

The logo features the word "MARRIOTT" in a bold, white, sans-serif font, followed by "BONVOY" in the same font. A small orange horizontal bar is positioned under the "O" in "BONVOY".

MARRIOTT BONVOY

2021 Brand Identity Guide and Playbook

September 14th, 2020

What you'll see today

A revised Bonvoy Playbook that addresses all feedback from the previous round.

Our Focus: *Locking the Bonvoy Playbook & its contents. Once locked, 72S will build out production ready files.*

Keep in mind *all logo files and templates by channel will be provided and linked throughout the final document.*

What We Heard

Feedback on “Our Brand” & “Program” Section:

-Pg. 20: Align copy vertically against the white box for all copy (ie Belief, Promise, Rational Benefits, Emotional Benefits, Values) Edit applied but incorrect. Align the label vertically so that there is even space top and bottom of copy but have copy be written horizontally like before Took another stab at this - please let us know if this is what you're thinking.

-Pg. 22: Adjust the photo to make copy more legible

- We've adjusted the image to the left (made darker and added drop shadow behind copy)- was that the image this comment was referring to? If not, please let us know what edits you'd like to see made on this image. Marriott aligned on fix.

-Pg. 27: Update the page numbers for brand bar variations and usage Once we align on the book, we'll edit page numbers throughout & the table of contents page. Our two designers are working on separate InDesign files, so we will combine their efforts once we're feeling good about the current playbook you're seeing.

-Follow the scale relationship of logos and follow the order of appearance of logos used in the brand bar lockup.(ref. Attachment: Brand bar) Bump up the scale of Sheraton as well as Design Hotel. We laid this out according to the brand bar Hyun-Soo provided.

-Pg. 31: Headline: All Paths Begin with Marriott Bonvoy. Edited.

Feedback on “Design” Section:

-Pg. 38: Can you give scale value in metric unit vs. just pixels? Since pixel conversion can vary depending on if the file is set 72 vs. 300 ppi/dpi. Can you also state the minimum size the connector can be in? I don't see that the small scale logo's minimum size is established as requested, but perhaps that's okay since the connector will always accompany a CTA, and it will have min. size requirements. **The minimum size was noted in the white circle.**

-Pg. 57: Do we need a Join Now CTA? **New comment**

- **The hope is that the “Discover More With” CTA addresses anything that doesn’t fall under “Book Now With” or “Go There With” - please see slide 68 for reference & let us know if you’d still like us to add the “Join Now with” CTA. 72S to add in ‘Join Now’ CTA (only used for loyalty team to drive folks to be members).**

-Pg. 59: To double-check, no TM on single line version? Below is the link to the Bonvoy logo package. In the package are versions of the logo with TM applied. <https://marrstar.box.com/s/skb6z3ebczjsmp363iq9xo6eqk0hfmzc> **Edited**

-Pg. 67, 89, 94, 95, 98: Go to the 30 brands, endless experiences line. **New comment Edited throughout.**

-Pg. 70: Coral color missing from underscore Top of the email banner is cut off can see if the edit was applied. **Edited**

-Pg. 98 (new edit: Tier 1 usage language) Remove allowed in #2, replace target with Goal in #3 **Edited**

-Pg. 99: Is this breaking rule of quarters in terms of the photo coverage on a layout? Minus the all copy version. Did not address **Confirming that this is not breaking the rule of quarters. The button you see in the executions are ¼ of the entire banner.**

Feedback on “Copy” Section:

-pg. 107: Change first subhead on right to: Thoughtfully Curated Accommodations Across the Globe (or something like this) Edited

-pg. 107: Change second subhead on right to: Thoughtfully Curated Accommodations at our 30 Hotel Brands. New comment Suggestion felt too long (8 words). Would like to truncate to: “Thoughtfully Curated Accommodations. 30 Hotel Brands.”

-pg. 108: Need a period at the end of: For Gaze Upon Stars... Michelin or Otherwise Edited

-pg. 109: Need a period at the end of: Stay In The Middle Of It All. Or The Middle Of Nowhere Edited

There's some inconsistency on capitalization of short words such as “Of,” “For,” “To” ... in most headlines, they are capitalized but then lowercase in others. Is there a rule? We've gone ahead and added a page on capitalization rules - see slide 105.

-pg. 108: I think the SH needs to say more and give more context to the headline message. New comment Edited

-pg. 114: I think the SH needs to say more and give more context to the headline message. New comment Edited

-pg. 114: For: Play With Your Food, Professionally ... shouldn't Professionally be italicized as the “response”? Edited

-pg. 113: Go to the 30 brands, endless experiences line for all – other line can position MB as a hotel brand. New comment Edited

-pg. 118: Second SH on left needs re-writing. Comes off as The Lux Collection brand comment. New comment Edited

-pg. 118: For Incomparable Destinations. Incomparably Priced ... should it be a comma? And we're missing a period. Edited

-pg. XXX: Duplicate page to 118?? New comment Removed.

Feedback on “Copy” & “Contacts”:

-pg. 121: Should we be ending these with periods? Edited

-Pg. 123-124: Can we provide an example where the headline does contain a multiplier, e.g., 6x Points? Added

-Pg. 126: We have some concerns that these aren't compelling enough to drive conversion for our credit card offers – we may need to have a separate session/discussion with the Cobrand Team because based on their historical A/B testing results and optimization work, leading with an offer is really critical to driving conversion.

-Also, the headlines aren't clearly differentiated by product/design target (e.g., “bask in tranquility alongside xxx points” could be leveraged for Brilliant as much as Boundless.

-“Bask in tranquility” and feels totally off for the Marriott Bonvoy Bold sub-brand

We took another stab at making these headlines/subheads more clear per card offer. Let us know your thoughts & if we need to set up some time with the cobrand team.

-pg. 141: Do we have rights to this image (think we could not contact for member's week use....all images in the deck must have rights for? New comment

- We do not have the rights to this image - all the images inside this playbook are FPO, that's something we aligned on with Kathleen when we kicked off this project. There is a disclaimer on images that flags they are FPO. Please let us know your thoughts on this!

-pg. 211: We should update the Marriott contacts – contact names are TBD as of right now Will leave placeholders for now!

—• *Bonvoy InDesign Playbook*

Communications Style Guide

MARRIOTT
BONVOY™



XXXXX, 2020

VERSION 7.1

Welcome to the Next Leg of Our Journey

Version 7.1

Over the years Marriott Bonvoy has grown to become one of the world's most preeminent travel programs. And as our place in travel has evolved, so too has our brand.

This style guide outlines the new ways our brand will reach and inspire travelers the world over. In it, you'll find a more expressive system that both elevates the Marriott Bonvoy brand and unites our entire portfolio of 30 extraordinary hotel brands.

It's important to note that this style guide does not represent a wholesale change of our existing brand. Instead, consider it an evolution. One that both maintains and builds upon the success of previously laid foundations – only optimized, tweaked and refined for the opportunities and challenges that lie ahead.

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Our Brand

Section 1



The image is PFO. It hasn't been purchased and should not be used in any documentation.

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Jump In

Welcome to Marriott Bonvoy™—an unrivaled travel program that goes beyond rewards to connect our members with more of what they love.

More experiences, more unforgettable moments, and more unmatched hospitality from our portfolio of 30 extraordinary hotel brands and luxury home rentals.

Just like the travel program it represents, the Marriott Bonvoy brand encapsulates the ambition to bring good travel to millions of members and travelers around the globe through the art of modern hospitality.

And that importantly all starts with you.

These guidelines will help educate and inspire you to bring the mindset of good travel, modern hospitality, and the Marriott Bonvoy brand to life. Here you'll be fully immersed in our name, visual identity and voice, which together form our unique personality.



Our Name

Comes from 'boy voyage', which means 'have a good trip.'

-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.

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Our Belief

*Wherever you go, wherever you stay,
you deserve to experience
the joy of good travel.*

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Our Promise

What We Do The Art of Modern Hospitality.

An invitation to today's traveler
to enjoy our unique blend
of timeless service

How We Do It and thoughtful conveniences
that enrich every step of the journey. *Where and When We Do It*

Rational Benefits

Extraordinary Hotels

We thoughtfully curate hotels and destinations around the world, so you can find the perfect place for you and your travel needs, all bookable through one platform.

30 trusted hotel brands
Thousands of hotels and HVMi rentals worldwide
Warm and welcoming associates

Inspiring Experiences

We deliver incredible experiences you can trust to exceed your expectations, creating life's most memorable moments.

Thousands of tours and activities
Next-level Moments experiences
In-hotel Michelin restaurants
Hundreds of spas worldwide

Modern Solutions

We create products and services that give you the right solution, at the right time, reducing the friction of a long road travelled.

Keyless entry
Mobile check in / check out
Seamless direct booking experience
Mobile room service
Mobile customer service

Unparalleled Rewards

We reward your loyalty in inspiring and personal ways, with opportunities to redeem on hotels, experiences and far beyond.

The largest network of opportunities to earn and redeem points
Member rates and promotions
Exclusive perks and Loyalty incentives

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Emotional Benefits

Inspired

...by a sense of possibility and discovery with the doors to the world thrown open for you.

Cared For

...with attentive and personal service that helps you forget the annoying stresses and frictions of a long road travelled.

Confident

...with control over your experience and enjoyment.

Valued

...as an individual and as a member of a club of savvy travelers.

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Guest-Obsessed

... We are fanatical about the guest experience, always meticulous with details, generous of spirit and never compromising on standards.

Inventive yet Familiar

... We aim to serve and surprise by always being one step ahead and anticipating our guests' needs - in our properties, our experiences and our service.

Open to All

... We take a considered approach to guests, throwing doors wide open to all, making them feel graciously accepted.

Values

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Brand House



Belief

Wherever you go, wherever you stay,
you deserve to experience the joy of good travel.

Promise

The Art of Modern Hospitality.
An invitation to today's travelers to enjoy our unique blend of timeless service
and thoughtful conveniences that enrich every step of the journey.

*Rational
Benefits*

Extraordinary
Hotels

Inspiring
Experiences

Modern
Solutions

Unparalleled
Rewards

*Emotional
Benefits*

Inspired

Cared For

Confident

Valued

Values

Guest-Obsessed Inventive yet Familiar Open to All

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Marriott Bonvoy is:

Personal but not Casual.

Clever but not a Joker.

Considered but not Pretentious.

Inviting but not Insistent.

Inspiring but not Clichéd.

Confident but not Arrogant.



Live to Explore
Open-minded, culturally curious and inclusive,
Next-Generation Experience Seekers find inspiration and
personal fulfillment through travel.

Marriott Bonvoy Gives Them Access to:

- An extensive global portfolio
- Experiential moments that will change their worldview
- Modern amenities for a seamless travel experience



Work to Play
Entrepreneurial, ambitious and driven to succeed, Elite
Travelers maximize their benefits for business travel and save
points for the ultimate getaway.

Marriott Bonvoy Takes Them From Work to Play With:

- An easy-to-use and intuitive account
- A seamless booking, earning and redeeming experience
- Faster access to Elite status and benefits

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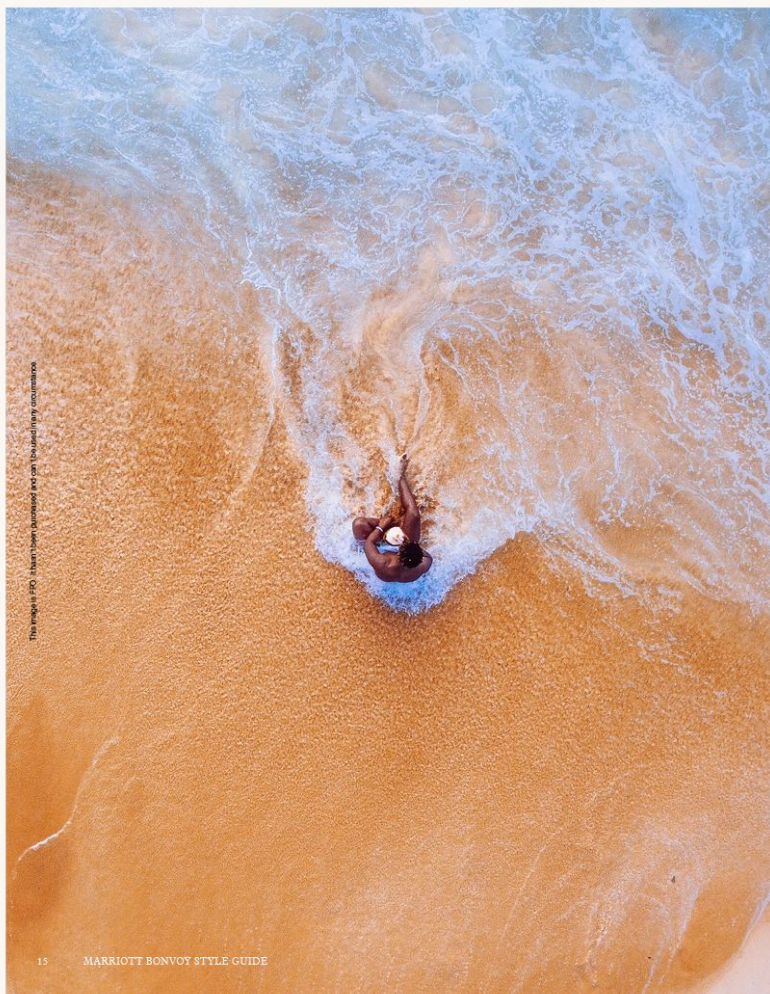
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The image is P.O. It hasn't been purchased and get the actual literary occurrence

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Where Can We Take You?

This is our master brand tagline. It is the consumer-facing creative expression of our brand positioning.

“Where Can We Take You?” represents an invitation to experience the art of modern hospitality. Opening people’s eyes to a world where hospitality thrives well beyond the confines of hotel walls, taking you places both physical and emotional.

Program

Section 2

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)



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 and \$20,000
qualifying spend per year

*Enjoy all the benefits of
Titanium Elite status, plus:*

- Ambassador service
- Your24™

*Resorts are included for JW Marriott®, Marriott Hotels®, Delta Hotels by Marriott™, Autograph Collection® Hotels, Renaissance® Hotels and Country Inns® outside the U.S. and Canada. Resorts are included for La Meridien®, Westin® and Sheraton®.
**Annual Choice Benefit upon 50 nights (for Platinum Elite) and 75 nights (for Titanium Elite) and 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 can no longer be achieved.*

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Hotel Brands



LUXURY

EDITION™



THE
LUXURY
COLLECTION®

ST REGIS

W
HOTELS

JW MARRIOTT

PREMIUM



SHERATON

MARRIOTT
VACATION
CLUB®

DELTA
HOTELS

WESTIN

L MERIDIEN

RENAISSANCE™
HOTELS

AUTOGRAPH
COLLECTION™
HOTELS

TRIBUTE
PORTFOLIO

DESIGN HOTELS

GAYLORD HOTELS®

SELECT

COURTYARD®

FOUR
POINTS

SPRINGHILL
SUITES™

Fairfield

PROTEA HOTELS.



loft

moxy
HOTEL

LONGER STAYS

HOMES & VILLAS
BY MARRIOTT INTERNATIONAL

Residence IN.

TOWNEPLACE
SUITES™

Marriott
EXECUTIVE APARTMENTS

element
by Marriott

Our extraordinary portfolio of brands is organized by category, so members can find the perfect brand to match their specific needs.

Note: Marriott International's 21st brand, Bulgari®, doesn't participate in the loyalty program.

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Section 3

*A highly flexible system that unites the
Marriott Bonvoy portfolio under one
lasting strategic and creative vision.*

Adaptable

Adaptable enough to serve as a spine for ALL marketing efforts.

Actionable

Actionable for other teams to easily implement, and plug and play existing assets.

Elevated

Elevated to give our entire portfolio of brands a more united and premium look and feel.

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The Connector

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All Paths Begin With Marriott Bonvoy

Every journey you wish to take begins with
Marriott Bonvoy.

Our new connector takes on a winding path
shape that represents travel the world over: from
mountainsides to desert dunes, curved roads to
rolling waves.

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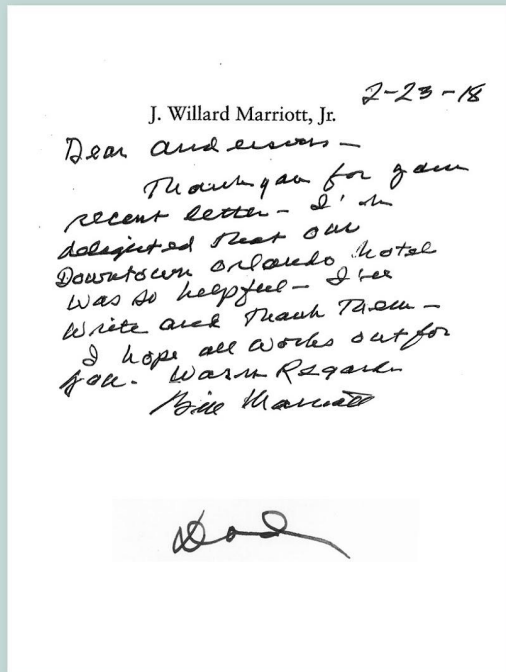
Composition

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A Touch of Hospitality

We put our signature of hospitality on everything we do, so it only makes sense that our personal and considered touch be expressed in the style of our icon.

The gesture and intention of a signature perfectly signals our brand of hospitality.

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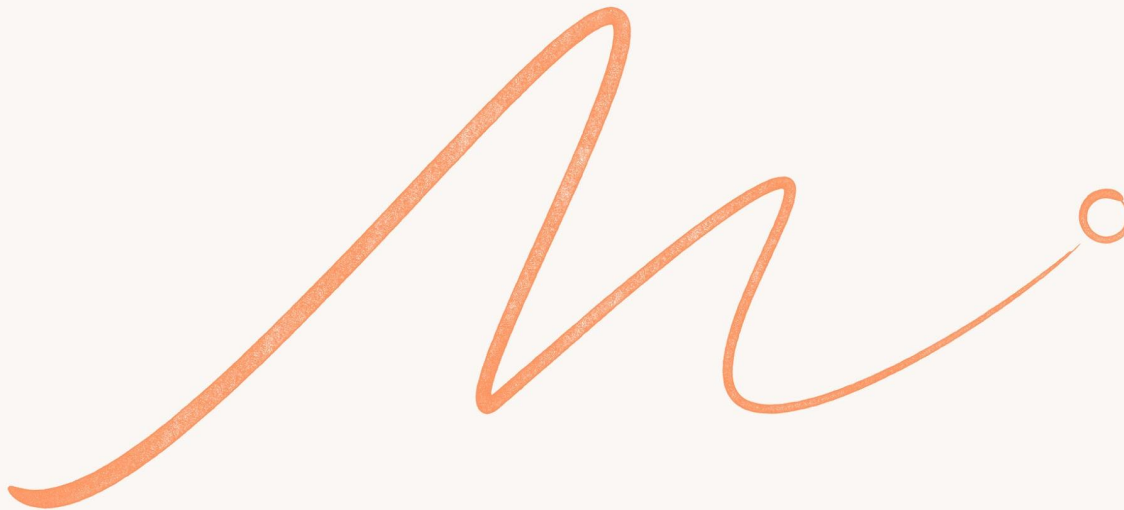
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The Path Connector



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A Note on Naming



“The Path” Connector

For use in above the line, below the line and external marketing communications.



“The Icon” Connector

For use in internal communications and .com (see Marriott Bonvoy Brand Guidelines).

