MARRIOTT

# MARRIOTT HOTELS® VISUAL GUIDELINES

GUIDELINES AND APPLICATION

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BRAND STRATEGY

# OUR TARGET: THE INVENTIVE CLASS

## PROUD INTELLECTUALS

Smart, creative problem-solvers who aspire to become trailblazers in their fields. They are fueled by a desire to learn and experience new things.

## CONFIDENT TRAVELERS

These goal-oriented achievers place their confidence in travel partners whose consistent quality and distinctive experiences help inspire their best work.

## HUNGRY FOR IMPACT

Through original ideas and hard work, they long to create tangible, lasting impact on their company, industry, family, community and world.

## ACCOLADE SEEKERS

They crave acknowledgement of their intellect and accomplishments and believe their success should be rewarded with exceptional experiences and opportunities to enjoy a life in balance.

## BRAND PROMISE

### INSPIRING BRILLIANCE

We create moments that empower guests to shine at their very brightest. Our enriching experiences, sophisticated spaces and exceptional service are designed to clear the mind and spark new ways of thinking and being, which inspire even greater brilliance in our guests.

# INSPIRING BRILLIANCE.

# OUR CORE VALUES

## INVENTIVE

A curiosity about the future and an optimism that it can be made better; a passion for imagining new possibilities and for enabling our guests to do the same

## DYNAMIC

The belief that every challenge requires a unique solution and a readiness to adapt in the moment; environments that flex with guests so they can maximize their own experience

## THOUGHTFUL

Always anticipating our guests' needs, whether big or small; a human-centered approach to service and design

# INTERIOR DESIGN POINT OF VIEW

## CAPTIVATING INTERIOR ARCHITECTURE

Simple yet dramatic architectural features layered with uncommon use of materials and purposeful lighting deliver a sophisticated combination of depth, dimension and intimacy.

## HONEST MEETS POLISHED

An ingenious blend of natural and orderly design elements help create surprising effects. The space is governed by strong, clean lines, but upon closer examination, texture and structure reveal a harmonious balance that is thoughtfully dynamic.

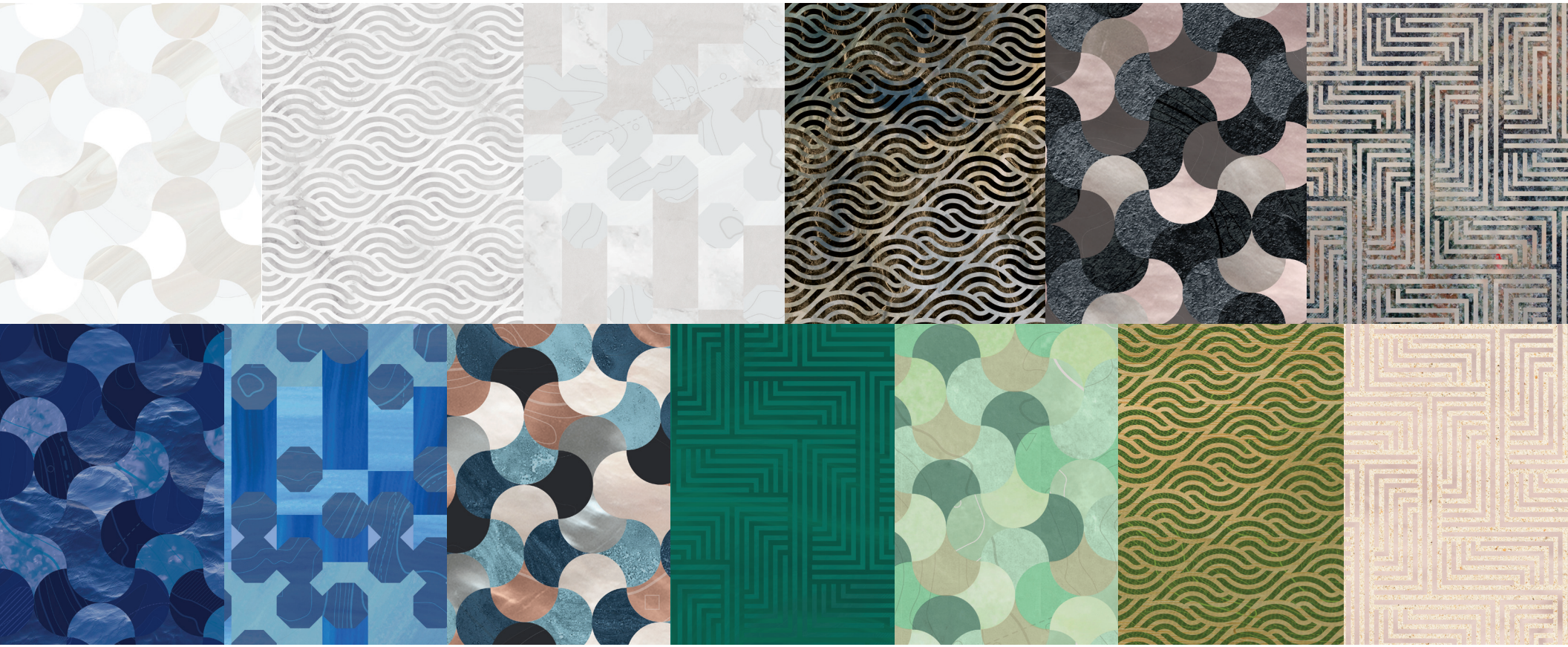
## DETAILS THAT ELEVATE

Instead of finishing with the details, these clever elements define the foundation of the design narrative. Micro becomes macro. Prominent expressions in our hotels are found in the interior design details.

# VISUAL IDENTITY

## PATTERNS

Borrowing from our Marriott Modern design aesthetic, our visual identity applies intricate multidimensional patterns that are thought-provoking yet sophisticated. By layering textures of natural materials such as marble, sand, onyx and water with rich patterns, we create an intriguing design tension that provides visual interest and invites reflection. Glimpses of the topographic map are weaved between layers to evoke a feeling of travel.



# OUR VERBAL IDENTITY

For more detail on Verbal Tonality, please refer to the Marriott Hotels Social Media Playbook:
https://mgscloud.marriott.com/mgs/marrdocs/mgs/common/brands/mhr/socialmedia/mhsocialmediaplaybook.pdf

## BRAVE

An ambitious, bold and self-assured voice; unwaveringly optimistic for the future

## CLEVER

Smarts infused with insight and well-timed with our unique brand of intelligence

## MAGNETIC

Engaging, open, outgoing; exuding a charisma and style that people naturally gravitate toward

## WORLDLY

Cultured, cosmopolitan and sophisticated; well-traveled; taking a wide lens of the world

# BRAND LOGOS

# BRAND LOGO

The Marriott Hotels logo is used for all brand communications and should always be presented clearly and legibly.

Be sure to:
- Use it on a white or light-colored background (when possible).
- Maintain legibility when using over imagery or dark backgrounds.
- Maintain mimimum clear space all around the logo equivalent to two M-Heights. (M-Height is the height of the M in Marriott.)
- The logo should never be smaller than 1/2 inch in width.

MINIMUM CLEAR SPACE IS
TWO M-HEIGHTS ALL AROUND

VISUALLY ALIGNED TO
FIRST DIAGONAL STROKE

CHALKBOARD
PMS 426

MINIMUM SIZE: 1/2" WIDE
OR 35 PIXELS WIDE

# SMALL SPACE LOGO

Marriott Hotels small space logo has been modified for legibility at extremely small sizes for print and digital applications. The small space logo retains the equity of the current logo at smaller sizes by enlarging the "MARRIOTT" wordmark.

Use this logo only if necessary. Do not scale logo less than 5/16inch tall for print or 25 pixels for digital applications.

Marriott Hotels small space logo should always be presented clearly and legibly. Minimum clear space requirements around the logo are equivalent to two times the height of the M in the "MARRIOTT" all around the mark.

MINIMUM CLEAR SPACE IS
2M-HEIGHT

MINIMUM SIZE: 5/16"
OR 25 PIXELS TALL

# BACKGROUND COLORS

The reverse-color Marriott Hotels logo is used on black or dark backgrounds. Legibility of the entire mark must be maintained when using the logo over imagery.

The 1/C black Marriott Hotels logo is only to be used when full-color reproduction is impossible; e.g., one-color jobs or publications that do not print in four-color. It should not be used on full-color pieces and should not be used for on-screen media. This logo should only be used when absolutely necessary.

The knockout Marriott Hotels logo is reserved for one-color applications with dark background or for use with blue and green resort patterns and color palettes.

The knockout Marriott Hotels logo can sometimes be used as a secondary branding element when the full-color Marriott Hotels logo serves as primary branding. It may appear in print environments or on-screen media but should be secondary in hierarchy to a full-color Marriott Hotels logo in size and/or placement.

