



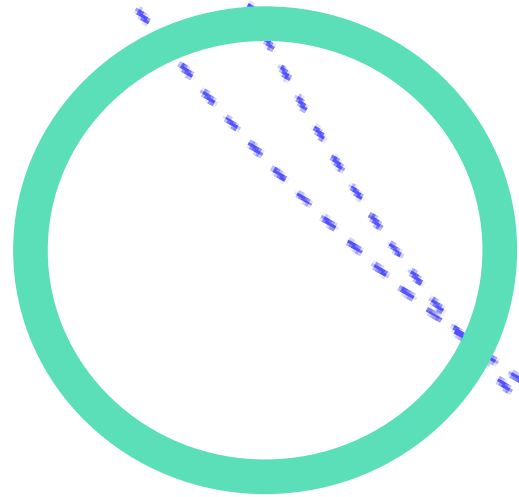
Connectivity Partners Brand Guidelines

March 2022

Brand Guidelines

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Treat our brands as you would your own

Partnering with Expedia Group presents a unique opportunity - we're able to reach new audiences while you gain valuable industry credibility.

In order for our brands to continue to deliver this value, it's important that each brand's visual and written identity appears consistently, wherever that may be. This guide outlines each brand's identity, and details how to use our assets. Help support our brands by referencing it when using our assets in your materials.

We couldn't be prouder of the partners that represent Expedia Group. We hope you're able to leverage our brands to continue to grow your business.

Agreement

By using the Expedia Group family trademarks and resources, you agree to follow the direction in our brand guidelines, our [Terms of Use](#) and all other Expedia Group rules and policies. If you have any questions, contact us at TrdMrks@expedia.com

Brand elements

Brand elements

Key guideline rules

When referring to your partnership with Expedia Group, please defer to the Expedia Group brand logo. When referring to an individual Expedia Group website as a channel for distribution - i.e. Expedia.com or Hotels.com please use that logo per the guidelines in this document.



Know which brands belong to Expedia Group, and group them together.



Respect all design and copy guidelines when displaying our brands.



Only use brand logos supplied in our toolkit.



Never represent Expedia Group brands as your own.

Brand elements

Our brands



Brand elements

Brand descriptions

When describing our brands, please use the following copy blocks.

About Expedia Group

Expedia Group is the world's travel platform, with an extensive brand portfolio that includes some of the world's leading online travel brands. Collectively, Expedia Group brands cover virtually every aspect of researching, planning, and booking travel, from choosing the best airplane seat, to reading personal travel reviews of hotels, to planning what to do in a destination once you arrive. The Expedia Group portfolio serves both leisure and business travelers with tastes and budgets ranging from modest to luxury.



Expedia is one of the world's leading full-service online travel brands helping travelers plan and book vacation packages, flights, hotels, rental cars, activities and more.



Our customers come from all over the world and with our rewards program, more of them repeat. So, they tend to stay longer and come back more often



Trivago is focused on empowering millions of travelers so they can find their ideal hotel. trivago currently operates on 55 live international platforms in 33 languages.



Orbitz.com is a leading travel website where consumers can search for and book a broad range of hotels, flights, car rentals, cruises, vacation packages, and destination activities.



Travelocity is dedicated to taking care of travelers by offering exceptional customer service, unbeatable prices, and guaranteed value with the Price Match Guarantee.



Hotwire's Hot Rate deals offer savvy, active travelers exclusive rates by revealing hotel, car, and flight names after booking, inspiring spontaneous travel while offering rate flexibility to suppliers and a one-of-a-kind booking experience for consumers.



Wotif's local knowledge and trusted value gives you the control and confidence to discover, plan and book everything travel, all in one place.



ebookers' huge array of travel options gives travelers the flexibility and choice to build a trip as unique as they are.



CheapTickets is an online travel agency where consumers come to search, plan, and book all aspects of their trip—from flights and hotels to events and car rentals.

