

BRAND GUIDELINES FOR PARTNERS

UPDATED / JANUARY 2018

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RATINGS & REVIEWS



TripAdvisor is pleased to provide our partners the use of our content and branding to showcase property ratings, reviews and awards from the world's largest travel site*. The following guidelines should be followed for any advertising or marketing campaign to ensure proper attribution of the TripAdvisor brand and use of TripAdvisor content.

IMPORTANT NOTE

All advertising or marketing materials using TripAdvisor content and branding must be reviewed and approved by a TripAdvisor representative prior to publication.

Please send materials to your Partnerships representative for approval.

THANK YOU!



BRAND ELEMENTS

BRAND GUIDELINES FOR PARTNERS / JANUARY 2018

® BRAND COLOR PALETTE

Colors establish the overall look and feel of the various touchpoints within the TripAdvisor brand. The palettes combine to underscore our brand attributes and enhance usability of our websites, emails, and mobile sites.

This version of the color palette should be applied for all offline placements including stickers, signs, partnerships out of home advertising, etc. These colors are not, however, optimized for web accessibility and, therefore, should not be used for on-site and in-app placements.

PRIMARY GREEN

MAIN BRAND & BACKGROUND

RGB = 0, 176, 135

CMYK = 78, 0, 62, C

PANTONE 339 C PANTONE 339 U

PRIMARY BLACK

TYPE & LINE

RGB = 0, 10, 18

CMYK = 80, 0, 0, 100 (BODY TEXT = 0, 0, 0, 100)

PANTONE BLACK 6 C

BLACK-LIGHT

TYPE & BACKGROUND RGB = 74, 74, 75

GRAY

BACKGROUND RGB = 214, 215, 214

GRAY-LIGHT

OUTLINES, BACKGROUND & RULES RGB =229, 230, 229

ACCENT RED BACKGROUND

PGR - 239 106 69

CMYK = 0, 72, 70, 0

PANTONE 7416 C PANTONE 2026 U

ACCENT YELLOW BACKGROUND

RGB = 252, 196, 15

CMYK = 0, 24, 98, 0

PANTONE 129 C PANTONE 7404 U

ACCENT BLUE BACKGROUND

RGB = 28, 153, 206

CMYK = 68, 0, 0, 5

PANTONE 299 C PANTONE 2202 U



PRIMARY LOGOTYPE

The logo is not integrated with text. Any pairing of text and the Primary logotype needs to be approved by the Brand team.

LOGOTYPE ARTWORK

Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

Print: When scaled proportionally, the primary logotype must never be smaller than 0.8 inches or 20mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 80 pixels wide.

PRIMARY LOGOTYPE FOR WHITE BACKGROUND



PRIMARY LOGOTYPE FOR BLACK BACKGROUND



PRIMARY LOGOTYPE MINIMUM SIZE



PRIMARY LOGOTYPE FOR GREEN BACKGROUND



PRIMARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/2) of the TripAdvisor logo.



TAGLINE PLACEMENT

The purpose of this lockup, and all lockup variations, is to clearly communicate TripAdvisor's brand position and value proposition.

For the Primary logotype with tagline lockup to be effective, it must also be legible. This is why we've developed three variations to ensure legibility at all scales and layouts.

Any pairings of the tagline and the Primary logotype not documented in the TripAdvisor Brand Guidelines must be submitted to the Brand team for approval.

LOGOTYPE ARTWORK

The logotype artwork is created using the TripAdvisor logo and tagline set in the brand font, Objektiv 2. Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

Print: When scaled proportionally, "know better • book better • go better" in the logo lockup must never be smaller than 8pt Arial Regular type. This is true for all variations of the Primary logotype tagline lockup. For vertical placements use the **Tagline Justified** except in placements below minimum size, in which case utilize the **Tagline Centered.**

Web: When scaled proportionally, "know better • book better • go better" in the logo lockup must never be smaller than 11px Arial Regular type. This is true for all variations of the Primary logotype tagline lockup.

