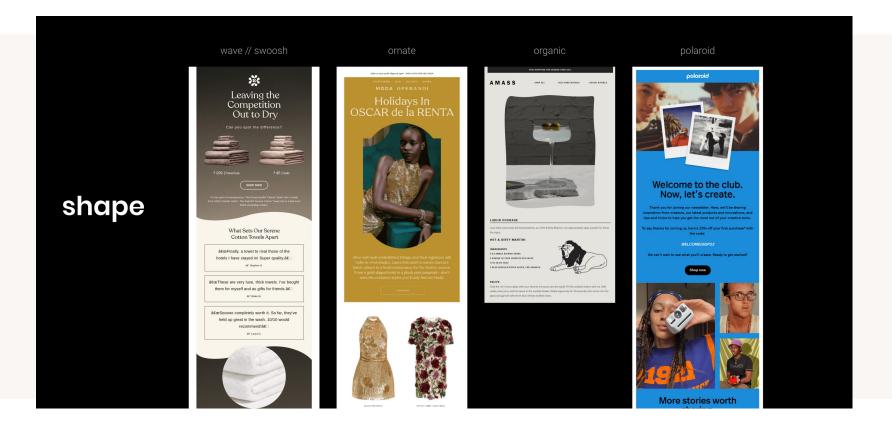
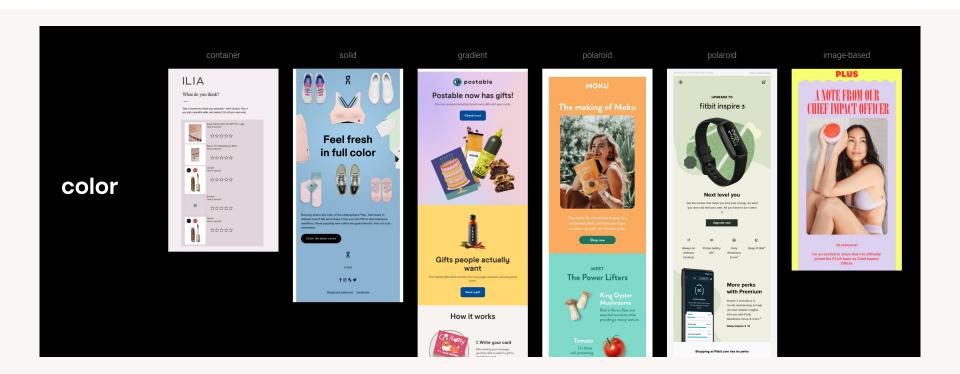
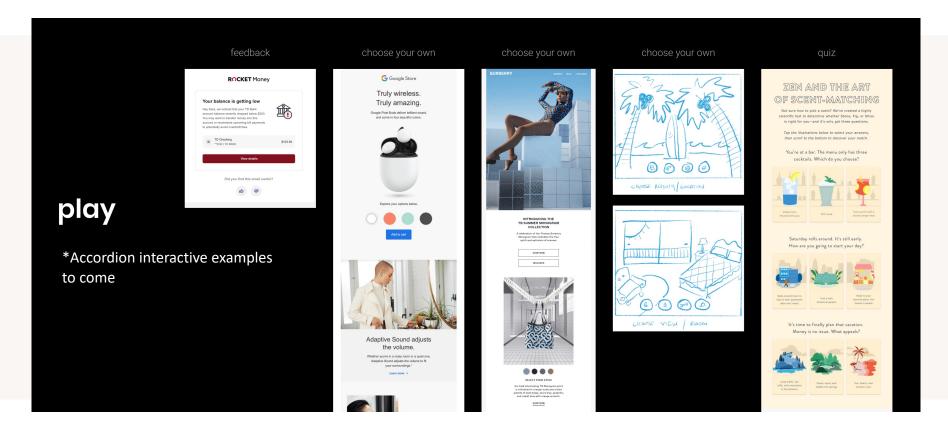
# MAU Creative Concepts











