

Brand Standards

Version 2.1 / Dec 2020

Booking.com

At Booking.com, we believe that life is made of experiences. Experiences we share with each other. Experiences both big and small.

But sometimes life gets in the way and stops you from getting out there in the first place. That's why we're on a mission:

**To make it
easier for
everyone to
experience
the world.**



Design approach

We make it easy

Our design is clear in purpose and free of unnecessary elements. It is simple to understand and effortless to use.

Uncluttered, intuitive, clear, efficient, helpful

We make it for everyone

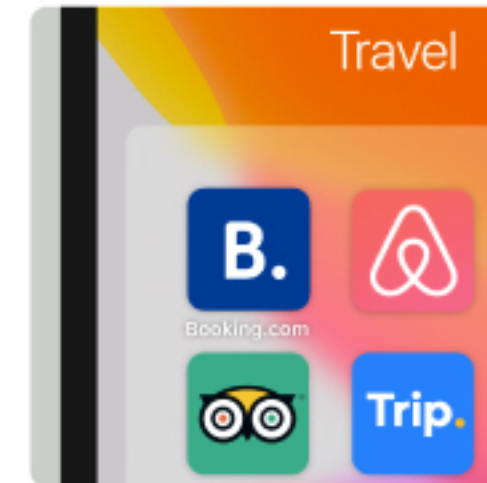
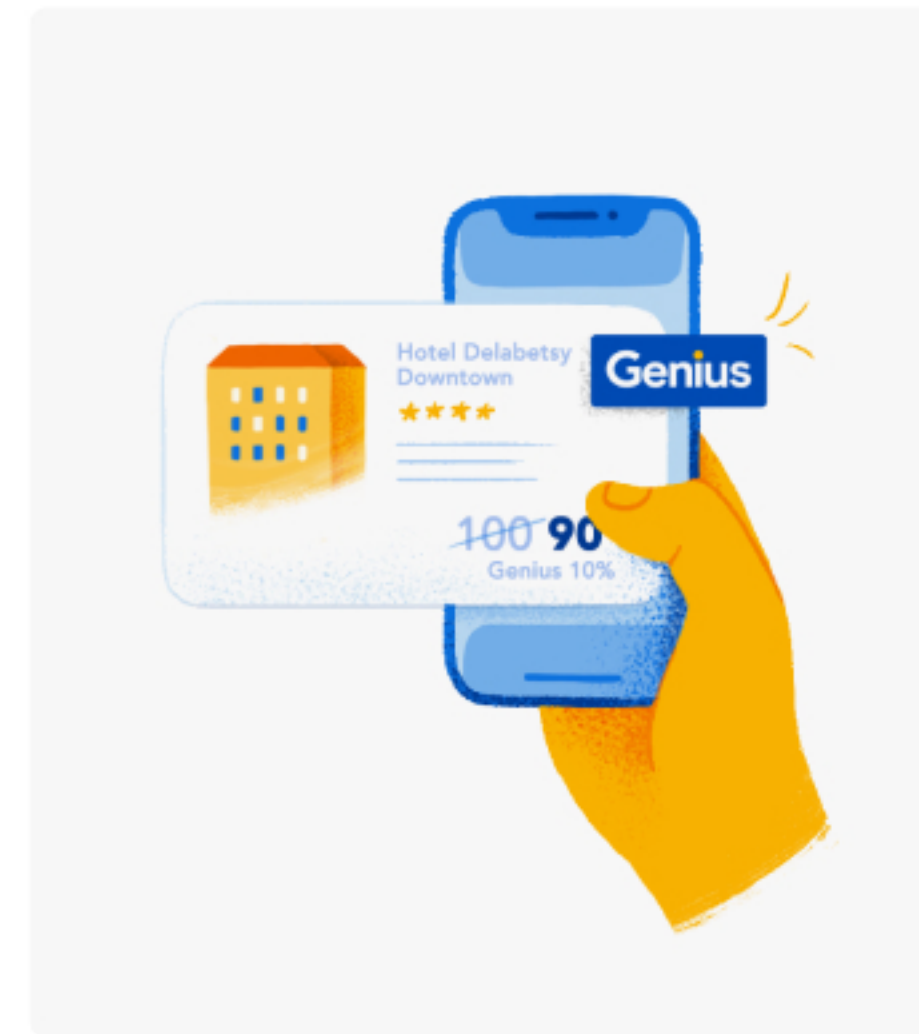
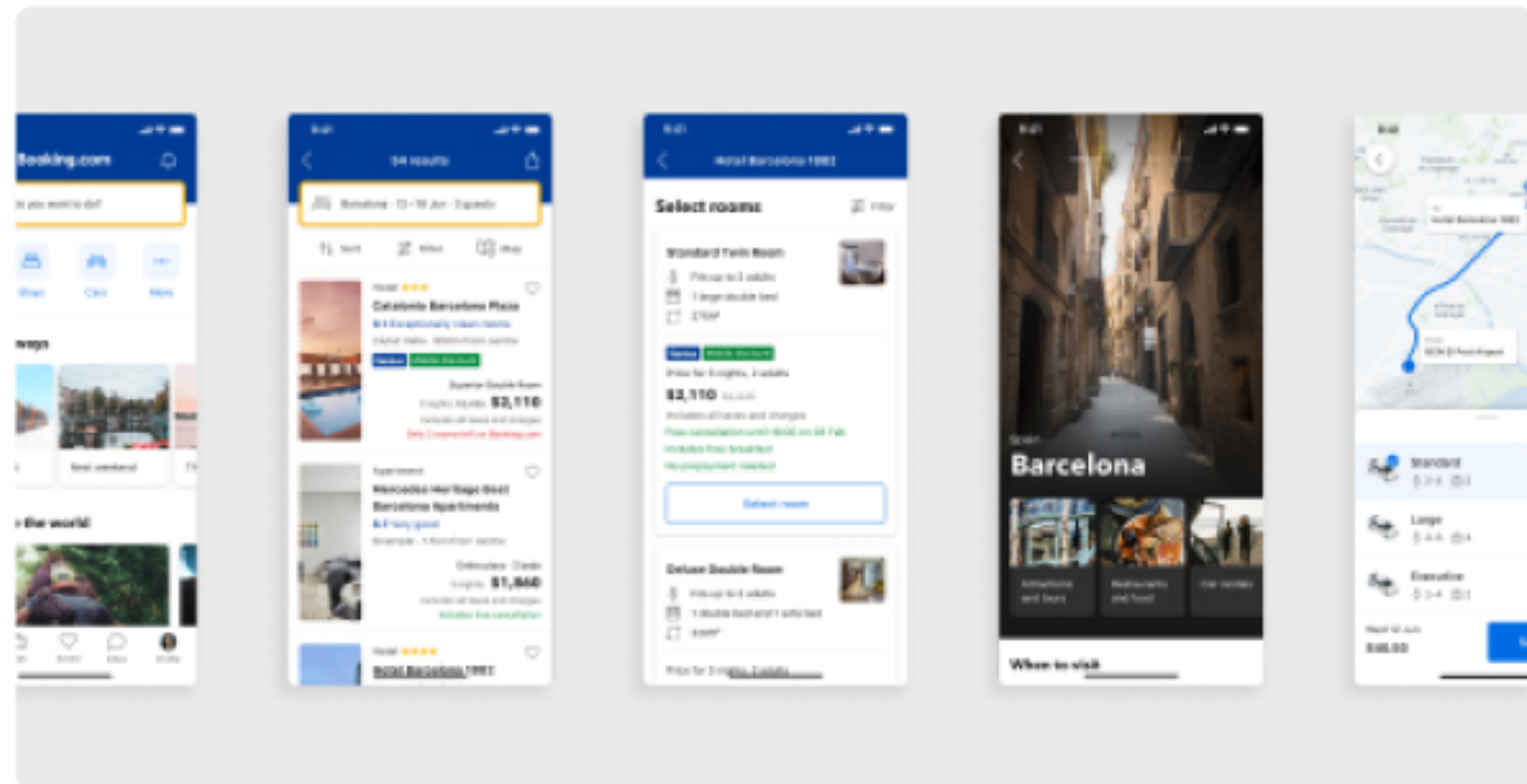
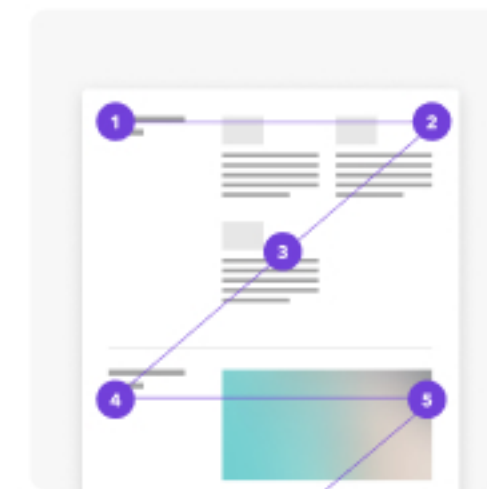
Our design is accessible and relevant for all people, regardless of who they are and where they are from.

Inclusive, welcoming, empathetic, flexible

We communicate experiences

Our design is expressive, vibrant and full of energy. It reflects the joy of travel and life's possibilities.

Expressive, optimistic, immersive, unique



Logo

Our logo represents who we are and how the world sees us. For both commercial and legal reasons, the registered logotype should always be reproduced correctly in order to keep our brand consistent and relevant.

Booking.com

Colour variations

Booking.com has two primary logo options: the full-colour version of the logotype on a light background, and the reversed colour option on a dark background.

The logo is used in black or white respectively when used in monochromatic applications.

| | |
|--------------------|--------------------|
| Booking.com | Booking.com |
| Booking.com | Booking.com |

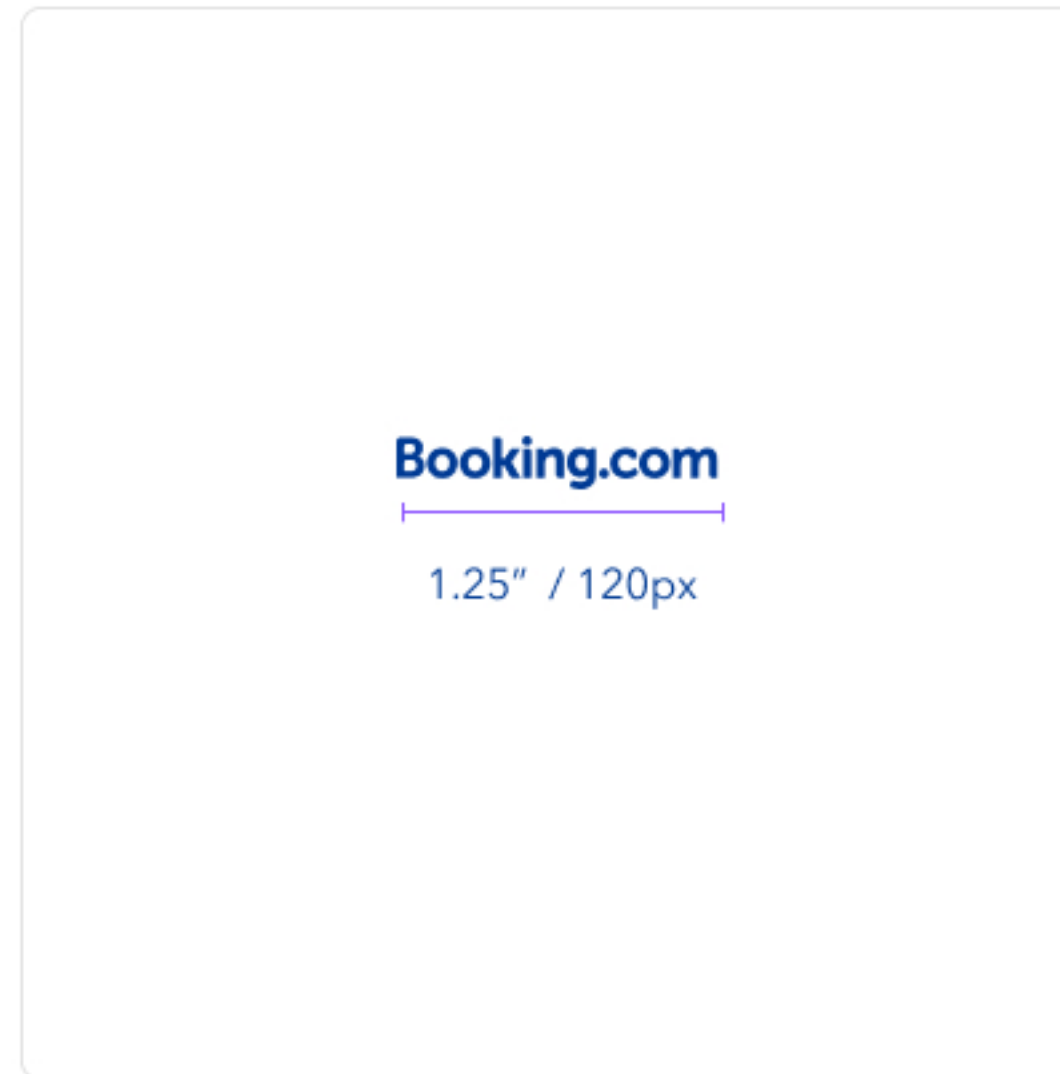
Clear space

This clear space (X) is defined by a specific calculation, where the height and width matches the width of the letter "o" in the logo.



