

# *Style Guide*

August, 2021

MARRIOTT  
**BONVOY**<sup>®</sup>



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# *Welcome to the Next Leg of the Marriott Bonvoy Journey*

While our world-class travel program continues to offer the same unparalleled benefits our members love, we've evolved the Marriott Bonvoy® brand to take the experience to the next level.

This style guide outlines the evolution of our brand along with ways to engage and inspire our travelers throughout the world. You'll discover an expressive system that elevates Marriott Bonvoy and unites our portfolio of 30 extraordinary hotel brands.

# Our Brand

## Section 1





# Our Name

Comes from “bon voyage,” which means “have a good trip.”

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.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Brand House



*Our  
Belief*

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

*Our  
Promise*

The Art of Modern Hospitality  
An invitation to 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

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Our Belief

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

# Our Promise

What We Do

The Art of Modern Hospitality.

How We Do It

An invitation for travelers to  
enjoy our unique blend  
of timeless service 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, resorts, and homes and villas worldwide

Warm and welcoming associates

## Inspiring Experiences

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

Thousands of tours and activities

Marriott Bonvoy Moments™ experiences

In-hotel, Michelin-starred restaurants

Hundreds of world-class spas

## Modern Solutions

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

Keyless Entry

Mobile Check-In and Checkout

Seamless direct booking experience

Mobile Requests

Mobile Guest Services

## Unparalleled Rewards

We reward your loyalty in inspiring and personal ways, with opportunities to redeem for free nights, experiences, and much more.

Largest network of opportunities to earn and redeem points

Member rates and promotions

Exclusive benefits and loyalty incentives

# 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 relax and be fully present.

## Confident

With control over your experience and enjoyment.

## Valued

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

# Values

## Guest-Obsessed

We are fanatical about the guest experience, always meticulous with details and 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 every interaction.

## Open to All

We take a considered approach for guests, welcoming them in so they feel graciously accepted.





# *Brand Personality*

Marriott Bonvoy Is:

*Personal* but not Casual.

*Clever* but not a Joker.

*Worldly* but not Pretentious.

*Inviting* but not Eager.

*Inspiring* but not Clichéd.

*Confident* but not Arrogant.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

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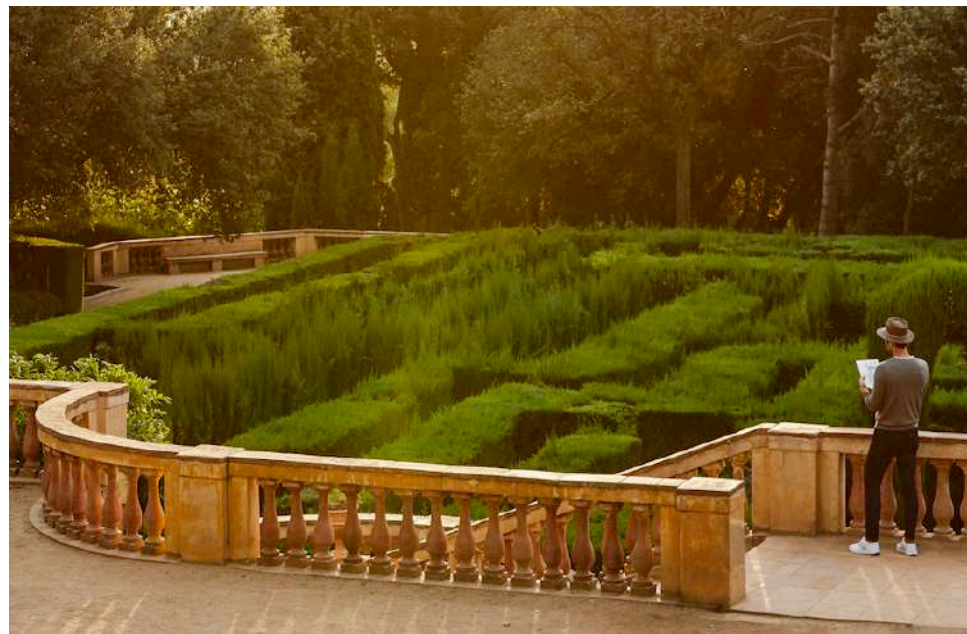
*Inquires  
and Resources*



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

# Audience

## Next-Generation Experience Seekers



### 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

## Elite Travelers



### 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, intuitive account
- A simple booking, earning, and redeeming experience
- Faster access to Elite status and benefits

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*





# Where Can We Take You?<sup>TM</sup>

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

“Where Can We Take You?<sup>TM</sup>” represents an invitation to experience the art of modern hospitality. It opens travelers’ eyes to a world where hospitality thrives well beyond the confines of hotel walls, taking them places both physical and emotional.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

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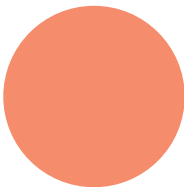
# Travel Program Details

## Section 2



# Status and Benefits

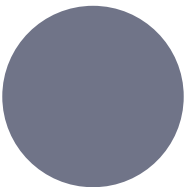
Members get exclusive benefits the moment they join — and it only gets better from there.



MARRIOTT BONVOY  
Member

*0–9 nights per year*

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

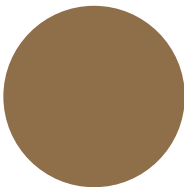


MARRIOTT BONVOY  
Silver Elite

*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)

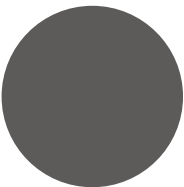


MARRIOTT BONVOY  
Gold Elite

*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)

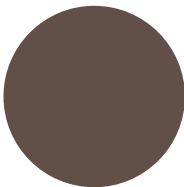


MARRIOTT BONVOY  
Platinum Elite

*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

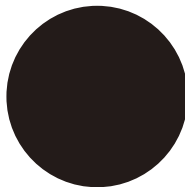


MARRIOTT BONVOY  
Titanium Elite

*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 excluded for JW Marriott®, Marriott Hotels®, Delta Hotels by Marriott™, Autograph Collection® Hotels, Renaissance® Hotels, and Courtyard® outside the U.S. and Canada. Resorts are included for Le Méridien®, Westin®, and Sheraton®.

\*\*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.

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*Travel Program  
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*Design Elements*

*Copy*

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*Creative  
Development*

*Channel Examples*

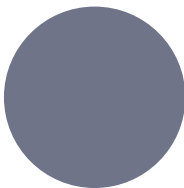
*Event Activations  
and Merchandise*

*Partnership  
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*Inquires  
and Resources*

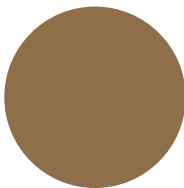
# Lifetime Status

Our most loyal members get the best benefits for life. See previous page for specific benefits.



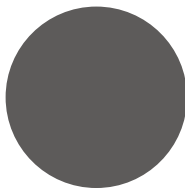
MARRIOTT BONVOY  
Lifetime Silver Elite

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



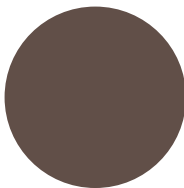
MARRIOTT BONVOY  
Lifetime Gold Elite

*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

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



LUXURY



PREMIUM



SELECT



LONGER STAYS



See pages 54–55 for brand bar usage and variations.

Note: Marriott International’s 31st brand, Bulgari® doesn’t participate in the loyalty program.

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# Design Elements

## Section 3

<h1>Color</h1>	<b><i>Our Brand</i></b>
	<b><i>Travel Program Details</i></b>
	<b><i>Design Elements</i></b>
	<b><i>Copy</i></b>
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	<b><i>Creative Development</i></b>
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	<b><i>Event Activations and Merchandise</i></b>
	<b><i>Partnership Guidelines</i></b>
<b>19</b>	<b><i>Inquires and Resources</i></b>

# Primary Palette and Proportions

## COLOR PROPORTIONS

In communications, white is the dominant color. It's mostly used as background fills and as the color for copy over images.

White amplifies the hints of Bonvoy Coral and Bonvoy Black allowing them to stand out.

White	PRINT: CMYK: 0-0-0-0	DIGITAL: #FFFFFF RGB: 255-255-255
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

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# Extended Palette

## PRIMARY

White

Bonvoy Black

Bonvoy Coral

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

## ACCENT

Medium Coral

Bonvoy White

Medium Gray

Blue

Yellow

Green

## STATUS LEVELS

Member

Silver Elite

Gold Elite

Platinum Elite

Titanium Elite

Ambassador Elite

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Print

PRIMARY

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

ACCENT

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

STATUS LEVELS\*

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

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

Digital

PRIMARY

WHITE #FFFFFF RGB: 255-255-255	BONVOY BLACK #1C1C1C RGB: 28-28-28
	BONVOY CORAL #FF9662 RGB: 255-150-98

ACCENT

BONVOY WHITE #F9F6F4 RGB: 249-246-244	MEDIUM CORAL #FFB995 RGB: 255-185-149	GREEN #CFE0D2 RGB: 207-224-210
BLUE #CEDCDF RGB: 206-220-223	YELLOW #FFDAA0 RGB: 255-218-160	

STATUS LEVELS\*

MEMBER #FFFFFFF RGB: 255-255-255	SILVER ELITE #707488 RGB: 112-116-136	GOLD ELITE #8C6F49 RGB: 140-111-43
Accent Only #FF9662 / RGB: 255-150-98	Background #F0F1F3 / RGB: 240-241-243	Background #F3F0EC / RGB: 243-240-236
PLATINUM ELITE #5E5F61 RGB: 94-95-97	TITANIUM ELITE #554749 RGB: 85-71-73	AMBASSADOR ELITE #231C19 RGB: 35-28-25
Background #F0F1F1 / RGB: 240-241-241	Background #F2F2F1 / RGB: 242-242-241	Background #F3F2F2 / RGB: 243-242-242

Make sure text is ADA compliant to a 4.5:1 ratio.  
Test it at [webaim.org/resources/contrastchecker/](https://webaim.org/resources/contrastchecker/).

BACKGROUND

#1C1C1C RGB: 28-28-28
With white #FFFFFF text
#FFFFFF RGB: 255-255-255
With black #1C1C1C text
#F9F6F4 RGB: 249-246-244
With black #1C1C1C text

TEXT

#1C1C1C RGB: 28-28-28
Headline and body copy
#FFFFFF RGB: 255-255-255
Headline and body copy
#B84C16 RGB: 184-76-22
Text links

GRAPHICS

#1C1C1C RGB: 28-28-28
Noninteractive
#FFFFFF RGB: 255-255-255
Noninteractive
#FF9662 RGB: 255-150-98
Noninteractive
#B84C16 RGB: 184-76-22
Interactive

BUTTONS

#1C1C1C RGB: 28-28-28	#494949 + 20% #1C1C1C
Primary button with white #FFFFFF text	Primary hover with white #FFFFFF text
#FFFFFF RGB: 255-255-255	#1C1C1C RGB: 28-28-28
Primary button with black #1C1C1C text	Primary hover with white #FFFFFF text

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# Typography

# Leading With Aldine 721

Our primary brand font has been simplified to two styles of Aldine 721: Light and Light Italic. Use this font family for eyebrows, headlines, and subheads.

Hotel brands will continue to use their own primary typeface per their existing brand guidelines to maintain brand personality and consistency.  
See [Marriott Bonvoy Brand and Advertising Guidelines](#).

Aldine 721 Light  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789?;!@#\$\$%

Aldine 721 Light Italic  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789?;!@#\$\$%

**NOTE:**  
See page 113 for typesetting direction.

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# Supporting With Swiss 721

Clear and functional, Swiss 721 is our secondary font family. Use Swiss 721 Light for body copy and Swiss 721 Regular for captions and legal copy.

As a bold and functional typeface, Swiss 721 Black Condensed is reserved for offline CTA logo lockups.

Swiss 721 Light

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

Swiss 721 Regular

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

SWISS 721 BLACK CONDENSED

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789?;!@#\$\$%

NOTE:  
See page 113 for typesetting  
direction.

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# Logo Family

# Logo Family

CMYK, RGB, and spot-color versions of the primary logo and wordmark are available for use in both English (shown below) and Chinese.

## PRIMARY LOGO

## WORDMARK

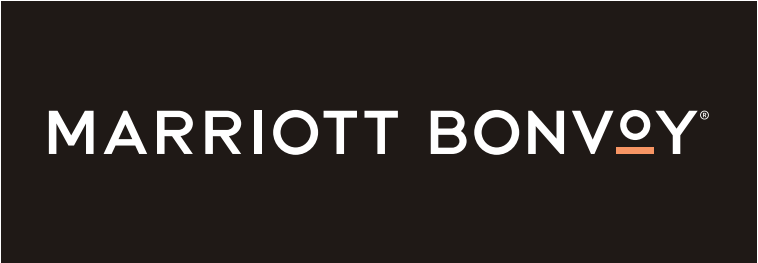
### 2-COLOR

Use the two-color versions of the primary logo for the majority of placements. Consider contrast when applying the logo to imagery. The two-color logos should only appear on black, white, or over an image.

MARRIOTT  
BONVOY®



MARRIOTT BONVOY®



### 1-COLOR

A single-color logo is available for use on special applications, such as one-color imprints. If using colors from the secondary palette as a background, you must use the one-color logo.



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# Clear Space and Registration Mark

The relationship between “Marriott” and “Bonvoy” should never be altered or modified. Use the cap height of “Bonvoy” as a reference for the appropriate clear space.



Use the primary logo with the registered mark when it is 32 px (or 0.25 inches) or higher.



Use the primary logo without the registered mark when it is smaller than 32 px or less than 0.25 inches high. The primary logo should never be smaller than 16 px or 0.125 inches high.

## APPLYING THE REGISTERED MARK

The Marriott Bonvoy name and logo are now registered in many countries, but not all. In applicable countries, the registered mark (®) must be applied to the Marriott Bonvoy logo and first text mention in all collateral.

In all other countries, continue to use the trademark symbol (™) on the logo and first text mention.

Don't use the registered mark in country- or region-specific communications without verifying the mark and logo are registered. Questions? Contact [MarriottBonvoyCreativeReview@marriott.com](mailto:MarriottBonvoyCreativeReview@marriott.com).

*Our  
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# Call-to-Action (CTA) Logo Lockups

The CTA logo lockups position Marriott Bonvoy as the starting point for every journey, seamlessly incorporating multiple calls to action.

So whether the communication promotes a hotel destination, members-only experience, food-and-beverage offering, sports partnership, or anything else, this lockup prompts the audience to take action.

# CTA Logo Lockups

## Offline

Use on any placement that’s not clickable.



\*Badges should be large enough so text is legible. Minimum badge height is 10 mm for use in printed materials and 40 px for use on screen. See Apple and Google Play guidelines and required trademark ownership lines.

## Online

Use on clickable placements that take users to another site.



*Our Brand*

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*Event Activations and Merchandise*

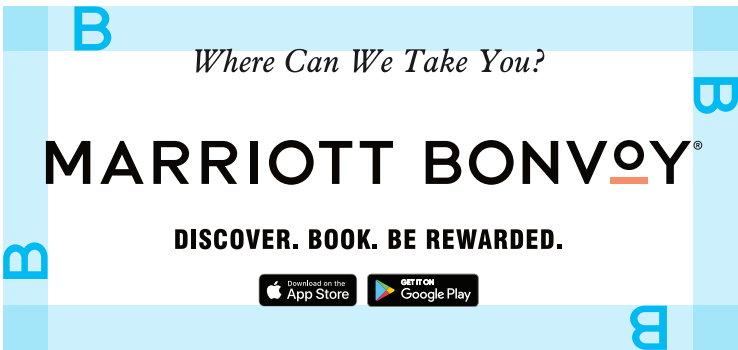
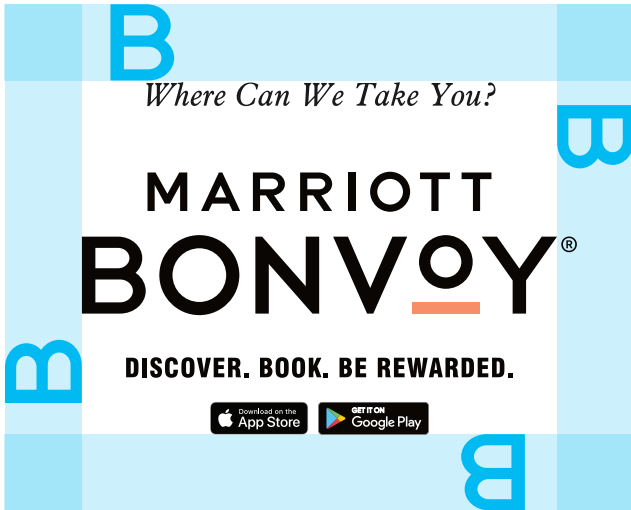
*Partnership Guidelines*

*Inquires and Resources*

# CTA Logo Lockups Clear Space

## Offline

Use on any placement that’s not clickable.



## Online

Use on clickable placements that take users to another site.



**NOTE:**  
Spacing and scale rules outlined on the following pages apply to all versions of the CTA logo lockups.

Our Brand

Travel Program Details

Design Elements

Copy

Photography

Creative Development

Channel Examples

Event Activations and Merchandise

Partnership Guidelines

Inquires and Resources

# CTA Logo Lockups At-a-Glance

Note: If designing assets for individual hotel brands, see the [Marriott Bonvoy Brand and Advertising Guidelines](#).

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

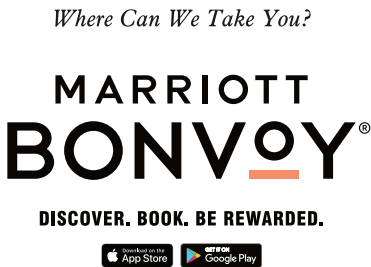
Inquires  
and Resources

TAGLINE

SECONDARY LANGUAGE

OFFLINE

Vertical orientation  
uses primary logo



Discover More With



OFFLINE

Horizontal orientation  
uses wordmark



Discover More With



PRIMARY CTA

SECONDARY CTA

ONLINE

Vertical orientation  
uses primary logo



ONLINE

Horizontal orientation  
uses wordmark



# Additional Online CTA Logo Lockups At-a-Glance

Note: If designing assets for individual hotel brands, see the [Marriott Bonvoy Brand and Advertising Guidelines](#).

VERTICAL  
Uses primary logo

MEMBER  
ACQUISITION

» JOIN NOW  
MARRIOTT  
BONVOY®

MOBILE

» DOWNLOAD NOW  
MARRIOTT  
BONVOY®

MOBILE

» GET THE APP  
MARRIOTT  
BONVOY®

HORIZONTAL  
Uses wordmark

» JOIN NOW  
MARRIOTT BONVOY®

» DOWNLOAD NOW  
MARRIOTT BONVOY®

» GET THE APP  
MARRIOTT BONVOY®

VERTICAL  
Uses primary logo

» BUY NOW  
MARRIOTT  
BONVOY®

PROMOTIONAL

» REGISTER NOW  
MARRIOTT  
BONVOY®

COBRAND

» APPLY NOW  
MARRIOTT  
BONVOY®

RETAIL

» SHOP NOW  
MARRIOTT  
BONVOY®

HORIZONTAL  
Uses wordmark

» BUY NOW  
MARRIOTT BONVOY®

» REGISTER NOW  
MARRIOTT BONVOY®

» APPLY NOW  
MARRIOTT BONVOY®

» SHOP NOW  
MARRIOTT BONVOY®

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

***Our  
Brand***

***Travel Program  
Details***

***Design Elements***

***Copy***

***Photography***

***Creative  
Development***

***Channel Examples***

***Event Activations  
and Merchandise***

***Partnership  
Guidelines***

***Inquires  
and Resources***

# Path Connector





# *All Paths Begin With Marriott Bonvoy*

Our connector is shaped like a winding path to represent journeys throughout the world — from mountainsides to desert dunes, curved roads to rolling waves.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

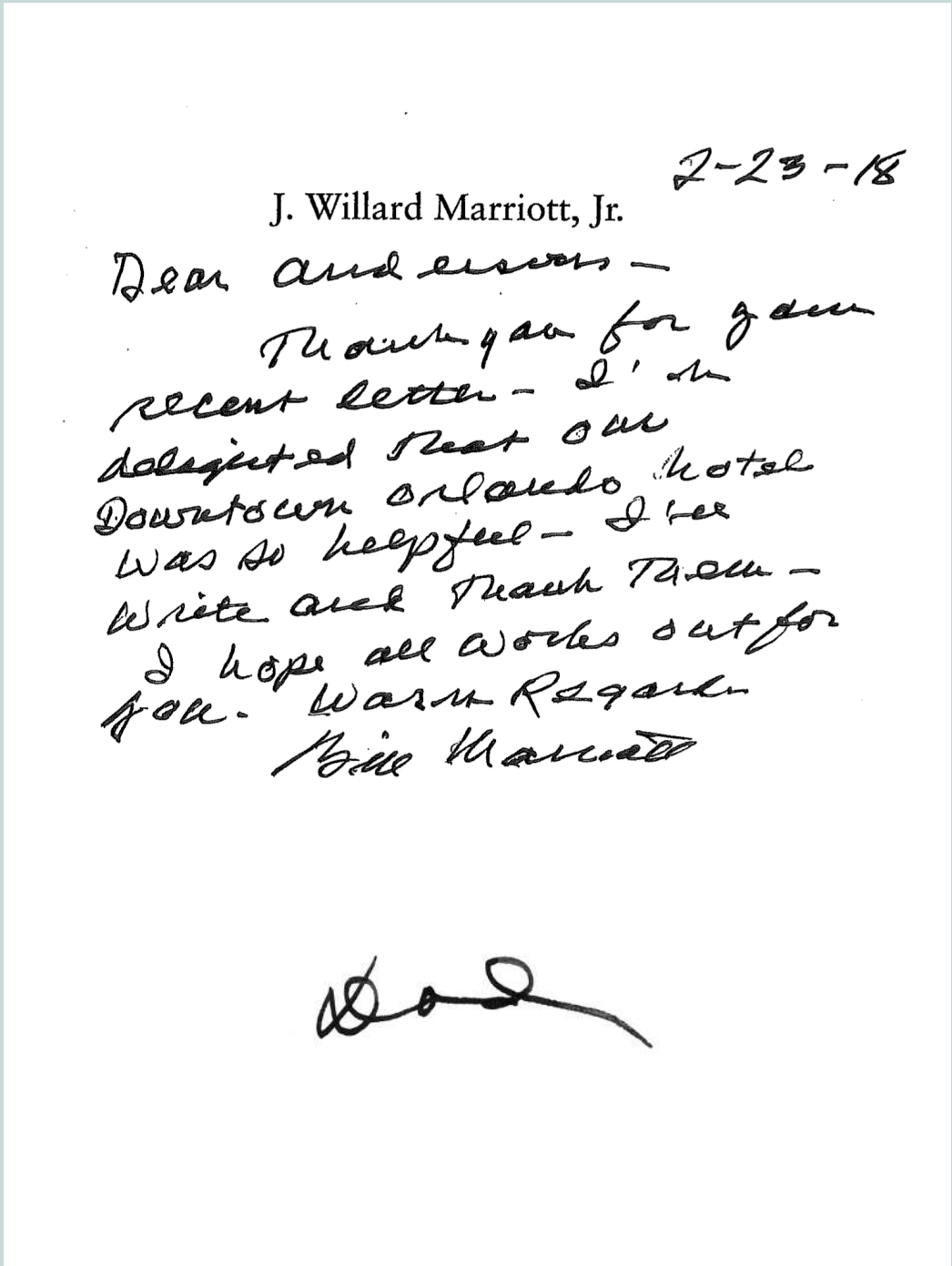
*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*





# A Touch of Hospitality

We put our signature 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 modern hospitality, which is why it serves as an inspiration for our distinctive design element: the path connector.

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

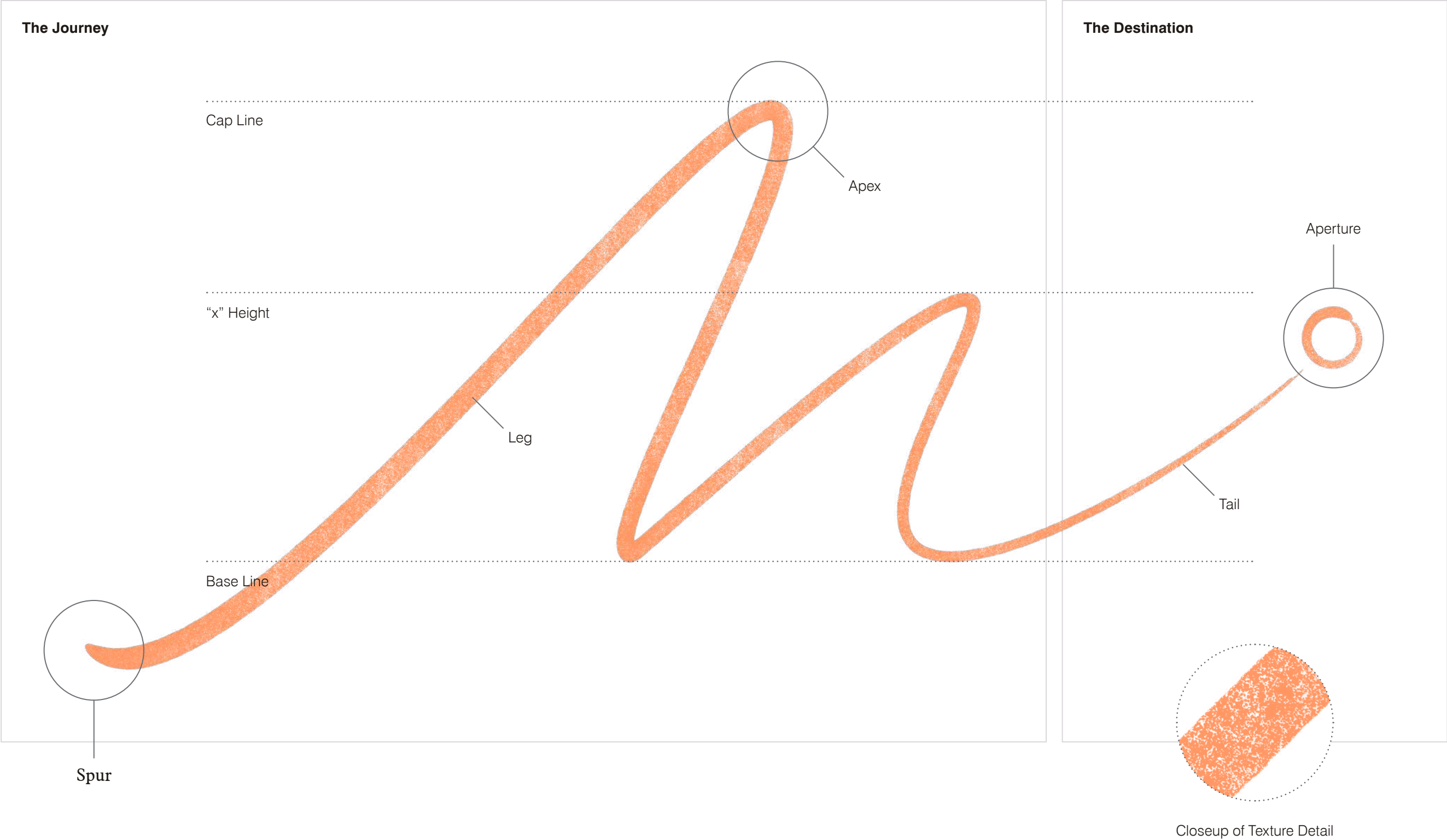
Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



# Path Connector Anatomy



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Path Connector Scale



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

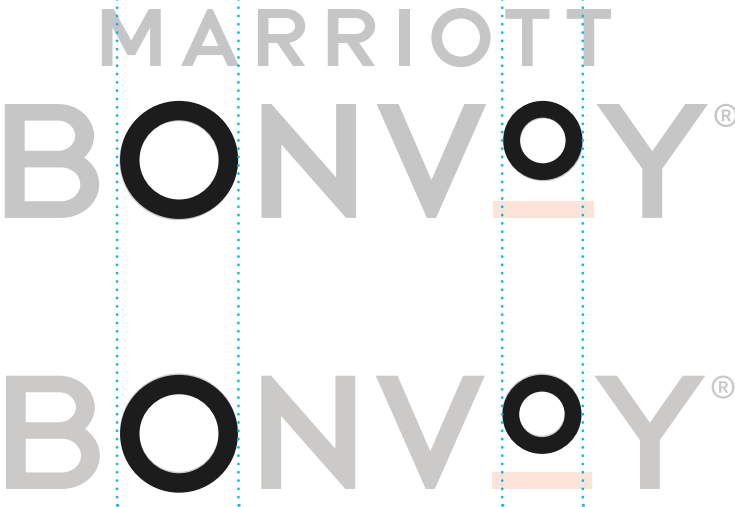
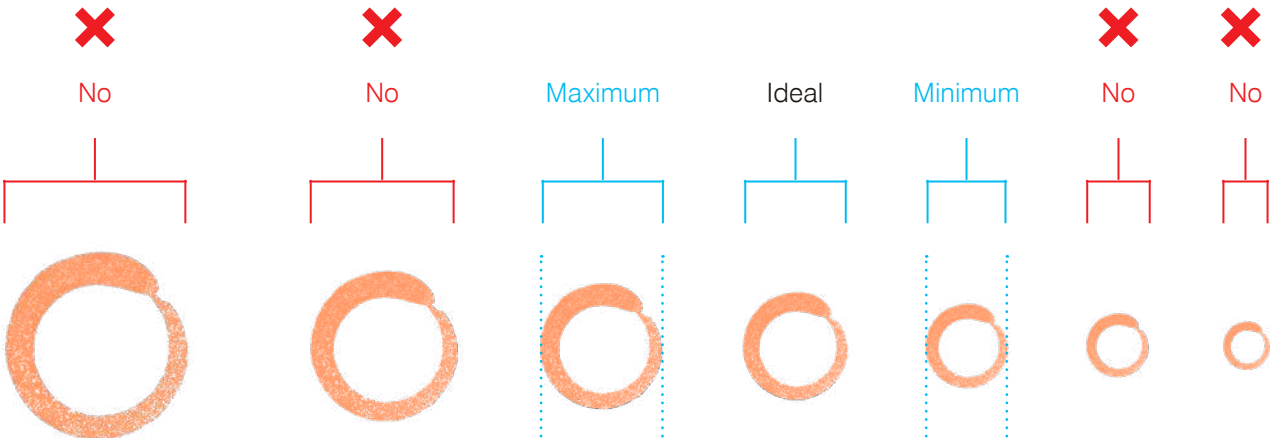
*Partnership  
Guidelines*

*Inquires  
and Resources*

# Path Connector Scale (Cont.)

## CONNECTOR SCALE

The scale of the connector is determined by the "O" widths in the Marriott Bonvoy logo. Ensure the aperture falls at or between the two sizes.



