



MARRIOTT HOTELS® VISUAL GUIDELINES

GUIDELINES AND APPLICATION

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BRAND STRATEGY

A man with short brown hair and glasses, wearing a light-colored textured sweater over a dark collared shirt, stands in profile looking out a large window. He is holding a black smartphone in his hands. The background outside the window shows a blurred view of trees and a building under a clear sky. The text "BRAND STRATEGY" is overlaid in white capital letters across the center of the image.

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.



HUNGRY FOR IMPACT

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



CONFIDENT TRAVELERS

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



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://mgsccloud.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 minimum 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 minimum 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.



MINIMUM CLEAR SPACE IS
ONE X-HEIGHT ALL AROUND

LET YOUR MIND TRAVEL

MINIMUM SIZE 1.5" WIDE
OR 110 PIXELS WIDE

LIGHT BACKGROUNDS
& PATTERNS

LET YOUR MIND TRAVEL

DARK BACKGROUNDS

LET YOUR MIND TRAVEL

IMAGERY

LET YOUR MIND TRAVEL



COLOR PALETTES

COLOR PALETTES

CORE PALETTE
BREAKDOWN

LINEN
PMS COOL GRAY 1
C 4 M 2 Y 4 K 8
R 217 G 217 B 214

SLATE
PMS 425
C 0 M 0 Y 0 K 77
R 84 G 88 B 90

CHALKBOARD
PMS 426
C 0 Y 0 M 0 K 99
R 37 G 40 B 42

MARRIOTT RED
PMS 201
C 7 M 100 Y 68 K 32
R 157 G 34 B 53

BRILLIANT RED
PMS 185
C 0 M 93 Y 79 K 0
R 228 G 0 B 43

BRILLIANT YELLOW
(DIGITAL USE ONLY)
PMS 387
C 12 M 0 Y 80 K 0
R 227 G 233 B 53

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.



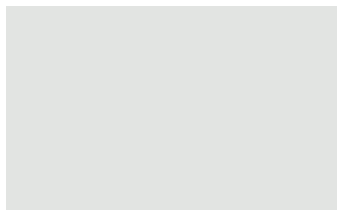
CORE COLOR PALETTE

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.

PRIMARY CORE COLORS



LINEN



SLATE



CHALKBOARD



WHITE

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.

CORE ACCENT COLORS



MARRIOTT
RED



BRILLIANT
RED

CORE DIGITAL ACCENT COLOR



BRILLIANT
YELLOW

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.

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

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



MARRIOTT RED
PMS 201
C7 M100 Y68 K32
R157 G34 B53

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.

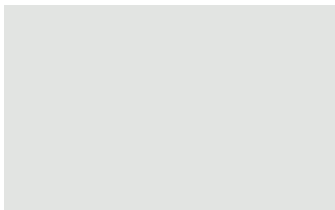
BRILLIANT BLUE

- 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

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



MARRIOTT RED
PMS 201
C7 M100 Y68 K32
R157 G34 B53

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.

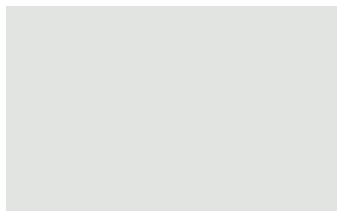
MARRIOTT RED

- 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



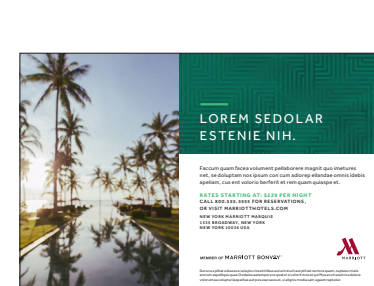
WHITE

ACCENT COLOR



BRILLIANT
GREEN

EXAMPLES



GREAT IDEAS

DON'T COME

IN ORDINARY

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 emphasize 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.
- Opt 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**

EFFRA REGULAR 9PT
12 LEADING
0 TRACKING

BODY COPY

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

The background is a composite of several elements. A large, dark grey diagonal band runs from the top-left towards the bottom-right, featuring a white, intricate geometric pattern of interlocking lines. To the right of this band is a light tan area with a subtle, repeating pattern of concentric, wavy lines, reminiscent of topographic map contour lines. The far right edge shows a sliver of a blue patterned area. The text 'PATTERNS & TOPOGRAPHIC MAPS' is centered horizontally across the middle of the image, with 'PATTERNS &' on the top line and 'TOPOGRAPHIC MAPS' on the bottom line, both in a white, clean, sans-serif typeface.

