

A horizontal orange line that ends in a small orange circle, positioned to the left of the title.

STYLE GUIDE

March 8, 2019

VERSION 3.0

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OUR BRAND

Section 1.0



Hotel Danieli, a Luxury Collection Hotel, Venice, Italy

OUR NAME

Marriott Bonvoy™ was inspired by the phrase “bon voyage,” which means “have a good trip” and is core to our hospitality heritage. Good travel is more than just our name — it’s at the heart of everything we do.



Universal and compelling, our name:

- Signals a new direction.
- Evokes travel and exploration.
- Embraces and elevates the portfolio by being friendly yet upscale.
- Is distinctive yet understood globally.
- Takes loyalty in a fresh direction.
- Is rich with narrative potential.

Note: “Bonvoy” should never be used alone.

OUR STRATEGY

More than 6,900 hotels. Extraordinary brands. Rewards Reimagined.

THE BIG IDEA

Travel is transformative. It fosters understanding and connection, enriching travelers. And, as a result, enriching the world. That’s why we believe all travel is good travel — and it’s going to be great.

POSITIONING

The world’s largest collection of hotels. Unparalleled brands. Unforgettable experiences.

The world’s most powerful travel program, Marriott Bonvoy gives members access to more and helps them connect with the people, passions and places they love. Anywhere and everywhere they want to go.

THE PROOF

- More than 6,900 hotels in over 130 countries, anywhere and everywhere you want to go.
- An extraordinary portfolio of brands for every travel occasion, from distinctive luxury to refreshing extended stays.
- Unforgettable experiences for every travel passion, whether it’s sports, dining or entertainment.
- The richest travel program rewards: exclusive access, world-class benefits, unmatched recognition, a faster path to Elite status and so much more.

OUR PERSONALITY

Marriott Bonvoy is smart and sure-footed, connecting members to more of what they love with a distinct personality and point of view.

BRAND PILLARS

INSPIRING

Motivate discovery — always.

- Aspirational
- Compelling
- Optimistic

PERSONAL

Elevate and recognize members.

- Warm
- Human
- Real

DIRECT

Get to the point, so members can get to theirs.

- Clear
- Smart
- Confident

MARRIOTT BONVOY IS:

- Savvy** but not a Know-it-all.
- Direct** but not Aggressive.
- Personal** but not Casual.

- Spontaneous** but not Impulsive.
- Confident** but not Arrogant.
- Concise** but not Spartan.

Clever but not a Joker.

Marriott Bonvoy is driven by:

PASSION + PURPOSE

Our members live to:

GO + DO

Our communications are:

COMPELLING + CONCISE

UNIVERSAL CONSIDERATIONS

Our messages serve to activate, inspire and light a path, helping point members in the right direction as they navigate the world.



more than 6,900 hotels



extraordinary portfolio of brands



unforgettable experiences



world-class benefits

When referencing important aspects of the brand, please use the language above.
The program name is Marriott Bonvoy — **don’t use Bonvoy on its own, and don’t break “Marriott” and “Bonvoy” onto separate copy lines.**

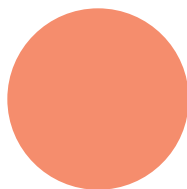
PROGRAM

Section 2.0



STATUS AND BENEFITS

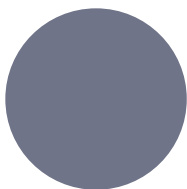
Members get exclusive benefits the moment they join — and it only gets better from there.



**MARRIOTT BONVOY
MEMBER**

0–9 nights per year

- Complimentary in-room internet access
- Member Rates
- Mobile Check-In and other mobile services

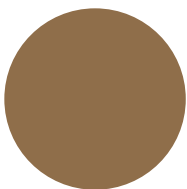


**MARRIOTT BONVOY
SILVER ELITE**

10–24 nights per year

Enjoy all the benefits of member status, plus:

- 10% bonus points on stays
- Priority Late Checkout
- Ultimate Reservation Guarantee (No-Walk Policy)
- Dedicated Elite reservation line

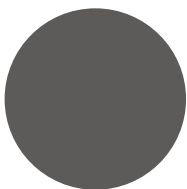


**MARRIOTT BONVOY
GOLD ELITE**

25–49 nights per year

Enjoy all the benefits of Silver Elite status, plus:

- 25% bonus points on stays
- Complimentary enhanced in-room internet access
- Elite Welcome Gift (250 or 500 points, varies by brand)
- 2 p.m. Late Checkout (based on availability)
- Enhanced Room Upgrade (based on availability)

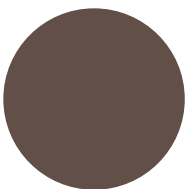


**MARRIOTT BONVOY
PLATINUM ELITE**

50–74 nights per year

Enjoy all the benefits of Gold Elite status, plus:

- 50% bonus points on stays
- Elite Welcome Gift (choice of 500 or 1,000 points, breakfast offering, or amenity, varies by brand)
- Lounge access*
- 4 p.m. Late Checkout
- Annual Choice Benefit* (5 Suite Night Awards™ or gift option)
- Enhanced Room Upgrade, including select suites (based on availability)
- Guaranteed room type

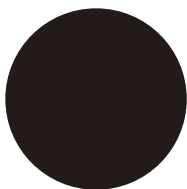


**MARRIOTT BONVOY
TITANIUM ELITE**

75+ nights per year

Enjoy all the benefits of Platinum Elite status, plus:

- 75% bonus points on stays
- 48-hour guarantee
- Additional Annual Choice Benefit** (5 Suite Night Awards or gift option)



**MARRIOTT BONVOY
AMBASSADOR ELITE**

100+ nights per year and \$20,000 qualifying spend per year

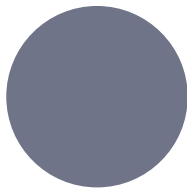
Enjoy all the benefits of Titanium Elite status, plus:

- Ambassador Service
- Your24™

*Resorts are excluded for JW Marriott®, Marriott Hotels®, Delta Hotels by Marriott™, Autograph Collection® Hotels, Renaissance® Hotels and Courtyard® outside the U.S. and Canada. Resorts are included for Le Méridien®, Westin® and Sheraton®.
**Benefit must be achieved annually. Not awarded to members who were gifted Elite status.

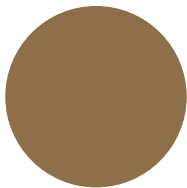
LIFETIME STATUS

Our most loyal members get the best benefits for life.



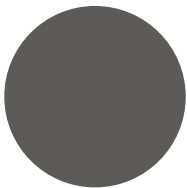
**MARRIOTT BONVOY
LIFETIME SILVER ELITE**

*250 lifetime nights + 5 years Silver Elite
status or higher*



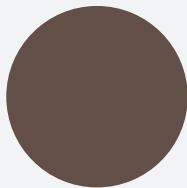
**MARRIOTT BONVOY
LIFETIME GOLD ELITE**

*400 lifetime nights + 7 years Gold Elite
status or higher*



**MARRIOTT BONVOY
LIFETIME PLATINUM ELITE**

*600 lifetime nights + 10 years
Platinum Elite status or higher*



**MARRIOTT BONVOY
LIFETIME TITANIUM ELITE**






























*750 lifetime nights + 10 years
Platinum Elite status or higher*

*Only valid for members who qualified by
December 31, 2018. This status will not be
achievable in 2019 or subsequent years.*

HOTEL BRANDS

Our extraordinary portfolio of brands is organized by category, so members can find the perfect brand to match their specific needs.

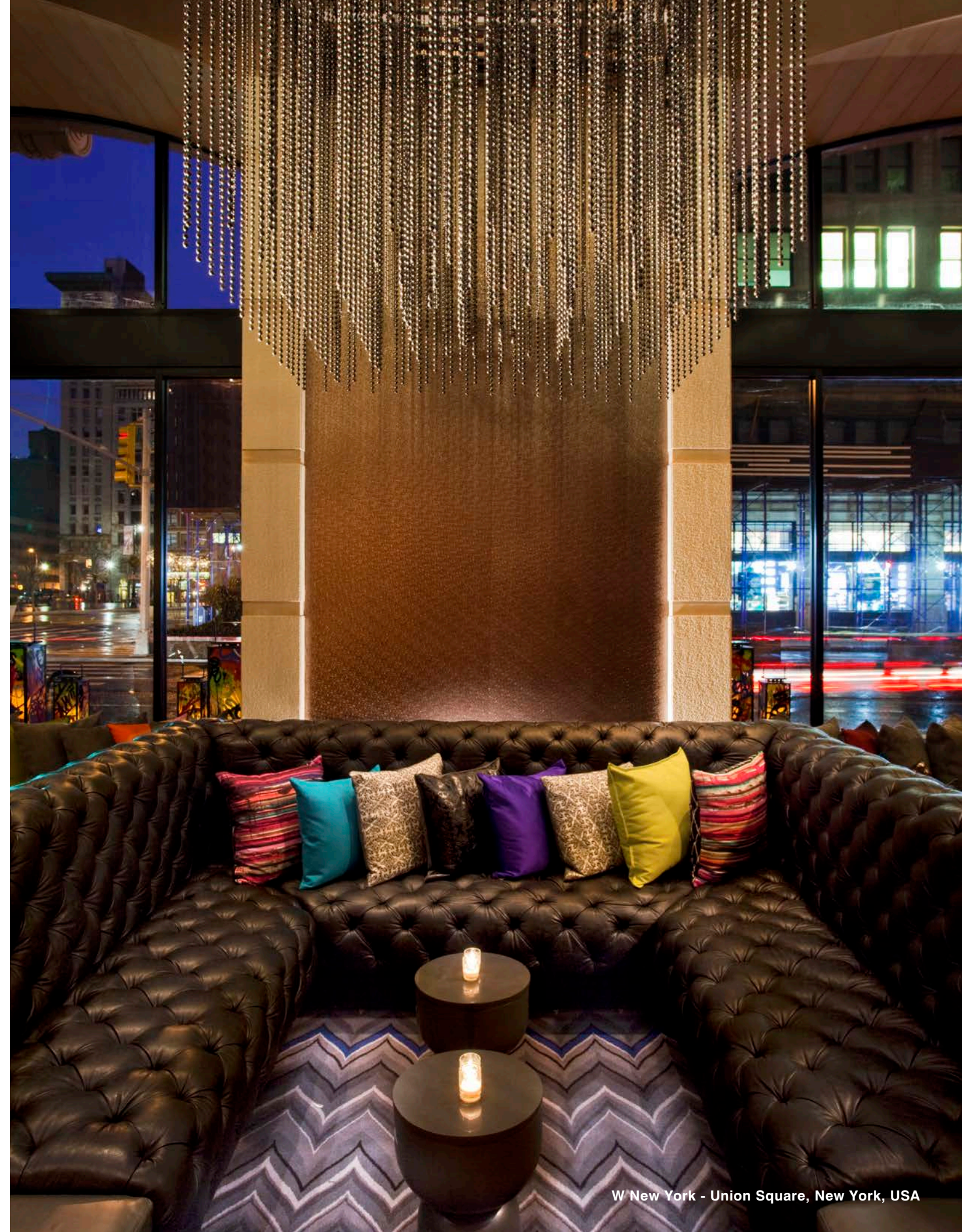
See page 34 for brand bar variations and usage.

Brand Status	Classic	Distinctive
LUXURY	<div> THE RITZ-CARLTON</div> <div> ST REGIS</div> <div> JW MARRIOTT</div>	<div> THE LUXURY COLLECTION</div> <div> WESTIN HOTELS</div> <div> EDITION</div>
PREMIUM	<div> MARRIOTT</div> <div> Sheraton</div> <div> DELTA HOTELS</div> <div> MARRIOTT VACATION CLUB</div>	<div> Le MERIDIEN</div> <div> WESTIN</div> <div> AUTOGRAPH COLLECTION HOTELS</div> <div> DESIGN HOTELS</div> <div> RENAISSANCE HOTELS</div> <div> TRIBUTE PORTFOLIO</div> <div> GAYLORD HOTELS</div>
SELECT	<div> COURTYARD</div> <div> FOUR POINTS</div> <div> SPRINGHILL SUITES</div> <div> PROTEA HOTELS.</div> <div> Fairfield</div>	<div> AC HOTELS MARRIOTT</div> <div> aloft</div> <div> moxy HOTELS</div>
LONGER STAYS	<div> Marriott EXECUTIVE APARTMENTS</div> <div> Residence INN</div> <div> TOWNEPLACE SUITES</div>	<div> element</div>

NOTE: Marriott International's 30th brand, Bulgari®, doesn't participate in the loyalty program.

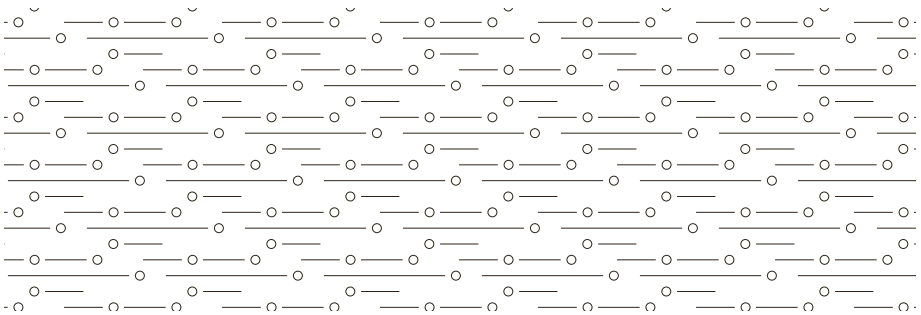
DESIGN

Section 3.0



BRAND ELEMENTS

Our brand elements symbolize the optimism of Marriott Bonvoy. It’s a new day, new beginning and new world.



The second “o” in “Bonvoy” is a primary brand element called the sunrise. The sun is represented by the circle and the horizon is depicted by the line below. Don’t use the sunrise outside the logo. **See pages 15–19 for usage.**

The connector consists of the line and circle from the sunrise. It acts as a signature asset to be used across multiple touch points. **See pages 18–23 for usage.**

Patterns are inspired by the sunrise and connector. They can be used as an accent or subtle texture. **See pages 26–28 for usage.**

LOGO FAMILY

PRIMARY LOGO

Most occasions



WORDMARK

Brand affiliation, small spaces



CHINESE LOGO

Most occasions



CHINESE WORDMARK

Brand affiliation, small spaces



SOCIAL/APP BADGE*

App and social profile badges only unless otherwise approved by the Loyalty Brand Marketing team.



CHINESE SOCIAL/APP BADGE*

App and social profile badges only unless otherwise approved by the Loyalty Brand Marketing team.



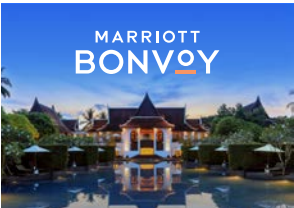
**All uses of the social/app badge must have a reference to the full program name ("Marriott Bonvoy") or company name ("Marriott" or "Marriott International") immediately adjacent to the logo. We should never use the "TM" symbol with the social/app badge.*

PRIMARY LOGO

The primary logo is engineered to work across all our media and channels and should be used for most occasions.



The relationship between “Marriott” and “Bonvoy” should never be altered or modified. Use the cap height of “Bonvoy” as a reference for the appropriate clear space.



The primary logo should appear in two colors. Consider contrast when applying the logo to imagery. The two-color logo should only appear on black, white or reversed out of an image.

A single-color logo is available for use on special applications, such as one-color imprints. If using colors from the secondary palette as a background, you must use the one-color logo.

TRADEMARK GUIDELINES:

The program name, Marriott Bonvoy™, is in the process of being registered as a trademark. To assert our claim in this name as a trademark, please make sure that the Marriott Bonvoy logo and the first mention of Marriott Bonvoy in copy (if any) uses the trademark symbol (™) at least once on each collateral, marketing or communication piece.

The primary logo and wordmark without the “TM” symbol are available for special applications, such as embossing or when the placement is so small that the “TM” is illegible.



Use the primary logo with “TM” when it is 32 px or .25 inches or higher.



Use the primary logo **without** “TM” when it is smaller than 32 px or .25 inches high. The primary logo should never be smaller than 16 px or .125 inches high.

WORDMARK

The wordmark is designed to work within hotel brand communications.

The wordmark is designed to be used within brand affiliation communications or when the primary logo is not applicable due to clear space considerations. **See the brand affiliation guidelines for more information.**



Use the cap height as a reference for the appropriate clear space.



The wordmark should appear in two colors. The two-color logo should only appear on black, white or reversed out of an image.

