



MARRIOTT
BONVOY™



2019 HOLIDAY STYLE GUIDE

“Give the Gift” Campaign

○ **TABLE OF CONTENTS**

P3 OVERVIEW

P4 WEEK 1: GIVE THE GIFT OF TIME

P5 WEEK 2: GIVE THE GIFT OF GEAR

P6 WEEK 3: GIVE THE GIFT OF TRAVEL

P7 WEEK 4: GIVE THE GIFT OF POINTS

P8 CREATIVE EXECUTION

P9 COLOR AND TYPOGRAPHY

P10 PATTERN, BANNER, DESIGN ELEMENTS

P11 PHOTOGRAPHY GUIDE

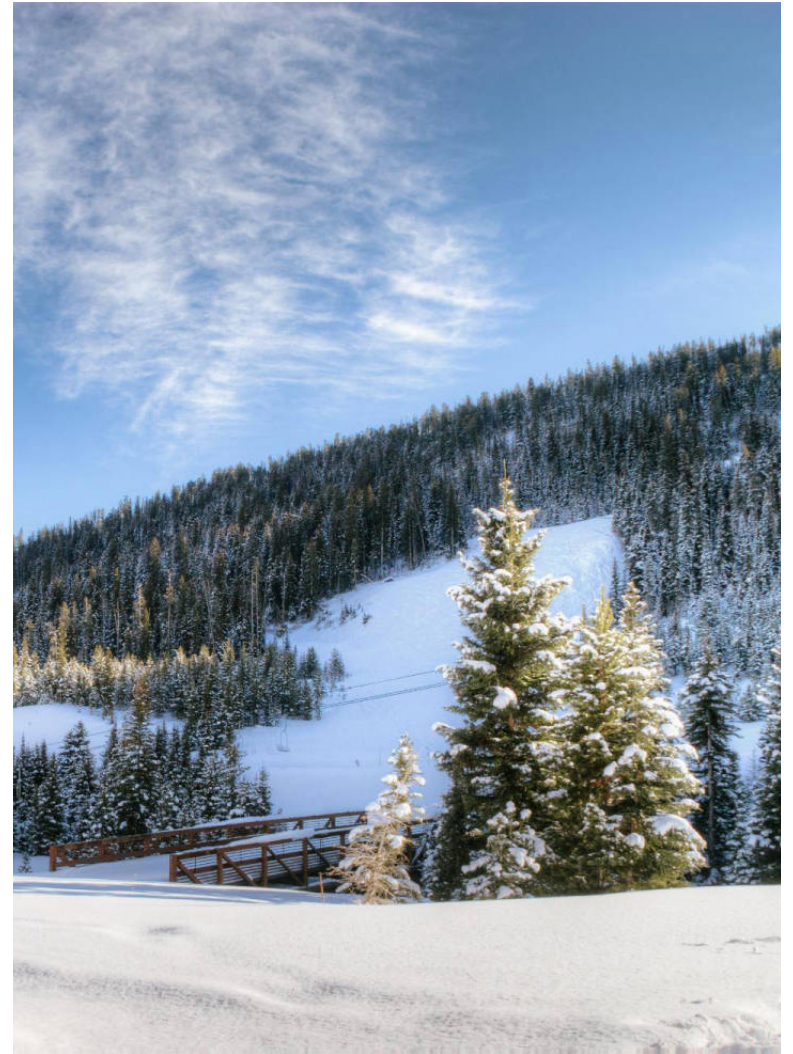
P12 THANK YOU/CONTACT INFO

OVERVIEW

Give the Gift Campaign

The idea behind the “Give the Gift” concept is to thank our members with offers and ideas that encourage travel and togetherness during the holiday season. It incorporates both our appreciation for our members as well as providing ways for them to show appreciation for those that they love during this season.

This guide includes the main elements of the “Give the Gift” campaign including colors, fonts, use of the banner and other style elements, along with photography and copy points.



◦ WEEK 1: GIVE THE GIFT OF TIME

The focus of this week is to offer savings on extended travel and memory-making experiences that encourage more time with your family and loved ones.

Offers: HVMI, Gaylord ICE, Americas Extended Stay, Cruises Only, Moments, Tours & Activities

Theme Headlines:

- GIVE THE GIFT OF TIME
- A TIME FOR WONDER
- MAKE TIME FOR MOMENTS
- MORE TIME TOGETHER



◦ WEEK 2: GIVE THE GIFT OF GEAR

The focus of this week is to offer gift ideas and gear for the travel-lover in your life.

