

# Brand Guidelines for Partners

Released March 2020



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# Intro

We're pleased to offer our partners the use of our content and branding to showcase property ratings, reviews, and awards from the world's largest travel site.

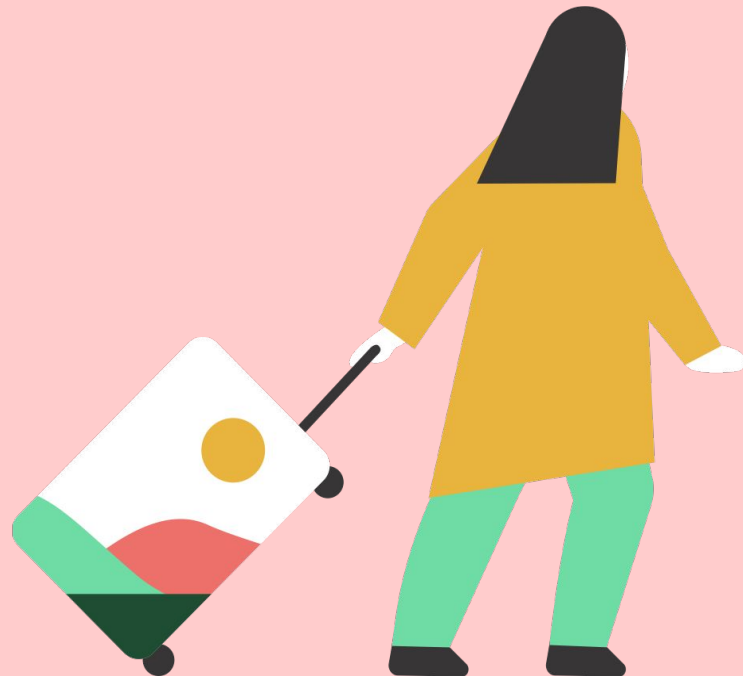
To ensure proper attribution of the Tripadvisor brand and use of Tripadvisor content, follow all guidelines in this document for any advertising or marketing campaigns.

**IMPORTANT NOTE**

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

Please send all materials to your account manager for approval.

**Thank you!**





# Visual Identity

# Primary Logo Suite

Logo (Ollie the Owl)



Horizontal Lockup



Vertical Lockups



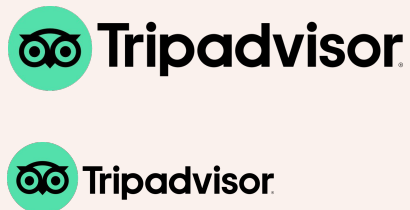
# Secondary Logo Suite for Light Backgrounds

For challenging circumstances where establishing clear space or creating a light background is impossible, we have a suite of secondary logos which superimpose the “Ollie the Owl” logo over a circle of TripGreen (see pg. 20)..

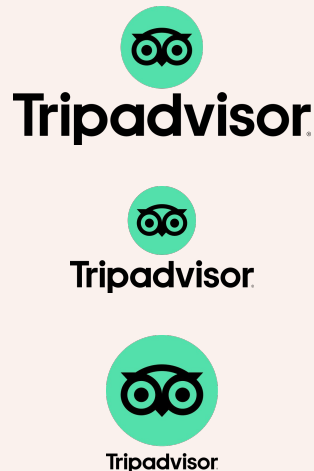
Secondary Logo



Secondary Horizontal Lockups



Secondary Vertical Lockups



# Secondary Logo Suite for Dark Backgrounds

For circumstances where a dark background is required, we have a suite of secondary logos which superimpose the “Ollie the Owl” logo over a circle of TripGreen (see pg. 20) or white.

