

Merchandising Guidelines

Hotels.com

Homepage Banners

Hotels.com

Homepage banner



Promoções exclusivas!

Até **50%** de desconto

Descontos no mundo todo!
Aproveite as ofertas para a sua próxima viagem
[Ver ofertas](#)



THE BIG SALE EVENT

SAVE UP TO

50%

The Big Sale Event
Your 2016 savings extravaganza
[Book now](#)



国内・海外の
人気スキーリゾートを
お得に予約

スキーリゾートセール!
国内・海外の人気スキーリゾートがお得
今すぐ予約



Last Minute deals

Save up to **30%**

Last Minute Deals
Don't wait to get away!
[View deals](#)

Image file type, size and resolution

- JPEG
- 90% quality compression
- 480x270 pixels
- No rounded corners

Homepage banner

Design recommendations (for consistency)

- Hotels fonts and colour where possible
- No CTA within the image
- Consistent top and left margins (~30 px)
- Use of brand design elements
- (arrow, squirkle, swoosh...)
- Use of icons (DOTD, flash sales, etc.)

30 pixels

squircle



Homepage banner

Copy and CTA

- SEO purposes (please always add copy to each banner, including CTA!)

Recommended character length

- Double-byte character
(e.g. Chinese on N.APAC template)
- Title - 16 characters
- Subtitle – 16 characters
- Single-byte character
(rest of POS)
- Title - 30 characters
- Subtitle – 35 characters

Copy recommendations

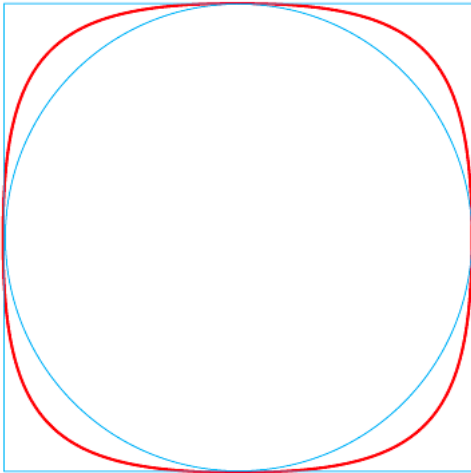
- Dark grey font colour (#333333)
- Promotion name in the title
- Try to avoid repeating the message in the image
- Be inspirational
- Add the offer/discount

Graphical Elements

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Squircle

The HCOM Squircle



A squircle is a mathematical shape with properties between those of a square and those of a circle.

The UX team introduced a particular type of squircle in our brand design.

Merchandisers are advised to use this design element for promotion creatives and banners.

The squircle shape can be used to create Discount badges, lozenges or simple shapes within the creative.

The Squircle file is available for use.

Squircle

Use of the Squircle

Some examples of how to use the Squircle in Merchandising creatives:



Last Minute deals

Save up to **30%**

Last Minute Deals
Don't wait to get away!
[View deals](#)



Deal of the day
Save up to **50%**

Deal of the Day
Save up to 50%
[Book now](#)



Phoenix hotel deals

Phoenix hotel deals
Book today and save!
[View deals](#)

Swoosh

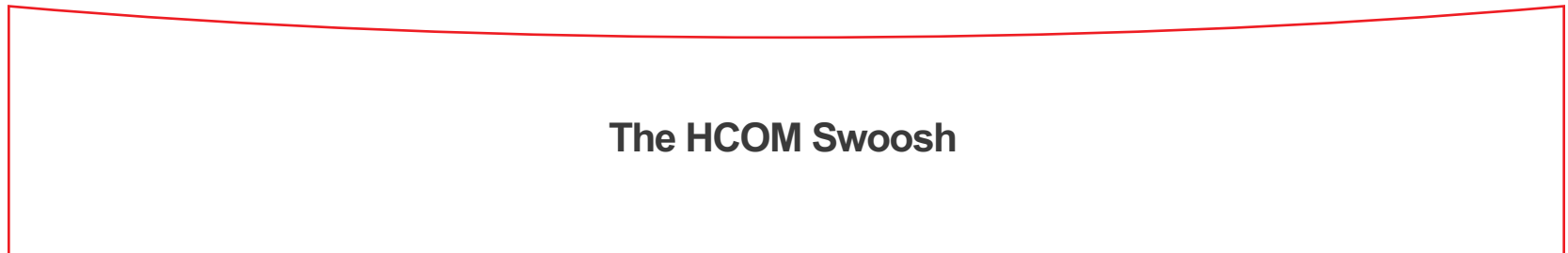
The swoosh is another graphical element that the UX team introduced in our brand design, initially with the intent to be on the Deals pages header and subsequently on the HP one.