# TAGLINE WORDMARK

## LET YOUR MIND TRAVEL

Speaking directly to The Inventive Class, our new tagline wordmark brings to life the idea that Marriott Hotels is the best place to learn, think, create and imagine.

We highlight the word 'MIND' to demonstrate our focus on intellectual pursuit and creative thinking. By encouraging guests to let their minds travel, we are not only speaking about the journey that brought them to us but also their own personal pursuits.

"Let Your Mind Travel" is an advertising tagline for our new campaign. It is not a brand tagline and therefore should not be used as such. Use "Let Your Mind Travel" in ads and collateral with a short life span.

LET YOUR MIND TRAVEL

# TAGLINE WORDMARK

The Let Your Mind Travel wordmark can be used for print and digital advertising only and shouldn't be used for brand communications.

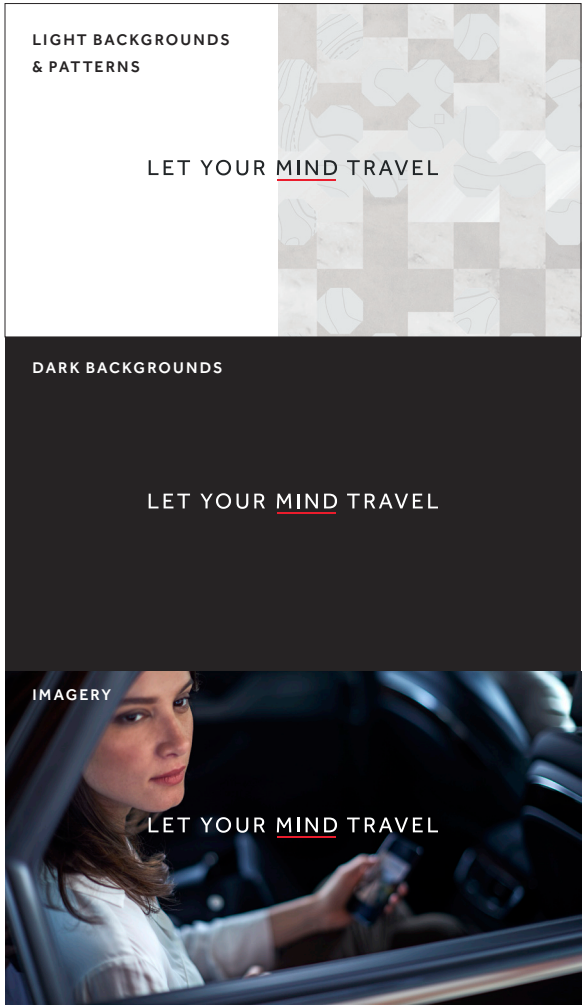
Be sure to:
- Use it on a white or light-colored background or pattern (when possible).
- Maintain legibility when using over imagery, or dark backgrounds.
- Maintain mimimum clear space all around the wordmark equivalent to one X-Height (X-Height is the cap height of the wordmark).
- The wordmark should never be smaller than 1 ½ inch width or 110 pixels wide.

LET YOUR MIND TRAVEL

MINIMUM CLEAR SPACE IS
ONE X-HEIGHT ALL AROUND

LET YOUR MIND TRAVEL

MINIMUM SIZE 1.5" WIDE
OR 110 PIXELS WIDE



# COLOR PALETTES

# CORE PALETTE BREAKDOWN

**LINEN**
PMS COOL GRAY 1
C4 M2 Y4 K8
R217 G217 B214

**SLATE**
PMS 425
C0 M0 Y0 K77
R84 G88 B90

**CHALKBOARD**
PMS 426
C0 Y0 M0 K99
R37 G40 B42

**MARRIOTT RED**
PMS 201
C7 M100 Y68 K32
R157 G34 B53

**BRILLIANT RED**
PMS 185
C0 M93 Y79 K0
R228 G0 B43

**BRILLIANT YELLOW**
**(DIGITAL USE ONLY)**
PMS 387
C12 M0 Y80 K0
R227 G233 B53

The color breakdowns provide the values of our Core color palette in PMS, CMYK for print purposes, and RGB for digital. These values should be used accordingly across all brand deliverables.

**COLOR BALANCE**

# CORE COLOR PALETTE

The Marriott Hotels Core color palette balances fresh, bright tones with deep grays to create an open and modern feel.

## PRIMARY CORE COLORS

- White, Linen, Slate and Chalkboard are the primary brand colors for Marriott Hotels.
- These neutral shades should be used as a base to apply patterns, typography and imagery.

## MARRIOTT RED

- Primary brand color for Marriott Hotels logo.
- May also be used as an accent color.
- Use sparingly and strategically.
- Do not use as background color.

## BRILLIANT RED

- May be used as accent color for Anchor Bar, Accent Bar, subheads, and call-to-action.
- Use sparingly and strategically.
- Do not use as background color.

## BRILLIANT YELLOW

- May be used as accent color for Anchor Bar, Accent Bar, subheads and call-to-action for digital applications only.
- Use sparingly and strategically.
- Do not use as background color.

### PRIMARY CORE COLORS

LINEN

SLATE

CHALKBOARD

WHITE

### CORE ACCENT COLORS

MARRIOTT RED

BRILLIANT RED

### CORE DIGITAL ACCENT COLOR

BRILLIANT YELLOW

### EXAMPLE

# RESORT BLUE COLOR PALETTE BREAKDOWN

**LINEN**
PMS COOL GRAY 1
C4 M2 Y4 K8
R217 G217 B214

**HUSK**
PMS 2310
C11 M20 Y30 K0
R217 G192 B169

**OBSIDIAN**
PMS 2767
C100 M78 Y0 K54
R19 G41 B75

**BRILLIANT BLUE**
PMS 306
C75 M0 Y5 K0
R0 G181 B226

**MARRIOTT RED**
PMS 201
C7 M100 Y68 K32
R157 G34 B53

The color breakdowns provide the values of our Resorts color palette in PMS, CMYK for print purposes, and RGB for digital. These values should be used accordingly across all brand deliverables.

**COLOR BALANCE**

BASE — ACCENT

# RESORT BLUE COLOR PALETTE

The Marriott Hotels blue color palette was created for resorts, or properties that identify with blue tones either by location, destination or property motifs.

*Core properties may use the blue resort color palette with approval from brand marketing.*

*Contact marriotthotelsbrandvoice@marriott.com for approval.*

## PRIMARY RESORT COLORS

- White, Linen, Husk and Obsidian are the primary resort colors for the blue resort color palette.
- These should be used as a base to apply patterns, typography and imagery.
- Do not mix blue and green resort palettes.

## BRILLIANT BLUE

- Brilliant blue may be used when using the blue color palette as accent color for Anchor Bar, Accent Bar, subheads and call-to-action.
- Use sparingly and strategically.
- Do not use as background color.

## MARRIOTT RED

- Use full-color brand/property logos on white backgrounds.
- Use knockout (white) versions of brand/property logos over blue patterns or obsidian background color.
- Do not use in combination with the blue resort palette.
- Do not use as accent color with blue resort palette.
- Do not use as background color.

### PRIMARY RESORT BLUE COLORS

LINEN

HUSK

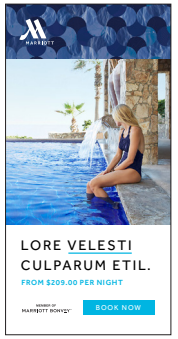
OBSIDIAN

WHITE

### ACCENT COLOR

BRILLIANT BLUE

### EXAMPLES



# RESORT GREEN COLOR PALETTE BREAKDOWN

**LINEN**
PMS COOL GRAY 1
C4 M2 Y4 K8
R217 G217 B214

**HUSK**
PMS 2310
C11 M20 Y30 K0
R217 G192 B169

**EMERALD**
PMS 3298
C99 M11 Y72 K35
R0 G106 B82

**BRILLIANT GREEN**
PMS 2414 C
C70 M0 Y65 K0
R0 G187 B126

**MARRIOTT RED**
PMS 201
C7 M100 Y68 K32
R157 G34 B53

The color breakdowns provide the values of our Resorts color palette in PMS, CMYK for print purposes, and RGB for digital. These values should be used accordingly across all brand deliverables.

**COLOR BALANCE**

# RESORT GREEN COLOR PALETTE

The Marriott Hotels green color palette was created for resorts, or properties that identify with green tones either by location, destination or property motifs.

*Core properties may use the green resort color palette with approval from brand marketing. Contact marriotthotelsbrandvoice@marriott.com for approval.*

## PRIMARY GREEN RESORT COLORS

- White, Linen, Husk and Emerald are the primary colors for the green resort color palette.
- These should be used as a base to apply patterns, typography and imagery.
- Do not mix blue and green resort palettes.

## MARRIOTT RED

- Use the full-color brand/property logos over white backgrounds.
- Use the knockout (white) version of brand/property logos over green patterns or emerald background color.
- Do not use in combination with the green resort palette.
- Do not use as accent color with green resort palette.
- Do not use as background color.