PRIMARY LOGOTYPE/TAGLINE LOCKUP

TAGLINEJUSTIFIED

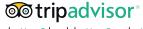


TAGLINE JUSTIFIED MINIMUM SIZE



SECONDARY LOGOTYPE/TAGLINE LOCKUP (FOR USE IN SMALL PLACEMENTS ONLY)

TAGLINE CENTERED



know better

book better

go better

PRIMARY LOGOTYPE/TAGLINE LOCKUP FOR HORIZONTAL PLACEMENTS

TAGLINE CENTERED HORIZONTAL TAGLINE





SECONDARY LOGOTYPE

The logo is not integrated with text. Any pairing of text and the Secondary logotype needs to be approved by the Brand team.

LOGOTYPE ARTWORK

Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

Print: When scaled proportionally, the secondary logotype must never be smaller than 0.5 inches or 13mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 50 pixels wide.

SECONDARY LOGOTYPE FOR WHITE BACKGROUND



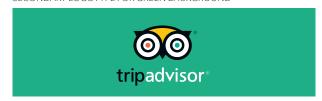
SECONDARY LOGOTYPE FOR BLACK BACKGROUND



SECONDARY LOGOTYPE MINIMUM SIZE



SECONDARY LOGOTYPE FOR GREEN BACKGROUND



ADDITIONAL INFORMATION

SECONDARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/3) of the TripAdvisor logo.

MONOCHROMATIC LOGOTYPES

The Monochromatic logotype should only be used when there are not enough colors to properly reproduce the primary logotype. In extremely rare cases, it may be possible to use an all-black or all-white version of the Primary and Secondary logo; however, you must contact the Brand team for guidance and approval.

PRIMARY LOGOTYPE 1-COLOR/BLACK



PRIMARY LOGOTYPE KNOCKOUT



SECONDARY LOGOTYPE 1-COLOR/BLACK



SECONDARY LOGOTYPE KNOCKOUT







© LOGOTYPE DON'TS

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways that we **DO NOT** want our logotype to appear. These are certainly not ALL the don'ts - just a few to set the tone. When in doubt, contact the Brand Team for approval and guidance.

Do not pull logos or any other brand assets from the Web. All visual representation of the TripAdvisor brand must only come from the assets provided by TripAdvisor.

DO NOT TILT OR ROTATE



DO NOT STRETCH



DO NOT REMOVE OR REPOSITION LOGOTYPE ELEMENTS



DO NOT STYLIZE WITH OBJECT EFFECTS



DO NOT PLACE ON A NON-BRAND BACKGROUND COLOR



DO NOT RECREATE WORDMARK



DO NOT ADD ADDITIONAL WORDS OR PHRASES



RESPECT AREAS OF NONINTERFERENCE AND CLEAR SPACE





TRAVELERS' CHOICE LOGO

The Travelers' Choice logo should be used in all on-site, off-site, and offline presentations or mentions of the award.

Use the version with one L (Travelers') on TripAdvisor.com, and the version with two Ls (Travellers') on all other points of sale.

The Knockout logotype should only be used when there are not enough colors to properly reproduce the Primary logotype. In extremely rare cases, it may be possible to use an all-black or all-white version of the Primary logo; however, you must contact the Brand team for guidance and approval.

USAGE GUIDELINES

Print: When scaled proportionally, the secondary logotype must never be smaller than 0.5 inches or 13mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 50 pixels wide.

PRIMARY LOGOTYPE (ALWAYS ON GREEN SQUARE)



PRIMARY LOGOTYPE FOR BLACK BACKGROUND



PRIMARY LOGOTYPE MINIMUM SIZE



PRIMARY LOGOTYPE FOR WHITE BACKGROUND



PRIMARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/4) of the Travelers' Choice logo.

