

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

MARRIOTT BONVOY

Style Guide

VERSION 1.0
September 14, 2018

CONTENTS

Section 1.0

PROGRAM

Our story	4
Tiers and benefits	5
Lifetime status	6
Hotel brands	7

Section 2.0

DESIGN

Brand marks	9
Graphics	13
Brand bars	19
Colors	21
Typography	23
Iconography	25
Patterns	26

Section 3.0

COPY

Brand voice	28
Voice principles	29
Common terms	30

Section 4.0

PHOTOGRAPHY

Primary: properties	34
Secondary: experiential	37

Section 5.0

CONTACTS

Contacts	40
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○ **PROGRAM**

Section 1.0

OUR STORY

*Corporate meeting. Family reunion.
Bucket-list vacation. We believe all
travel is good travel.*

*Marriott Bonvoy comes from
bon voyage, which means “good
travels.” It’s universal, compelling
and connects with our audience
worldwide.*

With 6,700 hotels across 29 brands in 130 countries, Marriott Bonvoy enables people to keep traveling so they can enrich themselves and end up enriching others.

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.

TIERS AND BENEFITS

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

BONVOY MEMBER

0–9 nights per year

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

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

BONVOY GOLD ELITE

25–49 nights per year

Enjoy all the benefits of Silver Elite, plus:

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

BONVOY PLATINUM ELITE

50–74 nights per year

Enjoy all the benefits of Gold Elite, plus:

- 50% bonus points on stays
- Platinum Welcome Gift (choice of 500 or 1,000 points, breakfast offering, or amenity, varies by brand)
- Lounge access (resorts are excluded for: JW Marriott®, Marriott Hotels®, Delta Hotels®, Autograph Collection®, Renaissance® Hotels, and Courtyard® outside U.S. and Canada. Resorts are included for: Le Méridien®, Westin® and Sheraton®.)
- 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

BONVOY TITANIUM ELITE

75–99 nights per year

Enjoy all the benefits of Platinum Elite, plus:

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

BONVOY AMBASSADOR ELITE

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

Enjoy all the benefits of Titanium Elite, plus:

- Ambassador service
- Your24™

* Benefit must be achieved annually. Not awarded to members who were gifted Elite status.

LIFETIME STATUS

The best benefits for our most valued members — for life.

LIFETIME BONVOY SILVER ELITE

250 Lifetime Nights + 5 Years Silver Elite status or higher

LIFETIME BONVOY GOLD ELITE

400 Lifetime Nights + 7 Years Gold Elite status or higher

LIFETIME BONVOY PLATINUM ELITE

600 Lifetime Nights + 10 Years Platinum Elite status

HOTEL BRANDS

As the world's only travel company with 29 distinct brands, Marriott Bonvoy has the perfect stay for every traveler and any trip type.

<i>Brand Tier</i>	<i>Classic</i>	<i>Distinctive</i>
LUXURY	The Ritz-Carlton® St. Regis® JW Marriott®	The Luxury Collection® W® Hotels EDITION®
PREMIUM	Marriott Hotels® Sheraton® Marriott Vacation Club® Delta Hotels®	Le Méridien® Westin® Autograph Collection® Hotels Design Hotels™ Renaissance® Hotels Tribute Portfolio™ Gaylord Hotels®
SELECT	Courtyard® Four Points® SpringHill Suites® Protea Hotels® Fairfield Inn & Suites®	AC Hotels by Marriott® Aloft® Moxy® Hotels
LONGER STAYS	Marriott Executive Apartments® Residence Inn® TownePlace Suites®	Element®



DESIGN

Section 2.0

THE SUNRISE

Our primary logo element is the sunrise. The sunrise symbolizes Bonvoy's launch and optimism. It's a new day, new beginning and new world. The horizon unites an exciting world of possibilities with access to moments of fulfillment.



The sunrise replaces the second "o" in Bonvoy. The sun is represented by the circle and the horizon is depicted by the line underneath it.

PRIMARY LOGO

Most occasions



SECONDARY LOGO

Minimal use



WORDMARK

Brand affiliation, portfolio, minimal use



NOTE: Logo with legal mark to come.

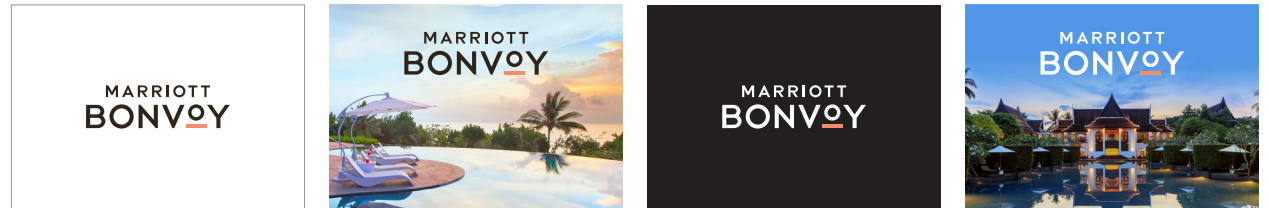
PRIMARY LOGO

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

The primary logo is constructed to achieve visual harmony. The relationship between “Marriott” and “Bonvoy” should never be altered or modified.



Use the cap height from “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.

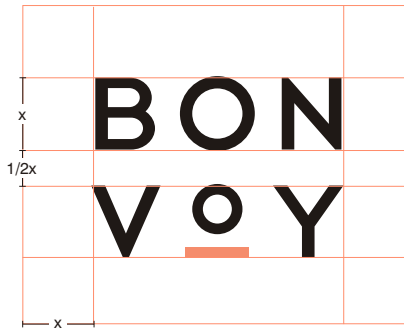


The single-color logo is an option only if necessary. For example, use in one-color imprints or special applications, such as embossing.

