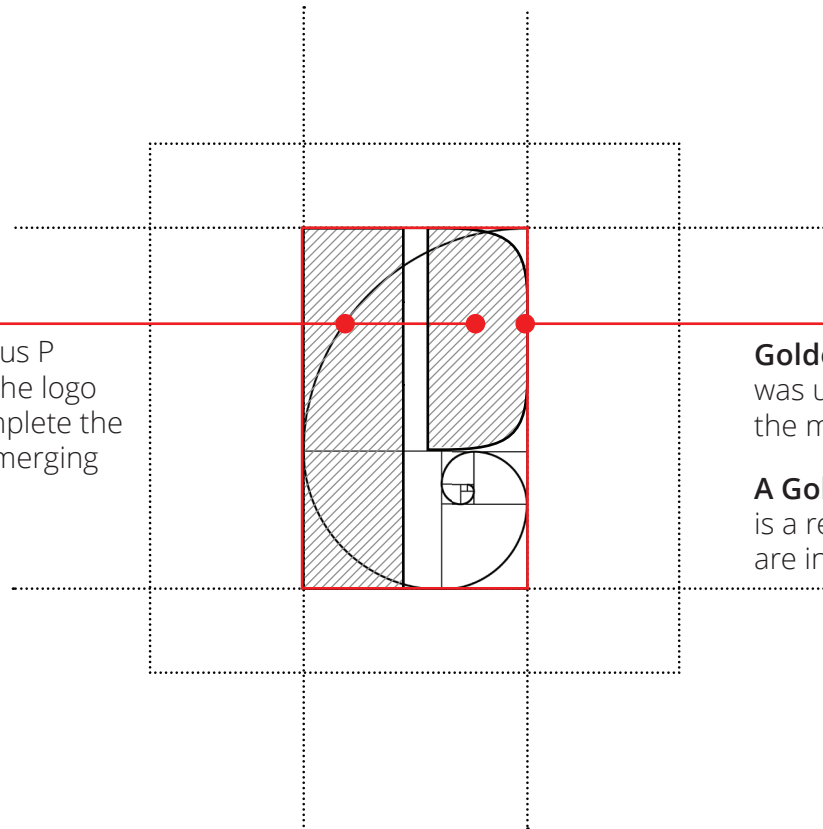




Priceline Group Visual Guidelines

By not placing an obvious P letter-form, viewers of the logo enjoy being able to complete the picture themselves by merging two simple lines



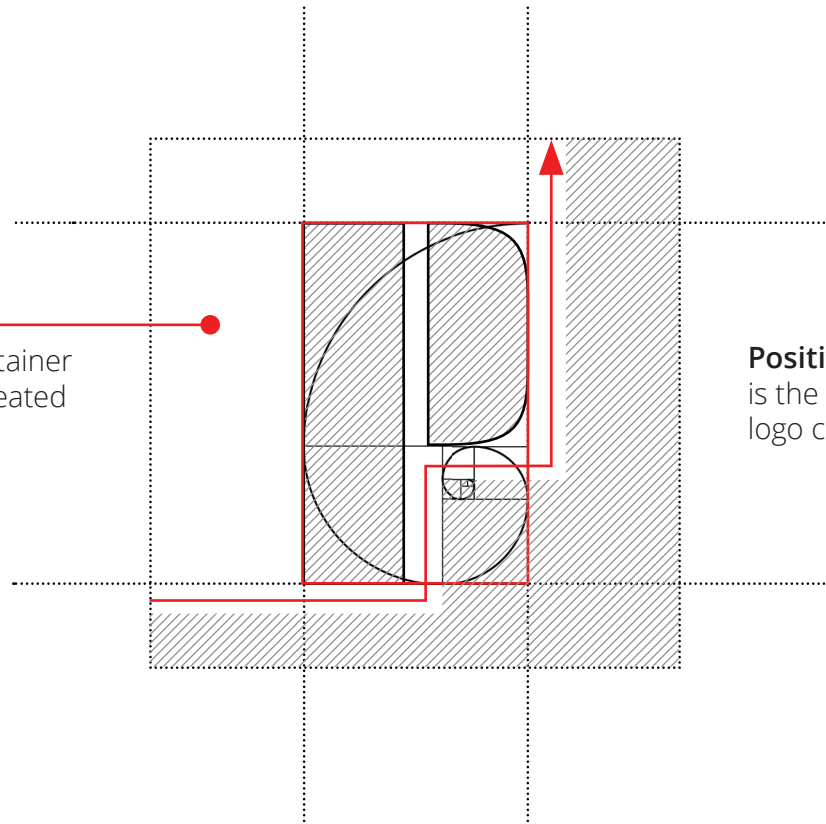
**Golden Proportion**

was used to create shape of the mark

**A Golden Rectangle**

is a rectangle whose side lengths are in the golden ratio

By placing the icon in the square container  
a visual foundation for the mark is created



