



MARRIOTT REWARDS® YAH BRAND OVERVIEW

May 2018

A scenic view of a vineyard with a winding path and a couple on a scooter. The image shows a lush green vineyard with rows of grapevines. A paved path winds through the vineyard, and a couple is riding a scooter on the path. The background features a body of water and a distant town under a hazy sky. A large, semi-transparent blue 'C' logo is overlaid on the image.

Section 1: **OVERVIEW**

Marriott
REWARDS.
.....

ORIGIN OF OUR BRAND PROMISE

PORTFOLIO PROPOSITION: LANDOR

**MARRIOTT ENABLES PERSONAL FULFILLMENT
THROUGH TRAVEL.**



COMMUNICATION PLATFORM: GREY

**YOU ARE HERE—MARRIOTT HELPS YOU BE
IN THE MOMENT WHEREVER YOU GO.**



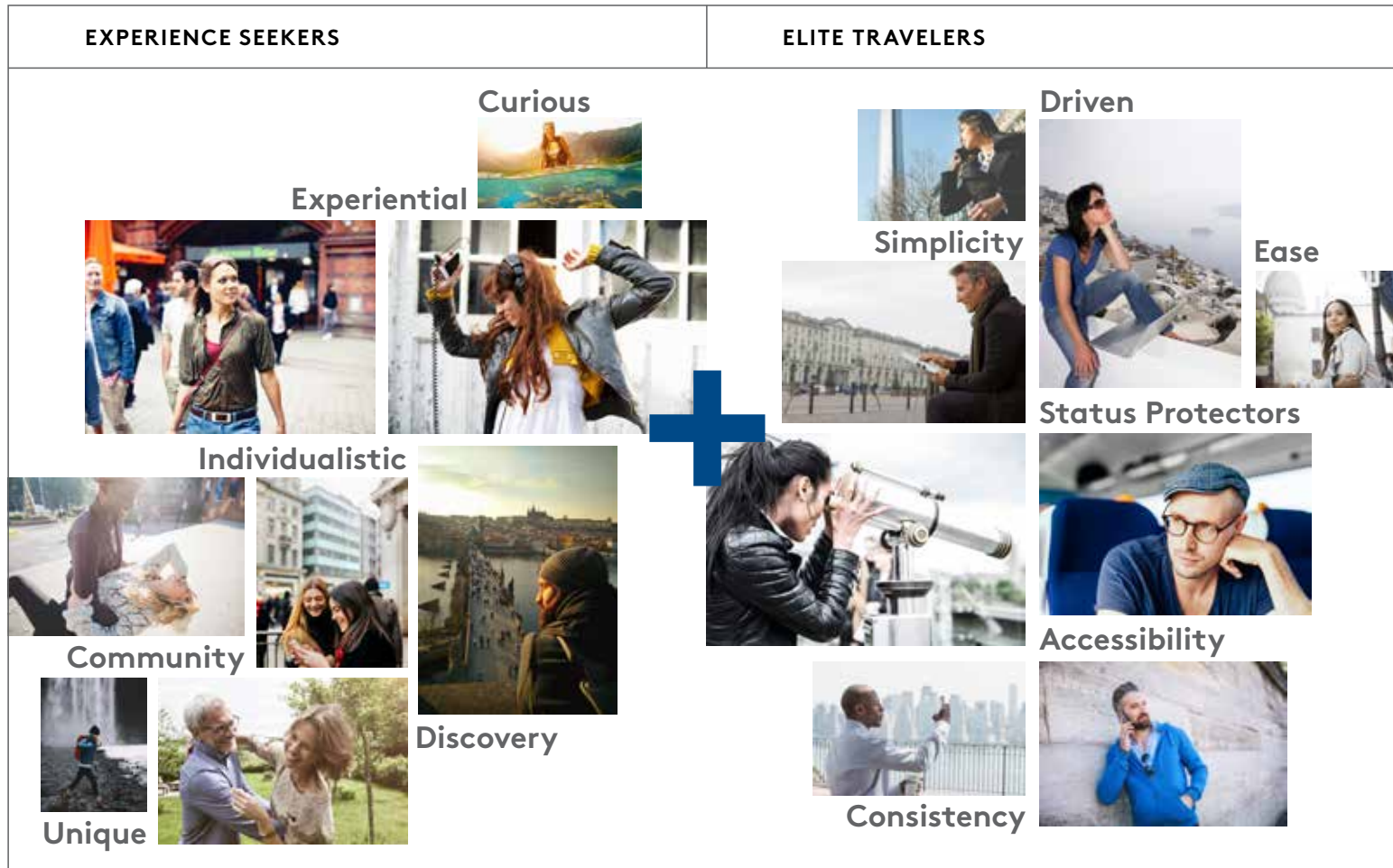
LOYALTY BRAND PROMISE: TLG

**MARRIOTT REWARDS OFFERS BENEFITS AND EXPERIENCES
THAT MAKE EVERY MOMENT MORE REWARDING.**

1: OVERVIEW

THE AUDIENCE

MEET THE NEXTGEN EXPERIENCE SEEKERS AND ELITE TRAVELERS.





Section 2:

THE BRAND VOICE

Marriott
REWARDS[®]
.....

BREVITY IS YOUR FRIEND

SAY MORE WITH LESS.

Get to the Point

Members are busy. Use the fewest words to say the most.

Stay Active

Use energetic, active language that has immediacy. Don't use passive language.

Be Clear

Make sure readers have all the details to understand the message. Don't sacrifice clarity for brevity.

Keep it Conversational

Don't get too formal or stiff. Write the way you might talk to a new friend and always read it back to yourself.

Say it in Hi-Def

Evoke vivid details to bring the best of travel to life. Set the scene and inspire when possible.

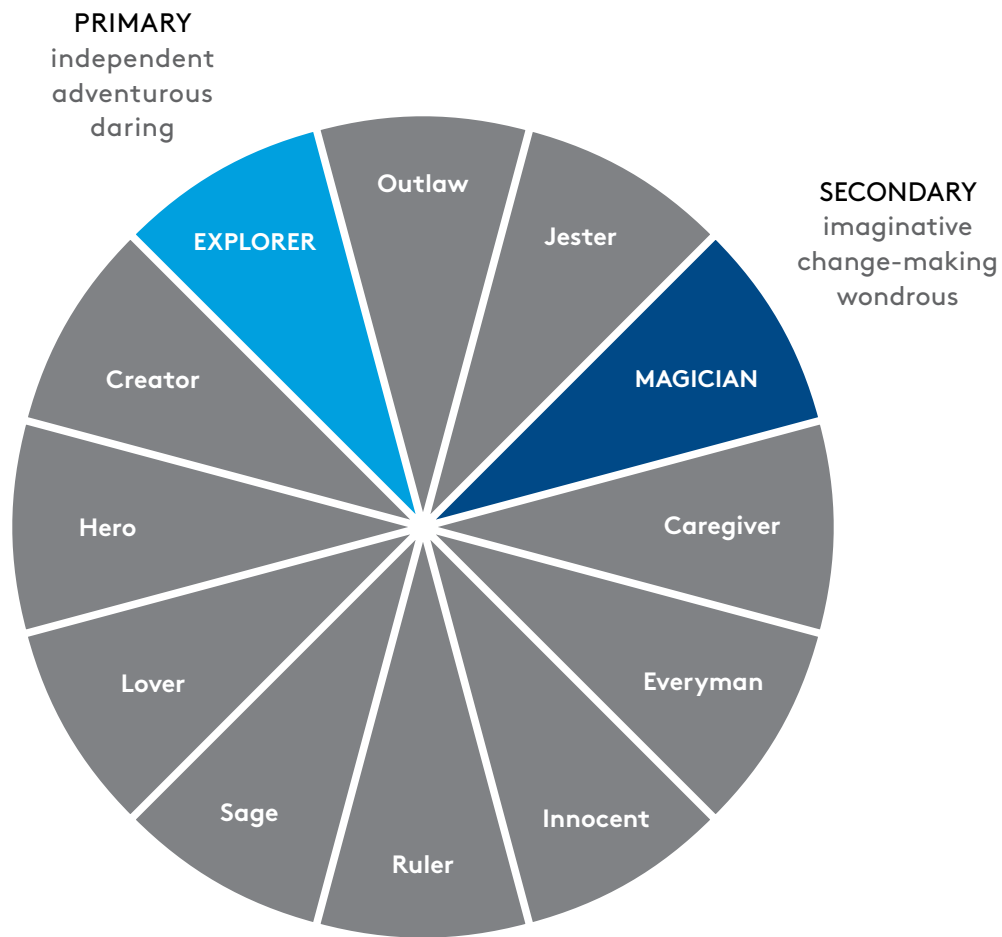
Don't Repeat Yourself

Don't repeat yourself. Don't repeat yourself.

MARRIOTT REWARDS VOICE DEFINED



MARRIOTT REWARDS VOICE DEFINED (CONT.)



IT'S NOT JUST A LABEL, IT'S A MINDSET

THE EXPLORER-MAGICIAN:

Seeks a better self and a better world. It's all out there — now is the time to explore, discover and experience every moment.

Achieves fulfillment through new and exciting experiences. Think cooking class with a celebrity chef, bike tour through Brussels or date night in Dubai.

Is transformed by travel. People, places and stories make up the core of the Explorer-Magician, who grows with each new experience.

Acts as an adventurous, interesting and friendly guide. The ultimate reward is having an unforgettable story to share.

THE MARRIOTT REWARDS EXPLORER-MAGICIAN

COPY FEATURES:

Focused on member experience.

Evocative, bright and inspiring.

Warm but never long-winded.