## BRILLIANT GREEN

- Brilliant green may be used when using the green color palette as accent color for Anchor Bar, Accent Bar, subheads and call-to-action.
- Use sparingly and strategically.
- Do not use as background color.

### PRIMARY RESORT GREEN COLORS

LINEN

HUSK

EMERALD

WHITE

### ACCENT COLOR

BRILLIANT GREEN

### EXAMPLES

# TYPOGRAPHY

# BRAND
# TYPOGRAPHY

Effra Regular is the primary typeface for Marriott Hotels. It is used for all Marriott Hotels communications. Effra Regular is used for headlines and body copy.

EFFRA REGULAR

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890 $&@?!+(.,:;)

LET YOUR MIND TRAVEL

LET YOUR MIND TRAVEL

LET YOUR MIND TRAVEL

Effra Medium is the secondary typeface. This weight is primarily used for subheads, CTAs or to emphaisze copy within layouts.

EFFRA MEDIUM

Aa

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**

**abcdefghijklmn**
**opqrstuvwxyz**

**1234567890 $&@?!+(.,:;)**

**LET YOUR MIND TRAVEL**

**LET YOUR MIND TRAVEL**

**LET YOUR MIND TRAVEL**

# TYPOGRAPHIC STYLES

## HEADLINES
- Headlines are set in Effra Regular, all-caps.
- Typography is left aligned, unless design calls for centered copy.
- Maintain 125pt tracking for a modern look.
- Use headline cap height as measure for leading.
- When using InDesign, use “optical” auto-kerning.

## SUBHEADLINES
- Subheads are set in Effra Medium, all-caps.
- Subheads are always all-caps.
- Typography is left aligned, unless design calls for centered copy.
- Maintain 125pt tracking.
- Use subhead cap height as measure for leading.
- When using InDesign use “optical” auto-kerning.

## BODY COPY
- Body copy is set in Effra Regular, sentence case.
- Body copy is always sentence case.
- Typography is left aligned, unless design calls for centered copy.
- 0pt tracking.
- Leading set to 1.3 the font size.
- When using InDesign, use “optical” auto-kerning.

## ITALIC COPY
- Use italic copy only when necessary or when the layout calls for large volume of copy with multiple hierarchies.
- Maintain headline, subhead or body copy formatting.

HEADLINES

EFFRA REGULAR 36PT
48 LEADING
125 TRACKING

UNT, SIMILIT FUGIASSI OMNISINVENT VOLOREM VOLECUS MA NOS.

SUBHEADS

EFFRA MEDIUM 12PT
16 LEADING
125 TRACKING

**RATES STARTING AT $99 PER NIGHT**

BODY COPY

EFFRA REGULAR 9PT
12 LEADING
0 TRACKING

Aboreium quisciaspe verunt il et il minust, sume eossitam, omni num ipitis autasinctem soloribusae volum re vid eatem renis ius enis etus pa venis nessitatus. Unte rem publicie nunt Seriore cules C. Uperfex me con te, ne nos bondies temerterum quem.

ITALIC COPY

EFFRA ITALIC 9PT
12 LEADING
0 TRACKING

*Aboreium quisciaspe verunt il et il minust.*

# ALTERNATE SYSTEM FONTS

Arial Regular is the default typeface for Marriott Hotels when Effra is not available. Arial Regular can be used for headlines and body copy.

ARIAL REGULAR

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890 $&@?!+(.,:;)

Arial Medium can also be used when Effra is not available. This weight can be used for subheads, CTAs or to emphasize copy within layouts.

ARIAL BOLD

**Aa**

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**

**abcdefghijklmn**
**opqrstuvwxyz**

**1234567890 $&@?!+(.,:;)**

## BODONI ROMAN FONT

Bodoni Roman will occasionally be used by Brand Marketing in conjunction with Effra Regular to create unique typographic treatments.

- For brand use only.

- Never use for emphasis [see the Anchor Bar (pg. 44) for emphasis].

The optimal application is two words with an equal split between Bodoni Roman and Effra. Type units are set in all caps. Cap heights are optically matched.

BODONI ROMAN

EFFRA REGULAR

ELITE MEMBER

PATTERNS &
TOPOGRAPHIC MAPS

# CORE PATTERNS

WHITE SHELLS

MARBLE WAVE

ALABASTER OCTAGON

GRAPHIC WAVE

GRAPHIC SHELLS

GRAPHIC SQUARES

# CORE PATTERN

Patterns are the primary graphic element for Marriott Hotels.

- These patterns should be used as the primary background.
- Graphic patterns require a color overlay for typography legiblity.
- Patterns should be used in the orientation in which they are presented.
- These patterns may be combined in layout with imagery, solid color or topographic maps (pg. 37).
- Do not place topographic maps over patterns since the pattern includes a subtle map layer.

CORE PATTERNS

CORE GRAPHIC PATTERNS

*Resorts may use the core pattern set if their property identifies more closely with the core patterns based on their location, destination or property motifs.*

# BLUE RESORT PATTERNS

BLUE SHELLS

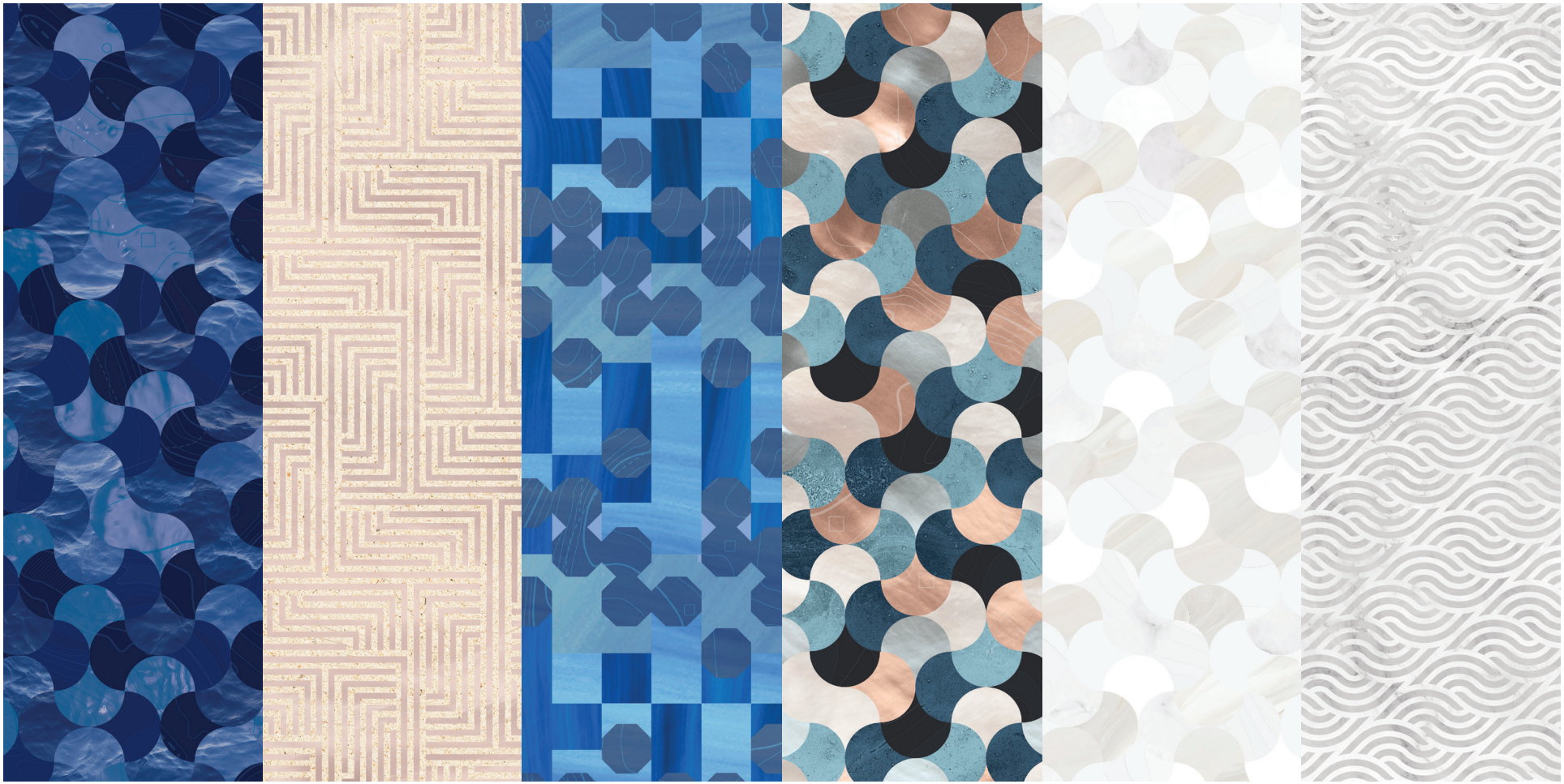
HUSK SQUARES

BLUE OCTAGON

BLUE GRAPHIC SHELLS

WHITE SHELLS

MARBLE WAVE



# BLUE RESORT PATTERNS

Patterns are the primary graphic element for Marriott Resort Hotels. The Blue Resort Patterns were inspired by water and developed for use at coastal or water-based resort properties.