Secondary Logo



Secondary Horizontal Lockups



Secondary Vertical Lockups





# Secondary Logo Suite for Dark Backgrounds

Secondary Logo



Secondary Horizontal Lockups



Secondary Vertical Lockups



# Minimum Scale

Logo  
20 pixels high



Horizontal Lockup  
20 pixels high



Vertical Lockup  
37 pixels high



Vertical Lockup  
50 pixels high



Secondary Logo  
35 pixels high



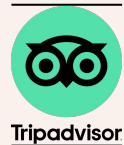
Secondary Horizontal Lockup  
35 pixels high



Secondary Vertical Lockup  
52 pixels high



Secondary Vertical Lockup  
69 pixels high



# Minimum Clearspace

Wherever the logo appears, make sure there's clearspace around it equivalent to the width of at least 1 of the pupils from the owl's eyes.

Logo  
20 pixels high



Horizontal Lockup  
20 pixels high



Vertical Lockup  
37 pixels high



Vertical Lockup  
50 pixels high



# Symbol

When Tripadvisor is referred to throughout an application, or when the Tripadvisor name is used in a headline, the symbol alone can be used to reference the logo.

Primary Symbol



Secondary Symbol



# Partnership Lockups

Simple alignment allows or brand to create partnership lockups. Distance is at least one pupil width.

Horizontal Partnership



Vertical Partnership



# Partnership Lockups



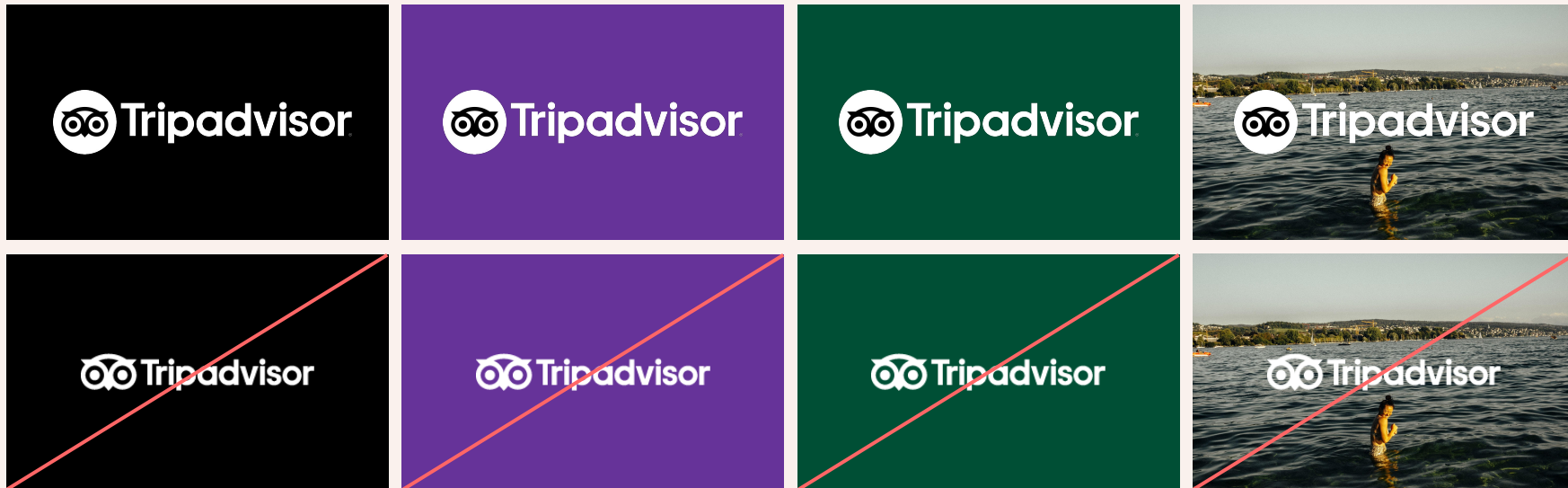
# Primary Lockup Usage

Our logo should ideally appear in black against a background of either our light brand colors or light parts of images which allow enough contrast for clear logo visibility..



# Secondary Lockup Usage

Never invert the Logo (Ollie). Use the appropriate lockup to ensure the logo always appears in an approved manner.





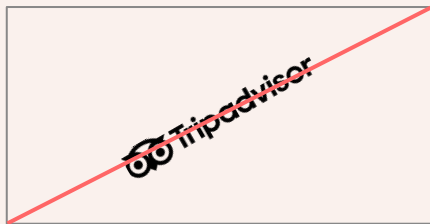
# Logo Don'ts

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.