A single-color logo is available for use on brand affiliation collateral and special applications, such as one-color imprints. If using colors from the secondary palette as a background, you must use the one-color logo.

TRADEMARK GUIDELINES:

The program name, Marriott Bonvoy™, is in the process of being registered as a trademark. To assert our claim in this name as a trademark, please make sure that the Marriott Bonvoy logo and the first mention of Marriott Bonvoy in copy (if any) uses the trademark symbol (™) at least once on each collateral, marketing or communication piece.

The primary logo and wordmark without the “TM” symbol are available for special applications, such as embossing or when the placement is so small that the “TM” is illegible.



Use the wordmark with “TM” when it is 10 px or .125 inches or higher.



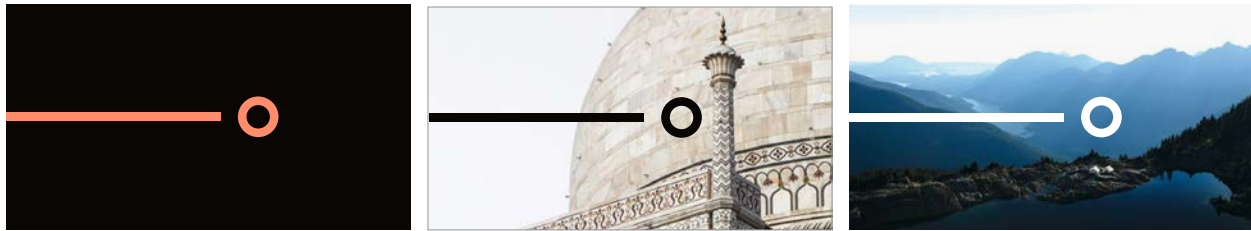
Use the wordmark **without** “TM” when it is smaller than 10 px or .125 inches high. The wordmark should never be used smaller than 5 px or .0625 inches high.

THE CONNECTOR

Developed from the sunrise, the connector is always moving. It inspires members to see more, do more and explore what’s next.



The line and circle are center aligned and separated by a space two times the thickness of the line height.



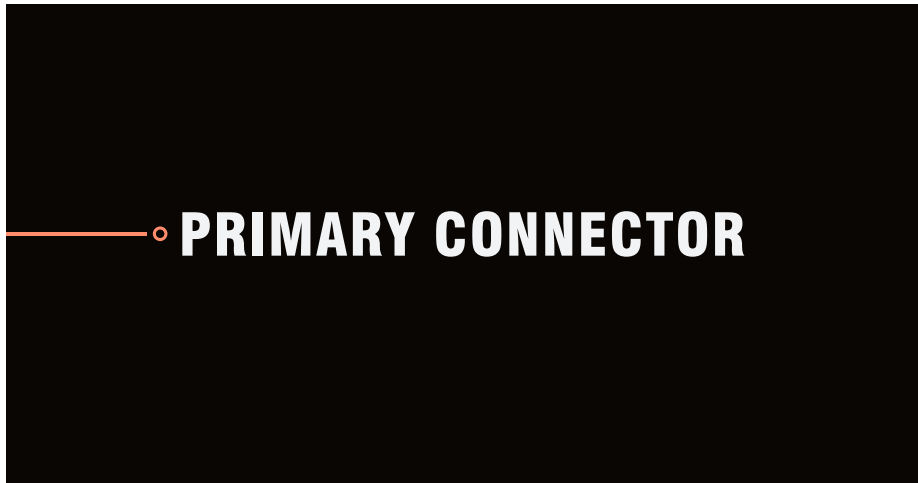
ONE-COLOR CONNECTOR:
The connector line and circle are always Bonvoy Black, Bonvoy Coral or reversed out of Bonvoy Black or an image. The connector can be used with a hero headline or as a graphic on its own.



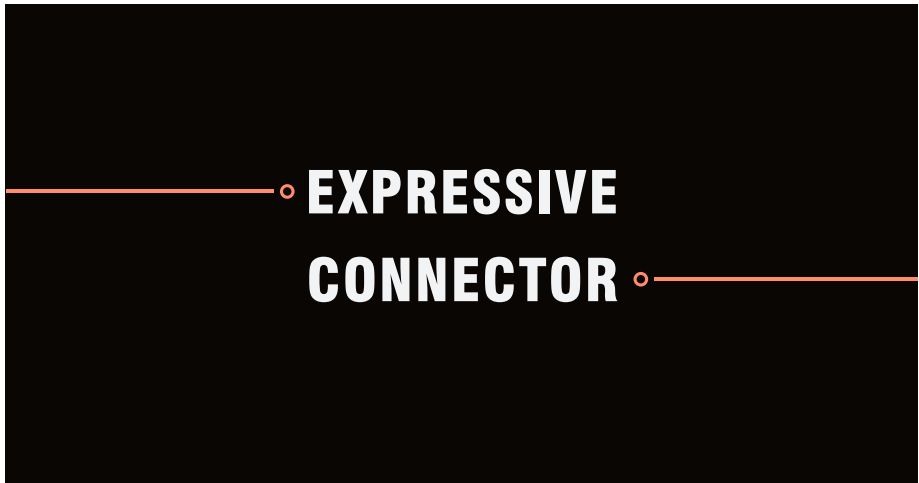
TWO-COLOR CONNECTOR:
A two-color connector can be laid out in any combination of Bonvoy Black, Bonvoy Coral and white. In these instances, the connector circle must be the same color as the accompanying hero headline text. *Note: Copy can be Bonvoy Coral only in print applications.*

CONNECTOR WITH COPY

To add movement to layouts, use the connector with short, one- to four-word hero headlines.



Use with single-line headlines.



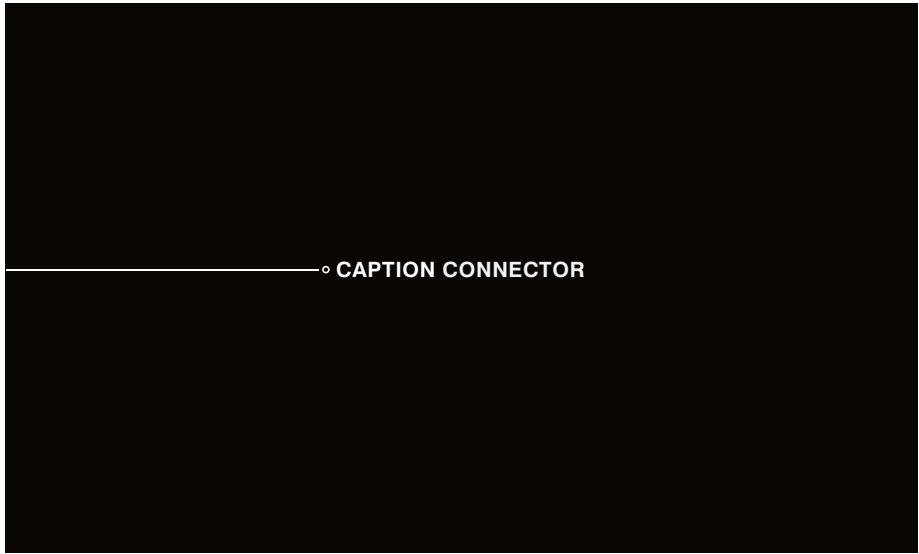
Use with multiple-line headlines.



Use to underscore typography in one- to three-line headlines.

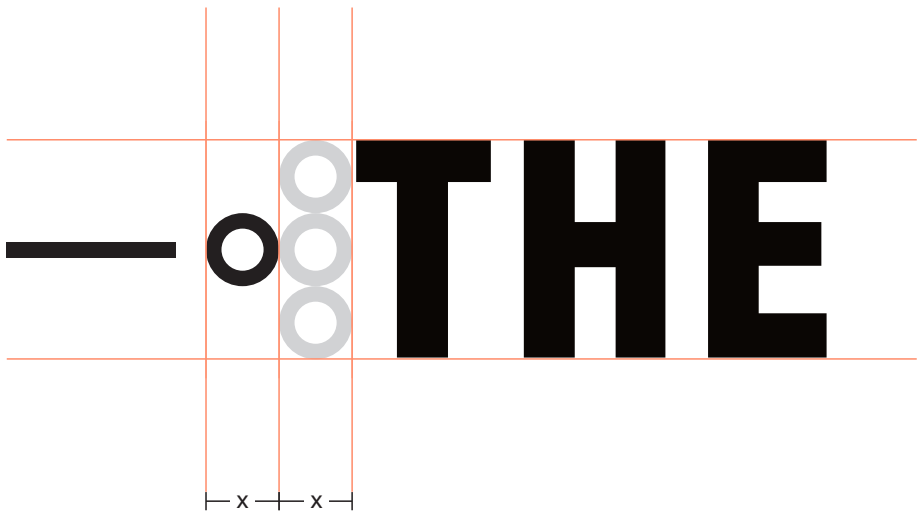


Link together a headline or list of ideas, places or actions vertically or horizontally.



Use to emphasize a property and location.
Note: This is the only connector/headline variation that uses Swiss 721 Bold.

PRIMARY CONNECTOR



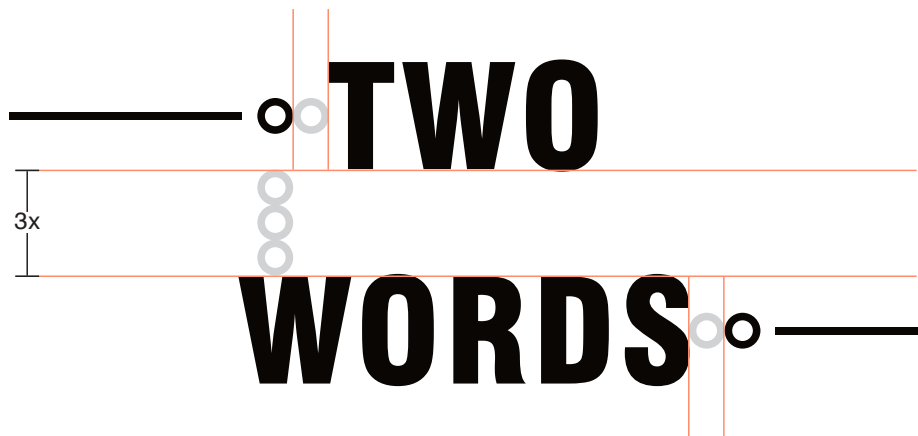
Headlines should be centered horizontally and placed vertically in a relatively clear area of the layout. The connector line should bleed off the side of the layout and can enter from either the right or the left.

The letter height should be 3x the diameter of the circle. The space between the connector and the headline should be equal to the width of one circle.

Point to pixel calculation: 120-pt. type ÷ 4 = 30-px. connector height

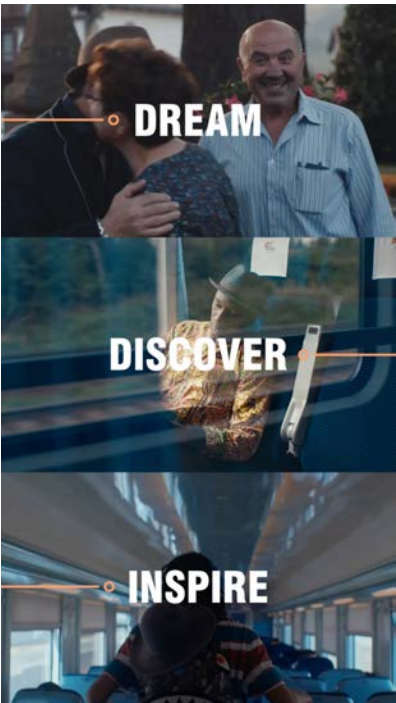


EXPRESSIVE CONNECTOR



Add movement to succinct two- or three-word headlines. The connectors align with each word and enter alternating from the left and right sides of a layout.

Leading between words is 3x the circle diameter.

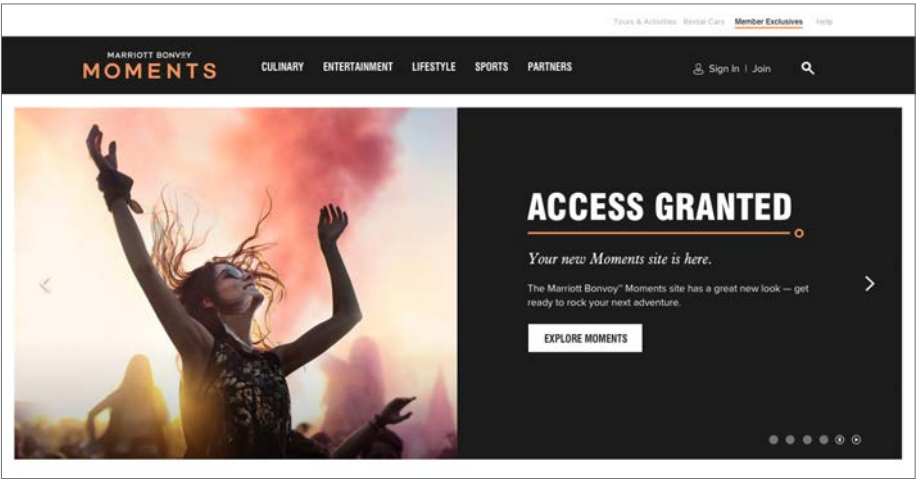


EMPHASIS CONNECTOR

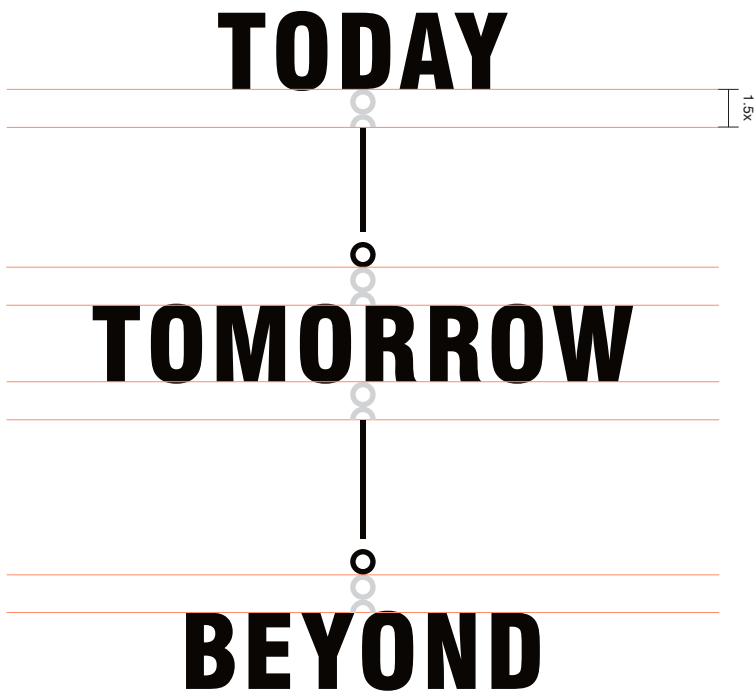


The connector line should span the width of the headline. In single-line headlines, the vertical space between text and connector is the diameter of one circle. Do not use the two-color connector line and circle with this variation.

In multiple-line headlines, the vertical space between text and connector is 1.5x the circle, and the connector's length is determined by the longest word.