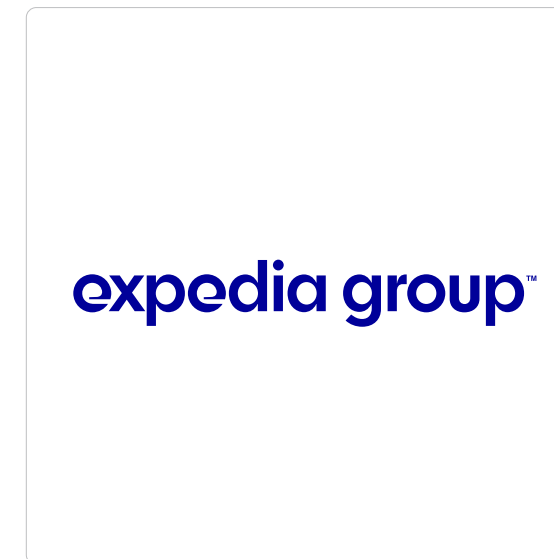
Brand elements

Using our brand logos

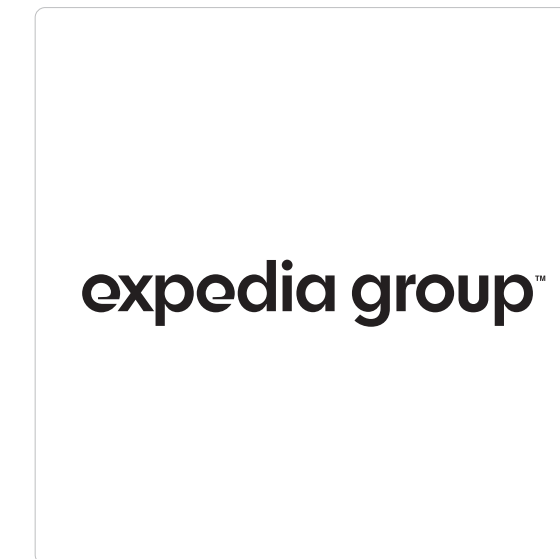
Our logos should always look clear and crisp. They should only appear in approved colors and on appropriate backgrounds.

- ✓ The toolkit contains four color variations of each logo: full color (CMYK for print use and RGB for digital), white, and black. For light backgrounds, use the full color version.
- ✓ When placing our logos, be sure to leave ample clear space around the logo. The minimum safe distance is 50% of the height of the logo. No other logos, text, or image elements should interact within this area.
- ✓ Each logo has a minimum size rule that should not be broken.

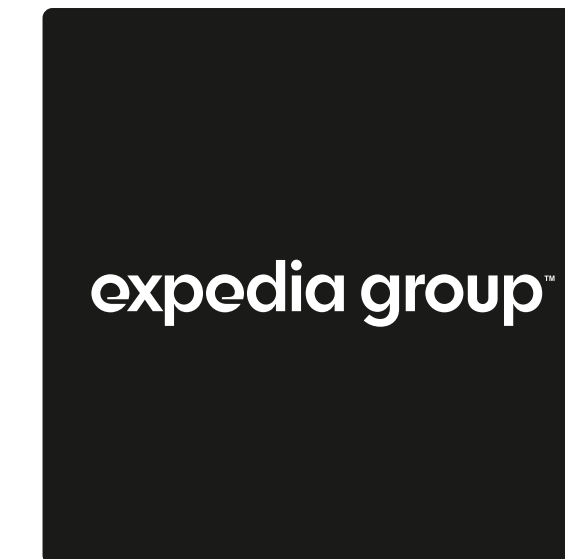
Logo versions



Full color logo on white or light background.



Black logo on white or light background.



White stacked logo on black or dark background.



A greyscale version can be used, as long as 40% or above opacity of the black logo.

Clear space



To identify minimum clearance around the logo, use the "x" of the Expedia Group wordmark.

Minimum size

expedia group  Digital 16px / Print 0.25 in

Brand elements

Logo versions

Expedia Group, Expedia and Hotels.com have horizontal and stacked versions of their logos.

You cannot use a combination of horizontal and stacked logos. If you use any other brands' logos, you must use the horizontal Expedia and/or Hotels.com logos.

Hotels.com has two translated versions that are also available. When marketing directly to Spanish- and Portuguese-speaking markets, you must use the corresponding localized logo.

Horizontal



Stacked



Hotels.com localizations



Brand elements

Event stands

When displaying our brand logos with your own, you must clearly represent our brands as partners.

