

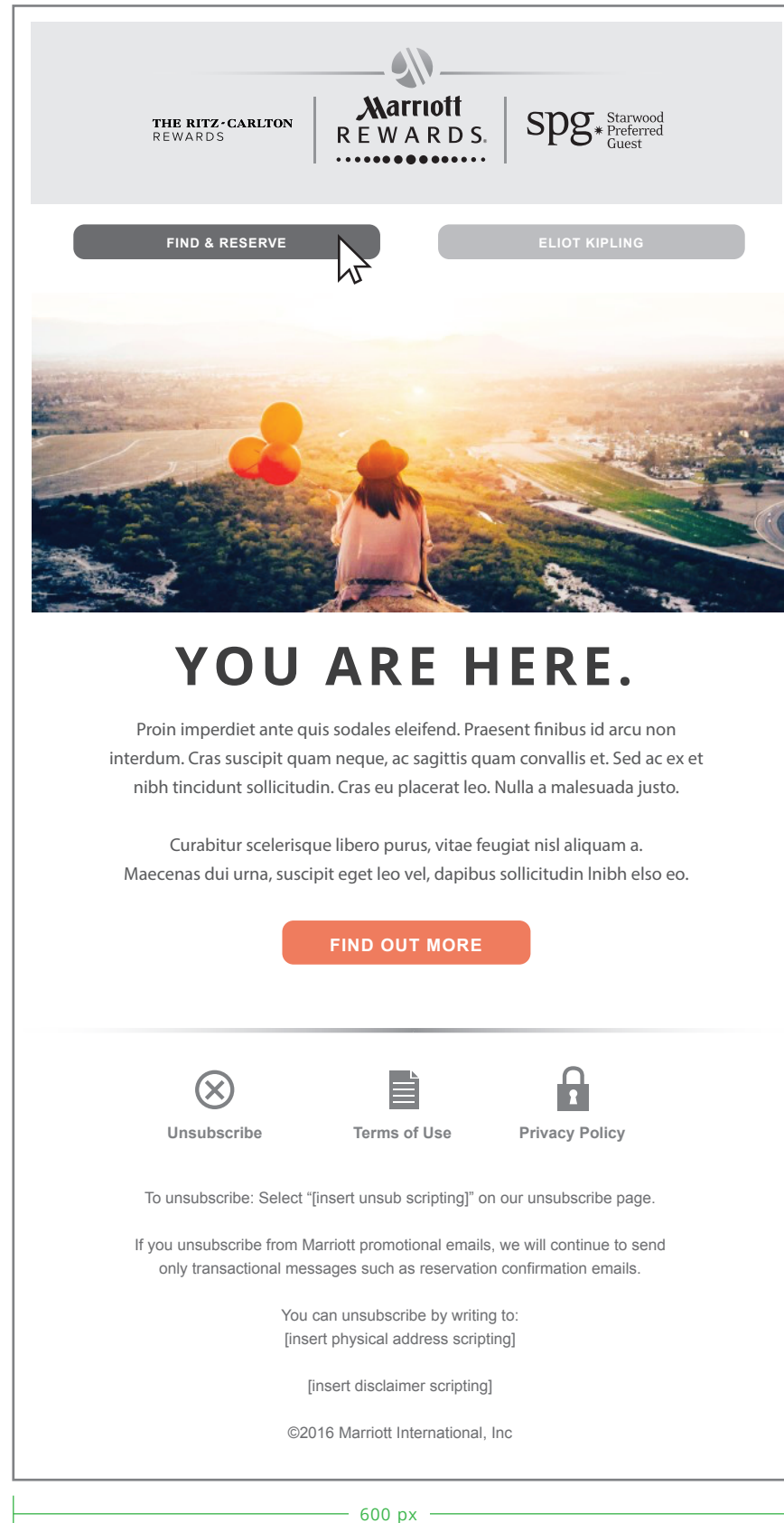
Marriott - Alliance Header & Footer

Design Review 1 • May 19, 2016

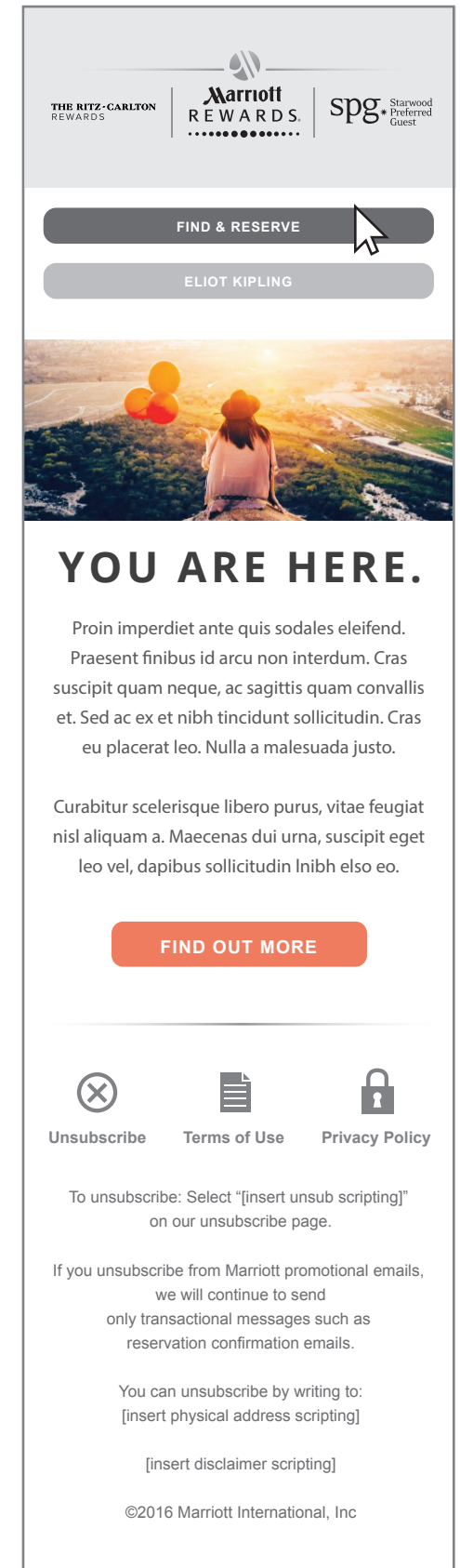