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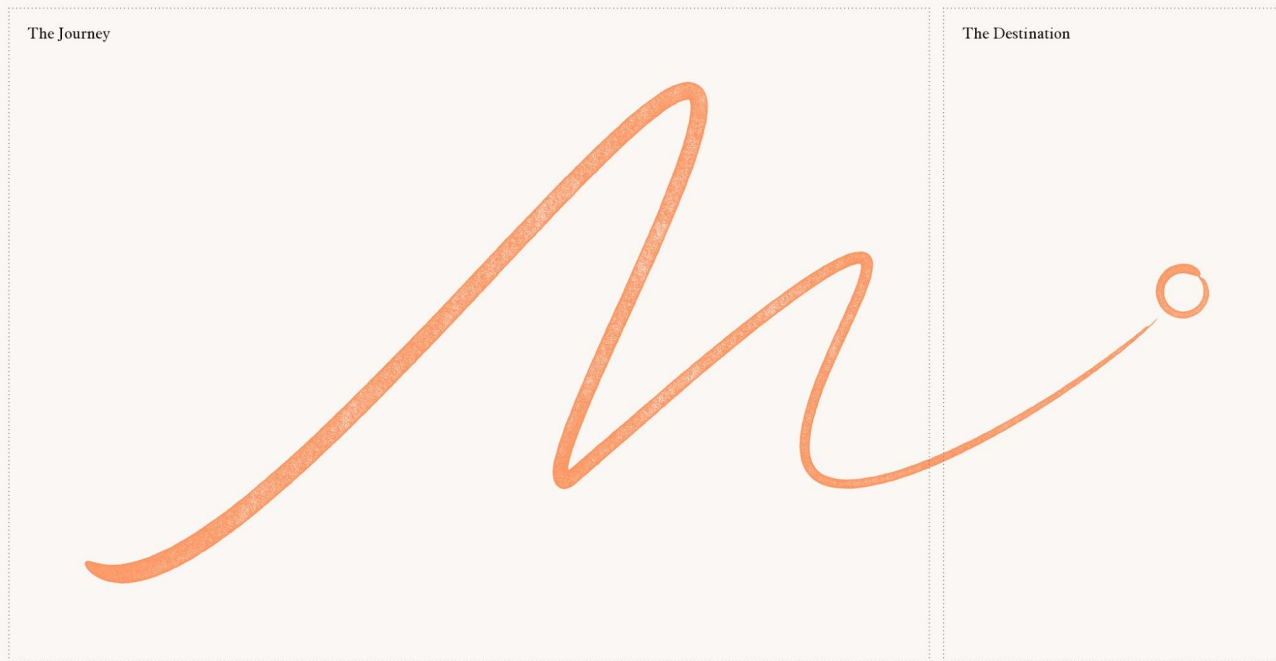
Copy

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The Path Connector Anatomy



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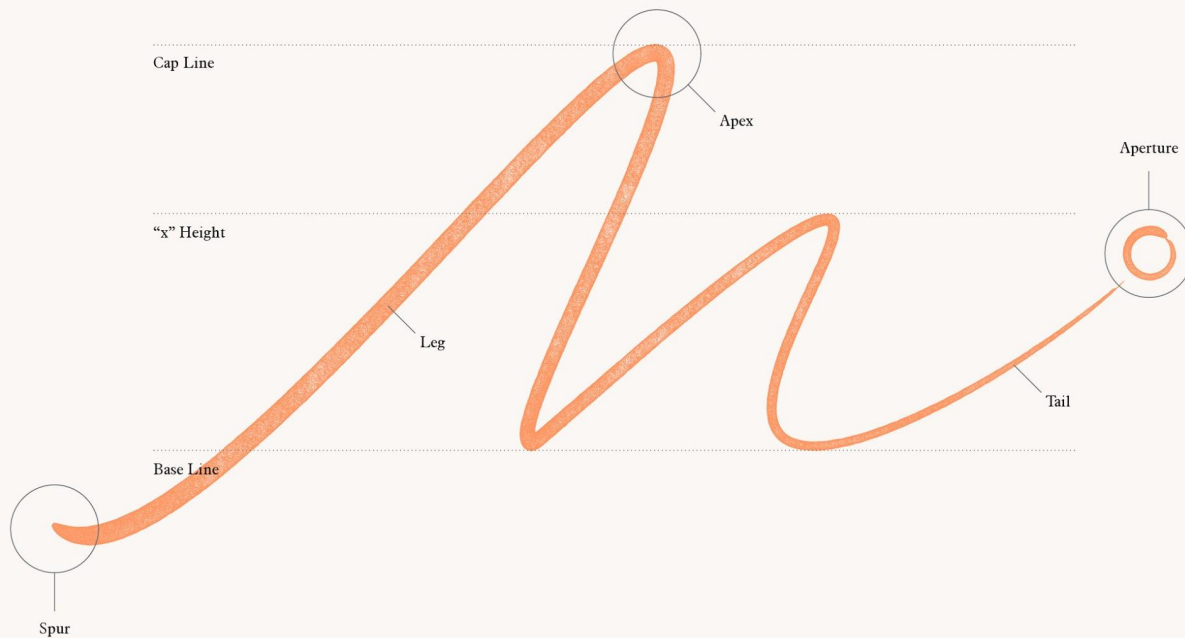
Copy

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The Path Connector Anatomy



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The Path Connector Texture Detail



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The Path Connector Scale and Usage



Large Scale

Textured to feel like a photorealistic stroke of the pen, reinforcing our dedication to crafted and considered experiences.

Dimensions: 1200px @72dpi/10cm or more

Applications: Offline Applications, OOH/DOOH, Broadcast, OLV, Print, High-Res Digital

+ 1200px -



Small Scale

Maintains the spirit and craft of the high resolution mark, but is intended for vector applications and adjusted to achieve maximum impact in small formats.

Dimensions: 1200px @72dpi/10cm or less

Applications: Online Applications, OLAs, CRM, Social Media

NOTE:
The Path Connector should not be used smaller than 100px @72psd/2.5cm.

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Elevating the Conversation With Typography

Our system is designed to capture the feeling of an elevated conversation between us and our guests.

Simple, but highly considered, the nuances of our typography system project a premium, yet highly inviting aesthetic.

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Leading With Aldine.

The primary brand font has been simplified to 4 cuts of Aldine; Light, Light Italic, Roman and Italic. The following pages highlight typesetting considerations when using Aldine in communications.

Hotel brands will continue to use their own primary typeface per their existing brand guidelines to maintain brand personality and consistency.

Aldine 721

Aldine 721 Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?;!@#%\$%

Aldine 721 Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?;!@#%\$%

Aldine 721 Roman

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?;!@#%\$%

Aldine 721 Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?;!@#%\$%

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Aldine 721 Typesetting

Headline: Aldine 721 Light and Light Italic // Title Case // 0 Tracking // Auto Leading // Center Justified

Wherever You're Dreaming of,
We Know Just the Place.

Subhead: Aldine 721 Light // Title Case // 0 Tracking // Auto Leading // Center Justified

30 Hotel Brands. Endless Experiences.

Tagline: Aldine 721 Italic // Title Case // 10 Tracking // Auto Leading // Center Justified

Where Can We Take You?

Caption: Aldine 721 Roman // Uppercase // 15 Tracking // Auto Leading // Center Justified

MARRIOTT AL MAHA, DUBAI

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A Note On Italicizing

“Call”
(Aldine 721 Light)

Wherever You’re Dreaming of,
We Know Just the Place.

“Response”
(Aldine 721 Light Italic)

A CONVERSATIONAL HEADLINE

The use of a non-italicized lead line, followed by an italicized follow-up line offers a more conversational structure. A call-and-response that allows us to put emphasis on ‘how’ we intend to deliver our hospitality.

The first line is never italicized, although the response line is always italicized.

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Aldine 721 Don'ts



Wherever You're Dreaming of,
We Know Just The Place.

Don't lead with Light Italic.



Wherever You're Dreaming of,
We Know *Just The Place*.

Don't use only Italic.



Wherever You're Dreaming of,
We Know Just The Place.

Don't left or right justify.



Wherever You're Dreaming of,
We Know Just The Place.

Don't use a weight other than Light.



Wherever You're Dreaming of,
We Know Just The Place.

Don't use only non-italic.



Wherever
You're
Dreaming of,
*We Know Just
The Place*.

Don't break onto more than 4 lines.

Our Brand

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Reserving Swiss for Detail.

As a bold and functional typeface, Swiss Black Condensed has been reserved for use in the Masterbrand CTA for prominence, and Regular has been reserved for use in legal for clear detail at very small scales.

Swiss 721

SWISS 721 BLACK CONDENSED

**ABCDEF6HIJKLM
NOPQRSTUVWXYZ
0123456789?;!@#\$\$%**

Swiss 721 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?;!@#\$\$%

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Swiss 721 Typesetting

Our Brand

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CTA: Swiss 721 Black Condensed // Uppercase // +35 Tracking // Auto Leading // Center Justified

DISCOVER. BOOK. BE REWARDED.

Legal: Swiss 721 Regular // Sentence Case // 0Tracking // Auto Leading // Center Justified

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Swiss 721 Scale

Where Can We Take You?

**MARRIOTT
BONVOY™**

DISCOVER. BOOK. BE REWARDED.



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CTA: Scale

The CTA is set within the CTA lockup. No adjustments needed.

Legal: Scale

Legal copy is set to minimum allowable legible size.

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Swiss 721 Don'ts



**WHEREVER YOU'RE DREAMING OF,
WE KNOW JUST THE PLACE.**

Don't use for Swiss Black Condensed
for anything other than the tagline.



**Wherever You're Dreaming Of,
We Know Just The Place.**

Don't use for Swiss Regular for
anything other than legal copy.



Discover. Book. Be Rewarded.

Don't use any lowercase letters when
using Swiss Black Condensed.



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Don't use all caps when using Swiss
Regular in legal copy.

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Color

Our Brand

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Our New Primary Color

“Bonvoy White”

A more inviting and neutral
approach to a warm white.

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Communications Palette and Proportions

COLOR PROPORTIONS

In communications, Bonvoy White is applied as the dominant color. It is mostly used as background fills and as the color for copy over images.

This application of Bonvoy White empowers the hints of Bonvoy Coral and Bonvoy Black to become quite prominent. These two colors are reserved for the Logo Lockup and the Path Connector.

Bonvoy White

PRINT: PMS: TBD
CMYK: 1-2-2-0

DIGITAL: #F9F6F4
RGB: 249-246-244

Bonvoy Coral

PRINT: PMS: 1635
CMYK: 0-56-56-0

DIGITAL: #FF9662
RGB: 255-150-98

Bonvoy Black

PRINT: PMS: Black
CMYK: 63-62-59-94

DIGITAL: #1C1C1C
RGB: 28-28-28

Our Brand

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Composition

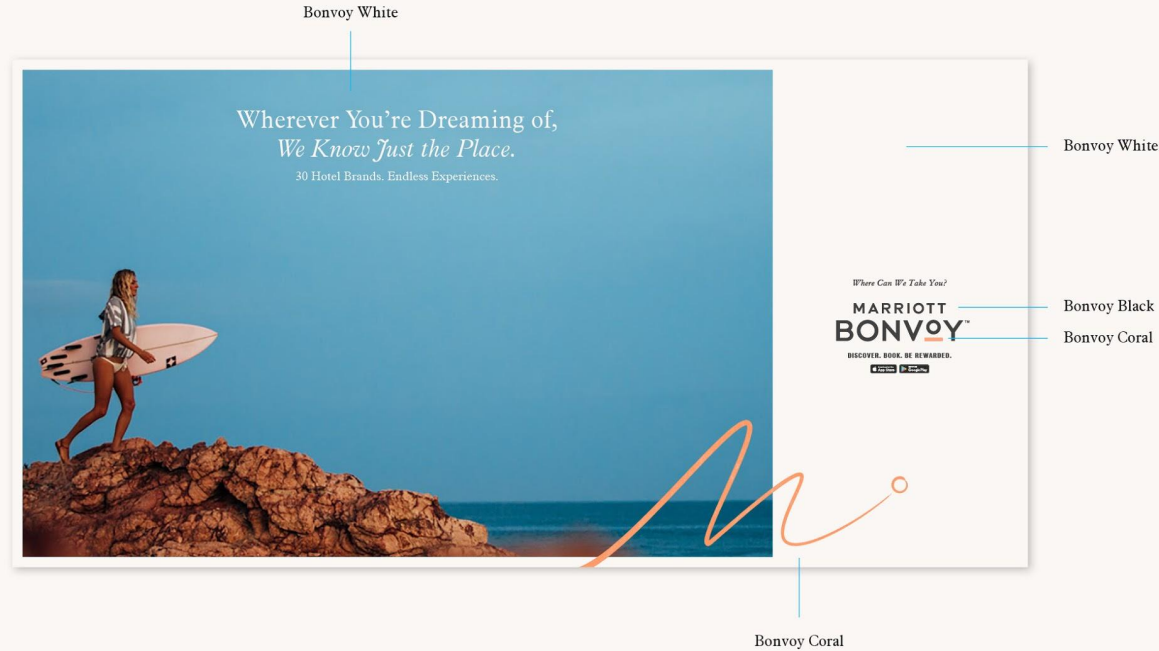
Copy

Photography

Channel Executions

Contacts

Communications Palette and Proportions Application



Our Brand

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Composition

Copy

Photography

Channel Executions

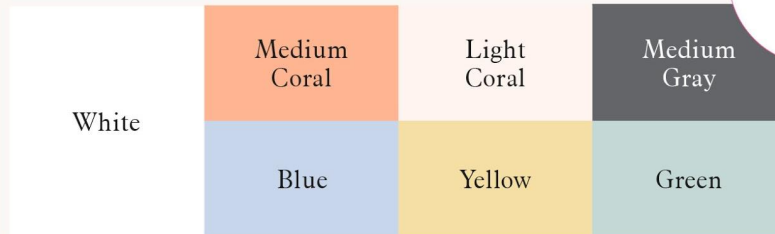
Contacts

Brand Palette

Primary



Secondary



Status levels



NOTE:
For full brand color palette
breakdown please refer to
the Marriott Bonvoy Brand
Guidelines.

Our Brand

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CTA Logo Lockups

Section 4

Our New CTA Logo Lockup.

The new logo lockup communicates Marriott Bonvoy's position as the entryway to every experience.

It achieves this by seamlessly incorporating various call's-to-action within the lockup itself.

So whether promoting a hotel destination, experience, food & beverage offering, sports partnerships, or beyond, a CTA logo lockup exists to drive viewers there.

MEMBER OF
MARRIOTT BONVOY™

(Previous)



(New)

Where Can We Take You?

MARRIOTT
BONVOY™

DISCOVER. BOOK. BE REWARDED.



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CTA Logo Lockup Anatomy

An Invitation for Offline
Communications



An Invitation for Online
Communications



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MI Comment: Do we need a Join Now CTA?
72 Response: The hope is that the “Discover More With” CTA addresses anything that doesn’t fall under “Book Now With” or “Go There With” - please see slide 68 for reference & let us know if you’d still like us to add the “Join Now with” CTA.

*A CTA Logo Lockup
For Any Application*

OFFLINE APPLICATIONS

NOTE:
Spacing and scale rules outlined on the following pages apply to all versions of the CTA Logo Lockups.

ONLINE APPLICATIONS

Where Can We Take You?

MARRIOTT
BONVOY™

DISCOVER. BOOK. BE REWARDED.

App Store Google Play

Go There With

MARRIOTT
BONVOY™

DISCOVER. BOOK. BE REWARDED.

App Store Google Play

Discover More With

MARRIOTT
BONVOY™

DISCOVER. BOOK. BE REWARDED.

App Store Google Play

» BOOK NOW with

MARRIOTT
BONVOY™

» GO THERE with

MARRIOTT
BONVOY™

» DISCOVER MORE with

MARRIOTT
BONVOY™

Our Brand

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Composition

Copy

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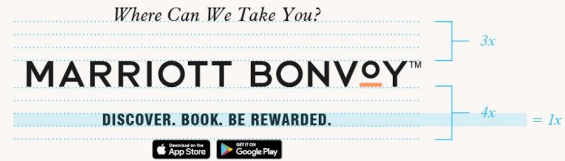
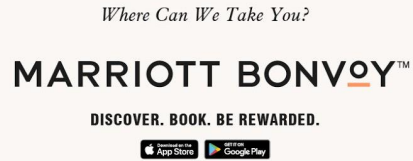
Contacts

Offline CTA Logo Lockups

VERTICAL
ORIENTATION



HORIZONTAL
ORIENTATION



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

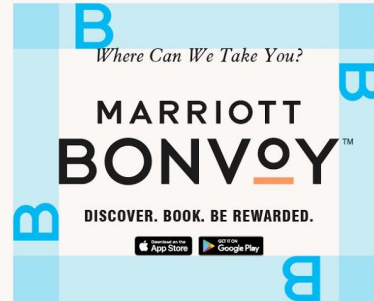
Photography

Channel Executions

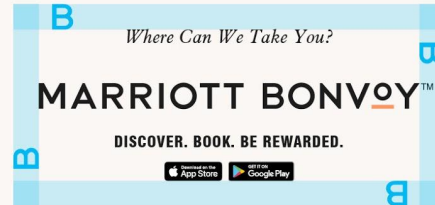
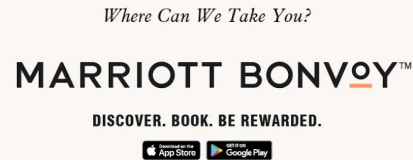
Contacts

Offline CTA Logo Lockup Clearspace

VERTICAL
ORIENTATION



HORIZONTAL
ORIENTATION



Our Brand

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CTA Logo Lockups

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Copy

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Vertical Offline CTA Logo Lockup and The Path Connector

The Path Connector should draw a view's eye to the CTA Logo Lockup, with the Connector Aperture always falling center bottom-justified or center left-justified to the lockup.

Our Brand

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CTA Logo Lockups

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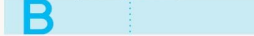
1

BASE CENTERED

Where Can We Take You?

MARRIOTT
BONVOY™

DISCOVER. BOOK. BE REWARDED.



Minimum
Clear Space

2

LEFT CENTERED

Where Can We Take You?

MARRIOTT
BONVOY™

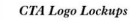
DISCOVER. BOOK. BE REWARDED.



