

# Brand Guidelines

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# 01. Brand story



# Travel is a force for good

Ask any Expedian why we're here and they'll tell you it's because "travel is a force for good."

We build products and create strong connections between travelers and our partners, because we believe in great travel experiences.

We're a traveler-technology company on a mission to power travel for everyone, everywhere.

Through our house of brands and our partnerships, we help travelers all over the world, and from all walks of life, find the travel experience that's just right for them.



# Brand behaviors

Above all else, our brand aims to be:

## SIMPLE

Making things simple isn't easy. It takes time, intention and effort to create clarity. But it's worth it.

- Create a clear message hierarchy, driven by the audience.
- Be clear and concise, ensuring the audience gets the information they need.
- Remove clutter and keep the visual load light with purposeful design. Use white space.
- Use familiar words and terms, not insider jargon.
- Do the math to ensure data is easy to understand.
- Our technology is easy to use; our design should be too.

## INCLUSIVE

Building for everyone is our baseline. Our work should include everyone. Accessibility is usability. If something isn't accessible, it means people can't use it.

- Create with screen readers and cognitive impairment in mind.
- Adopt accessibility standards, like using appropriate contrast ratios and image alt text.
- Avoid terms that exclude people based on race, gender, age or any other part of their identity.
- Keep a global focus; don't rely on cultural metaphors.
- Photography should be meaningfully inclusive.

## TRUSTWORTHY

Being trustworthy is about being honest, transparent and doing the right thing over and over. It's about bringing respect, inclusion, authenticity and accountability to everything we do.

- Be honest; avoid confusing communication and misleading imagery.
- Sound like a human. Explain concepts, use contractions and an active voice.
- Aim for clarity in design and message hierarchy, especially in data visualization.

## INSIGHTFUL

When someone understands what you need and when you need it, you feel amazing. We want people to feel that.

- Use immersive images to help visualize traveling.
- Show awareness of who your audience is and what they need.
- Highlight options so people can clearly see benefits.
- Plan for when things go wrong and moments of high stress.
- Write messages appropriate for each situation.



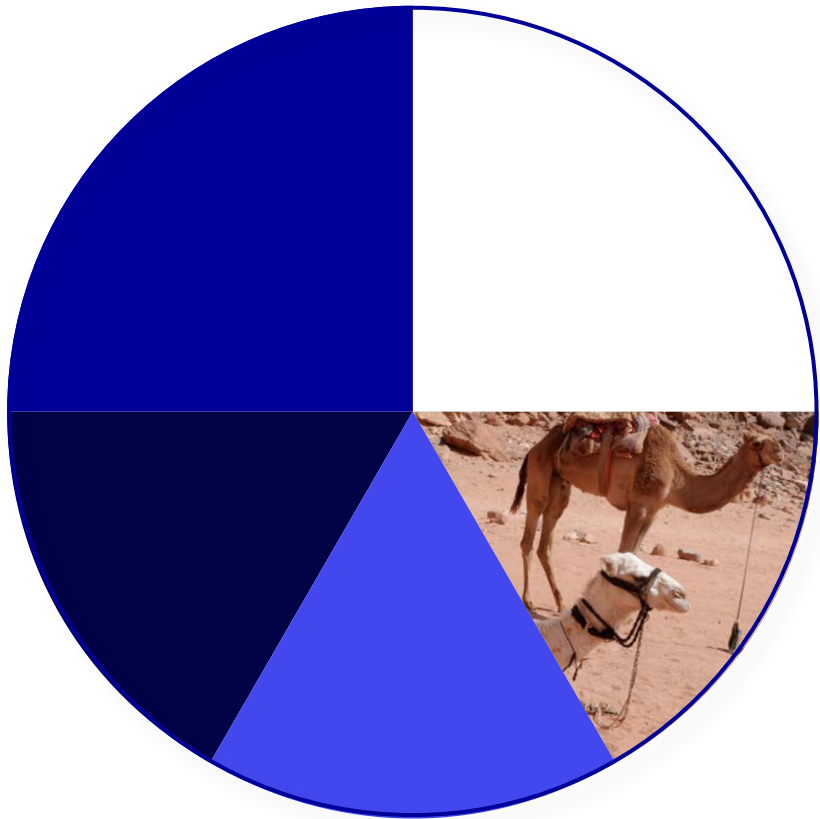
# 02. Brand overview



# Primary brand assets



Our complete logo is the preferred  
Expedia Group logo.



We use a core color palette of blues,  
alongside white and warm tones that  
exist naturally in photography.

**Aa**

Expedia Group Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Aa**

Centra No2

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Expedia Group Primary and Centra No2  
are our two main brand fonts.



# 03. Logo





# Logo details

Our logo represents our brand identity. The distinctive lowercase “e” with a tapered eye and flat-cut terminal was designed as an aerodynamic letterform.

The “e” is immediately recognizable and carries with it the structure of corporate boldness as well as organic continuity. The “e” is a perfect circle and leads the eye in continuous motion.

This is the ‘complete logo’ and is the preferred Expedia Group logo.



# Logo suite

Each of the three types of Expedia Group logos — complete, wordmark and icon — represents a distinct function and personality within our brand identity. They should appear only in Dark EG Blue (#00099), white or, in rare cases, in black or grey.

The complete logo is primarily used unless the final specifications/size of an asset or the final application warrants a different logo version.



Complete logo



Horizontal wordmark



Icon logo



# Logo versions and colorways

All three logos are available in white and can be placed against a Dark EG Blue (#000099) background or on top of a photo that has enough color contrast for accessibility.



Complete logo



Horizontal wordmark



Icon logo



# Logo versions and colorways

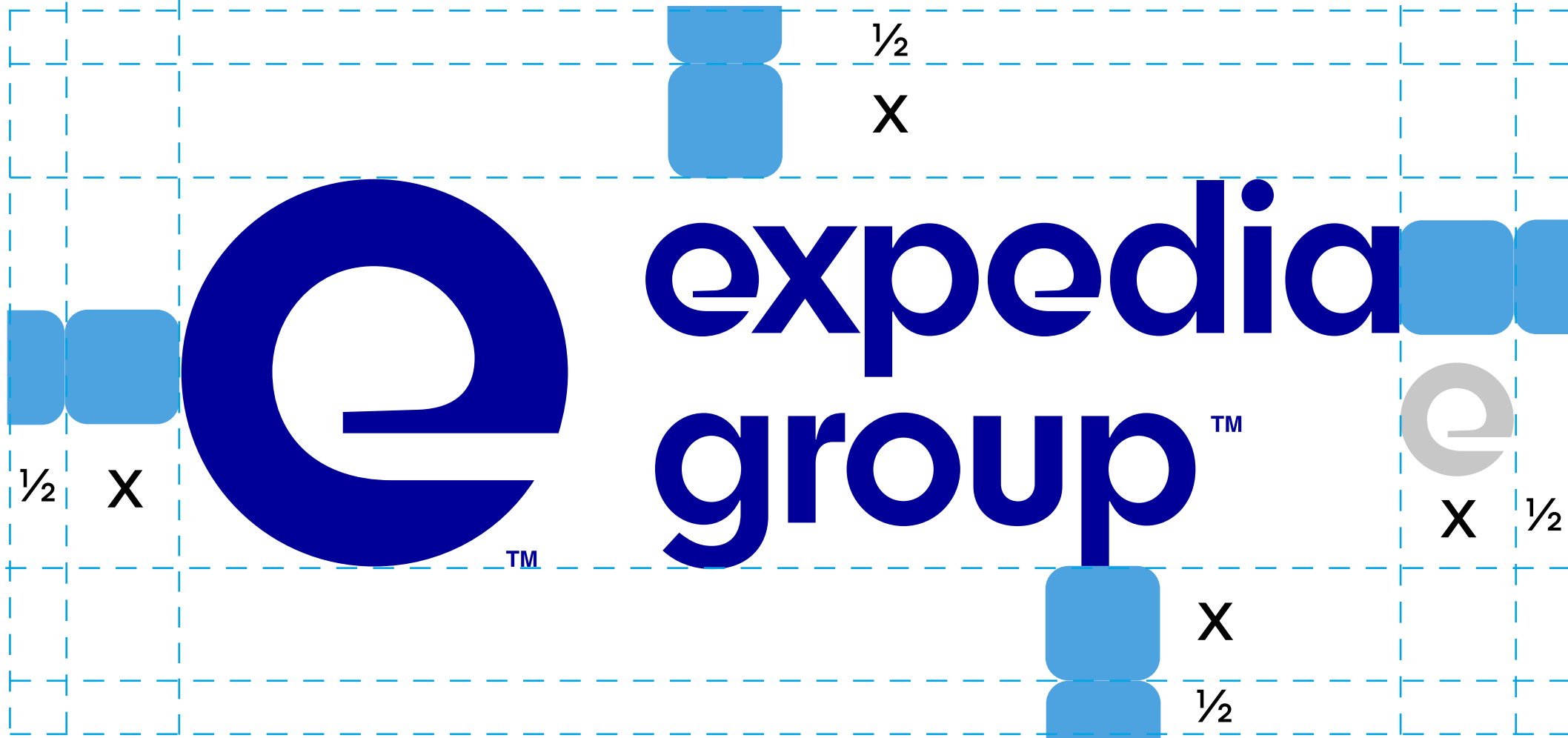
Only use Dark EG Blue (#000099), white or, in rare cases, black or grey for the Expedia Group logo.

No other colors or gradients should be used. If the white version of the logo is used, the background color behind it should always be #000099.



# Complete logo

The complete logo must have the following minimum clearspace all around.



# Horizontal wordmark

The horizontal wordmark is the most horizontally wide (and vertically short) expression of the logo. It must have the following minimum clearspace all around.

**NOTE:**  
The horizontal logo is best for narrow footprints or if a complete logo is visually distracting from the primary message, as seen in the examples below.



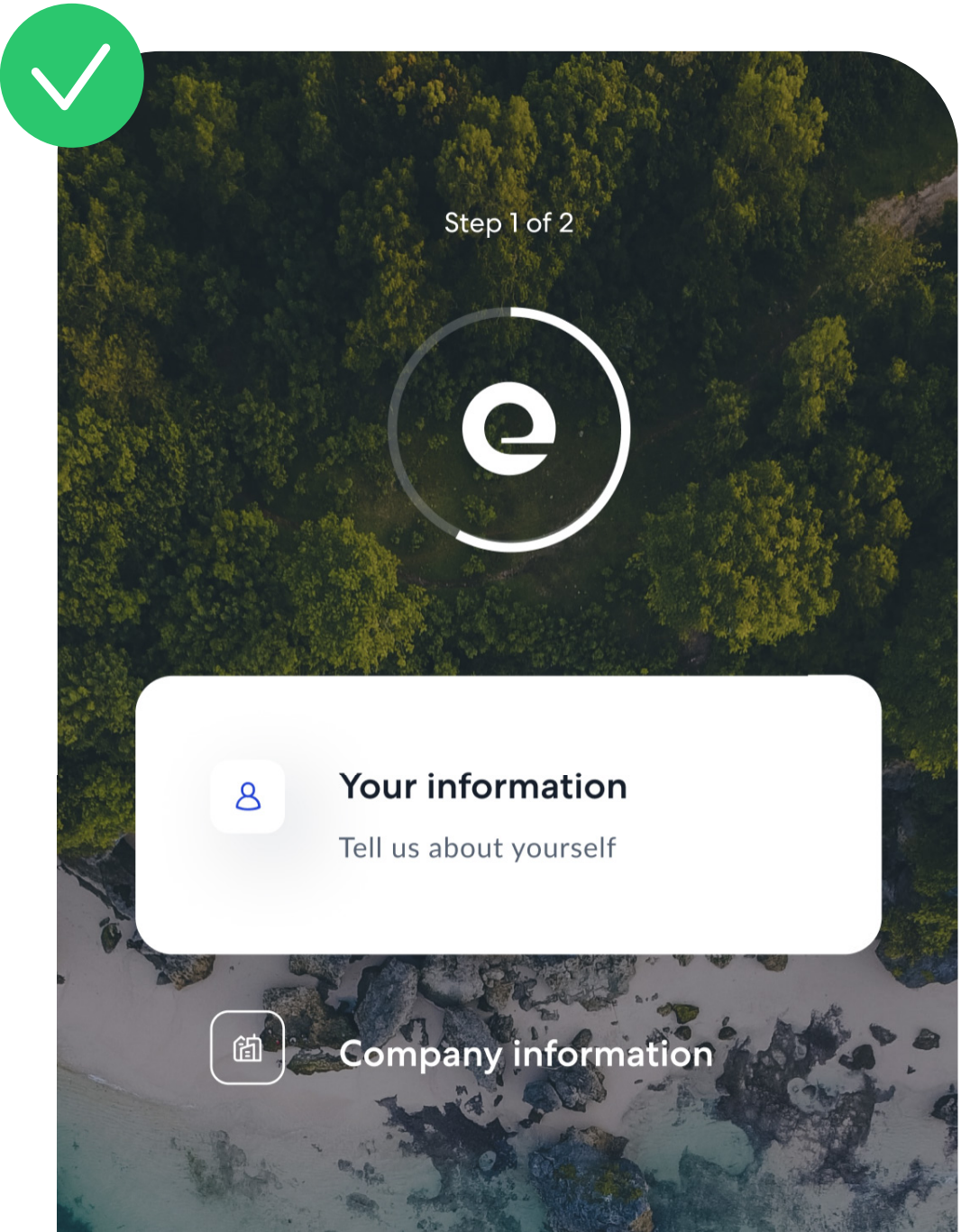
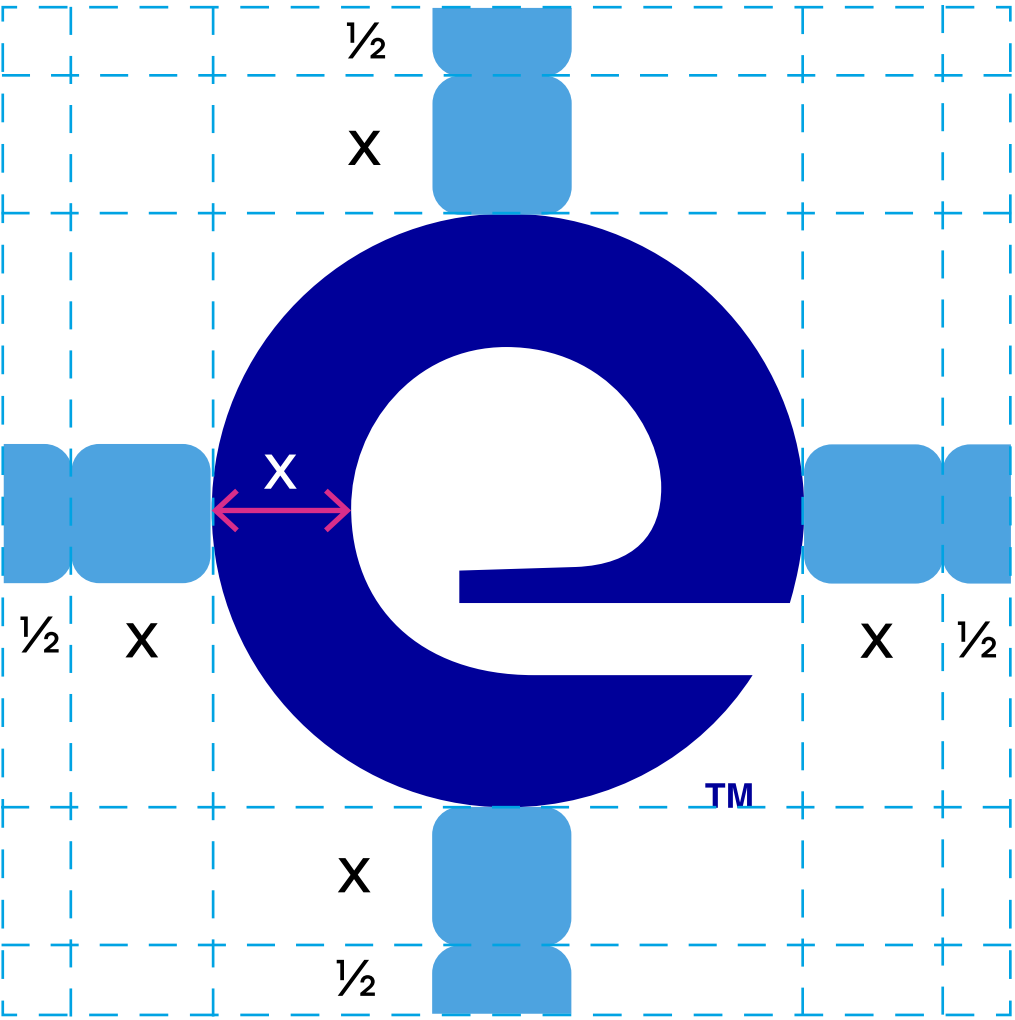
Note: This is 1/3 the x-height, not 1/2, because it looks optically better with slightly less clear space below the wordmark.



# Icon logo

The icon logo is the most simplified version of our logo. Due to its size, it is the most versatile and playful piece of our logo family. This is the version most commonly used for internal assets where the complete or horizontal logos feel excessive or repetitive.

It must have the following minimum clear space all around.

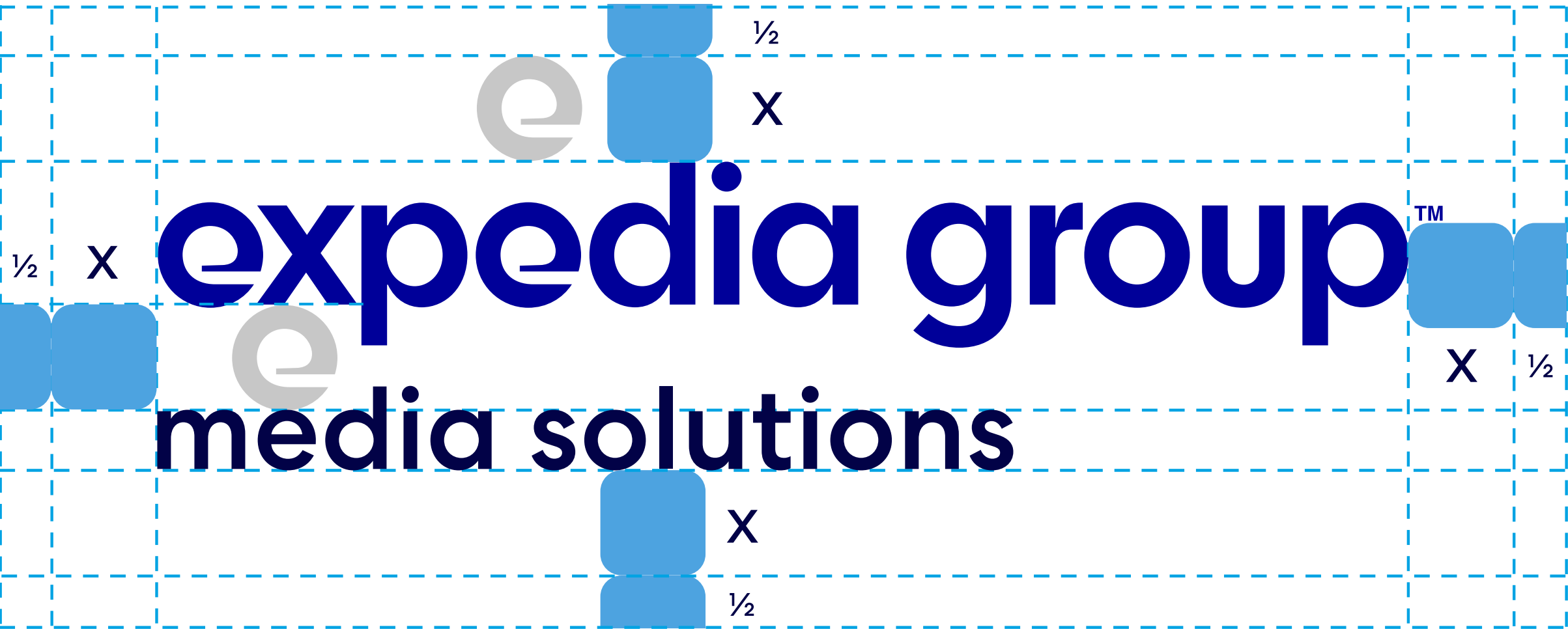


# Logo with internal mark

When the Expedia Group logo shows up alongside an internal mark such as the Media Solutions logo, they can be stacked in the following manner.

The font used for internal brands or wordmarks is Centra No2 Medium.

**NOTE:**  
The clear space around the entire logo is the same clear space used in the Expedia Group Complete logo.





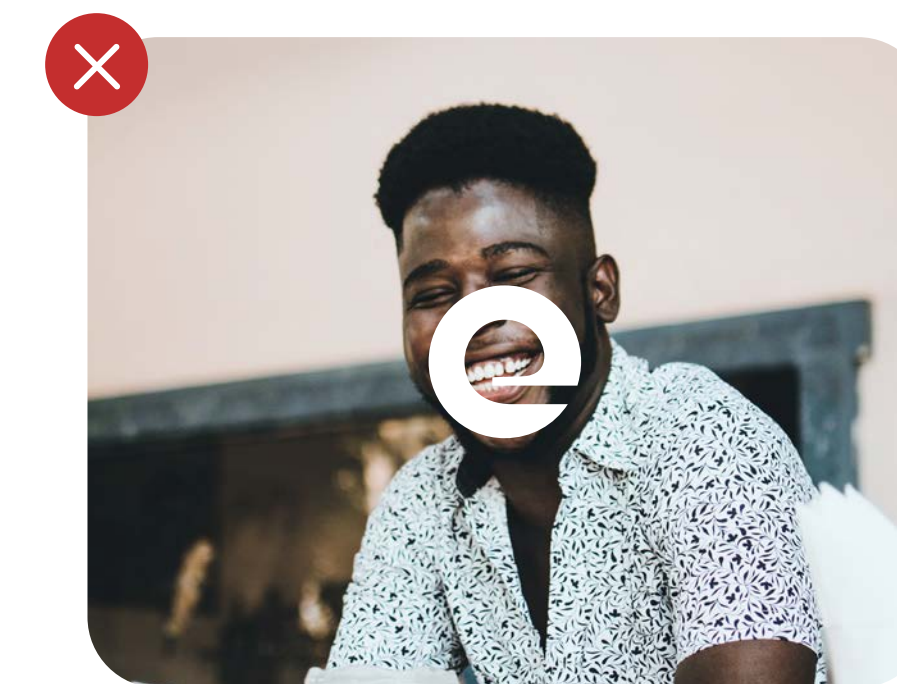
# Logo placement, accessibility and photography

## Do:

- Use the logo in a way that makes it accessible and easy to read by ensuring there is enough contrast between the background image or color and the logo.

## Do not:

- Use the logo in a way that makes it challenging to read.
- Place the logo in a way that obstructs faces or focal points in a photo.
- Tilt, disproportionately scale or reflect the logo.



# Legal and trademarks

### Places to use the Expedia Group logo with Trademark:

- Mass Media Comms  
(TV, OOH, Print, Digital)
- Paid Social
- Programmatic
- Partner Sites & Affiliates

### Places to use the Expedia Group logo without Trademark:

- Organic/Owned Social
- Email
- App
- Areas where the trademark symbol  
becomes too small to be legible
- Mediums that are logistically difficult  
to print

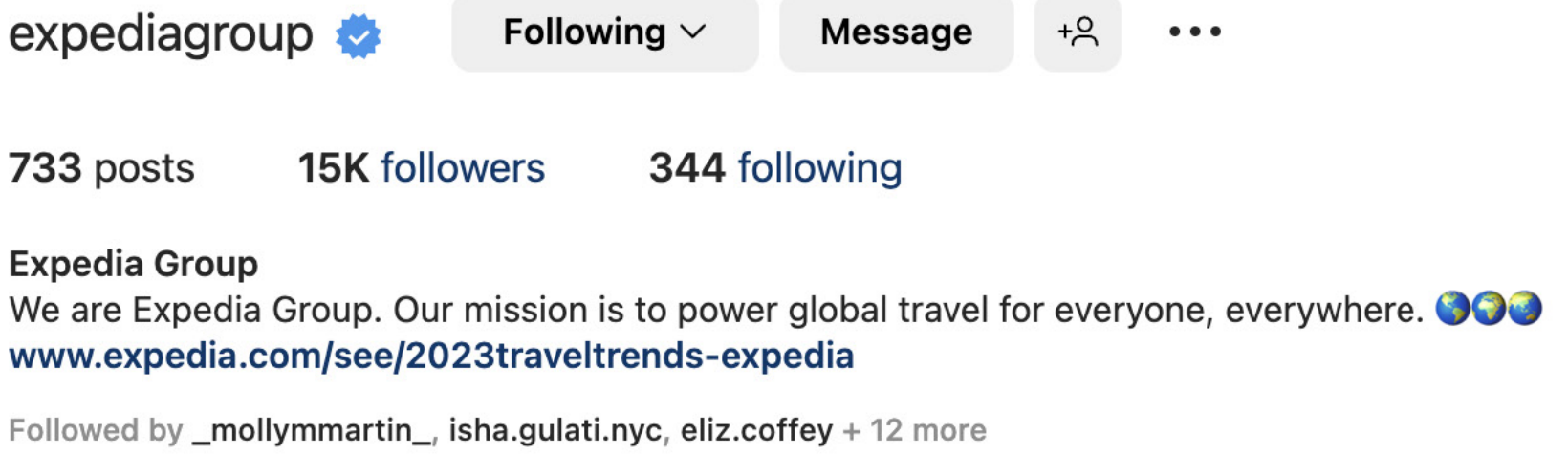
As seen in Yahoo Finance



With Trademark



Without Trademark

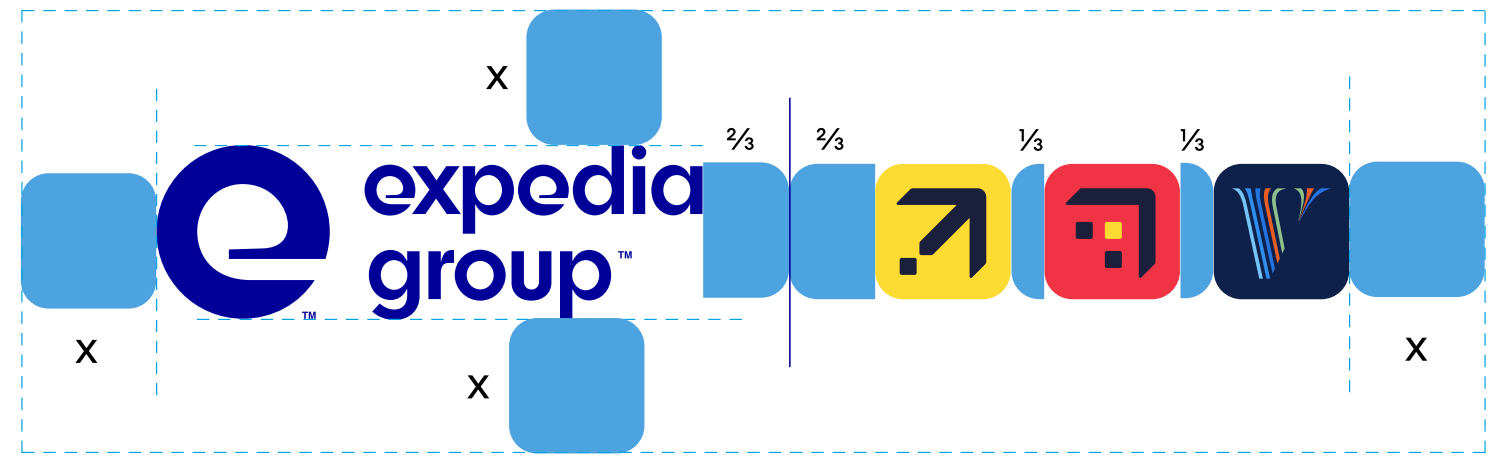


# Brand family lockups

The brand lockups unite our family of brands. The spacing has been carefully considered and should be followed precisely when creating all lockups.

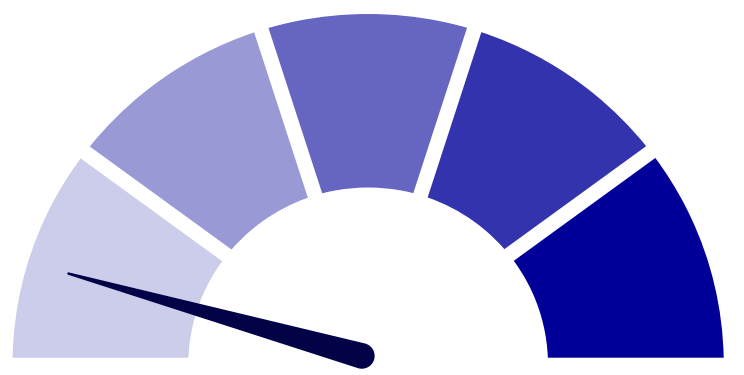
A few lockup variations are available for usage dependant on the application.

**NOTE:**  
The "x" guideline in each of these examples is: X = width/height of chiclet.



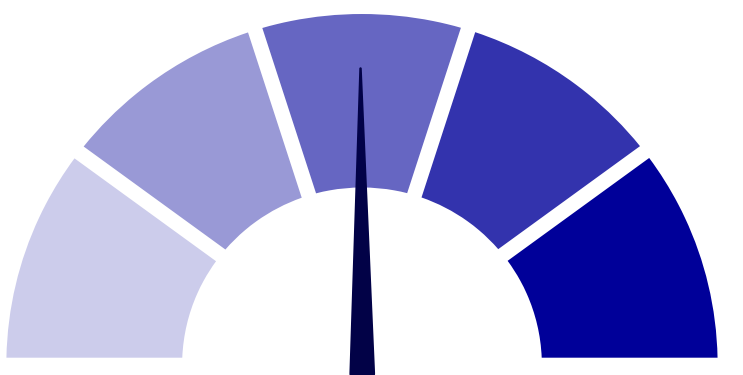
# Scale of expression

It's important to keep in mind that using our logo helps build equity and our brand's reputation. Knowing when to use the complete logo, wordmark or icon logo is dependent upon usage and space requirements, but the preference is to use the complete logo whenever possible.



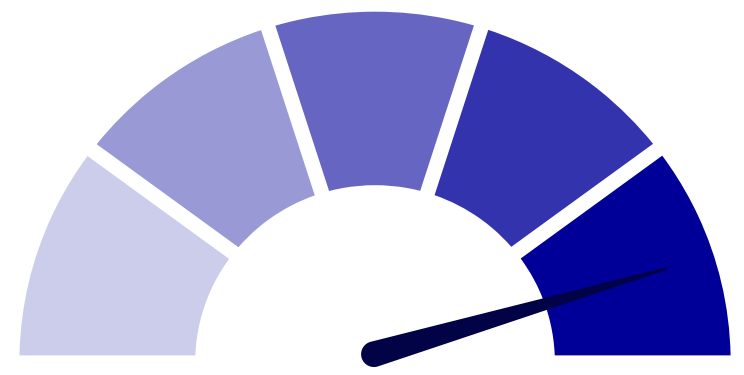
Low

The icon logo is used in places where there is already strong brand awareness, such as internal facing materials and signage.



Medium

The wordmark is typically used in moments of medium brand expression, or when limited space doesn't allow for the complete logo.



High

The complete logo is the preferred logo to use in moments of high brand expression, such as public/consumer facing materials.



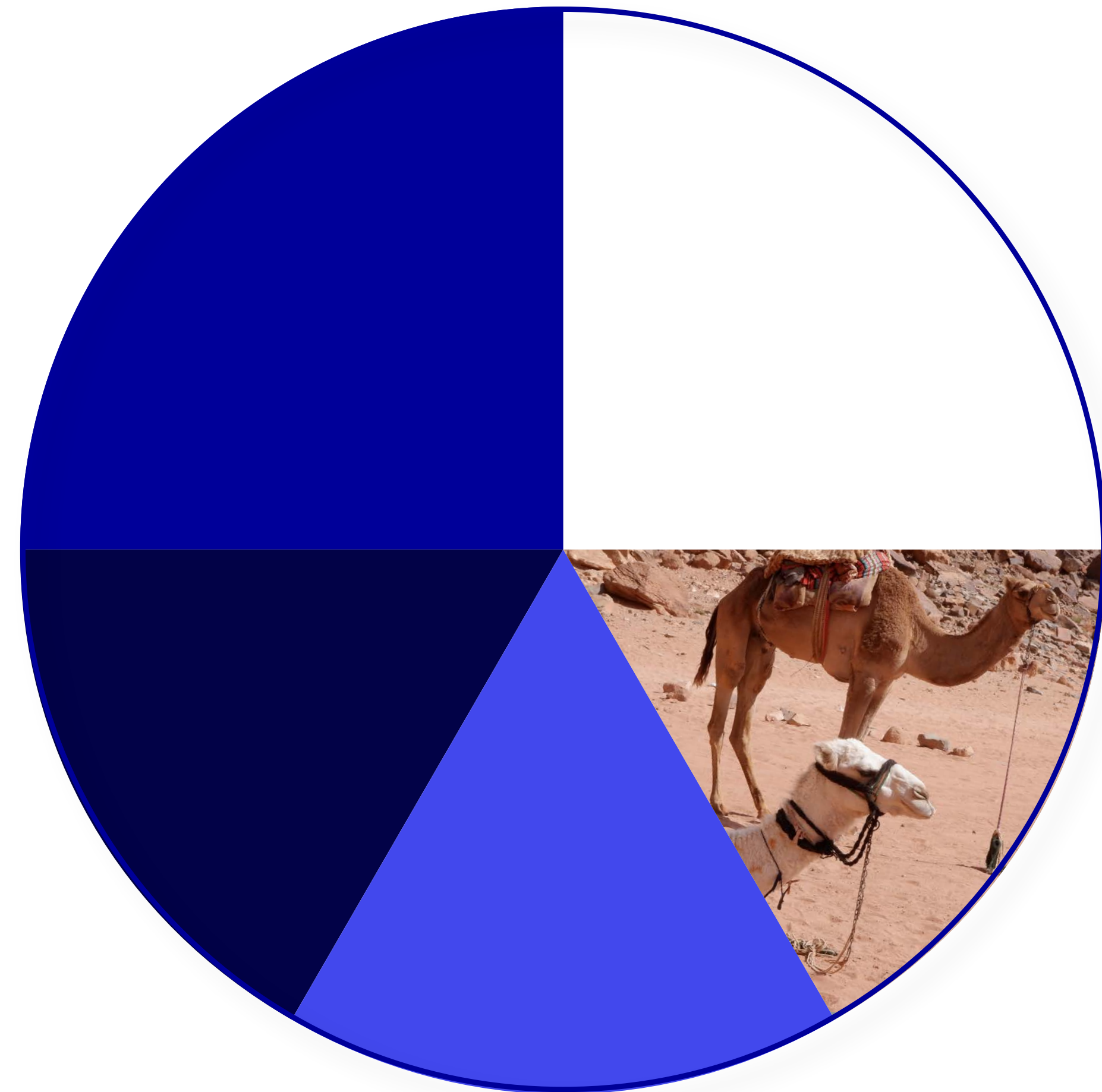
# 04. Color



# Our colors

Travel engages the mind and body. It ignites our senses with newness and fires up our imagination. Our colors communicate that energy to our audience.

We use a core palette of blues alongside warm tones that naturally exist in photography to communicate our brand. Our color palettes give us the flexibility to tell our brand story across a variety of applications while communicating our brand consistently.



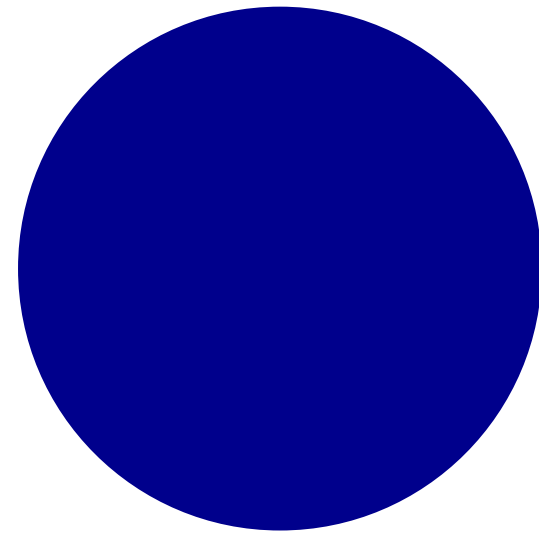
# Color family

Our primary and secondary brand colors build our brand equity. They should be used as constant elements that connect all communications and experiences.

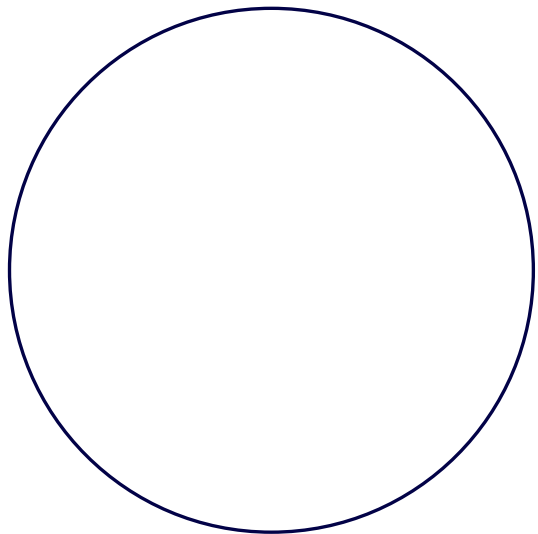
We use white as a primary color in conjunction with photography or our other brand colors to provide optimal balance and breathing space to enhance a layout.

We treat colors that naturally exist in photography as a secondary “color,” especially skins tones and hues from nature. This is an effective way to ensure that our layouts are not overallly cool-toned but feel balanced.

