



Hotels.com



BRAND GUIDELINES

14TH MAR, 2019 V 1.5

VERSION CONTROL

Version	Effective Date	Changes
Original	Feb, 2018	Guidelines established
1.5	march, 2019	Pg 12 - 13: Updated "Our Mission" to "Our Purpose, replaced "cheeky" with "irreverent" Pg 20: Replaced "cheeky" with "irreverent" Pg 29: Included rules on black logo usage and logo hierarchy structure Pg 35 - 36: Added UEFA logos and rules Pg 39: Updated color codes have been included Pg 61: Contact information to report problems has been added



HI.
WE ARE HOTELS.COM.

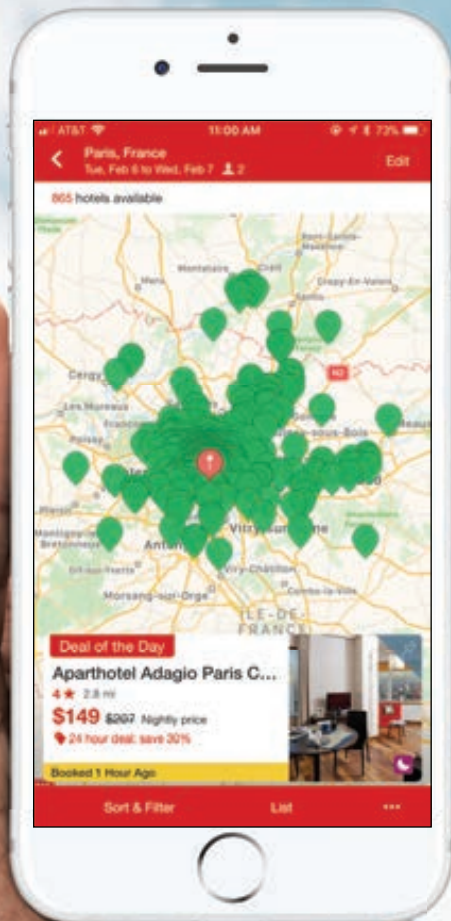
AND IF THERE'S ONE
THING YOU SHOULD
KNOW ABOUT US,
IT'S THAT

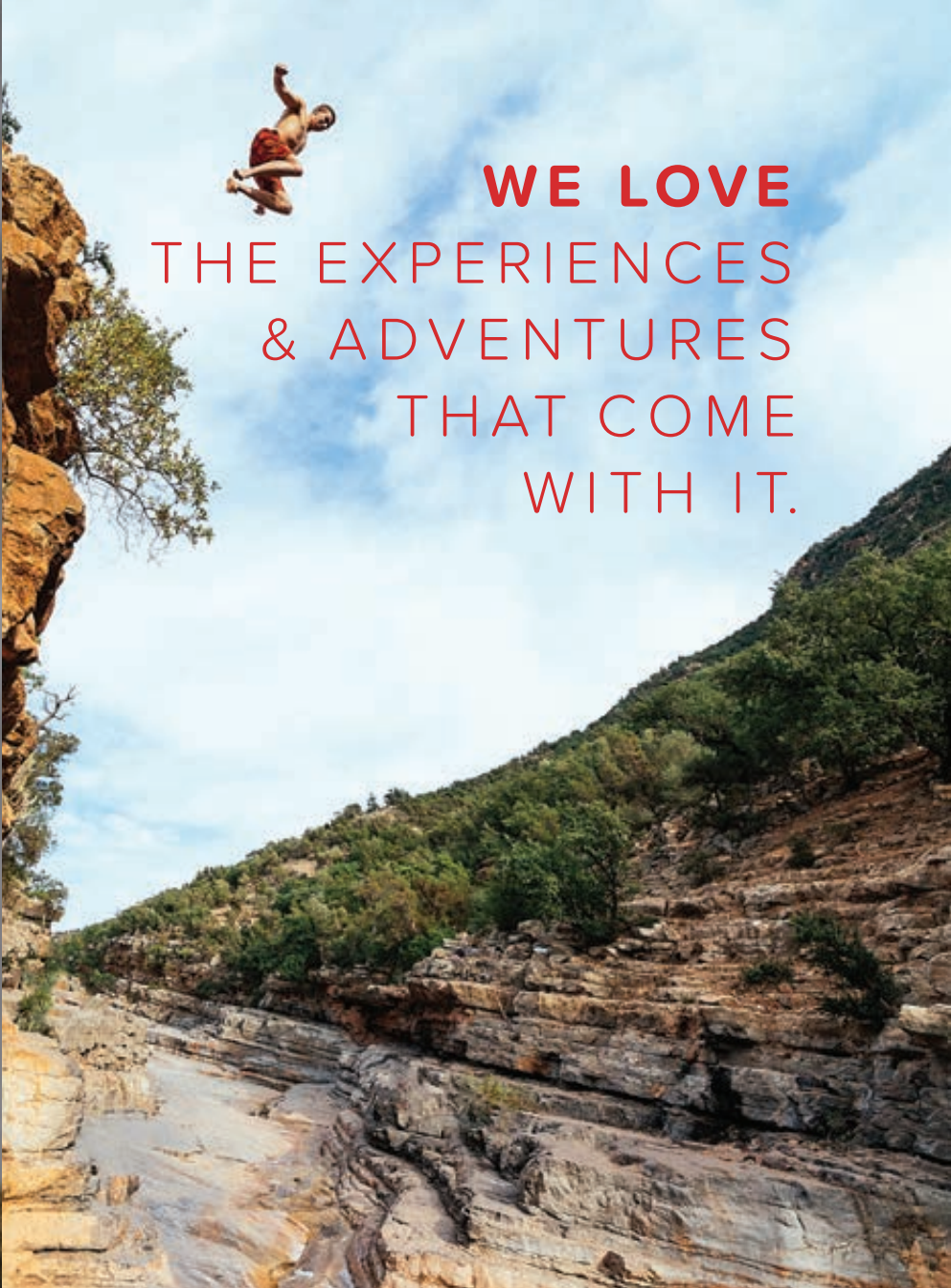


WE
LOVE
TRAVEL.

WE REALLY, REALLY LOVE TRAVEL.

WE
LOVE ENABLING
& INSPIRING IT.