BROUGHT TO LIFE IN ACTION WORDS

THE EXPLORER

Adventure / Peak

Discover / Stoke / Attain

Move / Aspire / Find / Trek

Surprise / Lead

IDEAS AND PHRASES

Lead the way.

Take off.

Get there.



THE MAGICIAN

Dream / Reveal

Influence / Experience / Delight

Unlock / Advance / Inspire

Amaze / Embrace / Believe

IDEAS AND PHRASES

Live in the now.

Travel, transformed.

Right here, right now.

2: THE BRAND VOICE

COPY EXAMPLES

SHORT COPY EXAMPLES.

	OLD VOICE	NEW VOICE
OVERALL Marriott.com	YOUR TRAVEL MOMENTS START NOW.	FIND YOUR SCENIC ROUTE.
ENROLLMENT Marriott.com/marriottrewards	REWARDS ARE WAITING FOR YOU.	DISCOVER MORE REWARDS EVERYWHERE YOU GO.
EXPERIENCES MARKETPLACE experiencesmarketplace.com	PURSUE YOUR PASSIONS.	DON'T LIVE A LITTLE. LIVE A LOT.
REDEMPTION OPTIONS Marriott.com	STAY AND PLAY AT OUR HOTELS. Swap points for free nights, room upgrades and more. Get in on Rewards at 4,000+ hotels in more than 70 countries.	TURN STAYS INTO GETAWAYS. Experience free nights, room upgrades and more at 6,700+ hotels and resorts across 18 unique brands in 92 countries.
MEGABONUS® Facebook	Traveling this fall? Choose your own MegaBonus offer to earn even more.	Fall getaways ahead. Choose your own adventure—and offer—with MegaBonus and earn up to 50,000 bonus points.
MEGABONUS MegaBonus site	CHOOSING IS REWARDING. EARN UP TO 50,000 POINTS. Earn faster after just two stays. Or go farther with more rewards after more nights. You decide.	CHOICE IS GOOD. 50,000 BONUS POINTS, EVEN BETTER. Adventure is calling—and MegaBonus is the answer. Choose how you earn up to 50,000 bonus points.

2: THE BRAND VOICE

COPY EXAMPLES (CONT.)

LONGER COPY EXAMPLES.

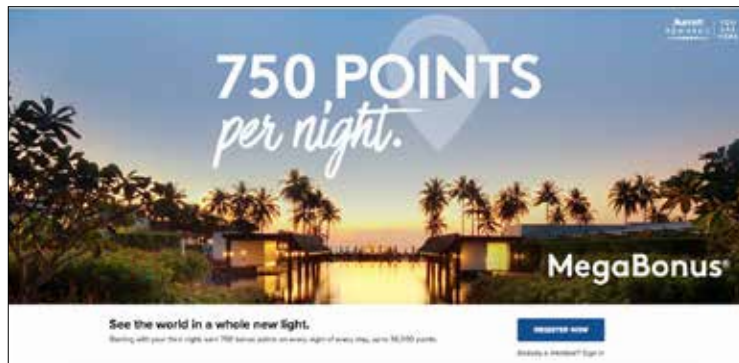
	OLD VOICE	NEW VOICE
ONLINE ACCOUNT FEATURES— from Silver Elite creds brochure	<p>TRY SOMETHING NEW WITH YOUR ONLINE ACCOUNT</p> <p>Next time you sign into your online account, take a moment to save a new dream hotel or try out a new feature. To get ideas for your next visit, see account features Silver Elite members are loving:</p> <ul style="list-style-type: none"> • Account Activity – now including your hotel bills • Stay preferences – high floor, low floor, near an elevator • Promotion Central – so you don’t miss a way to earn • Saved Hotels – book frequent stays; find new dream spots • eFolio – hotel bills delivered by email: so easy • DreamRewards Tracker – watch your vacation get closer 	<p>IT’S THE SIMPLE THINGS: NEW ACCOUNT FEATURES. Make all your Marriott Rewards experiences even better with new online account features, including:</p> <ul style="list-style-type: none"> • Account activity: See hotel bills, past stays and more. • Stay preferences: Choose a high or low floor, pillow type, and more. • Promotion central: Explore bonus offers, all in one spot. • Saved hotels: Play favorites and make a wish list. • eFolio: Get your hotel bill in your inbox—just like that. <p>Explore it all at marriottrewards.com.</p>
MARRIOTT REWARDS MEMBER RATES— from Silver Elite creds brochure	<p>MARRIOTT REWARDS MEMBER RATES</p> <p>As a Marriott Rewards member, you get an exclusive, preferred rate when you book direct on Marriott.com, on the Marriott Mobile app, or through our call centers or select corporate travel professionals. Our new member rate is the latest perk in a series of benefits, like free Wi-Fi and Mobile Check-In, and earns you points at 4,300+ hotels worldwide. See full details on Marriott.com.</p>	<p>MARRIOTT REWARDS MEMBER RATES.</p> <p>The world is at your fingertips. Book directly with Marriott Rewards to get our lowest rates, free Wi-Fi, and so much more at 6,700+ hotels and resorts around the globe.</p> <p>Explore and book at marriottrewards.com.</p>

2: THE BRAND VOICE

THE CHICKEN OR THE EGG

THE BRAND ALWAYS COMES FIRST.

The channel sets the guidelines, the brand voice brings the message to life within the parameters.

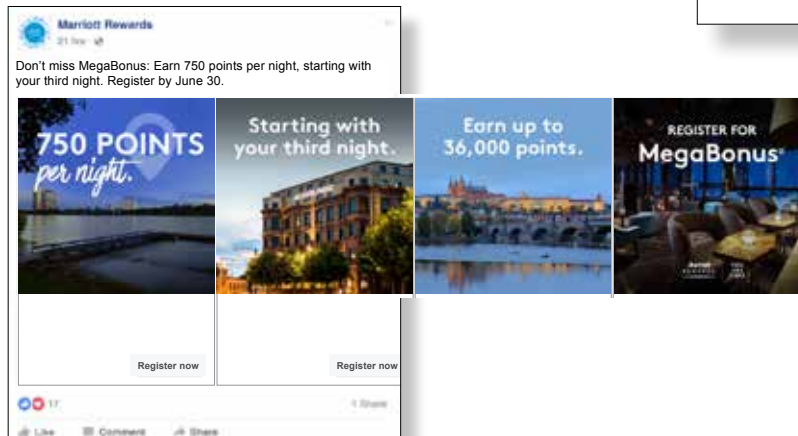


SEE THE WORLD IN A WHOLE NEW LIGHT.

Register now through June 30, 2018 for MegaBonus®. Then from April 16 through July 20, 2018, starting with your third night, you'll earn 750 bonus points on every night of every stay, up to 36,000 points.

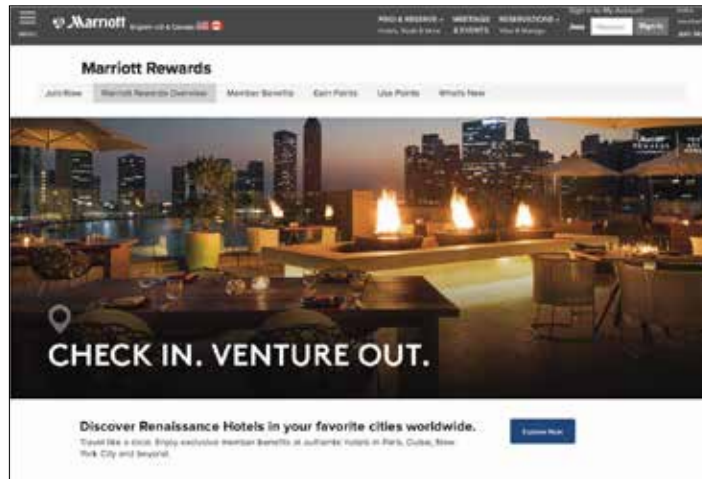
Register by June 30, 2018 at
MarriottRewards.com/MegaBonusNights

©2018 Marriott International, Inc.



2: THE BRAND VOICE

COPY EXAMPLES (CONT.)



2: THE BRAND VOICE

COPY EXAMPLES (CONT.)



YOU'RE GOLDEN.

You take life to the next level—now you have the benefits to match.

YOUR GOLD ELITE BENEFITS* HAVE ARRIVED.

Complimentary upgrades, 25% more points, guaranteed late checkout—and that's only the beginning.

BENEFITS YOU'LL LOVE.	REWARDS ON ONE NIGHT		
	SILVER ELITE	GOLD ELITE	PLATINUM ELITE
Bonus on rewards base points	20%	25%	50%
SPG Elite Status Match	SPG Platinum	SPG Gold	SPG Platinum
Complimentary Hotel® Gold Plus Rewards Status	Hotel Gold	Hotel Gold	Hotel Free Star
Priority late checkout	+	+	+
Free in-room Wi-Fi	+	+	+
Guaranteed Lounge Access/Breakfast	+	+	+
Complimentary room upgrade (upon availability)	+	+	+
Enhanced in-room Wi-Fi	+	+	+
Guaranteed 4 p.m. late checkout**	+	+	+
Complimentary United MileagePlus Premier® Elite Status	+	+	+
Platinum airport gift	+	+	+
48-hour reservation guarantee	+	+	+
Dedicated Platinum reservation line	+	+	+

*Does not include an elite pass, except at resort and convention hotels where it is based on availability. Marriott Rewards Club® (MRC) is excluded. **This benefit only by hotel. Please see Marriott.com/rewards/benefits for full terms and conditions.

ALWAYS AT YOUR SERVICE.

24-Hour Gold Reservations: 800-228-2100
Elite Guest Services: 800-321-7396
For details on benefits visit: MarriottRewards.com/Gold

ELITE BENEFITS. EXCLUSIVE SERVICE. ALL FOR YOU.

