MARRIOTT® HOTELS & RESORTS
BRAND VOICE GRAPHIC IDENTITY STANDARDS

Marriott
HOTELS & RESORTS

2.0   VISUAL IDENTITY

VISUAL IDENTITY OVERVIEW

The visual identity is the foundation for all applications, the elements that define the Marriott® Hotels & Resorts Brand Voice from a visual perspective.

This section is an introduction to the core visual identity elements and a guide for how to use these elements so that the Brand Voice maintains a consistent look and feel.

WHAT WE MEAN BY VISUAL IDENTITY

The visual identity of the Brand Voice is the graphic representation and expression of the brand's positioning and personality. In other words, it's the visual language of performance.

The goal of the visual identity is to use energetic, muscular and dynamic images, colors, iconography, typography and design to motivate, celebrate and enable our guests.

To visually inspire their performance means to:

- **Motivate**
  – Streamline design, layout and iconography to create dynamism and energy
  – Use vibrant, bold, energetic colors
  – Show images of others performing at their best

- **Celebrate**
  – Focus on the details of an item, highlight the thoughtfulness of the product/service design and visually demonstrate appreciation of form and function
  – Use imagery that dimensionalizes the thrill of performing at a high level (the brand or the guest)

- **Enable**
  – Display all important information clearly for efficient and immediate understanding of the main message
  – Use white space and Marriott typeface to increase functionality/readability of each communication touch point

Engineered for performance, the Marriott Hotels & Resorts visual identity is defined by design that's clean and uncluttered. Design that's progressive and flexible. Design that's straightforward and user-friendly. Design that not only performs, but inspires performance.

For the 24/7 achievement guest, performance brands have a specific visual vocabulary. When talking about both performance brands and successful business trips, our guests reference dynamic, muscular high-energy imagery and iconography.

Our visual style is built on the Brand personality traits:

- **Smart:** Design and style that are modern and progressive

- **Purposeful:** Images that emphasize/reinforce the copy

- **Optimistic:** Active and enthusiastic imagery

- **Straightforward:** Direct, clear and concise

- **Energetic:** Bright, bold colors. Imagery with motion and action

- **Human:** Images of people or that incorporate human touches

CORE ELEMENTS

The Marriott Hotels & Resorts logo, the Performance Stripe and the photographic style are the key visual elements that are essential to the visual identity of the Brand Voice.

Together, these elements symbolize the Brand's positioning of "Inspiring Performance" and help convey the personality traits of the brand: smart, purposeful, optimistic, straightforward, energetic and human.

The brand logo is composed of four elements: the Marriott word mark, the Identifier, the arc, and the registration symbol.

The Performance Stripe is a graphic element used to convey the Brand's core value – inspiring performance. The fractured stripes are both straightforward and dynamic: representing movement and optimism. As a branding device, the Performance Stripe speaks directly to our 24/7 achievement guests, telling them that we are proactive, high-energy performers just as they are.

Usage and placement of the core elements varies between applications, and will be explained in their respective sections, i.e., advertising, outdoor, etc.

Marriott word mark

Identifier

Marriott arc

Marriott Hotels & Resorts Logo

Performance Stripe

LOGOS

In order to assure a clear and consistent identification of the brand, a limited number of versions of the logo are permitted:

- Corporate logo

- Brand logo

- Property logo

Please follow the criteria below to determine which version of the Marriott logo you use on your marketing communication materials:

- The Marriott International corporate logo is used only for corporate communications that represent more than one brand, for example: multi-brand marketing communications, corporate stationery, internal communications and investor and media relations.

- The brand logo is used when a communication represents more than one Marriott Hotels & Resorts property or the brand. You will see the logo with a "Hotels & Resorts" identifier on marketing communication materials.

- The property logo is used on marketing communication and stationery materials that are created specifically for a property.

- Dual language logos must be approved by the Regional Brand Marketing office.

Marriott International Corporate logo
(vertical)

Marriott International Corporate logo
(horizontal)

Marriott Hotels & Resorts brand logo

Property logo

LOGO SPECIFICATIONS

Specific clear space and minimum size requirements have been established to protect the brand identity. Adhering to these clear space, height, and minimum size requirements will ensure the identity is always used consistently and correctly.

