

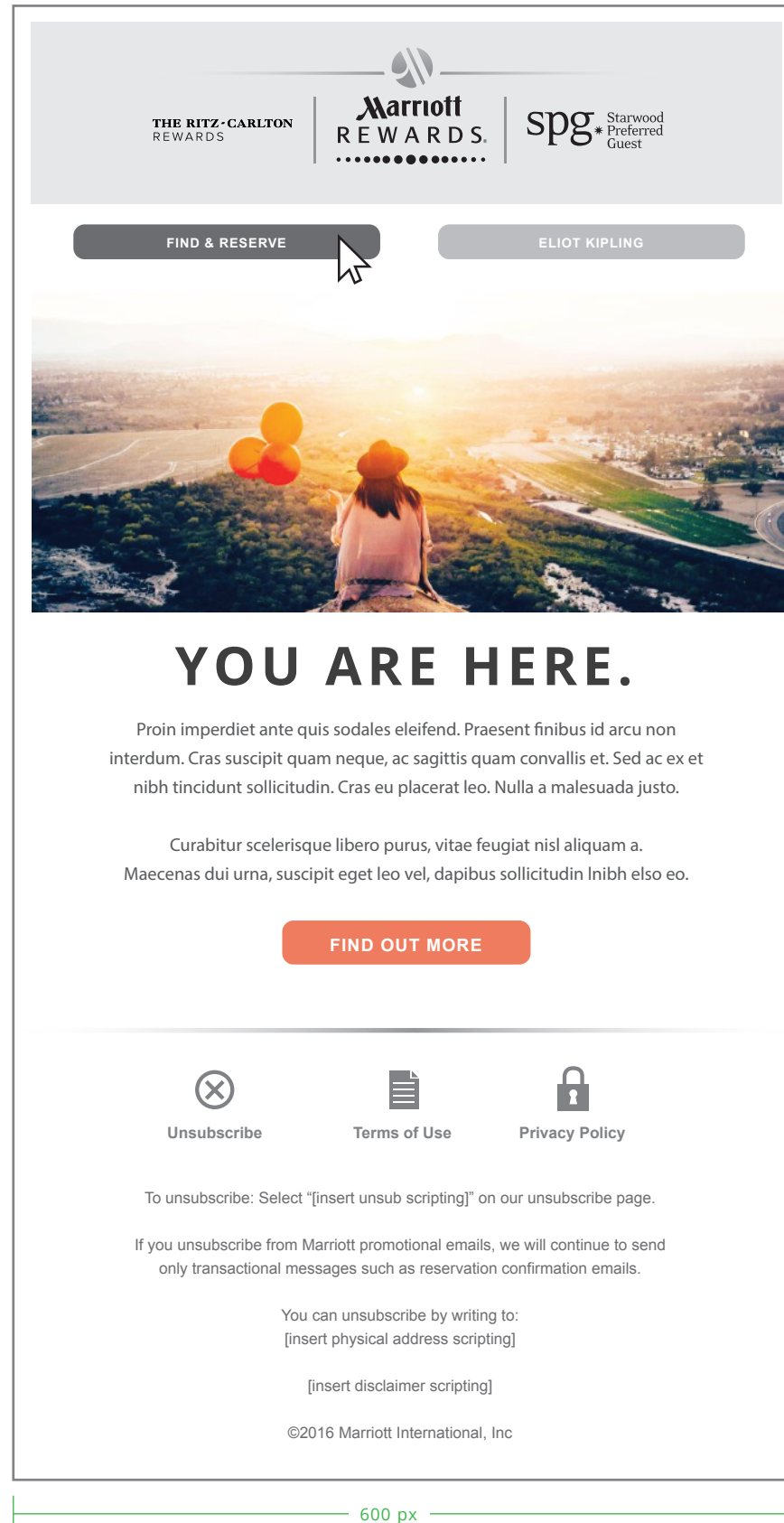
Marriott - Alliance Header & Footer

Design Review 1 • May 19, 2016

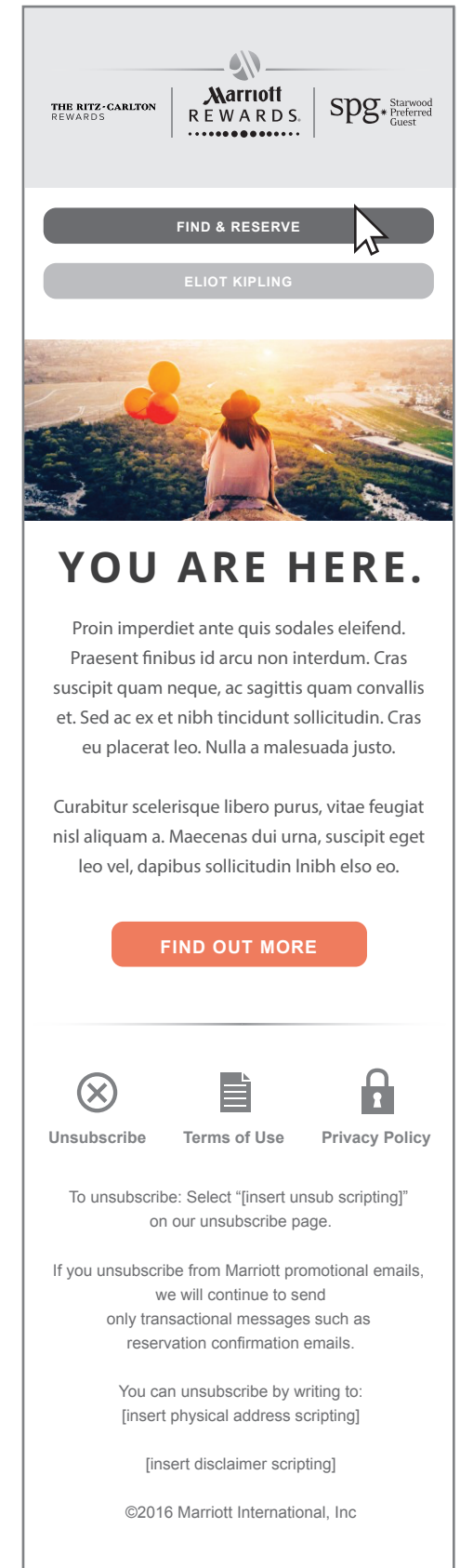


A

- Horizontal lockup, encased in gray frame
- Two buttons rest under the logo, equally dividing the space
- Buttons are gray with white text
- Rollover effect applied on buttons, deepening button color
- Mobile view has gray frame going full flush, buttons stack
- Gradient stroke from lockup is repeated in the footer