«Firstname»-«Lastname»,
Congratulations, you've achieved Marriott Rewards® Platinum Premier Elite status. As an exclusive Platinum Premier Elite member, you now have access to unparalleled services and benefits to make your stays even more exceptional.

Thank you for your incredible loyalty to us. We know you have a choice, and we greatly appreciate you choosing Marriott when you travel. We look forward to hosting you throughout the year and hope you enjoy your Platinum Premier Elite benefits.

As a Marriott Rewards Platinum Premier Elite member, you can link your Marriott Rewards and SPG accounts to enjoy instant Elite status match and even more great benefits. That gives you access to over 5,700 hotels and resorts in more than 110 countries. Two world-class programs—all for you. Just visit Members.Marriott.com to link your accounts.

In all of your journeys, our warmest thanks go with you everywhere you live Elite in 2018.

Sincerely,

David Fluck
Senior Vice President, Loyalty Marketing
Marriott International, Inc.

UPDATE YOUR EMAIL. EXPLORE. GET MORE.

Get important stay info, exclusive offers and more.

Update your email address at MarriottRewards.com/MyProfile

LINK ACCOUNTS. GET SPG GOLD STATUS.

Enjoy Elite Status Match, transfer points and more.

Link now at Members.Marriott.com/Link-Accounts.

GET OUR MOBILE APP AND GO.

Get real-time room upgrade alerts, place requests for your stays, track your points, and so much more with the Marriott Mobile App.

Download Now.

YOUR GOLD ELITE BENEFITS* HAVE ARRIVED.

Complimentary upgrades, 25% more points, guaranteed late checkout—and that's only the beginning.

BENEFITS YOU'LL LOVE.	REWARDS ON ONE NIGHT		
	SILVER ELITE	GOLD ELITE	PLATINUM ELITE
Bonus on rewards base points	20%	25%	50%
SPG Elite Status Match	SPG Platinum	SPG Gold	SPG Platinum
Complimentary Hotel® Gold Plus Rewards Status	Hotel Gold	Hotel Gold	Hotel Free Star
Priority late checkout	+	+	+
Free in-room Wi-Fi	+	+	+
Guaranteed Lounge Access/Breakfast	+	+	+
Complimentary room upgrade (upon availability)	+	+	+
Enhanced in-room Wi-Fi	+	+	+
Guaranteed 4 p.m. late checkout**	+	+	+
Complimentary United MileagePlus Premier® Status	+	+	+
Platinum airport gift	+	+	+
48-hour reservation guarantee	+	+	+
Dedicated Platinum reservation line	+	+	+

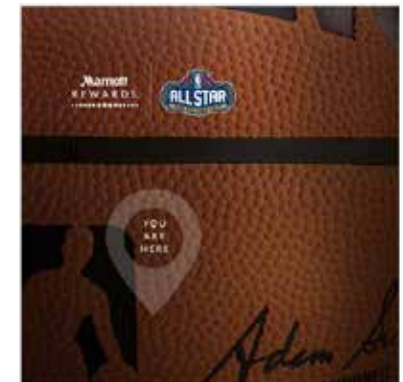
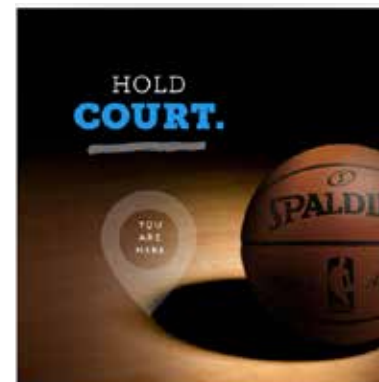
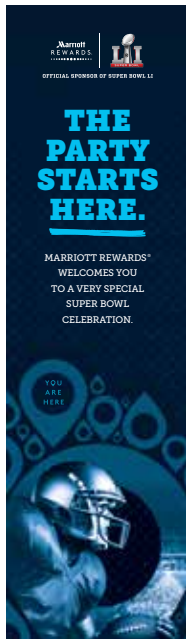
*Does not include an elite pass, except at resort and convention hotels where it is based on availability. Marriott Rewards Club® (MRC) is excluded. **This benefit only by hotel. Please see Marriott.com/rewards/benefits for full terms and conditions.

ALWAYS AT YOUR SERVICE.

24-Hour Gold Reservations: 800-228-2100
Elite Guest Services: 800-321-7396
For details on benefits visit: MarriottRewards.com/Gold

2: THE BRAND VOICE

COPY EXAMPLES (CONT.)



Section 3:

GRAPHIC ELEMENTS

Marriott
REWARDS
.....

LOGO GENERAL USAGE

PRIMARY LOGO CLEAR SPACE.

As illustrated, the “M” of Marriott is used to measure a clear safe area. No text, patterns or mixed colors should pass within the safe area. The Marriott logo may sit on a photography background, but it should be suitably placed so no detail is seen behind the logo.



MARRIOTT LOGO SAFE AREA

3: GRAPHIC ELEMENTS

YOU ARE HERE TAGLINE GRAPHIC (CONT.)

SAFE AREA.

As illustrated, the height of the pinpoint glyph icon of the You Are Here tagline graphic is used to secure a clear safe area. No text, patterns or mixed colors should pass within the safe area. The You Are Here tagline graphic may sit on a photography background, but it should be suitably placed so no detail is seen behind the graphic.

HORIZONTAL



VERTICAL



3: GRAPHIC ELEMENTS

YOU ARE HERE TAGLINE LOCKUP

LOCKING UP THE MARRIOTT REWARDS LOGO AND YOU ARE HERE TAGLINE.

The logo and tagline graphic should appear in all communications. For aesthetic or practical reasons (such as space), the logo and tagline may be separated (see page 71 for an example). If they are used together, use either the horizontal or vertical lockup seen here.

The logo lockup may be used on hero images in emails and web pages, and within banners when space is limited. Do not use the lockup near the brand bar or near the Marriott logo or globe icon.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



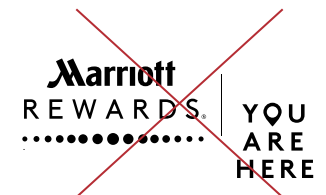
DO NOT



Do not change the order—Marriott Rewards must always come first.



Do not scale either logo in the lockup.



Do not modify placement of either logo.

To access any of these, please visit the Marriott Rewards asset library.

3: GRAPHIC ELEMENTS

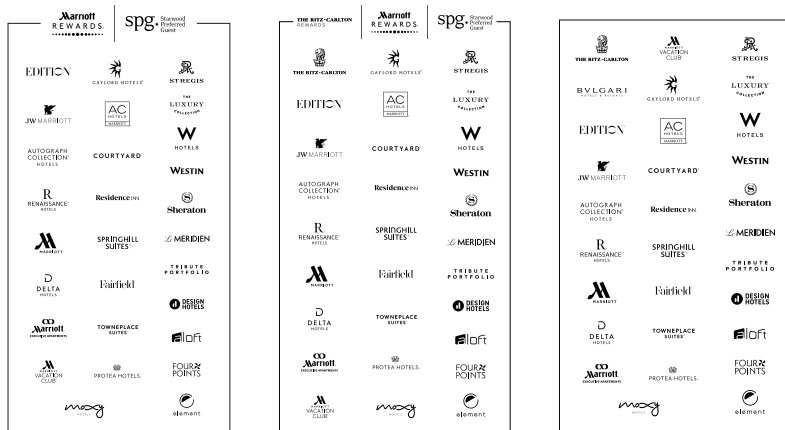
BRAND BAR

APPROVED RIBBONS.

Marriott Rewards communications highlight the portfolio of Marriott hotel brands and require the brand bar, usually at or near the bottom of the page. It is shown below for your quick reference. The brand bar changes from time to time; to be sure you are using the most current version, go to www.creativecontentmarketing.box.com.

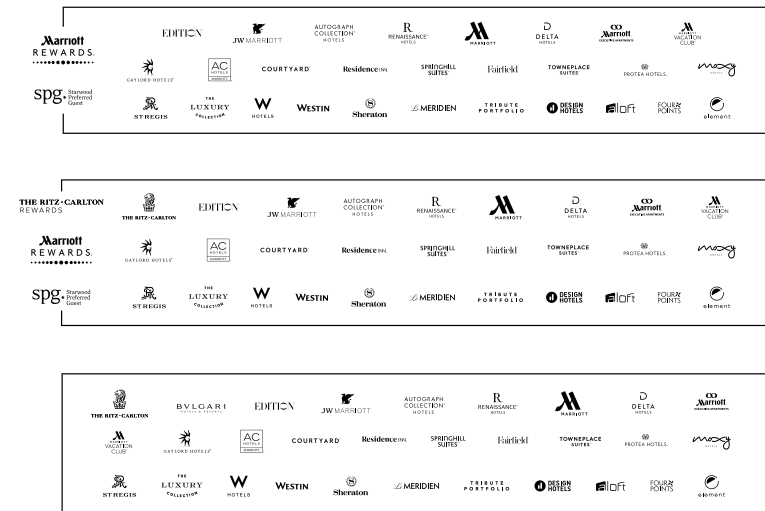
VERTICAL

29-LOGO BRAND BAR



HORIZONTAL

29-LOGO BRAND BAR



Note: The brand bar without program logos features 30 Brands, including Bulgari, a Marriott Brand that does not participate in Marriott Rewards.

3: GRAPHIC ELEMENTS

THE PINPOINT GLYPH

USING THE ICONIC MARKER AS A POWERFUL BRAND ELEMENT.

The pinpoint glyph is an inherently powerful symbol that marks a geographic location. Marriott Rewards elevates the pinpoint, tying it both to a specific place and to the emotional experience of being in the moment.

COLOR OPTIONS

See pages 37-39 for specific color values.



