

A photograph of a snowy mountain town at night. The scene is illuminated by a bright full moon in a dark blue sky. In the foreground, several buildings with snow-covered roofs and multiple gables are visible. The buildings' windows are lit up, and red string lights are draped around the structures and trees. In the background, snow-capped mountains rise against the night sky.

# 2017 HOLIDAY CAMPAIGN

Style Guide + Tool Kit  
Iteration 2.0

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# I. GUIDELINES & COMPONENTS

## OVERVIEW

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This style guide is a carefully curated collection of graphic elements, photography, typography, color palettes and design examples that can be used both as a tool kit and as a source of inspiration in creating marketing materials, promotions and other communications in connection with the Marriott Rewards® holiday theme.

Application of these elements will ensure that all our holiday communications for the 2017 season will deliver a consistent presentation of our brand as we move through year's end and into the next. The brand dress for communications during this time of year represents a nexus of our You Are Here brand style along with a customizable, globally relevant, joyous, holiday look and feel.

Our objective is to communicate that Marriott Rewards strives to help our members get closer to the ones they love – family, friends, neighbors and fellow travelers – and be more in the moment during this special time of year.

## THE MARRIOTT REWARDS BRAND VOICE DURING THE HOLIDAY SEASON

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The Marriott Rewards Explorer-Magician voice is all about helping our members be more in the moment as they find personal fulfillment through travel, discovery and adventure. And this is never more true than during the holiday season.

Strive to make copy that is friendly, inclusive, warm and inviting. This is especially true for headlines. Put yourself into the holiday spirit, think about the people you care about, and then write as if you're writing to them.

## COPY EXAMPLES

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### Copy Direction:

Our copy voice and tone is built around the Explorer-Magician archetype, as set forth in the Marriott Rewards style guide.

Our target audience, the NextGen Traveler, likes to work hard, play hard, and values individuality and discovery. Consequently, our copy voice should speak directly to this mindset. It is the voice of an adventurous, encouraging, interesting and friendly guide who wants to help our members achieve greater personal fulfillment through travel.

Headlines and copy should focus on the member experience; be evocative, bright and inspiring; and be warm but never long-winded. For the Holidays, communications should additionally include a message and tone of togetherness, joy and cheer in keeping with the season.

Many of our communications at this time of year are built around special offers and promotions. The examples shown here are meant to demonstrate how these offers and promotions can convey through the Explorer-Magician voice and Holiday messaging style through thoughtful and clever copywriting.

Note how subheads and text are used to explain the offers clearly and factually ("Save up to 20%...") while the headlines set the Holiday tone ("Happiness is here to stay.").

At times, the clear and factual aspects of the offer must predominate. When this is the case, be direct and straightforward in the headline, and use subheads and text to convey the brand voice and Holiday messaging tone.

### Specific Examples:

#### Marriott Rewards Credit Card:

##### **FINISH OFF YOUR LIST EXTRA FAST.**

Earn 10 points per every \$1 spent on your Marriott Rewards® Credit Card (up to 120,000 bonus points).

#### SHOP MARRIOTT REWARDS® MORE FOR THE HOLIDAYS:

##### **GIVE GIFTS FROM MARRIOTT REWARDS® MORE™ THIS SEASON. AND KEEP THE BONUS POINTS FOR YOURSELF!**

Travel goods make perfect holiday gifts. Shop for them on MORE and you'll earn points from select retailers. You can even earn 1,000 bonus points on your first purchase. Give more, and get more, with MORE. And you can pay with points, too!

#### Shop Marriott Holiday Sale:

##### **ENJOY ALL OF LIFE'S GREATEST GIFTS.**

Shop the Marriott Holiday Sale and save on incredible gifts for everyone, including yourself:

Foam Mattress and Box Spring Set, \$750 off.

Even merrier? Everything on ShopMarriott.com is now 35% off.



## MAIN CREATIVE EXECUTION



### 1. Images

Our theme for the season is “togetherness.” We have provided a rich selection of images that capture this feeling, including families, friends and couples. The mood can be lighthearted and fun, or tender and loving, as appropriate. If images featuring people are not needed or desired, try to choose images that are in keeping with a gentle, friendly or fun holiday mood.

### 2. Wordmark

You will find a number of useful graphic tools in this style guide. The “A Season Together” wordmark is a key element for unifying the theme. It can be placed inside the circle of the pinpoint glyph (left), inside the ribbon-shaped graphic (center) or it can be used on its own (right). You will see examples of how to use it later in this guide. The wordmark is set in a combination of our Brown and Have Heart fonts.

### 3. Holiday Pinpoint Glyph

The pinpoint glyph is our most powerful brand symbol. We’ve created a special version of the pinpoint glyph for this time of year. It contains the wordmark in red, a touch of brightness for the holidays. The only instance in which red can be used—inside the blue pinpoint glyph or on CTA buttons. Note that the small pinpoint glyph above the wordmark is omitted inside a large pinpoint glyph.