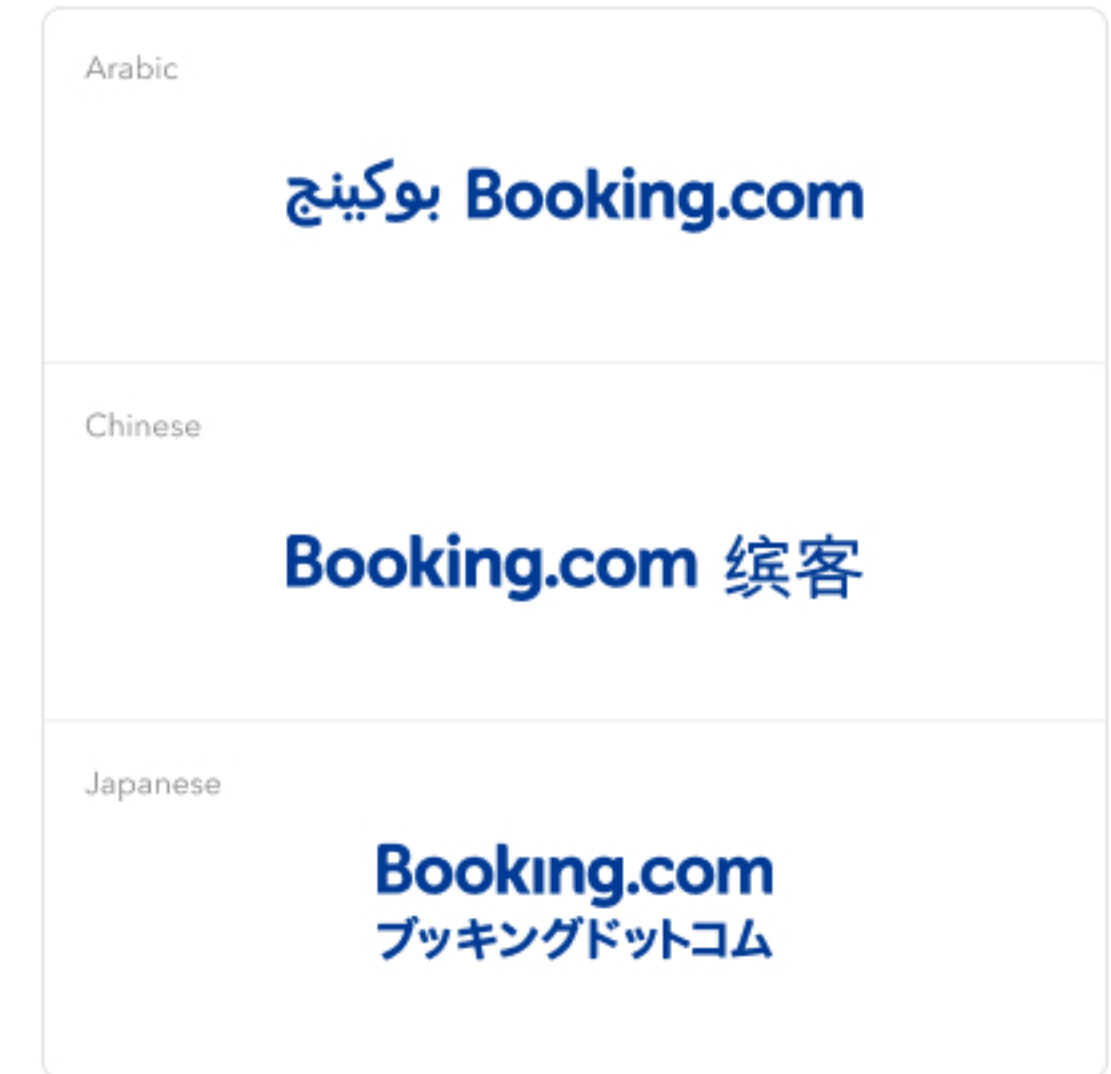
Scale

To maintain clarity and legibility, the logotype should be displayed at a minimum of 1.25" (3.175cm) for print, and a minimum of 120px for digital assets.



Localization

We speak to all people as a global brand. When it comes to our logotype, three languages have unique localised versions.



Logo placement

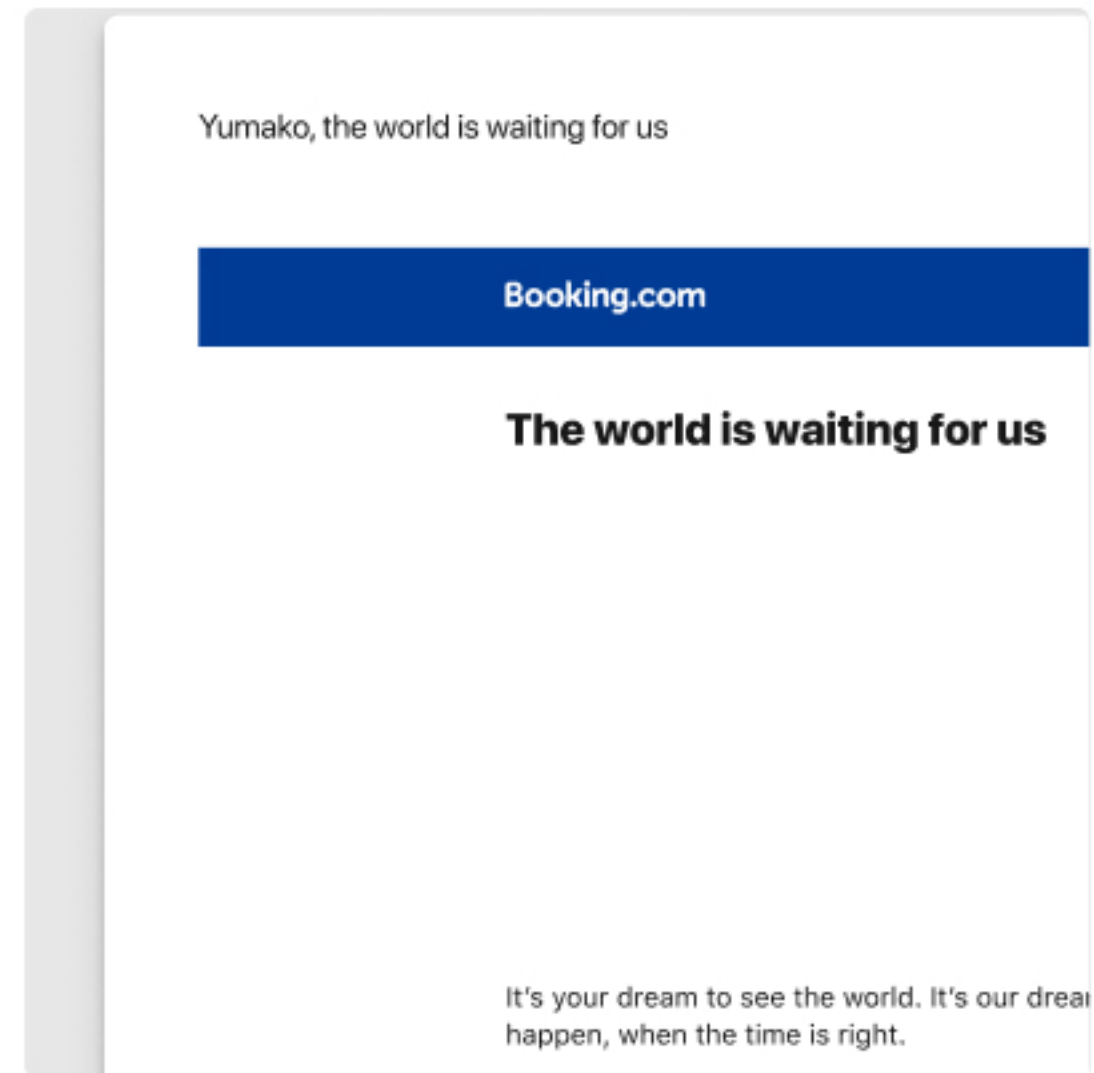
Last as sign off

This read order shares our message first, then says who's speaking. This is our read order in consumer-facing work where we wish to share a specific insight or create emotional connections.



First as an announcement

Placing our logotype first announces who is speaking. We use this order either in our digital products or mastheads to let our customer know that they're interacting with us, or in corporate communications where the brand should be explicitly announced first



Side aligned

We favour side alignment in order to provide a natural reading experience. Only consider aligning to the contrary side of the text when the logotype is used as a sign-off (after the content) and if it provides an easier scan of the information (e.g. in narrow horizontal banners or video end cards).



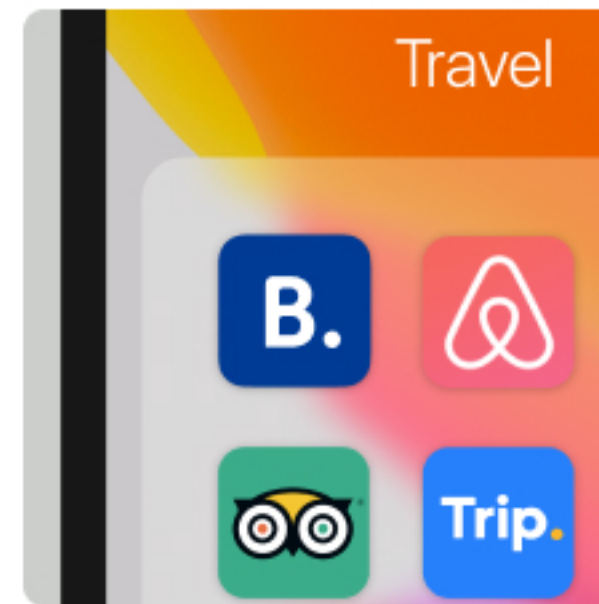
Co-brand lock-ups

Follow the clearspace grid when creating partnership lockups and co-branding. As a guide, position the partner logo by keeping a distance of 2X between the logos and a divider between them. The height of the divider is of 1/2X units from the top of the clearspace bounding box, and it also determines the maximum height of logos that include monograms or are vertically arranged.

