

Website Branding Standards

Leverage the Best Western Brand and Connect with Customers Online.

BEST WESTERN'S BRAND STRENGTH

The Best Western name and image assure guests worldwide of quality and value. The strength of the brand lies in its consistency – established standards that cover everything from signage to website design.

THE ONLINE BRAND

A website is an essential sales and marketing tool that has the power to deliver a brand identity in seconds and as a result, affords a whole new way of gaining and retaining customers – or worse, losing them. Which is why keeping a Website simple, relevant and accessible with easy navigation points is essential in today's competitive online marketplace.

LEVERAGING THE BRAND ONLINE

Customers come shopping online at any time, day or night, seeking rates, contact information, amenity details, photos, and more. Millions of customers visit bestwestern.com every year and millions of dollars in revenue are reserved every month via the web booking engine.

CONSISTENT POINTS OF CONTACT ONLINE

To leverage the power of this important marketing asset for all hotel members, Best Western International has outlined key brand requirements to ensure that the online brand maintains consistency at every point of contact a customer encounters Best Western online.

BUILD A POWERFUL ONLINE BRAND – TOGETHER

In building your website following these simple requirements, you're ensuring that your customers will have a quality experience and immediately resonate with the value and trust of Best Western – which in turn builds customer loyalty and long-term revenues.

Website Branding Standards

GUIDELINES DEVELOPMENT PROCESS

The guidelines are based on industry best practices, customer tested design and research, as well as detailed feedback from the BW Board and member/affiliate committees.

The requirements and recommendations balance both the unique needs of Best Western members and online customers. The information presented here gives all the new website standards in an easy-to-follow, and easy-to-implementation format. Whether you use the convenient Best Western property pages at bestwestern.com or design your own external site, you can now apply these guidelines quickly and simply.

The branding document is broken into two main sections. The first section defines the website requirements for Best Western websites. The second section provides a style guide for designers and programmers to use. The style guide gives visual details of how to implement the site requirements as well as recommendations of ways to effectively modify and expand the website templates to maintain consistency in the design and navigation structure.

REQUIREMENTS & RECOMMENDATIONS

Throughout this guide look for these two icons:

- ✓ Identifies brand requirements that every website must build and maintain for brand compliance.
- ★ Denotes design recommendations that will enhance the online customer experience and best align with the overall online brand presented at bestwestern.com.

MAKING THE ONLINE CONNECTION

These website branding guidelines are designed to immediately communicate to customers the pride Best Western has built over the last 60 years and enhance their online experience to continue to grow the Best Western brand for all guests and travelers in the future.

For more information regarding building a brand compliant website, visit the member portal at www.mybestwestern.com or contact Brand Identity by calling: 602-957-5789, 602-957-5611 or 602-957-5535.

Website Branding Standards

SECTION 1: BEST WESTERN WEBSITE BRAND REQUIREMENTS

Affiliate, Co-op, and Individual Property Websites must meet the following requirements to ensure Best Western guests can easily navigate the contents of any site that represents the Best Western brand.

- Websites that do not comply will receive a Brand Identity Assessment and will proceed through the existing Brand Identity process to become compliant.

The brand objective is to ensure all guests are always greeted with brand consistency across all media – especially to better serve the online Best Western customer.

Affiliate & Co-op Websites

✓ Requirements

Affiliate & Co-op websites are to match the templates provided by Best Western International to ensure alignment of the look, feel and general design of bestwestern.com. The affiliate and co-op templates are designed to maintain consistency of a global Best Western brand but still allow for regional content and images.

Property Websites

✓ Requirements

Any member property may build and maintain a website outside of their property pages hosted on www.bestwestern.com. Property websites must adhere to the following requirements to maintain a brand compliant website.

Website Branding Standards

✓ REQUIREMENT LIST FOR PROPERTY WEBSITES

Best Western brand compliant websites must meet the following minimum requirements including:

1. Full Best Western hotel name: the words "Best Western" must precede the Hotel Name (i.e. Best Western Inn at the Bay). The full hotel name is required on the first mention on each page of the website. On subsequent mentions, just the hotel name (i.e. Inn at the Bay) is acceptable.
2. Best Western approved logo in the upper left-hand corner of all website pages
3. A booking module along with a visual image of the hotel is required on the property home page. The color of the booking module can be determined by the hotel.
4. A top navigation design that matches www.bestwestern.com. The navigation should include white space (no background design or colors in the top navigation), matching navigation tabs and text links, the approved Best Western logo in the upper left corner, and rounded corners to maintain a unified and global structure.
The links within the navigational area must include:
Home | Hotel Information | Contact Us
Variations for the Hotel Information tab that are allowed include: amenities, accommodations, rooms, etc. The link should indicate more hotel information is available on that page. The Contact Us link should point to a page featuring hotel contact information including: address, phone number, fax, and email. Instead of a new page, another option would be to have the contact information displayed on every page of the site.
Additional navigation links can be included so long as the minimum required links are met.
Best Western Premier hotel websites must use one of three approved color and logo combinations for the top navigation treatment. (see examples on page 5.7)
5. Provide a direct link from the property website to the bestwestern.com home page or affiliate home page for properties outside North America. The exact placement of this link within the property website can be determined by each member.
6. Provide a direct link to the Gold Crown Club International website: www.goldcrownclub.com. The exact placement of this link within the property website can be determined by each member.
7. Use of Best Western tagline "The World's Largest Hotel Chain®" and the legal and copyright verbiage of "Each Best Western® hotel is independently owned and operated. ©2002-2007 Best Western International, Inc. All rights reserved." Recommended placement of legal and copyright verbiage is at the bottom of all website pages.
8. Compliance with the Best Western domain name policy (i.e. bw.com/book).

Website Branding Standards

✓ REQUIREMENT LIST FOR AFFILIATE/PDR WEBSITES

Best Western Affiliate/PDR brand compliant websites must contain links to the following:

1. Bestwestern.com
2. Gold Crown Club Rewards Program (goldcrownclub.com),
3. Home (which links to the homepage of your site)
4. Contact Us (can also be called something such as customer service)

These required links should be part of your site-wide navigation structure which means they can be one of the main tab-like navigation buttons or as part of the text links that show at top or bottom of the new design (see Page 5.7).

- Premier hotels must use Best Western Premier logo instead of standard BWI logo and must use their appropriate Premier hotel name (ex. Best Western Premier Suites Hotel)

WEBSITE LINKS, MARKETABLE URL & RESERVATION REQUIREMENTS

Linking from bestwestern.com

To establish a link from bestwestern.com to an external website, the following criteria must be met:

- The external website must adhere to the established electronic branding standards and guidelines.
- The external website must not contain information, promote or provide links to any non-Best Western property (for more information regarding management company external websites, see below).

Using Your Marketable

Best Western URL

To link to the hotel booking pages on bestwestern.com requires a Best Western web address. Marketable web address can be found on the Member Portal at www.mybestwestern.com. Add /book to the end of your marketable web address to link directly to the booking pages. If you have questions regarding your marketable web address, contact Best Western via email at eds@bestwestern.com.

Online Reservation Capabilities

Currently, individual property websites may use independent booking services other than those found on bestwestern.com although it is not recommended. Regardless of the booking system used on each site, a link to the bestwestern.com website is still required.

NOTE: Links from a hotel's property pages on bestwestern.com to individual property sites are only allowed if the sites are brand compliant and feature www.bestwestern.com to book reservations.

MANAGEMENT COMPANY WEBSITES

Property management websites and multi-property websites with their own marketable url (i.e. www.smithhotels.com) are not required to follow the design requirements of the Best Western eBranding guidelines (i.e. colors, layout, required links, etc.). When listing a Best Western hotel on a management company site, the official name of the hotel must be used (i.e. Best Western Inn of Phoenix). If a Best Western logo is used, logo usage guidelines must be followed (please visit mybestwestern.com, Best Western Vendors link for full guidelines). A link can be established from a management company website to www.bestwestern.com for booking purposes; however, a link from www.bestwestern.com to the management company website is not allowed.

Website Branding Standards

SECTION 2: WEBSITE STYLE GUIDELINES & DESIGN RECOMMENDATIONS

Style Guide

The style guide is intended for designers and programmers. Its purpose is to help effectively modify and expand the delivered website templates while maintaining consistency within the design and navigational structure. The style guide encompasses structure and organization of the design templates as well as design guidelines, including typography, colors and iconography.