- These patterns should be used as the primary background.
- Graphic patterns require a color overlay for typography legiblity.
- Patterns should be used in the orientation in which they are presented.
- These patterns may be combined in layout with imagery, solid color or topographic maps (pg. 37).
- Do not place topographic maps over patterns since the pattern includes a subtle map layer.

BLUE RESORT PATTERNS

*If a core property needs to use the Blue Resort Pattern set based on their location, destination or property motifs, approval from Brand Marketing is required.*

*Contact marriotthotelsbrandvoice@marriott.com for approval.*

CORE MARBLE WAVE & WHITE SHELL PATTERNS

*Core Marble Wave and White Shell patterns may be used in combination with blue resort patterns.*

# GREEN RESORT PATTERNS

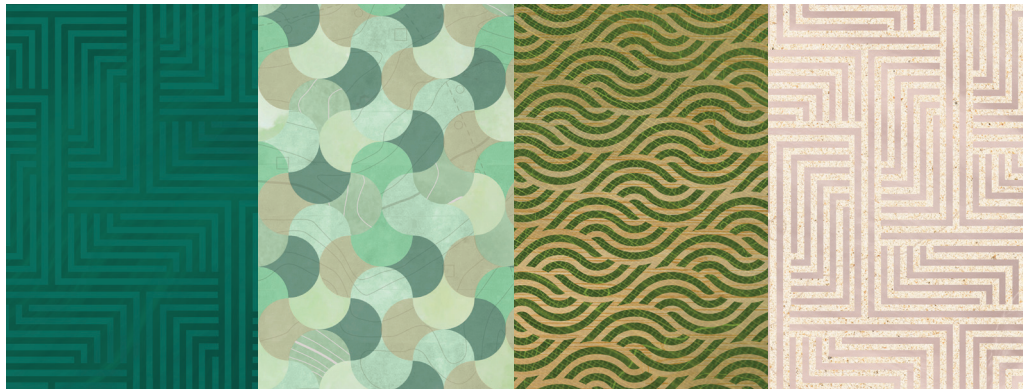
EMERALD SQUARES | GREEN SHELLS | GREEN WAVE | HUSK SQUARES | WHITE SHELLS | MARBLE WAVE

# GREEN RESORT PATTERNS

Patterns are the primary graphic element for Marriott Hotels. The Green Resort Patterns were inspired by nature and developed for use at properties close to natural forests, country clubs or golf-focused resort properties.

- These patterns should be used as the primary background.
- Graphic patterns require a color overlay for typography legiblity.
- Patterns should be used in the orientation in which they are presented.
- These patterns may be combined in layout with imagery, solid color or topographic maps (pg. 37).
- Do not place topographic maps over patterns since the pattern includes a subtle map layer.

GREEN RESORT PATTERNS



*If a core property needs to use the Green Resort Pattern set based on their location, destination or property motifs, approval from Brand Marketing is required.*

*Contact marriotthotelsbrandvoice@marriott.com for approval.*

CORE MARBLE WAVE & WHITE SHELL PATTERNS

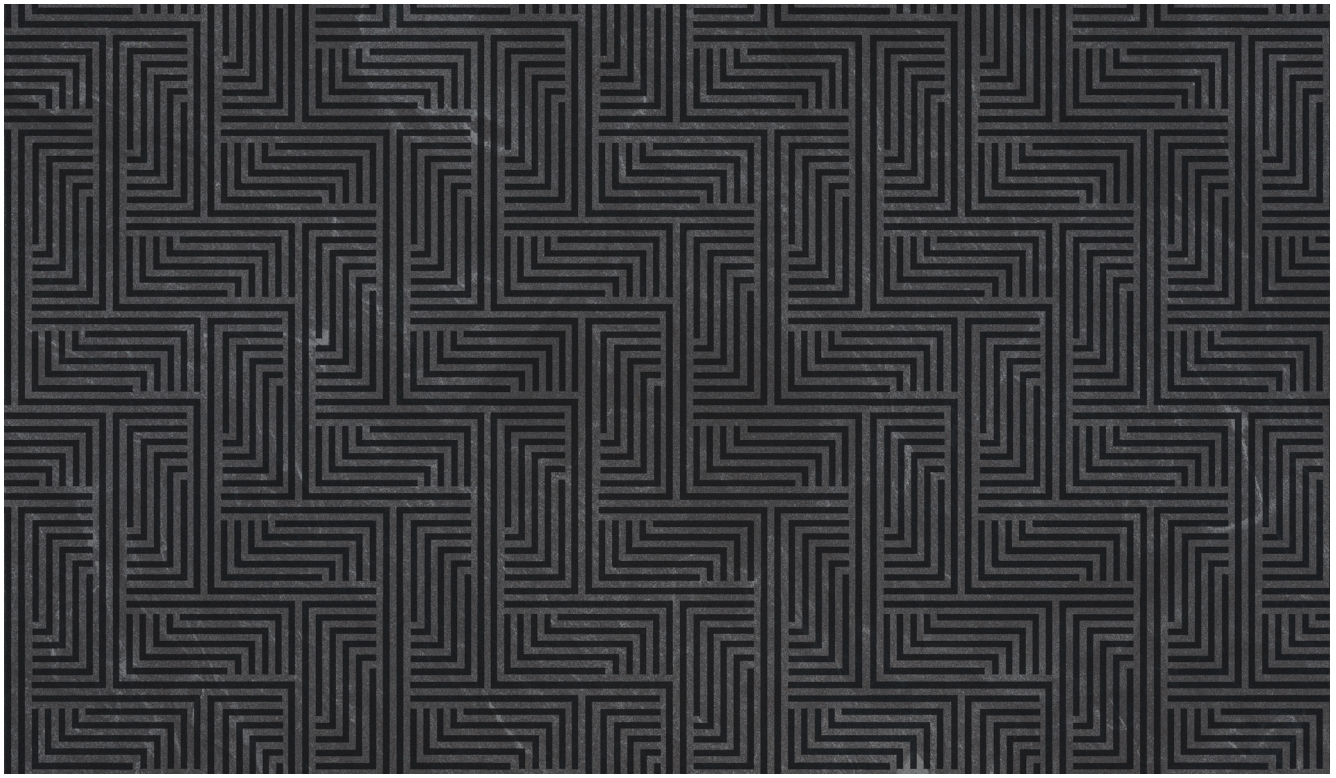
*Core Marble Wave and White Shell patterns may be used in combination with green resort patterns.*

# ELITE PATTERN

The Elite pattern is reserved for Elite Members and M Club communications.

- Never use this pattern in place of core or resort patterns.
- The pattern should be used in the orientation in which it's presented.
- The Elite Pattern may be combined in layout with imagery, solid color or topographic maps (pg. 37).
- Do not place topographic maps over the Elite pattern.

ELITE PATTERN



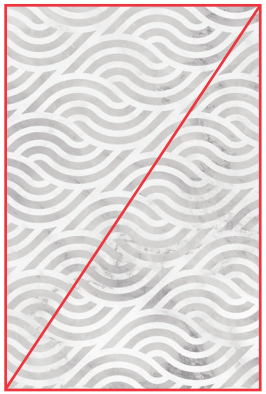
# PATTERN SCALE AND APPLICATION

When using core, resort or Elite patterns, they should be applied at a consistent size/scale. The patterns shouldn't appear too large or too small relative to the size of the piece or graphic area.

Since each pattern shape is unique, the same scale will not work across all patterns. Each pattern should be scaled individually. When using the same pattern multiple times, the scale should be exactly the same. When using multiple patterns, the scale should feel visually consistent, although scale may vary from pattern to pattern.

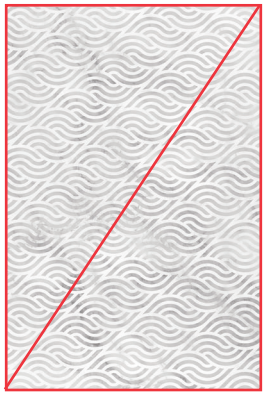
- Do not rotate or use patterns other than in the orientation in which they are presented.
- Pay close attention to pattern edge, avoid overcropping.
- Reference the design applications on pages 50–54 for appropriate examples of pattern application and scale.
- Below are examples of correct and incorrect pattern scale for each pattern shape.