SECONDARY LOGO

The secondary logo can only be used on select, small digital placements. It must always appear in close proximity to a Marriott mention.

Please consult the Loyalty Brand Marketing team about specific usages of the secondary logo.



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



Illustrative purposes only. Does not reflect official usage.

WORDMARK

The wordmark is designed to work within hotel brand communications as well as the portfolio brand bar.



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

MARRIOTT BONVOY

MARRIOTT BONVOY

The wordmark should appear in two colors.

MARRIOTT BONVOY

MARRIOTT BONVOY

The single-color wordmark is an option only if necessary. For example, use in one-color imprints or special applications, such as embossing.

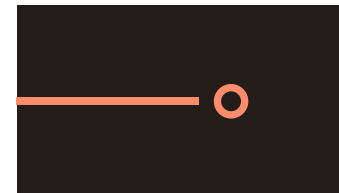
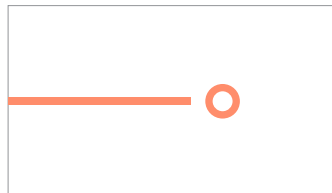
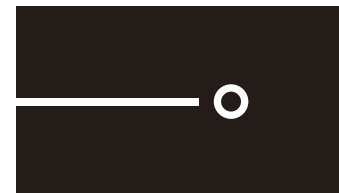
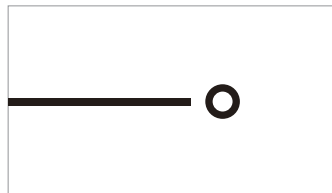
THE CONNECTOR

From the sunrise, we developed the connector, a trusted travel companion that helps us navigate the world and get the most out of it. Always moving, it inspires us to see more, do more, and seek out what's next.

The connector consists of a line and circle. It acts as a signature asset to be used across multiple touch points.



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

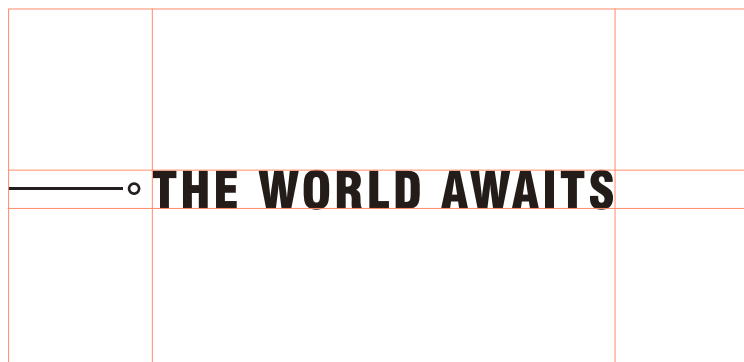


PRIMARY CONNECTOR HEADLINE

The connector can be used with bold typography as a single-line hero headline.

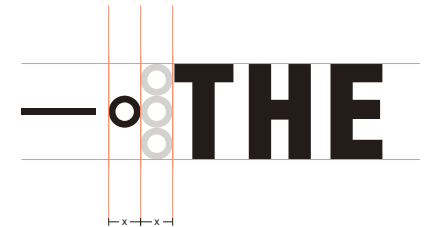


Headlines should be readable and placed in a relatively clear area of the layout. The connector line bleeds off the side of the layout.



In a headline, the letter height should be three times the height of the circle.

Alternatively, you can calculate the connector height by dividing the type size by four. The space between the connector and the headline should be equal to the width of one circle.



120-pt. type ÷ 4 = 30-px. connector height



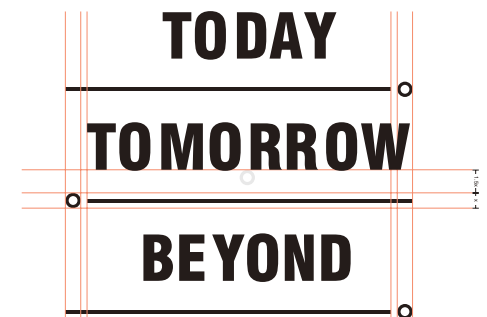
50-pt. type ÷ 4 = 12.5-px. connector height

EXPRESSIVE CONNECTOR AS EMPHASIS

The connector can also underscore typography in simple headlines.



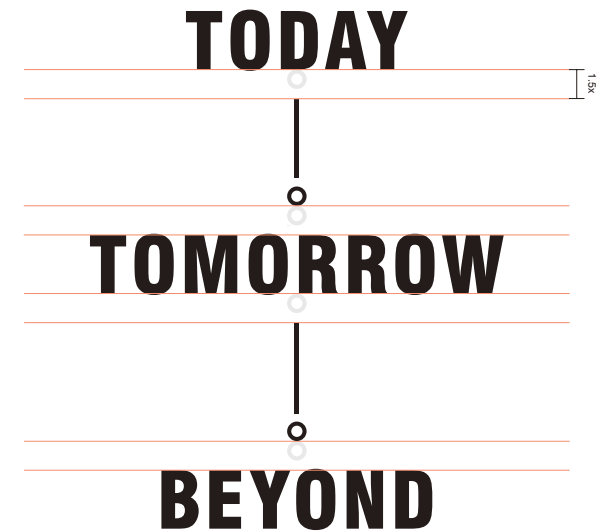
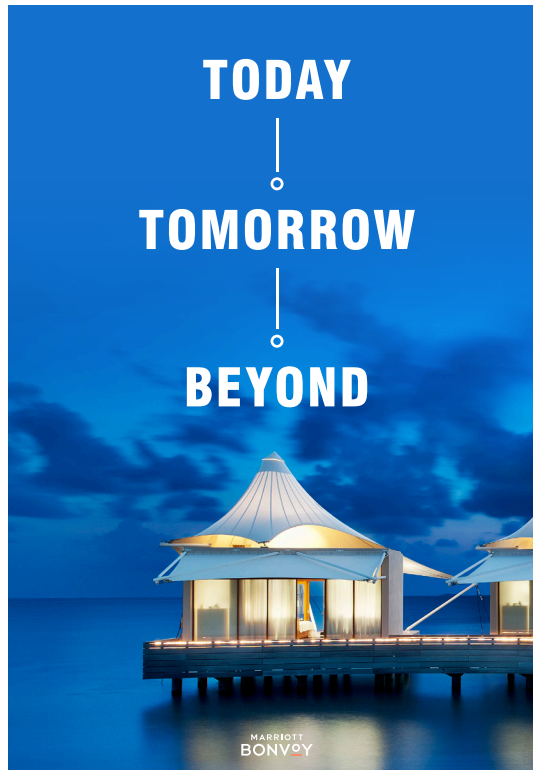
The connector line should span the width of the headline. In single headlines the vertical space between text and connector is one width of the circle.