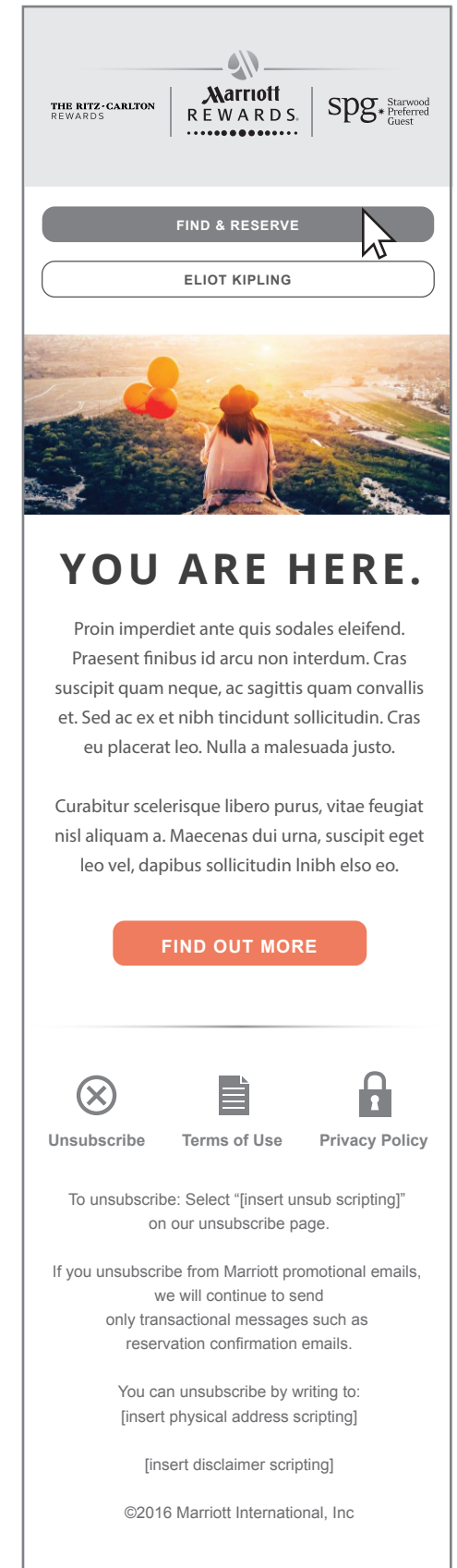
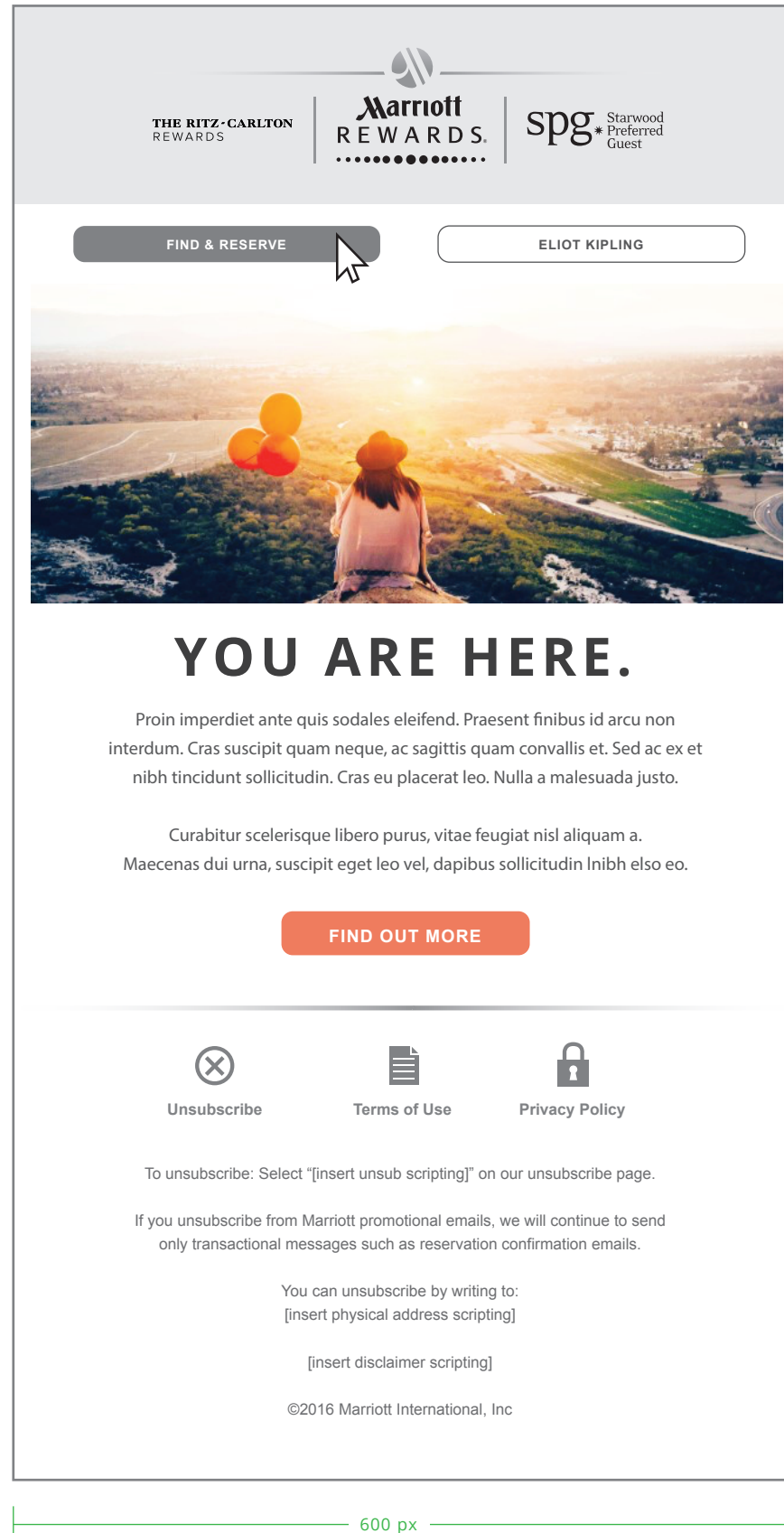
600 px