BLACK



WHITE/OUTLINE



DARK GRAY



ACTION
BLUE



BLUE
MID TONE



BLUE
DARK TONE



REWARDS



SILVER
ELITE



GOLD
ELITE



PLATINUM
ELITE

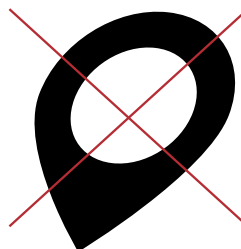


PLATINUM
PREMIER

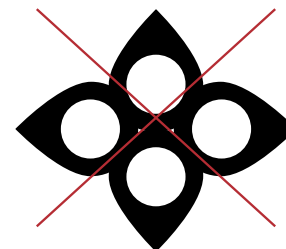
The pinpoint glyph can:

- Draw attention to a “moment” in portfolio communications.
- Point to a Marriott Rewards member in loyalty communications.
- Point to a specific decision or choice in a campaign.
- Hover over the first letter of headline or subhead copy.

DO NOT



Do not skew the
pinpoint glyph.



Do not use the pinpoint glyph
to create new shapes.



Do not overlap the
pinpoint glyph.

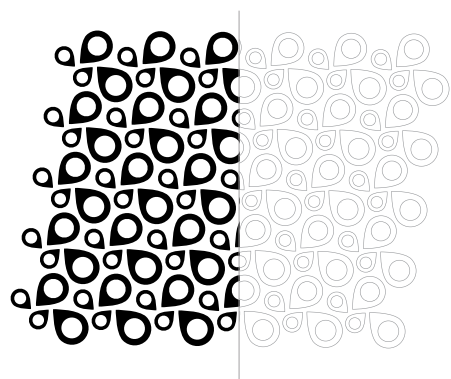
3: GRAPHIC ELEMENTS

PINPOINT GLYPH PATTERN

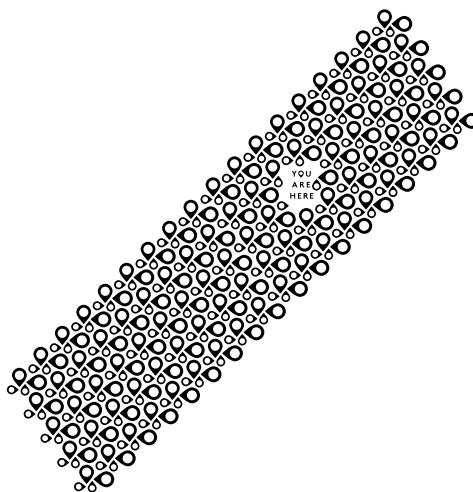
ADDING TEXTURE TO BRING PHOTOGRAPHY TO LIFE.

These patterns add interest and allow the pinpoint glyph to be present in a subtle way. The key is to not overuse them. The patterns work best as a short diagonal, horizontal or vertical stripe on the edge of an image or color block.

BRAND PATTERN 1



BRAND PATTERN WITH YOU ARE HERE LOCKUP



BRAND PATTERN 2



Do not use the pattern over the primary subject.



Do not make the pattern too prominent.

3: GRAPHIC ELEMENTS

TYPOGRAPHY

MEET OUR BRAND FONT: BROWN STD.

We use three weights of Brown STD: Bold, Regular and Light. Headlines primarily use Brown STD Bold (uppercase) and occasionally Brown STD Light in cases where it is legible. Body copy (typically any font below 18 point) should use Brown STD Regular for legibility and accessibility.

HELLO. I'M BROWN STD BOLD.

BROWN STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

BROWN STD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

BROWN STD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

TYPOGRAPHY (CONT.)

MEET OUR DIGITAL BRAND FONT: PROXIMA NOVA.

We use three weights of Proxima Nova: Bold, Regular and Light. Headlines primarily use Proxima Nova Bold (uppercase). In those few cases when a lighter weight is needed, use Proxima Nova Light (uppercase), being careful to ensure that it's legible. Body copy (typically any font below 18 point) should use Proxima Nova Regular for legibility and accessibility.

GREETINGS. I'M PROXIMA NOVA BOLD.

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

3: GRAPHIC ELEMENTS

TYPOGRAPHY (CONT.)

FONT USE ON DIGITAL PLATFORMS.

Adjust the font you use on digital platforms based on whether it's part of an image or separate as HTML. Use Brown STD for headlines and subheads when they're part of the image.

BRAND FONT—IN IMAGES
Print pieces, site heroes,
banner ads, email heroes

BROWN STD BOLD HEADLINE.
Brown STD Bold in subhead.

When placements use HTML text, use a stylesheet cascade that begins with our web fonts and filters down to the Arial font family.

WEB FONT (EMAIL)
Headlines, subheads,
section headers

BROWN STD BOLD HEADLINE.
Brown STD Bold in subhead.

WEB FONT (.COM)
Headlines, subheads,
section headers

PROXIMA NOVA BOLD HEADLINE.
Proxima Nova Bold in subhead.

WEB-SAFE FONT
Headlines, subheads,
section headers

ARIAL BOLD HEADLINE.
Arial (Bold in subhead.

WEB FONT
Paragraphs, bullets,
short callouts

Proxima Nova Bold, Proxima Nova Regular and *Proxima Nova Italic* body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor sem at felis.

WEB-SAFE FONT
Paragraphs, bullets,
short callouts

Arial Bold, Arial Regular and *Arial Italic* body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor sem at felis.

3: GRAPHIC ELEMENTS

TYPOGRAPHY (CONT.)

FOR THOSE SPECIAL OCCASIONS: HAVE HEART ONE.

Have Heart One is a display font for highlighting an idea or point. You can use this font to make a single word or two stand out from the usual Brown STD treatment.

Have Heart One.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

TYPESETTING RULES

- Never set text in all caps when using Have Heart One.
- Pay close attention leading to ensure copy is legible.

EXAMPLES

Save
33%

FIND YOUR
happy place.

New year.
New VIP experiences.

Samantha
Activity

Member Elite
Samantha

PAY ATTENTION TO THE FOLLOWING

G *Gl* *er* *er* *Ti* *Ti*

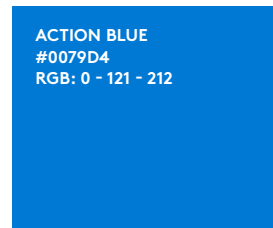
3: GRAPHIC ELEMENTS

COLOR

BRAND COLORS FOR DIGITAL.

Here are the specifications for all colors approved for digital use. Use primary and supporting colors along with black, white and grayscale to create your palette.

PRIMARY BRAND COLOR



SUPPORTING COLORS

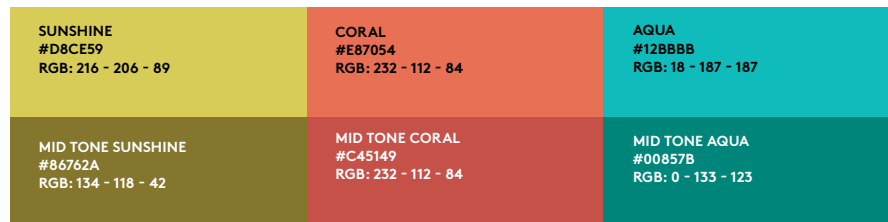


NOT ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS—USE AS DESIGN ACCENT COLORS, NOT BASE FOR WHITE TEXT OVERLAY

ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS



ACCENT COLORS



NOT ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS—USE AS DESIGN ACCENT COLORS, NOT BASE FOR WHITE TEXT OVERLAY

ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS

CALL-TO-ACTION COLORS



ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS

SOCIAL COLORS



NOT ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS—USE AS DESIGN ACCENT COLORS, NOT BASE FOR WHITE TEXT OVERLAY

ADA COMPLIANT FOR WHITE TEXT OVER THESE COLORS






PLEASE REFER TO THESE LINKS TO TEST FOR ADA COMPLIANCY:
[HTTP://ACCESSIBLE-COLORS.COM](http://ACCESSIBLE-COLORS.COM)
[HTTPS://HEXNAW.COM/](https://HEXNAW.COM/)

3: GRAPHIC ELEMENTS

COLOR (CONT.)

ADDITIONAL BRAND COLORS FOR MEMBER TIERS.

Expanded color sets help achieve a richer tone and differentiate the tiers. Each includes a metallic gradient for subtle use.