## Primary

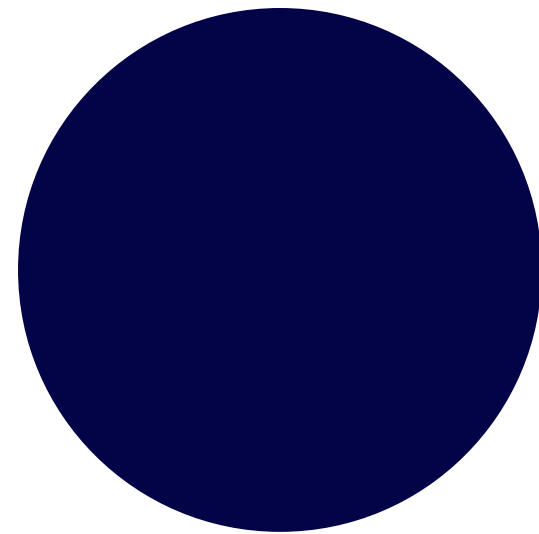


**Dark EG Blue**  
HEX: 000099  
RGB: 0, 0, 153  
CMYK: 100, 98, 5, 6  
Pantone (PMS): 2369 C

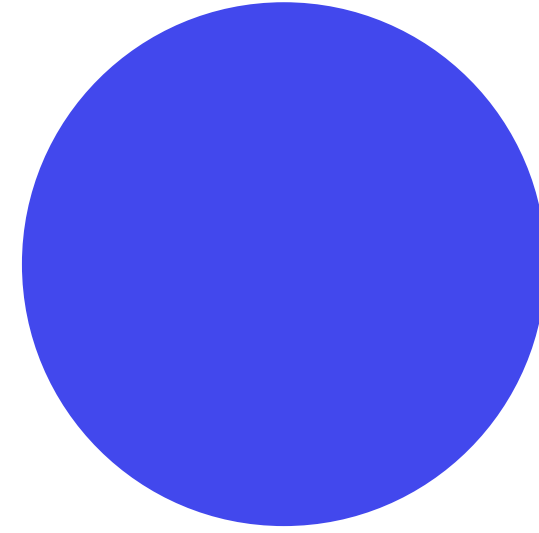


**White**  
HEX: FFFFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## Secondary



**Midnight Blue**  
HEX: 020247  
RGB: 2, 2, 71  
CMYK: 100, 97, 28, 49



**Pacific Blue**  
HEX: 4248ED  
RGB: 66, 72, 237  
CMYK: 79, 71, 0, 0



**Tones that naturally exist in photography**



# Color contrast and accessible text

When choosing colors for shapes, logos and text be sure to provide enough visual contrast for clear readability and consider those with low vision or color blindness.

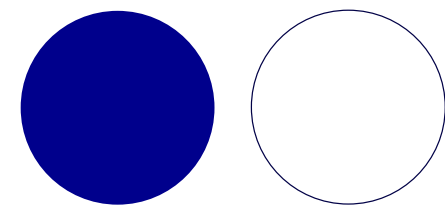
This also applies when overlaying text on photos or a colored background, as shown on the examples on this page.



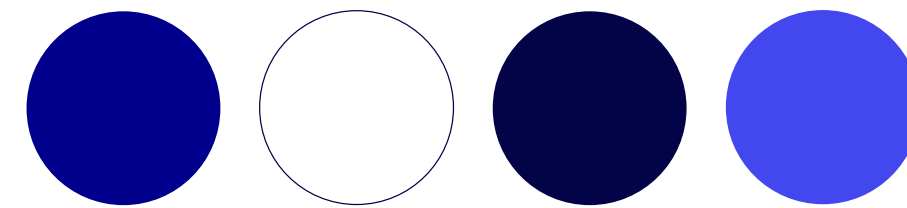


# Scale of expression

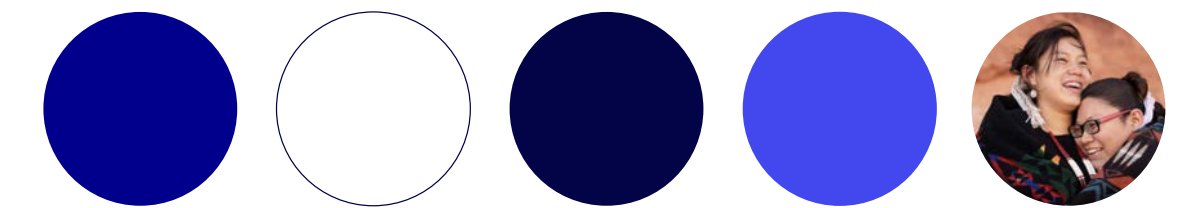
In moments where high brand expression is important, the full color palette (primary, secondary and photography) can be used.



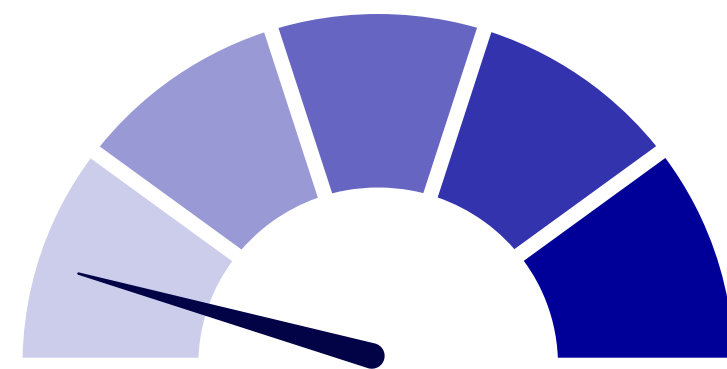
Primary colors



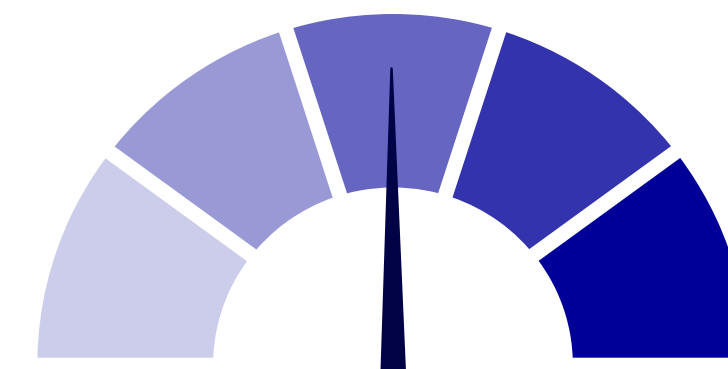
Primary and secondary colors



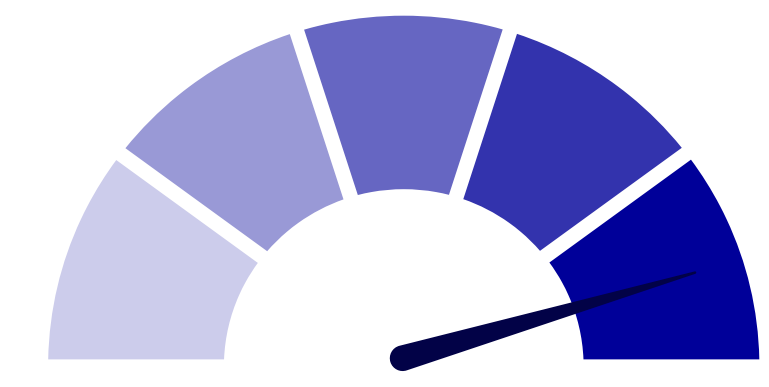
Primary, secondary and photography colors



Low



Medium



High



# 05. Typography



# Our fonts

Expedia Group Primary and Centra No2 are our two main fonts. They are accessible, impactful and offer a crisp, modern aesthetic.

Typography is one of our most important assets – we use it to tell stories and communicate a point. Often times it is used in place of patterns and shapes in an effort to achieve simple and concise design.



**Expedia Group Primary**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**



**Centra No2**

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**



# Expedia Group Primary

Expedia Group Primary is our corporate typeface, tied closely to our brand using the same geometric lettering of our logo.

It works well as an impactful statement piece, making it ideal to use for points of emphasis like headlines and wordmarks because it is highly readable and visible.

**Travel  
is a force  
for good.**



# Centra No2

Centra No2 is our primary brand font. It has a modern, contemporary aesthetic grounded in its simplicity.

It's our workhorse font and works hand-in-hand with Expedia Group Primary. The type pairings can be used seamlessly without looking detached or out of place.

**Power travel  
for everyone,  
everywhere.**



# Headings

A mixture of both Centra No2 and Expedia Group Primary can be used for headings to broaden design application and use cases.

As seen at right, various font weights for Centra No2 can be considered. The preference is to use sentence case for headings; however, there are times when all caps, title case and lower case can be used.

Expedia Group Primary

heading one  
Heading Two

Centra No2

Medium — heading one  
Heading two

Light — heading three  
Heading four



# Styling

Centra No2 has a wide range of weights which can be mixed and matched when considering body text.

As a recommendation, anything beyond 'Medium' weight should not be used for copy. The same applies to any weight below 'Light' to ensure legibility.

## Centra No2

### Light

(24pt) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

### Medium to Book

**(24pt) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh**

(24pt) euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

### Book

(24pt) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

### Book with sizing hierarchy

**(36pt) Lorem ipsum dolor sit amet**

(24pt) euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



# Kerning

Kerning for both fonts can be applied from a range of 25-150; however, there are situations where we can deviate from this. The standard for kerning an all caps heading is a range between 140-150.

Experimenting with ranges beyond 150 should only be considered when implementing short titles, or with words that contain between 2-3 letters in conjunction with long sentences.

Expedia Group Primary

HEADING TITLE 25  
HEADING TITLE 50  
HEADING TITLE 75  
HEADING TITLE 100  
HEADING TITLE 125  
HEADING TITLE 150

Centra No2 Medium for subheadlines; kerning = 150

SUBHEADLINE

Your big statement  
goes here.

Centra No2 Book for headings/titles; kerning = 0

# Leading

Leading can be introduced to tighten up headings that fall on two or more lines.

The ideal range is a percentage scale of 105%–110% of the font size. While the preference is up to 110% leading, it can be increased to 115% if space allows. Anything beyond 115% starts to feel too separated.

105%

Travel is  
a force  
for good.

110%

Travel is  
a force  
for good.





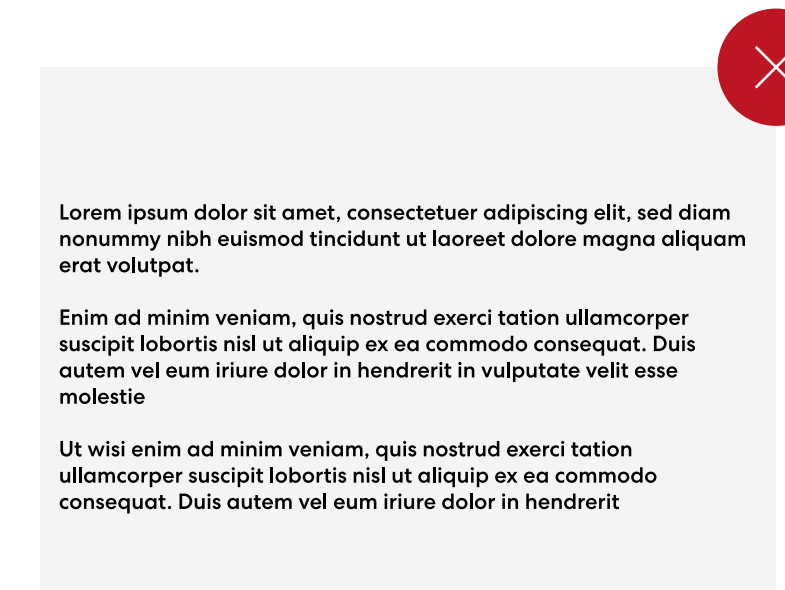
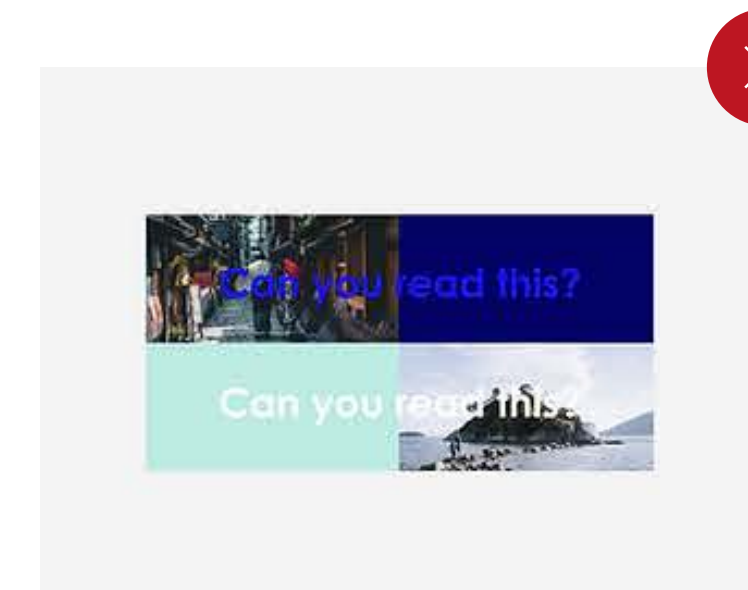
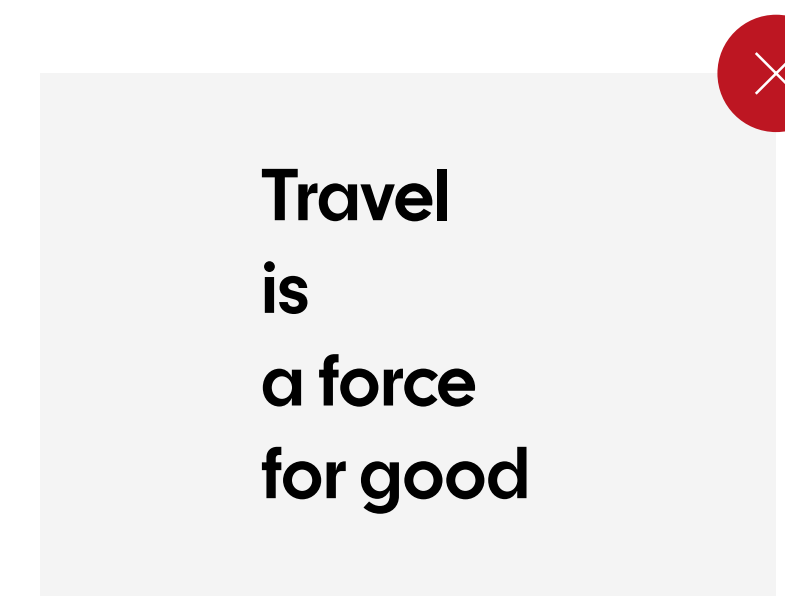
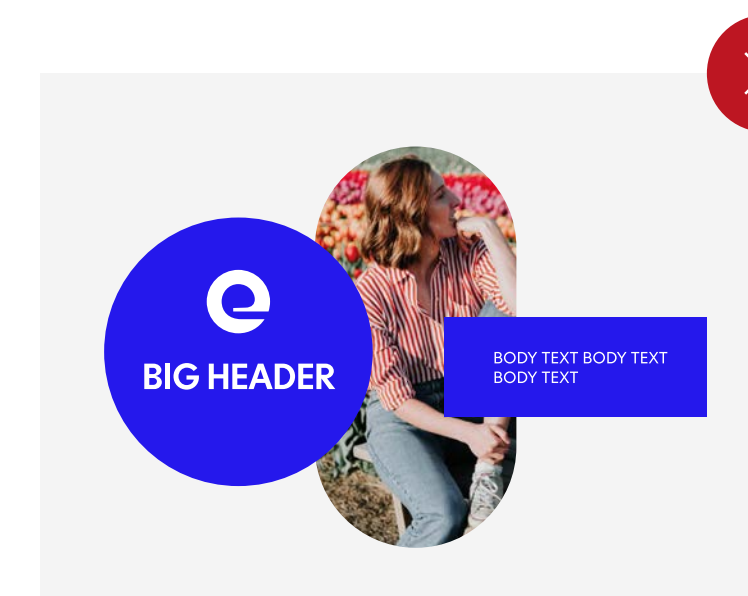
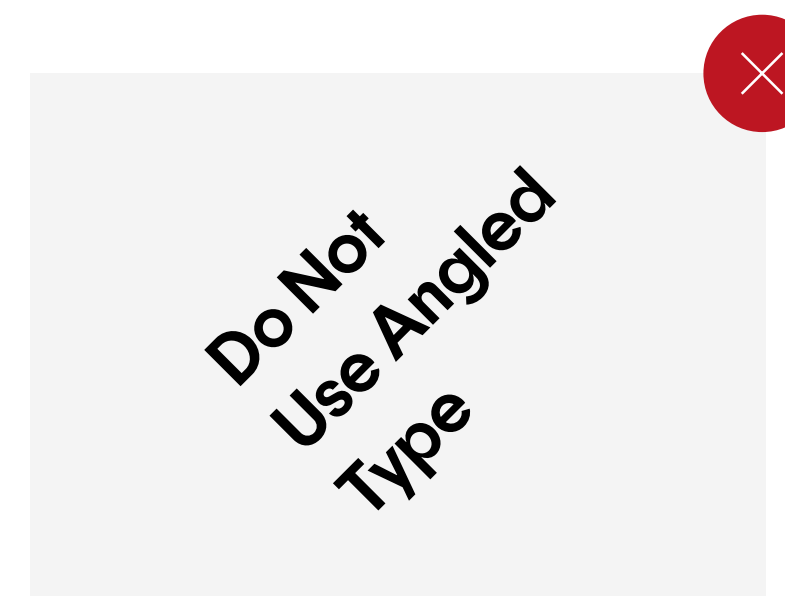
# Best practices

## Do:

- Use only brand colors for typography.
- Ensure words are legible when you kern or space letters.
- Align type to elements on the page for a unified and cohesive look.
- Provide plenty of space for easy readability.
- Limit line length to 50-75 characters per line.

## Don't:

- Use the “e” shown in our Expedia Group logo for any other wordmark or title. The icon logo – specifically that character “e” – is reserved for the Expedia Group logo only.
- Use angles when working with our two primary fonts.
- Let one word sit on its own line, whether it's headings, sub-headings or body text.
- Use dark text on dark backgrounds or light text on light backgrounds.



# Type application

Typography should look consistent and visually appealing across all applications. Always give typography breathing space, while maintaining a modern and visually balanced design, as seen in the examples on this page.

It's crucial to consider the context of the design and adjust the typography accordingly to achieve the desired effect. By doing so, we can ensure that our typography has a cohesive and professional look across all platforms and applications.

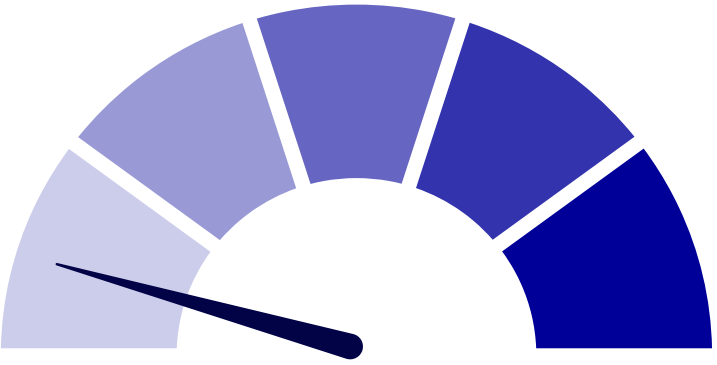


# Scale of expression

In moments where high brand expression is important, both Expedia Group Primary and Centra No2 fonts can be used together in both sentence case and all caps.



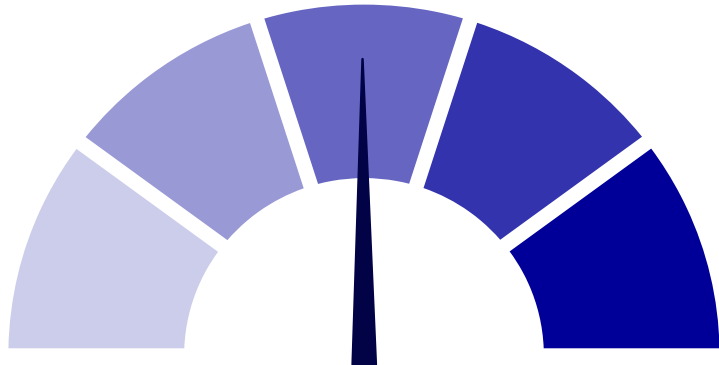
Simple headline and body copy in Centra No2



Low



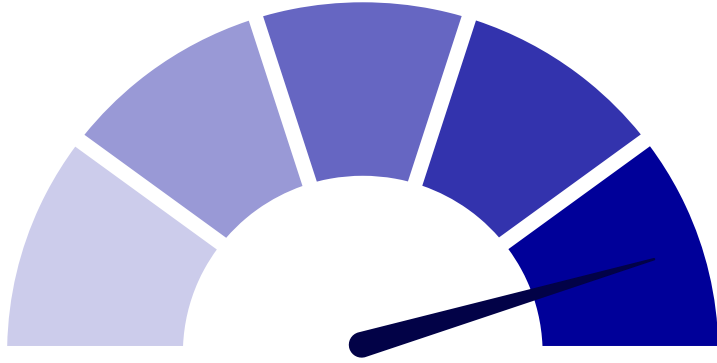
Headline in Expedia Group Primary and body copy in Centra No2



Medium



Headline in Expedia Group Primary, subhead in all caps in Centra No2 and body copy in Centra No2



High



# 06. Tone of Voice



# Why tone of voice is important

Through word choice and writing style, tone of voice is how we express the Expedia Group personality. It's what makes us uniquely "us."

It flexes based on the topic, the channel we're using and the audience we're speaking to.

By using a common voice, we are grounded in a shared DNA. We avoid inconsistency and ambiguity. Most importantly, it's how we build connection, create authenticity and drive brand recognition.



# Our personality

Our personality traits are what make us “us.” They’re a combination of human qualities that embody who we are and bring Expedia Group to life.

**We are:**

## Insightful

We’re deep thinkers who enjoy making sense of complexities and sharing our vision with the world.

## Trustworthy

We know our stuff! Employees, travelers and partners can confidently rely on us and what we communicate.

## Bold

We’re not afraid to take risks. Our spirit of innovation and passion for travel and technology shows up in unexpected ways.

# Our voice

Our voice is how our personality comes to life in our communications. It conveys who we are and expresses our core identity.

**We express ourselves as:**

## Human

We are approachable, open, warm and real.

## Inclusive

We create a sense of belonging for all.

## Confident

We keep it honest and are not afraid to push boundaries.

## Aspirational

We are excited about the future, viewing problems as opportunities.



# This, not that

**We do not:**

- Use fluff or corporate jargon when it's not needed.
- Overexplain things.
- Talk down to anyone.
- Use ableist or marginalizing language.

	Instead of:	Try:
<b>Human</b>	No matter who you are, or where you are going, our travel brands help every type of traveler not only find the trip that's right for them, but get the best value every time.	We know you love to travel and also the challenges that come with it. You can rely on us to help you find the trip that's right for you at a price that makes you smile.
<b>Inclusive</b>	We're a diverse community of talented people who share a vision.	Expedia Group is a place where everyone can feel safe and empowered. We're incredibly proud of the open culture we've built.
<b>Confident</b>	We connect partners big and small to the universe of travelers, giving access to data, tools and technology that empowers, maximizes potential and builds their business.	Using our cutting-edge tools and technology, we create industry-best solutions that allow our partners to take their business to the next level.
<b>Aspirational</b>	We have big goals, and we know you do too.	There's no limit to what we can do together.



# Key principles

**Style:** When writing for external, follow the [AP Stylebook](#).

**Language:** We use American English as our primary language of communication.

**Dictionary:** We refer to [Merriam Webster](#) to settle spelling or word usage disputes.

# Grammar and spelling

Below are highlights for grammar and spelling. For more detailed information, please refer to the Expedia Group Editorial Style Guide.

**Acronyms and abbreviations:** Avoid using acronyms and abbreviations unless you know they have the same meaning worldwide.

**Active voice:** Use active voice over passive. It adds energy and impact.

**Adjectives:** Think twice before using overly enthusiastic adjectives. Pick tangible and descriptive adjectives instead of generic, overused ones.

**Apostrophes:** Apostrophes are used to indicate possession and in the place of missing letter(s).

**Colons:** Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

**Dates, days and months:** Always use Arabic figures. Avoid using date abbreviations DD/MM/YYYY or MM/DD/YYYY as it can create confusion across global teams. Spell out the entire weekday.

**Designations:** Capitalize job titles in PowerPoint presentations, email signatures, and digital and printed content. Do not capitalize job titles when they are not associated with specific individuals.

**Exclamation points:** Avoid using exclamation points while sharing news. Use it when you genuinely need to convey enthusiasm.

**Hyperlinks:** Always aim to add a hyperlink to a phrase (not just a word) to aid with accessibility and inclusion for those using screen readers.

**Numbers:** Always write out numbers zero-nine. Write out numbers when using them to start a sentence or while using a number in a title.

**Pronouns:** Use the singular they/them/their or you/your wherever applicable. When referring to Expedia Group as an organization, use the singular it. When referring to Expedia Group internally, we can use 'we' and 'ours.'

**Time:** Use numerals except for noon and midnight. In case of an exact hour, omit :00.





# Key terms

Below are some commonly used terms we come across in our communications. For a more detailed list of terms, consult the [Expedia Dictionary](#).

**Expedia Group:** Use when referring to the company as a whole (employees belonging to all 26 brands and varied internal departments).

**Expedian(s):** Used to refer to all Expedia Group employees.

**Mission, Purpose, and Values:** Always capitalize and use the Oxford comma when listing out this work.

**Office:** Used to refer to our office spaces around the world.

**Partner(s):** Third-party companies or teams with whom we work closely to service either our employees or customers. Note, this is specific to some brands and teams. For example, Egencia calls their partners 'clients.'

**Social Points:** Areas on campus that are designed specifically to encourage collaboration across teams and groups. Venues for informal meetings or employee celebrations.

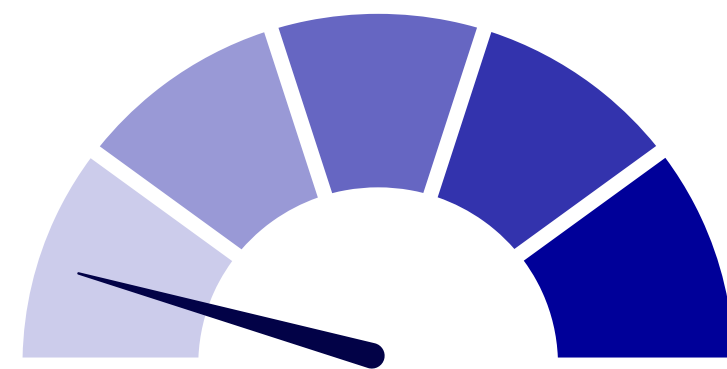


# Scale of expression

Tone doesn't stay constant. It needs to flex to the situation, the message and the audience. We need to make common sense choices about when and where to dial it up or down when applying tone and voice in messaging.

## Earnings call

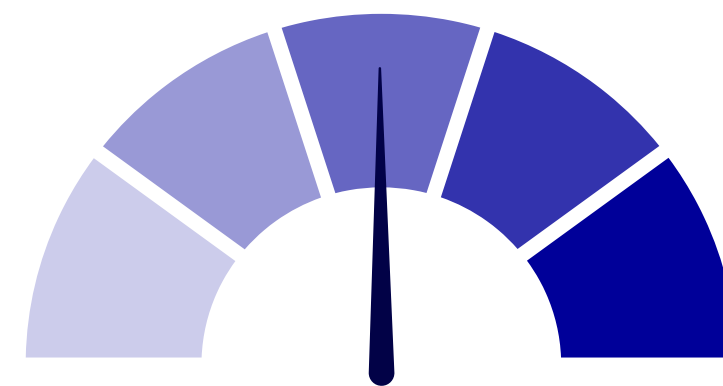
With an investor audience, our tone of voice will be clear and straightforward.



Low

## Industry report

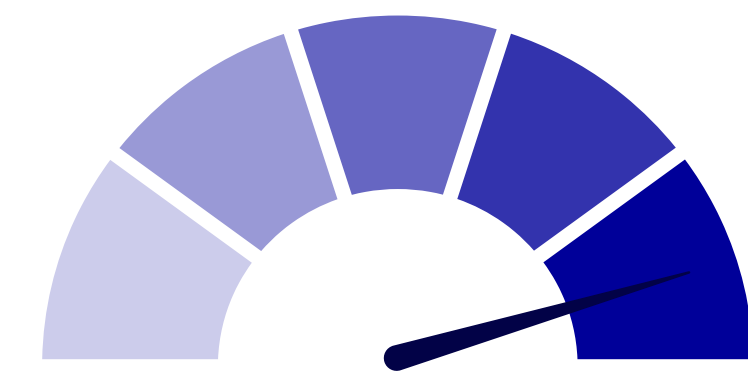
Our Global Social Impact report will be more familiar, using active voice and human language to build energy.



Medium

## Internal employee newsletter

Internal communications driving employee engagement will use as little corporate speak as possible, speaking with our audiences not at them.



High



# 07. Photography



# Our brand photography

Photography is one of the strongest and most important assets of our brand. It's an opportunity to tell our brand story, evoke emotion and build connections that resonate with our audiences.

Our photography often relies on blue tones to connect our brand color palette, but it's also an opportunity to introduce colors outside of our palette for mood and tone.

Our brand personality is expressed through the tonality and mood of each image, showcasing strong focal points and pops of color. Above all else, our photography is natural, evokes a sense of place and person, speaks to the traveler experience, and hints to humanity always.



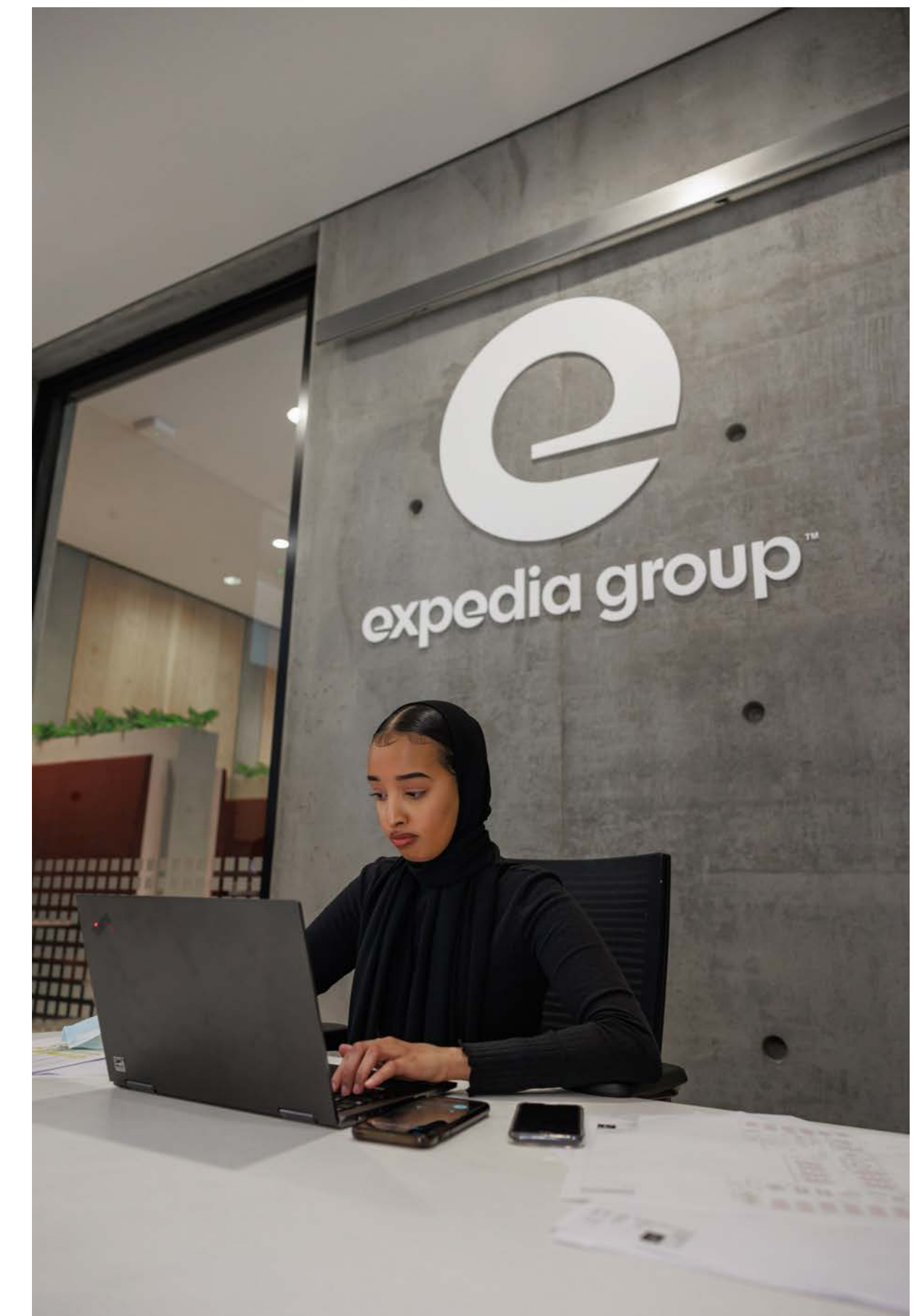
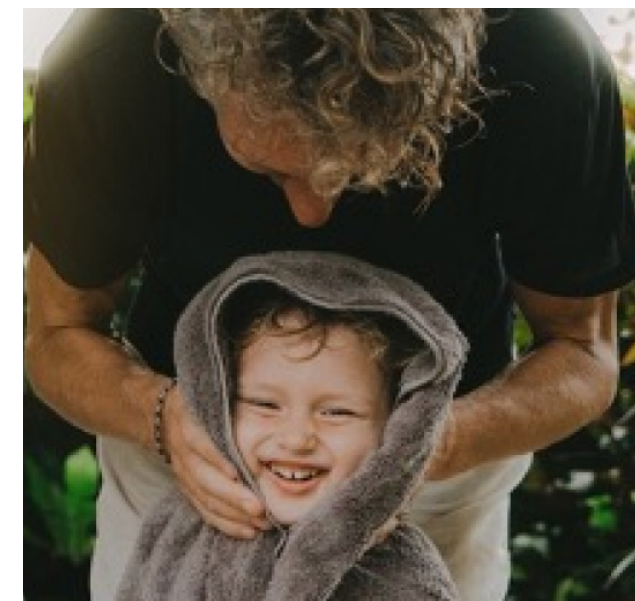
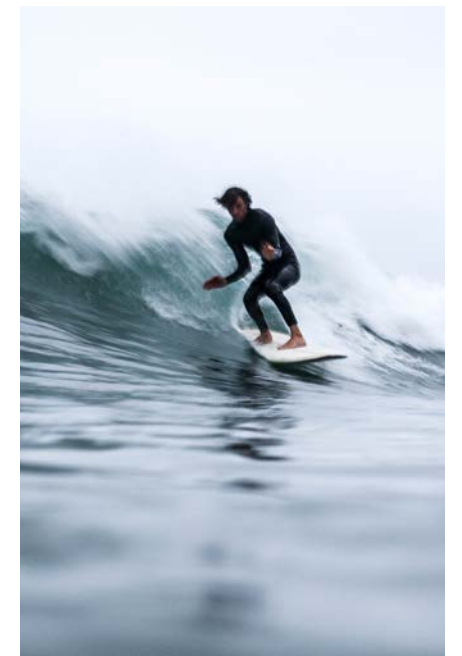
# Subject

Photos should portray a natural representation of humanity, whether it be a person, place or experience.

While photos should always include a person (or a presence of a person), they should never feel posed.

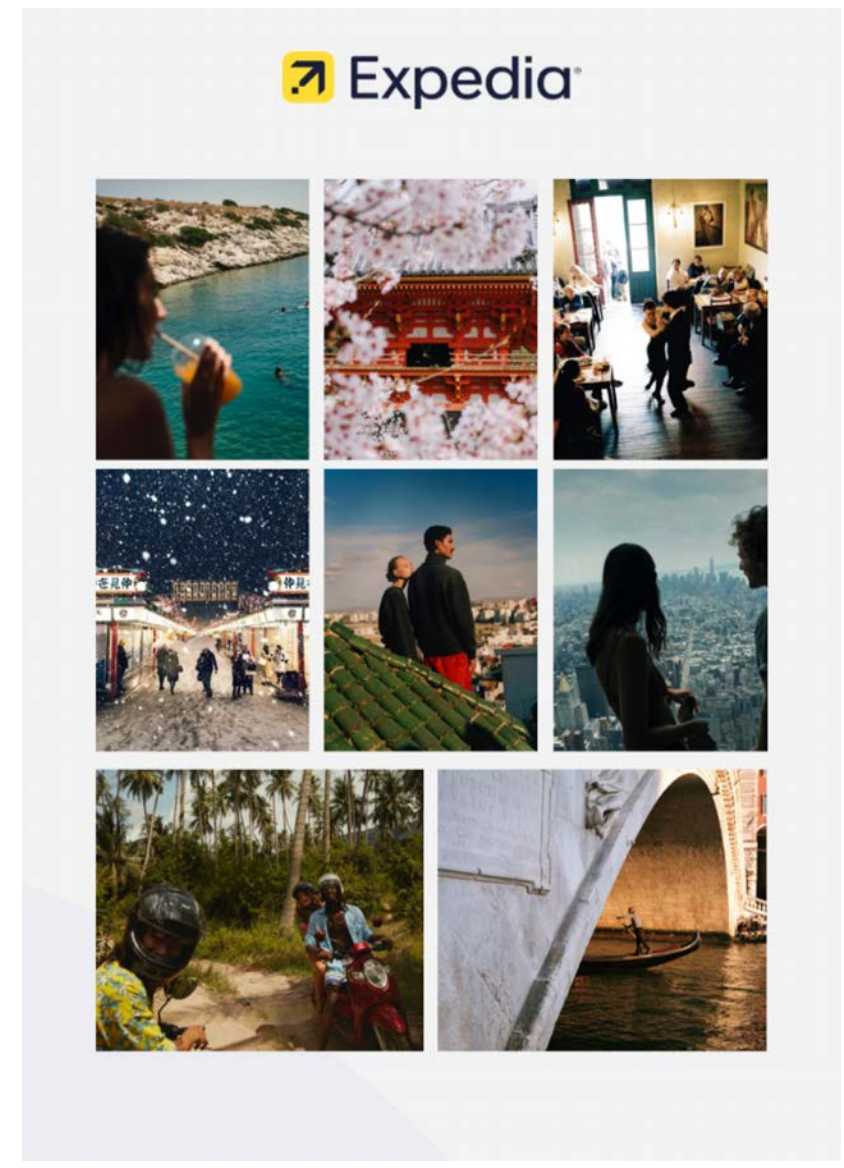
Characteristics:

- Soft focus, not overly sharpened
- Neutral/natural colors
- Depth and warmth in highlights, shadows and mid-tones
- Effortless composition - closed in framing as if the viewer is in the scene



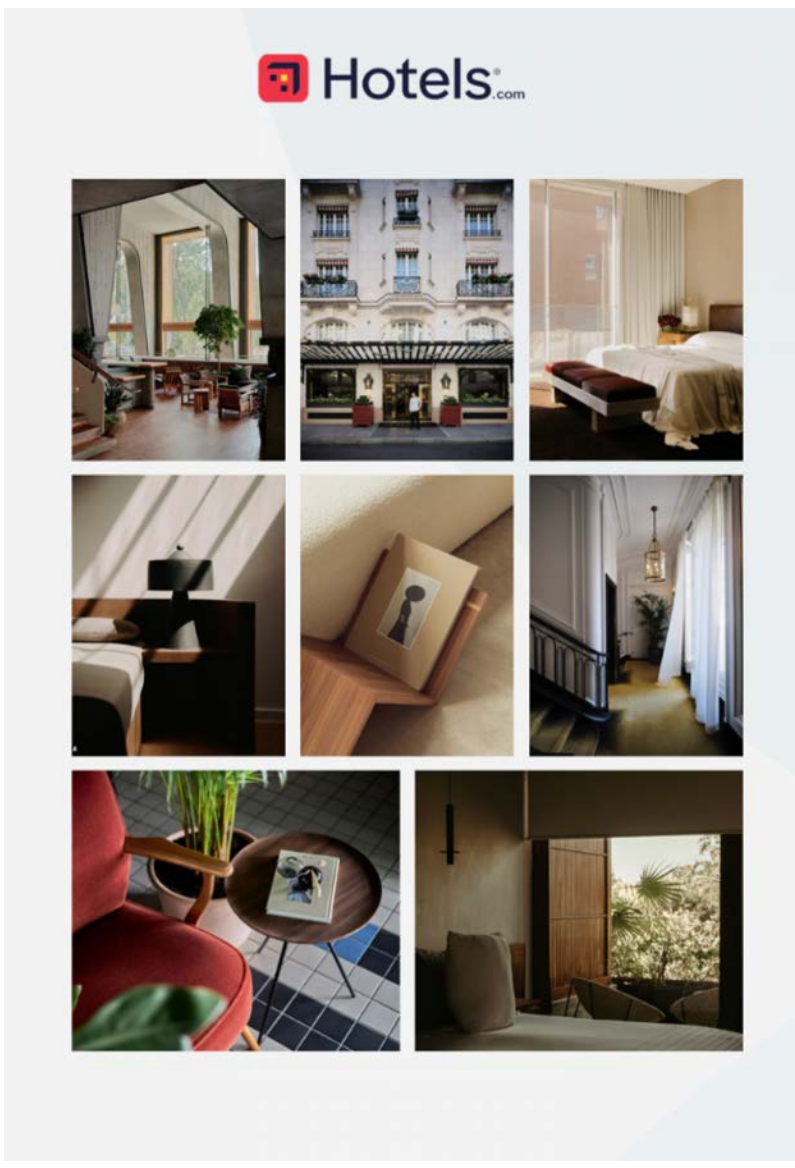
# Tone

Expedia Group and our house of brands have small nuances in their photography tone and subject to help create differentiation and capture the essence of each; however, the core goal of expressing humanity remains the same across all of our brands.