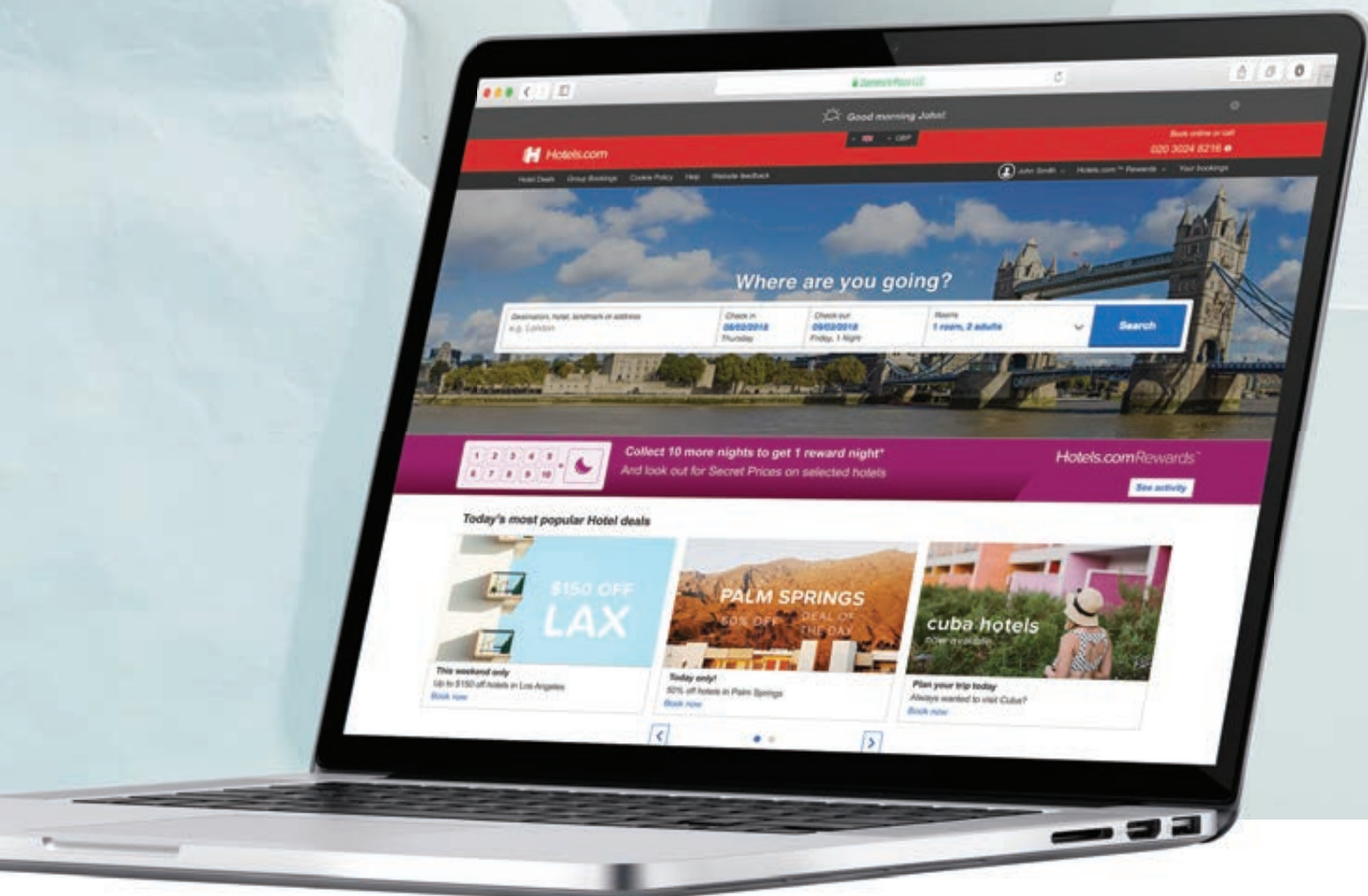
WE LOVE
THE EXPERIENCES
& ADVENTURES
THAT COME
WITH IT.



WE KNOW
ALL TRIPS
ARE IMPORTANT.
AND WE LOVE
THAT, TOO.



AND THAT IS
WHY WE BELIEVE
BOOKING A PLACE
TO STAY SHOULD BE
AS **REWARDING** AS
THE TRIP ITSELF.



HOW DO WE MAKE THAT HAPPEN?



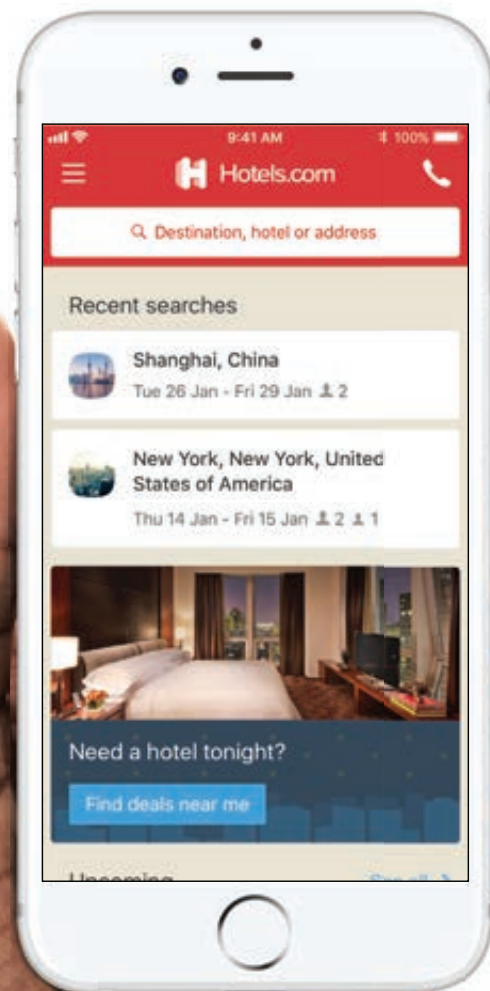
1 BRAND,
1 TEAM,
1 GROUP
OF TRAVEL HAPPY PEOPLE.



AND ONE SET OF BRAND
GUIDELINES THAT HELPS US
COMMUNICATE THAT WE'RE
THE **MOST REWARDING** WAY
TO BOOK A PLACE TO STAY.

WHY ARE BRAND GUIDELINES IMPORTANT?

Every touchpoint is an opportunity to create brand love. Maintaining consistency in the way we talk to our consumers will help make every moment more impactful and memorable, helping us stay top of mind throughout the travel journey.



CONTENTS

1. OUR DNA	12
OUR PURPOSE	13
OUR AUDIENCE	15
UNPACKING OUR PERSONALITY	18
2. OUR DESIGN SYSTEM	25
OUR LOGOS	27
MASTER LOGO	28
H ICON	32
WORDMARK	34
SUB-BRANDS	36
COLOR	39
TYPE & TREATMENT	43
PHOTOGRAPHY & TREATMENT	51
3. OVERALL LOOK & FEEL	57
4. PRACTICALITIES	59
CONTACT INFORMATION	61



OUR
DNA




OUR PURPOSE

To make booking a place to stay as rewarding as the trip itself.

CONSUMER TAKEAWAY

Hotels.com is the most rewarding way to book a place to stay.



THINGS WE BELIEVE

WE LOVE TRAVEL

Enabling it and experiencing it.

WE GOT YOUR BACK

Supporting our customers and each other.

MAKE IT HAPPEN

Tear down barriers, be action oriented.

GET UNCOMFORTABLE

Empowering ourselves and our teams to try anything once.

EMBRACE “UNLIKE-EACH-OTHER-NESS”

Diversity in all forms helps drive our success.



TOOLS & OFFERINGS

We promise to deliver:

SIMPLICITY

Our offerings are straightforward and make it simple to engage with us.

GENEROSITY

We are generous and reward our customers.

RELEVANCE

We offer locally relevant tools and choices that meet the evolving needs of travelers everywhere.



PERSONALITY

When we communicate, we are:

FUN

We don't take ourselves too seriously.

IRREVERENT

We have an edge and a quick wit, we're willing to push boundaries.

STRAIGHTFORWARD

We keep it simple and to the point.





OUR AUDIENCE

The Emerging Traveler: With an age range of 25-34, they make up the biggest growth potential in the travel category and will dictate the travel trends for years to come.

Our brand must connect with the Emerging Traveler. At the same time, it is essential for us to stay relevant to all our customers, regardless of age or generation.



THE EMERGING TRAVELER



ATTITUDE

They're playful, spontaneous and want to share everything.

1. They're adulting, and crave a break to play.
2. Impulse travel is a thing.
3. Pics or it didn't happen.



VALUES

They want surprise, authenticity and non-formalities.

1. They look forward to the element of surprise.
2. They have no tolerance for nonsense.
3. They've made adulthood less formal than ever.



AESTHETIC

They love things that are concise, minimal and intuitive.

1. TL;DR (too long; didn't read).
2. When it comes to design, less is more.
3. Make it easy or they won't bother.



CULTURE

They suffer from constant FOBO (Fear Of Better Options).

1. They have fear of better options and feel rewarded by overcoming it.
2. They feel incapable of making the best decision.
3. They're rewarded through validation.