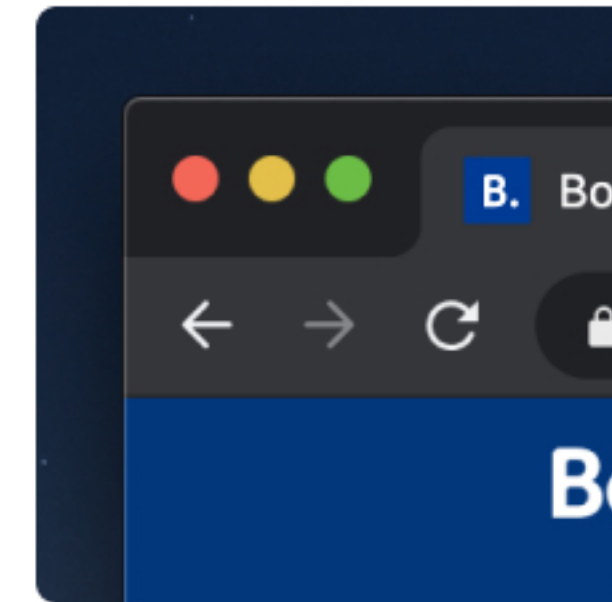


B-dot

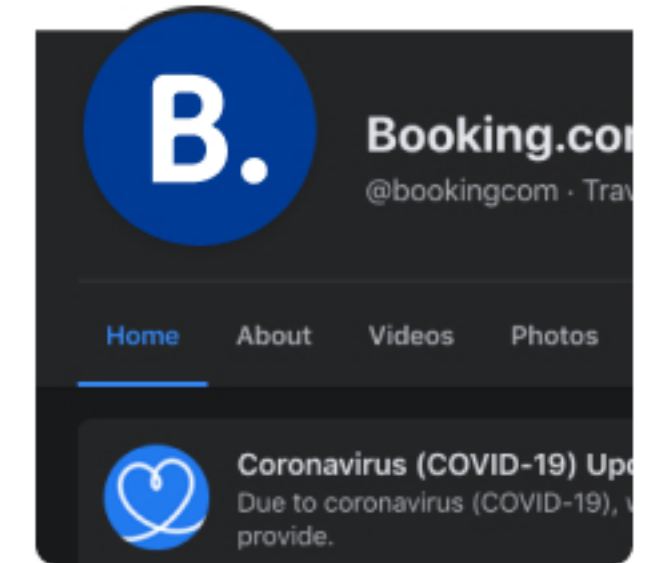
The B-dot icon is a visual abbreviation of our logotype, but it can only be used in situations where “Booking.com” is clearly labelled or in a context that is obviously Booking.com. As a relatively new addition to our brand assets, we have to assume there is little brand recognition of the B-dot by either our customers or partners.



App icon



Browser thumbnail



Social icon

Color variations

Use the B-dot in the Booking Blue app icon container when placed over any background that isn't Booking Blue.

The B-dot does not need a container when placed over a Booking Blue background.



Best practices

We want our logo to be clear and stand out for us every time it's used. To help achieve this, there's certain things that should never be done to our logotype – any change will result in lower levels of recognition and potentially even the loss of its legal protection as our trademark.

Never alter the logotype in any way. Never create new versions. Protect our logotype and in turn, the Booking.com brand.



Don't stretch



Don't squeeze



Don't rotate



Don't use our previous colour version of the logo



Don't abbreviate



Don't abbreviate



Don't customise



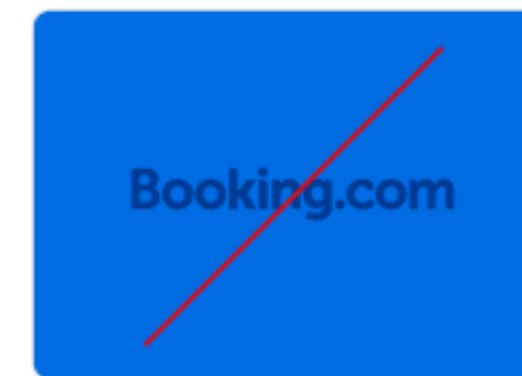
Don't try to replicate with other font families



Don't recolour



Don't use in low contrast



Don't use in low contrast

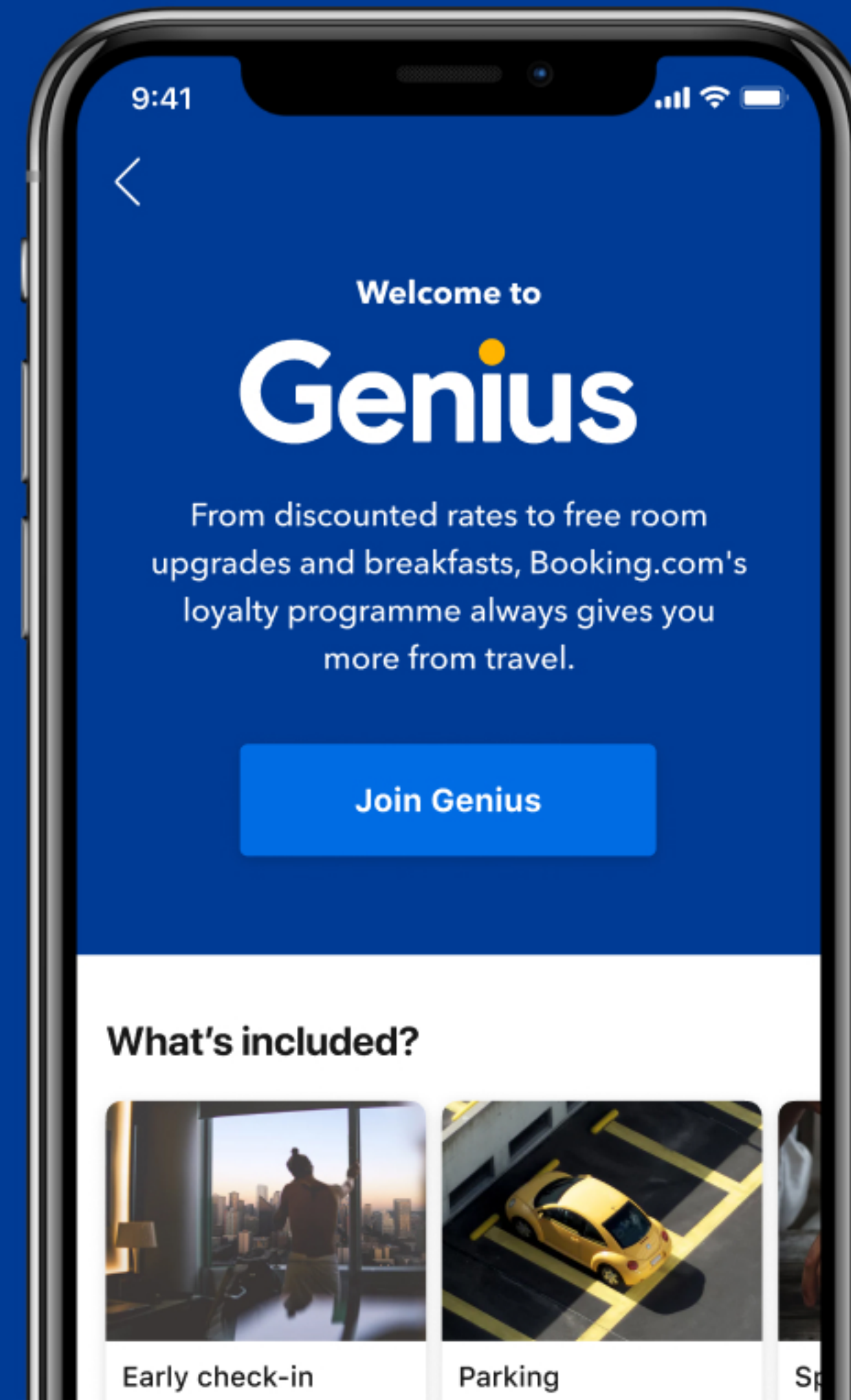
There is a
booking for
everyone

Booking.com



Colour

Blue is at the heart of our brand. It's the most predominant and recognisable ingredient of our identity, used in our logo and headers, the backgrounds for marketing materials and for our calls to action.



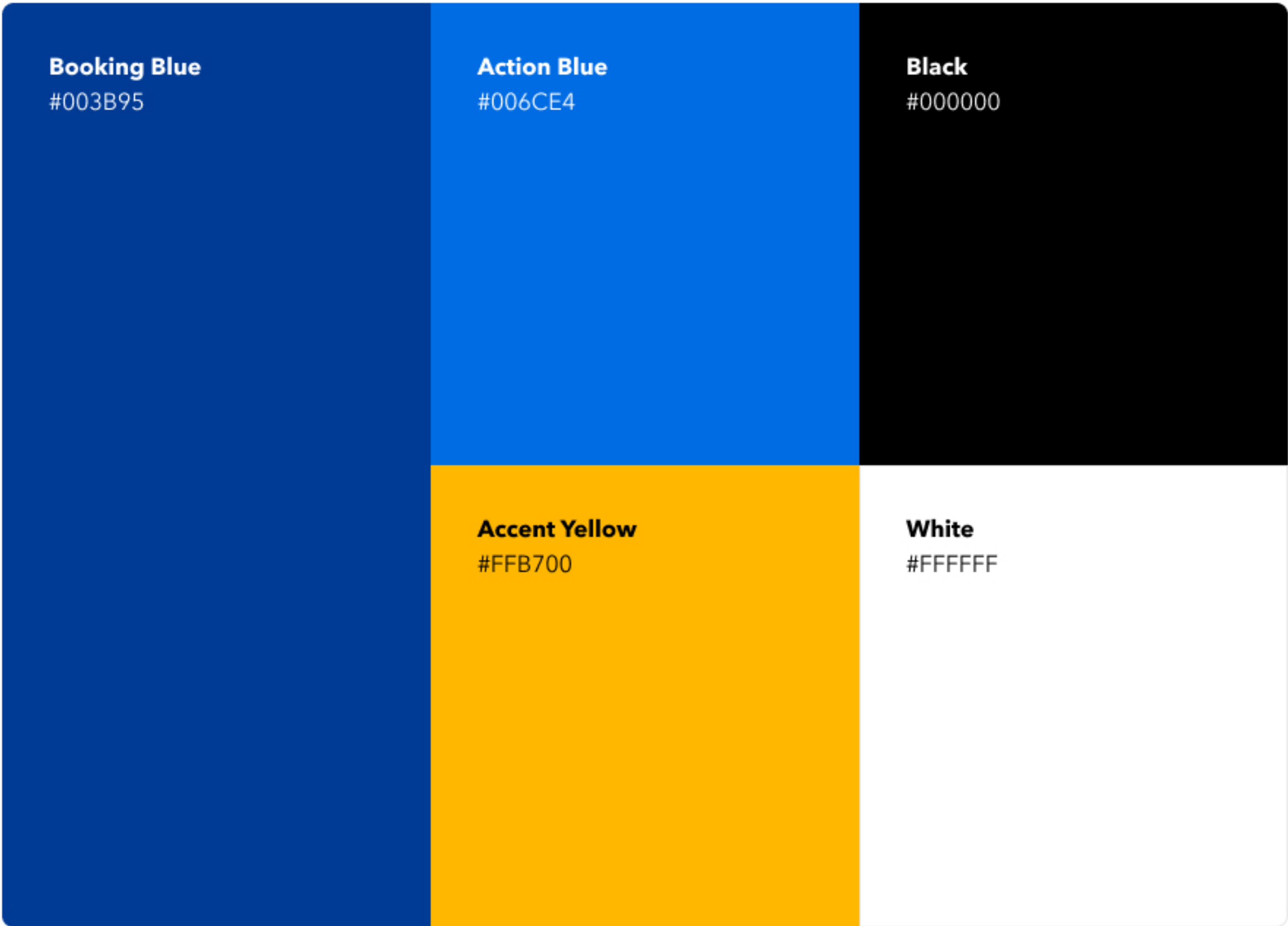
Brand palette


Booking blue: Our key brand connector and the most recognisable element of our brand identity.

Action blue: Is reserved for links, buttons, CTAs. Tap, click – nothing else.

Accent yellow: Used sparingly for key details like our search box. Strong contrast and limited use make yellow elements stand out and demand attention.

Black and white: Used for body text and backgrounds, black and white do most of the work and allow the other colours to shine.