### 4. Headline

If possible, communicate the benefit or main message in a friendly, inclusive, warm, inviting and clever way in the headline (see previous page). However—sometimes it’s best to just be direct. Use your best judgment. Headlines are set only in Brown, never Brown with Have Heart, so as to make the wordmark feel special and stand out.

### 5. Subhead and Color Block Gradient

Headlines, subheads and other key text should all be set in Brown and, if reversed, must appear over a block of Blue Mid Tone (see next page) so as to be ADA compliant. Again, create copy that is friendly, inclusive and warm, especially if the headline is more direct.

### 6. Logo

Place it in a prominent place. Upper left, lower right or centered (shown) are preferred. Layout variations or the presence of a partner logo may limit your choices.

### 7. Wallpaper Pattern

Pattern can be used in place of imagery, with or without a headline. Make sure the pattern does not compete visually or overlap with the wordmark, logo or headline graphics.

## COLOR AND TYPOGRAPHY

### Primary Colors:

**BLUE MID TONE**  
**#2774B2**  
**RGB: 39 - 116 - 178**

Primary color for the holiday theme.

**DIGITAL WHITE**  
**#FFFFFF**  
**RGB: 255 - 255 - 255**

White is the counterpaort color for Blue Mid Tone. Use white next to the blue, where needed.

### Accent Colors:

**BLUE LIGHT TONE**  
**#ABDFF4**  
**RGB: 171 - 223 - 244**

Blue Light Tone is used in the wordmark lockup and the pattern graphics. These are the primary uses for this color. DO NOT use white text over this color because it's not ADA compliant.

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

Rewards Blue is used when a lighter blue is needed. DO NOT use white text over this color because it's not ADA compliant.

### CTA and Limited Accent Color:

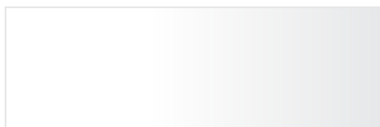
**BRIGHT MAGENTA**  
**#D61753**  
**RGB: 214 - 23 - 83**

Only to be used for CTA buttons or the graphic provided in this guide.

### Gradients:



Blue Mid Tone gradient should be used as a background when extra impact or shading is needed.



White to gray gradient should be used as background when extra shading or depth is needed.

### Fonts:

Use only these fonts from the You Are Here brand style guide.

## BROWN (FAMILY)

Only for "Together" tagline lockup

*Have Heart*

Digital

## PROXIMA NOVA (FAMILY)

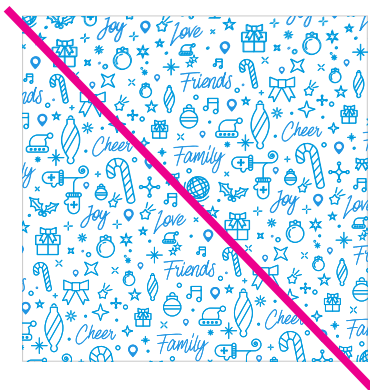
## WALLPAPER PATTERN

These graphical “wallpapers” utilize a variation of holiday icons. They can be used in conjunction with imagery, and they’re also useful on their own in executions where imagery isn’t needed or wanted.



### THE IMPORTANCE OF SCALE

Zoom in! The pattern looks clearer and cleaner when it is scaled up in the layout.

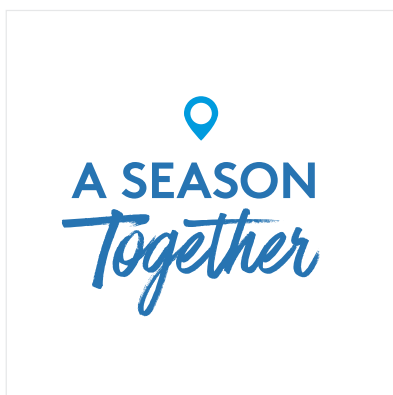




## THEME WORDMARK

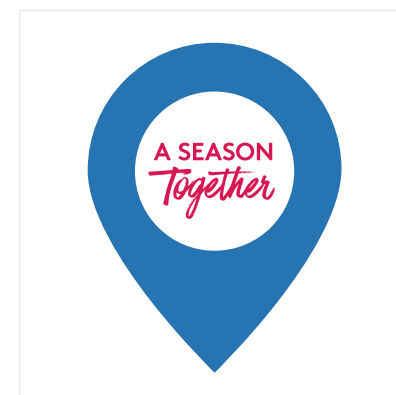
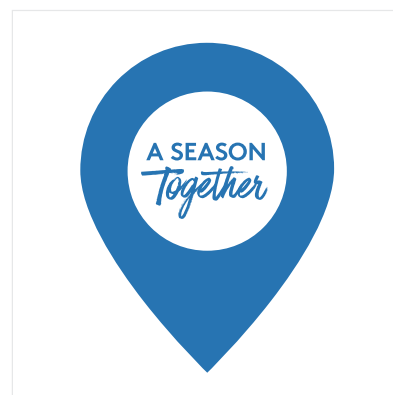
### WORDMARK OPTIONS

The holiday wordmark is another useful unifying element. It is set in Brown and Have Heart fonts and incorporates a small pinpoint glyph.