UNPACKING
OUR
PERSONALITY

OUR PERSONALITY

We must embody a unique and attention-grabbing personality to punch above our weight in a cluttered category.

We have to be

**FUN &
IRREVERENT**

while always staying

**STRAIGHT-
FORWARD**

FUN

Remember, we love travel. We should be playful, fun-loving and curious, but not absurd or funny for funny's sake. It's about loving the world and soaking up everything it has to offer. It's why we always use bright colors and exude optimism in everything we do.

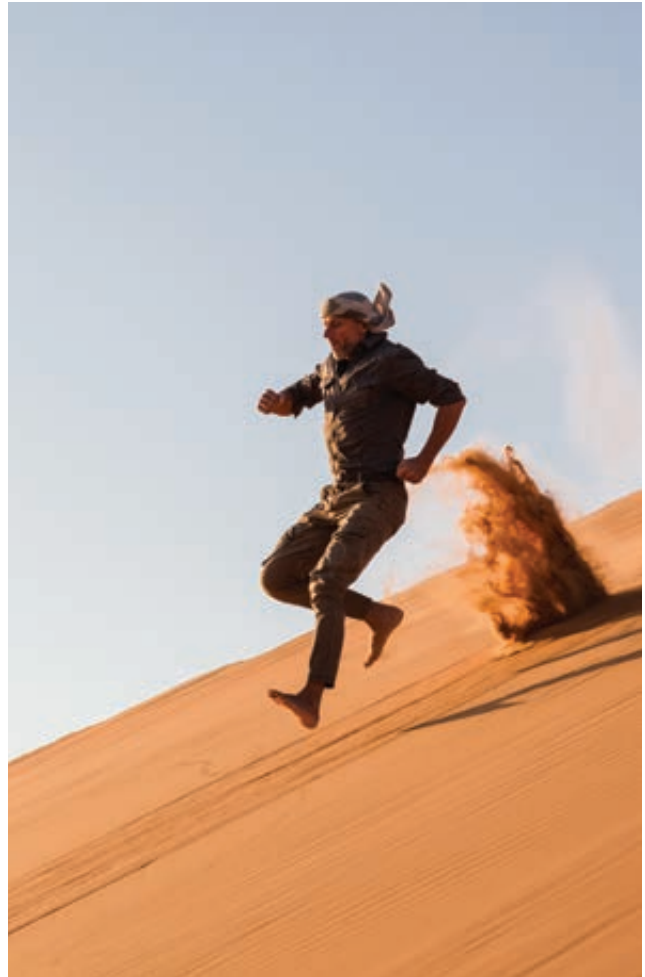
NEGATIVE  POSITIVE

WE ARE

Playful
Spontaneous
Shareworthy

WE ARE NOT

Childish
Careless
Boastful



IRREVERENT

We have an edge and quick wit, can be a bit of a smart-ass, but never arrogant. We like to have fun and aren't afraid to be a little self-deprecating. We let everyone in, have nothing to hide and don't take ourselves too seriously. When we communicate with travelers we've got to be confident but not disrespectful and we've got to have fun.

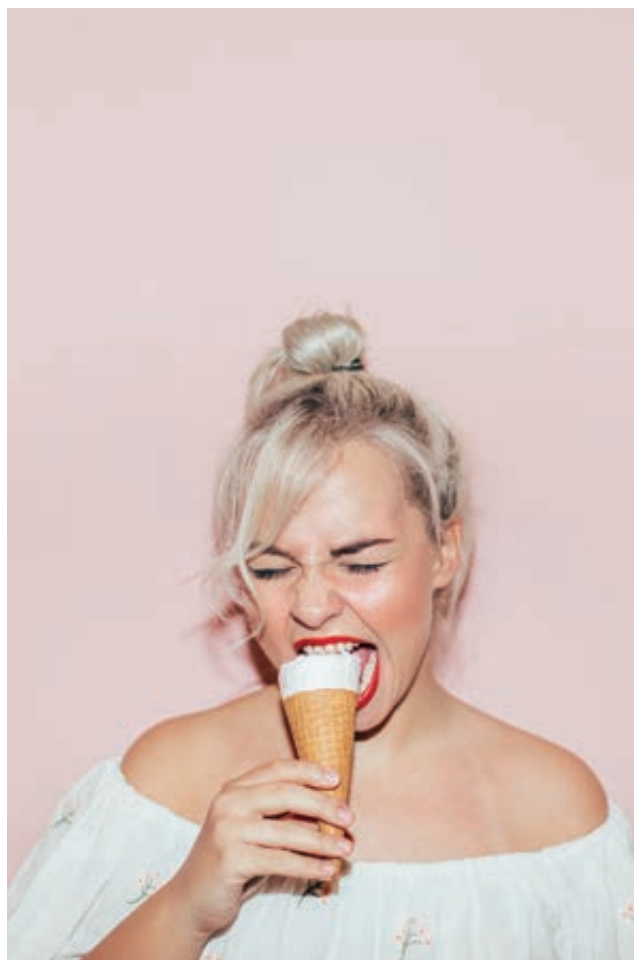
HIGH BROW ← ————— ◆ ————— → DOWN TO EARTH

WE ARE

Surprising
Self-Aware
Informal

WE ARE NOT

Inconsistent
Disrespectful
Unprofessional



STRAIGHT-FORWARD

In a world of fantasy and escapism, we're focused on helping get people to their next trip. So let's get out of their way and keep things as simple as possible.

COMPLEX  PRAGMATIC

WE ARE

Concise
Minimal
Intuitive

WE ARE NOT

Generic
Boring
Complex



TONE OF VOICE

Hotels.com tone of voice springs from our brand personality, our values and our way of thinking. It is an expression of the brand and the people behind our brand.

Whether we are writing messages on our site or developing a new TV ad, it's really important to have one voice that mirrors our personality. So, we've developed a clear voice for Hotels.com that will help us write clearly and consistently, across teams and channels globally.

Our voice is human. We're fun and we're a little irreverent but more importantly, we're also straightforward. Our tone of voice must connect with travelers, which will help them feel confident that they are making the right choice by shopping and booking with us.

Here's how to do it the Hotels.com way:

- Shift focus from talking about Hotels.com or selling the product **TO** validating people's travel choices. It's important that we make people feel that we get their needs. We should make them feel comfortable that they are making the right choice when booking with us. We should also speak **WITH** them, not **AT** them.
- Bring more fun and cheekiness to the messaging **WITHOUT** sacrificing straightforwardness. We don't have to be funny for the sake of being funny. There is no need to add complexity for the sake of a joke.

CHECKLIST

- ☐ Be straightforward and prioritize your messages. Body text must be concise and easy to understand.
- ☐ Be personal and playful. Use short, commonly used words. Address the reader as 'you.' Refer to 'we,' 'us' and 'our,' when appropriate. Use positive language, avoid negative.
- ☐ Be irreverent. Messaging that has the right combination of playfulness and irreverence can add positive emotion – an essential ingredient for making attention-grabbing, high-level messaging that's memorable.
- ☐ Subtlety is key. Avoid overdoing irreverence. Messages that come across as jokes, ridicule or irony can quickly be misinterpreted.

tone of voice

EMAIL FROM 3, 2, 1, SURPRISE! Up to 1/2 Off!



TO Stop hunting for better.
Up to 50% Off.

CONCISE, NOT
GENERIC

SOCIAL FROM The total solar eclipse is almost here!
Book one of these out of this world hotels
in the viewing path so you don't miss out!



TO Of course you want to see the solar
eclipse! Check out these awesome
hotels along the eclipse path.

VALIDATING,
NOT SALESY

WEB
INTRO FROM Hotels.com is a leading online
accommodation site. We're passionate
about travel.