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

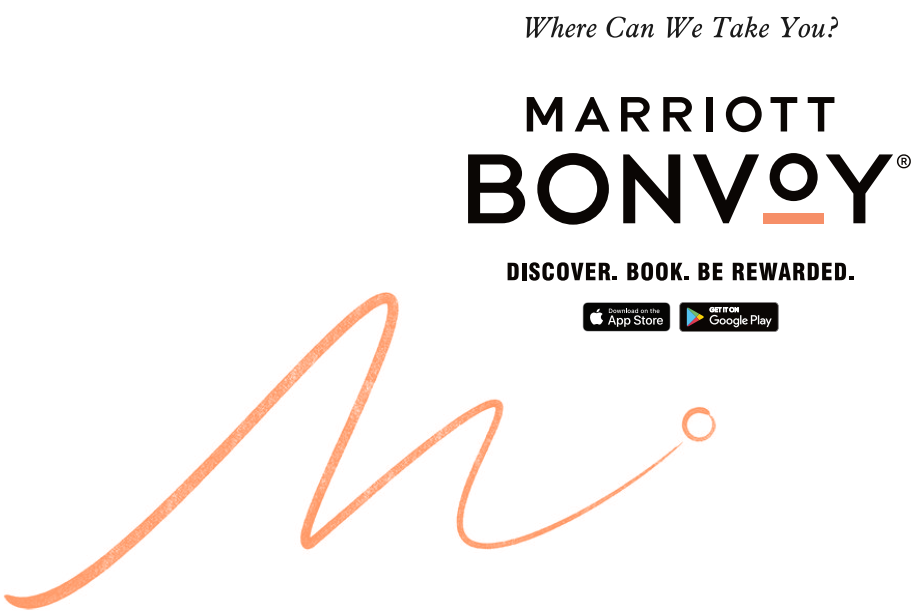
Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

# Combining CTA Logo Lockups With the Path Connector



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Offline (Vertical)

The path connector should draw the viewer’s eyes to the CTA logo lockup, with the path connector aperture always falling center bottom-justified or center left-justified to the lockup.



VERTICAL CTA LOGO LOCKUPS SHOULD BE USED  
IN VERTICAL BRANDING SPACES.

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

# Offline (Horizontal)

The path connector should draw the viewer’s eyes to the CTA logo lockup, with the path connector aperture always falling center bottom-justified or center left-justified to the lockup.

1

CENTER  
BOTTOM-JUSTIFIED

*Where Can We Take You?*

MARRIOTT BONVOY®

DISCOVER. BOOK. BE REWARDED.



B



Minimum  
Clear  
Space

Maximum Clear Space

For use cases that are extremely vertical, e.g., magazine spreads, the clear space for the connector should not exceed the height of three CTA logo lockups.

HORIZONTAL CTA LOGO LOCKUPS SHOULD BE USED  
IN HORIZONTAL BRANDING SPACES.

2

CENTER  
LEFT-JUSTIFIED

*Where Can We Take You?*

MARRIOTT BONVOY®

DISCOVER. BOOK. BE REWARDED.



Minimum Clear Space

Minimum Clear Space

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

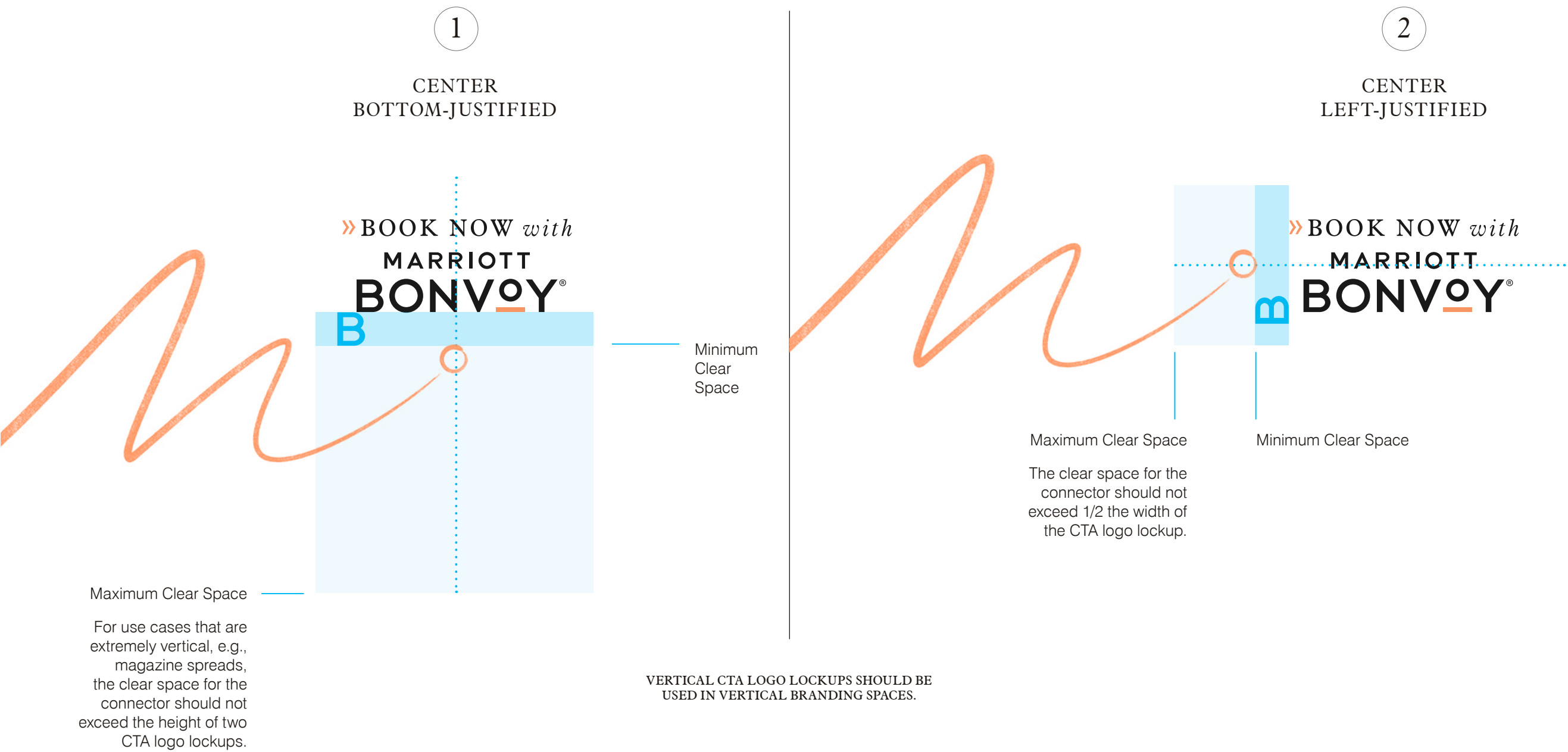
*Partnership  
Guidelines*

*Inquires  
and Resources*



# Online (Vertical)

The path connector should draw the viewers' eyes to the CTA logo lockup, with the path connector aperture always falling center bottom-justified or center left-justified to the lockup.



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

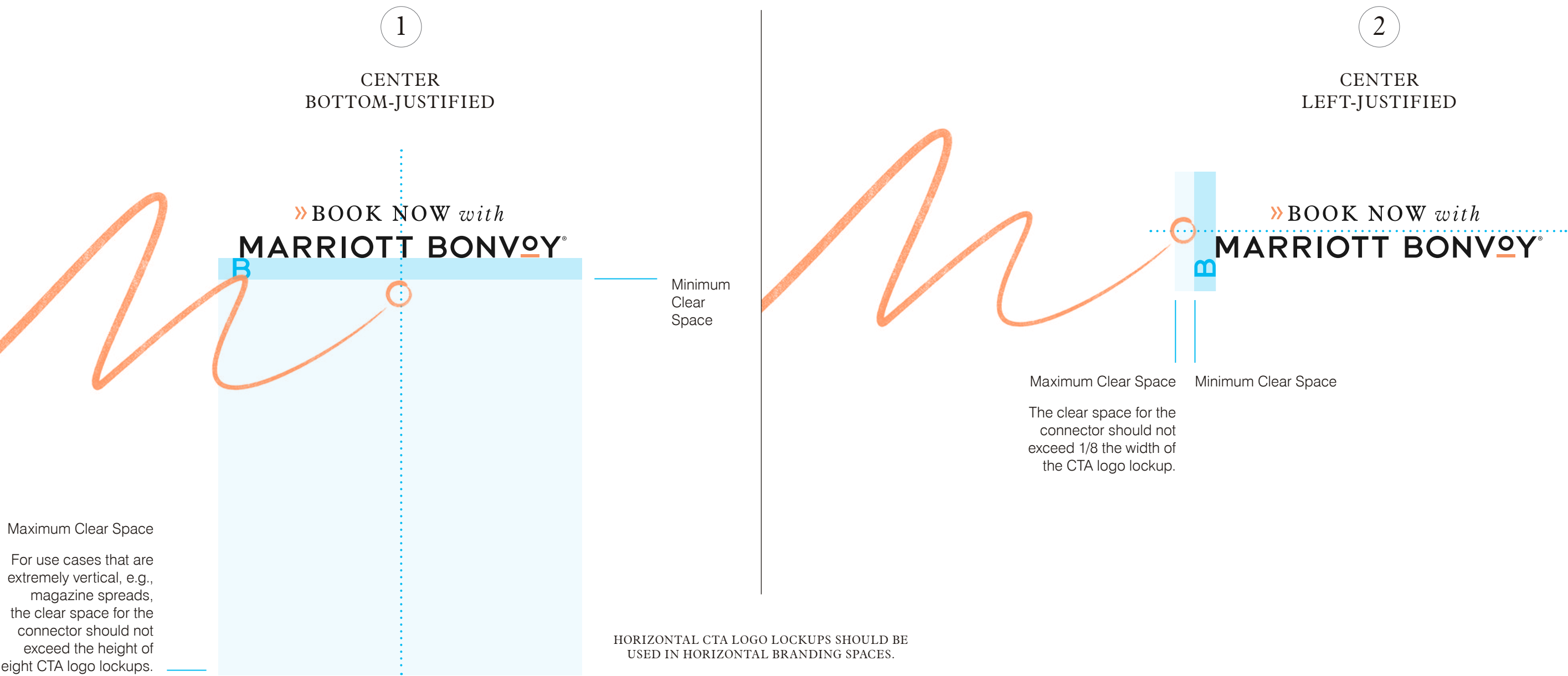
Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

# Online (Horizontal)

The path connector should draw the viewers' eyes to the CTA logo lockup, with the path connector aperture always falling center bottom-justified or center left-justified to the lockup.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Path Connector Animation

INTRO APPROACH

# Entering the Aperture

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



# Long-Form Intro (Skippable)

DTV :30, :60, :90;  
LONG-FORM YOUTUBE FILMS

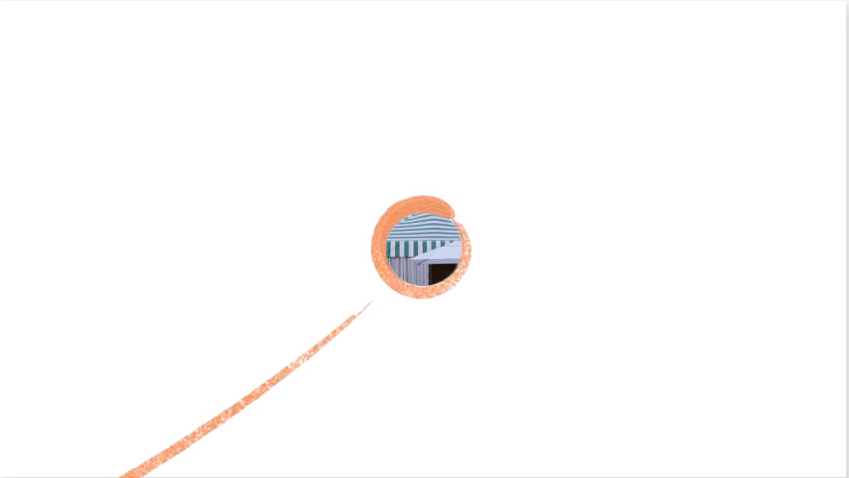
1920 x 1080



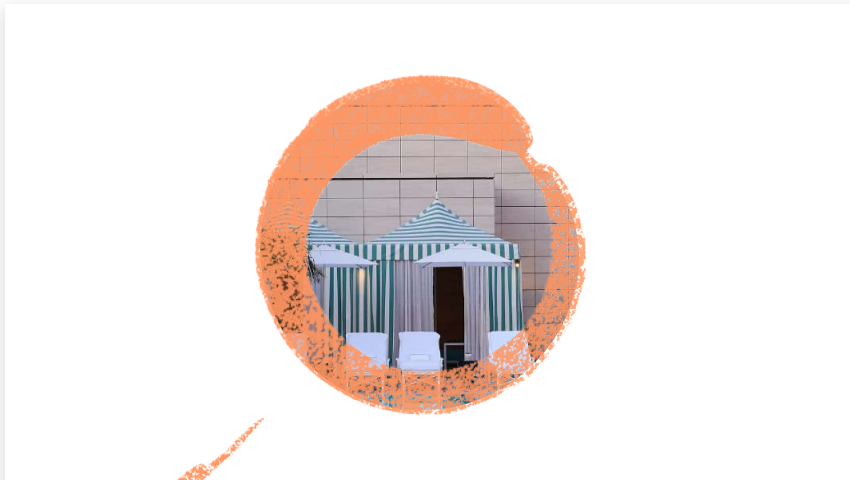
Open on Marriott Bonvoy logo and connector drawing in from left edge of frame.



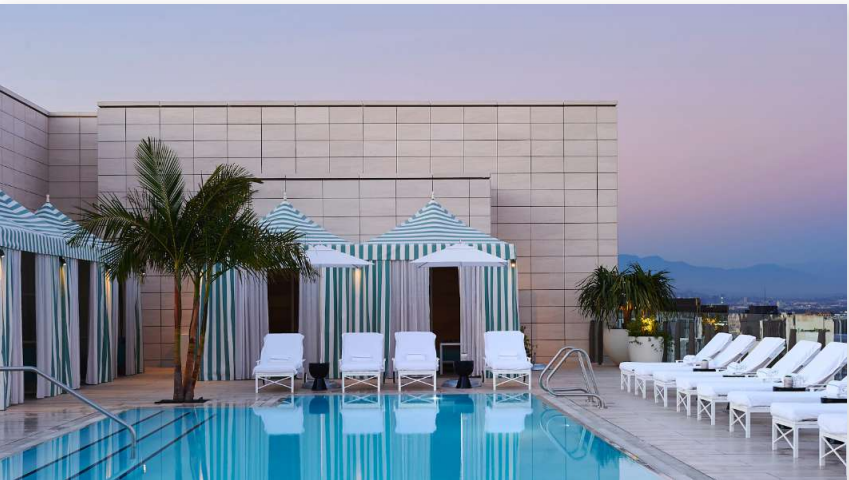
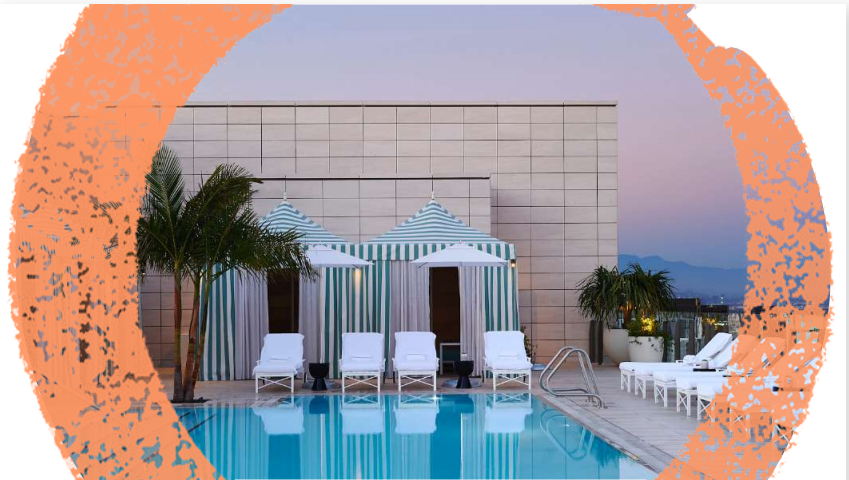
Connector is completed.



Marriott Bonvoy logo disappears as camera quickly zooms into the aperture.



Picture inside aperture is revealed.



Animation resolves as picture fills the frame.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

# Long-Form Intro (Skippable)

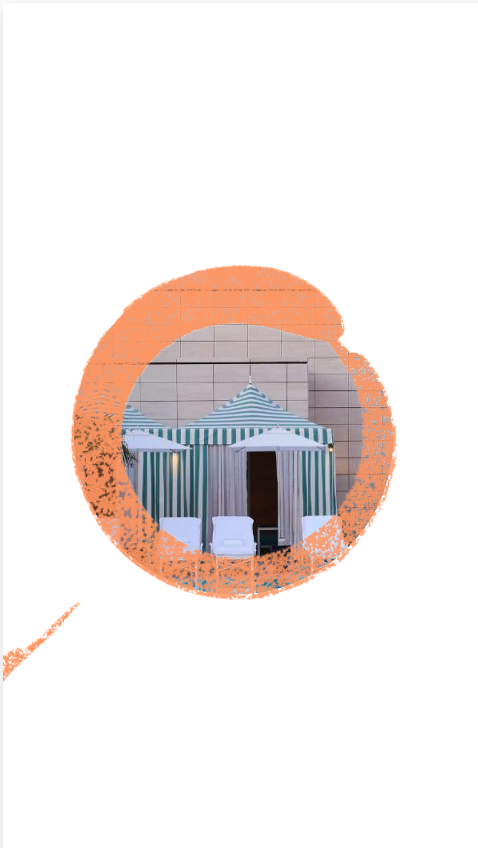
1080 x 1920



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.

These layouts are for example only. They cannot be used in any circumstance.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



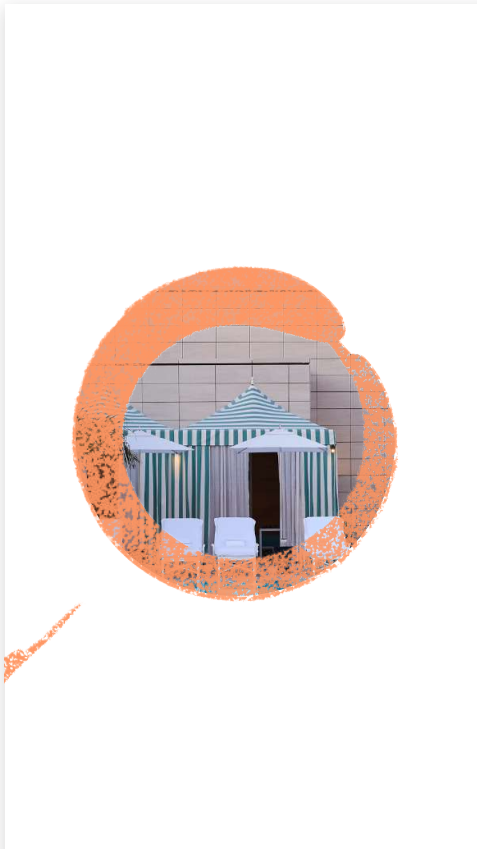
# Short-Form Intro (Skippable)

DTV :06, :15, PREROLL

1920 x 1080



1080 x 1920



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

These layouts are for example only. They cannot be used in any circumstance.

OUTRO APPROACH

# *Exiting the Aperture*

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



These layouts are for example only. They cannot be used in any circumstance.

# Long-Form Outro

BROADCAST + DTV  
:15, :30, :60, :90+; IN-ROOM TV;  
ALL LONG-FORM FILMS

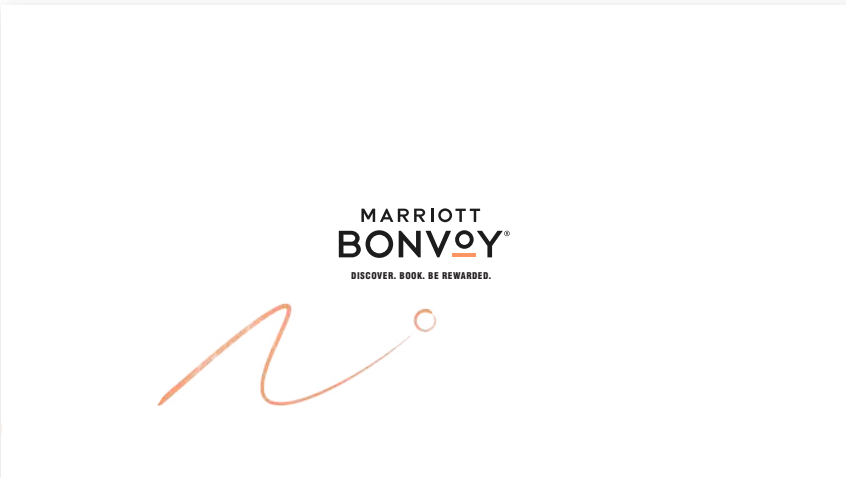
1920 x 1080



Connector creeps in from edges of the frame.



Picture quickly pulls back from the aperture to reveal the path connector.



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



Animation resolves.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

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and Merchandise*

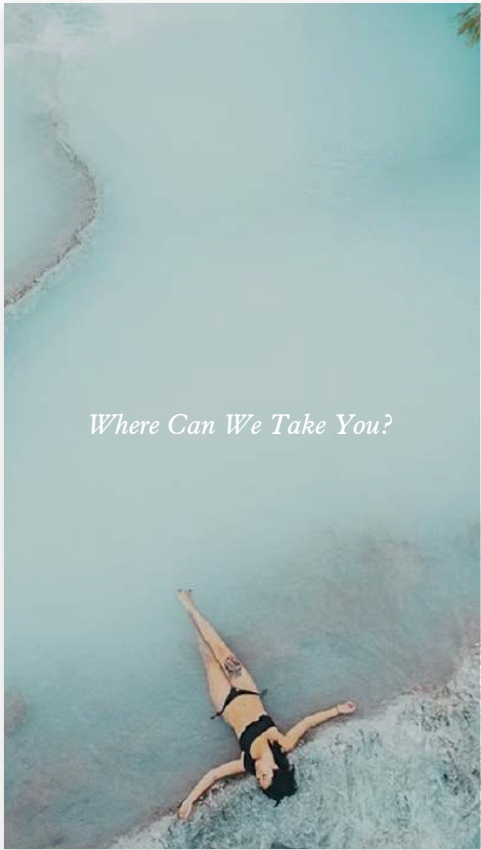
*Partnership  
Guidelines*

*Inquires  
and Resources*

# Long-Form Outro

PAID: SNAPCHAT +  
INSTAGRAM STORY UNITS;  
ORGANIC STORY BURSTS;  
INSTAGRAM TV

1080 x 1920



Picture quickly pulls back from the aperture to reveal the path connector.



Connector draws off as “Discover. Book. Be Rewarded.” appears.



Animation resolves.

These layouts are for example only. They cannot be used in any circumstance.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Brand Bars

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



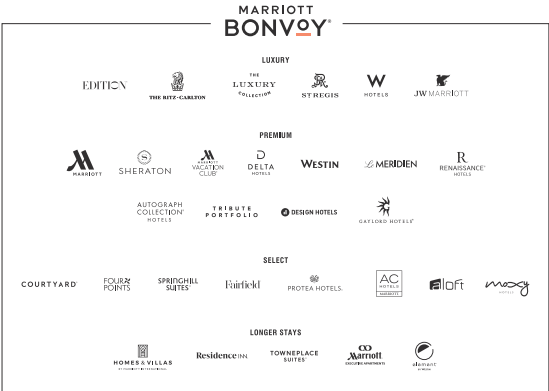
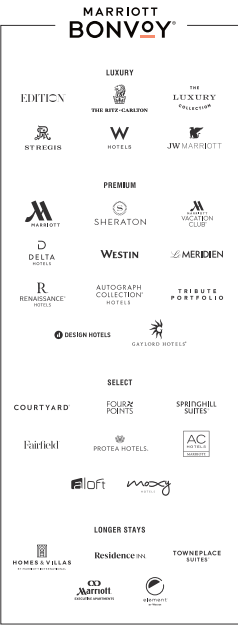
# Primary Brand Bars

CMYK, RGB, and spot-color versions of the primary logo and wordmark are available for use in both English (shown below) and Chinese.

## 30 LOYALTY BRANDS

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

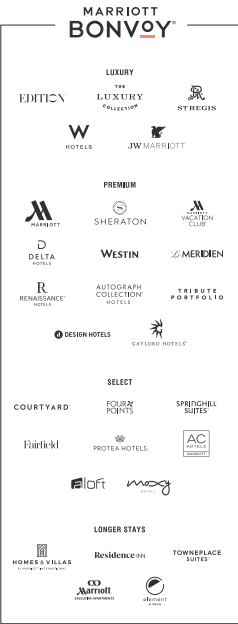
Chinese versions are also available.



## 29 LOYALTY BRANDS

In Spain, Portugal, and the United Kingdom, use the brand bar without The Ritz-Carlton logo. However, on-property assets can feature the complete 30 brand bar.

Chinese versions are also available.





# Alternate Brand Bars

## LUXURY

Use this version in communications that are marketed to a luxury audience.

Chinese version of the luxury brand bar will be available in a future release.

**NOTE:**  
B2B Brand Bar versions are also available.

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION™

THE  
LUXURY  
COLLECTION

ST REGIS

THE RITZ-CARLTON

BVLGARI  
HOTELS & RESORTS

W  
HOTELS

JW MARRIOTT

MARRIOTT  
BONVOY™



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

***Our  
Brand***

***Travel Program  
Details***

***Design Elements***

***Copy***

***Photography***

***Creative  
Development***

***Channel Examples***

***Event Activations  
and Merchandise***

***Partnership  
Guidelines***

***Inquires  
and Resources***

# Iconography

# Iconography

Use these simple, approved icons with copy to quickly communicate key takeaways.  
You must have a clear purpose to use icons — don't just use them as decorative graphic elements.

## BOOK DIRECT



Bed



Dollar



Fingerprint



Pathway



Shield




Suitcase




Tag


## COMMON




Add




Airplane




Alarm




Alert




Asterisk




Avatar




Bed




Calendar




Chat




City




Clock




Credit Card




Download




Filter




Forward




Gear




Heart (filled)




Heart (outline)




Help




Globe




List View




List View (alt)




Lounge Access




Menu




Merge




Phone




Print




Search




Sign In




Spinner




Star



Uber



Universal Access



Website

## MERCHANDISING



Buy Points



Cash + Points



Donate Points



Elite Night Credit




Gift Points




VIP


## HOSPITALITY




Apple Wallet




Badge




Bath Mat




Bike Share




Body Lotion




Body Wash




Breakfast




Breakfast (alt)




Call Front Desk




Capacity Chart




Car Rental




Cart




Casino




Check In




Check-In Time




Comb




Concierge




Conditioner




Currency




Dental Kit




Device Cast




Dining




Dining (alt)




Directions




Do Not Disturb




Edit Dates




EV Charging Station




Feather Pillow




Fitness Center




Foam Pillow




Full Kitchen




Gift




Golf




Gym




Help




Keyless Entry




Late Checkout




Luggage




Housekeeping




Map




Map Marker




Meeting Space




Mobile Check-In




Mobile Checkout




Opt Out




Parking




Pet Friendly




Pet Friendly (alt)




Pool




Request Service




Requests




Robe




Room-Ready Alert



Room Service



Shampoo



Shaving Kit

## HOSPITALITY (CONT.)



Shower Cap



Shuttle



Smart TV



Soap



Spa



Stay Dates



Tennis



Upgrade Requested



Wi-Fi



Write




Your24




48-Hour Guarantee


## CONTROLS




Arrow Down




Arrow Left




Arrow Left (alt)




Arrow Right



Arrow Right (alt)




Arrow Up




Cancel




Check




Close




Close (alt)




Drop-Down Down




Drop-Down Up




Minus



Minus (alt)



Plus




Plus (alt)

## STATUS



Elite Status



Member



Silver Elite



Gold Elite



Platinum Elite



Titanium Elite



Ambassador Elite

## NEW ICONS

Please contact the Marriott Bonvoy brand team at [marriottbonvoycreativereview@marriott.com](mailto:marriottbonvoycreativereview@marriott.com) for approval of any icon not included here.

