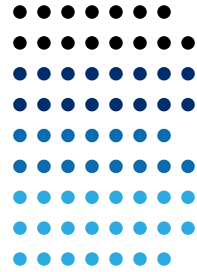




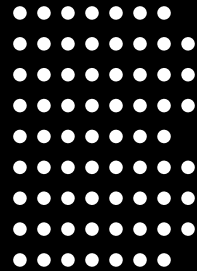
# Logo and Brand Guidelines

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

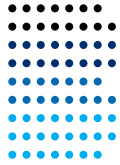
BRAND LOCK-UPS - IN LINE  
(WITH BRANDS)



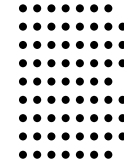
BRAND LOCK-UPS - IN LINE  
(WITH BRANDS)



BRAND LOCK-UPS - STACKED  
(WITH BRANDS)



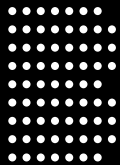
**BOOKING**  
HOLDINGS



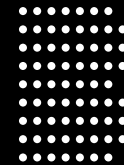
**BOOKING**  
HOLDINGS



BRAND LOCK-UPS - STACKED  
(WITH BRANDS)



**BOOKING**  
HOLDINGS



**BOOKING**  
HOLDINGS



IMPROPER LOGO USE



  
**BOOKING** HOLDINGS



  
**BOOKING**  
HOLDINGS



**BOOKING** HOLDINGS 



  
**BOOKING**  
HOLDINGS



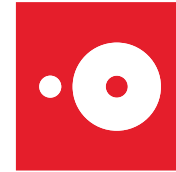
  
**BOOKING** HOLDINGS



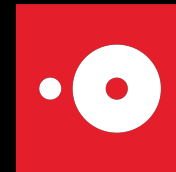
**BOOKING**   
HOLDINGS



BRAND LOGOS



BRAND LOGOS



**Booking.com**

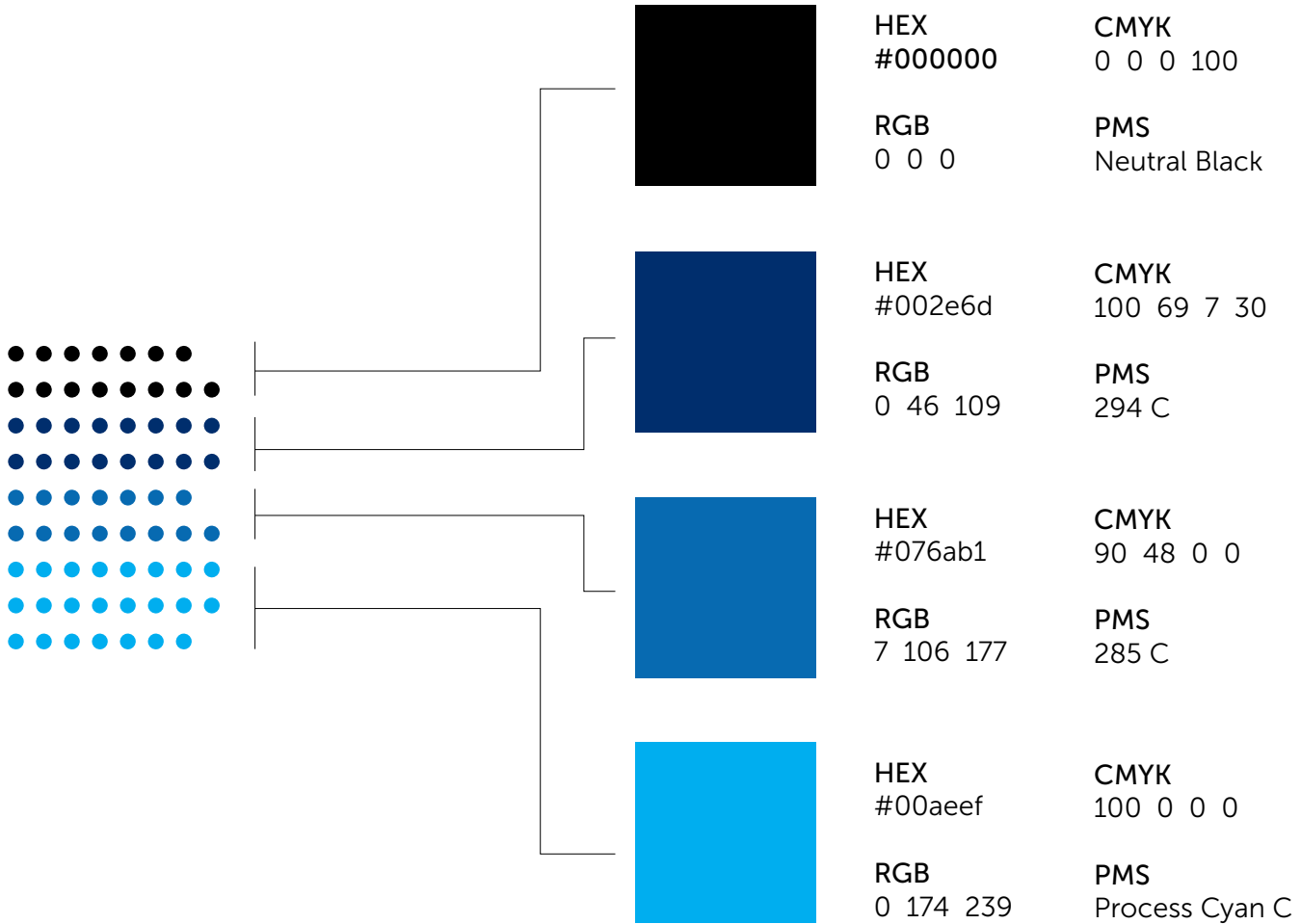


**priceline®**

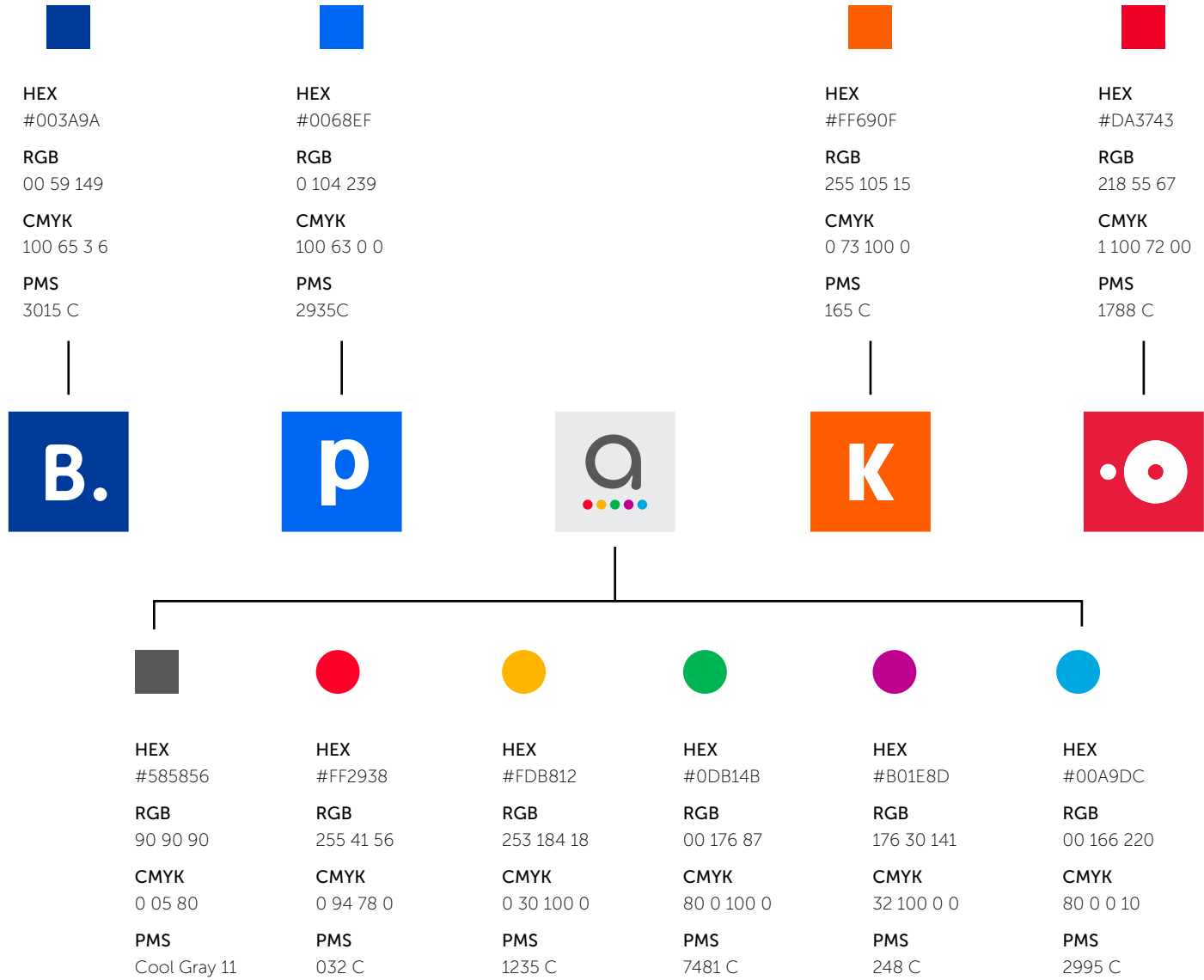


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Colors



BRAND COLORS





**BOOKING**  
HOLDINGS