While you can communicate that your technology is integrated with Expedia Group brands, you cannot lead with any of our brands' logos and you must establish a clear hierarchy between our brands and your own.

✓ Correct



✗ Incorrect



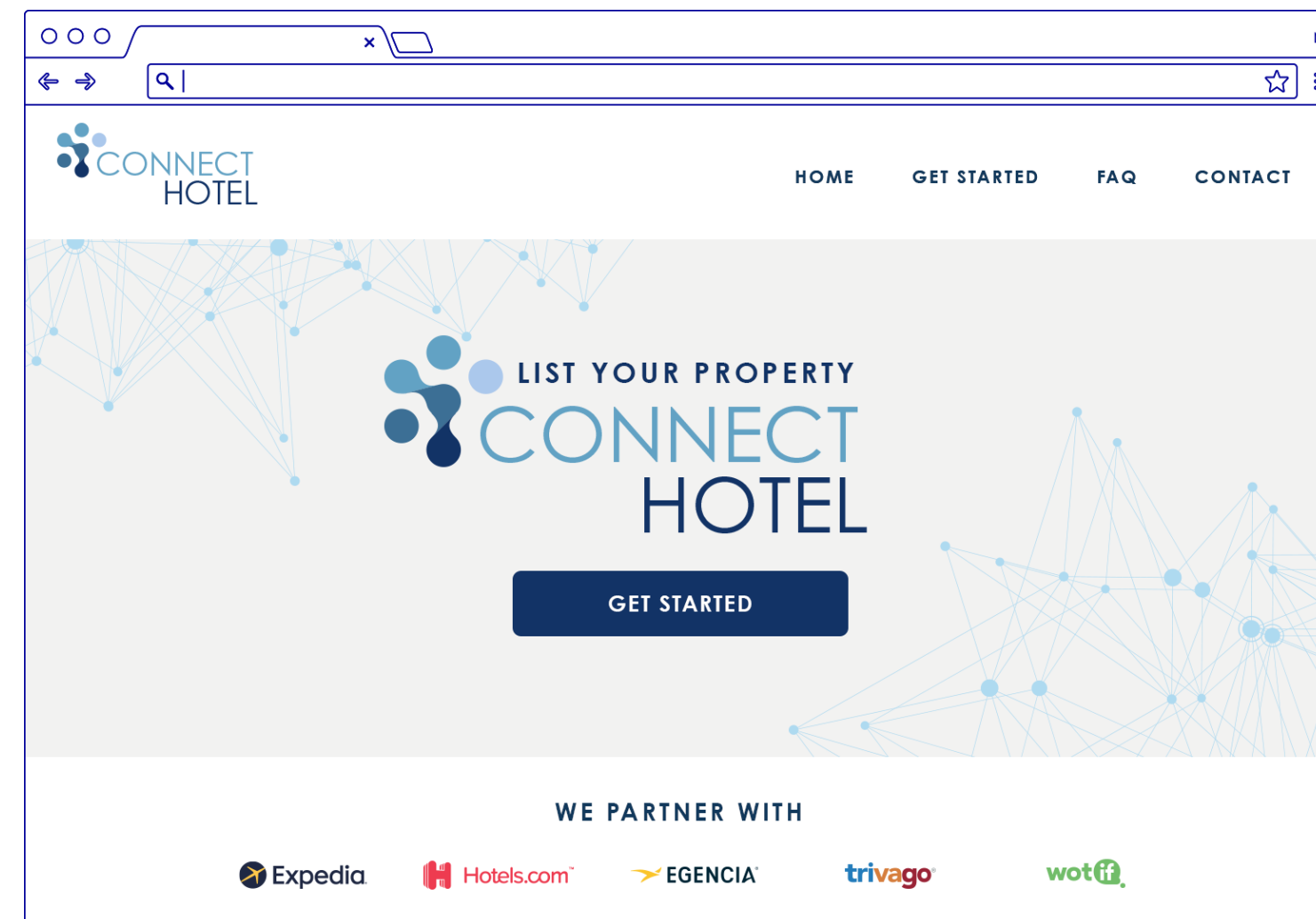