Our  
Brand

Travel Program  
Details

Design Elements

Copy

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Channel Examples

Event Activations  
and Merchandise

Partnership  
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Inquires  
and Resources

		Our Brand
		Travel Program Details
		Design Elements
		Copy
		Channel Examples
<div> <div>Copy</div> <div>Section 4</div> </div>		Photography
		Creative Development
		Channel Resources and Examples
		Event Activations and Merchandise
		Partnership Guidelines
		Inquires and Resources

# Our Voice

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

The following pages will help you write headlines, subheads and body copy that will engage members and motivate them to act. Speak with the Marriott Bonvoy voice and closely adhere to the rules for construction and punctuation. When pairing that with the perfect image, you’ll have an effective communication.

# Voice Principles

## Welcome With Hospitality

No matter who they are, guests are our No. 1 priority. Every communication should illuminate that truth.

*Example: Your Journey Is Our Pleasure.*

## Treat Every Line as an Invitation

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

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

## Be Conversational and Human

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

*Example: Perfection Has Its Place.  
At Our 30 Extraordinary Hotel Brands, to Be Exact.*

## Never Be Stuffy or 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.*

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*



# Headlines, Subheads, and Body Copy

We shape our messages through thought-provoking headlines, clear subheads, and concise body copy. See examples on pages XX–XX.

## Call-and-Response Headlines

- Are the fullest expression of the Marriott Bonvoy brand voice and the most important opportunity to invite people in with our unique tone of hospitality.
- Use a two-line format. The first line sets up a truth about hospitality or travel, and the second line pays it off or changes the meaning in a surprising way. The second line is always italicized.
- Are always properly punctuated, ending in a period.
- Use title case.

## Subheads

- Immediately follow hero headlines.
- Serve as the simplest, most direct articulation of the offer or main message of the piece.
- Use title case with punctuation.

## Standard Headlines

*In hero placements, a call-and-response headline is ideal, but you can use a more direct option in collateral with limited space.*

- Are always used for secondary headlines, e.g., a module in a Member Account Update email, a section header in a brochure, a ride-along banner in an email, etc.
- Convey our language of hospitality, even in their shortest form.
- Use title case without punctuation.

## Body Copy

- Features the registered mark (®) on the first instance of Marriott Bonvoy.
- Completes all necessary details with a warm, inviting tone.
- Is concise without sacrificing important information.
- Follows universal copy considerations and uses common terms. See following pages for specific details.
- Use serial commas in lists of three or more items.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Headline Capitalization Rules

## Capitals

In title case, capitalize the first letter of all major words (nouns, pronouns, verbs, adjectives, adverbs, some conjunctions, and some prepositions) in a headline or subhead.\*

*Also capitalize the first letter of the following words:*

- The first word of a headline or subhead
- The first word after a colon, or end punctuation in a headline or subhead
- The second part of hyphenated major words (e.g., “Self-Report,” not “Self-report”)
- Prepositions with four or more letters (e.g., “With,” “Between,” “From”)
- The last word of any headline

*Exception:*

- The following languages use sentence case: Spanish, French, German, Italian, Portuguese, and Russian.

\*When using bullets in body copy, only use punctuation for complete sentences. Don’t use periods for sentence fragments.

## Lowercase

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

- Short conjunctions (e.g., “and,” “as,” “but,” “for,” “if,” “nor,” “or,” “so,” “yet”)
- Articles (i.e., “a,” “an,” “the”)
- Short prepositions (e.g., “as,” “at,” “by,” “for,” “in,” “of,” “off,” “on,” “per,” “to,” “up,” “via”) unless used as adverbs

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Headline and Subhead Examples

# General Program Awareness

You can use these headline and subhead examples verbatim or as inspiration.

## CALL-AND-RESPONSE

There’s No One Perfect Journey.  
*So We Gladly Provide Them All.*  
30 Extraordinary Hotel Brands. Endless Experiences.

Wherever You’re Dreaming of,  
*We Know just the Place.*  
30 Extraordinary Hotel Brands. Endless Experiences.

Where Every Outcome,  
*Is Exactly the Right One.*  
30 Extraordinary Hotel Brands. Endless Experiences.

## STANDARD

Discover More Happy Places  
30 Extraordinary Hotel Brands. Endless Experiences.

Your Journey Is Our Pleasure  
30 Extraordinary Hotel Brands. Endless Experiences.

Every Path Leads to Enlightenment  
30 Extraordinary Hotel Brands. Endless Experiences.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Extraordinary Hotels

These headlines and subheads align to the extraordinary hotels rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

CALL-AND-RESPONSE

Feel Perfectly at Home.  
*And Never Further From It.*

30 Extraordinary Hotel Brands. Endless Experiences.

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

30 Extraordinary Hotel Brands. Endless Experiences.

Stay in the Middle of It All.  
*Or the Middle of Nowhere.*

30 Extraordinary Hotel Brands. Endless Experiences.

STANDARD

Wake Up to a Dream

30 Extraordinary Hotel Brands. Endless Experiences.

Step Into the Extraordinary

30 Extraordinary Hotel Brands. Endless Experiences.

Rise Above the Routine

30 Extraordinary Hotel Brands. Endless Experiences.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

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and Resources*

# Inspiring Experiences

These headlines and subheads align to the inspiring experiences rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

## CALL-AND-RESPONSE

Gaze Upon Stars,  
*Michelin or Otherwise.*  
Uniquely Inspiring Cuisine.

Experiences That Exceed Expectations.  
*Often by Miles.*  
Exclusive Guided Excursions.

Acquaint Yourself,  
*With the Unforgettable.*  
Members-Only Concert.

## STANDARD

Make a Sport of Spectating  
Exclusive Pitch-Side Access.

Wander Among Masterworks  
VIP Exhibition Access.

Savor a New Adventure  
24 Michelin Stars Await.

*Our  
Brand*

*Travel Program  
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RATIONAL BENEFIT

# Modern Solutions

These headlines and subheads align to the modern solutions rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

CALL-AND-RESPONSE

Unlock a World of Experiences.  
*And Your Room As Well.*

Keyless Room Entry.

A Beautiful Reception,  
*That We Invite You to Skip.*

Mobile Check-In.

Receive Prompt Service.  
*With a Simple Swipe.*

Text Concierge.

STANDARD

Travel With Your Fingertips

30 Extraordinary Hotel Brands. Endless Experiences.

Explore the World With a Swipe

30 Extraordinary Hotel Brands. Endless Experiences.

Skipping the Line  
is Strongly Encouraged

Mobile Check-In.

*Our  
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*Travel Program  
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# Unparalleled Rewards: General

These headlines and subheads align to the unparalleled rewards rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

## CALL-AND-RESPONSE

Travel That’s Endlessly Rewarding.  
*And Also Earns You Points.*

Redeem for Free Nights, Experiences, and More.

Points That Can Take You to Dinner.  
*Or All the Way to Dubai.*

Uniquely Useful Points.

Redeem for Free Nights in Japan.  
*Or Nights In, With Japanese.*

Use Points for Getaways, Gift Cards, and More.

## STANDARD

Find Higher Ground

Enjoy an Upgrade.

Earn the Best Seats in  
the House

Uniquely Useful Points.

Perfection Improved

Luxury Upgrades.

*Our  
Brand*

*Travel Program  
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# Unparalleled Rewards: Rates

These headlines and subheads align to the unparalleled rewards rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

## CALL-AND-RESPONSE

Upgrade Your Bucket List  
*Without Breaking Your Budget.*

Member Rates From \$125.

Make Your Perfect Getaway  
*Even More Perfect.*

Get the Best Rates Worldwide.

Make a Last-Minute Decision  
*And Memories That Last a Lifetime.*

Book by Sunday to Save 25%.

## STANDARD

Make an Elegant Escape

Last-Minute Rates From \$200.

Evenings In Are Out

Local Escapes From \$125.

Go Farther for Far Less

Member Rates From \$125.

*Our  
Brand*

*Travel Program  
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# Unparalleled Rewards: Offers

These headlines and subheads align to the unparalleled rewards rational benefit of our brand messaging house. See page 6 for more information. When applicable, you can use these headline and subhead examples verbatim or as inspiration.

## CALL-AND-RESPONSE

Linger Longer.  
*And For Less.*

Book Two Nights. Get a Third Free.

2,500 Bonus Points.  
*Limitless Inspiration.*

Earn More. Experience More.

Savor the Present.  
*And Double Points.*

Spa Packages From \$159.

## STANDARD

Especially for You  
Earn 1,000 Bonus Points.

Find Your Wonderland  
30% off Winter Packages.

Your Personal Paradise  
10% off Summer Packages.

Offers should be treated as an exclusive gesture to make travelers feel welcome and special. In headlines, hard numbers should be softened with the language of hospitality. For example, use “Enjoy 3X the Paradise” instead of the harsher “Earn 3X Points.” More direct language is welcome in subheads, which should convey the specific offer details.

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# Body Copy Examples

# Body Copy Examples

These body copy examples are aligned to the rational benefits we offer to members worldwide.  
You can use them verbatim or as inspiration. See page 6 for more information.

## GENERAL PROGRAM AWARENESS

Welcome to Marriott Bonvoy®. Experience the extraordinary at thousands of distinctive hotels close to home and in the world’s most inspiring destinations.

## EXTRAORDINARY HOTELS

Distinctive luxury. Smart conveniences.  
With 30 extraordinary brands to choose from, you can find your ideal stay anywhere you wish to go.

## UNPARALLELED REWARDS: RATES

Book with the Marriott Bonvoy® App or on marriott.com to access the best rates at thousands of extraordinary hotels where you’ll feel perfectly at home.

## INSPIRING EXPERIENCES

Access the unforgettable with Marriott Bonvoy Moments™.  
Whether you’re close to home or far from it, we invite you to use your points for unrivaled experiences that can transform, enrich, and excite.

## MODERN SOLUTIONS

Download the free Marriott Bonvoy® App to receive the best rates, skip the line with contactless check-in, open your room door, and more.

## UNPARALLELED REWARDS: OFFERS

As a Marriott Bonvoy® member, you’ll receive tailored recommendations, exclusive offers, and so much more

When using bullets in body copy, only use punctuation for complete sentences.  
Don’t use periods for sentence fragments.

*Our  
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# Copy Considerations and Terms

# Copy Considerations and Terms

## Program

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

*The name may break in digital communications in which we can't control the width of copy lines.*

## Portfolio Messaging

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

- **Long version:** hotels participating in the Marriott Bonvoy program
- **Short version:** hotels participating in Marriott Bonvoy

Reference our 30 brands when context and space allow.

## Universal Considerations

Here are some useful words and phrases to keep in mind as you write in the Marriott Bonvoy voice:

- **Hotel Portfolio:** Thousands of extraordinary hotels across 30 distinctive brands.
- **Redeeming:** Use points for free nights, flights, unforgettable experiences, and so much more.
- **Moments:** Access unrivaled experiences to match your unique interests.
- **Free Membership:** Membership is free. And full of unlimited travel possibilities.
- **Mobile and Contactless Service:** Unparalleled access awaits, thanks to contactless check-in and Mobile Key entry.
- **Free Wi-Fi:** Stay connected. Members enjoy complimentary Wi-Fi.

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# Common Terms

	Term	Notes
Program	Marriott Bonvoy®	
	program rules	Capitalize both words in terms and conditions only.
Status	Member	When referring to the base tier status, “Member” is always capitalized. When referring to a person, “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. Canada Amex uses “Welcome Bonus points” or “bonus points.” The term “bonus” should be used for promotional earnings.
	Cash + Points	
Subprograms	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. Capitalize “Points” in terms and conditions.
	Air + Car	
	Eat Around Town by Marriott Bonvoy™	
	Marriott Bonvoy® Events	The ® appears on first mention even if Marriott Bonvoy is already established; “Events” in subsequent mentions.
	Marriott Bonvoy Moments™	“Marriott Bonvoy Moments” or “Moments” when used in subsequent mentions within the same communication.
	Sheraton Vacation Club Owner	
	Westin Vacation Club Owner	

## TRADEMARKS

Use the appropriate trademark symbol (™, SM, ®) on the first mention of a trademarked term in body copy. If the term isn't used in body copy, the symbol can be applied to the first mention in a headline or subhead. If you have trademark questions, please check with the Marriott International legal team.

## ELITE STATUS

*First mention of status:*

Marriott Bonvoy [Status] Elite

*Subsequent mentions:*

[Status] Elite

*When listing more than one Elite status:*

Marriott Bonvoy [Status] Elite, [Status] Elite, and [Status] Elite

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# Common Terms (Cont.)

	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	
	Folio Credit	
	member account	Capitalize both words in the terms and conditions.
	Member Support	
	My Account	
	My Earned Awards	
	My Trips	
	Off-Peak rates	
	online account	
	Peak rates	
	profile	Capitalize in the terms and conditions.
	Saved Hotels	
	Standard rates	
Promotions	Bonus Miles	
	MegaBonus®	
	Member Exclusive Offer	
	Member Rates	
	participating brands	Capitalize both words in the terms and conditions.
	participating properties	Capitalize both words 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 capitalized in terms and conditions only.
	Elite Night Credit	
	Elite Welcome Gift	When not preceded by “Elite,” “welcome gift” is lowercased.
	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 both words in terms and conditions only.
	qualifying nights	Capitalize both words in terms and conditions only.
	Stay for 5, Pay for 4	
	Suite Night Awards™	
	Ultimate Reservation Guarantee	
	Wi-Fi	
	Your24™	

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# Common Terms (Cont.)

	Term	Notes
<b>Partners</b> Always follow our partners’ guidelines when referring to their statuses, products, currency, etc.	Hertz Elevated Status	
	RewardsPlus	
	Your World Rewards™	
	Uber	
	National Park Foundation	

<b>Partners</b> Cobrand		Marriott Bonvoy Bold® Credit Card	
		Marriott Bonvoy Boundless® Credit Card	
		Marriott Bonvoy Business™ American Express® Card	Also referred to informally as the Business Card.
		Marriott Bonvoy Brilliant™ American Express® Card	Former Luxury Card.
		Marriott Bonvoy® American Express® Card	Canada Amex consumer card.
	pending	Carte Marriott Bonvoy <sup>MC</sup> American Express <sup>MD</sup>	Canada Amex consumer card, translated.
		Marriott Bonvoy® Business American Express® Card	Canada Amex business card.
	pending	Carte Marriott Bonvoy <sup>MC</sup> Entrepri <span>se</span> American Express <sup>MD</sup>	Canada Amex business card, translated.
		Marriott Bonvoy® World Mastercard® from Emirates NBD	UAE consumer card.
		من بنك الإمارات دبي الوطني Marriott Bonvoy® World Mastercard®	UAE consumer card, translated.
		Marriott Bonvoy® American Express® Card	UK Amex card.
		SPG® American Express® Card	Japanese Amex card. (* can only be used with “SPG,” not “Starwood Preferred Guest.”)
		SPG®アメリカン・エクスプレス®・カード	Japanese Amex card, Japanese translation.
		Marriott Bonvoy® The BEST Shinhan Card	Korean consumer card.
		메리어트 본보이™ 더 베스트 신한카드	Korean consumer card, translated.
	pending	Marriott Bonvoy® MasterCard®	Mexico consumer card.
	pending	tarjeta de crédito Marriott Bonvoy® MasterCard®	Mexico consumer card, translated.
	pending	Marriott Bonvoy® Inspire MasterCard®	Mexico Inspire card.
	pending	tarjeta de crédito Marriott Bonvoy® Inspire MasterCard®	Mexico Inspire card, translated.

	Term	Notes
<b>App</b>	Marriott Bonvoy App	Initial cap “App” in mentions of the complete app name.
	mobile app	Capitalize both words in the terms and conditions only.

<b>Hashtags</b>	#marriottbonvoy	
	#marriottbonvoymoments	
	#marriottbonvoypoints	
	#mbonvoyamex	
	#mbonvoychase	

	Primary Use	For Use With Limited Space
<b>Legal Disclosure</b> Include copyright disclosure on all Marriott Bonvoy marketing communications.	©2021 Marriott International, Inc. All Rights Reserved. All names, marks and logos are the trademarks of Marriott International, Inc., or its affiliates, unless otherwise noted.	©2021 Marriott International, Inc.

	Language	URL
<b>URLs</b> Always write URLs in all lowercase letters. Do not use a mix of lowercase and uppercase letters.	English	marriottbonvoy.com
	British English	marriott.co.uk
	German	marriott.de
	French	marriott.fr
	Spanish	espanol.marriott.com
	Italian	marriott.it
	Portuguese (Brazil)	marriott.com.br
	Chinese (Simplified)	marriott.com.cn
	Japanese	marriott.co.jp
	Arabic	marriott.ae
	Russian	marriott.com.ru

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# Supported Languages

Language	In-hotel	Email	marriottbonvoy.com	L & D
Arabic	●	● (Limited)	●	●
Chinese	● (Simplified)	●	●	● (Simplified)
Dutch	(Pending Funding)			
English (U.S.)	●	●	●	●
English (British)	●	●	●	
French	●	●	●	● (Standard)
French Canadian	●	●	●	
German	●	●	●	●
Indonesian	(Pending Funding)			
Italian	●	●	●	
Korean			●	
Polish	(Pending Funding)			
Portuguese (EURO)	●	●	●	
Portuguese (CALA)	●		●	● (Brazil)
Japanese	●	●	●	●
Russian	●	● (Limited)	●	
Spanish (Universal)		●		●
Spanish (EURO)	●		●	
Spanish (CALA)	●		●	
Thai	(Pending Funding)			
Turkish	(Pending Funding)			

Don't translate "Marriott Bonvoy" — except in Simplified Chinese.

Don't translate tier names — except in Simplified Chinese, Korean, Japanese and Arabic.

Translate "member" only when used as a general term, e.g., "members get the best rates" or "Marriott Bonvoy Silver Elite member."

Translate "lifetime" only when used as a general term, e.g., "get lifetime benefits" or "the best benefits, for a lifetime."

Translate "ambassador" only when used as a general term, e.g., "ambassador service is second to none" or "make the most of ambassador service."

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# Vanity URLs

# Structure and Process

Vanity URLs should be created for all member-facing communications.

## Structure

A vanity URL can have both a prefix and a suffix — or either a prefix or a suffix. The type of vanity URL depends on the page’s content. All are built using the main brand URL:

Prefix	Brand URL	Suffix
x.	marriottbonvoy.com	/y

Use a prefix for actions and loyalty platforms.

- **Action:** join.marriottbonvoy.com
- **Loyalty platform:** moments.marriottbonvoy.com

Use a suffix for partners, promotions, Elite levels, and subpages.

- **Partners:** marriottbonvoy.com/hertz
- **Promotions:** marriottbonvoy.com/megabonus
- **Elite levels:** marriottbonvoy.com/gold
- **Subpages:** marriottbonvoy.com/terms

Use a prefix and a suffix for acquisitions and loyalty platform subpages.

- **Acquisitions:** join.marriottbonvoy.com/NFL
- **Loyalty platform subpages:** moments.marriottbonvoy.com/culinary

## Request Process

Option 1:

- Use when the vanity URL redirects to an existing landing page on marriott.com or a third-party site.
- Submit a request using a Loyalty Digital Marketing Intake Form.

Option 2:

- Use when the vanity URL redirects to a new landing page that is in the process of being built, typically a third-party site.
- Ensure vendor has completed a security review.
- Open a SNOW ticket to register the new vanity URL.

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# Best Practices

RULE	EXAMPLES
Never add a word in front of marriottbonvoy.com without also adding a dot.	join.marriottbonvoy.com
Vanity URLs are redirects and will always resolve to a destination URL.	<b>Vanity URL:</b> marriottbonvoy.com/we <b>Destination URL:</b> giving.marriott.com/we
On-platform (marriott.com) vanity URLs will redirect to a destination page built off the marriott.com domain.	<b>Vanity URL:</b> marriottbonvoy.com <b>Destination URL:</b> marriott.com/loyalty
“Action” vanity URLs must redirect to pages on marriott.com.	<b>Vanity URL:</b> earn.marriottbonvoy.com <b>Destination URL:</b> marriott.com/loyalty/earn.mi
Promotions and partners cannot use a prefix.	
A vanity URL can have one prefix or one suffix, or both.	<b>Prefix:</b> moments.marriottbonvoy.com <b>Suffix:</b> marriottbonvoy.com/hertz <b>Both:</b> earn.marriottbonvoy.com/cruises
Vanity URLs can include dashes or numbers.	marriottbonvoy.com/elite-gold marriottbonvoy.com/yourpoints4
Only use the program abbreviation “mb” in a vanity URL. Do not use “mbv” as a program abbreviation.	marriottbonvoy.com/earnwithmb

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# Photography

## Section 5

# The Allure of Hospitality

We must constantly seek ways to elevate the look of hospitality, generously injecting it with vibrance and allure. Each image should captivate viewers’ senses, inviting them to partake in all of hospitality’s wonders.

## Singularly Focused and Compositionally Clean

We reward loyalty in inspiring and personal ways with opportunities to redeem for free nights, experiences, and beyond.

## Hospitality Meets Humanity

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

## Not All Destinations Are Places

A mixologist’s touch on a well-crafted cocktail. A perfectly appointed table setting. A guest learning the art of pasta making. Intimate moments of hospitality should feel as compelling as the spaces where they occur.

## Fewer, Stronger Colors

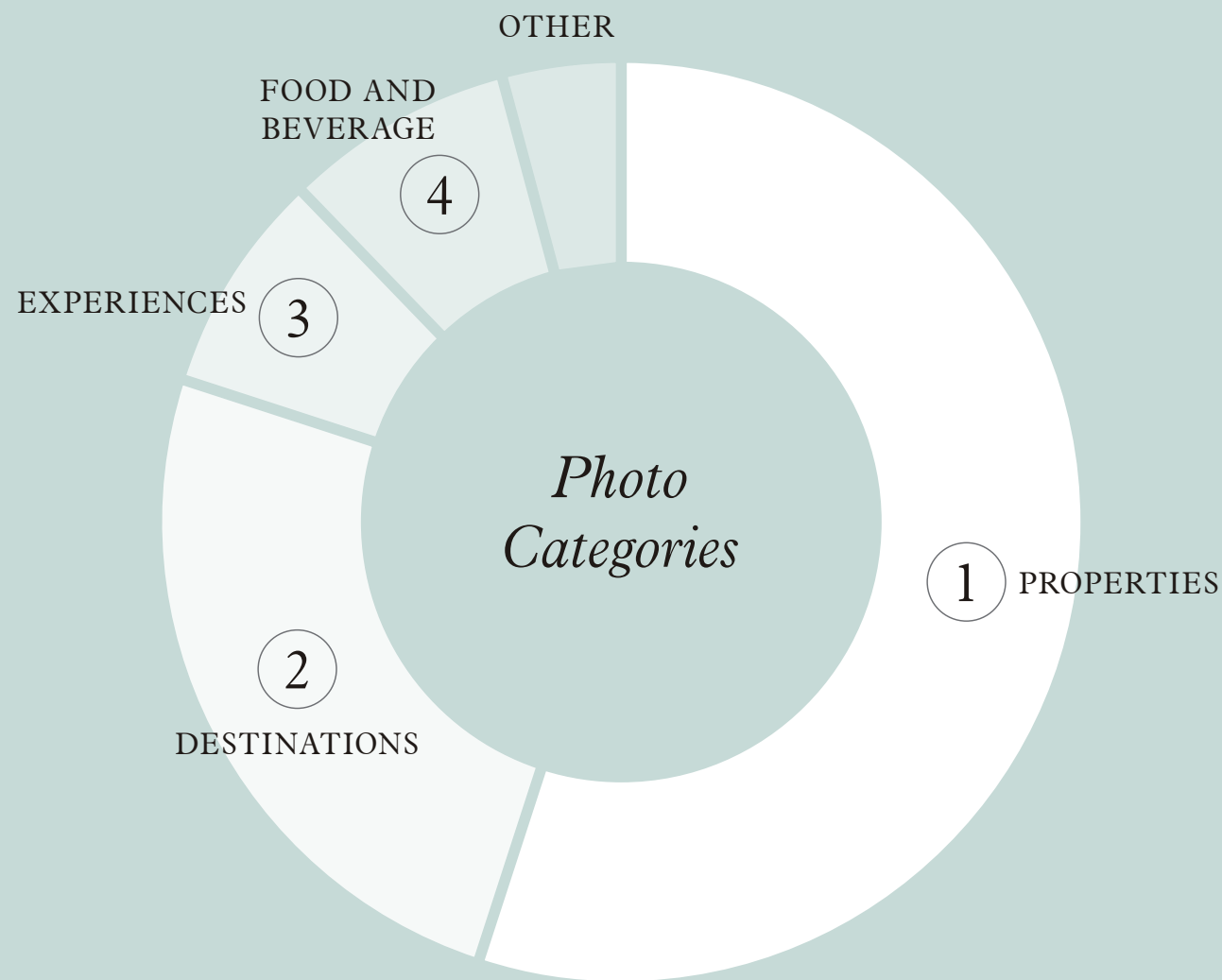
Our form of hospitality should feel vibrant and bold. Images should focus on two or three dominant colors. Avoid images that are overly dark, muddled, blown-out, overly saturated, or hot.

## 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 with staged or forced facial expressions.

<h1>Content</h1>	<b><i>Our Brand</i></b>
	<b><i>Travel Program Details</i></b>
	<b><i>Design Elements</i></b>
	<b><i>Copy</i></b>
	<b><i>Photography</i></b>
	<b><i>Creative Development</i></b>
	<b><i>Channel Examples</i></b>
	<b><i>Event Activations and Merchandise</i></b>
	<b><i>Partnership Guidelines</i></b>
	<b><i>Inquires and Resources</i></b>
84	MARRIOTT BONVOY STYLE GUIDE
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**Properties:** For the vast majority of projects, begin your photo search here. These photos are truly distinct to Marriott Bonvoy — which has thousands of hotels across 30 extraordinary brands — and are the foundation of our brand story.

**Destinations:** Use to support our property photography and expand upon the brand story in a meaningful way. For example, a welcome brochure for new members may open with a stunning hotel photo, followed by an evocative destination photo to entice the member to read more.

**Experiences** and **Food and Beverage:** Use when the specific context calls for them — for example, an event registration email or an exclusive dining offer.

**Other:** See pages 90-91 for details about when to use photography beyond our four main categories.

# Selecting Photography

When it's time to select photography for your layout, understanding context is critical.

**Ask yourself:**

*Is this a high-level piece meant to inspire and engage? Or is it a highly specific piece meant to inform and reveal?*

For example, if the image is for an Instagram post or the hero on the marriott.com home page, you may select a more aspirational image meant to evoke a mood or begin a story. If it's for a tertiary placement on a Member Account Update email or a food and beverage offer, a more specific image may be more appropriate.

Using the examples offered on the following pages, you will be able to create captivating content that brings the Marriott Bonvoy brand to life.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

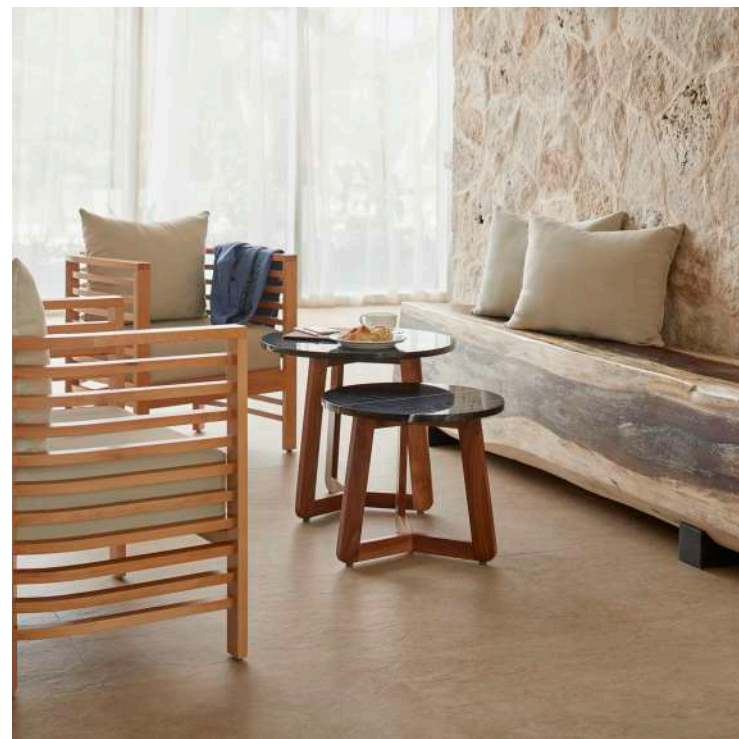
*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*



# 1 Properties

**For the vast majority of communications, begin your search with property photography.**

The intent is to capture the best attributes of the property and essence of the location. These shots may include people, but the property should be the focus. Use elements that give the viewer a sense that people were just in the space for an added sense of warmth and narrative.