		FOR VISUAL ELEMENTS	METALLIC GRADIENT	FOR DIGITAL TEXT
REWARDS		<div> <div>REWARDS</div> <div>#0079D4 PMS: 285 RGB: 0 - 121 - 212 CMYK: 82 - 49 - 0 - 0</div> <div>REWARDS LIGHT TONE</div> <div>#9ED3E1 PMS: 291 RGB: 158 - 211 - 225 CMYK: 36 - 3 - 9 - 0</div> <div>REWARDS DARK TONE</div> <div>#0A5487 PMS: 2955 RGB: 10 - 84 - 135 CMYK: 98 - 71 - 23 - 7</div> </div>	<div> <div>#75C9EE</div> <div>RGB: 117 - 201 - 238</div> <div>CMYK: 49 - 3 - 1 - 0</div> </div> <div> <div>#B2E2E9</div> <div>RGB: 178 - 226 - 233</div> <div>CMYK: 28 - 0 - 8 - 0</div> </div> <div> <div>#0079D4</div> <div>RGB: 0 - 121 - 212</div> <div>CMYK: 82 - 49 - 0 - 0</div> </div>	<div> <div>REWARDS</div> <div>#0079D4</div> <div>RGB: 0 - 121 - 212</div> </div>
SILVER ELITE		<div> <div>SILVER ELITE</div> <div>#B9B9B9 PMS: COOL GRAY 6 RGB: 185 - 185 - 185 CMYK: 28 - 22 - 22 - 0</div> <div>SILVER ELITE LIGHT TONE</div> <div>#DBDCDD PMS: COOL GRAY 2 RGB: 219 - 220 - 221 CMYK: 13 - 9 - 9 - 0</div> <div>SILVER ELITE DARK TONE</div> <div>#696969 PMS: COOL GRAY 11 RGB: 105 - 105 - 105 CMYK: 59 - 50 - 50 - 18</div> </div>	<div> <div>#B9B9B9</div> <div>RGB: 185 - 185 - 185</div> <div>CMYK: 28 - 22 - 22 - 0</div> </div> <div> <div>#E6E7E7</div> <div>RGB: 230 - 231 - 231</div> <div>CMYK: 9 - 6 - 6 - 0</div> </div> <div> <div>#808080</div> <div>RGB: 128 - 128 - 128</div> <div>CMYK: 52 - 43 - 43 - 8</div> </div> <div> <div>#58595B</div> <div>RGB: 88 - 89 - 91</div> <div>CMYK: 64 - 56 - 53 - 28</div> </div>	<div> <div>SILVER ELITE</div> <div>#696969</div> <div>RGB: 105 - 105 - 105</div> </div>
GOLD ELITE		<div> <div>GOLD ELITE</div> <div>#C5B491 PMS: 452 RGB: 197 - 180 - 145 CMYK: 16 - 11 - 45 - 25</div> <div>GOLD ELITE LIGHT TONE</div> <div>#E8E0C5 PMS: 4545 RGB: 232 - 224 - 197 CMYK: 9 - 8 - 23 - 0</div> <div>GOLD ELITE DARK TONE</div> <div>#8C7237 PMS: 4495 RGB: 140 - 114 - 55 CMYK: 40 - 47 - 91 - 18</div> </div>	<div> <div>#C5B491</div> <div>RGB: 197 - 180 - 145</div> <div>CMYK: 24 - 25 - 46 - 0</div> </div> <div> <div>#F2E9D5</div> <div>RGB: 242 - 233 - 213</div> <div>CMYK: 4 - 6 - 16 - 0</div> </div> <div> <div>#C4AF6D</div> <div>RGB: 196 - 175 - 109</div> <div>CMYK: 25 - 27 - 68 - 0</div> </div> <div> <div>#3C2415</div> <div>RGB: 60 - 36 - 21</div> <div>CMYK: 52 - 70 - 79 - 69</div> </div>	<div> <div>GOLD ELITE</div> <div>#8C7237</div> <div>RGB: 140 - 114 - 55</div> </div>
PLATINUM ELITE		<div> <div>PLATINUM ELITE</div> <div>#9EB4C2 PMS: 5435 RGB: 158 - 180 - 194 CMYK: 31 - 8 - 6 - 11</div> <div>PLATINUM ELITE LIGHT TONE</div> <div>#DBE5E8 PMS: 5455 RGB: 219 - 229 - 232 CMYK: 13 - 5 - 6 - 0</div> <div>PLATINUM ELITE DARK TONE</div> <div>#66727F PMS: 7544 RGB: 102 - 114 - 127 CMYK: 64 - 49 - 39 - 10</div> </div>	<div> <div>#BFCFD2</div> <div>RGB: 191 - 207 - 210</div> <div>CMYK: 25 - 11 - 14 - 0</div> </div> <div> <div>#E5ECF3</div> <div>RGB: 229 - 236 - 243</div> <div>CMYK: 9 - 4 - 2 - 0</div> </div> <div> <div>#9EB4C2</div> <div>RGB: 158 - 180 - 194</div> <div>CMYK: 39 - 21 - 17 - 0</div> </div> <div> <div>#567284</div> <div>RGB: 86 - 114 - 132</div> <div>CMYK: 71 - 47 - 37 - 9</div> </div>	<div> <div>PLATINUM ELITE</div> <div>#4B6A88</div> <div>RGB: 75 - 106 - 136</div> </div>
PLATINUM PREMIER		<div> <div>PLATINUM PREMIER TONE</div> <div>#888D7D PMS: 416 RGB: 136 - 141 - 125 CMYK: 49 - 36 - 51 - 6</div> <div>PLATINUM PREMIER LIGHT TONE</div> <div>#F1E7B5 PMS: 413 RGB: 198 - 209 - 186 CMYK: 9 - 5 - 12 - 14</div> <div>PLATINUM PREMIER DARK TONE</div> <div>#595E59 PMS: 418 RGB: 89 - 94 - 89 CMYK: 63 - 51 - 57 - 27</div> </div>	<div> <div>#C6CFC9</div> <div>RGB: 191 - 207 - 210</div> <div>CMYK: 22 - 12 - 19 - 0</div> </div> <div> <div>#E1E7DE</div> <div>RGB: 225 - 231 - 222</div> <div>CMYK: 11 - 4 - 12 - 0</div> </div> <div> <div>#888D7D</div> <div>RGB: 136 - 141 - 125</div> <div>CMYK: 49 - 36 - 51 - 6</div> </div> <div> <div>#585E5B</div> <div>RGB: 88 - 94 - 91</div> <div>CMYK: 64 - 52 - 55 - 26</div> </div>	<div> <div>PLATINUM PREMIER</div> <div>#7E878E</div> <div>RGB: 126 - 135 - 142</div> </div>

Section 4:

PHOTOGRAPHY



Marriott
REWARDS.
.....

4: PHOTOGRAPHY

PHOTOGRAPHY STRATEGY

CAPTURING THE MOMENT ACROSS ALL OUR PHOTOGRAPHY.

Every Marriott Rewards photo should capture a glimpse of a genuine travel experience—whether it's members taking in the view after a rewarding run, making the most of their elite benefits on the road or enjoying the natural beauty of a resort at sunset. Images should deliver a sense of adventure and discovery.

AUTHENTIC. SPONTANEOUS. INSPIRED. CINEMATIC. EXCITING.
VIVID. DRAMATIC. IN MOTION. PICTURESQUE. MEMORABLE.



Lifestyle photography



Property photography



Destination photography

4: PHOTOGRAPHY

LIFESTYLE

CAPTURING CANDID MEMBER MOMENTS.

Joy. Wonder. Relaxation. Calm. Our lifestyle photography should highlight the emotions associated with travel. That might be connecting with friends and family, enjoying a new experience or simply taking it all in. It's about capturing elevated moments candidly, as if the photographer isn't even there.

The images below are meant to be representational. Because the resonance and appropriateness of imagery varies around the world, we are creating a Global Photography Library. You may access it at <https://app.box.com/s/e40ujd6hemk5oz47zsdclckych8dt1l>.



4: PHOTOGRAPHY

DESTINATION

CAPTURING MOMENTS WHERE PEOPLE MEET PLACE.

Beautiful landscapes and unique locales play a costarring role with members in the moment. Our destination photography highlights an authentic sense of place. These photos should show members interacting with their distinct environments. The locations don't have to be instantly recognizable places with obvious landmarks, such as the Eiffel Tower, but they should not feel like they could be anywhere or nowhere in particular.

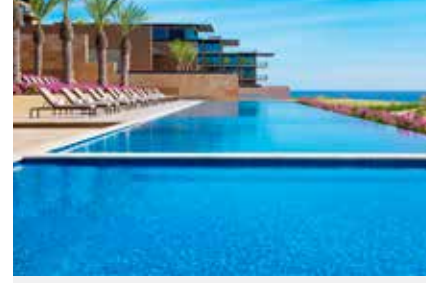
The images below are meant to be representational. Because the resonance and appropriateness of imagery varies around the world, we are creating a Global Photography Library. You may access it at <https://app.box.com/s/bp4gx9t7lb6i01ryrxoz3yz969jr1ne4>.



4: PHOTOGRAPHY PROPERTIES

CAPTURING MOMENTS OF NATURAL AND ARCHITECTURAL BEAUTY.

Vibrant and aspirational, our property photography showcases stunning Marriott hotels and resorts at their best. Currently, these photos feature each property as a blank slate in which members can imagine themselves taking in the moment however they like.



4: PHOTOGRAPHY

GLOBAL PHOTOGRAPHY

DOS AND DON'TS BY REGION.

Different regions. Different cultures. Different choices for photography. As a global travel business, we want to respect these regional differences—and be sensitive to regional taboos—in our choices for imagery. Keep these points in mind when selecting photography.

ASIA PACIFIC (APAC)

This huge geographic region encompasses an equally large and complex set of traditions, cultures and religions. Be sensitive to regional differences in dress, body language, and facial shape and structure—for example, Chinese, Japanese and Korean people look, dress and act in distinctly different ways. At the same time, remember that Asians travel within Asia, and that while beaches and jungles abound, there are also large cities and a thriving urban scene.

DON'T SHOW

- Nudity
- Political images
- For photography that will be used in Muslim countries, do not show women without a head covering, anyone scantily dressed, or people smoking or drinking.
- The equivalent of American hipsters
- Front-facing children
- Casinos
- Images of maps

DO SHOW

- Pan-Asians
- Caucasians as well as Asians (though Asian is preferred)
- Aspirational imagery that exudes luxury and elevates status

CANADA

While it shares a long border with the United States and has strong economic and cultural ties to the United States, Canada is a distinct place and Canadians are rightfully proud of that distinction. Canada offers outdoor adventure. There is a great deal of intra-Canada travel to both natural wonders and urban playgrounds, and its cities are powerful financial hubs.

DON'T SHOW

- Smoking
- Marijuana
- Weapons
- Firearms
- Illegal activity

DO SHOW

- LGBTQ community
- Diverse cultures
- Males and females together
- Landscape images depicting outdoor lifestyle
- Images where lifestyle leads and property is secondary
- Alcoholic beverages (not needed but are acceptable)

Additional cultural considerations may apply, please contact Alison LaPoint Krahn at The Lacek Group 612-417-4026 for more information.