PATTERNS & TOPOGRAPHIC MAPS

CORE
PATTERNS

WHITE SHELLS



MARBLE WAVE



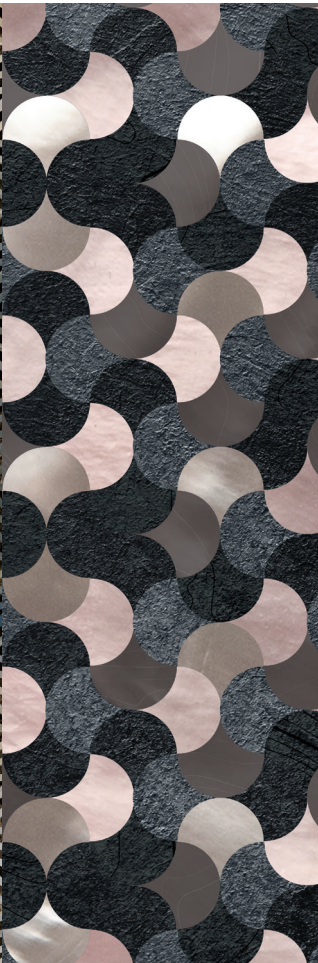
ALABASTER OCTAGON



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 legibility.
- 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



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.

CORE GRAPHIC PATTERNS



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 legibility.
- 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 legibility.
- 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



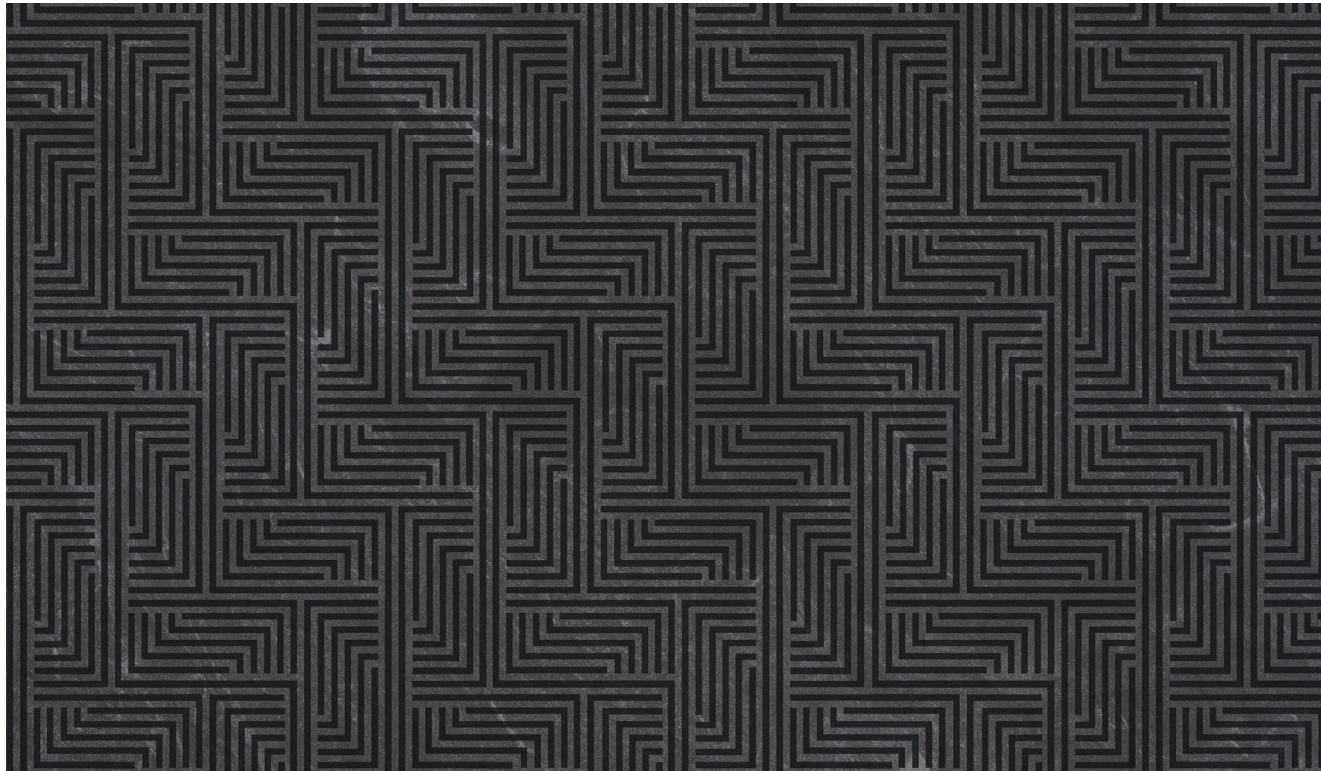
Core Marble Wave and White Shell patterns may be used in combination with green resort patterns.

