

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

STYLE GUIDE

September 4, 2019

VERSION 5.0

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OUR BRAND

Section 1.0



Hotel Danieli, a Luxury Collection Hotel, Venice, Italy

OUR NAME

Marriott Bonvoy embodies the spirit of travel seen through new eyes, evoking optimism and well-wishes. Our name comes from “bon voyage,” which means have a good trip. Together, “bon” and “voy” form a singular, powerful idea: Marriott Bonvoy means good travel.



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.

The program name is Marriott Bonvoy — **don’t use Bonvoy on its own, and don’t break “Marriott” and “Bonvoy” onto separate copy lines.**

OUR STRATEGY

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. So let’s keep exploring — it’s going to be great.

POSITIONING

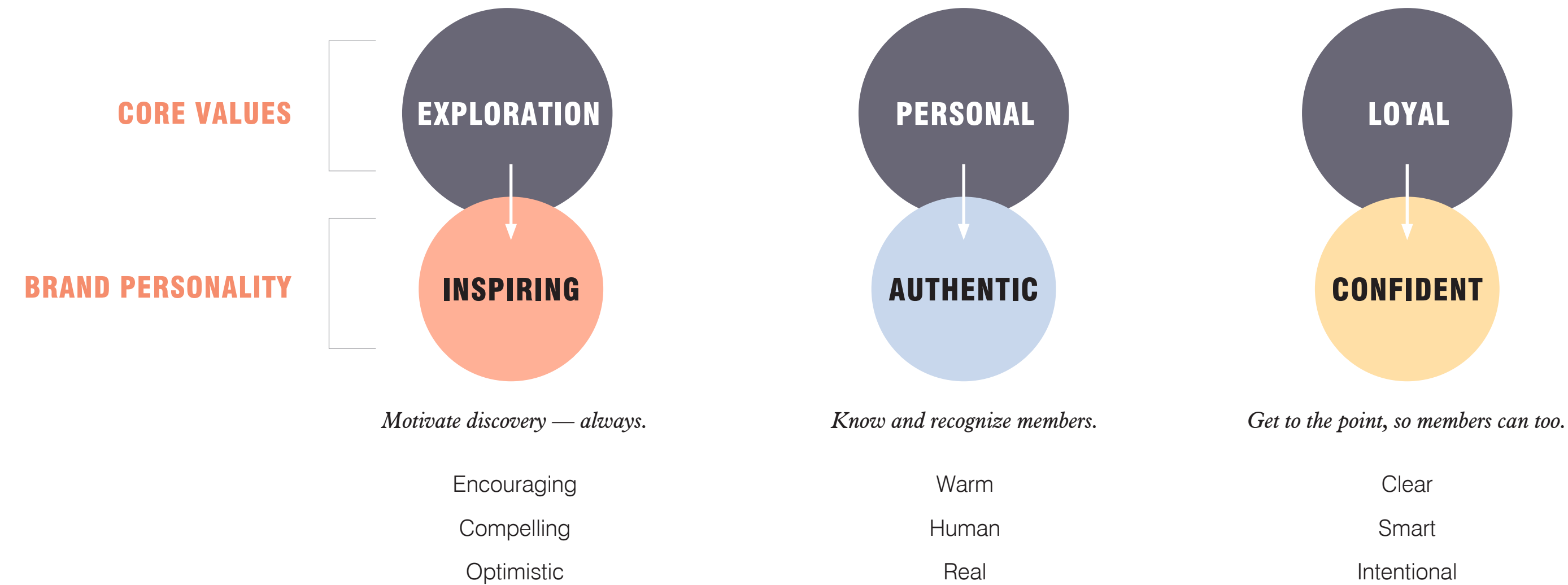
Marriott Bonvoy enriches members through the power of good travel.

REASONS TO BELIEVE

- An unparalleled portfolio of 30 hotel brands in 132 countries, with everything from distinctive luxury to refreshing extended stays. Access the world — no matter your trip occasion or destination.
- The largest collection of the most inspiring experiences for every travel passion.
- The richest travel program rewards: exclusive access, world-class benefits, unmatched recognition, a faster path to Elite status and so much more.

CORE VALUES AND BRAND PERSONALITY

*Our core values are the Marriott Bonvoy compass, they guide how we deliver the brand promise across everything we do.
Our brand personality reflects how the world sees Marriott Bonvoy.*





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.

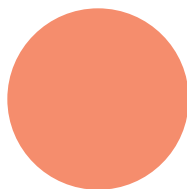
PROGRAM

Section 2.0



STATUS AND BENEFITS

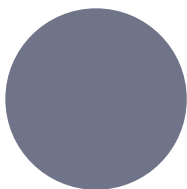
Members get exclusive benefits the moment they join — and it only gets better from there.



**MARRIOTT BONVOY
MEMBER**

0–9 nights per year

- Free Wi-Fi
- Member Rates
- Mobile Check-In and other mobile services

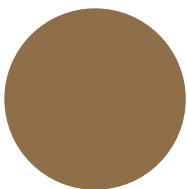


**MARRIOTT BONVOY
SILVER ELITE**

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

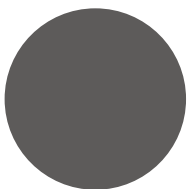


**MARRIOTT BONVOY
GOLD ELITE**

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)

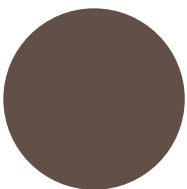


**MARRIOTT BONVOY
PLATINUM ELITE**

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

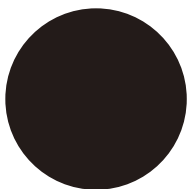


**MARRIOTT BONVOY
TITANIUM ELITE**

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:**

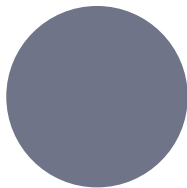
- Ambassador Service
- Your24™

*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.

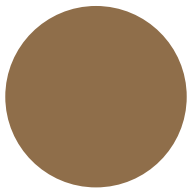
LIFETIME STATUS

Our most loyal members get the best benefits for life.



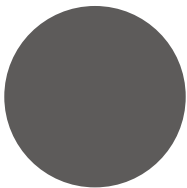
**MARRIOTT BONVOY
LIFETIME SILVER ELITE**

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



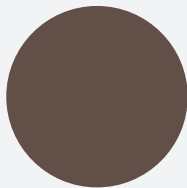
**MARRIOTT BONVOY
LIFETIME GOLD ELITE**

*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.

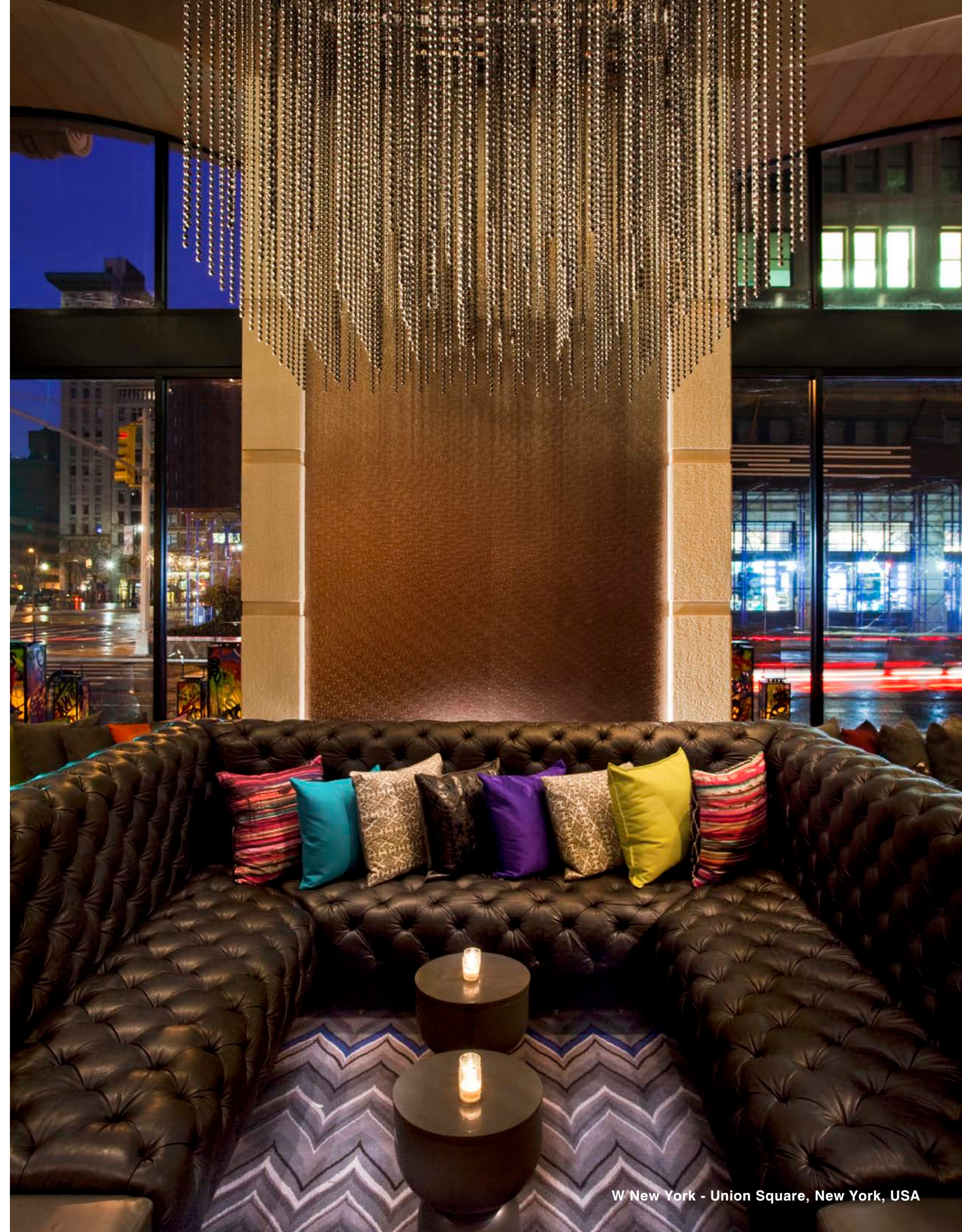
See page 33 for brand bar variations and usage.

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

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

DESIGN

Section 3.0



BRAND ELEMENTS

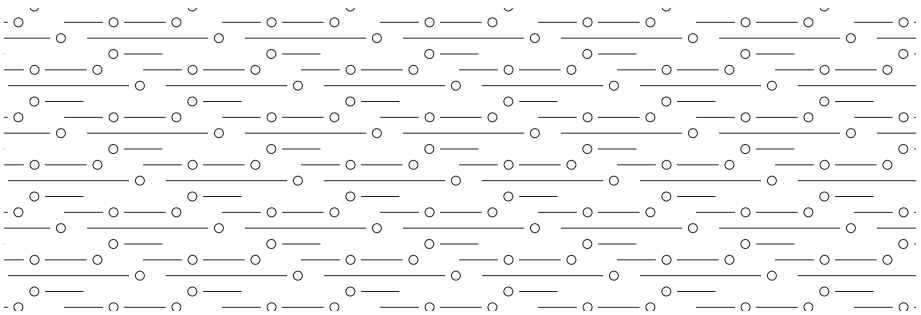
Our brand elements symbolize the optimism of Marriott Bonvoy. It’s a new day, new beginning and new world.



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 14–16 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 17–22 for usage.**



Patterns are inspired by the sunrise and connector. They can be used as an accent or subtle texture. **See pages 25–27 for usage.**

LOGO FAMILY

PRIMARY LOGO

Most occasions



WORDMARK

Brand affiliation, small spaces



SOCIAL/APP BADGE*

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



CHINESE LOGO

Most occasions



CHINESE WORDMARK

Brand affiliation, small spaces



CHINESE SOCIAL/APP BADGE*

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



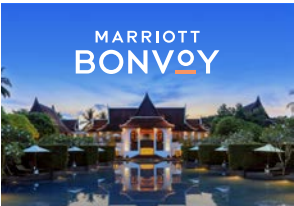
**All uses of the social/app badge must have a reference to the full program name ("Marriott Bonvoy") or company name ("Marriott" or "Marriott International") immediately adjacent to the logo. We should never use the "TM" symbol with the social/app badge.*

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 logos should only appear on black, white or over 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 (™) in 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 “™” when it is 32 px or .25 inches or higher.



Use the primary logo **without** “™” 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 or 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.



See trademark guidelines on **page 15**.



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



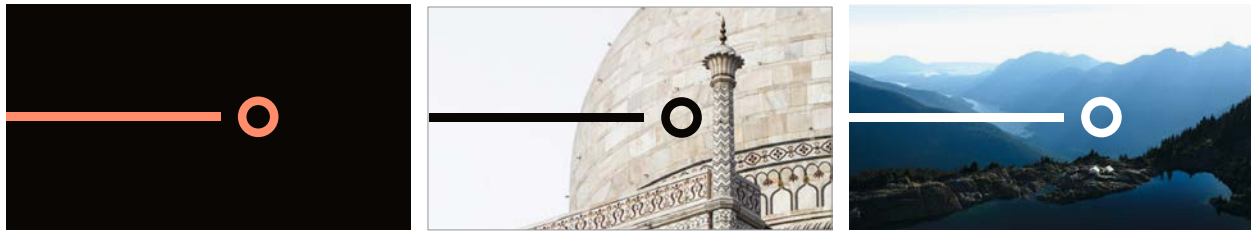
Use the wordmark **without** “TM” when it is smaller than 10 px or .125 inches high. The wordmark should never be used smaller than 5 px or .0625 inches high.

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.

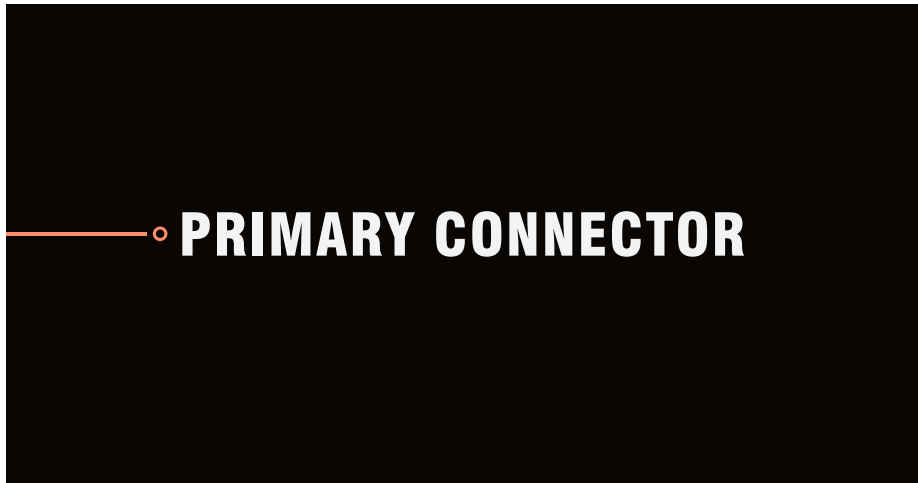


TWO-COLOR CONNECTOR:

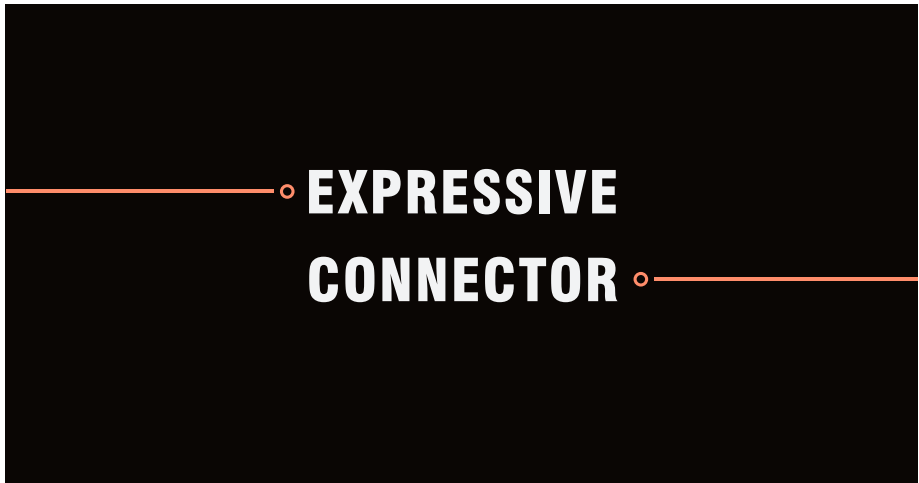
A two-color connector can be laid out in any combination of Bonvoy Black, Bonvoy Coral and white. In these instances, the connector circle must be the same color as the accompanying hero headline text. *Note: Copy can be Bonvoy Coral only in print applications.*

CONNECTOR WITH COPY

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



Use with single-line headlines.



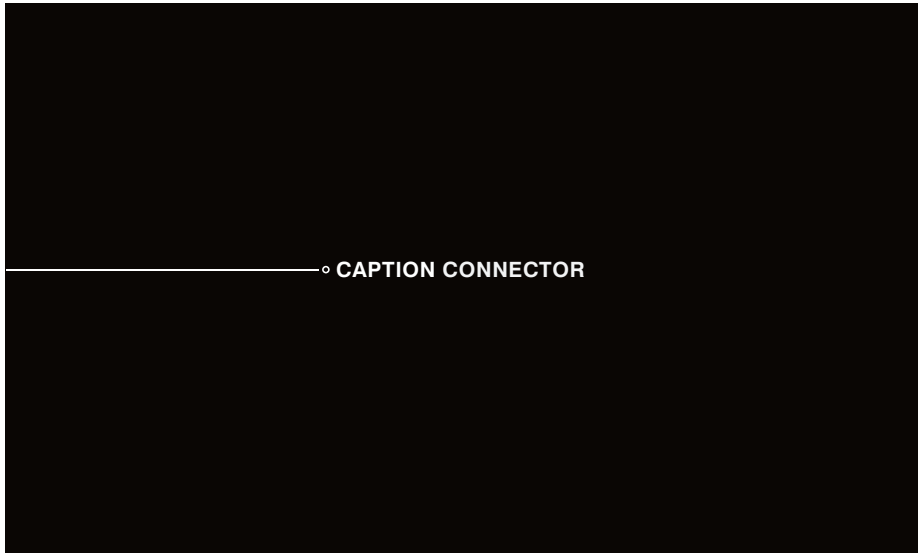
Use with multiple-line headlines.



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

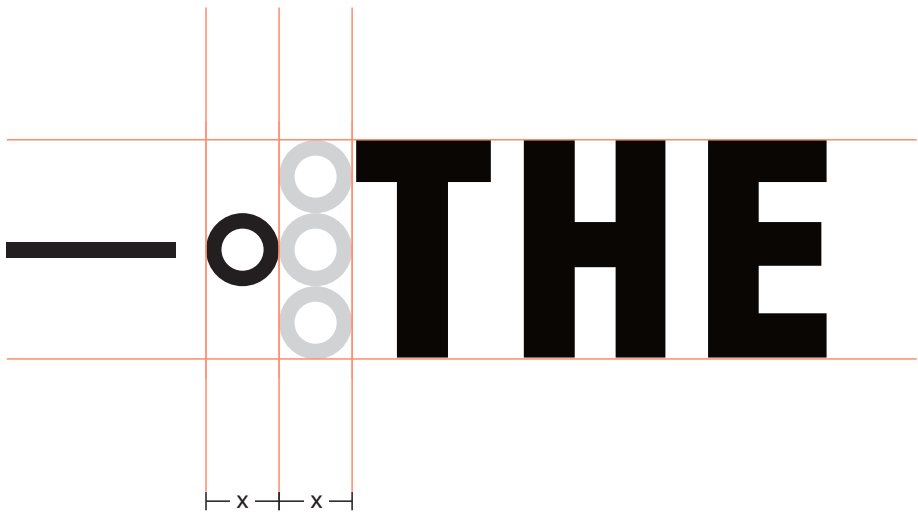


Link together a headline or list of ideas, places or actions vertically or horizontally.



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

PRIMARY CONNECTOR



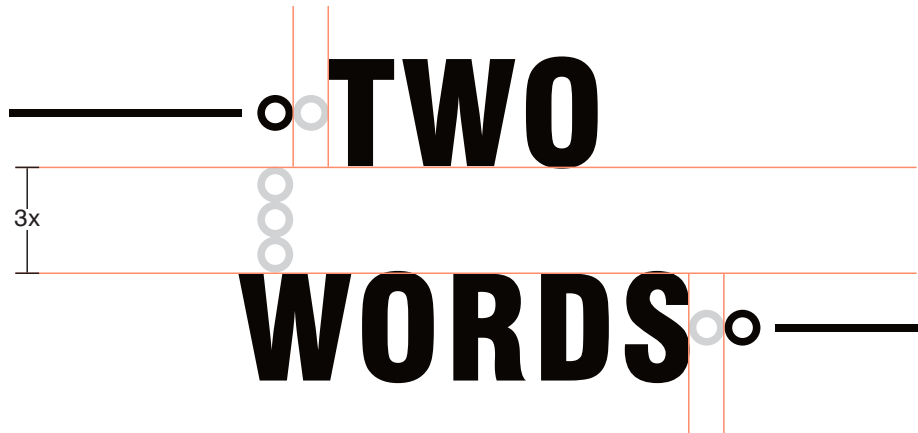
Headlines should be centered horizontally and placed vertically in a relatively clear area of the layout. The connector line should bleed off the side of the layout and can enter from either the right or the left.

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

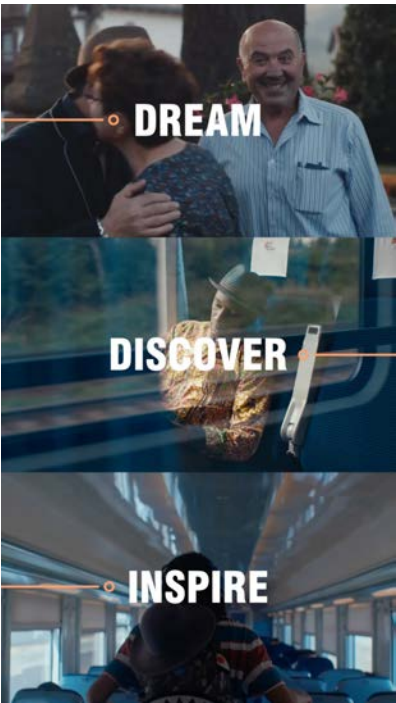


EXPRESSIVE CONNECTOR



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.