320 px

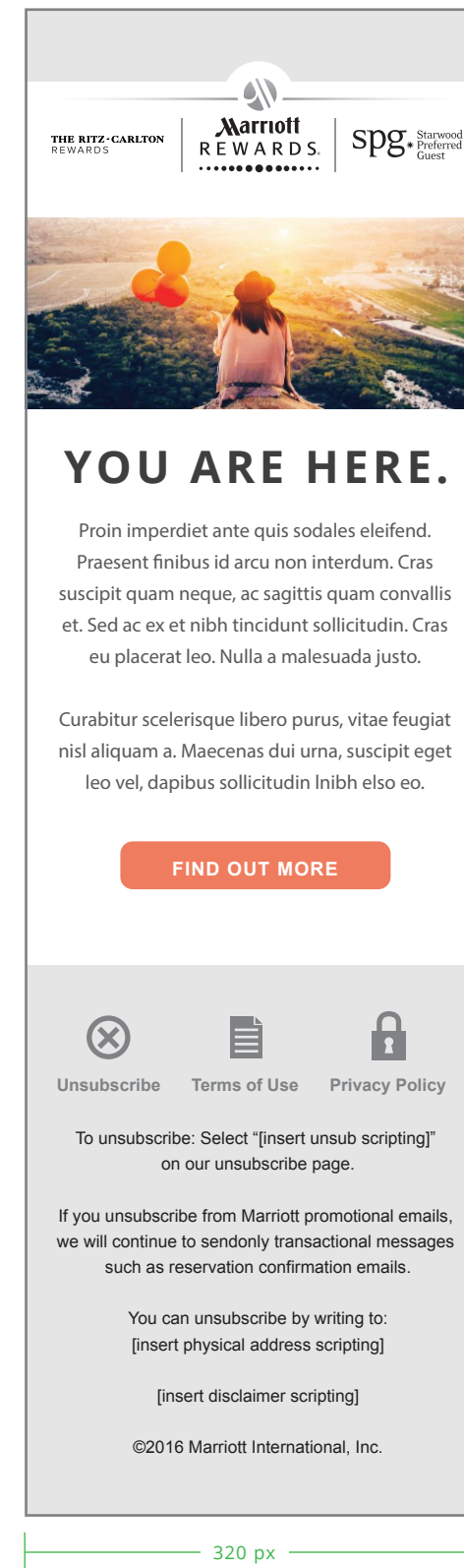
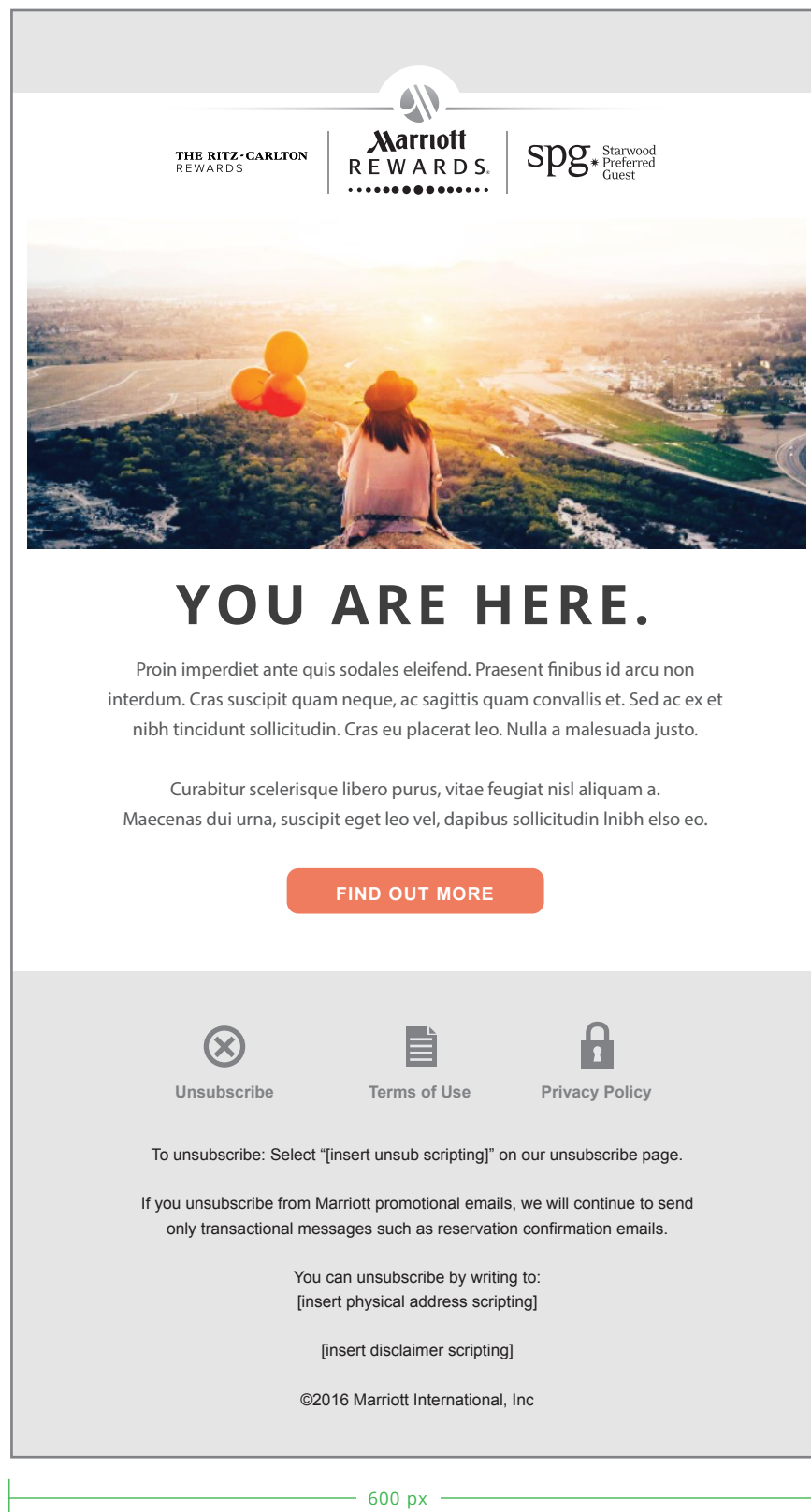
B

- Different take on Design F
- Gray frame is full flush on both desktop and mobile
- Buttons are white with a black or gray stroke
- Rollover effect applied on buttons, reversing text and button color
- Gradient stroke from lockup is repeated in the footer