A

- 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



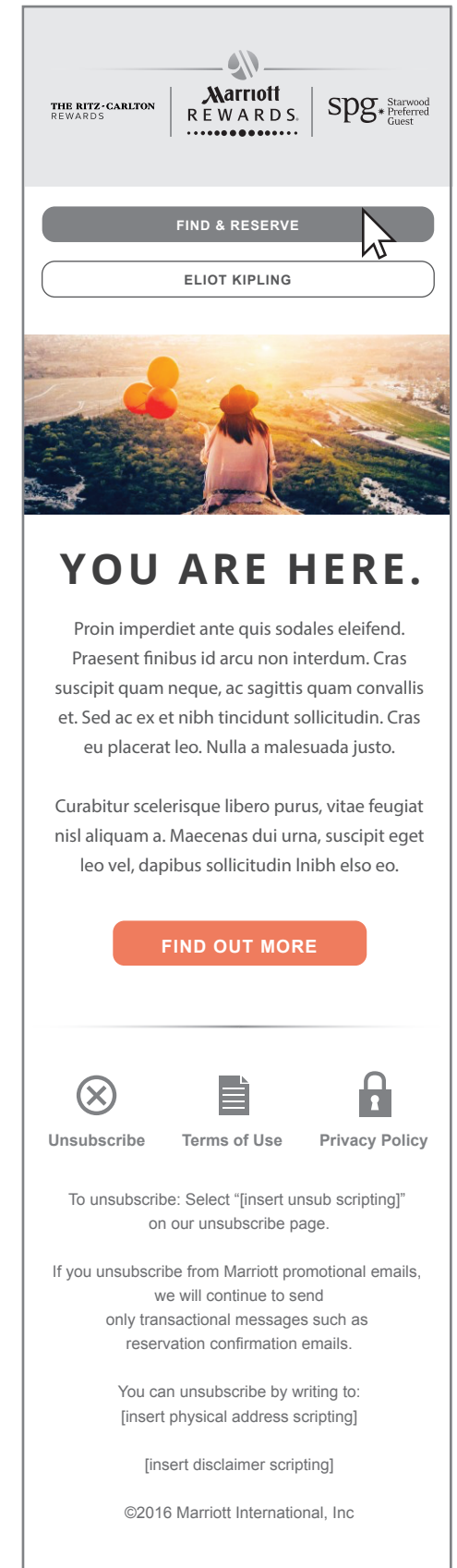
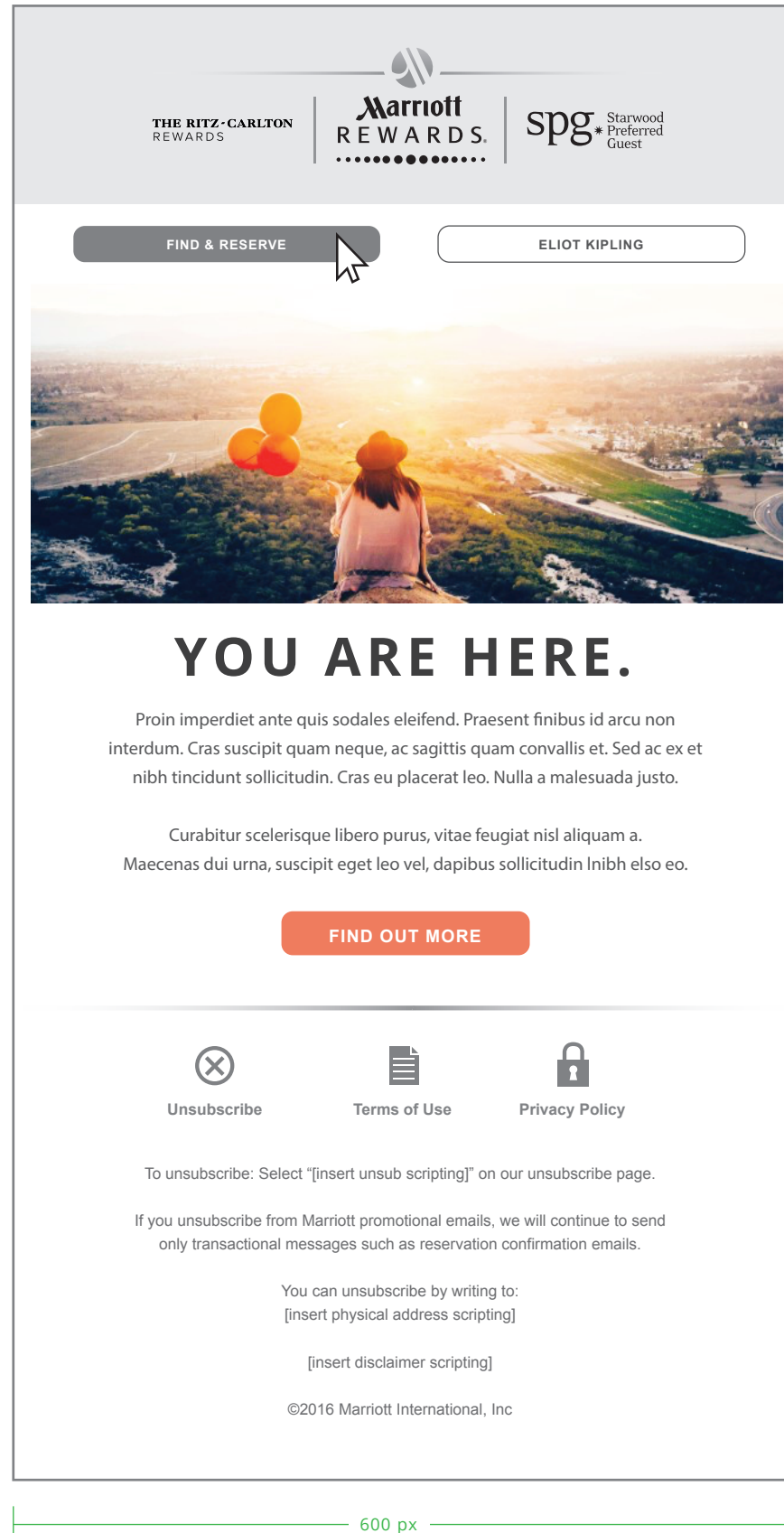
600 px