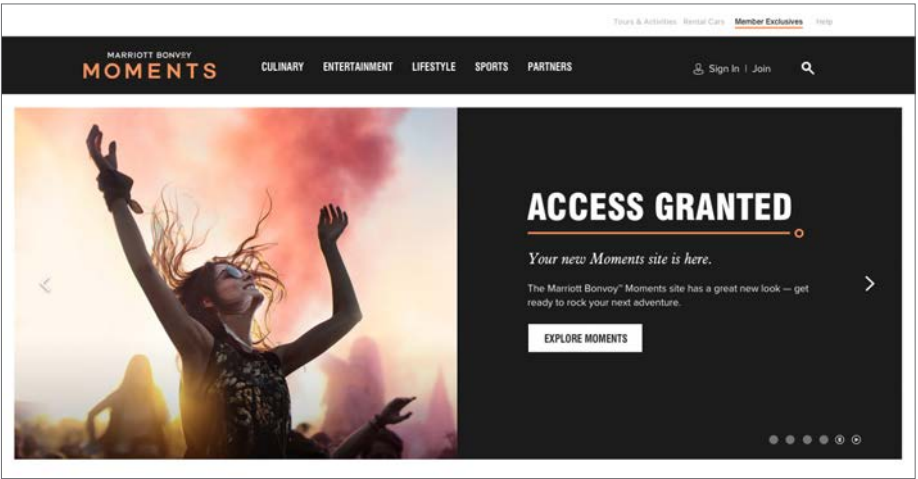


EMPHASIS CONNECTOR

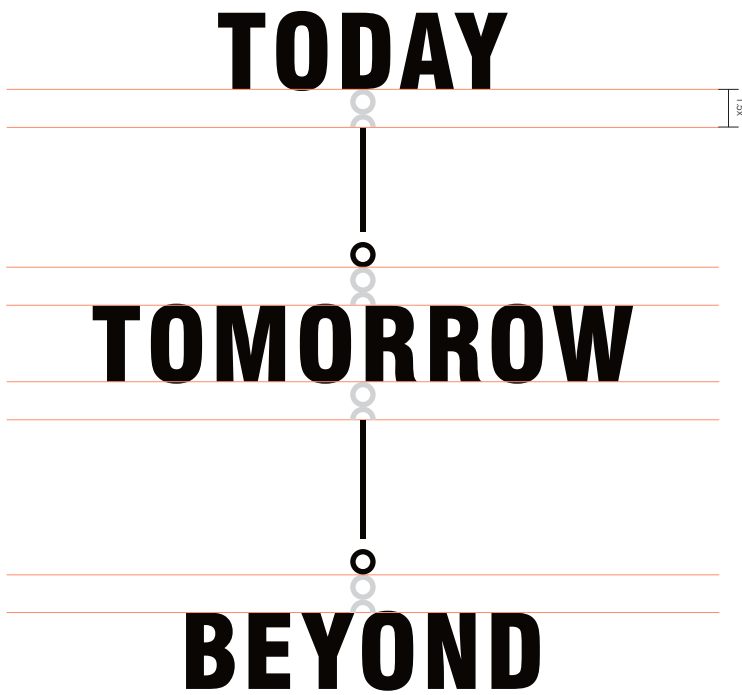


The connector line should span the width of the headline. In single-line headlines, the vertical space between text and connector is the diameter of one circle. Do not use the two-color connector line and circle with this variation.

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.



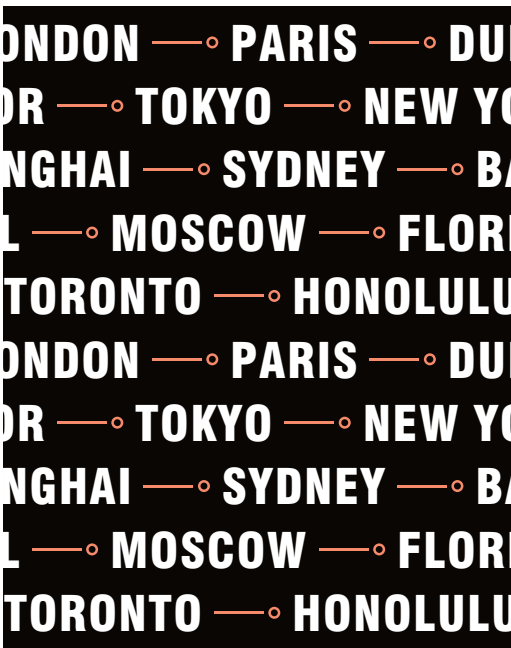
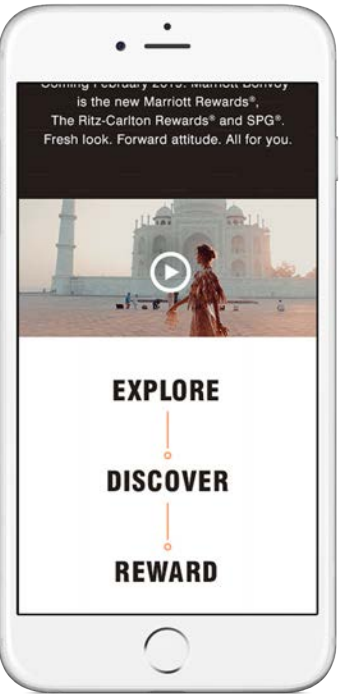
LIST CONNECTOR



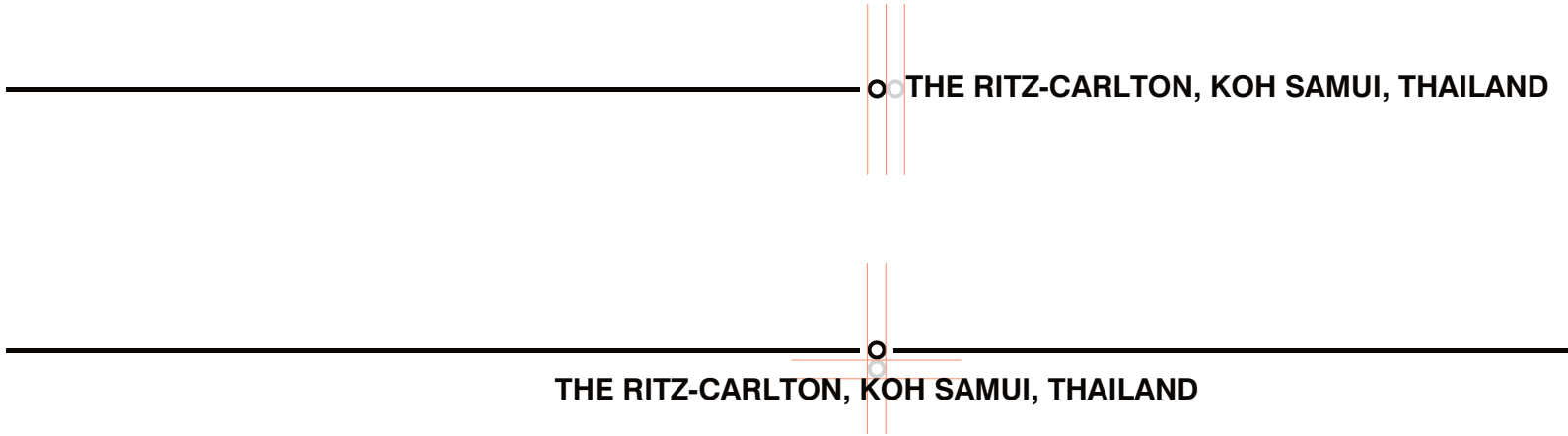
When used as a headline, the list connector should always connect three words — no more or less. However, the connector as list can connect as many destinations or hotel brands as necessary.

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 30 and 31 for specific use.**

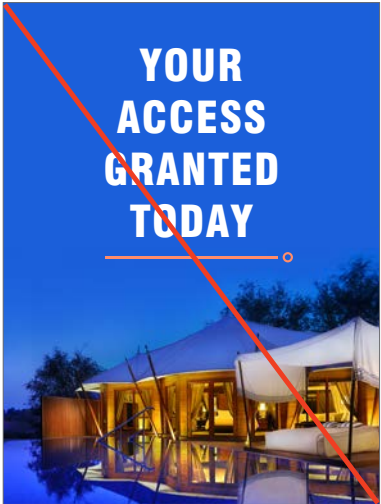
Font: Swiss 721 Bold
Style: All caps
Tracking: 0

Divide caption type size by 1.5 to establish circle diameter.

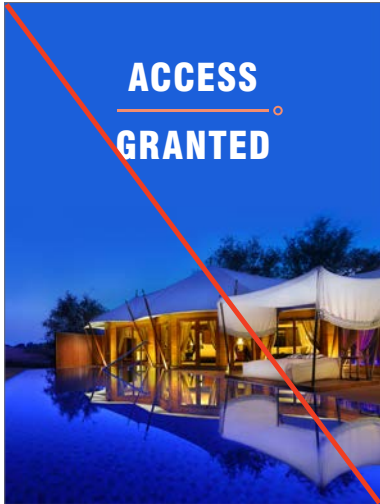
Point to pixel calculation: 7.5-pt. type ÷ 1.5 = 5-px. connector height



CONNECTOR DON'TS



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



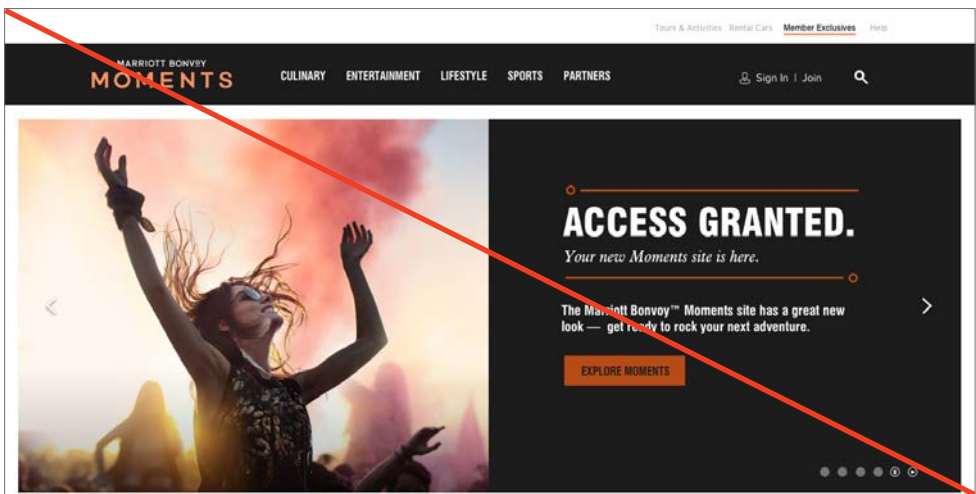
Don't break up a two-word headline.



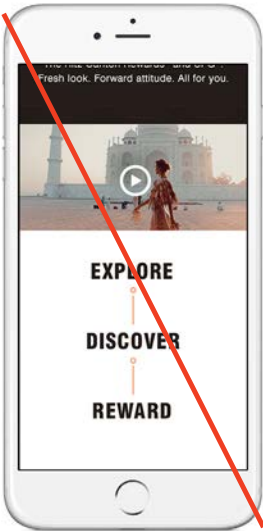
When using a two-color connector, don't use different color for the headline than the circle of the connector.



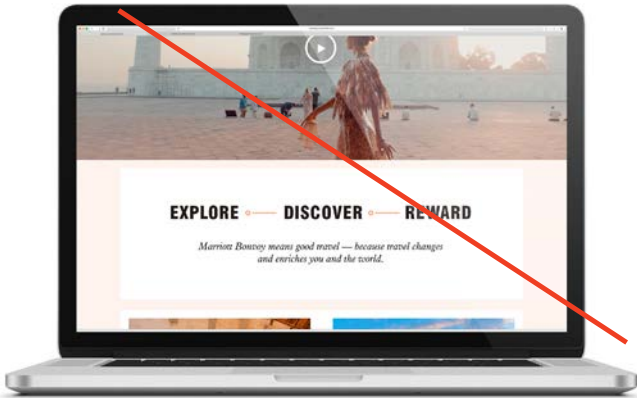
Don't change the proportional relationship of the connector line and circle.



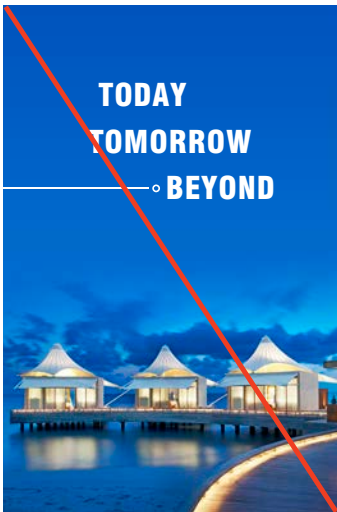
Don't change the orientation, placement or color of the connector.



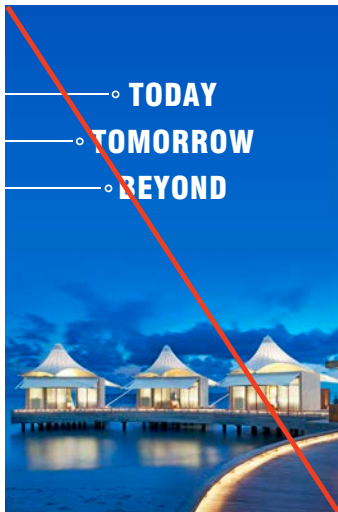
Don't reverse vertical direction of the connector.



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.

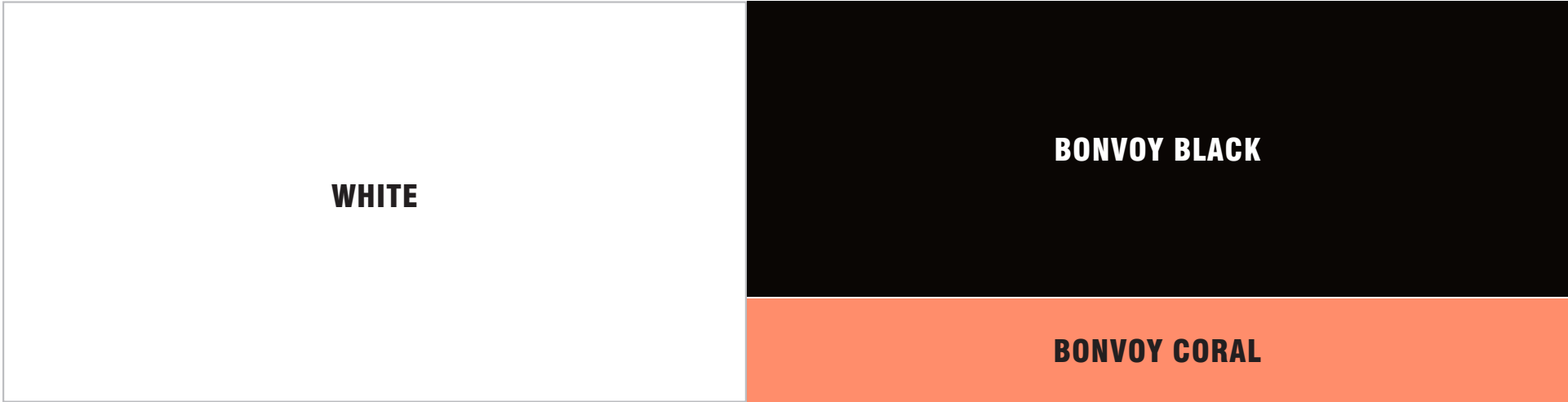


Don't use Swiss Black Condensed or two colors, and don't wrap text to multiple lines with caption connector variation.

COLOR 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 levels.

PRINT BREAKDOWNS

Primary

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

Secondary

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

Status levels*

MEMBER CMYK: 0-0-0-0	SILVER ELITE PMS 8180 CMYK: 56-42-31-3	GOLD ELITE PMS 8383 CMYK: 37-40-74-8
PLATINUM ELITE PMS 8403 CMYK: 62-54-55-27	TITANIUM ELITE PMS 8425 CMYK: 54-59-63-36	AMBASSADOR ELITE PMS 8625 CMYK: 62-60-64-47

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

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 31

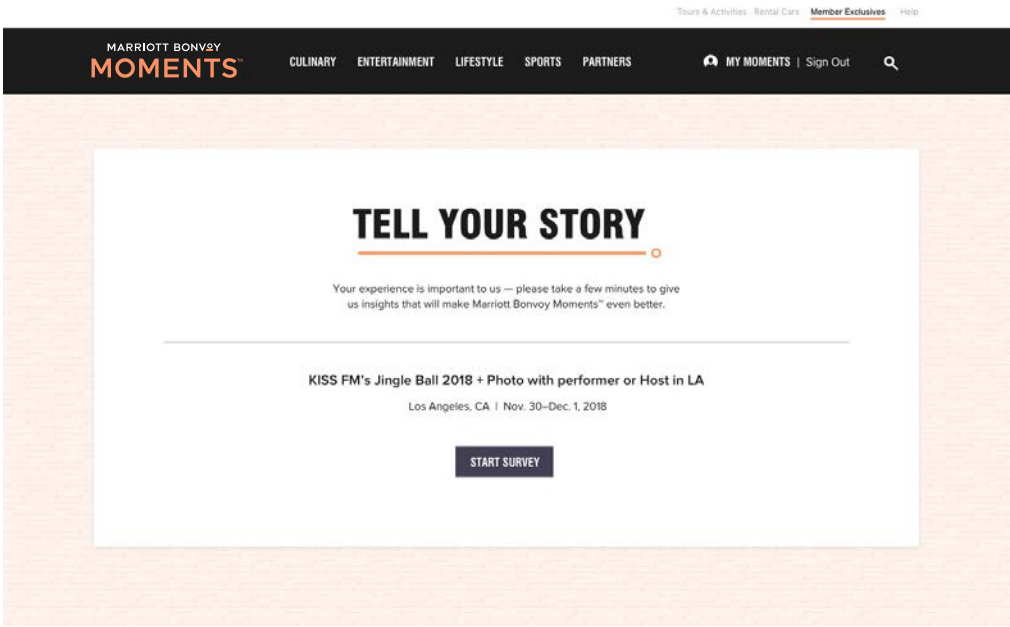
#444054 RGB: 68-64-84	#444054 + 20% #FFFFFF	Outlined: #1C1C1C No Fill	#1C1C1C RGB: 28-28-28	Outline: #1C1C1C Fill: #FFFFFF	#1C1C1C RGB: 28-28-28
Primary button with white #FFFFFF text	Primary hover with white #FFFFFF text	Secondary button with black #1C1C1C text	Secondary hover with white #FFFFFF text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

Status levels

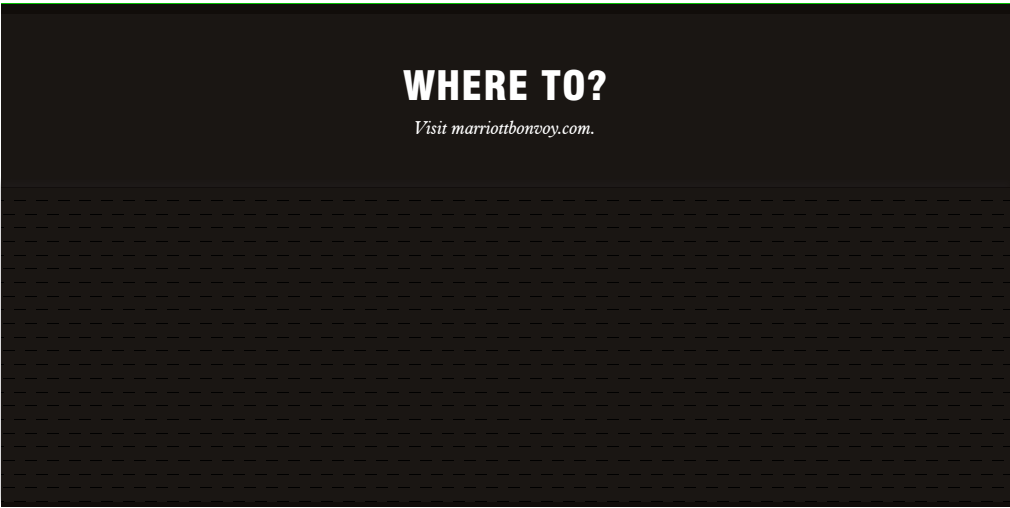
MEMBER #FFFFFF RGB: 255-255-255
ACCENT ONLY #FF9662 / RGB: 255-150-98
SILVER ELITE #707488 RGB: 112-116-136
BACKGROUND #F0F1F3 / RGB: 240-241-243
GOLD ELITE #8C8F49 RGB: 140-111-43
BACKGROUND #F3F0EC / RGB: 243-240-236
PLATINUM ELITE #5E5F61 RGB: 94-95-97
BACKGROUND #F0F1F1 / RGB: 240-241-241
TITANIUM ELITE #554749 RGB: 85-71-73
BACKGROUND #F2F2F1 / RGB: 242-242-241
AMBASSADOR ELITE #231C19 RGB: 35-28-25
BACKGROUND #F3F2F2 / RGB: 243-242-242

PATTERNS

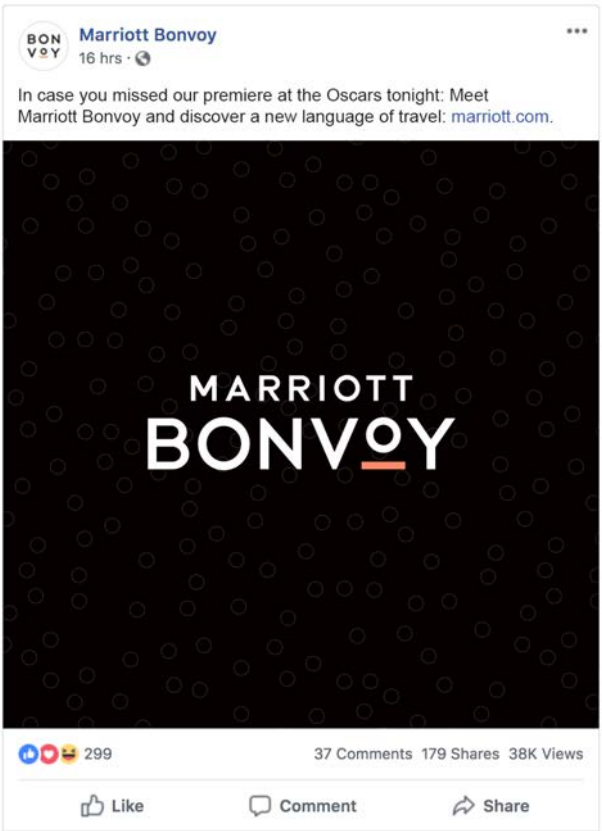
Inspired by the connector, textural patterns can add depth and subtle elegance to select layouts.



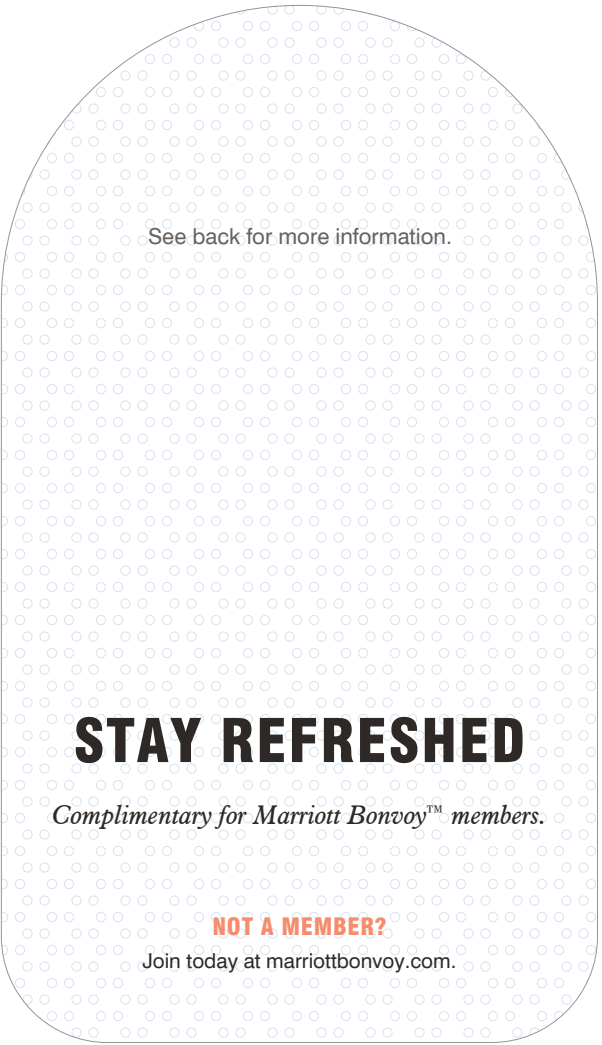
Patterns add texture and depth to backgrounds.



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.

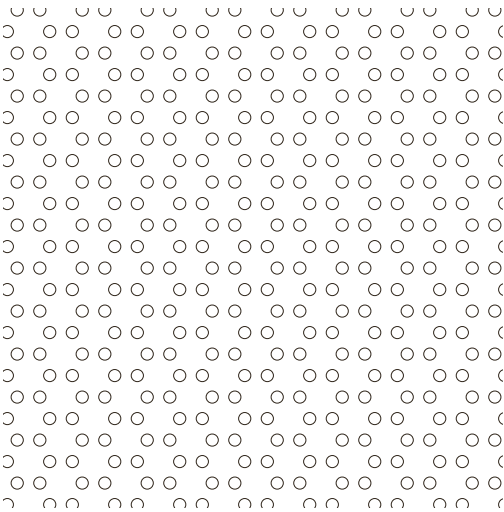


Using a pattern in our secondary color palette brings a fresh look to the deliverable.