Offers: MBV Boutiques, Maritz, Gift Cards, Cyber Week

Theme Headlines:

- GIVE THE GIFT OF GEAR
- GEAR UP FOR THE HOLIDAYS
- GIVE GEAR, GET GEAR
- GET YOUR HOLIDAYS IN GEAR



◦ WEEK 3: GIVE THE GIFT OF TRAVEL

The focus of this week is to offer savings and specials on everything you need for your holiday travel including hotels, airfare and car rentals.

Offers: Americas, Global Promo, Courtyard 2K, Air & Car, Americas Resort, Americas Luxury Suites

Theme Headlines:

- GIVE THE GIFT OF TRAVEL
- 'TIS THE SEASON FOR TRAVEL
- TIME TO TRAVEL
- LEVEL-UP YOUR HOLIDAY TRAVEL



◦ WEEK 4: GIVE THE GIFT OF POINTS

The focus of this week is all about the points - how to give, earn and redeem them.

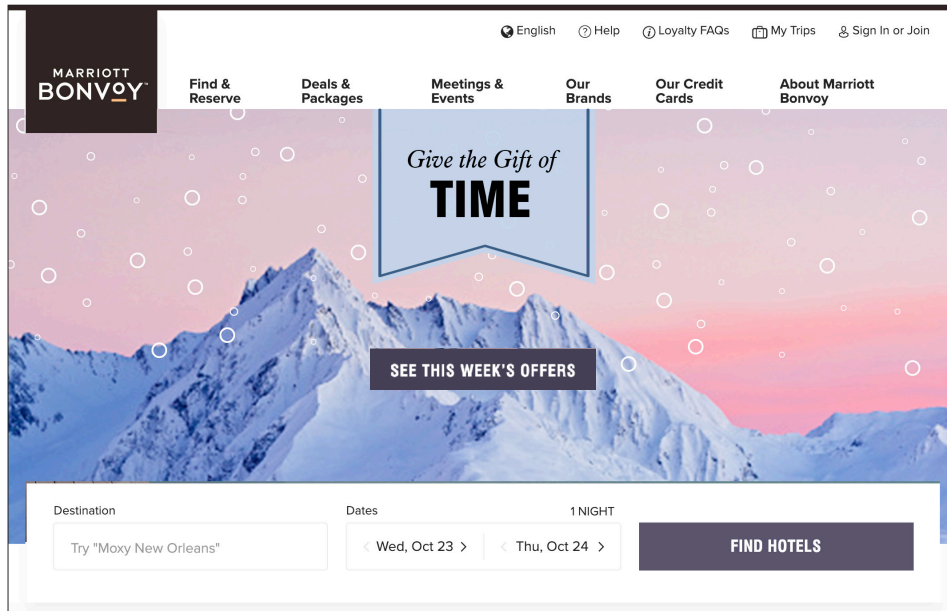
Offers: Points.com, Share Points, Reward a Friend, Donate Points

Theme Headlines:

- GIVE THE GIFT OF POINTS
- GIVE POINTS, GET POINTS
- GIVE POINTS FOR A PURPOSE
- POINTS MAKE GREAT PRESENTS



CREATIVE EXECUTION



Website Mockup



Email Mockup

COLOR AND TYPOGRAPHY

Primary Colors:

Light Blue
#C2D8F0
RGB: 194 - 216 - 240

White
#FFFFFF
RGB: 255 - 255 - 255

White
#000000
RGB: 0 - 0 - 0

Accent Colors:

Dark Blue
#255527F
RGB: 37 - 82 - 127

Dark Orange
#AB5226
RGB: 171 - 82 - 38

Fonts:

Aldine721 BT Italic

Swiss721 BT Black Condensed

Proima Nova Regular

○ PATTERN, BANNER, DESIGN ELEMENTS

Circles should be used as an accent and should loop if possible. The dots should be used over an image and give subtle animation that works well with the image.



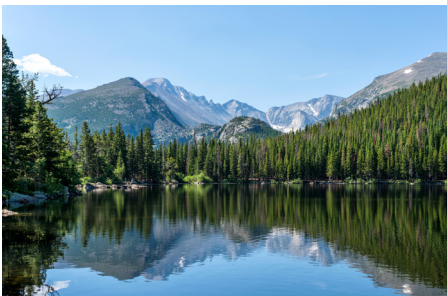
Banner should be used at the top of each design and remain blue



The Connector should be used with the section headlines



○ PHOTOGRAPHY GUIDE



MARRIOTT
BONVOY[™]

○ **THANK YOU**