TO At Hotels.com, we love travel as much as
you do. We make it easy and rewarding to
get to your next trip.

INFORMAL, NOT
UNPROFESSIONAL

EMAIL FROM Good things happen when you click!
Up to 50% Off. Click the email to access
secret prices.



TO Wanderlusting? We've got
just what you're looking for.
Up to 50% Off with Secret Prices!

PLAYFUL,
NOT CHILDISH



OUR
DESIGN
SYSTEM

THE YES LIST

Before you create, ask yourselves these questions. Hint: The answer should always be yes.

1. ARE YOU INSPIRED?

If you're not inspired by your words or designs, then odds are our customers won't be either.

**2. IS IT FUN? IRREVERENT?
STRAIGHTFORWARD?**

Hotels.com is playful, shareworthy, informal and minimal. If your creative isn't, then it isn't Hotels.com.

3. IS IT SIMPLE?

Simplicity evokes order. In an industry crowded with offers and destinations, Hotels.com's simple approach is a must.



Icon + Wordmark = Logo



OUR
LOGO

MASTER LOGO

Regardless of where it meets the eyes of our audiences, our Logo must truly convey the Hotels.com brand. Apply the rules outlined in this chapter to ensure clear and consistent presentation of our Logo.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



MINIMUM SIZE

To ensure that the Hotels.com Logo lockup is clearly visible, it should never be rendered less than the sizes listed below. For minimum sizes of H Icon and the Wordmark on their own, see pages 31-33.



CHECKLIST

- ☐ Always use the H Icon and Wordmark together. This is our official Logo and should always be used except for specially approved use cases.
- ☐ Treat each piece of our logo lockup with care. Don't alter any of the elements.
- ☐ Never use the Logo as a part of other symbols or graphical elements that could be perceived as a logotype.
- ☐ Always reproduce the Logo from the master artwork. Never recreate.
- ☐ Adhere to the minimum size rule, it doesn't change no matter how big/small.
- ☐ When in doubt, go with the vertical lockup.
- ☐ The horizontal lockup should only be used when there is no space for the vertical version: e.g. banner ads, email signatures, etc.
- ☐ Red is the preferred color for our Logo, and should be used whenever possible. White is our secondary color when backgrounds do not allow for red.
- ☐ Make sure you use the trademark symbols following the legal team recommendation.

SPACING

The 'x' represents the ratio of space around our Logo. The 'x' is equal to the height of the Wordmark. No matter the dimensions of the Logo, the size of the 'x' will always be the same.



X = HEIGHT OF WORDMARK



CHECKLIST

- ☐ Never violate the spacing around the logo. It is a safeguard that visibly protects the brand.
- ☐ Ensure there is proper visual balance between the Logo and all other design elements.
- ☐ Always adhere to the minimum size rule.

LOGO DO'S

PRIMARY

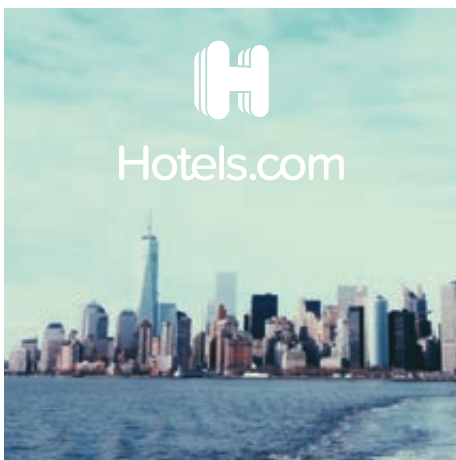


RED LOGO ON WHITE



RED LOGO ON PHOTO

SECONDARY



WHITE LOGO ON PHOTO



WHITE LOGO ON RED*

ABSOLUTELY NECESSARY



BLACK LOGO ON WHITE
(ONLY TO BE USED WHEN
PRINTING IN B/W)

Using the HCOM Red logo is preferred in all cases unless there is a conflicting background or special circumstance. The white logo should only be used when needed. The black logo may only be used when printing in black and white.

LOGO DON'TS



DO NOT DISTORT.



DO NOT COLOR LAYERS.



LOGO SHOULD ONLY EVER APPEAR IN HCOM RED, WHITE OR BLACK (IF NECESSARY).



DO NOT PLACE ELEMENTS INSIDE CLEAR ZONES.



DO NOT ADD SHADOW TO THE LOGOTYPE.



DO NOT REPRODUCE LOGO IN OUTLINE.



DO NOT SUBSTITUTE THE WORDMARK WITH A DIFFERENT TYPEFACE.



DO NOT PLACE LOGO OVER GRADIENT BACKGROUNDS.



DO NOT REPRODUCE WITH AN APPLIED STROKE.



DO NOT REVERSE PLACEMENT OF ELEMENTS.



DO NOT PUT IDENTIFIERS, TAGLINES, OR OTHER COPY IN CLEAR ZONES.



DO NOT CHANGE LOGO ELEMENTS RATIO.



DO NOT ADD VISUAL EFFECTS TO THE LOGO.



DO NOT USE LOGO OVER COMPLEX BACKGROUNDS.



DO NOT ALTER ANGLE OF THE LOGO.

THE H ICON

The Hotels.com H Icon can be used in a range of applications, however it should never be used to replace the Hotels.com Logo lockup. The H Icon should be used in environments in which smaller graphics are needed: e.g. favicon, iOS and Android app icons. In addition to these placements, we know other exceptions may apply, like swag. If you have the need to use the H Icon by itself please contact the brand team.

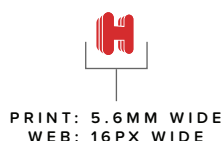


CHECKLIST

- ☐ The H Icon is not meant to be a decorative element and shouldn't be used in that way.
- ☐ Always reproduce the H Icon from master artwork.
- ☐ Use correct sizing for designated media.
- ☐ Only use the H Icon in situations in which the entire lockup is not applicable.
- ☐ Never violate the spacing around the Logo. It is a safeguard that visibly protects the brand.
- ☐ Ensure there is proper visual balance between the Icon and all other design elements.
- ☐ Always adhere to the minimum size rule.

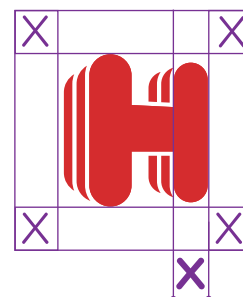
MINIMUM SIZE

To ensure the H Icon is clearly visible, it should never be rendered less than the sizes listed below.



SPACING

The 'x' represents the ratio of space around the H Icon. The 'x' is equal to the width of the stem. No matter the dimensions of the H Icon, the size of the 'x' will always be the same.



H ICON DON'TS



DO NOT USE PARTS OF
THE H ICON ALONE.



DO NOT USE ELEMENTS
IN A DECORATIVE WAY.



THE H ICON SHOULD
ONLY EVER APPEAR IN
HCOM RED, WHITE OR
BLACK (IF NECESSARY).



DO NOT CROP.



the obvious choice

DO NOT PUT IDENTIFIERS,
TAGLINES, OR OTHER COPY
IN CLEAR ZONES.



DO NOT USE THE H ICON
WITHIN A STATEMENT.



DO NOT ROTATE
THE H ICON.



DO NOT DISTORT
THE H ICON.

THE WORDMARK

The Wordmark alone should only be used when absolutely necessary never be used to replace the Hotels.com Logo lockup. The Wordmark should only be used when absolutely necessary e.g. partnership placements and sponsorships. In addition to these placements, we know other exceptions may apply. If you have the need to use the Wordmark by itself please contact the brand team.