Minimum Clear Space

Our Brand

Program

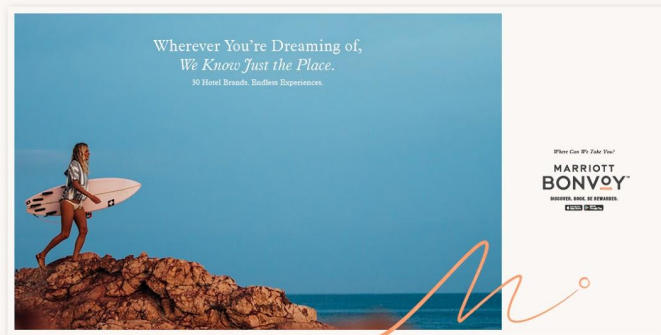


Copy

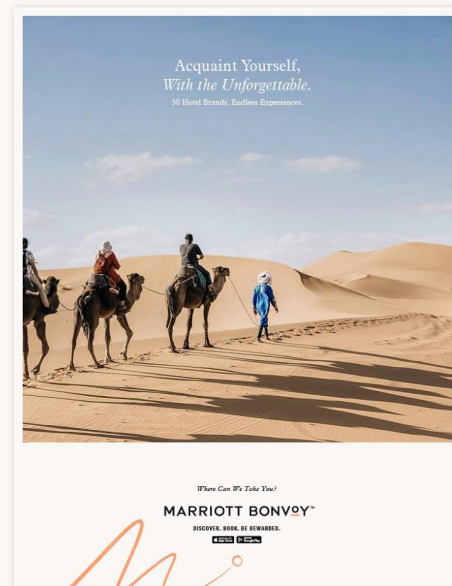
Channel Executions

Contacts

Offline CTA Logo Lockup Application



Vertical Orientation



Horizontal Orientation

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

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Online CTA Logo Lockups

VERTICAL
ORIENTATION

» BOOK NOW *with*
MARRIOTT
BONVOY™



HORIZONTAL
ORIENTATION

» BOOK NOW *with*
MARRIOTT BONVOY™



Our Brand

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Online CTA Logo Lockup Clear Space

VERTICAL
ORIENTATION

» BOOK NOW *with*
MARRIOTT
BONVOY™



HORIZONTAL
ORIENTATION

» BOOK NOW *with*
MARRIOTT BONVOY™



Our Brand

Program

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CTA Logo Lockups

Composition

Copy

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Contacts

Vertical Online CTA Logo Lockup and The Path Connector

The Path Connector should draw a view's eye to the CTA Logo Lockup, with the Connector Aperture always falling center bottom-justified or center left-justified to the lockup.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

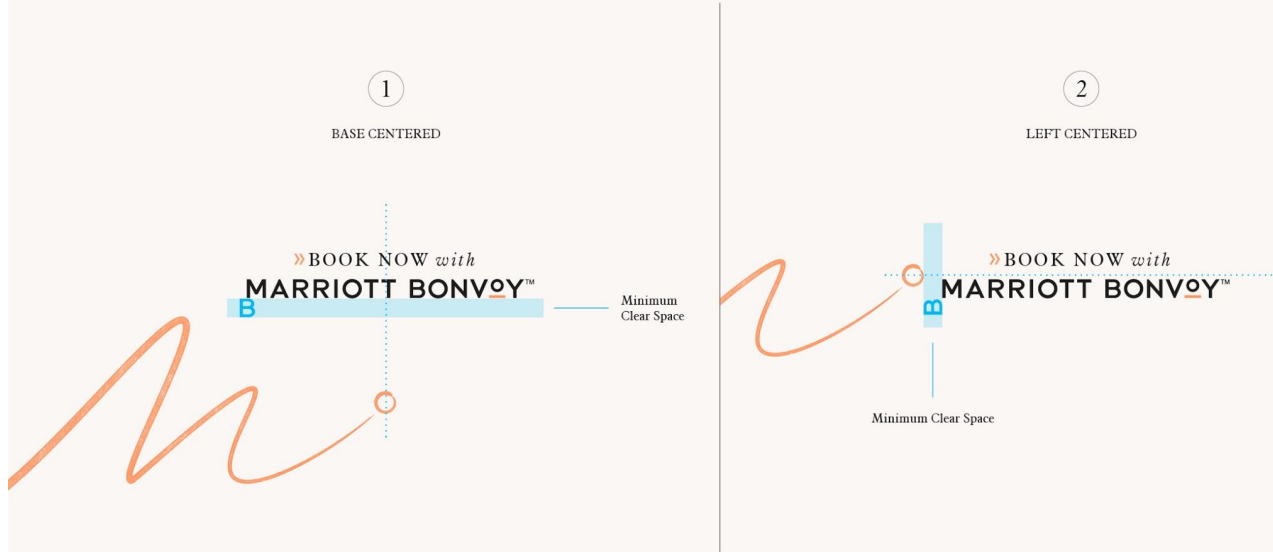
Photography

Channel Executions

Contacts

Horizontal Online CTA Logo Lockup and The Path Connector

The Path Connector should draw a view's eye to the CTA Logo Lockup, with the Connector Aperture always falling center bottom-justified or center left-justified to the lockup.



Our Brand

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Design Elements

CTA Logo Lockups

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Online CTA Logo Lockup Application



Vertical Orientation



Horizontal Orientation



Horizontal Orientation

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

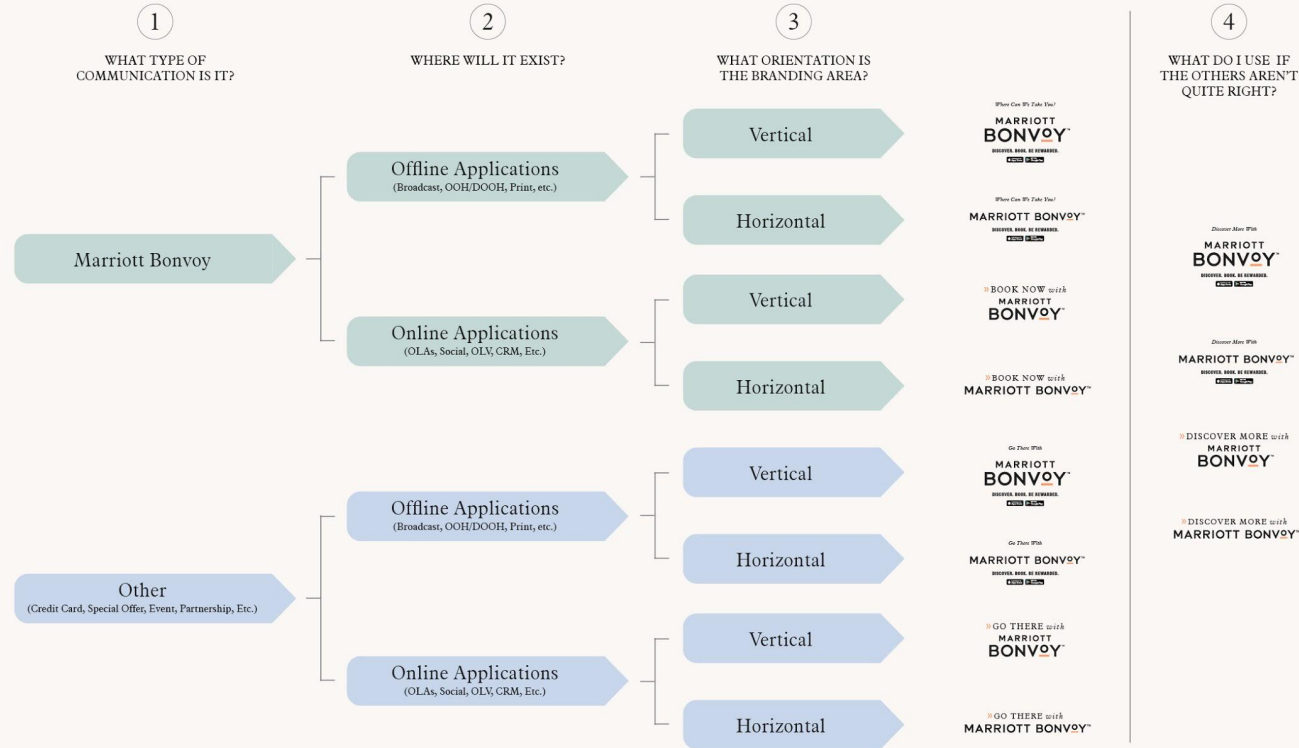
Copy

Photography

Channel Executions

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Choosing the Right CTA Logo Lockup



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

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Primary Communications Button Style

PRIMARY

1x =

PRIMARY

3x

Copy: Aldine Roman

Uppercase

+100 Tracking

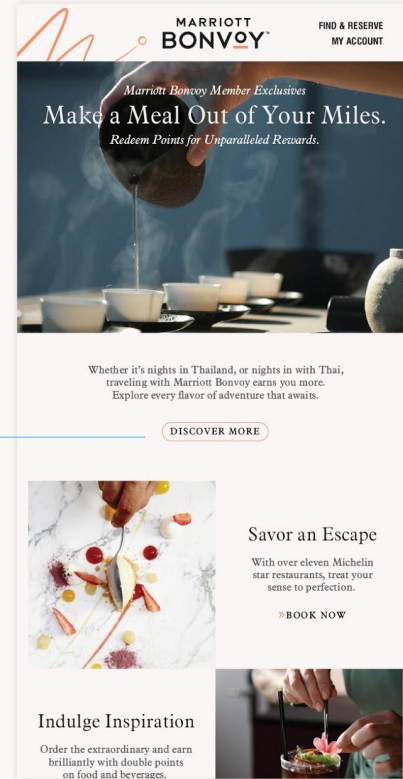
5px Minimum Copy Height

14 Characters Maximum

Minimum Overall Button Height: 15px

Button Stroke Weight: 1px

Primary Button



Our Brand

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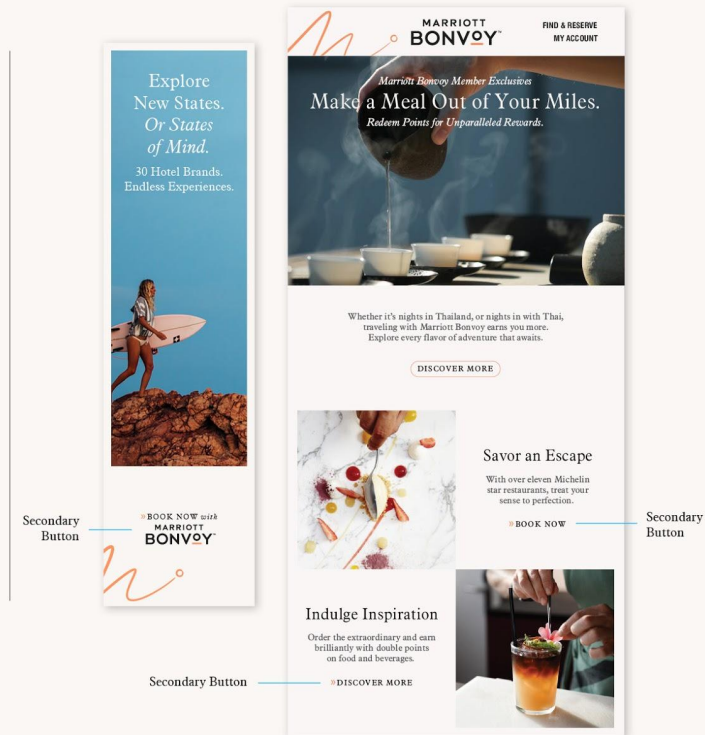
We've left the caret/button as is for now. We're planning to touch base with Vulcan again this week to confirm caret usage with the added connector/design element. Once aligned, we'll edit the playbook and create production ready files.

» SECONDARY

Single Space
1x = » SECONDARY

Copy: Aldine Roman
Uppercase
+100 Tracking
5px Minimum Copy Height
20 Characters Maximum

Secondary Communications Button Style



Our Brand

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Copy

Photography

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Composition

Section 5

Step ① Framing

Step ② Branding

Step ③ Connecting

Step ④ Communicating

Bringing It All Together

Adaptable enough to serve as a spine for all marketing efforts and developed to create a distinctive look for all Marriott Bonvoy communications, this section breaks down how all the elements come together.

It has been built to be modular and actionable for partners and teams to easily implement when creating Marriott Bonvoy lead communications.

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An Adaptable, Actionable and Highly Flexible Framework

Step 1 Framing

FRAMING MOMENTS OF HOSPITALITY

A wanderlust-worthy window into our world of hospitality. Evocative of classic postcards. Every experience is crisply housed in a sharp, clean framing device. This allows imagery to feel bold and cinematic, yet unmistakably connected to our brand.



Step 4 Communicating

AN ELEVATED CONVERSATION

Convey the feeling of hospitality through words and image. A shift to the Aldine typeface also provides a more inviting aesthetic while feeling perfectly at home among our luxury brands.



Step 2 Branding

A CALL TO ACTION

Choosing and framing the CTA Logo Lockup in the branding area will create a clear call to how you can experience Marriott Bonvoy.

Step 3 Connecting

AN EXPRESSIVE CONNECTION

A more expressive and prominent Connector. Always leading you to the Marriott Bonvoy tagline and call to action.

Our Brand

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Step 1 Framing

Framing Moments of Hospitality

We must create a wanderlust-worthy window into our world of hospitality. Inviting people out of their current surroundings, and into ours.

Evocative of classic postcards, every experience is crisply housed in a sharp, clean framing device. This allows imagery to feel bold and cinematic, yet unmistakably connected to our brand.

[Our Brand](#)[Program](#)[Design Elements](#)[CTA Logo Lockups](#)[Composition](#)[Copy](#)[Photography](#)[Channel Executions](#)[Contacts](#)

Step 1 Framing

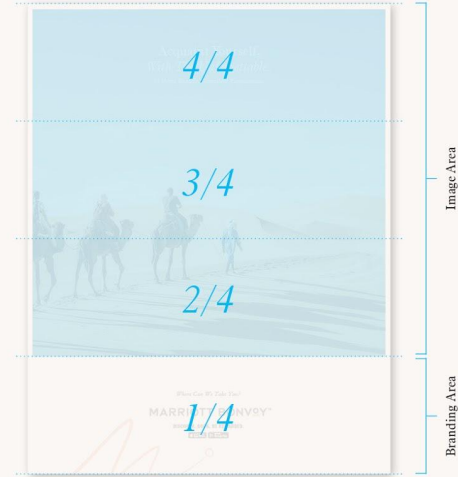
Rule of Quarters

HEROING IMAGERY

In any composition, an image should occupy 3/4 of the entire artboard.

The branding area should occupy the latter 1/4 of the composition.

This will create just the right balance between the image and branding areas.



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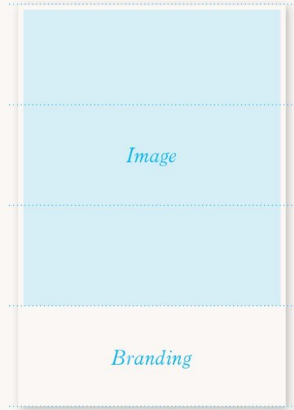
Contacts

The Right Direction

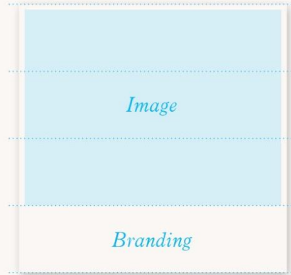
ORIENTATION

Any vertical or square composition will have a horizontally-oriented branding area.

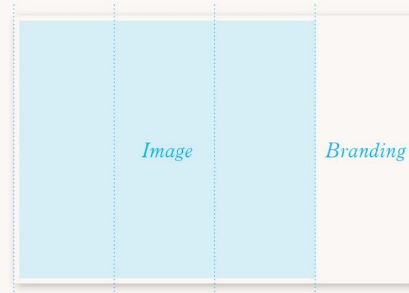
Any horizontal composition will have a vertically-oriented branding area.



3:2 Aspect Ratio Or More



1:1 Aspect Ratio



2:3 Aspect Ratio Or More

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Step 1 Framing

A Sharp Margin

$\frac{1}{50}$ —
Of Shortest Side

MARGINS FOR A
1:2 / 2:1 ASPECT RATIO
OR LESS

A thin margin creates a
refined frame around the
brand imagery.

The width of a margin
of compositions with an
aspect ratio of 1:2 or 2:1
or less, is made up of $\frac{1}{50}$
of the shortest side.



1:2 Aspect Ratio Or Less

$\frac{1}{50}$
Of Shortest Side



2:1 Aspect Ratio Or Less

$\frac{1}{50}$
Of Shortest Side

Our Brand

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Copy

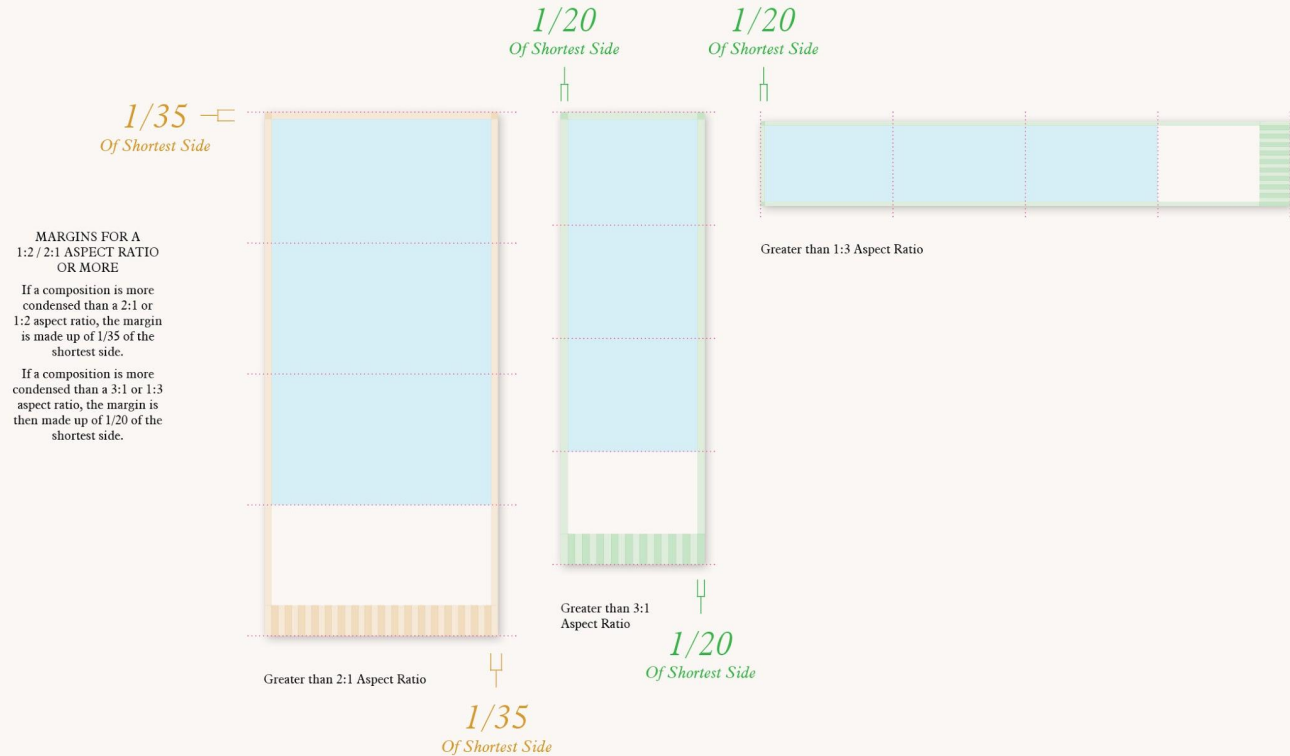
Photography

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Step ① Framing

Margins for Condensed Compositions



Our Brand

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Composition

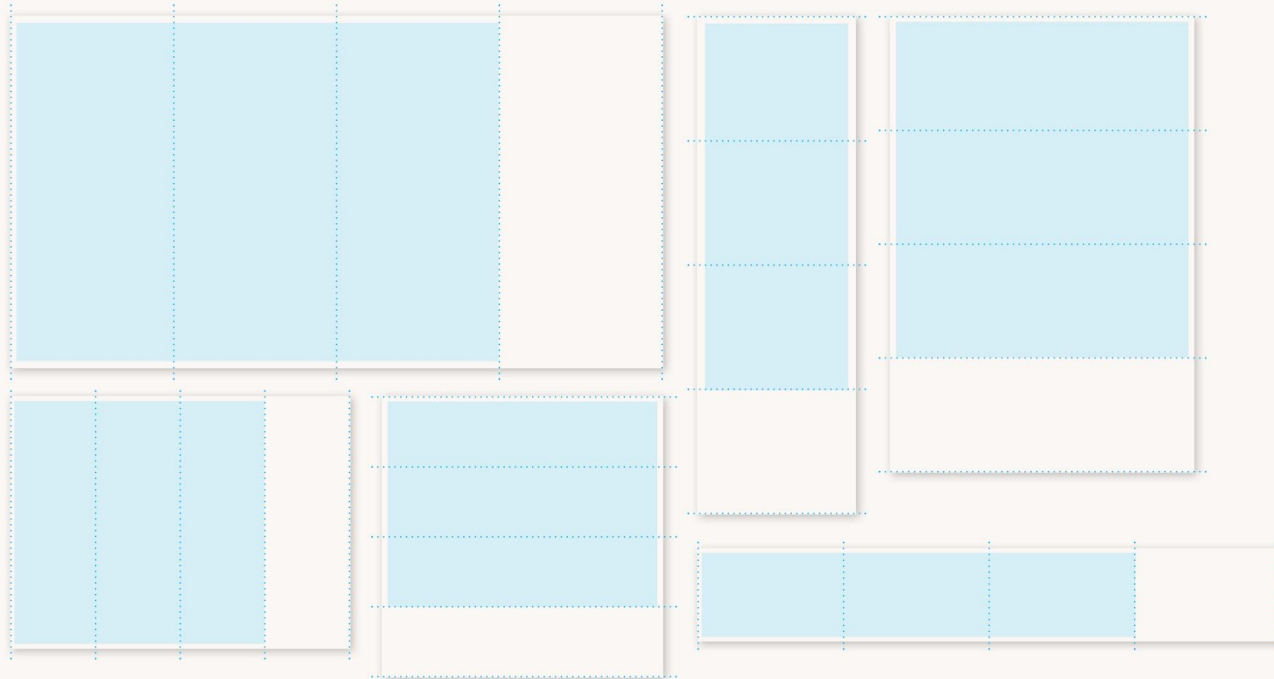
Copy

Photography

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Framed Moments of Hospitality