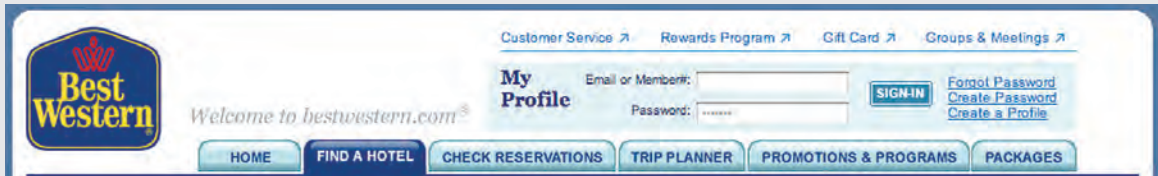
To identify the required elements for Best Western website brand compliance look for the following icons:

- ✓ Identifies brand requirements that every website must build and maintain for brand compliance.
- * Denotes design recommendations that will enhance the online customer experience and best align with the overall online brand presented at bestwestern.com.

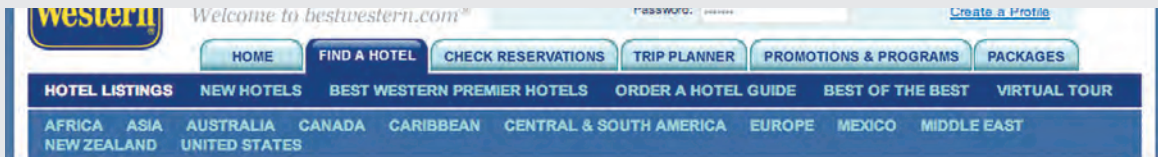
Website Branding Standards

SITE STRUCTURE & ORGANIZATION

- ✓ Logo with Global & Primary Navigation



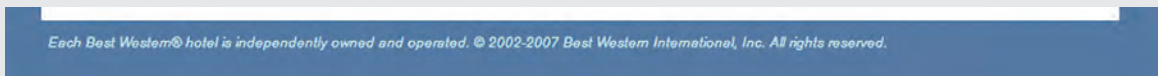
- * 2nd & 3rd Level Site Navigation



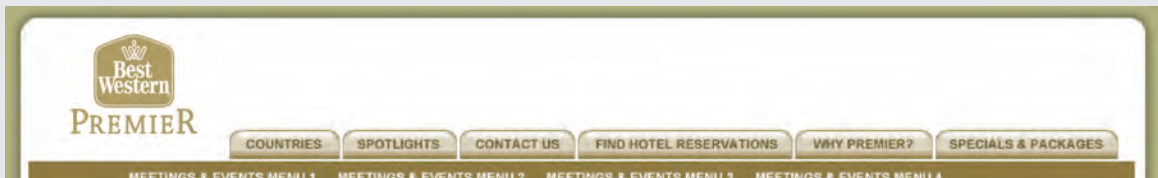
- * Footer Navigation



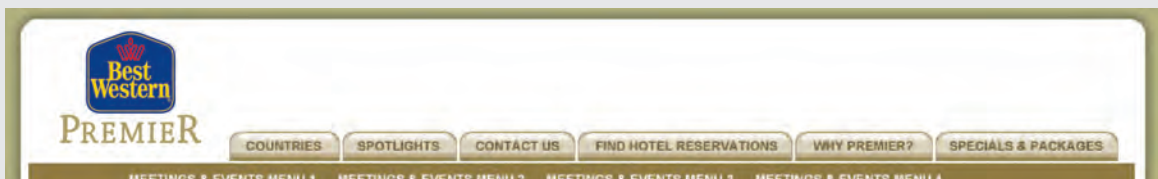
- ✓ Independently Owned / Legal Verbiage



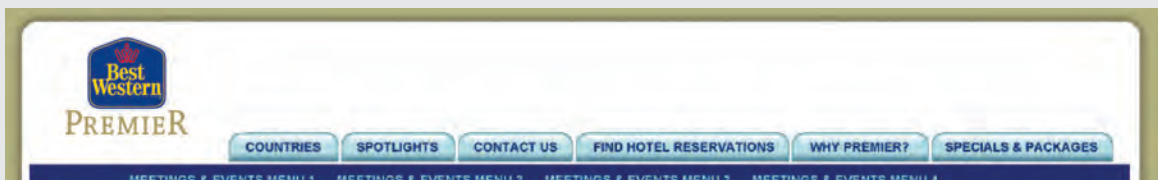
- ✓ Logo with Global & Primary Navigation - Approved Best Western Premier navigation color treatments



Option 1: Best Western Premier gold logo (Pantone 873) + navigation tabs using Best Western Premier gold color (Pantone 873)



Option 2: Best Western four color logo + Premier verbiage in Premier gold (Pantone 873) + navigation tabs using Best Western Premier gold color (Pantone 873)