When emphasizing individual words on multiple lines, the connector width should match the longest word.

EXPRESSIVE CONNECTOR AS LIST

The connector can also link together a headline or list of ideas, both vertically or horizontally.



In a vertical format, the space between text and connector is one and a half the width of a circle. The length of the connectors should always be consistent.



A horizontal format shares the same construction and scale rules.

EXPRESSIVE CONNECTOR AS CAPTION

The connector can precede the caption or span above it. Establish the width of the circle in the connector by dividing the type size by one and a half.

Font: Swiss 721 Bold

Style: All caps

Tracking: 0

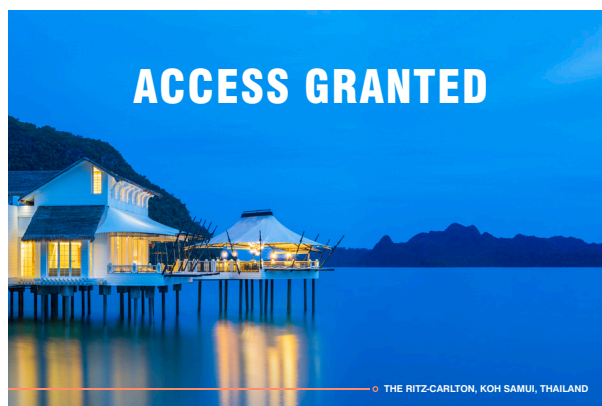
○ THE RITZ-CARLTON, KOH SAMUI, THAILAND

THE RITZ-CARLTON, KOH SAMUI, THAILAND

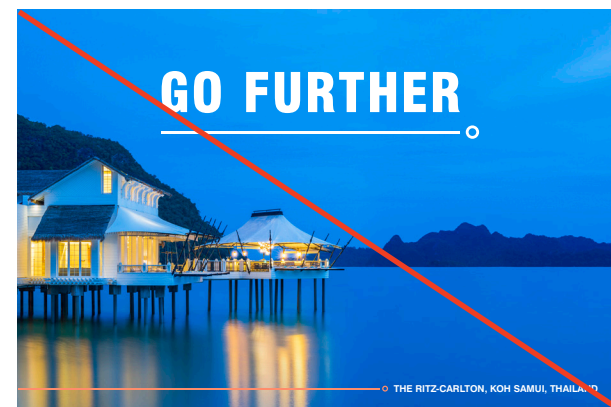
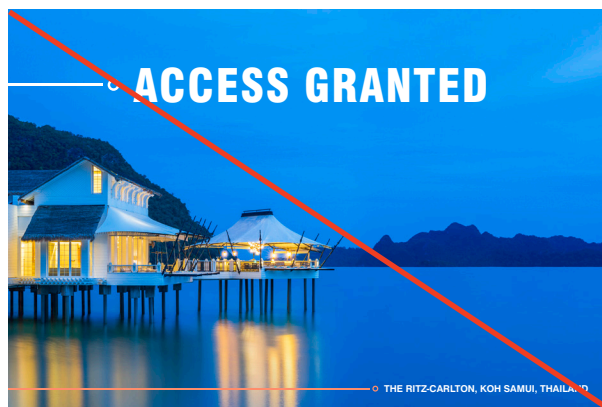


○ THE AZURE QIANTANG, A LUXURY COLLECTION HOTEL, HANGZHOU, CHINA

EXPRESSIVE CONNECTOR USES



Only use the connector in one part of a placement. You can choose if you'd like to use it with the headline or the caption.