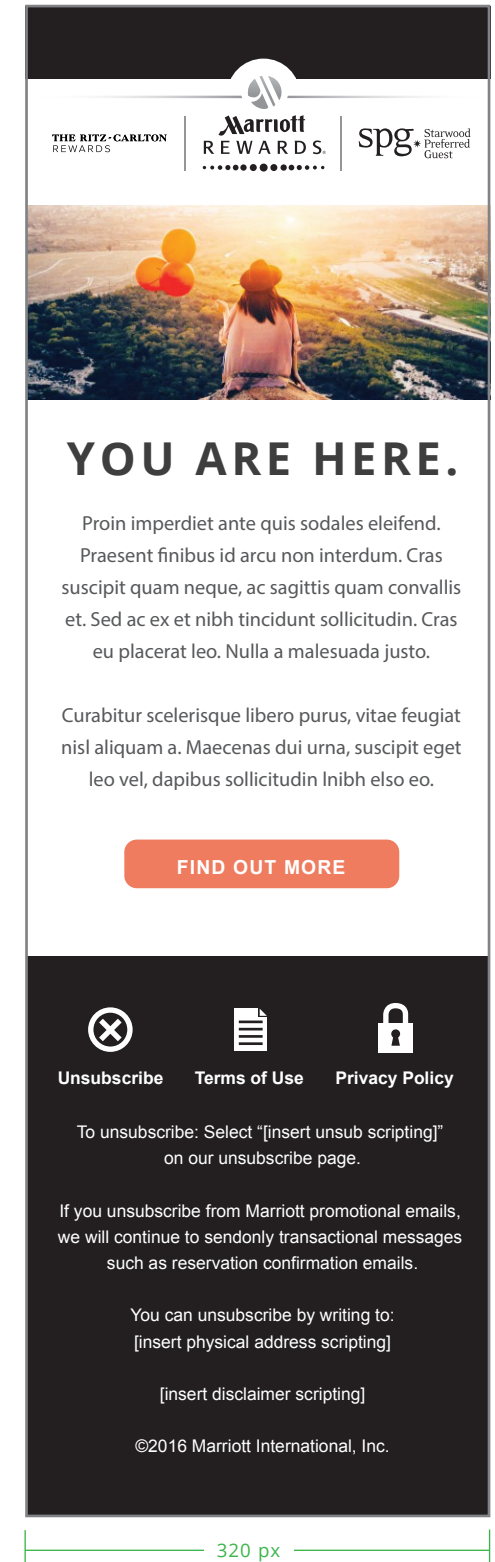
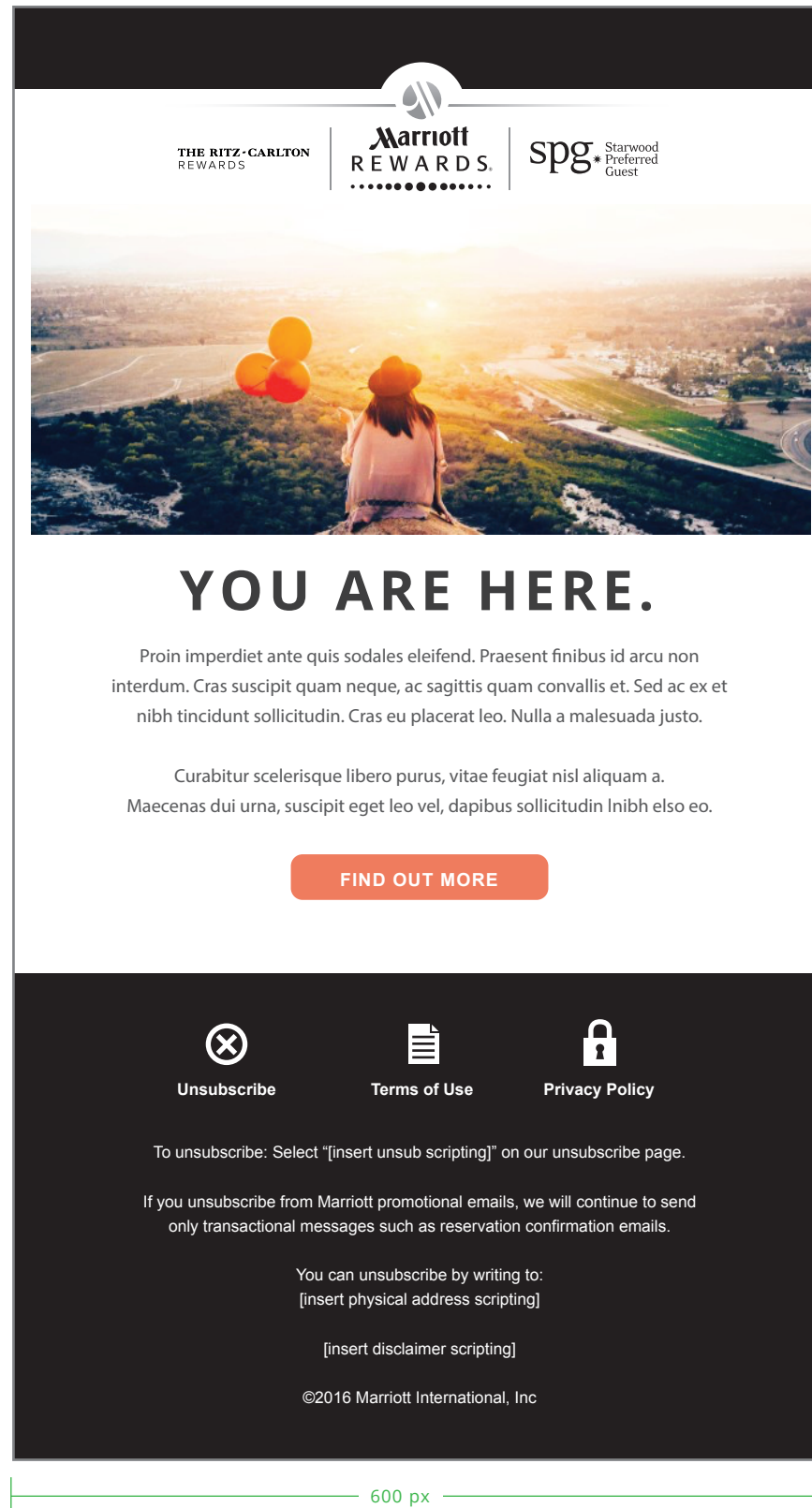
C

- Horizontal lockup
- No personalization
- No reserve button
- Logo is in front of a “sunset” shape- gray bar with white circular cutout to frame the Marriott meatball
- Footer information is center aligned