To ensure high visibility and an uncluttered presentation, always maintain clear space around the brand logo. Determine the logo's clear space by measuring the height of the M in the word mark. An area equal to this height ("X" in the diagram) should be kept clear on all sides of the logo.

It is important that all parts of the logo can be easily read in every application. For this reason, the signatures should not be reproduced at sizes smaller than those specified. There are no maximum size restrictions as long as the clear space requirements are met.

Minimum clear space

.625"/16mm

Minimum size

.625"/16mm

Minimum size

55 pixels

Minimum size

CORRECT LOGO USE

- The primary logo color is Marriott red (PMS 7427).

- The logo can be used in black & white applications. Over a clear field the logo should be used in black. Over a black field, the logo should be knocked out to white.

- The logo should be knocked out to white when used over a color field.

- When using the logo over photography, first use the primary color, Marriott red (PMS 7427). If the photograph's background is not primarily white, you can use the logo knocked out to white.

PMS 7427

Black

Reversed out of color field

Over photography

INCORRECT LOGO USE

- Always use approved artwork. Whenever possible, use the EPS file format. In most cases, it will give you the best results.

- Never alter the logotype by changing its proportions, lockup positioning or typeface. Do not change the color specifications.

- JPEG and GIF format images are designed for screen applications and should not be printed.

Never change logo arrangement

Never change colors

Never remove logo elements

Never reset any text in logo

Never display on top of another design element

Never distort the logo

Never use red logo on color background


Never display the "M" alone

Never change size of elements

Never tilt the logo

Never place the logo over a photograph that inhibits its visibility
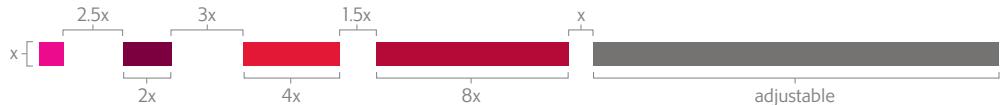
Never enclose the logos inside other shapes or forms

PERFORMANCE STRIPE

The Performance Stripe is a graphic element used to convey the Brand's core idea – inspiring performance. Specifically designed to embody the Brand Voice, the fractured stripes are configured in a pulse-like sequence to efficiently and stylishly communicate energy, optimism and movement.

As a branding device, the Performance Stripe speaks directly to our core 24/7 achievement guest, demonstrating that we are high-energy, efficient performers just like they are.
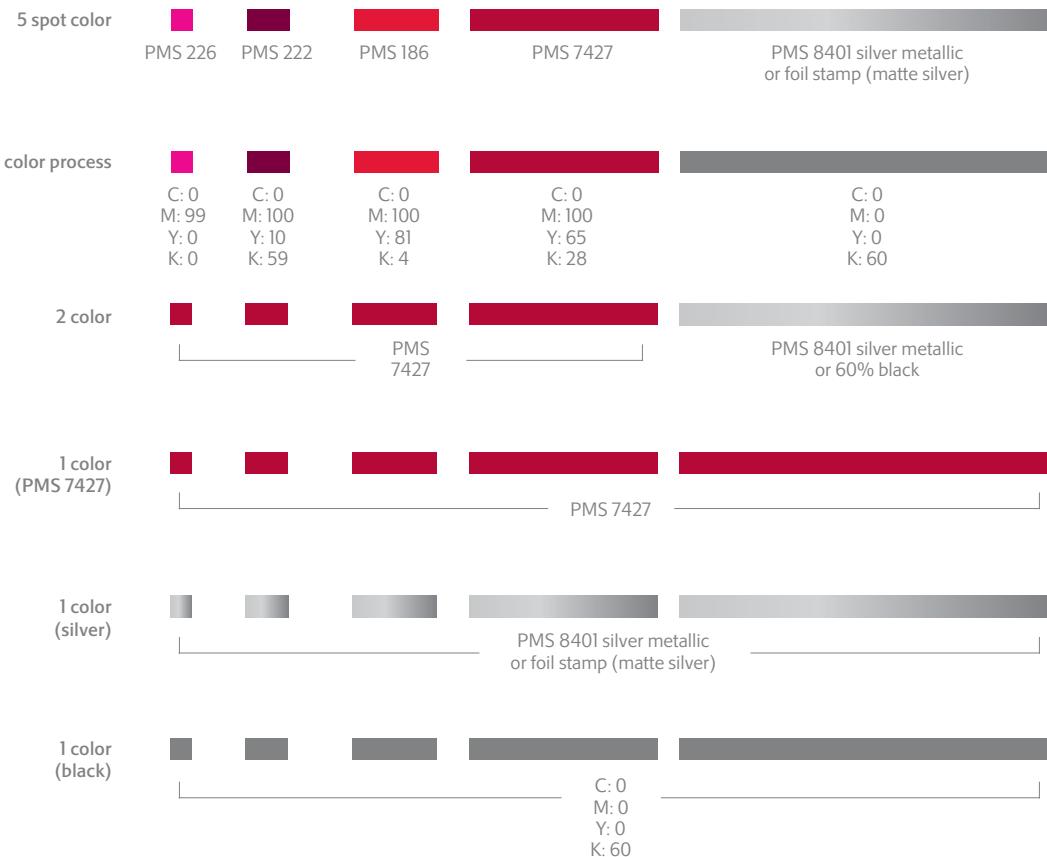
The Performance Stripe is designed to read left to right, with the right-most bar bleeding off the right margin. When placing, please leave a minimum space of "X" height around the stripe.

