



# MARRIOTT REWARDS® MORE STYLE GUIDE

March 2017

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Section 1:

# INTRODUCTION

## MORE IN EVERY MOMENT.

Marriott Rewards offers members exclusive benefits and unexpected experiences that make every moment more rewarding — at over 4,400 hotels and resorts across 30 brands worldwide. Rewarding moments go beyond just travel experiences. That's where Marriott Rewards More comes in.

With More, members can use points, cash or both to get what they want from their favorite online retailers. Plus, they'll earn points for the cash portion of any purchase. This style guide provides the rules and tools to bring Marriott Rewards More to life.



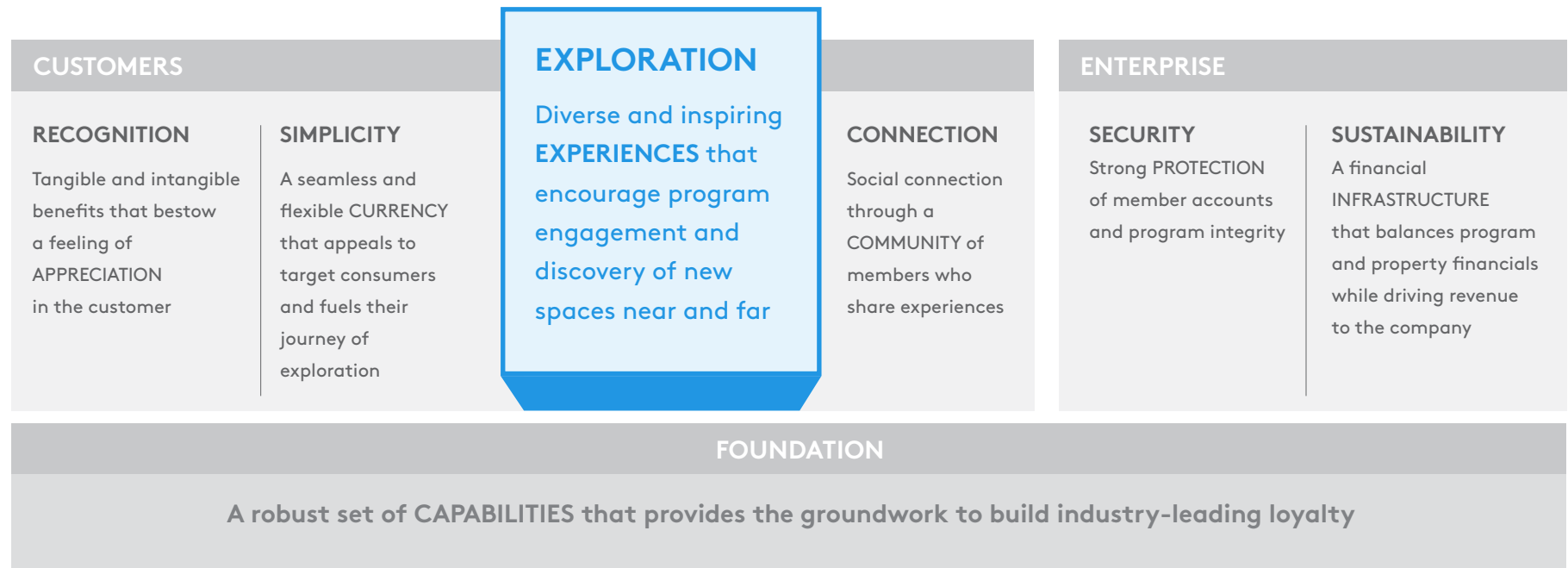
# 1: INTRODUCTION

## MESSAGING STRATEGY

### A QUICK, EASY (AND FUN) WAY TO EARN AND USE POINTS.

At its core, the Marriott Rewards More program is designed to deepen the connection with our members. The Next Generation Experience Seeker portion of our audience has expressed a desire for easier ways to earn and redeem instantly — rather than building toward free nights over a long period of time.

With More, members can earn and use points for what they're already buying at the places they're already shopping. Plus, it supports our Exploration Loyalty Pillar — providing diverse and inspiring experiences that encourage program engagement and discovery of new spaces, near and far. That's a win-win for us and our members.