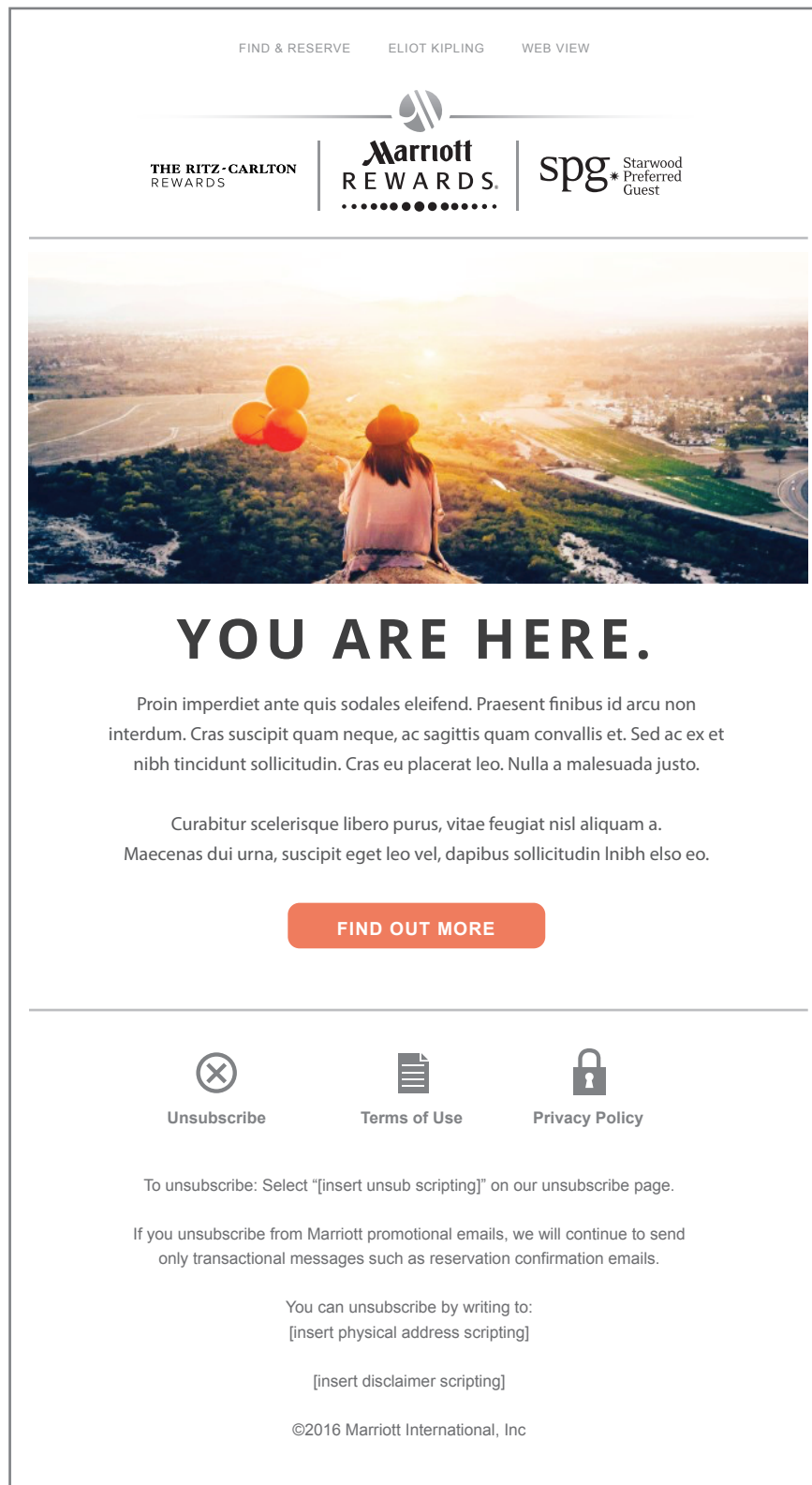
D

- A variation on Design C- the frame around the lockup is black
- Black background is mirrored in the footer design

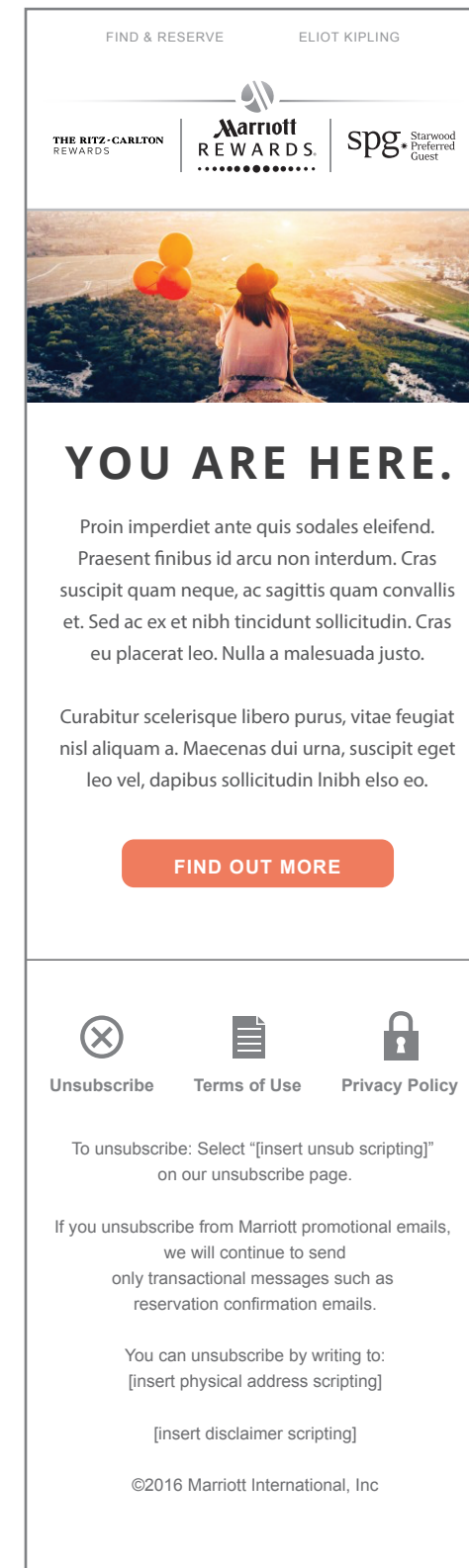


E

- Horizontal lockup
- Links are small and rest above logo lockup
- Divider bar separates logo from email body
- Footer information is center aligned