WAVES - TOO LARGE

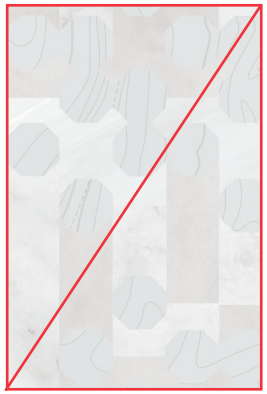


WAVES - JUST RIGHT

WAVES - TOO SMALL



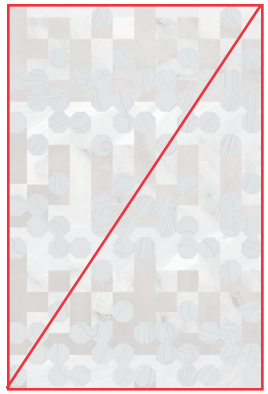
OCTAGON - TOO LARGE



OCTAGON - JUST RIGHT



OCTAGON - TOO SMALL

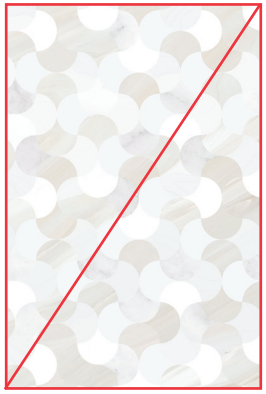


SHELLS - TOO LARGE

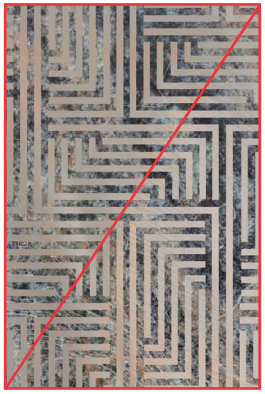
SHELLS - JUST RIGHT



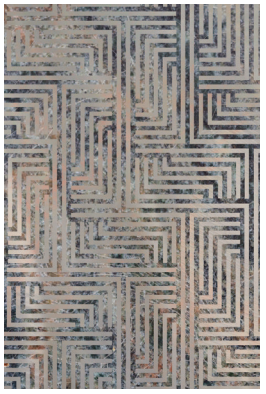
SHELLS - TOO SMALL



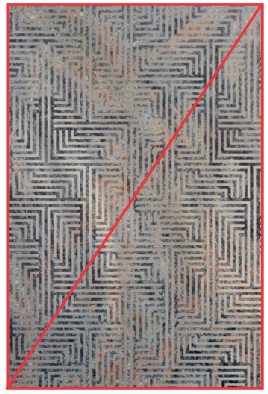
SQUARES - TOO LARGE



SQUARES - JUST RIGHT



SQUARES - TOO SMALL

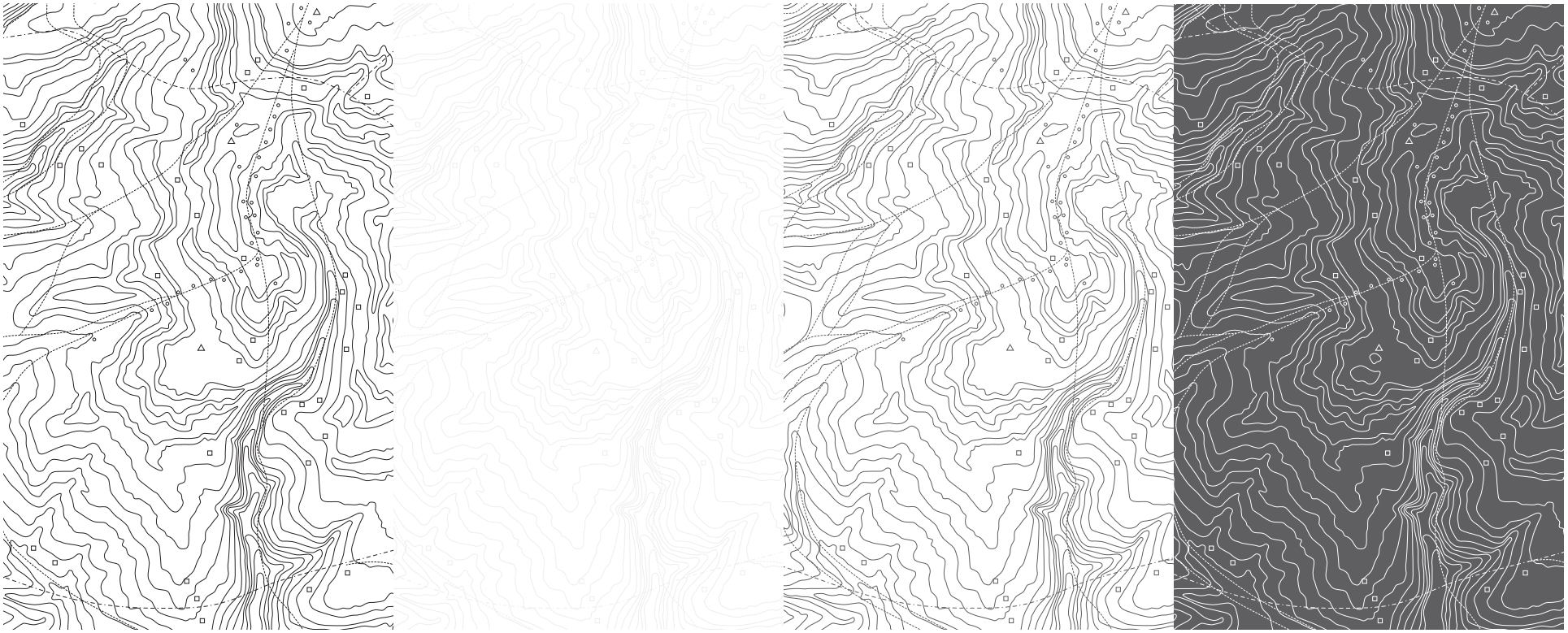


# TOPOGRAPHIC MAPS

Topographic Maps are the secondary design element for Marriott Hotels. They are drawn in neutral tones, which allows for subtle layering and ability to work with brand patterns.

Topographic Maps should work as a subtle background texture. Maps may be tinted or screened over color background or imagery to achieve this desired effect. Do not crop the maps within small shapes such as bands, stripes, small rectangles or boxes.

Topographic maps should never overlap the brand patterns and should always be secondary, or complementary, such as side by side, front/back or interior/exterior of collateral.

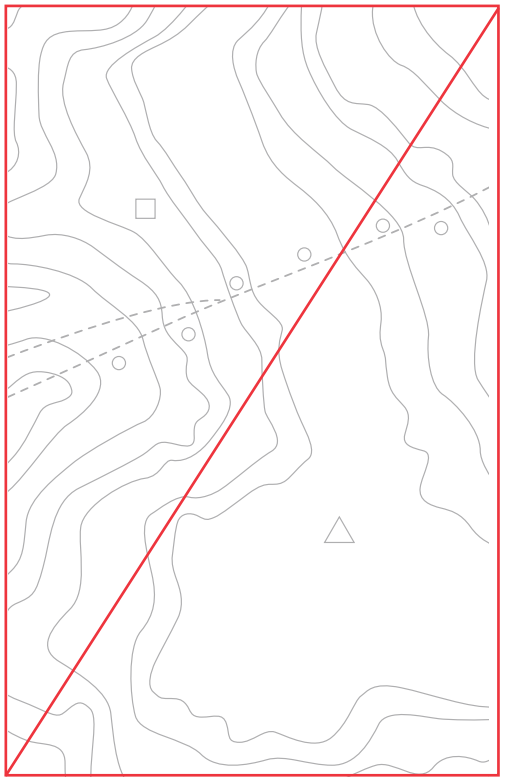


# TOPOGRAPHIC MAP SCALE AND APPLICATION

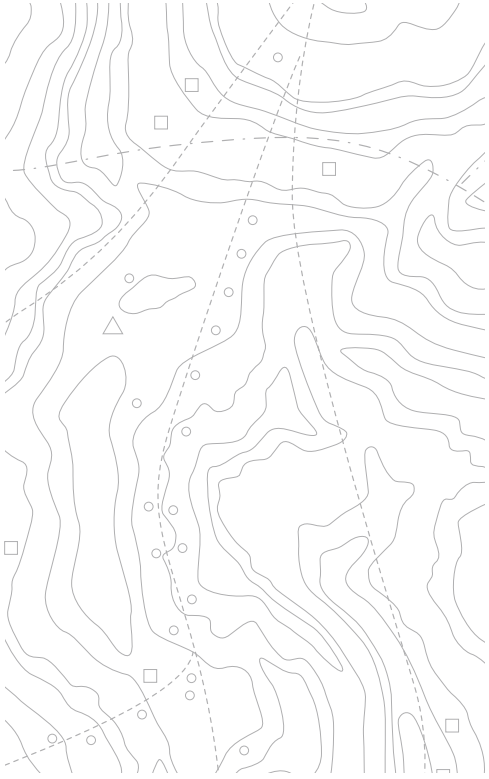
When using topographic maps, they should be applied at a consistant size/scale. The map shouldn't appear too large or too small relative to the size of the piece or graphic area.