GLOBAL PHOTOGRAPHY (CONT.)

DOS AND DON'TS BY REGION.

Different regions. Different cultures. Different choices for photography. As a global travel business, we want to respect these regional differences—and be sensitive to regional taboos—in our choices for imagery. Keep these points in mind when selecting photography.

CARIBBEAN AND LATIN AMERICAN (CALA)

Stretching from Mexico to the tip of South America and extending west through the Caribbean, the CALA culture is a mixture of many expressions worldwide. Photography for this region should be equally colorful, gorgeous and diverse.

DON'T SHOW

- Nudity
- Images not related to travel
- Back of people's heads

DO SHOW

- Energetic, colorful, aspirational shots
- All races
- Multicultural groups
- Property and landscape shots
- In-season pictures and activities
- Food/entertaining (secondary)

EUROPE

Europeans share a long history, and there is a great deal of pan-European business and travel. However, it's good to bring out the unique characteristics of each country and culture in this sophisticated region of the globe. Focus on architecture and iconic destinations. Remember that in addition to the popular cities of London, Paris and Rome, Europe also possesses beautiful countryside, sparkling beaches and towering mountains.

DON'T SHOW

- Images not related to travel
- Dated looks from previous decades
- Equivalent of American hipsters

DO SHOW

- Energetic, colorful, aspirational shots
- All races
- Multicultural groups
- Property and landscape shots
- In-season pictures and activities
- Food and entertainment (secondary)

Additional cultural considerations may apply, please contact Alison LaPoint Krahn at The Lacek Group 612-417-4026 for more information.

GLOBAL PHOTOGRAPHY (CONT.)

DOS AND DON'TS BY REGION.

Different regions. Different cultures. Different choices for photography. As a global travel business, we want to respect these regional differences—and be sensitive to regional taboos—in our choices for imagery. Keep these points in mind when selecting photography.

MIDDLE EAST AND AFRICA (MEA)— SOUTH AFRICA

It can be all too easy to think of Africa as the domain of jungles, animals and safari. And while these are certainly part of this culture, remember that Africa is also home to glittering cities, popular beaches and desert sands.

DON'T SHOW

- Images of shanty towns or run-down buildings
- Tarzan photos
- The equivalent of American hipsters

DO SHOW

- A mix of races, especially in communities and groups of friends in casual settings (show black and white South African families)
- Interracial couples (black male, white female; reverse is fairly uncommon)
- Appropriate dress in any religious setting
- Property lifestyle shots and hotel/travel-related images
- Black South African business travelers
- Upscale dress

MEA—SAUDI ARABIA

In communications throughout the Middle East, it is important to remember and respect the cultural impact of religion. This is especially important in the Kingdom of Saudi Arabia, where Islam is the predominant feature of Saudi culture.

DON'T SHOW

- Cleavage, backsides
- Alcoholic beverages
- Single women or women traveling on their own
- Sandals/feet
- People who are not well dressed
- Local dress with colorful accents or accessories—this could mean they are workers
- The equivalent of American hipsters
- Too many mosques (some are ok; avoid stereotyping)
- Bathing suits/excess skin
- Cows

DO SHOW

- Families
- Aspirational imagery that is respectful of the culture
- Women's faces
- Dining, shopping, etc.
- Red and white Saudi tribe headwear (only for Saudi nationals)
- Women wearing black shayla

Additional cultural considerations may apply, please contact Alison LaPoint Krahn at The Lacek Group 612-417-4026 for more information.

GLOBAL PHOTOGRAPHY (CONT.)

DOS AND DON'TS BY REGION.

Different regions. Different cultures. Different choices for photography. As a global travel business, we want to respect these regional differences—and be sensitive to regional taboos—in our choices for imagery. Keep these points in mind when selecting photography.

MEA—QATAR

Qatar's culture is similar to other countries in Eastern Arabia, being significantly influenced by Islam. An influx of Western expats in recent years, however, has brought a somewhat more relaxed feel to this, the world's richest country by GDP.

DON'T SHOW

- Cleavage, backsides
- Alcoholic beverages
- Swimwear or too much exposed skin
- The equivalent of American hipsters
- Bare feet

DO SHOW

- Aspirational imagery that is respectful of the culture
- Women's faces
- Dining, shopping
- Expats (people not wearing traditional clothing, such as robes or headgear)
- Women in long sleeves (shoulders must be covered)
- Similar imagery to Saudi Arabia
- Imagery of younger generation should be more like that of UAE

MEA—EGYPT

Egypt has one of the longest histories of any country—as witnessed by the ancient pyramids. Yet it is a recognized cultural trendsetter of the Arabic-speaking world, as witnessed by the Al-Azhar Park in Cairo, one of the world's greatest public spaces. Choose imagery that reflects the modernity of Egypt as well as its history.

DON'T SHOW

- Cleavage, backsides
- Alcoholic beverages
- Short skirts
- Bathing suits
- Equivalent of American hipsters

DO SHOW

- Traditional families with shoulders covered
- Tourists or Westerners dressed conservatively

Note: When using European destinations, make sure people in images are modestly dressed and no alcoholic beverages are visible. Remove any banned products.

Additional cultural considerations may apply, please contact Alison LaPoint Krahn at The Lacek Group 612-417-4026 for more information.



Section 5:

BRINGING IT ALL TOGETHER: CREATIVE CAMPAIGNS

Marriott
REWARDS.
.....

CAMPAIGN TYPES

Although every assignment feels a little different, most Marriott Rewards communications fall into four broad categories:

AWARENESS: Communications directed at nonmembers, or an audience that is a mix of members and nonmembers.

ENGAGEMENT: Communications directed at current members.

PROMOTION: Communications that highlight a specific promotional offer, such as MegaBonus®.

PARTNER: Communications that combine the “moments” aspect of You Are Here with a tone that is appropriate for the partner.

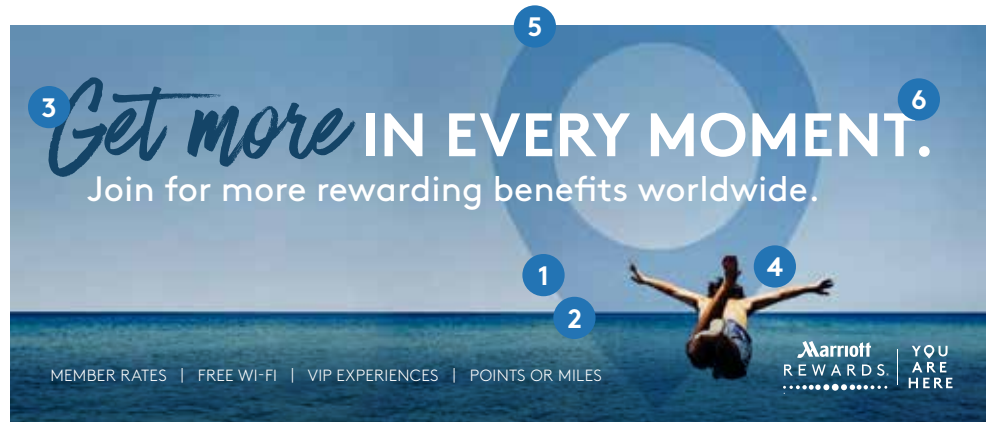
AWARENESS CAMPAIGNS

DIRECTED AT THOSE IN OUR TARGET AUDIENCE WHO HAVE, AT BEST, A GLANCING FAMILIARITY WITH THE MARRIOTT REWARDS BRAND.

Our use of the pinpoint glyph is at its clearest and boldest. Our Explorer-Magician voice will be strong as we speak to the adventurers in our audience, inviting them to participate in the program and appealing to their desire to experience personal fulfillment through travel.

AWARENESS CAMPAIGNS (CONT.)