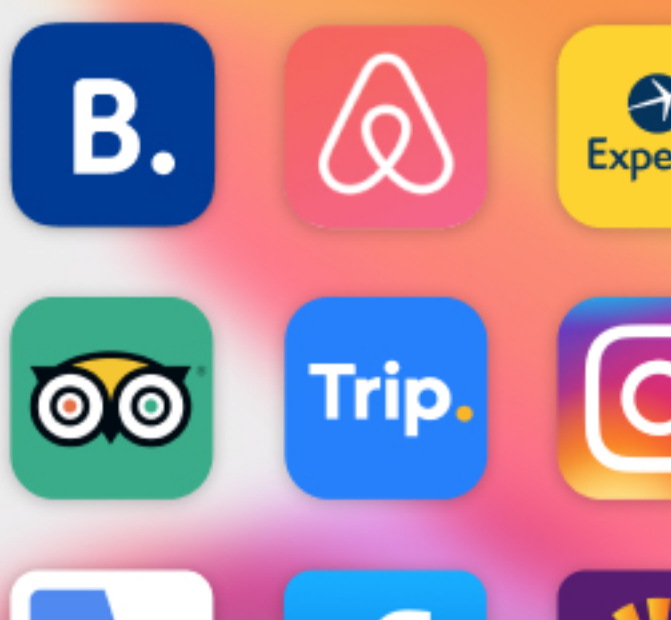


Whatever your passion, we've got the room.


Let's go

Booking.com

Travel



Booking.com



★★★★★ 4.8
785k Ratings

Travel smarter with the app

The Booking.com app is the easiest way to make, change or cancel bookings on the go.

Get the app

[Continue to mobile site](#)

Booking.com

Discover Flights **Stays** Transportation Attractions Events Restaurants

Find a place to stay

Where are you going? Check-in -


Hotels Apartments Holiday Homes

A place for everyone

Homes give you the space you need to cook, socialise, and bring everyone together.

Discover homes

Top places to stay

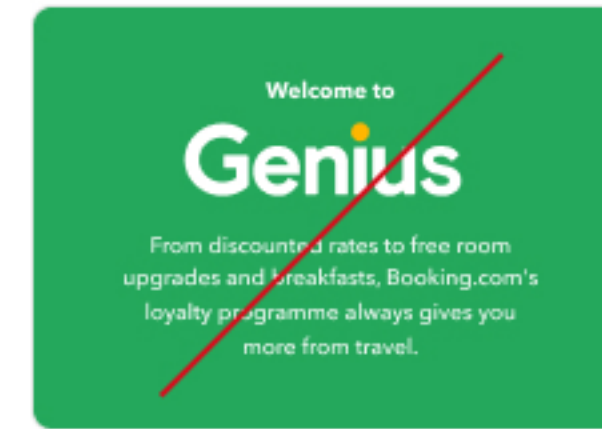


Best practices

Our brand colours should be used consistently across our digital products, messaging and brand materials. Consistent use ensures that our products, messages and communication are quickly and intuitively recognised as belonging to the Booking.com brand.



Don't alter the colour proportions



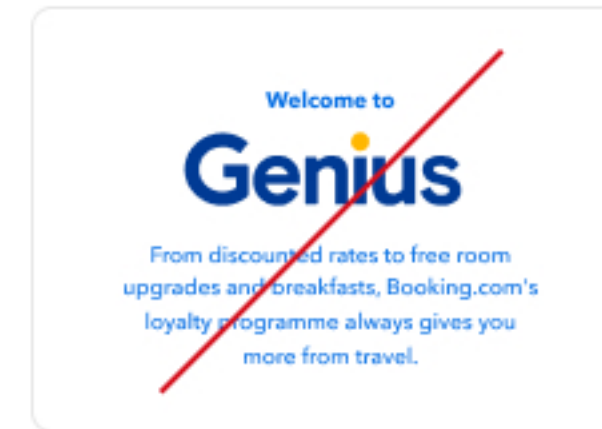
Don't use other colours as primary



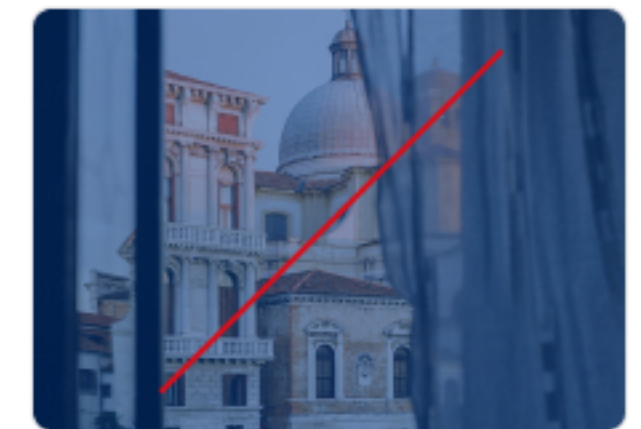
Don't use low contrast pairs that are difficult to read



Don't recolour the logo



Don't use colour for blocks of text



Don't use colour to create overlay on top of images



Midnight in Paris?

Whatever your passion,
we've got you covered

Booking.com



Tea time in Norway?

Whatever your passion,
we've got the room

Booking.com



Coffee at 30,000ft?

Whatever your passion,
we've got you covered

Booking.com



Typography

Our brand font is Avenir Next. We use it for typesetting on all headlines and display text. It's lean, crisp and easy on the eye. To make it easy, we use only two weights – Regular and Bold.

Typography helps to bring out informational and instructional clarity. Establishing clear hierarchical relationships is important not just to ensure structure and legibility, but to provide consistency and balance across all of our work too.

In typesetting, clearly reflect the importance of every element in view through different attributes - size, colour, weight, placement.

Display 1

96 / 108
Bold

The Genius way to travel

Featured 1

32 / 40
Regular

There are thousands of Genius properties all around the world. Ready to find travel rewards?

Body 1

16 / 24
Regular

From discounted rates to free room upgrades and breakfasts, Booking.com's loyalty programme always gives you more from travel. Sign in or create an account to get started.

All you need is a Booking.com account and two completed stays within two years. You'll find Genius travel rewards wherever you choose to go. Look for the blue Genius logo. Genius membership lasts for life so you'll always save when you book a Genius rate.

Localization

We speak in many languages and to many different audiences around the globe. Our type system includes fonts for different mediums and products across all the languages we support. This gives the flexibility to be expressive and practical at the same time, while also reflecting our unique brand.

探索世界

Noto Sans (Chinese)

הלג תא מלוועה

Arimo (Hebrew)

إكتشف العالم

Tajawal (Arabic)

世界を発見する

Noto Sans (Japanese)

세계를 발견

Noto Sans (Korean)

ค้นพบโลก

Kanit (Thai)

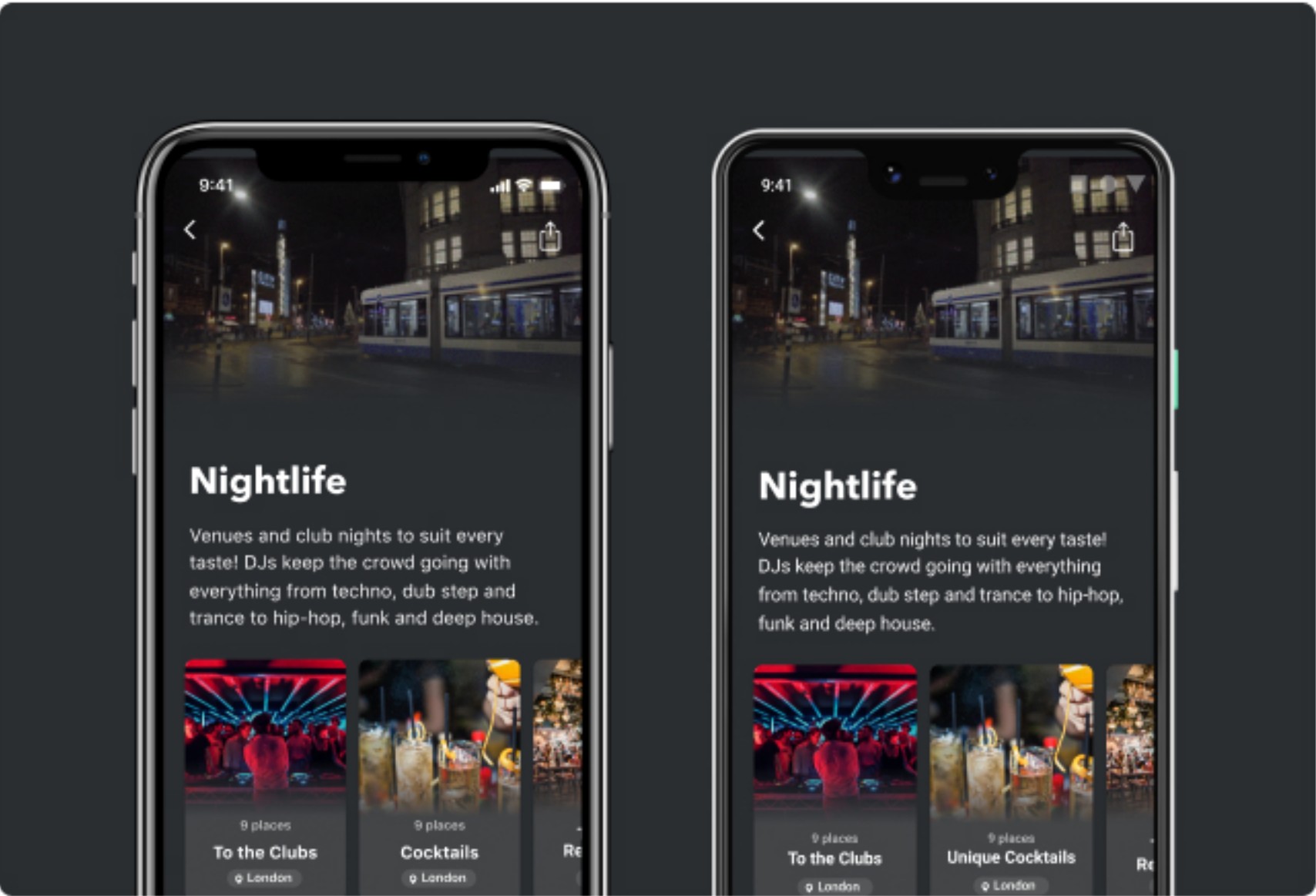
System fonts

Use native system fonts for typesetting body and paragraph text in our digital products and dynamic content.

