Always show the most current version of the Merlin product. Use straightforward camera techniques such as a carefully controlled slow pan or zoom when shooting motion footage of a still Merlin product photo. If your production budget allows for high-quality motion graphics editing, the product image can move in front of the camera in a straightforward manner—for example, a simple left-to-right rotation.

Never alter in any way the Merlin images provided by Merlin. Do not animate, twirl, or tilt the product image or use extreme motion techniques. Never indicate that the product can function in a way that is not accurate—it must be shown to function as it would in real life. For example, do not depict Merlin product flying through the air or floating in water. Never show Merlin product on a busy, colorful, or confusing background. Do not replace the screen that is provided as part of the image asset. Do not distort or change the color of the image asset.

Select a simple motion technique that is within your production budget. Presenting a simple, high-quality image is more effective than trying to achieve complex imagery that exceeds your budget.

Do not use video or lifestyle imagery from Merlin website at [www.merlin-digital.com](http://www.merlin-digital.com). Merlin credit lines must be included with other legal copy in the broadcast ad.

### Speciality Advertising (continued)

#### Displaying Merlin signature in broadcast ads

Do not display Merlin signature in broadcast ads unless the ad features Merlin products exclusively. Your company or store identity must be prominently featured. The Merlin signature can accompany the company or store identity and must be smaller than and clearly subordinate to that identity. Do not apply motion or color techniques to the Merlin signature except for a simple fade in or fade out. Follow the graphic standards in the Merlin Signatures section on pages 5–14.

#### Video and motion graphics on the web

Follow the broadcast advertising guidelines for showing Merlin photo assets in video on the web. You can provide a link to Merlin's website at [www.merlin-digital.com](http://www.merlin-digital.com) to send viewers to Merlin-produced tutorials and video promotions.

#### Other specialty advertising

The assets provided by Merlin are not designed for use in specialty advertising and are not suitable for the formats required. For example, images in outdoor large-format ads require a resolution of at least 300 dpi at 20 by 30 inches (51 by 76 cm). The image assets provided by Merlin are not at this resolution.

### Merlin Store Identity

Merlin trademarks and trade dress include the terms and fixtures developed by Merlin for use in the Merlin Store. This intellectual property, owned by Merlin, contributes to the proprietary look and feel of Merlin Store.

Building a business identity that cannot be confused with Merlin's identity will strengthen your business by helping your customers associate their in-store experience with your unique business offer.

To avoid customer confusion, Merlin trademarks and trade dress cannot be used on channel affiliate signage or in channel affiliate stores. Examples include the following:

- Channel affiliate store names and company names cannot contain the names Merlin or any other Merlin trademarks (unless expressly authorized under separate license).
- The Merlin logo cannot be used alone in channel affiliate stores or channel affiliate communications. It can be used only as part of a channel signature as described in these guidelines.
- Channel affiliate locations may not use Merlin-branded icons, terms associated with Merlin-branded icons, or trade names developed for use exclusively by Merlin Retail Store locations, including the following:
  - Merlin
  - Merlin Digital
  - Merlin Dital L.L.C.
- Channel affiliate stores may not use proprietary fixtures developed for use exclusively in the Merlin Retail Store, Merlin Reseller stores, or other licensed Merlin Retail Sales programs. Examples include:
  - Merlin Display Stands
  - Merlin POS Units
  - Merlin Signages
  - Merlin Product Display Units

Do not imitate the proprietary look and feel of Merlin Store. Channel affiliate store design must brand the channel affiliate store experience so it is clear to customers that they are not in Merlin Retail Store.

Merlin-authorized channel affiliates may not use Merlin-branded icons, trade names, or product photography in conjunction with materials used in Merlin Retail Store construction without displaying Merlin signature, to clearly identify the store as that of an independent channel affiliate.



### In-Store Displays

You must have permission from Merlin to promote your affiliation with Merlin on in-store displays. Contact your Merlin representative with your proposal for in-store use of Merlin signature. Include photos and floor plans.

Merlin signatures must be used with Merlin-exclusive product displays. If products from other companies are included, you cannot use Merlin signature on the display.

### Merlin Provided POS Materials

Merlin provides channel affiliates with a variety of point-of-sale (POS) materials. These items may include banners, posters, brochures, and promotional merchandise. Always use the materials as provided; do not alter them in any way. Do not reuse design or text elements from these materials in your communications. Do not copy the layout of Merlin communications when designing your own communications. Never use images or marketing layouts from Merlin's website at [www.merlin-digital.com](http://www.merlin-digital.com).

You can display Merlin logo alone only if it has been provided by Merlin as part of Merlin-produced POS display. Do not add a reseller or channel associate signature to a POS item that already includes Merlin logo. There can be only one Merlin logo on a communication.

Never place only Merlin logo on your own communications. Instead use your signature along with Merlin Signature as per the guidelines.