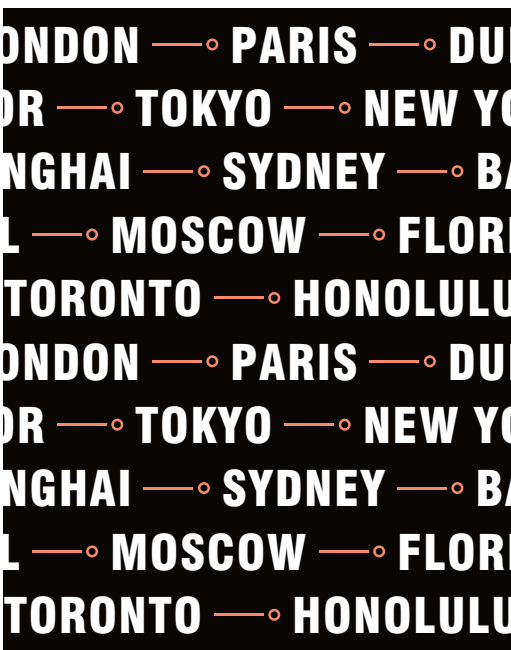
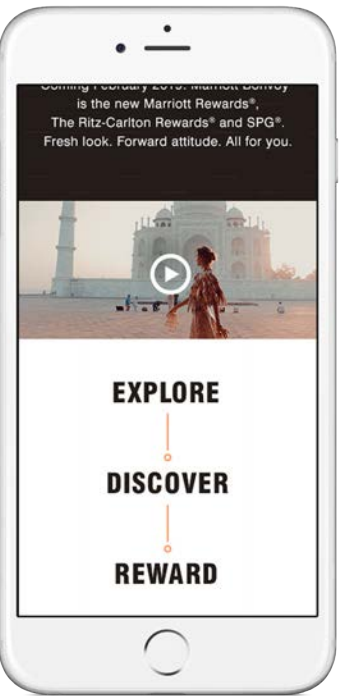
LIST CONNECTOR



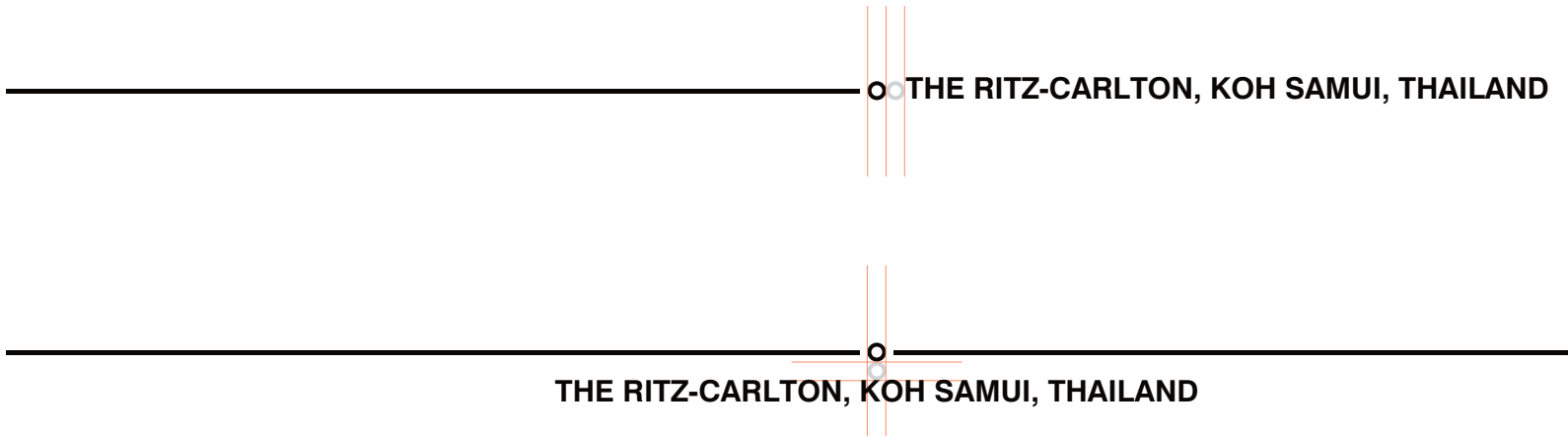
When used as a headline, the list connector should always connect three words — no more or less. However, the connector as list can connect as many destinations or hotel brands as necessary.

The space between text and connector is 1.5x the diameter of a circle, and the length of the connectors should always be consistent.

The vertical format is preferred, especially on mobile designs.



CAPTION CONNECTOR



Use the connector in front or above the caption text in all caps. If used above, the connector line should appear on both sides of the circle. The connector and caption must be the same color — either Bonvoy Black or white. The caption Connector may only be used in print materials. For captions without the connector, **see page 31 for specific use.**

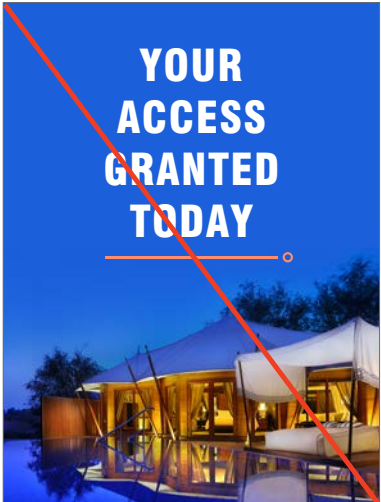
Font: Swiss 721 Bold
Style: All caps
Tracking: 0

Divide caption type size by 1.5 to establish circle diameter.

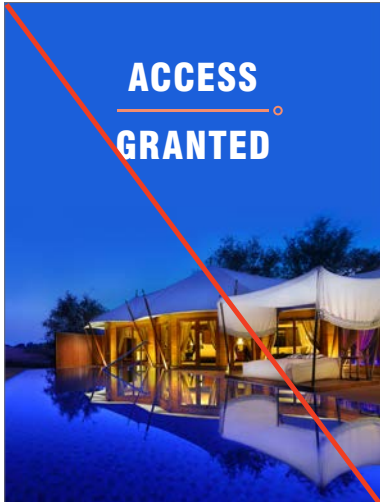
Point to pixel calculation: 7.5-pt. type ÷ 1.5 = 5-px. connector height



CONNECTOR DONT'S



Don't use the connector as emphasis with headlines longer than three lines.



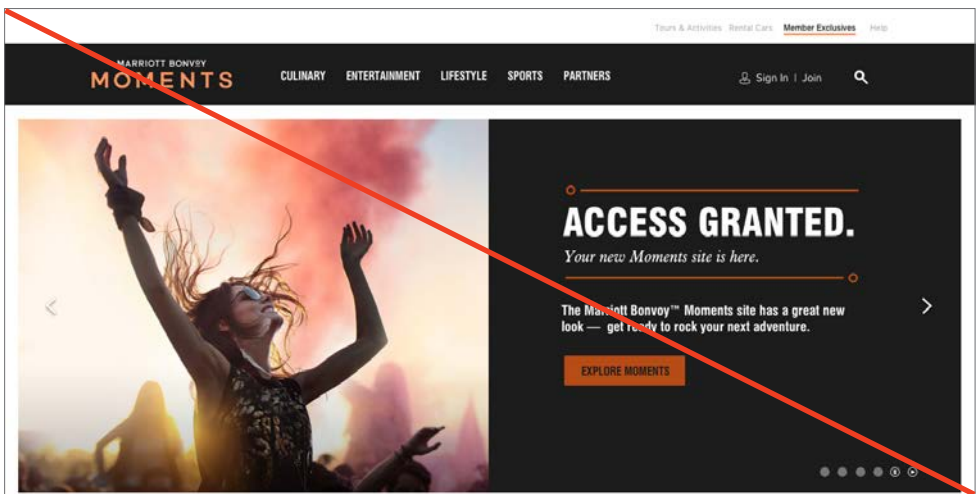
Don't break up a two-word headline.



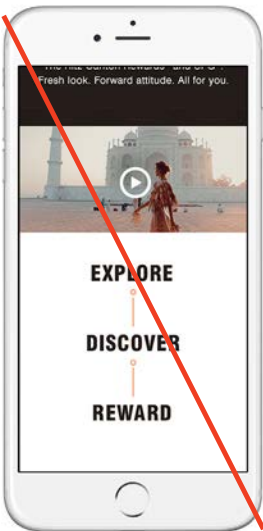
When using a two-color connector, don't use different color for the headline than the circle of the connector.



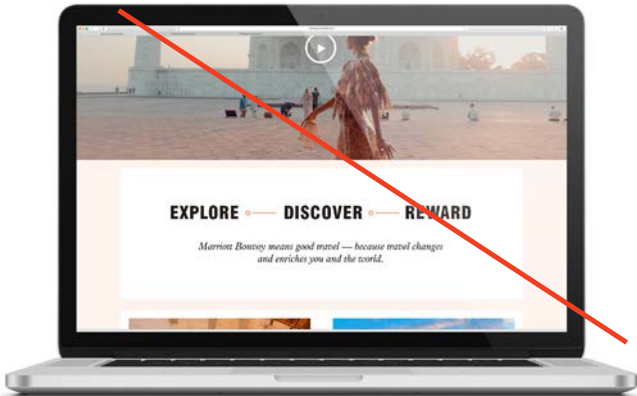
Don't change the proportional relationship of the connector line and circle.



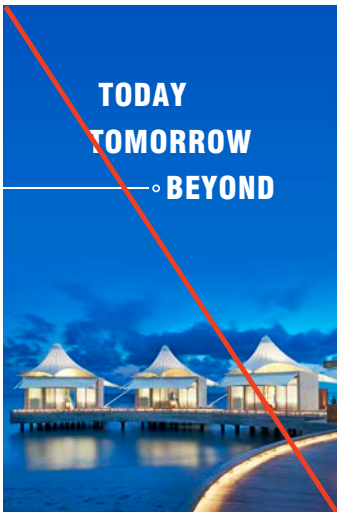
Don't change the orientation, placement or color of the connector.



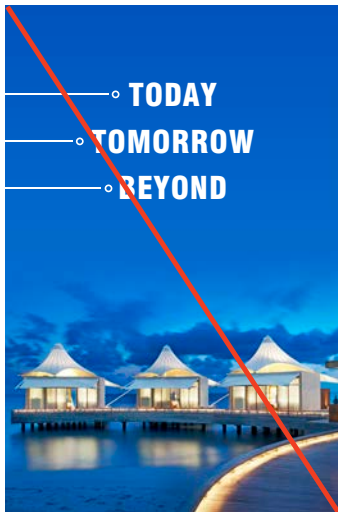
Don't reverse vertical direction of the connector.



Don't reverse horizontal direction of the connector.



Don't stagger text with connector.



Don't use the expressive connector all on the same side.



Don't use Swiss Black Condensed or two colors and don't wrap text to multiple lines with Caption Connector variation.

PALETTE

Bonvoy Coral is at the heart of our communications, but use it sparingly. A small amount stands out.

Primary



Secondary



Status levels*



*Colors for Elite status levels are the same for Lifetime Elite status.

PRINT BREAKDOWNS

Primary

WHITE	BONVOY BLACK PMS Black C CMYK: 63-62-59-94 (floods & headlines) CMYK: 0-0-0-100 (body copy)
	BONVOY CORAL PMS 1635C CMYK: 0-56-56-0

Secondary

MEDIUM CORAL PMS 1635C (70%) CMYK: 0-39-39-0	LIGHT CORAL PMS 9201C CMYK: 2-11-18-0	MEDIUM GRAY PMS COOL GRAY 10 C CMYK: 62-56-40-13
BLUE PMS 657C CMYK: 20-10-1-00	YELLOW PMS 7401C CMYK: 3-10-41-0	GREEN PMS 9504C CMYK: 22-6-14-0

Status levels*

MEMBER #FFFFFF RGB: 255-255-255	SILVER ELITE PMS 8180C CMYK: 56-42-31-3	GOLD ELITE PMS 8383C CMYK: 37-40-74-8
PLATINUM ELITE PMS 8403C CMYK: 62-54-55-27	TITANIUM ELITE PMS 8425C CMYK: 54-59-63-36	AMBASSADOR ELITE PMS 8625C CMYK: 62-60-64-47

*Colors for Elite status levels are the same for Lifetime Elite status.

DIGITAL BREAKDOWNS

Primary

WHITE #FFFFFF RGB: 255-255-255	BONVOY BLACK #1C1C1C RGB: 28-28-28
	BONVOY CORAL #FF9662 RGB: 255-150-98

Make sure text is ADA compliant at webaim.org/resources/contrastchecker/.

Secondary

MEDIUM CORAL #FFB995 RGB: 255-185-149	YELLOW #FFDAA0 RGB: 255-218-160	BLUE #CEDCDF RGB: 206-220-223	GREEN #CFE0D2 RGB: 207-224-210
--	--	--	---

Background colors

#1C1C1C RGB: 28-28-28	#FFFFFF RGB: 255-255-255	#F4F4F4 RGB: 244-244-244	#FFF3ED RGB: 255-243-237
With white #FFFFFF text	With black #1C1C1C text	With black #1C1C1C text	With black #1C1C1C text

Text colors

#1C1C1C RGB: 28-28-28	#FFFFFF RGB: 255-255-255	#B84C16 RGB: 184-76-22
Headline and body copy	Headline and body copy	Text links

Graphics

#FF9662 RGB: 255-150-98	#1C1C1C RGB: 28-28-28	#FFFFFF RGB: 255-255-255	#B84C16 RGB: 184-76-22
Noninteractive	Noninteractive	Noninteractive	Interactive

Buttons — see button styles on page 32

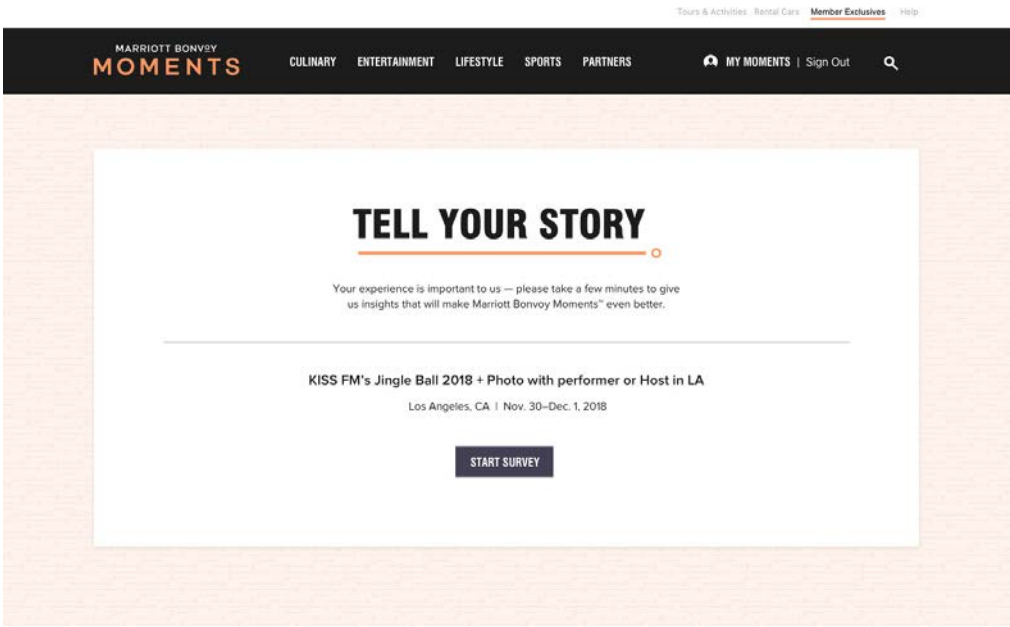
#444054 RGB: 68-64-84	#444054 + 20% #FFFFFF	Outlined: #1C1C1C No Fill	#1C1C1C RGB: 28-28-28	Outline: #1C1C1C Fill: #FFFFFF	#1C1C1C RGB: 28-28-28
Primary button with white #FFFFFF text	Primary hover with white #FFFFFF text	Secondary button with black #1C1C1C text	Secondary hover with white #FFFFFF text	Tertiary button with black #1C1C1C text	Tertiary hover with white #FFFFFF text

Status levels

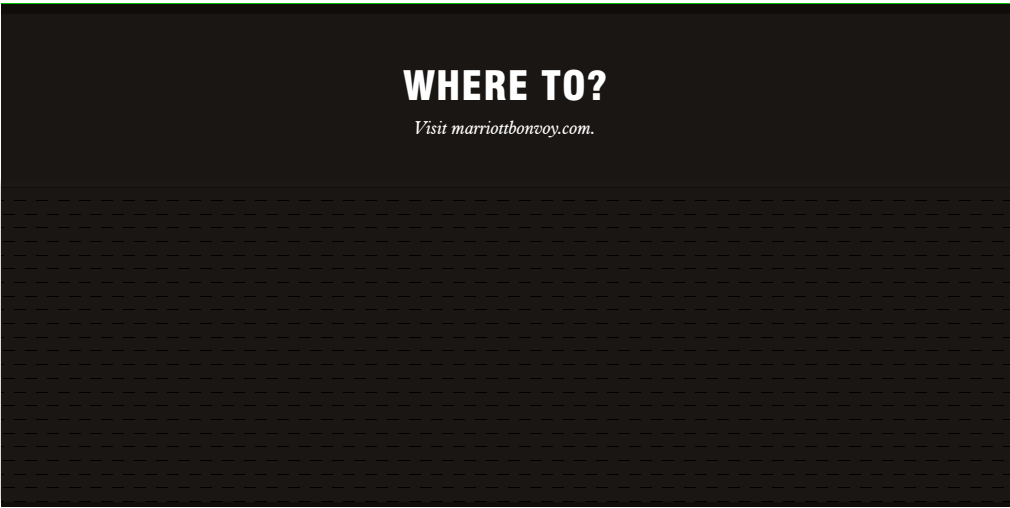
MEMBER #FFFFFF RGB: 255-255-255
ACCENT ONLY #FF9662 / RGB: 255-150-98
SILVER ELITE #707488 RGB: 112-116-136
BACKGROUND #F0F1F3 / RGB: 240-241-243
GOLD ELITE #8C8F49 RGB: 140-111-43
BACKGROUND #F3F0EC / RGB: 243-240-236
PLATINUM ELITE #5E5F61 RGB: 94-95-97
BACKGROUND #F0F1F1 / RGB: 240-241-241
TITANIUM ELITE #554749 RGB: 85-71-73
BACKGROUND #F2F2F1 / RGB: 242-242-241
AMBASSADOR ELITE #231C19 RGB: 35-28-25
BACKGROUND #3F2F2 / RGB: 243-242-242

PATTERNS

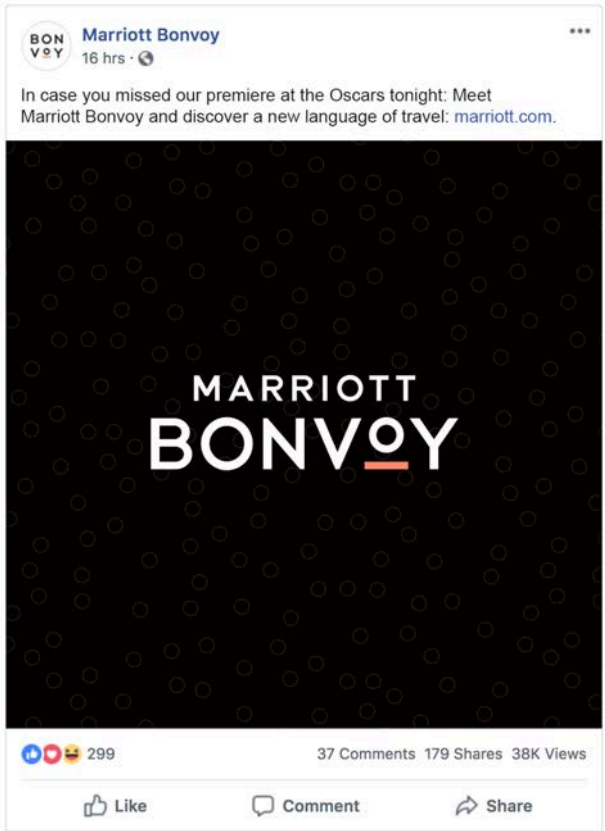
Inspired by the connector, textural patterns can add depth and subtle elegance to select layouts.