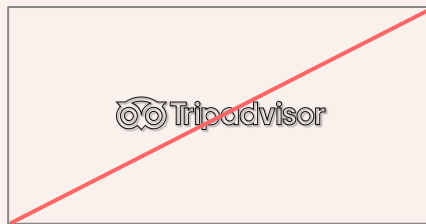
Do not pull logos or any other brand assets from the Web. All visual representation of the Tripadvisor brand must only come from the assets provided by Tripadvisor. When in doubt, contact a Tripadvisor representative for guidance.



Don't fragment, crop or bleed the logo off of the application.



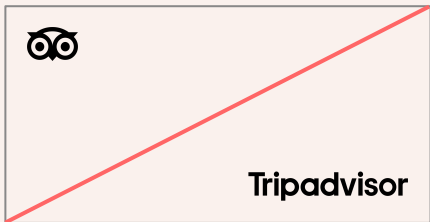
Don't tilt or rotate the logo.



Don't apply any graphic treatments like outlines or drop shadows.



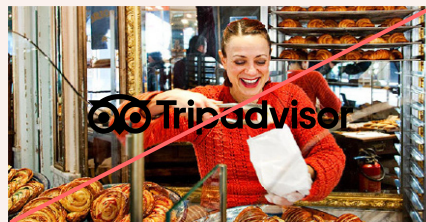
Don't alter the typeface.



Don't pull the logo apart.



Don't use the logo in black over our dark brand colors.



Don't put the logo over busy backgrounds.



Don't invert the logo.

# Travelers' Choice Best of the Best (BOTB) Logo

Travelers' Choice BOTB is our highest recognition and is presented annually to the top 1% of businesses across select categories. This 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') in markets that use US-English, and the version with two Ls (Travellers') in all other points of sale except Japan and China which have their own localized version of the Travelers' Choice BOTB logo.

**Print:** When scaled proportionally, the Travelers' Choice BOTB logo must never be smaller than 0.5 inches or 13mm wide.

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

**Clear space:** The minimum amount of clear space on all sides of the logotype is the equivalent to one quarter the height ( $Y/4$ ) of the Travelers' Choice BOTB logo.

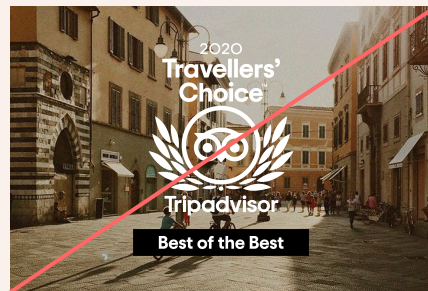


**Best of the Best**



**Valle D'incanto Midscale Hotel**

●●●●● 1,815 reviews



Don't invert the Travelers' Choice BOTB logo.



Don't pull the logo apart.

# Travelers' Choice Logo

Travelers' Choice is awarded to businesses and destinations that consistently earn great reviews from travelers. This 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') in markets that use US-English, and the version with two Ls (Travellers') in all other points of sale except Japan and China which have their own localized version of the Travelers' Choice logo.

**Print:** When scaled proportionally, the Travelers' Choice logo must never be smaller than 0.5 inches or 13mm wide.

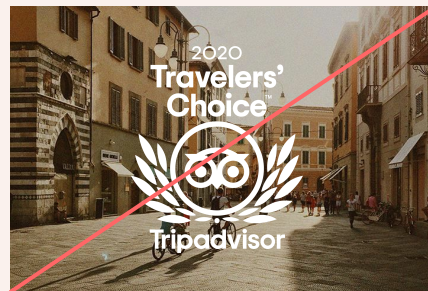
**Web:** When scaled proportionally, the logo must never be smaller than 50 pixels wide.

**Clear space:** The minimum amount of clear space on all sides of the logotype is the equivalent to one quarter the height (Y/4) of the Travelers' Choice logo.



