



Brand Style Guide 2010 v.1

Brand Elements

The Logo

The Expedia logo consists of two main elements: the “Expedia symbol” and the “wordmark.” These elements must only be used in the approved relationships and sizes. This page describes each element of the logo and the rules surrounding governing use of the trademark symbol.



Expedia Symbol

The plane and globe graphic. There are five versions of this symbol: full color (always preferred), full color alternate (white plane), 1-color PMS 7463 C, solid black, and solid white.

Registration Marks

The registration symbol ® must appear next to the Expedia wordmark. The trademark symbol ™ must appear next to the globe. The registration and ™ must always be readable. The trademark symbol ™ must also appear next to the tagline when used without the logo.

Approved Configurations

There are two approved configurations of the Expedia logo: horizontal and vertical.



Vertical logo



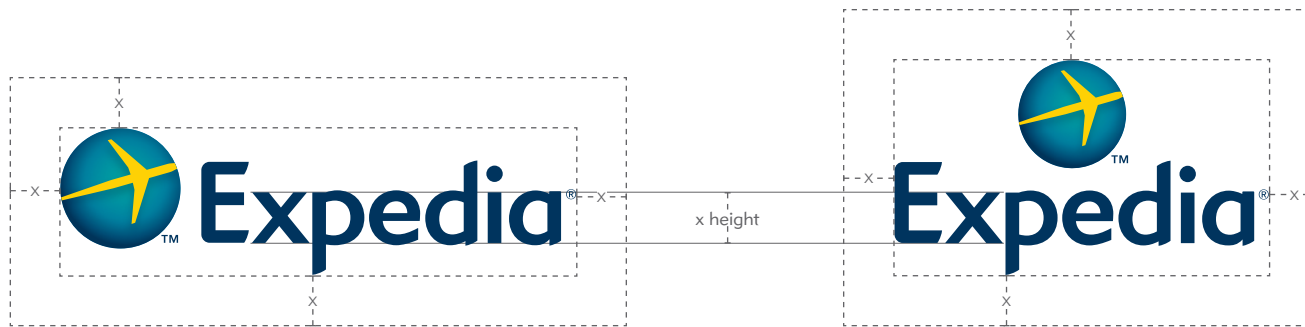
Horizontal logo

Clearspace

Always leave space around the brandmark to protect legibility. This safe area must be free of copy, graphic elements, inset imagery, and color.

No visual elements other than the background may encroach on this space.

The safe area is determined by an area around the brandmark equal to the height of the “x” in “Expedia.” Logos provided through the brand portal or from our Media Assets department are pre-cropped to ensure proper clearspace. Do not crop the logos tighter than provided.



Example of clearspace violation:

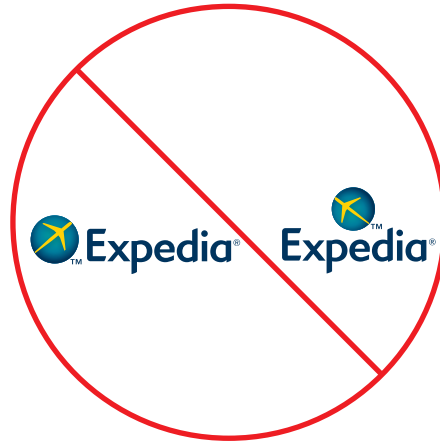


Improper Usage

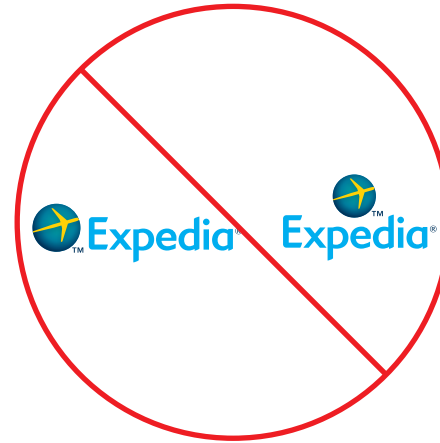
Below are examples of how the logo should not be used.