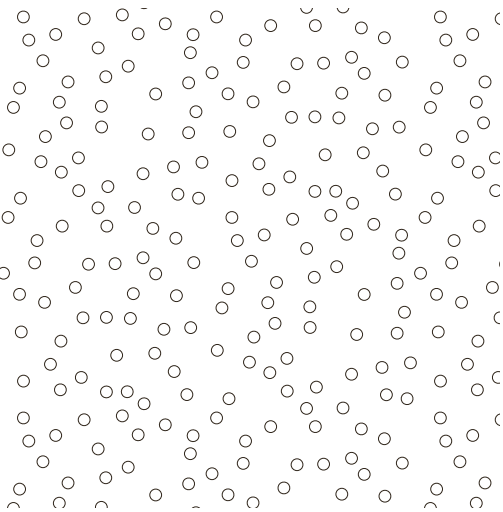
PATTERNS

continued

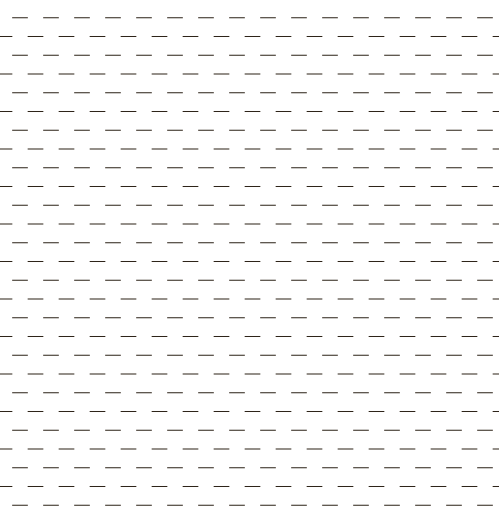
Pattern 1



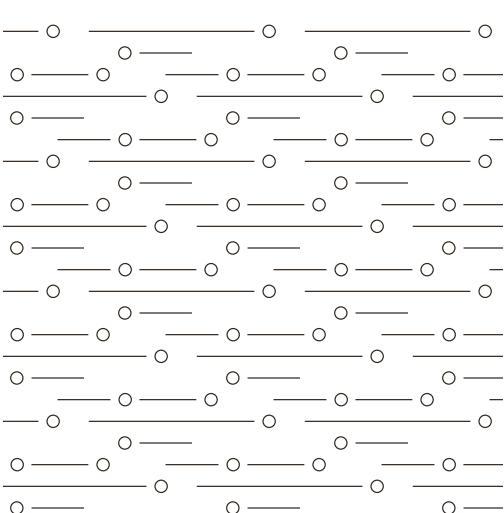
Pattern 2



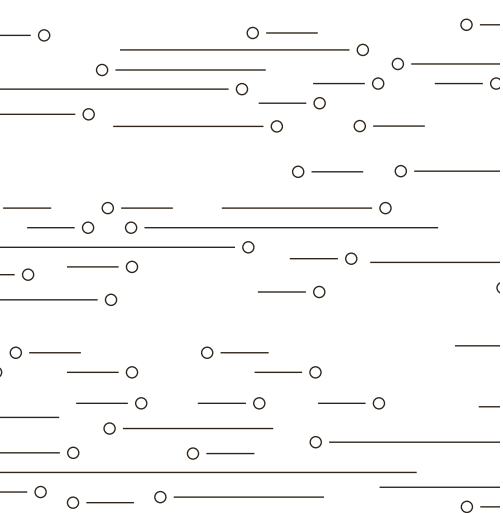
Pattern 3



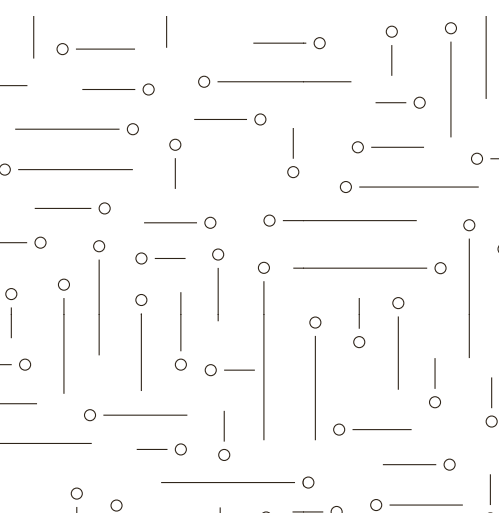
Pattern 4



Pattern 5



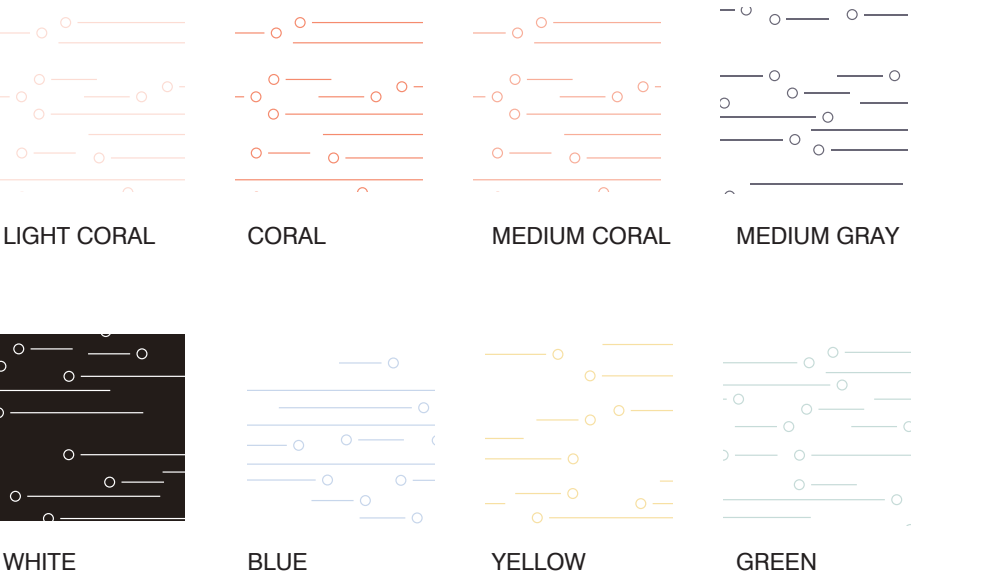
Pattern 6



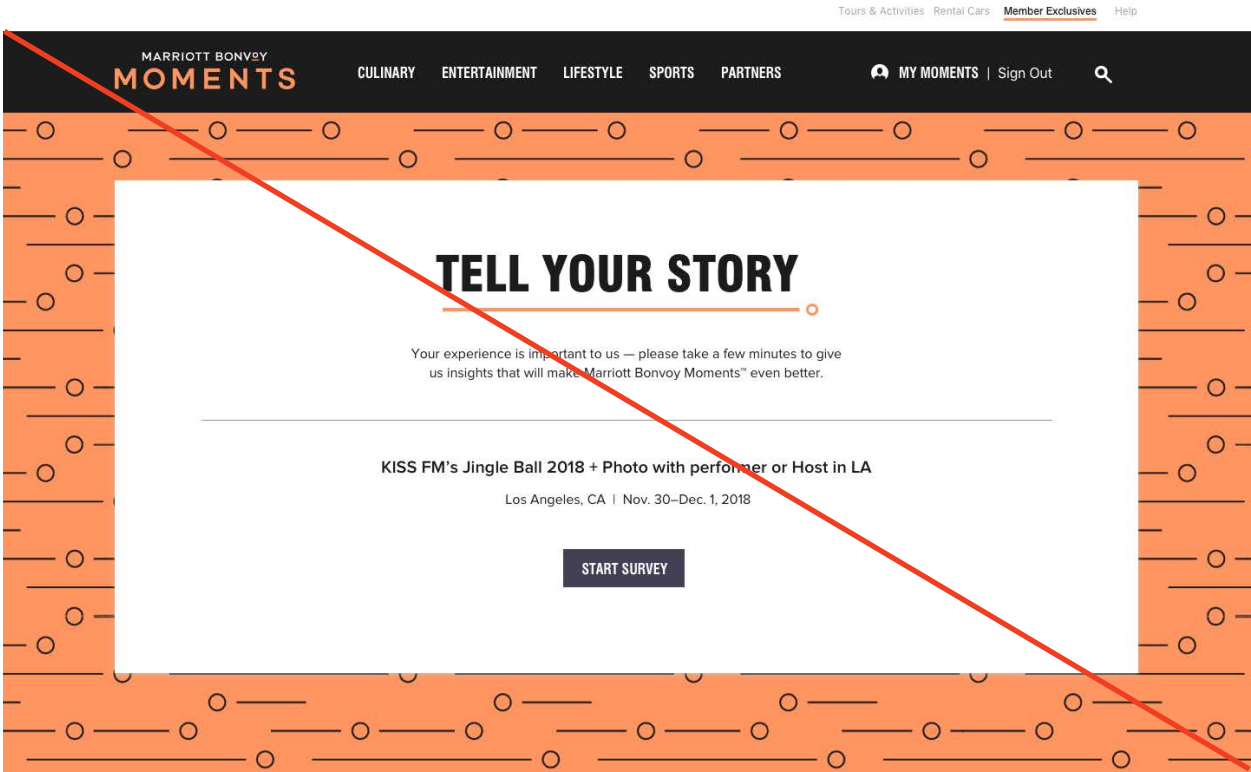
Patterns in Bonvoy Black, Bonvoy Coral, Bonvoy Medium Coral and Gray can be used in animation, motion graphics or event spaces with large-scale print graphics.

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.**

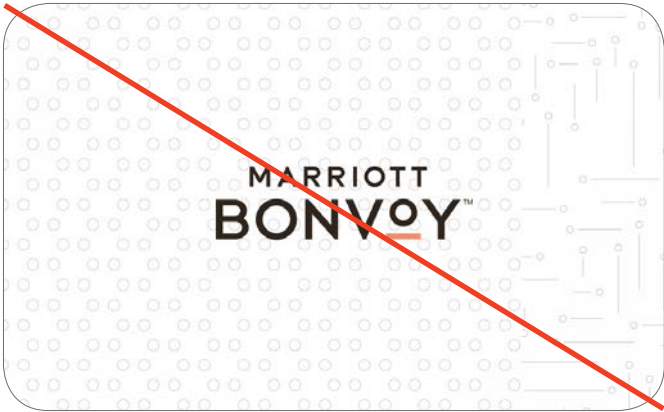
Secondary pattern colors can be used at a low opacity under copy or the Marriott Bonvoy logo on print and digital pieces.



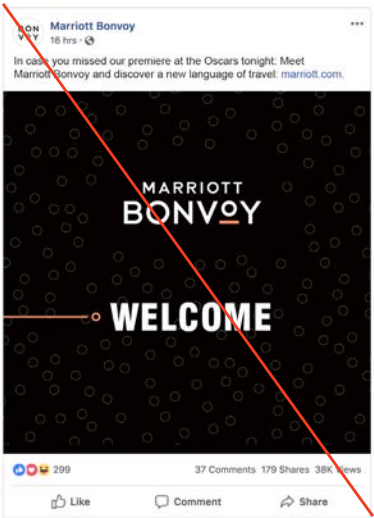
PATTERN DON'TS



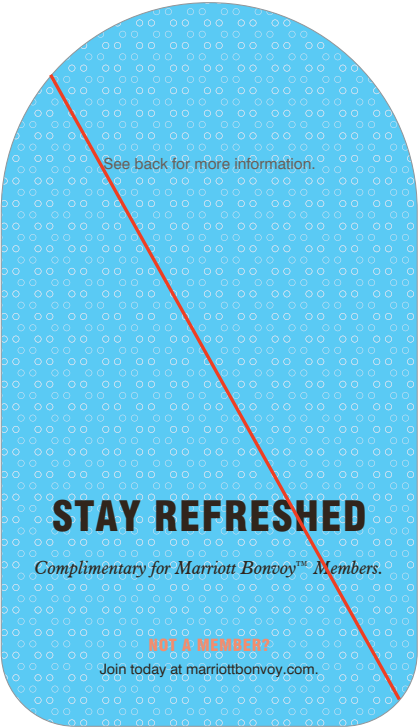
Don't use patterns at a scale or placement that interferes with the legibility of the logo or copy, and don't use a pattern over Bonvoy Coral.



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



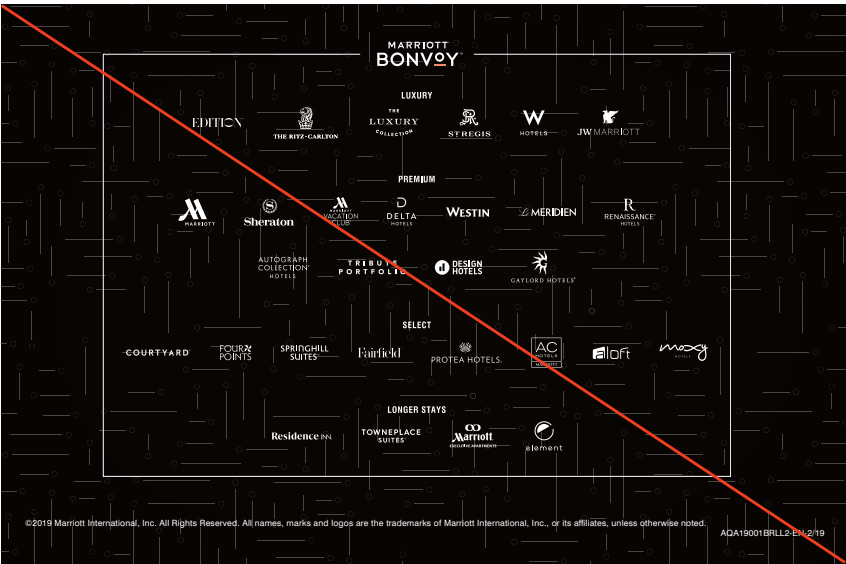
Don't use a pattern in close proximity to the connector, and don't alter or remove parts of the pattern.



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, in emails and on 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. Only use punctuation for eyebrows when they’re in sentence form. Subheads always use punctuation.

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

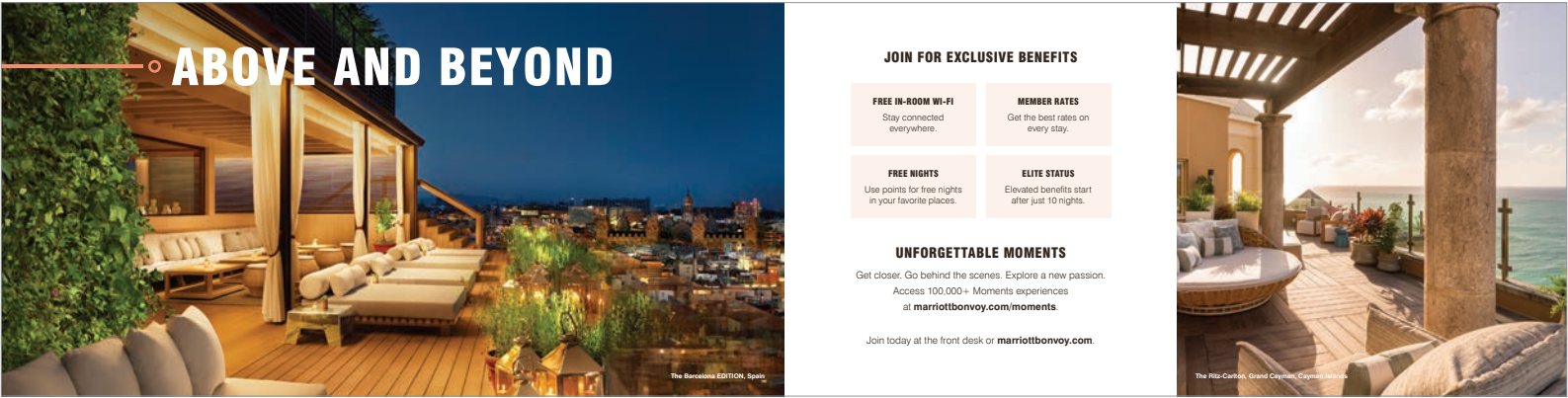
A hardworking, clear subhead.
A hardworking, clear subhead.

Body copy
Swiss 721 Roman
Tracking: 0

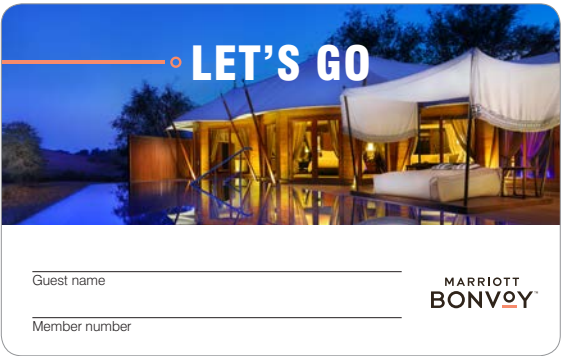
Clear and modern body copy fit for print spaces. It’s legible and easy to read on everything from key packets to posters, brochures to coasters — and all the collateral between.

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

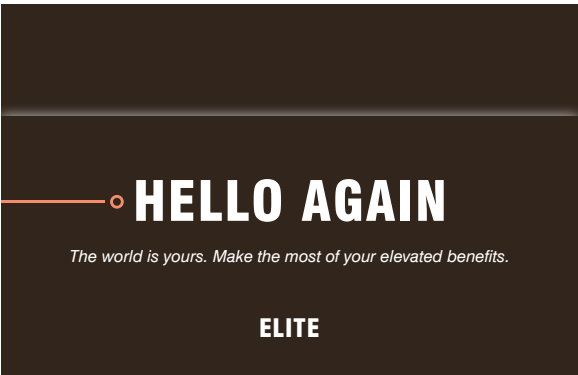
Al Maha, a Luxury Collection Desert Resort & Spa, Dubai, UAE
AL MAHA, A LUXURY COLLECTION DESERT RESORT & SPA, DUBAI, UAE



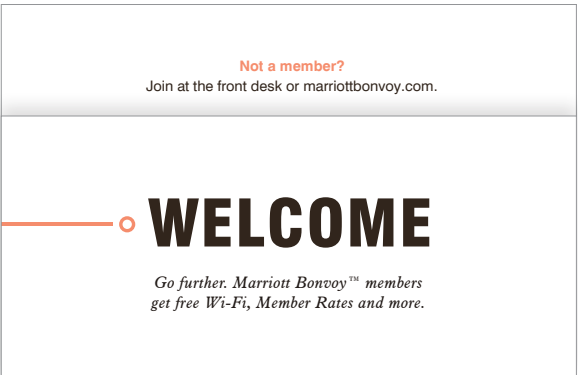
Welcome brochure



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. Only use punctuation for eyebrows when they’re in sentence form. Subheads always use punctuation (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

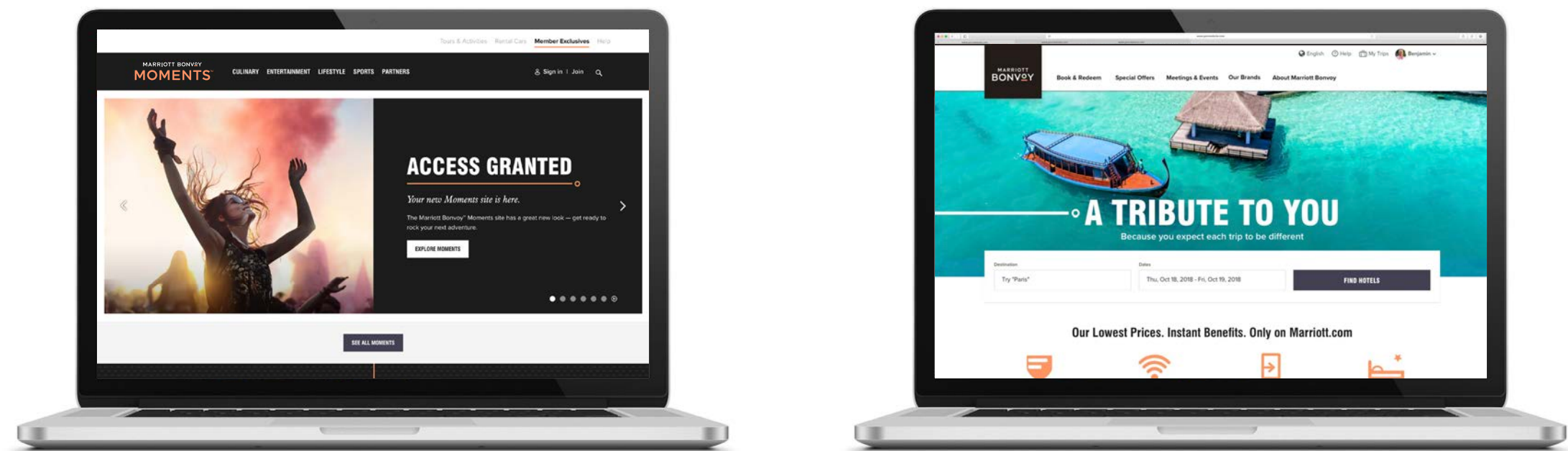
Marriott International, Inc. is a leading global lodging company with more than 7,000 properties in 130 countries and territories, reporting revenues of more than \$17 billion in fiscal year 2016.

Marriott International, Inc. is a leading global lodging company with more than 7,000 properties in 130 countries and territories, reporting revenues of more than \$17 billion in fiscal year 2016.

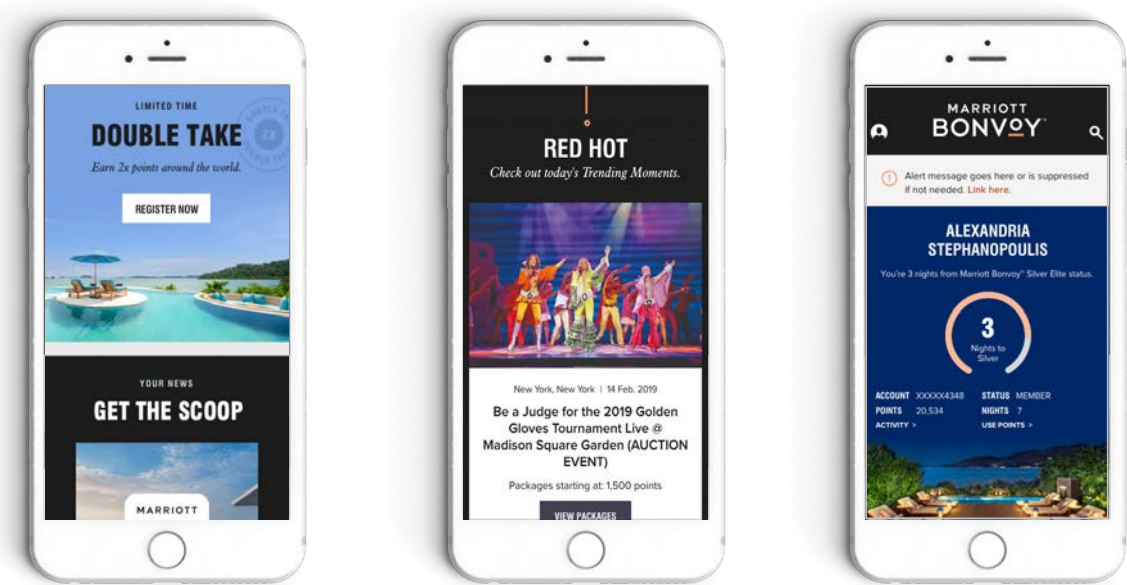
Property caption
Proxima Nova Bold — 12px

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

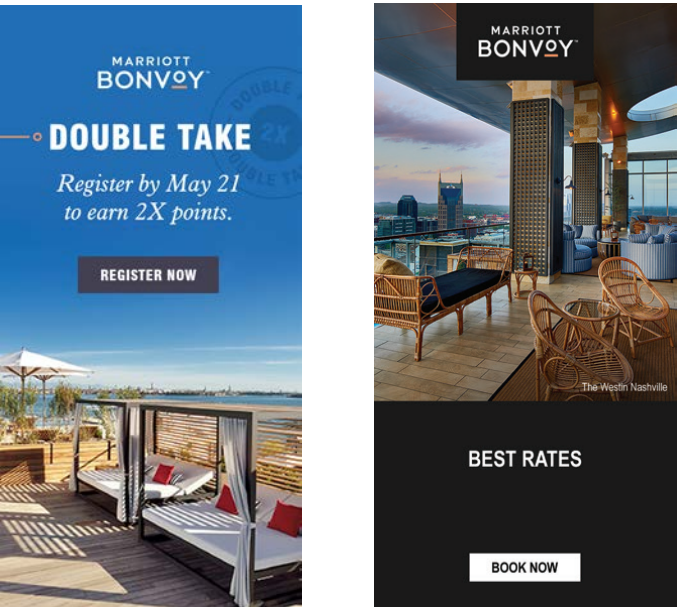
DIGITAL EXAMPLES



Headline, connector and button treatments.