Brand elements

Websites

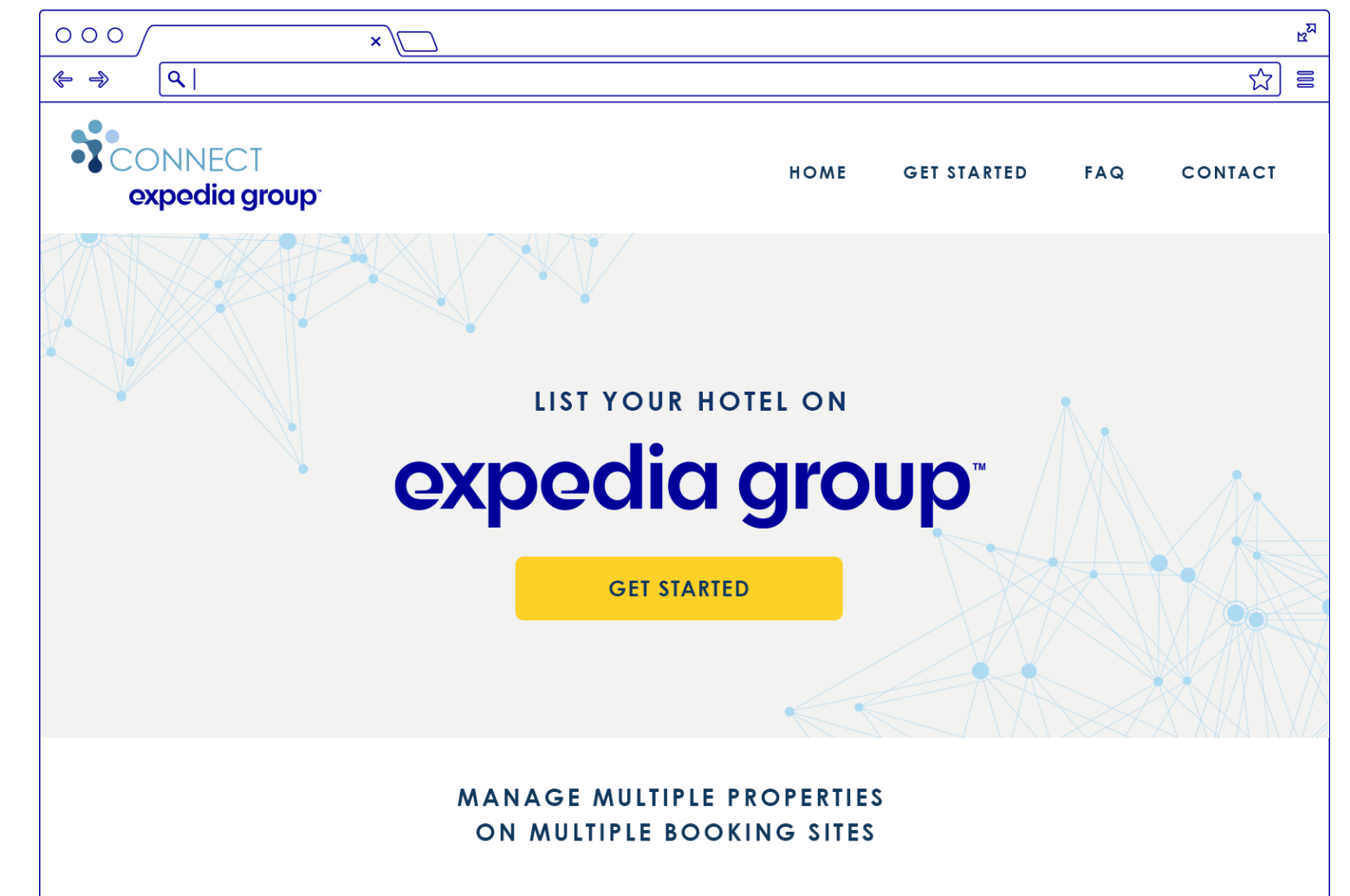
To avoid user confusion, design your site with unique branding and logos.

- ✗ Do not copy or imitate the look and feel of our brands.
- ✗ Never include our brand names in your own logos, trademarks, or domains.