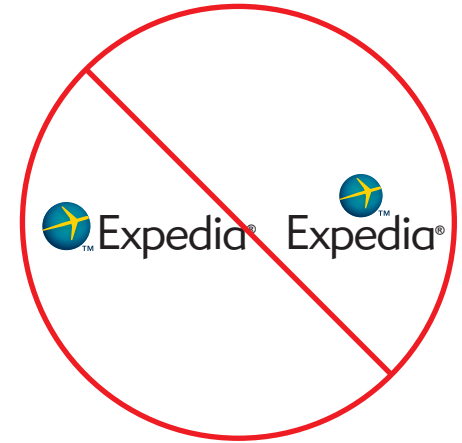
No scaling or repositioning
of individual elements



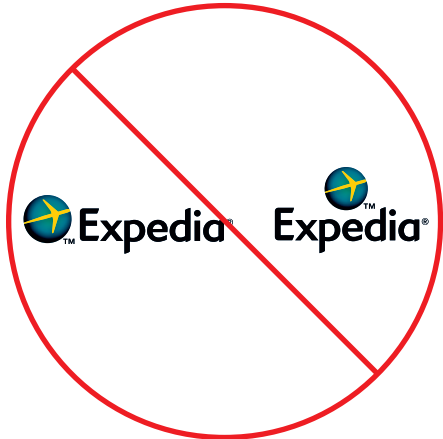
No rotation of elements



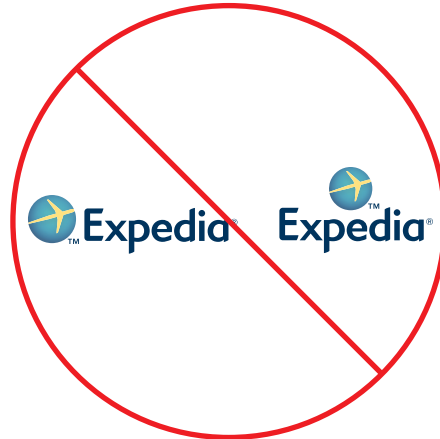
No colorizing



No recreating wordmark



No color shifts



No screening



No additional design elements



No using portions of logo

Logo Colors

The colors used in the Expedia logo are listed below. No other colors may be substituted.

Logo colors for print and television usage.



EXPEDIA BLUE
PMS 7463 C
PMS 295 U
CMYK 100,43,0,65
RGB 0,53,95



EXPEDIA YELLOW
PMS 116 C
PMS 108 U
CMYK 0,16,100,0
RGB 255,210,0



Logo & Background Combinations

Discretion must be used when placing the logo on backgrounds other than white to ensure enough contrast between the Expedia Brand Blue wordmark and the background color. As a general rule, the all-white/knock out logo should be used in place of the full-color version when the logo is placed on darker colors at tints equal to, or greater than 75%



Logo on white background



Logo on 25% tint



Logo on 50% tint



Logo on 75% tint



Logo on 100% tint



Logo on photo background



Logo on PMS 116 C
EXPEDIA YELLOW

Use of the logo on a yellow (PMS 116 C) background is permitted but not preferred.

Other shades of yellow backgrounds may not be used.

When placed on a yellow background use the alternate version of the full color logo featuring the white plane.



Logo on PMS 7463 C
EXPEDIA BLUE

One Color Logo

The Expedia.com logo is also available in a one color version which can be used in black, white or EXPEDIA BRAND BLUE (PMS 7463 C). No other colors should be used. The one color logo should only be used when it is impossible to use the full color logo. Using on a background darker than 50% black, or printing a one-color job are examples of appropriate one color logo usage.



100% black one color logo



White one color logo on black



Expedia brand blue
(PMS 7463 C) one color logo



White one color logo on 100%
Expedia brand blue (PMS 7463 C)

One Color Logo

Correct and Incorrect One Color Logo Usage

When choosing a background color, make sure that there is a good amount of contrast between the logo and the background



Black logo may be used on shades of black less than 50%
NOTE: Plane should always knock out white



White logo may only be used on shades of black 50% or greater



Black logo may not be used on shades of black greater than 50%



White logo may not be used on shades of black less than 50%

Logo Minimum Sizes

The minimum width for the Expedia wordmark in both printed and online applications is 19.05mm, .75 inches, or 54 pixels.

The Expedia globe symbol should always scale down proportionately with the wordmark. Trademarks and Registration marks must always be legible. This applies to both the horizontal and vertical logo signatures.



The Tagline

Proper Usage — With Logo



The size and positioning of the tagline should always appear as provided.

Proper Usage — Minimum Size

The minimum size for the Expedia wordmark with tagline is: 31.84mm, 1.25 inch, or 90.25 pixels wide.