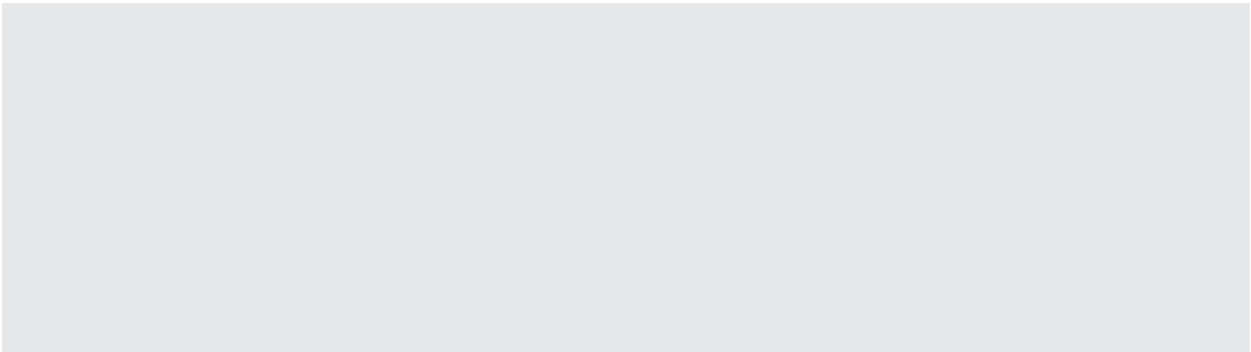
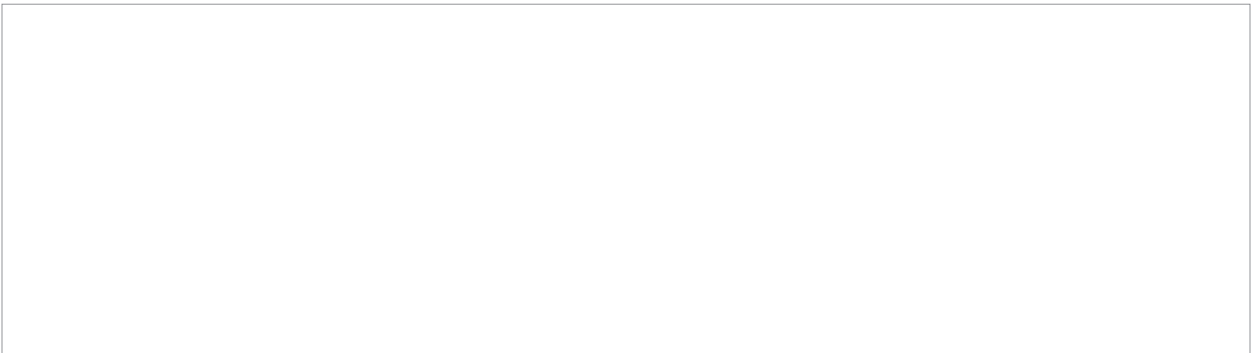
Don't use the connector in multiple elements of a single layout.

BRAND BARS

Coming soon.

PRIMARY

Horizontal



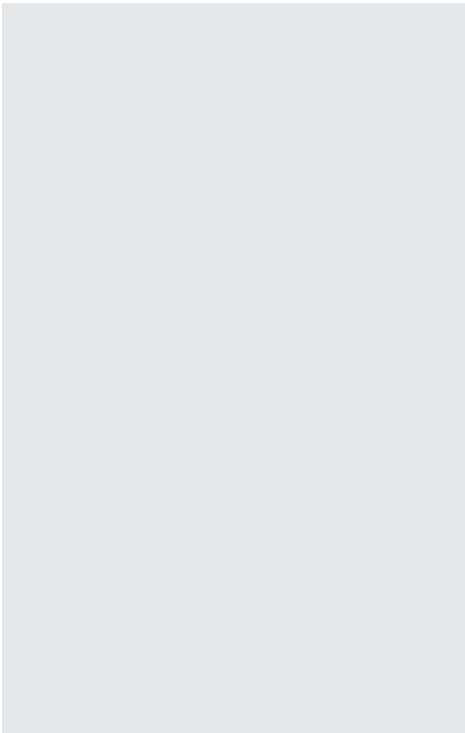
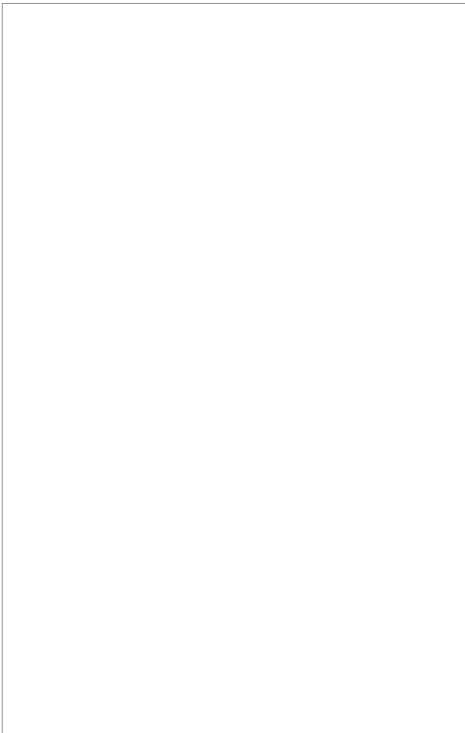
BRAND BARS

continued

Coming soon.