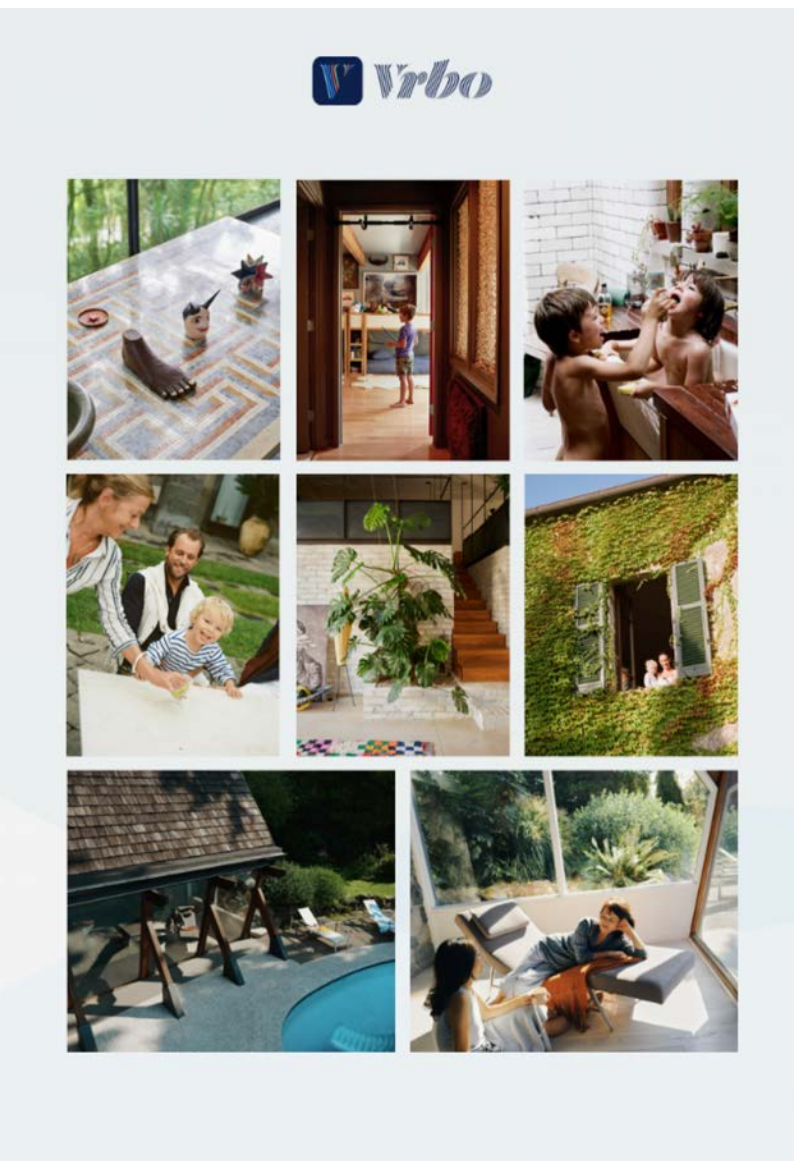
### Expedia

We capture genuine, candid travel memories that look like they're shot from the lens of a fellow traveler, a companion on your journey. We show travelers experiencing glimpses of moments, emotions and places.



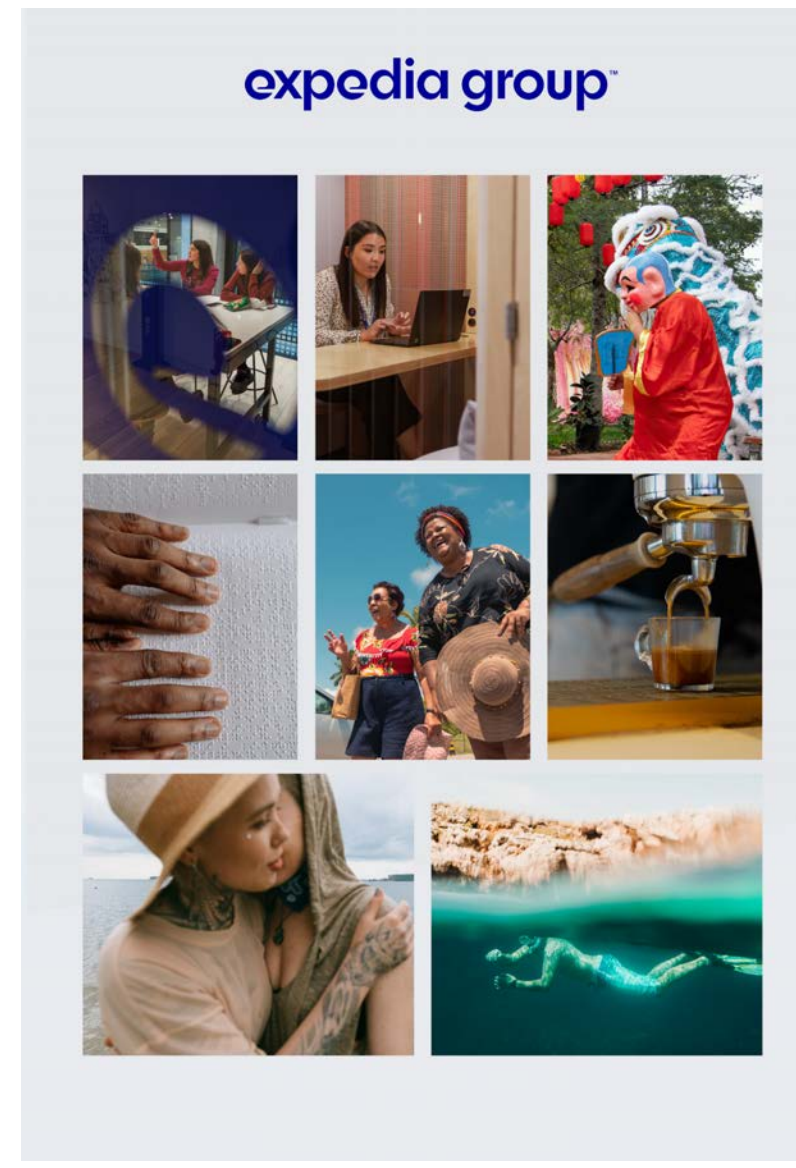
### Hotels.com

Images are an opportunity to show that we love travel. The destinations, hotels, accommodations, people and places we portray should reflect the range of perfect somewheres offered by the brand.



### VRBO

Images are an opportunity to tell the story of the vacation home through layers of beautiful architectural elements and closer personal moments of togetherness. The destinations, accommodations, people and places we portray should balance a mix of aspirational homes with those that feel accessible to our customers.



### Expedia Group

Our photography reflects all corners of our company internally and externally, from our customers experiencing the beauty of travel to our global workforce and collaborative platform culture. It has the power to express the common thread of connection and wonder that travel brings to us.



# Blur

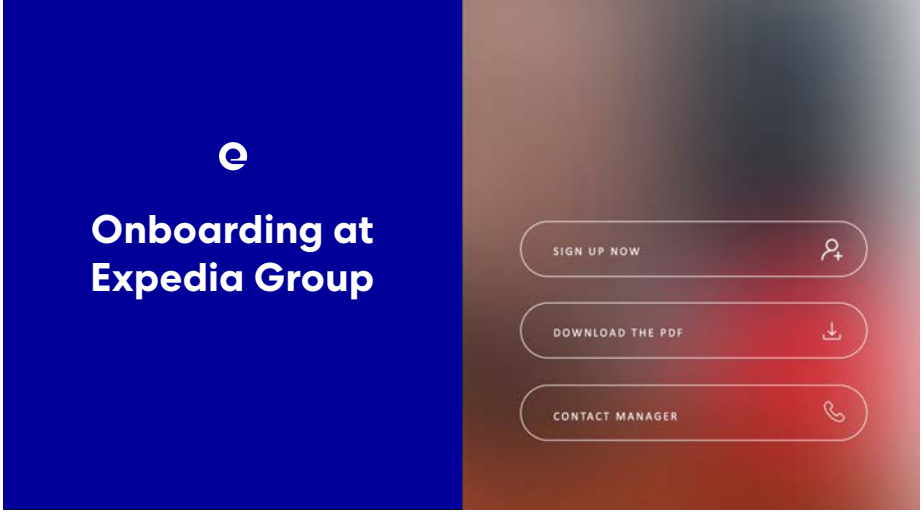
Paradoxically, we use blur to help focus attention. This photography treatment adds a pleasing visual aesthetic without compromising accessibility.

As our core colors remain few, blur helps bring color to our brand outside of our primarily blue palette when we have text and/or photos within an asset.

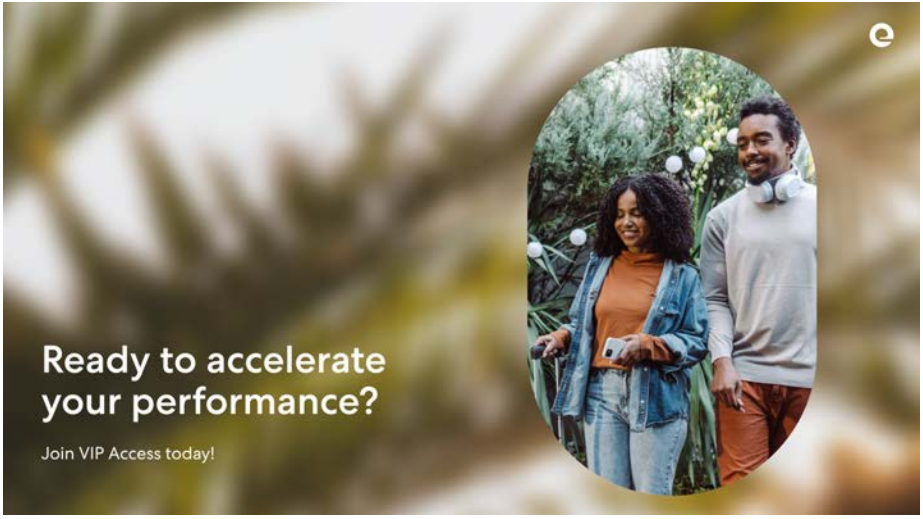
Use blur on background images only to bring focus to graphic elements laid on top.



Blurs should help bring vibrant colors to the forefront, but not distract from the content.



A blurred background should use complementary colors - i.e., use a warmer toned blur when paired with cooler colors.



The blurred image should pertain to the copy/content.



Blurred images should be used as a full-bleed background when another shape or photo is being used on top.



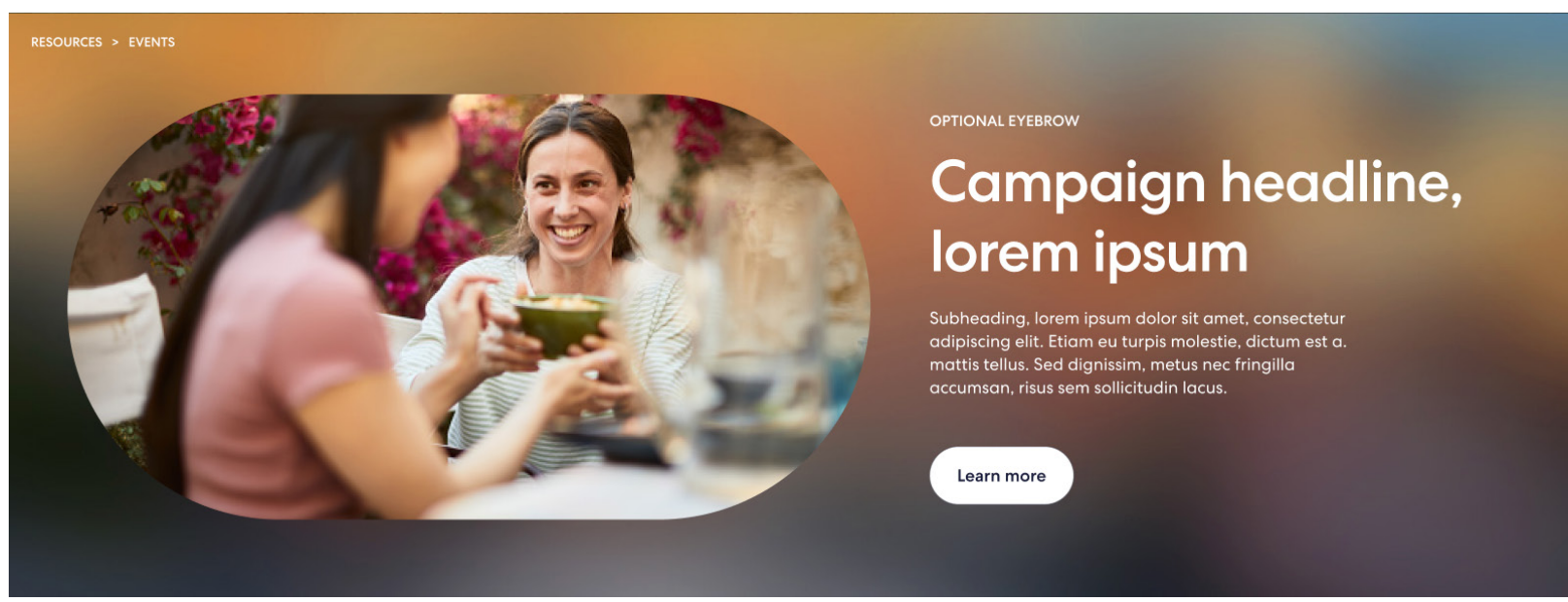
# Blur

**Blur is a treatment to increase intrigue:** Your eye naturally wants to focus on the blurred image. Using this treatment will attract and keep attention on the asset while helping to provide context to the copy.

**Blur is a treatment to provide the perfect canvas for accessibility:** Without sacrificing color, blur helps to smooth out a background so crisp text can be easily read on top.

**Blur is a treatment to establish heirachy:** Designs lack visual interest if a black, blue, or white solid background is used everytime. But the background is usually not the most important piece on an asset. So, blur helps provide a baseline of visual interest while allowing any copy or images on top to remain the focal point of the asset.

## More copy = More blur



## Scale of Blur

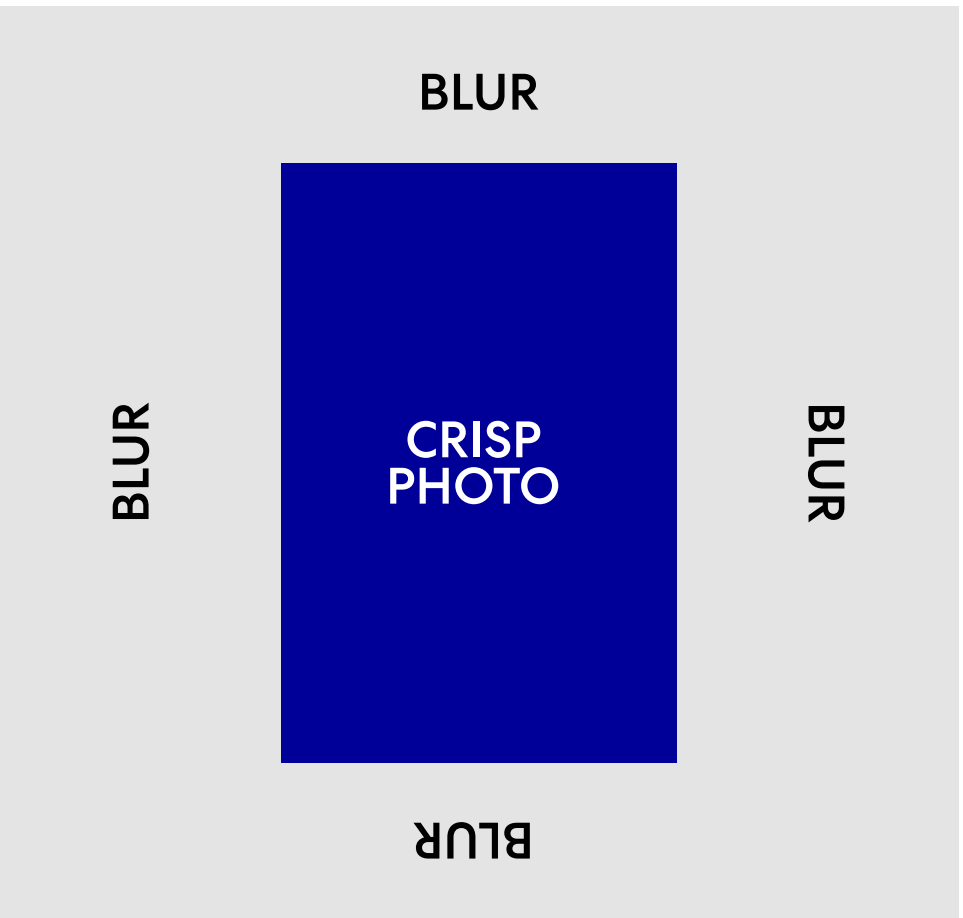




# Layering

We layer photos to add visual interest and create an environment or context around the photo. A photo can be placed on top of a blurred photo, a solid shape or both.

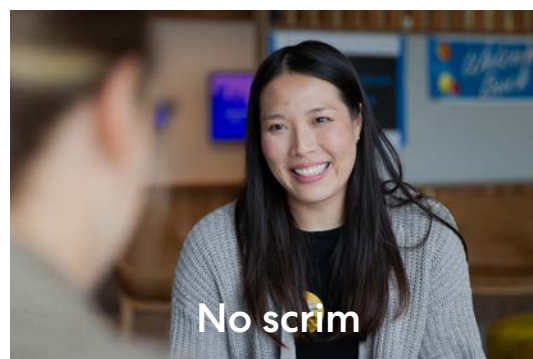
We apply only one effect when layering photography; never layer a blurred photo on top of a blurred photo or two non-effect photographs on top of each other.



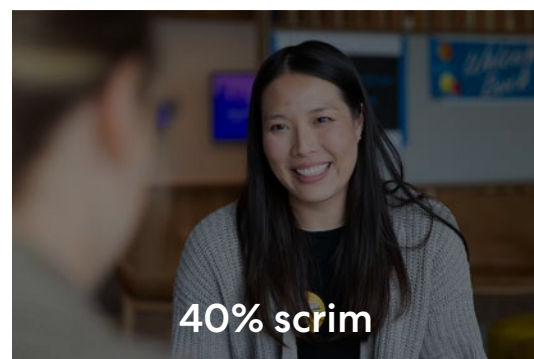
# Scrim

Do not use scrim unless absolutely necessary for readability. If a scrim must be used, make sure it's a full bleed background image, dark enough for readability but light enough to not lose the neutral/natural tones.

**Definition:** a semi-transparent gradient layer that helps text appear more readable against backgrounds.

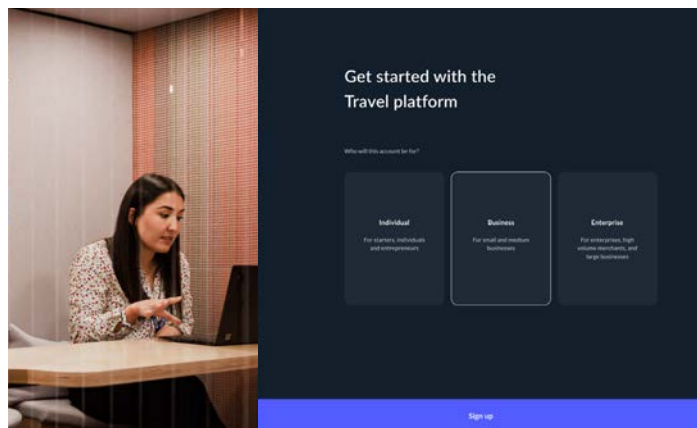


No scrim

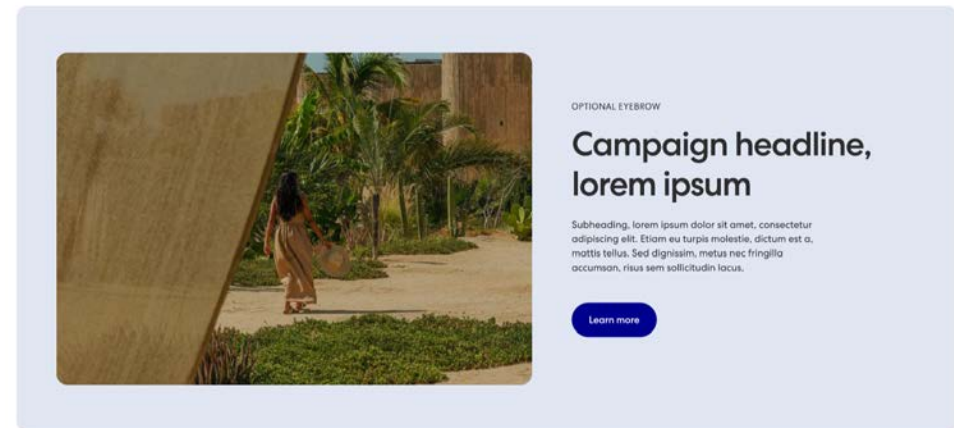


40% scrim

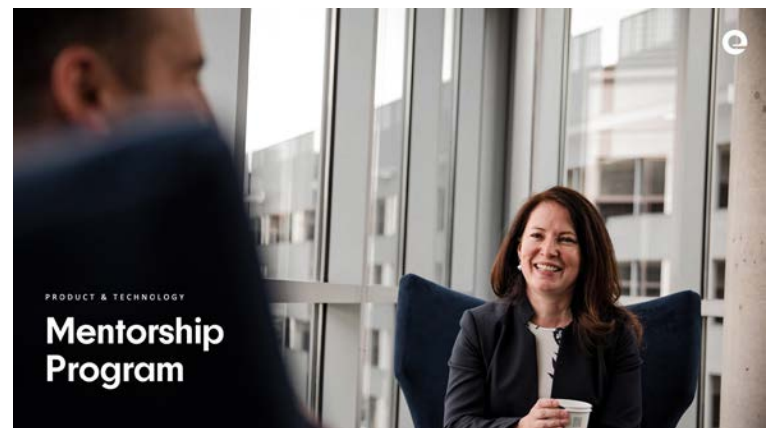
Instead of a scrim, try:



Moving text off a photo.

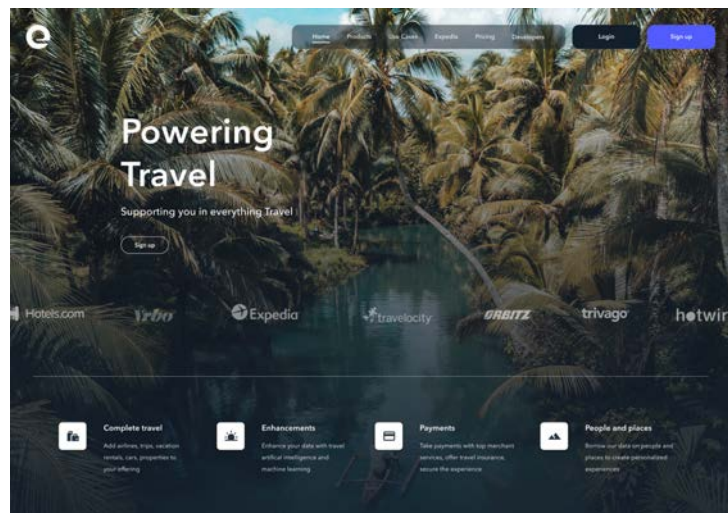


Using photos in shapes on full-bleed backgrounds.

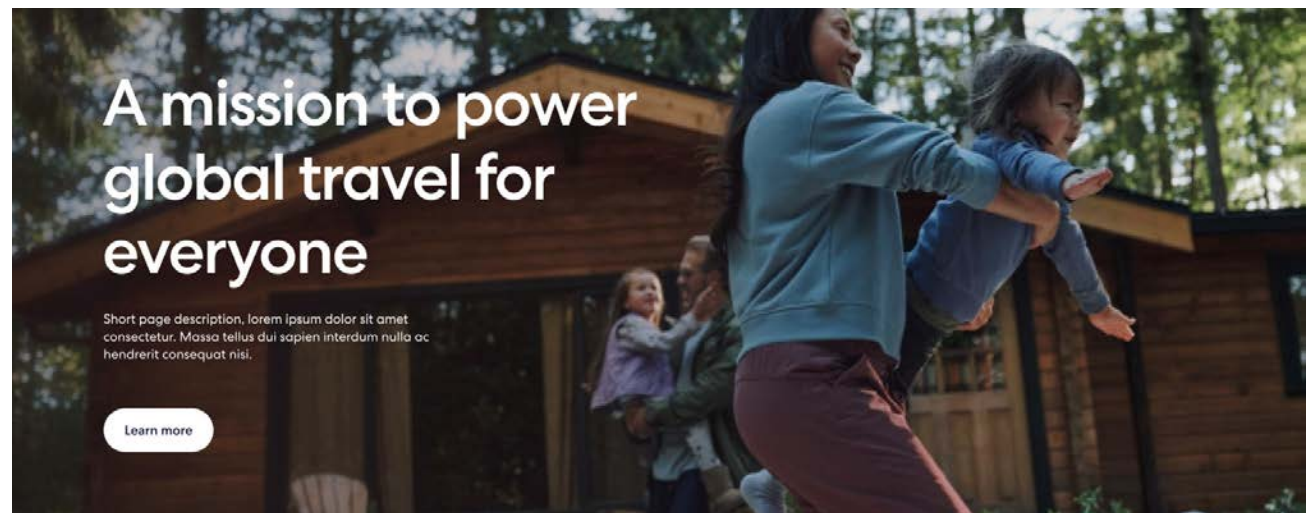


Placing text strategically on a darker part of the original photo.

If you must use a scrim:



Use a gradient scrim (black to full transparent) instead of a solid dark scrim.



Use the lightest possible scrim to keep the natural tones of photos.

No more than  
50%  
opacity



#212121



0%



20%



50%



60%



80%



# Inclusion

We are a global company that represents both employees, travelers and partners all over the world. It's our ongoing mission to show people of different backgrounds, cultures, ethnicities, nationalities, abilities and disabilities, body types, facial features, fashion, sexual orientation, gender, age, talents, skills, experiences, personalities, socio-economic status, religious beliefs and other ideologies whenever possible.



# Employee photography

Both internal employee photography and stock photography have a time and place in our brand.

We want employees to see themselves in our brand – literally and metaphorically. We want employees to feel connected to the brand – and seeing themselves in our work helps power that connection. We want prospective and current employees to feel welcome here, and showing our diverse workforce helps reveal our inclusive culture.



**When using employee photography, remember to:**

Include a focus on our employees and work culture, with an overall positive, optimistic and/or inspiring tone.

Show people connecting and interacting in organic situations and places, not just at their desks.

Show a variety of roles, experiences and skills, from designers discussing strategy in the conference room to the folks serving coffee.

Include subjects that look like real employees (not like typical “professional models”), always with inclusivity and diversity in mind.

Avoid clutter or visually busy settings that distract from the subject or main message.



# Stock photography

For externally facing assets, travel photography illuminates the wide open world we strive to power. Viewers should feel transported to the special moments and places shown in the imagery.



**When using stock photography, remember to:**

Include a focus on people that captures genuine moments of connection and the joy of travel.

Include subjects that are engaging with their environment, not just posing in front of it.

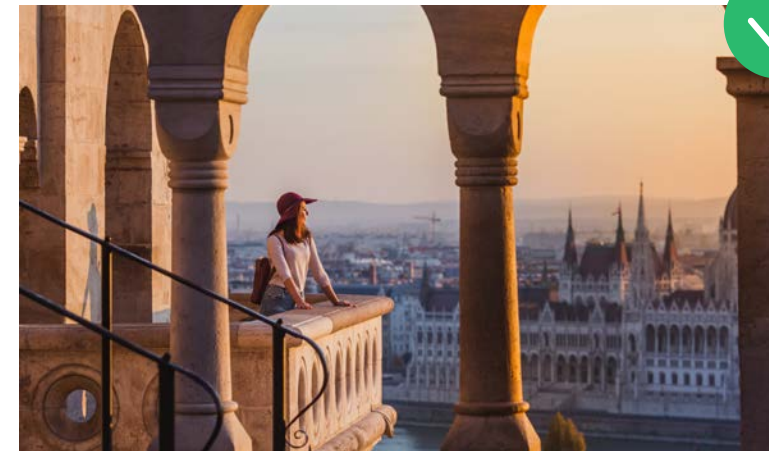
Avoid images that portray local cultures as a tourist attraction or parody. We always strive to respect cultures worldwide and depict them authentically and respectfully.

# Best practices

## Humanity



Not a genuine moment. Too forced and posed. Image feels like it is trying too hard.



Person is present in the scene while not being the focus of the shot, making us feel connected to the moment.

## No artificial effects



Use of filters creates an unnatural image.

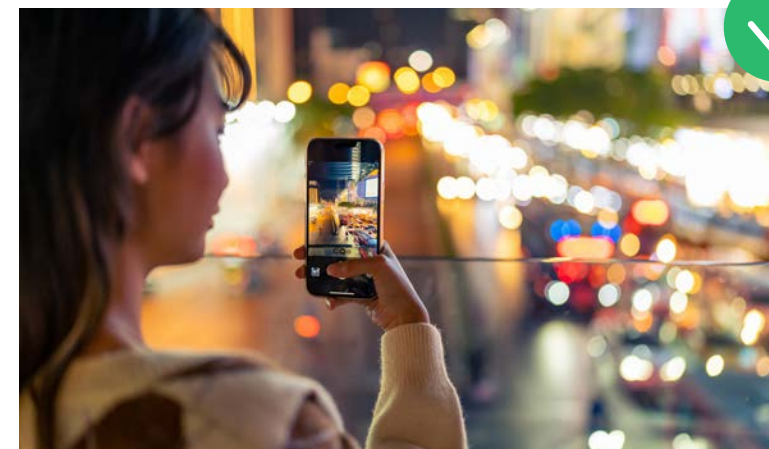


Use natural light to set a mood instead of adding light and effects.

## Natural light



Use of light is too contrasting and harsh to be able to make out the image.



There is balance to light and shadow. Neither is overwhelming the other.

## Leveraging available light



Lighting feels unnatural and makes images feel too stock-like.



Use natural light to bring an image to life.

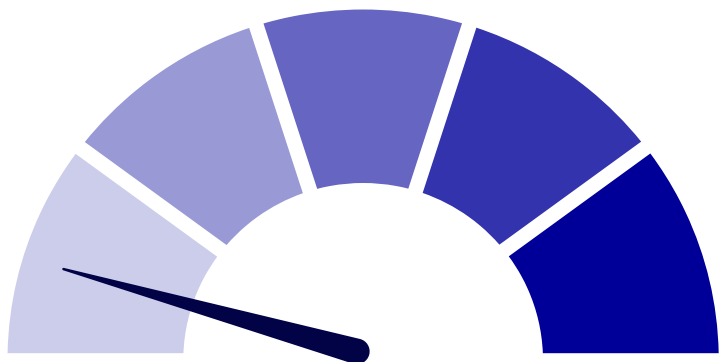


# Scale of expression

The use and treatment of photography can flex depending on the message, channel and audience. The scale below provides guidance on how to dial brand expression up or down when using photography in design.



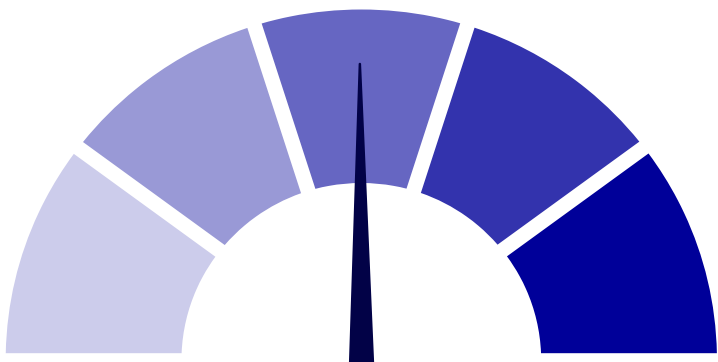
Full bleed photo



Low



Photo in capsule



Medium

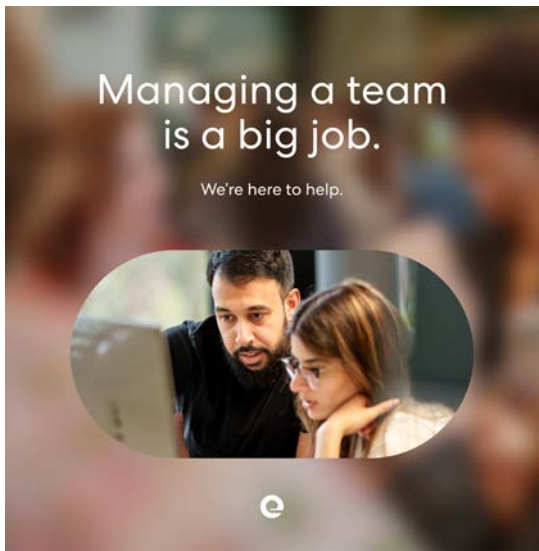
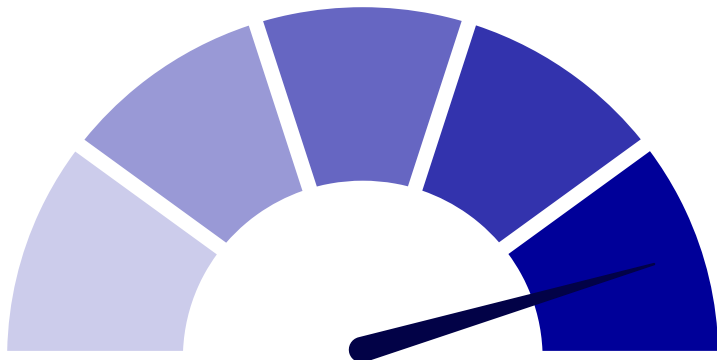


Photo in capsule layered over a blurred photo



High



# 08. Graphic device





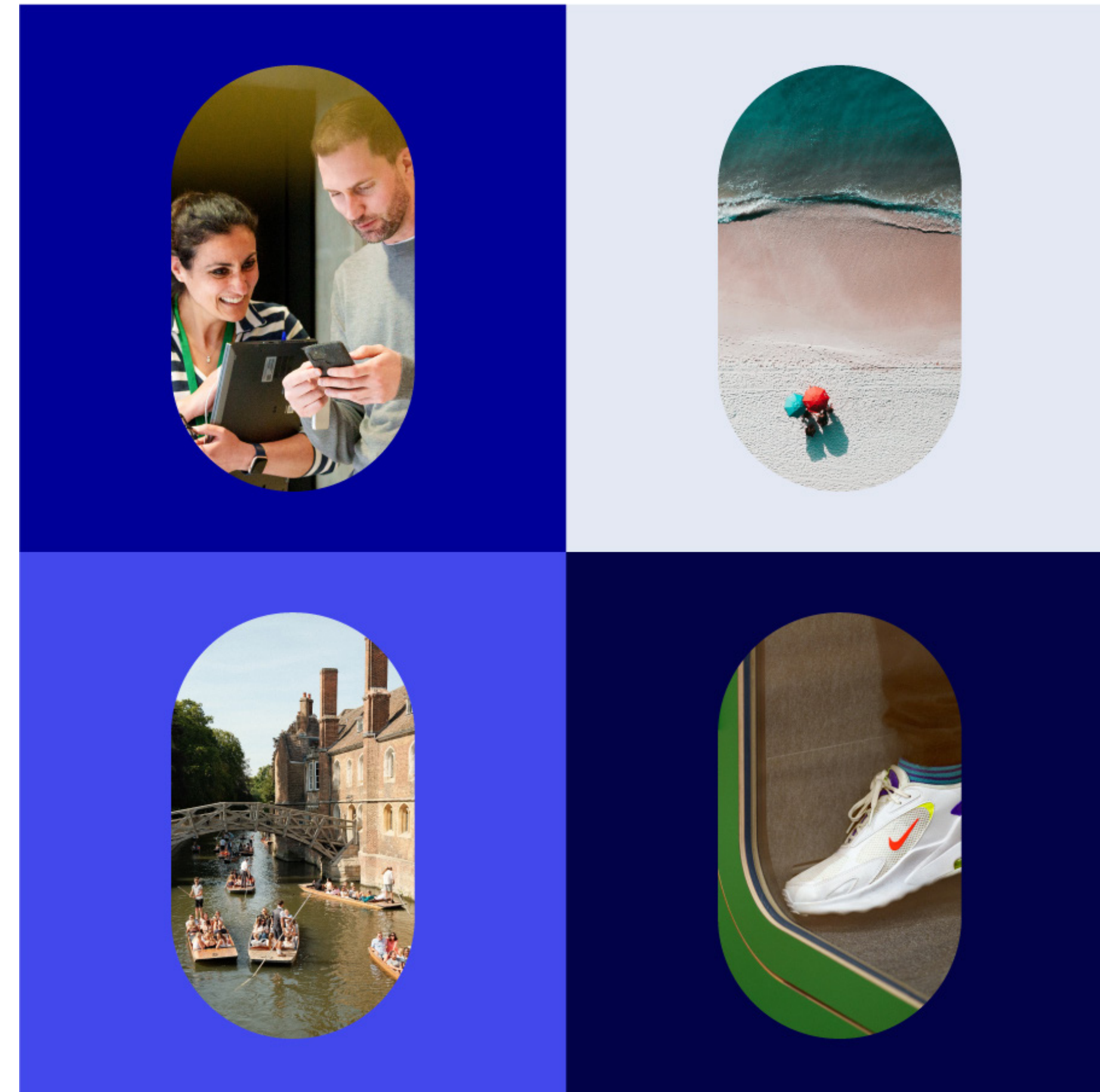
# Capsule

Capsules are our windows into worlds. We tell a lot of stories, and this shape is the window into our travelers stories, mimicking a window on a plane, train or cruise ship.

