

Section 5 | Website Design



Property Websites

Customers are 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.

Website Design

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Property Website Requirements

Please refer to example site on 5.2.

1. A Best Western approved logo must be placed in the upper left-hand corner of all Website pages. (See page 5.8 and 5.9 for approved logo color options.)
 - a. Use of Best Western Plus® and Best Western Premier® logos are limited to Best Western properties designated with those descriptors.
2. Full Best Western hotel name: the words “BEST WESTERN” must precede the hotel name in all caps (e.g., BEST WESTERN Bay Inn and Suites). The full hotel name is required on the first mention on each page of the Website. On subsequent mentions, just the hotel name (e.g., Bay Inn and Suites) is acceptable. (See Section 1 for approved property name layouts.)
3. The navigation bar must:
 - a. Be placed in the upper top quarter of the Website above the primary content (i.e., above introductory paragraph and booking module)
 - b. Use a navigation typeface from the list provided on page 5.6. Typeface usage outside of the navigational area can be determined by the Member, but the typeface examples on page 5.6 are recommended.
4. Use of Best Western advertising message, Stay with people who care.SM can be placed anywhere on the site. However, it may not be displayed in conjunction with or near a Best Western descriptor logo (BEST WESTERN, BEST WESTERN PLUS, BEST WESTERN PREMIER).
5. Legal verbiage of “Each Best Western® branded hotel is independently owned and operated.” must be placed in the footer of each site so it is visible on all pages.
6. Property contact information displayed on the Website. This can be accomplished via a direct link for contact information in the navigation or sub-navigation or the contact information can be displayed on every page. A phone number must be included at minimum. Email address, physical address and fax number may be added as well.
7. Site must link to the following:
 - a. Best Western Rewards® International Website: bestwesternrewards.com or affiliate rewards page, for properties outside North America. The exact placement of this link within the property Website can be determined by each Member.
 - b. 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.
8. Site must comply with the Best Western domain name policy (e.g., bw.com/book).
9. Parallel Websites are not permitted (i.e., simultaneously running a branded and non-branded Website for the same hotel).

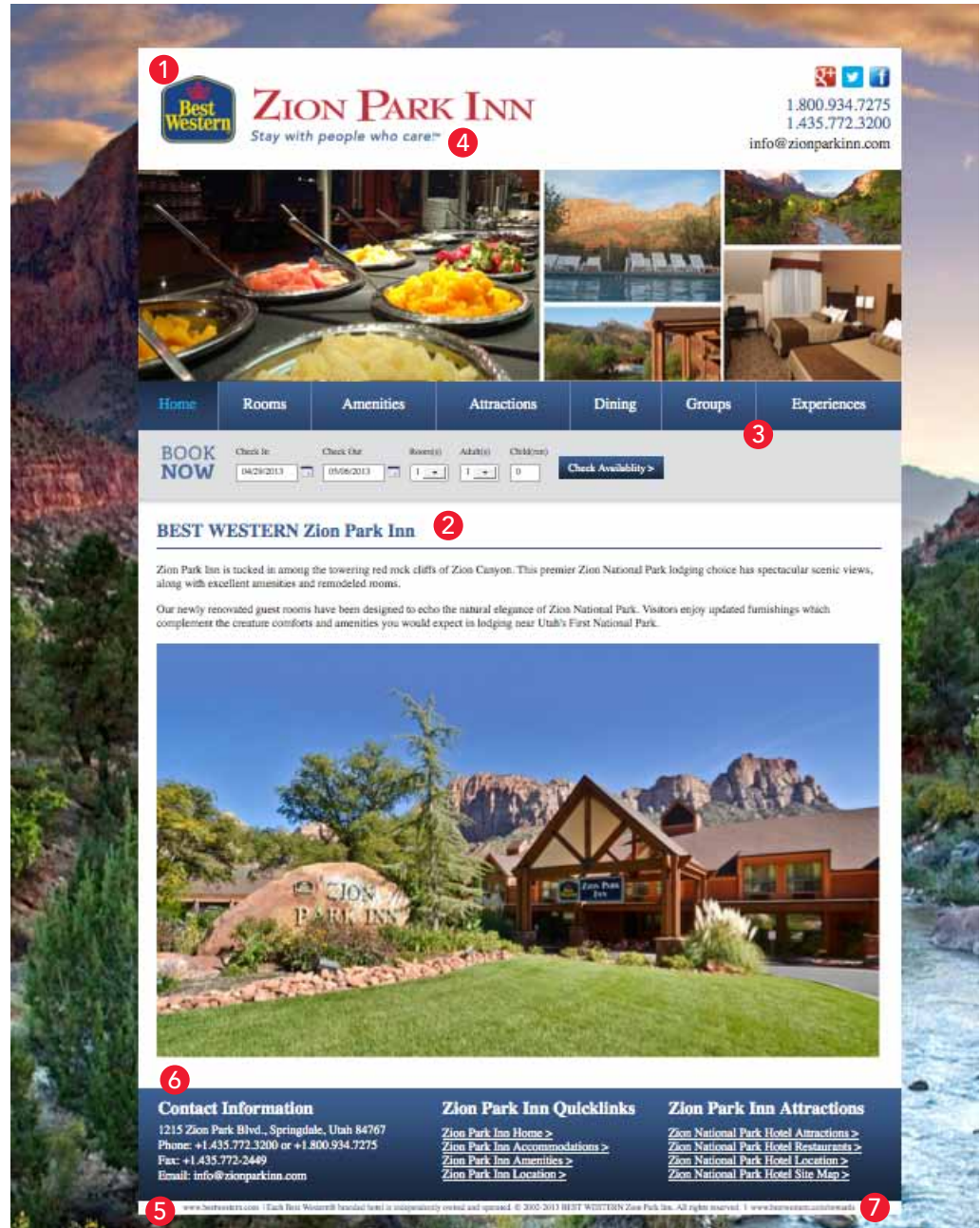
Affiliate offices may make additional requirements to the existing guidelines, if necessary.