SECONDARY

Vertical

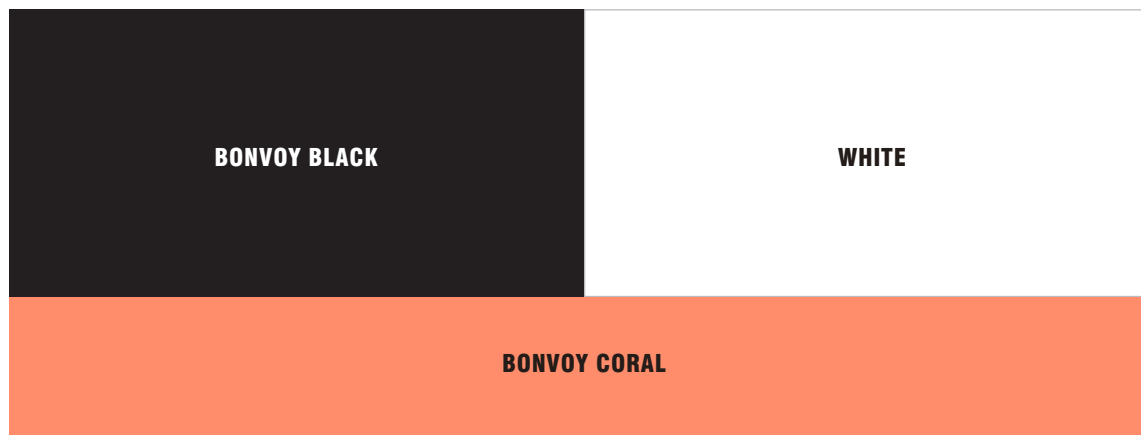


COLORS

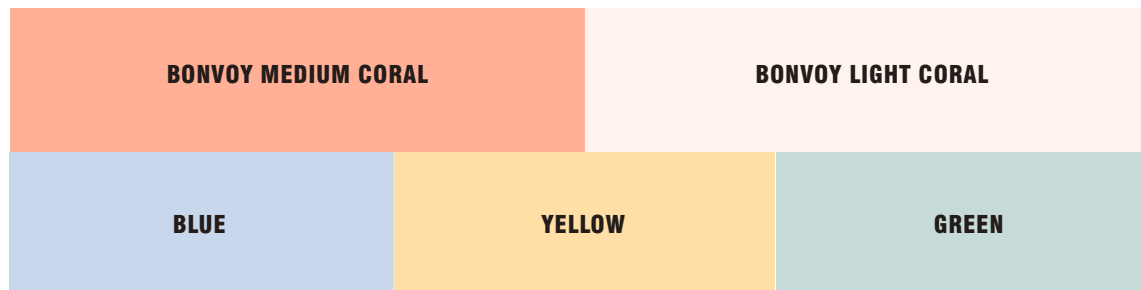
Simple. Timeless. Bold. Our primary colors — Bonvoy Black, White and Bonvoy Coral — bring graphic elements and type to life.

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

Primary

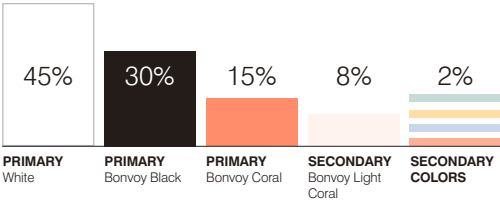


Secondary



COLOR BREAKDOWNS

Use this as a guide when applying color:



For digital communications, visit webaim.org/resources/contrastchecker/ to make sure your text is ADA compliant.

Primary

BONVOY BLACK #231C19 RGB: 35-28-25 PMS Black 4 C CMYK: 60-65-73-71	WHITE #FFFFFF RGB: 255-255-255
BONVOY CORAL #FF9662 RGB: 255-150-98 PMS 1635C CMYK: 0-56-56-0	

Secondary

BONVOY MEDIUM CORAL #FFB995 RGB: 255-185-149 PMS 1635C (70%) CMYK: 0-39-39-0	BONVOY LIGHT CORAL #FFF3ED RGB: 255-243-237 PMS 9201C CMYK: 2-11-18-0	
BLUE #CEDCDF RGB: 206-220-223 PMS 657C CMYK: 20-10-1-00	YELLOW #FFDAA0 RGB: 255-218-160 PMS 7401C CMYK: 3-10-41-0	GREEN #CFE0D2 RGB: 207-224-210 PMS 9504C CMYK: 22-6-14-0

Status levels

BONVOY MEMBER #FFFFFF RGB: 255-255-255
BONVOY SILVER ELITE #707488 RGB: 112-116-136 PMS 8180C CMYK: 56-42-31-3
BONVOY GOLD ELITE #8C6F49 RGB: 140-111-43 PMS 8383C CMYK: 37-40-74-8
BONVOY PLATINUM ELITE #5E5F61 RGB: 94-95-97 PMS 8403C CMYK: 62-54-55-27
BONVOY TITANIUM ELITE #554749 RGB: 85-71-73 PMS 8425C CMYK: 54-59-63-36
BONVOY AMBASSADOR ELITE #231C19 RGB: 35-28-25 PMS 8625C CMYK: 62-60-64-47

SWISS 721 IS OUR BOLD AND CONFIDENT SANS SERIF FONT.

Swiss is acceptable for small screens and digital spaces.

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

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %**

Swiss 721 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %

Swiss 721 Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %

Aldine 721 is our classic and composed serif font.

Aldine 721 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %

Aldine 721 Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %*

Aldine 721 Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789? : ! @ # \$ %**

USAGE

Rely on this visual copy hierarchy to convey your message clearly in all placements.

Swiss 721 is our primary font. Use Aldine 721 sparingly — especially in digital placements where legibility is an issue.

When to use Swiss 721:

- Primary font for all communications.
- Only font in small placements and digital spaces.

When to use Aldine 721:

- Concise subheads.
- Personalization in emails or on the app.
- Accent words in brand videos.

Lead-in line
Swiss 721 Black Condensed
Tracking: 30

A STRONG, SUPPORTING LEAD-IN LINE

Headline
Swiss 721 Black Condensed
Tracking: 30

A CONFIDENT SHORT HEADLINE

Subhead
Aldine 721 Regular
Aldine 721 Italic
Tracking: 0

A hardworking and clear subhead with an elegant italic tone of voice.

Body copy
Swiss 721 Roman
Tracking: 0

A clear and modern body copy fit for print and digital spaces. Totat aut volende bitataq uaestiate consendi comnis et endaeptatur adic te optatum auda corecae. Velliquia volupta volupta quatemostiam aut.

CTA
Swiss 721 Black Condensed
Tracking: 30

AN ACTIONABLE CTA

BOOK NOW

Property caption
Swiss 721 Bold
Tracking: 0

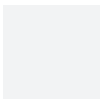
AL MAHA, A LUXURY COLLECTION DESERT RESORT & SPA, DUBAI, UAE

ICONOGRAPHY

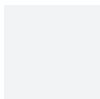
Coming soon.