Patterns add texture and depth to backgrounds.



Patterns work especially well as a spot UV like in this pocket example.



When using the logo and patterns together, ensure that the logo is clear and does not interfere with the pattern.

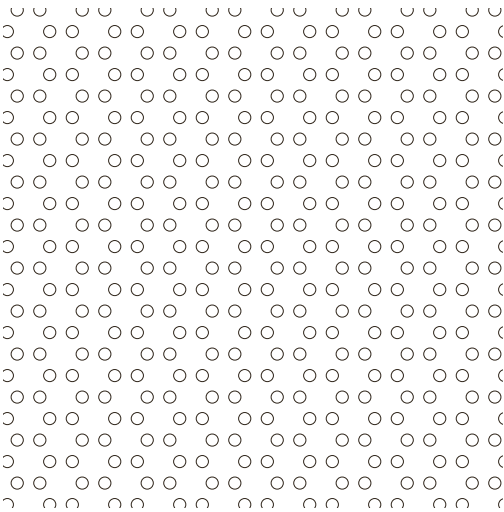


Using a pattern in our secondary color palette brings a fresh look to the deliverable.

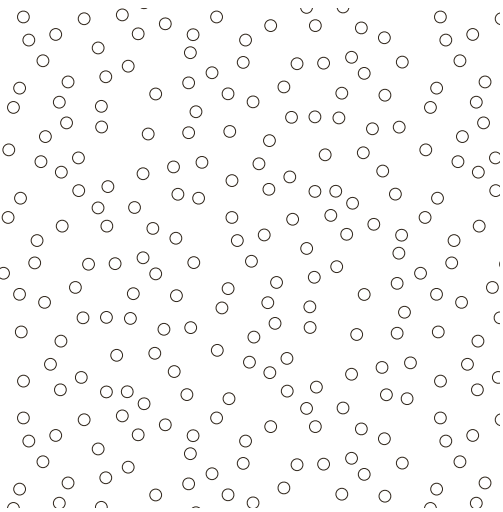
PATTERNS

continued

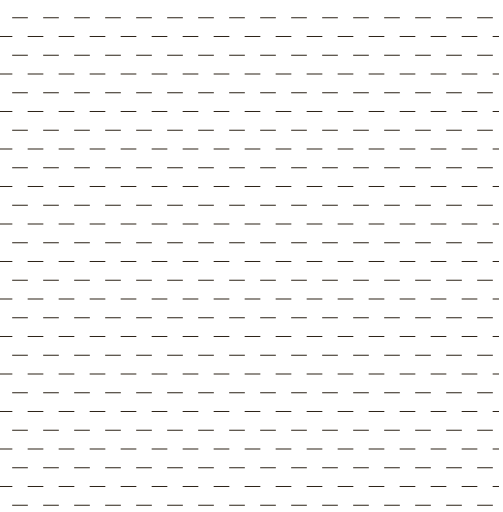
Pattern 1



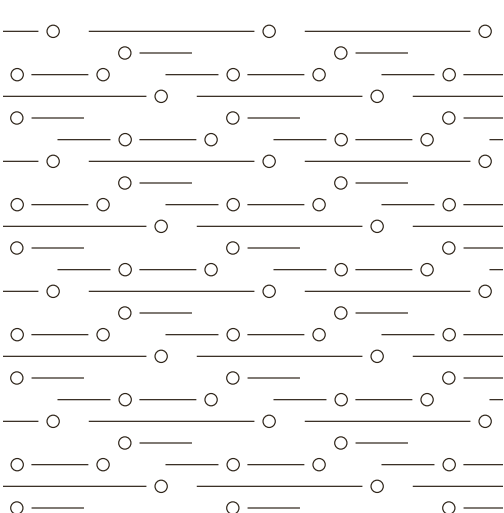
Pattern 2



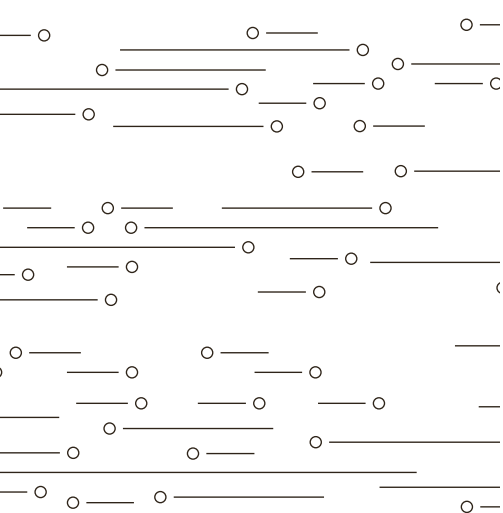
Pattern 3



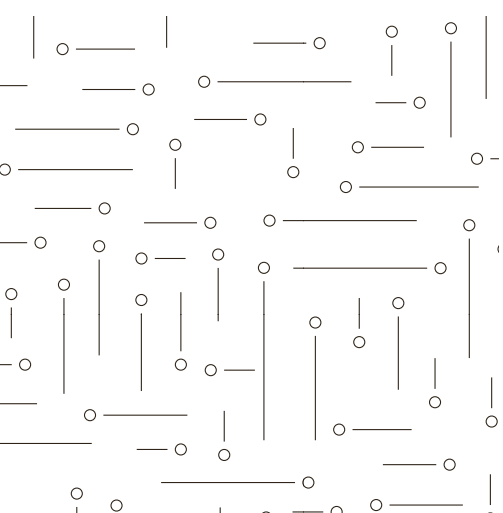
Pattern 4



Pattern 5



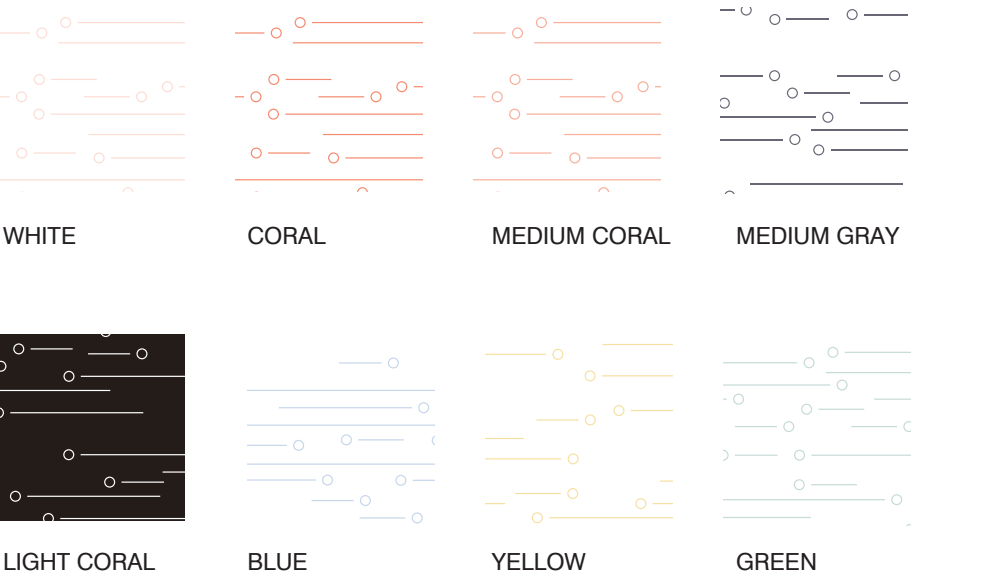
Pattern 6



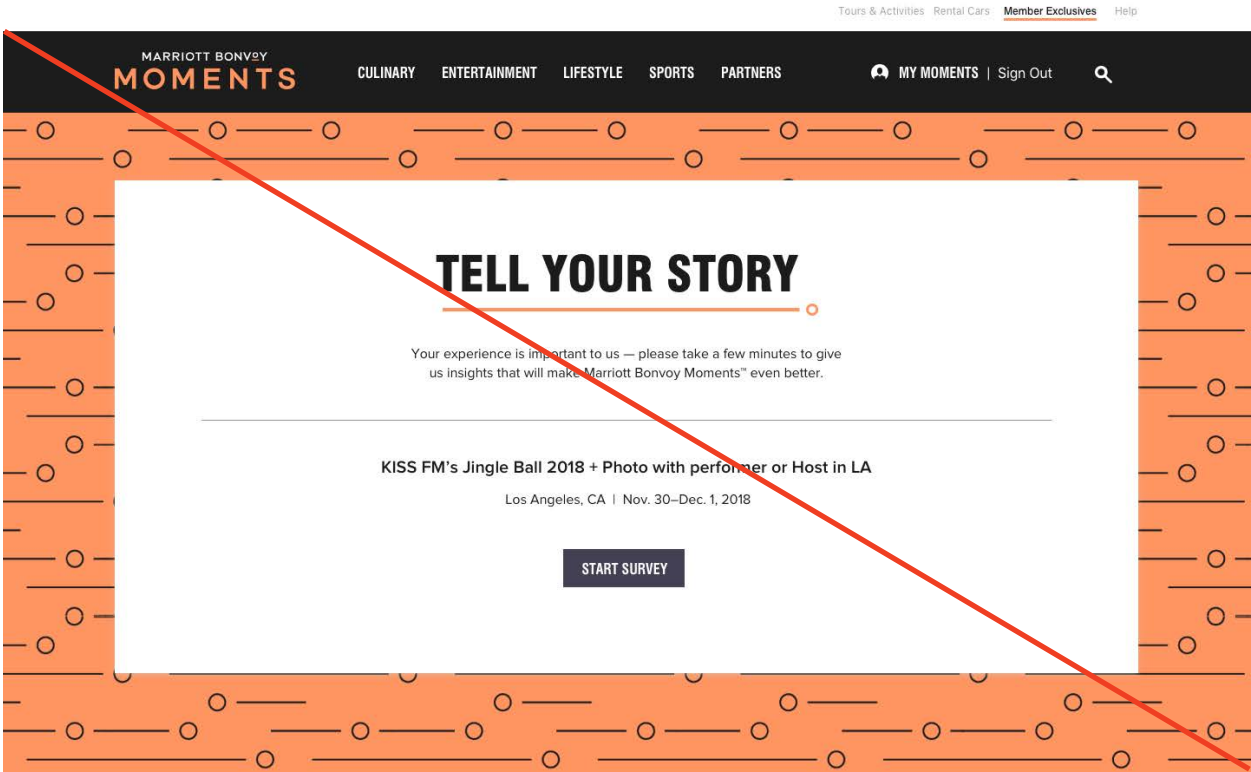
Patterns in Bonvoy Black, Bonvoy Coral, Bonvoy Medium Coral and gray can be used in animation, motion graphics or event spaces with large-scale print graphics.

To create a subtle texture that can be used with type or logo, **use low-opacity white over Bonvoy Black or low-opacity secondary colors over white. Patterns should not be used over photography or distract from type or logos.**

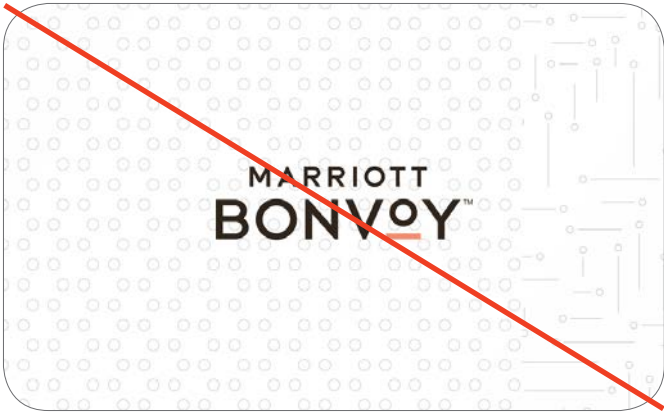
Secondary pattern colors can be used at a low opacity under copy or the Marriott Bonvoy logo on print and digital pieces.



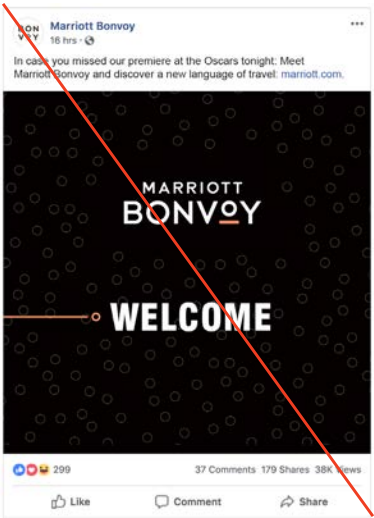
PATTERN DON'TS



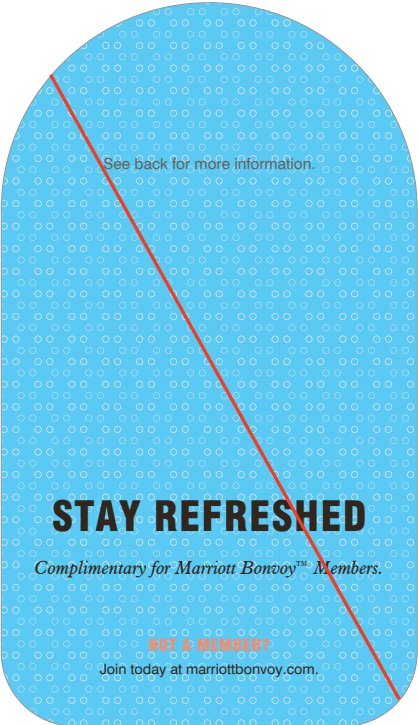
Don't use patterns at a scale or placement that interferes with the legibility of the logo or copy, and don't use a pattern over Bonvoy Coral.



Don't use more than one pattern in a placement.