## Captures 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 humanize a space, such as a cocktail and sunglasses by a pool chair. However, keep these limited, as too many details can become compositionally dense and cluttered.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

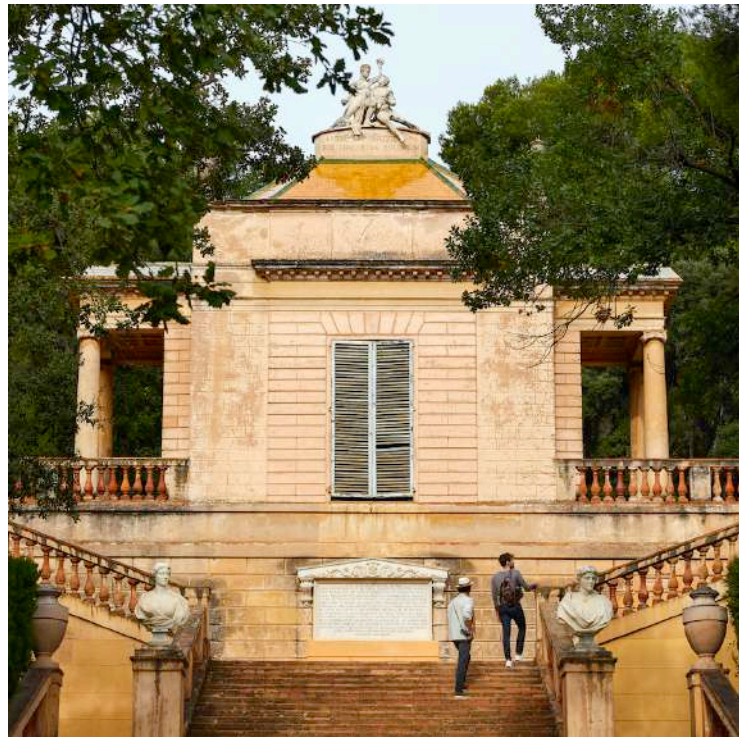
*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*





## 2 Destinations

**A destination photo can supplement or replace a property photo in these situations:**

- Highlighting a specific destination is the main objective of the communication.
- Available property photography does not meet brand standards.

### Poetic Landscapes

Shots should feature locations that capture the beauty and visual drama of a destination. Whether it's a sweeping sunset or glittering skyline, use natural light to add another level of authenticity for viewers.

### Unique Interpretation

Each shot should offer a unique perspective, capturing the unexpected — whether it uses cues from nature or a surprising angle.

### Human Ratio

Include some touches of humanity — a ratio of 80% destination/location to 20% human experience. People should be unrecognizable, small figures in a landscape.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*





## 3 Experiences

### Use experiential photography to deepen the brand story when context calls for it.

Experiences allow us to showcase the vast offerings travelers may experience with Marriott Bonvoy. These may be unique on-property experiences and offerings (e.g., spas, beachfronts, lessons, demonstrations), but also off-property excursions offered to guests and members (e.g., tours, concerts, adventures, 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, images should evoke a positive emotional response.

### 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.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*





## 4 Food and Beverage

**Use food and beverage photography to deepen the brand story when context calls for it.**

Whether it's a perfectly plated meal at a Michelin-starred restaurant, a mixologist's signature cocktail, or simply a pancake breakfast in bed, food and beverage photography should ignite the viewer's senses.

These shots focus on hands in action and never show faces in detail. This 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.

### No Faces

When showing wider crops with people in them, photos should be shot from behind without any recognizable faces.

### Cues of Authenticity

Shots should feel "in the moment" and capture the sensory details of an experience that make it instantly relatable, such as condensation on a chilled glass or flour-covered hands in a pasta-making class.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

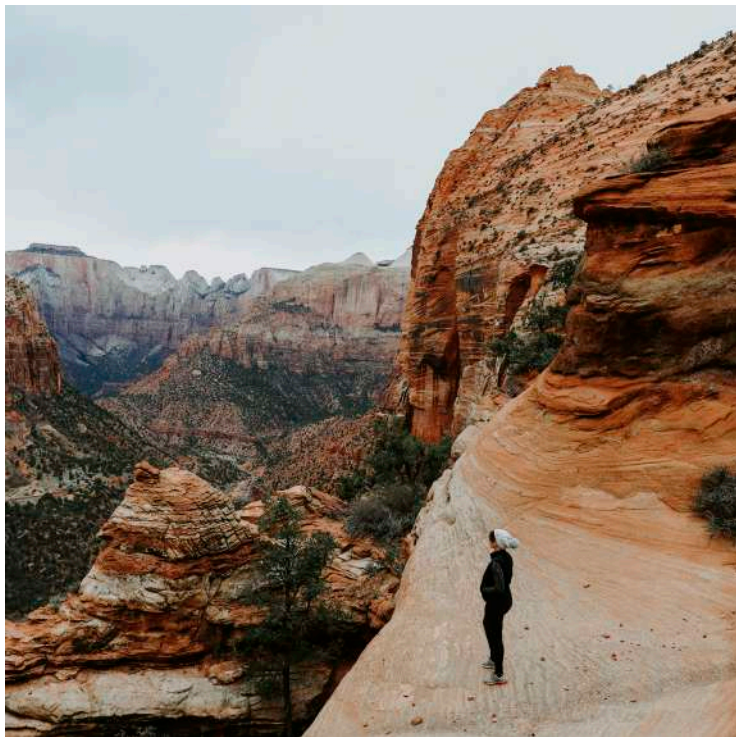
*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*





# Other Photography

**Some projects call for photography beyond our four main categories.**

Whether it's an airline, car rental, retail, food delivery, or other partnership photo, additional guidelines may apply. These parameters are a great place to start, but be sure to check in with your Marriott and/or partner contact to make sure your photography meets all required criteria.

## 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, e.g., a pool chair with a towel and beach bag.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*



# Other Photography Examples

Use these examples to help guide your selection to ensure partner-provided photography meets our brand standards.

Airlines



Car Rentals



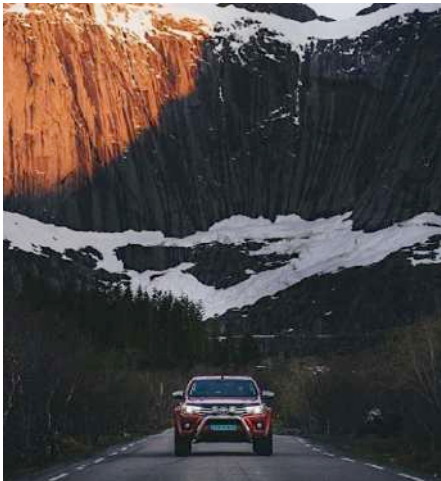
Lifestyle



Food Delivery



Retail



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

Aspirational

Acceptable

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

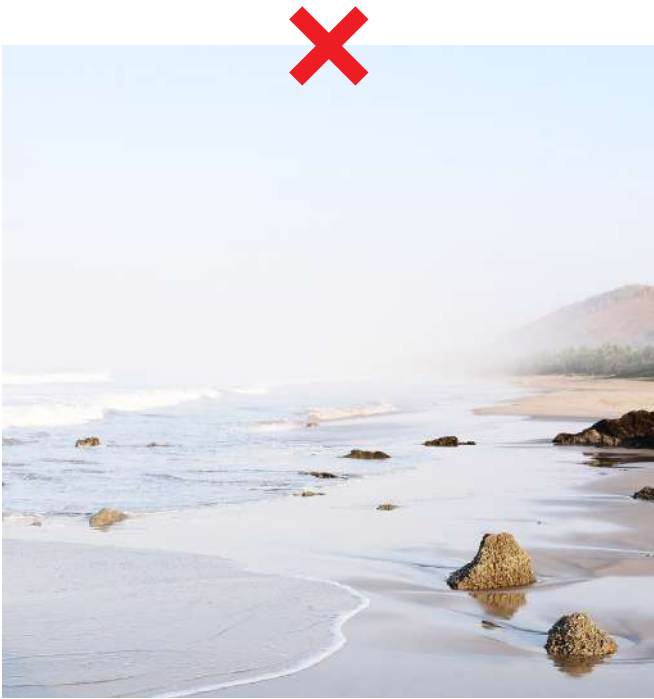
Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

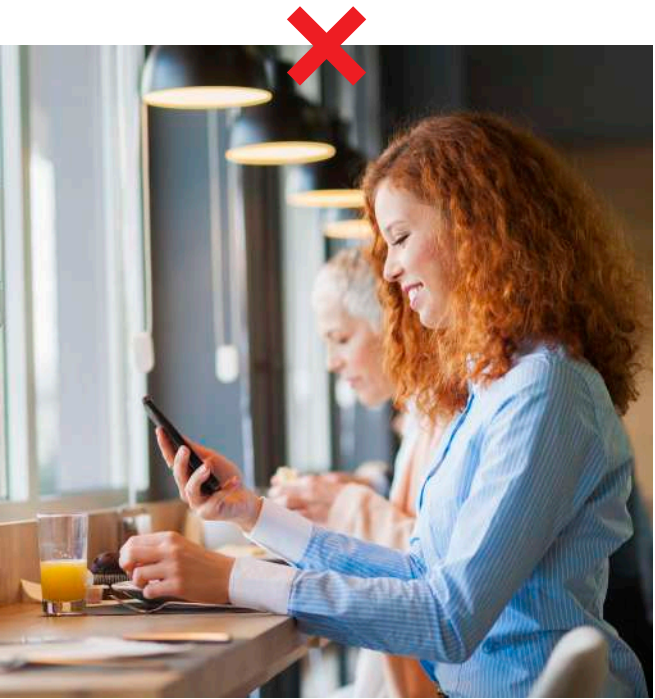
Inquires  
and Resources

# 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.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Composition

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



1 Focal Point

2 Cropping

3 Color

Composing the  
Perfect Image of  
Hospitality

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



# 1 Focal Point

## Singularly Focused

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

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*

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



# 1 Focal Point

## Compositionally Clean

Compositions should be uncluttered and feature clean space so copy can be read quickly.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

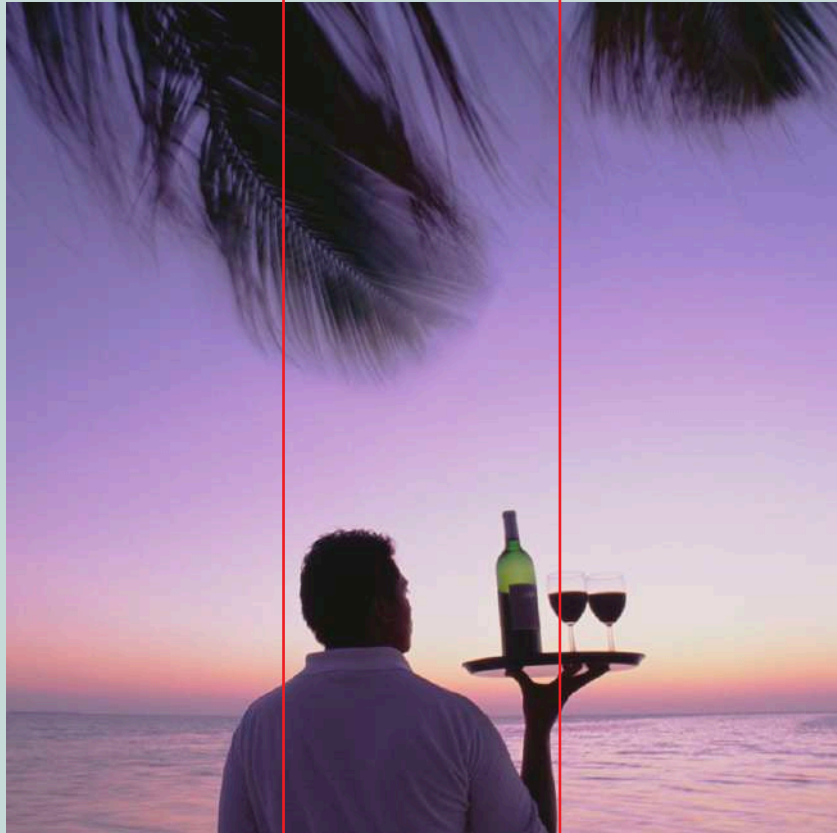
*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*





# 1 Focal Point

## Rule of Thirds

Apply the rule of thirds to framing our imagery. The focal point should exist in about one-third of the image, leaving two-thirds of clear space for flexibility of copy placement and cropping.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

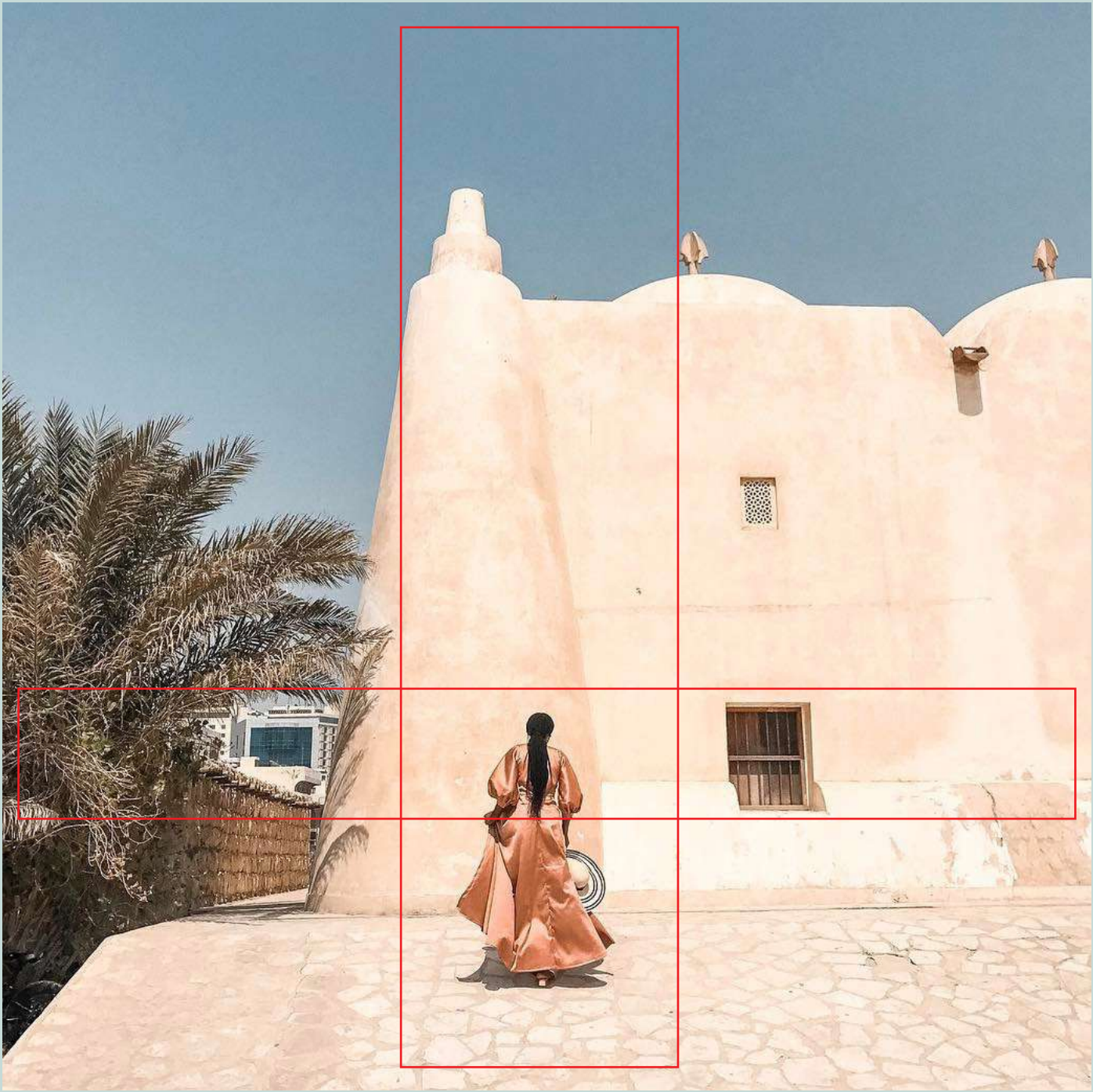
*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

*Inquires and Resources*



## 2 Cropping

### *Crop Flexibility*

Our imagery needs to crop to a wide range of sizes from an extreme vertical to an extreme horizontal. Testing crops in a 728 x 90 and 160 x 600 ratio is a useful tool to determine if the image will crop across our communications.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



### 3 Color

## Strong Color

Our form of hospitality should feel vibrant and bold. A simple, strong, and bright color palette is preferred across our brand photography.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*





### 3 Color

## Dominant Color

Dominant colors should be easily identifiable. Our images should focus on two to three dominant colors.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

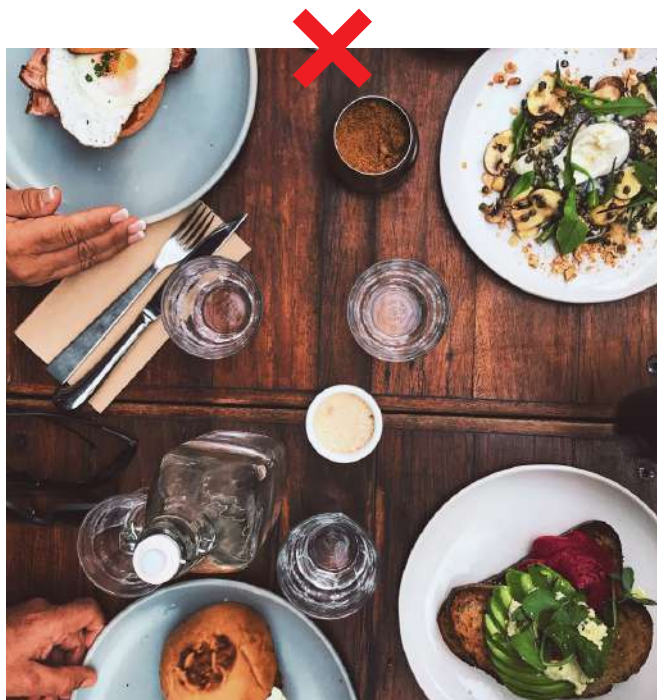
*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

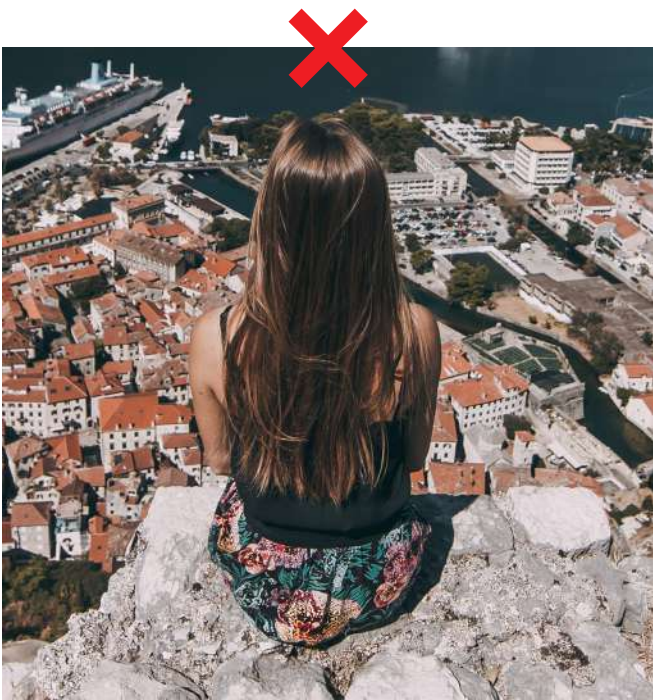
*Inquires and Resources*

# Composition Don'ts



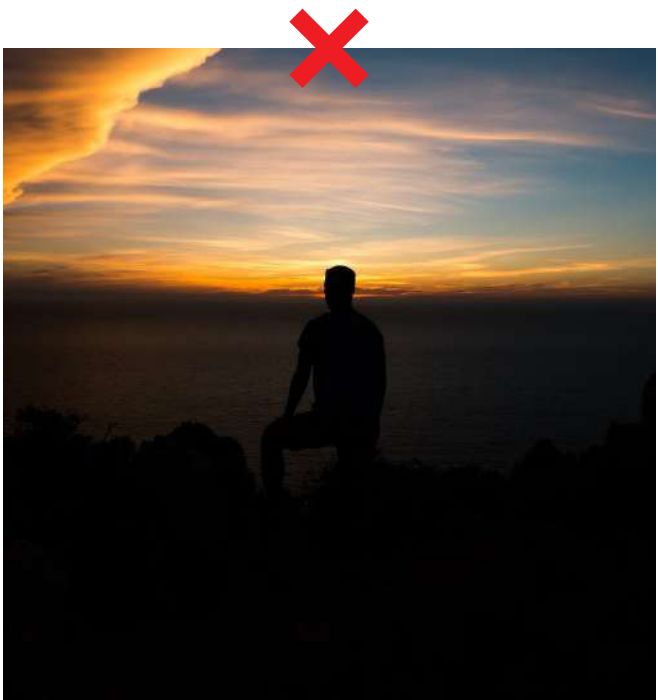
## Unclear Focal Point

Avoid photography with multiple or unclear focal points.



## Busy Cropping

A visually busy frame competes with messaging in communications.



## Misuse of Color

Avoid unnatural oversaturation of colors, and overly dark or muted colors.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Creative Development

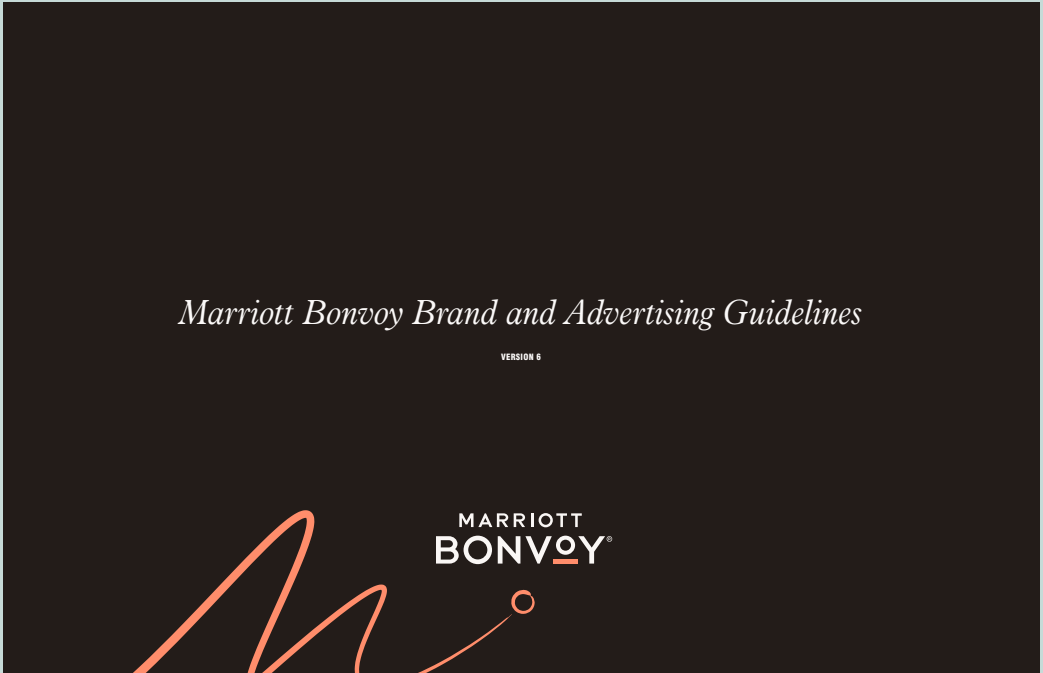
## Section 6



# Creating Hotel Brand Assets

If you’re creating hotel brand assets, please refer to the [Marriott Bonvoy Brand and Advertising Guidelines](#) for logo and CTA logo lockups.

The guidelines demonstrate how our highly flexible system unites the Marriott Bonvoy portfolio under one lasting strategic and creative vision, and showcase how each hotel brand affiliates with the program while retaining its own brand identity.



1 Frame

2 Copy

3 CTA Logo Lockup

4 Path Connector

# Bringing It All Together

This section breaks down how the style elements come together. The framework was developed to create a distinctive look for all Marriott Bonvoy communications and is adaptable enough to serve as a foundation for all marketing efforts.

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

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Bringing It All Together

## Step One

### 1 Frame

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



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

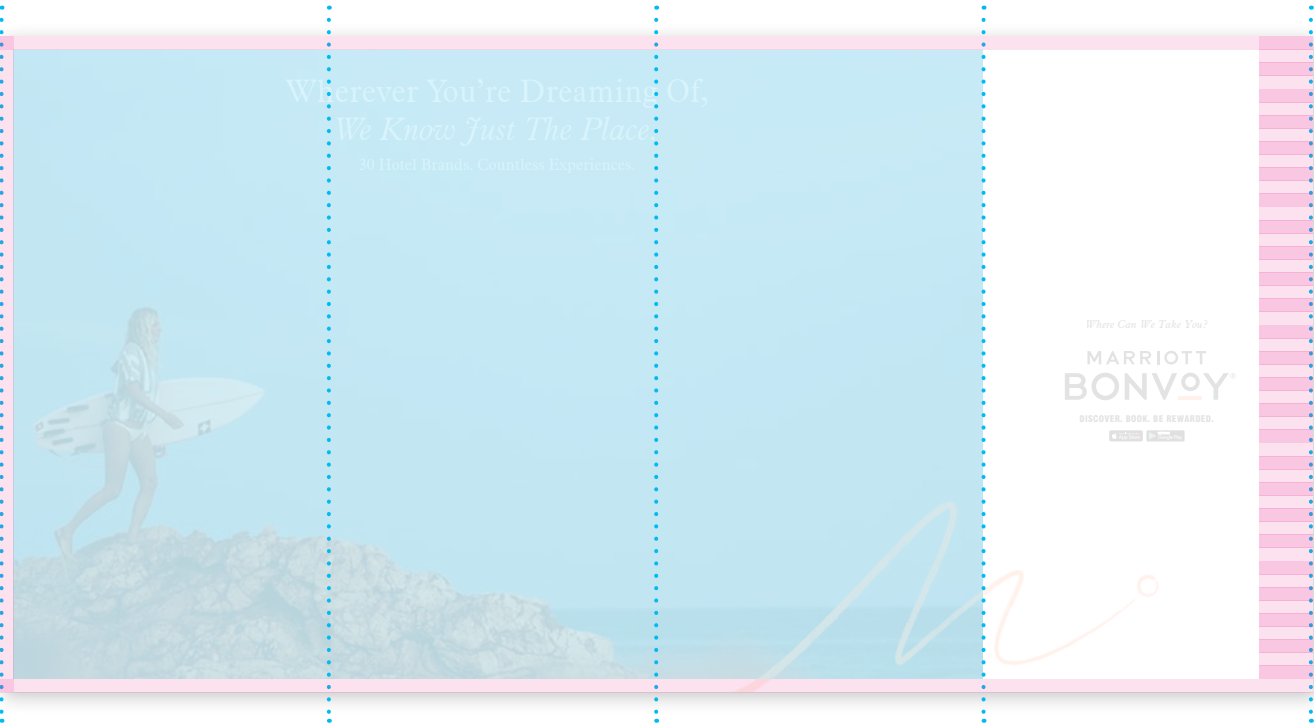
*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

# A Sharp Margin



1/50 of Shortest Side

1:2 Aspect Ratio or Less



1/50 of Shortest Side

2:1 Aspect Ratio or Less

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

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

If a composition is less than a 2:1 or 1:2 aspect ratio, the margin is made up of 1/50 of the shortest side.