The usage of capsule shapes allows for versatility. Where a circle is bound to one shape, the capsule can be freeform in the way we apply it from elongated to wide scalability.

**Encapsulate** (verb):

to express the essential feature of something / to show the most important facts about something.



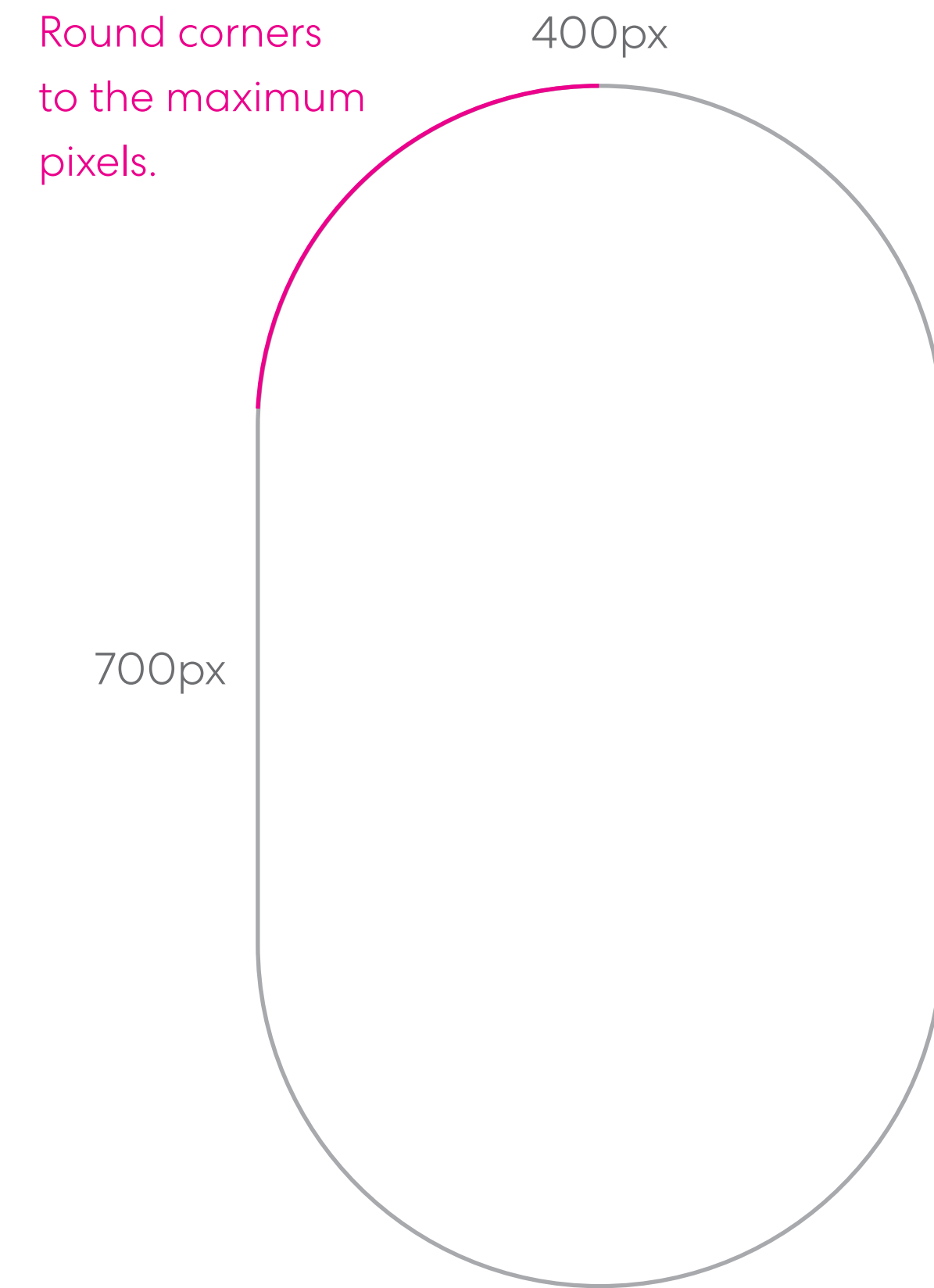
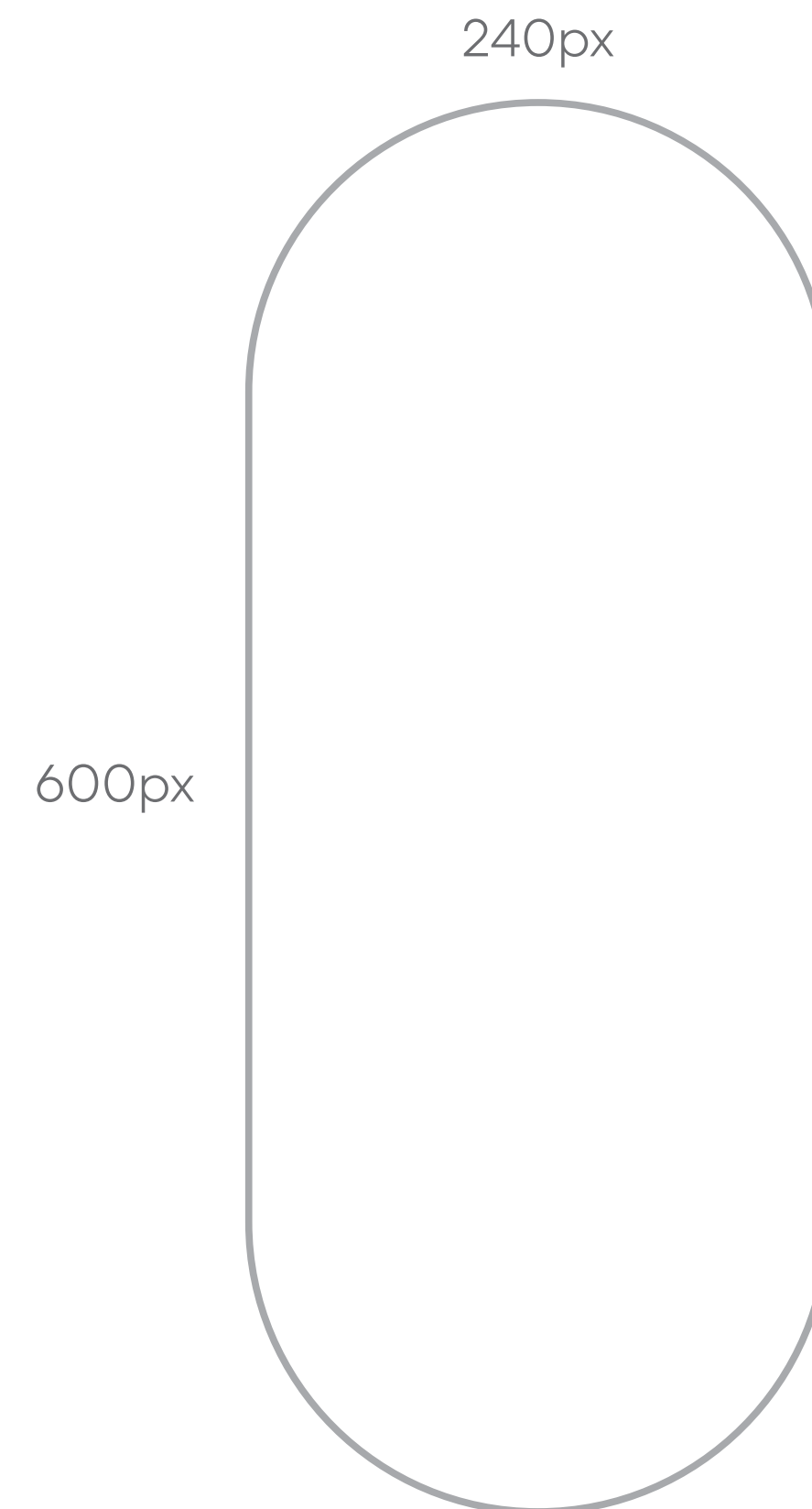
# Specs

While the capsule can morph and mold into its space as needed, there are two standard capsule sizes with a 2 to 3.5 ratio or 2 to 5. The capsule can lie vertically or horizontally in layout.

Ratio:

**2 : 3.5**

**2 : 5**



# Finding the right fit

It's important to find the right treatment for the capsule shape. While duplicating capsules can help fill space, featuring only one capsule can be a powerful and striking way to draw focus to a photo.

Do not cut off capsules for the sake of filling space.



**Travel is a force for good.**

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**Travel is a force for good.**

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**Travel is a force for good.**

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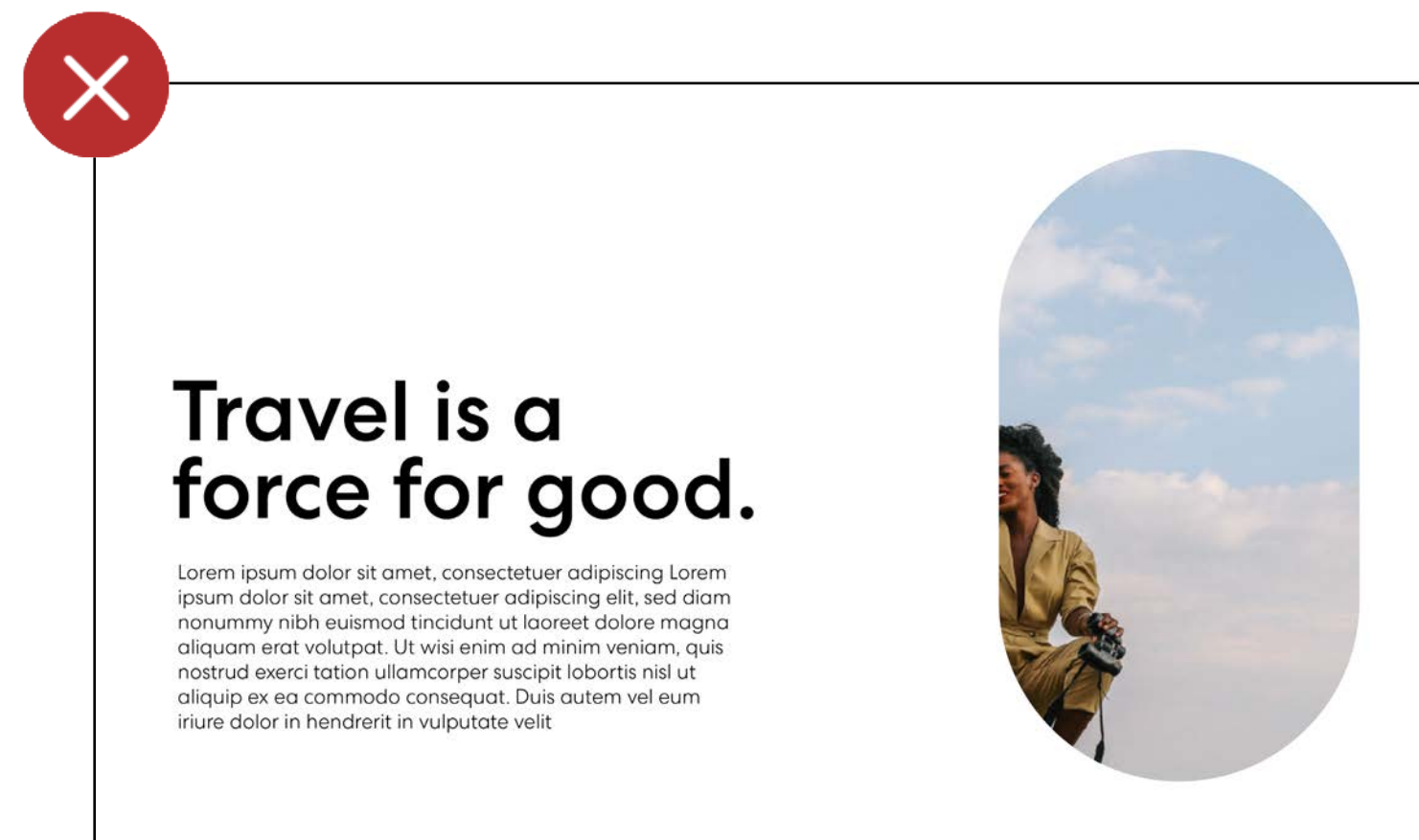
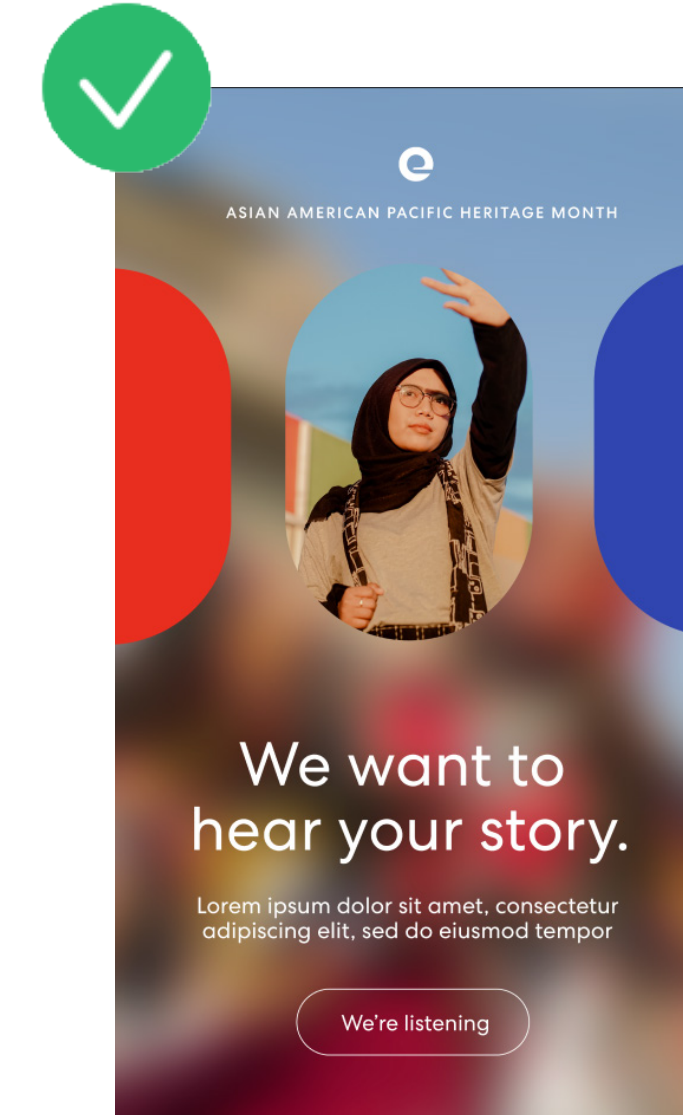
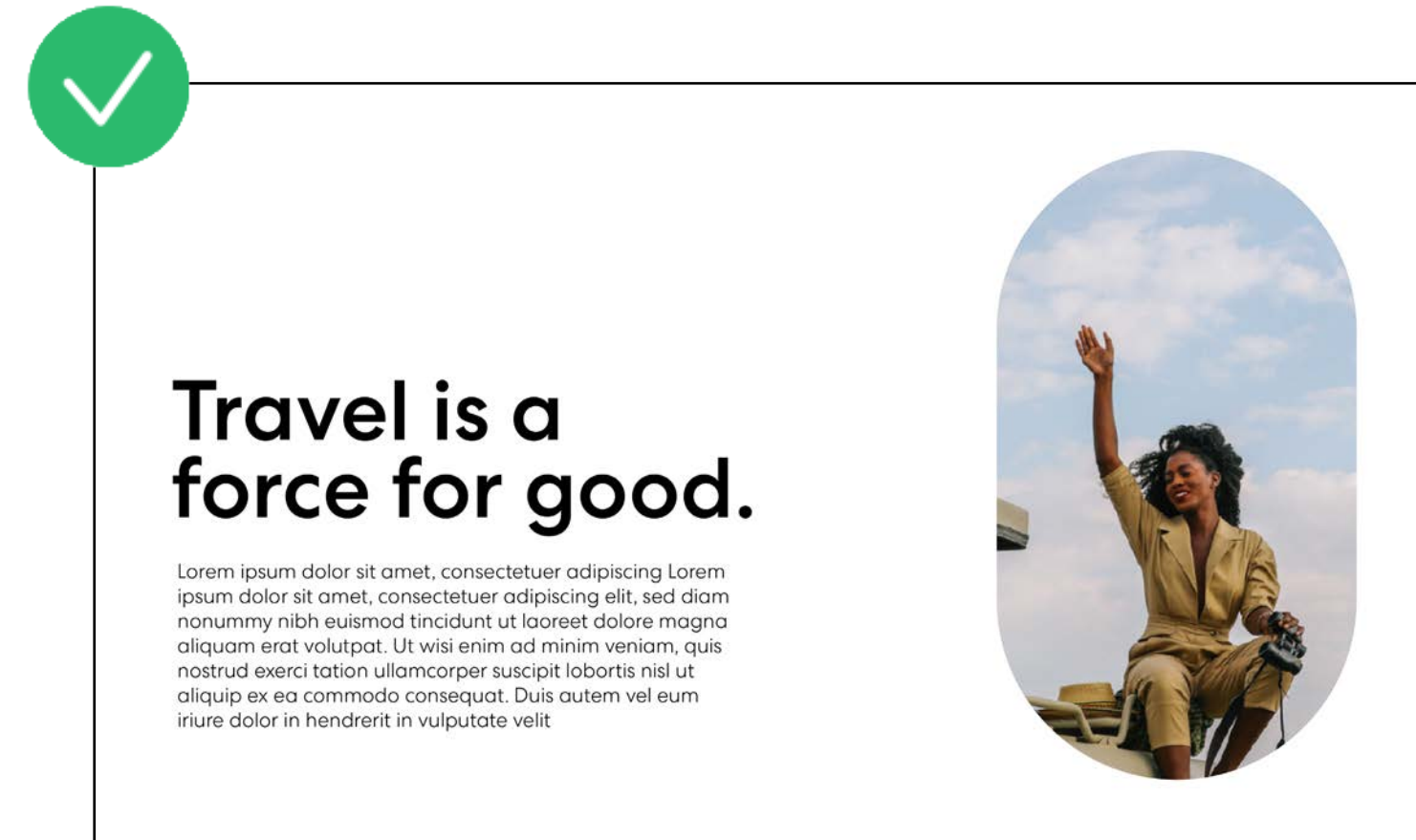


# Placement and positioning

Crop photos so subjects are positioned in the middle of the capsule, and no important context or faces are cut off.

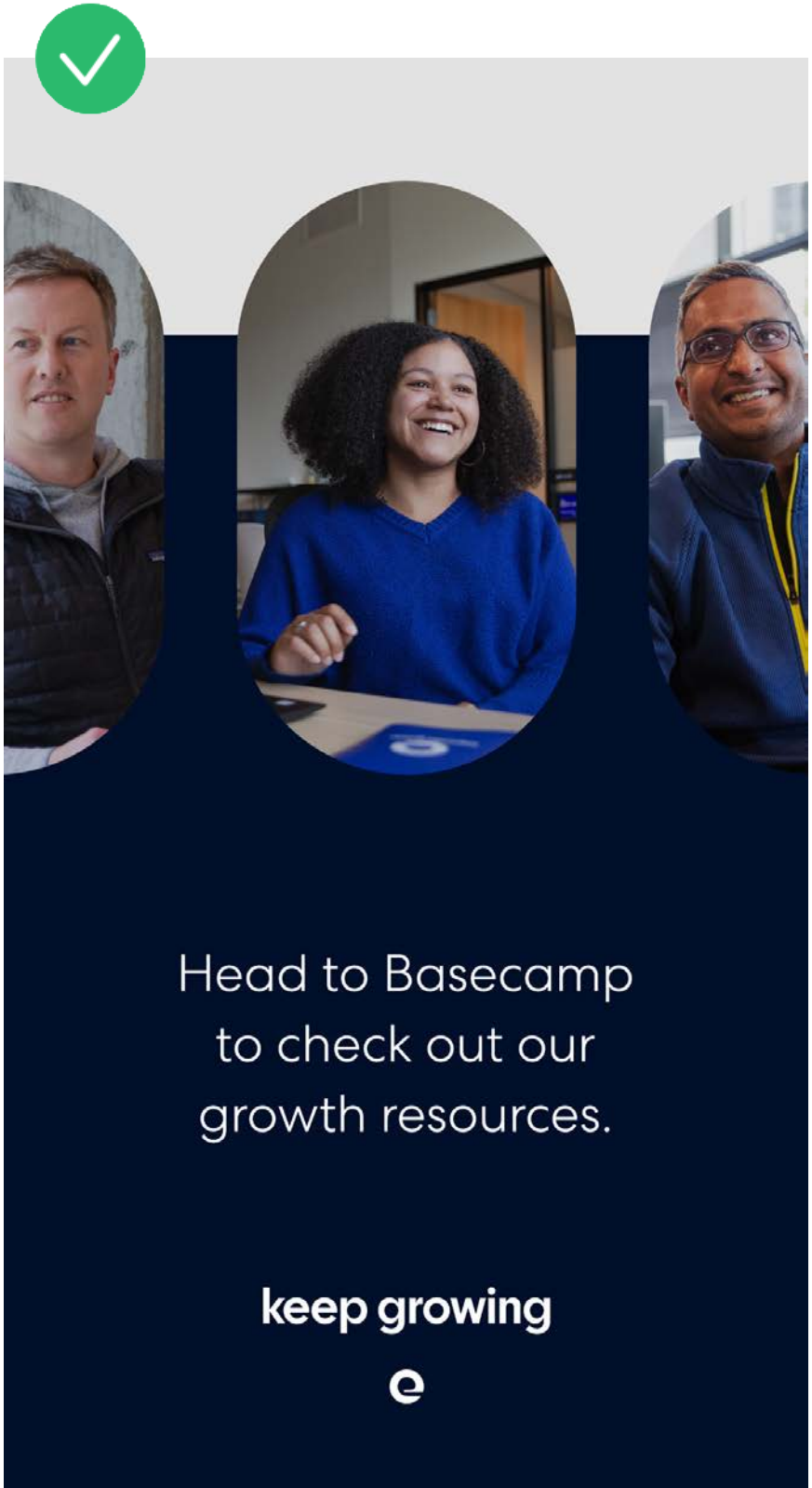
Capsules can be solid colors if helpful in communicating a color palette for a specific cause/campaign.

Capsules can be placed on blurred or crisp backgrounds, as long as there is high contrast between the two layers.

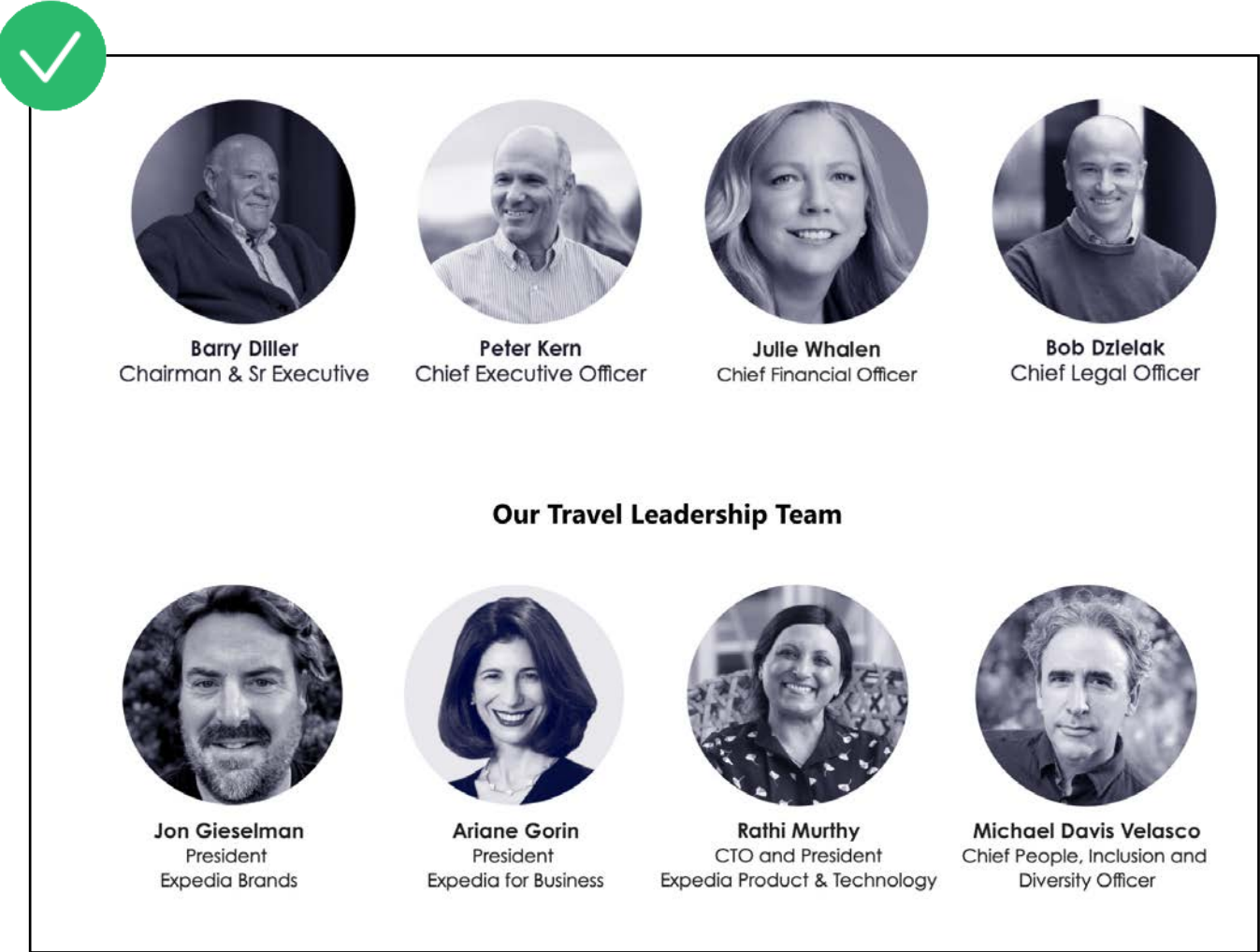


# How much is too much?

Rule of thumb: If you need more than three capsules, use a circle. This reduces over saturation of the capsule shape.



Up to three capsules per asset.



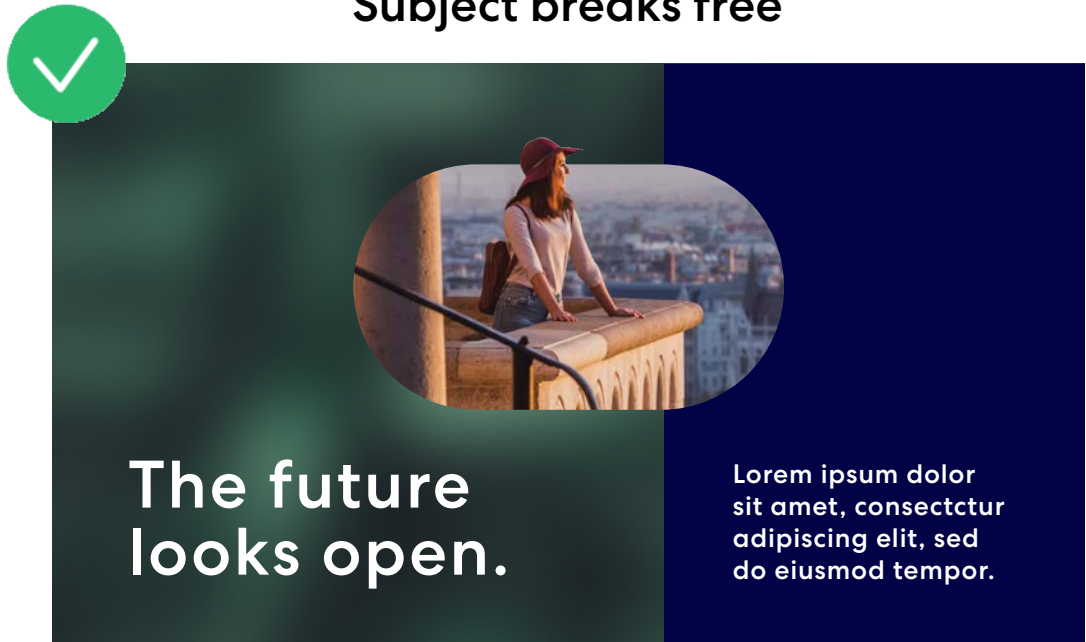
For larger quantities of photos, use circles to reduce over saturation of the capsule shape.

# Expanding the capsule

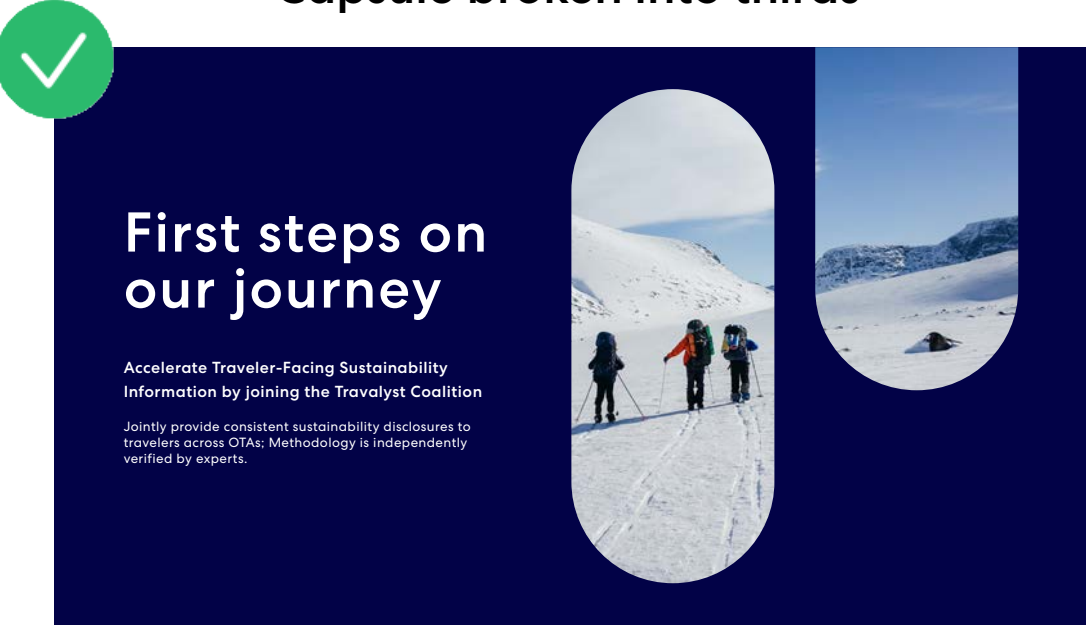
Changing the capsule size outside the standard 2:3.5 or 2:5 ratio is permissible as long as it serves a purpose. This includes breaking the capsule to attract visual interest - typically with one photo spread underneath.

- Subjects in photographs may “break free” from the capsule in order to send a clear message.
- The capsule may break into thirds, but never half.

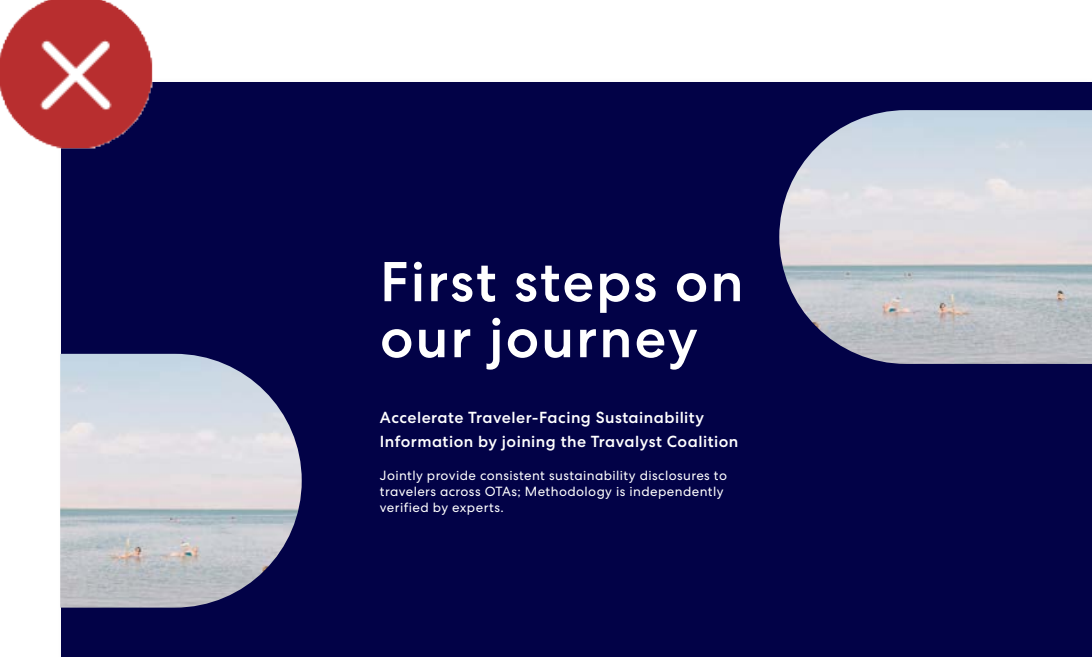
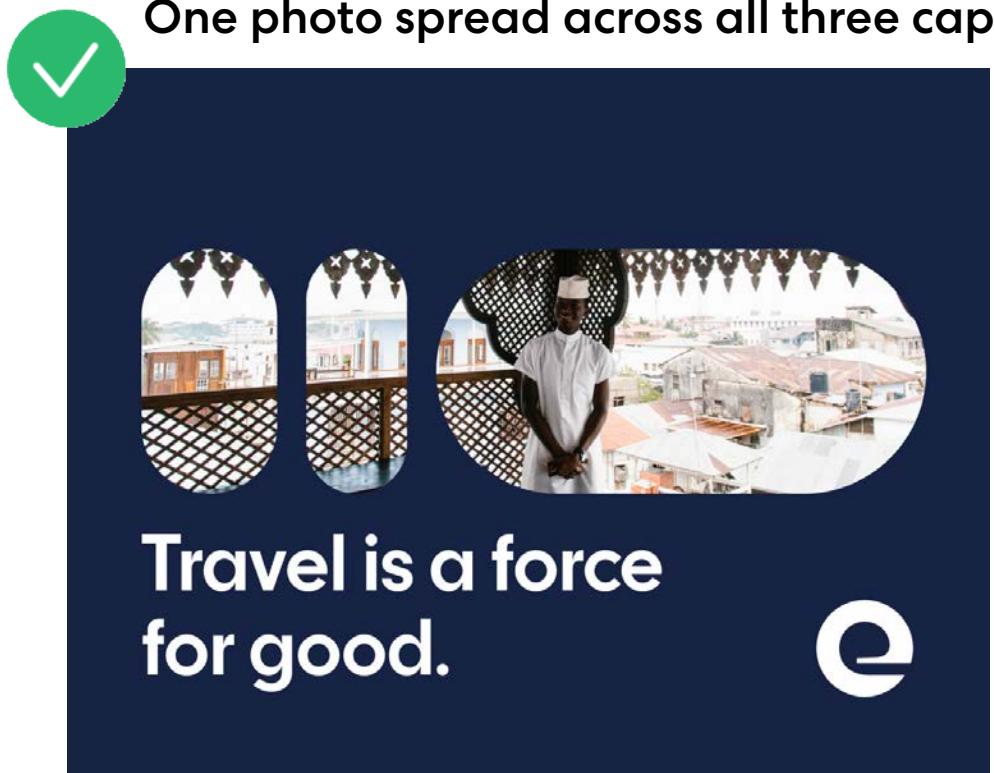
Subject breaks free



Capsule broken into thirds



One photo spread across all three capsules



# Use of circles


Circles are still an important element in the Expedia Group brand. They can be used in conjunction (but never together) with capsules to create a balanced and visually engaging design, without the risk of overuse.

By incorporating circles or capsules depending on use case, we can add variety and interest to our layouts, while maintaining a cohesive and recognizable brand identity.




OPTIONAL SUBHEADLINE

A large headline goes here. Keep it shorter than three lines or less.