TRAVELER'S CHOICE

DOMAIN	® or™	US (L) or UK (LL)	LOGO
US	*	L	B.2
UK		LL	B.4
Argentina	TM	LL	B.3
Australia	TM	LL	B.3
Brazil	тм	LL	B.3
Canada	•	LL	B.4
China	тм	L	B.1
Denmark	TM	LL	B.3
Egypt	TM	LL	B.3
France	TM	LL	B.3
Germany	TM	LL	B.3
Greece	TFA	LL	B.3
India	TM	LL	B.3
Indonesia	TM	LL	B.3
Ireland	6	LL	B.4
Italy	тм	LL	B.3
Japan	TM	L	B.1
Korea	тм	LL	B.3
Malaysia	M	LL	B.3
Mexico	TM	LL	B.3
Netherlands	TM	LL	B.3
Norway	TM	LL	B.3
Poland	TM	LL	B.3
Russia	TM	LL	B.3
Singapore	TM	LL	B.3
Spain	TM	LL	B.3
Sweden	TM	LL	B.3
Taiwan	TM	LL	B.3
Thailand	TM	LL	B.3
Turkey	TM	LL	B.3





B.3





B.4

tripadvisor*

© CERTIFICATE OF EXCELLENCE LOGO

The Certificate of Excellence logo should be used in all on-site, off-site, and offline presentations or mentions of the award.

The Certificate of Excellence logo is translated into all languages currently supported on the TripAdvisor website. Please use the local language version of the logo when appropriate.

The Knockout logotype should only be used when there are not enough colors to properly reproduce the Primary logotype. In extremely rare cases, it may be possible to use an all-black or all-white version of the Primary logo; however, you must contact the Brand team for guidance and approval.

USAGE GUIDELINES

Print: When scaled proportionally, the secondary logotype must never be smaller than 0.5 inches or 13mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 50 pixels wide.

PRIMARY LOGOTYPE (ALWAYS ON GREEN SQUARE)



PRIMARY LOGOTYPE FOR BLACK BACKGROUND



PRIMARY LOGOTYPE MINIMUM SIZE



PRIMARY LOGOTYPE FOR WHITE BACKGROUND



PRIMARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/4)of the Travelers' Choice logo.

INTRODUCTION **BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS RATING & RANKING** ADDITIONAL INFORMATION



PROPER NAME & TAGLINE (WHEN WRITTEN)

PROPER NAME (WHEN WRITTEN)

When written, the following format should always be followed:

- "T" of "Trip" and "A" of "Advisor" are always capitalized.
- No space between the two words.

TAGLINE (WHEN WRITTEN)

When written, the following format should always be followed:

- First letter of first word in each phrase always capitalized.
- First letter of second word in each phrase always lowercase.
- Periods at end of each phrase.

TAGLINE (WHEN WRITTEN) DON'TS

Never use commas or any other punctuation than a period at the end of each phrase:

Know better, Book better, Go Better!

Never emphasize or bold portions of the tagline:

Know better. Book better. Go Better.

Never use italics or different colors on portions of the tagline:

Know better. Book better. Go Better.

PROPER NAME WRITTEN

TripAdvisor

TAGLINE WRITTEN

Know better. Book better. Go better.



OWL HEAD WITH RATINGS BUBBLES

This logo represents the aggregate TripAdvisor traveler rating for an individual business or property. It may be used with two conditions: The primary TripAdvisor logo or the word "TripAdvisor" must be present on the same page; and it must be made clear that the bubble rating refers to TripAdvisor traveler ratings.

RATINGS BUBBLES

For a single traveler's individual rating (i.e. when quoting the review of one traveler) use the ratings bubbles alone without the owl head. Please note that the primary TripAdvisor logo or the word "TripAdvisor" must be present, and it must be made clear that the bubbles refer to a traveler rating by using phrasing like "A TripAdvisor traveler review"

OWL HEAD WITH RATINGS BUBBLES



OWL HEAD WITH RATINGS SPACING



OWL HEAD WITH RATINGS BUBBLES KNOCKOUT



RATINGS BUBBLES WITH QUOTE



"A Fantastic Hotel. Highly Recommended." $\,$

Reviewed by Meghan B, 28 August 2017



RATINGS & REVIEWS

BRAND GUIDELINES FOR PARTNERS / JANUARY 2018

® RATINGS & REVIEWS

Content provided by travelers – most frequently captured in the form of reviews – is the mainstay of the TripAdvisor value proposition. It is essential that our partners protect the integrity of user-generated content wherever it appears.