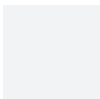
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Icon Name



Icon Name



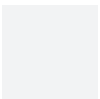
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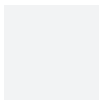
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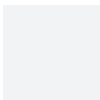
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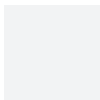
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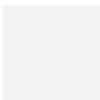
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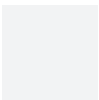
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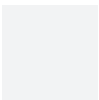
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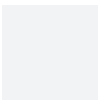
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Icon Name



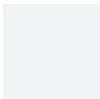
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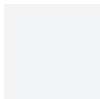
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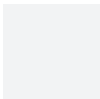
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Icon Name



Icon Name



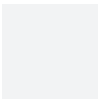
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Icon Name



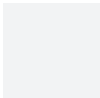
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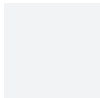
Icon Name



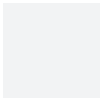
Icon Name



Icon Name



Icon Name



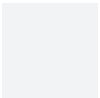
Icon Name



Icon Name



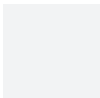
Icon Name



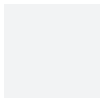
Icon Name



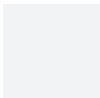
Icon Name



Icon Name



Icon Name



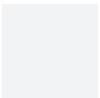
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Icon Name



Icon Name



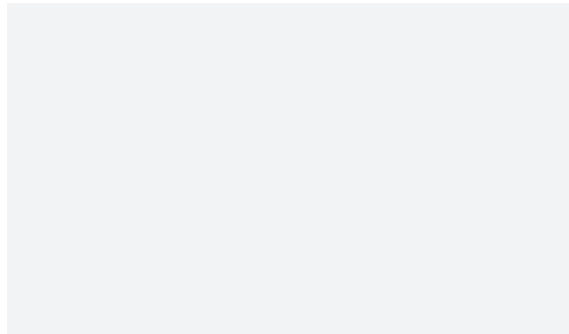
Icon Name

PATTERNS

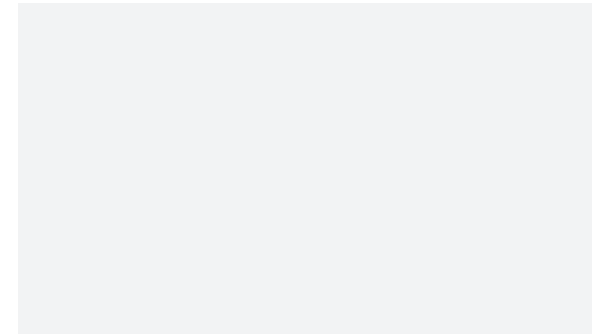
Coming soon.

Our approach to graphic elements provides us a series of textural patterns. Patterns emerge from the connector.

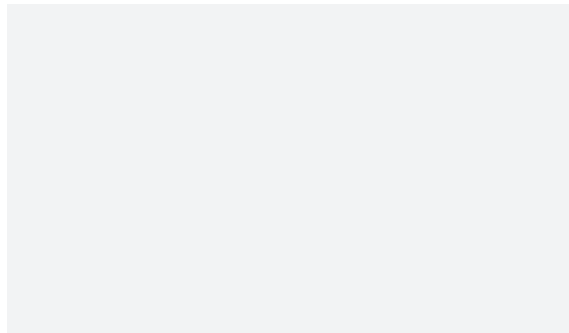
They're luxe and tactile and should be used for special treatments, e.g., credit cards. Think of these patterns as ways to boost sheen or otherwise emphasize upscale materiality.



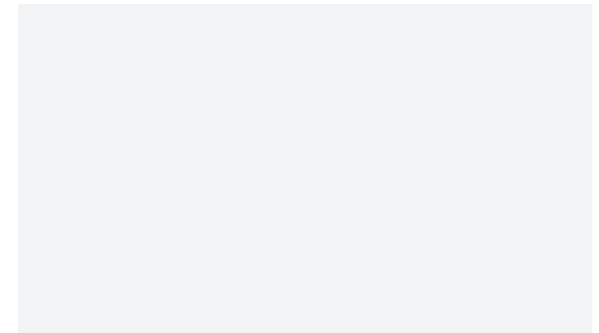
BonvoyPattern_XXXX_k.ai



BonvoyPattern_XXXX_k.ai



BonvoyPattern_XXXX_k.ai



BonvoyPattern_XXXX_k.ai



○ COPY

Section 3.0

BRAND VOICE

The Marriott Bonvoy voice has a distinct point of view and brand personality that sets it apart from competitors.

We call it the Marriott Bonvoy Explorer + Hero voice — it's where inspiration meets action. And it's at the core of everything we write for 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.

Driven by:

PASSION + PURPOSE

Lives to:

GO + DO

Is always:

COMPELLING + CONCISE

VOICE PRINCIPLES

All Marriott Bonvoy copy is on a spectrum from inspiring to direct.

INSPIRING

We inspire and motivate discovery in everything we do.

PERSONAL

We always orient toward our members' points of view.

DIRECT

We get straight to the point, so our members can get to theirs.

COMMON TERMS

Here's a list of all the terms you need to know and how to use them in copy.