Option 3: Best Western four color logo + Premier verbiage in Premier gold (Pantone 873) + navigation tabs using existing Best Western blue colors

Website Branding Standards

TECHNICAL SPECIFICATIONS

REQUIRED ELEMENTS:

- ① ✓ Best Western approved logo in the upper left-hand corner of all website pages.
- ② ✓ Full Best Western hotel name: the words "Best Western" must precede the hotel name.
- ③ ✓ A booking module along with a visual image of the hotel is required on the property home page.
- ④ ✓ Provide a direct link from the property website to the bestwestern.com home page or affiliate home page and a direct link to the Gold Crown Club International website.
- ⑤ ✓ A top navigation design that matches www.bestwestern.com.
- ⑥ ✓ Use of Best Western tagline "The World's Largest Hotel Chain®" and the legal and copyright verbiage of "Each Best Western® hotel is independently owned and operated. ©2002-2007 Best Western International, Inc. All rights reserved." Recommended placement of legal and copyright verbiage is at the bottom of all website pages.

The screenshot shows the website for Best Western Boston - The Inn at Longwood Medical. The page layout includes a top navigation bar with links for About Us, Reservations & Information, Customer Service, Contact Us, Rewards Program, and BestWestern.com. The Best Western logo is in the top left corner. Below the navigation bar is a horizontal menu with buttons for HOME, SPECIALS, ACCOMMODATIONS, AMENITIES, MEETINGS & FUNCTIONS, DINING, and ATTRACTIONS. The main content area features a large image of the hotel lobby, a "Find a Room" booking module with check-in and check-out fields, and a "What's Nearby" section with a map. There are also sections for "Special Promotions" (Kids eat free, Catering to all tastes), "Area Attractions", "Accommodations", and "Hotel Amenities". The footer contains the Best Western tagline, contact information, and legal/copyright verbiage.

① Best Western logo

② Full Best Western hotel name: "Best Western Boston - The Inn at Longwood Medical"

③ Booking module and visual image of the hotel lobby

④ Direct link to the Gold Crown Club International website

⑤ Top navigation design

⑥ Best Western tagline and legal/copyright verbiage

Website Branding Standards

CONTENT MODULES

To maintain consistency throughout the site and leverage the online users familiarity with the brand and navigation structure it is recommended not to alter these content module designs to maintain consistency.

✓ Hotel/Room Search

The Hotel or Room Search Module is utilized whenever the user is engaged in any form of searching the site for hotel listings. Searches by hotel, city, state, country should all use this design search module.



Find a Room

Check-in: Jul 3 2007

Check-out: Jul 4 2007

Find a Room

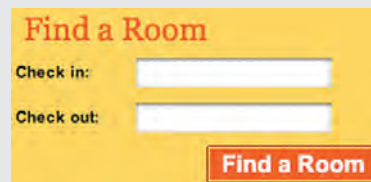


Find a Hotel

Choose a City

Make a Reservation

Select a Hotel in Arizona

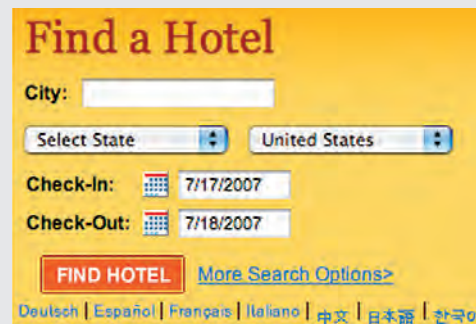


Find a Room

Check in:

Check out:

Find a Room



Find a Hotel

City:

Select State: United States

Check-In: 7/17/2007

Check-Out: 7/18/2007

FIND HOTEL [More Search Options>](#)

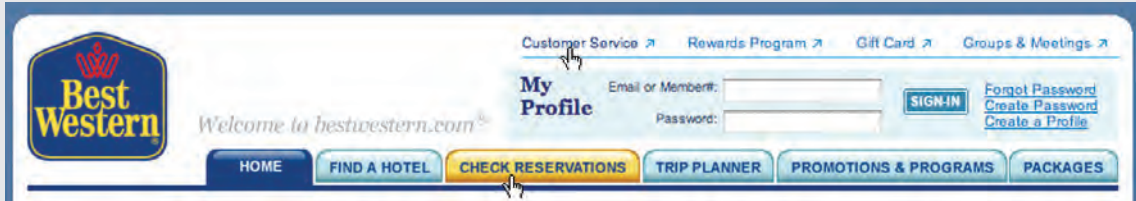
[Deutsch](#) | [Español](#) | [Français](#) | [Italiano](#) | [中文](#) | [日本語](#) | [한국어](#)

