

**expedia group**<sup>TM</sup>  
Brand guidelines 2018



**TM**

# Guidelines

These brand guidelines are designed to provide relevant, practical insights into how the Expedia Group brand purpose and strategy can be visually articulated. This guide should provide the tools you need to communicate to your team, your partners, and most importantly, our customers.

These guidelines apply to all Expedia Group communications, including, but not limited to merchandise, digital, advertising, promotions and other official company materials, without exception. These guidelines will evolve as the organization evolves.

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# Logo and brand name

## There are 3 versions of the new Expedia Group logo:

Logo ('e' and wordmark together)

The Expedia Group icon ('e')

The Expedia Group wordmark

## Usage:

When the Expedia Group logo is scaled down, the legibility of the wordmark decreases. For that reason, the logo should be used at sizes above 48px (0.67 inches) in height. If the logo needs to be smaller than 48px, use the logo icon by itself only.



Logo



Icon



Wordmark

# Logo

The logo shown here is the combination of the icon and wordmark. The scale ratio places a larger icon stacked on the wordmark. In cases where you have a square area, use the logo with the bigger 'e' and for smaller horizontal layouts use the smaller 'e' logo. When the Expedia Group logo is scaled at smaller sizes, the legibility of the wordmark decreases. For that reason, the logo should be used at sizes above 48px (0.67 inches) in height. If the logo needs to be used smaller than 48px, use the icon. **NEVER use the logo in blue or black on a white background.**



Minimum sizes:



Logo on black



Logo on grey



Minimum width for web: 150 px



Minimum print height: 65 px

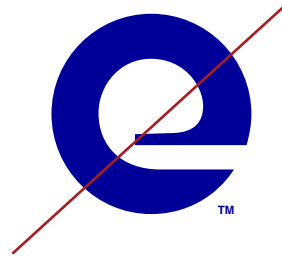
# Logo - Icon

The Expedia Group 'e' icon is a geometric, lowercase 'e' with a tapered eye and a flat cut terminal. These modifications make the 'e' streamlined and distinctive yet accessible.

- Our color logo (black, white or grey) is the preferred logo. Use it whenever possible. The color can be rendered in either spot or CMYK color, depending on application.
- The icon can appear in white on a blue or black background, if needed, on a colored background or saturated photo. If a color background or photograph is used, make sure there is enough contrast between the colors to maintain legibility.



Full icon



**NEVER** use the 'e' in blue



White logo on blue



White on black logo

## Minimum Size:

- When the Expedia Group icon is scaled at smaller sizes, the legibility of the icon decreases. For that reason, the icon should be used at sizes above 9px (0.125 inches) in height.

9 px  
(0.125 inches) 

Minimum print height:  
9 px (0.125 inches)

18 px  
(0.30 inches) 

Minimum web height:  
12 px (0.30 inches)

# Logo - Wordmark

# expedia group™

The Expedia Group wordmark utilizes Expedia Group's proprietary typeface. It includes the full company name and the customized lowercase 'e'. When the Expedia Group wordmark is scaled at smaller sizes, the legibility of the wordmark decreases. For that reason, the wordmark should be used at sizes above 16px (0.22 inches) in height. The wordmark can appear in blue or black and reversed to white, if needed, on a colored background or saturated photo. If a colored background or photograph is used, make sure there is enough contrast between the colors to maintain legibility. Our color logo is the preferred logo. Use it whenever possible. The color can be rendered in either spot or CMYK color, depending on application.

# expedia group™

Full color logo

## Minimum sizes:

16 px  
(0.22 inches)  **expedia group™**

Minimum height: 0.22 inches



White on black logo

# expedia group™

  
Minimum web size: 150 px

# Logo - TM and ® guidelines

When the wordmark and icon sit together, there should always be a TM next to each one. When only 'Expedia' is used, it should have a ® as specified below.



## TM Size reference

Height of 'TM' is 3/4 (75%) the height of the thinnest part of the 'e'

## TM Placement reference

Align 'TM' with the bottom edge of the 'e' and the tip of the tail.