MacOS & iOS: SF Pro

ChromeOS & Android: Roboto

Windows: Segoe



Alignment

We use left or right aligned text to make it easier for the eye to follow type and layout.

| | |
|---|---|
| От намалени цени до безплатен ъпгрейд на стая и закуска – програмата за лоялност на Booking.com винаги ви предлага повече, когато пътувате. | חדר וארוחות בוקר בחינם - עם תוכנית ממחירים מוזלים ועד שדרוגי Booking.com, אתם תמיד מרוויחים יותר. הנאמנות של |
|---|---|

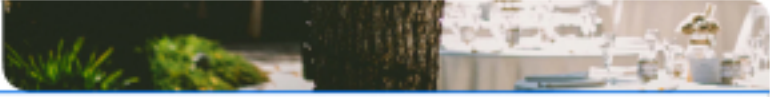
Line length

Avoid lines that are too long and opt for shorter lines to make it easier to scan the information. 65 characters (2.5 times the Roman alphabet) is often referred to as the perfect measure. The ideal range of 45 to 75 characters (including spaces and punctuation) per line comes from this number.

| |
|--|
| Tierra Viva Miraflores Mendiburu has a privileged location, in the middle of the best gastronomic area of Miraflores; at walking distance from the best restaurants in Peru, such as: Cevicheria La Mar, La Cucharita, Matria, among others. |
|--|

Spacing

Reserve enough whitespace around your text to improve readability and use the line height value of the type set for paragraph spacing.

| |
|---|
|  |
| The most beautiful restaurants in the world |
| We reveal the 29 most beautiful restaurants in the world – from a candlelit courtyard in Ibiza to a kitchen lost in the woods of Maine, which |

| |
|--|
| walk away from the train station, and on half a kilometer from the Castle. Guests reach the historical St. Margaret's Chap the Half Moon Battery and David's Tower within 10 minutes' walk. Edinburgh airport is only 14.5 km away. |
| The rooms feature an en suite bathroom with shower, a flat-screen TV with satellite |



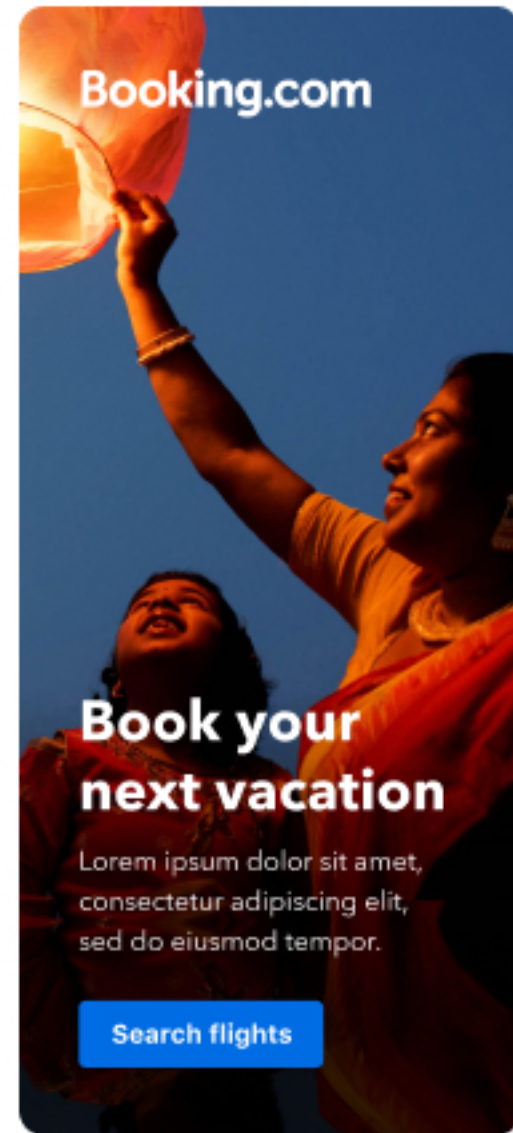
**Proud to
be your
true self**

We're one big family at Booking.com. Our voice, our story and our mission drive us forward. We have a commitment to each other, just as we're committed to our guests and partners all over the world. Let's celebrate who we are, together.

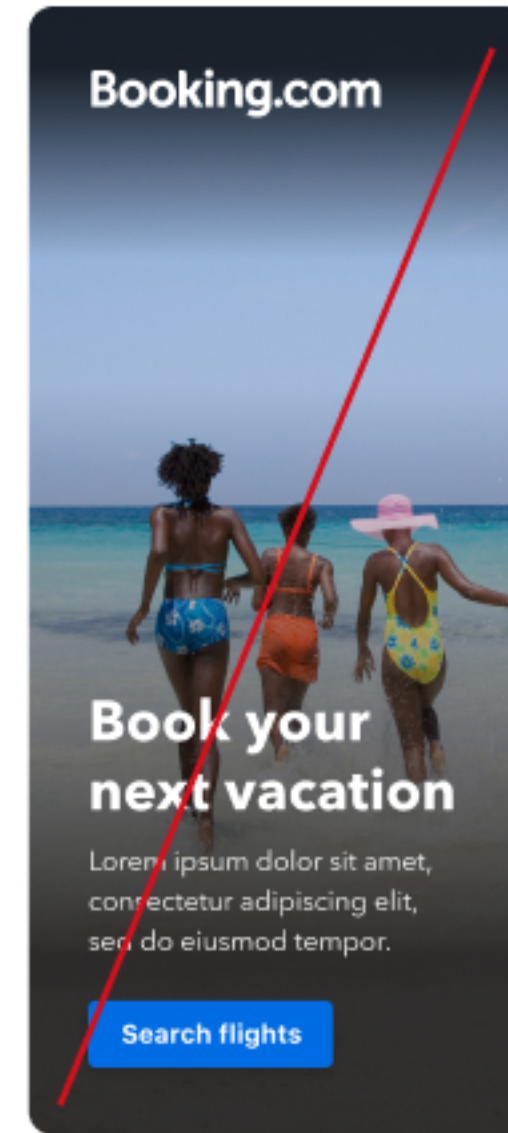
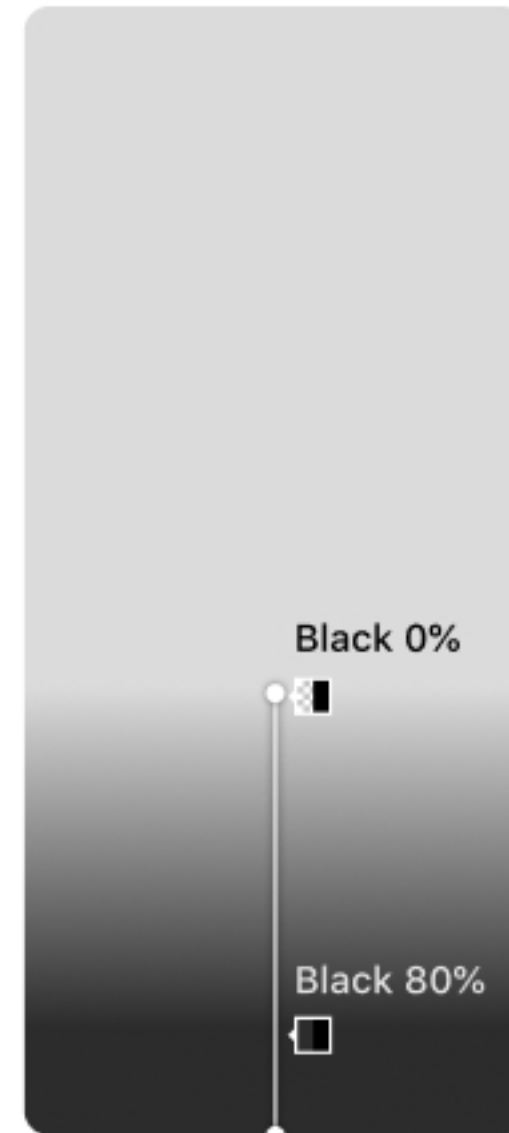
Booking.com

Text and images

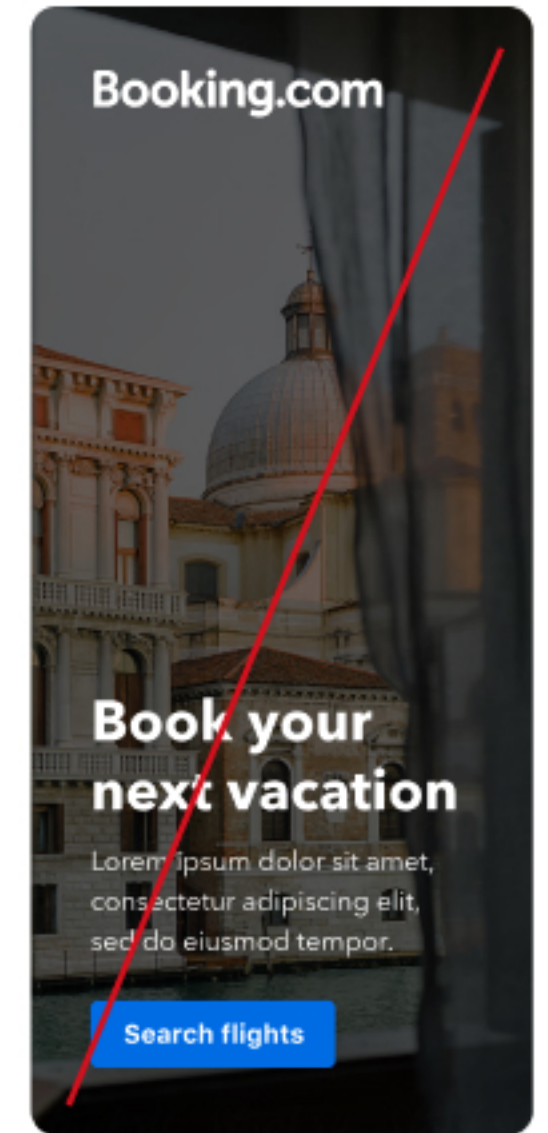
Consider photography as a primary design element. It's important that the audience is always able to see that photograph and what it's intended to communicate. Be careful not to clutter or obscure a photograph with too much copy or UI. If you do layer type on an photo, use black or white type to maximize optimal contrast and legibility.



Be subtle with transparent overlays and make sure the subject of the photo is still clearly represented.



Don't overuse gradients.



Don't cover large areas of the photo with transparent screens or type.

Best practices

| | | | | |
|---|--|--|--|--|
| <p>The myriad health benefits of spending time amid nature have been getting increasingly prescribed by doctors and practices like shinrin-yoku in Japan) becoming</p> | <p>spending time amid nature have been getting a lot of airtime lately, with 'time spent outdoors' increasingly prescribed by doctors and practices like 'forest bathing' (c</p> | <p>LET'S GO</p> | <p>I'm supposed to be a title!</p> <p>We reveal the 29 most beautiful restaurants in the world – from a candlelit courtyard in Ibiza to a kitchen lost in the woods of Maine – which are worth eating at too.</p> | <p>that lends itself to every artistic genre – from whimsical novellas to gruesome crime novels, gritty film noirs and intricate documentaries about the art of sushi making.</p> |
| <p>Don't manually adjust the space between letters. Too spread and too narrow tracking create poor reading experiences</p> | <p>Don't manually adjust the line height. Too spread and too narrow leading create poor reading experiences</p> | <p>Don't use all caps</p> | <p>Don't force the reader to figure out the hierarchy of the message</p> | <p>Avoid orphans and widows as they negatively impact the reading experience</p> |
| <p>Fort Funston is located in southwestern San Francisco and home to the peninsula's largest remaining dune field. It's a <i>great spot</i> for hang-gliding because of the windy conditions, and it also has several trails that are great for hiking and horseback riding.</p> | <p>Meet Genius There are thousands of Genius properties all around the world. Ready to find travel rewards?</p> | <p>Whatever your passion, we've got the room</p> | <p>A spring weekend adventure with your beloved pet by your side will help you energise after the winter. And it can also help you become an instant member of Booking.com's travel rewards programme, Genius. With any two bookings, you'll get at least 10 percent off for life.</p> | <p>A spring weekend adventure with your beloved pet by your side will help you energise after the winter. And it can also help you become an instant member of Booking.com's travel rewards programme, Genius. With any two bookings, you'll get at least 10 percent off for life.</p> |
| <p>Don't overemphasize and don't combine both bold and italic when emphasizing</p> | <p>Don't use colour for text. Text should always be black or white</p> | <p>Don't use text on top of images in a way that it disrupts the image's narrative and content</p> | <p>Don't use centered text. It makes it harder for users to track text</p> | <p>Don't use justified text. It creates rivers that hurt the overall readability</p> |

Layout

Layout is what binds different elements and core ingredients together to create one unified piece. A purposeful layout is one that's carefully composed and establishes clear hierarchical relationships in order to create engaging, effective and interactive narratives.

Principles

Leave nothing to chance

Make intentional choices when you plan a layout. There's always a clear hierarchy and everything has a place. It's not just the individual elements but the sum of the parts that counts.

Make it adaptable

Layouts should gracefully adapt to different contexts and environments. The content we create needs to suit a variety of devices, resolutions and channels, especially in digital products.