Website Branding Standards

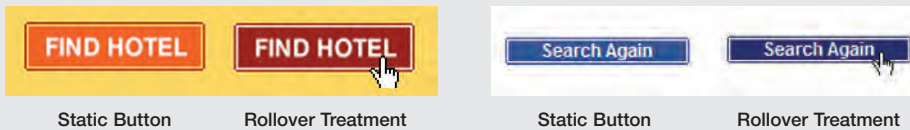
USER INTERFACE

The following images are used to show active, rollover and off states for different navigational elements throughout the site. For more details on these elements, refer to the Icons & Symbols page and the appropriate Color Palettes in this document.

✓ Main Navigation & 2nd/3rd Level Navigation

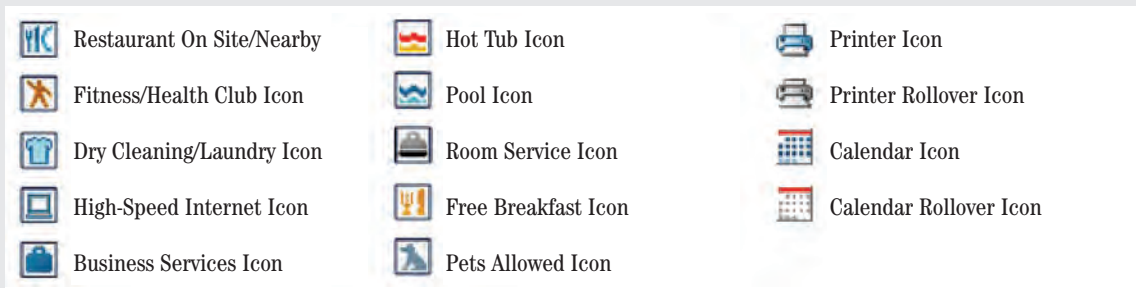


* Graphic Button Treatments



* Hotel Amenity & Reservation Icons

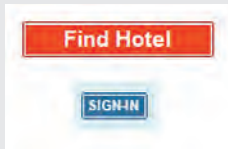
Hotel Amenity & Reservation Icons have been designed and integrated within the 'Find a Hotel' section of the site to illustrate different amenities as well as provide functionality in booking and reviewing different hotel destinations.



Website Branding Standards

GRAPHIC ICONS AND SYMBOLS

* Graphic Buttons



These two button treatments are used throughout the templates to help accentuate important functionality. The larger red button is usually reserved for content such as logging in or searching for hotels and should only be used once or twice on a given page to avoid unnecessary clutter. The smaller blue, secondary graphical button can be used with more freedom to help draw attention to important areas.

* Graphic Navigation Arrows



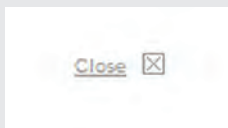
These arrows are used on the global navigation as well as on specific links within the footer. The arrows illustrate important site functionality and should not be placed in areas outside of the global and footer navigation bars.

* Tab System



The tab system is used to help organize and display large amounts of content. The treatment is used when the user will not be taken to another page, but rather the content currently displayed will be re-organized. If the link will not refresh current content, another navigational treatment should be used.

* Pop Up & Close Icon






The pop-up icon is employed when rollover windows are used. The roll over window appears without any clicking or refreshing of content. If the link will not use the pop-up code built into the site, another navigational treatment should be used. Close Icon – sections of the site that require closing or minimizing content modules will feature this icon. If new content has been revealed and can be closed or minimized without leaving or reloading a page, this icon can be used to express that functionality.

Website Branding Standards

WEBSITE COLOR PALETTE

✓ Main Color Pallet & Color Combinations






To keep consistency across all pages within the Best Western site the following color pallet should be used for all main pages of a BW site. Color combination recommendations have been listed on the following pages which allow for a site to reflect its own local look and feel, while still maintaining a consistent visual alignment to the overall website brand.