DOS

- Content from traveler reviews must appear within quotation marks
- Review content may be accompanied by the bubble rating given by that reviewer
- You may only quote from a rave review a review accompanied by a 5-bubble rating – if the overall property rating is at least a 4 out of 5
- When using review content, you MUST include the date of the quoted review
- It must be clear that the quoted review was from a traveler on TripAdvisor. Please accompany quotes with phrases like "A TripAdvisor traveler review" or "Reviewed by a TripAdvisor traveler"
- You may use a traveler's TripAdvisor member name as long as TripAdvisor is acknowledged, e.g. "TripAdvisor traveler <member name>"
- For international points of sale, TripAdvisor prefers that you use traveler reviews originally written in the language of that point of sale. If there are no suitable local language reviews available, you may use a translated traveler review
- If review content is accompanied by a photo, the photo must be directly related to the review — or accompanied by a caption stating which specific property or destination the review refers to
- To use content from traveler reviews in printed marketing materials in the UK, you must get consent from the original reviewer. See pg.19 for more information

TRAVELER REVIEWS MUST APPEAR IN OUOTATION MARKS



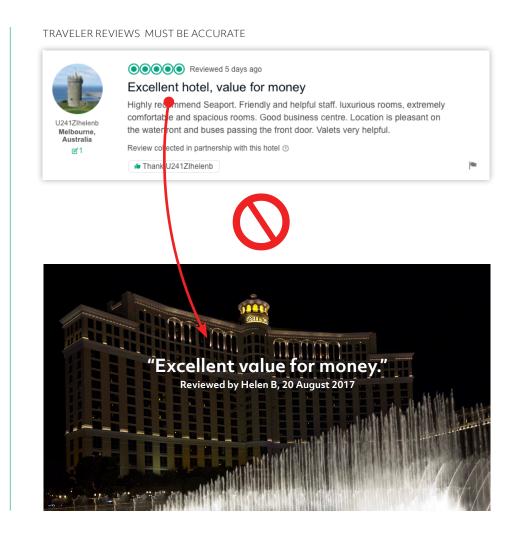
CONTENT MAY BE ACCOMPANIED BY THE BUBBLE RATING



® RATINGS & REVIEWS

DON'TS

- Edit traveler reviews to misrepresent what the traveler originally wrote
- · Use traveler reviews written about one place to characterize another
- Invent traveler reviews this constitutes review fraud
- Place marketing copy within quotation marks to imply that something is a review if it is not — this constitutes review fraud
- Use headlines that could be mistaken for reviews (regardless of use of quotation marks), i.e. 'Excellent Location'
- Quote the ratings histogram labels ("Excellent," "Very Good," etc.) as if they
 were a traveler's review
- Use a TripAdvisor Award about one property to characterize another individual hotel or an entire hotel group (if all hotels were not winners for that specific year)
- Extrapolate "what travelers say" in general
- Rave about a 5-bubble review unless you meet the following criteria:
 - You must have received a 5-bubble review on TripAdvisor within the past six months
 - You must have an overall rating of 4 bubbles or higher on TripAdvisor
 - You must be in good standing on the TripAdvisor site
- To use content from traveler reviews in printed marketing materials in the UK, you must get consent from the original reviewer. See pg.19 for more information





REVIEW PERMISSIONS

BRAND GUIDELINES FOR PARTNERS / JANUARY 2018

INTRODUCTION BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS RATING & RANKING ADDITIONAL INFORMATION



IMPORTANT NOTE: REVIEW PERMISSIONS FOR PRINT MATERIALS IN THE UK

To use TripAdvisor review content in printed marketing materials in the UK, you must get permission from the original reviewer. You may request this permission via TripAdvisor private messages in the Management Center (www.tripadvisor.co.uk/Owners).