320 px

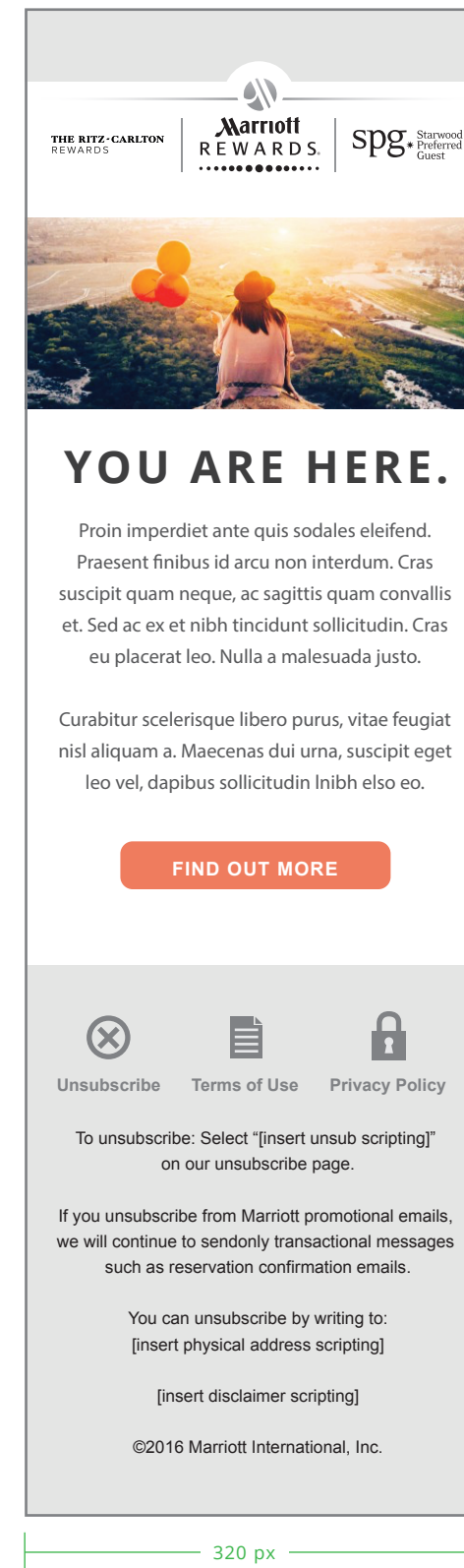
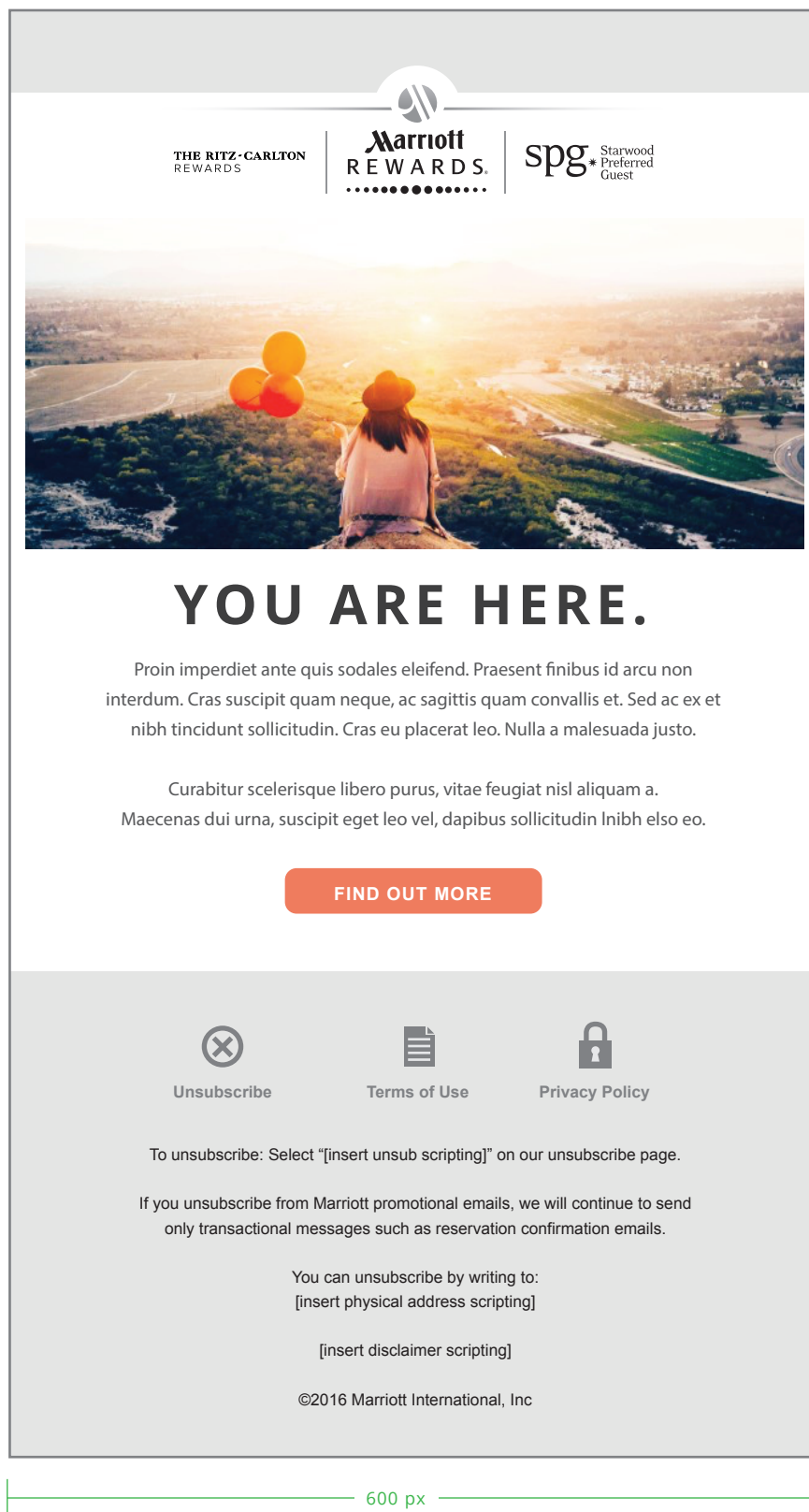
B