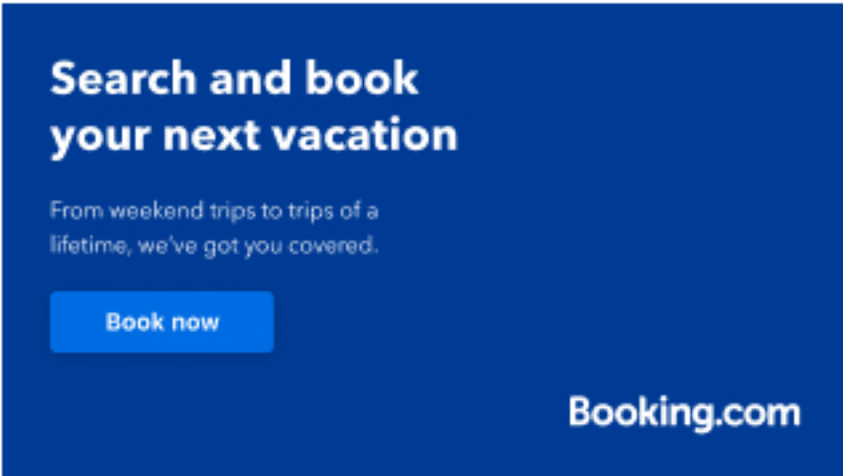
Shape conversations

Layouts are visual guidance. They're how we first interact with our audience and help them engage with our brand. All elements must work together to entice people and bring the energy of travel to life.