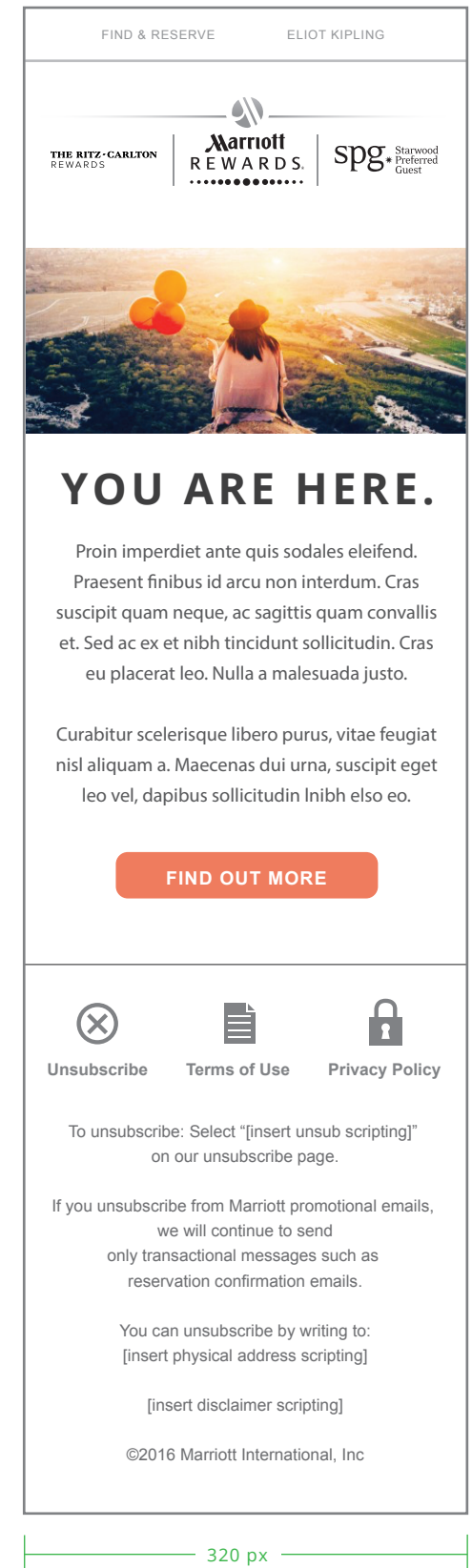
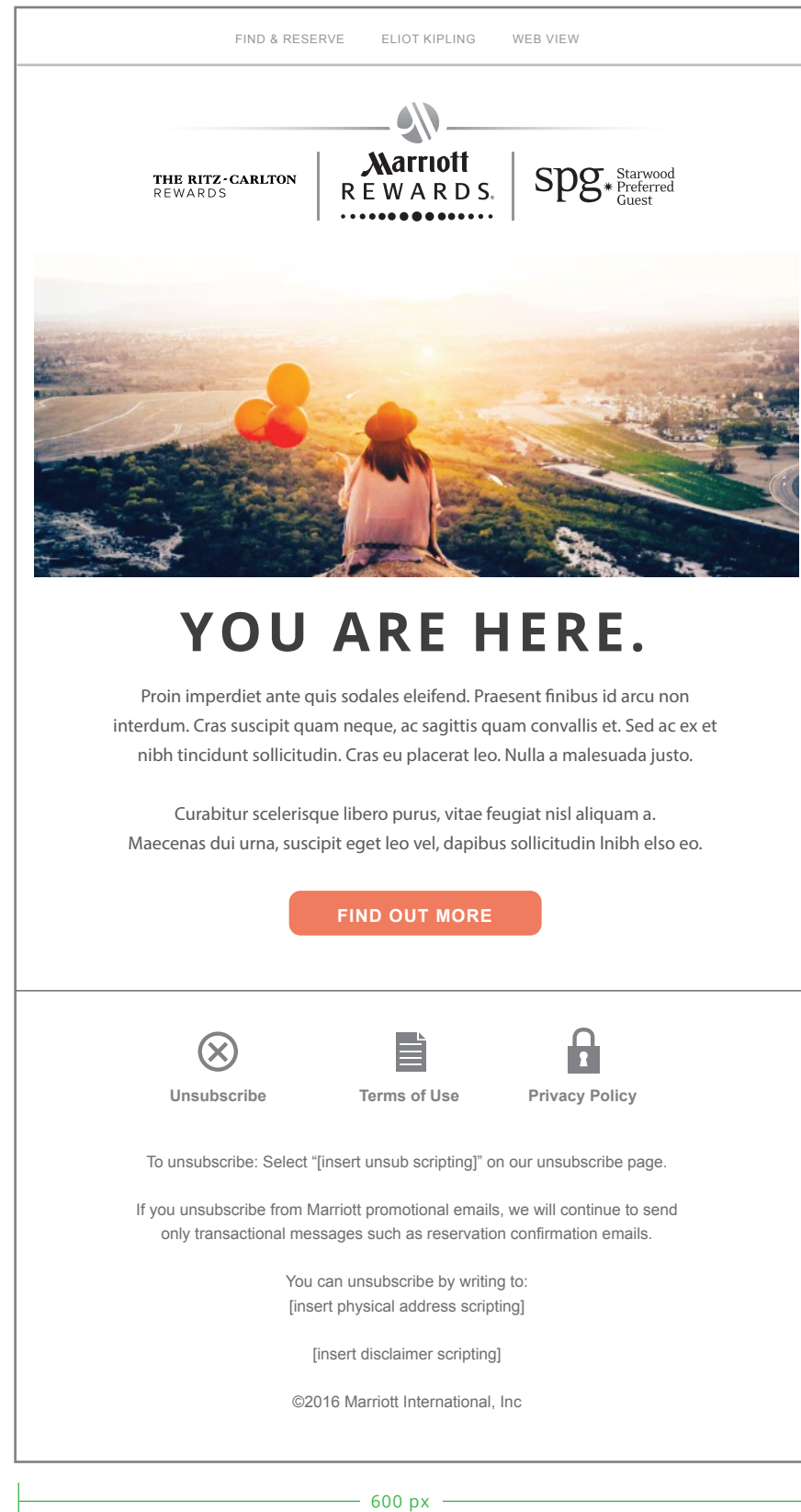
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320 px