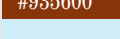
 #FAEFC4	 #002674	 #000000	Combinations		
 #F8D14A	 #30759E	 #4C5157	 #983E04	 #FFB345	 #F8D14A
 #FFB345	 #385693	 #8B949E	 #FAEFC4	 #DD8712	 #FAEFC4
 #DD8712	 #0066CC	 #ECEFF4	 #F8D14A	 #ECEFF4	 #FFB345
 #F24921	 #82C8D3		 #FAEFC4	 #DD8712	 #DDF2F6
 #935600	 #B1DEE5		 #FFB345	 #DD8712	 #F24921
 #990000	 #D5E7EB		 #FAEFC4	 #935600	 #FAEFC4
	 #DDF2F6		 #DD8712	 #935600	
			 #D5E7EB	 #DD8712	
			 #30759E	 #82C8D3	 #30759E
			 #82C8D3	 #D5E7EB	 #ECEFF4
			 #82C8D3	 #B1DEE5	 #385693
			 #FAEFC4	 #FFB345	 #B1DEE5
			 #385693	 #30759E	 #30759E
			 #82C8D3	 #B1DEE5	 #DDF2F6

NOTE - #0066CC is the color used to represent active navigational elements. The blue should be used at all times to insure simple navigation for the user. #F24921 is primarily used for accenting active links as well as important content and functionality.

Website Branding Standards

EXTENDED COLOR PALETTE 1 & COMBINATION OPTIONS

 #FAEFC4	 #002674	 #000000	 #78AD21
 #F8D14A	 #30759E	 #4C5157	 #F4F9D9
 #FFB345	 #385693	 #8B949E	
 #DD8712	 #0066CC	 #ECEFF4	
 #F24921	 #82C8D3		
 #935600	 #B1DEE5		
 #990000	 #D5E7EB		
 #CC3300	 #DDF2F6		
 #CD6A21	 #ECF7F9		
	 #C0EBFC		
	 #EAF6FA		

Combinations		
 #DD8712	 #CC3300	 #FB7B00
 #FAEFC4	 #C0EBFC	 #C0EBFC
 #935600	 #002674	 #A1E2F4
 #FAEFC4	 #D9F3FD	 #ECF7F9
 #0066CC	 #30759E	 #30759E
 #DDF2F6	 #EAF6FA	 #C0EBFC
 #30759E	 #78AD21	 #935600
 #DDF2F6	 #F4F9D9	 #DDF2F6

Website Branding Standards

EXTENDED COLOR PALETTE 2 & COMBINATION OPTIONS























BACKGROUND COLORS

Combinations



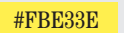







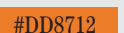





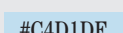
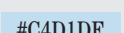






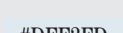
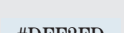

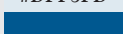
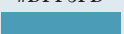
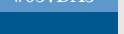
#FB7C00	#FAEFC4	#F24921	#9F0D05
#FCE6B8	#FCE6B8	#FCE6B8	#FCE6B8
#A9955C	#002674	#72D6F4	#E9C98E
#FAEFC4	#FCE6B8	#ECEFF4	#FCE6B8
#002674	#385693	#0B9DFE	#71B6F4
#EDF6F6	#EDF6F6	#EDF6F6	#EDF6F6
#5F89C0	#82C8D3	#8B949E	#8B949E
#EAE2E9	#EDF6F6	#EDF6F6	#ECEFF4

Website Branding Standards

COLOR PALETTE FOR GCCI MEMBERSHIP LEVEL PAGES

Racing	Standard	Gold	Platinum	Diamond
 #A4E0FF	 #FEF09A	 #F8EDCA	 #C4D1DF	 #DFF3FD
 #363636	 #FBE33E	 #DD8712	 #59749D	 #637DA3
Background	Background	Background	Background	Background
 #363636	 #7293C7	 #FADF80	 #312D3F	 #2A608C
 #3C3C3C	 #466392	 #FCEDD6	 #757195	 #6EA3BE

COLOR COMBINATION OPTIONS FOR GCCI OR OTHER PROGRAM PAGES

 #E8AB00	 #E8AB00	 #FBE33E	 #FEF09A
 #363636	 #7293C7	 #7293C7	 #466392
 #FBE33E	 #F8EDCA	 #DD8712	 #DD8712
 #466392	 #FADF80	 #FADF80	 #FCEDD6
 #C4D1DF	 #C4D1DF	 #CC3300	 #FB7B00
 #312D3F	 #757195	 #78C4E4	 #78C4E4
 #DFF3FD	 #DFF3FD	 #637DA3	
 #2A608C	 #6EA3BE	 #2A608C	