**Performance Stripe proportions**

Performance Stripe clear space

COLOR SPECIFICATIONS & VARIATIONS

The Performance Stripe is designed to be printed using four colors with an additional silver metallic as specified (5 colors in total).

When 5-color or 4-color process printing is not possible, please pick from the 2-color or 1-color variations at right.

5 spot color

PMS 226   PMS 222   PMS 186   PMS 7427   PMS 8401 silver metallic
or foil stamp (matte silver)

4 color process

C: 0	C: 0	C: 0	C: 0	C: 0
M: 99	M: 100	M: 100	M: 100	M: 0
Y: 0	Y: 10	Y: 81	Y: 65	Y: 0
K: 0	K: 59	K: 4	K: 28	K: 60

2 color

PMS 7427

PMS 8401 silver metallic
or 60% black

1 color (PMS 7427)

PMS 7427

1 color (silver)

PMS 8401 silver metallic
or foil stamp (matte silver)

1 color (black)

C: 0
M: 0
Y: 0
K: 60

CORRECT USE

Determining The Size

Use the chart on the right to determine the correct size of the Performance Stripe when used with Marriott Brand and Core Hotel logos.
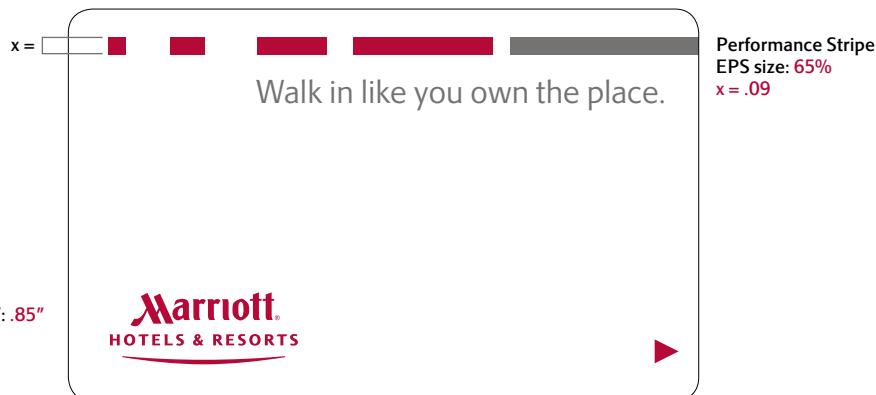
- The percentages provided in the chart are based on approved artwork that is located on the enclosed DVD.

- In order to ensure accurate size, only use approved artwork. Whenever possible, use the EPS file format. In most cases, it will produce the best results.

- Follow the use standards and clear space specifications found in this section.

- Minimum Size: The Performance Stripe and brand logo should not be used smaller than 60%.