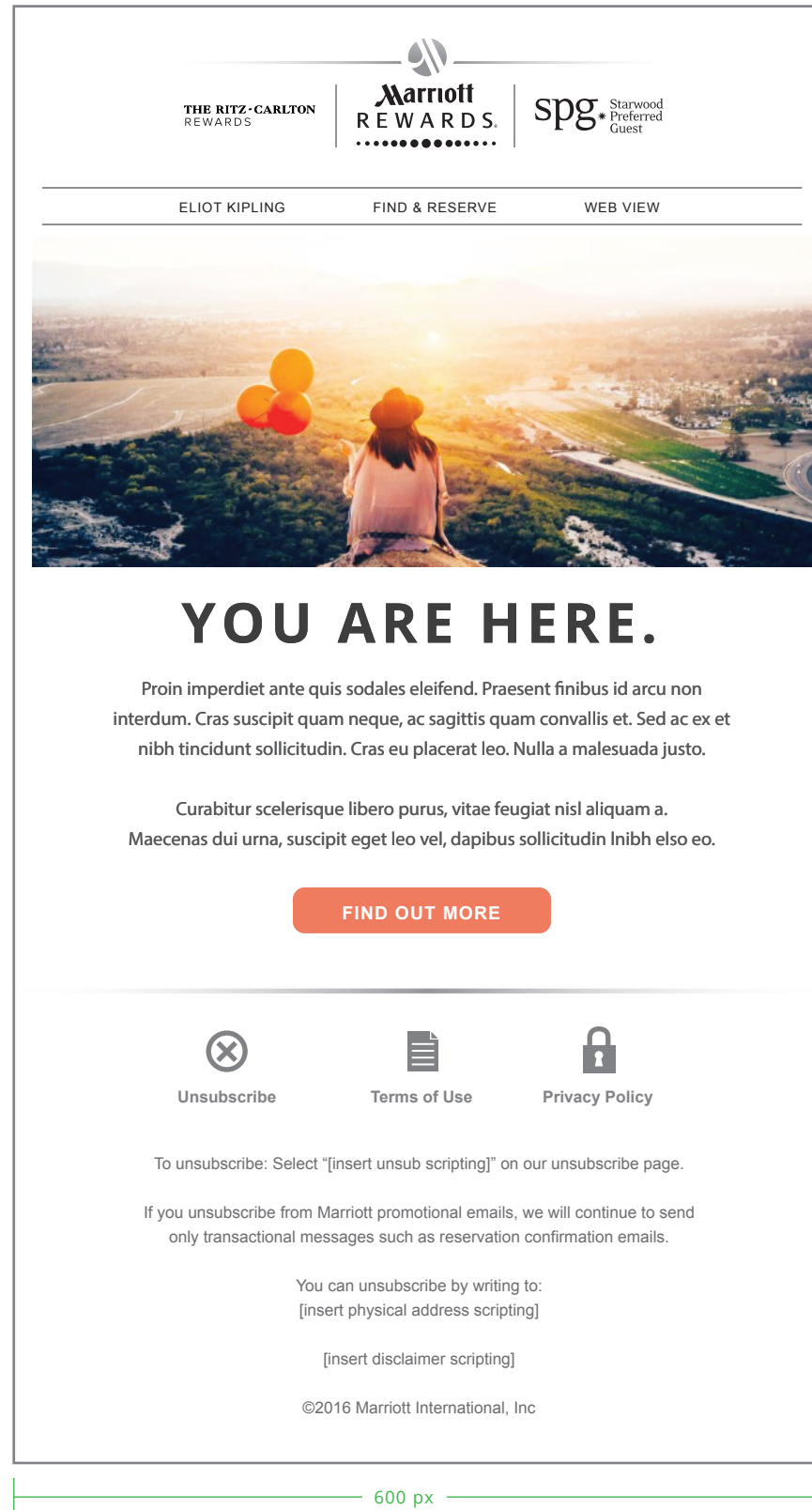
F

- Alternative approach to Design D
- Divider bar moves up to separate the nav from the logo

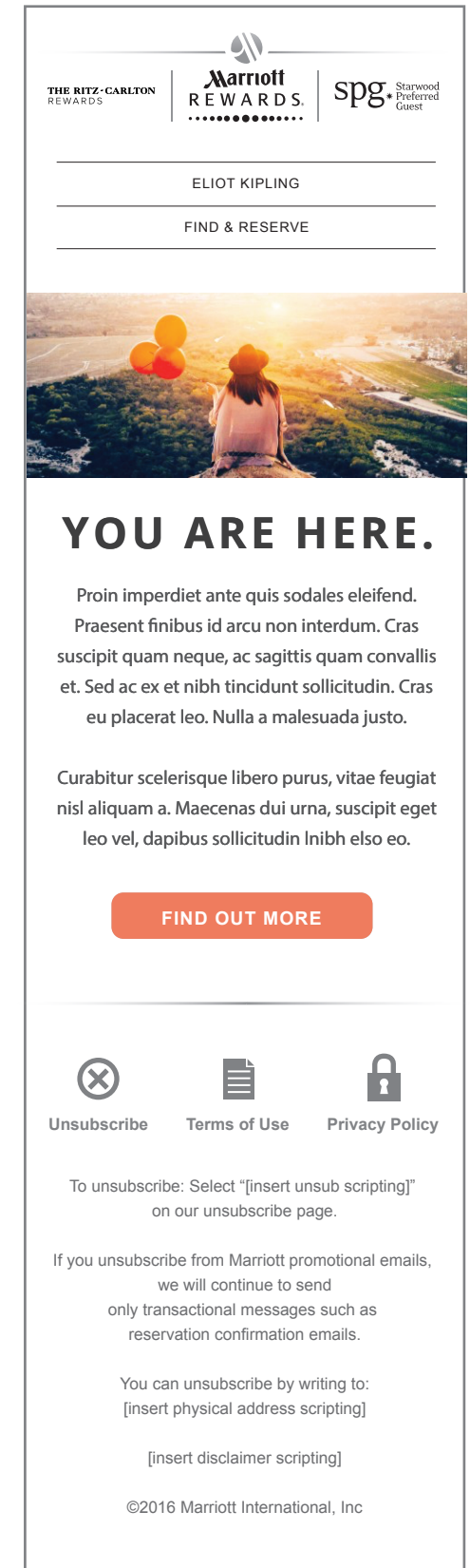


G

- Horizontal lockup
- Simple navigation, encased in two gray horizontal lines
- Can be personalized with first/last name, or that can be left out
- Stacked navigation in mobile view
- Gradient stroke from lockup is repeated in the footer
- Footer information is center aligned