Our Brand

Program

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Composition

Copy

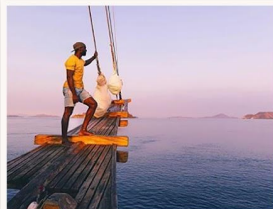
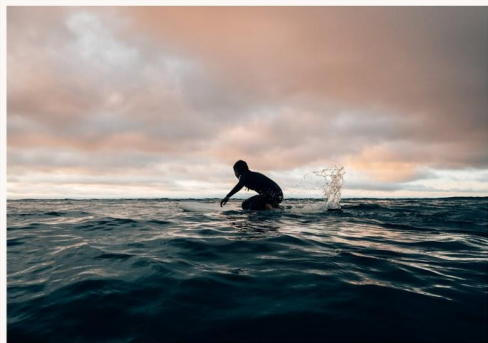
Photography

Channel Executions

Contacts

Step 1 Framing

Framed Moments of Hospitality



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Copy

Photography

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Contacts

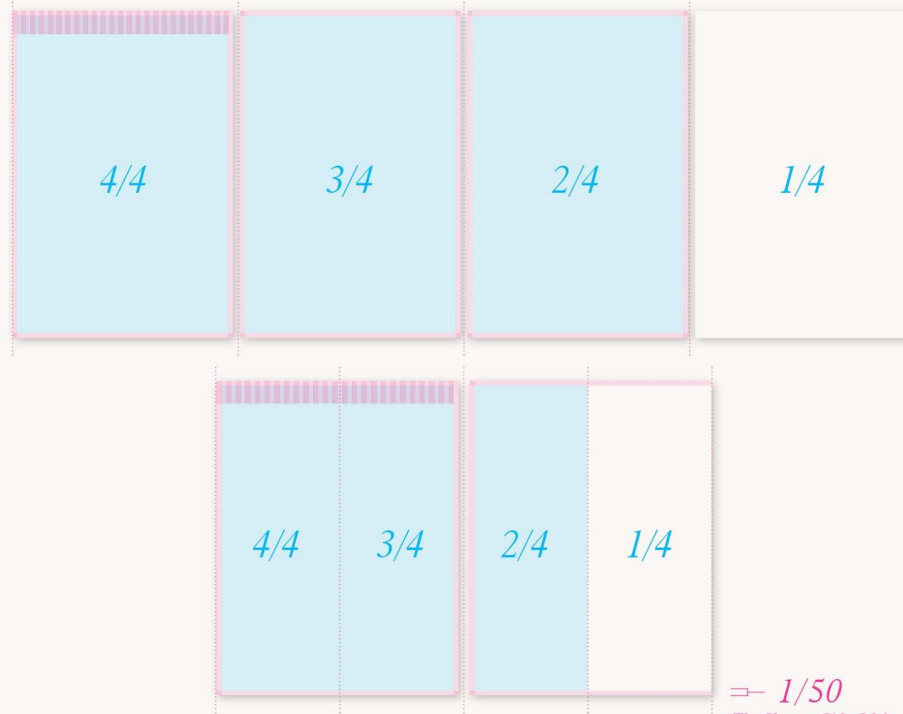
Multi-Frame Moments of Hospitality

$\frac{1}{50}$ —
The Shortest
Side Of A Single
Frame

LAYING OUT MULTIPLE COMBINED FRAMES

In the case of many individual frames being laid out as one composition, the rule of quarters applies when creating the image and branding areas. For this, all frames are measured as one.

When creating margins, the $\frac{1}{50}$ th rule applies, but in the case of multi-frame layouts it is applied to the shortest side of one single frame, not the sum of the frames.



— $\frac{1}{50}$
The Shortest Side Of A
Single Frame

Our Brand

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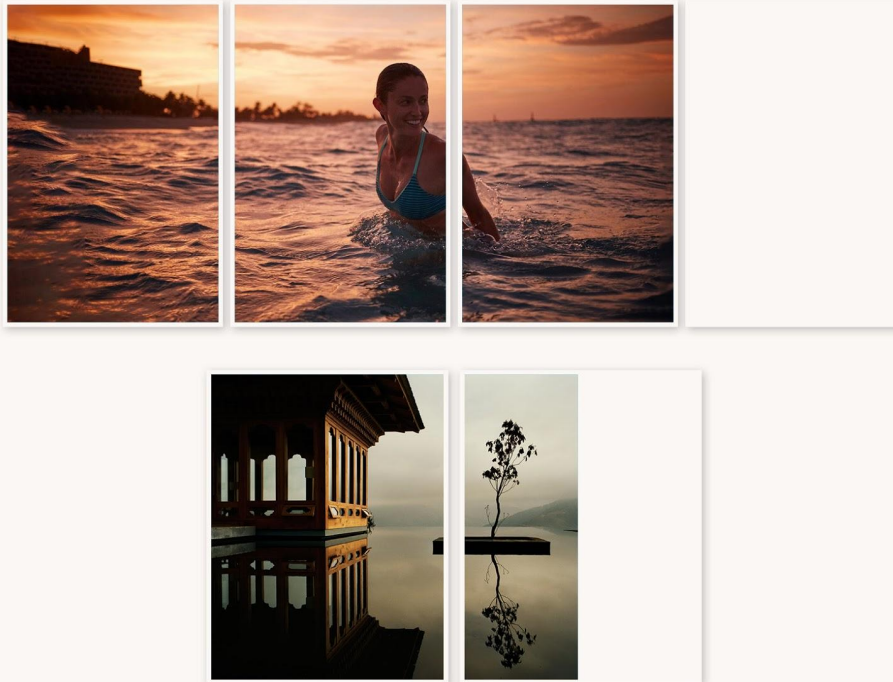
Step 1 Framing

Multi-Frame Moments of Hospitality

LAYING OUT MULTIPLE COMBINED FRAMES

Once the image and branding areas and the margins are defined, the placed image spans across the entire defined image area.

As shown here the margins apply to each frame on multi-frame layouts.



Our Brand

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CTA Logo Lockups

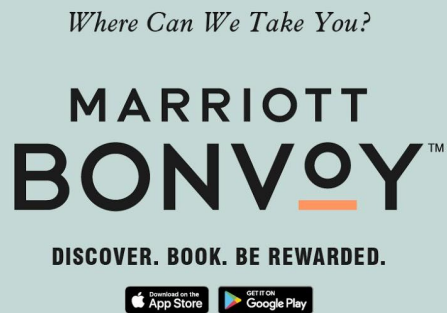
Composition

Copy

Photography

Channel Executions

Contacts



Step 2 Branding

Adding the CTA Logo Lockup

Communications will always include a clear call to action. This will come in the form of integrating the Marriott Bonvoy CTA Logo Lockup, signing all communications off with driving the viewer to Book, Go There, or Discover with Marriott Bonvoy.

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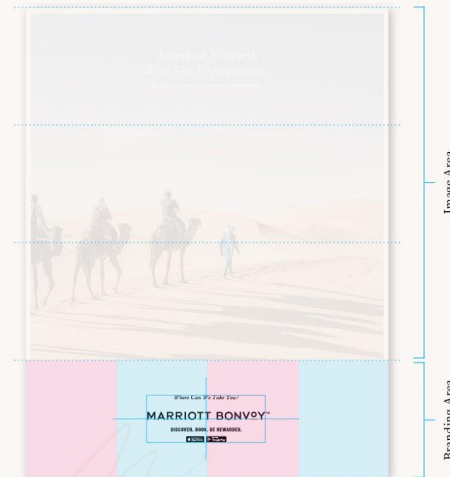
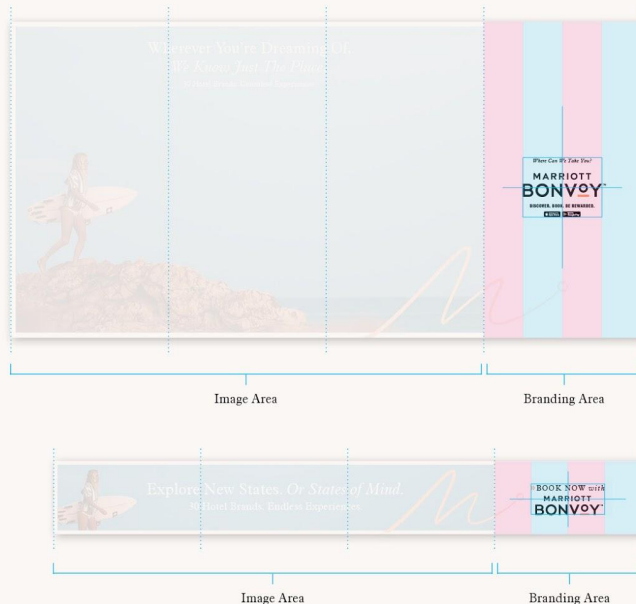
CTA Logo Lockup Placement and Scale

PLACING A PROMINENT CTA LOGO LOCKUP

The branding area occupies the latter 1/4 of any composition.

CTA Logo Lockups placed within the Branding area should always be centered and take up a maximum of 1/2 the width of the branding area, no matter the orientation. The minimum scale of the Logo Lockups should be 3/8 the width of the branding area.

This will offer the CTA Logo Lockup a balanced frame to allow it appropriate prominence.



Our Brand

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CTA Logo Lockups

Composition

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Step 3 Connecting

Connecting the Moment

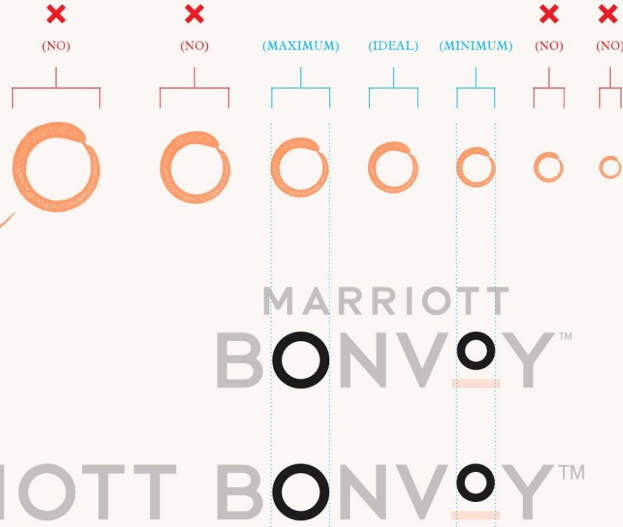
A more expressive and prominent Connector, positioned to always lead the viewer on a journey from an image or edge of a composition to the Marriott Bonvoy branding area.

[Our Brand](#)[Program](#)[Design Elements](#)[CTA Logo Lockups](#)[Composition](#)[Copy](#)[Photography](#)[Channel Executions](#)[Contacts](#)

Determining the Path Connector Scale

CONNECTOR SCALE

The maximum and minimum scale of the Path Connector relative to the branding is determined by ensuring the Aperture falls at, or between, the scale of the two “O” widths in the Marriott Bonvoy Logos.



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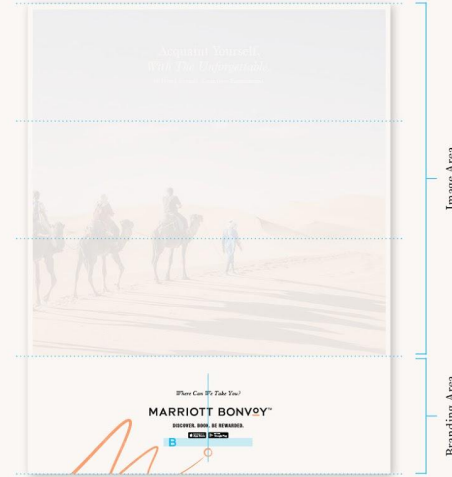
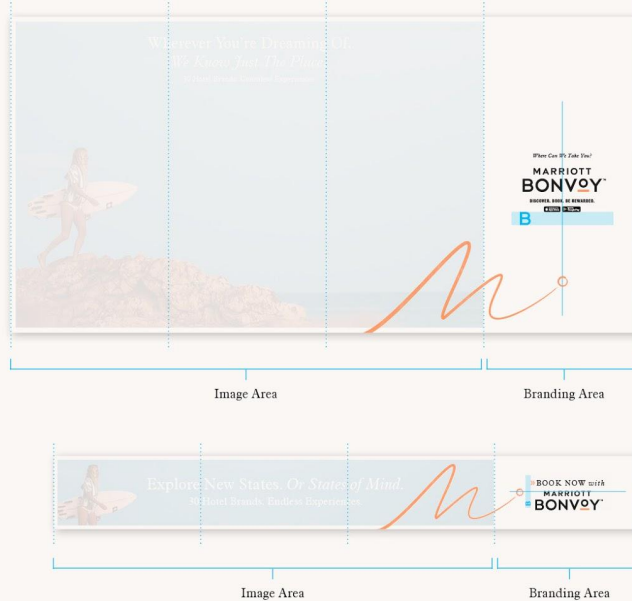
The Path Connector Placement

PLACING A PROMINENT CTA LOGO LOCKUP

The branding area occupies the latter 1/4 of any composition.

CTA Logo Lockups placed within the Branding area should always be centered and take up a maximum of 1/2 the width of the branding area, no matter the orientation.

This will offer the CTA Logo Lockup a balanced frame to allow it appropriate prominence.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

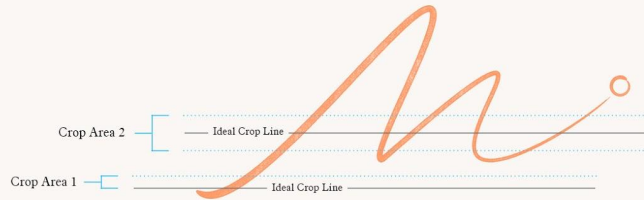
Photography

Channel Executions

Contacts

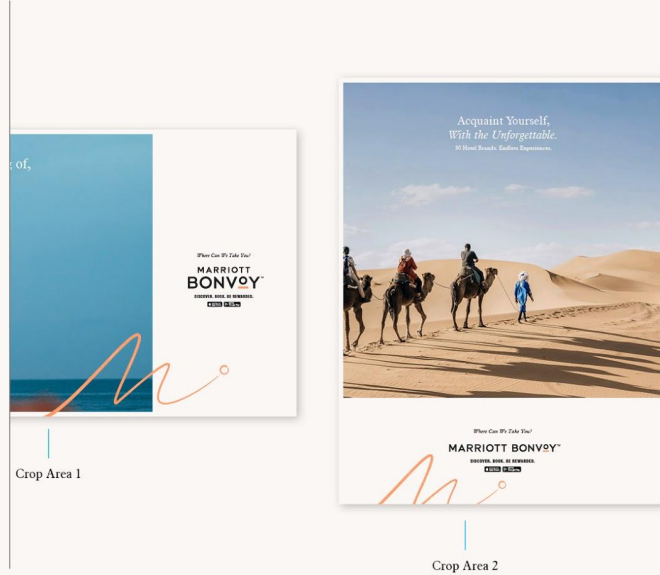
Step 3 Connecting

Cropping the Connector Horizontally



CROPPING THE CONNECTOR

In horizontal crops there are 2 available crop areas, with the ideal falling at the center of those areas. It is important to ensure the 2 top peaks always appear.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

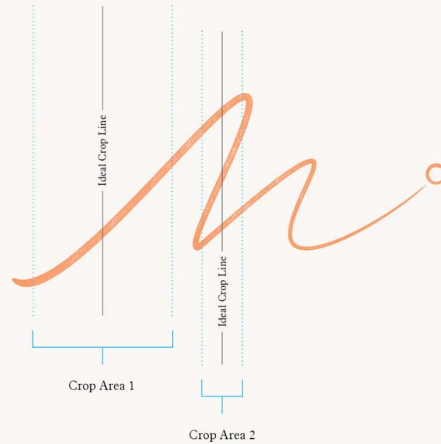
Copy

Photography

Channel Executions

Contacts

Cropping the Connector Vertically



CROPPING THE CONNECTOR

In vertical crops there are 2 available crop areas, with the ideal falling at the center of those areas. It is important to ensure the 2 top peaks always appear.

In instances where the branding area is tight, it is ok to crop the Connector both horizontally and vertically.



The Path Connector Don'ts



Don't overlap the connector with branding/lockups.



Don't use the connector uncropped on both sides.



Don't rotate the connector.



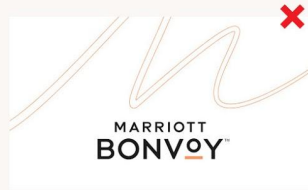
Don't show the connector without the aperture.



Don't use multiple connectors in a single composition.



Don't change the color of the connector when locked up with branding.



Don't outline the connector.



Don't stretch or distort the connector.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



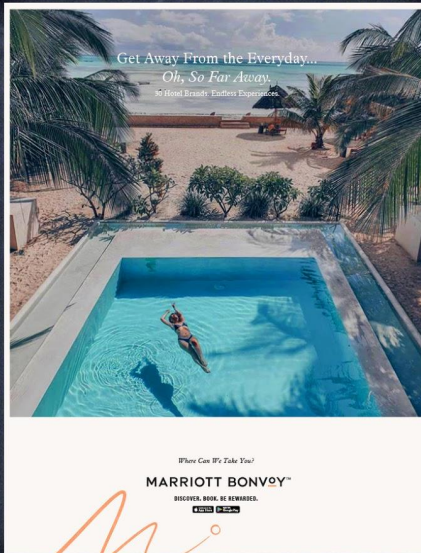
Step 4 Communicating

Communicating Hospitality

Our words are an invitation to the world to experience hospitality. So our copy structure is inspired by the same layout as formal invitations. The overall effect is a more premium, descriptive system that creates more room for personality.