Our Brand

Travel Program Details

Design Elements

Copy

Photography

Creative Development

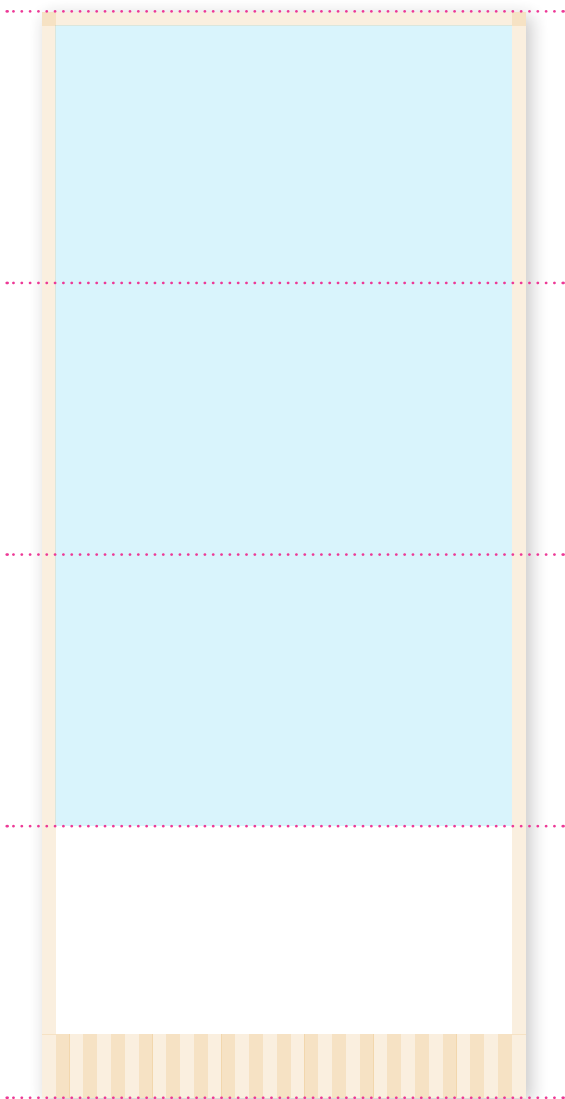
Channel Examples

Event Activations and Merchandise

Partnership Guidelines

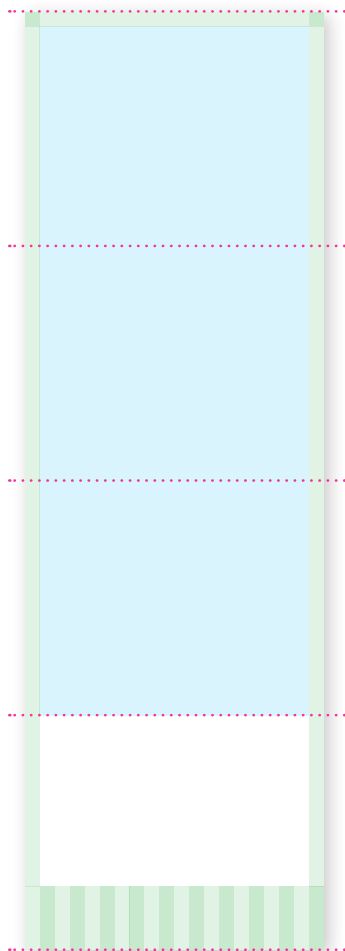
Inquires and Resources

# A Sharp Margin for Condensed Compositions



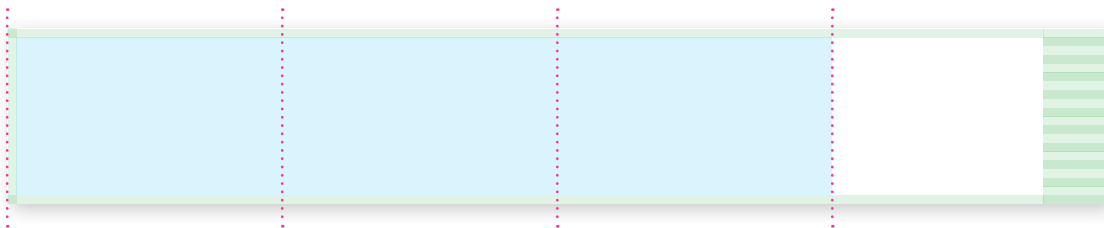
Greater Than 2:1 Aspect Ratio

$\frac{1}{35}$   
of Shortest Side



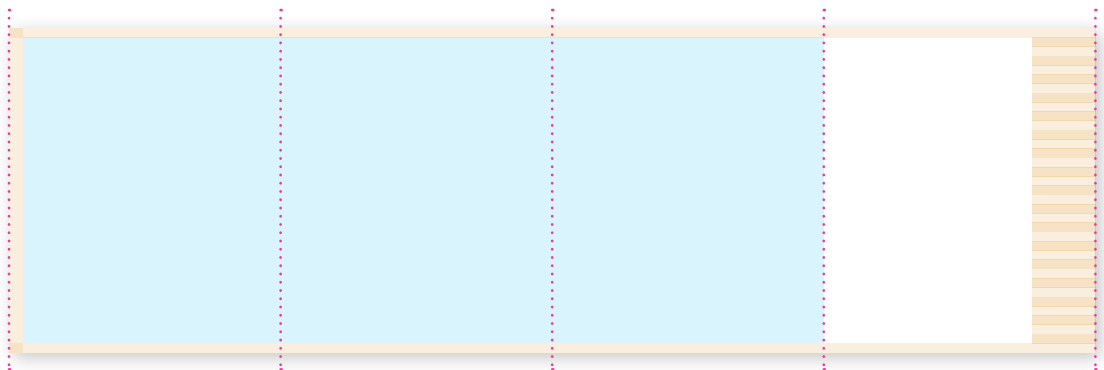
Greater Than 3:1 Aspect Ratio

$\frac{1}{20}$   
of Shortest Side



Greater Than 1:3 Aspect Ratio

$\frac{1}{20}$   
of Shortest Side



Greater Than 1:2 Aspect Ratio

$\frac{1}{35}$   
of Shortest Side

## MARGINS FOR A 1:2 OR 2:1 ASPECT RATIO **OR MORE**

If a composition is more condensed than a 2:1 or 1:2 aspect ratio, the margin is made up of  $\frac{1}{35}$  of the shortest side.

If a composition is more condensed than a 3:1 or 1:3 aspect ratio, the margin is made up of  $\frac{1}{20}$  of the shortest side.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

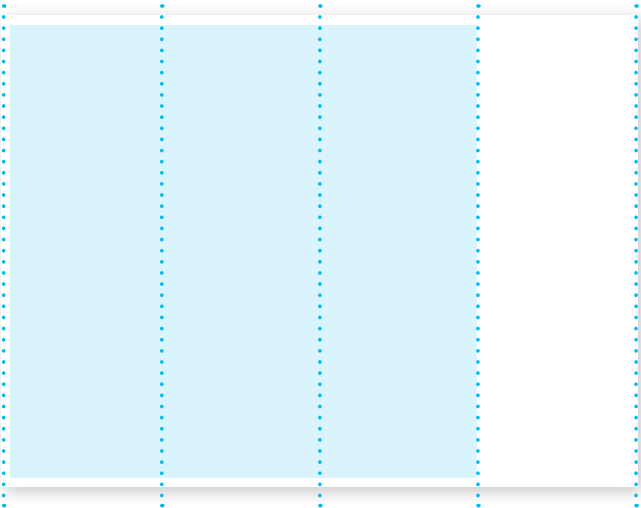
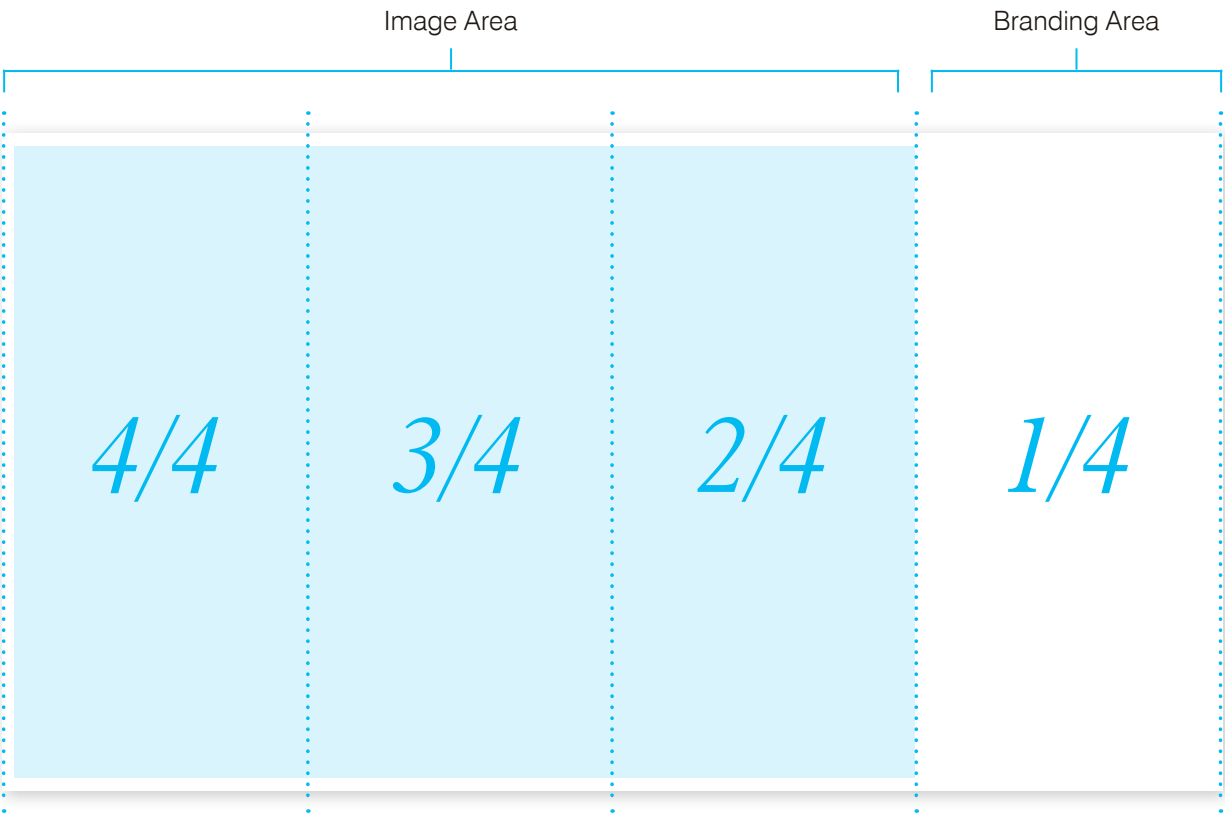
*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

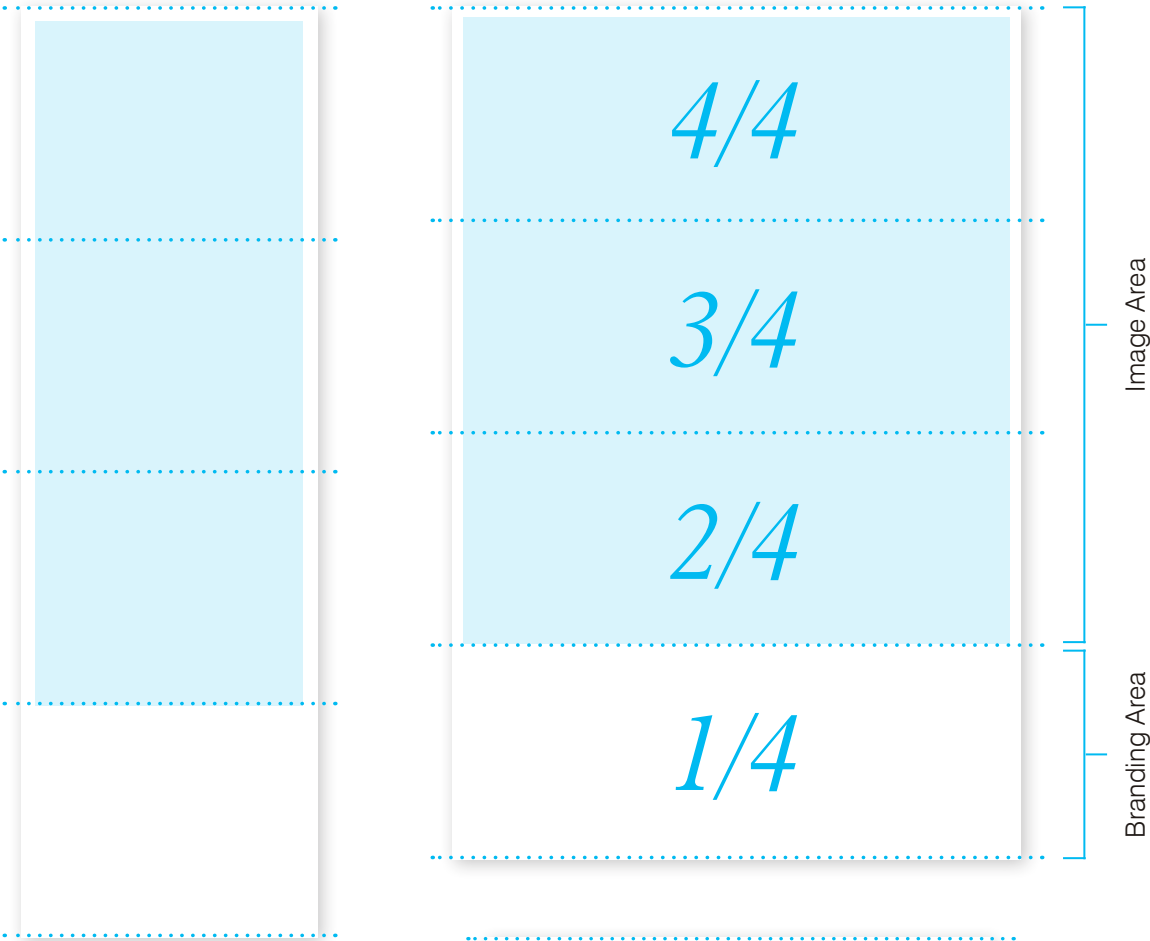
*Inquires and Resources*

# The Rule of Quarters



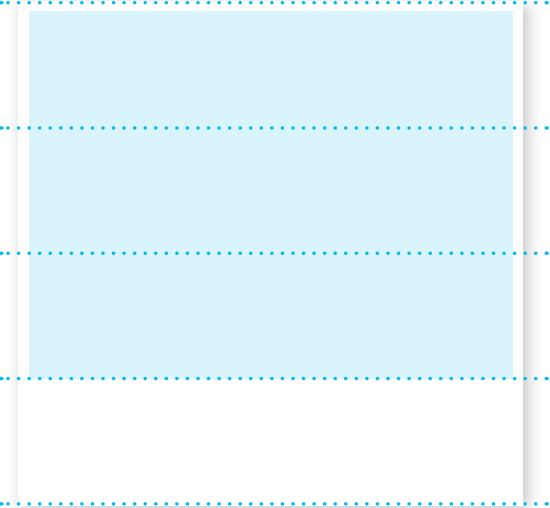
## VERTICAL OR SQUARE ORIENTATION

Any vertical or square composition will have a horizontal branding area.



## HORIZONTAL ORIENTATION

Any horizontal composition will have a vertical branding area.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



# The Rule of Quarters (Examples)

These layouts are for example only. They cannot be used in any circumstance.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

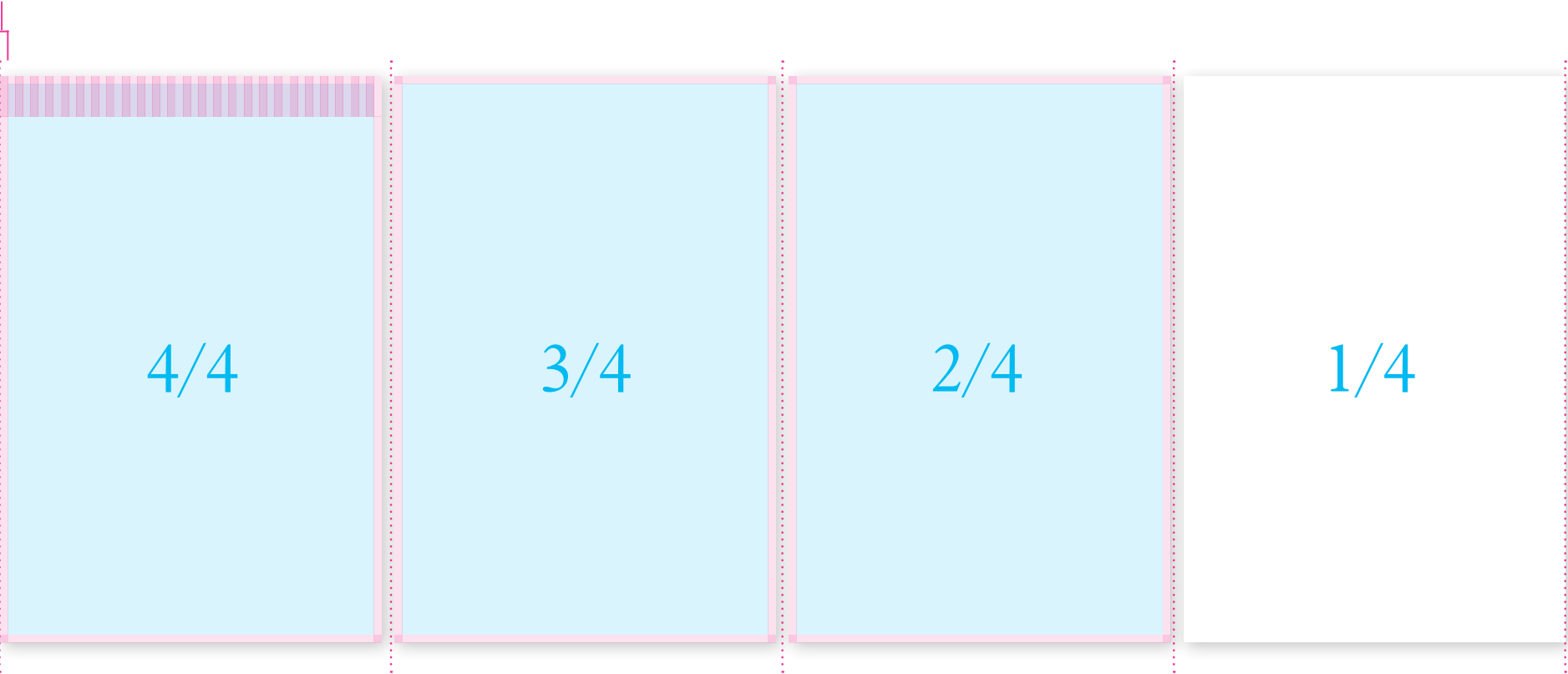
*Partnership  
Guidelines*

*Inquires  
and Resources*



# Multiframe — Margin and Rule of Quarters

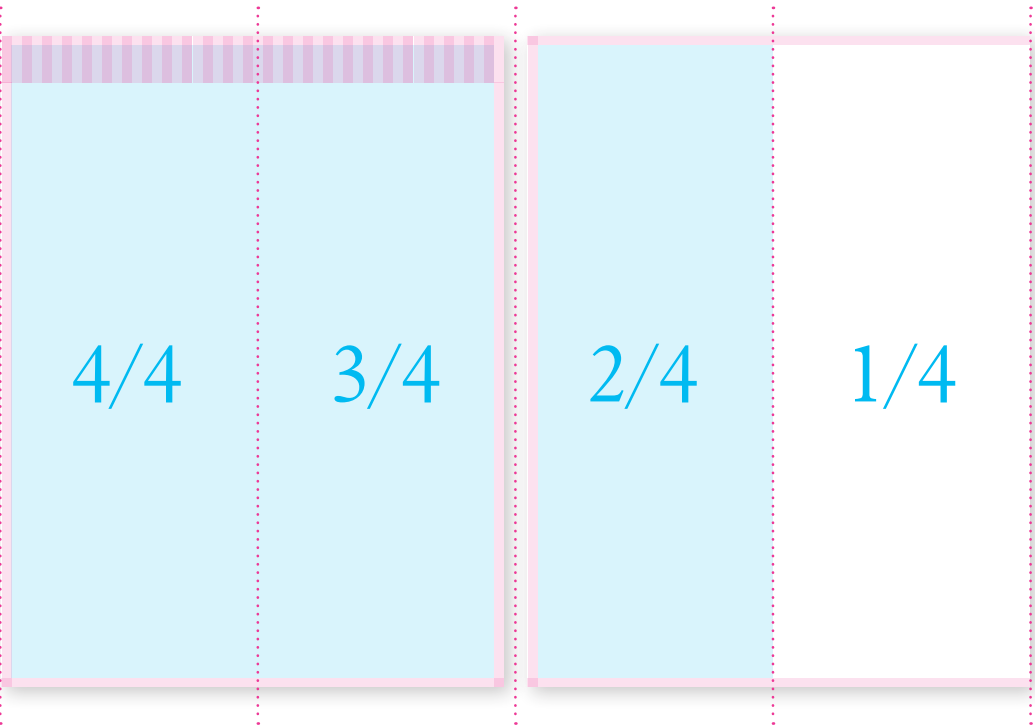
*1/50*  
the Shortest Side  
of a Single Frame



## LAYING OUT MULTIPLE COMBINED FRAMES

When multiple individual frames are laid out as one composition, use the rule of quarters to determine the image and branding areas. For this, all frames are measured as one.

When creating margins, the 1/50 rule applies, but in the case of multiframe layouts it is applied to the shortest side of one single frame, not the sum of the frames.



*1/50*  
the Shortest Side of a  
Single Frame

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Multiframe — Margin and Rule of Quarters (Example)



## LAYING OUT MULTIPLE COMBINED FRAMES

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

As shown here, the margins apply to each frame on multiframe layouts.

These layouts are for example only. They cannot be used in any circumstance.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Bringing It All Together

## Step Two


1 Frame

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

30 Hotel Brands. Endless Experiences.

2 Copy

Convey hospitality through voice and photography. Aldine offers an invitational aesthetic that works across all brands.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

# Typesetting

Call-and-Response Headline: Aldine 721 Light and Light Italic // Title Case // 0 Tracking // Auto Leading // Center Justified // Include Punctuation

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

Standard Headline: Aldine 721 Light // Title Case // 0 Tracking // Auto Leading // Center Justified // No Punctuation

Your Journey Is Our Pleasure

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

30 Hotel Brands. Endless Experiences.

Eyebrow: Aldine 721 Light Italic // Title Case // 0 Tracking // Auto Leading // Center Justified // No Punctuation

*Limited Time Only*

Body Copy: Swiss 721 Light // Sentence Case // 0 Tracking // Auto Leading // Center Justified // Include Punctuation

Connect with the people, places, and passions you love at thousands of hotels across 30 brands worldwide.

Caption: Swiss 721 Regular // Uppercase // 30 Tracking // Auto Leading // Center Justified // No Punctuation

W BARCELONA, SPAIN

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

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**NOTE:**  
Legal copy is set to minimum allowable legible size.

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

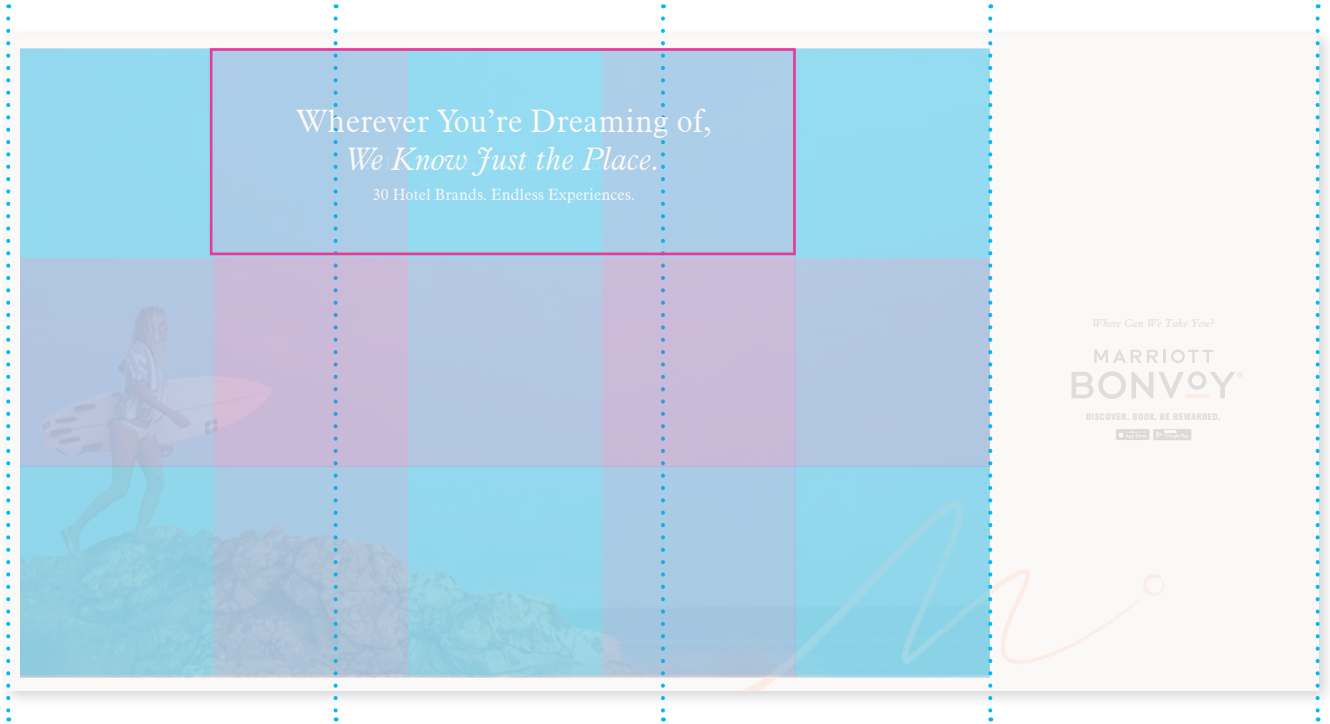
*Partnership Guidelines*

*Inquires and Resources*

# Offline Copy Area

### COPY AREA

Copy should be centered in the upper third of a three-by-five grid in any offline composition.



## Scale in Offline Compositions:

### Headline

The desired span of a single headline is no more than **three-fifths** the width of an image.

### Subhead

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

### Tagline

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

### Caption

A caption is set to the minimum allowable legible size.

**Our Brand**

**Travel Program Details**

**Design Elements**

**Copy**

**Photography**

**Creative Development**

**Channel Examples**

**Event Activations and Merchandise**

**Partnership Guidelines**

**Inquires and Resources**



These layouts are for example only. They cannot be used in any circumstance.

# Online Copy Area

30 px

### COPY AREA

Copy should be centered in the upper third of any online composition.

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



## Scale in Online Compositions:

### Headline

The desired span of a single headline is no more than **two-thirds** the width of an image.

### Subhead

A subhead is set at **33%** the scale of the headline.

### CTA

A CTA is set within the CTA lockup. No adjustments are needed.

### Caption

A caption is set to a maximum of 5 pt or 6 px.

Our Brand

Travel Program Details

Design Elements

Copy

Photography

Creative Development

Channel Examples

Event Activations and Merchandise

Partnership Guidelines

Inquires and Resources

These layouts are for example only. They cannot be used in any circumstance.

# Captioning

## Print

All property images must be captioned. The caption can be placed on or near the image. If the caption is not on the image, give it context with a lead-in, e.g., “Featured property,” followed by a colon and the property name.

## Digital

- Include property captions on banners only when space permits.
- On websites, property images in hero placements must be captioned. If the caption is placed over the image, use a color box (80% #1C1C1C) with white text for ADA compliance.
- In emails, place the caption for hero images above the footer.
- On websites and in emails, caption secondary images only if usage rights require it.

## Construct and Translation

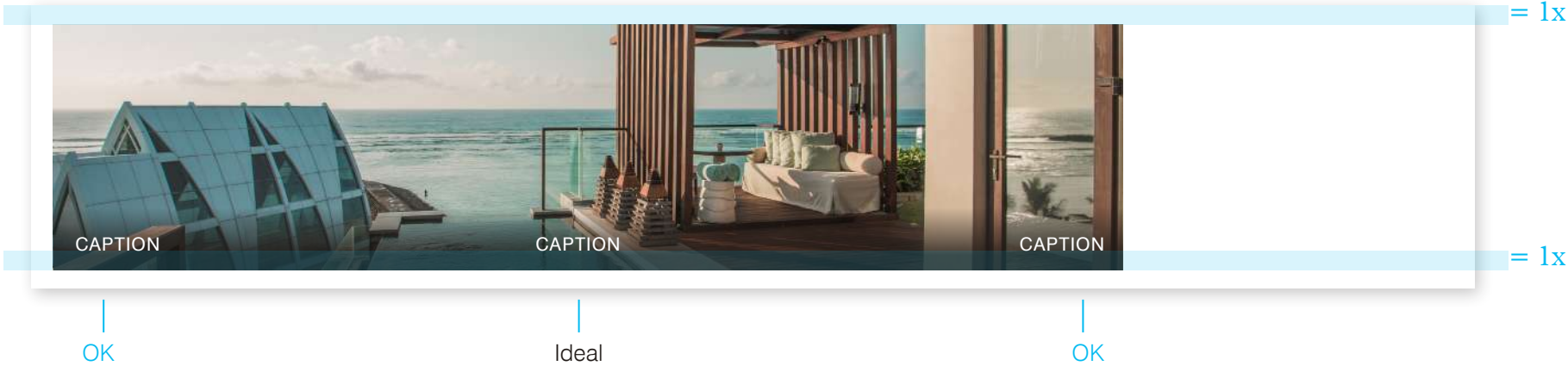
- Captions include the property name, city (if not already part of the property name), state or province (only for U.S., Canada, and China), and country — e.g., Hotel Danieli, a Luxury Collection Hotel, Venice, Italy.
- Design Hotels™ captions follow a slightly different format: hotel name, city, state or province (only for U.S., Canada and China), country, “a Member of Design Hotels™” — e.g., Gramercy Park Hotel, New York, New York, USA, a Member of Design Hotels™.
- If it isn’t already part of the hotel name, include the island name in captions for properties in Hawaii — e.g., Moana Surfrider, a Westin Resort & Spa, Waikiki Beach, Honolulu, Oahu, Hawaii, USA.
- For captions in languages other than English, translate the city, state/province, and country. In Arabic, Chinese, Japanese, Korean, and Russian, translate the property name too. The phrase “a Member of Design Hotels™” is never translated.

Caption: Swiss 721 Regular // Uppercase // 30 Tracking // Auto Leading // Center Justified // No Punctuation

THE RITZ-CARLTON, BALI, NUSA DUA, BALI, INDONESIA

### CAPTION PLACEMENT

The ideal caption placement is over the lower center of an image.