- Maps may be tinted or screened over backgrounds and imagery for subtle effect.
- Maps may be rotated if desired.
- Pay close attention to map edge, avoid overcropping.
- Do not overlay maps on patterns or overlay multiple maps.
- Reference the design applications on pages 53–57 for appropriate examples map application and scale.
- Below are examples of correct and incorrect map scale.

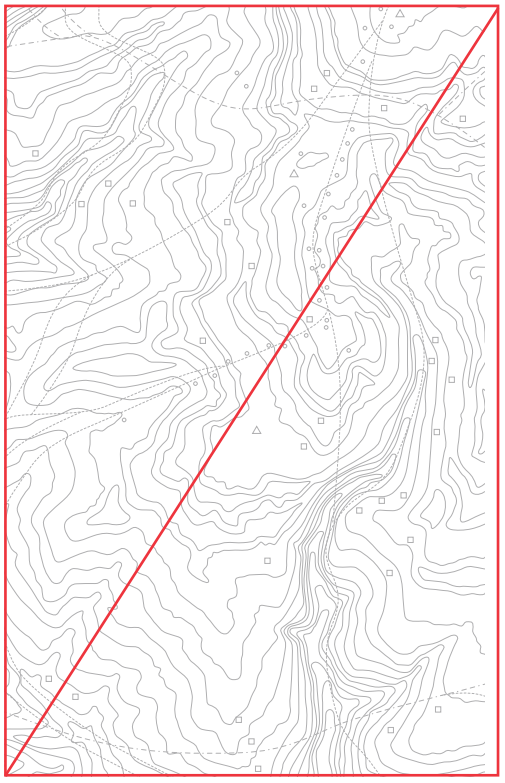
MAP - TOO LARGE



MAP - JUST RIGHT



MAP - TOO SMALL

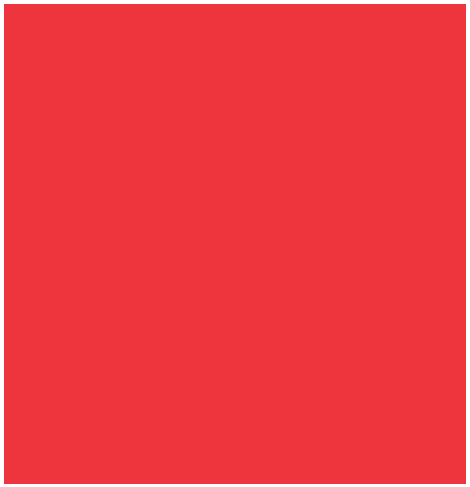


ACCENT COLORS

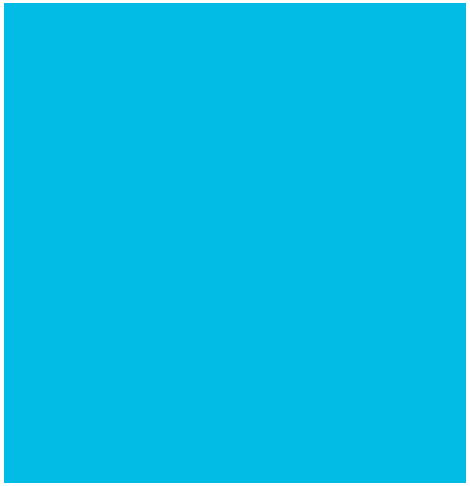
# ACCENT COLORS

Accent colors are used on Anchor Bars, Accent Bars and for emphasis on subheads. Their use is not mandatory, and they should only be applied when appropriate.

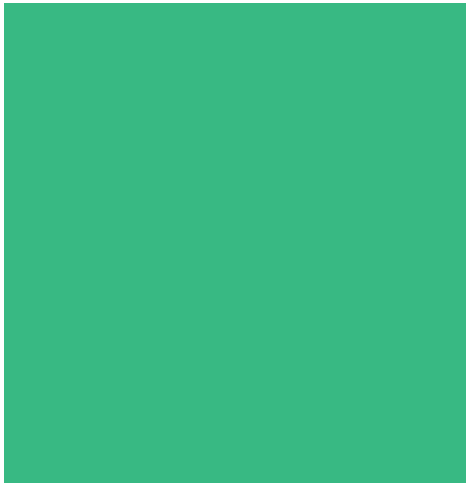
BRILLIANT RED



BRILLIANT BLUE



BRILLIANT GREEN



BRILLIANT YELLOW

# BRILLIANT RED ON PATTERNS MAPS AND BACKGROUNDS

Brilliant Red accent color may be used with core patterns, topographic maps or white and chalkboard backgrounds.

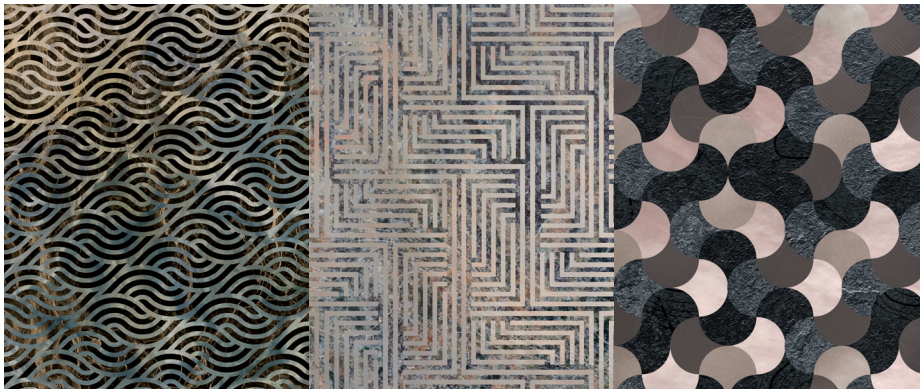
Brilliant Red should never be used with core graphic patterns.

### BRILLIANT RED ACCENT ON WHITE SHELLS, MARBLE WAVE, AND ALABASTER OCTAGON PATTERNS

### BRILLIANT RED ACCENT ON WHITE OR CHARCOAL BACKGROUNDS

### BRILLIANT RED ON TOPOGRAPHIC MAPS

### GRAPHIC PATTERNS: NO ACCENT COLOR USED

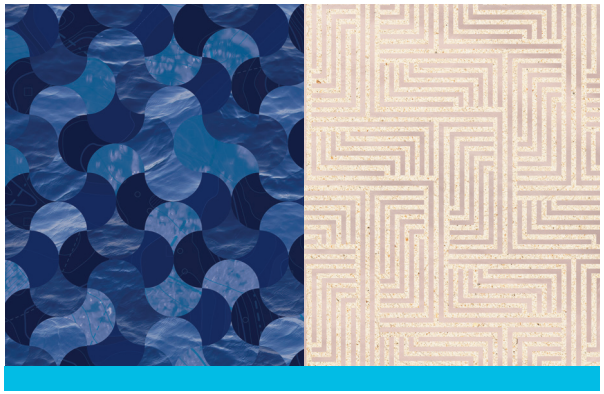


# BRILLIANT BLUE ON PATTERNS MAPS AND BACKGROUNDS

Brilliant Blue Accent color may be used with blue resort patterns, core shell and wave patterns, topographic maps or white and obsidian backgrounds.

Brilliant Blue should never be used with the blue graphic patterns.

### BRILLIANT BLUE ON BLUE SHELLS & HUSK PATTERNS

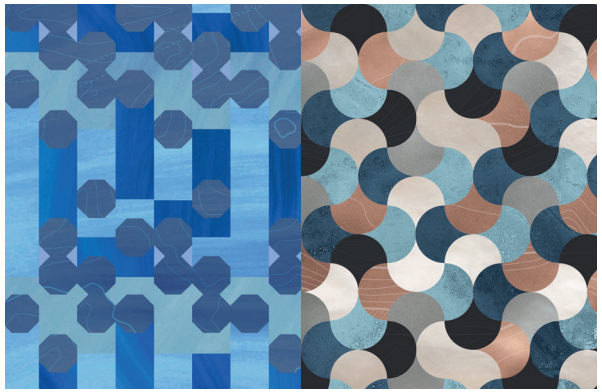


### BRILLIANT BLUE ON WHITE SHELL & MARBLE WAVE PATTERNS

### BRILLIANT BLUE ACCENT ON WHITE OR OBSIDIAN BACKGROUNDS

### BRILLIANT BLUE ON TOPOGRAPHIC MAPS

### GRAPHIC PATTERNS: NO ACCENT COLOR USED

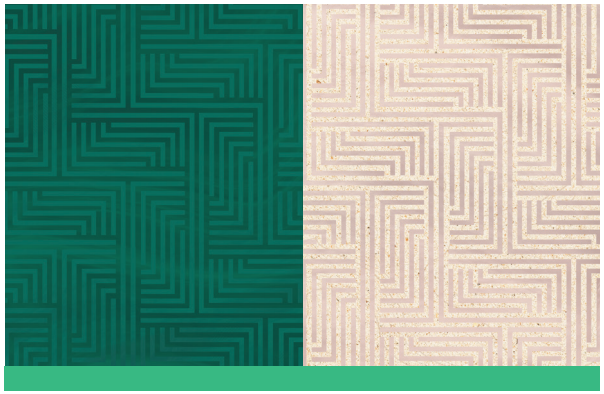


# BRILLIANT GREEN ON PATTERNS MAPS AND BACKGROUNDS

Brilliant Green accent color may be used with green resort patterns, topographic maps, light core shell and wave patterns, or on white and obsidian backgrounds.