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



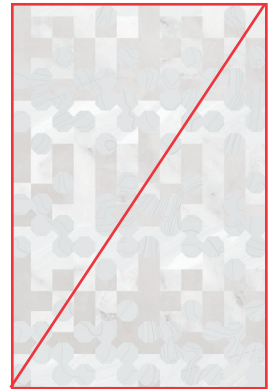
OCTAGON - TOO LARGE



OCTAGON - JUST RIGHT



OCTAGON - TOO SMALL



SHELLS - TOO LARGE



SHELLS - JUST RIGHT



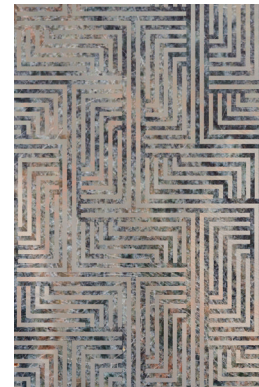
SHELLS - TOO SMALL



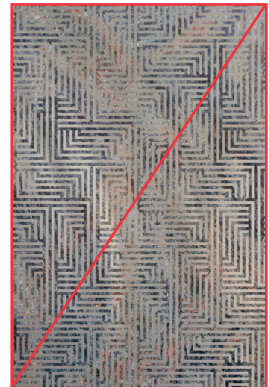
SQUARES - TOO LARGE



SQUARES - JUST RIGHT



SQUARES - TOO SMALL

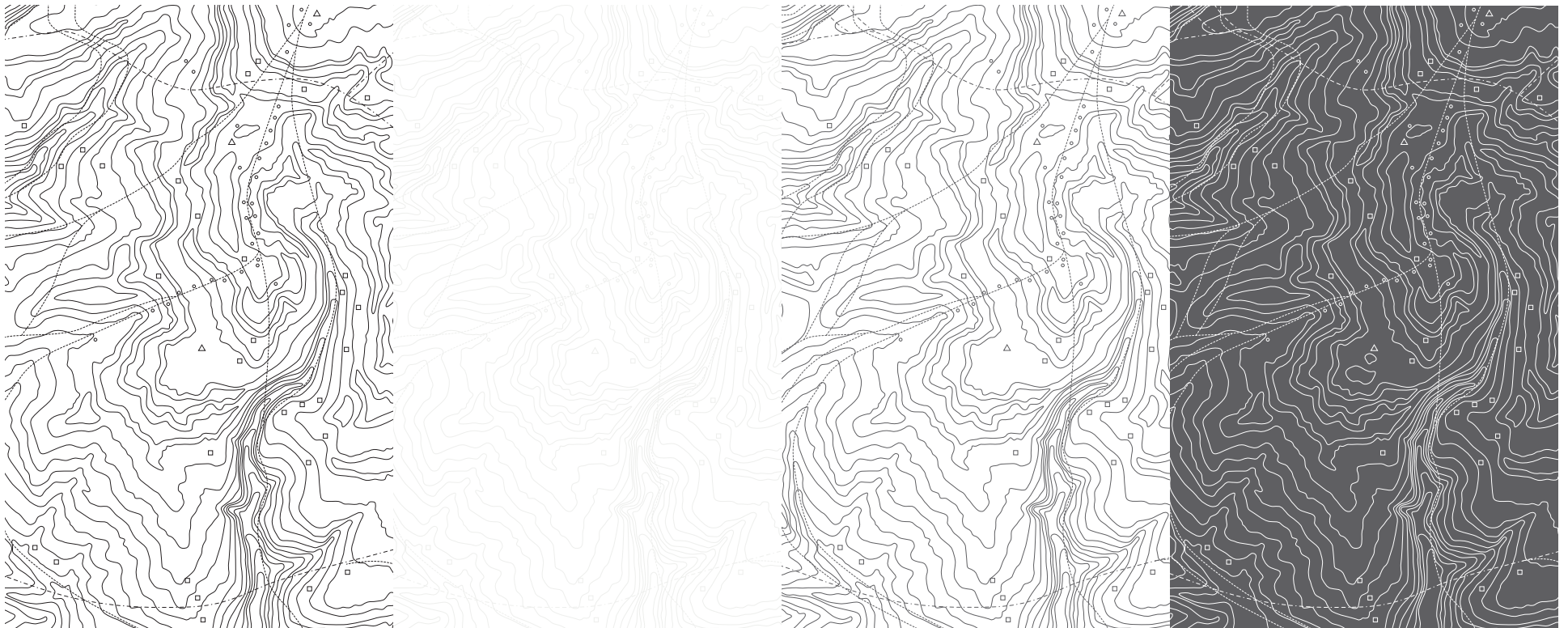


TOPOGRAPHIC MAPS

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 consistent 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.