Section 2:

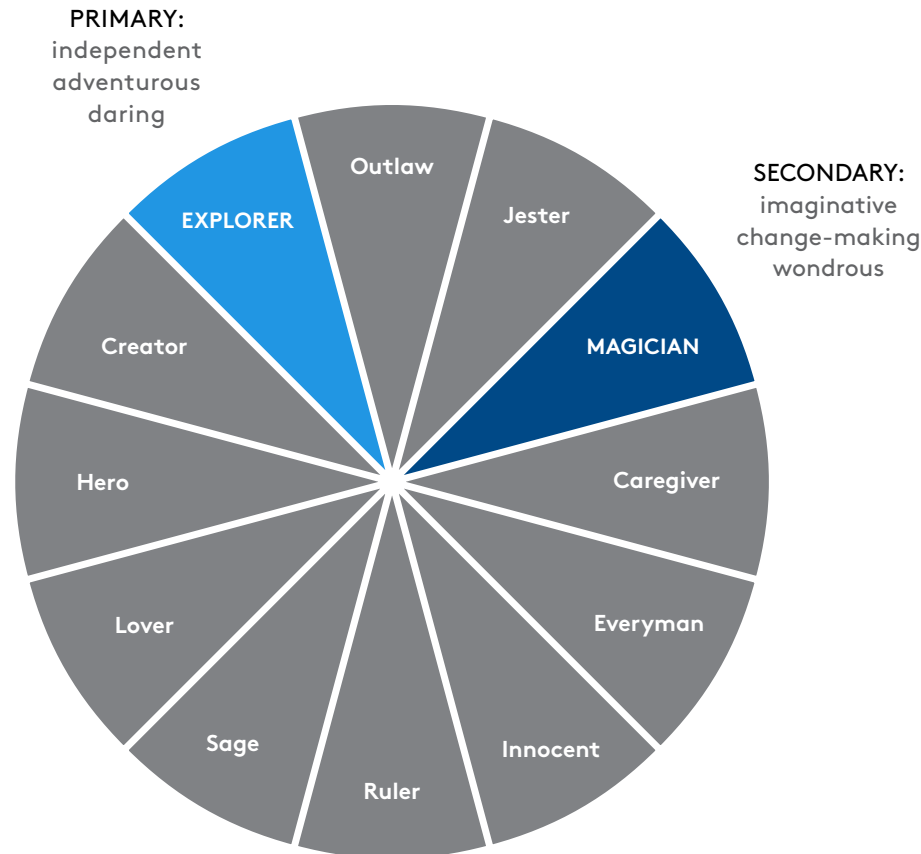
# THE BRAND VOICE

# MARRIOTT REWARDS COPY VOICE DEFINED

## MEET THE EXPLORER MAGICIAN.

### ARCHETYPE OVERVIEW: BRINGING MARRIOTT REWARDS TO LIFE.

A strong brand has a distinct point of view — a personality that sets it apart from its competitors. Identifying the character and personality of a brand helps define its voice. Of the 12 master archetypes — universal characters found in stories worldwide — **the Marriott Rewards brand is Explorer first and Magician second.**



## 2: THE BRAND VOICE

# VOICE PRINCIPLES

### HOW THE VOICE WORKS WITH MORE.

#### WHY IS EXPLORER RIGHT?

Online shopping is a journey of exploration and discovery. More enhances the experience by giving members the opportunity to redeem points, cash or both with brands they love. Plus, they can earn points too. The Explorer archetype is all about making the most of every experience, just like More — turning adventures into points for tangible items and vice versa.

#### WHY IS MAGICIAN RIGHT?

More transforms the online shopping experience, giving members the opportunity to use points with their favorite retailers. This transformation is where the Magician archetype really shines. There's a sense of wonder and joy inherent in online shopping — and with the Magician archetype, More takes it to the next level.

#### MINDSET AND TONE:

- 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 using points to pick up a camera for a fun adventure or earning points on everyday purchases.
- 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.

#### COPY FEATURES:

- Direct and active when describing how the program works
- Focused on member experience
- Evocative, bright and inspiring
- Warm but never long-winded

# COPY EXAMPLES

## BRINGING MORE TO LIFE WITH WORDS.

### HEADLINES

**SHOP MORE. GET MORE. EXPLORE MORE.**

**SHOP. CLICK. EARN.**

**UPDATE YOUR LOOK. AND THE WAY YOU SHOP.**

**ONLINE SHOPPING, REINVENTED.**

**DISCOVER MORE OF A GREAT THING.**

**STEP UP YOUR EARNING.**

**PICK UP NEW GEAR. PAY WITH POINTS.**

### SUBHEADS

Shop, earn and redeem with big-name brands.