Pops of Bonvoy Coral and strong visual hierarchy.

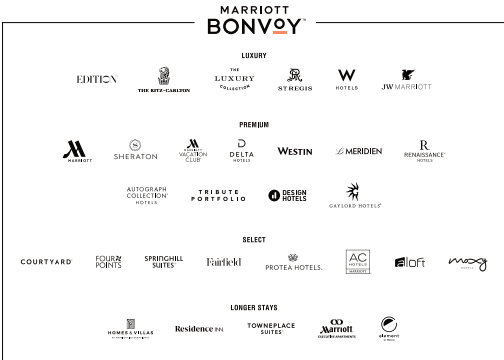
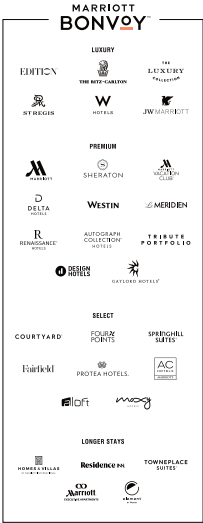


Quick and clear messaging for banner and display ads.

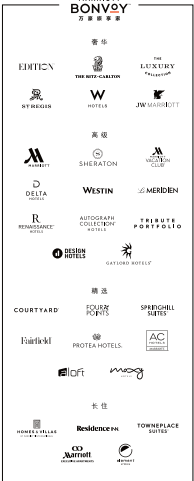
BRAND BARS

30 LOYALTY BRANDS

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

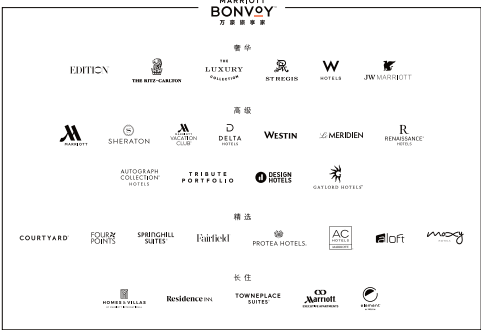
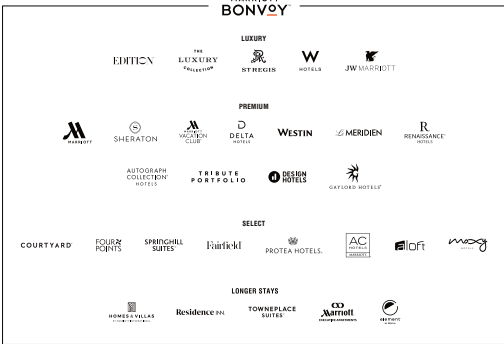
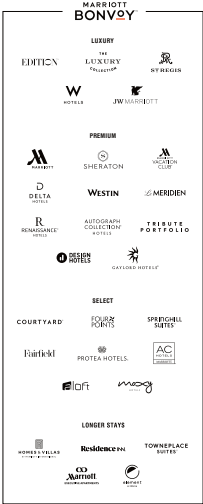


CHINESE BRAND BAR



29 LOYALTY BRANDS

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



Brand bars with the tiers 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	Credit Card	Download	Filter
Forward	Gear	Heart (filled)	Heart (outline)	Help	Globe	List View
List View (alt)	Lounge Access	Menu	Merge	Phone	Print	Search
Sign In	Spinner	Star	Uber	Universal Access	Website	

MERCHANDISING:

VIP	Donate Points	Gift Points	Buy Points	Cash + Points	Elite Night Credit

HOSPITALITY:

Apple Wallet	Badge	Bath Mat	Bike Share	Body Lotion	Body Wash	Breakfast
Breakfast (alt)	Call Front Desk	Capacity Chart	Car Rental	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

HOSPITALITY (CONT.):

Shower Cap	Shuttle	Smart TV	Soap	Spa	Stay Dates	Tennis
Upgrade Requested	Wi-Fi	Write	Your 24	48 Hour Guarantee		

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:

Elite 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 — English

Note: Some aspects of the brand voice are currently being evolved. A revised style guide will be released soon; in the meantime, please follow all existing copy guidelines.



The Westin Resort & Spa, Whistler, British Columbia, Canada

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 17–22 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Black Condensed all capitalization format. **See page 37 for subhead treatment.**

- 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
- 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]

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

Join Marriott Bonvoy. Get instant benefits.

GET GOING

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

TAKE OFF

Use points on your next flight.

STEP UP

Upgrade your room instantly.

POSSIBILITIES

Earn up to 4,000 points per stay.

STAND-ALONE COPY

Direct copy for transactional messages.

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

Save up to 35% on your car rental and earn 2,000 bonus points with Hertz.

Get inspired with more rewards at more than 7,000 hotels.

Earn triple points on business travel at participating hotels.

DIRECT HEADLINE AND SUBHEAD COMBINATIONS

In select instances, a headline and a subhead, or an eyebrow and a headline, can be used together to form a complete sentence or thought.

WHEN TO USE:

Direct, offer- or benefit-driven copy in multi-section communications (member account update, benefits overview page, inside pages of a welcome brochure) or solo-offer emails (global promotions, partner content or continent offers).

WHEN TO NOT USE:

Aspirational, hero headlines and inspirational copy placements (above-the-line ads or hero placements on websites).

Note: Subheads are always sentence case, even when they continue a headline or are a fragment.

GET FREE NIGHTS

Starting at just 5,000 points.

1,500 BONUS POINTS

After your second stay.

EARN 2,500 POINTS

On your first stay — then get even more.

GET 30% OFF

When you buy 2,000+ points.

REDEEM YOUR WAY

To get free nights, flights and exclusive experiences.

GET THE BEST RATES

When you book with marriott.com, the Marriott Bonvoy™ App or Member Support.

Coming this September:

NEW REDEMPTION RATES

Earn more with Hertz:

2,000 BONUS POINTS

Get VIP passes:

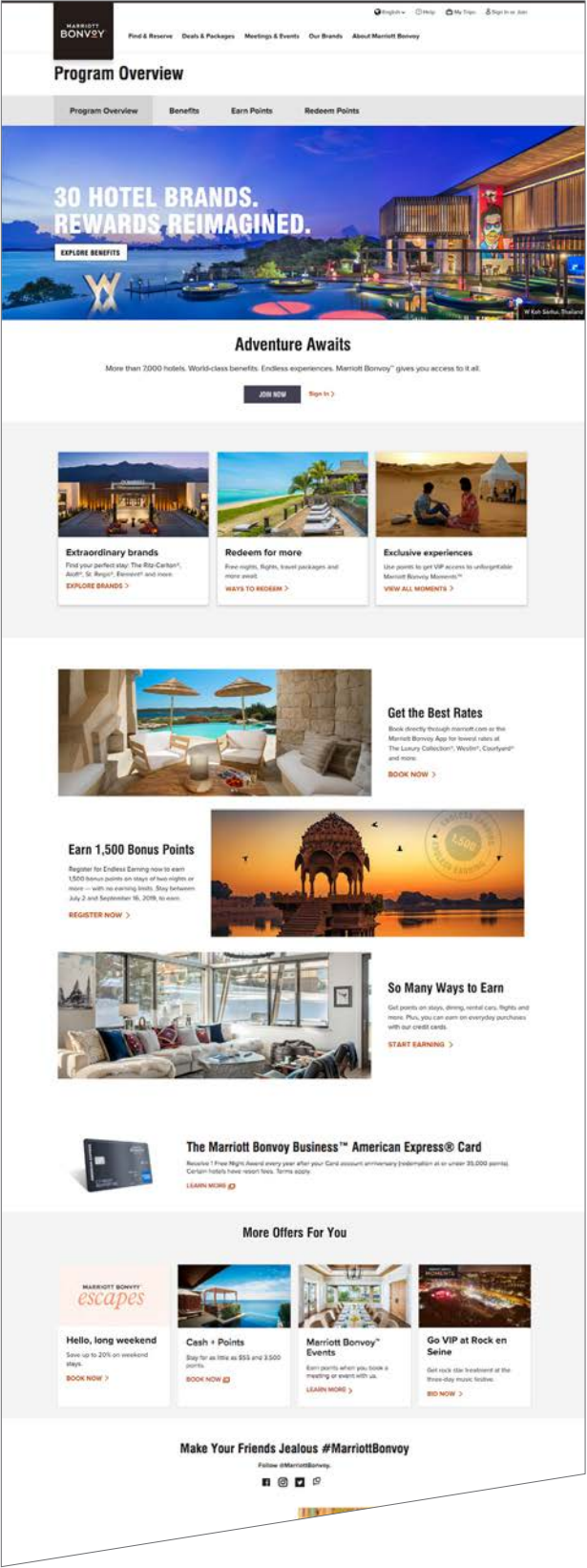
ROCK EN SEINE

MULTI-SECTION COMMUNICATIONS

For communications with multiple sections, such as emails, landing pages and brochures.

Anything with multiple sections should have a high-level headline and direct, scannable section headlines. Here’s a good rule of thumb: You should be able to read only the headline and section headlines to get the point of the communication.

Landing page
(Program Overview on marriottbonvoy.com)



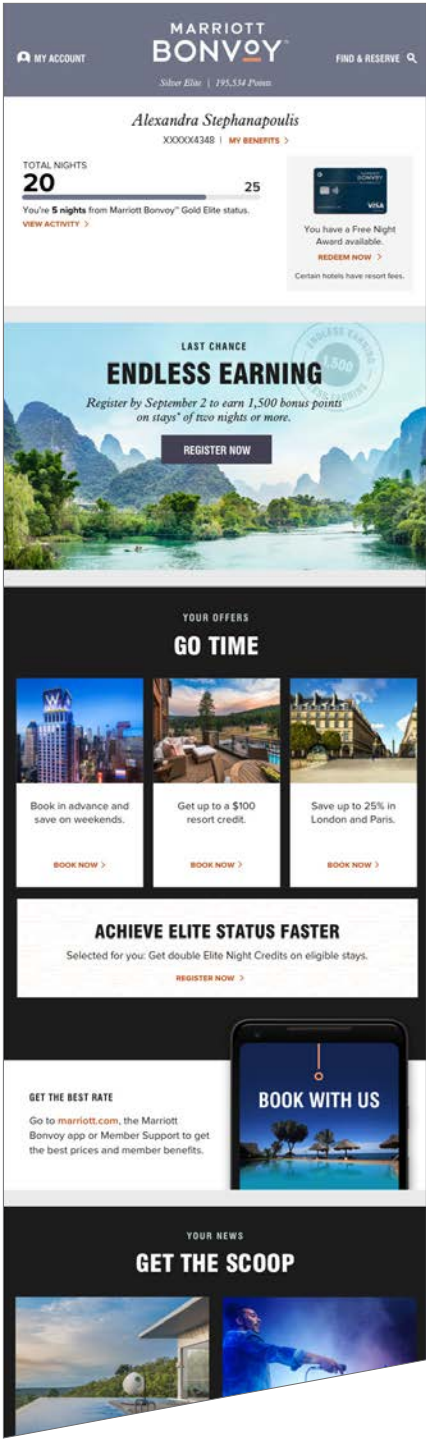
Overarching headline to highlight brands.

Hero headline with a direct subhead.

Direct, scannable headlines followed by body copy that adds relevant information — and doesn't repeat to the headline.

MULTI-SECTION COMMUNICATION EXAMPLES

Email (member account update)



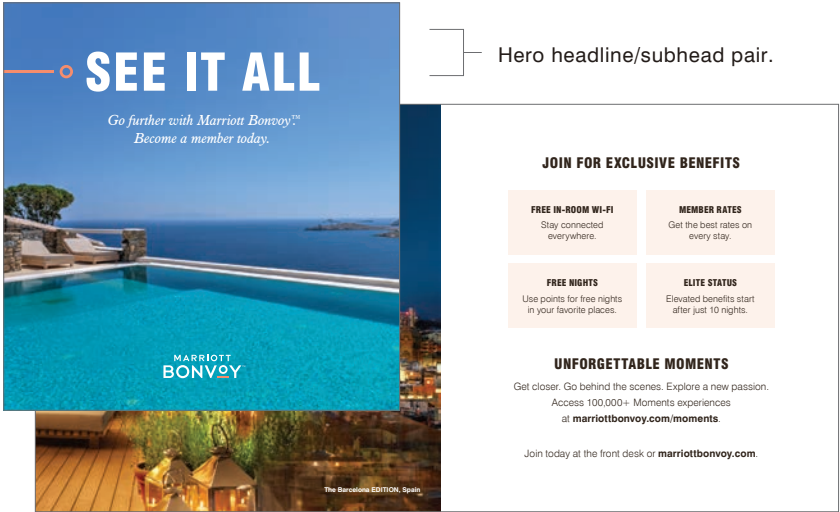
- Global promotion name as headline.
- Direct eyebrow with hero headline.
- Direct, stand-alone copy.
- Direct section head paid off by subhead.

B2B sales flyer



- Direct hero headline/subhead pair.
- Direct section heads.

Print collateral (welcome brochure)



- Hero headline/subhead pair.
- Direct section heads.

COPY PRINCIPLES

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

- Don’t be repetitive.
- Avoid the impersonal “member” and 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.
- Always consider copy context. For example, if you’re writing copy for a module on a website, review the rest of the page to make sure your new copy is relevant and doesn’t repeat information or words.

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	Enjoy	Sparkling
Move		Unmatched	Evocative	Sweet rewards
Open			Expect the unexpected	Transformative
Pursue			Fab	Trendy
Redeem			Fabled	Unequaled
Save			Game changer	Unexpected
See			Glam	Unrivaled
Tap			Gonna	Value
Unlock			Hip	Valued member
			Illuminating	Wanna
			Incandescent	
			Incomparable	
			Luminous	
			Majestic	
			Matchless	
			Mingle	

UNIVERSAL COPY CONSIDERATIONS

PROGRAM

Our program name is Marriott Bonvoy, don't use Bonvoy alone or break Marriott and Bonvoy on separate copy lines.

PORTFOLIO MESSAGING

To make it clear that Marriott Bonvoy is a travel program and not a hotel brand, use:

LONG: hotels participating in the Marriott Bonvoy™ program

SHORT: hotels participating in Marriott Bonvoy™

Reference our 30 brands when context and space allow.

CONTENT-SPECIFIC COPY

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 cards help 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
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>	GET GOING <i>Marriott Bonvoy™ offers up to 35% off and 5,000 bonus points with Hertz.</i>
The road to inspiration and more rewards begins with the Marriott Bonvoy™ loyalty program.	Earn more rewards when you travel with Marriott Bonvoy™.
DIBS ON DEALS <i>Take advantage of special rates up to 20% on the weekend so you can start on that bucket-list.</i>	WHERE TO? <i>Save up to 20% on weekend stays through December 31, 2019.</i>

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

Get instant benefits when you join.

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 bonus points 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:

Save up to 35% on your car rental and earn 5,000 bonus points with Hertz.

Special offer:

Save up to 20% on weekend stays through December 31, 2019.

Promotion:

Get a complimentary night when you redeem points for five nights.

Business travel:

Get triple points on business travel at hotels participating in Marriott Bonvoy™.

COPY DON'TS

1,500 BONUS POINTS

The possibilities are endless.

Subhead doesn't add context or relevant details.

GET FREE NIGHTS

Enjoy free nights starting at just 5,000 points.

Subhead repeats the headline.

EARN 2,500 POINTS ON YOUR FIRST STAY

Then get even more.

Headline is too long.

VROOM, VROOM

Save 35% on Hertz rental cars.

Headline is off-brand and doesn't add any relevant information.

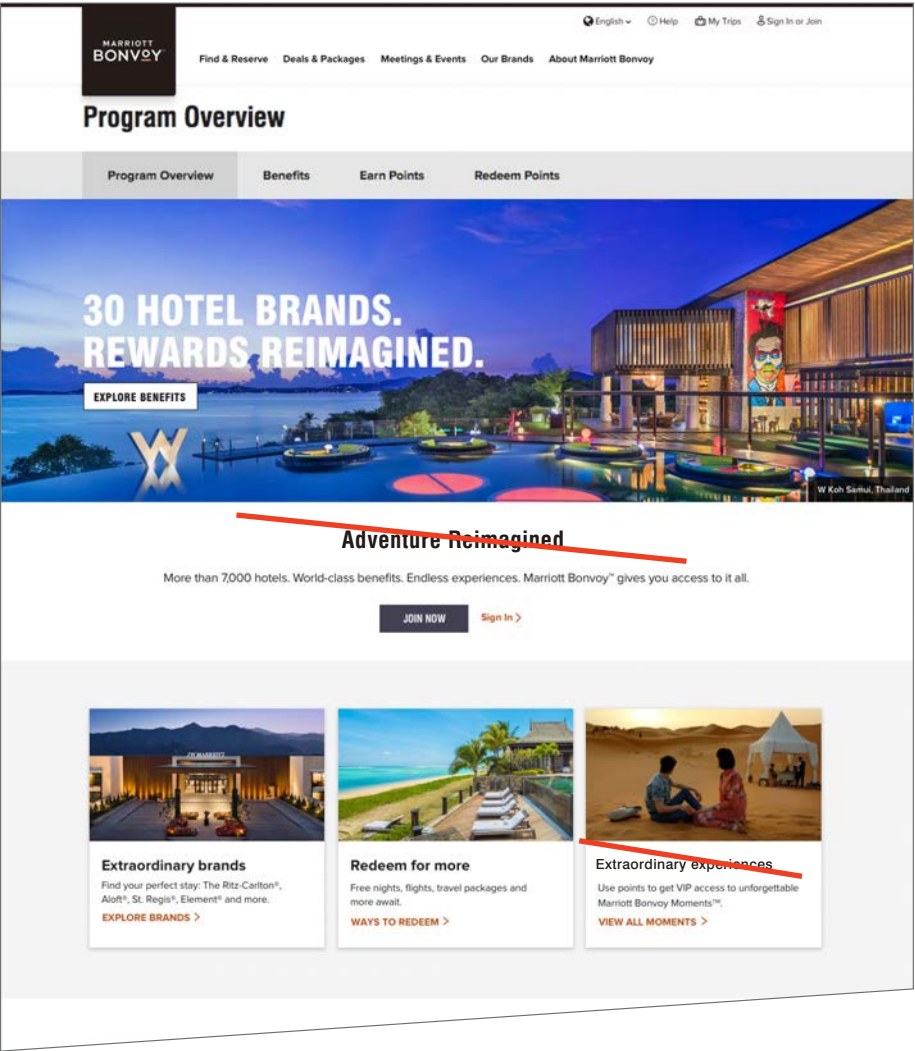
WELCOME TO MARRIOTT BONVOY™

Don't break "Marriott Bonvoy" across lines.

OUR WORLD-CLASS BENEFITS ARE YOURS

Free Wi-Fi, Member Rates and more.

Don't use "our" or "we" — always make it about the member.



Don't be repetitive. If you're writing or updating a placement in a multi-section communication (such as an overview page or a member account update), make sure to review existing copy to ensure you're not repeating information. In this example, "reimagined" and "extraordinary" are used in multiple prominent places.

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	member	When referring to the base tier status, “Member” is always capitalized. When referring to the general term, “member” is not capitalized.
	status	The word “status” is a general term and is not capitalized.
	Elite status	“Status” must be capped only when “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” when used 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.
	bonus points	Most co-brand cards use bonus points to refer to promotional points earned from the card. CA Amex uses Welcome Bonus points or bonus points. The term “bonus” should be used for promotional earnings.
	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.
SUBPROGRAMS	Cash + Points	
	Air + Car	
	Marriott Bonvoy Moments™	The ™ can be removed on subsequent mentions within the same communication. “Marriott Bonvoy Moments” or “Moments” when used in subsequent mentions within the same communication.
	Marriott Bonvoy™ Events	
MOBILE	Westin Vacation Club Owner/ Sheraton Vacation Club Owner	
	Mobile Key	
	Mobile Check-In	
	Mobile Guest Services	

COMMON TERMS

continued

	<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	

	<i>Term</i>	<i>Notes</i>
BENEFITS	2 p.m. Late Checkout	
	4 p.m. Late Checkout	
	48-Hour Guarantee	
	ambassador	“Ambassador” is only capped when referring to the member tier (Marriott Bonvoy Ambassador Elite).
	ambassador service	
	Annual Choice Benefit	
	Best Rate Guarantee	
	Club Lounge	
	earn points, earn miles	“Points” and “Miles” are always capitalized in 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.
	Stay for 5, Pay for 4	
	Suite Night Awards™	
	Ultimate Reservation Guarantee	
	Wi-Fi	
	Your24™	

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™	
PARTNERS Co-brand	Marriott Bonvoy Brilliant™ American Express® Card	Former Luxury Card.
	Marriott Bonvoy Business™ American Express® Card	
	Marriott Bonvoy™ American Express® Card	Also, referred to informally as the Consumer Card.
	Marriott Bonvoy Boundless™ Credit Card	
	Marriott Bonvoy™ Premier Credit Card	
	Marriott Bonvoy™ Premier Plus Business Credit Card	
	Marriott Bonvoy™ Credit Card from Chase	Formerly referred to as Signature or Consumer Card.
	Marriott Bonvoy Business™ Credit Card from Chase	
	Marriott Bonvoy Bold™ Credit Card from Chase	Launching June 2019.
	The Ritz-Carlton™ Credit Card from JPMorgan	
	Marriott Bonvoy™ American Express® Card	
	Translated: Carte Marriott Bonvoy ^{MC} American Express ^{MD}	CA Amex consumer card FR translation.
	Marriott Bonvoy™ Business American Express® Card	
	Carte Marriott Bonvoy entreprise ^{MC} American Express ^{MD}	CA Amex Business Card FR translation.
	Starwood Preferred Guest® Credit Card from American Express	
	Marriott Bonvoy™ from Mastercard	
	Starwood Preferred Guest® American Express® Card スターウッド プリファード ゲスト® アメリカン・エクスプレス®・カード	
	UAE Mastercard Emirates NBD Starwood Preferred Guest® 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.
HASHTAGS	#marriottbonvoy	
	#marriottbonvoymoments	
	#marriottbonvoypoints	
	#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.
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.

Use the following translations when describing brand affiliates as a “Member of”:

- German:
Mitglied von
- French:
Membre de
- Spanish:
Socio de
- Italian:
Membro di

Translate “**member**” only when used as a general term, e.g., “members get the best rates” or “Marriott Bonvoy Silver Elite member.” Don’t translate when used as tier: Marriott Bonvoy Member.

Translate “**lifetime**” only when used as a general term, e.g., “get lifetime benefits” or “the best benefits, for a lifetime.” Don’t translate when used as tier: Marriott Bonvoy Lifetime <Status> Elite.