Please refer to Stay With People Who Care.SM guidelines for usage.

Property Website Requirements

Please refer to page 5.1 for written requirements. The example to the right is not a required layout. It is a visual representation of the requirements.

Design is at the discretion of each property provided the requirements on page 5.1 are met.



Website Links, Marketable URL & Reservation Requirements

Linking from [bestwestern.com](https://www.bestwestern.com)

To establish a link from [bestwestern.com](https://www.bestwestern.com) to an external Website, the following criteria must be met:

1. The external Website must adhere to the Property Website Requirements established on page 5.1.
2. 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 next column).

Using Your Marketable Best Western URL

To link to the hotel booking pages on [bestwestern.com](https://www.bestwestern.com) requires a Best Western Web address. A marketable Web address can be found on the Member Portal at 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

Property websites must direct bookings to [bestwestern.com](https://www.bestwestern.com) and can not use external booking engines.

Links from a hotel's property pages on [bestwestern.com](https://www.bestwestern.com) to individual property sites are only allowed if the sites are brand compliant and use [bestwestern.com](https://www.bestwestern.com) to book reservations.

Management Company Websites

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

BWI Affiliate (Organization) Websites

These requirements are to ensure that all BWI Affiliate (Organization) Websites afford the same booking capabilities to customers, for all destinations, as is offered on bestwestern.com.

1. BWI Affiliate (Organization) Websites must meet the Property Website Requirements (see page 5.1) and also meet the following additional requirements (see corresponding examples to the right):
 - a. Direct Connect Websites will be required to offer all cities and countries in their search field within the booking module. (A link to bestwestern.com for all other cities/countries does not meet the requirement.)
 - b. Websites that do not use Direct Connect, and instead link directly to bestwestern.com, will be required to offer all countries in their search field.
 - c. All Websites must have clearly visible FIGS (French, Italian, German and Spanish) and CJK (Chinese, Japanese and Korean) language links in the booking module.