✓ Correct



✗ Incorrect



Brand elements

Correct logo usage



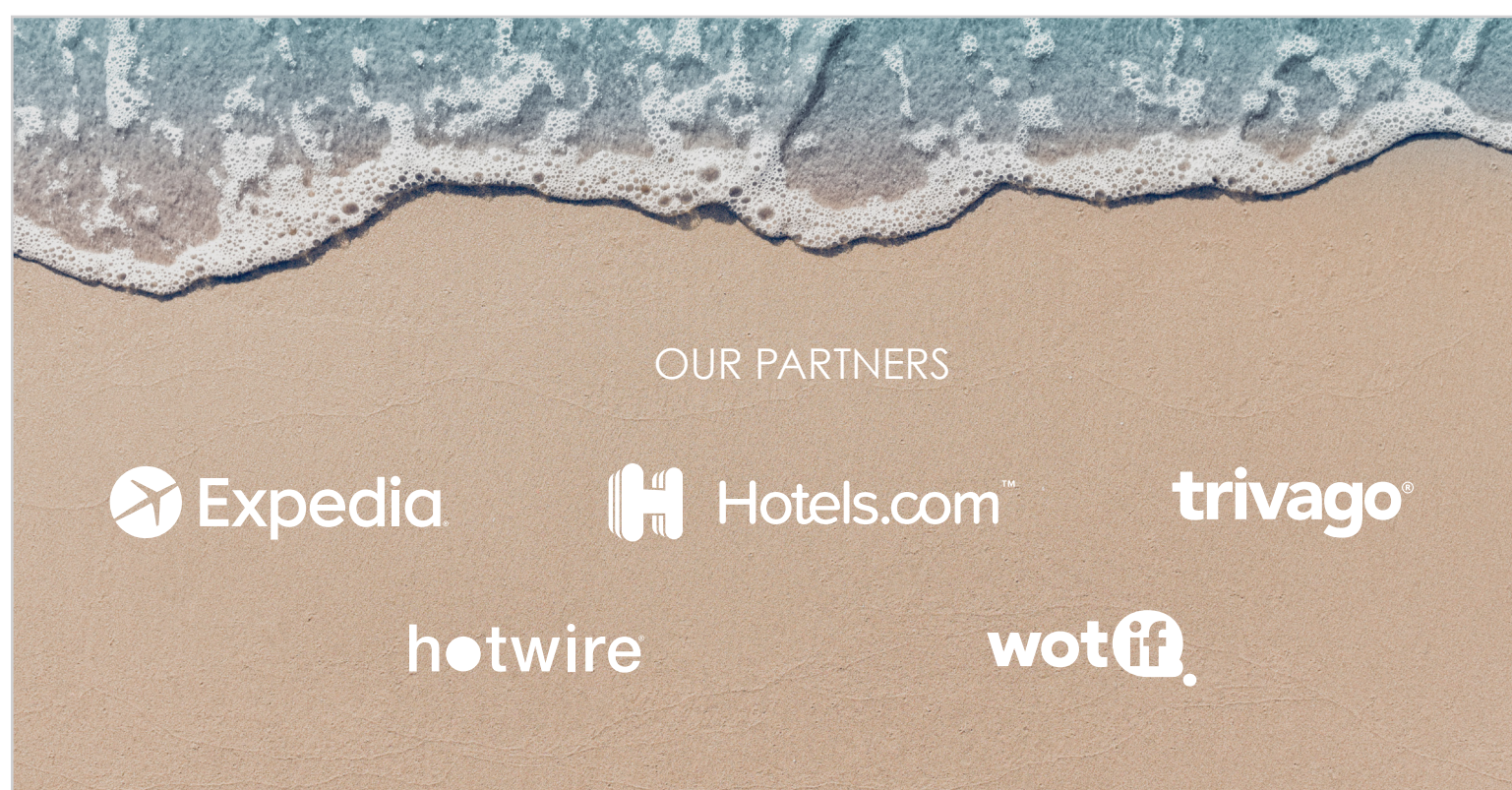
- ✓ Only use vector or high-resolution logos found in the toolkit provided.