- 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

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Guest



YOU ARE HERE.

Proin imperdiet ante quis sodales eleifend. Praesent finibus id arcu non interdum. Cras suscipit quam neque, ac sagittis quam convallis et. Sed ac ex et nibh tincidunt sollicitudin. Cras eu placerat leo. Nulla a malesuada justo.

Curabitur scelerisque libero purus, vitae feugiat nisl aliquam a. Maecenas dui urna, suscipit eget leo vel, dapibus sollicitudin Inibh elso eo.

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600 px

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YOU ARE HERE.

Proin imperdiet ante quis sodales eleifend. Praesent finibus id arcu non interdum. Cras suscipit quam neque, ac sagittis quam convallis et. Sed ac ex et nibh tincidunt sollicitudin. Cras eu placerat leo. Nulla a malesuada justo.

Curabitur scelerisque libero purus, vitae feugiat nisl aliquam a. Maecenas dui urna, suscipit eget leo vel, dapibus sollicitudin Inibh elso eo.

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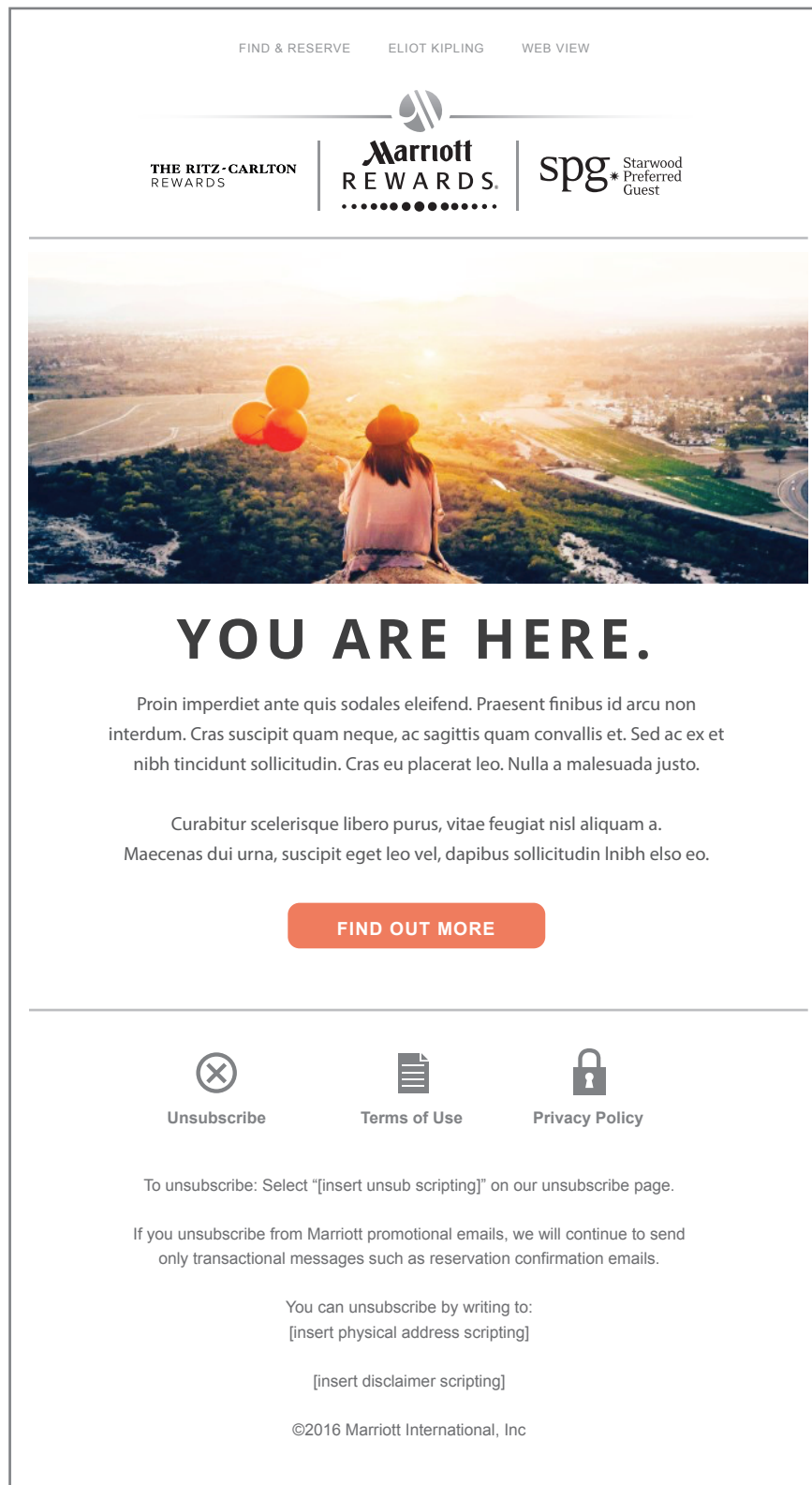
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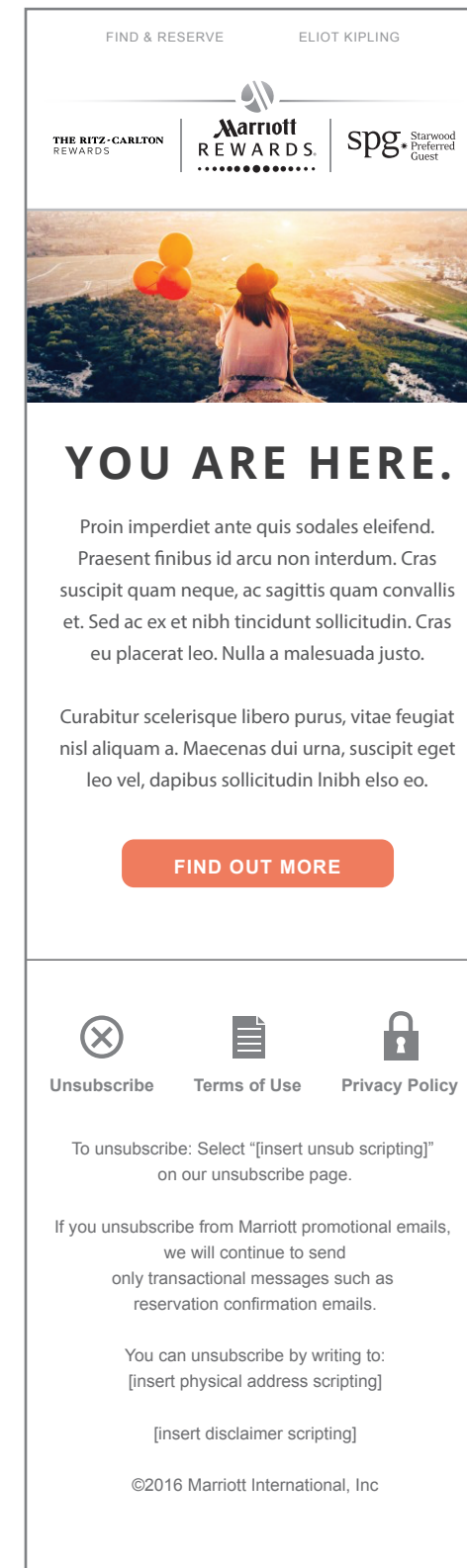
320 px