### PINPOINT GLYPH

Examples of options for the pinpoint glyph and wordmark together. These work best on a large scale. Note that the small pinpoint glyph above the wordmark is omitted inside a large pinpoint glyph.



## WORDMARK RIBBON GRAPHIC

Another graphical tool for small placements is this ribbon containing the wordmark, Marriott Rewards logo or both. It works best at a smaller scale or when the wordmark needs stronger contrast with the background (when the background is an image, for example).



The ribbon comes from the icon set and is an extension of the family of graphics.



Here are four ribbon options. These can also be used without the Marriott Rewards logo on very small placements.

## DESTINATION PHOTOGRAPHY



Canada, British Columbia, moon over Whistler



Ha Long Bay, South China Sea, Vietnam



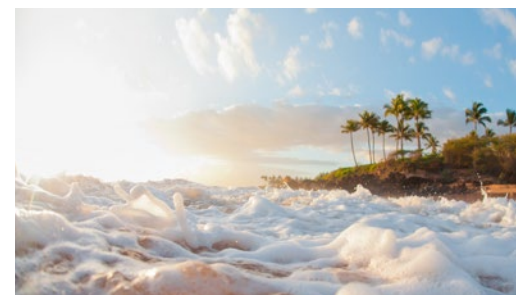
Charles Bridge in Prague



Hallstatt, Lake Hallstatt and the Alps, Austria



Japan



Hawaii



12 Apostles, Australia



Yosemite Merced River el Capitan and Half Dome



Cabo San Lucas Mexico



## PROPERTY



Koloa Landing Resort at Poipu, Autograph



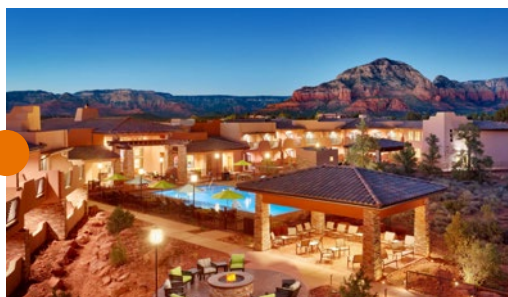
JW Marriott Hotel Singapore South Beach



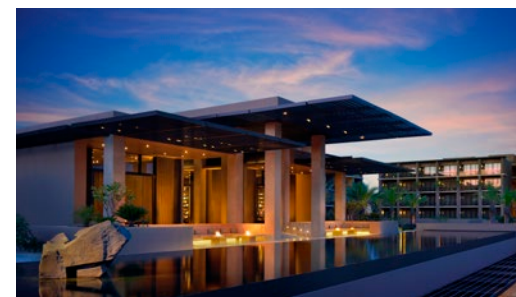
Marriott's MountainSide, Utah



Delta Hotels Kananaskis Lodge, Canada



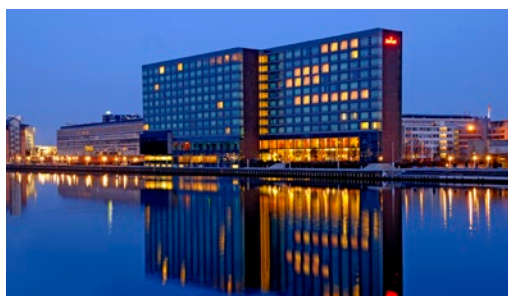
Marriott, Courtyard Sedona



JW Marriott Los Cabos Beach Resort & Spa



Habtoor Grand Resort, Autograph Collection



Copenhagen Marriott Hotel (CPHDK)