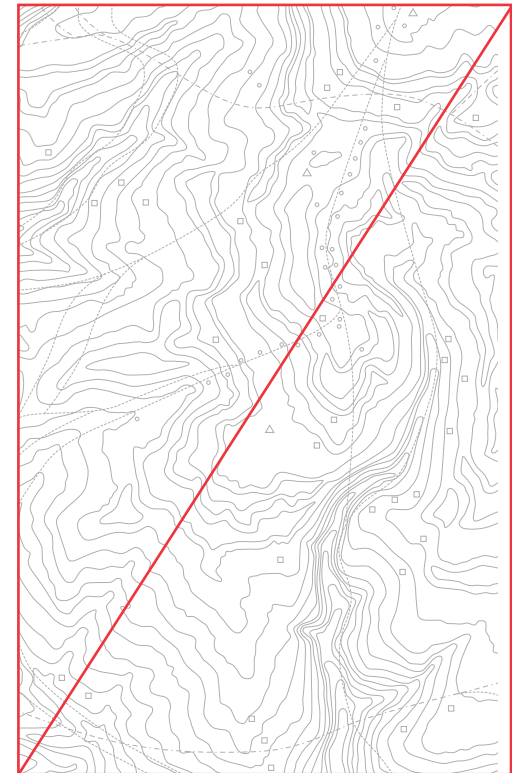
MAP - TOO LARGE



MAP - JUST RIGHT



MAP - TOO SMALL



The background is a collage of various textures and colors. It includes a dark grey area with a white geometric pattern of interlocking lines, a light beige area with a wavy, organic pattern, a dark blue area with a pattern of overlapping circles, a solid teal band, a solid olive green band, a solid red band, and a light grey area with a subtle geometric pattern. The text 'ACCENT COLORS' is centered over the teal and olive green bands.

ACCENT COLORS

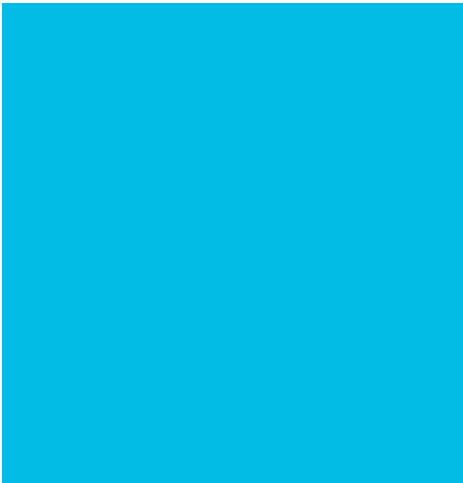
ACCENT
COLORS

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.