Our Brand

Travel Program Details

Design Elements

Copy

Photography

Creative Development

Channel Examples

Event Activations and Merchandise

Partnership Guidelines

Inquires and Resources

# Bringing It All Together

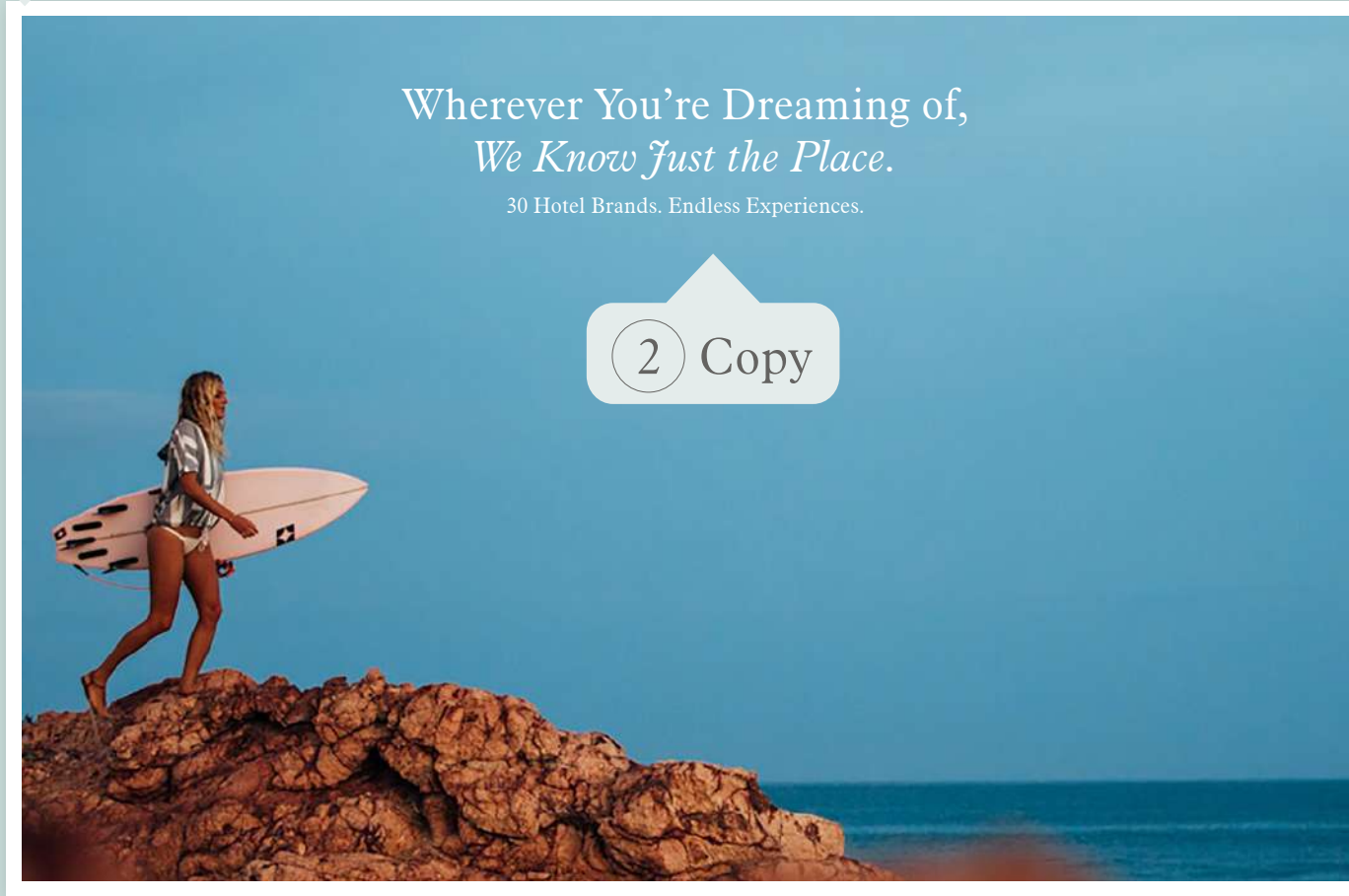
## Step Three

1 Frame

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

30 Hotel Brands. Endless Experiences.

2 Copy



3 CTA Logo Lockup

Where Can We Take You?

MARRIOTT  
BONVOY®

DISCOVER. BOOK. BE REWARDED.

App Store Google Play

Choosing and framing the CTA logo lockup in the branding area creates a clear call to how the reader can experience Marriott Bonvoy.

Our Brand

Travel Program Details

Design Elements

Copy

Photography

Creative Development

Channel Examples

Event Activations and Merchandise

Partnership Guidelines

Inquires and Resources

These layouts are for example only. They cannot be used in any circumstance.

# Placement and Scale

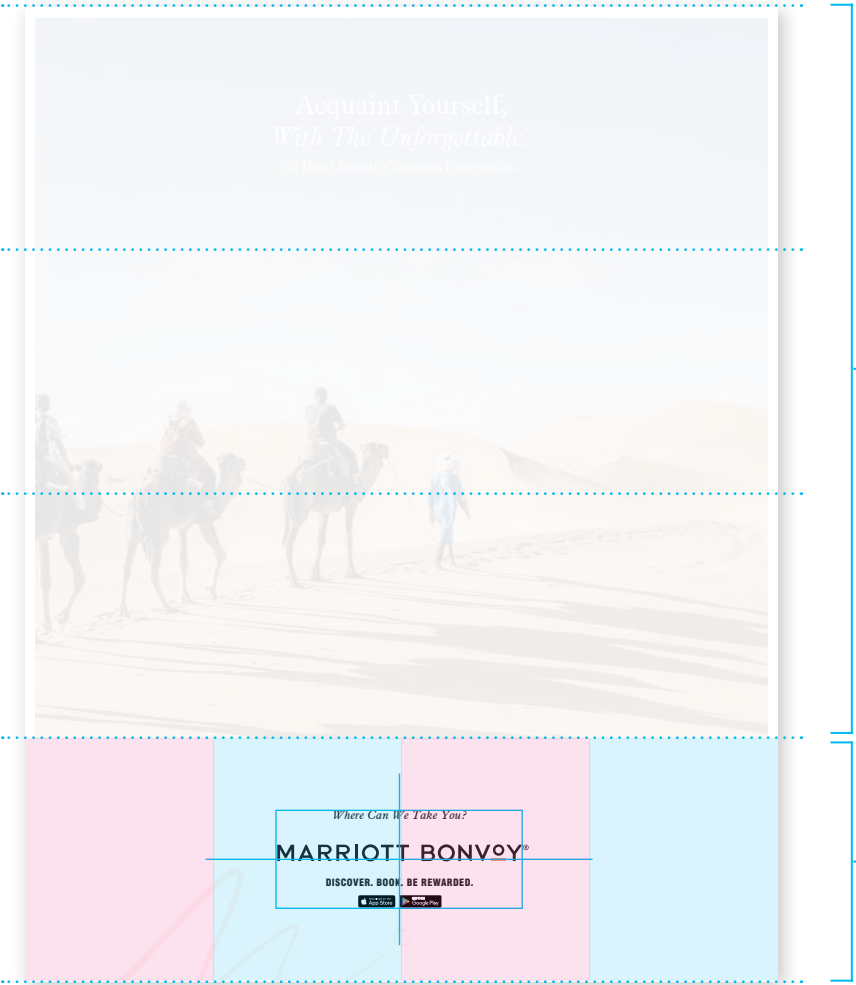
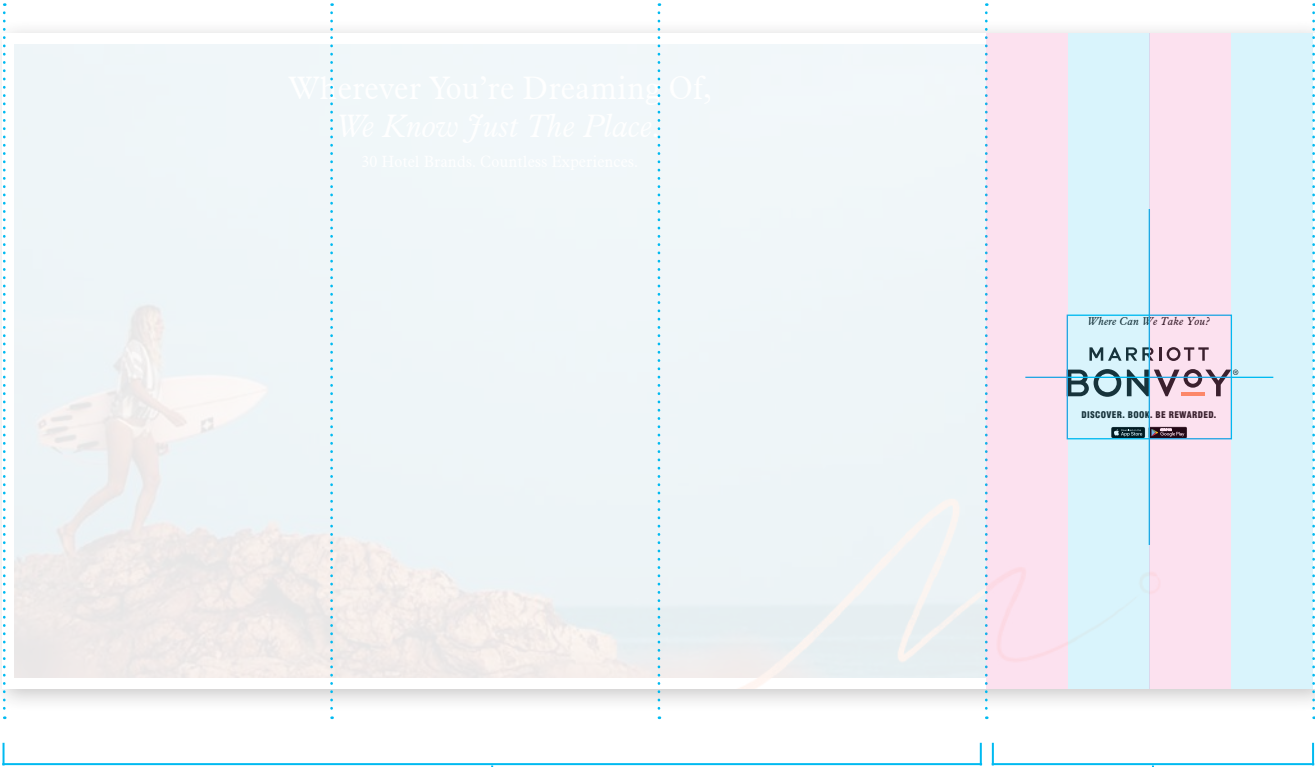
Refer to page 32–33 for all CTA logo lockup options.

## PLACING A PROMINENT CTA LOGO LOCKUP

The branding area occupies the latter one-fourth of any composition.

CTA logo lockups should be centered in the branding area and take up no more than half its width, no matter the orientation. The minimum scale of the logo lockup is three-eighths the width of the branding area.

This creates balance and gives the logo lockup appropriate prominence.



*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

*Partnership Guidelines*

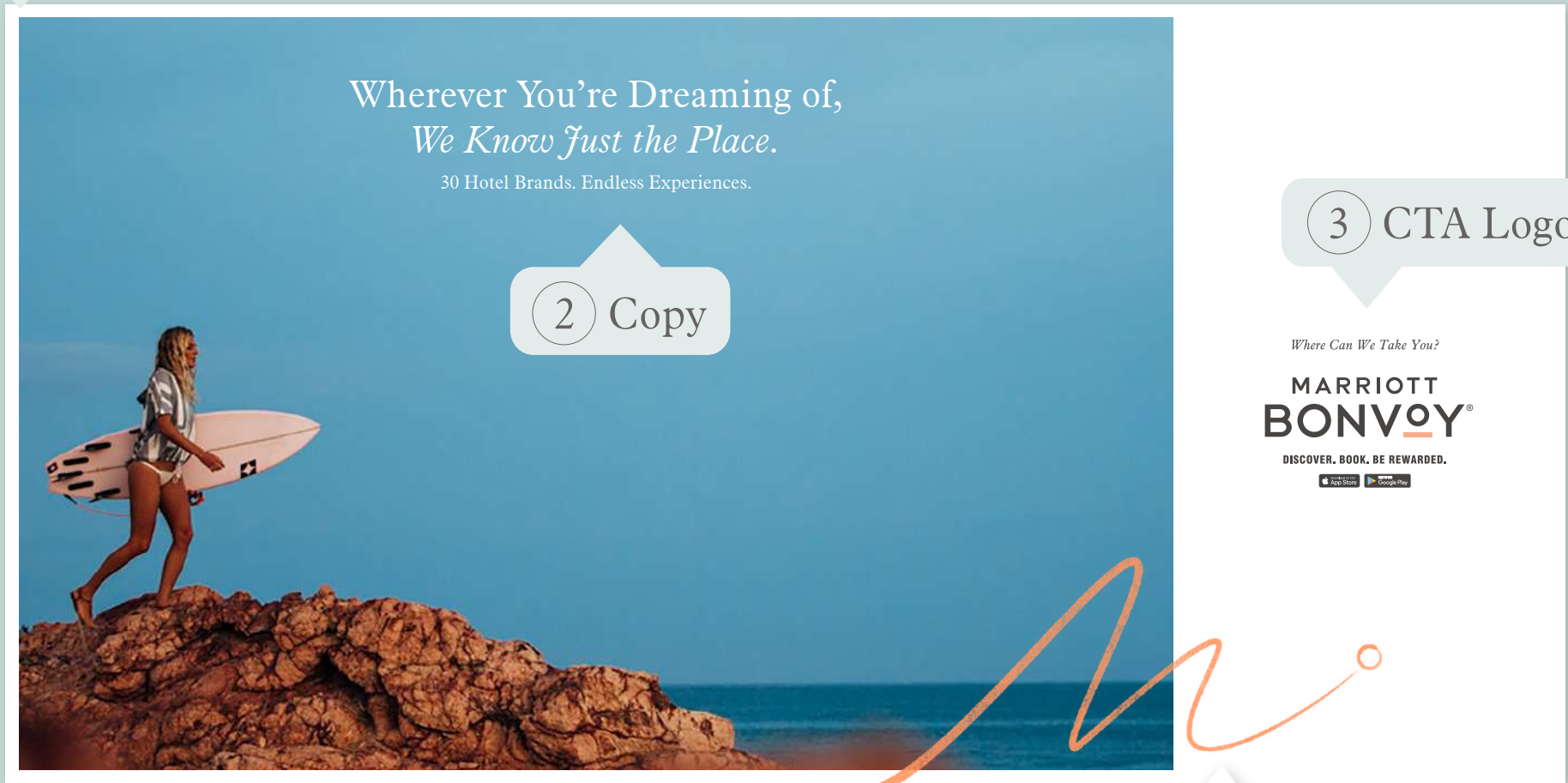
*Inquires and Resources*



# Bringing It All Together

## Step Four

1 Frame



4 Path Connector

A more expressive and prominent connector always leads the reader to the Marriott Bonvoy tagline and call to action.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

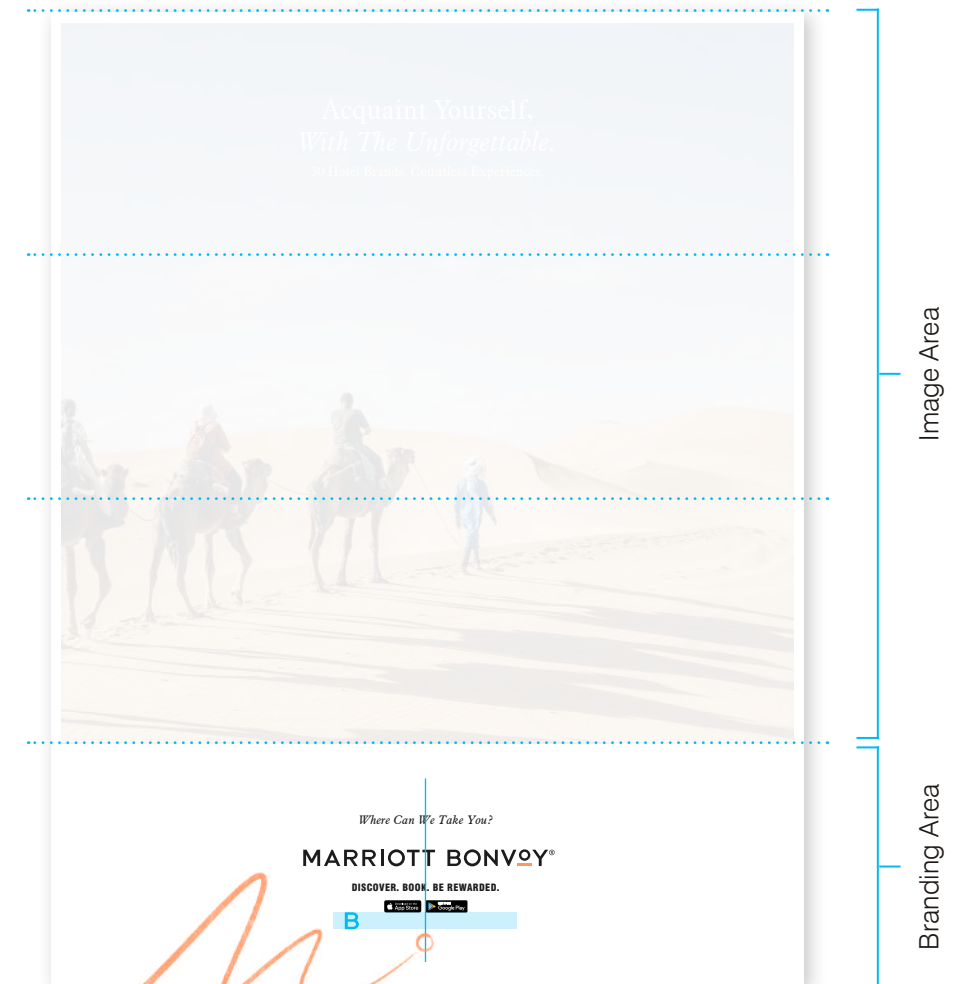
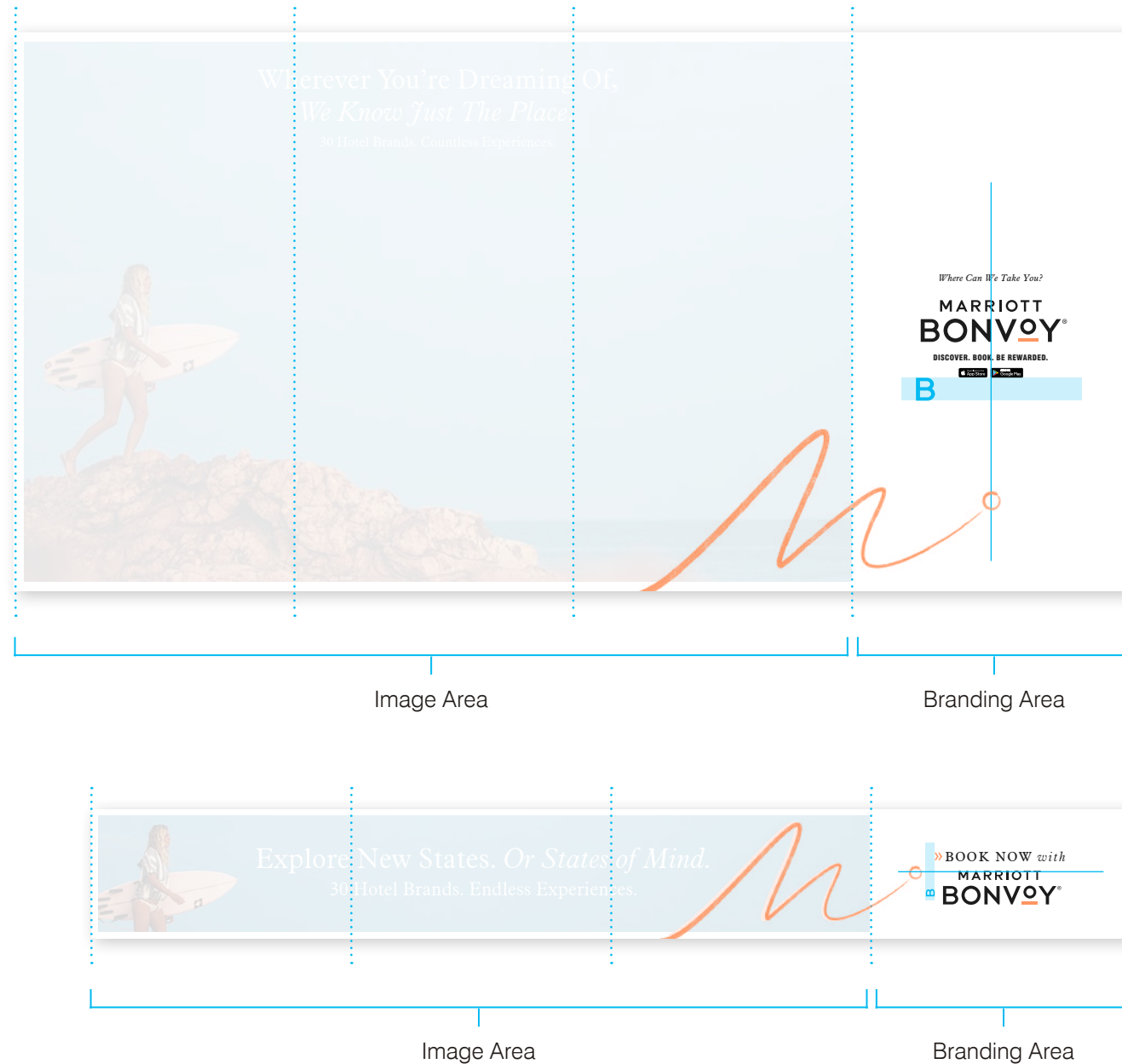


# Placement

Refer to pages 38–39 for scale of the path connector.

## PLACEMENT OF THE PATH CONNECTOR

The aperture portion of the path connector should always be center-bottom justified or center-left justified with the lockup.



**Our  
Brand**

**Travel Program  
Details**

**Design Elements**

**Copy**

**Photography**

**Creative  
Development**

**Channel Examples**

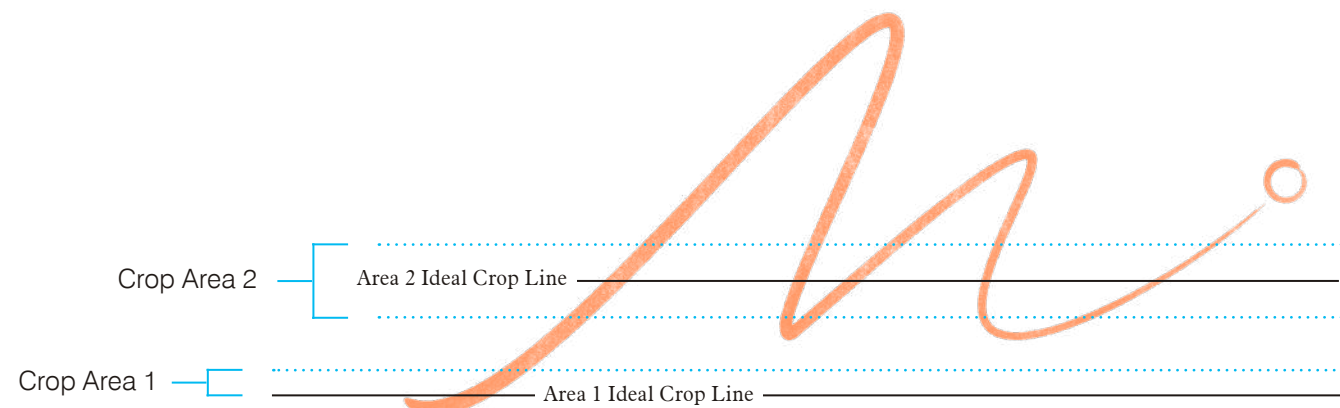
**Event Activations  
and Merchandise**

**Partnership  
Guidelines**

**Inquires  
and Resources**

# Cropping Horizontally

These layouts are for example only. They cannot be used in any circumstance.

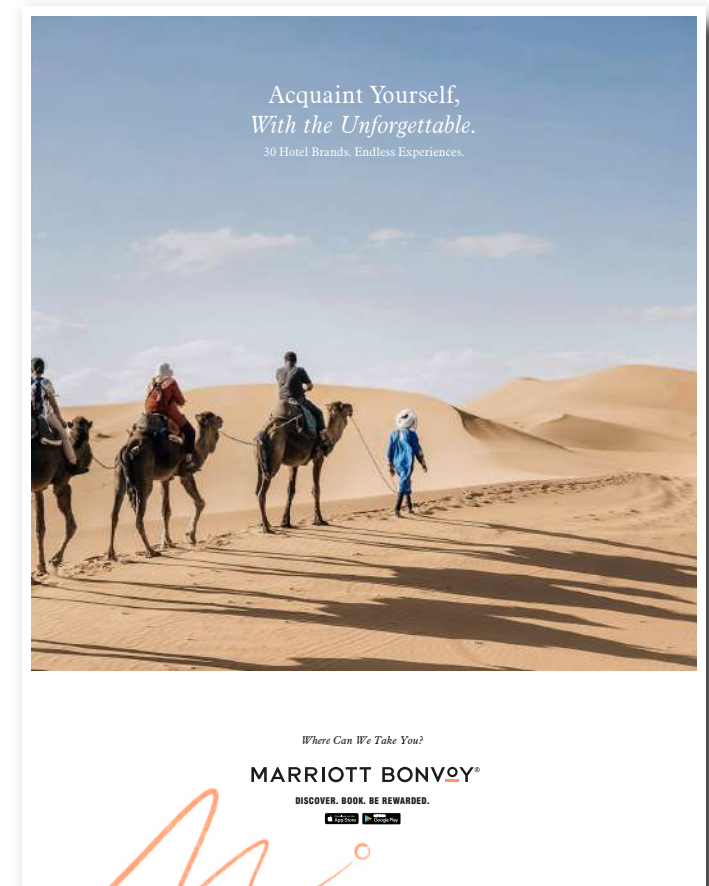


## CROPPING THE PATH CONNECTOR

Ensure the two peaks of the path connector always appear. When cropping horizontally, you can choose from two areas, with the ideal crop line falling in the center of each.



Crop Area 1



Crop Area 2

**Our  
Brand**

**Travel Program  
Details**

**Design Elements**

**Copy**

**Photography**

**Creative  
Development**

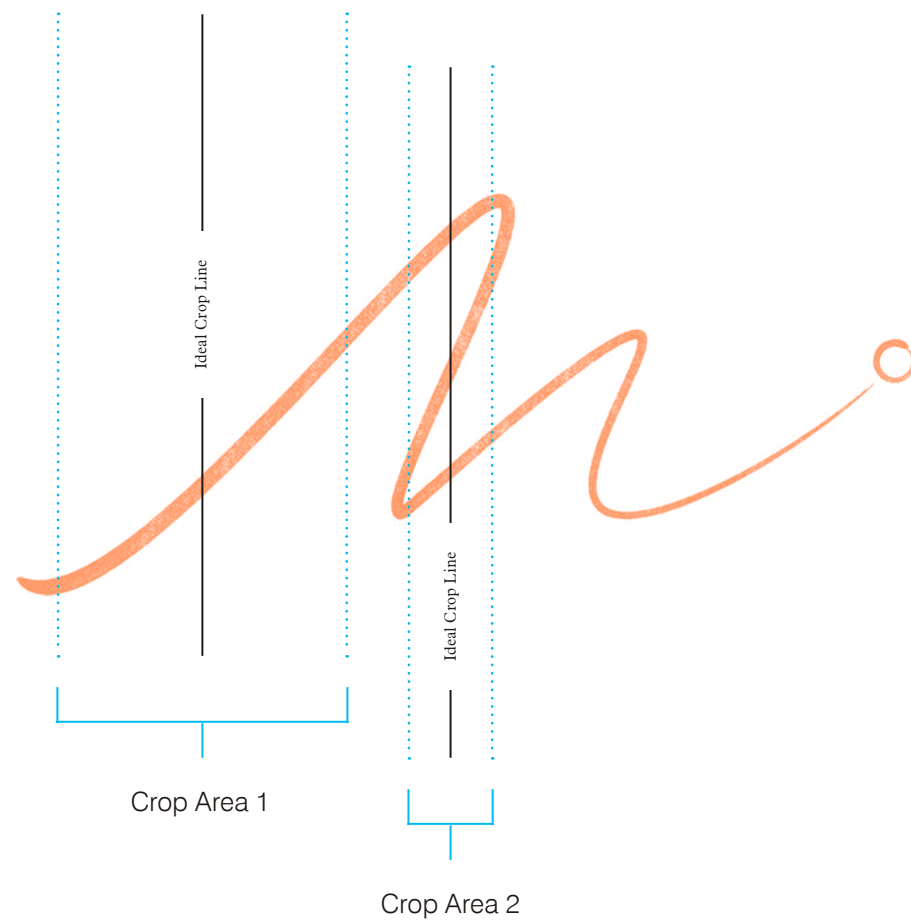
**Channel Examples**

**Event Activations  
and Merchandise**

**Partnership  
Guidelines**

**Inquires  
and Resources**

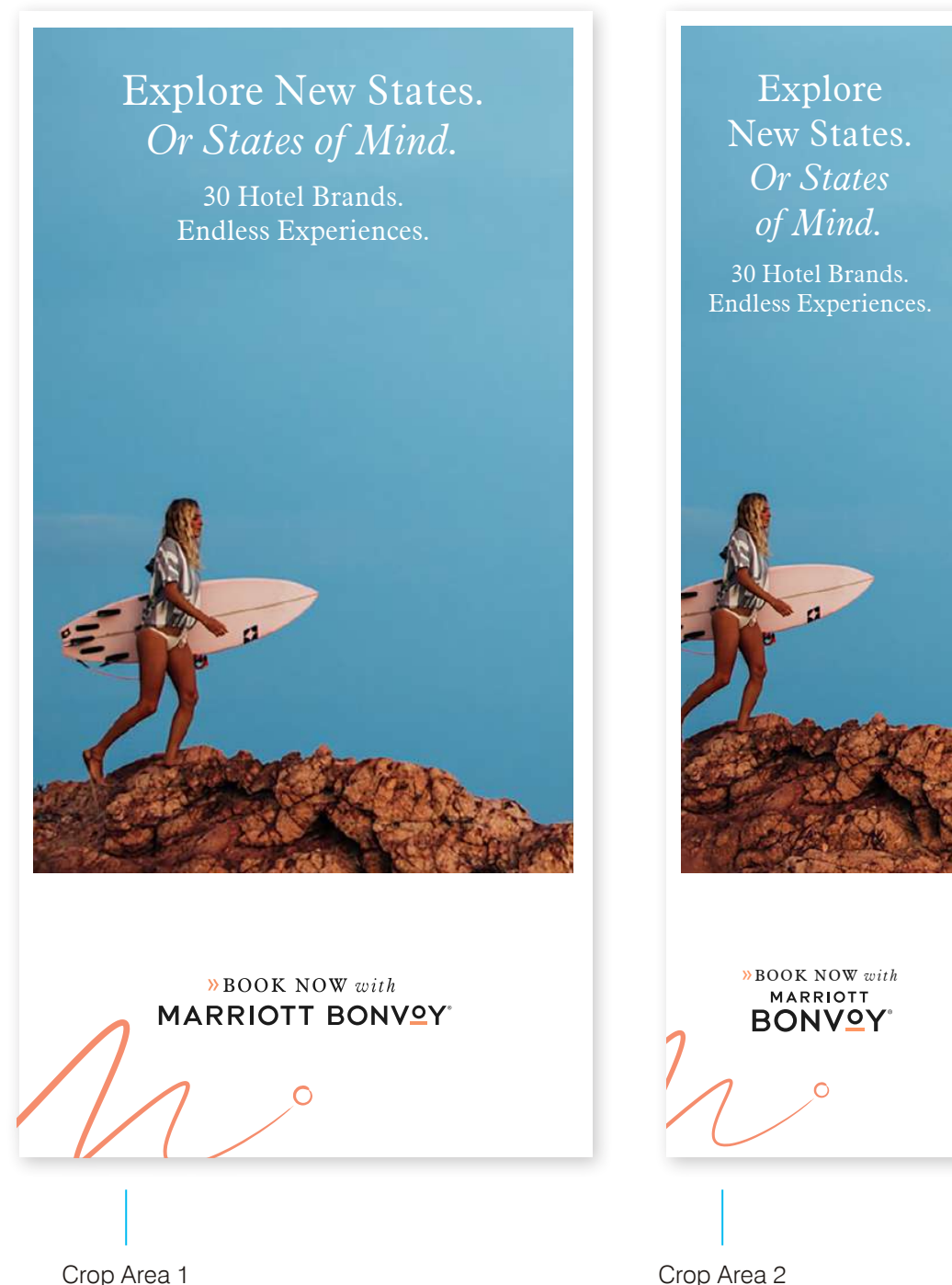
# Cropping Vertically



## CROPPING THE PATH CONNECTOR

Vertical crops can be made in two areas. The ideal crop line is in the center of each area. Ensure the two peaks of the path connector always appear.