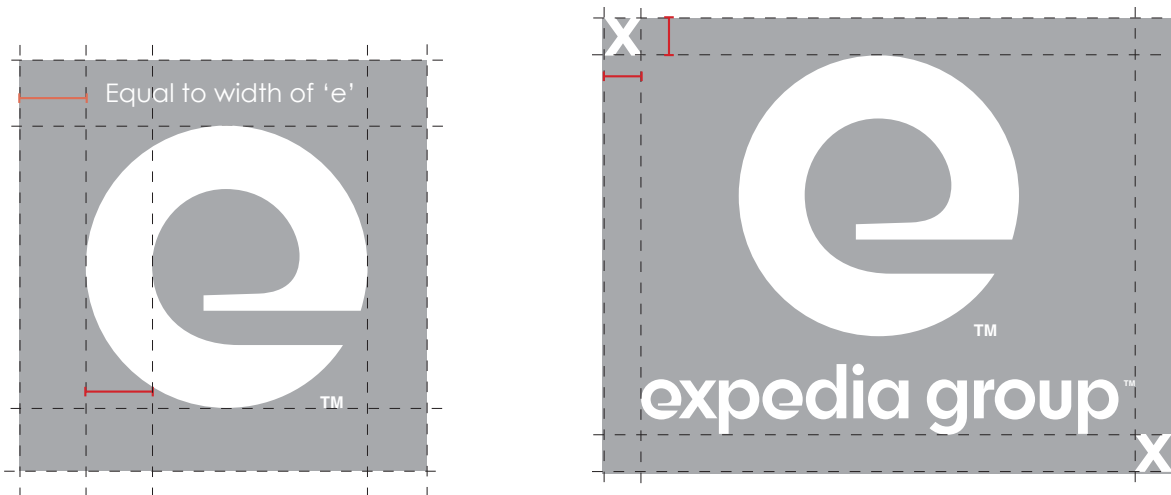
## TM Placement and size reference

Height of 'TM' is 1/2 (50%) the height of the dot on the 'i'. The 'TM' aligns with the top of the 'u'. It is one 'T' (from TM) away from the side of the 'p' (group).



# Logos - Clear space

Clear space around the icon should not be smaller than the width of the 'e'.  
For the wordmark and logo, the clear space is equal to the height of the 'x' in Expedia.



# Logo - Incorrect usage

Below are examples of violations in logo usage. Violations apply to all versions.



NEVER use a blue or black logo on white background



Do not modify or recreate the logo



Do not rearrange the logo



Do not stretch the logo (horizontally)



Do not rotate the logo



Do not stretch the logo (vertically)



Do not add a dropshadow



Do not scale parts of the logo



Do not outline any part of the logo



Do not place the logo on a low contrast background



Do not use a blue logo on black



Do not use the JPEG and GIF formats for print applications, these versions have been optimized for online applications

# Icon - Incorrect usage

Below are examples of violations in logo usage. Violations apply to the Icon.



NEVER use a blue 'e'



Do not modify or recreate the logo



Do not rotate the logo



Do not outline any part of the logo



Do not stretch the logo (horizontally)



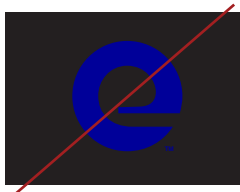
Do not stretch the logo (vertically)



Do not add a dropshadow



Do not place the logo on a low contrast background



Do not use a blue logo on black



Do not use the JPEG and GIF formats for print applications, these versions have been optimized for online applications

# Wordmark - Incorrect usage

Below are examples of violations in usage. Violations apply to all versions.



expedia  
group™

Do not rearrange the logo



expedia group™

Do not stretch the logo  
(horizontally)



expedia group™

Do not stretch the logo  
(vertically)



expedia group™

Do not add a dropshadow



Do not place the logo on a low  
contrast background



Do not use a blue logo on black



Do not use the JPEG and GIF  
formats for print applications, these  
versions have been optimized for  
online applications

# B2B logos

B2B must adopt new brand guidelines completely - including formal logo lockup. Current abbreviations may be kept for internal use only, but font and color must be updated in line with Expedia Group style guidelines. Abbreviations may be used externally in written form only after formal name is used in first mention.



B2B text height is Century Gothic Regular and is 75% smaller than the height of 'x' in **Expedia**.  
Be aware of the kerning (distance between letters).  
Make sure the letters are not too far apart (eg. or too close to each other (eg. rt, fi, tw etc.).