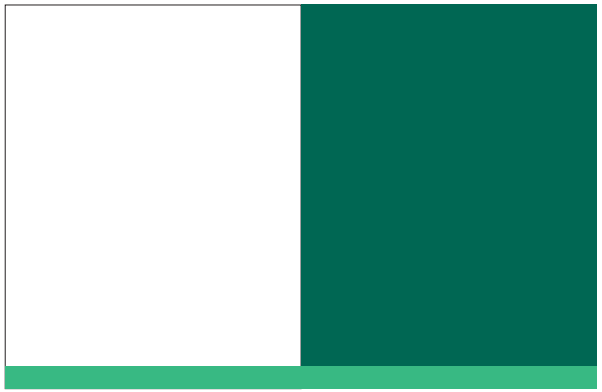
Brilliant Green should never be used with the green graphic patterns.

### BRILLIANT GREEN ON GREEN SQUARES & HUSK PATTERNS



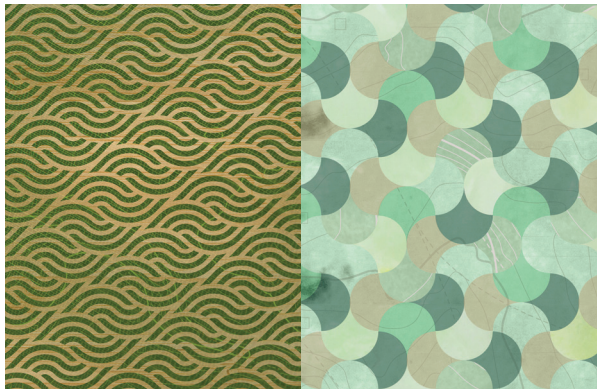
### BRILLIANT GREEN ON WHITE SHELL & MARBLE WAVE PATTERNS

### BRILLIANT GREEN ACCENT ON WHITE OR EMERALD BACKGROUNDS



### BRILLIANT GREEN ON TOPOGRAPHIC MAPS

### GRAPHIC PATTERNS: NO ACCENT COLOR USED



# THE ANCHOR BAR

The Anchor Bar is one of two graphic elements within Marriott Hotels' visual identity. It can be used to provide a pop of color and call attention to the headlines.

- Use is optional depending on layout and color restrictions.
- Never combine an Anchor Bar with Accent Bar (pg. 47) in the same headline.
- Layout may call for centered typography; for these instances follow the same rules, but center the Anchor Bar above the copy.

INSPIRING
BRILLIANCE

AN IDEA THAT
SPARKS NEW WAYS
OF THINKING.

INSPIRING
BRILLIANCE

AN IDEA THAT
SPARKS NEW WAYS
OF THINKING.

# THE ANCHOR BAR

## LENGTH

The length of the anchor bar is determined by the headline capital letter “X.” The length should equal three “X” letters set using the same typographic styles as the headline.

## ALIGNMENT & SPACING

Always flush-left align the Anchor Bar to headline copy, unless using centered copy, in which case center the Anchor Bar above copy.

The spacing between the bottom of the Anchor Bar is determined by cap height of headline text. Spacing is always 1x headline cap height.

## STROKE WEIGHT

The weight, or thickness, of the Anchor Bar is determined by horizontal strokes within headline text. The weight is always 2x thickness of the horizontal stroke.

# THE ANCHOR BAR

The Anchor Bar can be applied in Brilliant Red, Brilliant Blue and Brilliant Green. Brilliant Yellow is reserved for digital use only.

CORE

LET YOUR MIND TRAVEL

RESORT BLUE

LET YOUR MIND TRAVEL

DIGITAL USE ONLY

LET YOUR MIND TRAVEL

RESORT GREEN

LET YOUR MIND TRAVEL

# THE ACCENT BAR

The Accent Bar is a line element used to underline, or accent, a word that speaks to the guest's travel experience.

Use of the Accent Bar is optional depending on layout and color restrictions. Never combine The Accent Bar with Anchor Bar (pg. 44) in the same headline.

While predominantly phased out, the Marriott Effect is still permitted for Marquis property logos, Fresh Bites, Pantry logos and a few additional pre-approved exceptions.

Exceptions where Marriott Effect "box" is still used:

MARRIOTT MARQUIS NEW YORK

FRESH BITES

WOODLEY PARK PANTRY

GREAT IDEAS
DON'T COME IN
ORDINARY WAYS.

RELAX,
UNWIND,
REPEAT.

GREAT IDEAS
DON'T COME IN
ORDINARY WAYS.

RELAX,
UNWIND,
REPEAT.

# THE ACCENT BAR

## LENGTH

The length of the underline should be optically even to the word or words it is emphasizing. If the highlight occurs at the end of a sentence, the punctuation should be included.

## ALIGNMENT & SPACING

Optically align the Accent Bar underneath the word. The space between baseline of headline to the Accent Bar should be 2x the weight of the Accent Bar.

## STROKE WEIGHT

The weight, or thickness, of the Accent Bar is determined by horizontal strokes within headline text. The weight is always the same thickness of the horizontal letterform stroke.

INSPIRING BRILLIANCE.

INCLUDE PUNCTUATION

## ACCENT BAR APPLICATION

The Accent Bar can be applied in Brilliant Red, Brilliant Blue and Brilliant Green. Brilliant Yellow is reserved for digital use only.

CORE: BRILLIANT RED

RESORTS: BRILLIANT BLUE

DIGITAL: BRILLIANT YELLOW

RESORTS: BRILLIANT GREEN

# CORE SUBHEAD TYPOGRAPHY

The Brilliant Red accent color may be applied to subheads set in Effra Medium for emphasis. Be sure to maintain legibility and only use subhead/background color combinations shown below.

The Brilliant Yellow accent color may be applied to subheads over a dark background for digital applications. Be sure to maintain legibility and only use subhead/background color combinations shown below.

**CORE: BRILLIANT RED ON LIGHT SHELL PATTERN**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Red in Core applications using White or Charcoal Layered Travel Patterns.

**CORE: BRILLIANT RED ON WHITE BACKGROUND**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Red in Core applications using White or Charcoal Layered Travel Patterns.

**DIGITAL: BRILLIANT YELLOW ON DARK BACKGROUNDS ONLY**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Yellow in digital core applications.

**CORE: BRILLIANT RED ON LIGHT WAVE PATTERN**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Red in Core applications using White or Charcoal Layered Travel Patterns.

**CORE: BRILLIANT RED ON CHARCOAL BACKGROUND**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Red in Core applications using White or Charcoal Layered Travel Patterns.

**CORE: BRILLIANT RED ON LIGHT OCTAGON PATTERN**

## RATES STARTING AT $99

Secondary typography may appear in Brilliant Red in Core applications using White or Charcoal Layered Travel Patterns.

# RESORT BLUE SUBHEAD TYPOGRAPHY

The Brilliant Blue accent color may be applied to subheads set in Effra Medium for emphasis. Be sure to maintain legibility and only use subhead/ background color combinations shown below.

RESORT: BRILLIANT BLUE ON LIGHT WAVE PATTERN

RATES STARTING AT $99

Secondary typography may appear in Brilliant Blue in resort applications using white or blue layered travel patterns.

RESORT: BRILLIANT BLUE ON WHITE BACKGROUND

RATES STARTING AT $99

Secondary typography may appear in Brilliant Blue in resort applications using white or blue layered travel patterns.

RESORT: BRILLIANT BLUE ON LIGHT SHELL PATTERN

RATES STARTING AT $99

Secondary typography may appear in Brilliant Blue in resort applications using white or blue layered travel patterns.

RESORT: BRILLIANT BLUE ON OBSIDIAN BACKGROUND

RATES STARTING AT $99

Secondary typography may appear in Brilliant Blue in resort applications using white or blue layered travel patterns.

RESORT: BRILLIANT BLUE ON BLUE SHELL PATTERN

RATES STARTING AT $99

Secondary typography may appear in Brilliant Blue in resort applications using white or blue layered travel patterns.

# RESORT GREEN SUBHEAD TYPOGRAPHY

The Brilliant Green accent color may be applied to subheads set in Effra Medium for emphasis. Be sure to maintain legibility and only use subhead/background color combinations shown below.

RESORT: BRILLIANT GREEN ON LIGHT WAVE BACKGROUND

RATES STARTING AT $99

Secondary typography may appear in Brilliant Green in resort applications using white or green layered travel patterns.