In instances where the branding area is tight, it is OK to crop the path connector horizontally as well as vertically.



Crop Area 1  
(This example also uses horizontal crop area 2 from previous page.)

Crop Area 2

*Our Brand*

*Travel Program Details*

*Design Elements*

*Copy*

*Photography*

*Creative Development*

*Channel Examples*

*Event Activations and Merchandise*

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# Channel Examples

## Section 7

# Channel Resources

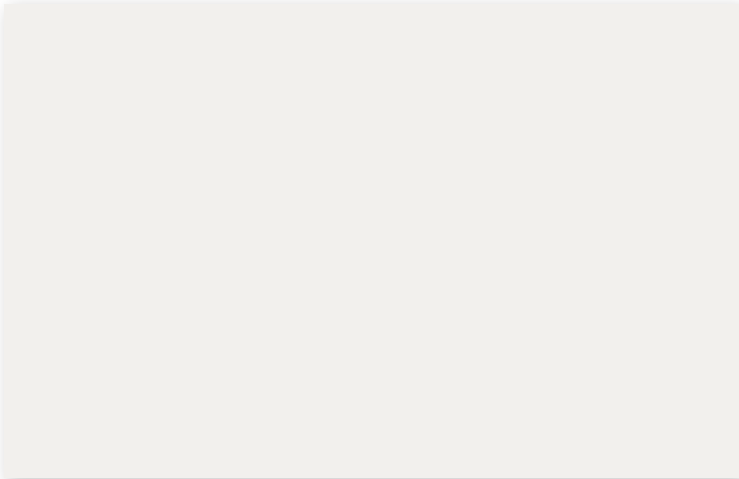
Here are specific guidelines for placements by channel. You'll find execution examples on the following pages.



[DME Guidelines](#)



[Email Template](#)



[On-Property Collateral Guide](#)



[Digital Guidelines](#)



[Social Playbook](#)

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
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*Partnership  
Guidelines*

*Inquires  
and Resources*



# Digital Out of Home (DOOH) and Out of Home (OOH)

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

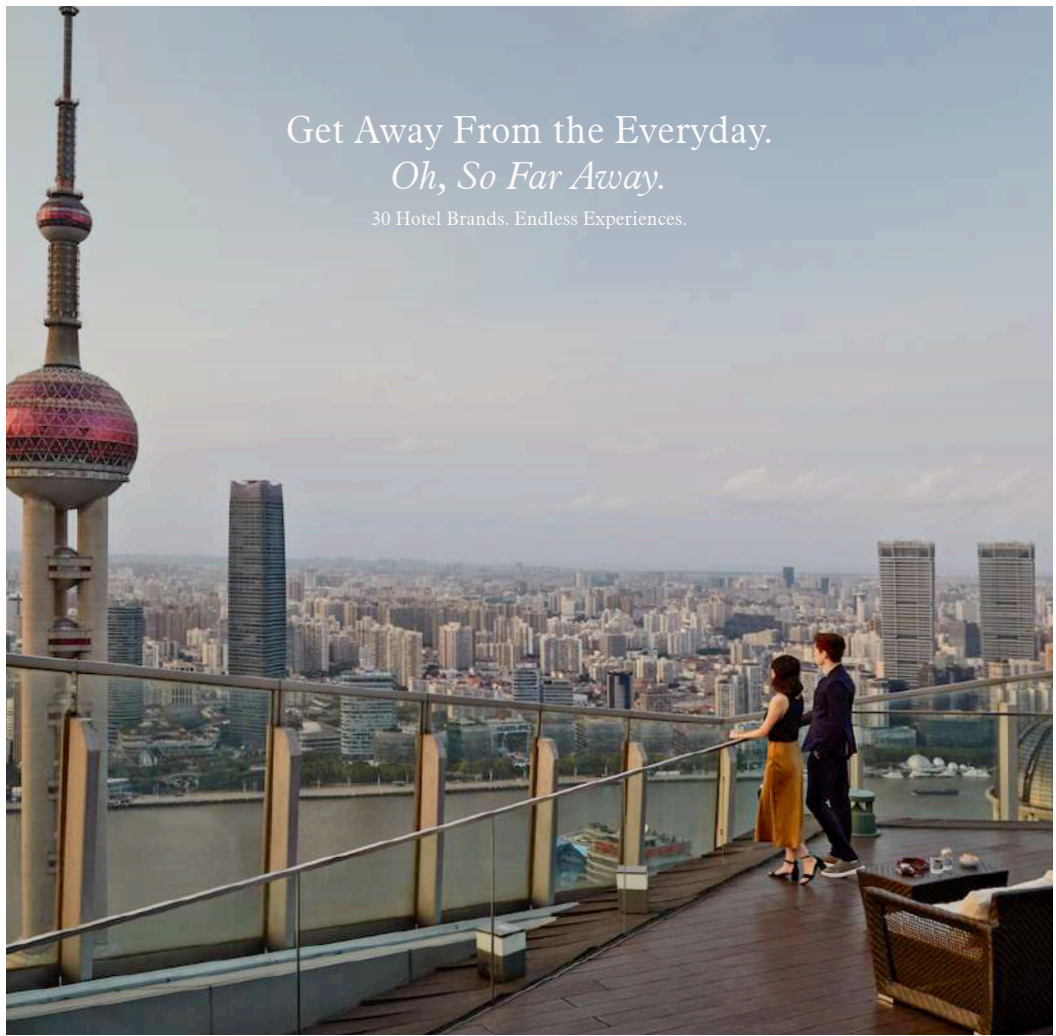
Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



Where Can We Take You?

MARRIOTT BONVOY®

DISCOVER. BOOK. BE REWARDED.



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# DOOH/OOH

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

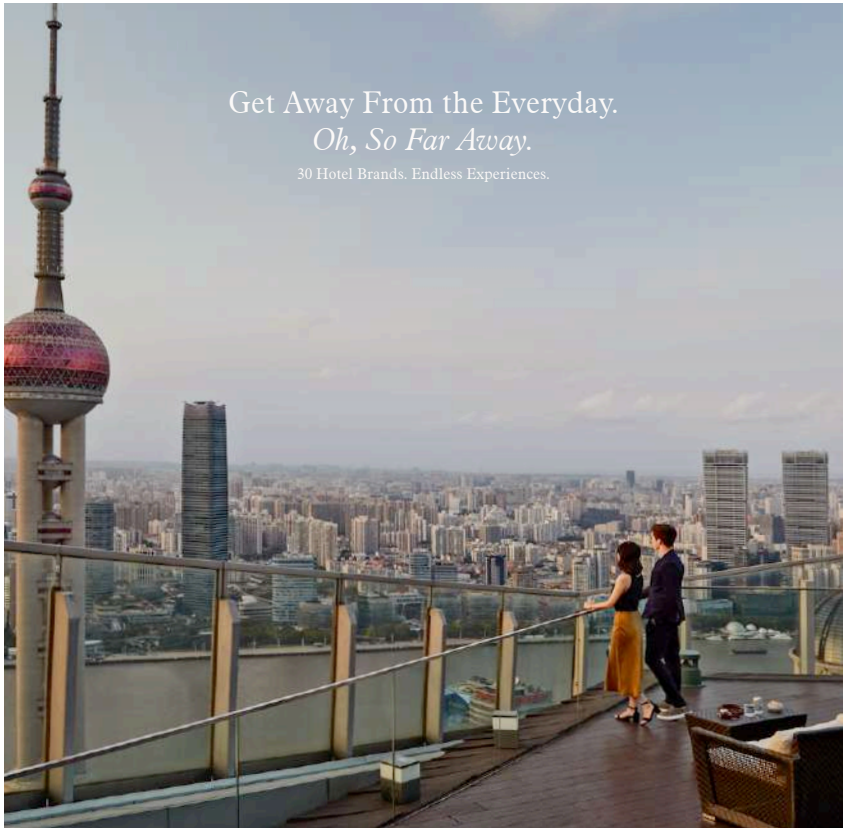
Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



Bus Shelter



14 x 48 Feet



30 Sheet

# Sequential OOH

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

## Multipanel, Single Message

- Multipanel
- Single image
- Single message

## Spectaculars\*

- High-impact placements
  - Extreme horizontals
  - Station dominations
  - Custom sizes

\*This is general guidance. Tier One custom units will always be treated on a case-by-case basis (pending media and creative KPIs, specific placements, environment, foot traffic, drive traffic, etc.).

## Panel Styles

- Multipanel
- Multi-image
- Multimessage
- Large panel systems or Large-format wall scenarios

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*


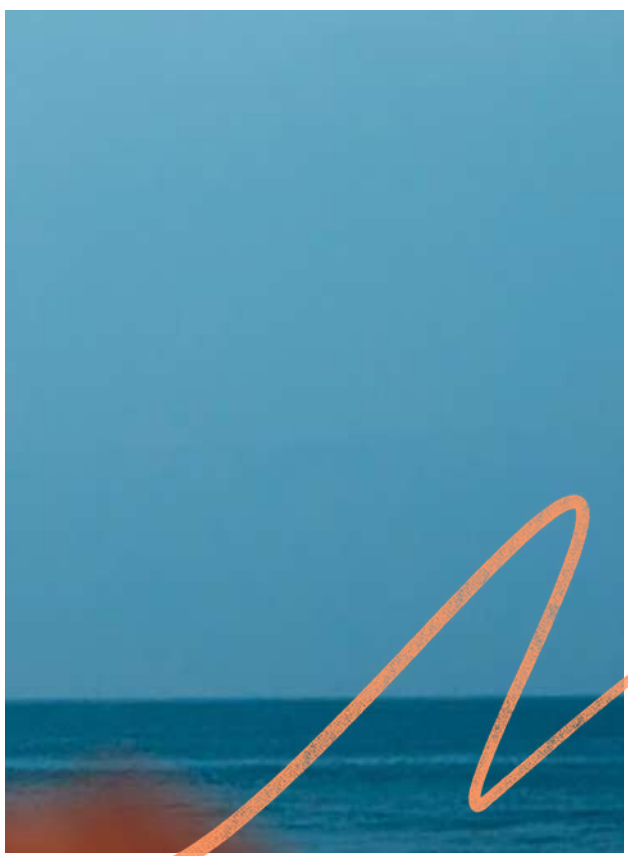








*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



				Our Brand
<p>Wherever You're Dreaming of, <i>We Know Just the Place.</i></p> <p>30 Hotel Brands. Countless Experiences.</p>				Travel Program Details
				Design Elements
<p>Where Can We Take You?</p> <p>MARRIOTT <b>BONVOY</b><sup>®</sup></p> <p>DISCOVER. BOOK. BE REWARDED.</p> <p> </p>				Copy
				Photography
				Creative Development
				Channel Examples
				Event Activations and Merchandise
				Partnership Guidelines
				Inquires and Resources

These layouts are for example only. They cannot be used in any circumstance.



# Multipanel, Single Message

These layouts are for example only. They cannot be used in any circumstance.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

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and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



NOTE:

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

These layouts are for example only. They cannot be used in any circumstance.





NOTE:

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

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# Alternative Panel Version 1



**NOTE:**

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

# Alternative Panel Version 2



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

# Digital Display

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

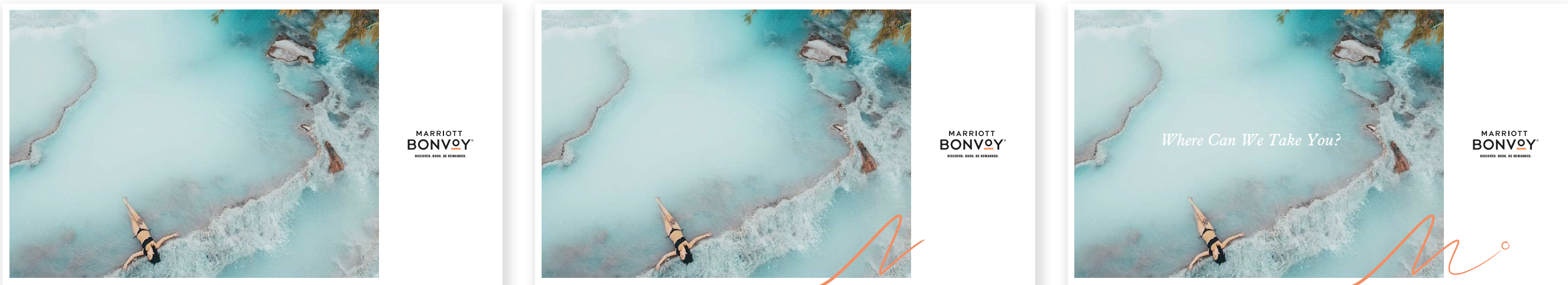
*Partnership  
Guidelines*

*Inquires  
and Resources*

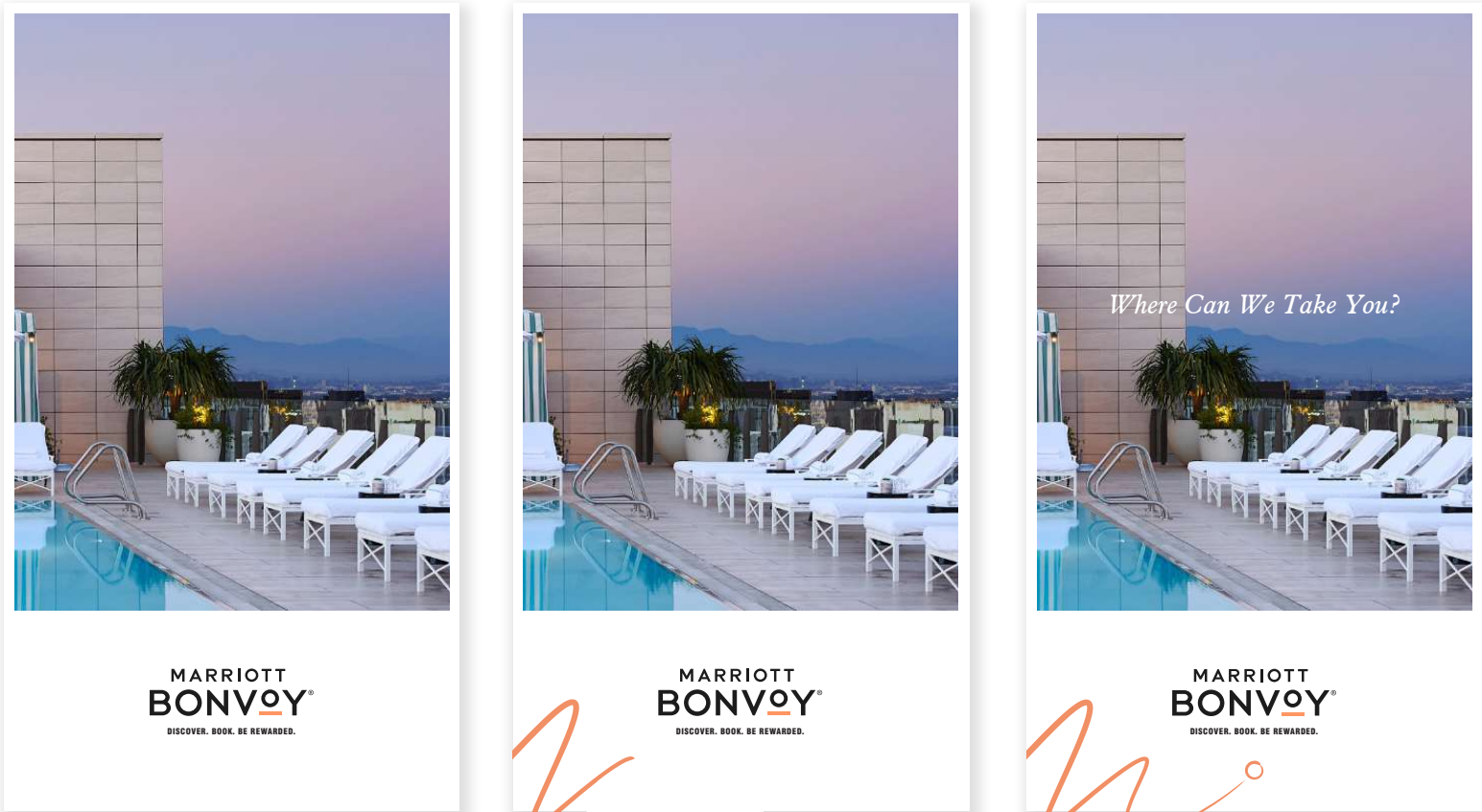


# Added-Value Media Placement

PAID :01-:03  
1920 x 1080



1080 x 1920



These layouts are for example only. They cannot be used in any circumstance.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

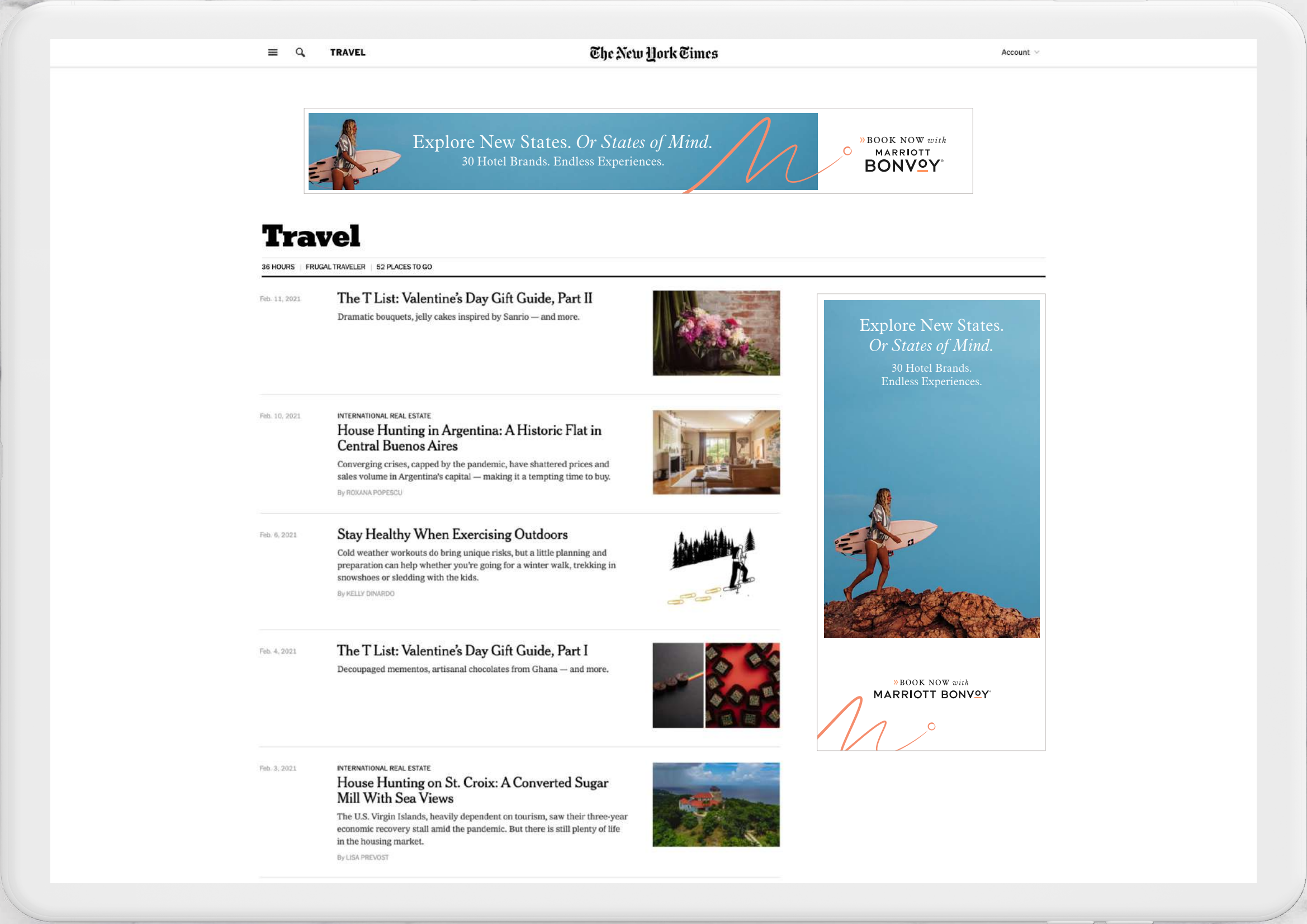
*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

These layouts are for example only. They cannot be used in any circumstance.

# Static Display Ads

Use when you have high to moderate control of the creative direction.

Explore New States.  
*Or States of Mind.*

30 Hotel Brands.  
Endless Experiences.




» BOOK NOW *with*  
MARRIOTT BONVOY®




300 x 600

Explore  
New States.  
*Or States  
of Mind.*

30 Hotel Brands.  
Endless Experiences.



» BOOK NOW *with*  
MARRIOTT BONVOY®



160 x 600



Explore New States. *Or States of Mind.*

30 Hotel Brands. Endless Experiences.




» BOOK NOW *with*  
MARRIOTT BONVOY®


728 x 90

Explore New States.  
*Or States of Mind.*


30 Hotel Brands.  
Endless Experiences.



» BOOK NOW *with*  
MARRIOTT BONVOY®



300 x 250



» BOOK NOW *with*  
MARRIOTT BONVOY®

300 x 50

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*




These layouts are for example only. They cannot be used in any circumstance.

# Static Display Ads (Cont.)

Use when no creative oversight is expected.

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

30 Hotel Brands.  
Endless Experiences.



PROPER HOTEL, SANTA MONICA

» BOOK NOW with  
MARRIOTT BONVOY®

300 x 600

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

30 Hotel Brands. Endless Experiences.

» BOOK NOW with  
MARRIOTT  
BONVOY®

728 x 90




» BOOK NOW with  
MARRIOTT  
BONVOY®

728 x 90

Summer More.  
*Rates From \$123.*

Member Rates Across 30 Brands.



WESTIN, MIAMI

» BOOK NOW with  
MARRIOTT BONVOY®

300 x 250

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

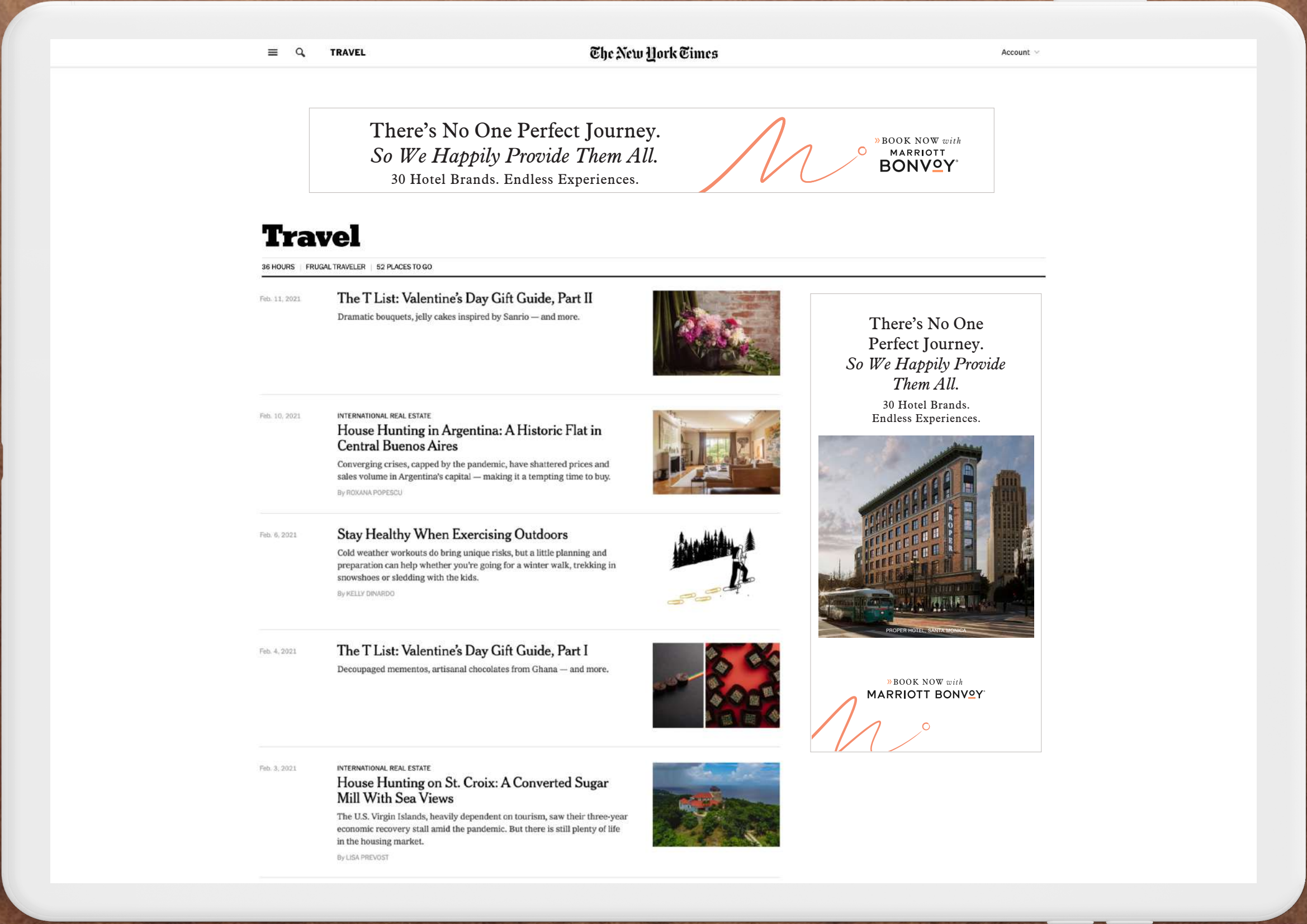
Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



These layouts are for example only. They cannot be used in any circumstance.