Pay with cash, points or both — and earn points too.

Shop at your favorite stores and pay with points at checkout.

Even more reasons to shop online — as if you needed any.

Pay with cash, points or both. Pretty cool, right?

Section 3:

# GRAPHIC ELEMENTS

### 3: GRAPHIC ELEMENTS

# LOGO USAGE

## THE MARRIOTT REWARDS MORE LOGO.

Below you'll find approved logo placements, sizes and colors for your use. You can download the logos from the Marriott Rewards asset library.

### VERTICAL



### HORIZONTAL



### 3: GRAPHIC ELEMENTS

# ICON

## THE MARRIOTT REWARDS “MORE” ICON.

Below you’ll find approved icon placements and colors for your use. You can download the icon from the Marriott Rewards asset library.



### ACCEPTABLE USES

- Primarily used as a mobile app icon or as a website favicon
- Can be used in Rewards Blue, black or reversed to white
- Can be used with the More logo or as a design accent
- Should not be used alone except in places where space is limited



# 3: GRAPHIC ELEMENTS

## TYPOGRAPHY AND COLOR

### APPROVED FONTS AND BRAND COLORS.

#### FONTS

#### **BROWN BOLD STD IN UPPERCASE**

(headline, section headers)

#### **Brown Regular in Sentence Case**

(subhead, module headers)

#### **Proxima Nova Regular**

(body copy, terms)

#### COLOR PALETTE

REWARDS BLUE  
#2196E3  
RGB: 33 - 150 - 227

ACTION BLUE  
#0079D4  
RGB: 0 - 121 - 212

DARKEST GRAY  
#4A4A4A  
RGB: 74 - 74 - 74

BLACK  
#1C1C1C  
RGB: 28 - 28 - 28

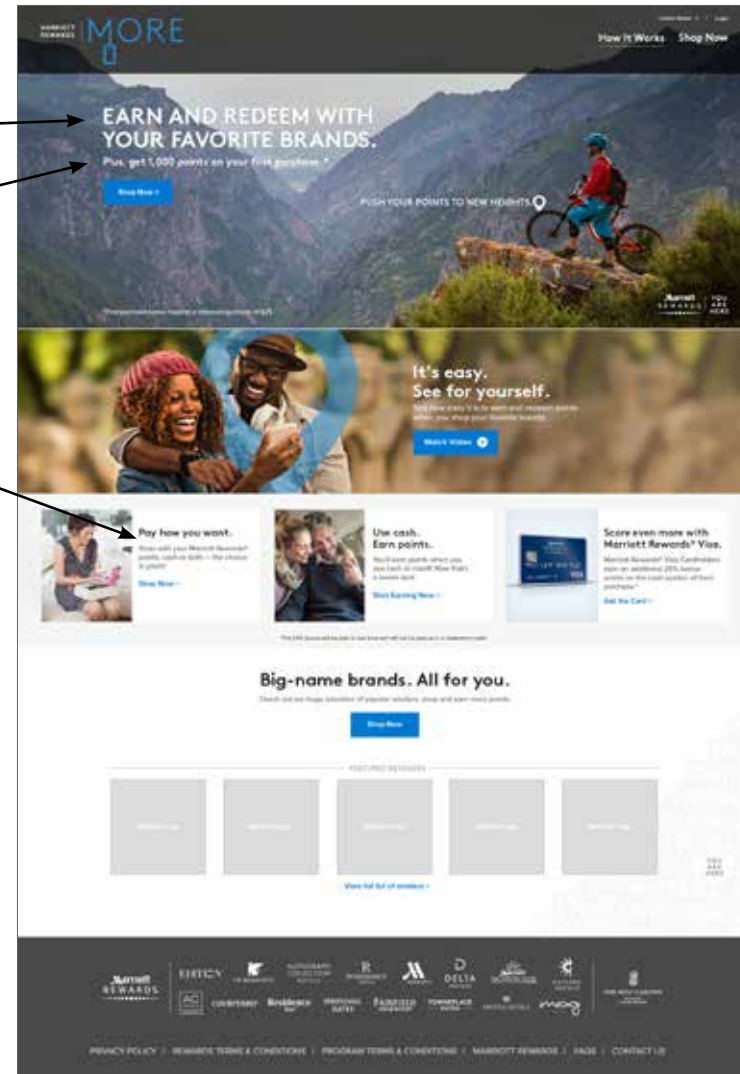
#### USAGE

Logo lockup color option  
Headlines  
Accents

Primary CTAs  
Secondary CTAs  
Tertiary CTAs

Body copy  
UI elements

Headlines  
Sub headlines  
CTA text



### 3: GRAPHIC ELEMENTS

# PINPOINT GLYPH

## USING THE ICONIC MARKER AS A SUBTLE BRAND ELEMENT.

With Marriott Rewards More, you can use the pinpoint glyph to highlight products picked up with points, cash or both. You can also use it as a pattern in the footer as a subtle design element.

