

Marriott

Master Template • BonVoy Update

Oct 11, 2018



Agenda:

1. Discuss template update – general plan
 - Fonts, colors, buttons
2. New template needs? Modules, changes, etc?
3. Timelines & next steps

Goals:

- Update template to BonVoy brand
- Quickly provide it to partners
- Begin planning for rapid trigger updates

Template Update – general plan

- Timing = Urgent
- Full redesign not possible at this time
- Existing template updated to new brand

Template Update – what will be changed

- FONTS

- Brown -> Swiss
- Open Sans Body - > Aldine italics
- Have a Heart retired
- Open San Body retained

- COLOR

- Blue -> Coral

~~Have a Heart One Accent~~

EYEBROW (15)

SECTION HEADLINE V1. (25)

**LOREM IPSUM DOLOR SIT
SIGNET TALOR VERS. (45)**

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ecumque nihil impedit autem quibusdam officiis debet. (112)

~~Blue Manual~~

Lorem Ipsum (15)

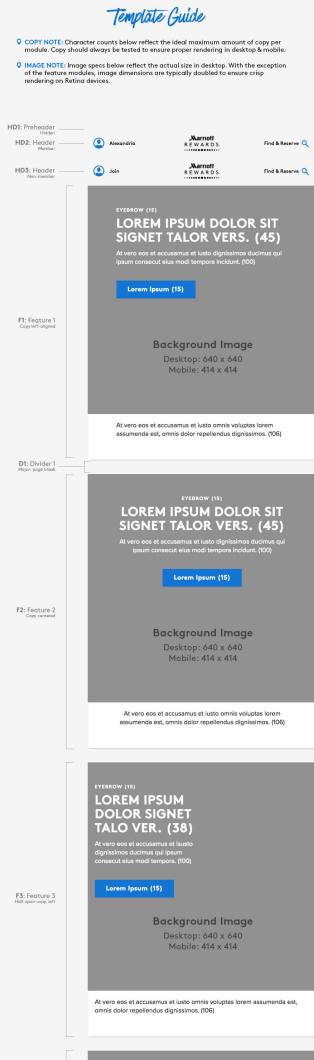
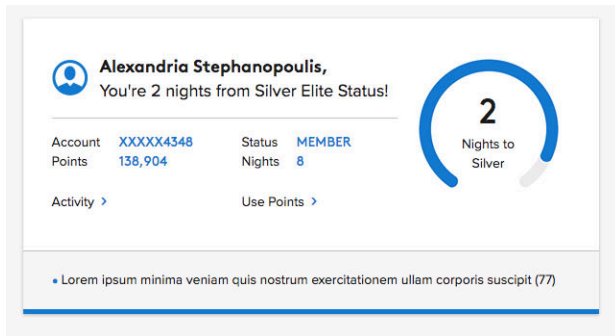
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Template Update – presentations & samples plan

- We will update “all sections master”
- Then also provide 3 sample emails:
 - eNews
 - Destinations
 - Moments

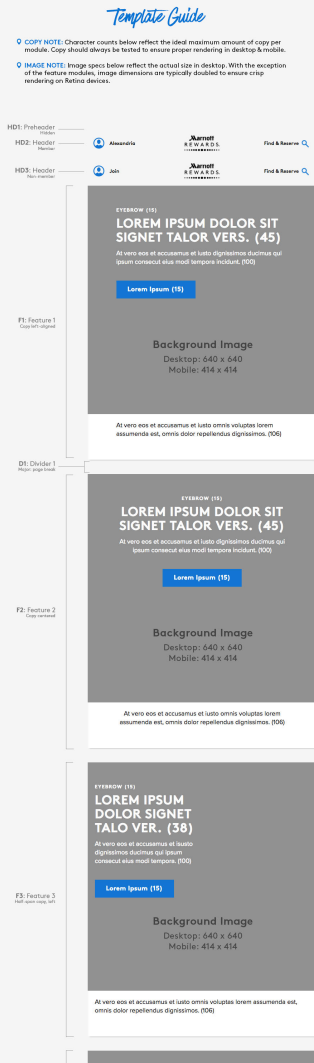
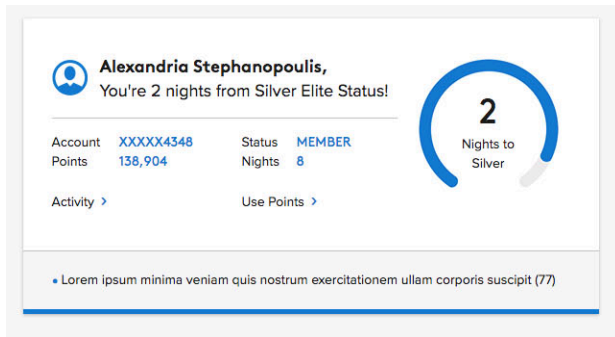
New sections or changes needed?

- Any new modules needed?
- Header? Change logo but anything else?
- Status Bar Module?



Other items to explore

- Fall back fonts for when Swiss/Aldine do not load
- Use of the connector – divider / accent
- Connector or logo animation



Timing & Next Steps

- Work start = NOW
- Present Rnd 1 – Thursday Oct 18
- Design Approved – Nov 2
- Handoff to Lacek & Epsilon – Nov 15

| | | | | | | *CODING* | | | | *SITECORE IMPLEMENTATION* |
|-------|--------------|----------|--------------|--------------|-----------------|------------------------|-----------------|---|-----------------------------|---------------------------|
| DR1 | DR1 Feedback | DR2 | DR2 Feedback | Final Design | Design Approval | Hand-off To Production | Code Completion | QA Completion (Code Peer Review, Render Testing, Design QA) | Hand-off to Epsilon & Lacek | |
| 10/18 | 10/22/18 | 10/26/18 | 10/30/18 | 11/1/18 | 11/2/18 | 11/5/18 | 11/9/18 | 11/13/18 | 11/15/18 | TBD |

Thank you