Hotels.com

MINIMUM SIZE

To ensure that the Hotels.com Wordmark lockup is clearly visible, it should never be rendered less than this size:

Hotels.com

PRINT: 5.6MM WIDE
WEB: 16PX WIDE

SPACING

The 'x' represents the ratio of space around our Wordmark. The 'x' is equal to the height of the Wordmark. No matter the dimensions of the Wordmark, the size of the 'x' will always be the same.



X = HEIGHT OF WORDMARK

CHECKLIST

- ☐ The Wordmark is not meant to be a decorative element and shouldn't be used in that way.
- ☐ Always reproduce the Wordmark from master artwork.
- ☐ Use correct sizing for designated application.
- ☐ Only use the Wordmark in situations in which the entire lockup is not applicable.
- ☐ Never violate the spacing around the Logo. It is a safeguard that visibly protects the brand.
- ☐ Ensure there is proper visual balance between the Logo and all other design elements.
- ☐ Always adhere to the minimum size rule.

WORDMARK DON'TS

Hotels.com

DO NOT DISTORT.

Hotels.com

DO NOT SUBSTITUTE WITH
A DIFFERENT TYPEFACE.

Hotels.com

WORDMARK SHOULD
ONLY EVER APPEAR IN
HCOM RED, WHITE OR
BLACK (IF NECESSARY).



DO NOT COMBINE WITH
ILLUSTRATIONS.

Hotels.com
the obvious choice

DO NOT PUT IDENTIFIERS,
TAGLINES, OR OTHER COPY
IN CLEAR ZONES.

SUB-BRANDS

To ensure consistency of the Hotels.com sub-brands, please adhere to these few simple rules at all times.

Hotels.com Rewards

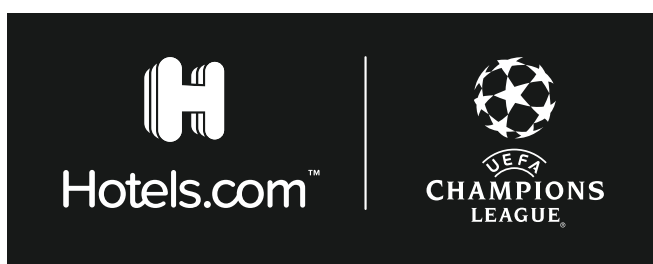


OFFICIAL PARTNER

UCL X HOTELS - WITH DL



UCL X HOTELS - NO DL



UCL X HOTELS - SINGLE COLOR (WHITE) NO DL

CHECKLIST

- ☐ Treat each piece of our Logo lockup with care. Don't alter any of the elements.
- ☐ Never use the Logo as a part of other symbols or graphical elements that could be perceived as a logotype.
- ☐ Always reproduce the Logo from the master artwork. Never recreate.
- ☐ Adhere to the minimum size rule, it doesn't change no matter how big/small.
- ☐ The Hotels.com Rewards Logo should only be used in Loyalty Purple, HCOM Red, or white.
- ☐ All UEFA asset use will need to be reviewed by Vincenzo Bruno (vbruno@hotels.com) and Gary Bansor (gbansor@hotels.com)
- ☐ Check <https://brandfolder.com/hotels-brandelements> for a full UCL guidelines book.

SUB-BRAND SPACING

SPACING

The 'x' represents the ratio of space around our Logo. The "x" is always equal to the height of the Wordmark, no matter the dimensions of the Logo.



X = HEIGHT OF WORDMARK



UCL X HOTELS FREE SPACE – THE LOCK UP MUST ALWAYS BE SURROUNDED BY A CLEAR SPACE EQUAL TO THE UEFA ARCH ON ALL SIDES

SUB-BRAND DON'TS

Hotels.comRewards

DO NOT DISTORT.

Hotels.comRewards

DO NOT SUBSTITUTE WITH
A DIFFERENT TYPEFACE.

Hotels.comRewards

REWARDS LOGO SHOULD ONLY
EVER APPEAR IN LOYALTY
PURPLE, WHITE OR HCOM RED,
NOT TWO-TONED.

Hotels.comRewards
the obvious choice

DO NOT PUT IDENTIFIERS,
TAGLINES, OR OTHER COPY
IN CLEAR ZONES.

Hotels.comRewards

DO NOT CHANGE THE
WEIGHT OF THE TYPEFACE.

Hotels.comRewards

DO NOT COMBINE WITH
ILLUSTRATIONS.

Hotels.com Rewards

DO NOT SEPARATE HOTELS.COM
AND REWARDS.



DO NOT MODIFY COLORS BEYOND
APPROVED COMBINATIONS.



DO NOT ADD EFFECTS.

Hotels.com™



DO NOT MODIFY THE LOCK-UP
OR LOGOS.

The background is composed of several large, solid-colored rectangular blocks. A large red block occupies the top half of the image. Below it, the image is split into three vertical sections: a purple block on the left, a light blue block in the middle, and a grey block on the right. The bottom of the purple block is white, and the bottom of the grey block is black. The word "COLOR" is written in white, bold, sans-serif capital letters on the white section of the purple block.

COLOR







BRAND COLORS

Color is a key design element in the creation of the Hotels.com identity. Proper use is differentiating and creates recognition. A specific hierarchy for color use should be followed at all times.

Used correctly and in proper ratio, it creates a consistent brand expression and a distinct identity.



COLOR CODES

	COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
	HCOM RED	PANTONE 711C	11	96	92	2	211	47	47	D32F2F
	LOYALTY PURPLE	PANTONE 2602C	65	100	0	0	123	31	162	7B1FA2
	PALE TURQUOISE	PANTONE 2975C	34	0	5	0	178	235	242	B2EBF2
	GREIGE	PANTONE 663C	3	6	0	2	239	235	233	EFEBE9
	CHARCOAL	PANTONE 426C	94	77	53	94	26	28	27	1A1C1B
	WHITE		0	0	0	0	255	255	255	FFFFFF

CHECKLIST

- ☐ Never convert colors with programs or websites. Never use the eyedropper tool for color selection. Always use the exact color codes from this guide.
- ☐ Primary color - HCOM Red and white are the primary corporate colors, while pale turquoise and greige are meant to be support colors and used to complement HCOM Red and white.
- ☐ Use colors sparingly – but effectively – to highlight info and key messages. We shouldn't overwhelm communications with too much red: when in doubt lead with white or greige.
- ☐ Black and white are what we consider 'free colors.' They may not be a part of our Brand Colors, but feel free to use them when appropriate.
- ☐ In most cases, greige should be used over white. However, we know there might be instances where white needs to be there and we're ok with that!
- ☐ Always prioritize the brand colors over non brand colors.
- ☐ Loyalty Purple should be used exclusively for loyalty messages.

EXPANDING ON COLOR

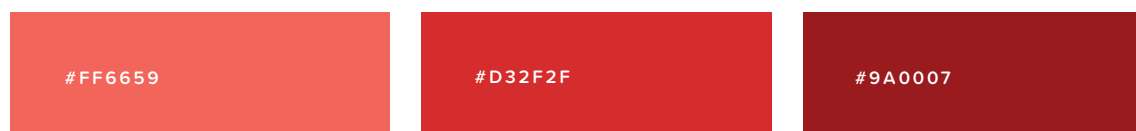
Our brand colors are key to creating a cohesive look, but we know colors don't always work the way we want them to. Here are some color tones/shades to use only when our brand colors need a complement or it fits a specific need.

CHECKLIST

- ☐ Versatility is important, but so are our brand colors. Only use tones and shades when it makes sense.

HCOM RED

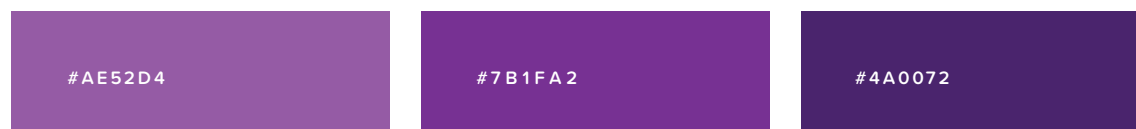
If you require a darker or lighter shade of HCOM red, you may do so with the approved colors.