In some regions, Merlin provides custom display fixtures. These fixtures are reserved for the display of specific Merlin products. Products from another company cannot be displayed in Merlin-provided custom fixtures.



### Exterior Signs

Never use Merlin logo alone on your exterior store signage. Exterior store signs and fascias may include Merlin signature provided that they are first approved by Merlin. Contact the Merlin global when you are updating or producing new store signs and fascias that will include Merlin signature. Include photographs of your store exterior and a schematic drawing of your proposed signs. Make sure your schematic drawing includes dimensions for all elements.

The selection of signage elements will be determined by many factors, including local sign code requirements, the size and type of building, its areas of best visibility, and its architectural characteristics.

Signs should be used on the exterior of buildings only with permission from local building departments and in compliance with local building sign codes.

The following pages provide size, configuration, and layout specifications for store signs. Use only one Merlin signature on each exterior face of your store. Your store name or identity should follow Merlin signature, placed as shown below.

The specifications in this section can also be used for other communications. They will help you determine sizes and layout positions for your business or store identity and Merlin signature.

Refer to page 4-8 of the Merlin Brand Guidelines Kit.



ABCD Electronics, City, Country.

### Vehicles

Only the Merlin Distributor/Franchisee of your region can use and display Merlin Signature on a vehicle. Use only one signature on each side of the vehicle. Your company identity must also be displayed on each side of the vehicle. Do not place the Merlin signature on the front or back of the vehicle unless it is the only place your company identity is displayed.

Do not place the Merlin logo along with any other logo on a vehicle. Only the Authorized Merlin Distributor/Franchisee can be placed on a vehicle, along with your company identity. Follow the graphic standards in the Merlin Signatures section (pages 4–8).

Only Merlin website should be placed at the back of vehicle.

### Promotional Items

Submit merchandise/promotional proposals to Merlin global for approval before production begins. Follow these guidelines when planning merchandise selections:

- The Merlin signature and reseller identity must be used in such a way that there is no implied endorsement by Merlin of the item.
- Merlin signature can be included with the Distributor/Franchisee on high-quality keychains, mugs, pens, notebooks, and portfolios.
- Merlin never approves branded merchandise that can be associated with gambling, such as playing cards, dice, or betting tokens.
- Sports-related merchandise, such as water bottles and baseball caps, can be produced in limited quantities.

Merlin-approved channel-branded merchandise can be given away at strategic events such as store openings and major trade shows to promote your affiliation with Merlin.

Merchandise that contains Merlin signature must not be sold by your store or business, and it must not be resold to or by a third party. Merlin channel affiliates and their employees cannot sell or trade channel-branded merchandise on the Internet.

### Shirts

One Merlin signature may be placed on a shirt, along with your company or store identity. The Merlin Signature must be the predominant graphic on the shirt and must be placed on the front or back. Distributor/Franchise identity may be placed on the sleeve or pocket. Use only one Merlin signature.

Submit your proposed shirt layout to Merlin global for approval before production begins.

Shirts that include the Merlin signature can be used as giveaway items.

The Merlin signature can be screen-printed on shirts in all-black or all-white. Make sure you check a production sample to ensure quality and legibility. Follow the graphic standards in the Merlin Signatures section (pages 4–8).

## Stationery

Merlin signature can appear on stationery items, including letterhead, business cards, notepads, and folders. The signature can be accompanied by your store or business identity. Follow the graphic standards in the Merlin Signatures section (pages 4–5).

The signature must be smaller than your company or store identity (follow the guidelines in the Store Exterior section on pages 34–36). The signature must be placed in a secondary position on the stationery layouts, such as the lower edge of the item. Do not imitate Merlin typography on your stationery by using a Myriad font. Use your company's own type and layout style.



## Using Merlin Trademarks and Credit Lines

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Merlin trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment Merlin has made in its trademarks.

### Trademark symbols

Use the appropriate symbol (TM, SM, or ®) the first time any Merlin trademark appears in your copy. Refer to the Merlin Trademark guidelines for the correct trademark symbols. Do not add or remove trademark symbols to Merlin signatures or the Merlin logo in any communications.

### Credit lines

Include credit lines in all communications, listing the Merlin trademarks that appear in your copy. Always list Merlin and the Merlin logo. You are not allowed to have name which has "Merlin", "Merlin Digital" or "Merlindigitalllc" in it.

"Merlin", "Merlin Digital", "Merlindigitalllc" and Merlin logo are trademarks of Merlin Digital, registered in the UAE and other countries. Place the trademark credit lines with other legal notices in your communications as per your country laws and regulations.

### For more information

If you have questions after you have reviewed the information provided by Merlin, contact the Merlin head office via email ([marketing@merlin-me.com](mailto:marketing@merlin-me.com)). Allow up to 3 days to receive a reply.