STATUS REFERENCES	at first mention	subsequent mentions
status		
Elite status		
Elite member; Bonvoy Elite member		
Bonvoy Member	Bonvoy Member; Member of Marriott Bonvoy	Member
Bonvoy Silver Elite	Marriott Bonvoy Silver Elite member; Silver Elite member of Marriott Bonvoy	Silver Elite
Bonvoy Gold Elite	Marriott Bonvoy Gold Elite member; Gold Elite member of Marriott Bonvoy	Gold Elite
Bonvoy Platinum Elite	Marriott Bonvoy Platinum Elite member; Platinum Elite member of Marriott Bonvoy	Platinum Elite
Bonvoy Titanium Elite	Marriott Bonvoy Titanium Elite member; Titanium Elite member of Marriott Bonvoy	Titanium Elite
Bonvoy Ambassador Elite	Marriott Bonvoy Ambassador Elite member; Ambassador Elite member of Marriott Bonvoy	Ambassador Elite
Lifetime Bonvoy Silver Elite	Marriott Lifetime Bonvoy Silver Elite member; Lifetime Silver Elite member of Marriott Bonvoy	Lifetime Silver Elite
Lifetime Bonvoy Gold Elite	Marriott Lifetime Bonvoy Gold Elite member; Lifetime Gold Elite member of Marriott Bonvoy	Lifetime Gold Elite
Lifetime Bonvoy Platinum Elite	Marriott Lifetime Bonvoy Platinum Elite member; Lifetime Platinum Elite member of Marriott Bonvoy	Lifetime Platinum Elite

COMMON TERMS

continued

CURRENCY	notes
Bonvoy points, points	Use “points” in all Bonvoy communications. For partner offers in which both partners use point currency, use “Bonvoy points” for clarity.

SUBPROGRAMS

Marriott Bonvoy Moments, Bonvoy Moments	First mention, use Marriott Bonvoy Moments. After first mention use Bonvoy Moments. Never use generic “moments” to describe the event offerings.
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REDEMPTION	notes
peak	
off-peak	
standard	
PointSavers®	
Free Night Award Chart	
Award	
Free Night Award	
Free Weekend Night Award	
Instant Redemption	
Suite Night Awards™	
Travel Packages	
Award Flights	
Cash + Points	
transfer points	First mention, use transfer Bonvoy Points. After first mention, use transfer points.
buy points	First mention, use buy Bonvoy Points. After first mention, use buy points.
redeem points	First mention, use redeem Bonvoy Points. After first mention, use redeem points.

BENEFITS	notes
Marriott Bonvoy member benefits, Bonvoy member benefits, member benefits	First mention, use Marriott Bonvoy member benefits. Then use Bonvoy member benefits and, lastly, member benefits.
Elite Night Credit	
Best Rate Guarantee	
earn Bonvoy points, earn points, earn miles	First mention, use earn Bonvoy points. After that, use earn points.

NOTE: This list is in not final or comprehensive. Changes and updates to come.

COMMON TERMS

continued

ACCOUNT	notes
Use initial caps in the Account section of the site and app, but not in body copy.	
Member Number, Bonvoy member number	First mention: Marriott Bonvoy member number. Then use Bonvoy member number. Lastly, use member number.
Account Overview	
Profile	
My Trips	
My Earned Awards	
Account Activity	
Promotions	

PARTNERS	
Hertz Elevated Status	Always follow our partners' guidelines for referring to their statuses, products, currency, etc.

NOTE: This list is in not final or comprehensive. Changes and updates to come.



○ **PHOTOGRAPHY**

Section 4.0

PRIMARY: PROPERTIES

First and foremost, use property images to inspire members to keep traveling. They highlight the beauty of our hotels and a wide range of destinations — which members can access through Marriott Bonvoy.

- Photos must be from the member's perspective — do not include people in the frame. In some cases, to feature hotel exterior, the perspective can be elevated — but never aerial.
- Focus on geometry, symmetry and proportion (level horizons, upright verticals).
- Feature a vibrant, natural color palette.
- Do not use overly distinctive styling in the image.
- Property photography should always contain a caption. See next page for details.



W Maldives



JW Marriott Los Cabos Beach Resort & Spa, Mexico



Giardino Lago, Minusio-Locarno, Switzerland, a Member of Design Hotels™



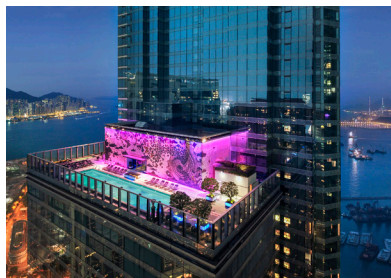
Le Méridien Koh Samui Resort & Spa, Thailand



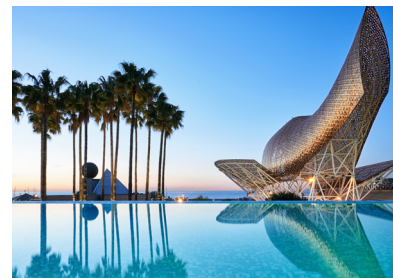
Domes of Elounda, Autograph Collection, Greece



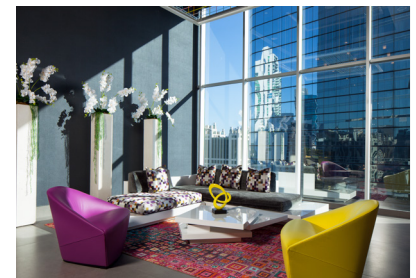
Hotel Pitrizza, a Luxury Collection Hotel, Costa Smeralda, Italy



W Hong Kong, China



Hotel Arts Barcelona, Spain



W Panama

PRIMARY: PROPERTIES

continued

- Property photography should always be captioned. Captions include the property name, city (if not already in property name), state or province (only for U.S., Canada and China), and country — e.g., *Hotel Danieli, a Luxury Collection Hotel, Venice, Italy*.
- Design Hotels™ captions follow a slightly different format: hotel name, city, country, a Member of Design Hotels™ — e.g., *Gramercy Park Hotel, New York, USA, a Member of Design Hotels™*. The phrase “a Member of Design Hotels™” shouldn’t be translated.
- If it isn’t already part of the hotel name, include the island in captions for properties in Hawaii — e.g., *Moana Surfrider, a Westin Resort & Spa, Waikiki Beach, Oahu, Hawaii, USA*.