HCOM RED

LOYALTY PURPLE

Loyalty designs and messages use our Loyalty Purple. These light and dark variations should not be used to replace Loyalty Purple. However, for illustration, icons or text on top of Loyalty Purple, you may use the following colors.



LOYALTY PURPLE

OTHER COLORS



FILE TYPE & COLOR GUIDELINES

For digital work: always use RGB color mode when setting up and creating files for digital environments.

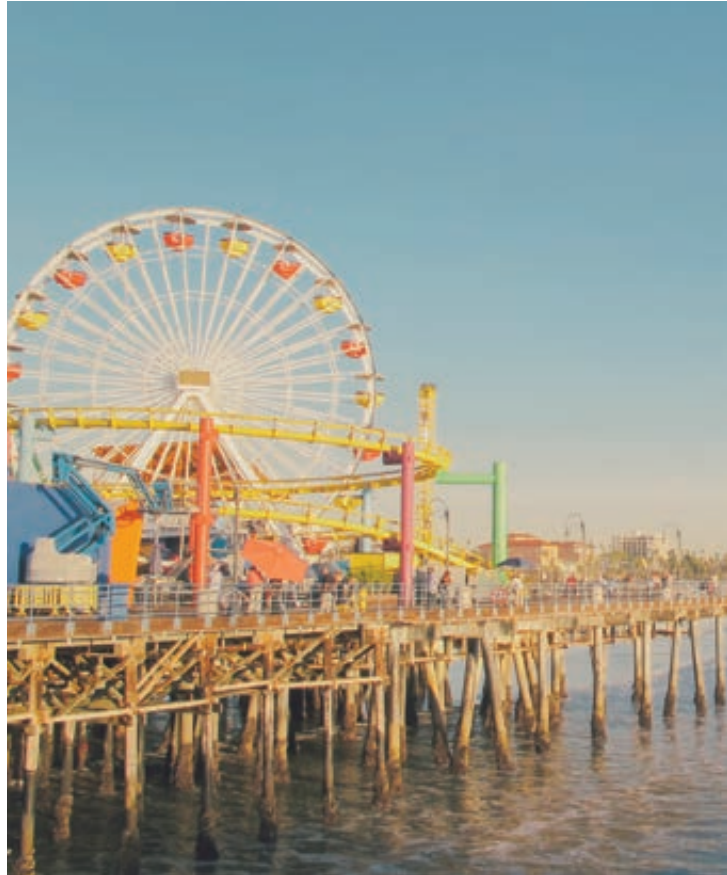
For print work: never use RGB and always use CMYK or the Pantone colors.

Files for Digital:

- SVG files should be used for web, specifically for the logo and any icons. SVG files use RGB colors.
- PNG files are an alternative file that can be used for the web. PNG files provide transparent backgrounds, but will not scale based on resolution like a SVG can. PNG files can use both RGB colors and CMYK colors depending on the purpose (digital vs. print.)
- JPG files also work for images on the website and app as long as they are optimized.

Files for Print:

- High resolution JPEG files should be used for any photography that is going to be printed.
- EPS is a raw working file that is often used to send graphical elements to printer. There is no need to utilize this file structure unless you are sending assets. EPS can use CMYK or RGB, depending on the purpose.



A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z a b c
d e f g h i j k l m n o
p q r s t u v w x y z

TYPE &
TREATMENT

TYPOGRAPHY

Our typography must be both functional and aesthetically pleasing. It creates impact, ensuring text is legible and easy to read, and at the same time it creates a distinct brand characteristic that is easy to recognize.

CHECKLIST

- ☐ Only use approved typefaces.
- ☐ Do not use font weights outside of what's been approved.
- ☐ Do not use Arial in promotional and creative projects. It should only be used when digital products require faster load times.

PROXIMA SOFT

Proxima Soft is our lead brand font to be used across marketing (e.g. social, PR, brand, merch) and select site or app placements where we can have text over image without sacrificing speed.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

ARIAL

We'll use "system" fonts in digital, when we need to prioritize speed and load times.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT

Proxima Soft comes in various weights.
Below are the approved weights.

PROXIMA SOFT - LIGHT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT - REGULAR

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT - SEMIBOLD

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT - MEDIUM

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT - BOLD

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PROXIMA SOFT - BLACK

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 & ? ! \$ %

PRIORITY MESSAGING

Our goal is to provide quick recognition and concise messages to motivate our target audience. Clear messaging hierarchy supports a strong visual design and is important to our brand.

Consider your message when deciding where you should place priority. Identify the most important message and make that your biggest, eye-catching statement.

Tracking: The consistent spacing between letters, a larger number means more space.
Leading: The vertical space between lines of text.

PROXIMA SOFT REGULAR
36 PT
36 PT LEADING
50 PT TRACKING
ALL CAPS

LAST MINUTE
DEALS

PROXIMA SOFT BOLD
36 PT
50 PT TRACKING
ALL CAPS

UP TO 50% OFF

PROXIMA SOFT LIGHT
34 PT
34 PT LEADING
5 PT TRACKING
SENTENCE CASE

Instant savings now,
free nights later.

PROXIMA SOFT SEMIBOLD
36 PT
36 PT LEADING
50 PT TRACKING
ALL CAPS

DEAL OF
THE DAY

TYPE DESIGN

Combining type weights and sizes can produce unique treatments for our designs. Using light and heavy weights together helps with information hierarchy and readability.

Consider your message when deciding how to format type. Identify the most important message and make that your biggest, eye-catching statement.

PROXIMA SOFT MEDIUM
18 PT
5 PT TRACKING
SENTENCE CASE

PROXIMA SOFT LIGHT
36 PT
36 PT LEADING
50 PT TRACKING
ALL CAPS

Save up to 30%
**LAST MINUTE
DEALS**

PROXIMA SOFT REGULAR
18 PT
5 PT TRACKING
SENTENCE CASE

PROXIMA SOFT BOLD
36 PT
50 PT TRACKING
ALL CAPS

Yes, it's official
UP TO 50% OFF

PROXIMA SOFT REGULAR
32 PT
32 PT LEADING
50 PT TRACKING
ALL CAPS

PROXIMA SOFT BOLD
20 PT
5 PT TRACKING
SENTENCE CASE

**DEAL OF
THE DAY**
Save up to 50%

COLOR & TYPE

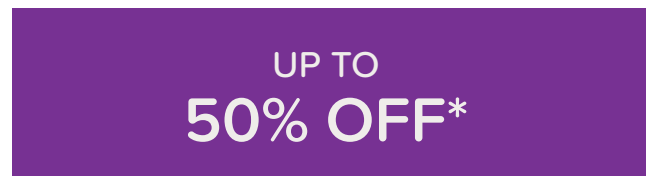
We recommend trying out these color and type combinations when working with your designs. These options provide higher contrast and brand recognition.