Translate “**ambassador**” only when used as a general term, e.g., “ambassador service is second to none” or “make the most of ambassador service.” Don’t translate when used as tier: Marriott Bonvoy Ambassador Elite.

Language	In-hotel	Email	marriottbonvoy.com	L&D
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)	

COPY

Section 4.1 — French



TITRES HERO

Suscitez l’intérêt des membres en quelques mots (pas plus de trois, si possible).

Les titres Hero doivent exprimer des possibilités et des opportunités. **Ils doivent être à la fois directs et captivants. Ils ne doivent pas être trop explicites, trop ambigus, ni trop tape-à-l’œil.** Pensez à des phrases suggestives qui font appel à l’imagination.

Tous les titres sont en majuscules, sans signe de ponctuation. Évitez d’utiliser des titres sous forme de phrases interrogatives. Dans les rares cas où le titre doit être une question, utilisez un point d’interrogation à la fin du titre.

Dans la plupart des cas, les titres seront complétés par un sous-titre. Ils peuvent cependant être utilisés seuls dans certaines publicités de type above-the-line.

You can use the connector with hero headlines, but not subheads. **See pages 17–22 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Black Condensed all capitalization format. **See the following page for subhead treatment.**

DÉCOUVREZ
EN SAVOIR PLUS
PARTEZ LÀ-BAS
PRÉPAREZ-VOUS
LANCEZ-VOUS
RAVIS DE VOUS REVOIR
ACCÈS AUTORISÉ
ALLEZ PLUS LOIN
ENVOLEZ-VOUS
PASSEZ AU NIVEAU SUPÉRIEUR
DÉCOUVREZ TOUJOURS PLUS
ÉLARGISSEZ VOS HORIZONS
CONNECTEZ-VOUS
VOYAGEZ AU-DELÀ DE VOS RÉCOMPENSES
DÉCOUVREZ LE MONDE SELON VOS ENVIES
GRAVISSEZ LES ÉCHELONS
TOUJOURS PLUS D’AVANTAGES
C’EST PARTI

PARTEZ EN EXPLORATION
L’AVENTURE VOUS ATTEND
UNE NOUVELLE AVENTURE
VOYEZ LES CHOSES EN GRAND
ALLONS-Y
À L’AVENTURE
VIVEZ UNE VÉRITABLE AVENTURE
DÉCOUVREZ LE MONDE
MULTIPLIEZ LES POSSIBILITÉS
PARTEZ À L’AVENTURE
PLUS D’AVENTURES
BOUGEZ
COMMENCEZ
PRÊT À PARTIR
ALLEZ DE L’AVANT
PLUS DE PLAISIR
PLUS D’AVANTAGES
PLUS D’EXPÉRIENCES
ENCORE PLUS À VENIR

PLUS DE MOMENTS
PLUS DE POSSIBILITÉS
OBTENEZ PLUS
DÉBLOQUEZ PLUS D’AVANTAGES
ACCÉDEZ À PLUS D’AVANTAGES
FAITES PLUS DE DÉCOUVERTES
EN EXCLUSIVITÉ POUR VOUS
LE MOMENT IDÉAL POUR VOYAGER
DEVENEZ MEMBRE
ÉVADEZ-VOUS
PLUS DE CONFORT
SÉJOURNEZ PLUS LONGTEMPS
RIEN QUE POUR VOUS
GAGNEZ (QUANTITÉ XXXX)
DÉBLOQUEZ (QUANTITÉ XXXX)
(QUANTITÉ XXXX) EN PLUS

SOUS-TITRES

Des sous-titres qui font effet.

Les sous-titres doivent toujours être directs. Ils complètent les titres et les lient au texte principal (si nécessaire).

Associez un titre et un sous-titre pour donner toutes les informations dont ont besoin les lecteurs afin de décider s'ils veulent lire la suite. N'utilisez pas un sous-titre pour dire la même chose d'une autre manière.

Si possible, commencez toujours le sous-titre avec un verbe à la voix active. Utilisez toujours un signe de ponctuation.

Remarque de conception : les sous-titres n'utilisent pas de connecteur.

FPO

ALLEZ PLUS LOIN

Découvrez les destinations et les expériences que vous aimez.

CUMULEZ LES AVANTAGES

Économisez jusqu'à 35 % et gagnez 5 000 points bonus avec Hertz.

ENVOLEZ-VOUS

Utilisez vos points pour votre prochain vol.

ACCÈS AUTORISÉ

Bénéficiez instantanément d'un surclassement de chambre.

DE MULTIPLES POSSIBILITÉS

Gagnez jusqu'à 4 000 points par séjour.

SOUS-TITRES UTILISÉS SEULS

Texte direct pour messages transactionnels.

Si l'espace est limité ou si la mise en page ne peut pas être facilement adaptée, utilisez seulement un sous-titre.

Prenez la route et obtenez jusqu'à 35 % de réduction et 5 000 points bonus Hertz à chaque fois que vous voyagez avec le programme Marriott Bonvoy™.

Trouvez l'inspiration avec toujours plus de récompenses proposées à chaque destination.

Gagnez jusqu'à 3 fois plus de points sur les voyages d'affaires avec le programme Marriott Bonvoy™.

PRINCIPES POUR LE TEXTE

*Utilisez des mots qui reflètent notre voix.
Plus d’action, moins de distraction.*

- Évitez l’emploi du terme impersonnel « membre » ou du pronom « nous » un peu trop égocentrique.
- Commencez par l’information la plus importante.
- Rédigez des phrases à la voix active, n’utilisez jamais de constructions formelles ou à la voix passive.
- Rédigez des phrases claires et concises. Limitez le nombre de mots et choisissez les mots les plus adaptés (dans la mesure du possible).
- N'utilisez pas de formules puériles ou de clichés. Utilisez des phrases plus percutantes que les expressions éculées du marketing et de la fidélité.
- Rédigez des phrases qui suscitent l’inspiration, l’enthousiasme et l’optimisme.

VERBES	NOMS	ADJECTIFS	TERMES À ÉVITER	
Actions que les membres peuvent effectuer	Ce que nous offrons	Descriptions pour le programme et les membres	Mots et phrases distrayants	
Accéder	Aventures	Singulier	Absolument essentiel	Natif
Capturer	N’importe où	Meilleur	Bonus ajouté	Obsédant
Connecter	Choix	Supérieur	Séduisant	Opulent
Créer	Destinations	Infini	Adoré	Une seule fois
Découvrir	Partout	Amélioré	Compulsif	Orné
Conduire	Expériences	Passionnant	Cool	Grandiose
Adopter	Escapade	Exclusif	Affaires	À-côtés
Expérimenter	Voyage	Extraordinaire	Ristourne	Somptueux
Trouver	Vie	Incroyable	Emblématique	Radieux
Voler	Souvenirs	Luxeux	Tout compris	Romantique
Obtenir	Moments	Nouveau	Enchanteur	Scène
Aller	Possibilités	Unique	Durable	(qqch) 2.0 ou 3.0
Mener	Récompenses	Chic	Évocateur	Étincelle
Vivre		Inoubliable	S'attendre à l'inattendu	Étincelant
Bouger		Inégalé	Extra	Récompenses adorables
Ouvrir			Légendaire	Transformateur
Poursuivre			Qui change la donne	Tendance
Utiliser			Glam	Sans égal
Économiser			Branché	Inattendu
Voir			Éclairant	Sans pareil
Taper			Incandescent	Valeur
Déverrouiller			Incomparable	Membre de valeur
			Lumineux	Vouloir
			Majestueux	
			Inégalable	
			Se mêler	

TEXTE SPÉCIFIQUE AU CONTENU

FPO

Voici une présentation de quatre aspects du programme Marriott Bonvoy qui vous aidera à rédiger vos textes.

MARRIOTT BONVOY MOMENTS™

Les membres bénéficient d'un accès exclusif à des événements et expériences incroyables, ce qui transforme un séjour typique en véritable aventure. Avec ces offres, le programme Marriott Bonvoy se place au-dessus des programmes concurrents. Il s'agit d'offrir aux membres plus de possibilités, de surprises et d'amusement.

ACQUISITION DE MEMBRES

Ce qui attire le plus les clients, ce sont les avantages de haute qualité et obtenus instantanément. Il s'agit ici du Wi-Fi gratuit, des tarifs membres, du check-in sur mobile, etc. Vous pouvez encadrer les avantages pour que les membres puissent visualiser leur situation et leurs objectifs. Laissez cependant de côté les avantages trop ambitieux qui ne peuvent être obtenus tout de suite.

OFFRES ET PROMOTIONS

Plus que de simples avantages, les offres et promotions permettent aux membres d'obtenir des nuits gratuites dans leurs établissements préférés, de faire des économies pour partir en voyage plus tôt ou faire de plus longs séjours, etc. Les offres et promotions récompensent davantage les membres et leur permettent d'apprécier encore plus le programme Marriott Bonvoy. Il s'agit ici de tenir les promesses du programme et de montrer aux membres ce qu'ils gagnent en choisissant Marriott Bonvoy.

FPO

EXEMPLES DE TEXTE

AVANT	APRÈS
PLUS D'ÉCONOMIES <i>Cher membre du programme Marriott Bonvoy™, nous sommes heureux de vous offrir une réduction de 35 % et 5 000 points bonus Hertz. Préparez-vous à prendre la route avec style.</i>	CUMULEZ LES AVANTAGES <i>Avec le programme Marriott Bonvoy™, économisez jusqu'à 35 % et gagnez 5 000 points Hertz.</i>
La route vers l'inspiration et toujours plus de récompenses part du programme de fidélité Marriott Bonvoy™.	Obtenez toujours plus de récompenses en voyageant avec Marriott Bonvoy™.

TITRES HERO

Publicité Above-the-line :
POUR TOUT FAIRE

Vidéo de l'enseigne :
PARTEZ PLUS SOUVENT

Annonce partenaire :
ENVOLEZ-VOUS

Bannière Hero Moments :
PROFITEZ BIEN

Clé surclassement :
ACCÈS AUTORISÉ

TITRES AVEC SOUS-TITRES

Inscription :
ALLEZ PLUS LOIN
Gagnez des récompenses en devenant membre dès aujourd'hui.

Brochure de référence :
OUVREZ LES PORTES
Votre guide d'utilisation du statut Élite.

Compagnie aérienne :
ALLEZ PLUS HAUT
Convertissez vos points en miles aériens.

Location de véhicule :
CUMULEZ LES AVANTAGES
Économisez jusqu'à 35 % et gagnez 5 000 points en louant un véhicule Hertz.

Voyage d'affaires :
TRIPLEZ VOS POINTS
Gagnez jusqu'à 3 fois plus de points sur les voyages d'affaires avec le programme Marriott Bonvoy™.

Partenariats :
MARQUEZ PLUS DE POINTS
Accédez en VIP aux plus grands matches de la NFL.

SOUS-TITRES UTILISÉS SEULS

Partenariat de location de véhicule :
Prenez la route avec Hertz pour obtenir jusqu'à 35 % de réduction sur la location d'un véhicule et gagner 2 000 points bonus.

Offre spéciale :
Économisez jusqu'à 20 % sur les séjours le week-end jusqu'au 31 décembre 2018.

Promotion :
Utilisez vos points pour obtenir la 5e nuit gratuite. Séjournez plus longtemps sans payer plus.

Voyage d'affaires :
Gagnez jusqu'à 3 fois plus de points sur les voyages d'affaires avec le programme Marriott Bonvoy™.

COPY

Section 4.2 — German



HERO ÜBERSCHRIFTEN

Begeistern und inspirieren Sie Mitglieder mit einem bis drei Wörtern.

Hero Überschriften stehen für Möglichkeiten und Gelegenheiten. Sie sollten sowohl direkt als auch inspirierend sein. **Sie sollten weder zu offensichtlich noch mehrdeutig oder kitschig sein.** Denken Sie an stimmungsvolle Formulierungen, die die Vorstellungskraft anregen.

Überschriften werden grundsätzlich ohne Interpunktion in Großbuchstaben (Versalien) gesetzt. Vermeiden Sie Überschriften, die als Fragen formuliert sind. In den seltenen Fällen, wenn dies nicht zu vermeiden ist, verwenden Sie bitte ein Fragezeichen.

In den meisten Fällen wird eine Überschrift mit einer Zwischenüberschrift verknüpft. Sie können aber in ausgewählten, klassischen Anzeigenwerbungen auch alleinstehend verwendet werden.

You can use the connector with hero headlines, but not subheads. **See pages 17–22 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Black Condensed all capitalization format. **See the following page for subhead treatment.**

JETZT ENTDECKEN
AUF GEHT ´S
UND LOS GEHT ´S
MACHEN SIE SICH BEREIT
EINTAUCHEN
SCHÖN SIE WIEDERZUSEHEN
ZUGANG GEWÄHRT / EXKLUSIVER ZUGANG
MEHR ERLEBEN
JETZT ABHEBEN
ALS NÄCHSTES
MEHR ENTDECKEN
NEUE HORIZONTE
JETZT VERBINDEN
PRÄMIEN, REISEN & MEHR
DIE WELT ENTDECKEN
JETZT AUFSTEIGEN
NOCH MEHR FÜR SIE
ES KANN LOSGEHEN
JETZT ERKUNDEN

ABENTEUER ERWARTEN SIE
EIN NEUES ABENTEUER
GROSSE TRÄUME
ES IST SOWEIT
ZEIT FÜR ABENTEUER
ABENTEUER ERLEBEN
DIE WELT ENTDECKEN
UNENDLICHE MÖGLICHKEITEN
DAS ABENTEUER BEGINNT
MEHR ABENTEUER
AKTIV WERDEN
LOS GEHT´S
UND LOS GEHT ´S
ES GEHT WEITER
MEHR FREUDE / MEHR SPASS
MEHR GENIESSEN
MEHR ERLEBEN
NOCH MEHR
MEHR MOMENTS

MEHR ZUGANG
MEHR FÜR SIE
MEHR ENTDECKEN
EXKLUSIV FÜR SIE
ES IST REISEZEIT
DABEI SEIN
DEM ALLTAG ENTFLIEHEN
JETZT UPGRADEN
BLEIBEN SIE LÄNGER
NUR FÜR SIE
(XXX BETRAG/MENGE) SAMMELN
(XXX BETRAG) FREISCHALTEN
(XXX BETRAG) MEHR

ZWISCHENÜBERSCHRIFTEN

Überschriften, die sich auszahlen.

Zwischenüberschriften sind immer direkt. Sie unterstützen Überschriften und verbinden diese mit dem Fließtext (falls erforderlich).

Eine Kombination aus Über- und Zwischenüberschrift erzählt immer die ganze Geschichte, sodass die Leser entscheiden können, ob sie weiterlesen möchten. Verwenden Sie keine Zwischenüberschrift, wenn diese dasselbe wie die Überschrift nur auf andere Art und Weise beschreibt.

Beginnen Sie Zwischenüberschriften mit einem aktiven Verb, wann immer dies möglich ist. Verwenden Sie immer Interpunktion.

Hinweis zum Design: Der Connector sollte für Zwischenüberschriften nicht verwendet werden.

FPO

MEHR ERLEBEN

Entdecken Sie Orte und Erlebnisse, die Sie lieben werden.

UND LOS GEHT'S

Sparen Sie bis zu 35% und sammeln Sie 5.000 Bonuspunkte bei Hertz.

JETZT ABHEBEN

Nutzen Sie Ihre Punkte für Ihren nächsten Flug.

ZUGANG GEWÄHRT

Gönnen Sie sich jetzt ein Upgrade.

MÖGLICHKEITEN

Sammeln Sie bis zu 4.000 Punkte pro Aufenthalt.

ALLEINSTEHENDE ZWISCHENÜBERSCHRIFTEN

Direkte Formulierungen für Werbebotschaften.

Wenn der Platz limitiert ist oder Sie nur begrenzt Einfluss auf das Layout haben, verwenden Sie bitte eine alleinstehende Zwischenüberschrift.

Mit Marriott Bonvoy™ erhalten Sie bis zu 35% Rabatt und 5.000 Hertz-Bonuspunkte auf jeder Ihrer Reisen.

Lassen Sie sich von noch mehr Prämien inspirieren, wo auch immer Ihre Reisen Sie hinführen.

Sammeln Sie mit Marriott Bonvoy™ bis zu dreifache Punkte auf Ihren Geschäftsreisen.

RICHTLINIEN FÜR FLIESSTEXTE

Verwenden Sie Wörter, die zu unserem Sprachstil passen. Mehr Action, weniger Ablenkung.

- Vermeiden Sie das unpersönliche “Mitglied” oder das egoistische “wir”.
- Beginnen Sie mit den wichtigsten Informationen.
- Schreiben Sie aktive Sätze, vermeiden Sie passive oder formale Ausführungen.
- Seien Sie präzise und klar. Dies gilt sowohl für die Wortmenge, als auch für die Wortwahl (soweit gesetzlich zulässig).
- Verwenden Sie keine “niedlichen” Ausdrücke oder Klischees. Gehen Sie über die traditionellen und ermüdenden Formulierungen aus den Bereichen Marketing und Kundenbindung hinaus.
- Formulieren Sie die Texte inspirierend, zukunftsorientiert und positiv.

VERBEN	SUBSTANTIVE	ADJEKTIVE	BEGRIFFE, DIE ZU VERMEIDEN SIND	
Mitglieder-orientierte Aktionen	Dinge, die wir anbieten	Mitglieder- und Programmbeschreibungen	Ablenkende Wörter und Sätze	
Zugang haben	Abenteuer	Unverwechselbar	Absolut unerlässlich /	Örtlich
Sammeln /	Überall	Gehoben / Exklusiv	Unumgänglich	Besessen
Erobern	Auswahl	Exquisit / Exzellent	Zusätzlicher Bonus	Opulent
Verbinden	Reiseziele	Unendlich / Endlos	Verlockend /	Nur einmal
Erstellen	Erlebnisse	Erweitert / Bevorzugt /	verführerisch	Verschnörkelt
Entdecken	Kurzurlaub	Schneller	Geschätzt	Prunkvoll
Fahren / Fördern /	Reise	Aufregend	Zwingend	Vergünstigungen
Steigern	Leben	Exklusiv	Cool	Plüschig
Umarmen /	Erinnerungen	Außergewöhnlich	Deals	Strahlend
Annehmen /	Moments	Unglaublich	Rabatt	Romantisch
Begrüßen	Möglichkeiten	Luxuriös	Emblematisch	Szene
Erleben	Prämien	Neu	Abkapseln	(Etwas) 2.0 oder 3.0
Finden		Einmalig	Zauberhaft	Funke
Fliegen		Ausgewählt / Auserlesen	Unermüdlich	Funkelnd
Erhalten		Unvergesslich	Aufrüttelnd	Süße Belohnungen
Gehen		Unübertroffen	Erwarten Sie das	Transformativ
Führen			Unerwartete	Trendy
Leben			Fabelhaft / fabulös	Unerreicht /
Bewegen			Sagenhaft	Unvergleichlich
Öffnen			Bahnbrechend	Unerwartet
Verfolgen			Schick	Konkurrenzlos
Einlösen			Hip	Wert
Sparen			Erhellend /	Geschätztes Mitglied
Sehen			Aufschlussreich	Wollen
Erkunden			Glühend	
Freischalten			Beispiellos	
			Strahlend	
			Majestätisch	
			Beispiellos	
			Mischen	

FPO

INHALTSSPEZIFISCHER TEXT

Hier finden Sie eine Übersicht über vier verschiedene Bereiche von Marriott Bonvoy, die Ihnen beim Schreiben von Texten für jeden einzelnen Bereich helfen.

MARRIOTT BONVOY MOMENTS™

Mitglieder genießen exklusiven Zugang zu unvergleichlichen Veranstaltungen und Erlebnissen, die ihren Aufenthalt spannender und erlebnisreicher machen. Die Moments Angebote helfen Marriott Bonvoy, sich von der Konkurrenz abzuheben. Es geht immer darum, Mitgliedern zu mehr Auswahl, mehr Möglichkeiten, mehr Überraschungen und mehr Spaß zu verhelfen.

MITGLIEDERWERBUNG

Der größte Anreiz für neue Mitglieder: sofortige erstklassige Vorteile. Denken Sie an kostenloses WLAN, Mitgliedertarife, mobiler Check-in und vieles mehr. Sie können die Vorteile zusammenfassen, welche die Mitglieder dabei unterstützen, ihre persönlichen Pläne und Ziele zu erreichen. Vermeiden Sie jedoch hochtrabende Vorteile zu thematisieren, die nicht sofort erreichbar sind.

ANGEBOTE UND PROMOTIONEN

Neben den Mitgliedervorteilen sind es vor allem Angebote und Aktionen, die Mitgliedern kostenlose Übernachtungen an ihren Lieblingsorten ermöglichen und dafür sorgen, dass diese bei ihren Aufenthalten sparen, sodass sie früher anreisen oder länger bleiben können, und vieles mehr. Angebote und Aktionen verhelfen Mitgliedern zu mehr Komfort und mehr Abenteuern, außerdem bewirken sie eine höhere Anerkennung von Marriott Bonvoy. Es geht immer darum, das Versprechen des Programms einzulösen – und zu demonstrieren, welchen Wert Marriott Bonvoy für Mitglieder hat.

FPO

TEXTBEISPIELE

VORHER	DANACH
MEHR SPAREN <i>Wir freuen uns, Ihnen als verehrtem Marriott Bonvoy™ Mitglied, exklusive Einsparungen in Höhe von 35% und 5.000 Hertz Bonuspunkte anbieten zu können. Bereits Sie sich darauf vor, stilvoll zu reisen.</i>	UND LOS GEHT'S <i>Marriott Bonvoy™ bietet bis zu 35% Ermäßigung und 5.000 Punkte mit Hertz.</i>
Der Weg zu Inspirationen und weiteren Prämien beginnt mit dem Bonusprogramm Marriott Bonvoy™.	Wenn Sie mit Marriott Bonvoy™ reisen, erhalten Sie mehr Prämien.

HERO ÜBERSCHRIFTEN

Klassische Anzeige:
ALLES IST MÖGLICH

Markenvideo:
MEHR ENTDECKEN

Partnerschaftsanzeige:
JETZT ABHEBEN

Moments hero Banner:
RUNDUM GENIESSEN / IN VOLLEN ZÜGEN GENIESSEN

Upgrade-Paket:
EXKLUSIVER ZUGANG

ÜBERSCHRIFTEN MIT ZWISCHENÜBERSCHRIFTEN

Anmeldung:
MEHR ERLEBEN
Werden Sie heute noch Mitglied und Sie erhalten Prämien.

Mitgliederbroschüre:
TRETEN SIE EIN
Ihr Weg zum Elite Status.

Fluggesellschaft:
HOCH HINAUS
Wandeln Sie Ihre Punkte in Flugmeilen um.

Autovermietung:
UND LOS GEHT'S
Sparen Sie bis zu 35% und sammeln Sie 5.000 Punkte, wenn Sie bei Hertz ein Auto mieten.

Geschäftsreisen:
DREIFACH PUNKTEN
Mit Marriott Bonvoy™ können Sie auf Geschäftsreisen bis zu dreifache Punkte sammeln.

Partnerschaften:
MEHR ERLEBEN
Genießen Sie VIP-Zugang zu den größten NFL-Spielen.

ALLEINSTEHENDE ZWISCHENÜBERSCHRIFTEN

Partnerschaft mit Autovermietung:
Fahren Sie mit Hertz einfach los, sparen Sie bis zu 35% auf den Mietwagen und sichern sich außerdem 2.000 Bonuspunkte.

Sonderangebot:
Bis zum 31. Dezember 2018 sparen Sie bis zu 20% auf Wochenendaufenthalte.

Aktion:
Sie erhalten die fünfte Übernachtung gratis, wenn Sie Ihre Punkte einlösen – länger bleiben, weniger zahlen.

Geschäftsreisen:
Sammeln Sie mit Marriott Bonvoy™ bis zu dreifache Punkte auf Ihren Geschäftsreisen.