Optional subheadline

Optional text II maximus amemdundi sic le ammolom nonestia volupta tinctem aut ad quaeat, cusam reni nisiquame nonaed et et




Optional subheadline

Optional text II maximus amemdundi sic le ammolom nonestia volupta tinctem aut ad quaeat, cusam reni nisiquame nonaed et et



Optional subheadline

Optional text II maximus amemdundi sic le ammolom nonestia volupta tinctem aut ad quaeat, cusam reni nisiquame nonaed et et



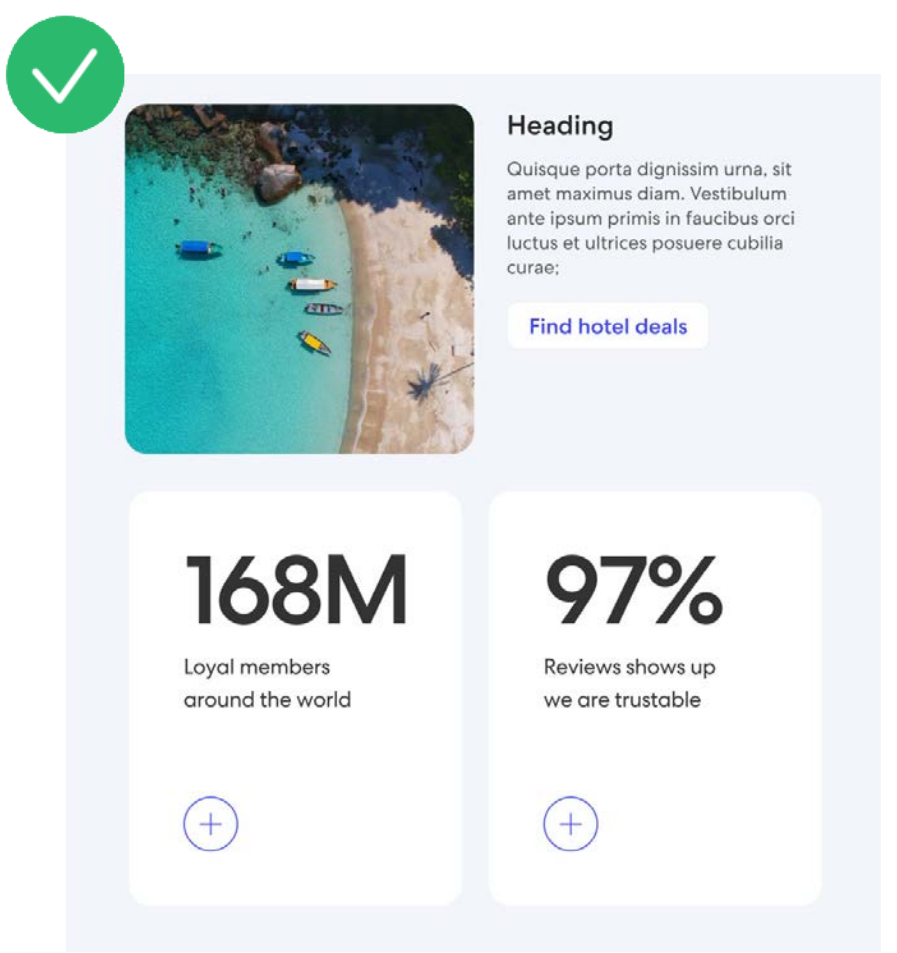
Optional subheadline

Optional text II maximus amemdundi sic le ammolom nonestia volupta tinctem aut ad quaeat, cusam reni nisiquame nonaed et et

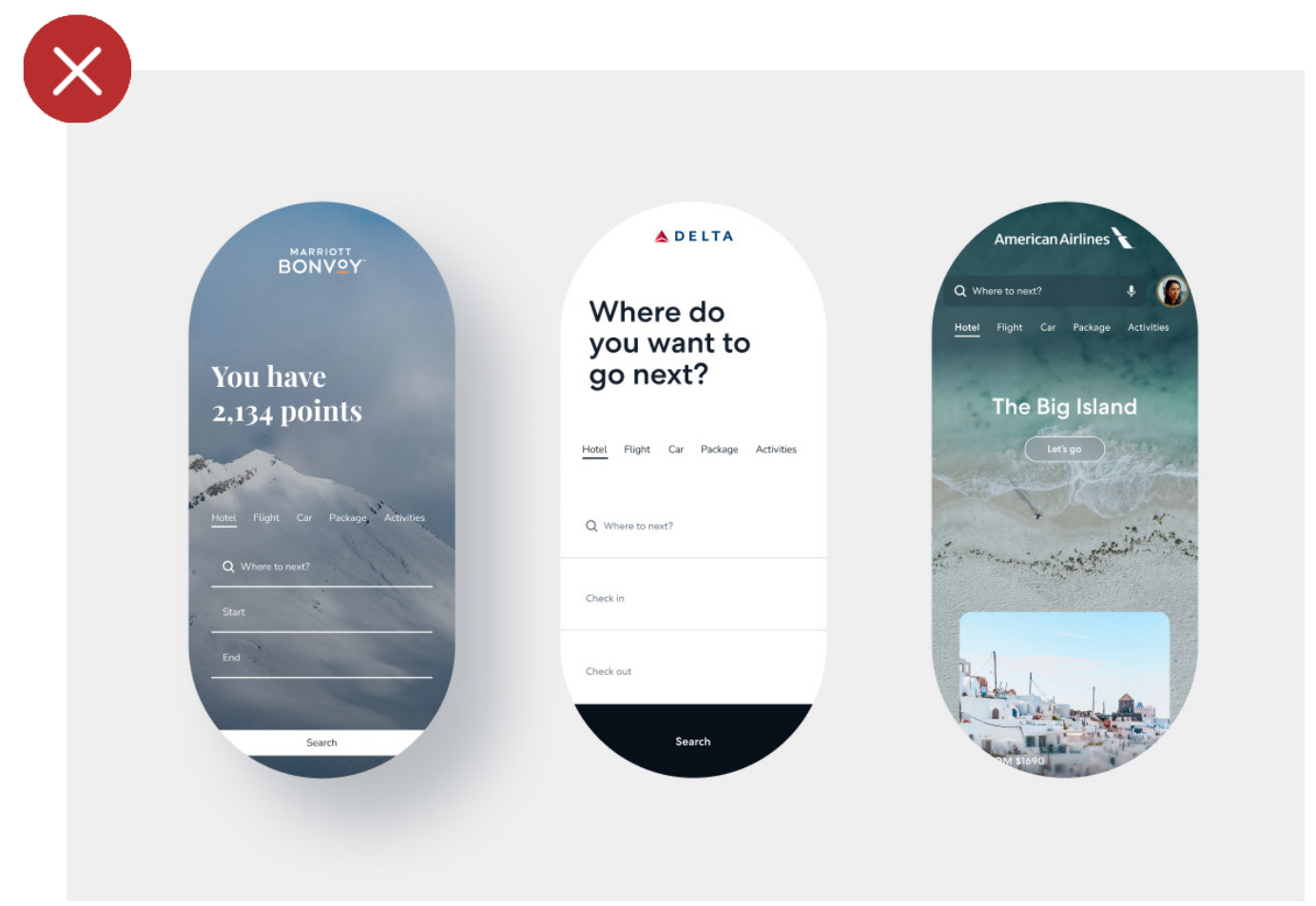


# Alternate shapes

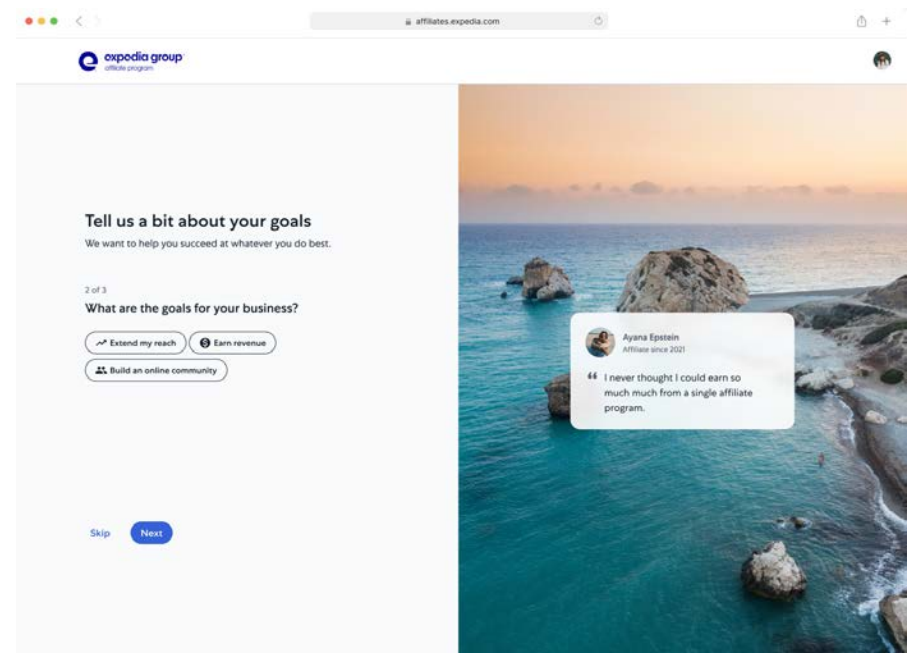
While the capsule is a striking tool in our brand kit, it doesn't need to be the only tool. Other shapes like the circle and chiclet should be used when the capsule feels too distracting or excessive.



Use chiclets or circles with lots of copy, to highlight statistics, and/or pairing photos that don't need to be in a capsule.



Don't use capsules when the natural shape of an image lends itself to a chiclet or circle.



These examples don't warrant use of the capsule shape because (left example) the full bleed photo helps set the environment and (right example) capsules are used in the header (not pictured), so circles are used to avoid oversaturation of the capsule shape.



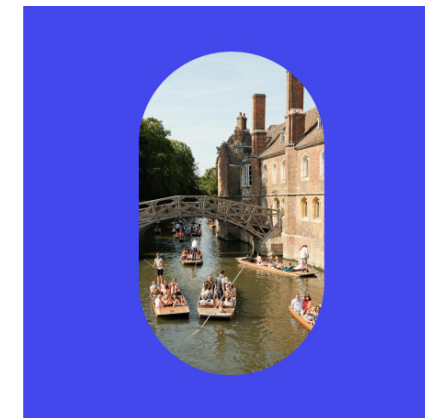


# Scale of expression

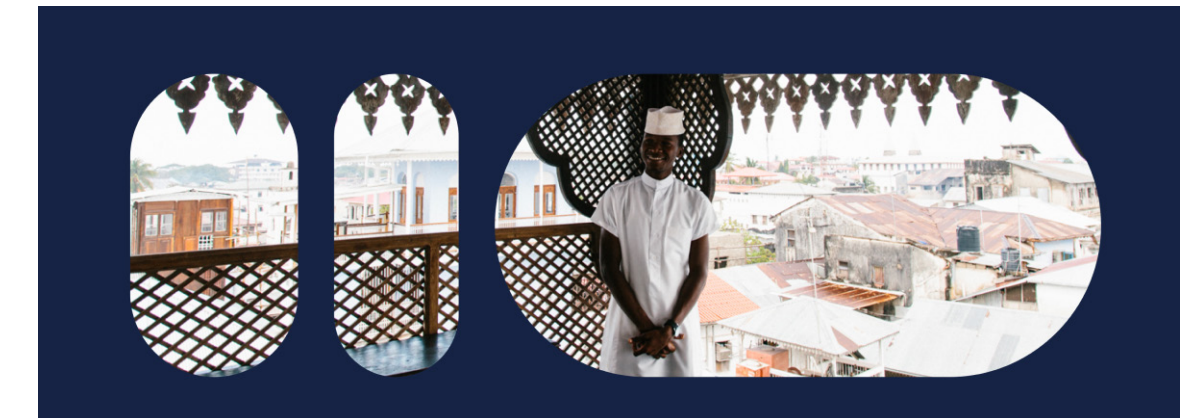
Using our various graphic device options – circle, square/rectangle and capsule – can scale our brand expression up or down appropriately based on the design purpose.



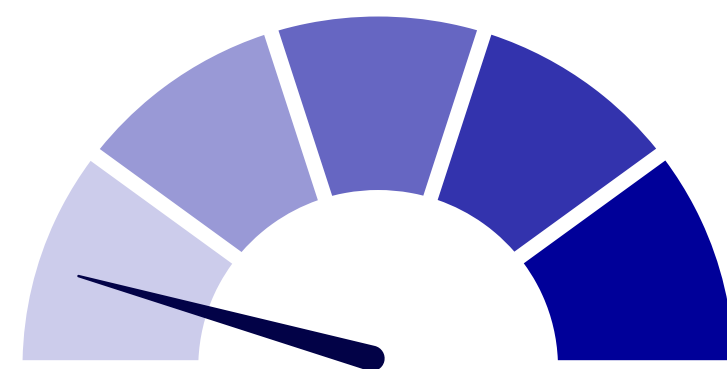
Using a circle in layout



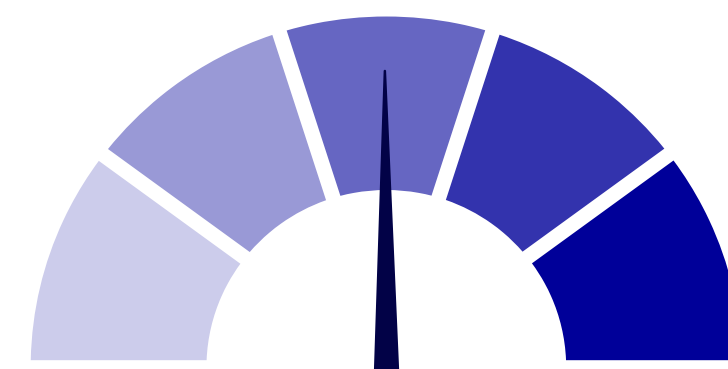
Using one capsule in layout



Using three capsules in layout



Low



Medium



High



# 09. Icons

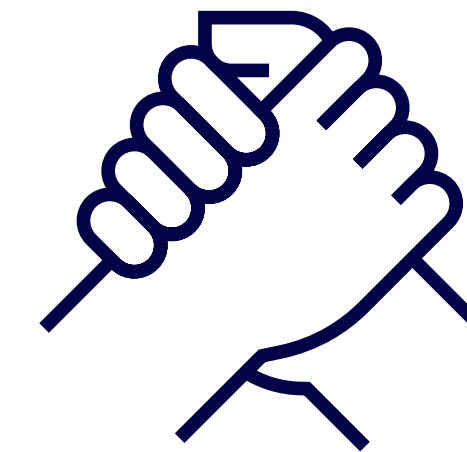


# What is an icon?

Icons represent a single subject matter in the simplest visual form. They are different from illustrations, which sometimes combine multiple concepts into one message or show a more elaborate scene.

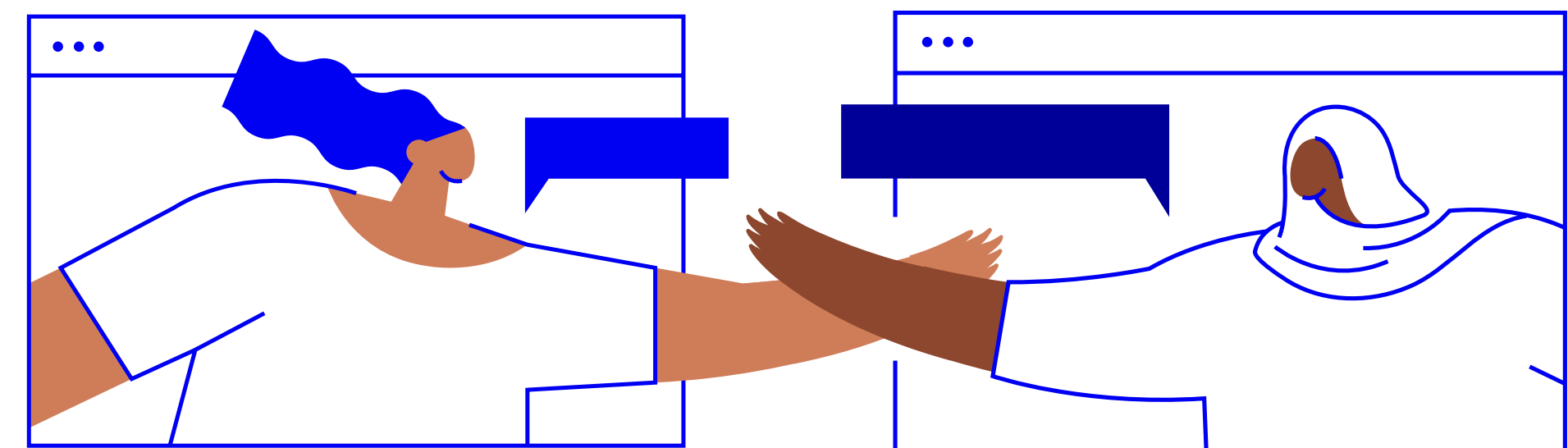
The example at right shows how the concept of team work can be visualized using an icon or illustration.

Icon



Team work

Illustration



Team work

# When to use an icon

Icons are intentional communication devices and can be used for the following purposes:

**Informational:** Generally positive in nature, these icons help a user understand the message or draw the eye to something that requires their attention or to where additional information is provided.

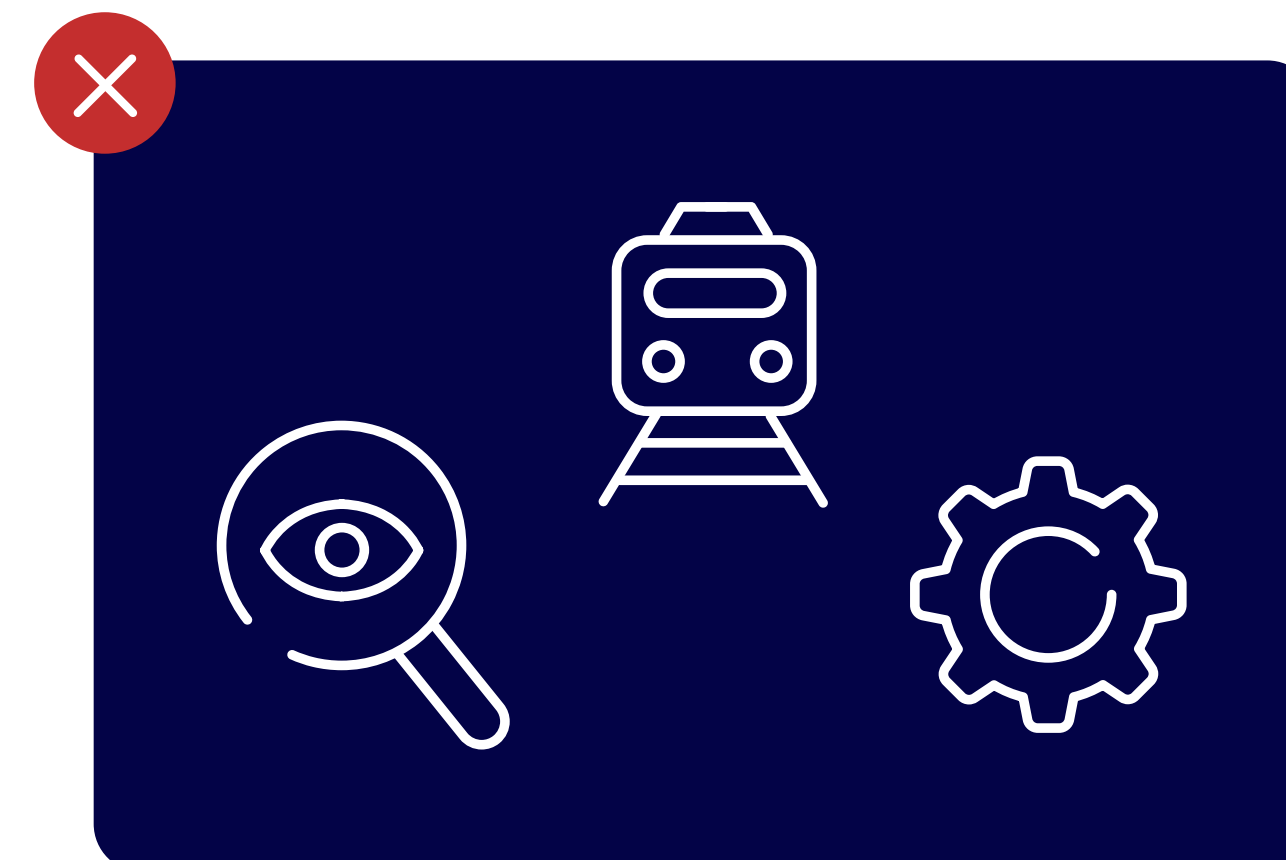
**Standard:** These icons help a user understand something with medium or low prominence and should remain neutral in meaning.

**Positive:** These icons help a user understand something positive, good or successful.

**Warning:** These icons are used to call a user's attention to something without it being perceived as a negative or an error.



Use icons to anchor bullet points in a presentation.



Don't use icons to fill empty space without intention.

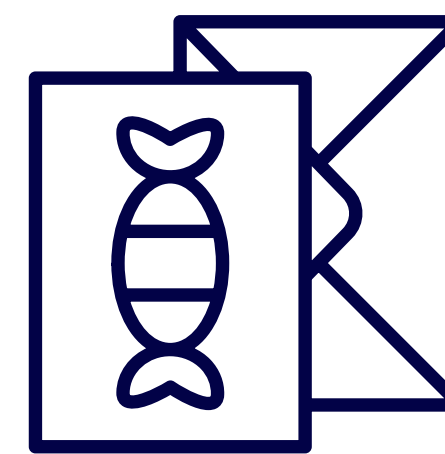
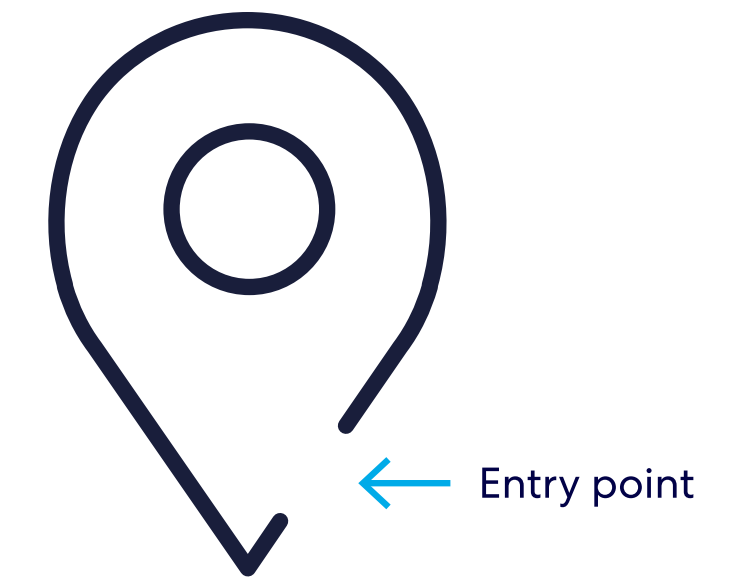
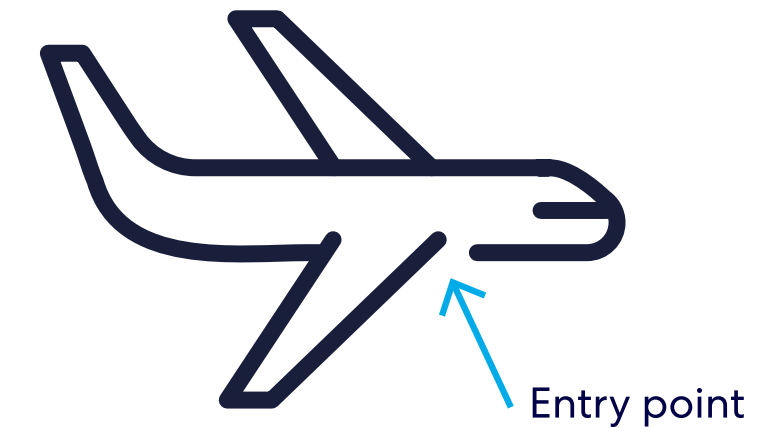
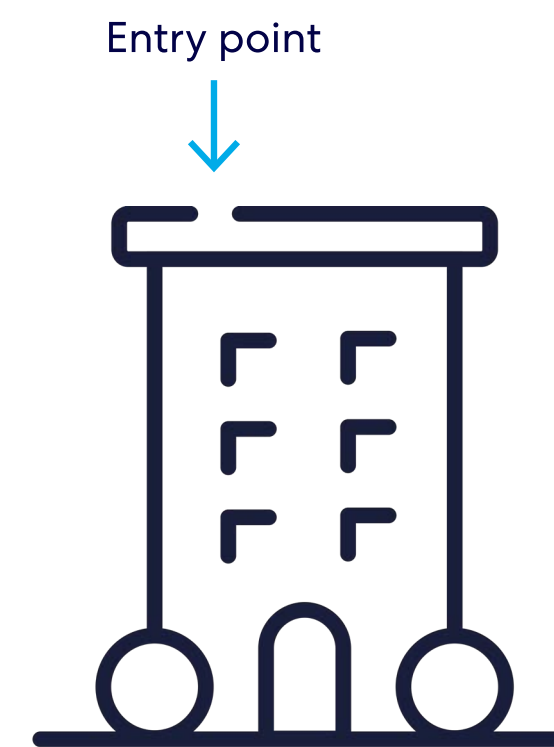
# Style

## Simplicity

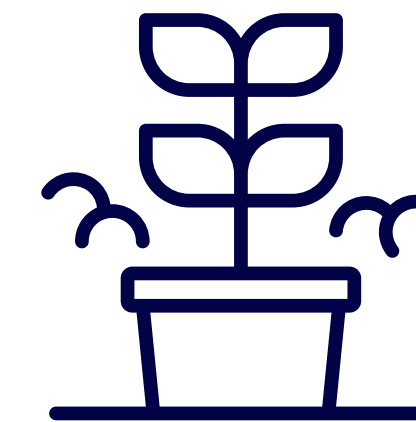
Use as few lines as needed to capture the essence of each subject matter. Ask yourself: Does this icon need that element, or can you tell what it is without it?

## Entry point

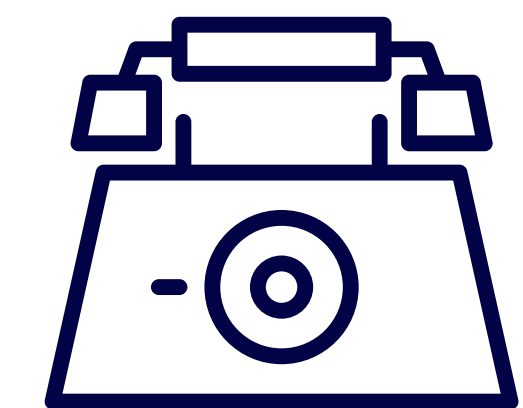
When possible, leave an opening in the icon (in an area that feels the most natural or needs breathing space). An entry point gives icons a feeling of openness and welcomes the viewer in. It also helps the icon not feel as static and stiff.



Can be represented in a simpler way



Uses excessive lines



Is not the most relevant symbol

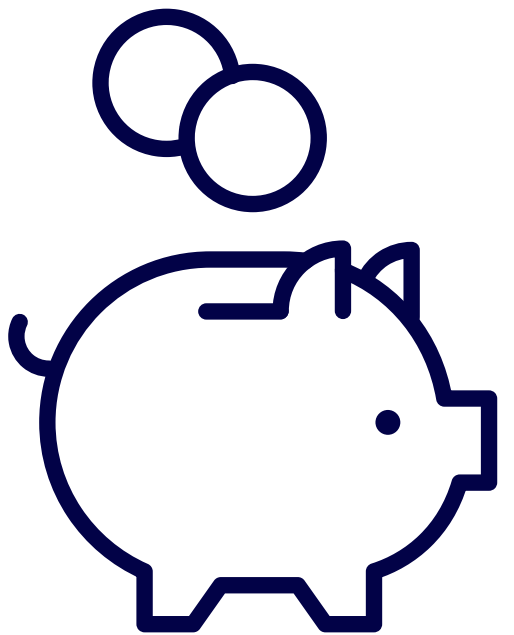
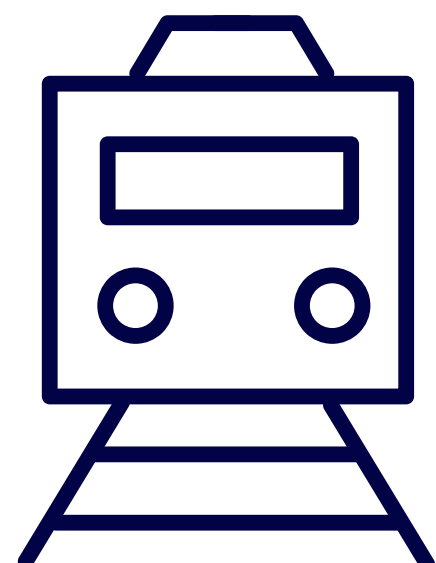
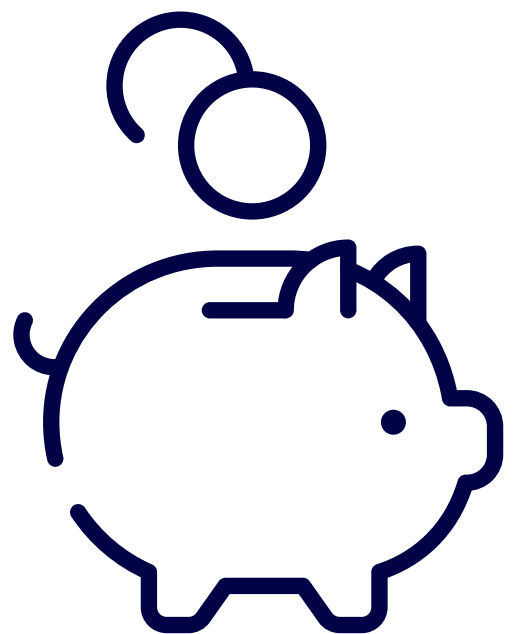
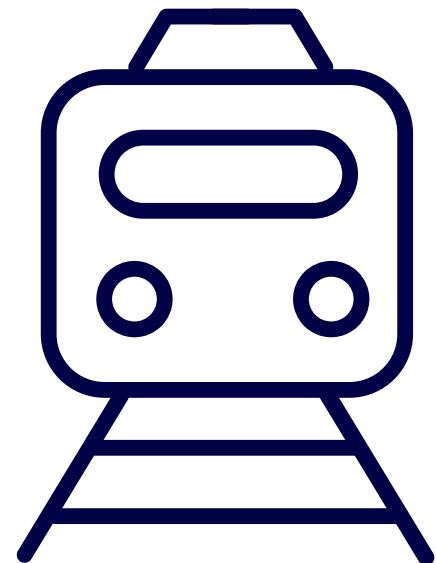
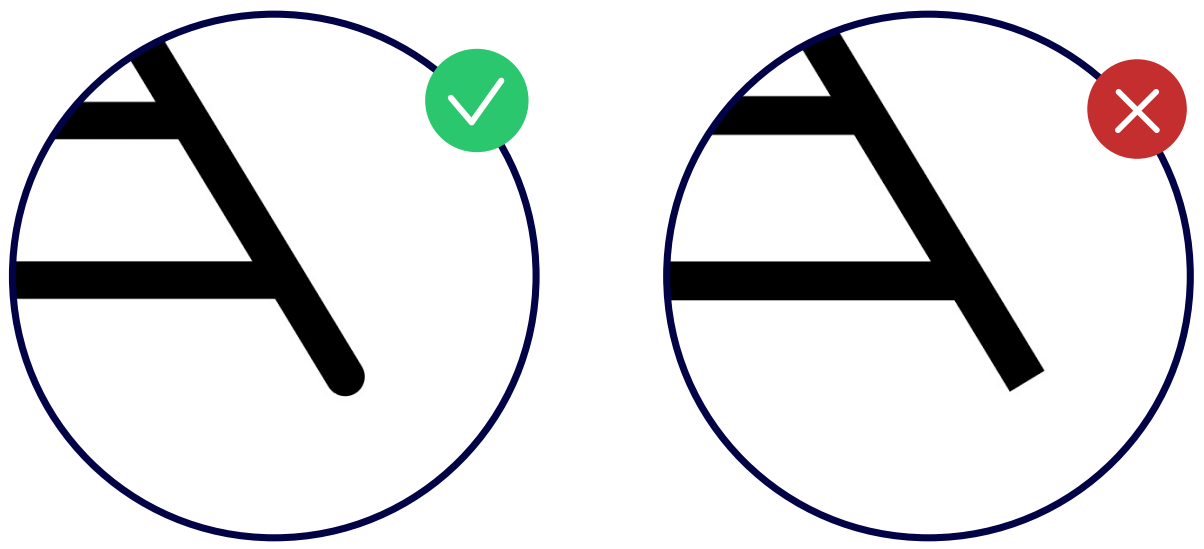
# Style

### Corner radius

The majority of corners in an icon end in a rounded corner. The exact radius of the corner will depend on the overall icon itself and how many corners co-exist in close proximity, but the general recommendation is 10-20 px for an icon that is 152 px wide.

### Round cap and corner

All stroke lines in an icon end in a round cap and round join (or corner) as shown below.



# Simplicity

Here are two examples of how icons can be further simplified.

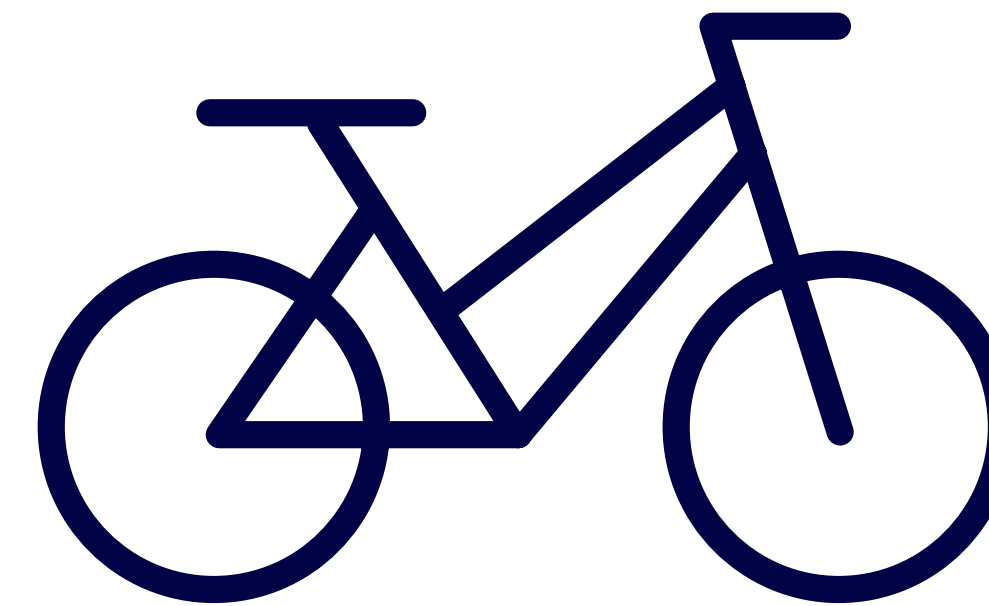
## Bike

1. Remove a few excess lines.
2. Round two of the sharp corners.
3. Shorten one of the lines to create an entry point that helps the icon feel more open and light.

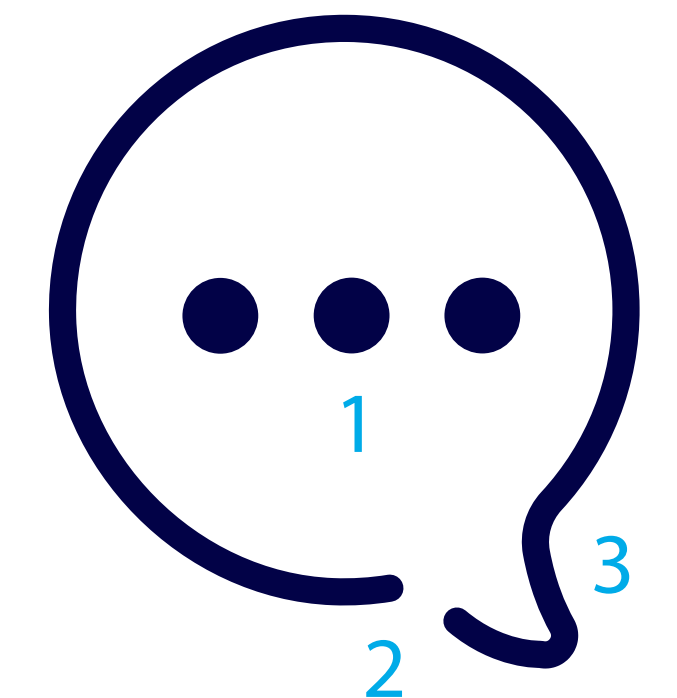
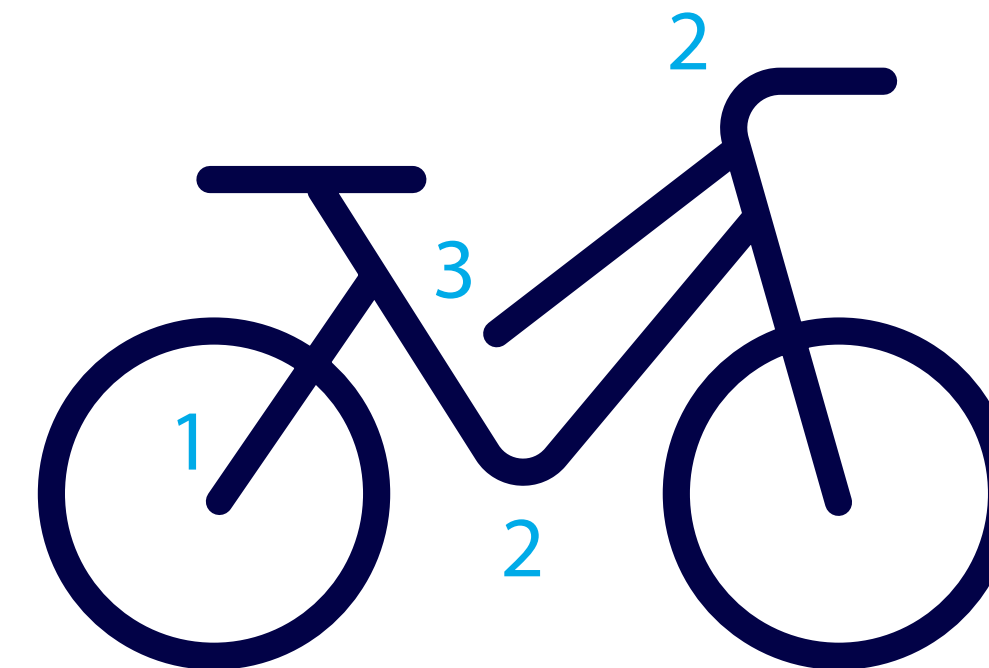
## Talk Bubble

1. Replace the quotation mark with a symbol that is more relevant to tech (indicator bubbles that show someone is typing or thinking).
2. Leave an opening in the bubble to give the overall icon a sense of openness and breathability.
3. Round two of the sharp corners.