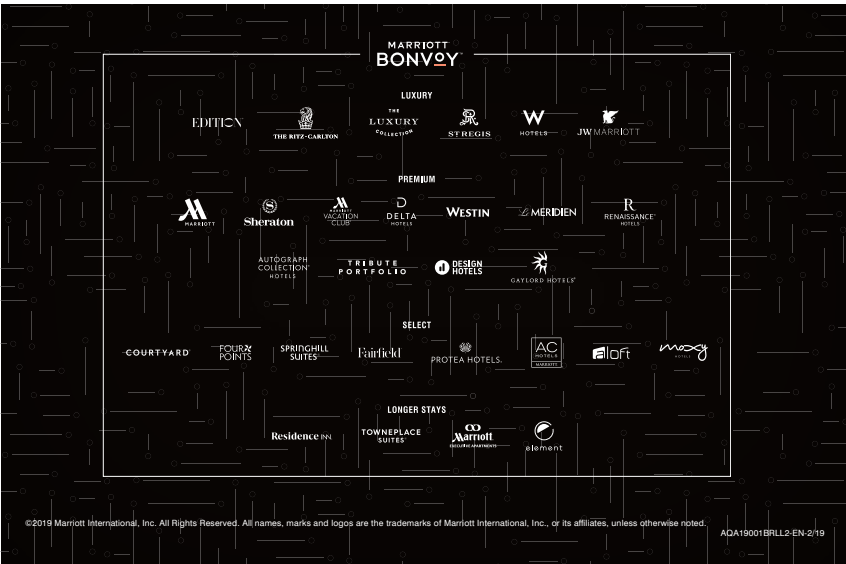
Don't use a pattern in close proximity to the connector, and don't alter or remove parts of the pattern.



Don't create patterns in unapproved colors.



Don't create new patterns.



Don't use a pattern behind the brand bar.

FONTS

Our font family is a perfect balance of modern, bold confidence grounded in clear, classic hospitality.

SWISS 721

Our bold, confident
sans serif font.

Aldine 721

*Our classic, composed
serif font.*

Proxima Nova

Our clear, modern
digital font.

SWISS 721

Use in print and digital applications.

SWISS 721 BLACK CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Swiss 721 Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Swiss 721 Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Swiss 721 Light

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Swiss 721 Light Italic

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Aldine 721

Use in print and digital applications.

Aldine 721 Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Aldine 721 Roman

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Aldine 721 Italic

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Aldine 721 Light — digital use only

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Aldine 721 Light Italic — digital use only

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Proxima Nova

Use in subheads and body copy for all placements on marriottbonvoy.com, email and the Marriott Bonvoy app.

Proxima Nova Semibold

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

Proxima Nova Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 ? : ! @ # \$ %

TYPOGRAPHY IN PRINT

Use this hierarchy to convey your message clearly.

For hero headlines, use all caps without punctuation (unless necessary for clarity). Avoid questions, but if you can’t, use a question mark. Always use punctuation for eyebrows and subheads.

Eyebrow copy
Swiss 721 Black Condensed
or Aldine 721 Italic
Swiss 721 tracking: 30
Aldine 721 tracking: 0

A STRONG, SUPPORTING LEAD-IN LINE
A strong, supporting lead-in line

Hero Headline
Swiss 721 Black Condensed
Tracking: 30

A CONFIDENT SHORT HEADLINE

Subhead
Aldine 721 Italic
Aldine 721 Regular
Tracking: 0

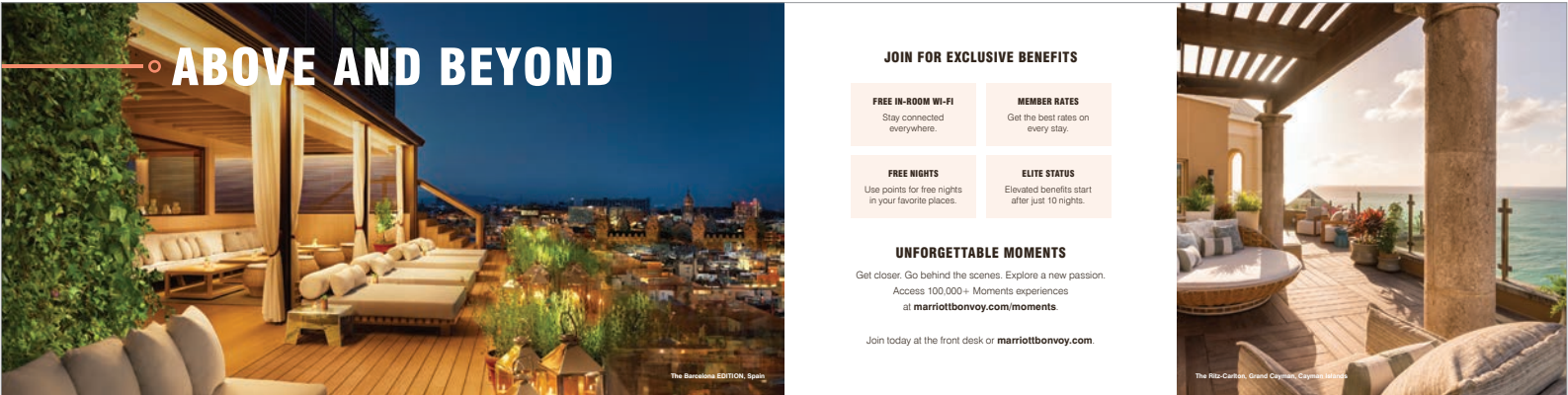
A hardworking, clear subhead.
A hardworking, clear subhead.

Body copy
Swiss 721 Roman
Tracking: 0

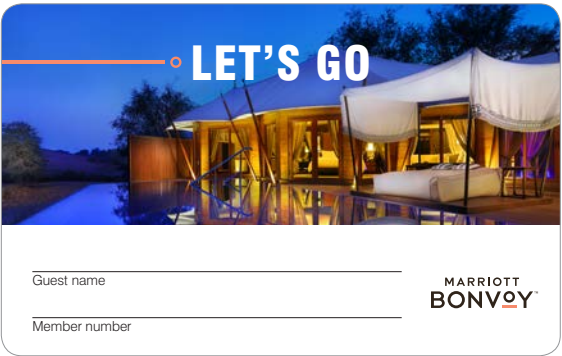
Clear and modern body copy fit for print spaces. It’s legible and easy to read on everything from key packets to posters, brochures to coasters — and all the collateral between.

Property caption
Swiss 721 Bold
Tracking: 0
Caption Connector (all caps)

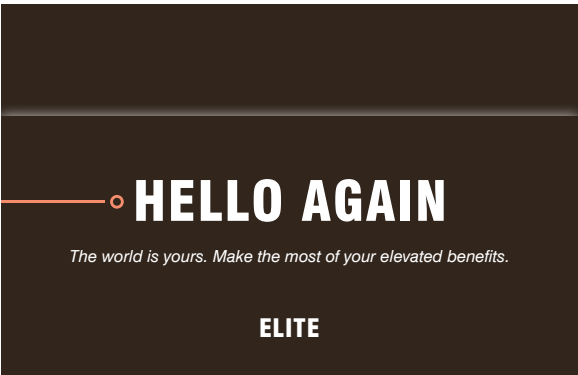
Al Maha, a Luxury Collection Desert Resort & Spa, Dubai, UAE
AL MAHA, A LUXURY COLLECTION DESERT RESORT & SPA, DUBAI, UAE



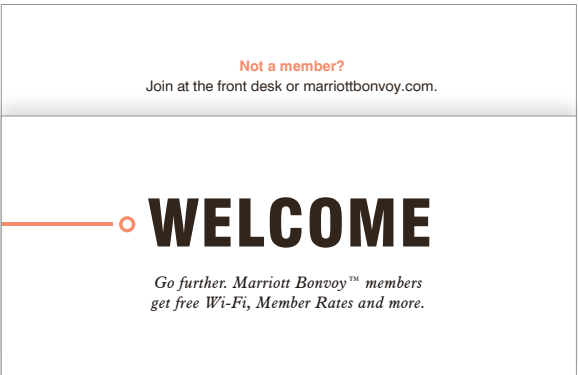
Welcome brochure



Temporary membership card



Key packet — Elite member



Key packet — nonmember/member

TYPOGRAPHY IN DIGITAL

Rely on this hierarchy to convey your message clearly.

For all headlines, use all caps without punctuation (unless necessary for clarity). Avoid questions, but if you can’t, use a question mark. Always use sentence case and punctuation for eyebrows and subheads (H3, H4).

Primary button style
Swiss 721 Bold Condensed
All caps

PRIMARY BUTTON

BG: #444054
Text: #FFFFFF

PRIMARY HOVER

BG: #444054 + 20% #FFFFFF
Text: #FFFFFF

Secondary button style
Swiss 721 Bold Condensed
All caps

SECONDARY BUTTON

BG: No Fill
Outline: #1C1C1C
Text: #1C1C1C

SECONDARY HOVER

BG: #1C1C1C
Text: #FFFFFF

Tertiary button style
Swiss 721 Bold Condensed
All caps

TERTIARY BUTTON

BG: #FFFFFF
Outline: #1C1C1C
Text: #1C1C1C

TERTIARY HOVER

BG: #1C1C1C
Text: #FFFFFF

LARGE CTA

Large button
Use on tablet and phone viewports, and in smaller instances of extra-large tiles.
Height: 64px
Text: 20px
Padding: 20px left and right.

MEDIUM CTA

Medium button
Use on most hotel and deal cards and other medium and large tiles.
Height: 54px
Text: 18px
Padding: 20px left and right.

SMALL CTA

Small button
Use on small advertisement tiles and tiles that need to take up a minimal amount of space.
Height: 44px
Text: 16px
Padding: 20px left and right.

Eyebrow or personalized copy
Aldine 721 Light Italic
Size: 20

A strong, supporting lead-in line

Hero Headline
Swiss 721 Black Condensed
All caps
Size: 56

A CONFIDENT SHORT HEADLINE

Headlines
H1, H2
Swiss 721 Bold Condensed

H1 — DESKTOP HEADER 44
H1 — TABLET HEADER 36
H1 — MOBILE HEADER 28

H2 — DESKTOP HEADER 32
H2 — TABLET HEADER 28
H2 — MOBILE HEADER 24

Subhead and supporting copy
H3, H4
Proxima Nova Semibold

H3 — Mobile Header 24
H3 — Tablet Header 22

H3 — Mobile Header 20
H4 — Desktop Header 20

H4 — Tablet Header 20
H4 — Mobile Header 20

Body copy
Proxima Nova Regular

Default Body Copy — 16
A clear and modern body copy fit for digital spaces.

Small Body Copy — 14
Use only for legal copy and copy that is tertiary to the page.

Extra Small Body Copy — 12
Use only for legal copy and copy that is tertiary to the page.

Contextual links
Proxima Nova Regular
Use when link is in proximity to plain text (for example, within a paragraph, end of sentence).

Text links
Proxima Nova Bold
Use when link is a title or phrase by itself. May open a modal. Follows font size for body copy.

Text link
Hover
#B84C16

Custom links
Proxima Nova Bold
Exceptions only.

Text link
Hover

Footer links
Proxima Nova Regular
Use on all footers.

Text link
Text link >
Hover

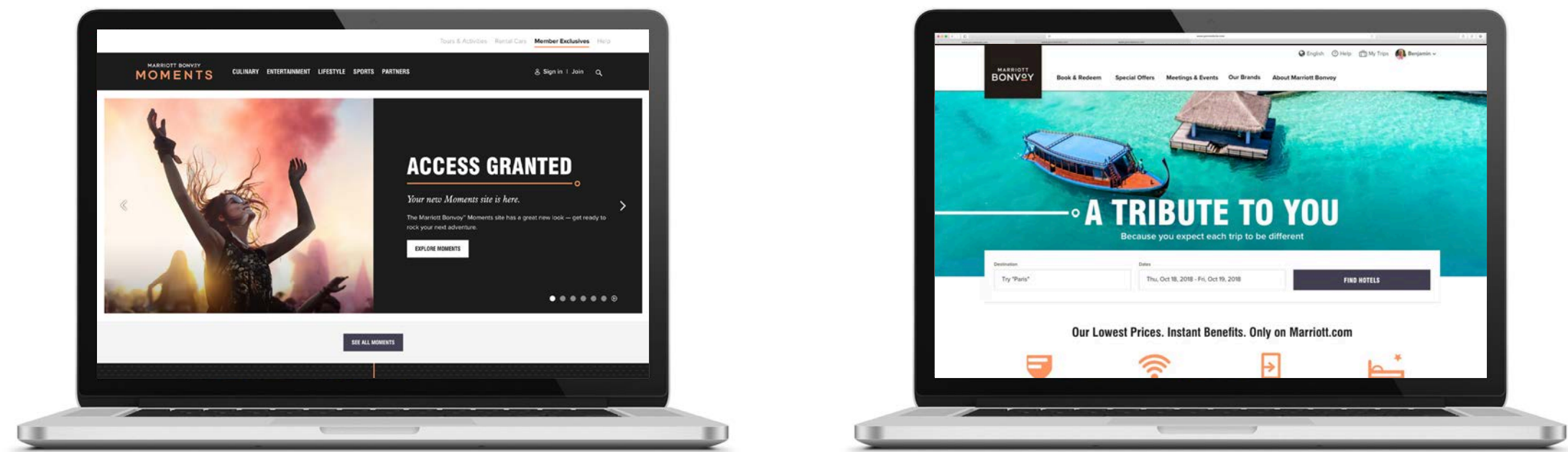
Marriott International, Inc. is a leading global lodging company with more than 6,900 properties in 130 countries and territories, reporting revenues of more than \$17 billion in fiscal year 2016.

Marriott International, Inc. is a leading global lodging company with more than 6,900 properties in 130 countries and territories, reporting revenues of more than \$17 billion in fiscal year 2016.

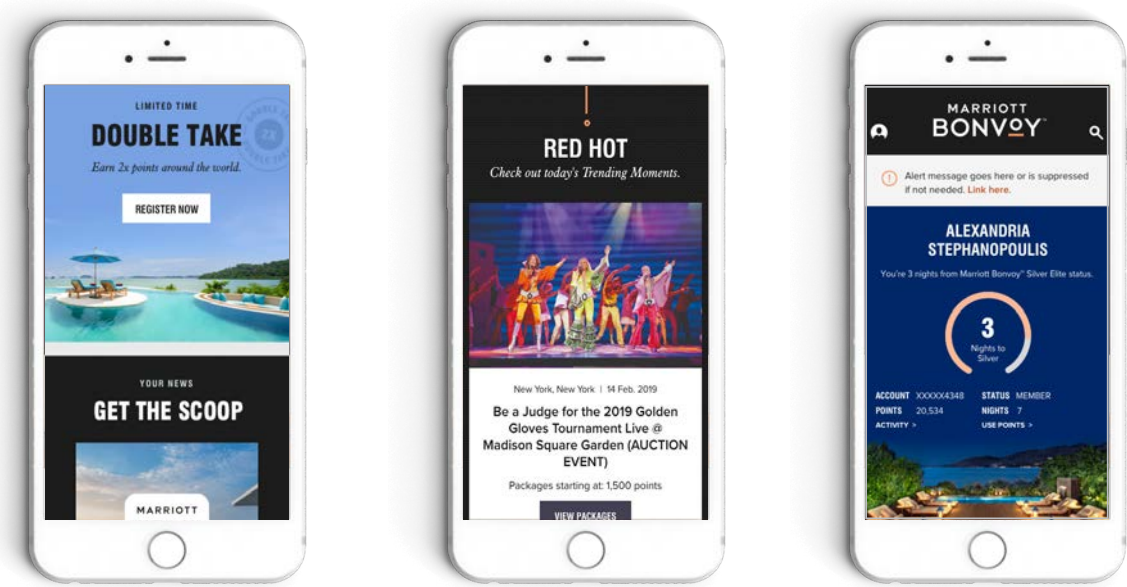
Property caption
Proxima Nova Bold — 12px

Al Maha, a Luxury Collection Desert Resort & Spa, Dubai, UAE

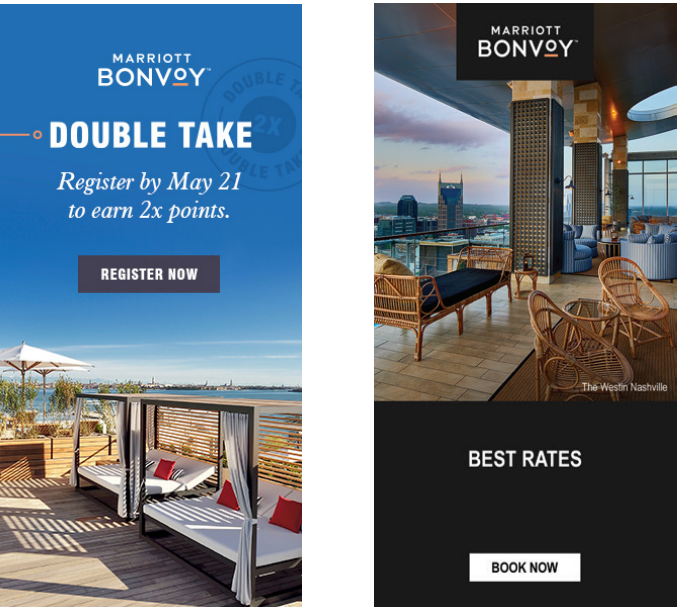
DIGITAL EXAMPLES



Headline, connector and button treatments.