COPY

Section 4.3 — Italian



TITOLI DA EROI

TITOLI PRINCIPALI

Entusiasmate ed ispirate i soci in una/tre parole.

I titoli da eroi principali trasmettono l'idea di possibilità e opportunità. Sono dirette e ispirano. **Non sono troppo ovvie — e, inoltre, non sono né ambiguei né kitsch.** Pensate a frasi evocative che stimolino l'immaginazione.

Tutti i titoli sono scritti in maiuscolo senza punteggiatura. Evitate titoli formulatei come domande, ma nel raro caso sia opportuno farlo, utilizzate un punto di domanda.

Nella maggior parte dei casi, un titolo si accompagna sempre ad un sottotitolo . Può comunque essere utilizzatoo da solao per selezionate determinate pubblicità “above-the-line”.

You can use the connector with hero headlines, but not subheads. **See pages 17–22 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Black Condensed all capitalization format. **See the following page for subhead treatment.**

SCOPRITE
ANDIAMO
USCITE A ESPLORARE
PREPARATEVI
UNITEVI A NOI
SALVE DI NUOVO
APRITE NUOVE PORTE
ANDATE OLTRE
DECOLLATE
AVANTI IL PROSSIMO
ESPLORATE DI PIÙ
AMPLIATE GLI ORIZZONTI
CREATE NUOVE CONNESSIONI
VIAGGIARE OLTRE I PREMI
SCOPRITE IL VOSTRO MONDO
DATEVI UNA MOSSA
OTTENETE L'ACCESSO A MOLTO ALTRO
COMINCIAMO
ESPLORATE

L'AVVENTURA VI ASPETTA
UNA NUOVA AVVENTURA
SOGNATE IN GRANDE
ECCOCI QUA
TEMPO DI AVVENTURA
VIVETE L'AVVENTURA
VIVETE IL MONDO
SCOPRITE LE POSSIBILITÀ
PARTECIPATE ALL'AVVENTURA
PIÙ AVVENTURE
METTETEVI IN MOVIMENTO
PARTITE
PRONTI PER PARTIRE
ANDATE AVANTI
MOLTO PIÙ DA AMARE
MOLTO PIÙ DA VIVERE
PIÙ ESPERIENZE PER VOI
MOLTO PIÙ IN ARRIVO
PIÙ MOMENTS

MAGGIORI OPPORTUNITÀ
DI PIÙ PER VOI
OTTENETE DI PIÙ
SCOPRITE NUOVE POSSIBILITÀ
IN ESCLUSIVA PER VOI
IL MOMENTO DI VIAGGIARE
UNITEVI A NOI
CONCEDETEVI UNA VACANZA
EFFETTUATE L'UPGRADE
FERMATEVI PIÙ A LUNGO
SOLO PER VOI
GUADAGNATE (XXXX IMPORTO)
SBLOCCATE (XXXX QUANTITÀ)
(XXXX QUANTIITÀ) SU

SOTTOTITOLI

Sottotitoli vantaggiosi.

I sottotitoli sono sempre diretti. Sono di supporto ai titoli e li collegano al corpo del testo (se necessario).

Una coppia costituita da titolo e sottotitolo racconta sempre la storia intera in modo che i lettori possano decidere se vogliono continuare a leggere - non utilizzate il sottotitolo per dire la stessa cosa in modo differente.

Iniziate il sottotitolo con un verbo attivo, ove possibile. Utilizzate sempre la punteggiatura.

Nota di stile: nei sottotitoli non si utilizza connettore.

FPO

ANDATE OLTRE

Create nuove connessioni con luoghi ed esperienze che amate.

METTETEVI IN MOVIMENTO

Risparmiate fino al 35% e guadagnate 5000 punti bonus con Hertz.

DECOLLATE

Utilizzate i punti sul vostro prossimo volo.

ACCESSO CONSENTITO

Effettuate immediatamente l’upgrade della vostra camera.

POSSIBILITÀ

Guadagnate fino a 4000 punti per soggiorno.

SOTTOTITOLI INDIPENDENTI

Copy diretta per messaggi commerciali.

Se lo spazio è limitato o avete controllo limitato del layout, utilizzate un sottotitolo indipendente.

Mettetevi in viaggio con noi: usufruite di uno sconto fino al 35% e guadagnate 5000 punti bonus Hertz ogni volta che viaggiate con Marriott Bonvoy™.

Trovate la giusta ispirazione con più premi ovunque andrete.

Acquisite fino al triplo dei punti sui vostri viaggi di lavoro con Marriott Bonvoy™.

PRINCIPI PER LE COPY

Scegliete parole che rispecchino il nostro marchio. Più azione, meno distrazione.

- Evitate l’impersonale “socio” o l’egoistico “noi”.
- Focalizzatevi sulle info più importanti.
- Scrivete all’attivo, evitando assolutamente costruzioni passive o formali.
- Concisione e chiarezza sono le parole d’ordine. Riguarda sia il conteggio che la scelta delle parole (se le restrizioni legali lo permettono).
- Evitate una scrittura mielosa e stereotipata. Spogliatevi dello stanco e tradizionale fraseggio del marketing e della fidelizzazione,
- Siate ispirati, illuminati e positivi.

VERBI	NOMI	AGGETTIVI	TERMINI DA EVITARE	
Azioni orientate ai soci	Cose che offriamo	Descrizioni di soci e programma	Parole e frasi che confondono	
Accedere	Avventure	Caratteristico	Assolutamente essenziale	Nativo
Acquisire	Ovunque	Elevato	Bonus aggiunto	Ossessivo
Collegarsi	Scelta	Di elite	Attracente	Opulento
Creare	Destinazione	Infinito	Amato	Una sola volta
Scoprire	Ovunque	Migliore	Irresistibile	Omate
Guidare	Esperienze	Entusiasmante	Cool	Regale
Abbracciare	Vacanza	Esclusivo	Offerte speciali	Benefici
Vivere	Viaggio	Straordinario	Sconto	Suntuoso
Trovare	Vita	Incredibile	Emblematico	Raggiante
Volare	Ricordi	Lussuoso	Incapsulato	Romantico
Ottenere	Moments	Nuovo	Incantevole	Ambiente
Andare	Possibilità	Una volta nella vita	Duraturo	(qualcosa) 2.0 o 3.0
Condurre	Premi	Selezionato	Evocativo	Scintilla
Provare dal vivo		Indimenticabile	Aspettatevi l’inaspettato	Scintillante
Muoversi		Senza pari	Favoloso	Premi in dolci
Aprire			Mitico	Trasformativo
Dedicarsi			Che cambia i giochi	Di tendenza
Riscattare			Glam	Senza eguali
Salvare			Di moda	Inaspettato
Vedere			Illuminante	Senza rivali
Utilizzare			Incandescente	Di valore
Sbloccare			Incomparabile	Apprezzato membro
			Luminoso	Volere
			Grandioso	
			Impareggiabile	
			Mescolarsi	

COPY SPECIFICA PER CONTENUTO

FPO

Qui una panoramica delle quattro aree distinte di Marriott Bonvoy per una guida alla scrittura specifica.

MARRIOTT BONVOY MOMENTS™

I soci hanno accesso esclusivo a eventi ed esperienze incredibili, che aggiungeranno un tocco di avventura e nuove emozioni ad ogni loro soggiorno . Con le offerte Moments, Marriott Bonvoy si distingue dalla concorrenza, e lo fa offrendo ai soci l’accesso a a un numero sempre maggiore di possibilità, sorprese e divertimento.

ACQUISIZIONE DEI SOCI

Il premio più grande per i nuovi soci: vantaggi istantanei di prima classe, tra cui Wi-Fi gratuito, tariffe riservate ai soci, check-in da dispositivo mobile e altro ancora. Potete inserire i vantaggi in un riquadro per aiutare i soci a visualizzare programmi e obiettivi personali, mettendo da parte vantaggi superiori che non sono ottenibili immediatamente.

OFFERTE E PROMOZIONI

Più che semplici vantaggi: le nostre offerte e promozioni consentono ai soci di ottenere pernottamenti gratuiti nelle località preferite e tariffe scontate, così da poter prolungare i soggiorni e concedersene di nuovi. Le nostre offerte e promozioni offrono ai soci la possibilità di arricchire la propria esperienza, vivere più avventure e apprezzare appieno le opportunità di Marriott Bonvoy. È il nostro impegno a mantenere la promessa del programma e dimostrare il grande valore dell’investimento dei soci in Marriott Bonvoy.

ESEMPI DI COPY

FPO

PRIMA	DOPO
MAGGIORI RISPARMI <i>Siamo lieti di offrirvi, in qualità di apprezzato soci Marriott Bonvoy™, esclusivi risparmi del 35% e 5000 punti bonus Hertz. Preparatevi ad affrontare la strada con stile.</i>	METTETEVI IN MOVIMENTO <i>Marriott Bonvoy™ vi offre fino al 35% di sconto e 5000 punti con Hertz.</i>
La strada verso l’ispirazione e più premi inizia con il programma fedeltà Marriott Bonvoy™.	Guadagnate più premi viaggiando con Marriott Bonvoy™.

TITOLI DA EROI

Pubblicità “above the line”:
FATE TUTTO

Video sul marchio:
ANDATE OLTRE

Annuncio di partnership:
DECOLLATE

Banner “Moments hero”:
VIVETE AL MASSIMO

Fate l’upgrade del pacchetto chiave:
ACCESSO CONSENTITO

TITOLI CON SOTTOTITOLI

Iscrizione:
ANDATE OLTRE
Guadagnate punti iscrivendovi oggi stesso.

Opuscolo credenziali:
APRITE NUOVE PORTE
La vostra guida allo stato Elite.

Compagnia aerea:
ANDATE PIÙ IN ALTO
Convertite i punti in miglia aeree.

Noleggio auto:
METTETEVI IN MOVIMENTO
Risparmiate fino al 35% e guadagnate 5000 punti noleggiando un auto con Hertz.

Viaggio di lavoro:
PUNTI TRIPLICATI
Acquisite fino al triplo dei punti sui vostri viaggi di lavoro con Marriott Bonvoy™.

Partnership:
OTTENETE DI PIÙ
Accesso VIP alle partite più importanti della NFL.

SOTTOTITOLI INDIPENDENTI

Partnership per noleggio auto:
Mettetevi in movimento con Hertz e risparmiate fino al 35% sul noleggio della vostra auto e guadagnate 2000 punti bonus.

Offerta speciale:
Risparmiate fino al 20% su soggiorni nel weekend fino al 31 dicembre 2018..

Promozione:
Quinto pernottamento gratuito se utilizzate i vostri punti. Soggiornate più a lungo, per meno.

Viaggio di lavoro:
Acquisite fino al triplo dei punti sui vostri viaggi di lavoro con Marriott Bonvoy™.

COPY

Section 4.4 — Spanish



TÍTULOS PRINCIPALES

Despierte entusiasmo e inspiración en los socios con tres palabras como máximo.

Los títulos principales expresan posibilidades y oportunidades. Ambas son inspiradoras y directas. **No son demasiado obvias ni tampoco son ambiguas o cursis.** Piense en frases evocadoras para activar la imaginación.

Todos los títulos van en mayúscula y sin puntuación. Evite los títulos formulados como preguntas, pero utilice los signos de interrogación en el raro caso de que sea necesario.

En la mayoría de los casos, los títulos van acompañados de subtítulos, pero pueden utilizarse de manera independiente en publicidad selecta por encima de la línea.

You can use the connector with hero headlines, but not subheads. **See pages 17–22 for additional direction on connector use.** Copy that is longer and more informational should be laid out differently than the hero headline’s Swiss Black Condensed all capitalization format. **See the following page for subhead treatment.**

DESCUBRA

VAMOS

SALGA AFUERA

PREPÁRESE

LÁNCESE

HOLA DE NUEVO

ACCESO CONCEDIDO

VAYA MÁS ALLÁ

DESPEGUE

HASTA LA PRÓXIMA

EXPLORE MÁS

AMPLÍE HORIZONTES

CONECTE

PUNTOS Y MUCHO MÁS

DESCUBRA SU MUNDO

PROGRESE

AÚN MÁS ACCESO

EMPECEMOS

EXPLORE

UNA AVENTURA LE ESPERA

UNA NUEVA AVENTURA

SUEÑE EN GRANDE

ALLÁ VAMOS

ES TIEMPO DE AVENTURAS

VIVA LA AVENTURA

VEA EL MUNDO

DESBLOQUEE POSIBILIDADES

ÚNASE A LA AVENTURA

MÁS AVENTURAS

PÓNGASE EN MARCHA

COMIENCE

LISTO PARA EMPEZAR

AVANCE

MÁS PARA AMAR

MÁS PARA DISFRUTAR

EXPERIMENTE MÁS

MÁS POR VENIR

MÁS MOMENTOS

MÁS ACCESO

OBTenga MÁS PARA USTED

DESCUBRA MÁS

ACCEDA A MÁS

EXCLUSIVAMENTE SUYO

HORA DE VIAJAR

ÚNASE

ESCÁPESE

HAGAMOS MEJORAS

ALÓJESE MÁS TIEMPO

SOLO PARA USTED

GAÑE (CANTIDAD XXXX)

DESBLOQUEE (CANTIDAD XXXX)

HASTA (CANTIDAD XXXX)

SUBTÍTULOS

Compensan a los títulos.

Los subtítulos siempre son directos. Estos sirven de apoyo a los títulos y los conectan con el cuerpo del texto (en caso necesario).

Un par formado por título y subtítulo siempre cuenta la historia completa, de manera que los lectores puedan decidir si quieren seguir leyendo. No utilice un subtítulo para decir lo mismo de forma diferente.

Empiece el subtítulo con un verbo activo siempre que sea posible. Utilice puntuación siempre.

Nota de diseño: Los subtítulos no utilizan conectores.

FPO

VAYA MÁS ALLÁ

Conecte con los lugares y experiencias que ama.

PÓNGASE EN MARCHA

Ahorre hasta un 35% y gane 5.000 puntos de bonificación con Hertz.

DESPEGUE

Utilice puntos en su próximo vuelo.

ACCESO CONCEDIDO

Mejore su habitación al instante.

POSIBILIDADES

Gane hasta 4.000 puntos por estancia.

SUBTÍTULOS INDEPENDIENTES

Copia directa para mensajes transaccionales.

Si el espacio es limitado o tiene un control limitado del diseño, utilice un subtítulo independiente.

Póngase en camino con hasta un 35% de descuento y 5.000 puntos de bonificación de Hertz cada vez que viaje con Marriott Bonvoy™.

Encuentre inspiración con más premios vaya donde vaya.

Obtenga hasta el triple de puntos en viajes de negocios con Marriott Bonvoy™.

PRINCIPIOS DE LA COPIA

Utilice palabras que se adapten a nuestra voz. Más acción, menos distracción.

- Evite el impersonal «socio» o el egoísta «nosotros».
- Comience con la información más importante.
- Escriba frases activas, nunca utilice construcciones pasivas ni formales.
- Sea claro y conciso. Esto se aplica tanto al número de palabras como a la elección de las mismas (las restricciones legales están permitidas).
- No se exprese de forma tierna ni estereotipada. Vaya más allá de la formulación habitual y tradicional del marketing y la fidelización.
- Mantenga un estilo inspirador, vanguardista y positivo.

VERBOS	SUSTANTIVOS	ADJETIVOS	TÉRMINOS A EVITAR	
Acciones orientadas a los socios	Cosas que ofrecemos	Descripciones de socios y programas	Palabras y frases que distraen	
Acceda	Aventuras	Distintivo	Absolutamente esencial	Natal
Obtenga	En cualquier lugar	Elevado	Bonus añadido	Obsesivo
Conecte	Elección	Selecto	Atractivo	Opulento
Cree	Destinos	Infinito	Apreciado	Una sola vez
Descubra	En todas partes	Mejorado	Compulsivo	Ornamentado
Conduzca	Experiencias	Interesante	Guay	Palaciego
Abrace	Escapada	Exclusivo	Ofertas	Ventajas
Experimente	Viaje	Extraordinario	Rebaja	Lujoso
Encuentre	Vida	Increíble	Representativo	Radiante
Vuele	Recuerdos	Lujoso	Incluyente	Romántico
Consiga	Momentos	Nuevo	Encantador	Escena
Vaya	Posibilidades	Único en la vida	Duradero	(Algo) 2.0 o 3.0
Lidere	Premios	Privilegiado	Evocador	Destello
Viva		Inolvidable	Espere lo inesperado	Brillante
Muévase		Inigualable	Fabuloso	Dulces premios
Abra			Legendario	Transformador
Persiga			Punto de inflexión	Moderno
Canjee			Glamour	Sin igual
Ahorre			A la última	Inesperado
Vea			Iluminador	Sin rival
Pulse			Incandescente	Valor
Desbloquee			Incomparable	Socio apreciado
			Luminoso	Querer
			Majestuoso	
			Inmejorable	
			Mezclar	

COPIA ESPECÍFICA DEL CONTENIDO **FPO**

He aquí un resumen de cuatro áreas distintas de Marriott Bonvoy para ayudarle a escribir para cada una de ellas.

MARRIOTT BONVOY MOMENTS™

Los socios disfrutan de acceso exclusivo a experiencias y eventos increíbles, acrecentando así la aventura y el entusiasmo de una estancia típica. Las ofertas de Moments ayudan a Marriott Bonvoy a mantenerse por encima de la competencia. Solo se trata de darle a los socios acceso a más posibilidades, sorpresas y diversión.

CAPTACIÓN DE SOCIOS

El mayor atractivo para los nuevos socios: ventajas instantáneas de categorías gramaticales. Piense en wifi gratis, tarifas de socio, registro de llegada móvil y más. Puede enmarcar ventajas para ayudar a los socios a que visualicen sus objetivos y planes personales, pero manténgase alejado de las ventajas ostentosas que son inalcanzables de inmediato.

OFERTAS Y PROMOCIONES

Más que simples ventajas: las ofertas y promociones ayudan a que los socios consigan noches gratis en sus lugares favoritos, ahorren en sus estancias para que puedan irse antes o quedarse más tiempo, etc. Las ofertas y promociones impulsan a los socios a un mayor enriquecimiento, más aventura y una apreciación más profunda de Marriott Bonvoy. Solo se trata de cumplir con la promesa del programa y de demostrar el valor de la inversión de los socios en Marriott Bonvoy.

FPO

EJEMPLOS DE COPIA

ANTES	DESPUÉS
AHORRE MÁS <i>Estamos encantados de ofrecerle descuentos exclusivos de un 35% y 5.000 puntos de bonificación de Hertz por ser un socio apreciado de Marriott Bonvoy™. Prepárese para ponerse en camino con estilo.</i>	PÓNGASE EN MARCHA <i>Marriott Bonvoy™ le ofrece hasta un 35% de descuento y 5.000 puntos de bonificación con Hertz.</i>
El camino a la inspiración y más premios empiezan con el programa de fidelidad Marriott Bonvoy™.	Obtenga más premios al viajar con Marriott Bonvoy™.

TÍTULOS PRINCIPALES

Anuncio encima de la línea:
HAGA TODO ESTO

Vídeo de la marca:
SUPÉRESE

Anuncio de la compañía:
DESPEGUE

Anuncio principal de Moments:
VIVA A LO GRANDE

Paquete de clave de actualización:
ACCESO CONCEDIDO

TÍTULOS CON SUBTÍTULOS

Registro:
VAYA MÁS ALLÁ
Gane premios si se registra hoy.

Catálogo de credenciales:
PUERTAS ABIERTAS
Su guía a la categoría Élite.

Aerolínea:
SUBA MÁS ALTO
Convierta sus puntos en millas aéreas.

Alquiler de coches:
PÓNGASE EN MARCHA
Ahorre hasta un 35% y gane 5,000 puntos al alquilar un coche con Hertz.

Viajes de negocios:
TRIPLIQUE
Gane hasta el triple de puntos en viajes de negocios con Marriott Bonvoy™.

Compañías:
CONSIGA MÁS
Consiga acceso VIP a los partidos más importantes de la NFL.

SUBTÍTULOS INDEPENDIENTES

Compañía de alquiler de coches:
Póngase en camino con Hertz para ahorrar hasta un 35% en su alquiler de coche y gane 2.000 puntos de bonificación.

Oferta especial:
Ahorre hasta un 20% en estancias de fin de semana hasta el 31 de diciembre de 2018.

Promoción:
Consiga su quinta noche gratis utilizando sus puntos. Alójese más tiempo por menos.

Viajes de negocios:
Obtenga hasta el triple de puntos en viajes de negocios con Marriott Bonvoy™.

PHOTOGRAPHY

Section 5.0



BRAND PERSONALITY INFORMS PHOTOGRAPHY STRATEGY.



We inspire discovery in everything we do.

Sensory
Stokes curiosity
Emotive



We're genuine in our quest to open minds, expand borders and create memories.

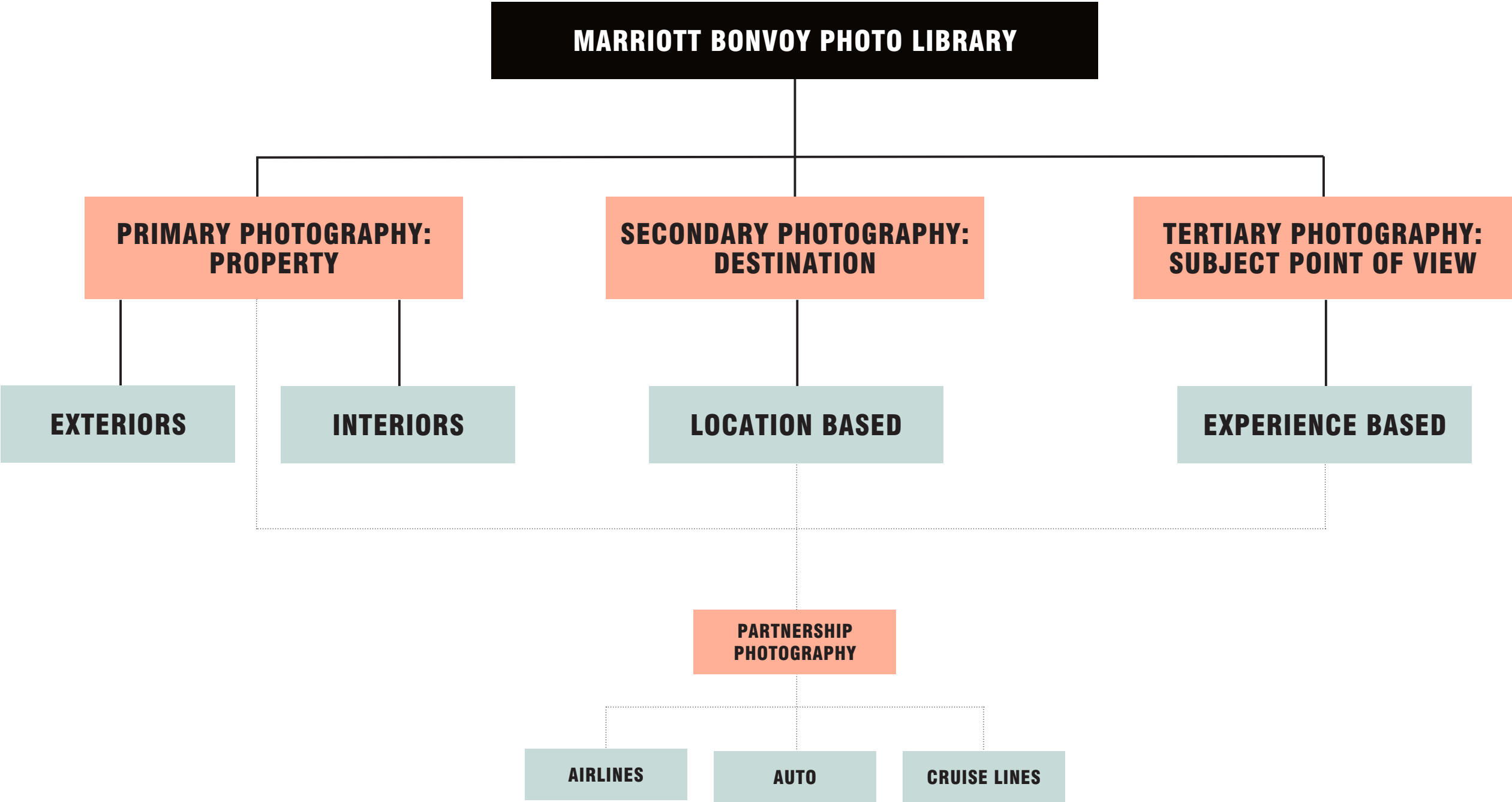
Unexpected perspective
Experiential
Strong, dynamic shots



We always orient toward our members' point of view.