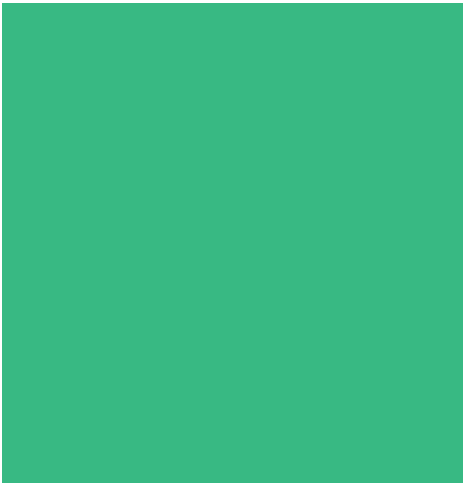
BRILLIANT RED



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



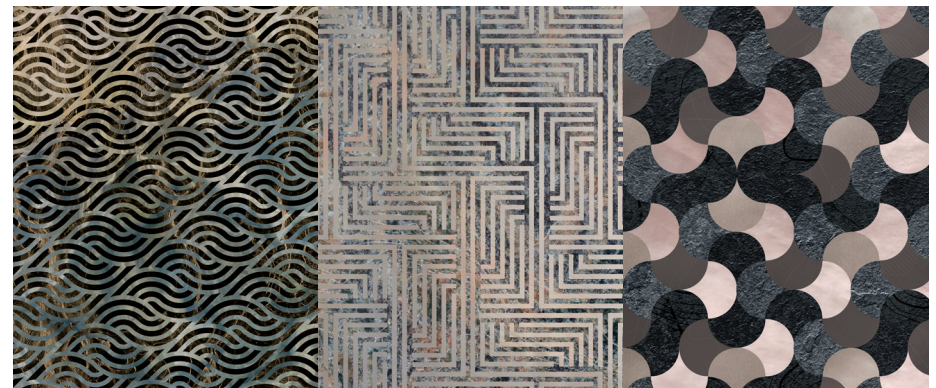
BRILLIANT RED ACCENT ON WHITE OR CHARCOAL BACKGROUNDS



BRILLIANT RED ON TOPOGRAPHIC MAPS



GRAPHIC PATTERNS: NO ACCENT COLOR USED

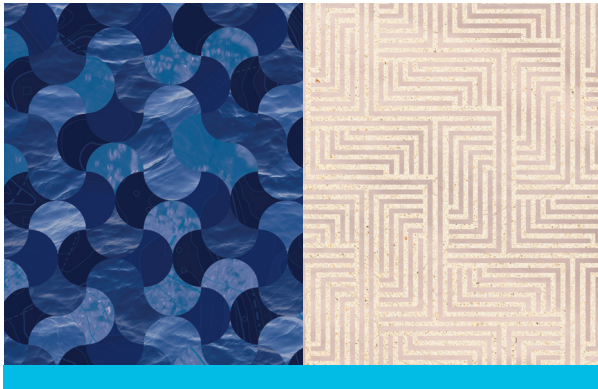


BRILLIANT BLUE
ON PATTERNS
MAPS AND
BACKGROUNDS

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.

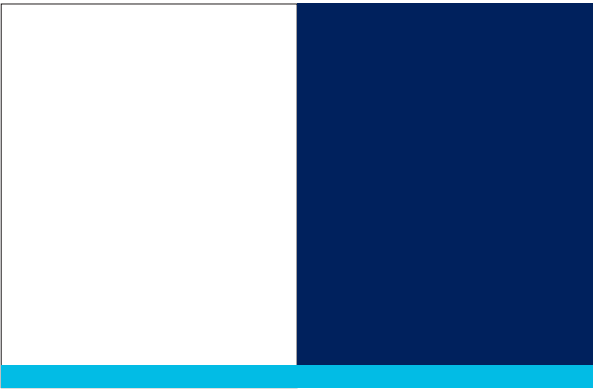
BRILLIANT BLUE ON BLUE SHELLS & HUSK PATTERNS



BRILLIANT BLUE ON WHITE SHELL & MARBLE WAVE PATTERNS



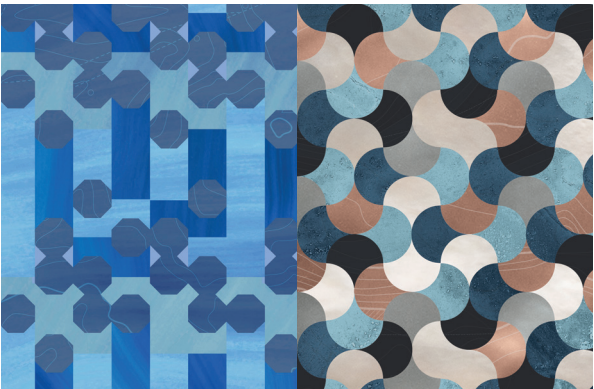
BRILLIANT BLUE ACCENT ON WHITE OR OBSIDIAN BACKGROUNDS



BRILLIANT BLUE ON TOPOGRAPHIC MAPS



GRAPHIC PATTERNS: NO ACCENT COLOR USED

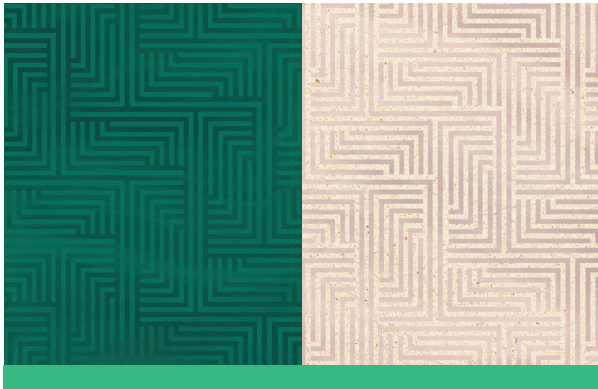


BRILLIANT GREEN
ON PATTERNS
MAPS AND
BACKGROUNDS

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.

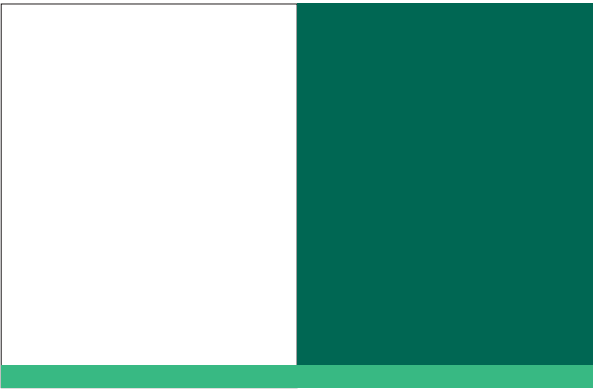
BRILLIANT GREEN ON GREEN SQUARES & HUSK PATTERNS



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



INSPIRING
BRILLIANCE



AN IDEA THAT
SPARKS NEW WAYS
OF THINKING.



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

DIGITAL USE ONLY



LET YOUR
MIND TRAVEL

RESORT BLUE



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:



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.