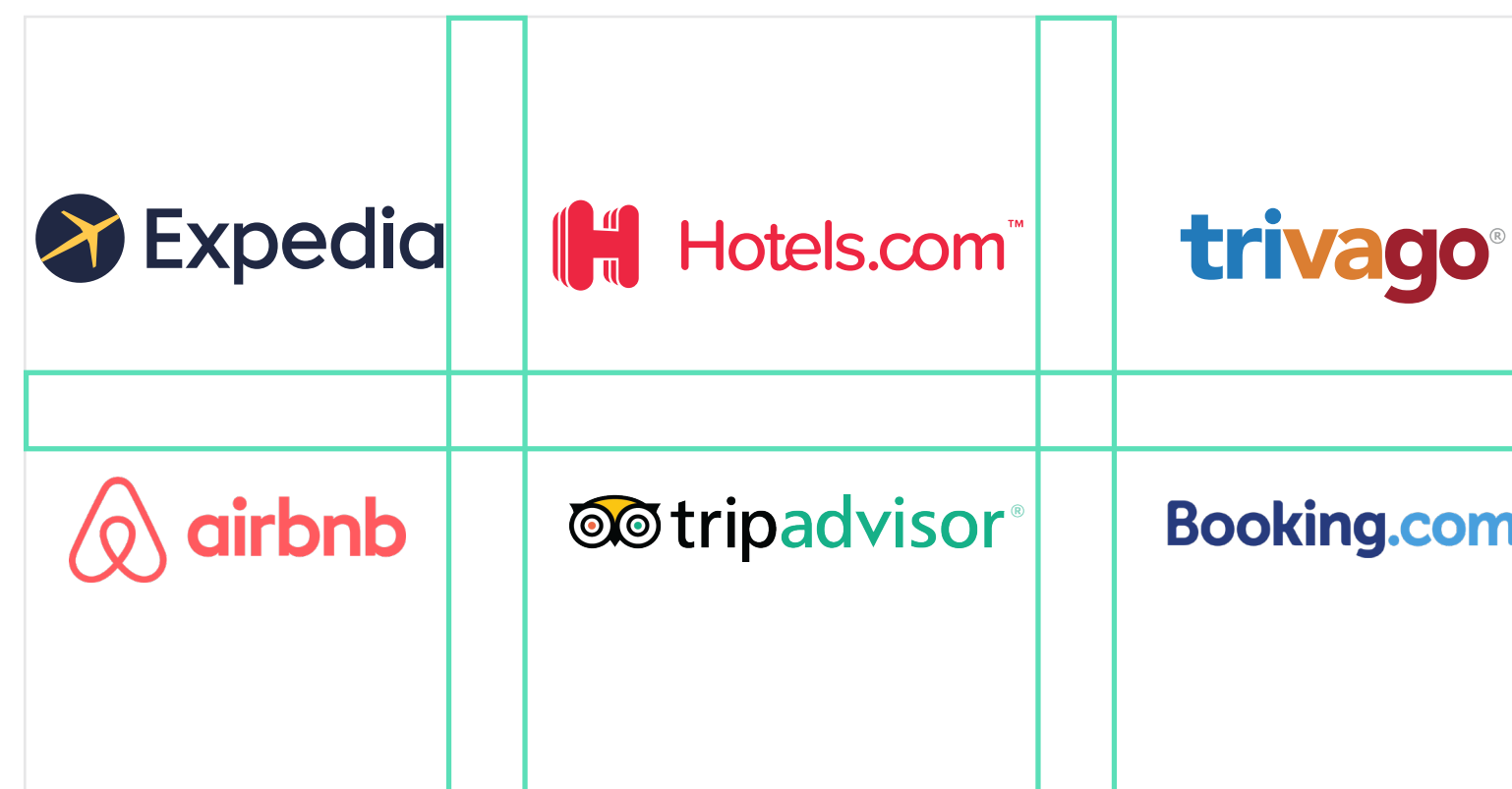
- ✓ Use logo versions that are appropriate for the background color.



- ✓ Ensure there is ample clear space surrounding logos and place them in the correct order.



- ✓ Brand logos can be placed on images, but the image must not be busy or interact with logos.



- ✓ Keep Expedia Group brand logos listed together, with no other brands in between.



- ✓ When displaying our brand logos with your own, ensure our brands are represented

Brand elements

Incorrect logo usage

A low-resolution, pixelated version of the Expedia Group logo in blue.

- ✗ Only use the logos supplied in the toolkit. Do not download logos from the internet as they are likely to be low-resolution versions that appear pixelated.