**Positive slope**  
is the positive space of the  
logo container

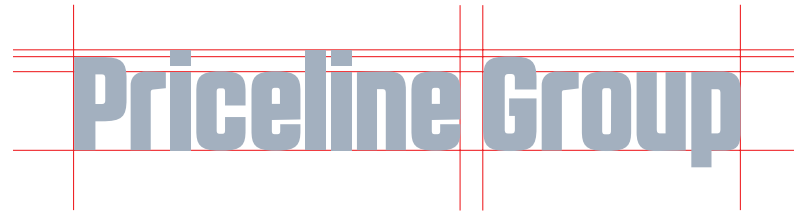
One color mark



One color reversed mark



One color positive Priceline Group  
logotype set in customized  
RBNo2.1a typeface



Positive Priceline Group logotype

**Priceline Group**

One color reversed Priceline Group  
logotype

**Priceline Group**

Logo lockup is formed by the combination of company mark with its logotype.

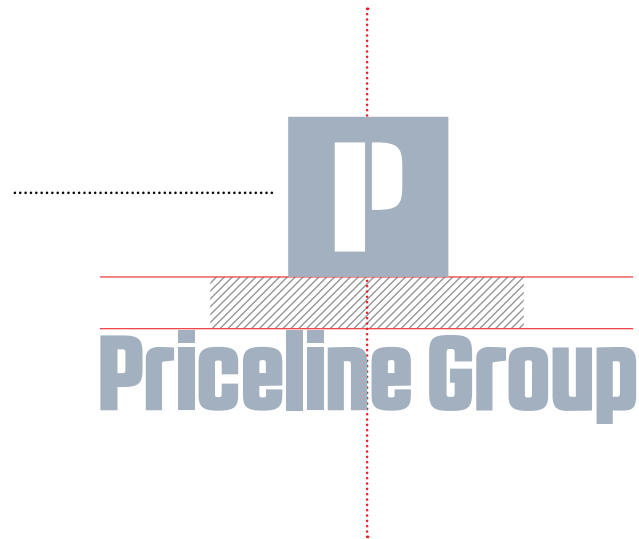


One color reversed logo lockup

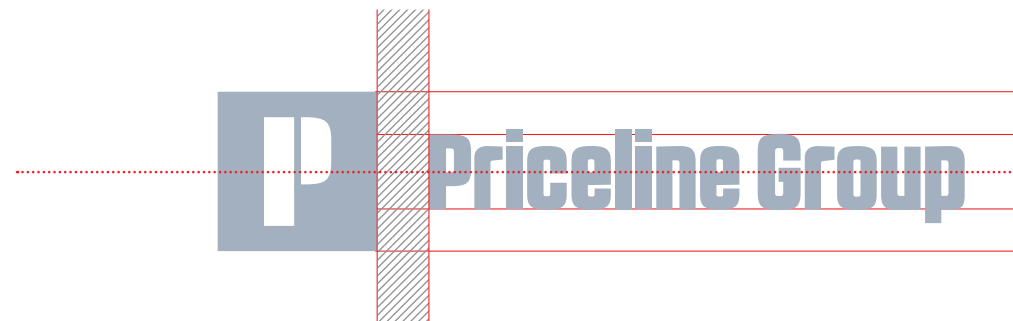


## Mark and logotype alignment

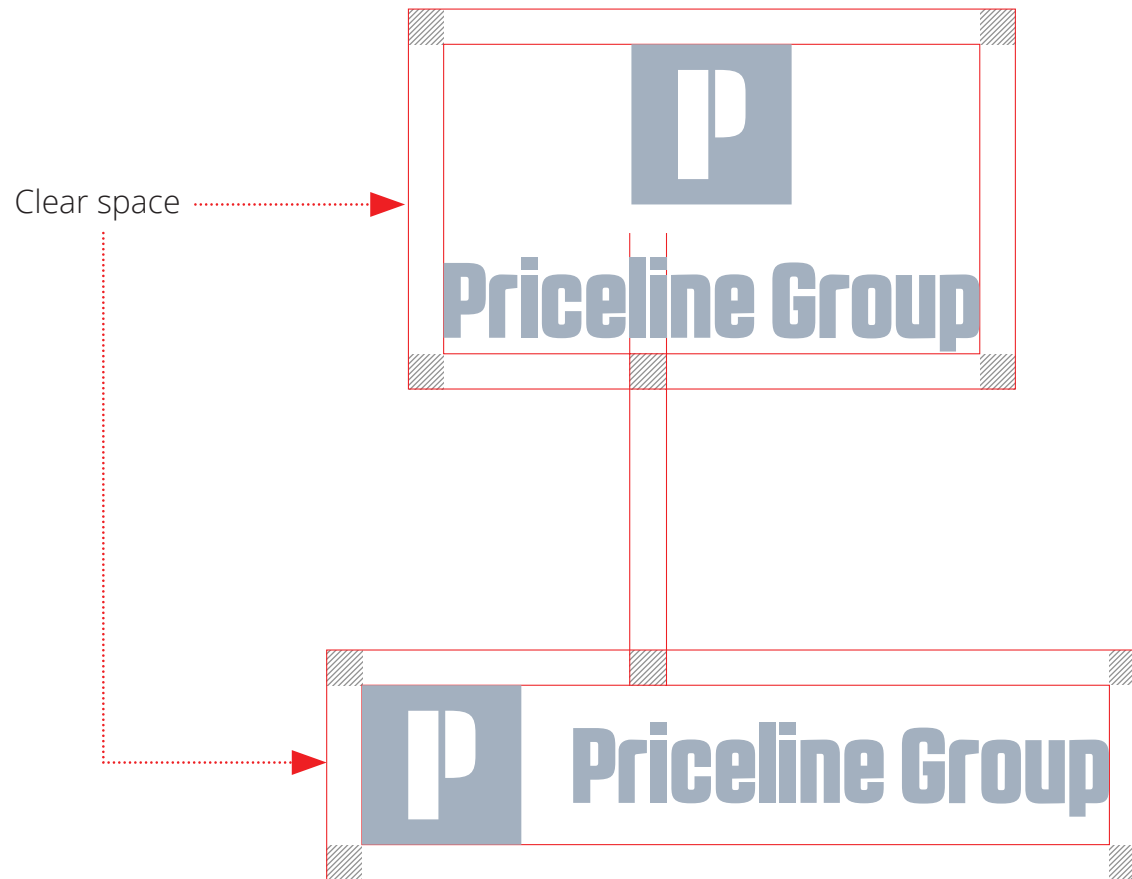
Mark center aligned



Mark aligned to the right and centered vertically with the logotype



The minimum required clear space equals to the width of the letters "l+i" in Priceline logotype