Although the test to introduce this element in the headers resulted negative, we started using this design element more and more.

Merchandisers are advised to use this design element for promotion creatives and banners.

The swoosh can be used to create plain colour areas on the banners and headers

The Swoosh file is available for use



Swoosh

Use of the Swoosh

Some examples of how to use the Swoosh in Merchandising creatives:



Icons

It is a good idea to use icons to identify our products. A set of icons is available for use.

The DOTD icon



Typography

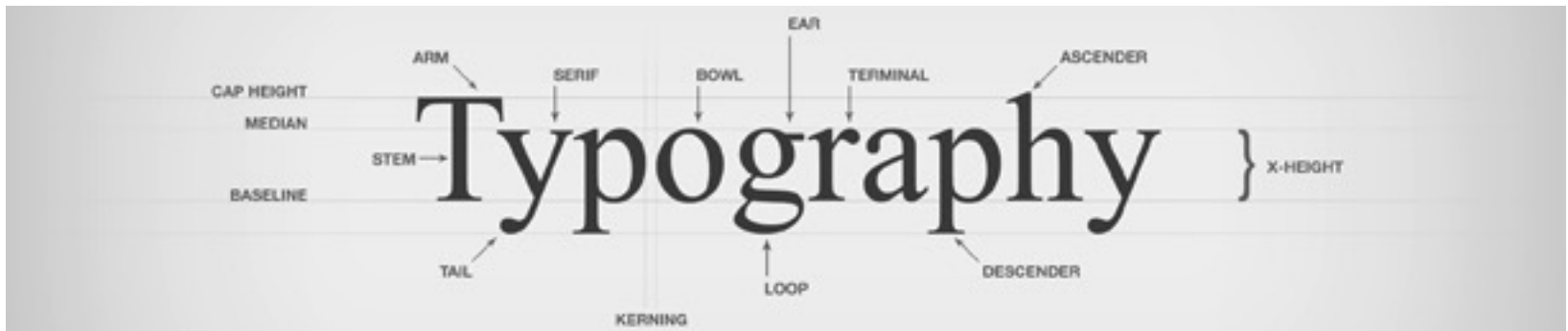
Hotels.com

Typography

Our main promotional font is Hotels Sans – a bespoke font that with it's wide stance and rounded elements conveys a sense of friendliness and helpfulness.

It should be used as the main headline font in any merchandising creative.

If live text needs to be used or if a banner needs a second font to help break up a large amount of text then Arial should be the secondary font used.



Typography – Hotels font

Hotel Sans Web Regular

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*(){}?

- Headlines
- Sub-headings
- No CAPS

Typography – Hotels font

Hotel Sans Web Light

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*(){}?

- No Headlines
- Sub-headings
- No CAPS

Typography – Alternative typeface

Arial Bold

Aa

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*(){}?**

- Headlines
- Sub-headings
- No CAPS

Typography – Alternative typeface

Arial Regular

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#\$%^&*(){}?

- No Headlines
- Sub-headings
- No CAPS

Typography

Type size

Hotels font

48 pixels

14 pixels

Alternative font

48 pixels

14 pixels

- The maximum size is 48px and the minimum size is 14 px

Typography

Page headings

<h1>Arial bold 24px | line-height 28px

<h2> Arial bold 20px | line-height 24px

Use #333333 on white or light backgrounds

Use #FFFFFF on dark backgrounds

Colour Palette

Hotels.com

Colours

In general, the colours used for backgrounds or other elements within merchandising creative should be colourful and energetic. We want people to be excited by our promotions.

We have a set of Primary, Secondary and Tertiary colours that we can use in the banners to keep consistency within our banners and with our brand.

Note: We are NOT a black, grey or otherwise dark brand, so keep to brighter colours for background or larger elements where possible.



