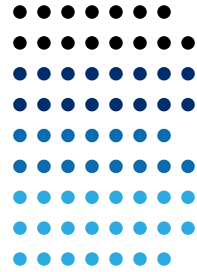




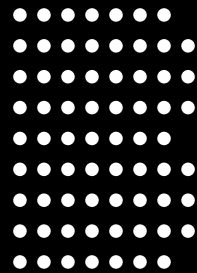
Logo and Brand Guidelines

Logo

LOGO SYMBOL



REVERSED LOGO SYMBOL



LOGO LOCK-UP - STACKED



REVERSED LOGO-LOCK UP - STACKED



LOGO LOCK-UP INLINE



BOOKING HOLDINGS

REVERSED LOGO-LOCK UP INLINE



BOOKING HOLDINGS

BRAND LOCK-UPS - IN LINE
(WITH BRANDS)



BRAND LOCK-UPS - IN LINE
(WITH BRANDS)



BRAND LOCK-UPS - STACKED
(WITH BRANDS)



BRAND LOCK-UPS - STACKED
(WITH BRANDS)



IMPROPER LOGO USE




BOOKING HOLDINGS




BOOKING
HOLDINGS



BOOKING HOLDINGS 




BOOKING
HOLDINGS

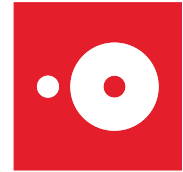



BOOKING HOLDINGS



BOOKING 
HOLDINGS

BRAND LOGOS



BRAND LOGOS



Booking.com

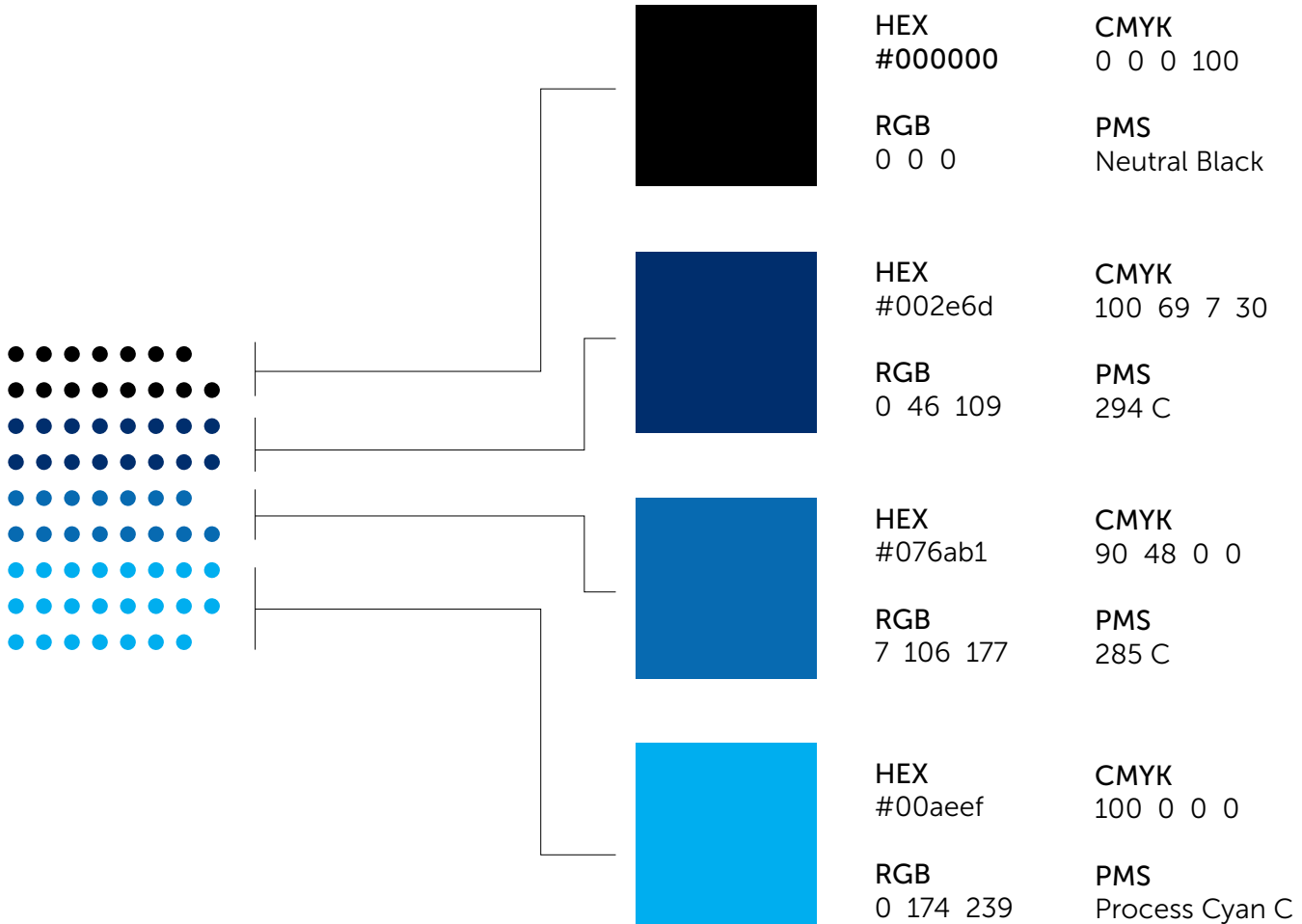


Rentalcars.com

priceline.com



Colors



BRAND COLORS



HEX
#003A9A
RGB
00 59 149
CMYK
100 65 3 6
PMS
3015 C



HEX
#003B95
RGB
0 104 239
CMYK
100 63 0 0
PMS
307 C



HEX
#0072C9
RGB
0 114 202
CMYK
91 55 13 1
PMS
307 C



HEX
#FF690F
RGB
255 105 15
CMYK
0 73 100 0
PMS
165 C



HEX
#DA3743
RGB
218 55 67
CMYK
1 100 72 00
PMS
1788 C



HEX
#585856
RGB
90 90 90
CMYK
0 05 80
PMS
Cool Gray 11



HEX
#FF2938
RGB
255 41 56
CMYK
0 94 78 0
PMS
032 C



HEX
#FDB812
RGB
253 184 18
CMYK
0 30 100 0
PMS
1235 C



HEX
#0DB14B
RGB
00 176 87
CMYK
80 0 100 0
PMS
7481 C



HEX
#B01E8D
RGB
176 30 141
CMYK
32 100 0 0
PMS
248 C



HEX
#00A9DC
RGB
00 166 220
CMYK
80 0 0 10
PMS
2995 C



BOOKING
HOLDINGS