**expedia group**<sup>™</sup>  
lodging partner services

**expedia group**<sup>™</sup>  
partner central

**expedia group**<sup>™</sup>  
media solutions

**expedia group**<sup>™</sup>  
commercial strategy and services

**expedia group**<sup>™</sup>  
partner solutions

# Top tier internal EG teams or tools

For external facing communication always use the formal lockup shown below.  
The business name is in Century Gothic Regular. It is 75% smaller from the baseline of the words and the top of tallest letter, than the height of 'x' in **Expedia**.

The wordmark should align to the left of the group/team name and not with the icon. It should sit 1x below the Wordmark.

## Formal lockup:

**expedia group**<sup>™</sup>  
e-commerce platform

75% X

**expedia group**<sup>™</sup>  
e-commerce platform

Current abbreviations can be kept for internal use only but font and color must be updated to meet EG style guidelines. Abbreviations may be used externally in written form only after formal name is used in first mention.

## Acronym:

eCP

eCP

# Tier two teams and tools that currently feature Expedia in name

Name must either change to include Expedia Group or drop Expedia from name.  
Adopt new brand 100% if using Expedia Group name (formal logo lockup, fonts, color palette, etc.). May keep current abbreviation for internal use only but must update to meet EG style guidelines (font and color).

## Formal lockup:

**expedia group**™  
information technology **X** 75% **X**

**expedia group**™  
information technology

## Acronym:



# Logos with 'group' in names

We cannot use the word group in any name.

**expedia group**™

xxxxxxxx ~~group~~



# EG-wide brands may not use BEX branding

Moving forward, any organization that is EG-wide is unable to lean on BEX/airplane/globe branding. For example, the ERS shield can remain a shield, but would need to adopt a new icon within the shield.



# EG Brands

## - Updated endorsement line

This endorsement line is placed flush right below the B2C logo and is 25% smaller than the B2C logo type height measured from the baseline of tagline to the top of the 'd' in Expedia. Update tagline to include Expedia Group or remove Expedia Inc. mention (the latter is by exception only and requires MO approval)



# Logo lockups

These are the order of the logo lockups. In cases where you need to drop some logos, make sure that it still stays in the order shown below. The first line of logos should always be in the lockup - in this order.

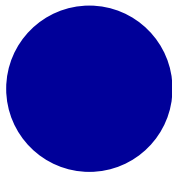


# Colors - Primary

The new color palettes reflect the new purpose and strategy. Leading with strong, stable blue and black, supported by calm neutral tones, with secondary colors that reflect energy and opportunity.

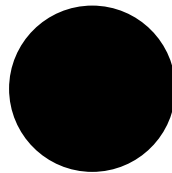
## Primary colors:

Stable • Calm • Cool • Trust



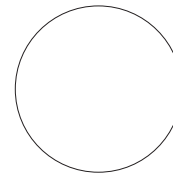
**Blue**  
**HEX:** #000099  
**RGB:** R0, G0, B153  
**CMYK:** C100, M97, Y5, K6  
**PMS C** 072  
**PMS U** 072

Strong • Reliable



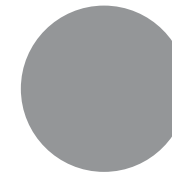
**Black**  
**HEX:** #000000  
**RGB:** R0 G0 B0  
**CMYK:** C0, M0,Y0, K100

Calm • Simple



**White**  
**HEX:** #ffffff  
**RGB:** R255 G255 B255  
**CMYK:** C0, M0,Y0, K0

Calm • Cool

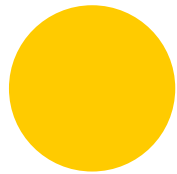


**50% Black**  
**HEX:** #939597  
**RGB:** R147, G149 B152  
**CMYK:** C0, M0,Y0, K50

# Colors - secondary and tertiary

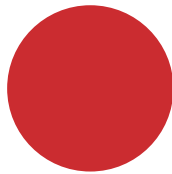
## Secondary colors:

Nature • Bright • Joyful



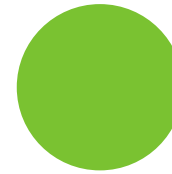
**Yellow**  
**HEX:** #ffc60b  
**RGB:** R255 G198 B11  
**CMYK:** C0, M23,Y100, K0  
**PMS U** 115  
**PMS C** 123