Pops of Bonvoy Coral and strong visual hierarchy.

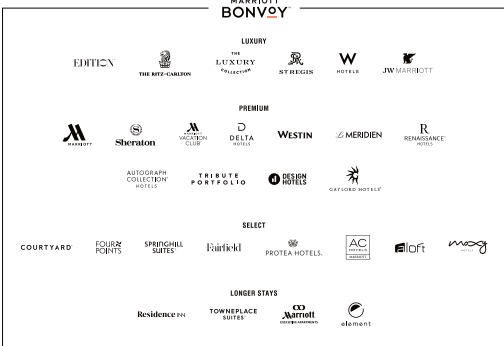
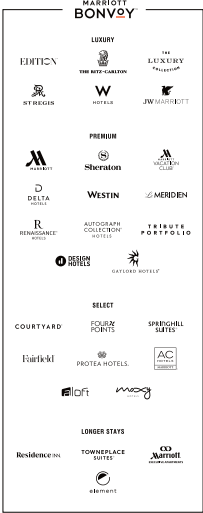


Quick and clear messaging for banner and display ads.

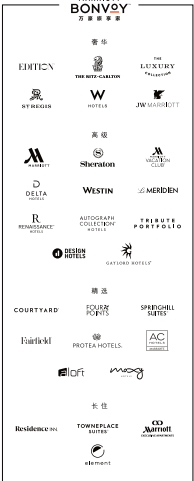
BRAND BARS

29 LOYALTY BRANDS

Use across all global marketing messages except when marketing specifically in Spain, Portugal and the United Kingdom.

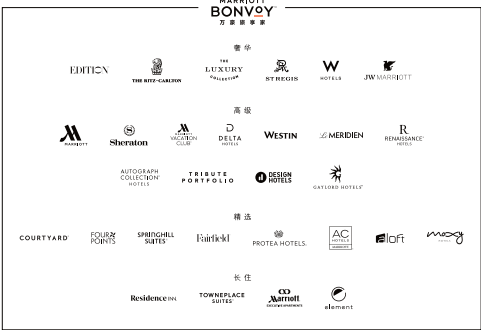
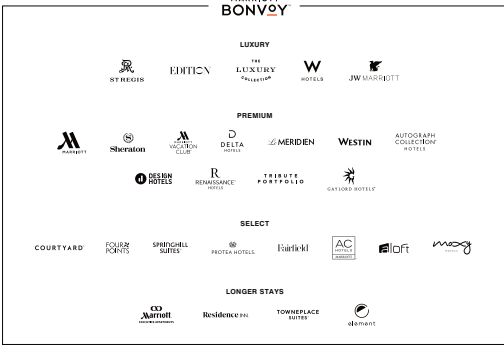
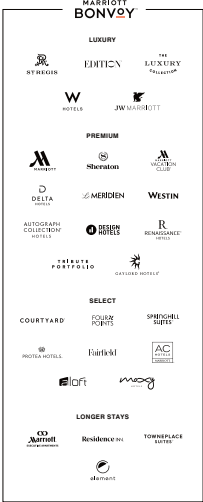


CHINESE BRAND BAR



28 LOYALTY BRANDS

In Spain, Portugal and the United Kingdom, use the brand bar without The Ritz-Carlton logo.



Brand bars with the tier translated are available in the following languages: coming soon

ICONOGRAPHY

Use these simple, approved icons with copy to quickly communicate key takeaways.*

BOOK DIRECT:

Bed	Dollar	Fingerprint	Pathway	Shield	Suitcase	Tag
COMMON:						
Add	Airplane	Alarm	Alert	Asterisk	Avatar	Bed
Calendar	Chat	City	Clock	Download	Filter	Forward
Gear	Heart (filled)	Heart (outline)	Help	Globe	List View	List View (alt)
Menu	Merge	Phone	Print	Search	Sign In	Spinner
Star	Uber	Universal Access	Website			

MERCHANDISING:

VIP	Donate Points	Gift Points	Buy Points

HOSPITALITY:

Apple Wallet	Badge	Bath Mat	Bike Share	Body Lotion	Body Wash	Breakfast
Breakfast	Call Front Desk	Capacity Chart	Cart	Casino	Check In	Check-In Time
Comb	Concierge	Conditioner	Currency	Dental Kit	Device Cast	Dining
Dining (alt)	Directions	Do Not Disturb	Edit Dates	EV Charging Station	Feather Pillow	Fitness Center
Foam Pillow	Full Kitchen	Gift	Golf	Gym	Help	Keyless Entry
Late Checkout	Luggage	Maid Service	Map	Map Marker	Meeting Space	Mobile Check-In
Mobile Checkout	Opt Out	Parking	Pet Friendly	Pet Friendly (alt)	Pool	Request Service
Requests	Robe	Room-Ready Alert	Room Service	Shampoo	Shaving Kit	Shower Cap

HOSPITALITY (CONT.):

Shuttle	Smart TV	Soap	Spa	Stay Dates	Tennis	Upgrade Requested
Wi-Fi	Write					

CONTROLS:

Arrow Down	Arrow Left	Arrow Left (alt)	Arrow Right	Arrow Right (alt)	Arrow Up	Cancel
Check	Close	Close (alt)	Drop-Down Down	Drop-Down Up	Minus	Minus (alt)
Plus	Plus (alt)					

STATUS:

Member	Silver Elite	Gold Elite	Platinum Elite	Titanium Elite	Ambassador Elite

*You must have a clear purpose to use icons, don't just use them as decorative graphic elements. These icons are designed to clearly communicate direct messages that are recognized globally.

COPY

Section 4.0



HERO HEADLINES

Excite and inspire members with one to three words.

Hero headlines convey possibility and opportunity. They’re both inspiring and direct. **They’re not too obvious — and they’re also not ambiguous or kitschy.** Think evocative phrases to jump-start the imagination.

All headlines are set in all caps without punctuation. Avoid headlines phrased as questions, but in the rare event it’s called for, use a question mark.

In most cases, a headline will be paired with a subhead. But it can be used on its own in select, above-the-line advertising.

You can use the connector with hero headlines, but not subheads. **See pages 18–23 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Bold Condensed all capitalization format. **See the following page for subhead treatment.**

Note: For copy that will be translated, work with loyalty marketing to make sure the style translates.

DISCOVER
LET’S GO
GET OUT THERE
GET READY
JUMP IN
HELLO AGAIN
ACCESS GRANTED
GO FURTHER
TAKE OFF
UP NEXT
EXPLORE MORE
EXPAND HORIZONS
CONNECT
TRAVEL BEYOND REWARDS
DISCOVER YOUR WORLD
GO NEXT-LEVEL
MOVE UP
ACCESS EVEN MORE
LET’S BEGIN
EXPLORE

ADVENTURE AWAITS
A NEW ADVENTURE
DREAM BIG
HERE WE GO
TIME FOR ADVENTURE
LIVE THE ADVENTURE
SEE THE WORLD
UNLOCK POSSIBILITIES
JOIN THE ADVENTURE
MORE ADVENTURES
GET MOVING
GET STARTED
DIVE IN
READY TO GO
MOVE FORWARD
ONWARD AND UPWARD
MORE TO LOVE
MORE TO ENJOY
EXPERIENCE MORE
MORE TO COME

MORE MOMENTS
MORE ACCESS
GET MORE FOR YOU
MORE TO LOVE
UNLOCK MORE
ACCESS MORE
DISCOVER MORE
UP FOR ANYTHING
EXCLUSIVELY YOURS
LET’S FLY
TIME TO TRAVEL
JOIN IN
ESCAPE
LEVEL UP
LET’S UPGRADE
STAY LONGER
JUST FOR YOU
EARN [XXXX AMOUNT]
UNLOCK [XXXX AMOUNT]
[XXXX AMOUNT] UP

SUBHEADS

Paying off headlines.

Subheads are always direct. They support headlines and connect them to body copy (if necessary).

A headline and subhead pair always tell the full story so readers can decide if they want to keep reading — don't use a subhead to say the same thing in a different way.

Start the subhead with an active verb whenever possible. Always use punctuation.

Design note: Subheads don't use the connector.

GO FURTHER

Connect with the places and experiences you love.

GET GOING

Save up to 35% and earn 5,000 bonus points with Hertz.

TAKE OFF

Use points on your next flight.

ACCESS GRANTED

Upgrade your room instantly.

POSSIBILITIES

Earn up to 4,000 points per stay.

STAND-ALONE SUBHEADS

Direct copy for transactional messages.

If space is limited or you have limited control of the layout, use a stand-alone subhead.

Hit the road with up to 35% off and 5,000 Hertz bonus points every time you travel with Marriott Bonvoy™.

Find inspiration with more rewards everywhere you go.

Capture up to 3x points on business travel with Marriott Bonvoy™.

Note: For copy that will be translated, work with the loyalty marketing to make sure the style translates.

COPY PRINCIPLES

Use words that fit our voice. More action, less distraction.

- Avoid the impersonal “member” or the egotistical “we.”
- Lead with the most important info.
- Write active sentences, never use passive or formal constructions.
- Be concise and clear. That goes for both word count and word choice (legal restrictions permitting).
- Don’t get cute or cliché. Move beyond the tired and traditional phrases of marketing and loyalty.
- Keep it inspirational, forward-thinking and positive.

VERBS	NOUNS	ADJECTIVES	TERMS TO AVOID	
Member-oriented actions	Things we offer	Member and program descriptors	Distracting words and phrases	
Access	Adventures	Distinctive	Absolutely essential	Native
Capture	Anywhere	Elevated	Added bonus	Obsessive
Connect	Choice	Elite	Alluring	Opulent
Create	Destinations	Endless	Cherished	One time only
Discover	Everywhere	Enhanced	Compulsive	Ornate
Dive	Experiences	Exciting	Cool	Palatial
Embrace	Getaway	Exclusive	Deals	Perks
Experience	Journey	Extraordinary	Dibs	Plush
Find	Life	Incredible	Discount	Radiant
Fly	Memories	Luxurious	Emblematic	Romantic
Get	Moments	New	Encapsulating	Scene
Go	Possibilities	Once-in-a-lifetime	Enchanting	[Something] 2.0 or 3.0
Lead	Rewards	Select	Enduring	Spark
Live		Unforgettable	Evocative	Sparkling
Move		Unmatched	Expect the unexpected	Sweet rewards
Open			Fab	Transformative
Pursue			Fabled	Trendy
Redeem			Game changer	Unequaled
Save			Glam	Unexpected
See			Gonna	Unrivaled
Tap			Hip	Value
Unlock			Illuminating	Valued member
			Incandescent	Wanna
			Incomparable	
			Luminous	
			Majestic	
			Matchless	
			Mingle	

CONTENT-SPECIFIC COPY

Here’s an overview of four distinct areas of Marriott Bonvoy to help you write for each of them.

MARRIOTT BONVOY MOMENTS

Members enjoy exclusive access to incredible events and experiences, elevating the adventure and excitement of a typical stay. Moments offerings help Marriott Bonvoy stand above the competition. It’s all about giving members access to more possibilities, surprises and fun.

MEMBER ACQUISITION

The biggest draw for new members: instant, world-class benefits. Think free Wi-Fi, Member Rates, Mobile Check-in and more. You can frame benefits to help members visualize their personal plans and goals — but stay away from the lofty benefits that aren’t attainable right away.

CREDIT CARDS

Like new members, Cardmembers love to be welcomed and acknowledged for their love of adventure — but with even bolder aspirations for access, rewards and possibilities. The credit card helps members earn faster with everyday purchases and unlock even more exclusive rewards.

OFFERS AND PROMOTIONS

More than just benefits, offers and promotions help members achieve free nights in their favorite places, save on stays so they can get away sooner or stay longer, and more. Offers and promotions move members closer to more enrichment, adventure and a deeper appreciation of Marriott Bonvoy. It’s all about delivering on the program’s promise — and demonstrating the value of member investment in Marriott Bonvoy.

COPY EXAMPLES

BEFORE	AFTER
<div>MORE SAVINGS <i>We are pleased to offer you, a valued Marriott Bonvoy™ member, exclusive savings of 35% and 5,000 Hertz bonus points. Prepare to hit the road in style.</i></div>	<div>GET GOING <i>Marriott Bonvoy™ offers up to 35% off and 5,000 points with Hertz.</i></div>
<div>The road to inspiration and more rewards begins with the Marriott Bonvoy™ loyalty program.</div>	<div>Earn more rewards when you travel with Marriott Bonvoy™.</div>
<div>DIBS ON DEALS <i>Take advantage of special rates up to 20% on the weekend so you can start on that bucket-list.</i></div>	<div>WHERE TO? <i>Save up to 20% on weekend stays through December 31, 2018.</i></div>

HERO HEADLINES

Above-the-line ad:

DO IT ALL

Brand video:

GO MORE

Partnership announcement:

TAKE OFF

Moments hero banner:

LIVE IT UP

Upgrade key packet:

ACCESS GRANTED

HEADLINES WITH SUBHEADS

Enrollment:

GO FURTHER

Earn rewards when you join today.

Credentials brochure:

OPEN DOORS

Your guide to elite status.

Airline:

GO HIGHER

Convert your points to airline miles.

Car rental:

GET GOING

Save up to 35% and earn 5,000 points when you rent a car with Hertz.

Business travel:

TRIPLE UP

Earn up to 3X points on business travel with Marriott Bonvoy™.

Partnerships:

SCORE MORE

Get VIP access to the biggest games in the NFL.

STAND-ALONE SUBHEADS

Rental car partnership:

Hit the road with Hertz to save up to 35% on your car rental and earn 2,000 bonus points.

Special offer:

Save up to 20% off weekend stays through December 31, 2018.

Promotion:

Get your fifth night free when you use your points. Stay longer for less.

Business travel:

Capture up to 3X points on business travel with Marriott Bonvoy™.

COMMON TERMS

How to use program-specific terms.

Use the trademark symbol for the first mention of Marriott Bonvoy in body copy. If it’s not in body copy but in a headline or subhead, add the trademark to the first mention. If you have trademark questions, please check with the Marriott International legal team.

ELITE STATUS:

First mention: Marriott Bonvoy [Status] Elite

Subsequent mentions: [Status] Elite

When listing more than one Elite status: Marriott Bonvoy [Status] Elite, [Status] Elite and [Status] Elite.

	Term	Notes
PROGRAM	Marriott Bonvoy™	The ™ can be removed on subsequent mentions within the same communication.
STATUS	status	
	Elite status	“Status” must be capped only when “Elite Status” appears in terms and conditions copy.
	Lifetime Elite status	“Status” must be capped only when “Lifetime Elite Status” appears in terms and conditions copy.
	Marriott Bonvoy Elite	Can shorten to “Elite” in subsequent mentions within the same communication.
	Marriott Bonvoy member	“member” in subsequent mentions within the same communication.
	Marriott Bonvoy Silver Elite	“Silver Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Gold Elite	“Gold Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Platinum Elite	“Platinum Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Titanium Elite	“Titanium Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Ambassador Elite	“Ambassador Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Lifetime Silver Elite	“Lifetime Silver Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Lifetime Gold Elite	“Lifetime Gold Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Lifetime Platinum Elite	“Lifetime Platinum Elite” when used in subsequent mentions within the same communication.
	Marriott Bonvoy Lifetime Titanium Elite	“Lifetime Titanium Elite” when used in subsequent mentions within the same communication.
CURRENCY	Cobalt	Cobalt is an unpublished status, not to be communicated in marketing materials.
CURRENCY	points	Use “points” in all Marriott Bonvoy communications. For partner offers in which both partners use points as currency, use “Marriott Bonvoy points” for clarity.
	Cash + Points	
SUBPROGRAMS	Air + Car	
	Marriott Bonvoy™ Moments	“Marriott Bonvoy Moments” or “Moments” when used in subsequent mentions within the same communication
	Marriott Bonvoy™ Events	
	Westin Vacation Club Owner/ Sheraton Vacation Club Owner	
MOBILE		
	Mobile Key	
	Mobile Check-In	
MOBILE		
	Mobile Guest Services	

COMMON TERMS

continued

	<i>Term</i>	<i>Notes</i>
BENEFITS	2 p.m. Late Checkout	
	4 p.m. Late Checkout	
	48-Hour Guarantee	
	Ambassador	
	Ambassador Service	
	Annual Choice Benefit	
	Best Rate Guarantee	
	Club Lounge	
	earn points, earn miles	“Points” and “Miles” are always capitalized within the terms and conditions.
	Elite Night Credit	
	Elite Welcome Gift	
	Enhanced Room Upgrade	
	Free Night Award	
	Free Night Certificate	
	Guaranteed Room Type	
	Instant Redemption	
	internet	
	lifetime nights	
	Loyalty Champion	
	member benefits	
	Member Rates	
	PointSavers™	
	preferential rate	
	Priority Late Checkout	
	qualifying charges	Capitalize in the terms and conditions.
	qualifying nights	Capitalize in the terms and conditions.
	Suite Night Awards™	
	Ultimate Reservation Guarantee	
	Wi-Fi	
	Your24™	

	<i>Term</i>	<i>Notes</i>
ACCOUNT	member number	In body copy, use “Marriott Bonvoy member number” on first mention and “member number” in subsequent mentions within the same communication.
	account	Capitalize in the terms and conditions.
	account activity	
	Account Overview	
	member account	Capitalize in the terms and conditions.
	Member Support	
	My Account	
	My Earned Awards	
	My Trips	
	online account	
	profile	Capitalize in the terms and conditions.
	Saved Hotels	
PROMOTIONS	Bonus Miles	
	MegaBonus®	
	Member Exclusive Offer	
	Member Rates	
	participating brands	Capitalize in the terms and conditions.
	participating properties	Capitalize in the terms and conditions.
	Reward A Friend	

*When referring to a member’s personal Ambassador, use an upper case “A” (e.g., Your Ambassador is your personal point of contact). When referring to Ambassador Service as a benefit, use upper case “A” and “S” (i.e., Make the most of your Ambassador Service).