Before



After

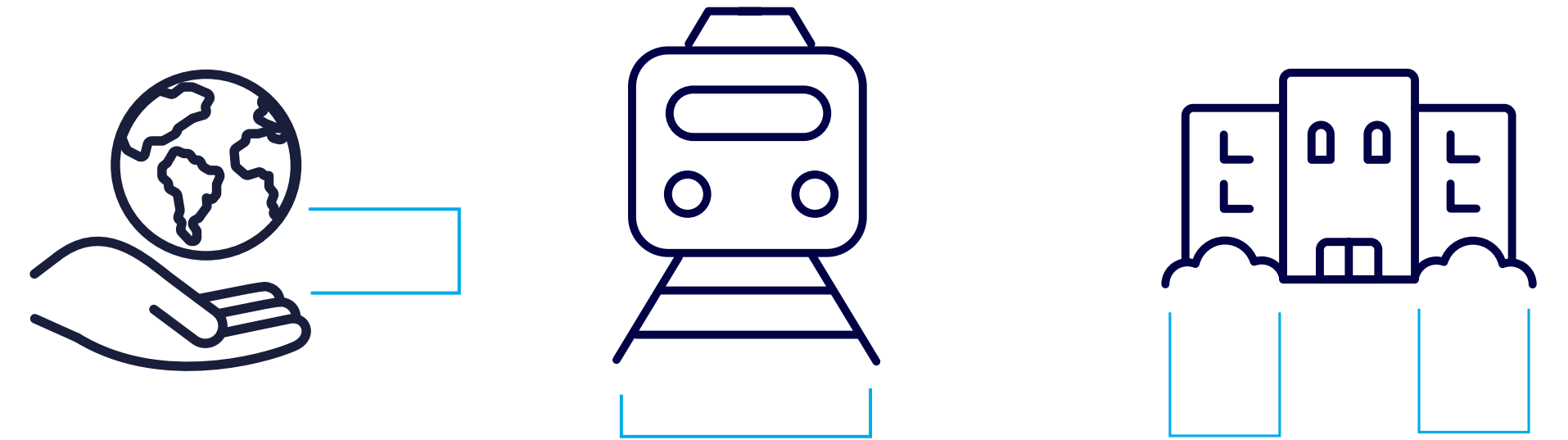


# Entry point

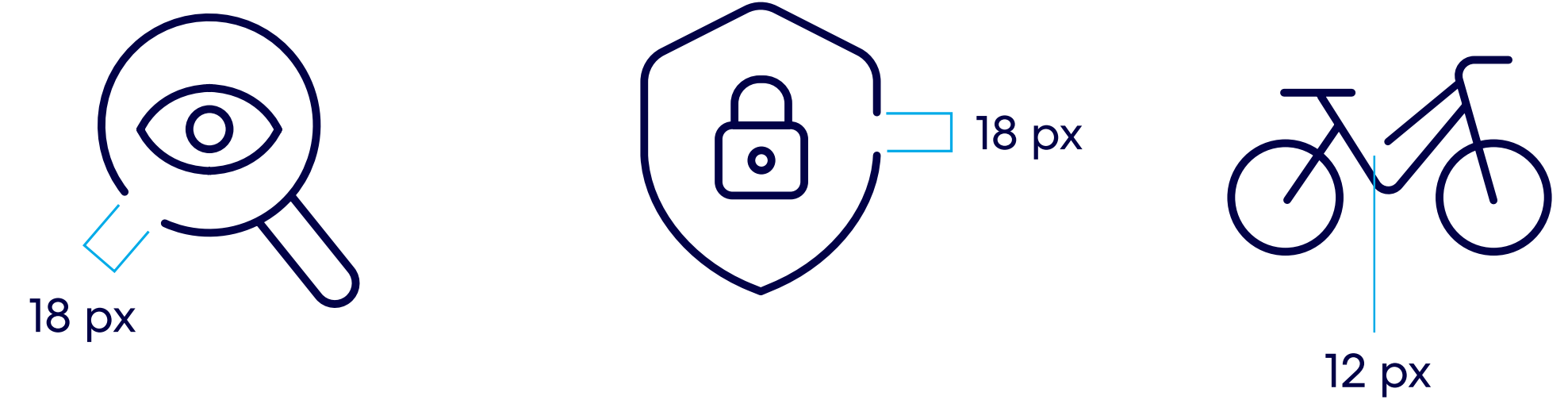
For icons that have a “natural” entry point created by the subject matter, the width of the entry point can range widely, as shown to the right.

The width of a built-in entry point should typically be 12-18 px, depending on the icon. For example, more detailed icons or those with a tighter corner radius will generally have a smaller opening.

“Natural” entry points



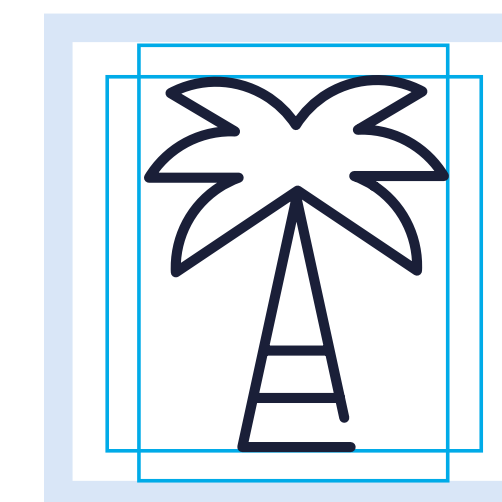
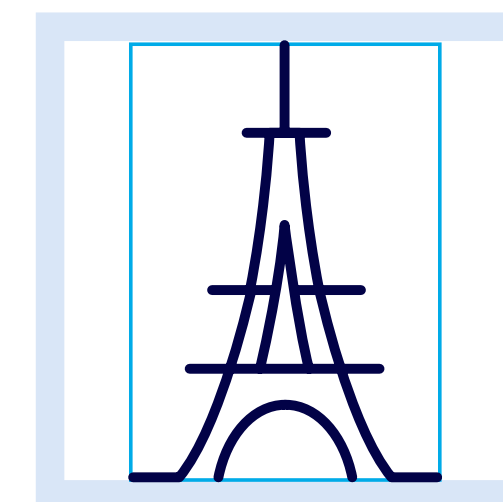
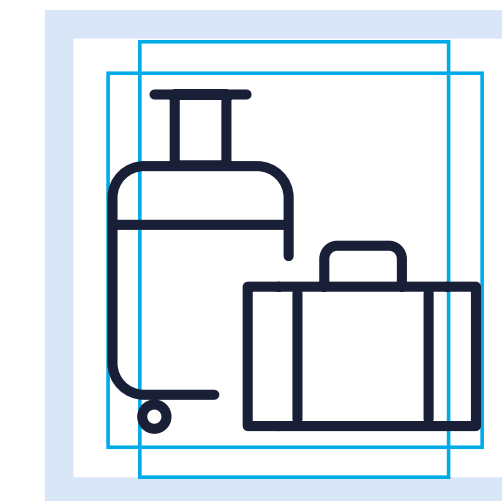
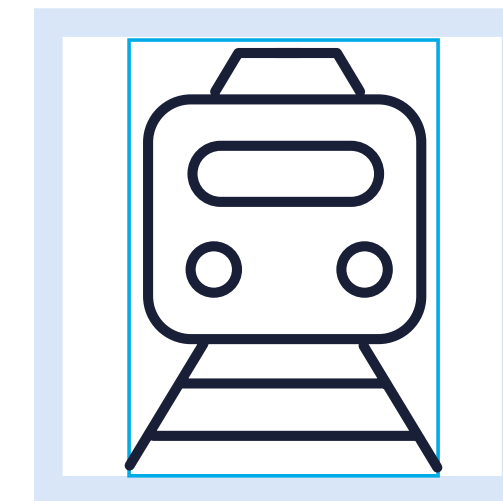
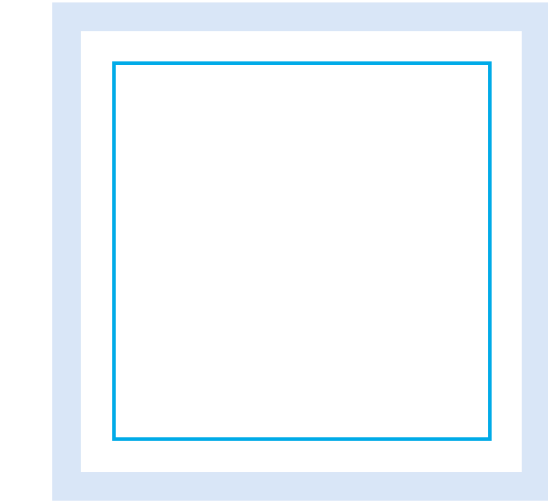
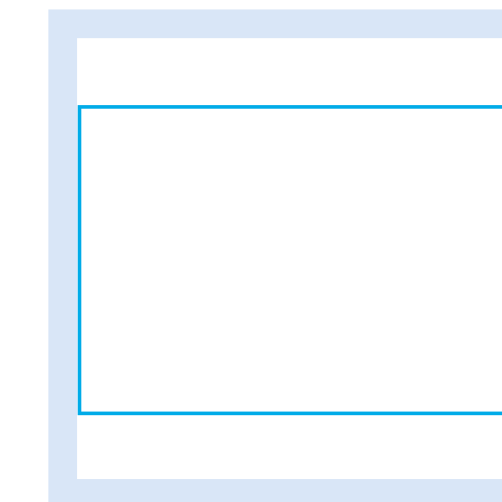
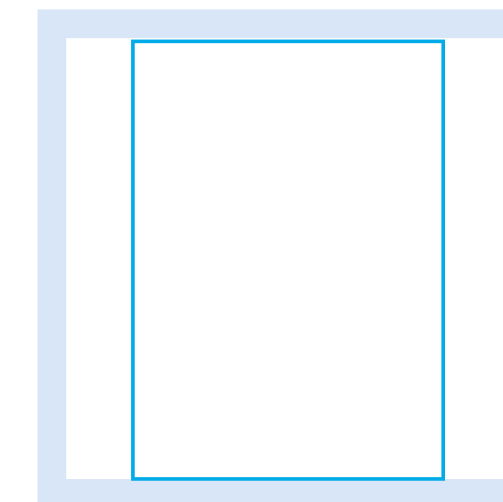
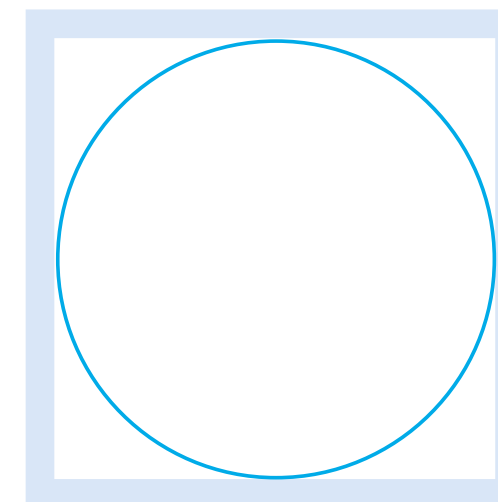
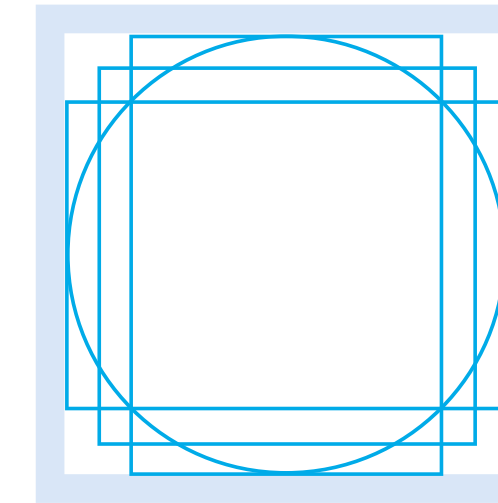
Built-in entry points





# Fitting a grid

To ensure icons are consistent when displayed side-by-side, make sure they each fit inside one of the grids to the right. These grids accommodate icons that are circular, square or rectangular in shape.

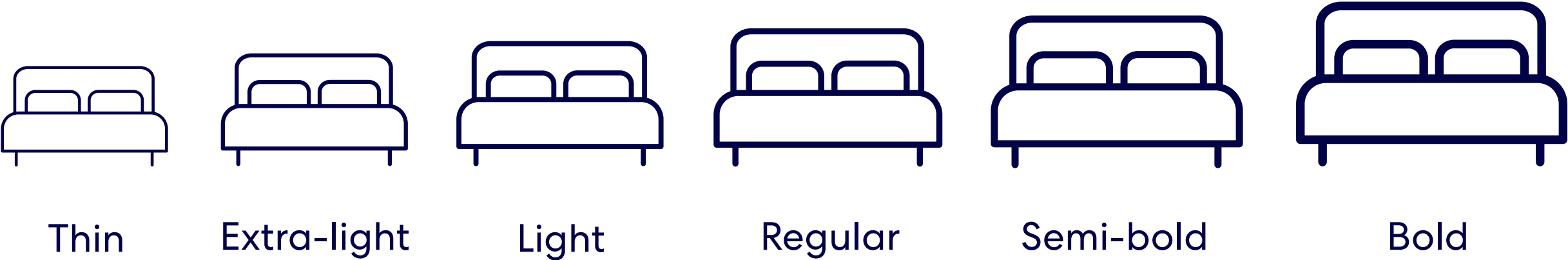


# Scale

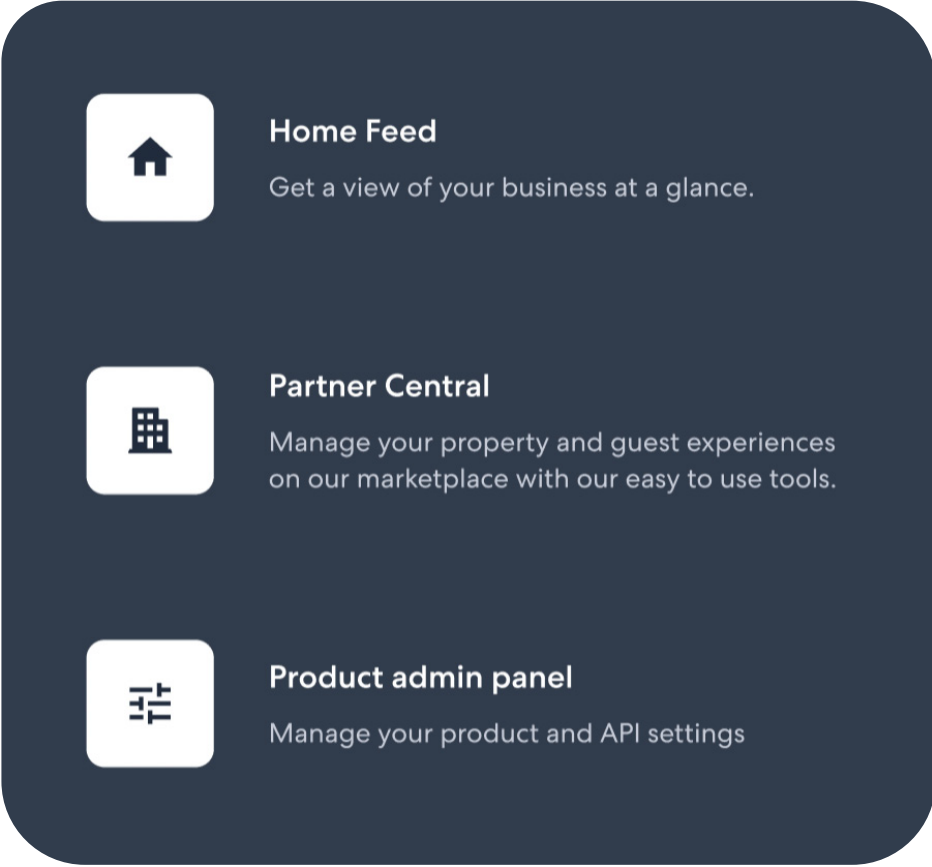
Icons should not be scaled to exceed 1.25 inches when printed on a sheet of paper, or 152x152 px on screen.

They should also not be scaled down smaller than 96 px wide to avoid confusion with system icons, which are designed specifically for digital spaces such as apps.

Range of acceptable sizes for a standard icon

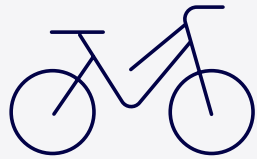



Examples of system icons




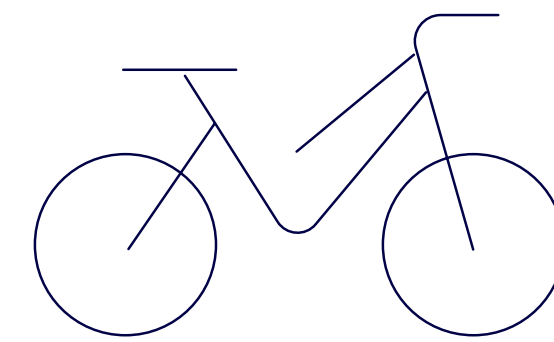
# Line weight

While every use case is different and may require exceptions, the general recommendation for icon line weight (or stroke width) is 3-4 pt for an icon that is 104 px wide.

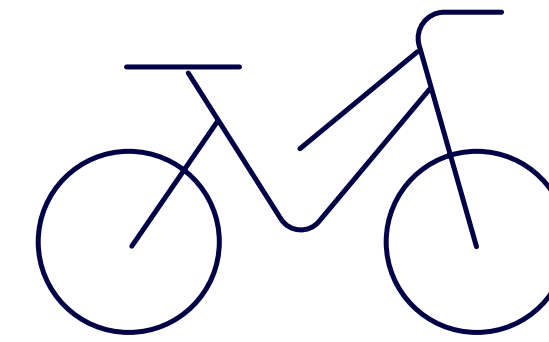
✗ 

✓   
3 pt  
104 px wide

✗ 



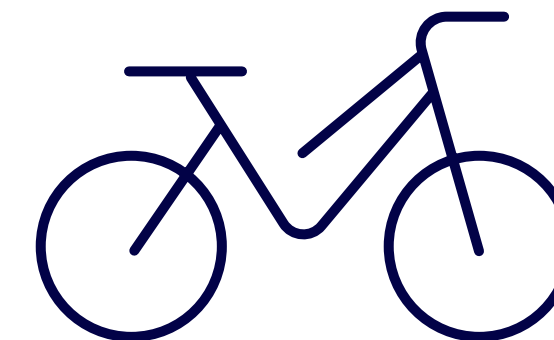
1 pt



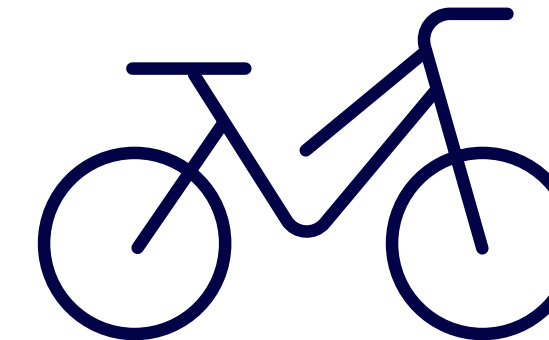
2 pt



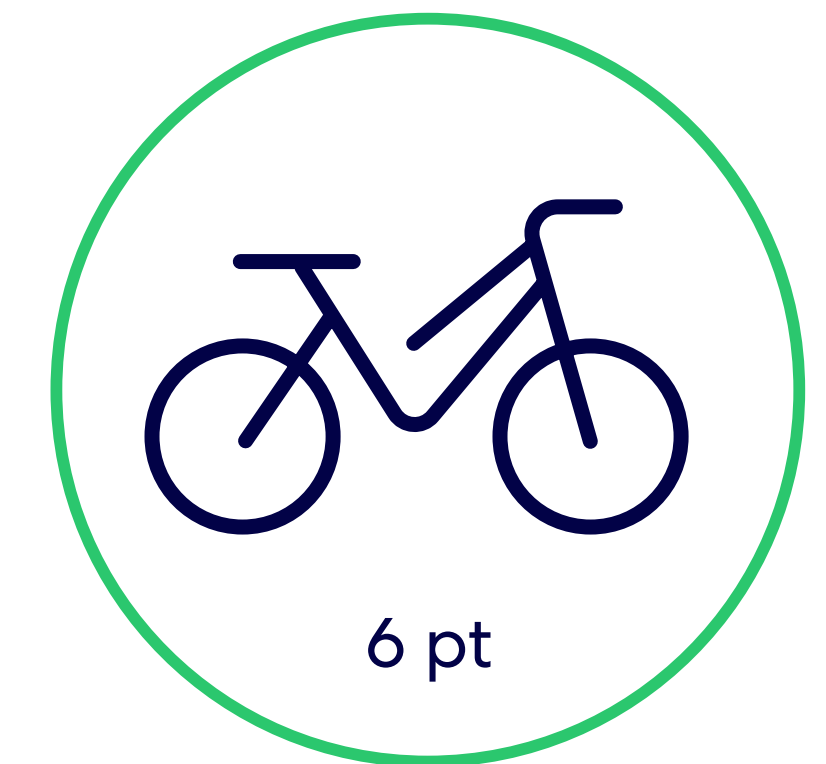
3 pt



4 pt



5 pt



6 pt



7 pt



8 pt



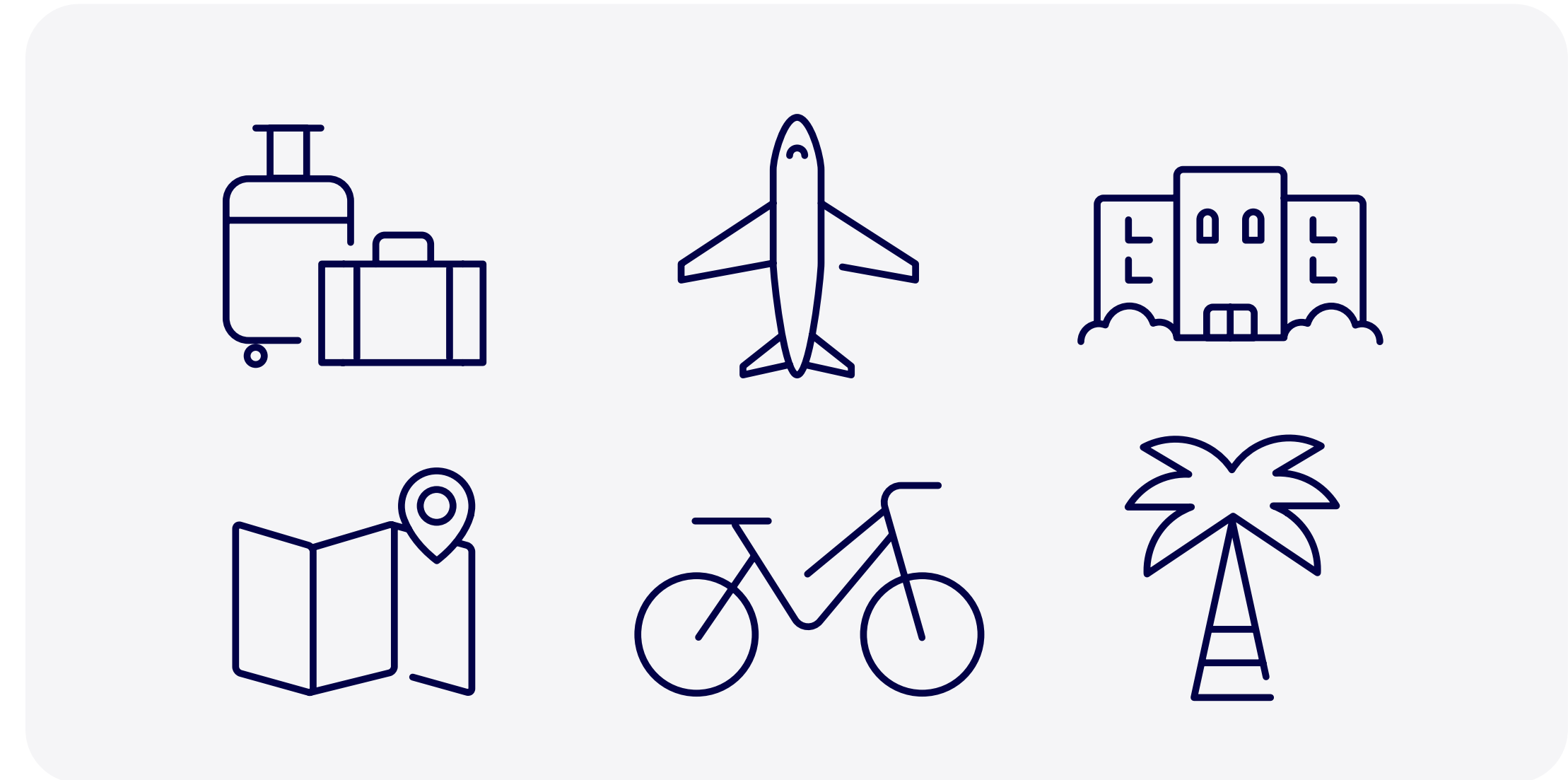
9 pt



# Colorways

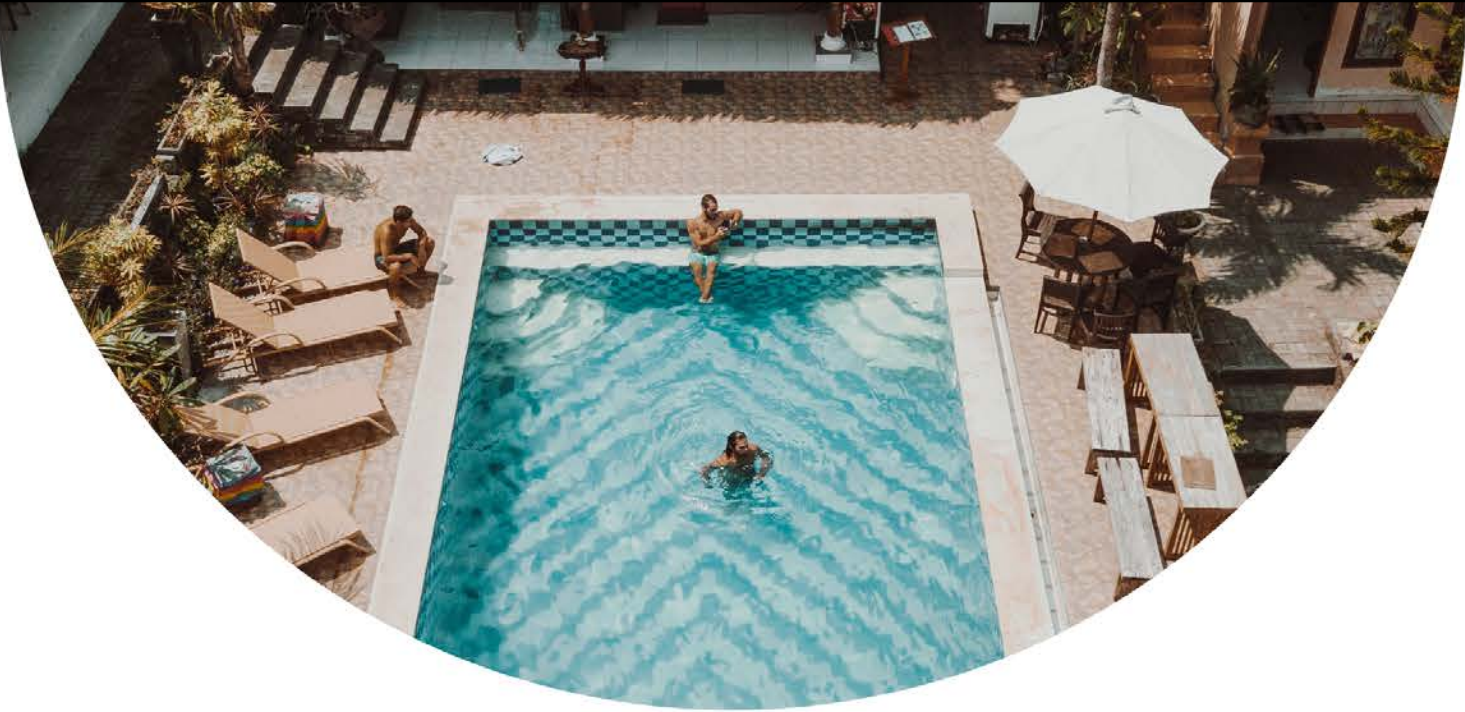
For accessibility purposes, Expedia Group icons are offered in two main colorways — stroke lines are either black or white.

In some cases, you may have to put an icon inside of a circle for it to stand out against a backdrop or to be accessible. Do not put an icon inside of a colored circle that is off-brand (e.g., green, orange, red, etc.).



# Colorways

When icons are used in reference to another brand (e.g., Expedia), they can sit in colored shapes that align with that brand's identity. This typically occurs in internal presentations or internal communications.



**Help increase your visibility in search results**

On average, properties that opt in benefits from +16% increase in visibility\*.

**Help drive more bookings**

On average, properties that opt in see +15% revenue\* and +11% net room nights\*.

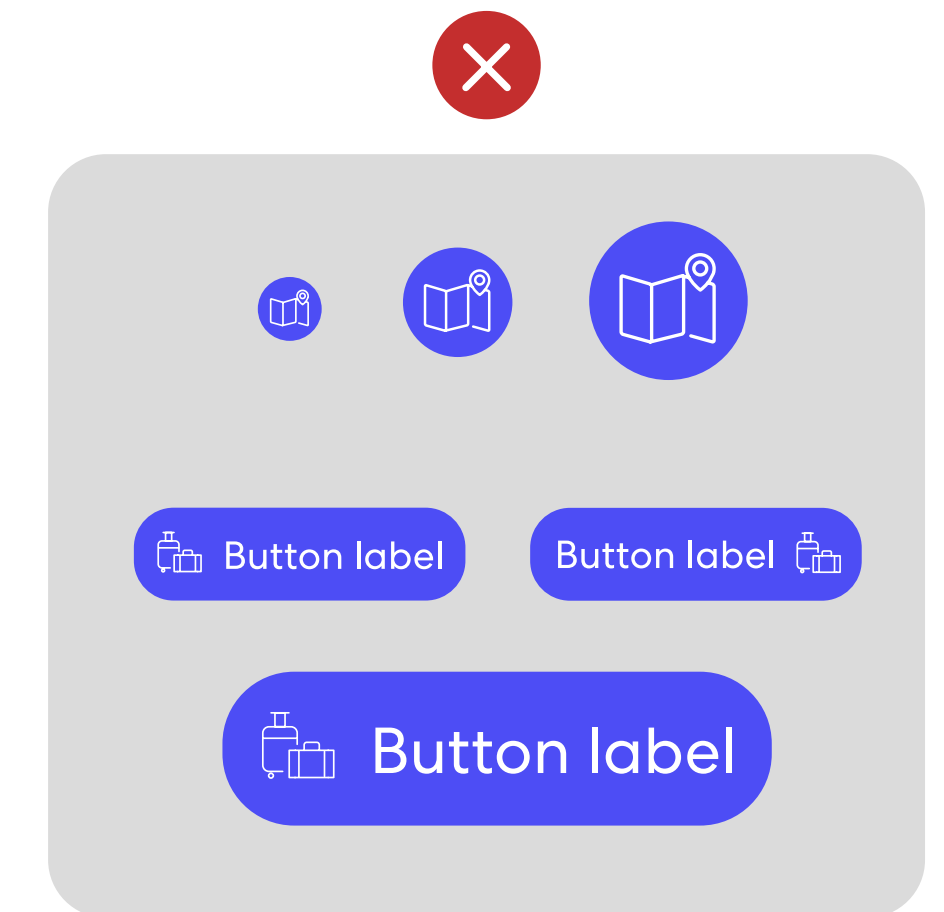
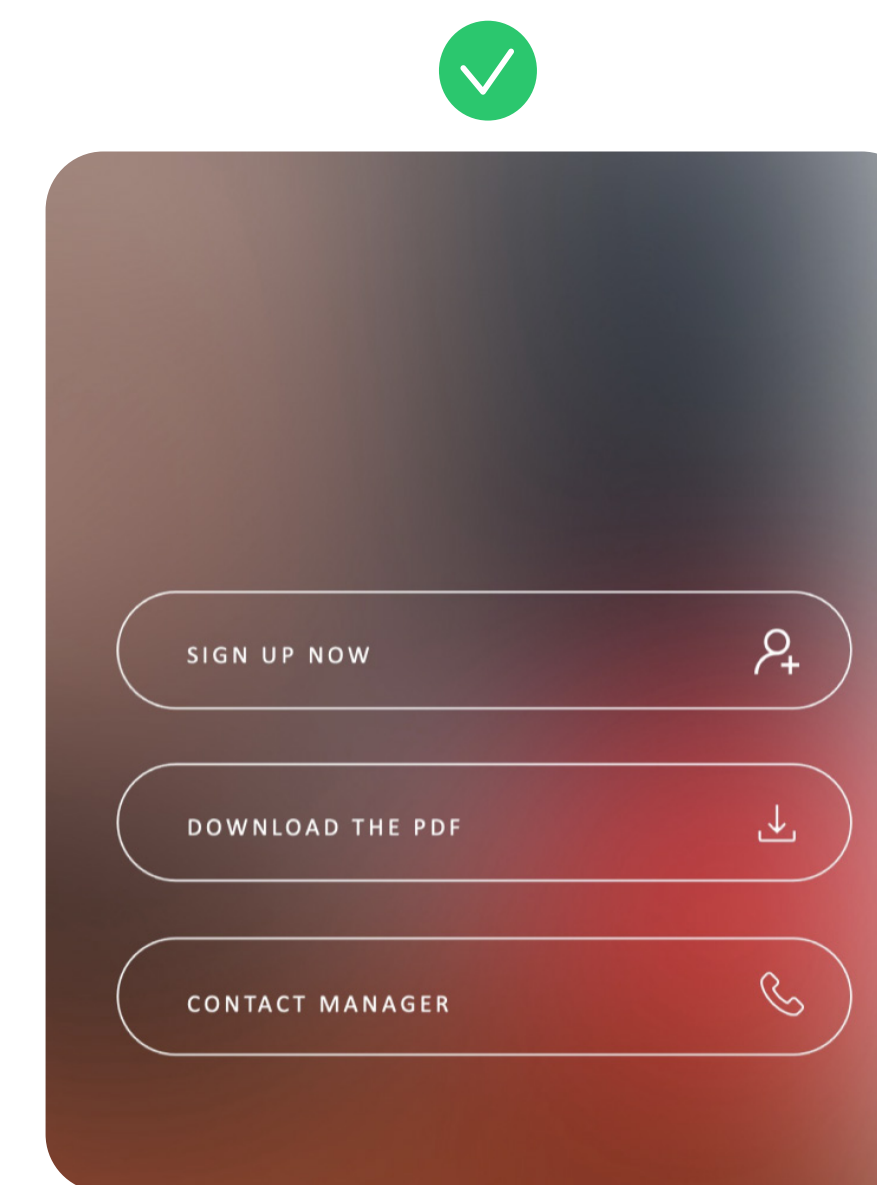
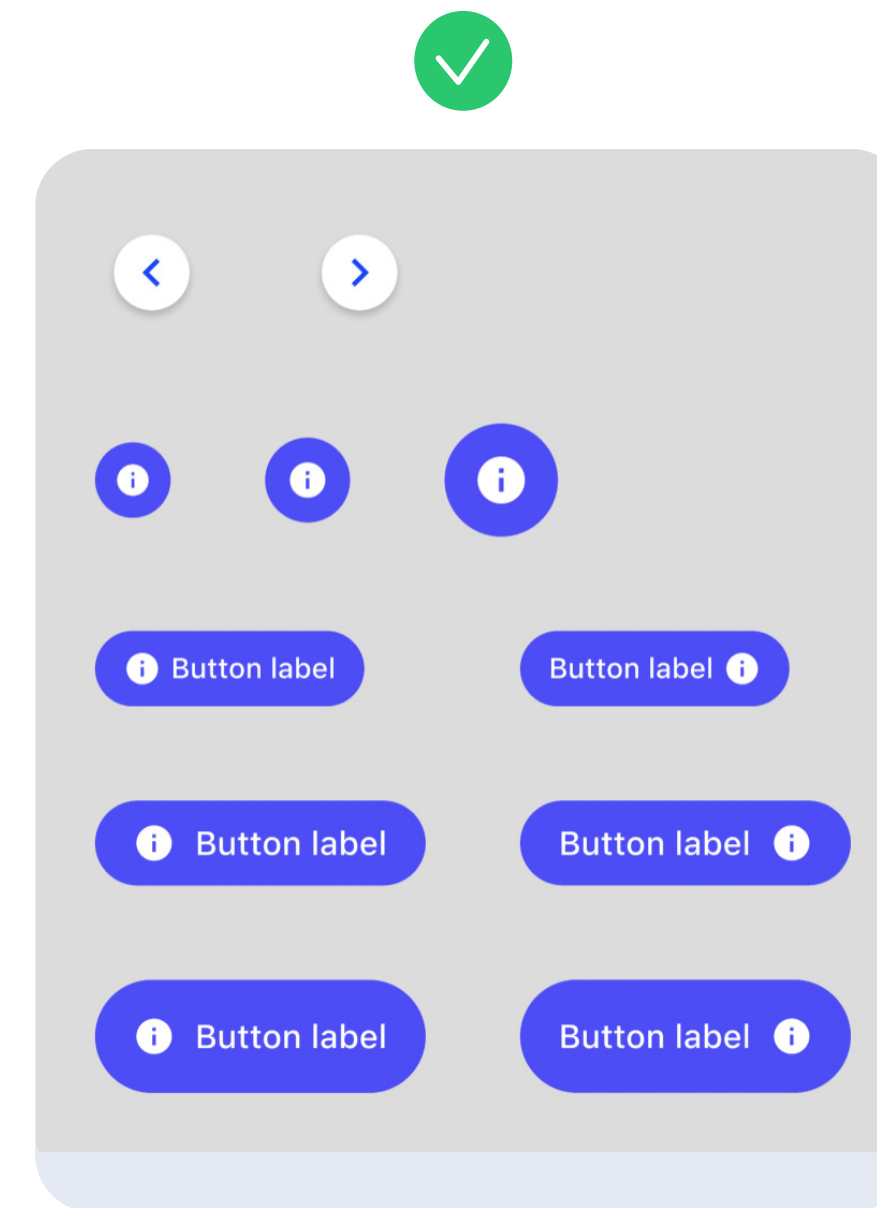
**Keep control and save time with automation**

Be able to review automated adjustments and spend less time manually managing your rates.



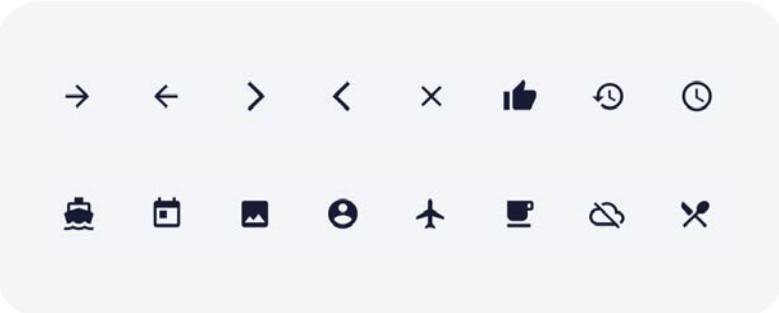
# Icons inside buttons

Because they will be smaller than the 96 px minimum recommended width, icons should not be used inside buttons. In these cases, use a system icon instead (see page 74).