Group logos



Mark + Priceline group logotype + group logos



Reversed Mark + Priceline group logotype + group logos





**Priceline Group**



**Priceline Group**



Mark + Priceline group logotype + group logos



Reversed Mark+ Priceline group logotype + group logos





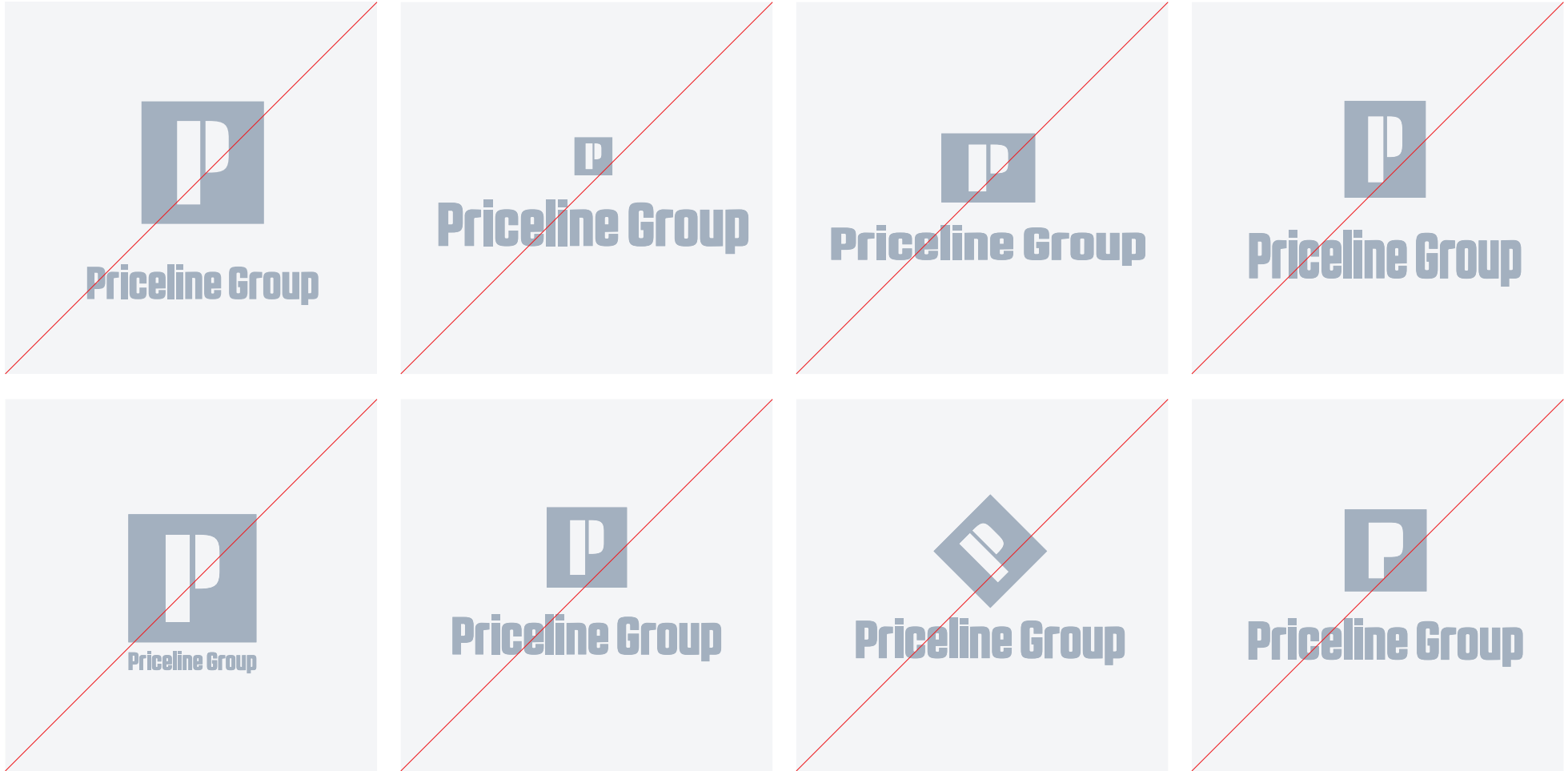
**Priceline Group**



**Priceline Group**



# Improper usage of Priceline Group Logo



## Color palettes, primary colors

#A3B0BF  
R163 G176 B191  
C37 M23 Y17 K0  
Pantone 7543C

#3F4954

#A4B2C0

#BEC8D3

#E5EAEE

#F2F3F5

#003580  
R0 G53 B128  
C100 M89 Y22 K8  
Pantone 288C

#02214C

#355E97

#819BBF

#B4C3D8

#E2EDF9

#1e9dd8  
R30 G157 B216  
C74 M23 Y0 K0  
Pantone 2925C

#155EA8

#3CB3E7

#72C5F0

#B6E1F4

#EBF6FE

#FEBA02  
R254 G186 B2  
C0 M29 Y100 K0  
Pantone 136 C

#D0812E

#FECF5C

#FEE29E

#FFF0CE

#FFF9E7

## Color palettes, secondary colors

#55AF32  
R85 G175 B50  
C70 M6 Y100 K1

#39682B

#7BBD65

#9CCB8A

#CFE4C4

#DEEDD8

#E52923  
R229 G41 B35  
C4 M97 Y100 K1

#9F2125

#EA6C6C

#EF9595

#F5BFC0

#FDEAEA

#FF6600  
R255 G102 B0  
C0 M74 Y100 K0

#A54E21

#F19961

#F6B78D

#FAE2D1

#FFDF0E8





RBNo2.1a typeface

**A a B b C c**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**