Colour palette

Primary Colours

PRIMARY RED #D41200 LOGO HEADER	SECONDARY RED #9C0C1E SPECIAL RATE DDR PRICES
#026DC5 LINK	#023370 VISITED / ACTIVE LINK

- Headers
- Stickers
- Discount Tags

Hotels.com Rewards

#990066	#660033	#CC0088
#EAD0E4	#F2EAF0	#FFFFFF

- Hotels.com Rewards promotions only

Colour palette

Secondary Colours



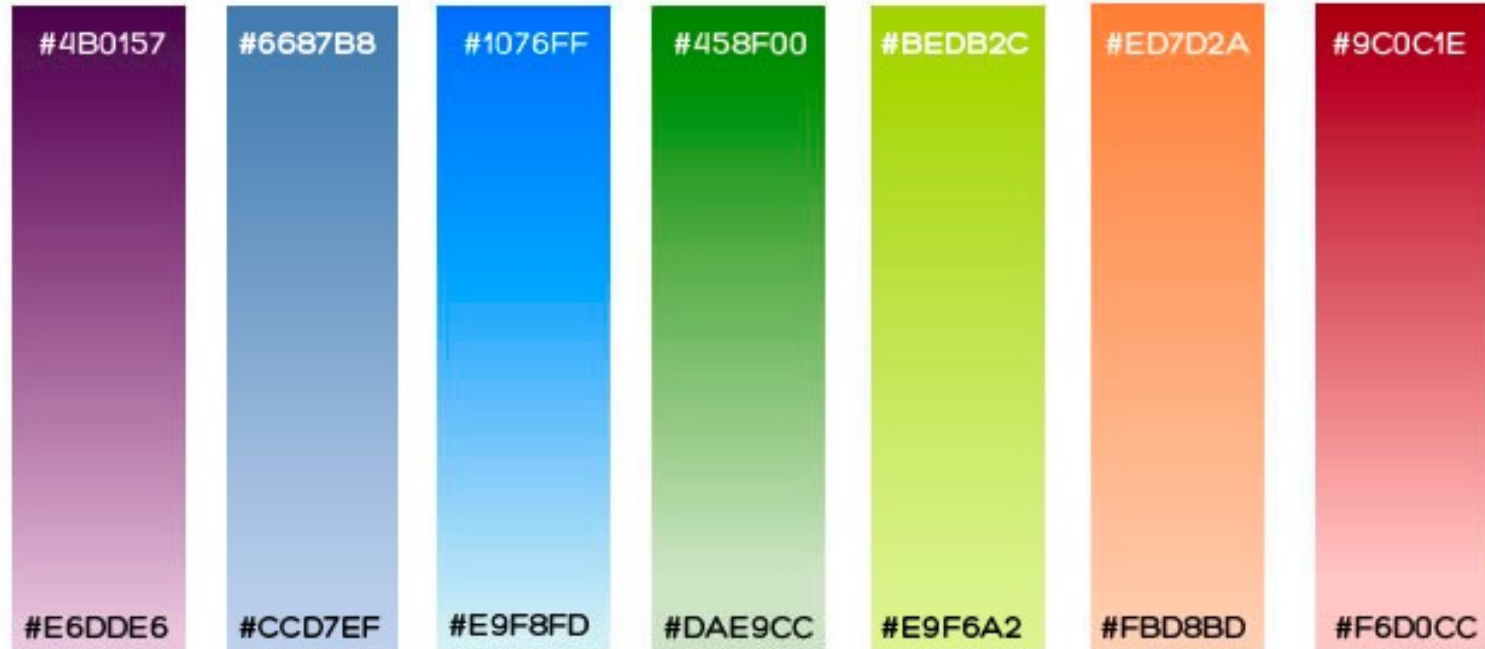
(Text only)



- Solid backgrounds
- Text
- Graphical elements/lozenges
- Can use on homepage

Colour palette

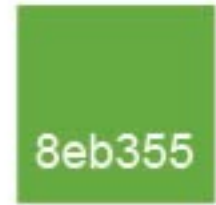
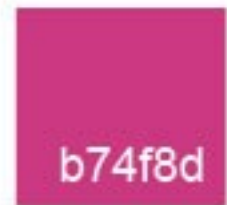
Tertiary Colours



- Gradient backgrounds for banners

Colour palette

More vibrant colour options for the home page



- can be used in full color or different opacity levels

Photography

Hotels.com

Photography

Whether destination focused or generally hotel focused, photography used in merchandising should be warm, vibrant and full of life.

People: Photos do not have to include people (for destination shots, it's preferred not to have people in them). If the photo does include people, they should be more natural shots, not anything too posed, artificial or obviously “stock image” looking.



Photography

Is the picture right for the creative?

- Can you tell where the photo is from? (Can you recognise the destination or main focus of the image?)
- Does it make you want to go there?
- Is the right size being used for the creative it's being put into? (Is the photo too complex for a smaller size?)
- Can you date the picture? (If the photo looks obviously like it was taken over 5 years ago, best to try to find a better, more current photo).

Photography

Photography – on brand



- Vibrant colours
- Create interest and inspire
- Simple iconic imagery
- Clear at small sizes
- Landmarks and context
- Unique attributes

Photography

Photography – off brand



- Dark, dull, muted
- Lots of detail
- Generic location imagery