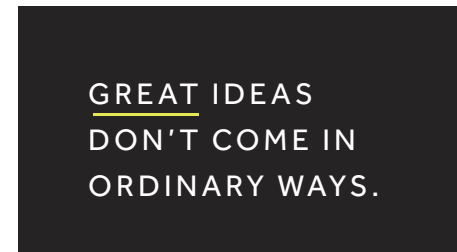
CORE: BRILLIANT RED



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.

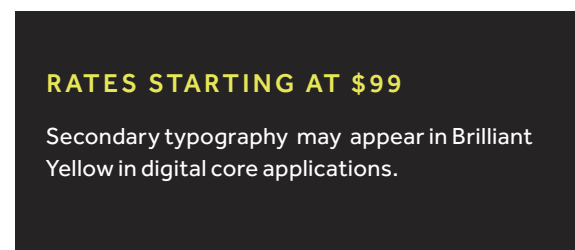
CORE: BRILLIANT RED ON LIGHT SHELL PATTERN



CORE: BRILLIANT RED ON WHITE BACKGROUND



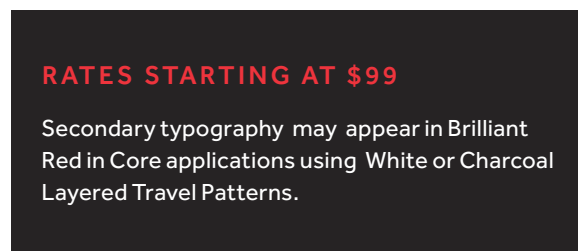
DIGITAL: BRILLIANT YELLOW ON DARK BACKGROUNDS ONLY



CORE: BRILLIANT RED ON LIGHT WAVE PATTERN



CORE: BRILLIANT RED ON CHARCOAL BACKGROUND



CORE: BRILLIANT RED ON LIGHT OCTAGON PATTERN



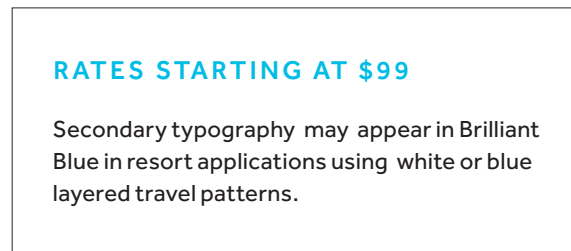
RESORT BLUE SUBHEAD TYPOGRAPHY

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



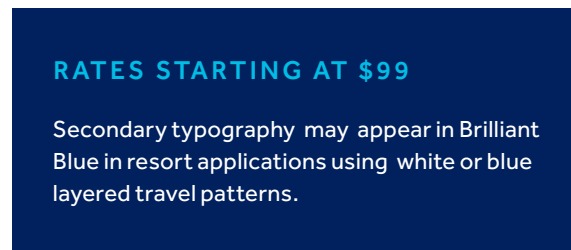
RESORT: BRILLIANT BLUE ON WHITE BACKGROUND



RESORT: BRILLIANT BLUE ON LIGHT SHELL PATTERN



RESORT: BRILLIANT BLUE ON OBSIDIAN BACKGROUND



RESORT: BRILLIANT BLUE ON BLUE SHELL PATTERN



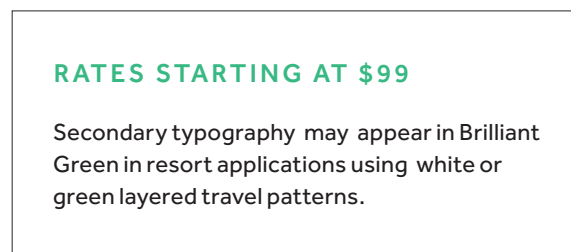
RESORT GREEN SUBHEAD TYPOGRAPHY

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



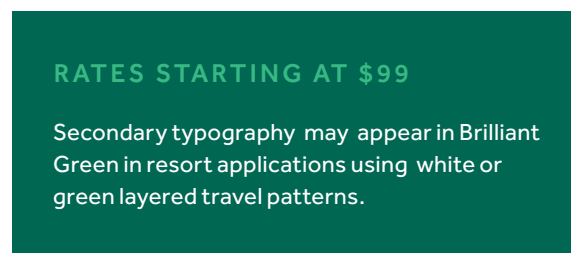
RESORT: BRILLIANT GREEN ON WHITE BACKGROUND



RESORT: BRILLIANT GREEN ON LIGHT SHELL PATTERN



RESORT: BRILLIANT GREEN ON EMERALD BACKGROUND



RESORT: BRILLIANT GREEN ON GREEN SQUARE PATTERN



DESIGN APPLICATION



CORE LIGHT COLLATERAL

DO NOT DISTURB

KEY CARDS

NOTE CARD

TV CHANNEL GUIDE

COASTER

SUSTAINABILITY CARD

LAUNDRY BAG

BAR MENU

TERRY RE-USE

GUEST SERVICES DIRECTORY

BREAKFAST DOOR HANGER

DINING GUIDE

IN-ROOM DINING

BEER & COCKTAILS

GOOD MORNING

COMPLETE BREAKFASTS

WEDNESDAY CLASSICS

ALL AMERICAN BOX

WET REVERENDS

GOOD START V&V

BEER & COCKTAILS