- For pieces that exceed 14.5"/36.83 cm, the percentages will vary depending on the function of the piece.

SIZE*	PERFORMANCE STRIPE EPS % AND X-HEIGHT	MARRIOTT LOGO SMILE WIDTH**
<3.25"	60% / x = .08	.75"
3.25" – 5.25"	65% / x = .09	.85"
>5.25" – 7.75"	75% / x = 1.05	.90"
>7.75" – 11"	90% / x = .125	1.00"
>11" – 14.5"	100% / x = .14	1.125"
>14.5"	VARIES	VARIES

*Size measurement is based on the length of the side where the Performance Stripe is positioned.
**Logo width is determined by measuring the width of the smile in the logo - point to point.

Size of Performance Edge side: 3.25"

x =

Walk in like you own the place.

Performance Stripe EPS size: 65%
x = .09

Logo EPS "smile": .85"

Marriott
HOTELS & RESORTS
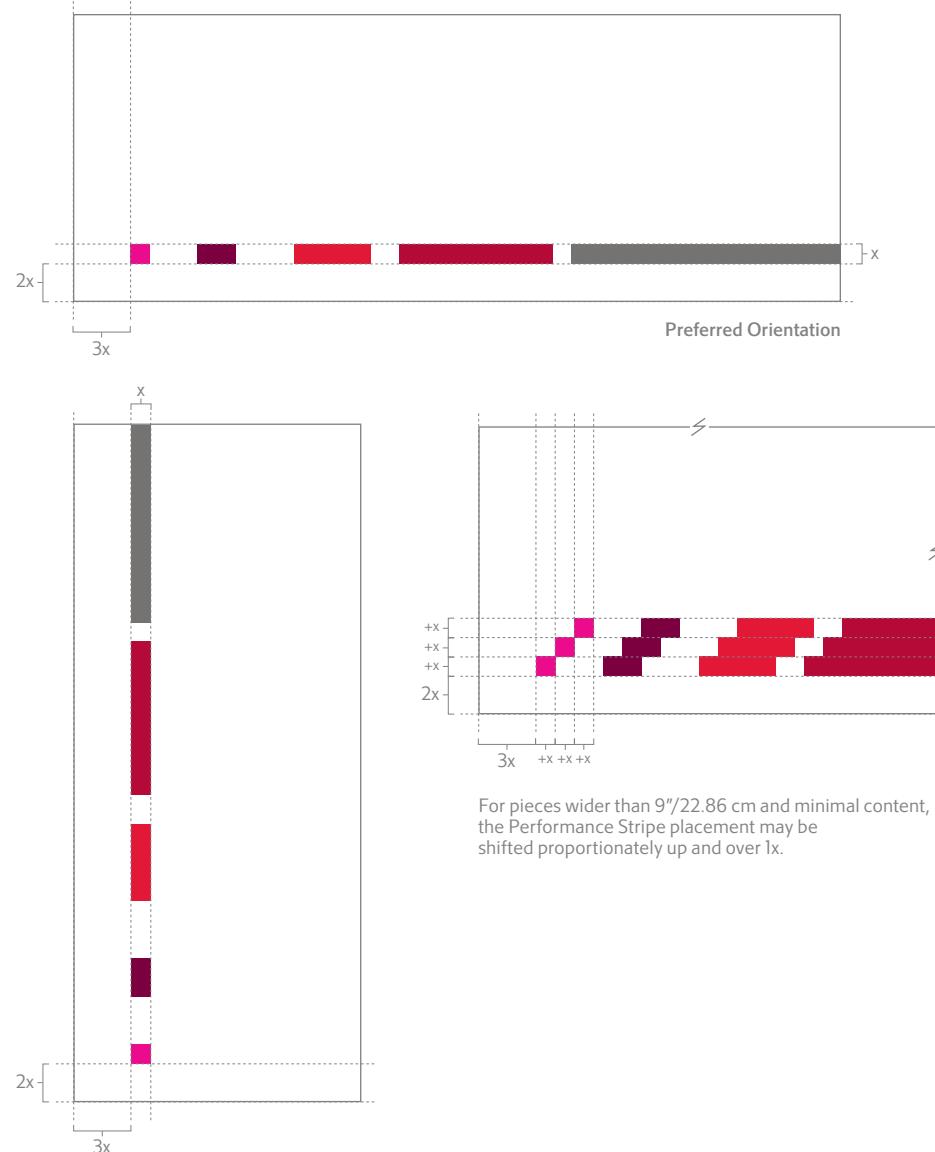
Determining The Placement

The placement of the Performance Stripe is always in relation to its size. When working with a stripe of width "x," the stripe is placed 2x from the bottom edge, and 3x from the left edge.