COMMON TERMS

continued

	<i>Term</i>	<i>Notes</i>
PARTNERS Always follow our partners' guidelines for referring to their statuses, products, currency, etc.	Eastern Explorer Rewards™	
	Hertz Elevated Status	
	RewardsPlus	
	Your World Rewards™	
FPO PARTNERS Cobrand	Marriott Bonvoy Brilliant™ American Express® Card	
	Marriott Bonvoy Business™ American Express® Card	
	Marriott Bonvoy™ American Express® Card	
	Marriott Bonvoy Boundless™ Credit Card from Chase	
	Marriott Bonvoy™ Premier Credit Card from Chase	
	Marriott Bonvoy™ Premier Plus Business Credit Card from Chase	
	Marriott Bonvoy™ Credit Card from Chase	
	Marriott Bonvoy Business™ Credit Card from Chase	
	The Ritz-Carlton™ Credit Card from JPMorgan	
	Marriott Bonvoy™ American Express®* Card	
	Translated: Carte Marriott Bonvoy ^{MC} American Express ^{MD}	
	"Marriott Bonvoy™ Business American Express®* Card	
	Carte Marriott Bonvoy entreprise ^{MC} American Express ^{MD}	
	Marriott Bonvoy™ American Express Card	
	Marriott Bonvoy™ Credit Card from Mastercard	
	Marriott Bonvoy™ American Express Card	
	Marriott Bonvoy™ Emirates NBD World® Mastercard	

	<i>Term</i>	<i>Notes</i>
APPS	Marriott Bonvoy™ App	Initial cap “App” in mentions of the complete app name.
	mobile app	Always capitalize in the terms and conditions.
	Terms to come from legal — TBD	
HASHTAGS	#marriottbonvoy	
	#mbonvoyamex	
	#mbonvoychase	
LEGAL DISCLOSURE Copyright disclosure to be included on all Marriott Bonvoy marketing communications.	<i>Primary use</i>	<i>For use with limited space</i>
	©2019 Marriott International, Inc. All Rights Reserved. All names, marks and logos are the trademarks of Marriott International, Inc., or its affiliates, unless otherwise noted.	©2019 Marriott International, Inc. All Rights Reserved.
URLS URLS should always be written in all lowercase letters. Do not use a mix of lower and uppercase letters.	<i>Language</i>	<i>URL</i>
	English	marriottbonvoy.com
	German	marriottbonvoy.com/de
	French	marriottbonvoy.com/fr
	Spanish	marriottbonvoy.com/es
	Italian	marriottbonvoy.com/it
	Portuguese (Brazil)	marriottbonvoy.com/pt
	Chinese (Simplified)	marriottbonvoy.com/cn
	Japanese	marriottbonvoy.com/jp
	Arabic	marriottbonvoy.com/ar
	Russian	marriottbonvoy.com/ru

SUPPORTED LANGUAGES

Don’t translate “Marriott Bonvoy” — except in Simplified Chinese.

Don’t translate Elite tier names — except in Simplified Chinese, Korean, Japanese and Arabic.

<i>Language</i>	<i>In-hotel</i>	<i>Email</i>	<i>marriottbonvoy.com</i>	<i>L&D</i>
ARABIC	●	● (limited)	●	●
CHINESE	● (Simplified)	●	●	● (Simplified)
DUTCH			(pending funding)	
ENGLISH (US)	●	●	●	●
ENGLISH (BRITISH)	●	●	●	
FRENCH	●	●	●	● (Standard)
FRENCH CANADIAN	●	●	●	
GERMAN	●	●	●	●
INDONESIAN			(pending funding)	
ITALIAN	●	●	●	
KOREAN			●	
POLISH			(pending funding)	
PORTUGUESE (EURO)	●	●	●	
PORTUGUESE (CALA)	●		●	● (Brazil)
JAPANESE	●	●	●	●
RUSSIAN	●	● (limited)	●	
SPANISH (UNIVERSAL)		●		●
SPANISH (EURO)	●		●	
SPANISH (CALA)	●		●	
THAI			(pending funding)	
TURKISH			(pending funding)	

PHOTOGRAPHY

Section 5.0



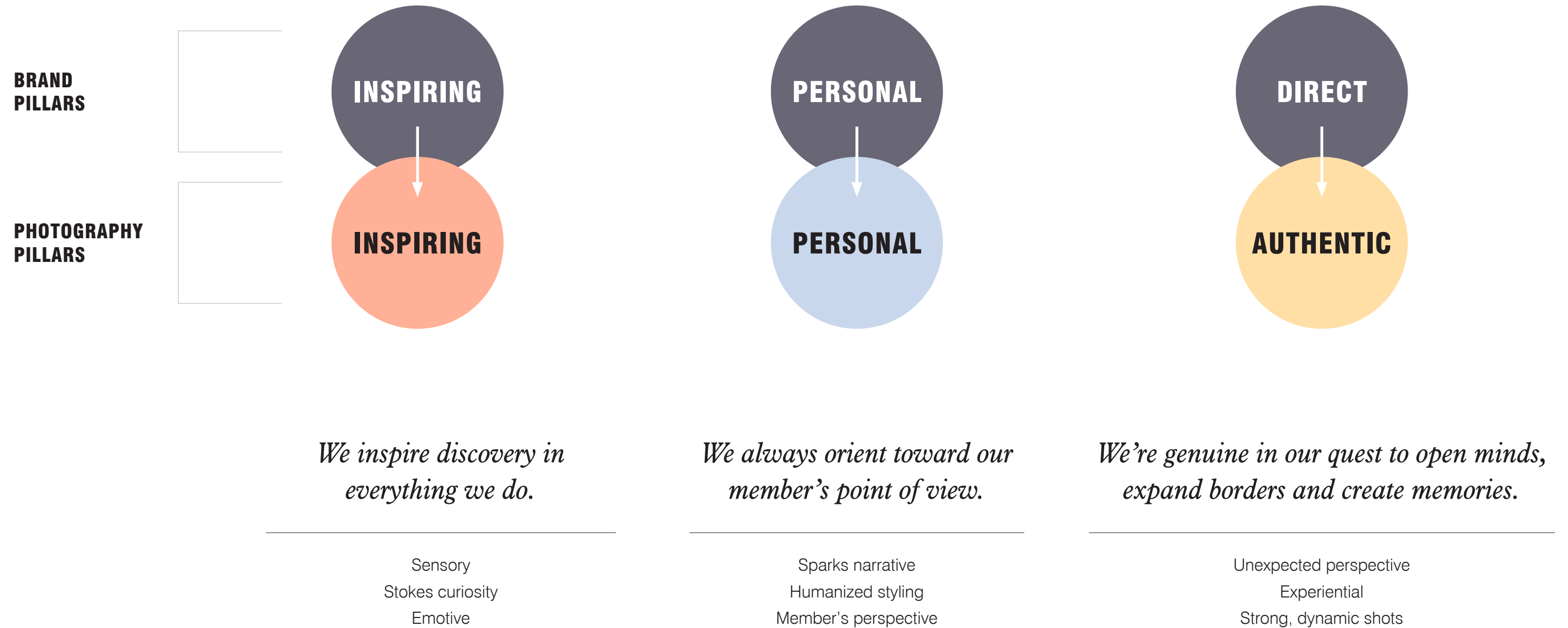
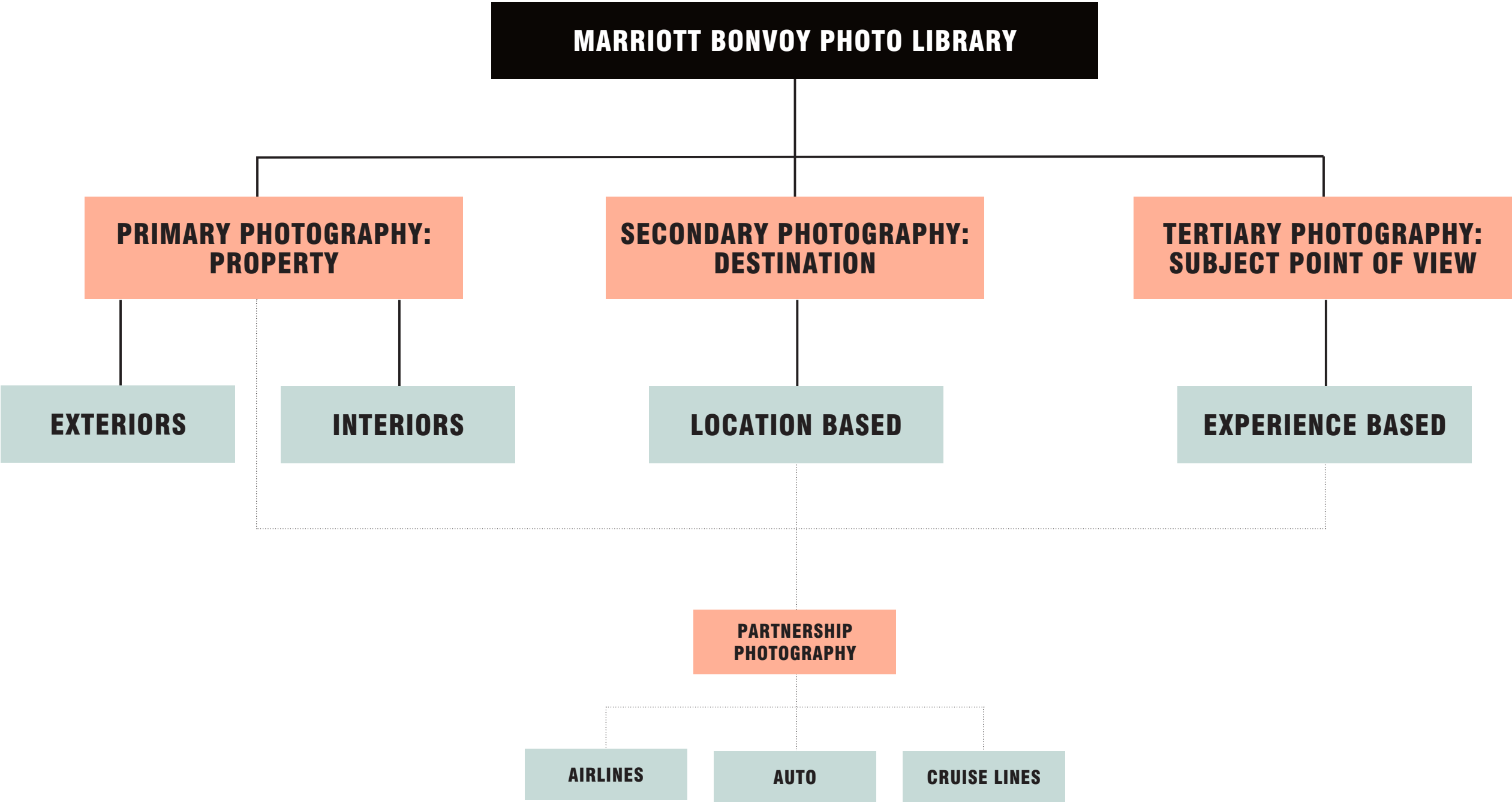


PHOTO-STRATEGY LANDSCAPE



PRIMARY PHOTOGRAPHY

Property

Property photography is intended to capture the best attributes of the property and the essence of the location, as seen through the eyes of the traveler. These shots do not include people, but do include humanistic styling element(s) for added warmth and a sense of narrative.

PROPERTY AS HERO

Shots should capture a property’s best attributes while telling the story of the location, e.g., beachfront views or interiors with floor-to-ceiling city views.

MEMBER’S POINT OF VIEW

Camera angles should be from the member’s viewpoint, e.g., shot from inside the guest room looking out beyond the property to take in the location.

NATURAL LIGHTING

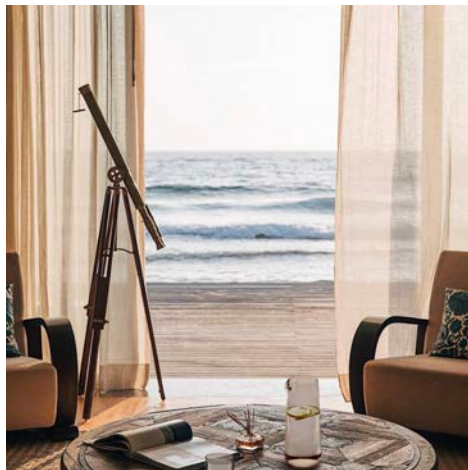
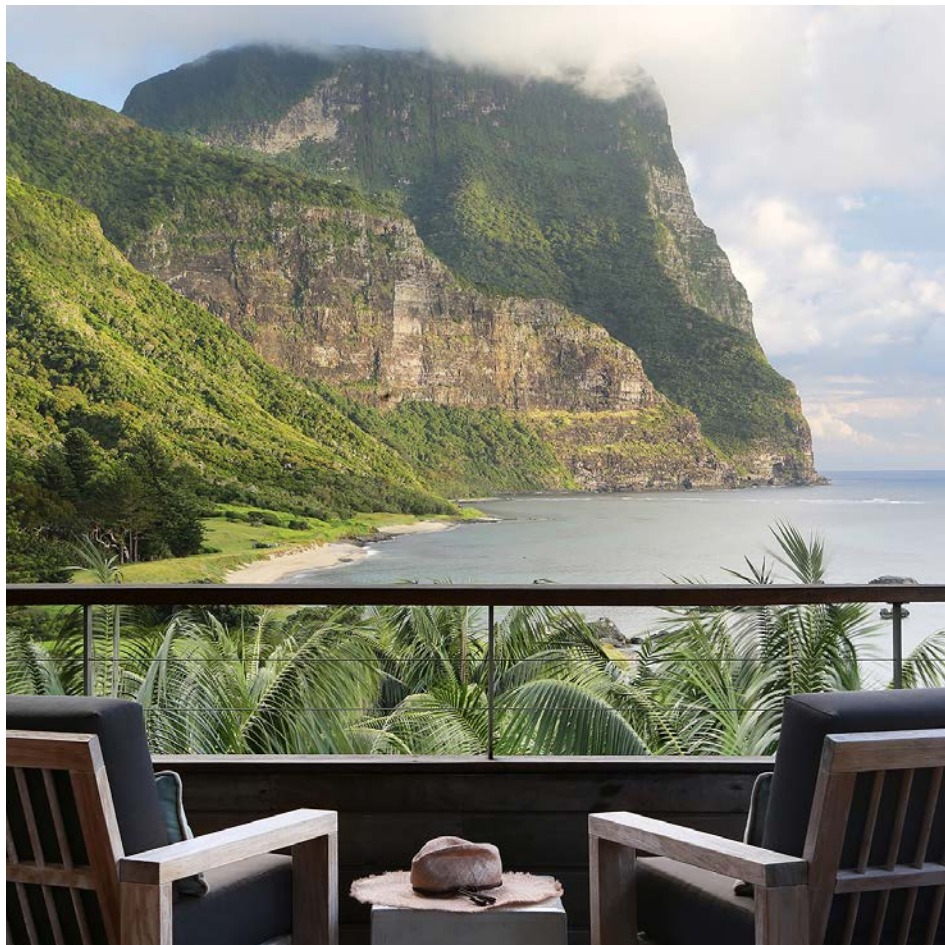
Natural lighting during the day and soft lighting at night always accentuate the property or location.