[Our Brand](#)[Program](#)[Design Elements](#)[CTA Logo Lockups](#)[Composition](#)[Copy](#)[Photography](#)[Channel Executions](#)[Contacts](#)

Offline Digital



Offline Print



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

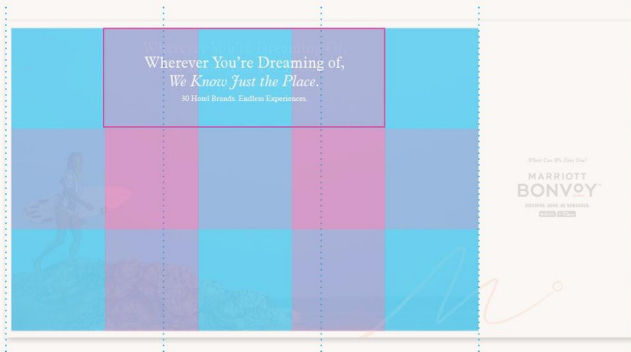
Contacts

Step 4 Communicating

Offline Copy Area

COPY AREA

In any offline composition, the copy area take up the upper-center portion of a 3x5 grid.



Headline: Scale

The desired span of a single headline should fall at or below $\frac{3}{5}$ the width of an image.

Subhead: Scale

A subhead is set at 50% the scale of the headline.

Tagline: Scale

A tagline is set within the logo lockup. No adjustments needed.

Caption: Scale

A caption is set to minimum allowable legible size.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

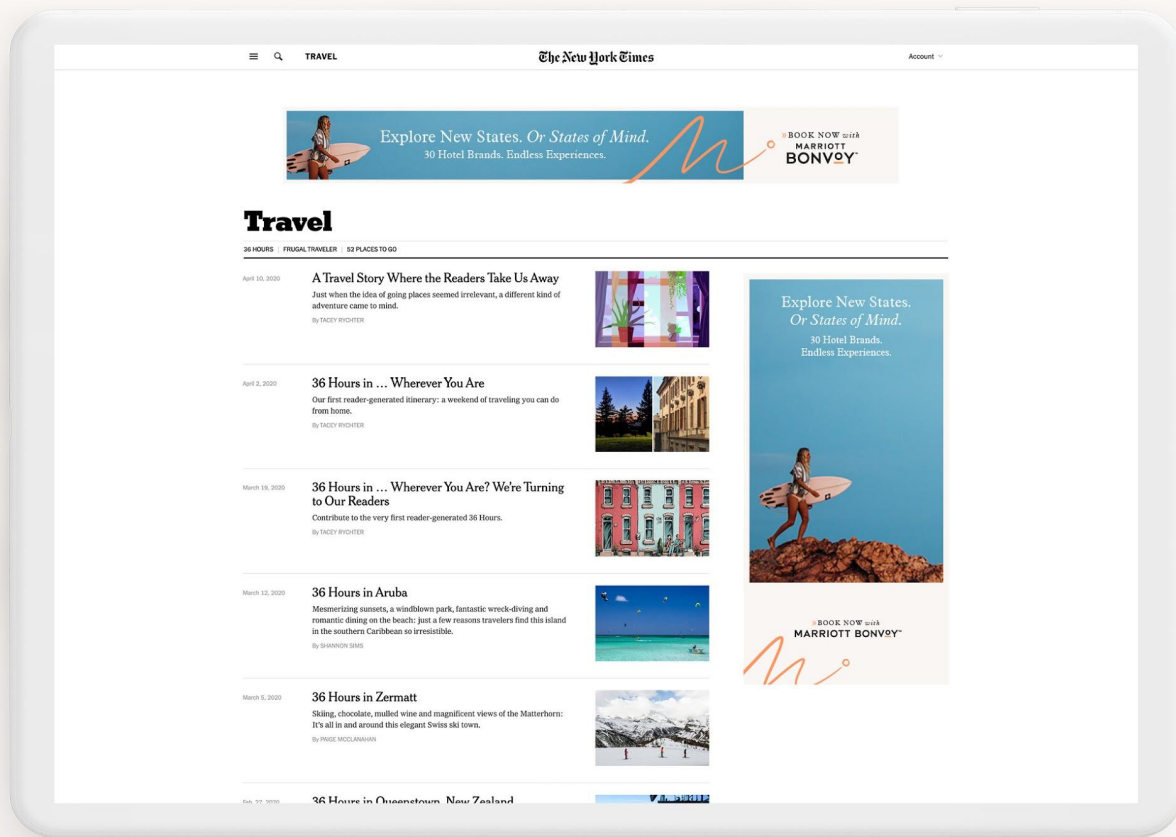
Copy

Photography

Channel Executions

Contacts

Online Digital



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Online Copy Area

COPY AREA

In any online composition, the copy area takes up the upper-center 2/3.

The top of a headline falls 30px below the top of any OLA.

30px



Headline: Scale

In OLAs, the desired span of a single headline should fall at or below $\frac{2}{3}$ the width of an image.

Subhead: Scale

In OLAs, a subhead is set at 33% the scale of the headline.

CTA: Scale

In OLAs, a CTA is set within the CTA lockup. No adjustments needed.

Caption: Scale

In OLAs, a caption is set to a maximum of 5pt or 6px.



» BOOK NOW with
MARRIOTT
BONVOY™



» BOOK NOW with
MARRIOTT
BONVOY™

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

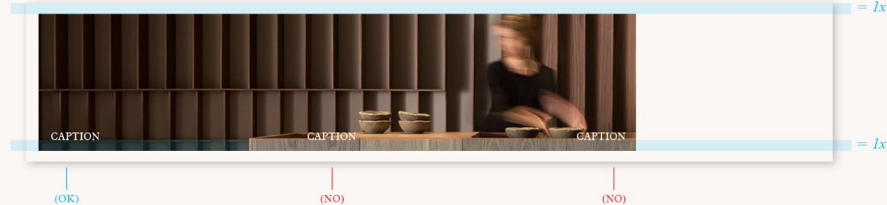
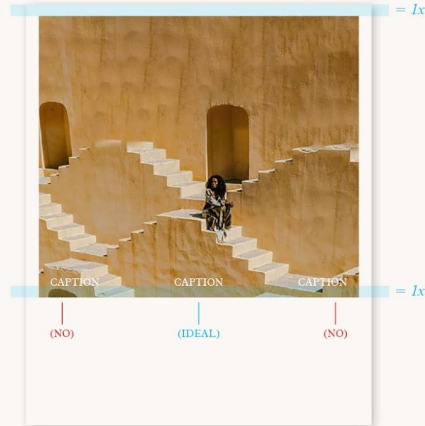
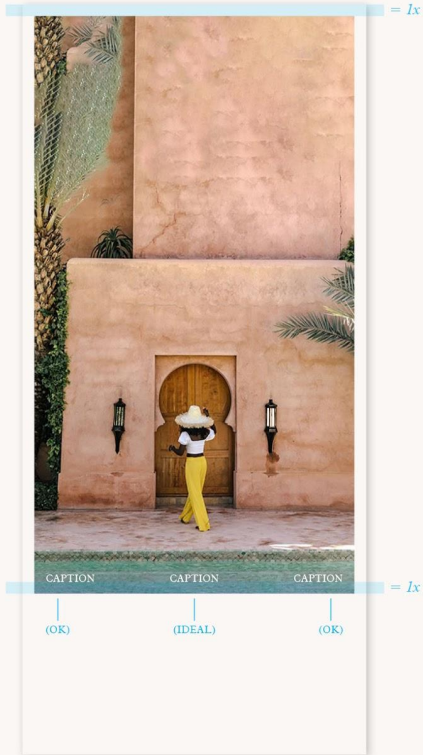
Copy

Photography

Channel Executions

Contacts

Caption Placement



CAPTION PLACEMENT

The ideal caption placement will always be over the lower center of an image.

If anything in the image causes legibility issues, a caption can be placed in either bottom corner of an image.

Captions can be set in white or Bonvoy Black, depending on contrast.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

OLAs: Tier I and Tier II

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

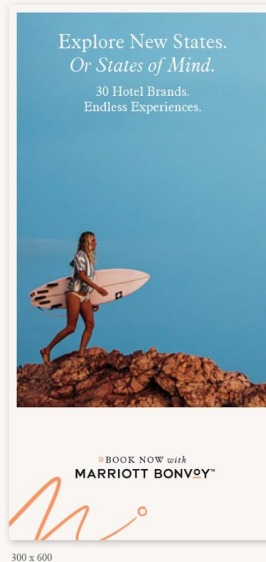
Channel Executions

Contacts

Tier I: A High to Moderate Control of Creative Direction

TIER I USAGE

1. Producing key visuals will be agency-led as opposed to sourced.
2. Striking visuals are used to capture your attention.
3. Goal is brand awareness & consideration messaging.
4. Clear hierarchy of communication.
5. Call to action and tagline take prominence over a promotion.
6. Commonly applied to video and large to medium-scale media.



300 x 600



160 x 600



728 x 90



300 x 250



300 x 50

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

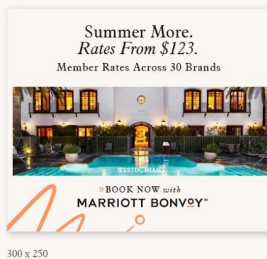
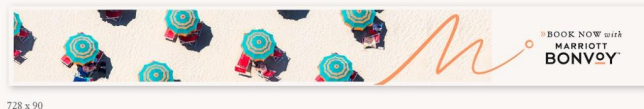
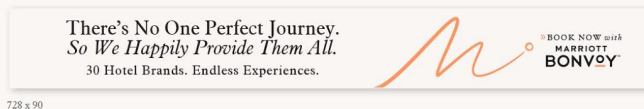
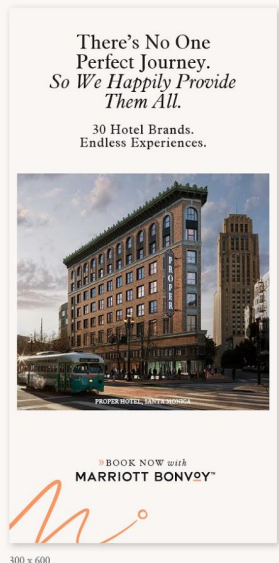
Channel Executions

Contacts

Tier II: Used Only When No Creative Oversight Is Expected

TIER II USAGE

1. Highly Programmatic, algorithm driven ad builders.
2. Visuals are algorithmically sourced from DAM libraries.
3. Hierarchy of communication leans more heavily on copy.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy

Section 6

English



This image is PFO. It hasn't been purchased and can't be used in any documentation

Our Brand

Program

Design Elements

CTA Logo Lockups

Our Voice

Our voice should obsessively champion hospitality, both within and beyond our hotels. We are constantly seeking to elevate the individual's travel experience in culturally relevant ways.

Composition

Copy

Photography

Channel Executions

Contacts

Our Voice Should...

Treat Every Line as an Invitation

We must greet the world with a welcome invitation to experience our destinations and service.

Example: Feel Perfectly at Home. And Never Further From It.

Be Conversational, Human

We strive to speak to guests as if in a conversation, riffing on existing platitudes in a awe-inspiring way.

Example: Perfection Has its Place. At Our 30 Extraordinary Hotels Brands to Be Exact.

Never Be Stuffy, Pretentious

While embodying the height of service, we never take ourselves too seriously. Approachability and warmth are hallmarks of our brand.

Example: Play With Your Food, Professionally.

Welcome With Hospitality

No matter who you are, you're our #1 guest. Our every communication should illuminate that truth.

Example: Your Journey Is Our Pleasure.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Headline System

We shape our messages through a two-part system: a *thought-provoking headline* supported by a *clear and direct subhead*

Headline

Explore New States, Or States of Mind.

30 Hotel Brands. Endless Experiences.

Subhead

*Branded assets should defer to brand font guidelines for Headlines and Subheads.

The Headline

The headline is our opportunity to invite people in with our tone of hospitality.

These lines should always be properly punctuated, ending in a period.

These lines should be capitalized according to Title Case.

Minor words should be capitalized at the beginning of line breaks.

In two sentence headlines, the second line should always be italicized, creating a conversational call-and-response.

Examples:

Wherever You're Dreaming of, We Know Just the Place.

Step Into the Extraordinary.

Rendezvous With the Perfect Possibility.

Summon the World With a Swipe.

The Subhead

The subhead should serve as the simplest, most direct articulation of the offer.

4-5 words max. These lines should always end in a period.

These should be capitalized according to Title Case.

Examples:

Extraordinary Destinations.

Inspiring Experiences.

Redeem Points for Unparalleled Rewards.

Member Rates From \$125.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy and Imagery

Our words and images should have a complementary relationship. We should strive to utilize both in a way that the meaning of both is enhanced.

For Example: “Get Away From the Everyday... Oh, So Far Away.”

This line gains additional meaning when paired with imagery that truly feels remote, such as North Island: a Luxury Collection resort in the Seychelles.

If this were simply paired with an image of a hotel bed, it wouldn't strike the same chord.

How to Implement Title Case

Capitals

In title case, capitalize the first letter of all words in a headline or subhead except for minor words.

Also capitalize the first letter of the following words:

- The first word of the headline, subhead, or line break, even if it is a minor word such as “The” or “A”
- The first word of a subhead
- The first word after a colon, em dash, or end punctuation in a headline or subhead
- Major words, including the second part of hyphenated major words (e.g., “Self-Report,” not “Self-report”)
- Words of four letters or more (e.g., “With,” “Between,” “From”)

Lowercase

Lowercase only the following minor words in a headline or subhead (except the first word in a headline, subhead, line break or the first word after a colon, em dash, or end punctuation in a heading):

- Short conjunctions (e.g., “and,” “as,” “but,” “for,” “if,” “nor,” “or,” “so,” “yet”)

Articles (“a,” “an,” “the”)

- Short prepositions (e.g., “as,” “at,” “by,” “for,” “in,” “of,” “off,” “on,” “per,” “to,” “up,” “via”)

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Longform Headlines

Longform headlines are the fullest expression of our brand voice.

Each one serves as a self-contained truth about hospitality.

They should be used in all hero executions where space allows.

You'll find these lines are primarily structured with a "call and response" format, allowing us to elaborate on our offerings in a surprising and thoughtful way.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Longform
Broad Bonvoy

[HL]

There's No One Perfect Journey.
So We Gladly Provide Them All.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Wherever You're Dreaming of,
We Know Just the Place.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Where Every Outcome
Is Exactly the Right One.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Perfection Has Its Place.
At Our 30 Extraordinary Hotels Brands to Be Exact.

[SH]

Thoughtfully Curated Accommodations Across the Globe.

[HL]

A Journey of Extraordinary Distance,
Should be Met With Extraordinary Standards.

[SH]

Thoughtfully Curated Accommodations. 30 Hotel Brands.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Longform
Inspiring Experiences Rational Benefit Lines

[HL]

Gaze Upon Stars...
Michelin or Otherwise.

[SH]

Uniquely Inspiring Cuisine.

[HL]

Experiences That Exceed Expectations.
Often, By Miles.

[SH]

Exclusive Guided Excursions.

[HL]

Aquaint Yourself With the
Unforgettable.

[SH]

Members-Only Concert Series.

[HL]

Dip a Toe Into the Unknown.
Or Dive Headfirst.

[SH]

Exclusive Ocean Tours.

[HL]

Take a Walk in Someone Else's Shoes.
Or a 100 MPH Test-Drive.

[SH]

Members-Only Formula 1 Experience.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Longform
Extraordinary Hotels Rational Benefit Lines

[HL]
Feel Perfectly at Home.
And Never Further From It.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Get Away From the Everyday...
Oh, So Far Away.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Find Destinations Fit for Every
Desire.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Locate Your Precise Kind
of Happy Place.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Stay in the Middle of it All.
Or the Middle of Nowhere.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
7000 Properties to Please Every
Kind of Traveler.

[SH]
30 Hotel Brands. Endless Experiences.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Longform
Modern Solutions Rational Benefit Lines

[HL]
Unlock a World of Experiences.
And Additionally, Your Room.

[SH]
Keyless Room Entry.

[HL]
A Beautiful Reception.
That We Invite You to Skip.

[SH]
Mobile Check-In.

[HL]
Service That Responds to More
Than a Bell.

[SH]
Text Concierge.

[HL]
Anywhere and Everywhere
You Wish to Venture,
All Begin in One Place

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Allow Us to Put the World
In the Palm of Your Hand.

[SH]
30 Hotel Brands. Endless Experiences.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Longform
Unparalleled Rewards Rational Benefit Lines

[HL]
Points That Can Take You to Dinner.
Or All the Way to Dubai.

[SH]
Uniquely Useful Points.

[HL]
Reward Yourself in Small Ways.
And Stadium-Sized Ways.

[SH]
Uniquely Useful Points.

[HL]
Earn Nights in Japan
Or Nights in, With Japanese.

[SH]
Uniquely Useful Points for Rooms, Experiences and More.

[HL]
Travel That's Endlessly Rewarding.
And Also Earns You Points.

[SH]
Earn Rooms, Experiences and More.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Short Form Headlines

Short form headlines are reserved for executions where space is in short supply—and for lower-funnel executions like promotions and rates.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Broad Bonvoy

[HL]

Explore New States.
Or States of Mind.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Your Journey is Our Pleasure.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

One Destination for Perfect
Destinations.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Rendezvous With the
Perfect Possibility.

[SH]

30 Hotel Brands. Endless Experiences.

[HL]

Every Path Leads to
Enlightenment.

[SH]

30 Hotel Brands. Endless Experiences.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Inspiring Experiences Rational Benefit Lines

[HL]
Make a Sport of Spectating.
[SH]
Exclusive Pitch-Side Access.

[HL]
Play With Your Food,
Professionally.
[SH]
Michelin Star Cooking Experiences.

[HL]
Immerse Yourself in a Moment.
[SH]
Exclusive Guided Excursions.

[HL]
Wander Within a Masterwork.
[SH]
VIP Exhibition Access.

[HL]
Inspiration By the Acre.
[SH]
Member-Only Custom Tours.

[HL]
Savor an Escape.
[SH]
24 Michelin Stars Await.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Extraordinary Hotels Rational Benefit Lines

[HL]
Wake Up to a Dream.
[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Step Into the Extraordinary.
[SH]
30 Hotel Brands. Endless Experiences.

[HL]
No Room for Routine.
[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Room for Imagination.
As Well as Your Bags.
[SH]
30 Hotel Brands. Endless Experiences.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Modern Solutions Rational Benefit Lines

[HL]
Travel With Your Fingertips.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Summon the World With a
Swipe.

[SH]
30 Hotel Brands. Endless Experiences.

[HL]
Skipping the Line Is Strongly
Encouraged.

[SH]
Mobile Check-In.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Unparalleled Rewards Rational Benefit Lines

[HL]
Make a Meal Out of Your
Miles.
[SH]
Redeem Points for Unparalleled Rewards.

[HL]
Earn the Best Seats in the
House.
[SH]
Uniquely Useful Points.

[HL]
Recline Your Way to Paradise.
[SH]
Earn Points With Ease.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines
Shortform
Bonvoy Rate Rational Benefit Lines

[HL]
Incomparable Destinations,
Incomparably Priced.
[SH]
Member Rates From \$125.