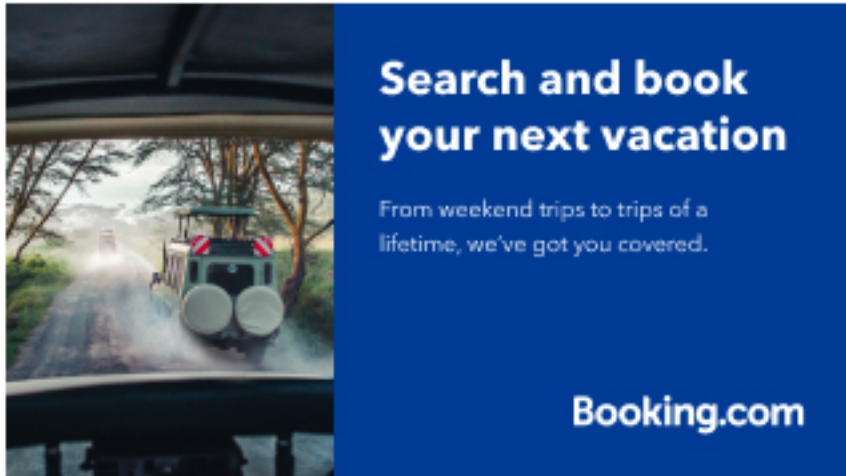


Layout variations

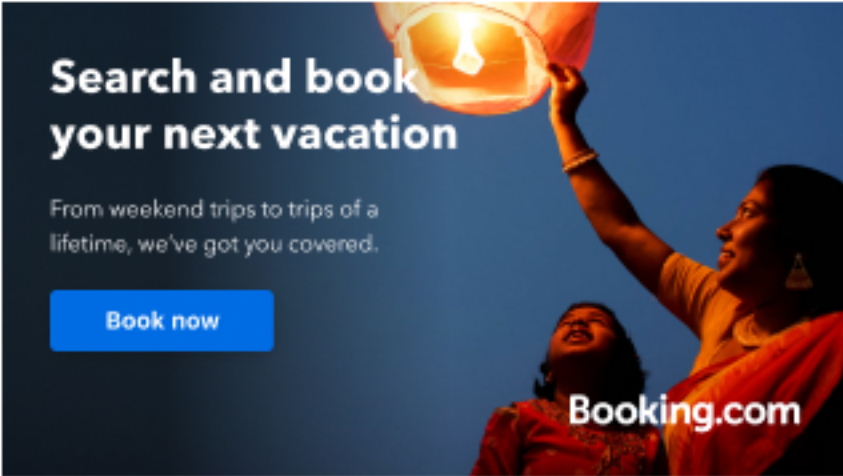
Horizontal



Text only



Split left

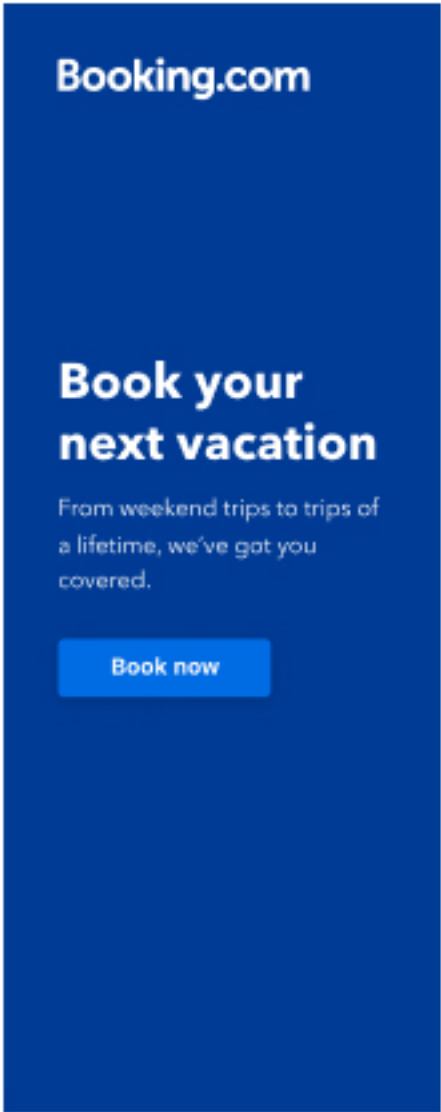


Text and image

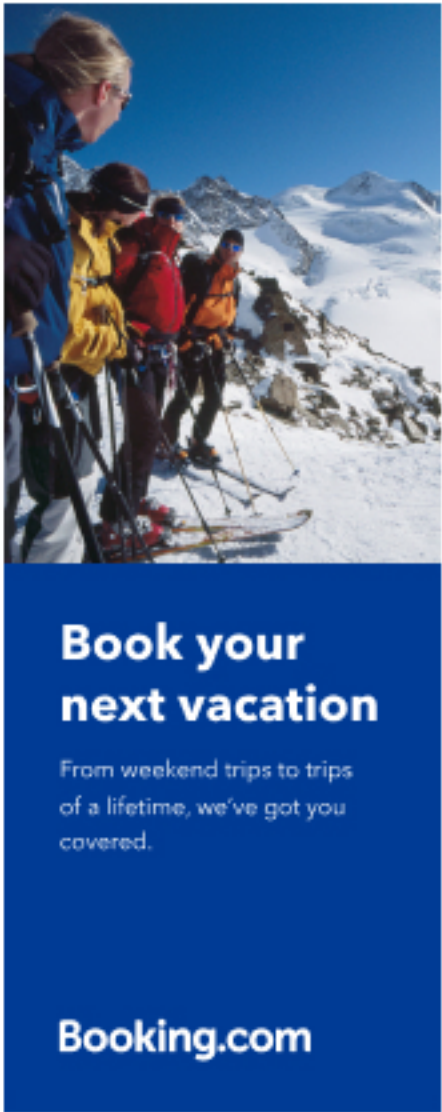


Split right

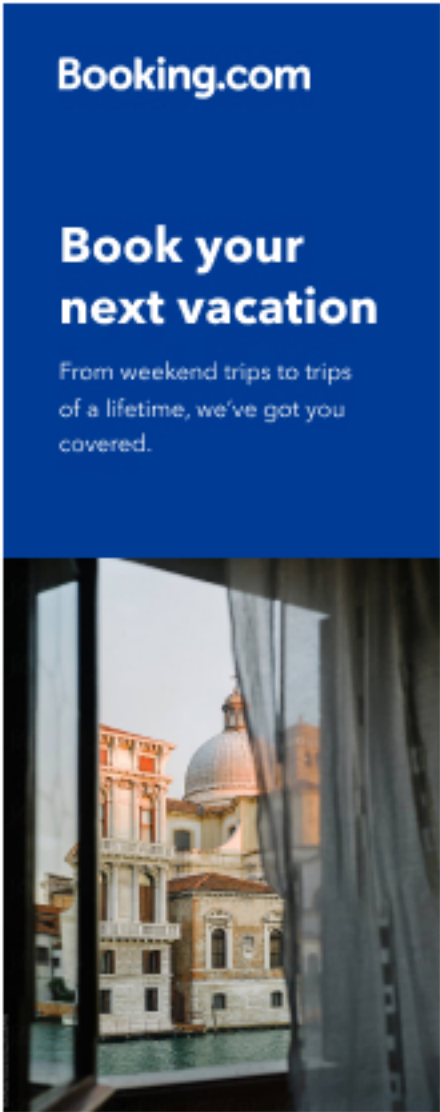
Vertical



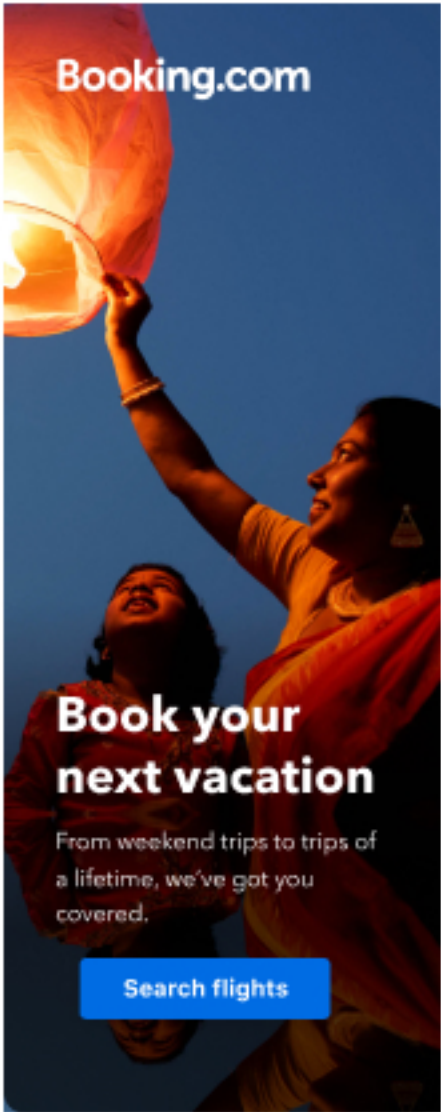
Text only



Split top



Split bottom

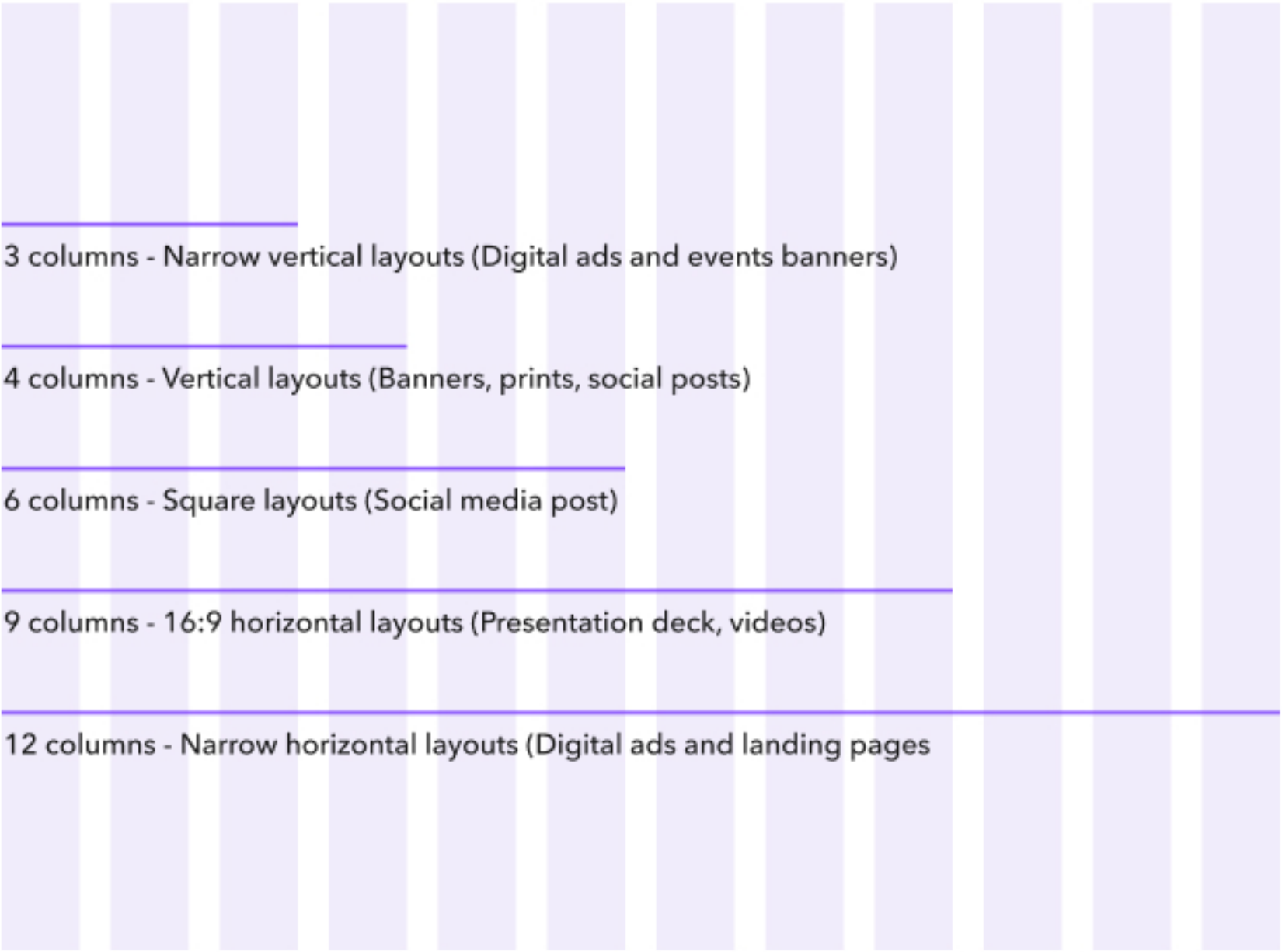


Text and image

Grid

Common splits

Columns are an invisible way to create consistent vertical spacing within a layout. They can group ideas together or break them apart, and they can balance out a document.



Logo size

The logo size is determined by 3 columns of the grid following the recommended grid split according to your layout.



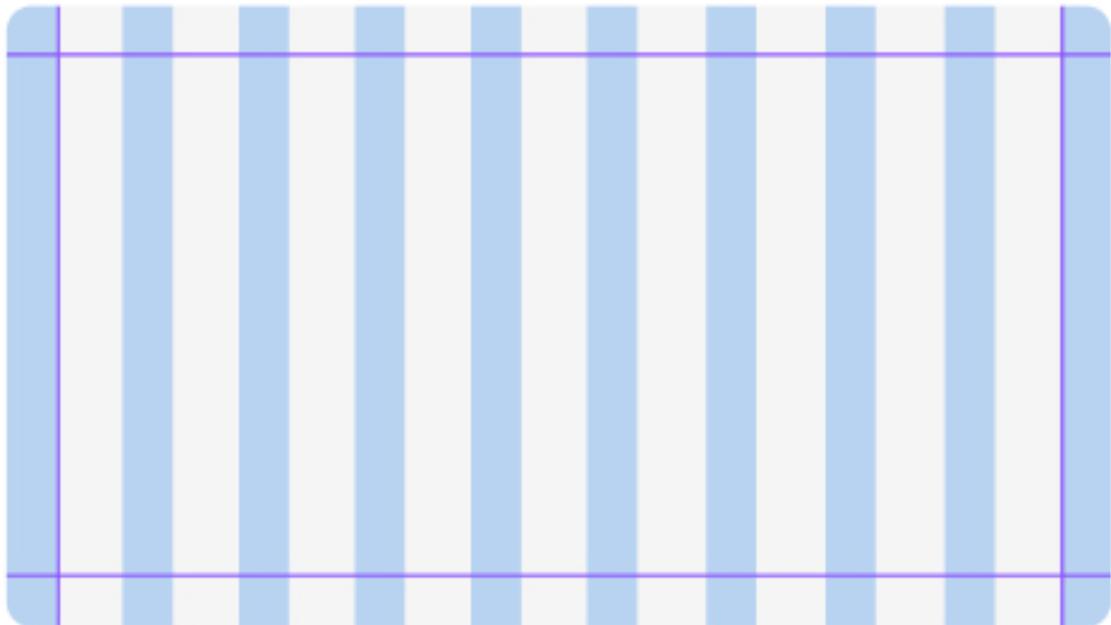
Grid set up



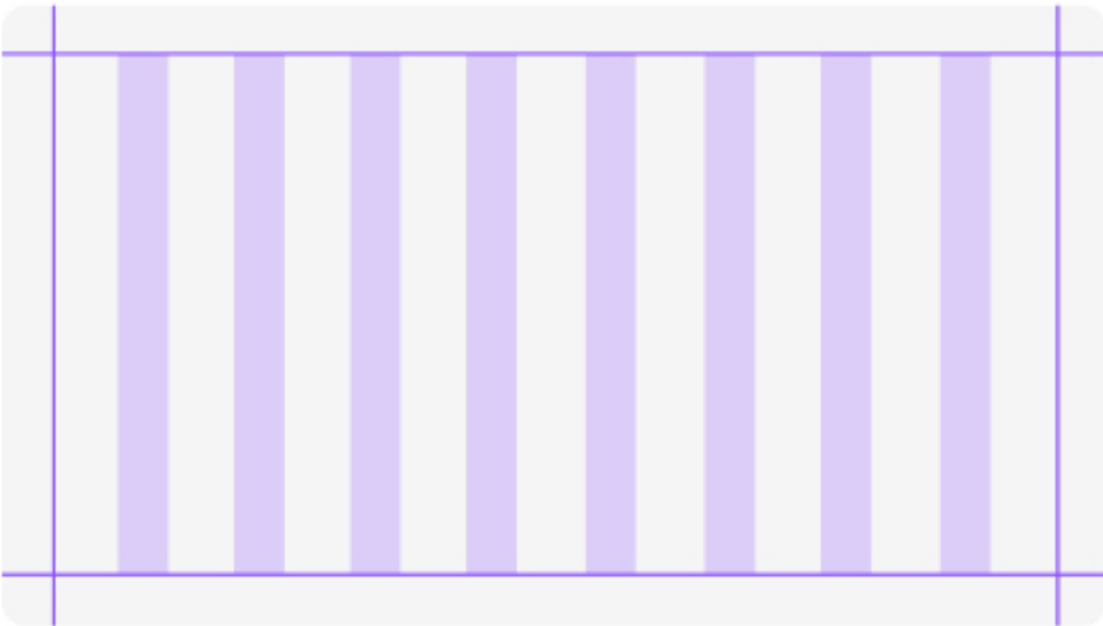
1. Define columns: Divide the space in the amount of columns required according to the layout proportions



2. Calculate margin and gutters size: The space for margins and gutters is determined by 2/5 of the column size



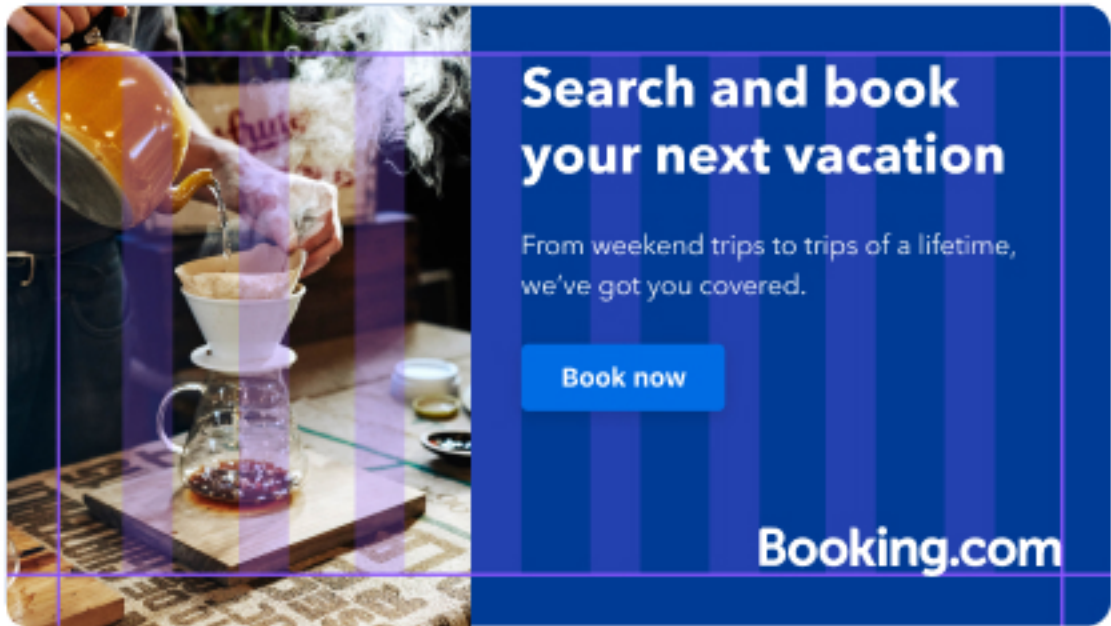
3. Distribute columns: Margins and gutters should be distributed evenly to get equal columns



4. Plan your content structure: Roughly define the content you need to layout to better determine which layout variation works best



5. Assign content areas such as images, logo and content placement



6. Layout content

Photography

Photography is a powerful way to communicate and a method to express life moments visually. At its best, travel photography can bring experiences to life and make even those far-fetched dreams seem possible. We use photography to engage, inspire and inform our audiences no matter where they are in their journey.

Principles

Show people's real lives

Our photographs reflect diversity and show real people living, travelling and interacting with the world and connecting with those around them.

Celebrate life's moments

Let the visuals suggest all five senses. Focus on what it feels like to be there, rather than just highlighting popular places to go and things to do.

Be intentional

Photography complements text and design elements to deliver a message stronger than any one element would deliver on its own, giving life to the experience.



Places



The most common subjects are places people travel to. Whether the subject is an ancient temple or a sunset dipping below the horizon, these photos should inspire travel.

Consider imagery that goes beyond the obvious landmarks or destinations – instead, feature unique perspectives of well known places.

People



When using imagery of people, it should reflect diversity in race, ethnicity, age, ability, nationality, religion, culture, economic status, gender and sexual orientation. Ideally, the people represented in our photos are the types of individuals we'd expect to meet in our travels and not necessarily the travellers themselves.

Avoid being too generic or anonymous by showing people from behind or obscuring their faces.

Experiences



Experience imagery should feel genuine and relatable. Travel isn't only about going places – its also trying new things, connecting with others and creating memories. Allow people to visualise themselves there, in that very moment.

Be careful not to feature activities that appear too extreme or niche. Avoid imagery is obviously posed or in an unnatural setting.

Perspective



Use photographs taken from street or eye level to reflect a traveller's perspective. This helps the images feel authentic and creates a sense of being in that place and moment.

Avoid views and angles that a traveller couldn't see with their own eyes, as well as effects like time-lapse.

Authenticity



Photographs should spark honest emotional reactions and a desire to travel. Avoid cliché moments, staged emotions or reactions that feel forced or fake.

Framing and composition



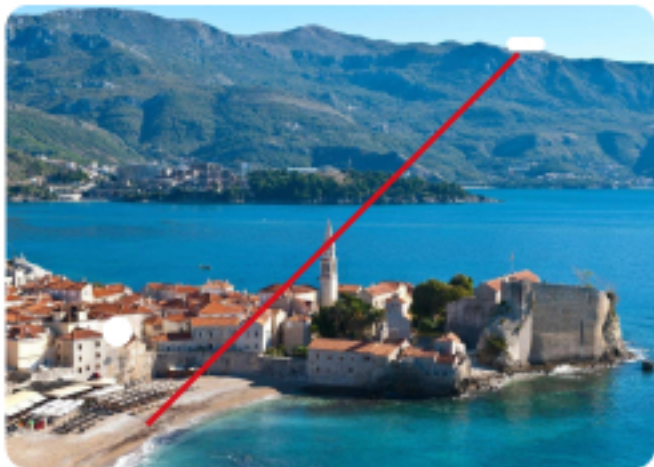
Use foreground elements to create a sense of depth, putting the viewer in that moment. Details around the subject add context to experiences and places. Use negative space to compose the image and bring emphasis to the subject.