Bold
Clear
Intentional

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 elements 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; they 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 locations that capture 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, capturing the unexpected. Whether it's using cues from nature (e.g., birds in flight) or presenting 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/location to 5% human experience. People in the shot should be small figures in a landscape and 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 the shot captures someone taking a cooking class in Italy or unlocking a guest room door, all tertiary photography captures a 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 close-up, 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

Photography where more of the human form is required should be shot from behind. No faces should 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 RENTALS			
CRUISE LINES			

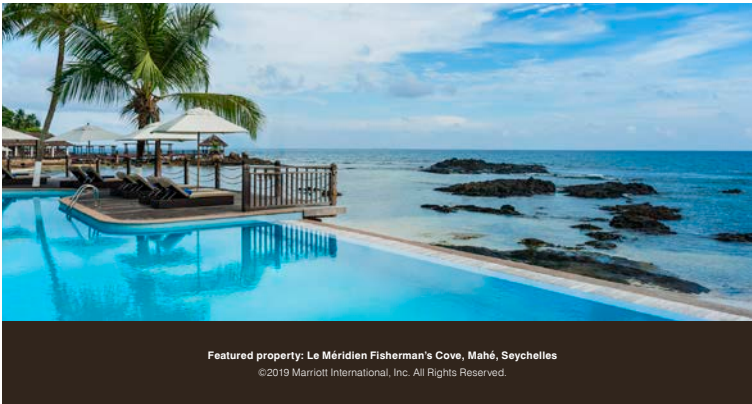
Note: The images shown here have not been purchased and are for demonstration purposes only; they are not for use in public-facing materials.

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 30** for more information about fonts for captions in print materials.

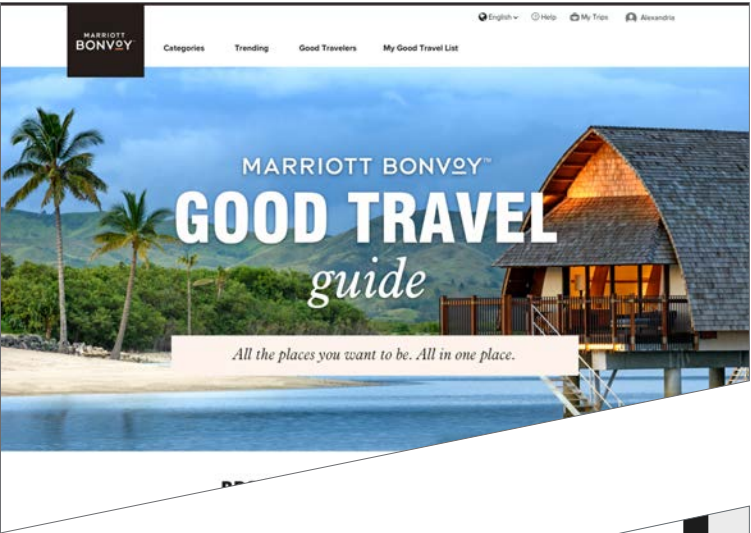
On websites, hero property images must be captioned. If the caption is placed over the image, use a color box (80% #1C1C1C) with white text for ADA compliance. Email hero images must be captioned above the footer. Secondary images for websites or emails don't need to be captioned unless usage rights require it. See **page 31** for guidance on font use in digital placements.

PRINT CAPTIONS

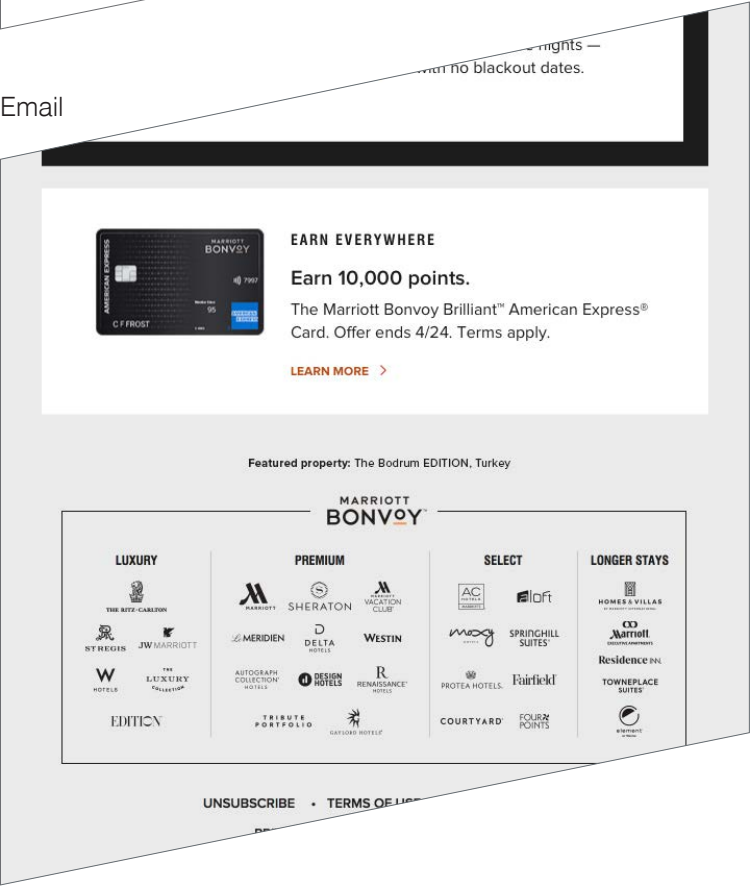


DIGITAL CAPTIONS

Website



Email



CREATIVE EXAMPLES

Section 6.0



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.

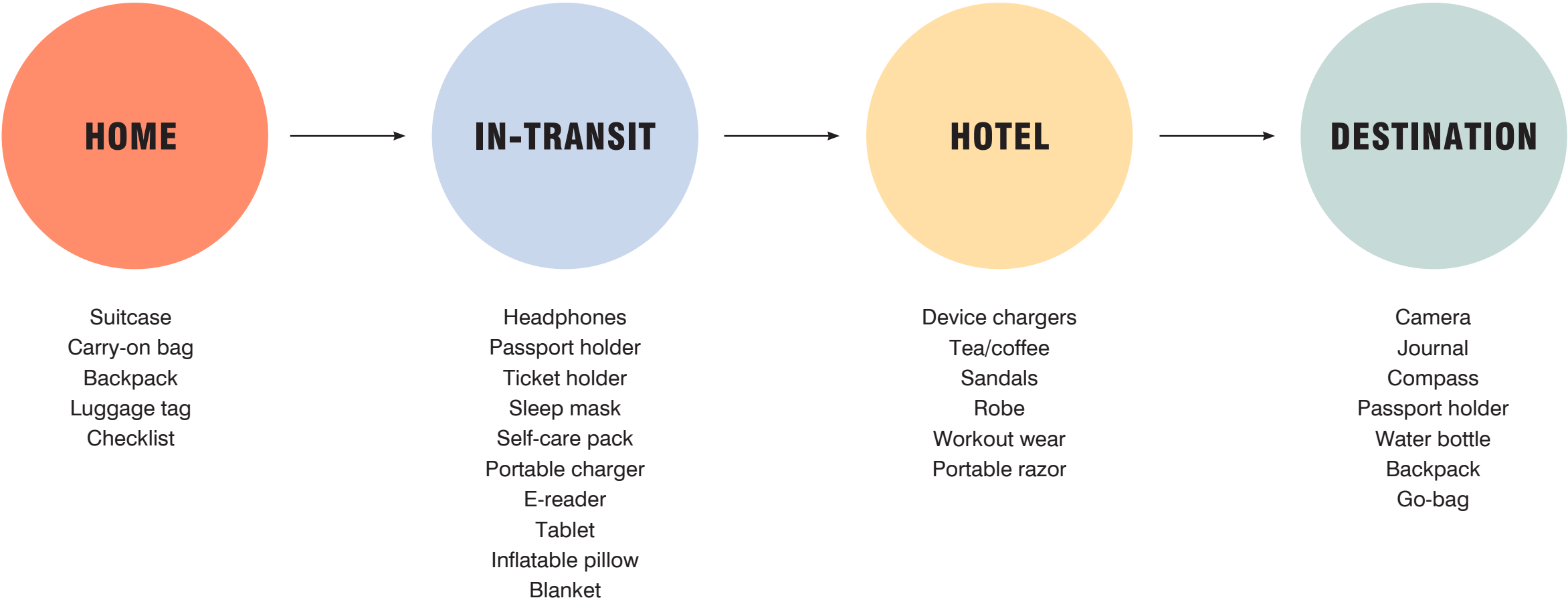
Only use hero headlines: powerful, short and easy to read.



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 personality (Inspiring, Authentic and Confident) and ambition to modernize the perception of our program. The focus should be on travel and what a traveler might need on his or her 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.



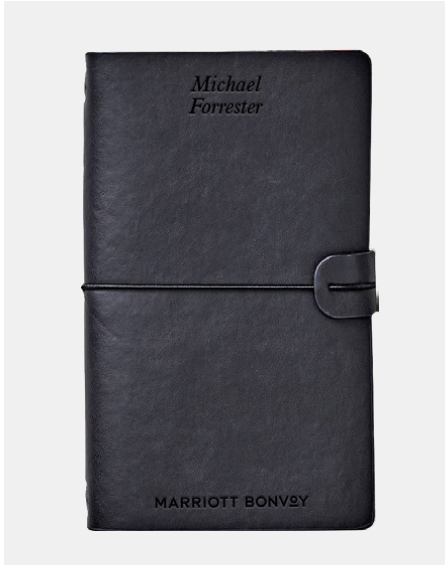
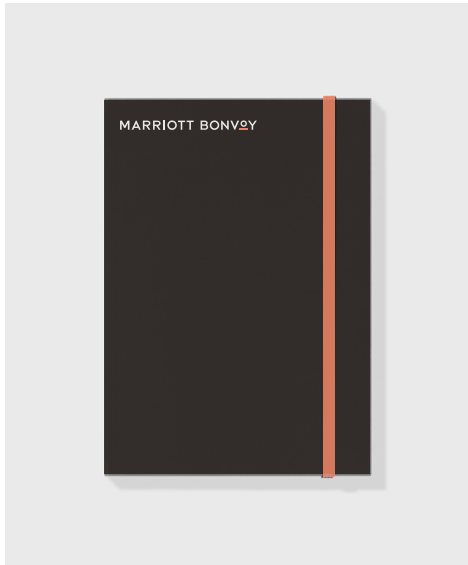
Low-volume

In 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.



○ PARTNER LOGO LOCKUPS

Section 7.0

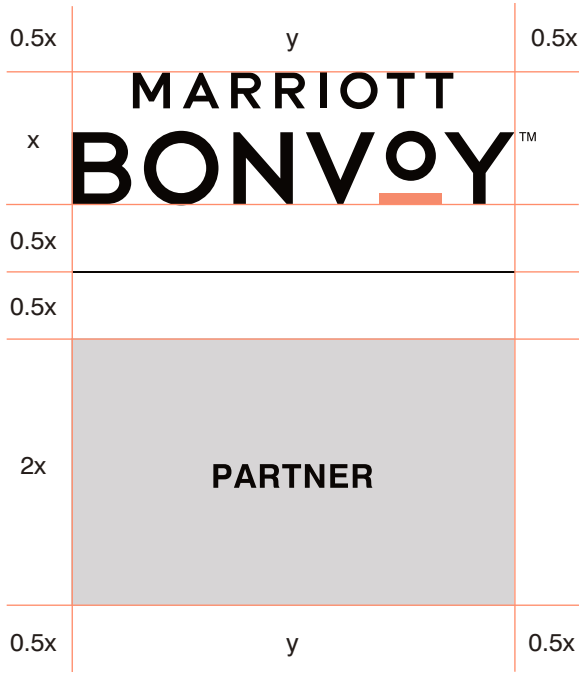


TWO-LOGO LOCKUP

The two-logo lockup is the preferred lockup for all Marriott Bonvoy communications and activations that feature a partnership.

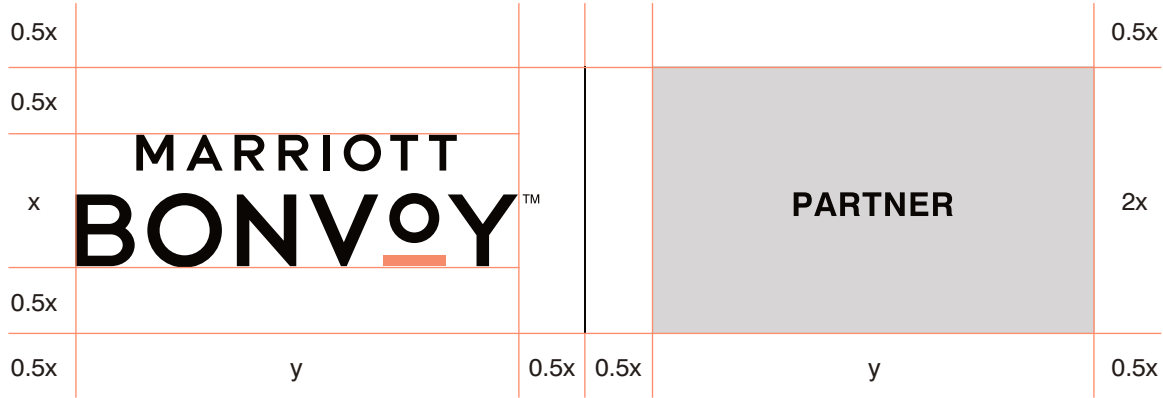
VERTICAL

- Partner logo height should not exceed 2x.
- Partner logo width should not exceed y.
- Distance between logos is x.
- Rule-line width is equal to the vertical stroke of the TM.
- Clear space around the lockup is 0.5x unless the partner has further specifications.



HORIZONTAL

- Partner logo height should not exceed 2x.
- Partner logo width should not exceed y.
- Distance between logos is x.
- Rule-line width is equal to the vertical stroke of the TM. Rule line height is 2x.
- Clear space around the lockup is 0.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

TWO-LOGO LOCKUP EXAMPLES



Use of this team logo for placement only.

REVERSED TWO-LOGO LOCKUP

Use for dark placements.

Use the two-color version of the Marriott Bonvoy logo over a black background or reversed out of a dark image. Note: Consider contrast when using with imagery.

The one-color logo is available for special applications, such as one-color imprints or when secondary brand colors are used as a background.



Use of this team logo for placement only.

ALTERNATE SIZE SPECIFICATIONS

The primary logo is always preferred. However, you can follow these guidelines in special instances. Note: Partner logo restrictions may apply.

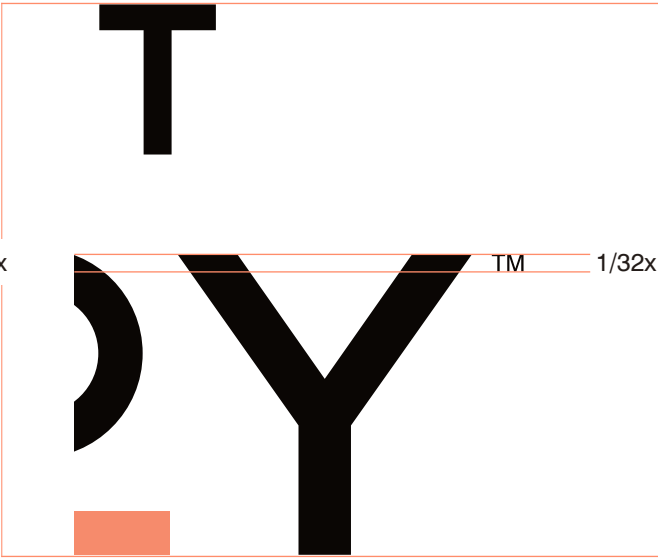
EXTRA-SMALL USE

Use the primary logo without the trademark (™) symbol when the logo is smaller than 32 px or 0.25 inch tall.
Never use the primary logo smaller than 16 px or 0.125 inch tall.
Individual partner logo restrictions may apply.



EXTRA-LARGE USE

When the primary logo is taller than 3 inches, make the trademark (™) symbol 1/32x.
Individual partner logo restrictions may apply.



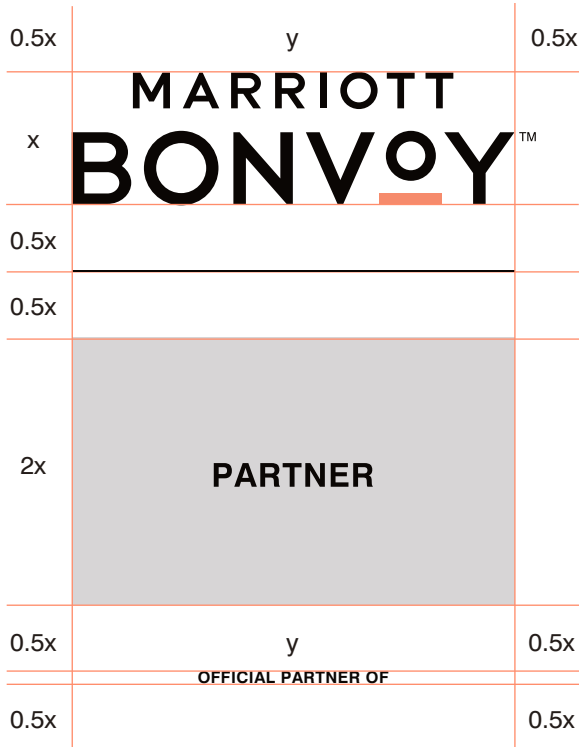
Enlarged to show scale.

TWO-LOGO LOCKUP WITH PARTNERSHIP LANGUAGE

Use these rules when a lockup requires an official partnership line.

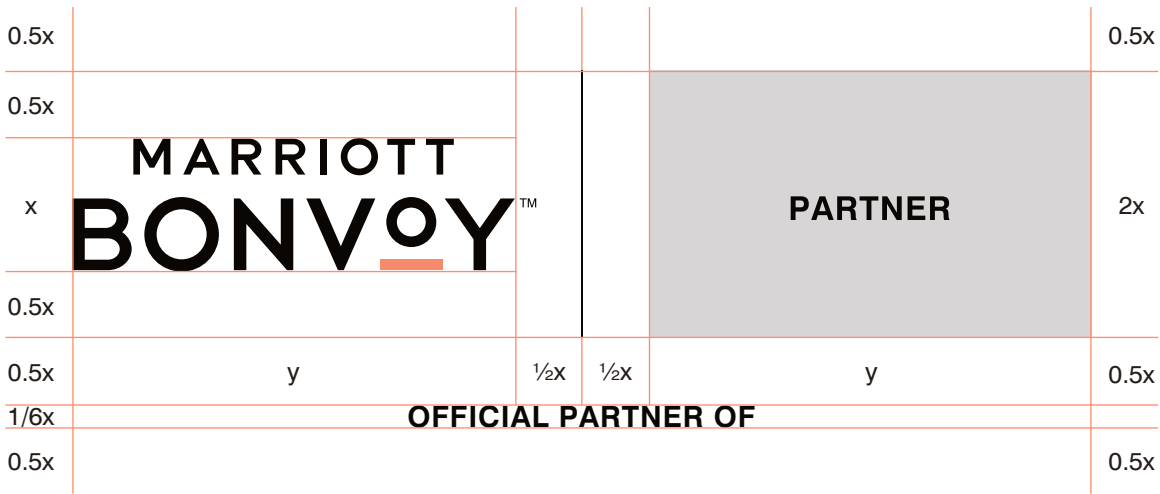
VERTICAL

In addition to the primary logo notes:
Clear space above the sponsorship line is 0.5x unless the partner has further specifications.
Partnership language width should not exceed y, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.
Clear space around the lockup is 0.5x unless the partner has further specifications.



HORIZONTAL

In addition to the primary logo notes:
Clear space above the sponsorship line is 0.5x unless the partner has further specifications.
Partnership language height is 1/6x, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.
Clear space around the lockup is 0.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.
When the lockup includes a descriptor line stating “Official Partner of ...” or “Official Sponsor of ...”, that line must be in all caps.

TWO-LOGO LOCKUP WITH PARTNERSHIP LANGUAGE EXAMPLES



OFFICIAL HOTEL PARTNER OF MANCHESTER UNITED



OFFICIAL HOTEL PARTNER OF MANCHESTER UNITED

Use of this team logo for placement only.

THREE-LOGO LOCKUP

The three-logo lockup is the preferred lockup for all Marriott Bonvoy communications and activations that feature a hotel brand and a partner.

VERTICAL

Hotel logo height should not exceed 4.5x, and width should not exceed y. Maximize either the width or height within the space, and then center the logo within the space.

Partner logo height should not exceed 7x, and width should not exceed y.

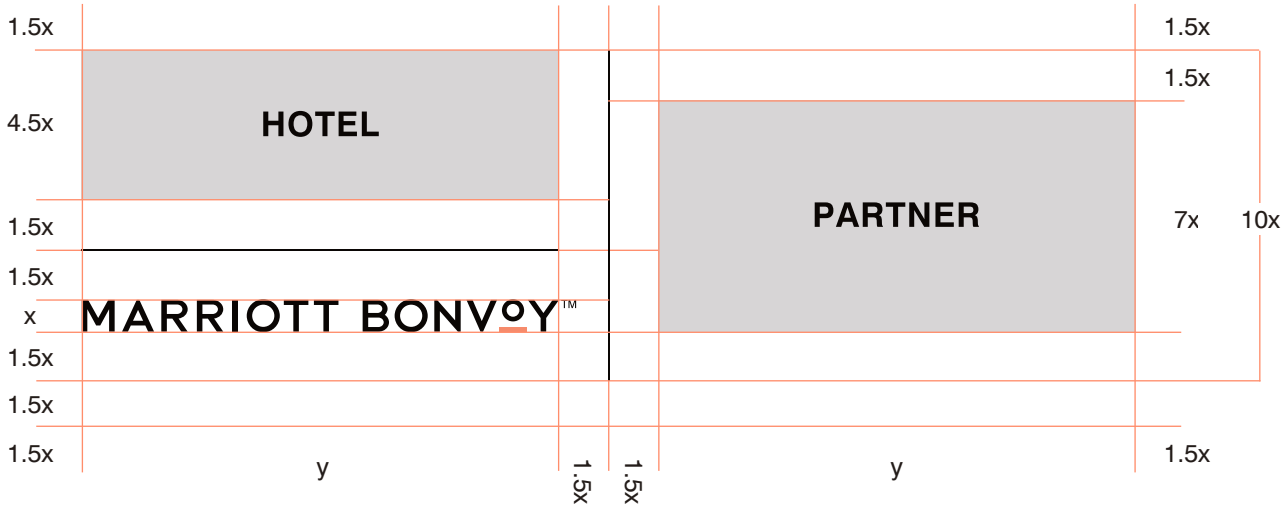
Distance between logos is 3x.

Rule-line width is equal to the vertical stroke of the TM. Rule-line height is 10x.

Rule-line height between the hotel logo and Marriott BonvoyTM is equal to the vertical stroke of the TM.

Rule-line width is y.

Clear space around the lockup is 1.5x unless the partner has further specifications.