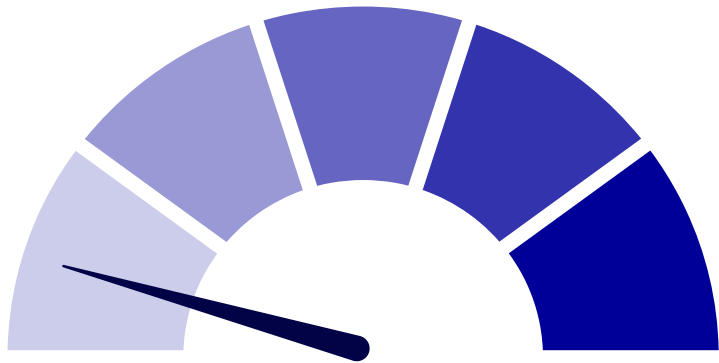


# Scale of expression

Knowing when and where to use each type of icon helps to amplify our brand depending on the purpose, message and audience.



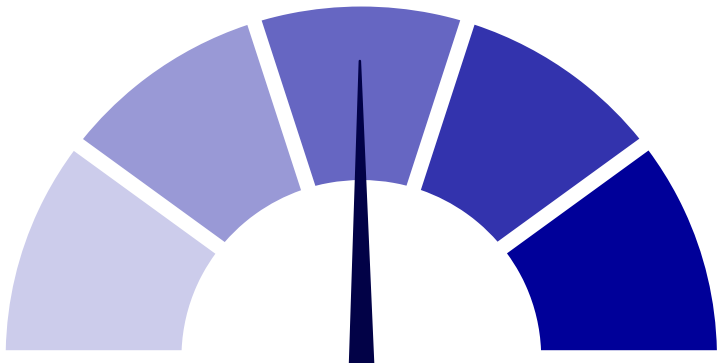
System icons



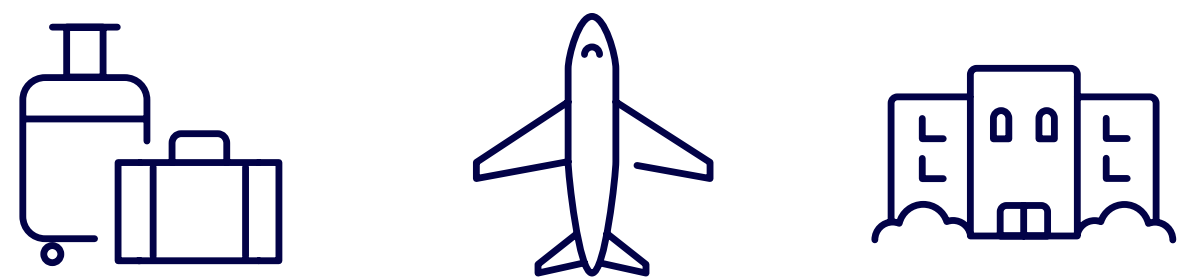
Low



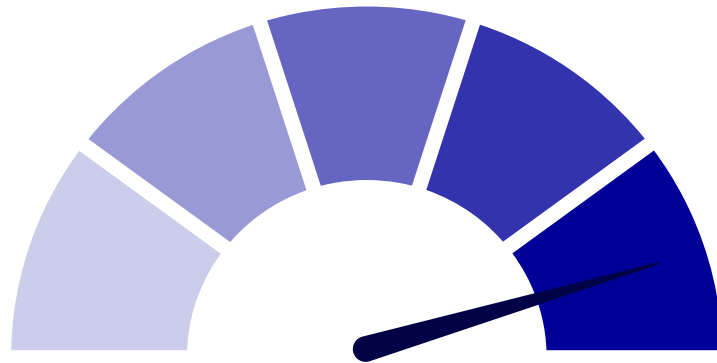
Icons with rounded edges and entry points



Medium



Travel icons with rounded edges and entry points



High



# 10. Layout





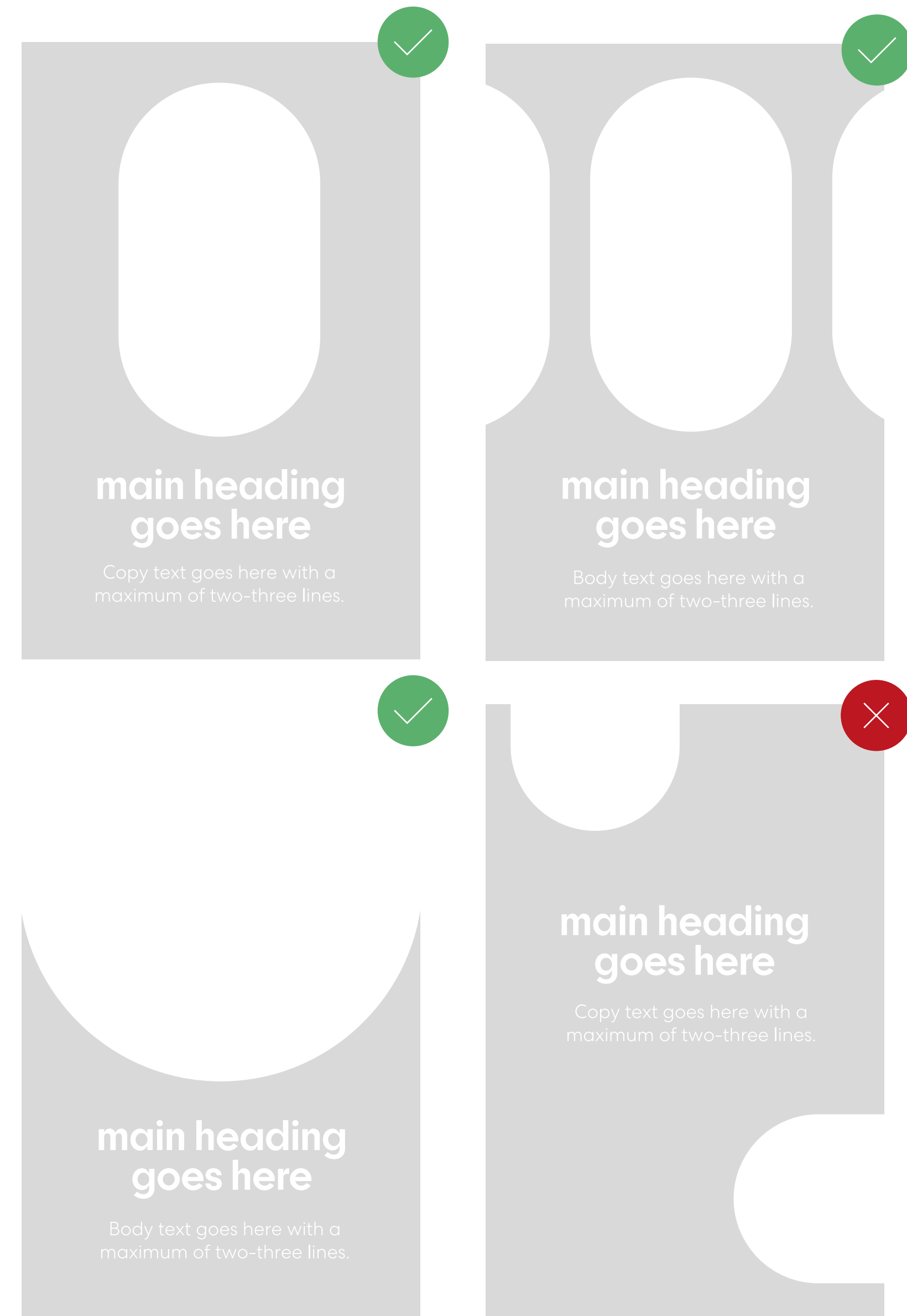
# Vertical formats

The vertical layout examples shown here use capsules as a main focal point and incorporate typography and graphic elements.

The first three allow sufficient breathing space for type and photography, and the capsules are shown in one of the two standard capsule sizes.

Half capsules may be used if they bleed off the edge of the page, as seen in example 3.

In more complex vertical layouts, capsules can be manipulated and used as a decorative element to enhance photography or the design. Additionally, incorporating a blurred photo background allows for pops of color to flow through without obstructing headlines or copy.

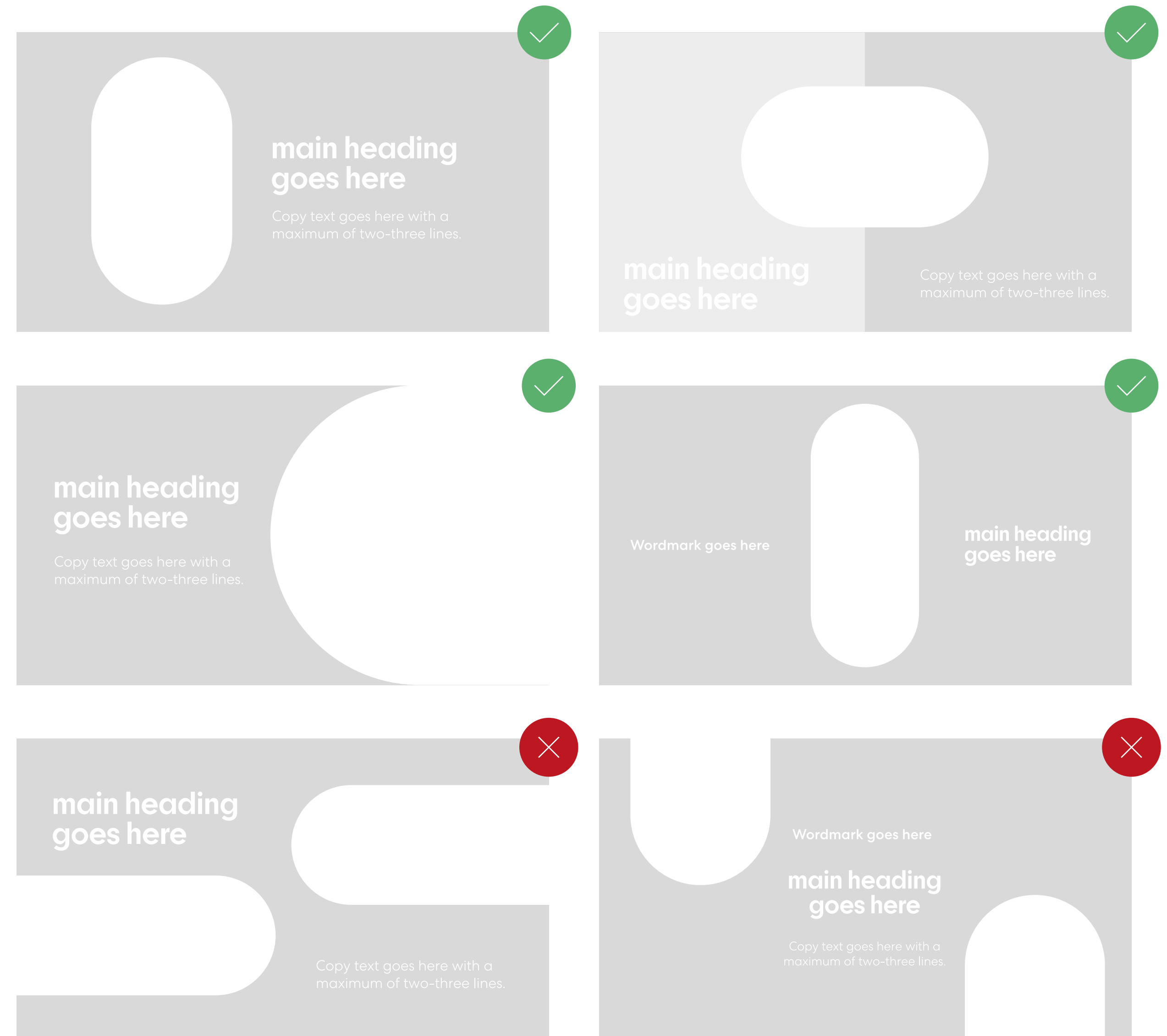


# Horizontal formats

There are a variety of ways to format layouts when incorporating the capsule, typography and photo treatment on a horizontal format.

When introducing design elements such as circles, capsules or photography, it is essential to ensure sufficient room for the headlines and/or copy. This rule applies across various layouts and helps maintain the visual balance and aesthetic appeal of your design.

When using more than one capsule, consider introducing secondary shapes (i.e., circles or chiclets), crop the capsules or fill them as color blocks to prevent the layout from being cluttered.



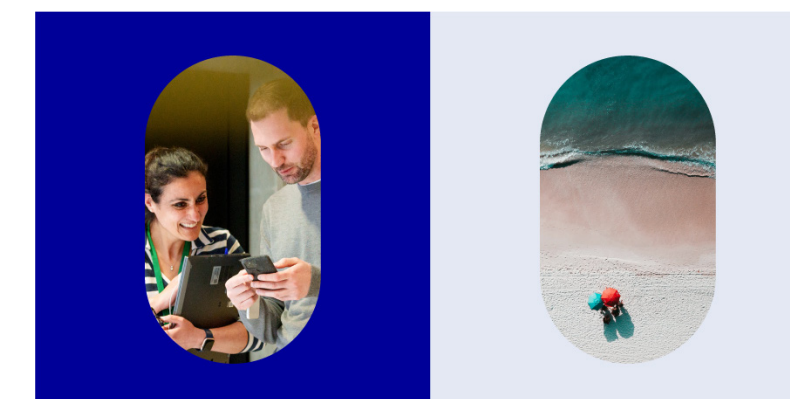
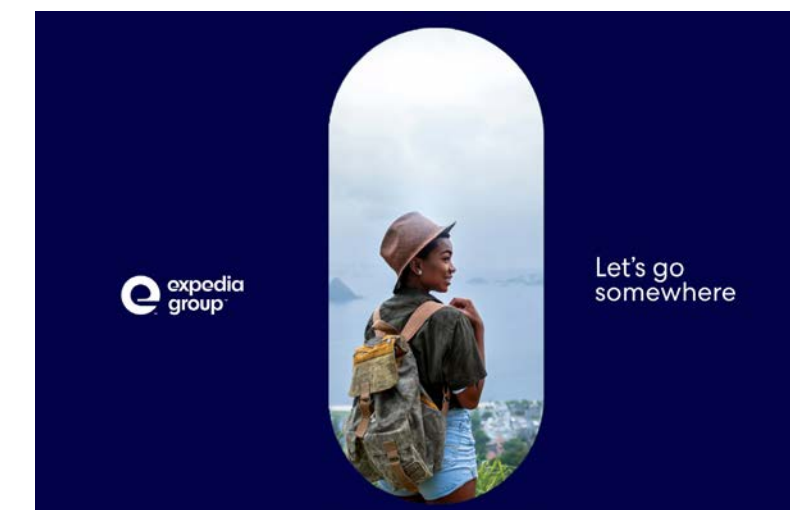
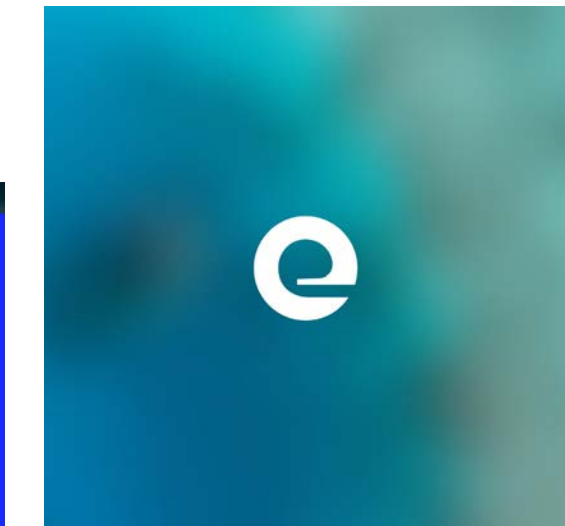
# Our design ecosystem

The integration of type, capsules and blurred photography backgrounds in our layouts creates a modern and fresh appearance across various applications.

When it comes to layout design, the possibilities are endless. Whether you're working on a presentation template, a banner or digital signage, there are so many ways to drive our design system.

The examples on the right showcase a combination of live work and concepts that demonstrate the various ways in which we can experiment with layout to achieve a new look and feel for Expedia Group.

The look and feel we've highlighted is just the beginning - we want to inspire, explore and experiment with layouts that push boundaries and captivate our employees and travelers alike.



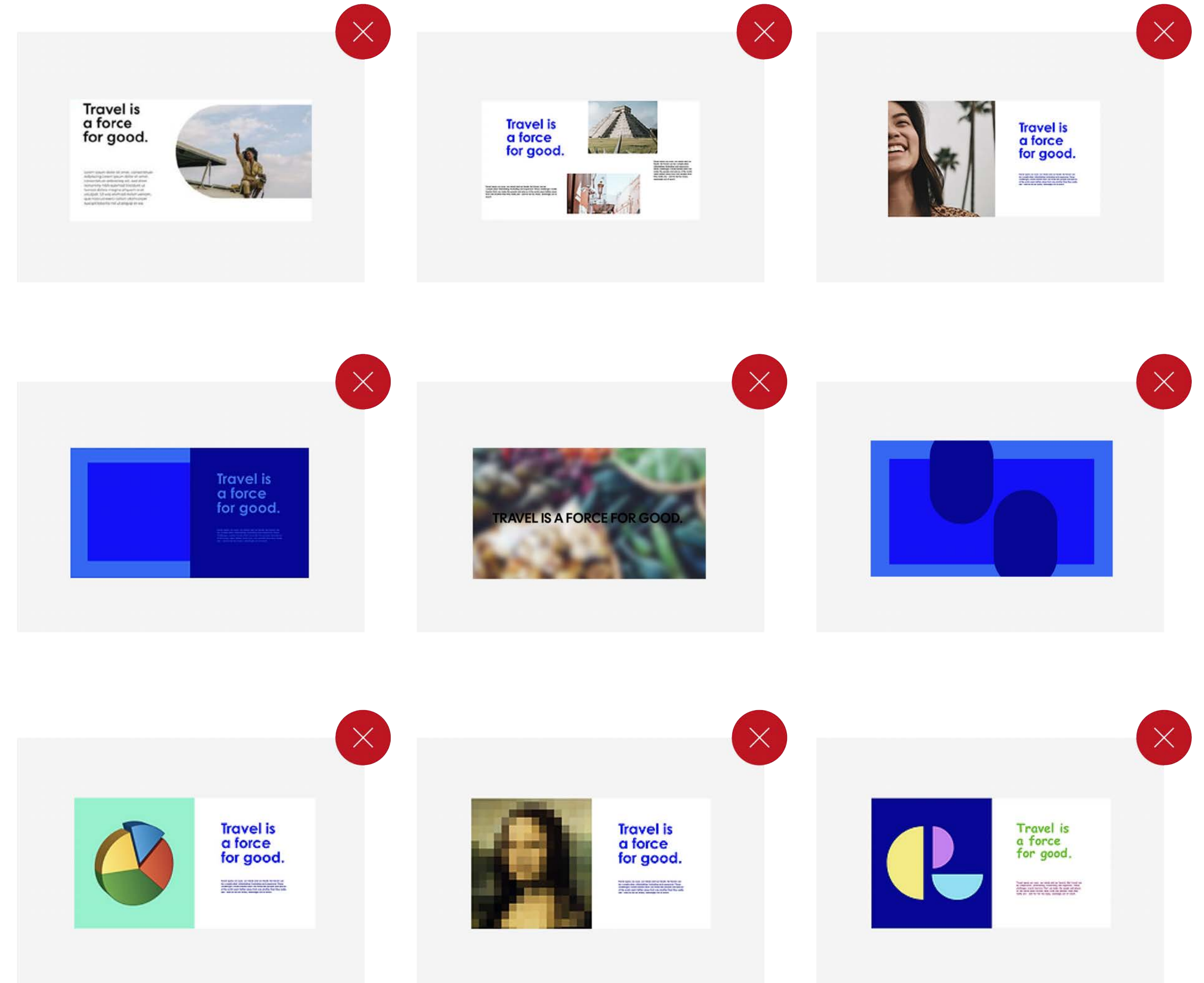
# Best practices

## Do:

- Consider how the rest of the layout will look when placing graphic elements.
- Create layouts that follow a grid so designs don't look disorganized.
- Ensure sufficient contrast (due to accessibility issues).
- Use only colors and fonts that are part of our brand identity.
- Use graphics that are in the brand style.

## Don't:

- Split capsules for the sake of filling space.
- Crop images in strange ways that obscure the main focus.
- Use black text on a blurred photo background (due to legibility issues).
- Use pixelated or low-resolution imagery.



# Scale of expression

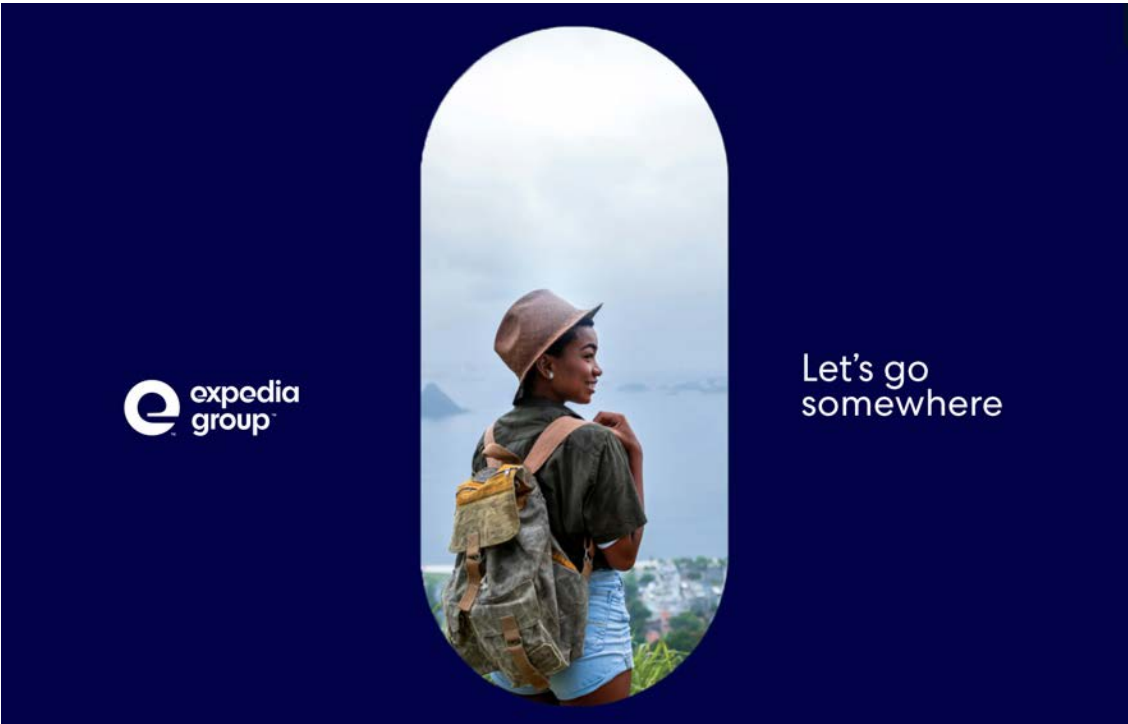
When the various elements of our design ecosystem come together, we can scale how many are combined and presented in layout. The examples below provide guidance on how those elements can live together in low, medium and high moments of brand expression.



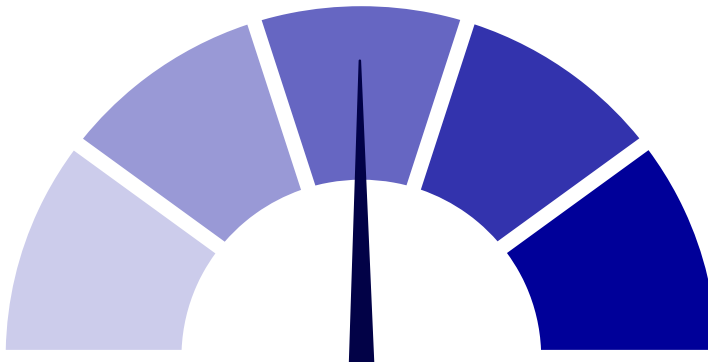
Type and color in layout



Low



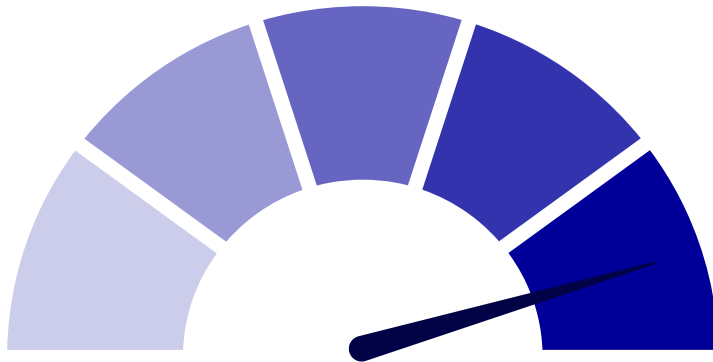
Type, color and capsule in layout



Medium



Type, color, capsule, blur and icons in layout



High



# 11. Illustration



# Application

Illustrations should be used when photography cannot adequately convey a message or if the mood/vibe warrants something that is more playful or abstract.

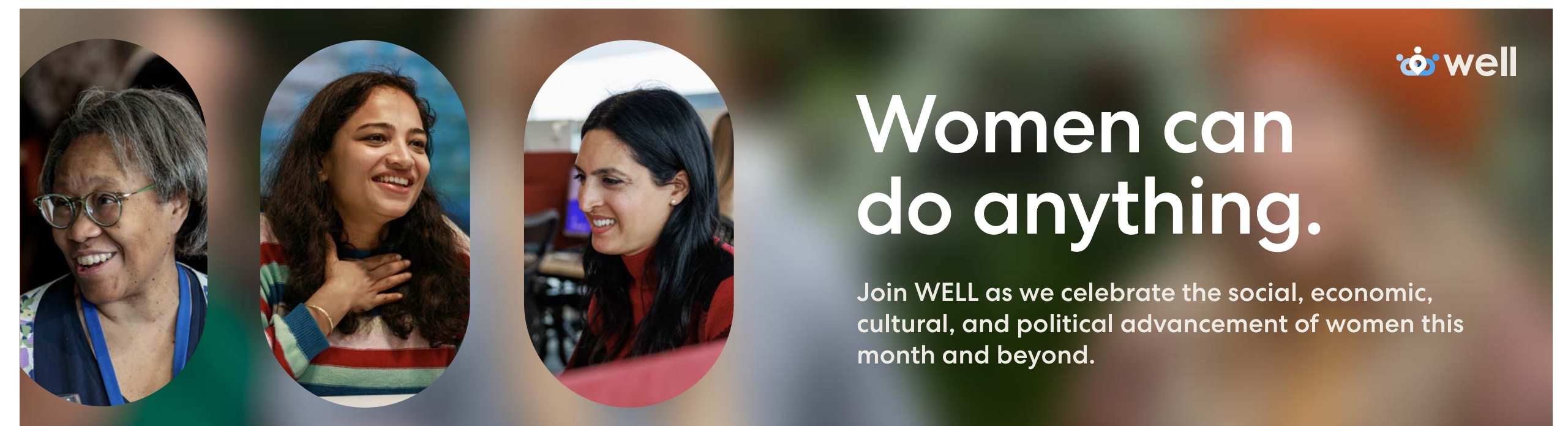
Illustrations should be:

**Simple:** Like iconography, illustrations should be open, colorful and clean, and include only what is necessary to understand the message.

**Human:** As a brand that values the common traveler, our illustrations should be as “human” as possible. Use soft, curved lines where it makes sense to represent everyday human interactions.



Banner using illustration



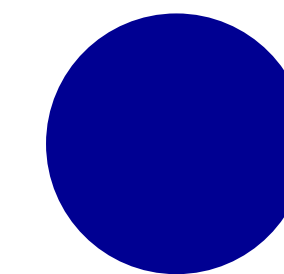
Banner using photography



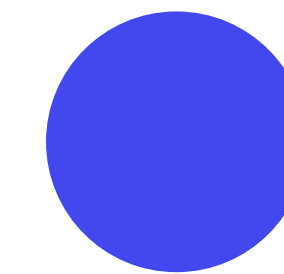
# Color

Always use our primary and secondary color palette for the majority of an illustration. Dark EG Blue should be the most prominent color.

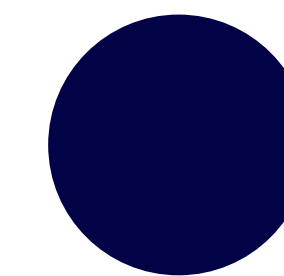
While we have no official set of colors to represent every skin tone in the world, below is a wide range that we have used.



**Dark EG Blue**  
HEX: 000099  
RGB: 0, 0, 153



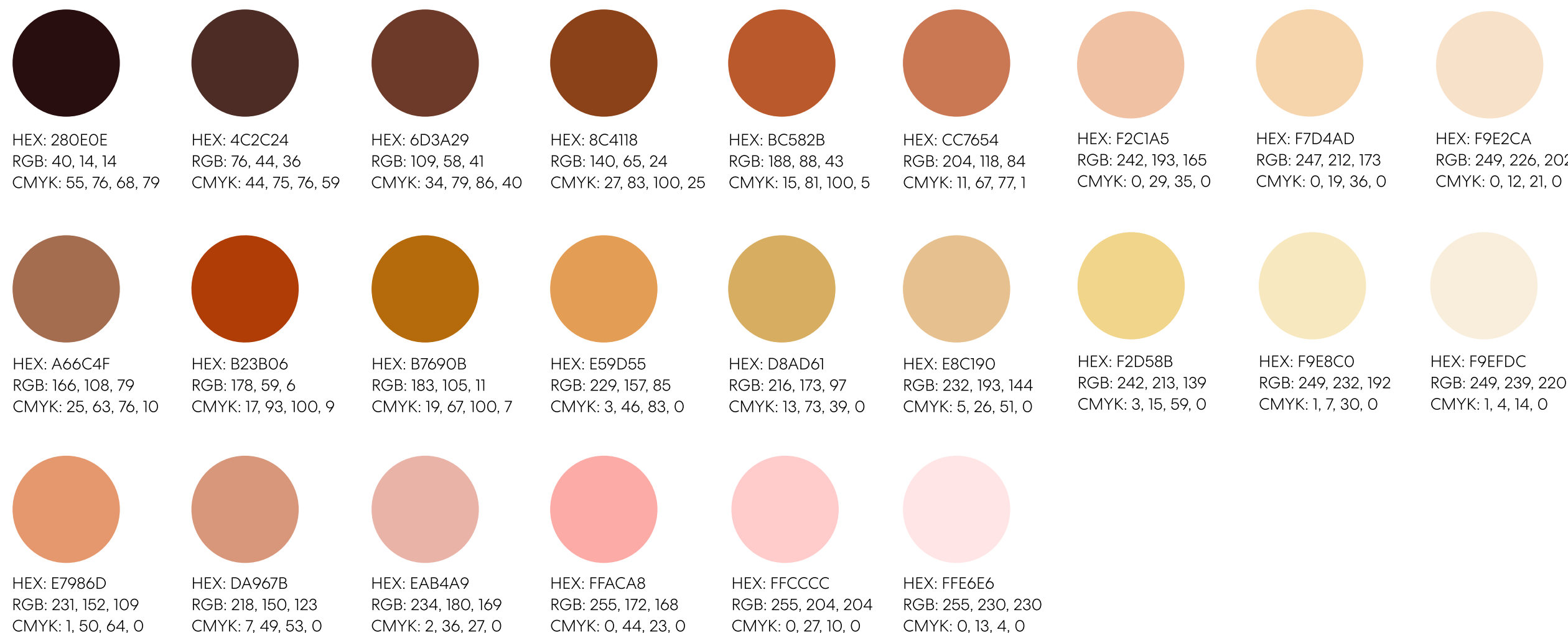
**Pacific Blue**  
HEX: 4248ED  
RGB: 66, 72, 237



**Midnight Blue**  
HEX: 020247  
RGB: 2, 2, 71

# Lines

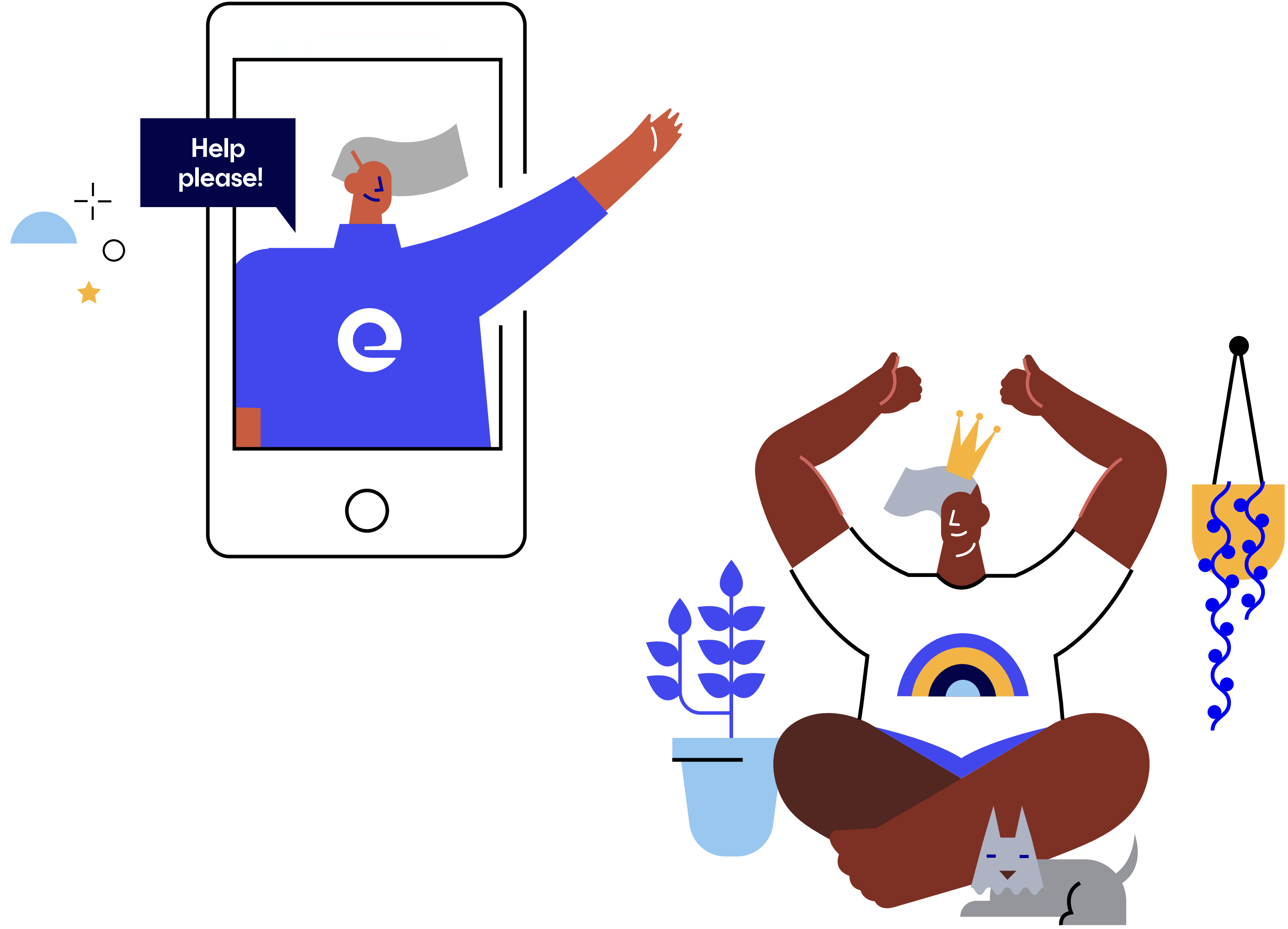
We pair line work with solid colors so that the final illustration feels balanced. The exact amount of lines vs. fills depends entirely on the context of the design. Lines are almost always black, just like our icons.





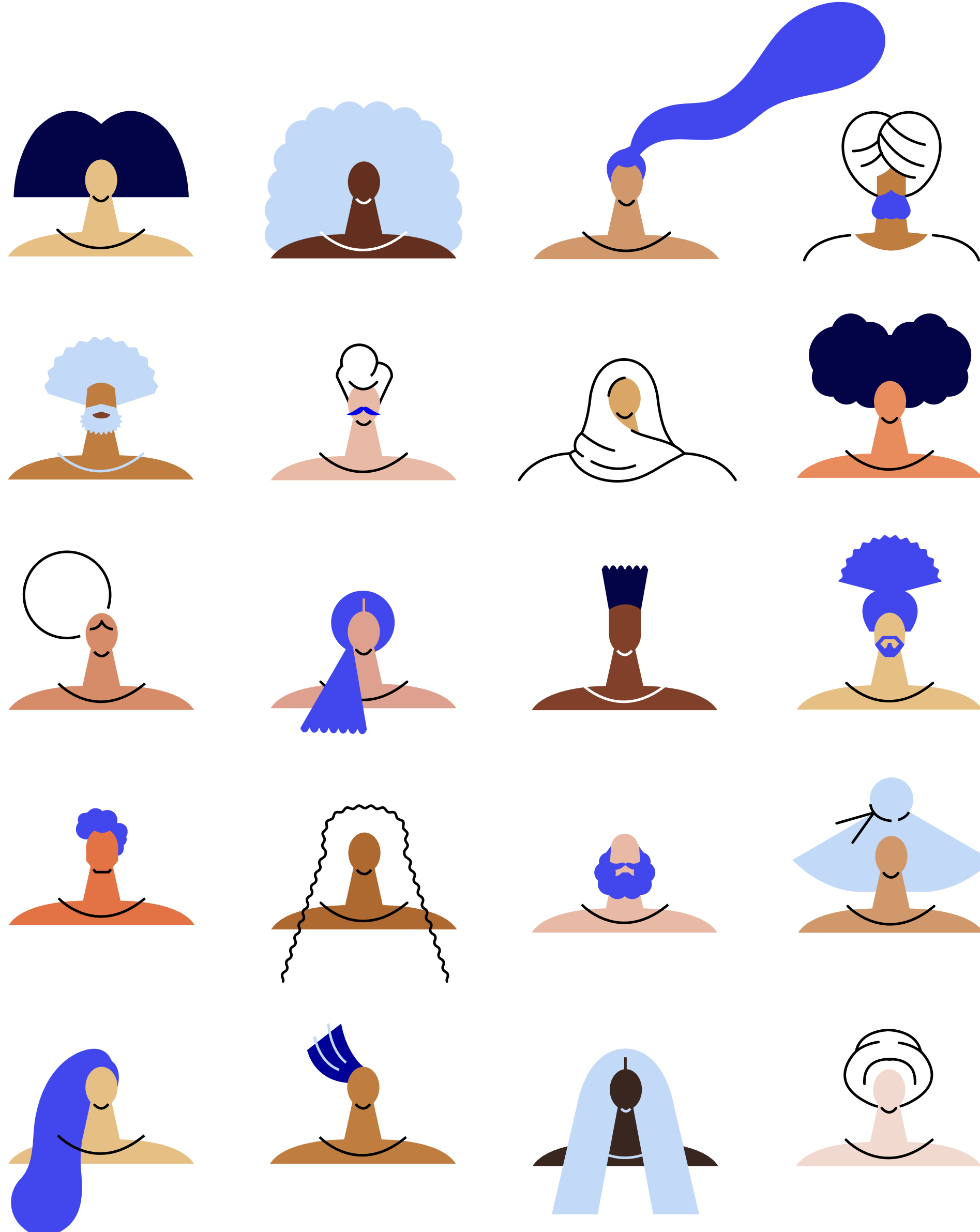
# Drawing people

Our characters have features that are exaggerated and playful – smaller heads, larger limbs and wider shoulders. We take creative liberties with hair styles and body shapes. Whenever possible, show characters in dynamic poses.