The Hotels.com logo in red on a solid black background.

- ✗ Ensure the contrast between the logo and the background is clear. Always use white logos on dark backgrounds.

The CONNECT Expedia logo, featuring a blue icon and the text "CONNECT" in blue and "Expedia" in dark blue.

- ✗ Never combine our brand logos with your own in a fixed lock up or as dual branding. Only display our brands as partners.

The Expedia Group logo in orange.

- ✗ Never alter the color of a logo.

The Trivago logo, where the letters "trivago" are filled with a collage of travel-related images.

- ✗ Never display images within a logo.



- ✗ We don't permit use of our brands on apparel, products, toys, or other merchandise.

Brand elements

Logo toolkit index

Expedia Group



expedia-group-rgb.png
expedia-group-rgb.svg



expedia-group-cmyk.png
expedia-group-cmyk.eps



stack-exG-rgb.png
stack-exG-rgb.eps



stack-exG-cmyk.png
stack-exG-cmyk.eps

expedia group

wordmark-exG-rgb.png
wordmark-exG-rgb.svg

expedia group

wordmark-exG-cmyk.png
wordmark-exG-cmyk.eps

expedia group

wordmark-exG-black.png
wordmark-exG-black.svg
wordmark-exG-black.eps

expedia group

wordmark-exG-white.png
wordmark-exG-white.svg
wordmark-exG-white.eps

Expedia



expedia-rgb.png
expedia-rgb.svg



expedia-cmyk.png
expedia-cmyk.eps



expedia-black.png
expedia-black.svg
expedia-black.eps



expedia-white.png
expedia-white.svg
expedia-white.eps



stack-ex-rgb.png
stack-ex-rgb.eps



stack-ex-cmyk.png
stack-ex-cmyk.eps



stack-ex-black.png
stack-ex-black.svg
stack-ex-black.eps



stack-ex-white.png
stack-ex-white.svg
stack-ex-white.eps

Hotels.com



hotels-rgb.png
hotels-rgb.svg
hotels-rgb.eps



hotels-cmyk.png
hotels-cmyk.svg
hotels-cmyk.eps



hotels-black.png
hotels-black.svg
hotels-black.eps



hotels-white.png
hotels-white.svg
hotels-white.eps



Hotels.com

stack-ht-rgb.png
stack-ht-rgb.eps



Hotels.com

stack-ht-cmyk.png
stack-ht-cmyk.eps



Hotels.com

stack-ht-black.png
stack-ht-black.svg
stack-ht-black.eps



Hotels.com

stack-ht-white.png
stack-ht-white.svg
stack-ht-white.eps

trivago



trivago-rgb.png
trivago-rgb.svg



trivago-cmyk.png
trivago-cmyk.eps



trivago-black.png
trivago-black.svg
trivago-black.eps



trivago-white.png
trivago-white.svg
trivago-white.eps

Orbitz



orbitz-rgb.png
orbitz-rgb.svg



orbitz-cmyk.png
orbitz-cmyk.eps



orbitz-black.png
orbitz-black.svg
orbitz-black.eps



orbitz-white.png
orbitz-white.svg
orbitz-white.eps

Brand elements

Logo toolkit index

Travelocity



travelocity-rgb.png
travelocity-rgb.svg



travelocity-cmyk.png
travelocity-cmyk.eps



travelocity-black.png
travelocity-black.svg
travelocity-black.eps



travelocity-white.png
travelocity-white.svg
travelocity-white.svg

Hotwire



hotwire-rgb.png
hotwire-rgb.svg



hotwire-cmyk.png
hotwire-cmyk.svg



hotwire-black.png
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hotwire-black.eps



hotwire-white.png
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hotwire-white.eps

Wotif



wotif-rgb.png
wotif-rgb.svg



wotif-cmyk.png
wotif-cmyk.svg



wotif-black.png
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Cheaptickets



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cheaptickets-white.eps

ebookers



ebookers-rgb.png
ebookers-rgb.svg



ebookers-cmyk.png
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ebookers-black.png
ebookers-black.svg
ebookers-black.eps



ebookers-white.png
ebookers-white.svg
ebookers-white.eps



Thank you

For more information, contact your
account manager.