NO PEOPLE

People should not be featured in these shots. The property should be the hero.

“LIVED-IN” STYLING

The styling or props should make the image feel like someone stepped out of frame to take a photo of the space they were enjoying moments ago. The humanizing elements should make the space appear “lived in” rather than perfect or pristine, e.g., a pool chair with towel and beach bag.



EXTERIOR

INTERIOR

Note: The images shown here have not been purchased and are for demonstration purposes only; the are not for use in public-facing materials.

SECONDARY PHOTOGRAPHY

Destination

The destination becomes the hero through compelling, poetic shots of the landscape. Shots generally feature wider views that dial up the drama through lighting or capture the visual dynamics of the location.

People can be included in these shots, but the focus should still be on the destination.

POETIC LANDSCAPES

Shots should feature location shots that communicate the beauty and visual drama of a destination. e.g., sweeping sunsets, crashing waves, glittering skylines, etc.

UNIQUE INTERPRETATION

Each shot should offer a unique perspective on a destination or landmark by capturing the unexpected. Whether it's adding cues from nature (e.g., birds in flight) or capturing the shot from a surprising angle, the image should represent a fresh view of a previously ordinary image.

HUMAN RATIO

While still highlighting the destination, these shots can include humans. Work with a ratio of 95% destination or location to 5% person having an experience. People in the shot should be small figures in a landscape, so faces are unrecognizable.

NATURAL LIGHT

Natural lighting, regardless of what time of day, adds another level of authenticity and realness for viewers.



DESTINATION (WITHOUT PEOPLE)

DESTINATION (WITH PEOPLE)

Note: The images shown here have not been purchased and are for demonstration purposes only; they are not for use in public-facing materials.

TERTIARY PHOTOGRAPHY

Subject point of view

Whether it is taking a cooking class in Positano, Italy, or unlocking a guest room door, all tertiary shots are captured in the moment from the member’s point of view to instantly place the viewer in the experience.

These shots only show hands in action or the individual from behind. Faces are never shown in detail, which allows viewers to create their own narrative and easily imagine themselves in the situation.

INTIMATE PERSPECTIVE

Shots should be closeup, active and from the member’s viewpoint. Viewers should feel as if they’re in the experience.

HANDS ON

Shots should appear as if the person traveling has captured the shot, mimicking the traveler’s intimate point of view. For instance, only showing an individual’s hands or the backs of their heads as if photographed by the person traveling with them.

NO FACES

Shots where more of the human form is required should be shot from behind. No faces should ever be recognizable.

CUES OF AUTHENTICITY

Shots should feel in the moment and capture the sensory details of an experience that make it instantly relatable. e.g., hair ruffled by a breeze, floury hands in a pasta-making class, beads of water on a piece of fresh-picked fruit, etc.



Note: The images shown here have not been purchased and are for demonstration purposes only; they are not for use in public-facing materials.

PARTNER PHOTOGRAPHY

Airlines, car rentals, cruise lines, etc.

Each shot should include a location or destination that inspires travel captured from the viewpoint of the member.

INTIMATE PERSPECTIVE LOCATION

Included in each shot is a location or destination that inspires travel.

MEMBER’S POINT OF VIEW










Camera angles should be from the member’s viewpoint, e.g., a shot from inside a guest room looking out beyond the property to take in the location.

NATURAL LIGHTING

Natural lighting during the day and soft lighting at night always accentuate the property or location.

“LIVED-IN” STYLING (when applicable)

The styling and props should make the image feel like someone stepped out of frame to take a photo of the space they were enjoying moments ago. The humanizing elements should make the space appear lived in rather than perfect or pristine, e.g., a pool chair with towel and beach bag.

	Aspirational	Okay	Last resort
AIRLINES			
CAR RENTAL			
CRUISE LINES			

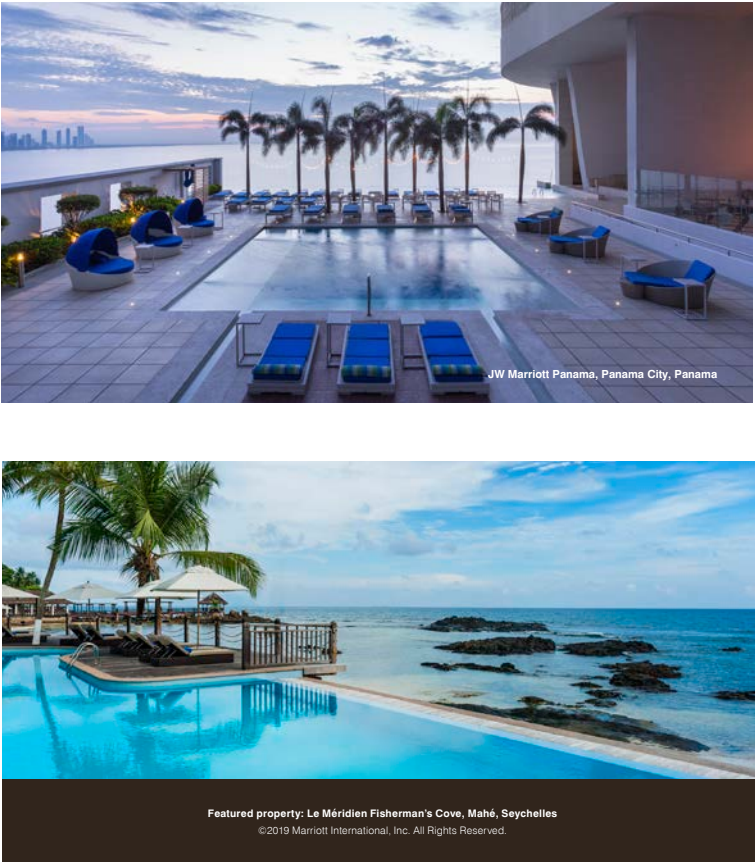
Note: The images shown here have not been purchased and are for demonstration purposes only; the are not for use in public-facing materials.

CAPTIONING AND ADA COMPLIANCE

In print materials, all property images must be captioned. The caption can be placed on or near the image. See page 31 for more information about fonts for captions in print materials.

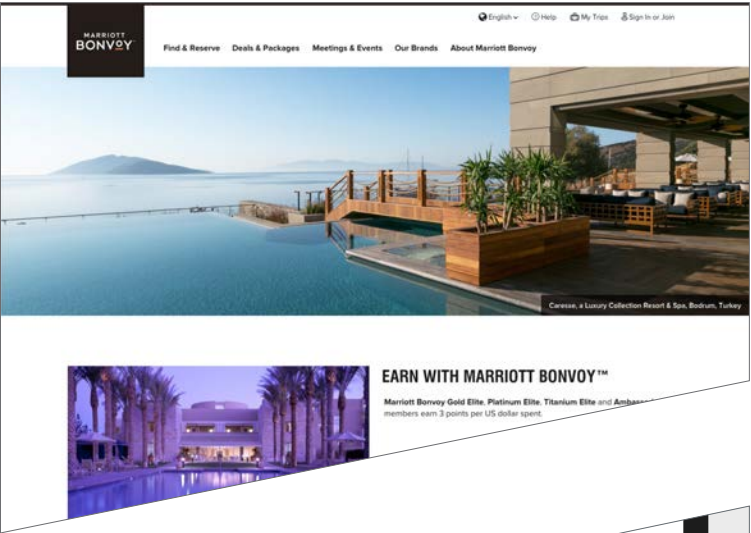
On websites, hero property images must be captioned. If the caption is placed over the image, use a color box (80% #1C1C1C) with white text for ADA compliance. Email hero images must be captioned above the footer. Secondary images for websites or emails don't need to be captioned unless usage rights require it. See page 32 for guidance on font use in digital placements.

PRINT CAPTIONS

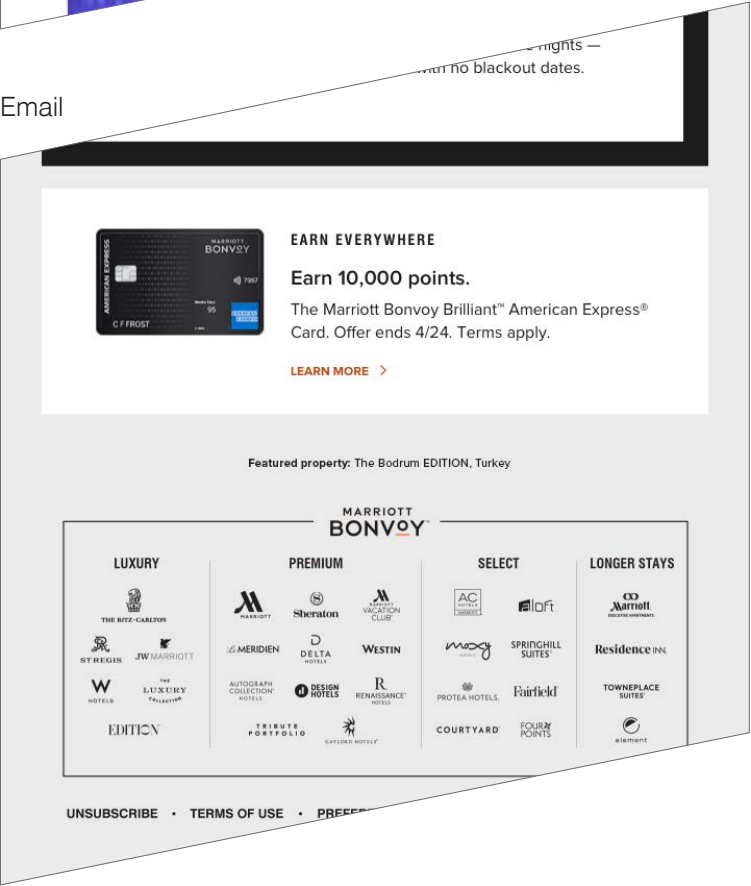


DIGITAL CAPTIONS

Website



Email



CREATIVE EXAMPLES

Section 6



EVENT ACTIVATIONS

Design graphics and giveaways for event activation to align with the Marriott Bonvoy value proposition:

PROVIDE ACCESS:

Members get exclusive access to unforgettable experiences.

OFFER RECOGNITION:

Members are recognized and rewarded more ways than ever.

FACILITATE CONNECTION:

Members can connect with the people, experiences and places they love worldwide.

Design considerations:

Use brand elements (logo, connector, patterns, etc.) in the graphics, but also leverage hotel and destination photography to reinforce the value proposition.

A photo paired with a bold headline is a great way to convey a powerful message quickly.

Don't use patterns and the connector — select one or the other.

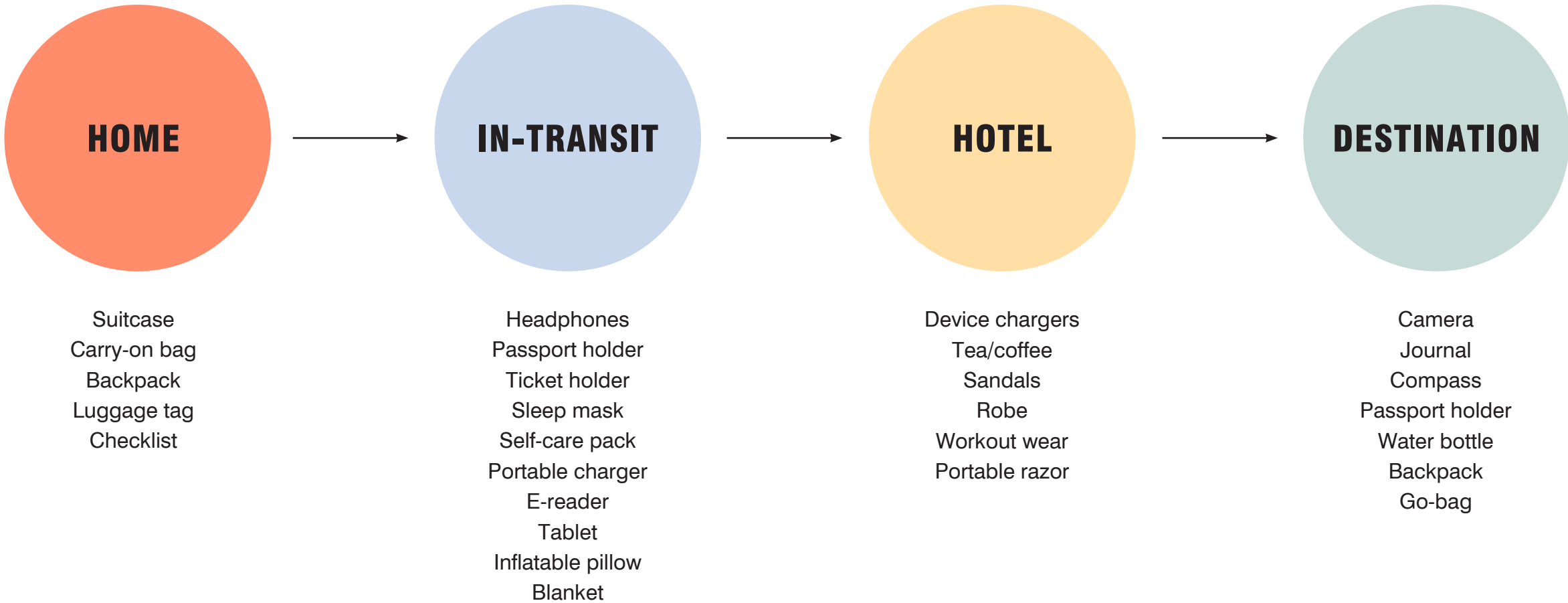
Only use hero headlines: powerful, short and easy to read.



MERCHANDISE

Gifts and customization should be developed with consideration of what type of merchandise is selected, how branding is applied and how the merchandise is presented.

Selection of merchandise should reflect the brand’s pillars (Inspiring, Personal and Direct) and ambition to modernize the perception of our program. The focus should be on travel and what a traveler might need on their journey.



APPLYING THE BRAND

As the order volume of the product decreases, the prominence of the logo decreases.

It is important to make sure the logo placement does not feel forced and fits with the form and function of the product.



High-volume

The logo can be applied in a prominent way for a high-volume product, such as a water bottle. The Marriott Bonvoy wordmark was used because it fit the shape of the water bottle best.



Medium-volume

For medium-volume products, the scale of the logo should be minimal but still apparent. Because this product is fabric, the logo is treated as a tag.



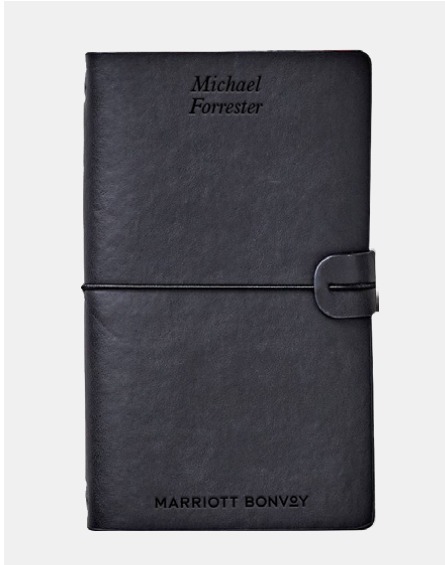
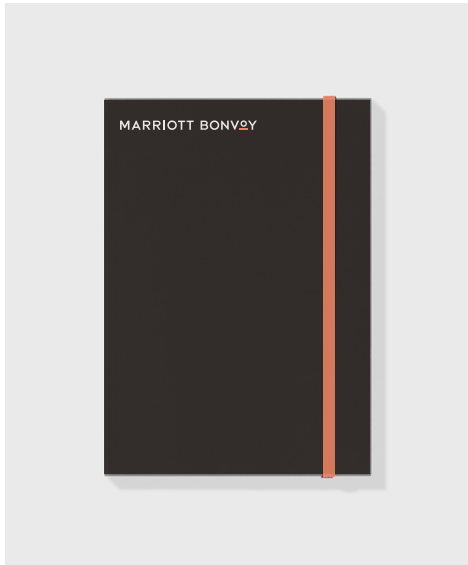
Low-volume

In the application of the logo on a low-volume product, the logo should have low prominence. In this case, the best placement of the logo is on a tag inside of the bag.

APPLYING THE BRAND

continued

Color, pattern and typography can be used to create brand recognition without always showing a logo. Generally these brand elements should be used as an accent, but depending on the product they could be applied fully.



CONTACTS

Section 7



CONTACTS

For questions and reviews, refer to creative inbox.

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