# Drawing people

At Expedia Group, it is our ongoing mission to represent inclusion and diversity in all aspects of our company which means drawing people of different backgrounds, cultures, ethnicities, nationalities, abilities and disabilities, body types, facial features, fashion, sexual orientation, gender, age, etc.



# Scenes and objects

Illustrative scenes should add context to a message and not be a distraction. They should have purpose rather than serve as decoration.

Illustrations are often used to convey ideas that are abstract or difficult to capture in a photo. For example, the image on the lower left shows how Expedia Group helps to maximize performance with valuable marketplace data.

Hi, [Name]! A few things before we start.

You'll be adding some basic details about your property located at: 1234 Cherry Lane, Unit B, Austin, TX 78750. Don't worry if there's something we don't cover here, you'll be able to add even more details after listing.

**Some of the things you'll be adding:**

- Details about your property
- Six or more photos (Save time and pick these out now)
- Your nightly rate and any additional fees
- Rules for your property
- Calendar availability
- Any tax and regulatory information (if required by your local government)

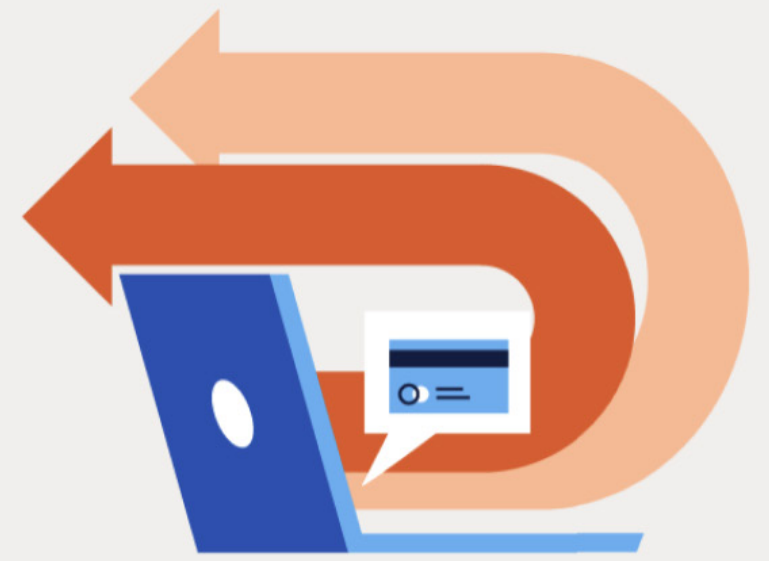
ⓘ Listing your property can take up to an hour, but you can always start and finish it later.

Let's do this



## How to prevent and manage chargebacks

When managing multiple guests and vacation rental bookings, there may be situations where a payment dispute arises. To help you better understand and protect yourself from cancelled payments due to chargebacks, we put together a quick guide for reference.



# 12. Animation/video



# Application

Animation (or motion graphics) allows us to engage our audience, helping them absorb our messages quickly.

## General guidelines:

- Use the Expedia Group logo animation as an intro and/or outro when applicable. This is our standard animation.
- Use audio when available and applicable.
- Don't overlap video on top of text.
- Keep clear space to avoid clutter.
- Don't mix too many modes of animation.
- When sourcing video, use lifestyle videography that includes clear space and is shot in the real world.

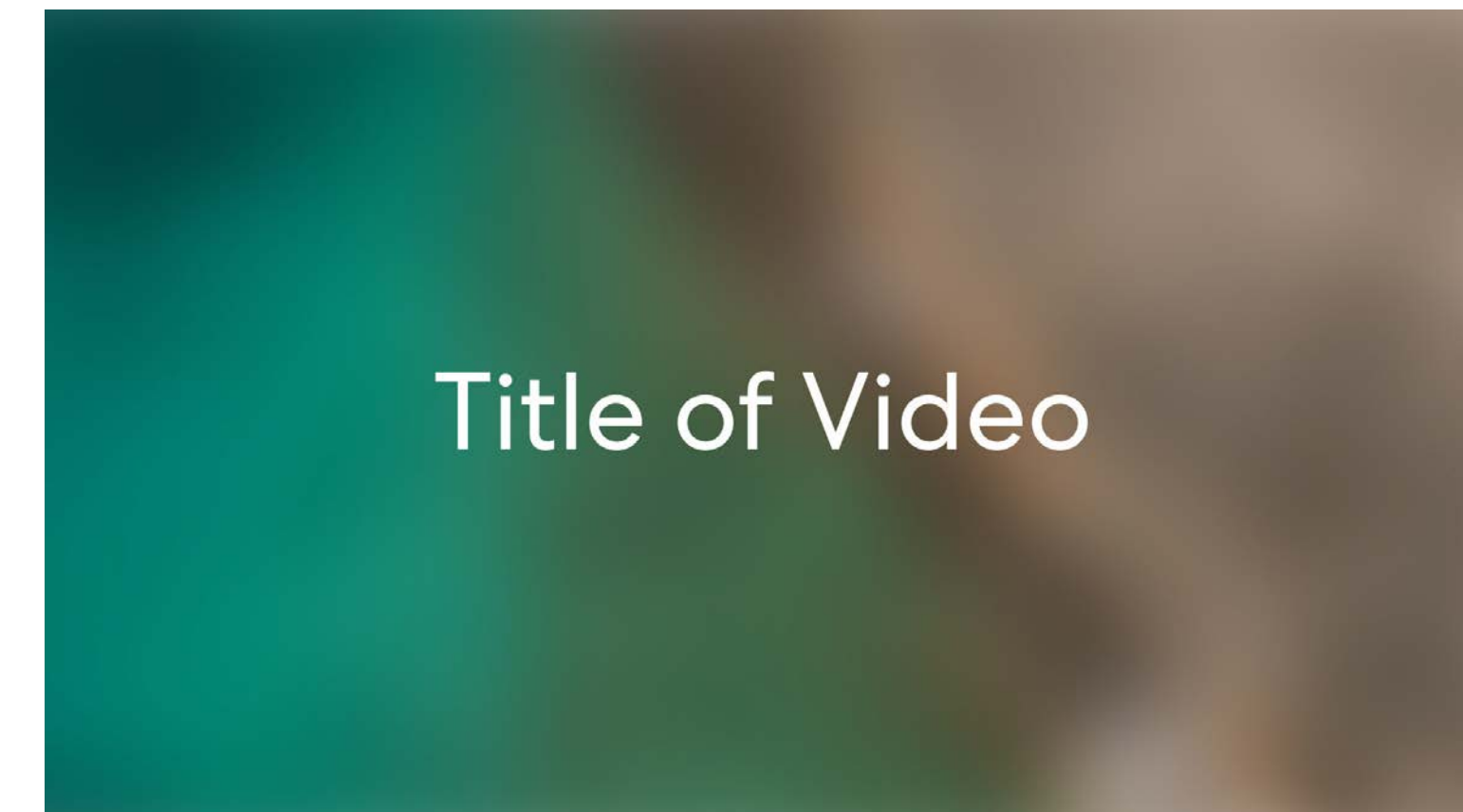
## Accessibility:

- Include a text-based alternative and/or captions.
- Do not use more than three blinking/flashing elements per second to avoid epilepsy risk.

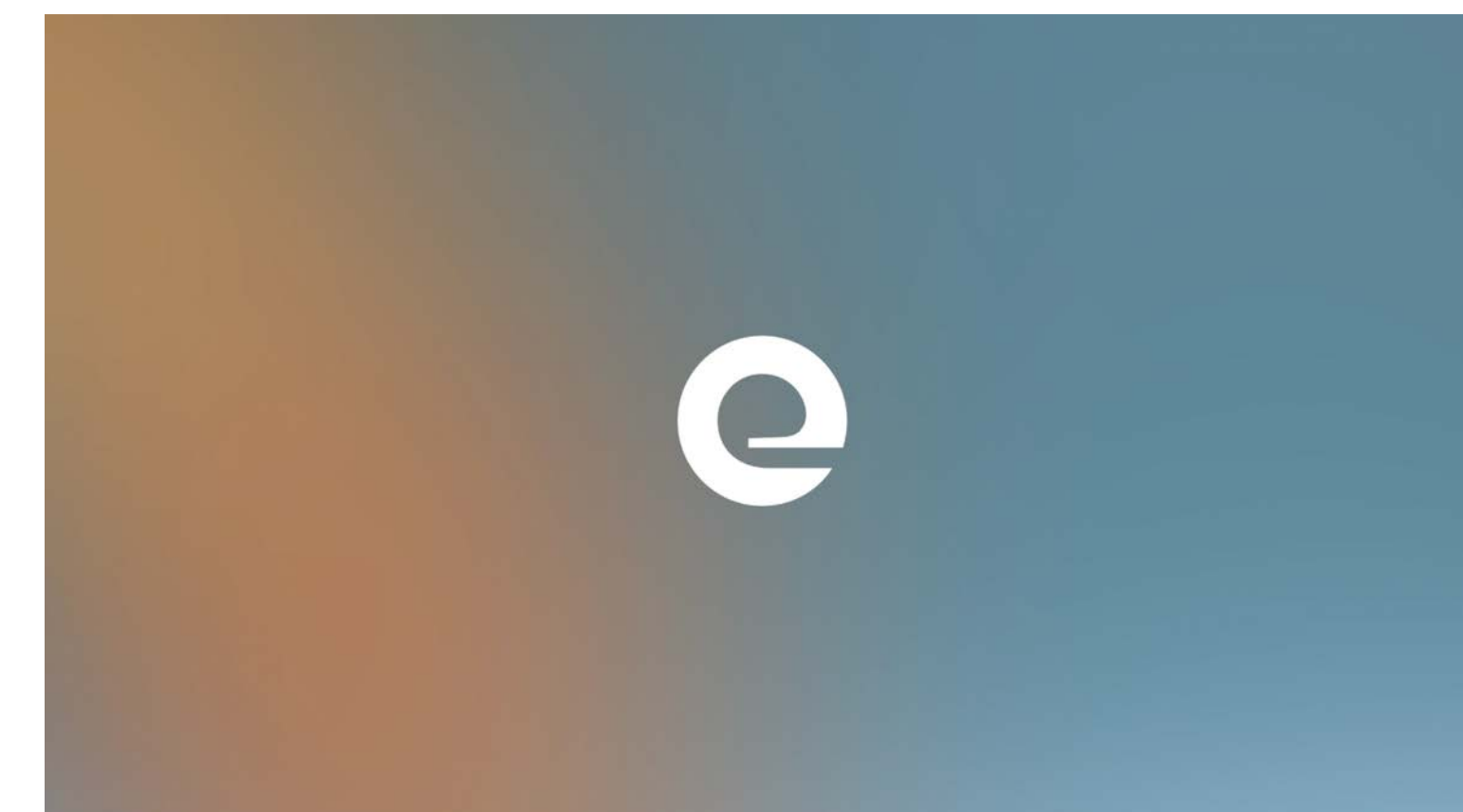
### NOTE:

Motion and animation should be an extension of the brand guidelines and follow the same principles. Treatment of photography applies to video. Use micro animation on iconography but treatment of iconography should be consistent.

Example of intro with text over video.



Example of outro screen with the icon logo.



# File setup

Animations should be packaged as follows for use in various applications:

**Email:** GIF – 1200x600 (or shorter), final output should be no more than 1MB in size, GIF animations should loop

**Instagram:** MP4, H.264 – 1080x1080, try to keep around 15 seconds

**Wide:** MP4, H.264 – 1920x1080

**Digital ad:** according to vendor specs

- Should have a 60px margin
- Videos should generally be produced in FullHD at 25 frames per second with h264 codec at 20MBs and profile set to high
- Sound should generally be set to AAC at 192 kbps, 48.000kHz, 16bit and stereo channels

**Soundtrack:** Use instrumental audio tracks when available; avoid lyrics which can detract from the key messages in the animation. Avoid using popular music (i.e., songs by popular artists) to avoid legal issues.

Example of video title:



- When creating a video focusing on quarterly people reviews, employee photography/footage is used.
- Use Centra No2 for video titles, center aligned and centered on screen.

# Video elements

**Framing & Transitions:** Use a blur with noise to create focus shifts when animating frame-in-frame clips.

- Fast box blur: 40 px
- Noise: 4%

**Tempo:** Easing of curves and timing should be consistent across projects.

- Ease-in the secondary keyframe to its max (unless animating opacity, leave keyframe linear)

## Typography:

- Animate word by word if shorter copy, animate full lines for more than two lines of text
- Watermarks: logotype should be 350px width and 50% transparent in one of the four corners of the screen

**Subtitles:** Should be centered in the lower edge of screen. No more than two lines of subtitles.

- Centra No2, 72px, #FFFFFF or #FFE810
- Leading 72px, Drop Shadow 137 degrees 5px

**Lower Thirds:** Reveal one second after the beginning of the clip and hold for either three seconds or until the end of the clip (whichever comes first).

Example of lower third:



- Use Centra No2
- Place on a 50% opacity midnight blue rectangle

# 13. Data visualization



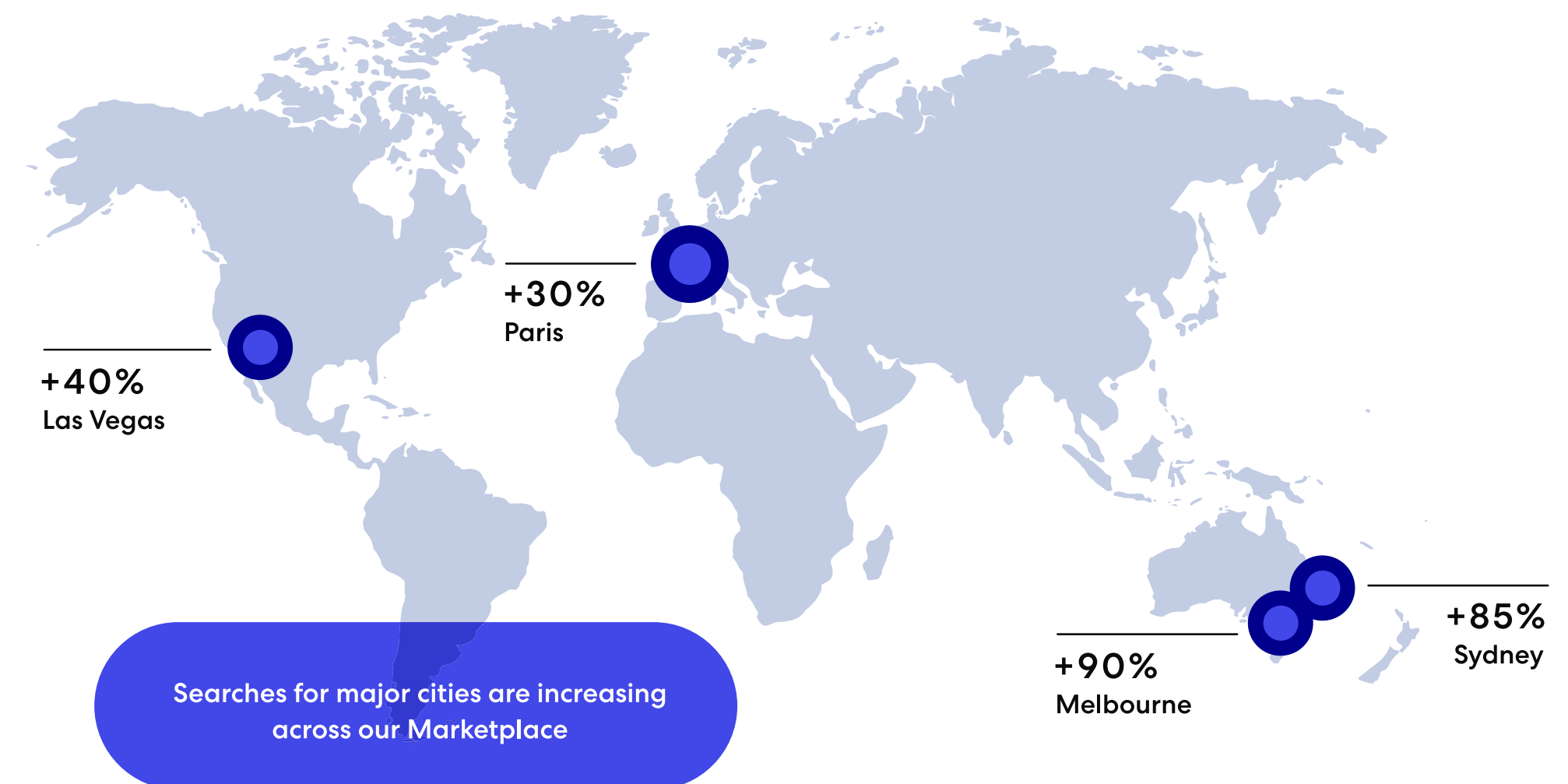
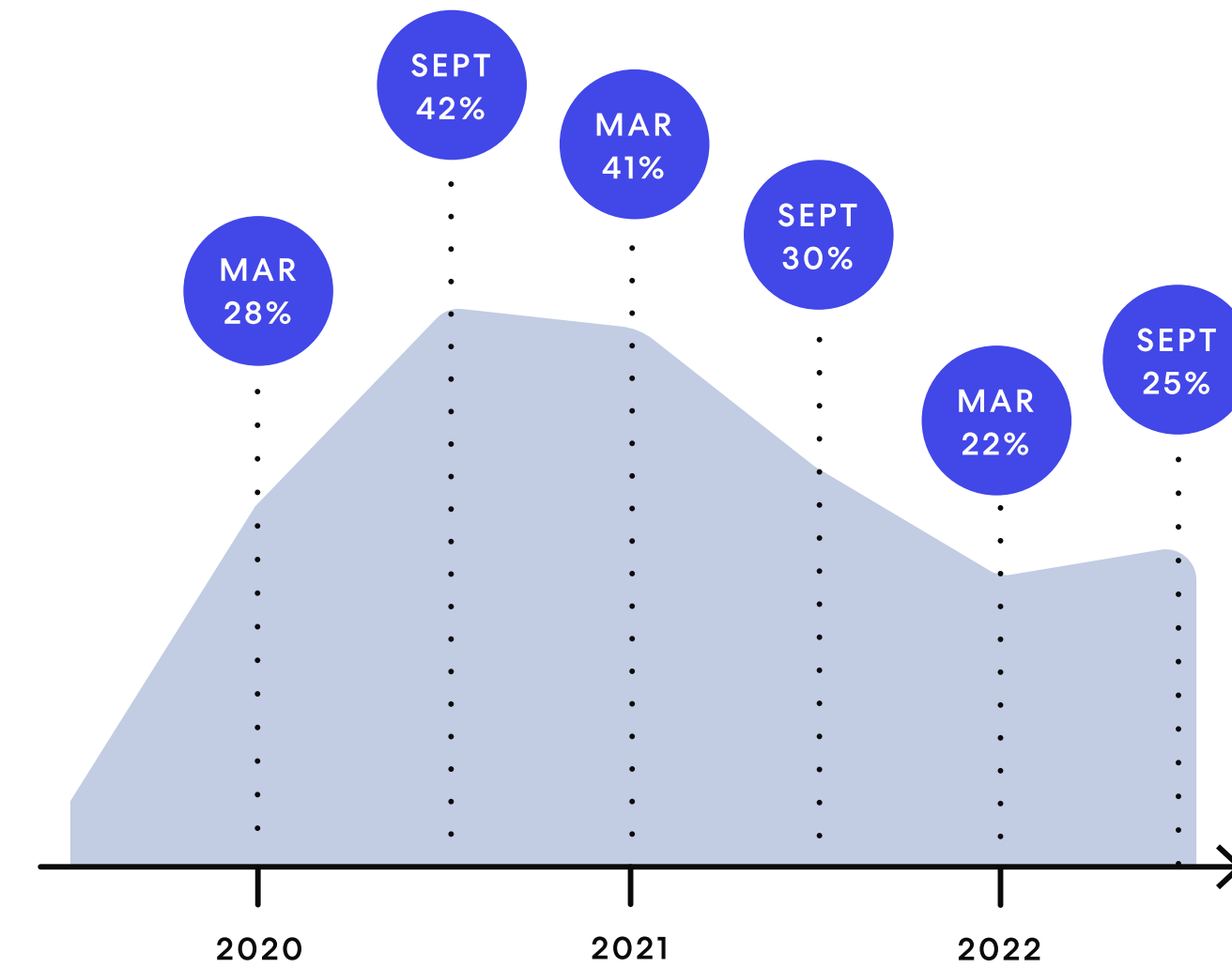


# Using color

Use brand colors for data visualization as follows:

- Primary and secondary colors to highlight the main data points.
- Tertiary colors for background graphics.

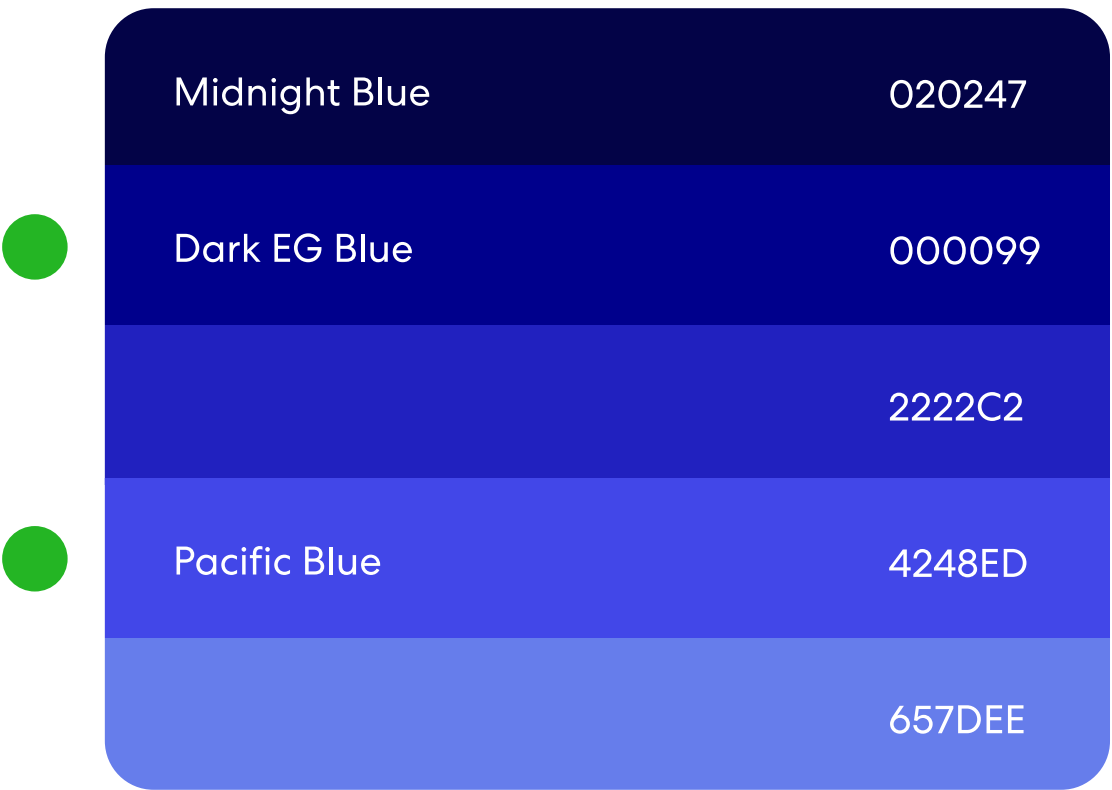
Cleanliness-related mentions in traveler reviews



# Using color

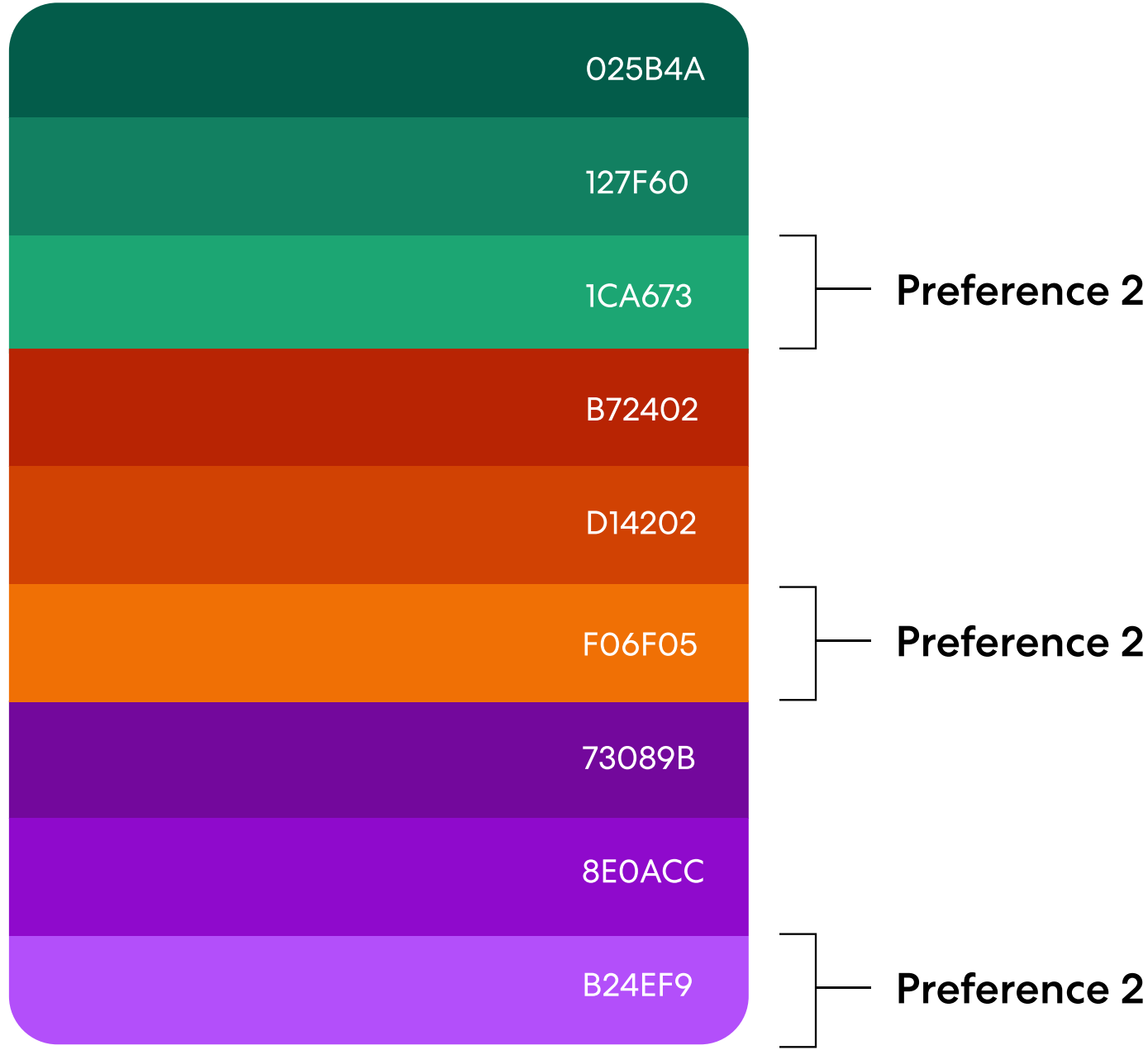
Using distinctly different, categorical colors can help users read data points more effectively. Keep in mind that the additional colors you use on top of brand colors must pass WebAIM's color contrast checker (WCAG AA for graphical objects and user interface components).

Patterns that read as a "color" are another alternative if you have run out of accessible shades.



Midnight Blue	020247
Dark EG Blue	000099
	2222C2
Pacific Blue	4248ED
	657DEE

**Preference 1:**  
For a graph or other data visual, use these shades of blue first. If your graph needs a wider assortment of colors, use the blue shades marked with a green dot first, alongside the preference 2 colors.



025B4A
127F60
1CA673
B72402
D14202
F06F05
73089B
8E0ACC
B24EF9

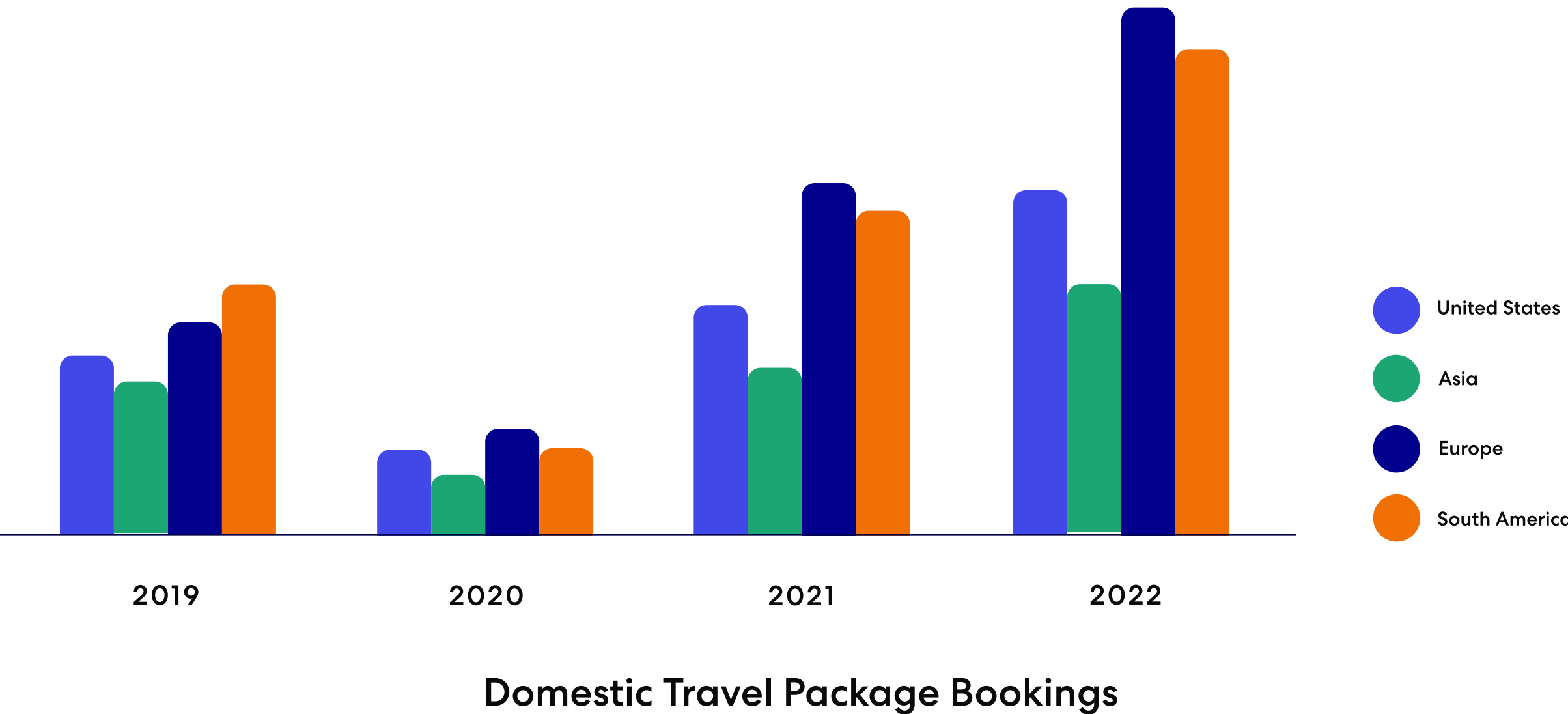
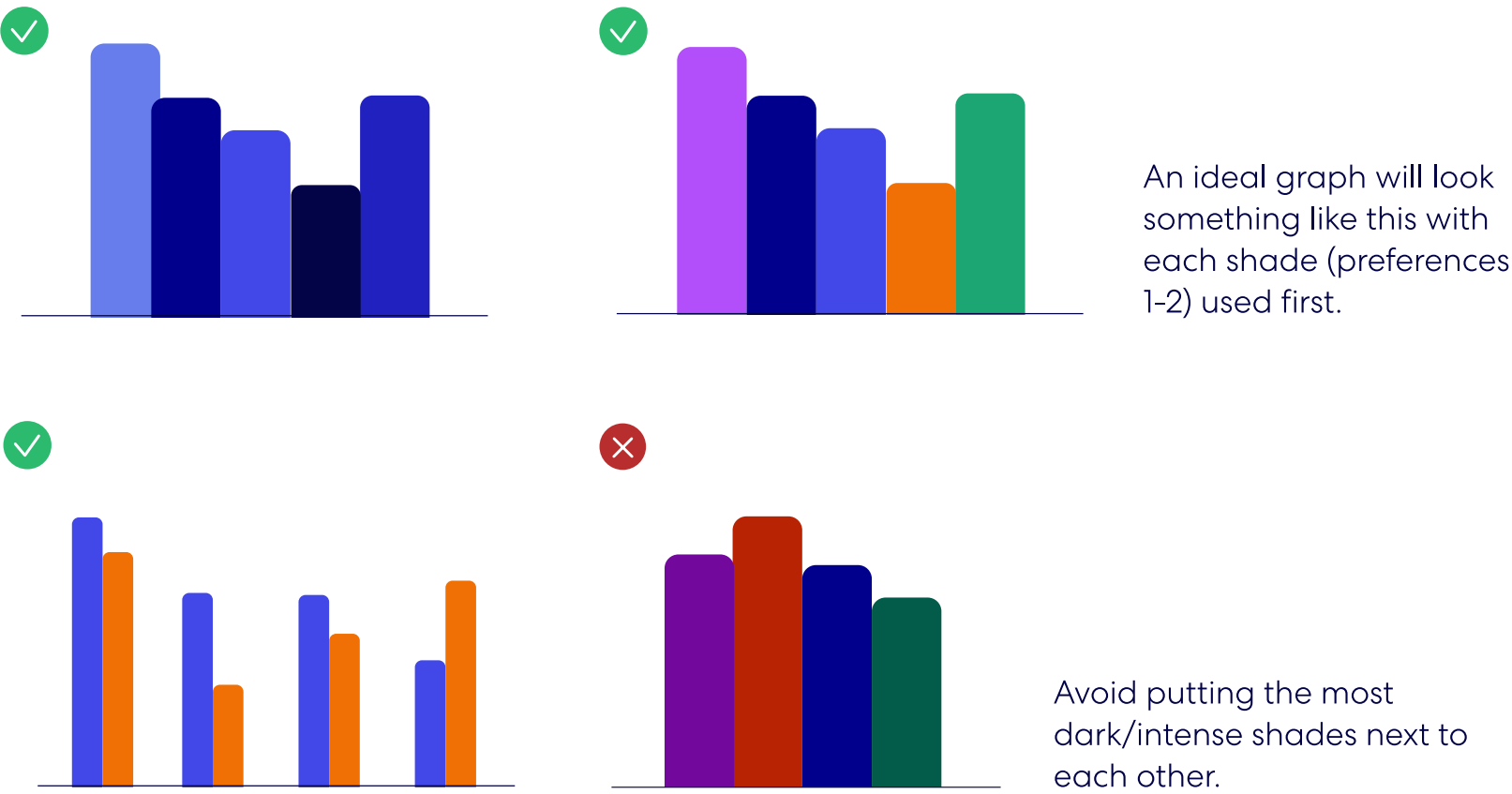
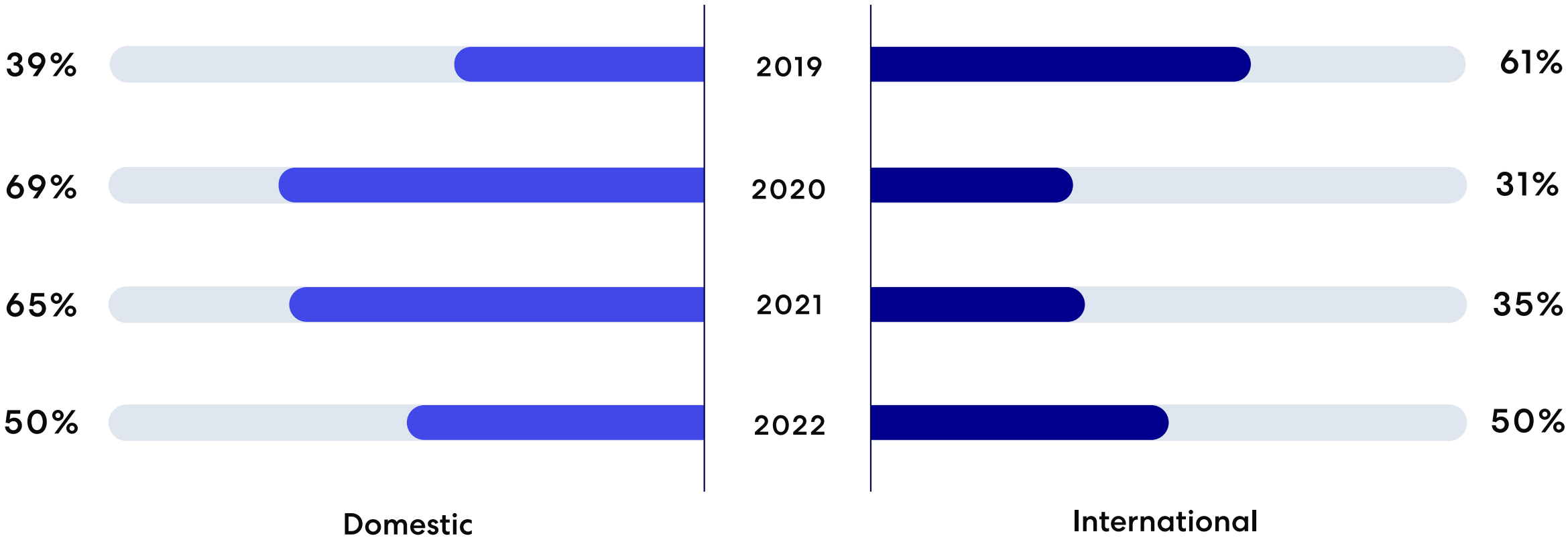


# Graphs and charts

The graph on the top right is simple enough where two colors of the same shade can be used and the reader can still distinguish the different data points.

The graph on the bottom right has more data points and requires two more colors. While the graph is not entirely complicated, we start to see the benefits of using more distinguishable shades.

Domestic vs. International Travel Package Bookings



# 14. Contact

## QUESTIONS?

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