PRIMARY COMBINATIONS

HCOM RED & GREIGE



LOYALTY & GREIGE



WHITE & HCOM RED



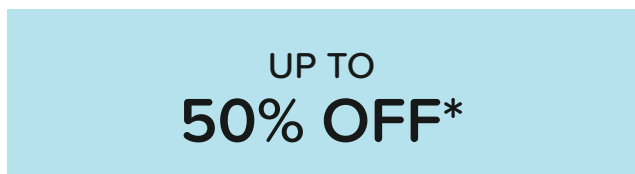
WHITE & LOYALTY



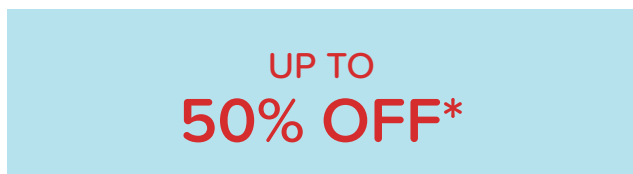
COLOR & TYPE

SECONDARY COMBINATIONS

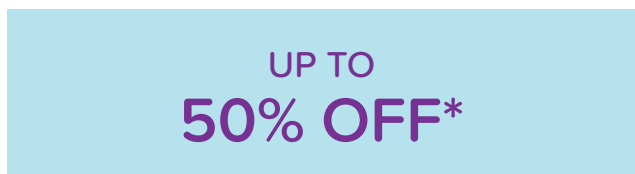
PALE TURQUOISE & CHARCOAL



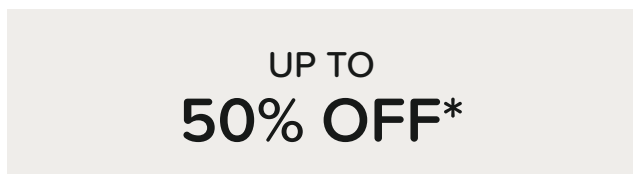
PALE TURQUOISE & HCOM RED



PALE TURQUOISE & LOYALTY



GREIGE & CHARCOAL



GREIGE & HCOM RED



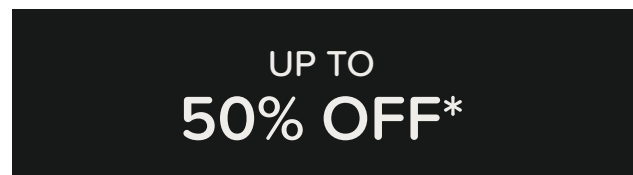
GREIGE & LOYALTY



WHITE & CHARCOAL



CHARCOAL & GREIGE (SHOULD ONLY BE USED FOR VERY SPECIFIC NEEDS)



COLOR & TYPE DON'TS

These are “don’ts” for many reasons: contrast, color bleed, use of non-brand colors, or they’re just simply dark and not fun or rewarding.

HCOM RED & GREIGE



HCOM RED & OFF BRAND COLORS



LOYALTY & HCOM RED



LOYALTY & CHARCOAL



PALE TURQUOISE & GREIGE



CHARCOAL & HCOM RED



CHARCOAL & LOYALTY



CHARCOAL & SWIMMING POOL



GREIGE & WHITE



GREIGE & PALE TURQUOISE



WHITE & PALE TURQUOISE





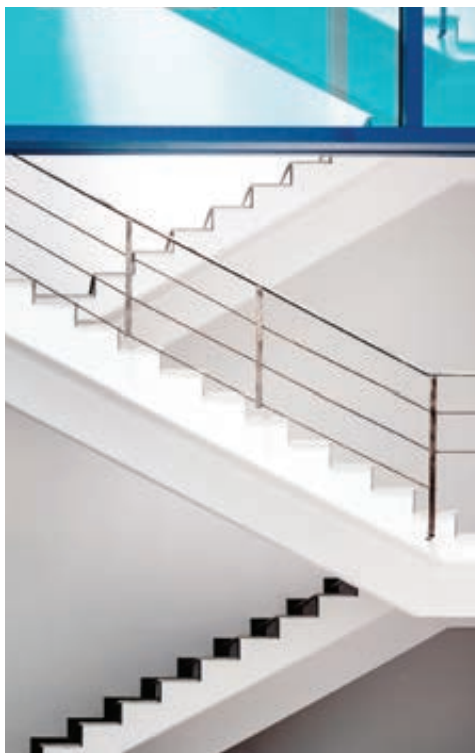
PHOTOGRAPHY & TREATMENT

PHOTOGRAPHY

Photography is one of the strongest and most important assets for our brand.

Images are an opportunity to show that we love travel. The destinations, accommodations, people and places we portray should reflect our customers reality.

Brand personality is expressed through the tonality and mood of each image.



CHECKLIST

- ☐ Keep it simple. Look for less complicated images.
- ☐ Our photography should tell a story, share an experience.
- ☐ Avoid complicated imagery if it's to be paired with type. Images with lots of sky or solid color are best for type overlays.
- ☐ Whenever possible, use local people and settings.
- ☐ Confirm you have usage rights for any images before using.
- ☐ Remove any non-Hotels.com symbols or trademarks.
- ☐ Avoid over-saturated colors in imagery. Rather, consider pops of color.
- ☐ All imagery should evoke a feeling of warmth, brightness, and cleanliness while also being fun, joyful, and lively.
- ☐ Choose photography that complements our brand colors.

ARCHITECTURE & LANDSCAPES

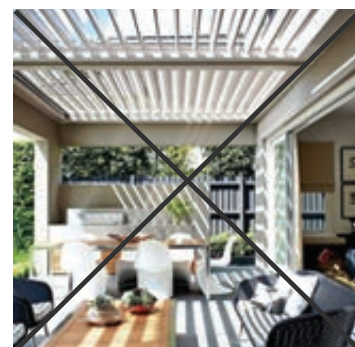
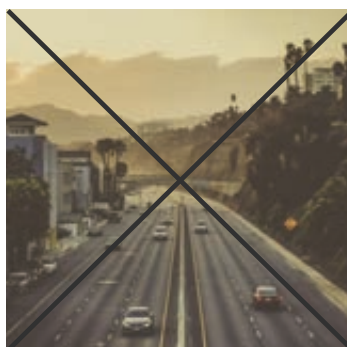
DO'S:

- Symmetry
- Pops of color (limited to 2 or 3)
- Lots of blue sky to help with setting type
- Subtle pops of Hotels.com Red when possible
- Images that make you want to travel
- Images that evoke feelings of warmth, brightness, cleanliness and levity
- Use local settings as much as you can to improve authenticity
- Consider perspective and how you crop your image to create a more dynamic look



DON'TS:

- Over-saturation or dark shadows
- Night imagery should only be used with purpose – e.g., Hong Kong at night, a destination famous for its night life
- Dark filters
- Black and white
- Smoggy, stormy, or overcast skies
- Heavy, drab or lacking a light-hearted point of view
- Busy textures or colors that make it hard to place type over



PEOPLE

DO'S:

- Authenticity – capture natural, “in the moment” poses
- People interacting with their environment
- 1 - 3 people
- Diversity
- People are not the main focus of the image, the travel/hotel experience is
- Fun, joyful, lively
- Sophisticated clothing with pops of color
- Use local people when possible to show diversity in gender, race and age
- Are they having fun? They better be



DON'TS:

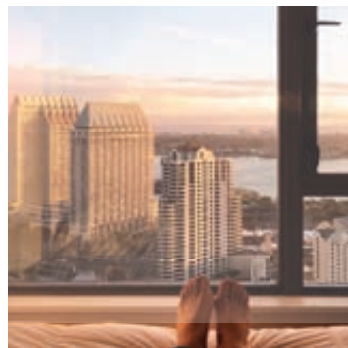
- Generic imagery
- Overly staged – artificial poses
- Overly serious or overly posed
- Drab/sloppy or overly branded clothing
- Full or partial nudity
- Use of tobacco or alcohol
- Overly stock photography
- Portrait close-ups
- Large groups (6+)



PROPERTIES

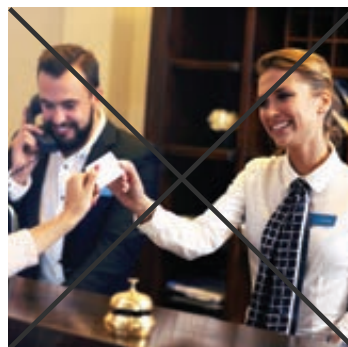
DO'S:

- Photos tell a story about the experience of staying
- Clear, warm light with straightforward angles
- A sense of order
- Intimacy and human qualities of a stay
- Clean and white, but approachable
- Humans aren't the star of the show but can be used to support the hero of the story – the hotel experience
- Desire to show variance in accommodation types, e.g., not only hotels, but also destinations that are fresh and modern that appeal to the emerging traveler



DON'TS:

- Anything that feels dark, cluttered or unclean
- Night imagery/artificial lighting
- Explicit hotel branding
- Too many loud or conflicting colors which may evoke feelings of chaos



TREATMENT

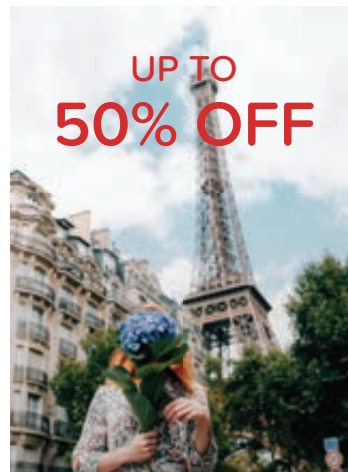
Sometimes a photograph just doesn't want to cooperate or our choices aren't as great as we wish they were (but it's so good you have to use it). We got you. With a simple white wash and minimal photo editing you can adjust color and a busy background to better accommodate for type.

DESATURATION

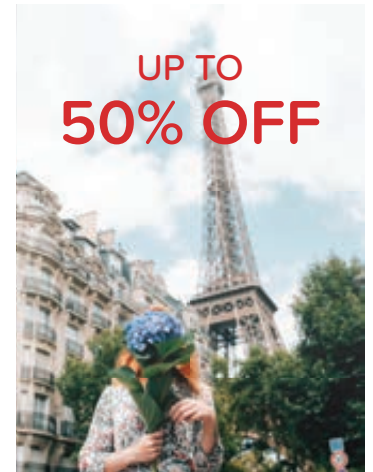
If your photo's saturation is a bit too high, here is a quick tip you could utilize to bring the color down a notch and make your text pop more:

1. Add an additional layer on top of your image filled with white. Try an opacity at anywhere between 10-20%. This will bring down the saturation enough to not lose the image and still make type pop.

NO FILTER



15% OPACITY WHITE OVERLAY



DARK BACKGROUNDS

While we want to avoid dark imagery, there will be times when it's appropriate. If your darker toned images have really saturated colors, here is a quick tip to mute them while maintaining the blacks of the photo:

1. Using Photoshop, apply an Adjustment Layer to your image, specifically Hue & Saturation. Play around with the settings until you're happy with the changes.

NO FILTER



HUE & SATURATION ADJUSTED





OVERALL
LOOK & FEEL

OVERALL LOOK & FEEL

By no means should these examples be used as a holy grail for your creativity. Take note of the color, type treatments and tone to inspire you. We can't wait to see what you come up with.

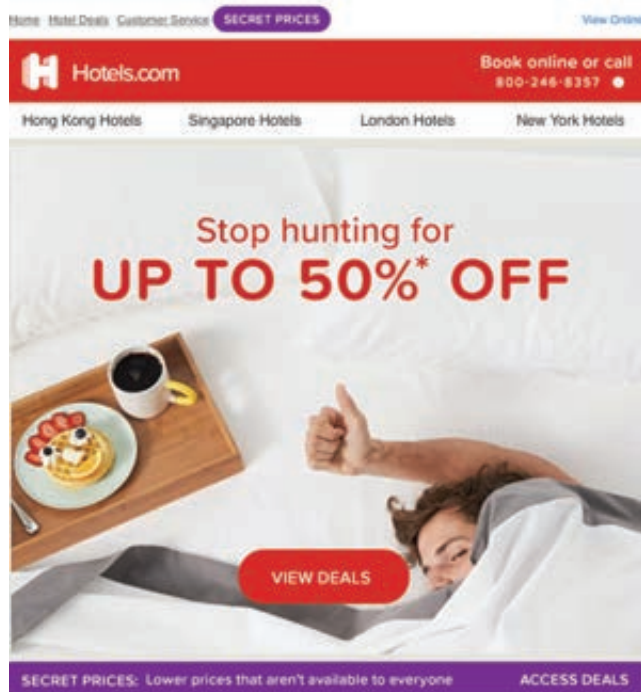


Hotels.com

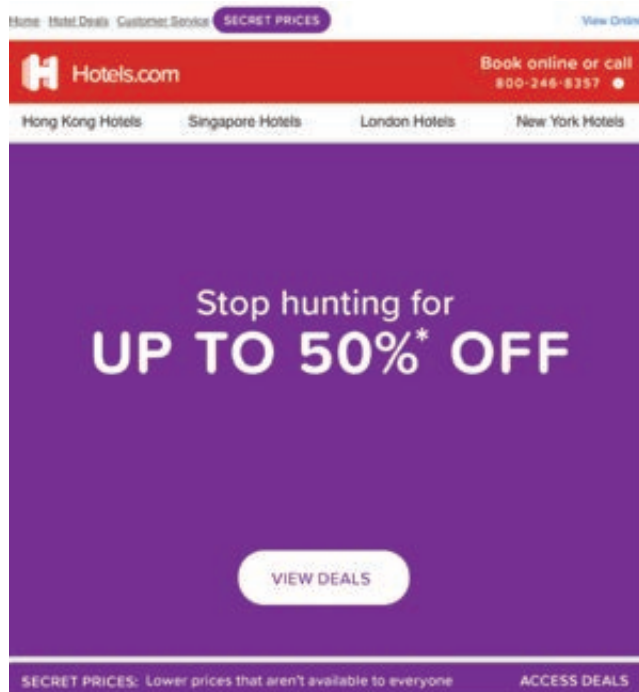
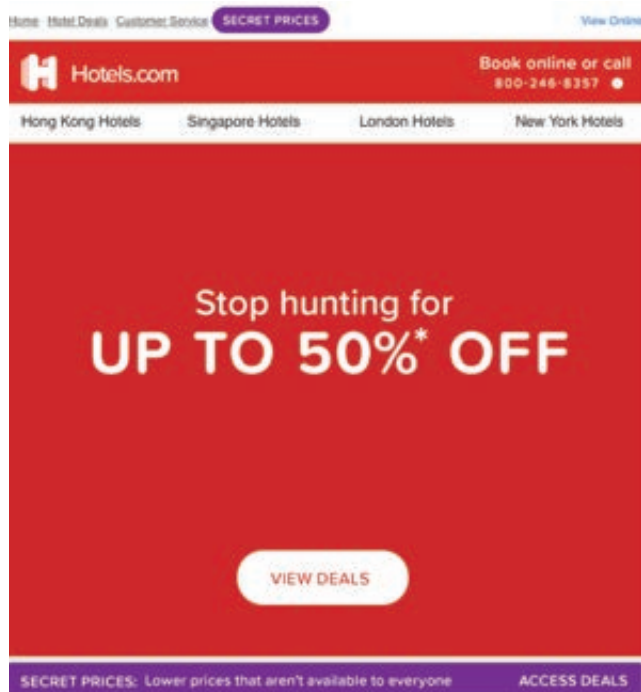


PRACTICALITIES

CRM EMAILS WITH PHOTOGRAPHY



CRM EMAILS WITH COLOR ONLY



HAVE QUESTIONS?

Contact us at: brandguidelines@hotels.com

Access the Brand Guidelines online: <https://brandguide.brandfolder.com/hotels-brand-guidelines>

Access the Brand Assets Repository: <https://brandfolder.com/organizations/hotels>

Report Problems: offbrand@hotels.com