E

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



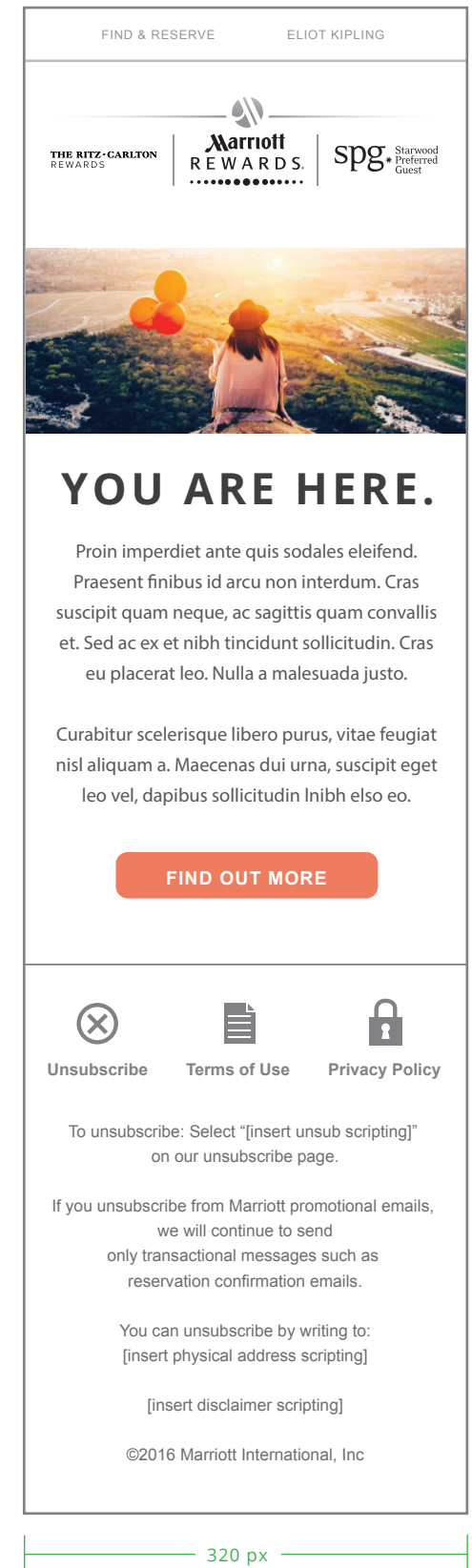
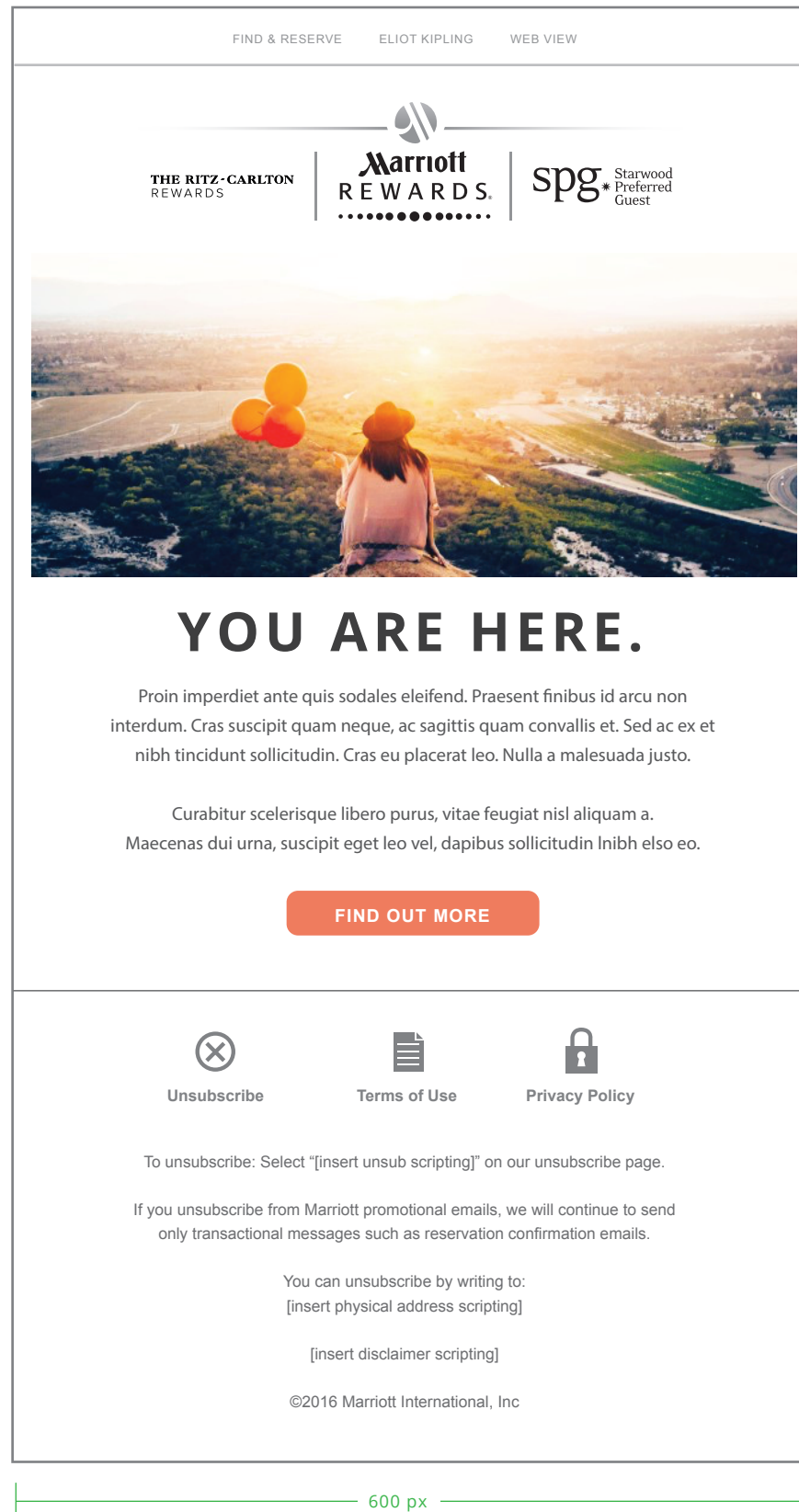