Best practices



Don't use staged perspectives and over-saturated colours



Avoid birds-eye view perspectives



Don't use timelapses or excessive motion blurs



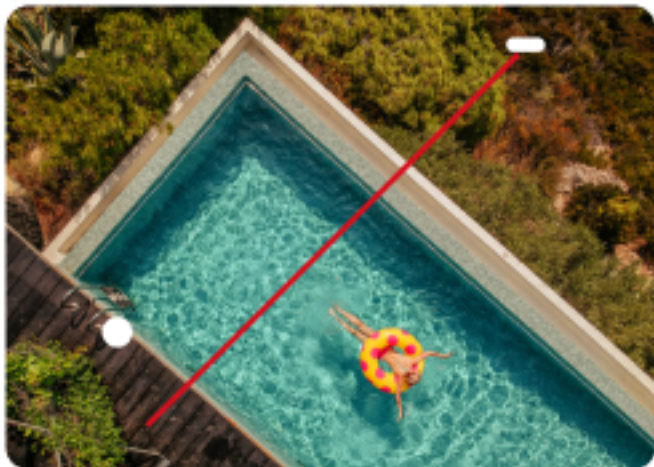
Don't use photos with posed situations



Don't crop in on busy or complicated photo



Avoid cliché "foodie" perspectives



Avoid drone photography



Don't use images with cultural appropriation



Don't overlay too much text, UI, or screens that obscure the photo



Don't composite photos where an illustration should be used instead

Our voice

Our words are conversational, friendly and relevant. Simple, familiar language makes it easy for people to understand and get things done. When things don't go as planned, we stay optimistic and helpful by providing guidance and expertise.

Our tone

The tone of our voice may change in different situations. Consider how someone might be feeling at the moment they read our words. Adapt the tone to the customer journey so that we can maintain a genuine connection with our customer and motivate the next best action.

Principles

Be naturally simple

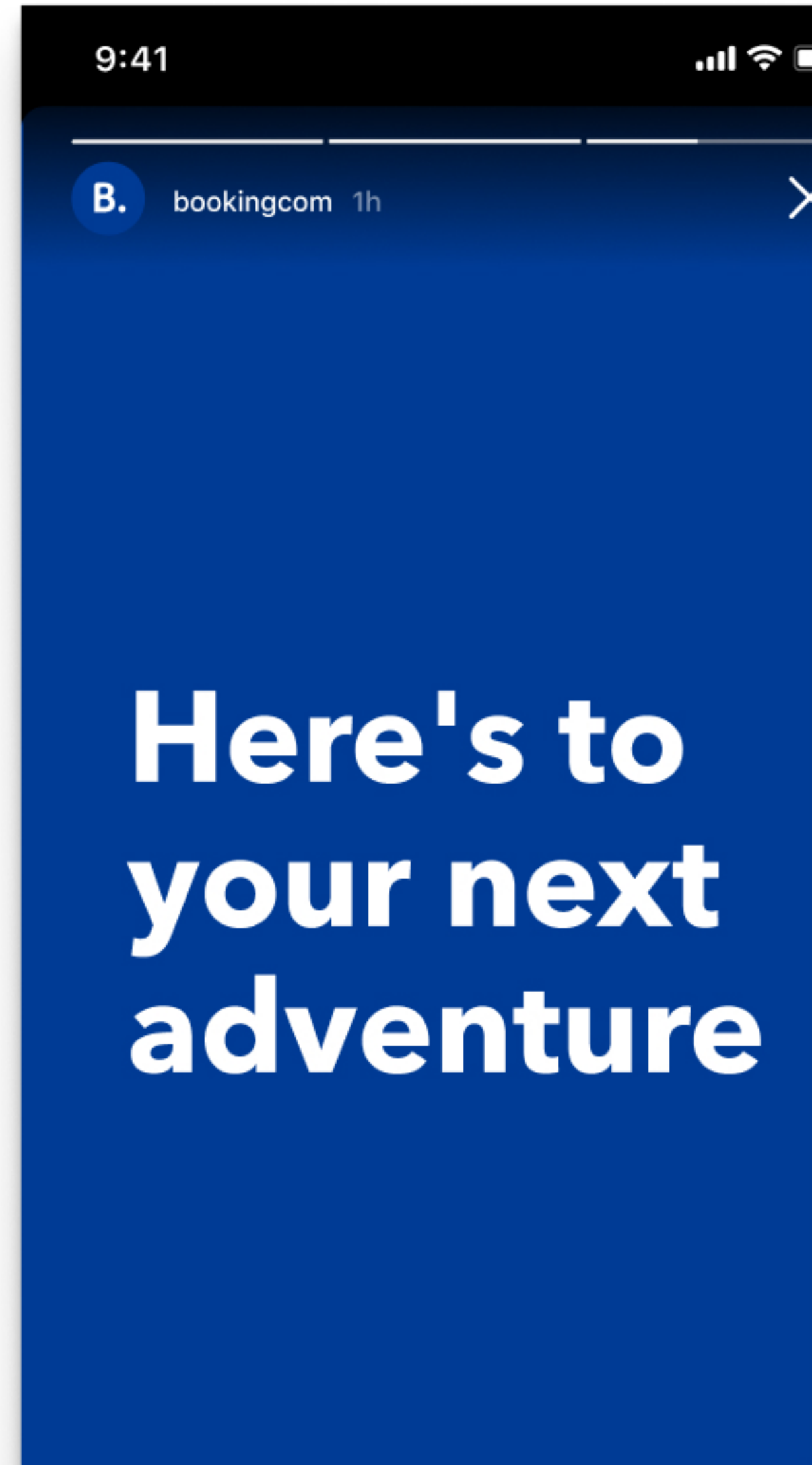
We help people get where they want to go in the easiest way possible. Write language that is conversational and prioritise familiar words that are easy to understand and relevant.

Write responsibly

Our words can be read by anyone anywhere, from any background, religion or culture. Think critically about what you write. Do the research and make sure your words are inclusive, never offensive.

Add the energy of travel

Travel is about movement. It's connecting with others, exploring the surroundings and living in the moment. Our language should be as fluid, engaging and motivating as travel itself.



Writing guide

Write for different customers

People use our products with different goals in mind, looking for a wide range of bookings and speaking many different languages. Take time to learn who your customers are and use words they can relate to.

Be globally relevant

When you're writing for the world, focus on creating a message that's universally understood. Not all events, celebrations or cultural norms are recognised across the globe.

Always be inclusive

Even when you think you know your audience, don't risk being exclusive with niche terminology or language that may leave people out of the loop or feeling confused.

Use everyday language

Use words people know and use in everyday conversations. Let your ideas will take the lead and use simple, natural language.

Always keep it real

Skip the trendy phrases and travel clichés. They can date your writing or even confuse the reader. Try to match the kind of conversational tone you'd hear in real life.

Frame things positively

Even when they mean well, messages can create negative feelings depending how they're presented. Focus on the next best action rather than dwelling on the negative.

Take humour seriously

Humour is all about timing. Using it at the right moment in the customer journey can bring to life an insight or strengthen a message. Avoid culturally insensitive jokes and don't use humor just for the sake of it.

Be succinct

Consider length and relevancy. Adapt to the context where you can bring clarity, especially when you need to be more functional or when someone doesn't have all day to read. Shorter isn't always better and don't make it longer just because you have the space.

Be smart with styling

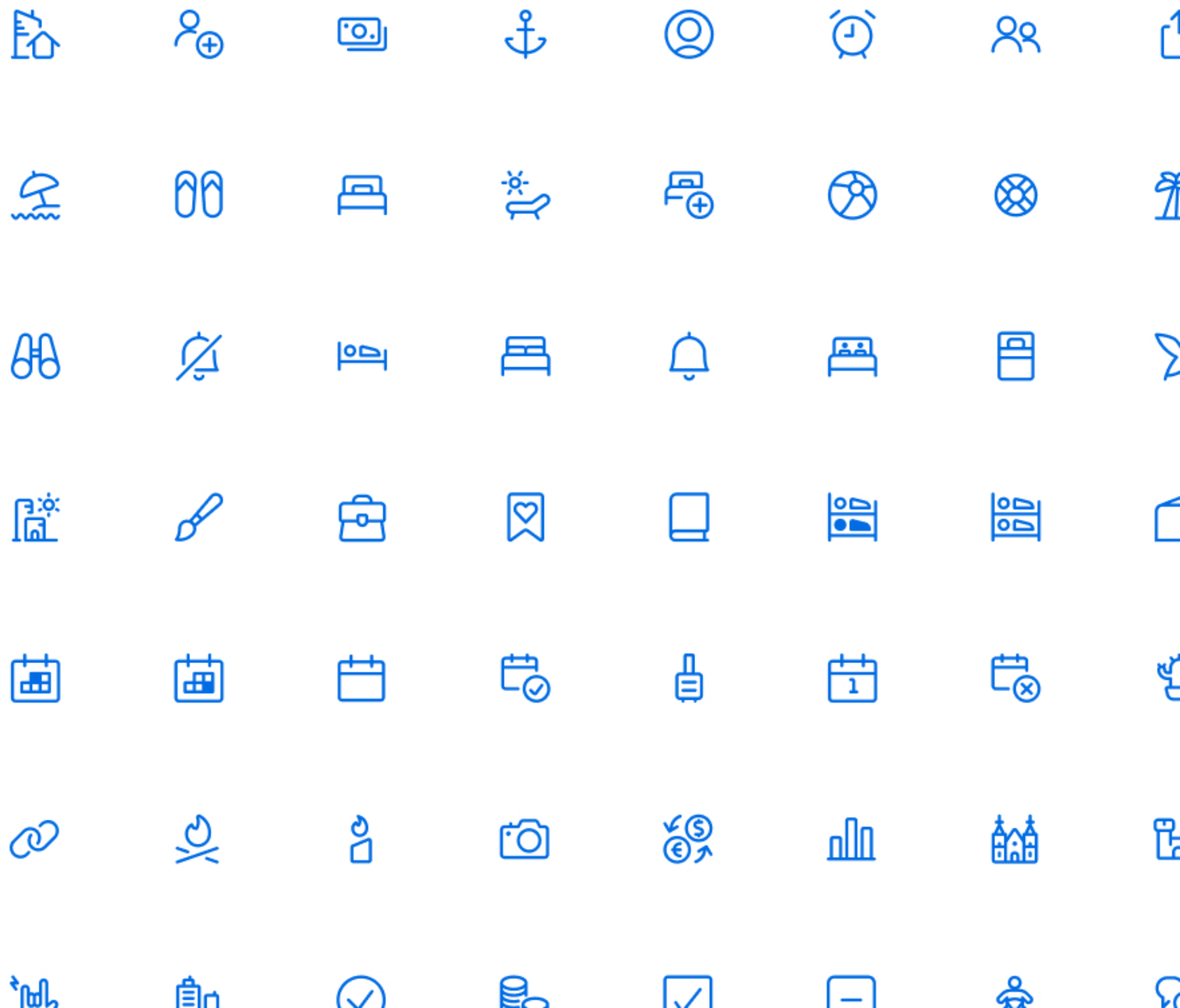
The use of bold type draws attention to key words or messages. Question marks drive conversation, en dashes show pauses and exclamation points add emphasis. But don't go overboard, energy doesn't come from formatting alone. It's the words we choose and the stories we tell.



Iconography

Icons are visual representations of features, functionality, actions or content. Through consistent use and intentional hierarchy, they can help customers navigate complex layers of information to be easily scanned and understood without relying solely on written language.

We work with a library of high-quality icons from Streamline, the largest icon family in the world. Designed to be simple yet specific, their geometric and rounded form makes them approachable and appeals to a wide audience. We have also identified a specific set of icons within Streamline with designated meanings and purpose. For more information on our icon set please reach out to your Marketing contact.



Booking.com

**Making it easier for everyone
to experience the world.**