NOTE: This is larger than the minimum size for the logo without the tagline.



The Expedia Typefaces

Marketing Fonts

Geometric 415 Black should be used for all print, direct mail and online advertising headlines. It's a bold, contemporary font that reinforces the friendliness of the brand and the joy of travel. Subheads and body copy should also be set in the Geometric 415 family.

Primary Print Headline Font - Geometric 415 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Print Subhead Font - Geometric 415 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Primary Print Body Copy and Disclaimer Font - Geometric 415 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Expedia Typefaces

Additional Fonts

The entire Geometric 415 family of fonts may be used in subheads, captions and body copy in marketing materials.

Whenever possible, the Primary fonts listed previously should be used. However, when practical reasons dictate the use of another font (for example: emphasized text within body copy), the Geometric 415 family should be used.

For non-customer facing pieces used internally (for example: flyers, PowerPoint documents, etc.), it is acceptable to use:

Franklin Gothic.

Secondary Font - Geometric 415 Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font - Geometric 415 Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font - Geometric 415 Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Expedia Typefaces

Sample Body Copy Setting A

This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials. This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials.

Sample Body Copy Setting B

This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials. This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials. This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials.

Sample Body Copy Setting C

This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials. This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials. This is a sample of body copy. It is an indication of what copy should look like on all Expedia marketing materials.

Body copy set in Geometric 415 Light may be set in a variety of ways. Whenever possible, body copy should be set with an open leading as shown in Setting A. Body copy may be set justified or flush left and should be set at a point size appropriate for the piece. Point sizes below 9 pt. should not be used as body copy in print.

Sample Disclaimer Setting

©2008 Expedia, Inc. This is a sample of disclaimer copy. It is an indication of what disclaimer copy should look like on all Expedia marketing materials. This is a sample of disclaimer copy. It is an indication of what disclaimer copy should look like on all Expedia marketing materials. This is a sample of disclaimer copy. It is an indication of what disclaimer copy should look like on all Expedia marketing materials. This is a sample of disclaimer copy. It is an indication of what disclaimer copy should look like on all Expedia marketing materials.

Disclaimer copy should be set in Geometric 415 Light. The recommended setting is 7 pt. type with 7 pt. leading unless otherwise specified by legal requirements. The font should be condensed to 85% horizontal scaling (with the exception of the Copyright mark (©) which should never be horizontally scaled).

The Expedia Typefaces

Sample Print Headline Setting

**This is a sample
headline.**

Sample Print Headline Setting

**This is a sample
headline.**

Generally speaking, all headlines should be set with sentence capitalization form and include punctuation. Headlines may be set either ragged left, ragged right or centered. The typography should have both tight kerning and tight leading as shown above. Headlines should only be set in all upper case when there is only a small number of words and/or when the usage dictates such a setting.

Website and Online font usage

Font usage for online will be called out in the Global Site Style Guide.

Other Expedia Logos

International Extensions

Below are sample logos for our international points of sale. All Expedia logos use the same plane and globe, fonts and colors. A full suite of these logos is available via the Brand Portal or the Media Assets group.



In addition to the full color versions of the international logos shown here, there are the full color alternate (white plane), Expedia Brand Blue (PMS 7463 C), solid black, and solid white versions.

Expedia Elite Plus

Expedia® Elite Plus™ is an 'invitation-only' customer loyalty program for the top 4% of the Expedia customer base.

This recognition program offers our highest-value customers exclusive services, support, special offers and events, and advance notice of sales. The majority of these customers are business travelers.



Vertical logo



Horizontal logo

In addition to the horizontal and vertical full color versions of the Elite Plus logos shown here, there are the full color alternate (white plane), Expedia Brand Blue (PMS 7463 C), solid black, and solid white versions.

Powered by Expedia

The Powered by Expedia logo is intended to communicate the relationship between Expedia and a third party's travel product. Used most often on an affiliate or co-branded website or communication materials, it provides credibility to a third party's product through its association with the Expedia brand. Although the end-user experience might not be an Expedia-branded experience and might not be white label such as Sam's Club Travel, care must be used in selecting partners to which we extend our brand identity. After all, using the logo in association with any third party has a halo effect on the entire Expedia brand be it positive or otherwise.



When placed on a yellow background use the alternate version of the full color logo featuring the white plane.



One color versions for use only when full color logo cannot be used



Thank You