The 5th segment of the stripe should always bleed off of the right or top edge and should always be longer than the 4th segment before it.
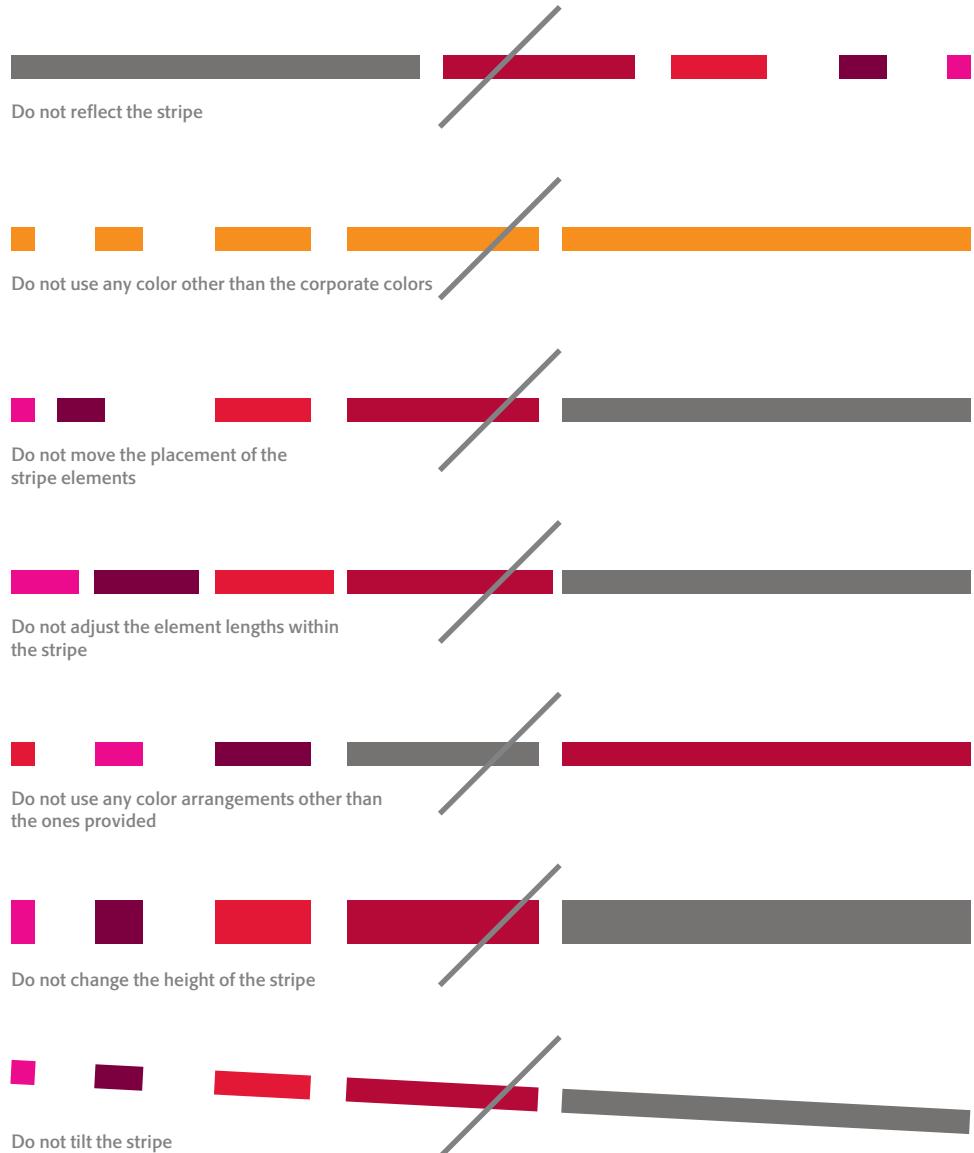
The preferred orientation of the Performance Stripe is horizontal. Only when this is not possible can the stripe be used vertically.