# MAU Creative Concepts Let's review!

http://preview.4at5.net/email\_domains/mar/1177/mar\_1177.html



# **Additional Exploration**

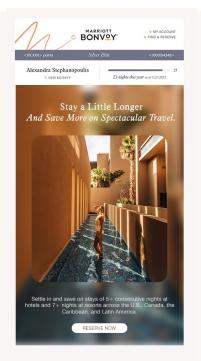


## Use of Shape





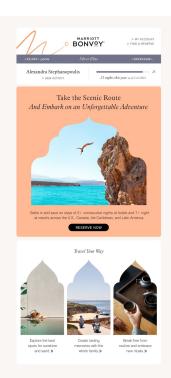






# Use of Shape



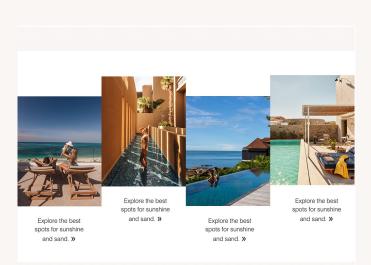








# Use of Shape





#### New Opening

The Ritz-Carlton Melbourne captures the spirit and rhythm of one of Australia's most dynamic destinations.

Solaz, a Luxury Collection Resort, Los Cabos now offers expanded suites and a fresh dining concept.



#### Resorts

#### Relax and Unwind in Europe

From restful weekends to nonstop family adventure, our resorts are ready to welcome you.

» PLAN YOUR STAY



### Color Palette

Secondary Colors Tints of Secondary Colors used in mock up's \*Slightly lighter tint of blue used in Discovery Concept #2: http://preview.4at5.net/email\_domains/m ar/1177/design2.html



### Use of Color

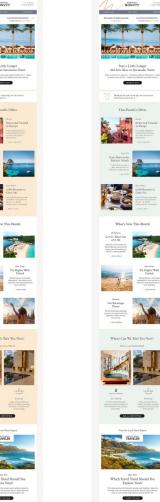


\*True secondary blue





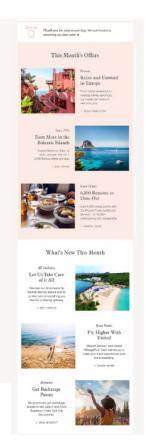


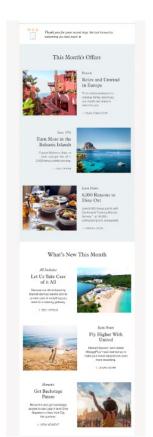


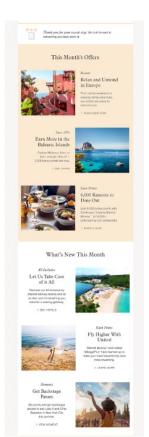


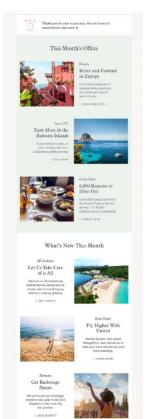


#### Use of Color – Closer look









#### Use of Color & Gradients

\*The use of the gradient allowed us to lighten the secondary colors a bit more, so the imagery wasn't feeling too heavy.



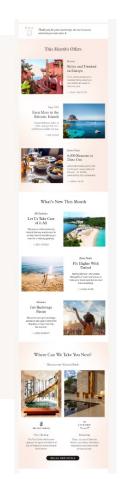








## Use of Color & Gradients — Closer look



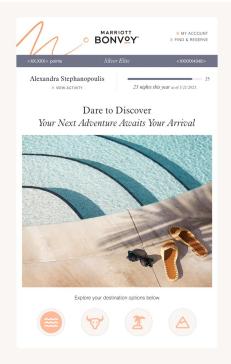








# Preliminary Interactive Concepts









# Preliminary Typographic Exploration



where will 10th Go Next?

Earn up to 10,000 Points At Enticing Destinations.

Marriott Bonvoy\* members could earn up to 10,000 points on a two-night stay at select and premium hotels across the Caribbean and Latin America. Where will you go next?

воок now



Earn up to 10,000 Points At Enticing Destinations.

Marriott Bonvoy® members could earn up to 10,000 points on a two-night stay at select and premium hotels across the Caribbean and Latin America. Where will you go next?

BOOK NOW