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

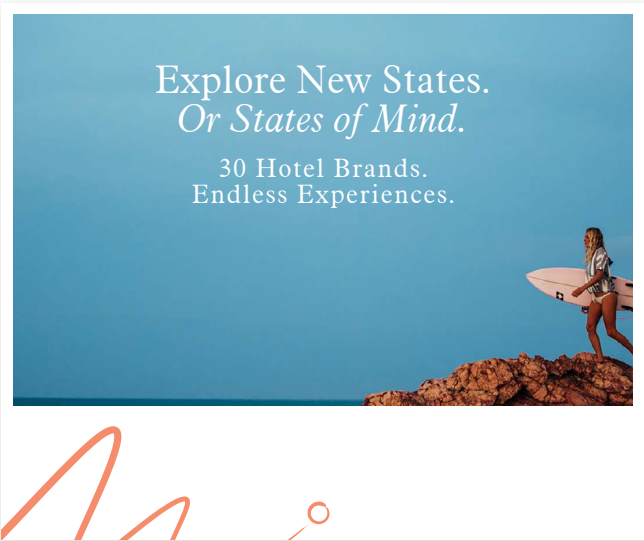
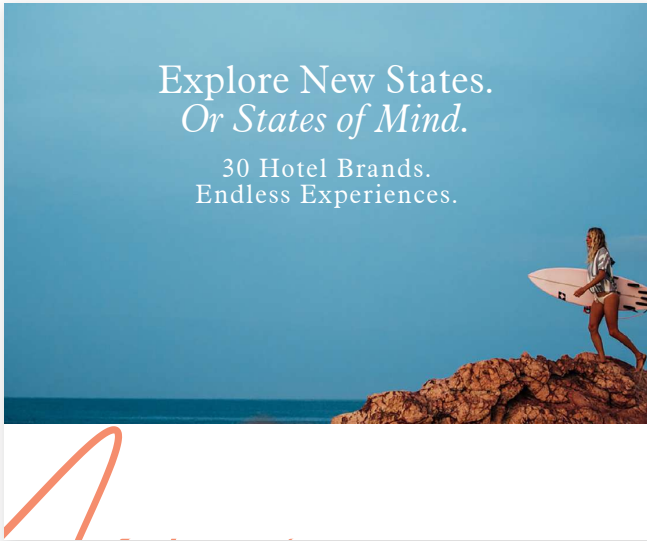
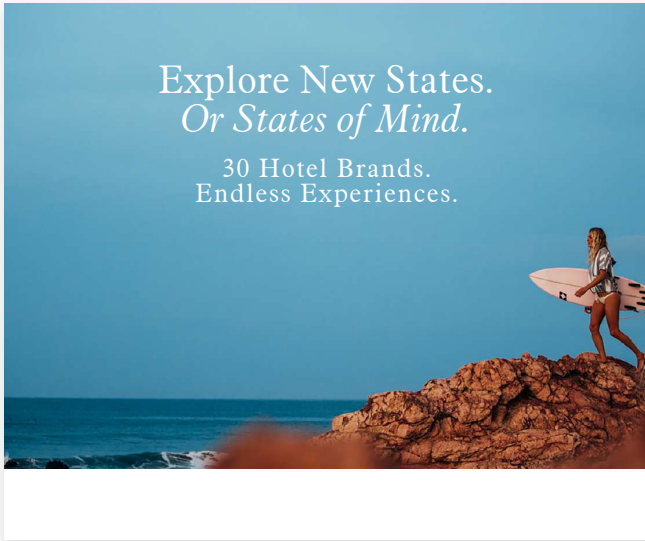
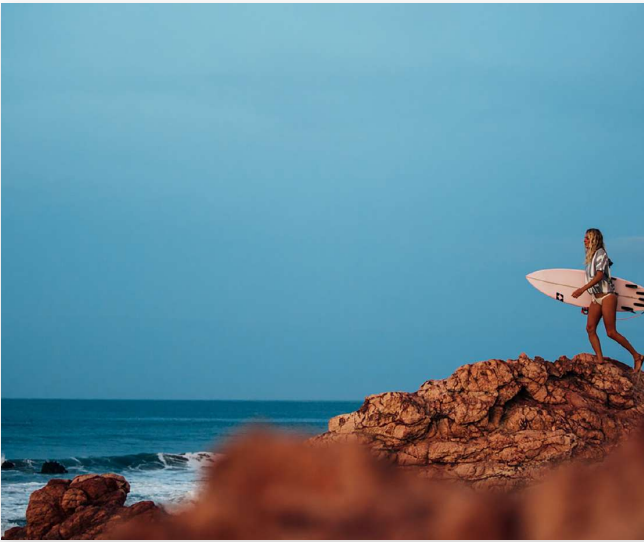
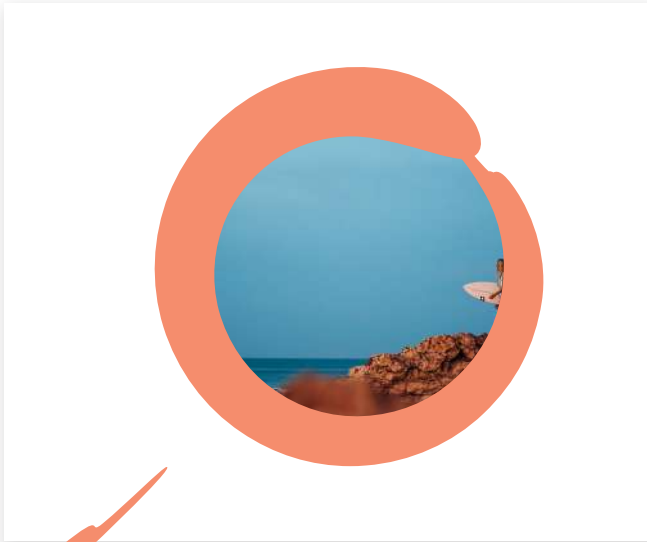
Partnership  
Guidelines

Inquires  
and Resources

# Animated Banners

HEAVY KB WEIGHT

300 x 250



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

These layouts are for example only. They cannot be used in any circumstance.



# Animated Banners (Cont.)

STANDARD/RESTRICTED  
FILE SIZE

300 x 250



These layouts are for example only. They cannot be used in any circumstance.

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources

# Social

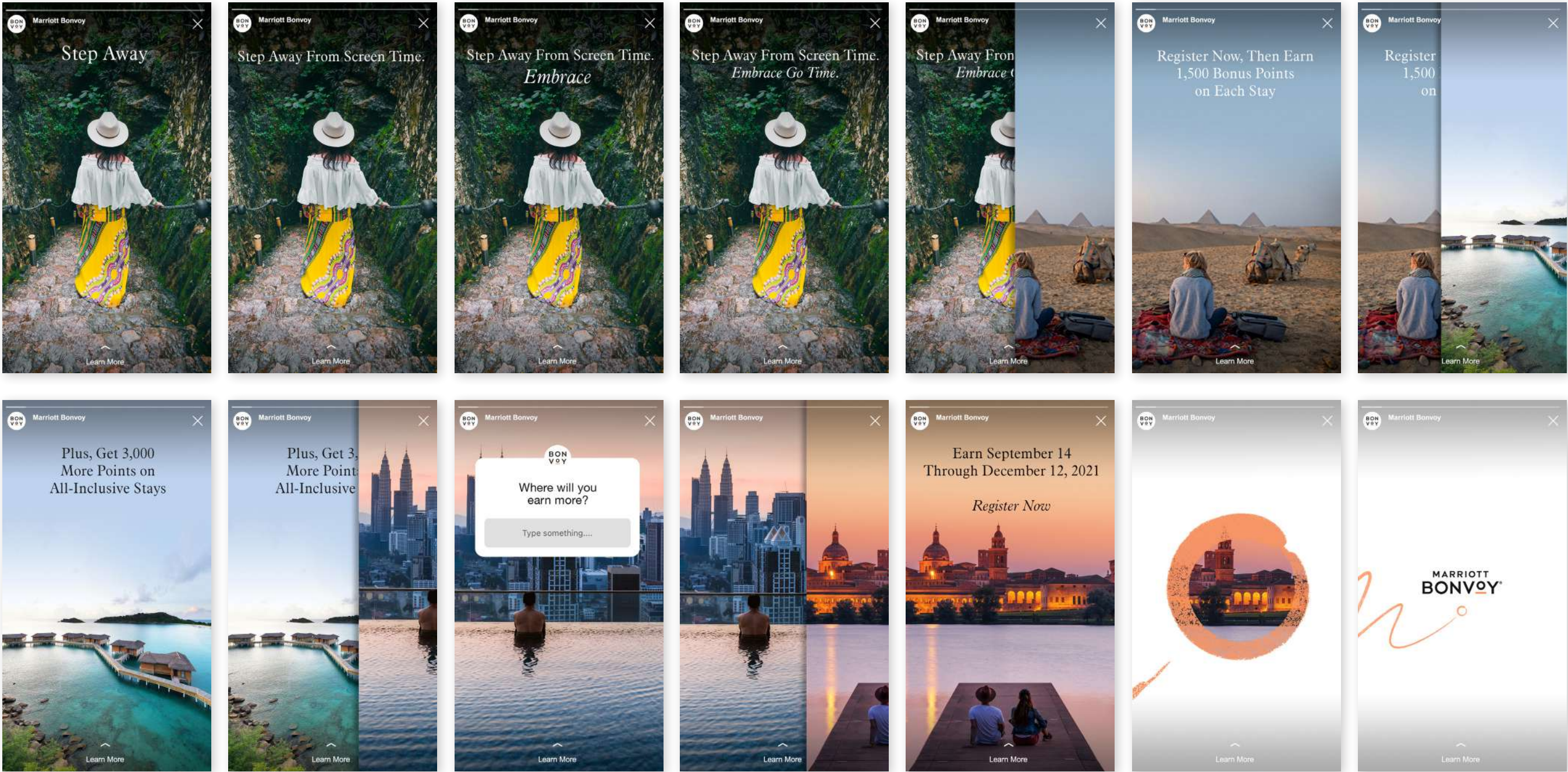
Social platforms and specific units (organic and paid) are ever-changing. Communications and content should always follow media and specific platform recommendations and best practices. See the [Marriott Bonvoy Social Playbook](#) for guidelines on creating social assets.



# Social Examples

## INSTAGRAM STORY

1080 x 1920



Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

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Guidelines

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and Resources



# Social Examples (Cont.)



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Email

Refer to the [Email Template Guide](#) when designing emails.

# Email Examples

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

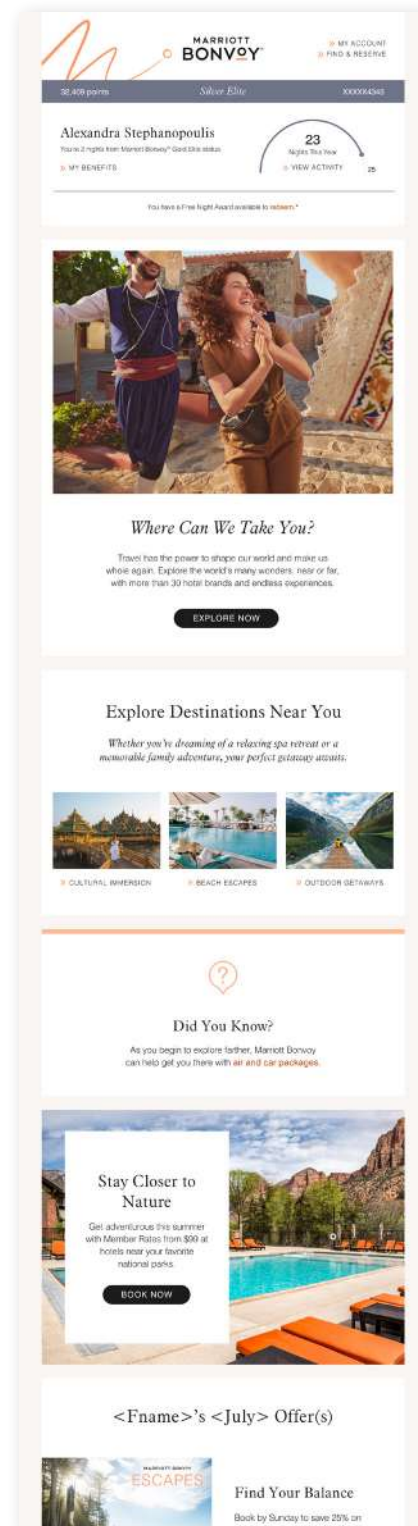
Channel Examples

Event Activations  
and Merchandise

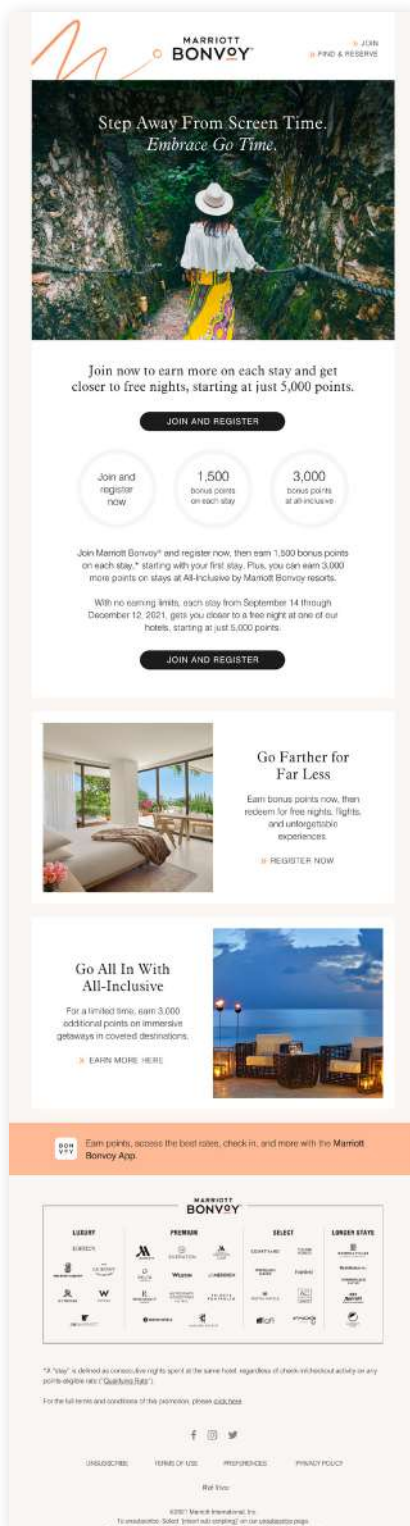
Partnership  
Guidelines

Inquires  
and Resources

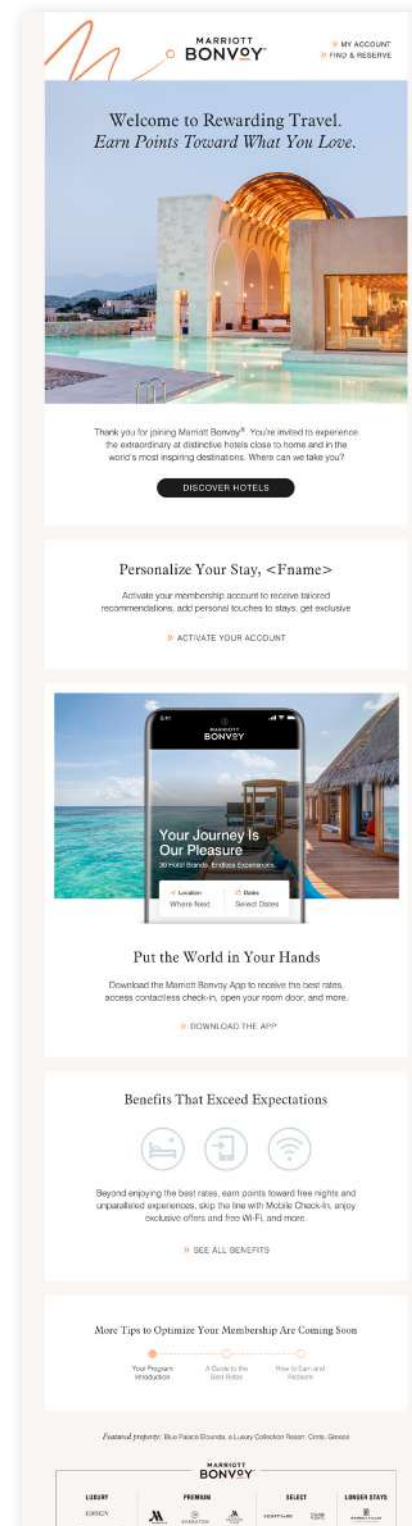
Member Account Update



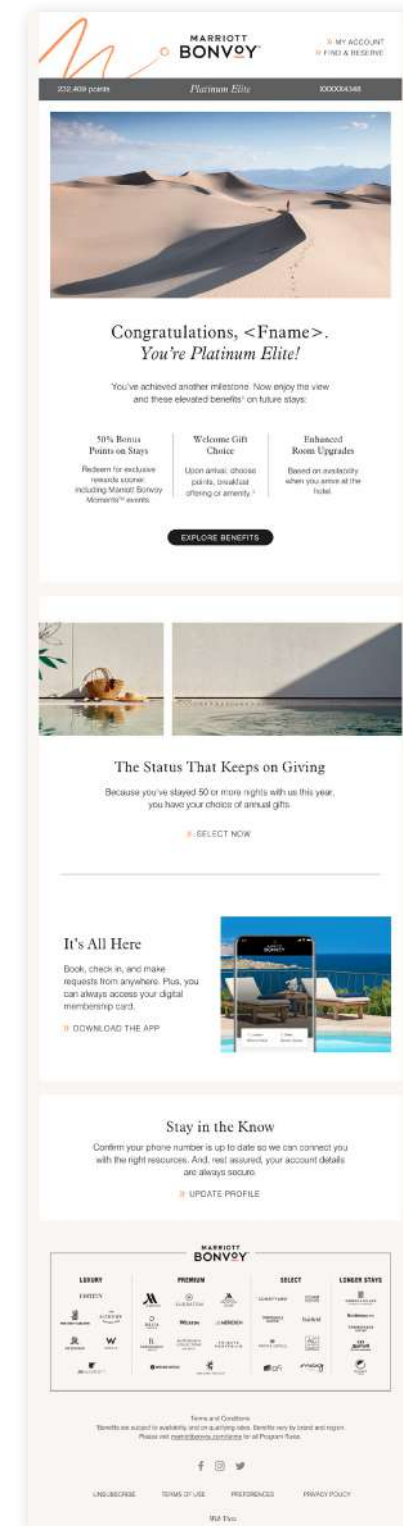
Quarterly Promotion



Welcome Series



Tier Achievement





<h1>Print</h1>	<b><i>Our Brand</i></b>
	<b><i>Travel Program Details</i></b>
	<b><i>Design Elements</i></b>
	<b><i>Copy</i></b>
	<b><i>Photography</i></b>
	<b><i>Creative Development</i></b>
	<b><i>Channel Examples</i></b>
	<b><i>Event Activations and Merchandise</i></b>
	<b><i>Partnership Guidelines</i></b>
	<b><i>Inquires and Resources</i></b>

# Magazine Ad — Single Page

Our  
Brand

Travel Program  
Details

Design Elements

Copy

Photography

Creative  
Development

Channel Examples

Event Activations  
and Merchandise

Partnership  
Guidelines

Inquires  
and Resources



These layouts are for example only. They cannot be used in any circumstance.

# Magazine Ad — Spread

These layouts are for example only. They cannot be used in any circumstance.



*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# Radio and Streaming Audio

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



# Radio and Streaming Audio

Use audio as an opportunity to bring the voice of hospitality to life.

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

Our audio communications should be warm and inviting, as if spoken by a Marriott Bonvoy associate.

Whenever possible, use context and targeting to tailor the message. For example, if the spot will air on Spotify during a wellness podcast, use calm tones to highlight spa offerings. If it will play when someone is listening to a party playlist, match the tone to highlight nights out and urban escapes.

When speaking from the Marriott Bonvoy master brand, 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*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

# *Event Activations and Merchandise*

## Section 8

# Event Activations

# Event Activations

Design graphics and giveaways for event activation to align with the Marriott Bonvoy value proposition.

## Provide Access

Members get exclusive access to unforgettable experiences.

## Offer Recognition

Members are recognized and rewarded in more ways than ever.

## Facilitate Connection

Members can connect with the people, experiences, and places they love worldwide.

### DESIGN CONSIDERATIONS

- Use brand elements in the graphics, but also leverage hotel and destination photography to reinforce the value proposition.
- A photo paired with a headline is a great way to convey a message quickly.
- The path connector should be locked up with the Marriott Bonvoy logo or CTA logo.
- Use headlines that easily convey your message and are easy to read.
- Headlines and images should complement one another. Strive to use both in a way that enhances their meaning together.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*



<div>Merchandise</div>	<div>Our Brand</div>
	<div>Travel Program Details</div>
	<div>Design Elements</div>
	<div>Copy</div>
	<div>Photography</div>
	<div>Creative Development</div>
	<div>Channel Examples</div>
	<div>Event Activations and Merchandise</div>
	<div>Partnership Guidelines</div>
	<div>Inquires and Resources</div>

155

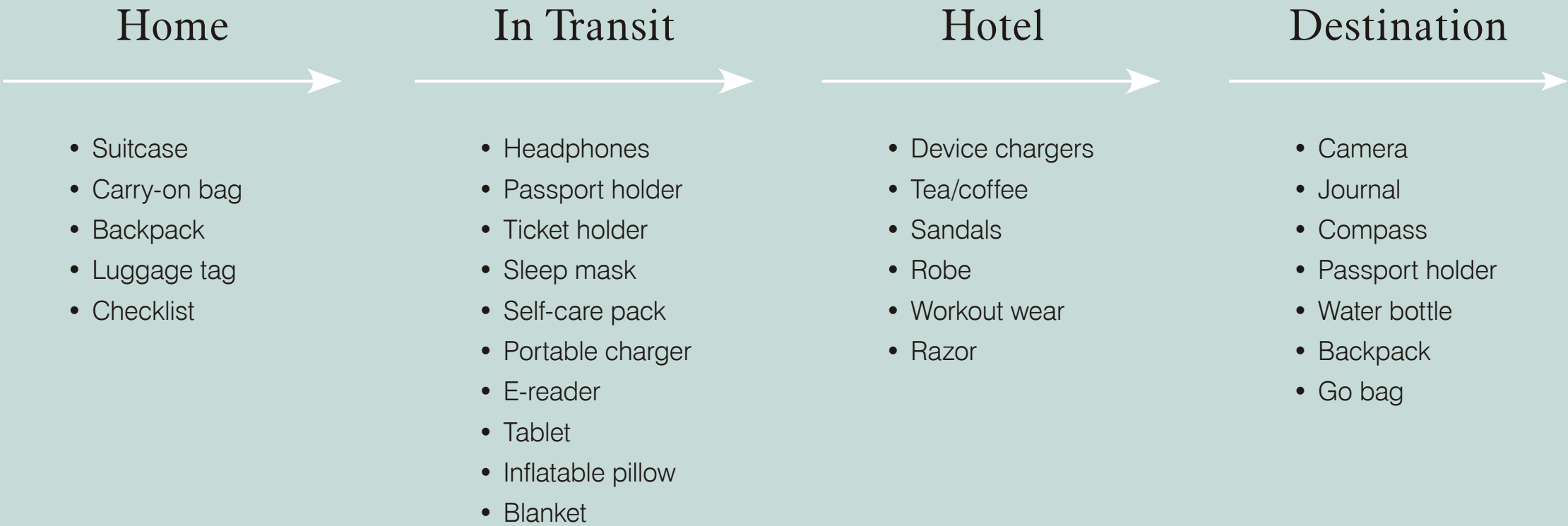
MARRIOTT BONVOY STYLE GUIDE

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Gifts and customization should be developed with consideration of what type of merchandise is selected, how branding is applied, and how the merchandise is presented.

Selection of merchandise should reflect the brand personality (inspiring, authentic, and confident) and underscore the perception of Marriott Bonvoy as the leading choice for today’s next-generation and elite travelers.

*The focus should be on travel and what travelers might need on their journeys.*



# Applying the Brand

As the order volume of the product decreases, the prominence of the logo also decreases. Make sure the logo placement doesn't feel forced and fits with the form and function of the product.



## High Volume

The logo can be applied in a prominent way for a high-volume product, such as a water bottle. In this example, the Marriott Bonvoy wordmark is the best fit for the product's shape.



## Medium Volume

For medium-volume products, the scale of the Marriott Bonvoy wordmark should be minimal but still apparent. Because this product is fabric, the wordmark is on a tag.



## Low Volume

For a low-volume product, the Marriott Bonvoy logo should have low prominence. In this case, the best placement of the logo is on a tag inside the bag.

*Our  
Brand*

*Travel Program  
Details*

*Design Elements*

*Copy*

*Photography*

*Creative  
Development*

*Channel Examples*

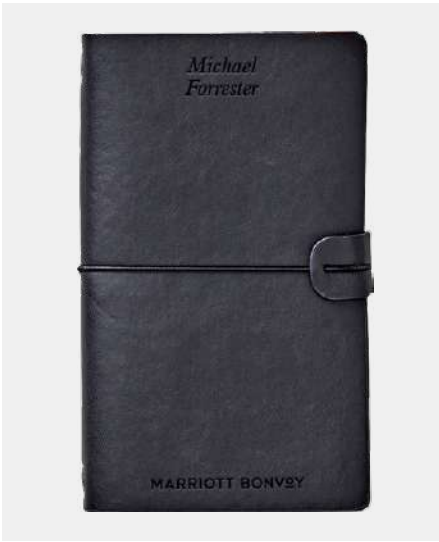
*Event Activations  
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# Applying the Brand

Color and typography can be used in place of a logo to convey the brand. These elements should be used as an accent.  
Visit the [MGS page](#) to purchase brand-approved Marriott Bonvoy merchandise.



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# Partnership Guidelines

## Section 9



# Our Partners and Sponsors

Marriott Bonvoy collaborates with many official partners and sponsors. This section describes how to lock up a partner logo alongside the Marriott Bonvoy logo.

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# Partner Logo Lockup

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

Maximize either the width or height of the logo within the designated space. Align the logo to the divider line, and then center the logo in the remaining space.

The logo lockup may be reversed. The one-color logo is available for special applications, such as one-color imprints.

Make sure the logos always strike a visual balance with a comfortable clear space, which may require slight adjustments to the sizing of some partner logos.

Never alter the Marriott Bonvoy logo or wordmark in any way.

## HORIZONTAL ORIENTATION



## TRADEMARK RULES

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

## EXTRA-LARGE USE

When the primary logo is taller than three inches, such as in large installations, make the trademark symbol (™) 1/32x.

## VERTICAL ORIENTATION



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# *Inquires and Resources*

## Section 10

***Inquires  
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# Marriott Bonvoy Identity Resources

Send questions and materials for review to the creative inbox:  
**marriottbonvoycreativereview@marriott.com.**

*Our  
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*Copy*

*Photography*

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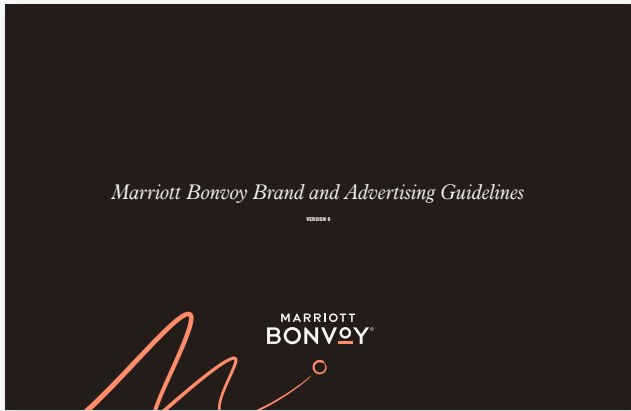
*Channel Examples*

*Event Activations  
and Merchandise*

*Partnership  
Guidelines*

*Inquires  
and Resources*

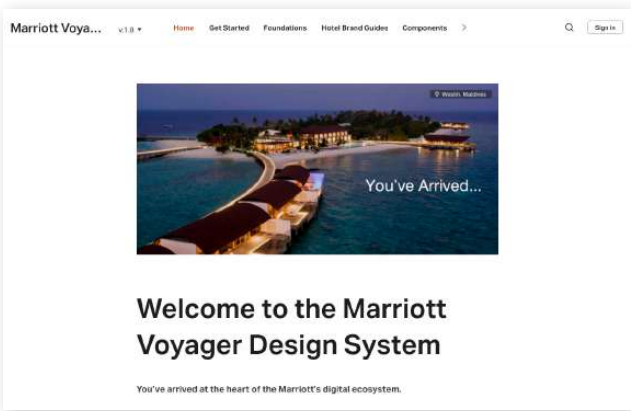
# Additional Resources



[Marriott Bonvoy & Brand Advertising Guidelines](#)



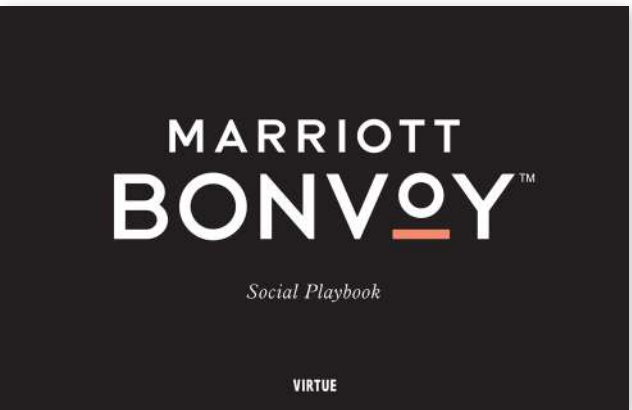
[DME Guidelines](#)



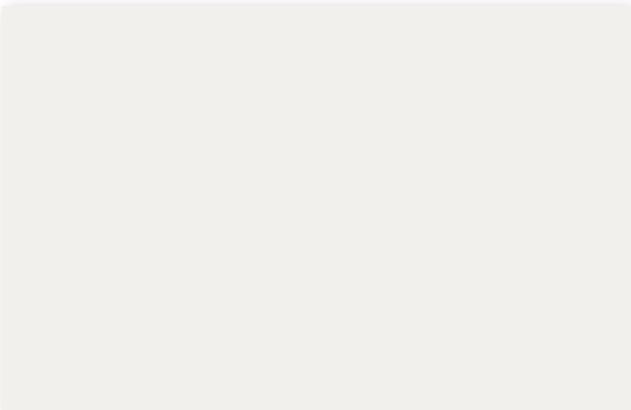
[Digital Guidelines](#)



[Email Template](#)



[Social Playbook](#)



[On-Property Collateral Guide](#)

[Marriott Bonvoy Logo](#)

[Intro/Outro Animation](#)

[Marriott Bonvoy CTA Logo Lockups](#)

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