Preferred Orientation

For pieces wider than 9"/22.86 cm and minimal content, the Performance Stripe placement may be shifted proportionately up and over 1x.

INCORRECT USE

- Always use approved artwork. Whenever possible, use the EPS file format. In most cases, it will give you the best results.

Do not reflect the stripe

Do not use any color other than the corporate colors

Do not move the placement of the stripe elements

Do not adjust the element lengths within the stripe

Do not use any color arrangements other than the ones provided

Do not change the height of the stripe

Do not tilt the stripe

COLOR PALETTE

The Marriott Hotels & Resorts color palette includes a range of colors and is an integral part of the identity system. Corporate colors, carefully applied, will impart a consistent look and feel to all Marriott communications. The primary corporate color is PMS 7427.

When more than one color is needed, choose from the secondary colors. Never substitute different colors for the corporate colors.

In instances where metallic ink cannot be used, 60% black or PMS 424 should be used in replacement of PMS 8401.

PANTONE®, PANTONE MATCHING SYSTEM, PMS are Pantone, Inc.'s check-standard trademarks.

Primary Corporate Color

PMS**7427**

CMYK	RGB	HEX
0	181	9d
100	9	10
65	56	2d
28		

Secondary Colors

PMS**222**

CMYK	RGB	HEX
0	124	6c
100	0	19
10	64	3f
59		

PMS**186**

CMYK	RGB	HEX
0	227	d2
100	24	10
81	54	34
4		

PMS**226**

CMYK	RGB	HEX
0	236	d6
99	11	00
0	141	77
0		

PMS**021**
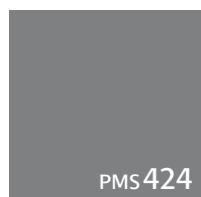
CMYK	RGB	HEX
0	247	ff
53	143	5c
100	30	00
0		

PMS**8401**
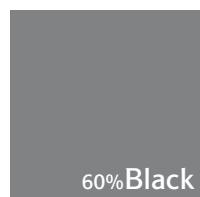
Metallic

Metallic Alternatives

PMS**424**

CMYK	RGB	HEX
0	123	76
0	121	7a
0	121	7d
60		

60%**Black**

CMYK	RGB	HEX
0	102	9d
0	102	10
0	102	2d
60		

TYPOGRAPHY

The Marriott typeface is proprietary and designed specifically for Marriott Hotels & Resorts.
Do not replace the Marriott typeface for any reason.

Consistent use of these type families will contribute to a unified Brand Voice.

For Marriott typeface in other alphabets (Japanese, Arabic, Chinese, Korean) please contact your Regional Brand Marketing office.

Marriott Fonts

Marriott Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Marriott Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Marriott Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY USE

The Marriott typeface is designed specifically for Marriott Hotels & Resorts. Consistent use of these type families will contribute to a unified Brand Voice.

Cover headline: Marriott Bold, PMS 7427, all caps, 12 pt. with 16 pt. leading

PLAN ON MEETING SUCCESS.

Interior headline: Marriott Medium, PMS 7427, all caps, 10 pt. with 12 pt. leading

SPACE AS AMBITIOUS AS THEIR ITINERARY.

Body copy: Marriott Light, Black, 9 pt. with 16 pt. leading

Commolor ercidunt in hent nostrud dip erit ip ex essequisim vero consequ atiscil dignissi. Iduisci piscillam, quissed estrud dolor sit, susto odolobore consenit ullummy nonulla autem zzriurem nos nonse tat. Ut ing et prat, consecte eraesse conulput init wisi.

Secondary body copy: Marriott Light, Black, 7 pt. with 10 pt. leading

At lobore diamcortio commod tie dolum zzrit dipit dolor sit ipsusto odipsum dolestionse te con eumsand reriusci et, consequisl exero enisit la alis eseniam, corperaestie faccumsan voluptat ut vullum ing enim ing eugait lobor irilism odionsed tem iuscilisisi.