RESORT: BRILLIANT GREEN ON WHITE BACKGROUND

RATES STARTING AT $99

Secondary typography may appear in Brilliant Green in resort applications using white or green layered travel patterns.

RESORT: BRILLIANT GREEN ON LIGHT SHELL PATTERN

RATES STARTING AT $99

Secondary typography may appear in Brilliant Green in resort applications using white or green layered travel patterns.

RESORT: BRILLIANT GREEN ON EMERALD BACKGROUND

RATES STARTING AT $99

Secondary typography may appear in Brilliant Green in resort applications using white or green layered travel patterns.

RESORT: BRILLIANT GREEN ON GREEN SQUARE PATTERN

RATES STARTING AT $99

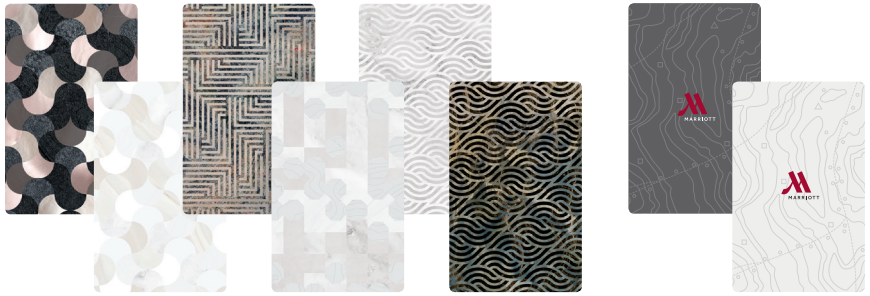
Secondary typography may appear in Brilliant Green in resort applications using white or green layered travel patterns.

DESIGN APPLICATION

# CORE LIGHT COLLATERAL

DO NOT DISTURB

KEY CARDS



NOTE CARD

TV CHANNEL GUIDE

TERRY RE-USE

COASTER

SUSTAINABILITY CARD

LAUNDRY BAG

BAR MENU

GUEST SERVICES DIRECTORY

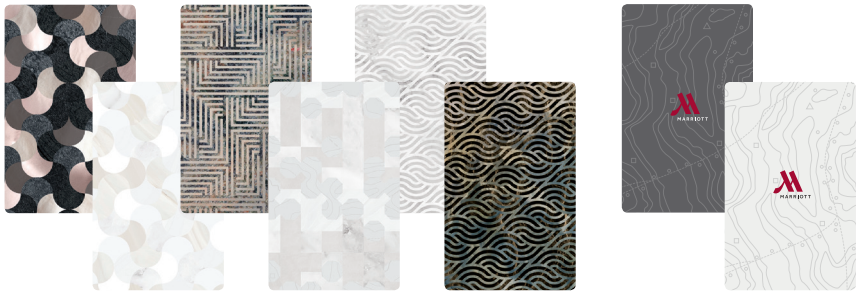
DINING GUIDE

BREAKFAST DOOR HANGER

# CORE DARK COLLATERAL

DO NOT DISTURB

KEY CARDS



NOTE CARD

TV CHANNEL GUIDE

TERRY RE-USE

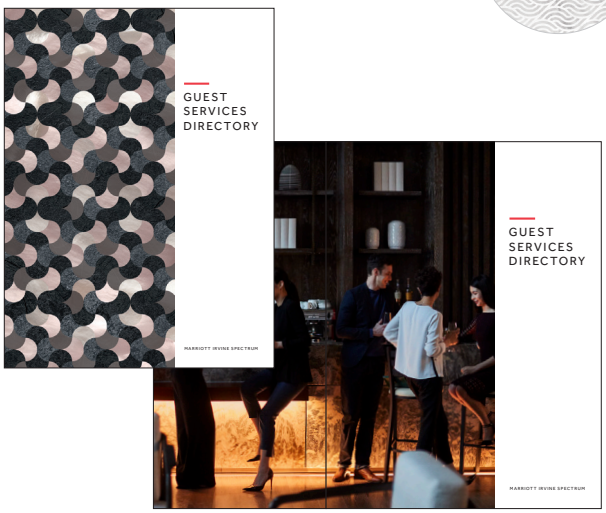
COASTER

SUSTAINABILITY CARD

LAUNDRY BAG

BAR MENU

GUEST SERVICES DIRECTORY



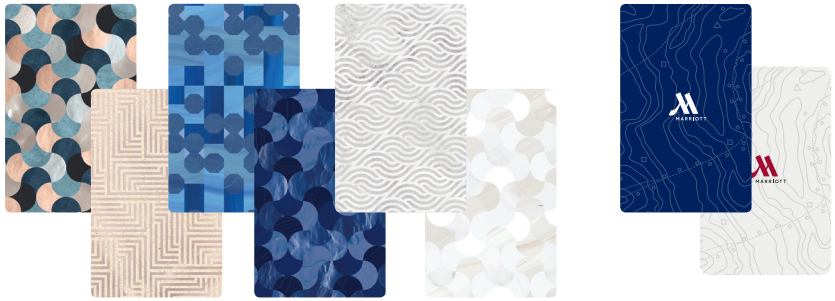

DINING GUIDE

BREAKFAST DOOR HANGER

# RESORT BLUE COLLATERAL

DO NOT DISTURB

KEY CARDS



COASTER

SUSTAINABILITY CARD

LAUNDRY BAG

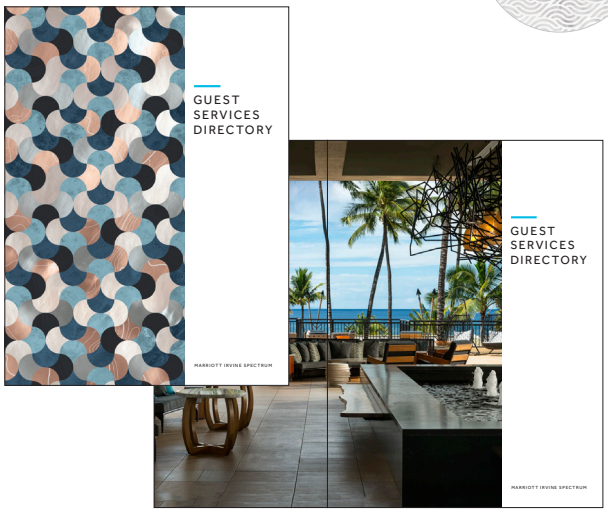
BAR MENU

NOTE CARD

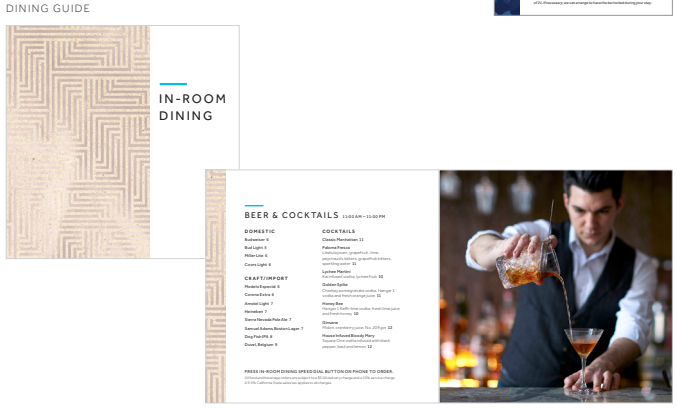
TERRY RE-USE

TV CHANNEL GUIDE

GUEST SERVICES DIRECTORY




DINING GUIDE




BREAKFAST DOOR HANGER

# RESORT GREEN COLLATERAL

DO NOT DISTURB

KEY CARDS

COASTER

SUSTAINABILITY CARD

LAUNDRY BAG

BAR MENU

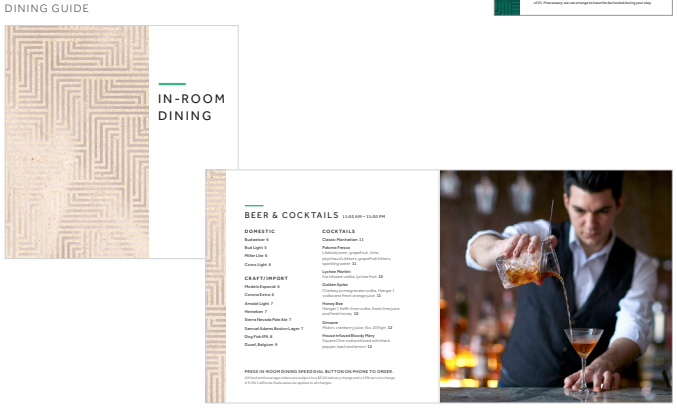
NOTE CARD

TERRY RE-USE

TV CHANNEL GUIDE

GUEST SERVICES DIRECTORY

DINING GUIDE




BREAKFAST DOOR HANGER

MARRIOTT
THANK YOU