[HL]
Make an Elegant Escape.
[SH]
Last Minute Rates From \$200.

[HL]
Evenings In Are Out.
[SH]
Staycations From \$125.

[HL]
Go Farther. For Far Less.
[SH]
Member Rates From \$125.

[HL]
Weekends With Benefits.
[SH]
Local Escapes From \$125.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Minimal Headlines

In cases where space is truly minimal, 2-3 word headlines can be employed to engage and inspire members.

That being said, every attempt should be made to preserve our language of hospitality, even in these shortest executions.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines *Minimal*

Exclusive Offers

[HL]

Weekends With Benefits.

[SH]

Exclusive Member Rates.

[HL]

Membership Perks.

[SH]

Exclusive Rates.

[HL]

Just Between Us.

[SH]

Exclusive Member Rates.

Upgrades

[HL]

You're Moving Up.

[SH]

Enjoy an Upgrade.

[HL]

Find Higher Ground.

[SH]

Enjoy an Upgrade.

[HL]

Perfection Improved.

[SH]

Luxury Upgrades.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines *Minimal*

Limited Time Offers

[HL]

Seek Inspiration.

[SH]

Discover Special Offers.

[HL]

Exploration Awaits.

[SH]

Nights in Tokyo From \$249.

[HL]

Savor a Moment.

[SH]

Spa Packages From \$159.

Personalized Deals

[HL]

Especially for You.

[SH]

Earn 1000 Bonus Points.

[HL]

All for You.

[SH]

30% off Winter Packages.

[HL]

Your Personal Paradise.

[SH]

10% off Summer Packages.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Deals and Offers

Offers and deals should feel elevated – served up as an exclusive gesture made to make travelers feel special.

In headlines, cold, hard numbers should be softened with the language of hospitality. For example, say “Enjoy 3x The Paradise” instead of the colder, “Earn 3x Points.”

Allow subheads to convey the specific details of the offer. More direct language is welcome here.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines *Deals and Offers*

[HL]
Savor A Moment.
And 2x Points.
[SH]
Spa Packages From \$159.

[HL]
Double Rewards When You
Dine.
[SH]
Book Today. Earn More.

[HL]
Float Away Freely.
[SH]
Flights on Us From 5,000 Points.

[HL]
Attain Bliss.
And 5,000 Points.
[SH]
3x Points When You Book Today.

[HL]
Weekends With Benefits.
[SH]
Book Two Nights, Get a Third Free.

[HL]
6x Points,
Unlimited Awe.
[SH]
Book Today. Earn More.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines *Deals and Offers*

[HL]
Membership Perks.
[SH]
30% Off Weekends Escapes.

[HL]
Just Between Us.
[SH]
Exclusive Rates From \$125.

[HL]
Especially for You.
[SH]
Earn 1,000 Bonus Points.

[HL]
10x Points.
Limitless Inspiration.
[SH]
Earn More. Experience More.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Cobrand Card Offers

Cardmembers deserve to be welcomed with the same hospitality we offer all of our guests.

As each card is designed with a different type of traveler in mind, ensure copy speaks to their aspirations (examples on following page).

HLs are an opportunity to call out the rewards, access and possibilities these cards unlock. But like Deals & Offers, hard numbers should be accompanied by the language of hospitality.

Reserve SHs to further explain the finer, more complex details of an offer, or convey its urgency.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Copy Lines Cobrand Card Offers

Boundless

Focus HLs on inspiration, discovery, and passion for travel.

[HL]

Unlock 10,000 Bonus Points.
And Endless Possibilities.

[SH]

Apply Now and Earn.

Bold

Focus HLs on traditional travel, leisure vacations and value.

[HL]

Earn 50,000 Bonus Points.
And Make Waves.

[SH]

Apply Now and Earn.

Brilliant

Focus HLs on sophisticated experiences, exclusive destinations, and awe-inspiring possibilities.

[HL]

Get 100,000 Bonus Points.
And a Taste of Luxury.

[SH]

Apply to Earn the Extraordinary.

Business

Focus HLs on aspirational business travel, with nods to working hard and playing hard.

[HL]

Let 50,000 Bonus Points
Take You Wherever Ambition Leads.

[SH]

Limited-Time Offers Await.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

We've kept the Audio guidelines high level - let us know if there is any issue mandating the WCWTY tagline.

Radio and Streaming Audio

Radio is an opportunity to speak with the physical voice of hospitality.

Reject the conventions of typical radio ads: wall-to-wall voiceover, loud and jarring reads, bombastic sound effects and music.

Our communications should feel warm and inviting, as if spoken from one of our associates themselves.

Whenever possible, use context and targeting to your advantage. For example, if airing on a Spotify channel for “Relaxation,” tailor the spot to spa offerings and the like. If the listener is tuned into to a Party Playlist, gear the offering towards nights out and urban environments.

When speaking from the Marriott Bonvoy masterbrand, each spot should close with:

*“It would be our pleasure to ask,
where can we take you?”*

When speaking from a hotel brand, each spot should close with:

“Go there with Marriott Bonvoy.”

Our Brand

Program

Design Elements

CTA Logo Lockups


Composition

Copy

Photography


Channel Executions

Contacts



MARRIOTT
BONVOY™

FIND & RESERVE
MY ACCOUNT




Marriott Bonvoy Member Exclusives

Make a Meal Out of Your Miles.

Redeem Points for Unparalleled Rewards.

Whether it's nights in Thailand, or nights in with Thai, traveling with Marriott Bonvoy earns you more. Explore every flavor of adventure that awaits.

DISCOVER MORE



Savor an Escape


With over eleven Michelin star restaurants, treat your sense to perfection.

» BOOK NOW

Indulge Inspiration

Order the extraordinary and earn brilliantly with double points on food and beverages.

» DISCOVER MORE



Multisection Communications Examples

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.

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Captions

All images related to a specific property or destination should be captioned whenever possible. Specific guidelines by channel are outlined below:

Print

All property images must be captioned. The caption can be placed on or near the image. If caption is placed near the image, use lead- in copy before the caption, e.g. featured property.

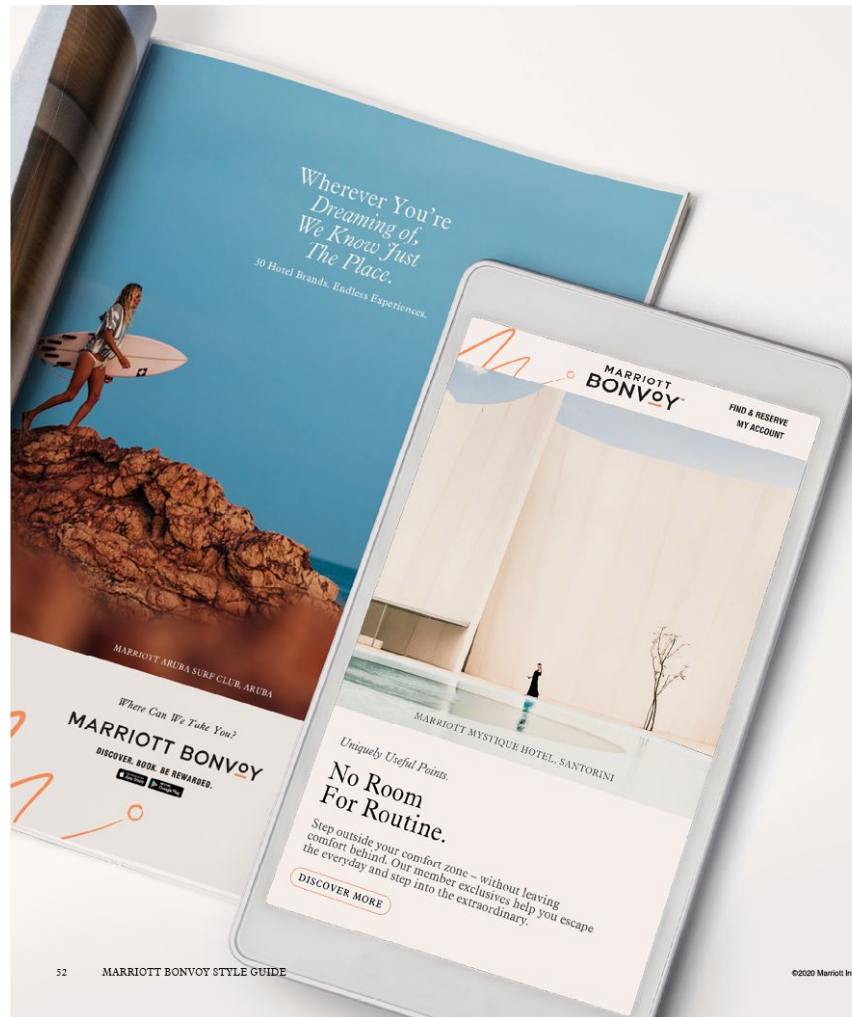
Digital

Property captions should be included on banners only if space permits.

On websites, property images in hero placements must be captioned.

In emails, hero images must be captioned above the footer.

Only caption secondary images for websites or emails if usage rights require it.



Universal Copy Considerations

Program

Our program name is Marriott Bonvoy; don't use "Bonvoy" alone or break "Marriott" and "Bonvoy" onto separate copy lines.

Portfolio Messaging

Use wording that makes it clear Marriott Bonvoy is a travel program and not a hotel brand:

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 Examples

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.

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| <p>Not Our Brand Voice</p> <p>Miles For Meals <i>We are pleased to offer you, a valued Marriott Bonvoy™ member, the ability to exchange points for dinners, both at our hotels and beyond.</i></p> | <p>In Our Brand Voice</p> <p>Make A Meal Out Of Your Miles. <i>Redeem Points for Unparalleled Rewards</i></p> | <p>Not Our Brand Voice</p> <p>Do It All <i>The travel options are endless with Marriott Bonvoy, with over 7,000 different destinations and 100,000+ experiences.</i></p> | <p>In Our Brand Voice</p> <p>Find Destinations Fit for Every Desire. <i>Redeem Points for Unparalleled Rewards</i></p> | |
| <p>Dibs On Destinations <i>Take advantage of special rates up to 20% on the weekend so you can start on that bucket list.</i></p> <p>These headlines are short, brash, and lack a tone of hospitality.</p> <p>These subheads are far too long and indirect.</p> | <p>Rendezvous With The Perfect Possibility. <i>Extraordinary Destinations. Inspiring Experiences.</i></p> <p>These headlines are surprising and inspiring.</p> <p>These subheads are clear and concise.</p> | <p>Score More <i>Your points are worth more when you choose to travel with Marriott Bonvoy.</i></p> <p>These headlines are short, brash, and lack a tone of hospitality.</p> <p>These subheads are far too long and indirect.</p> | <p>Travel That's Endlessly Rewarding. And Also Earns You Points. <i>Extraordinary Destinations. Inspiring Experiences.</i></p> <p>These headlines are surprising and inspiring.</p> <p>These subheads are clear and concise.</p> | |

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. |
| | Program Rules | Always capitalized. |
| | Folio Credit | |
| 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 cobrand 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 | |
| | Westin Vacation Club Owner/ Sheraton Vacation Club Owner | |

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| | Term | Notes |
|------------|--------------------------|--|
| Mobile | Mobile Key | |
| | Mobile Check-In | |
| | Mobile Guest Services | |
| | | |
| Account | membership number | In body copy, use "Marriott Bonvoy membership number" on first mention and "membership number" in subsequent mentions within the same communication. |
| | membership card | When referring to a member's program card, use "membership" instead of "member." |
| | 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 | |
| Promotions | online account | |
| | profile | Capitalize in the terms and conditions. |
| | Saved Hotels | |
| | | |
| | Bonus Miles | |
| | MegeBonus® | |
| | Member Exclusive Offer | |
| | Member Rates | |
| | participating brands | Capitalize in the terms and conditions. |
| | participating properties | Capitalize in the terms and conditions. |
| | Reward a Friend | |

| | Term | Notes |
|----------|-----------------------------------|---|
| 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 | |
| | food and beverage choice offering | |
| | 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™ | |

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| Term | Notes |
|---|---|
| Partners <small>Always follow our partners' guidelines when referring to their statuses, products, currency, etc.</small> | Hertz Elevated Status |
| | RewardsPlus |
| | Your World Rewards™ |
| Partners <small>Coincard</small> | Marriott Bonvoy Brilliant™ American Express® Card |
| | Marriott Bonvoy Business™ American Express® Card |
| | Marriott Bonvoy™ American Express® Card |
| | Marriott Bonvoy Boundless™ Credit Card |
| | Marriott Bonvoy™ Premier Credit Card |
| | Marriott Bonvoy™ Premier Plus Business Credit Card |
| | Marriott Bonvoy™ Credit Card from Chase |
| | Marriott Bonvoy Business™ Credit Card from Chase |
| | Marriott Bonvoy Bold™ Credit Card from Chase |
| | The Ritz-Carlton™ Credit Card from JPMorgan |
| | Marriott Bonvoy™ American Express® Card |
| | Carte Marriott Bonvoy [®] American Express [®] |
| | Marriott Bonvoy™ Business American Express® Card |
| | Carte Marriott Bonvoy entreprise [®] American Express [®] |
| | Starwood Preferred Guest® Credit Card from American Express |
| | Marriott Bonvoy™ American Express® Card |
| | 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® |
| | Marriott Bonvoy® World Mastercard® from Emirates NBD |
| | Marriott Bonvoy® World Mastercard® |

| Term | Notes |
|--|---|
| Apps | Marriott Bonvoy™ App |
| | mobile app |
| Hashtags | #marriottbonvoy |
| | #marriottbonvoymoments |
| | #marriottbonvoypoints |
| | #mbonvoyamex |
| | #mbonvoychase |
| Legal Disclosure <small>Copyright disclosure to be included on all Marriott Bonvoy marketing communications.</small> | Primary use ©2020 Marriott International, Inc. All Rights Reserved. All names, marks and logos are the trademarks of Marriott International, Inc., or its affiliates, unless otherwise noted. |
| | For use with limited space ©2020 Marriott International, Inc. |
| URLs <small>URLs should always be written in all lowercase letters. Do not use a mix of lower and uppercase letters.</small> | Language English British English German French Spanish Italian Portuguese (Brazil) Chinese (Simplified) Japanese Arabic Russian |
| | URL marriottbonvoy.com marriott.co.uk marriott.de marriott.fr espanol.marriott.com marriott.it marriott.com.br marriott.com.cn marriott.co.jp marriott.ae marriott.com.ru |

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Section 7

The Allure of Hospitality

We must constantly be seeking to elevate the look of hospitality. Generously injecting it with vibrance, and allure. Every image should captivate viewers' senses, inviting them to partake in all of hospitality's wonders.

Singularly Focused and Compositionally Clean

Images should have one clear story. Compositions should be uncluttered with clean space – allowing copy to read quickly.

Fewer, Stronger Colors

Our form of hospitality should feel vibrant and bold. Images should focus on two to three dominant colors. Overly dark, muddled or blown out images should be avoided. Overly saturated, or hot images should also be avoided.

Feeling Over Faces

Strive to portray genuine emotional responses from people experiencing a destination. This means telling the story more through body language and genuine, candid reactions, than staged or overly forced facial expressions.

Not All Destinations Are Places

Whether it's a mixologist's touch on a well-crafted cocktail, a perfectly appointed table setting, or a guest learning the art of pasta-making, intimate moments of hospitality should feel as compelling and grand as the spaces they occur in.

Hospitality Rendezvous Humanity

Whether a guest on an excursion, an associate on property, or simply a hand delivering service – the experience of hospitality should be present in every image.

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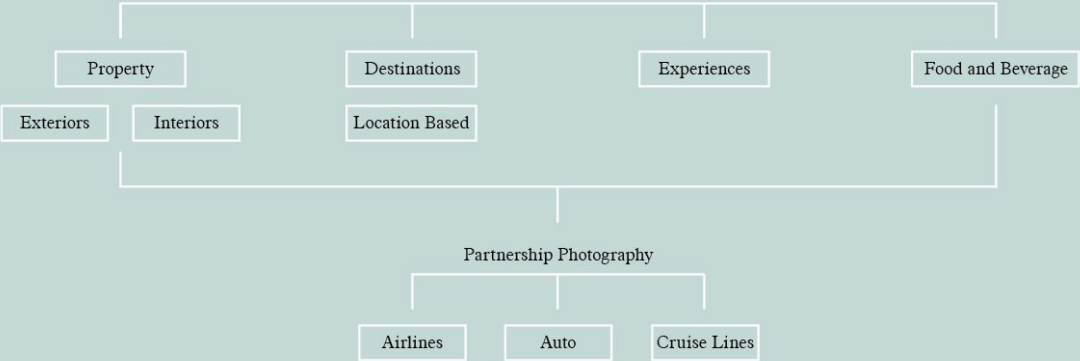
Channel Executions

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Photo-Strategy Landscape

To capture the breadth of Marriott Bonvoy's end-to-end offerings, our photo strategy encompasses four pillars: Property, Destination, Experiences, Food and Beverage. There is no hierarchy between their usage (primary vs tertiary) since a balanced mix of all four is necessary to ensuring Marriott Bonvoy is not perceived as a hotel brand.

Marriott Bonvoy Photo Library





Composition

This image is 100% Marriott owned, purchased, and/or created by Marriott International, Inc. All Rights Reserved.

① Focal Point

② Framing

③ Color

Composing the Perfect Image of Hospitality

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This image is a 2019 Marriott Bonvoy award-winning photograph and is used here for illustrative purposes only.



① Focal Point

Singularly Focused

Images should have one clear story. A strong singular focal point creates a quick visual read on our imagery.

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MI Comment: Do we have rights to this image (think we could not contact for member's week use....all images in the deck must have rights for?)

72 Response: We do not have the rights to this image - all the images inside this playbook are FPO, that's something we aligned on when we kicked off this project to avoid licensing fees. There is a disclaimer on images that flags they are FPO. Please let us know your thoughts on this!

This image is FPO. It is not a Marriott property and does not contain any Marriott branding.



① Focal Point

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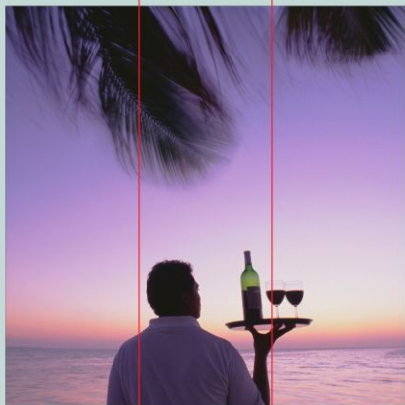
Channel Executions

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Compositionally Clean

Compositions should be uncluttered with clean space - allowing copy to read quickly.

These images are P.O. They haven't been photographed and can be used in any presentation.



② Framing

Rule of Thirds

We can apply the rule of thirds to framing our imagery. The focal point should exist in about 1/3 of the image, leaving 2/3rds of clear space for copy and crop flexibility.