GOOD MORNING

COMPLETE BREAKFASTS

WEDNESDAY CLASSICS

ALL AMERICAN BOX

WET REVERENDS

GOOD START V&V

CORE DARK
COLLATERAL

DO NOT DISTURB



KEY CARDS



NOTE CARD



TERRY RE-USE



TV CHANNEL GUIDE

TV CHANNEL GUIDE	
66	WOLFELOW CHANNEL
68	QUEST HD
69	NETVIO HD
70	QUEST HD
80	CBS
81	NEWS
82	FOX
87	FOX
88	FOX
89	TELEVISION
90	TELEVISION
91	GOLF
92	GOLF
93	ESPN
100	ESPN
101	ESPN CLASSIC
104	ESPN HD
105	ESPN
106	ESPN CLASSIC
107	ESPN
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Wi-Fi

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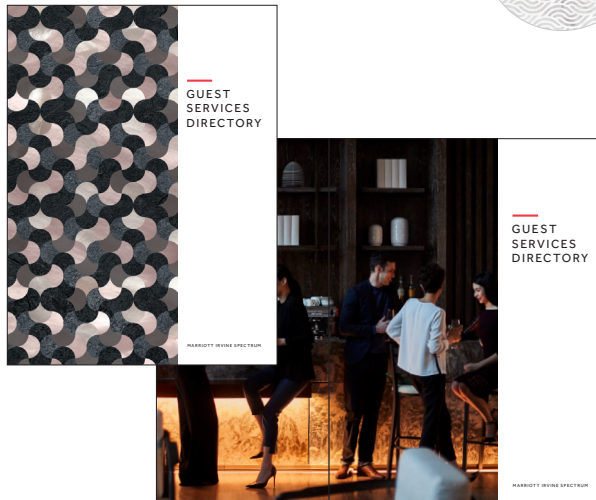
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226. INTERNET/VIDEO/PHONE BY WIRELESS ROUTER

GUEST SERVICES DIRECTORY



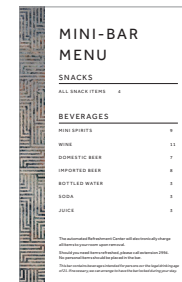
COASTER

SUSTAINABILITY CARD



LAUNDRY BAG

BAR MENU



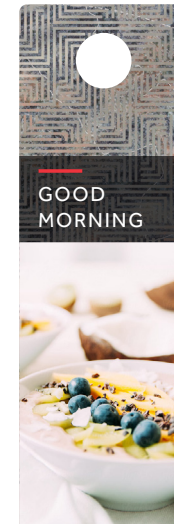
DINING GUIDE



IN-ROOM
DINING



BREAKFAST DOOR HANGER



RESORT BLUE COLLATERAL

DO NOT DISTURB



KEY CARDS



NOTE CARD



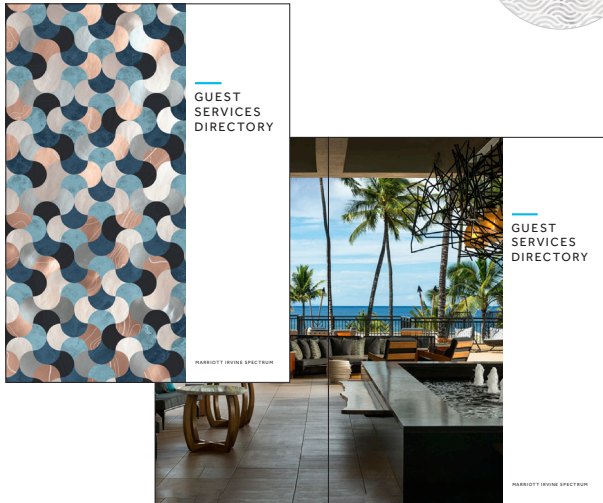
TV CHANNEL GUIDE

TV CHANNEL GUIDE	
01 WELCOME SCREEN	31 MICKY MOUSE
02 GUEST INFO	32 NICK
03 HOTEL INFO	33 NIN
04 JMC	34 NTV
05 CBS	35 HISTORY
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07 FOX	38 TAC
08 PBS	39 COMEDY CENTRAL
09 CW	40 USA
10 TELEUNION	41 TBS
11 GOLF	42 NEXA
12 NFL	43 TRU
13 ESPN	44 BET
14 ESPN2	45 NABA
15 ESPN CLASSIC	46 DISCOVERY
16 ESPN NEWS	47 DISCOVERY HEALTH
17 ESPN	48 CNN
18 CBS COLLEGE	49 TNT
19 CNN	50 HDNET
20 NFL	51 HBO
21 FOX NEWS	52 HBO FAMILY
22 MSNBC	
23 THE NEWS	
24 CNN	
25 THE NEWS	
26 CNN	
27 THE NEWS	
28 CNN	
29 THE NEWS	
30 DISNEY	