You will be required to obtain the following from original reviewers:

- Confirmation that the review was their genuine experience
- Permission to use their review in marketing materials
- Reviewer contact details (email address is sufficient)

We've created a templated email message to help you request authorizations from reviewers. Please feel free to cut/paste it into your private messages. Dear < reviewer name >,

We appreciate your TripAdvisor review "<Name of the review>"! With your permission, we'd love to use this review in our marketing materials. Would you mind replying to this message with the following, to help us comply with legally required advertising codes?

- Confirmation that your review was your genuine experience
- Permission to use your review (or a specific section thereof) in our advertising and marketing
- Your email address (we need it only as confirmation for your identity)

Thank you so much!

<your email signature>



RATING & RANKING

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INTRODUCTION **BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS** RATING & RANKING ADDITIONAL INFORMATION

TRAVELER RATING - TEXT

Whenever the TripAdvisor rating appears, it should have the text "TripAdvisor Traveler Rating" next to it — along with the number of reviews on which the rating is based.

If there isn't enough space (e.g. in search results), a fallback option is to have a logo at the top or on the left, indicating that the traveler ratings are provided by TripAdvisor. Each rating should also have a rollover with the text "TripAdvisor Traveler Rating."



Hotel St. Augustine
104 Meters from your location

TripAdvisor Traveler Rating



233€







Schrute Farms

Main Street, Honsdale, PA 18431 | 1-928-474-9800 www.website.com







Mianni Hotel

Main Street, Mianni, AA 18431 | 1-289-477-0098 www.website.com



INTRODUCTION BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS RATING & RANKING ADDITIONAL INFORMATION

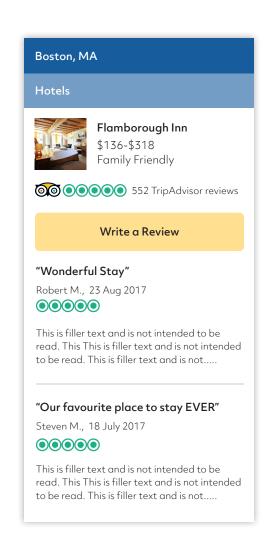


DO

- When displaying the aggregate TripAdvisor Traveler Rating, display the TripAdvisor owl to the left of the bubble rating
- When displaying an aggregate TripAdvisor bubble rating, be sure to include the TripAdvisor owl to the left of the bubble rating
- Use the owl in full color
- The owl should be at least 25 pixels wide
- Ratings bubble graphic should be at least 55 pixels wide
- Ratings bubble should be standard TripAdvisor green
- The ratings bubble should have white as a background between the inner and outer circles — the page background should not show through

DON'T

 Use the TripAdvisor owl next to the bubble rating of individual reviews



BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS RATING & RANKING INTRODUCTION ADDITIONAL INFORMATION



TRIPADVISOR POPULARITY RANKING

The TripAdvisor popularity index ranks individual listings based largely on the quality, quantity and freshness of traveler reviews, and is subject to change without notice.

Whenever referencing a property's popularity ranking on TripAdvisor, partners MUST cite the specific month and year for that reference.

Example: If you want to claim a property that is the "#1 Hotel in Portsmouth," you must include the phrase "according to TripAdvisor travelers as of July 2017."





ADDITIONAL INFO

BRAND GUIDELINES FOR PARTNERS / JANUARY 2018

INTRODUCTION BRAND ELEMENTS RATINGS & REVIEWS REVIEW PERMISSIONS RATING & RANKING ADDITIONAL INFORMATION



LOGO AND RATINGS STORAGE

All logos and ratings bars will be provided by TripAdvisor, and served direct from aTripAdvisor image URL. Partners will not store and locally serve TripAdvisor logos.

TRACKING

All campaigns that display TripAdvisor branding and content must be tracked. TripAdvisor can provide a tracking pixel code. Alternatively, if you choose not to use a TripAdvisor tracking pixel or a TripAdvisor image URL, a report must be filed at the completion of each campaign documenting campaign clickthrough rates and impressions.

TripAdvisor must give final approval on all use of content.

If you have questions about these guidelines or related issues, please don't hesitate to reach out to your TripAdvisor Partnerships representative.