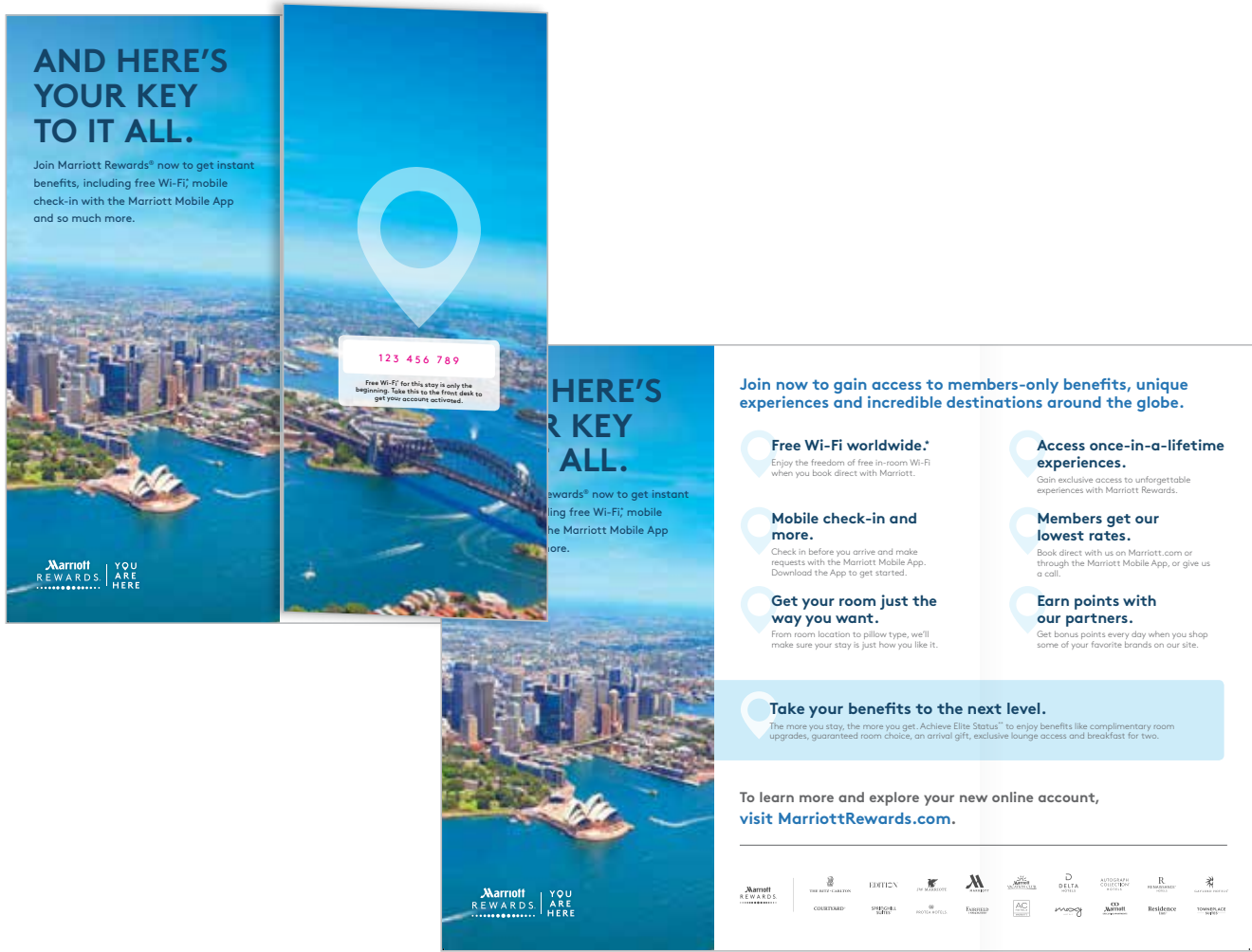
THE ANATOMY OF AN AWARENESS CAMPAIGN.



- 1 The pinpoint glyph is most often used at large scale. Cropping is minimal. Use it only once. It should dominate the communication in an iconic way.
- 2 There are several ways to use the pinpoint glyph. Here, the background is at about 20 percent visibility.
- 3 The headline is a bold invitation that alludes to both the emotional (“more moments”) and rational (“more rewards”) benefits of the brand.
- 4 The people in the image (who are experiencing a heightened travel moment) also stand out at 100 percent.
- 5 It’s OK to crop the glyph slightly, and it’s OK to let the people in the image break into the pinpoint glyph slightly, just as long as the pinpoint glyph remains clearly and strongly discernible.
- 6 Use Brown STD font, all caps, for headlines and larger subheads. Full punctuation is used for headlines and subheads. Text boxes with larger type (essentially, really long subheads) should use sentence case.

Note: The example creative above may not have been used in final communications.

On-property brochure

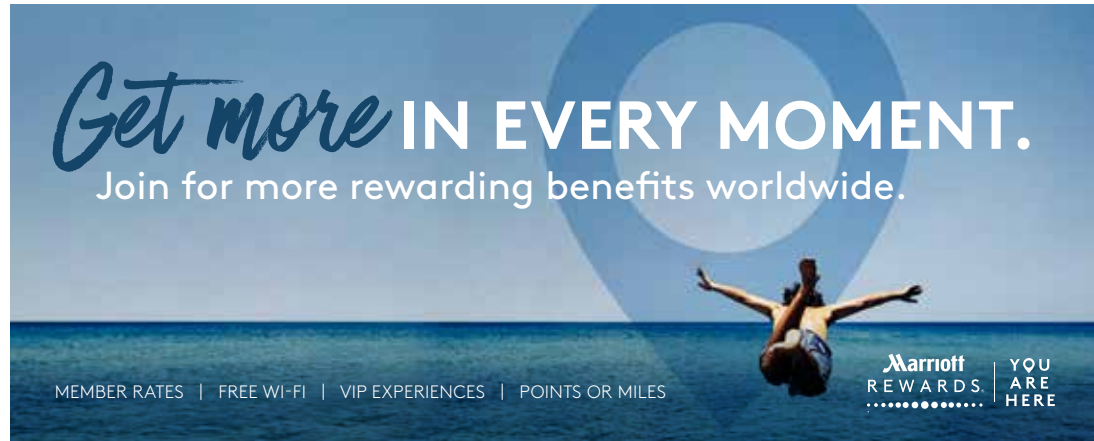


5: CREATIVE CAMPAIGNS

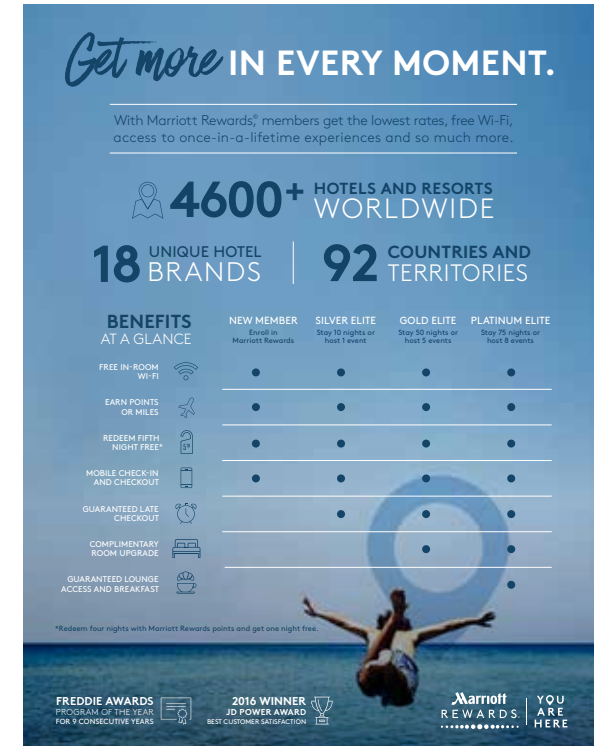
AWARENESS CAMPAIGNS (CONT.)

AWARENESS COMMUNICATIONS.

Poster



Infographic



ENGAGEMENT CAMPAIGNS

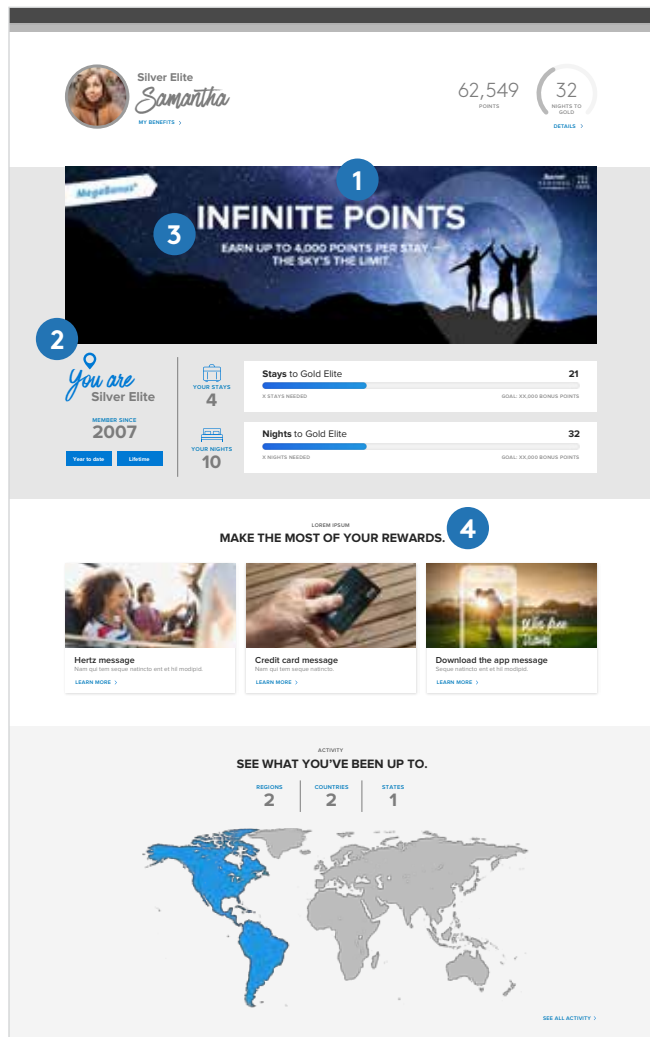
DIRECTED AT PEOPLE WHO ARE ALREADY MEMBERS OF MARRIOTT REWARDS AND ARE FAMILIAR WITH THE MARRIOTT REWARDS BRAND TO SOME DEGREE.

Newer members will have only slight familiarity of the brand—but that familiarity will deepen quickly given the pace of our communications with them. Long-standing members will be more familiar with the brand. We can be more adventurous and playful with the brand elements, while the Explorer-Magician copy voice remains constant.

5: CREATIVE CAMPAIGNS

ENGAGEMENT CAMPAIGNS (CONT.)

THE ANATOMY OF AN ENGAGEMENT CAMPAIGN.



Note: The example creative above may not have been used in final communications.

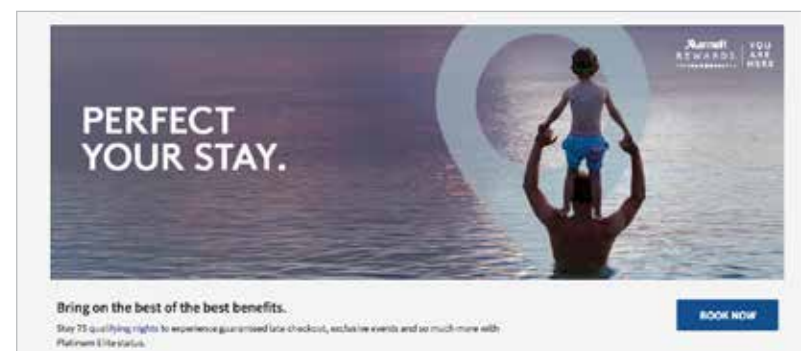
5: CREATIVE CAMPAIGNS

ENGAGEMENT CAMPAIGNS (CONT.)