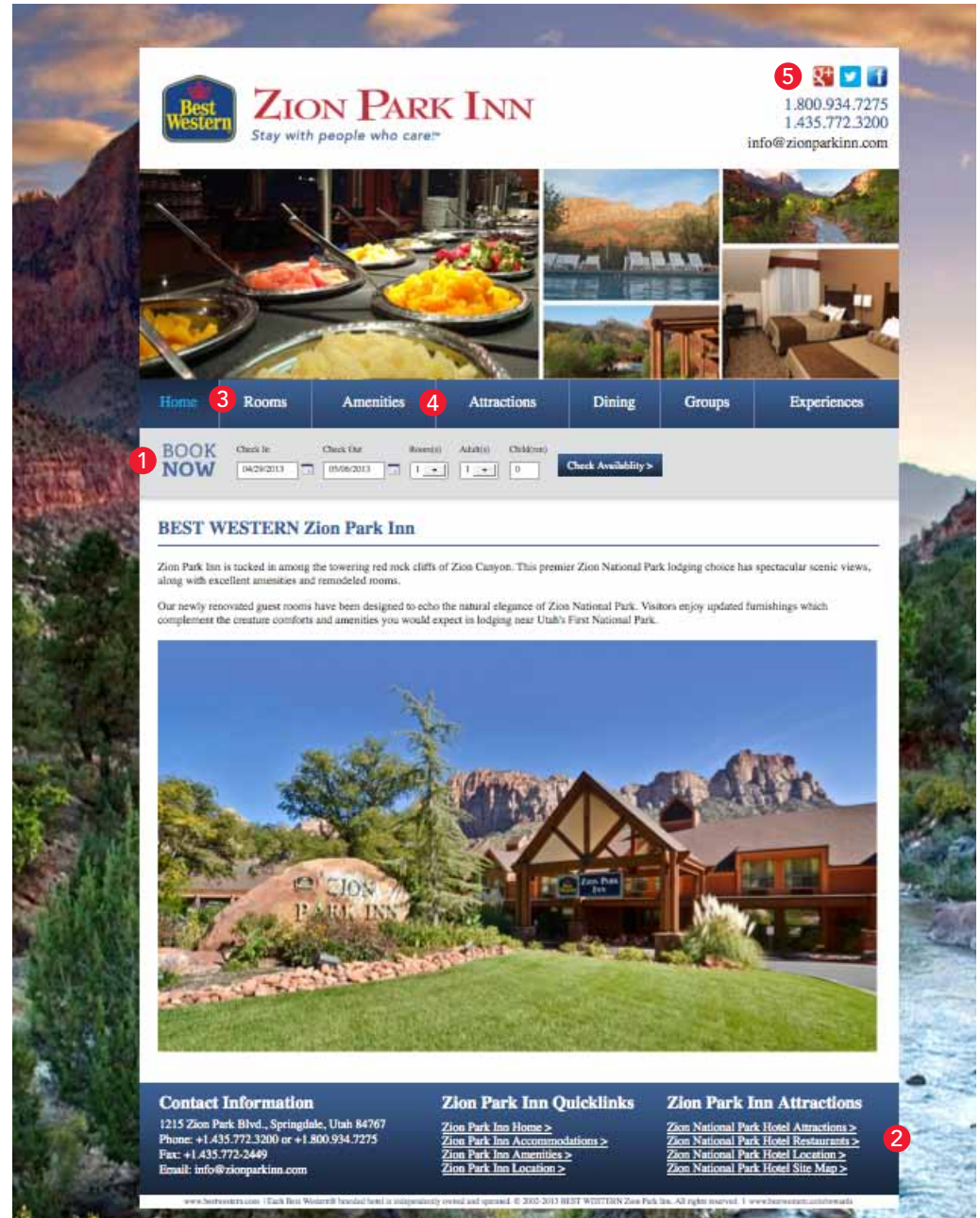
On occasion, BWI may implement Direct Connect enhancements that are deemed to be of such importance that all BWI Affiliate (Organization) Websites and bestwestern.com should be required to offer this feature. These situations will be reviewed on a case by case basis and will be submitted to the MTST for review and approval.



Property Website Suggestions

Research has indicated the following recommendations improve overall user experience, but are not required for individual property designs.

1. A booking engine on your Web page, powered by bestwestern.com, allows potential guests to check for availability.
2. Second level, 3rd level or footer navigation can be helpful and will ensure content can be easily located from anywhere on the site.
3. A color change upon rollover and click explains a link can be clicked and reinforces where a user has navigated.
4. Provide a list of amenities or use amenity icons. This allows potential guests to know exactly what to expect upon arrival.
5. Linking to social media sites provides a rich brand experience. Content should be kept relevant, consumer-focused and current.