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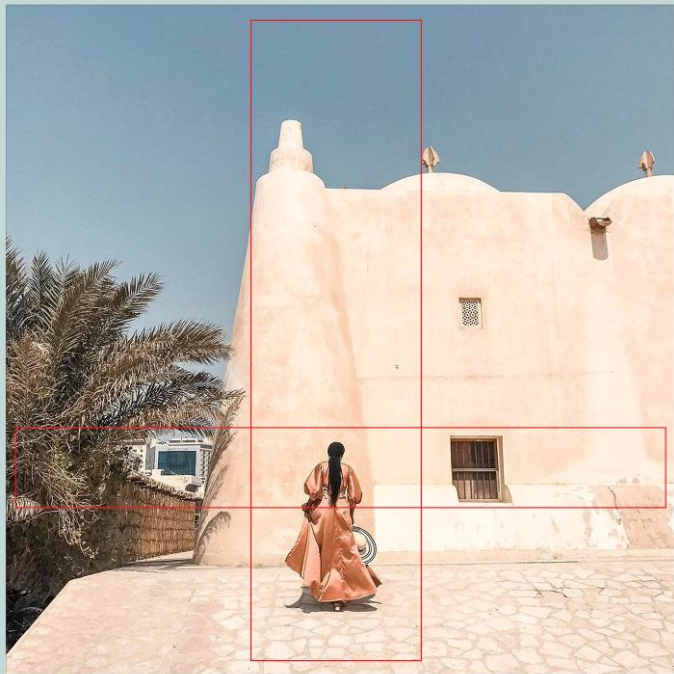
Composition

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② Framing

Crop Flexibility

Our imagery needs to crop to a wide range of sizes from extreme verticals to extreme horizontal. Testing crops in a 728x90 and 160x600 ratio is a useful tool to determine if the image will crop across our communications.

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③ Color

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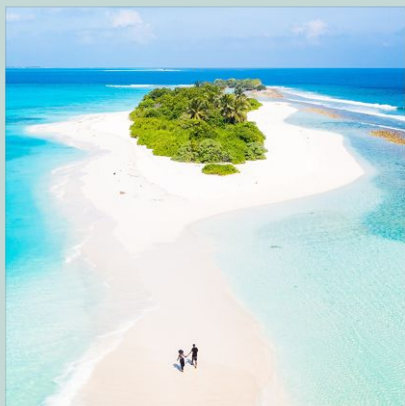
Contacts

Strong Color

Our form of hospitality should feel vibrant and bold.

A simple, strong, bright color palette is preferred across our brand photography.

These images are POC. They haven't been photographed and can't be used in any presentation.



③ Color

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Dominant Color

Dominant colors should be easily identifiable.

Our images should focus on two to three dominant colors.

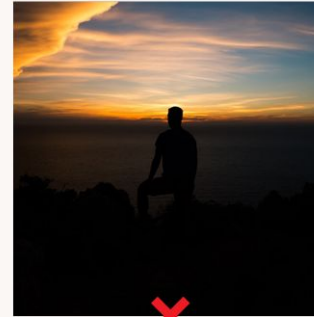
Composition Don'ts



Unclear Focal Point
Avoid photography with multiple, or unclear focal points.

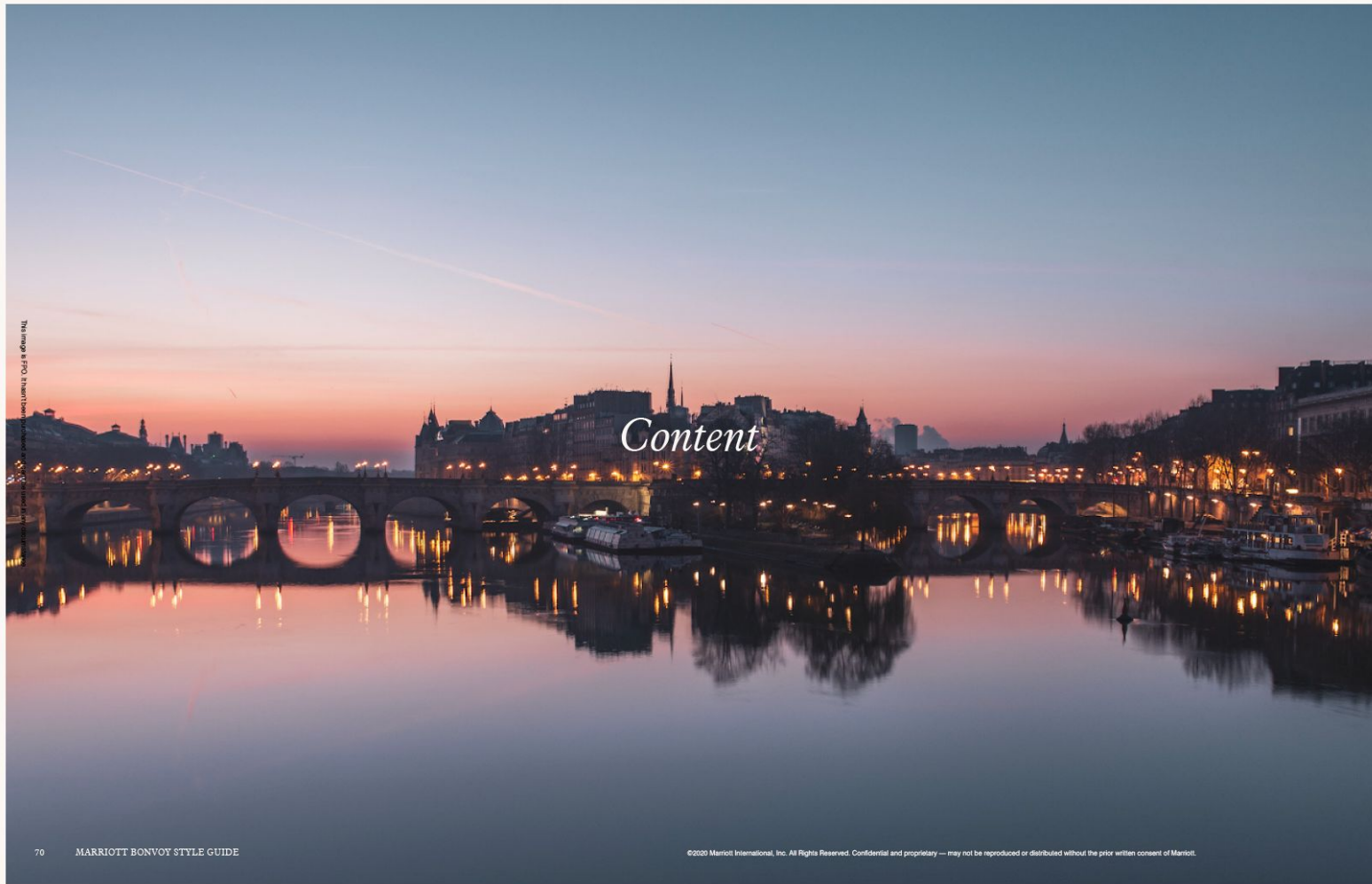


Busy Framing
A visually busy frame competes with messaging in communications.



Misuse of Color
Avoid unnatural over-saturation of colors, overly dark or muted colors.

These images are for informational purposes only. They have not been reviewed and can be used in any presentation.



This image is a stock image and is not a photograph of a Marriott Bonvoy hotel.

Content

① Properties

② Destinations

③ Experiences

④ Food and Beverage

Our Four Pillars of Hospitality

Our Brand

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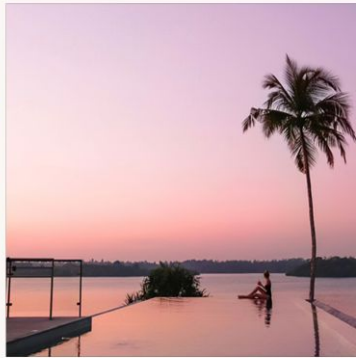
Composition

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① Properties

The intent is to capture the best attributes of the property and essence of the location. These shots may include people, but they should not be the focus. Instead, utilize humanity for added warmth and a sense of narrative.

Capture The Soul of a Property

Strive to find a property's most alluring and graphic aspect to tell the story of the location. This may be simple architectural details, beachfront views or interiors with floor-to-ceiling city views.

Lived-In, But Not Cluttered

A few simple props can humanizing a space. However, keep these limited, as too many details can become compositionally dense, and cluttered. Example: a pool chair with a cocktail and sunglasses.

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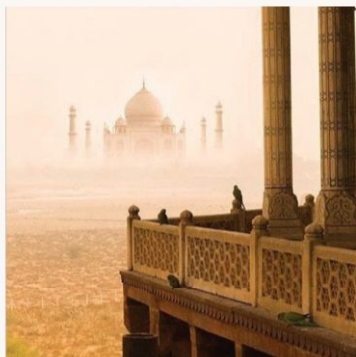
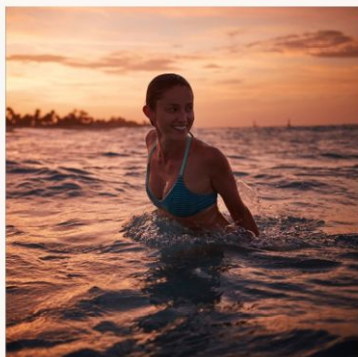
Composition

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2 Destinations

Destination imagery focuses on the landscape and cities away from a hotel. Shots generally feature wider views that dial up the drama through lighting or capture the visual dynamics of the location.

Poetic Landscapes

Shots should feature locations that capture the beauty and visual drama of a destination, e.g. sweeping sunsets, crashing waves, glittering skylines.

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 must include humanity. Work with a ratio of 80% destination/location to 20% 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 realism for viewers.

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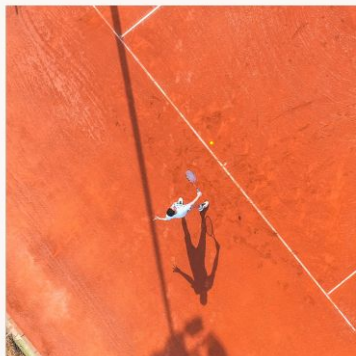
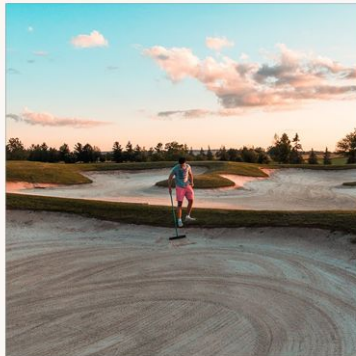
Composition

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3 Experiences

Experiences allow us to showcase the vast offerings travelers may experience with Marriott Bonvoy. These may be unique on-property experiences and offerings (spas, beachfronts, lessons and demonstrations), but also off-property events excursions provided to guests and members (adventure excursions, tours, concerts and events).

Capture a Feeling

Imagery should be rich in humanity and exude a feeling of adventure, joy, serenity or awe.

Moments and Memories

Whether a grand vista that characterizes the experience, or an intimate snapshot of an emotional response, imagery should feel plucked from our memories.

Avoid Staged Faces

Don't rely on exaggerated facial expressions to convey a genuine emotional response. Instead, tell a story through body language and candid reactions to a space/experience.

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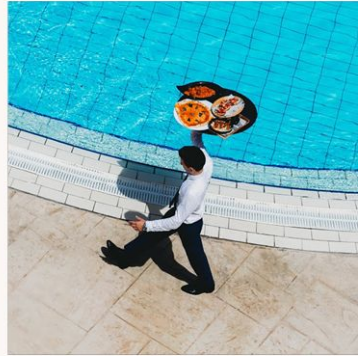
Composition

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④ Food and Beverage

Whether it's a perfectly plated Michelin star meal, a mixologist's signature cocktail, or simply pancakes in bed, Food & Beverage photography should ignite the viewer's senses.

These shots focus on 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, and active. 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, e.g. show only an individual's hands as if photographed by a travel companion.

No Faces

When more of the human form is required, photos 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.

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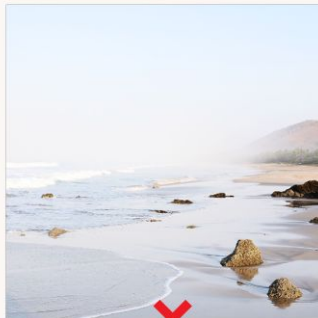
Copy

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Content Don'ts



No Humanity
Avoid photography with no apparent signs of humanity.



Staged Faces
Don't rely on exaggerated facial expressions to convey a genuine emotional response.

These images are POC. They haven't been purchased and can't be used in any presentation.

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Airlines

Aspirational



Acceptable



Last Resort



Car Rentals



Partner Photography

Airlines, car rentals, cruise lines, etc.
Each shot should capture an inspiring location or destination 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 a towel and beach bag.

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Section 8

DOOH/OOH

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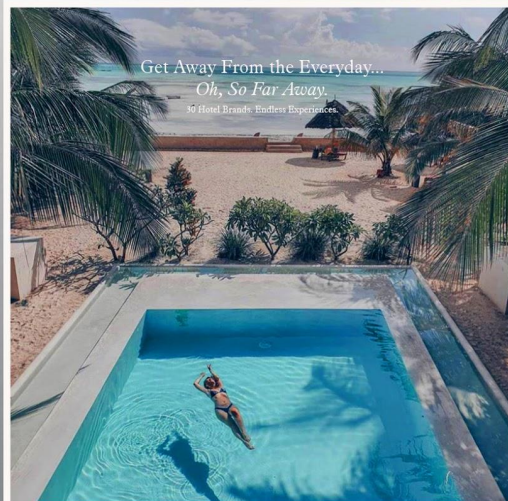
Composition

Copy

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Get Away From the Everyday...
Oh, So Far Away.

No Hotel Brands. Endless Experiences.

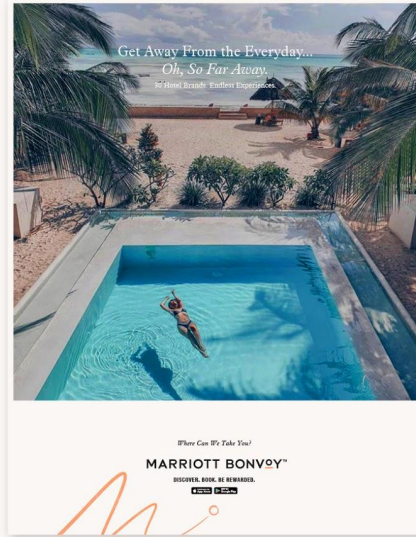
Where Can We Take You?

MARRIOTT BONVOY™

DISCOVER. BOOK. REWARD.



DOOH/OOH



Bus Shelter



14 x 48



30 Sheet

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Sequential OOH

For custom units we want to create an OOH and street level system that is as flexible as the design system itself.

Multi Panel, Single Message

Multi Panel
Single Image
Single Message

Spectaculars*

High Impact Placements
Extreme Horizontals
Station Dominations
Custom Sizes

Panel Styles for:

Multi Panel
Multi Image
Multi Message
Scenarios like - Larger Panel System or Larger Format Wall

**This should be considered as general guide. Tier I custom units will always be treated on a case-by-case basis (pending media and creative KPIs, specific placements, and environment, foot traffic, drive traffic etc)*

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CTA Logo Lockups

Composition

Copy

Photography

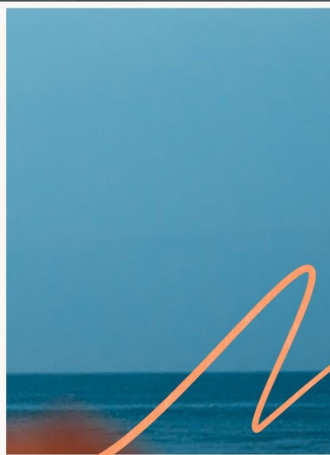
Channel Executions

Contacts



Wherever You're Dreaming of,
We Know Just the Place.

30 Hotel Brands. Countless Experiences.



Where Can We Take You?

**MARRIOTT
BONVOY™**

DISCOVER. BOOK. BE REWARDED.



Multi Panel, Single Message



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

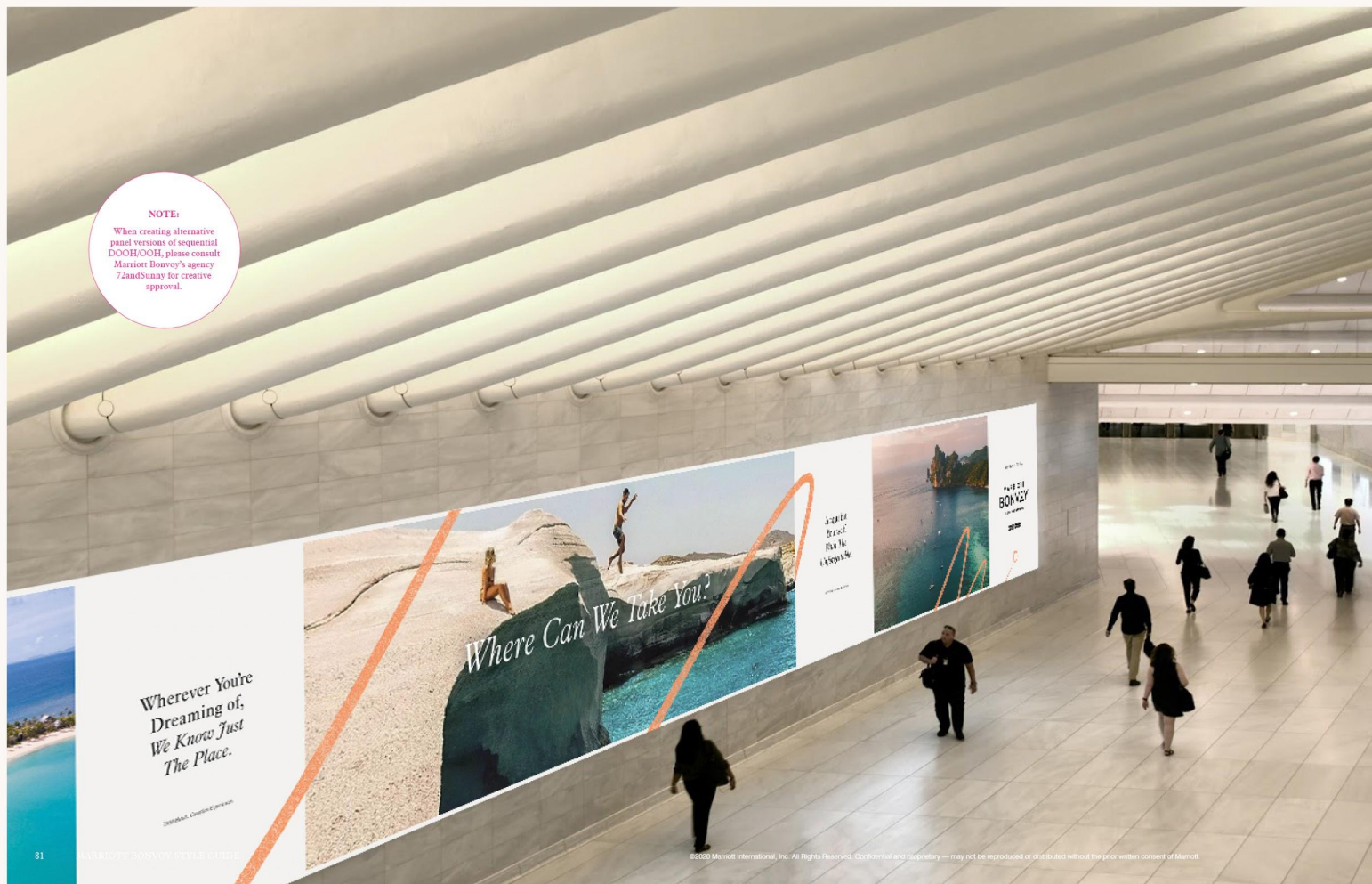
Photography

Channel Executions

Contacts

NOTE:

When creating alternative panel versions of sequential DOOH/OOH, please consult Marriott Bonvoy's agency 72andSunny for creative approval.