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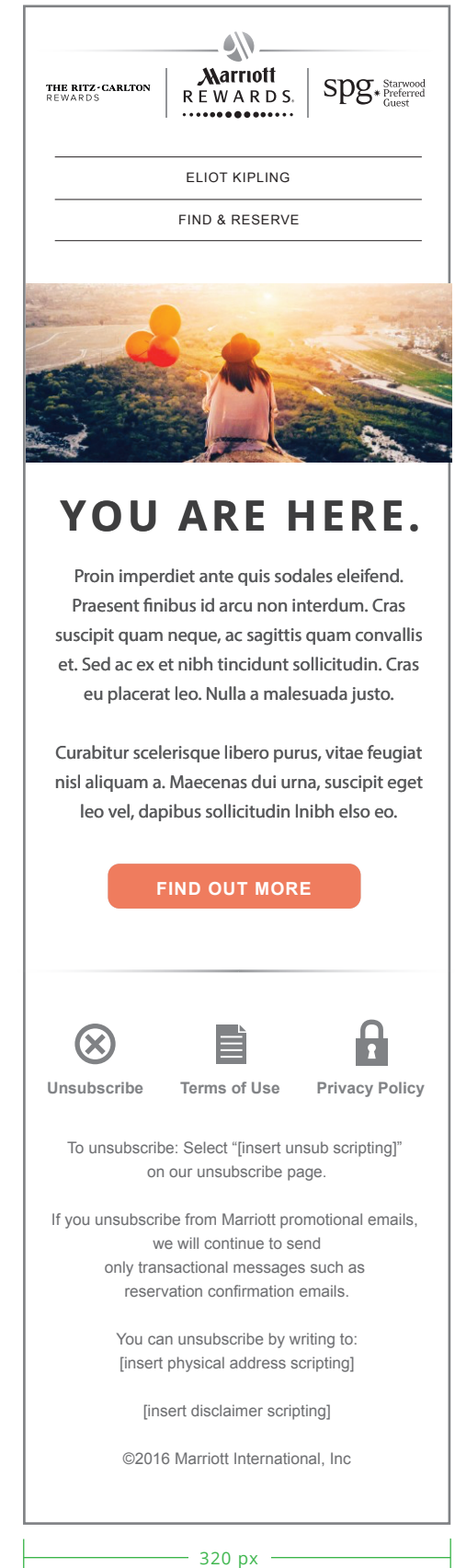
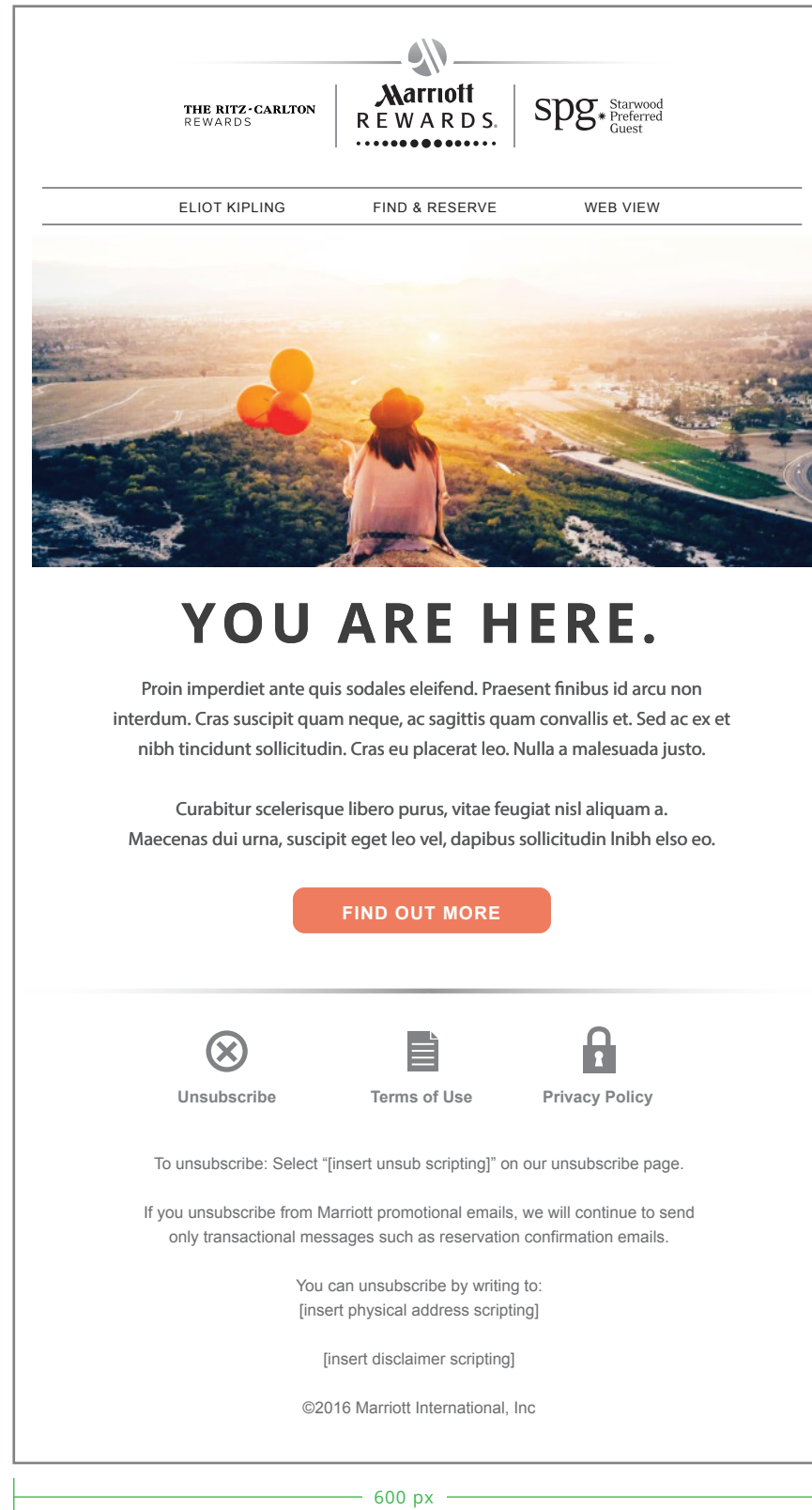
F