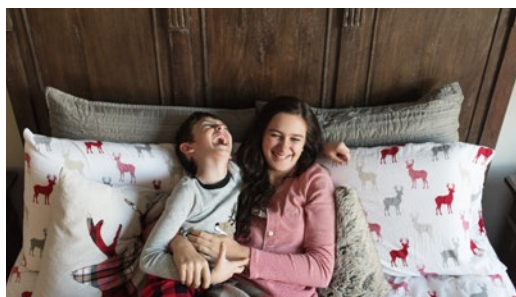
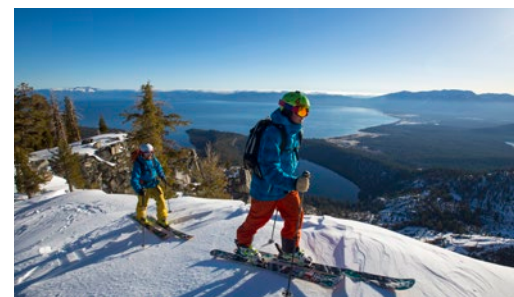
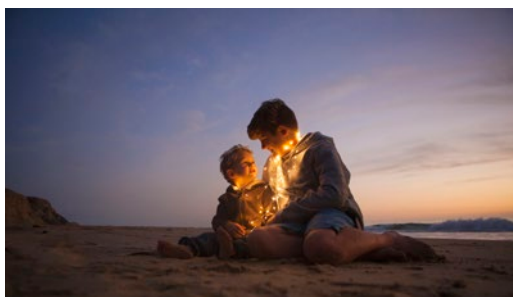


Mandapa, a Ritz-Carlton Reserve

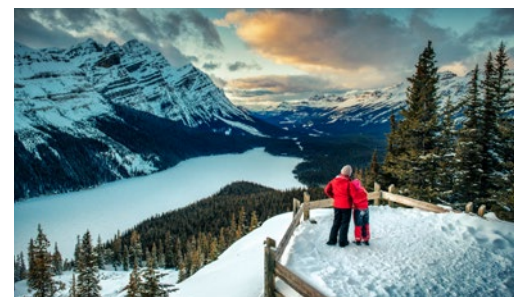
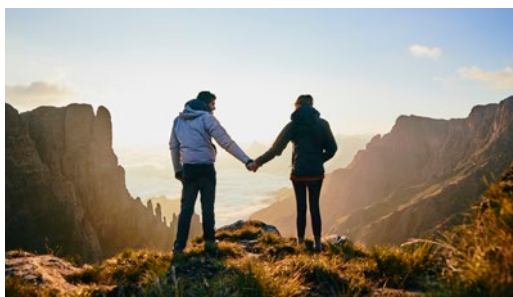
Indicates images found on Marriott.com (need to check image rights)



## TOGETHER: FAMILY

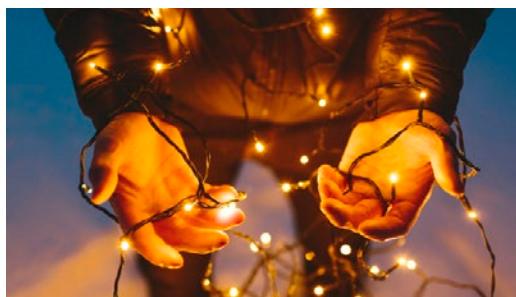
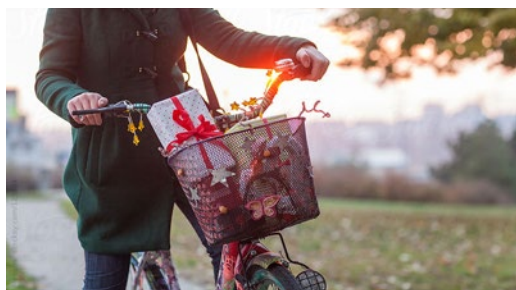


## TOGETHER: FAMILY AND FRIENDS



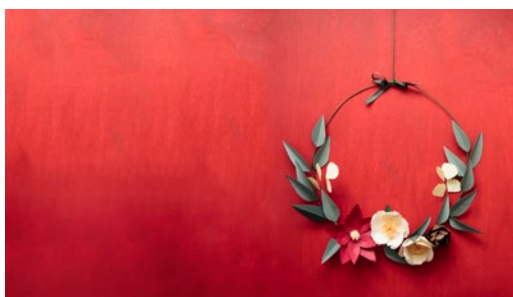
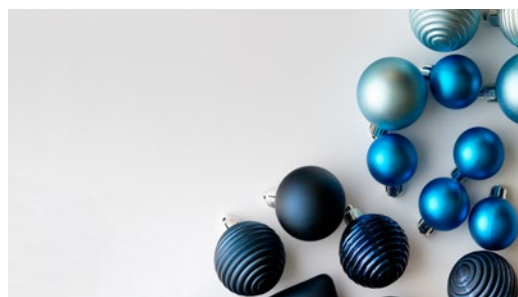


## TOGETHER: EXPERIENCES / UP CLOSE AND PERSONAL





## TOGETHER: ABSTRACT/OBJECTS AND PATTERNS





A scenic view of a winter resort at dusk. In the foreground, a large, round, black metal fire pit sits on a wooden stump, with a bright fire burning inside. Several wooden Adirondack chairs are arranged around the fire pit. To the left, a multi-story resort building with stone and green siding is visible. In the background, a snow-covered mountain is illuminated by warm lights, and a body of water is visible behind a black metal fence. The sky is a deep blue with some clouds.

# THANK YOU!