### COLOR OPTIONS



Black



Blue



White

### DO NOT:



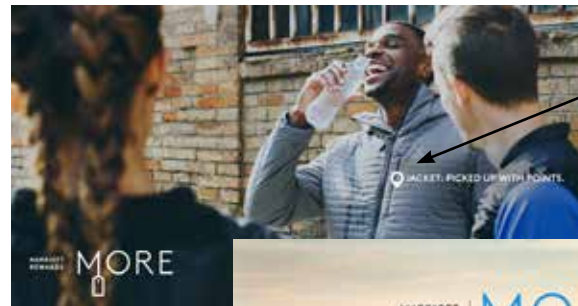
Do not skew the pinpoint glyph



Do not rotate the pinpoint glyph



Do not overlap the pinpoint glyph



Use pinpoint glyph to point at item purchased through More. Position at the beginning or end of the callout text.



Use the pinpoint glyph as a subtle pattern element to enhance design.

### 3: GRAPHIC ELEMENTS

# CALL-TO-ACTION TREATMENTS

## HOW TO USE CTAS.

### PRIMARY & SECONDARY

Font-size: 16px  
Initial capped white type  
reversed from Action Blue



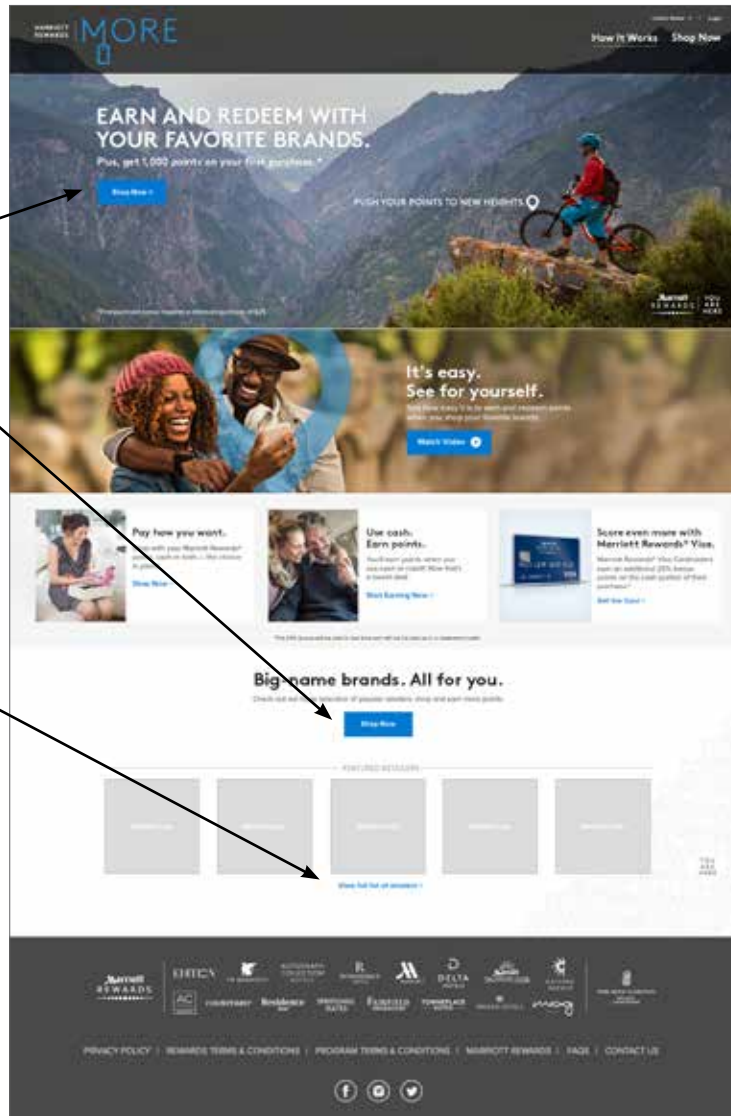
### TIERTIARY

[View full list of retailers >](#)