Warm • Real • Human  
• Passionate • Bold • Brave



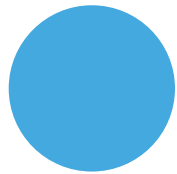
**Red**  
**HEX:** #CB2C30  
**RGB:** R203 G44 B48  
**CMYK:** C0, M97,Y75, K0  
**PMS** 711C

Nature • Bright • Joyful

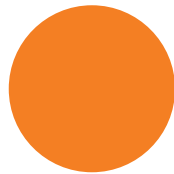


**Green**  
**HEX:** #7AC231  
**RGB:** R122 G194 B49  
**CMYK:** C52, M0,Y88, K10  
**PMS U** 368

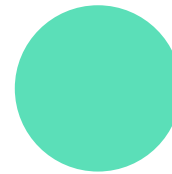
## Tertiary colors:



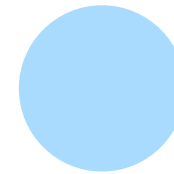
**Light blue**  
**HEX:** #00B1FF  
**RGB:** R0, G177, B255



**Orange**  
**HEX:** #F58025  
**RGB:** R245, G128, B37  
**CMYK:** C0, M61, Y97, K0  
**PMS C:** 158  
**PMS U:** 158



**Aqua**  
**HEX:** #5BDFB8  
**RGB:** R91, G223 B184  
**CMYK:** C57, M0, Y40, K0  
**PMS:** 3375



**Baby Blue**  
**HEX:** #a9dbff  
**RGB:** R169, G219, B255  
**CMYK:** C31, M3, Y0, K0

# Typography

Primary font:

## Expedia Group Display

Expedia Group Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

The Expedia Group Display font family utilizes one weight for uppercase, lowercase and numerals. This family is used for headlines. It is never used as body copy or any size smaller than 16 px or 16 pt in print.

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Body copy and text font:

## Century Gothic

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

Century Gothic font family is used in body copy and text.

Century Gothic Regular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

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Default font:

## Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

Arial can be used as a default font only when viewability issues arise on digital platforms.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

# Typography - Example

**Headline goes here in Expedia Group Display no smaller than 15 pt. (Please manually kern the letters so they do not sit too far apart or too close together optically)**

**Subheadline is Century Gothic Bold**

As a general rule of thumb, the body copy size should be smaller than the size of a title. Body copy is Central Gothic Regular with leading 2 pt bigger than point size.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Est ultricies integer quis auctor elit sed. Vulputate dignissim suspendisse in est ante in nibh mauris cursus. Scelerisque eu ultrices vitae auctor eu augue ut lectus. Adipiscing diam donec adipiscing tristique risus nec. Hendrerit dolor magna eget est lorem ipsum. Odio morbi quis commodo odio aenean. Dignissim suspendisse in est ante. Urna nunc id cursus metus aliquam eleifend mi. Id neque aliquam vestibulum morbi blandit cursus risus. Est ullamcorper eget nulla facilisi etiam dignissim diam quis enim. Commodo sed egestas egestas fringilla phasellus faucibus scelerisque.

# Typography guidelines

## Typeface

The only typefaces permissible for use within the Expedia Group identity are Expedia Group Display and Century Gothic. Arial can be used as a default font only when viewability issues arise on digital platforms.

## Font weight

Contrast can be created through varying font weights. Lighter fonts should be offset by heavier fonts to create tension on the page. The choice of font weights can be determined by messaging.

## Text alignment

Large amounts of body copy should be left aligned.

## Text color

Body copy can appear in black or blue, when suited. Text can be knocked out in white when placed on colored backgrounds or saturated photos. Text color can be used to differentiate two different points within a paragraph or sentence or to signify a language change.

## Leading

The preferred leading is usually the same as the body copy size. The leading is kept fairly tight for an organized and modern feel.

## Spacing

Space between paragraphs and sections will vary between materials. Use a full return between sections. If a smaller space between paragraphs is desired, the space can be a few points smaller than the leading. Sections should be spaced out in such a way that it makes the information very accessible to the reader. Use double spacing between sentences.

## White space

Text should be thought of as modular units that can move around on a page and grouped to create white space.

## Body Copy

As a general rule of thumb, the body copy size should be smaller than the size of a title.

## Contextual alternates

Expedia Sans has a 'Contextual Alternates' feature that can be employed to enable certain alternates of glyphs in the program you are working in.