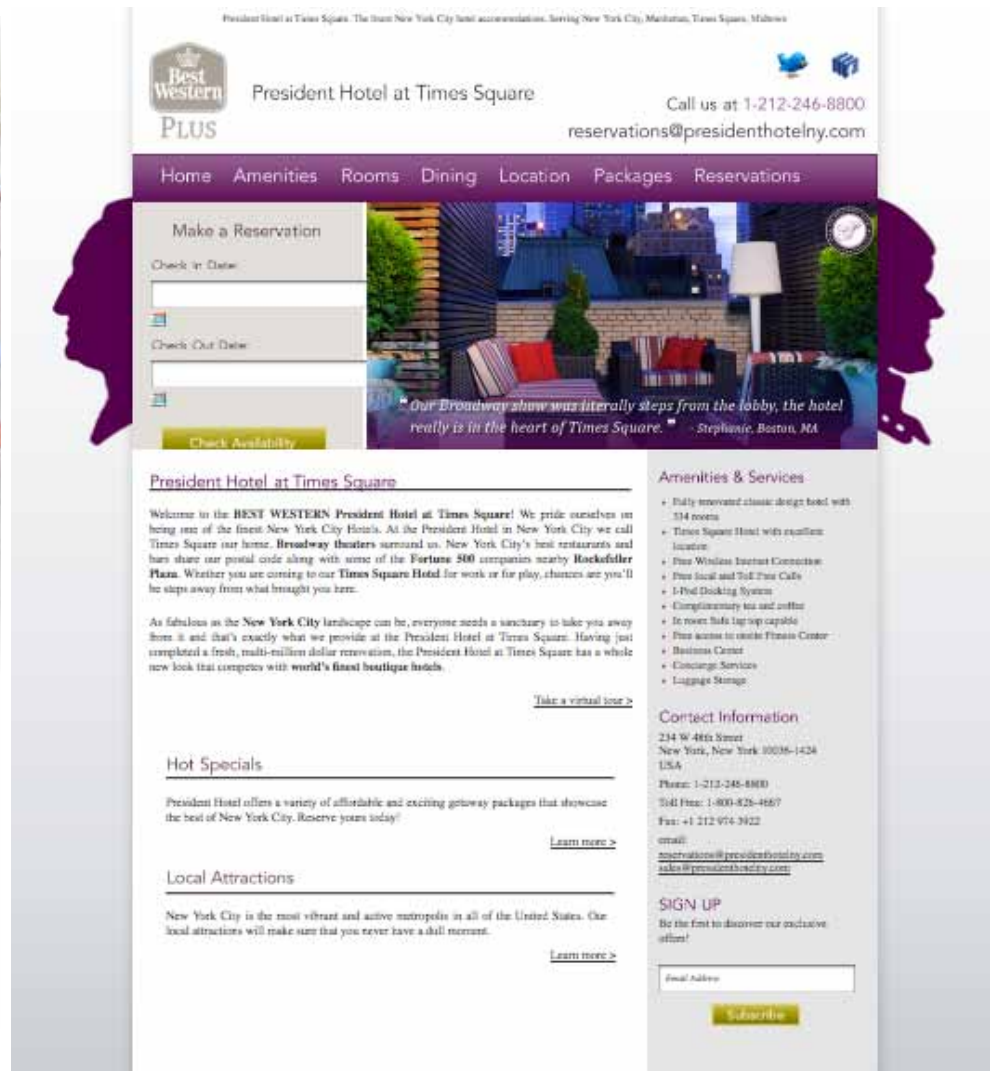
Required Navigation Typeface

Use of one of the following typefaces is required for all navigation buttons and recommended for main content. Please note, Arial and Verdana are the most common typefaces used in Web design and most computers come with one of these installed as a default. If a potential guest does not have a specific typeface on their system, their computer will use a default typeface. This could generate unintended results.

1. Arial
2. Verdana
3. Geneva
4. Avant Garde
5. **Franklin Gothic**
6. **Futura**
7. Gill Sans
8. Helvetica
9. Myriad
10. Univers

Alternative Examples

Please note these are not templates or required layouts. They are examples showing site design and layout options.



Site example using one-color Best Western Gray Best Western PLUS® logo.

Approved Best Western Logo Colors

The color options indicated here are the only combinations allowed. Refer to each individual section for standards on how to produce each item.

1. The logo may be reproduced in its full color – Best Western blue (Pantone® 280), yellow (Pantone 116) and red (Pantone 485) or in any of the approved one color options – Best Western blue (Pantone 280), Best Western gray (Pantone Warm Gray 7), Best Western gold (Pantone 873) or black.



FULL COLOR

PANTONE 280 (Blue)
Hex Code: 002878

PANTONE 116 (Yellow)
Hex Code: FFCB00

PANTONE 485 (Red)
Hex Code: DC29LE



BLACK & WHITE



ONE COLOR - BEST WESTERN BLUE

PANTONE 280
Hex Code: 002878



ONE COLOR - BEST WESTERN GRAY

PANTONE WARM GRAY 7
Hex Code: 998F86



ONE COLOR - BEST WESTERN GOLD

PANTONE 873
Hex Code: 95774C

Approved Background Colors for One-Color Best Western Logo Display

1. The only approved background colors upon which the one-color Best Western logo can be displayed are Best Western blue, Best Western gray, white, off-white and black unless otherwise specified in this manual.
2. The words “Best Western,” the crown icon and the inner rule must appear in white. The shield may display in the approved colors only.

ON A WHITE OR OFF-WHITE BACKGROUND



ON A BLACK BACKGROUND



ON A BEST WESTERN GRAY BACKGROUND



ON A BEST WESTERN BLUE BACKGROUND