Action Blue type

### COLOR SWATCH

ACTION BLUE  
#0079D4  
RGB: 0 - 121 - 212



# PHOTOGRAPHY

## CAPTURING THE MOMENT — ACROSS ALL OF OUR PHOTOGRAPHY.

Authentic. Spontaneous. Inspired. Every Marriott Rewards More photo should capture a glimpse of a genuine moment — whether it's a member taking her new shoes out for a run, a group of friends sharing travel stories over dinner or a member capturing great photos with his DSLR camera. The members we highlight in photography should reflect our audience, a balanced mix of Next Generation Experience Seekers and Elite Travelers.



# PHOTOGRAPHY (CONT.)

## HIGHLIGHTING THE CONNECTION BETWEEN MEMBERS AND THE GEAR THEY LOVE.

More of what you love. The Marriott Rewards More photos capture authentic moments of members enjoying products that they picked up with points, cash or both. Each photo should highlight the joy, wonder and excitement of an individual travel moment or a glimpse of a special moment between a person and product.



\*Images on this page are approved and purchased.

### 3: GRAPHIC ELEMENTS

# PHOTOGRAPHY (CONT.)

ADDITIONAL IMAGE OPTIONS (NOT YET PURCHASED).





### 3: GRAPHIC ELEMENTS

# PHOTOGRAPHY (CONT.)

ADDITIONAL IMAGE OPTIONS (NOT YET PURCHASED).



### 3: GRAPHIC ELEMENTS

# PHOTOGRAPHY (CONT.)

ADDITIONAL IMAGE OPTIONS (NOT YET PURCHASED).



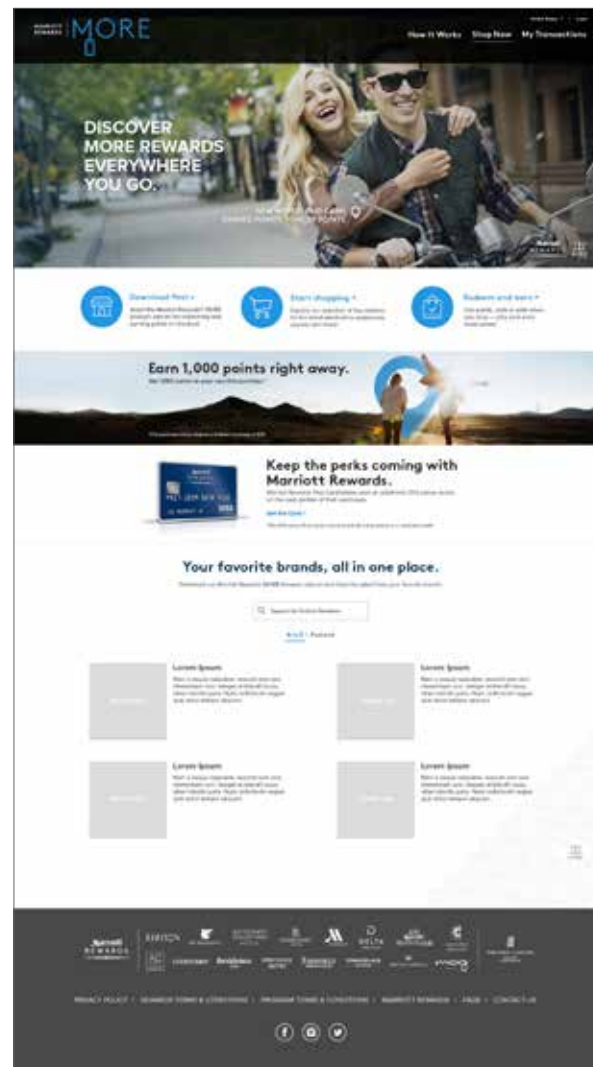
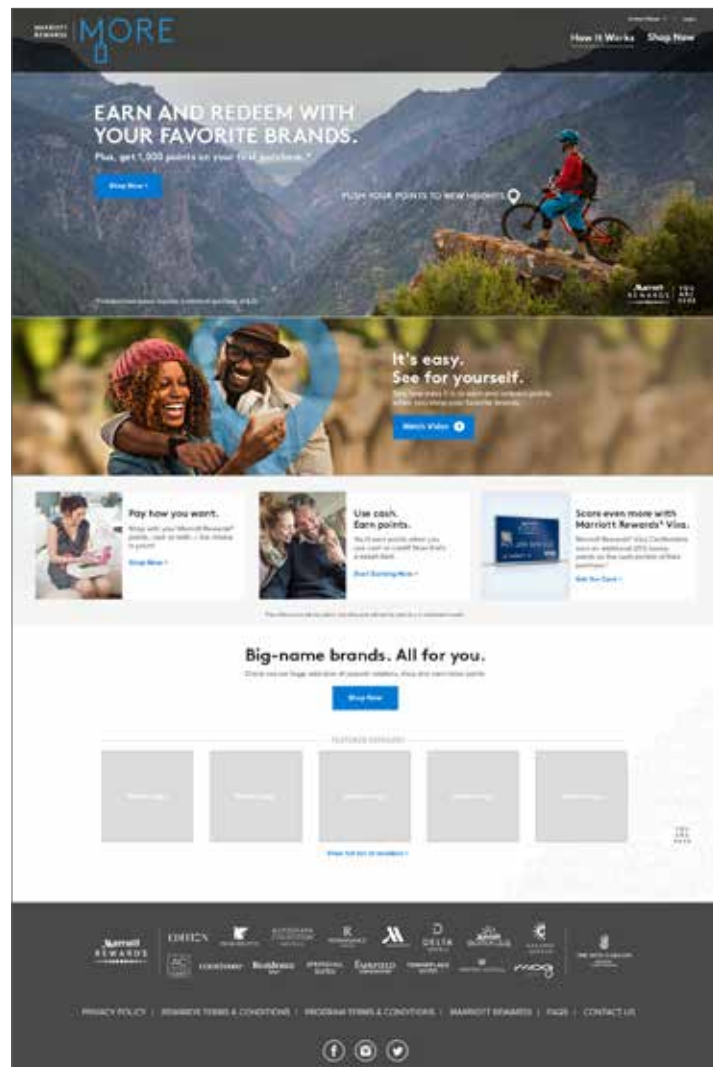