TERRY RE-USE



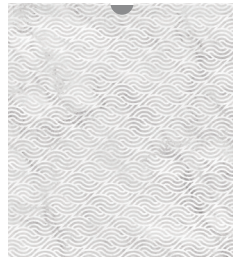
GUEST SERVICES DIRECTORY



SUSTAINABILITY CARD



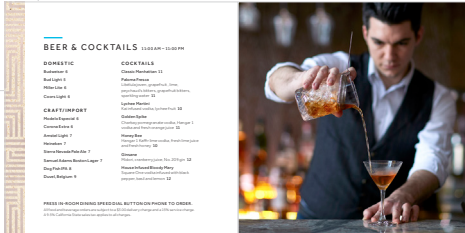
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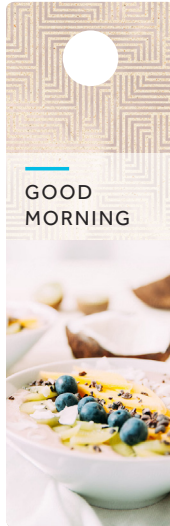
BAR MENU



DINING GUIDE



BREAKFAST DOOR HANGER



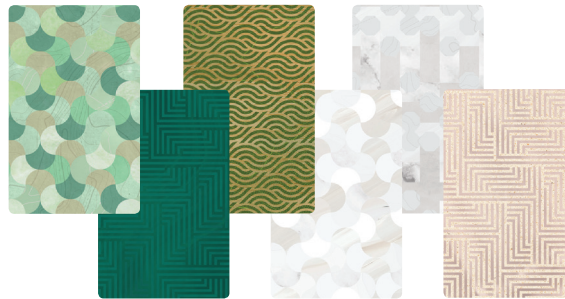
COMPLETE BREAKFAST 6:00 AM TO 11:00 AM	
<p>CONTINENTAL BREAKFAST \$11</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p> <p>ALL AMERICAN \$13</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p> <p>GOOD START \$15</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p>	
BREAKFAST A LA CARTE 6:00 AM TO 11:00 AM	
<p>MODERN CLASSICS</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p> <p>ALL AMERICAN</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p> <p>GOOD START</p> <p>Includes: Total Omelette, French Toast, Pancakes, Waffles, Fruit, Yogurt, Juice, Coffee, Tea, and Pastries.</p>	

RESORT GREEN
COLLATERAL

DO NOT DISTURB



KEY CARDS



NOTE CARD



TV CHANNEL GUIDE



GUEST SERVICES DIRECTORY



COASTER

SUSTAINABILITY CARD



LAUNDRY BAG

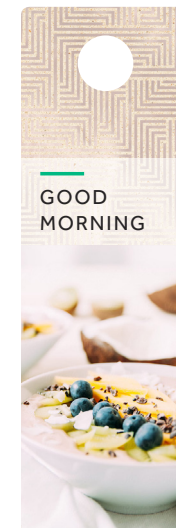
BAR MENU



TERRY RE-USE



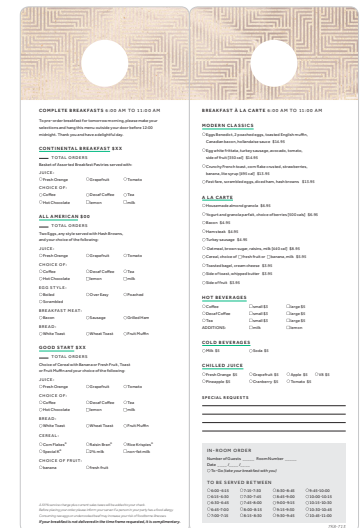
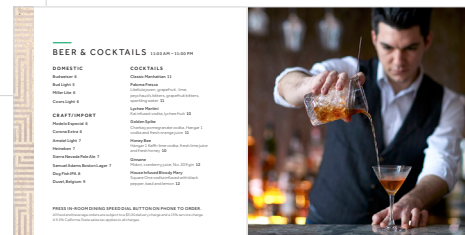
BREAKFAST DOOR HANGER



DINING GUIDE



IN-ROOM
DINING





THANK YOU