Hotel Danieli, a Luxury Collection Hotel, Venice, Italy



JW Marriott Phu Quoc Emerald Bay Resort & Spa, Vietnam



Courtyard Sedona, Arizona, USA



The St. Regis Princeville Resort, Kauai, Hawaii, USA



The Ritz-Carlton, Koh Samui, Thailand



The Ritz-Carlton, Lake Tahoe, California, USA



JW Marriott Hotel Medan, Indonesia



Blue Palace, a Luxury Collection Resort and Spa, Crete, Greece



W Barcelona, Spain

PRIMARY: PROPERTIES (DON'TS)



Don't use images with dull tones, overexposed sky or generic furniture.



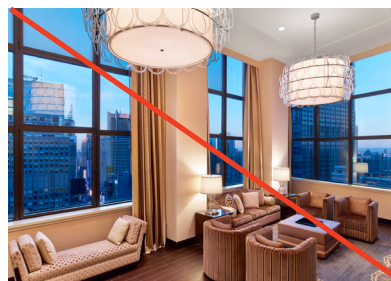
Don't use local areas or destination shots in place of property images.



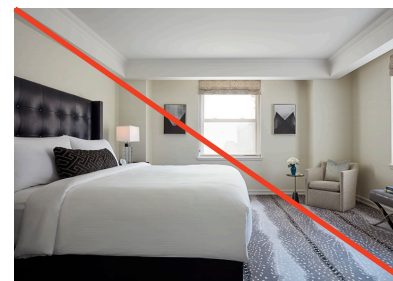
Don't use busy images.



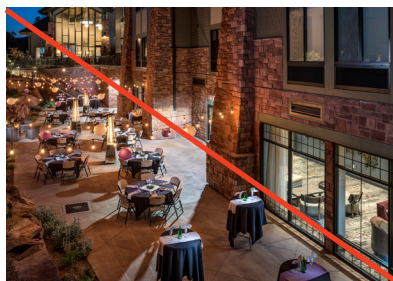
Don't use renderings of properties.



Don't feature generic interiors — any interior image should feature a unique perspective and interesting details.



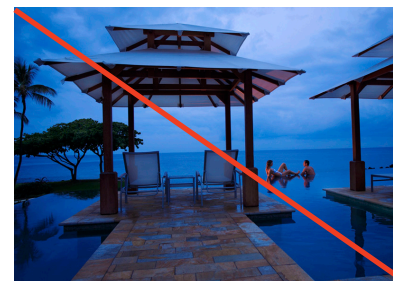
Don't use room images that don't feature a beautiful window view. Limit the use of interior shots in favor of exteriors.



Don't use images that feature busy exteriors. Highlight a beautiful sky whenever possible.



Don't use images from an aerial perspective. All images should be from the member perspective.

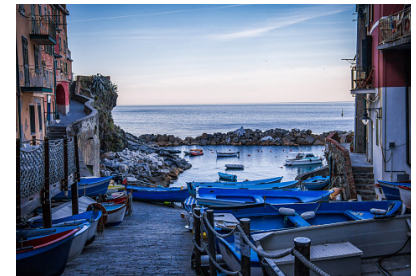


Don't use images that feature people.

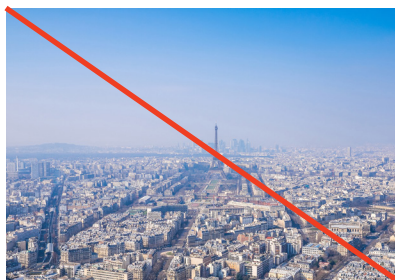
SECONDARY: EXPERIENTIAL

Experiential images are secondary and used to complement property photography. They highlight the best parts of traveling in 130 countries worldwide. It's all about inspiring members to go beyond the hotel room to experience more on every trip.

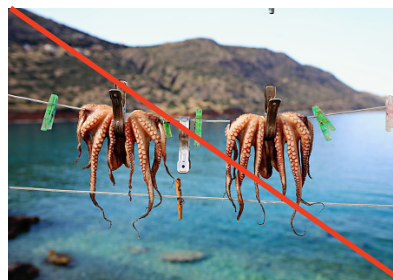
- Secondary to property photography. Use when the focus is more about inspiring travel than a specific promotional offer. It can work alongside property photography if it complements or enhances the message.
- Photos should evoke a sense of place without being cliché — avoid familiar landscapes and landmarks or capture them from a new perspective.
- People can appear as incidental compositional elements, but should not be recognizable or overpower the story of the destination.



SECONDARY: EXPERIENTIAL (DON'TS)



Don't use washed out, generic landscape or landmark images.



Don't use images that feature animals — especially in cuisine images.



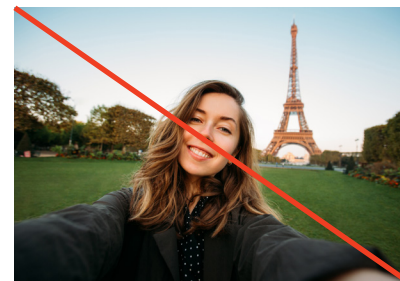
Don't use close-ups or abstract images without context.



Don't use images with people featured prominently.



Don't use images with cliché or obvious tourist destinations.



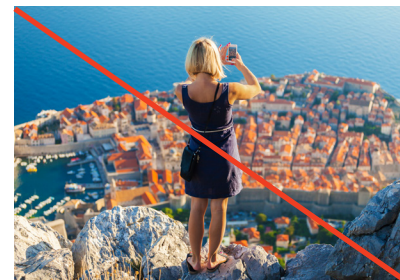
Don't use selfie-style photos.



Don't use images of museums or landmarks that have copyrighted architecture that can't be used in marketing.



Don't feature busy landscapes — all images should have one dominant focal point.



Don't feature people in potentially dangerous situations.



○ **CONTACTS**

Section 5.0

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