Alternative Panel Version 1

NOTE:

When creating alternative panel versions of sequential DOOH/OOH, please consult Marriott Bonvoy's agency 7andSunny for creative approval.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

NOTE:

When creating alternative panel versions of sequential DOOH/OOH, please consult Marriott Bonvoy's agency 72andSunny for creative approval.



Alternative Panel Version 2

NOTE:

When creating alternative panel versions of sequential DOOH/OOH, please consult Marriott Bonvoy's agency 7andSunny for creative approval.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Animation

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Intro Approach

Entering the Aperture

Our introduction animation makes a visual mnemonic of drawing on our expressive connector, and flying through the aperture to begin our journey.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

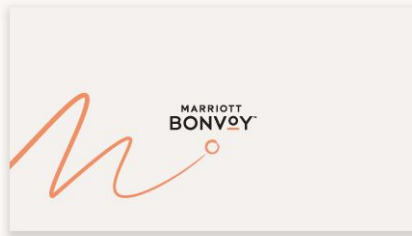
Contacts

Long Form Intro (Skippable)
1920 x 1080

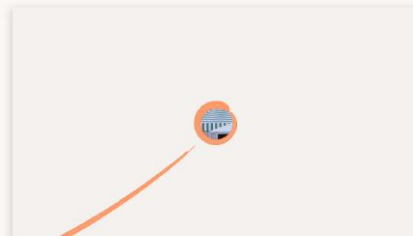
For Use In: DTV :30, :60, :90,
and Longform YouTube Films



Open on Marriott Bonvoy logo, and connector drawing in from left edge of frame.



Connector is completed.



Marriott Bonvoy logo disappears as camera quickly zooms into the aperture



Picture inside aperture is being revealed.



Animation resolves as picture fills the frame.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

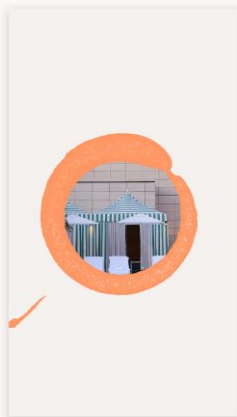
Long Form Intro (Skippable)
1080 x 1920



Open on Marriott Bonvoy logo,
and connector drawing in from left
edge of frame.



Connector is completed.



Marriott Bonvoy logo disappears
as camera quickly zooms into the
Aperture



Camera quickly zooms into the
aperture.



Animation resolves as picture fills
the frame.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Short Form Intro (Skippable)

1920 x 1080

For Use In: DTV :06, :15, Pre-Roll

Our Brand

Program

Design Elements

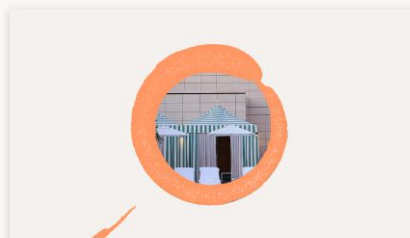
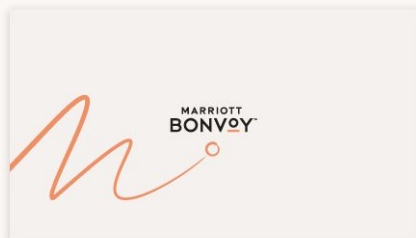
CTA Logo Lockups

Composition

Copy

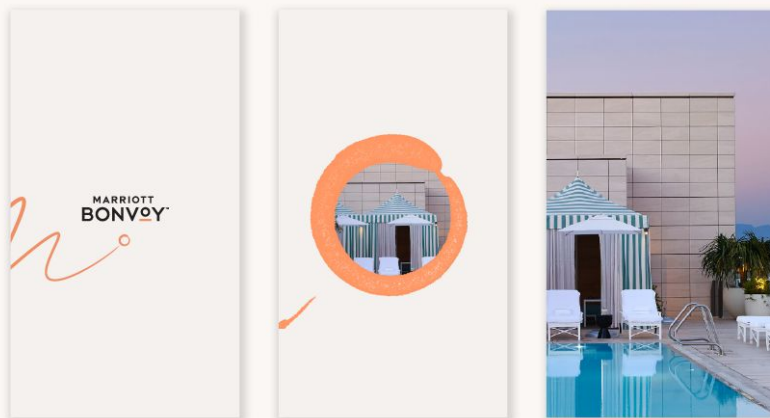
Photography

Channel Executions



Contacts

Short Form Intro (Skippable)
1080 x 1920



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Outro Approach

Exiting the Aperture

We mark the end of our journey and exit the picture by flying back through the aperture to our logo animation.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Long Form Outro
1920 x 1080

*Broadcast + DTV :15, :30, :60, :90+,
In-Room TV, All Longform Films*



Connector creeps in from edges of the frame.



Picture is quickly pulled back through the connector aperture.



Connector draws off as "Discover. Book. Be Rewarded."
appears on screen.



Animation resolves.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Long Form Outro
1080 x 1920

*For Use In: Paid Snapchat + IG Story
Units, Organic Story Bursts, IG TV*



Picture is quickly pulled back
through the connector aperture.



Connector draws off as "Discover.
Book. Be Rewarded." appears.



Animation resolves.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Value Added Media Placement

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

:01 - :03 Paid
Added Value Media Placement
1920 x 1080

Our Brand

Program

Design Elements

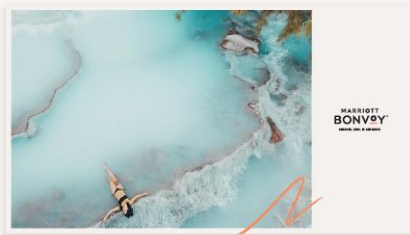
CTA Logo Lockups

Composition

Copy

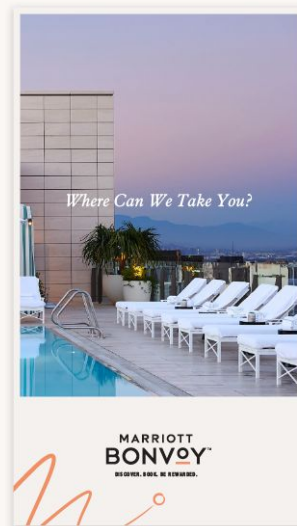
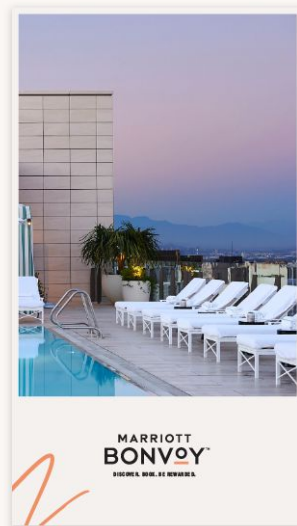
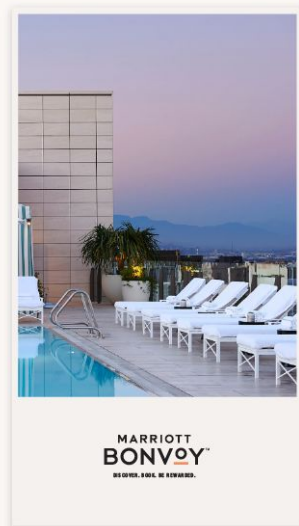
Photography

Channel Executions



Contacts

:01 - :03 Paid
Added Value Media Placement
1080 x 1920



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Online Ads

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Travel

36 HOURS FRUGAL TRAVELER 12 PLACES TO GO

April 10, 2020

A Travel Story Where the Readers Take Us Away

Just when the idea of going places seemed irrelevant, a different kind of adventure came to mind.

By TACEY RICHTER



April 9, 2020

36 Hours in ... Wherever You Are

Our first reader-generated itinerary: a weekend of traveling you can do from home.

By TACEY RICHTER



March 19, 2020

36 Hours in ... Wherever You Are? We're Turning to Our Readers

Contribute to the very first reader-generated 36 Hours.

By TACEY RICHTER



March 12, 2020

36 Hours in Aruba

Mesmerizing sunsets, a windblown park, fantastic wreck-diving and romantic dining on the beach: just a few reasons travelers find this island in the southern Caribbean so irresistible.

By SPENCER SMITH



March 5, 2020

36 Hours in Zermatt

Skiing, chocolate, muted wine and magnificent views of the Matterhorn: It's all in and around this elegant Swiss ski town.

By FRANK MCCORMACK

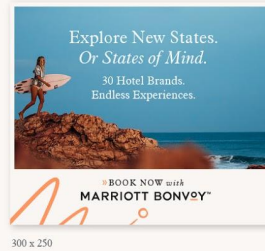


Jan. 27, 2020

36 Hours in Queenstown, New Zealand



Tier I: High to Moderate Control of Creative Direction



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

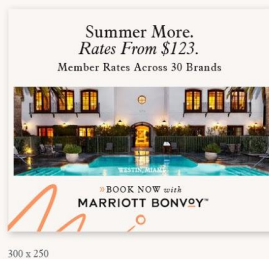
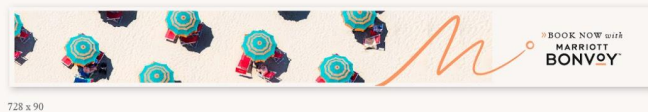
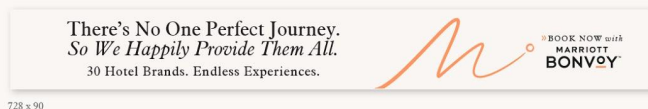
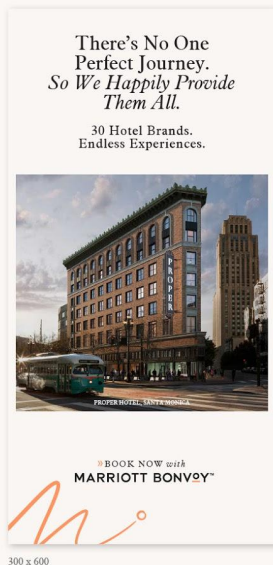
Copy

Photography

Channel Executions

Contacts

Tier II: Used When No Creative Oversight Is Expected



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

There's No One Perfect Journey.
So We Happily Provide Them All.
30 Hotel Brands. Endless Experiences.



BOOK NOW with
MARRIOTT
BONVOY

Travel

36 HOURS FRUGAL TRAVELER 12 PLACES TO GO

April 10, 2020

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Jan. 27, 2020

36 Hours in Queenstown, New Zealand



There's No One
Perfect Journey.
So We Happily Provide
Them All.

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Endless Experiences.



BOOK NOW with
MARRIOTT
BONVOY



Digital Display Banners

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

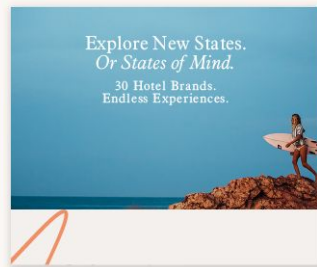
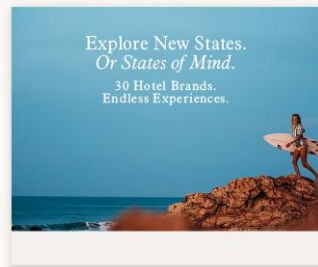
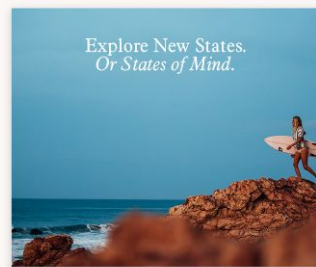
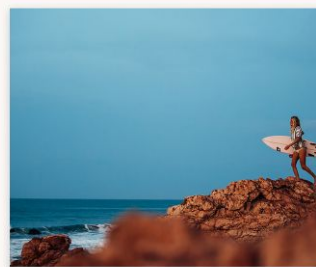
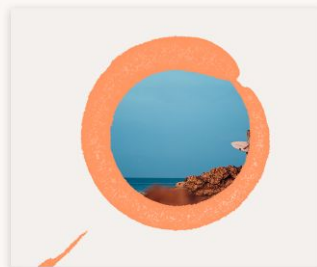
Copy

Photography

Channel Executions

Contacts

Animated Banners
Heavy K Weight
300 x 250



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Social

Social platforms and specific units (organic and paid) are ever-changing. Communications and content should always follow media and specific platform recommendations and best practices.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Social Stories Template
1080 x 1920



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Social Stories Template
Text over image or video
1080 x 1920



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Social Stories Template
Text as card 1080 x 1920



Wherever You're
Dreaming of,
We Know Just
the Place.
30 Hotel Brands.
Endless Experiences.



Our Brand

Program

Design Elements

CTA Logo Lockups

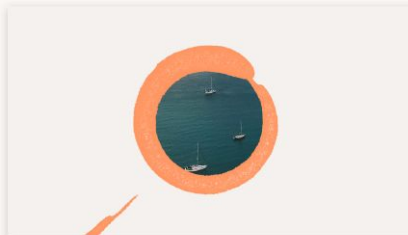
Composition

Copy

Photography

Channel Executions

Social Stories Template
1920 x 1080



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Social Stories Template
1920 x 1080



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Wherever You're
Dreaming of,
We Know Just
the Place.
30 Hotel Brands.
Endless Experiences.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Carousel Template
Text over image or .gif
1080 x 1080



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Carousel Template
Text over as a card
1080 x 1080



Wherever You're
Dreaming of,
We Know Just
the Place.
30 Hotel Brands.
Endless Experiences.



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Email

Our Brand

Program

Design Elements

CTA Logo Lockups

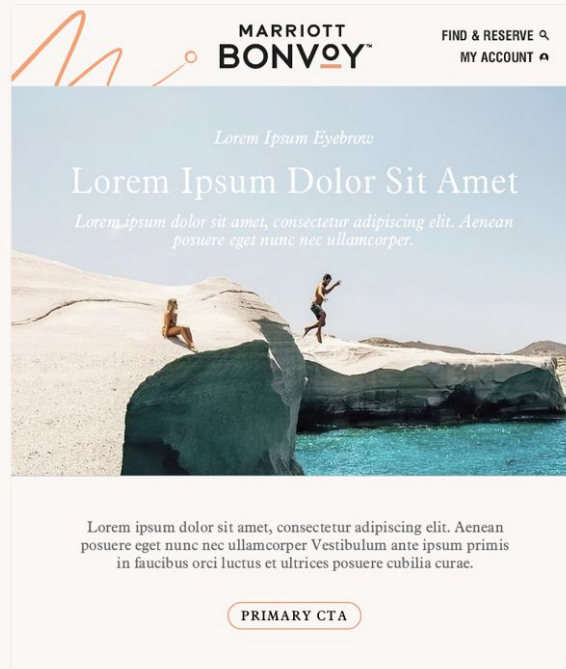
Composition

Copy

Photography

Channel Executions

Contacts



Our Brand

Program

Design Elements

CTA Logo Lockups

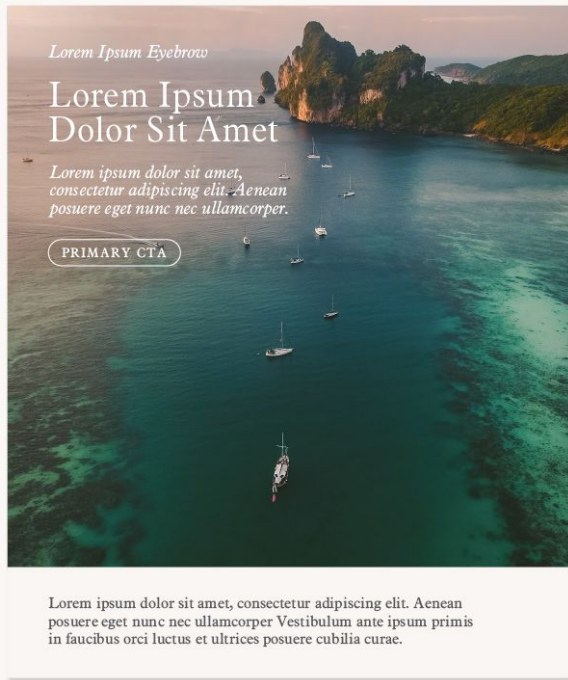
Composition

Copy

Photography

Channel Executions

Contacts



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere eget nunc nec ullamcorper Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

PRIMARY CTA

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Lorem Ipsum Eyebrow

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

PRIMARY CTA

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Lorem Ipsum Eyebrow
Lorem Ipsum Dolor Sit Amet



Short Headline

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

» SECONDARY CTA

Short Headline

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

» SECONDARY CTA



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Short Headline

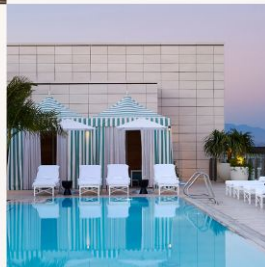
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

» SECONDARY CTA

Short Headline

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
posuere eget nunc nec ullamcorper.

» SECONDARY CTA



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Short Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere eget nunc nec ullamcorper.

» SECONDARY CTA



Short Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere eget nunc nec ullamcorper.

» SECONDARY CTA



Short Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere eget nunc nec ullamcorper.

» SECONDARY CTA



Short Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere eget nunc nec ullamcorper.

» SECONDARY CTA

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Print

Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

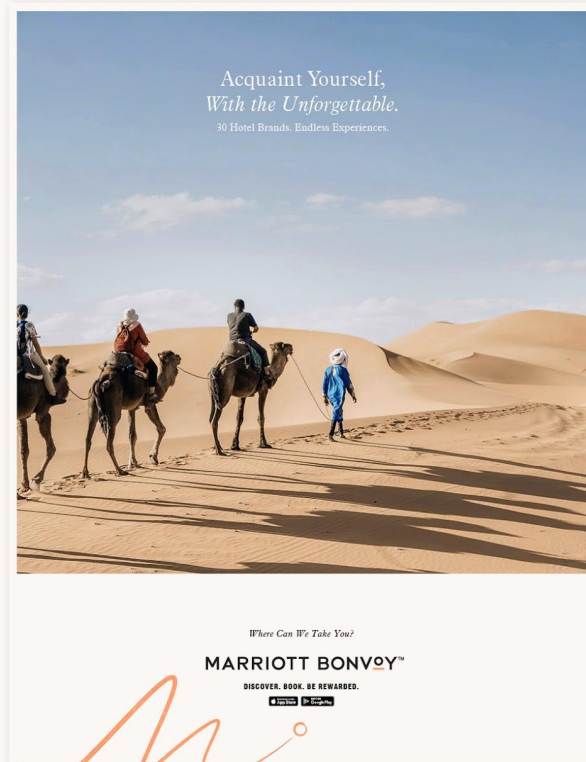
Photography

Channel Executions

Contacts



Single Page



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts



Spread



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Contacts

Section 9



Our Brand

Program

Design Elements

CTA Logo Lockups

Composition

Copy

Photography

Channel Executions

Contacts

Contacts

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

XXXXXXX
xxxxxxx@marriott.com

XXXXXXX
xxxxxxx@marriott.com

Next Steps

NEXT STEPS

- 1** **Wednesday EOD 9/16 - Marriott to email feedback on Playbook.**
- 2** **Friday 9/18 - 72S to address edits & lock Bonvoy Playbook. Kick off Hotel Brand Playbook.**
- 3** **Monday 9/28 - Set up time in person to chat through the R1 of the Hotel Brand Playbook.**

MARRIOTT BONVOY