HORIZONTAL

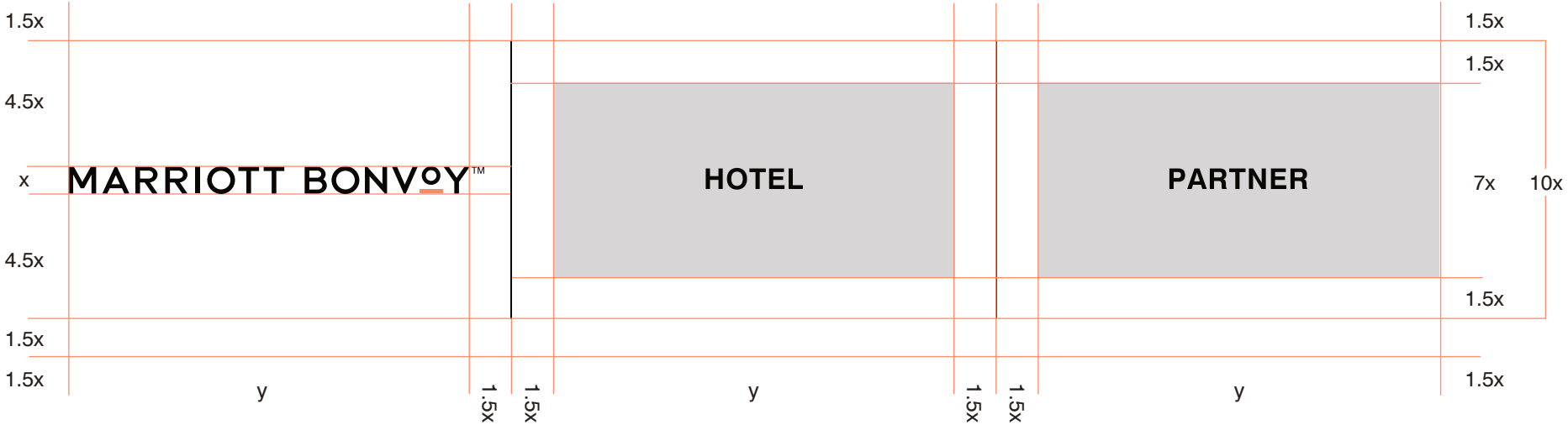
Hotel logo height should not exceed 7x, and width should not exceed y. Maximize either the width or height within the space, and then center the logo within the space.

Partner logo height should not exceed 7x, and width should not exceed y.

Distance between logos is 3x.

Rule-line width is equal to the vertical stroke of the TM. Rule-line height is 10x.

Clear space around the lockup is 1.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

THREE-LOGO LOCKUP EXAMPLES



Use of this team logo for placement only.

THREE-LOGO LOCKUP WITH PARTNERSHIP LANGUAGE

Use these rules when a lockup requires an official partnership line.

VERTICAL

Hotel logo height should not exceed 4.5x, and width should not exceed y. Maximize either the width or height within the space and then center the logo within the space.

Partner logo height should not exceed 7x, and width should not exceed y.

Distance between logos is 3x.

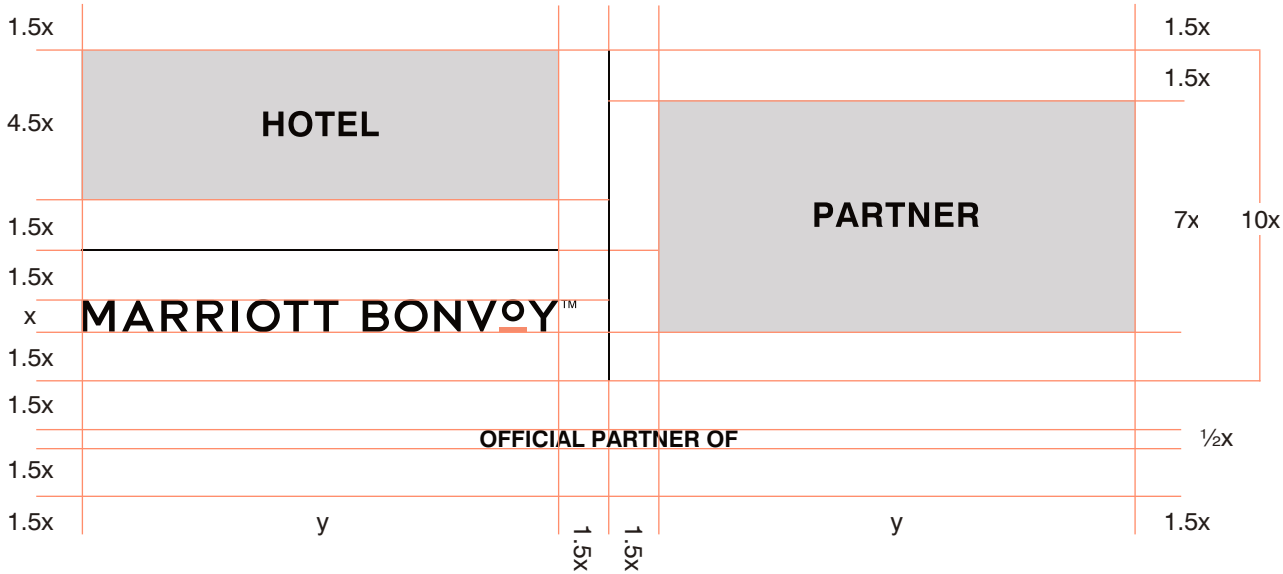
Rule-line width is equal to the vertical stroke of the TM. Rule line height is 10x.

Rule-line height between the hotel logo and Marriott BonvoyTM is equal to the vertical stroke of the TM.

Rule-line width is y.

Partnership language height is 0.5x, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.

Clear space around the lockup is 1.5x unless the partner has further specifications.



HORIZONTAL

Hotel logo height should not exceed 7x, and width should not exceed y. Maximize either the width or height within the space and then center the logo within the space.

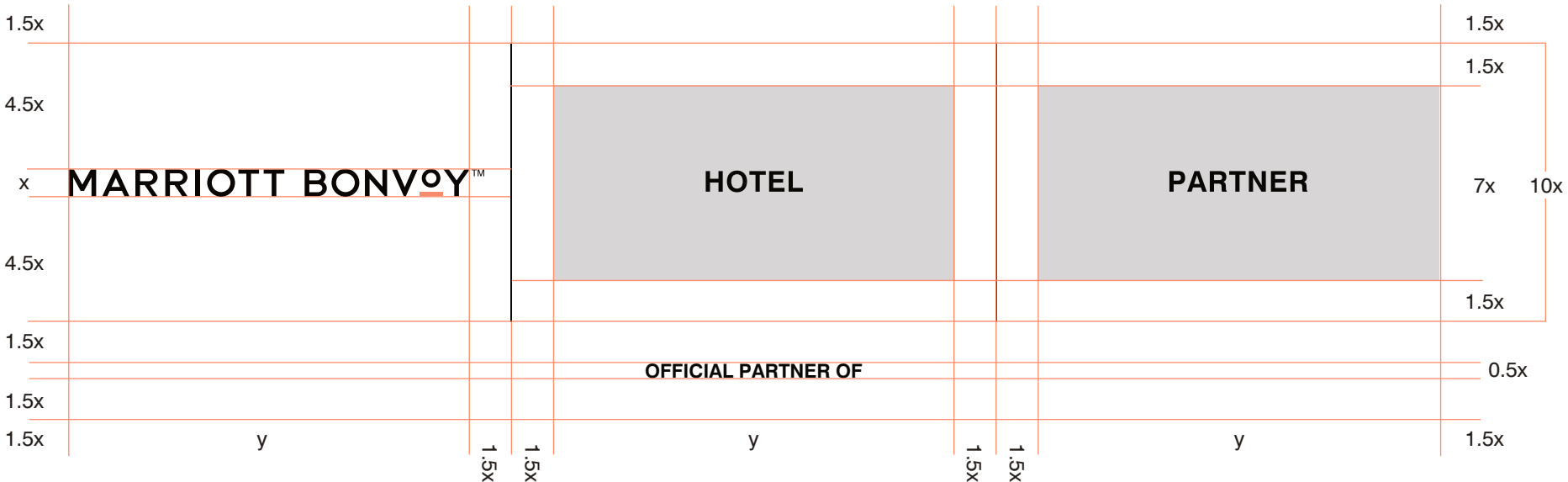
Partner logo height should not exceed 7x, and width should not exceed y.

Distance between logos is 3x.

Rule-line width is equal to the vertical stroke of the TM. Rule-line height is 10x.

Partnership language height is 0.5x, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.

Clear space around the lockup is 1.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

When the lockup includes a descriptor line stating “Official Partner of ...” or “Official Sponsor of ...”, that line must be in all caps.

THREE-LOGO LOCKUP WITH PARTNERSHIP LANGUAGE EXAMPLES



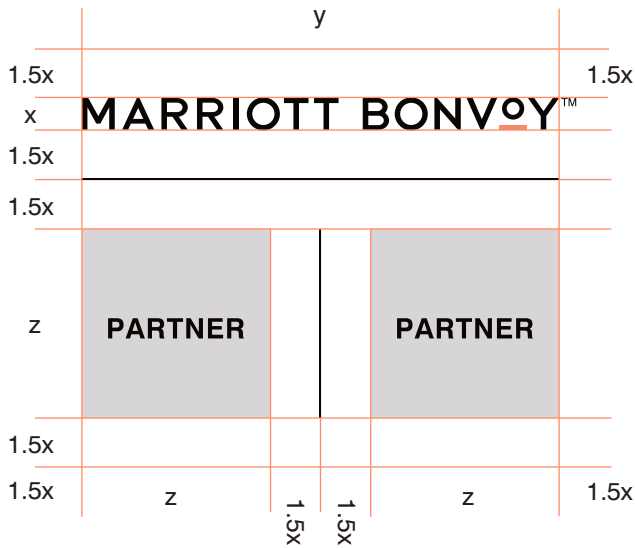
Use of this team logo for placement only.

THREE-LOGO LOCKUP WITH TWO PARTNERS

The three-logo lockup is the preferred lockup for all Marriott Bonvoy communications and activations that feature two partners.

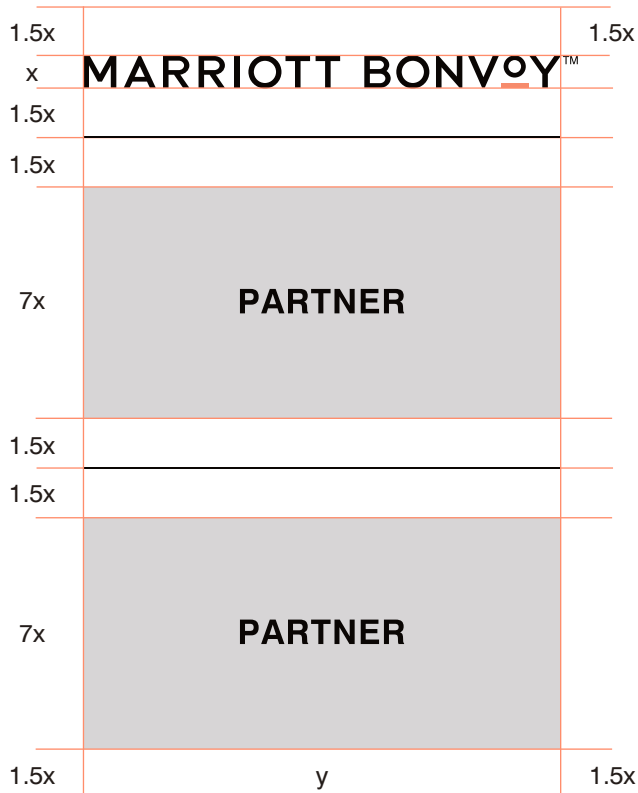
VERTICAL

Partner logo height and width should not exceed z . Maximize either the width or height within the space, and then center the logo within the space.
Distance between logos is $3x$.
Rule-line height between Marriott Bonvoy™ and the partner logos is equal to the vertical stroke of the ™. Rule-line width is y .
Rule-line width between partner logos is equal to the vertical stroke of the ™.
Rule-line height is z .
Clear space around the lockup is $1.5x$ unless the partner has further specifications.



VERTICAL ALT

Partner logo height should not exceed $7x$, and width should not exceed y .
Maximize either the width or height within the space, and then center the logo within the space.
Distance between logos is $3x$.
Rule-line height is equal to the vertical stroke of the ™. Rule-line width is y .
Clear space around the lockup is $1.5x$ unless the partner has further specifications.



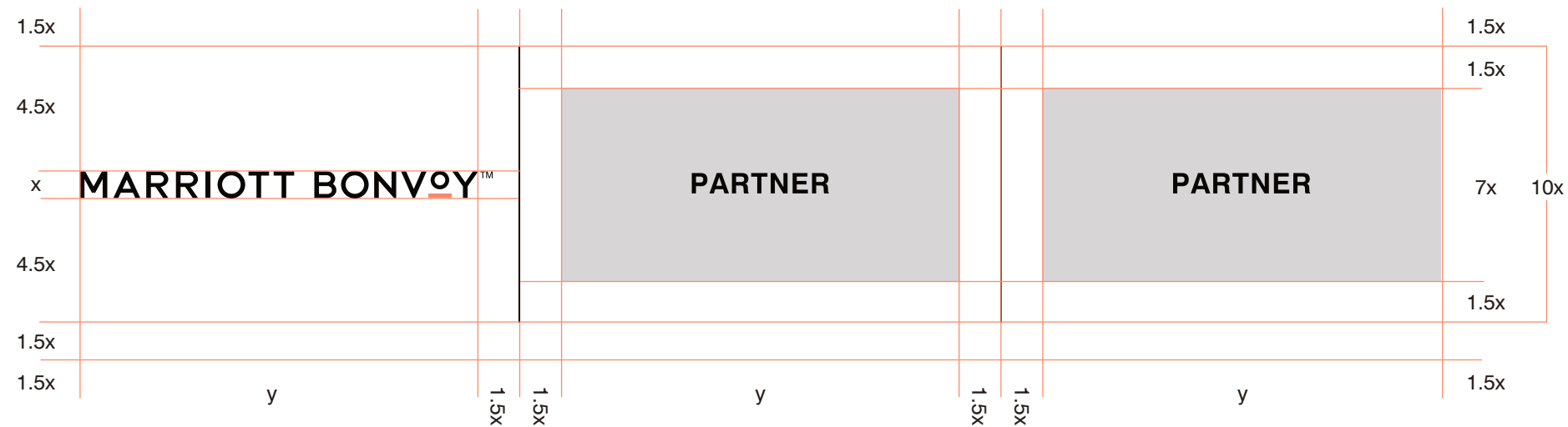
Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

THREE-LOGO LOCKUP WITH TWO PARTNERS

continued

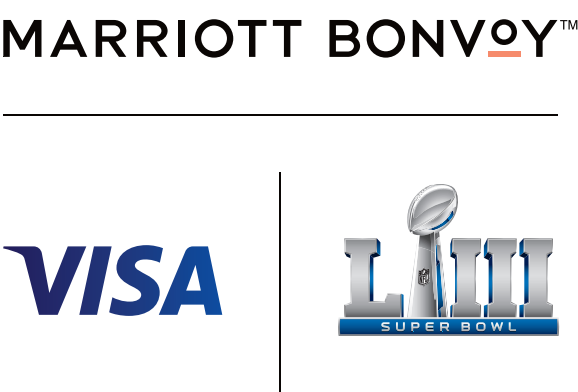
HORIZONTAL

Partner logo height should not exceed 7x, and width should not exceed y. Maximize either the width or height within the space, and then center the logo within the space. Distance between logos is 3x. Rule-line width is equal to the vertical stroke of the TM. Rule line height is 10x. Clear space around the lockup is 1.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

THREE-LOGO LOCKUP WITH TWO PARTNERS EXAMPLES



MARRIOTT BONVOY™



THREE-LOGO LOCKUP WITH TWO PARTNERS AND PARTNERSHIP LANGUAGE

VERTICAL

Partner logo height and width should not exceed z . Maximize either the width or height within the space, and then center the logo within the space.

Distance between logos is $3x$.

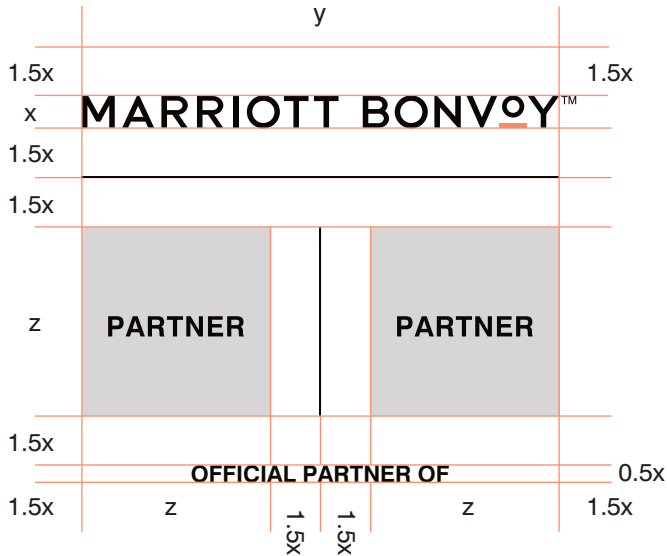
Rule line between Marriott Bonvoy™ and the partner logos is equal to the vertical stroke of the ™. Rule-line width is y .

Rule-line heightbetween partner logos is equal to the vertical stroke of the ™.

Rule-line width height is z .

Partnership language height is $\frac{1}{2}x$, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.

Clear space around the lockup is $1\frac{1}{2}x$ unless the partner has further specifications.



VERTICAL ALT

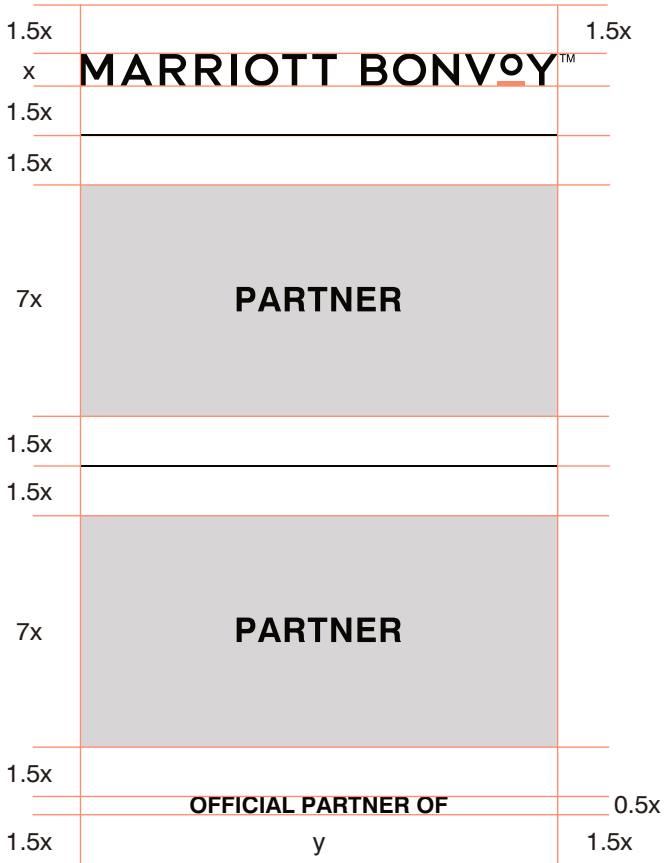
Partner logo height should not exceed $7x$, and width should not exceed y . Maximize either the width or height within the space, and then center the logo within the space.

Distance between logos is $3x$.

Rule-line height is equal to the vertical stroke of the ™. Rule-line width is y .

Partnership language height is $\frac{1}{2}x$, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.

Clear space around the lockup is $1\frac{1}{2}x$ unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

When the lockup includes a descriptor line stating “Official Partner of ...” or “Official Sponsor of ...”, that line must be in all caps.

THREE-LOGO LOCKUP WITH TWO PARTNERS

continued

HORIZONTAL

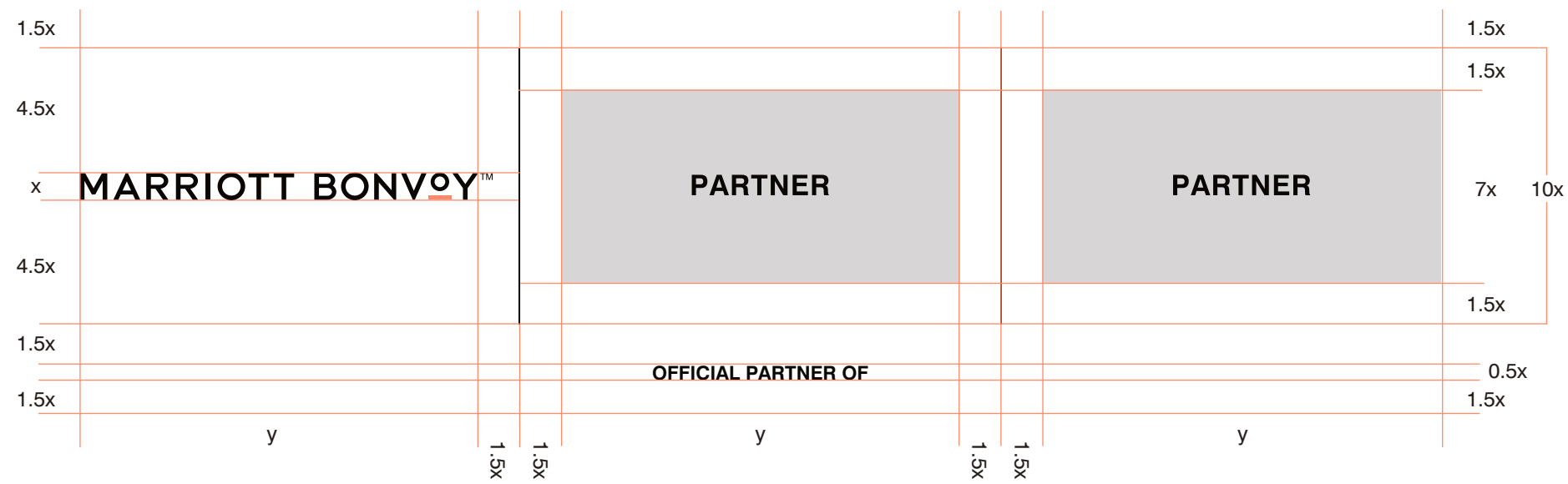
Partner logo height should not exceed 7x, and width should not exceed y. Maximize either the width or height within the space, and then center the logo within the space.

Distance between logos is 3x.

Rule-line width is equal to the vertical stroke of the [™]. Rule-line height is 10x.

Partnership language height is 1½x, set in Swiss 721 Bold with 30-point tracking and centered under the lockup.

Clear space around the lockup is 1.5x unless the partner has further specifications.



Note: Make sure the logos always strike a visual balance with a comfortable clear space. Some logo sizes may need to be adjusted slightly to achieve a balance.

THREE-LOGO LOCKUP WITH TWO PARTNERS AND PARTNERSHIP LANGUAGE EXAMPLES

MARRIOTT BONVOY™



OFFICIAL SPONSOR OF SUPERBOWL LIII

MARRIOTT BONVOY™



OFFICIAL SPONSOR OF SUPERBOWL LIII

MARRIOTT BONVOY™



OFFICIAL SPONSOR OF SUPERBOWL LIII

SUB-BRANDS

Section 8.0



MARRIOTT BONVOY SUB-BRANDS

When creating a logo lockup with a sub-brand, always use the Marriott Bonvoy wordmark.
The sub-brand logo is always more dominant than the Marriott Bonvoy wordmark.
The sub-brand logo is always in Bonvoy Coral or Bonvoy Black.
The wordmark should always be placed above the sub-brand logo.

MARRIOTT BONVOY™
EVENTS

MARRIOTT BONVOY™
MOMENTS™

MARRIOTT BONVOY™
TRAVELER

MARRIOTT BONVOY™
escapes

CONTACTS

Section 9.0



CONTACTS

For questions and reviews, refer to creative inbox, **obopcreativereview@marriott.com**.

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