Section 4:

# CREATIVE EXECUTION

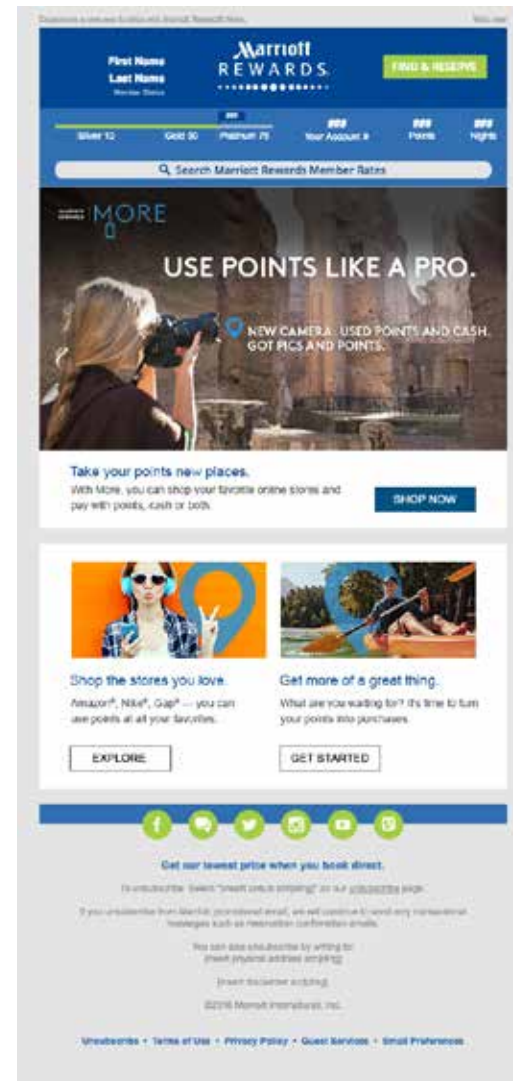
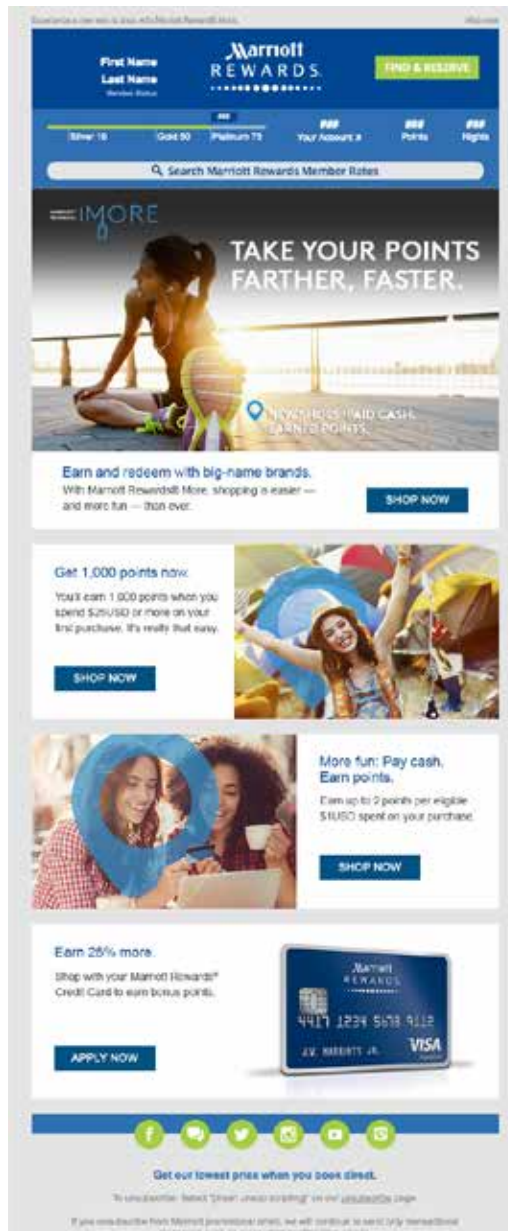
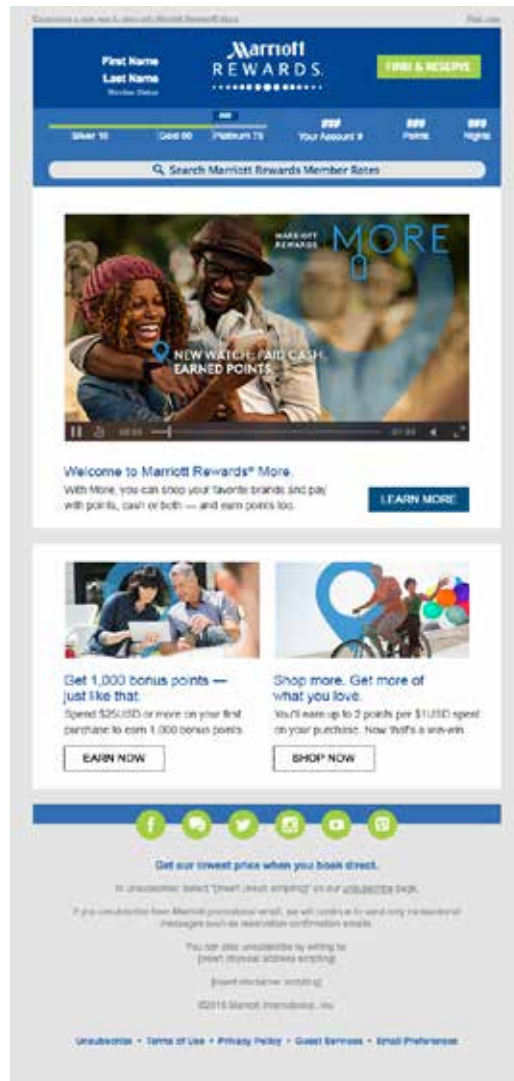
# 4: CREATIVE EXECUTION

## SITE PAGES




## 4: CREATIVE EXECUTION

# MARKETING EMAILS




## 4: CREATIVE EXECUTION

# DIGITAL BANNERS

 **Marriott Rewards**  
21 hrs · 🌐

Introducing Marriott Rewards More. Shop your favorite brands and pay with points, cash or both. Spoiler alert: You can earn points too.



**Shop with Marriott Rewards More.**  
Earn and redeem points with your favorite online stores.

[WWW.XXX.COM/XXXXXX](http://WWW.XXX.COM/XXXXXX) [Shop now](#)

👍❤️ 17 1 Share

👍 Like   💬 Comment   ➦ Share

 **Marriott Rewards** ✓ @MarriottRewards · 7h

Introducing #More. Shop your favorite brands and pay with points, cash or both — and earn points too. [Bit.ly/TBDURL](#)



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