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



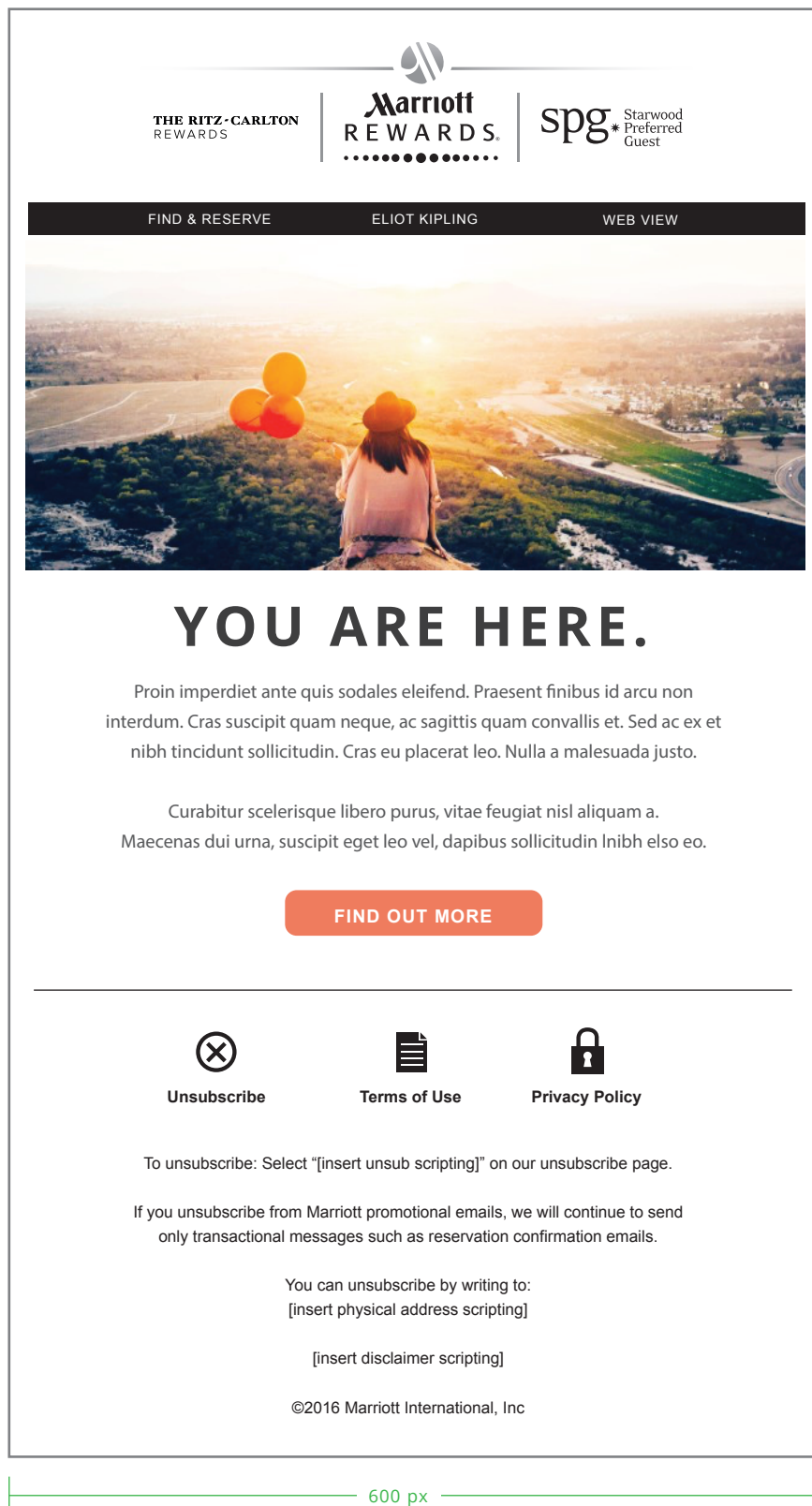
G

- 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

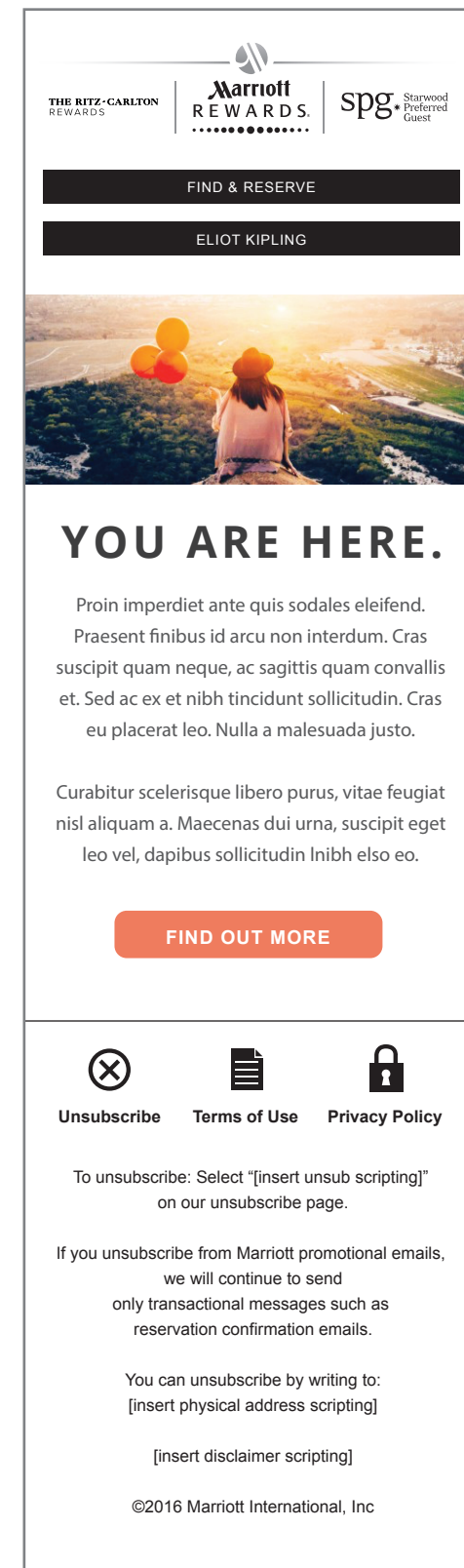


H

- 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