MEMBER-SPECIFIC COMMUNICATIONS BY TIER.

Tiered communications designed for our Elite Silver, Gold and Platinum members—as well as for members who are about to enter Elite status—are considered Engagement communications. When communicating with members who are on the threshold of the next level, consider using the Awareness application of the pinpoint glyph.

In any case, be sure to use the appropriate color palette, choose appropriately rich imagery and use a slightly elevated copy tone.



Note: These creative examples may not have been used in final communications.

PROMOTIONAL CAMPAIGNS

PROMOTIONAL MATERIALS AND CAMPAIGNS ARE SEEN BY BOTH MEMBERS AND NONMEMBERS OF MARRIOTT REWARDS. A VISUAL HYBRID OF AWARENESS AND ENGAGEMENT CREATIVE.

Promotional communications tend to be more direct and to the point, especially in headlines. We need to explain the offer clearly and quickly. The Explorer-Magician voice is downplayed.

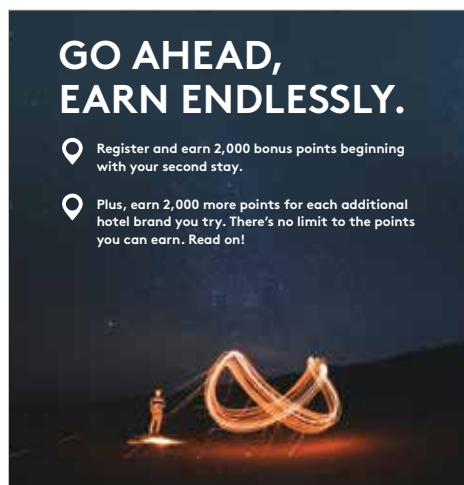
5: CREATIVE CAMPAIGNS

PROMOTIONAL CAMPAIGNS (CONT.)

THE ANATOMY OF A PROMOTIONAL CAMPAIGN.



- 1 Many of our promotional campaigns, such as MegaBonus, have titles and graphics that carry over from year to year. Use these once in a prominent area near the top of the email. A good choice is using the title and graphics as an “eyebrow” over the headline.
- 2 Note that the headline gets right to the point, yet there is also a touch of cleverness.
- 3 Explore integrating the pinpoint glyph right into imagery in clever ways. Pinpoint glyphs can be a color or a gradation.

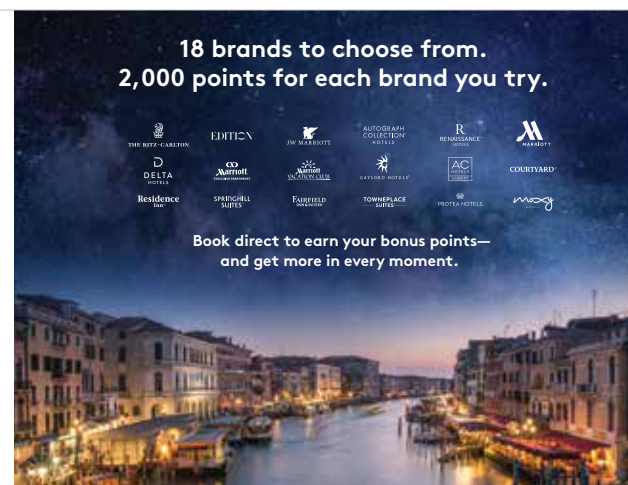


IT ALL ADDS UP.

STAY AND EARN	EXPLORE AND EARN
2,000	2,000
POINTS PER STAY*	POINTS PER BRAND
STARTING WITH	STARTING WITH THE
YOUR SECOND STAY	SECOND BRAND YOU TRY
+ EQUALS	
4,000 BONUS POINTS	
WITHOUT EARNING LIMITS.	
Earn from May 27 through September 4, 2017.	
REGISTER NOW.	
Visit MarriottRewards.com/MegaBonus .	

Terms and conditions: Registration is required. Marriott Rewards® members who register for this promotion by August 30, 2017 will earn 2,000 bonus points for every paid stay (with no maximum) beginning with the second stay between May 27, 2017, and September 4, 2017 (Promotion Period), at participating Marriott properties. Registered members will also receive 2,000 additional bonus points for every different brand where a paid stay is completed during the Promotion Period beginning with the second brand. A different brand is any brand not previously visited during the Promotion Period. Bonus points will be awarded to the member's account 6-8 weeks after the Promotion Period. Stays at ExecuStay and Marriott Executive Apartments are not eligible for credit toward this promotion. Marriott Vacation Club® owner-occupied weeks are not eligible for credit toward this promotion, and nights spent while redeeming an award are not eligible for credit toward this promotion. Only one room per hotel is counted toward a member's nights or stay. Members electing to earn miles are not eligible for this promotion. Participating brands are: EDITION®, JW Marriott®, Autograph Collection® Hotels, Renaissance® Hotels, Marriott Hotels & Resorts®, Delta Hotels by Marriott®, Marriott Vacation Club®, Gaylord Hotels®, AC Hotels by Marriott®, Courtyard by Marriott®, Residence Inn by Marriott®, SpringHill Suites by Marriott®, Fairfield Inn & Suites by Marriott®, TownPlace Suites by Marriott®, Prospa Hotels by Marriott®, and May® Hotels, and The Ritz-Carlton® participates as the exclusive luxury partner to Marriott Rewards. Rooms booked through most third-party online websites and select travel agency bookings are ineligible to earn for this promotion. All Marriott Rewards program terms and conditions apply. See <http://www.marriott.com/rewards/terms/earning.mi> for more information. Visit www.MarriottRewards.com/MegaBonus for complete details. © 2017 Marriott International, Inc.

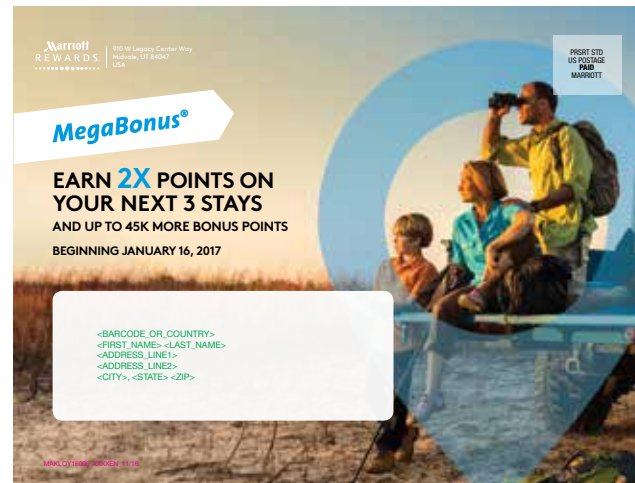
*A stay is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.



5: CREATIVE CAMPAIGNS

PROMOTIONAL CAMPAIGNS (CONT.)

PROMOTIONAL COMMUNICATIONS.



PARTNER CAMPAIGNS

PARTNER CAMPAIGNS ARE CREATED IN CONJUNCTION WITH KEY MARRIOTT PARTNERS. THEY CAN VARY QUITE A BIT FROM THE MARRIOTT REWARDS LOOK.

It's important that Marriott Rewards maintains significant brand presence. This is usually achieved through use of the logo lockup, the Marriott Rewards pinpoint glyph and the You Are Here tagline graphic.

PARTNER CAMPAIGNS (CONT.)

THE ANATOMY OF A PARTNER CAMPAIGN.



- 1 Explore integrating the pinpoint glyph right into imagery in clever ways. Pinpoint glyphs can be a color or a gradation.
- 2 Promotions that involve our partners, such as the NFL, allow some latitude with the look and feel to combine the “moments” aspect of You Are Here with a tone that is appropriate for the partner. Think of Partner campaigns as being similar to Engagement campaigns.
- 3 It’s OK to use accent colors sparingly.

Note: The example creative above may not have been used in final communications.

PARTNER CAMPAIGNS (CONT.)

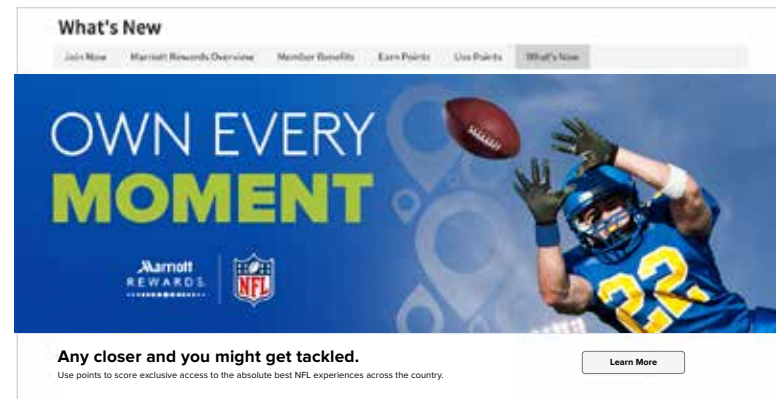
OFFER- OR PARTNER-SPECIFIC COMMUNICATIONS.



5: CREATIVE CAMPAIGNS

PARTNER CAMPAIGNS (CONT.)

OFFER- OR PARTNER-SPECIFIC COMMUNICATIONS.



Note: The example creative above may not have been used in final communications.

THANK YOU!