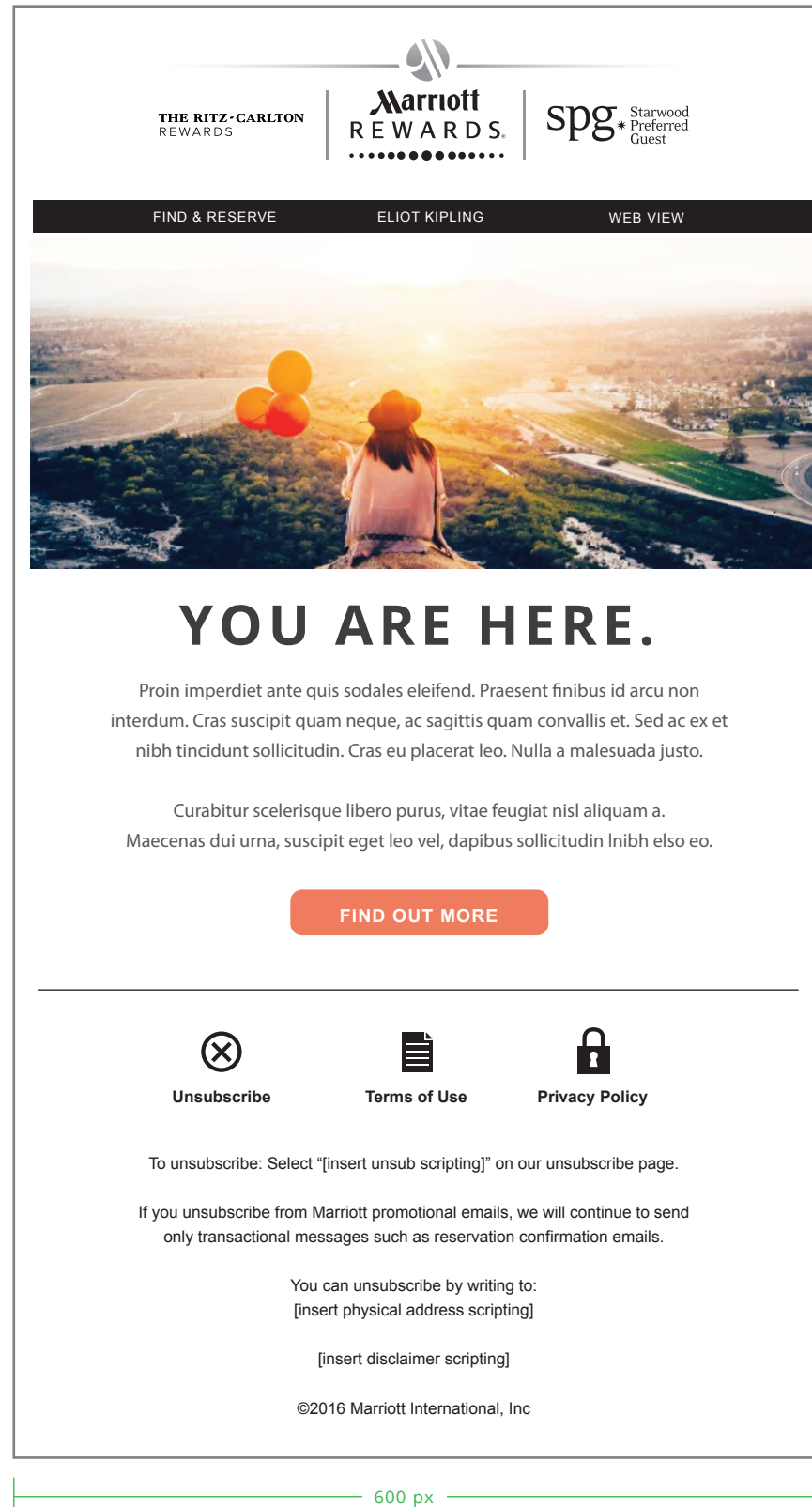
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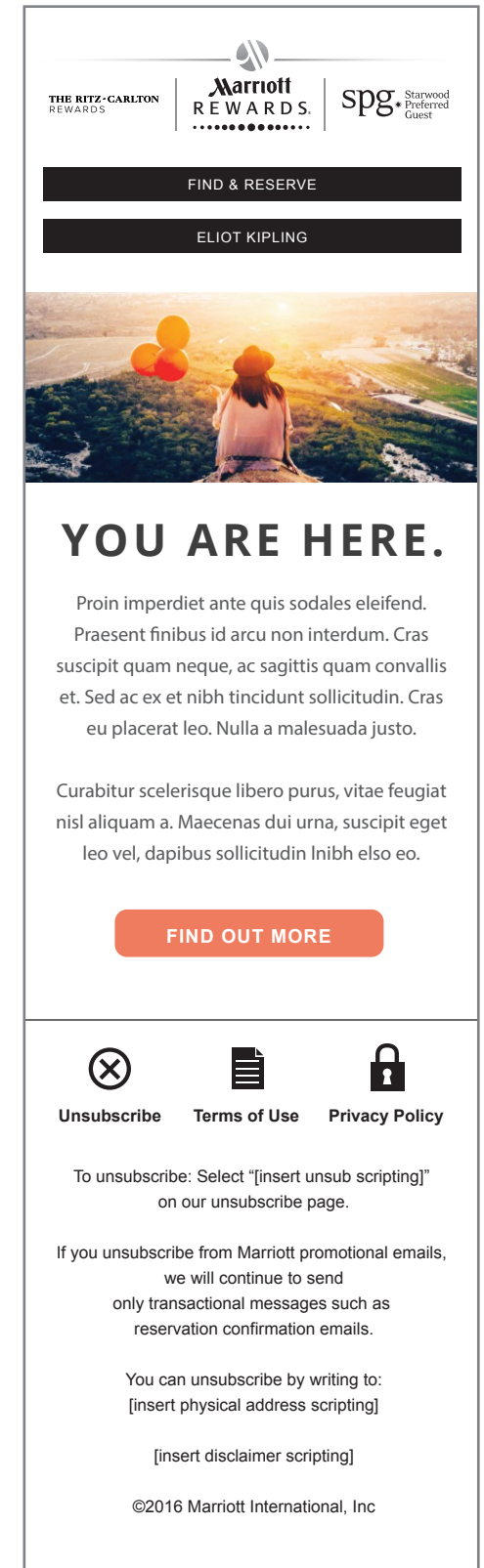
320 px

H

- Horizontal lockup
- Simple navigation, encased in bold black horizontal bar
- Can be personalized with first/last name, or that can be left out
- Stacked navigation in mobile view
- Footer information is center aligned



600 px



320 px