Valle D'incanto Midscale Hotel

●●●●● 1,815 reviews



Don't invert the Travelers' Choice logo.



Don't pull the logo apart.

# Tripadvisor: Our Proper Name

When written, the following format should always be followed:

“T” of “Trip” is always capitalized and “a” of “advisor” is always lowercase.

No space between the two words.

Proper name written:

# Tripadvisor

# Color Palette

The Tripadvisor color palette should be applied in all partner placements that utilize the Tripadvisor logo or content, including stickers, signs, out of home advertising, etc.

Use of color should vary depending on the surface or application, always striking a balance between optimism and sophistication.

## Primary

### TripGreen

HEX #34E0A1  
RGB 52 224 161  
CMYK 60 0 50 0  
PMS 3385 C / 3375 U

## Neutrals

### White

HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

### Black

HEX #000000  
RGB 0 0 0  
CMYK 60 40 40 100  
PMS Black C / Black U

## Secondary

### Sand

HEX #FAF1ED  
RGB 250 241 237  
CMYK 1 4 6 2  
PMS 9285 C / 9345 U

### Orchid

HEX #7446AF  
RGB 116 70 175  
CMYK 69 83 0 0  
PMS 7678C / 2077 U

### Salmon

HEX #FF6666  
RGB 255 102 102  
CMYK 0 65 45 0  
PMS 2029C / 2029 U

## Accents

### Mustard

HEX #F2B203  
RGB 242 178 3  
CMYK 0 29 100 1  
PMS 124 C / 129 U

### Rose

HEX #FFCCCC  
RGB 255 204 204  
CMYK 0 20 5 0  
PMS 7422 C / 7422 U

### Moss

HEX #00AA6C  
RGB 0 170 100  
CMYK 81 3 64 10  
PMS 7724 C / 7724 U

### Pine

HEX #004F32  
RGB 0 79 53  
CMYK 87 15 77 69  
PMS 3435 C / 343 U

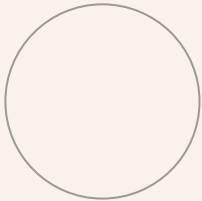
# Color Ratio

How we use color will vary depending on the surface or application, always striking a balance between optimism and sophistication.

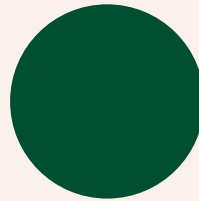
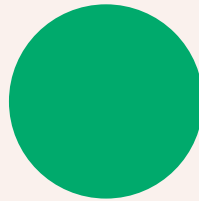
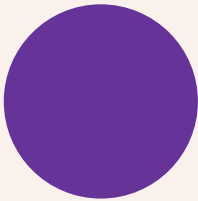
Primary



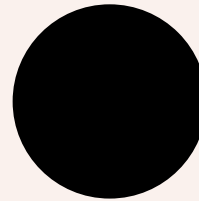
Secondary



Accents



Neutrals



# Typography

Our primary typeface is our proprietary Trip Sans font. When it's unavailable, please use Poppins and Roboto (both Google Fonts) as your primary alternative. Resort to Helvetica and Courier (system fonts) only when these options are technically unavailable.

Tripadvisor Fonts

## Trip Sans

**AaBbCc**  
**AaBbCc**  
**AaBbCc**  
**AaBbCc**

## Trip Sans Mono

**AaBbCc**

Google Fonts

## Poppins

**AaBbCc**  
**AaBbCc**  
**AaBbCc**  
**AaBbCc**

## Roboto Mono

**AaBbCc**

System Fonts

## Helvetica

**AaBbCc**  
**AaBbCc**

## Courier

**AaBbCc**



# Ratings & Reviews

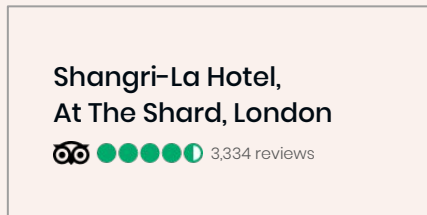
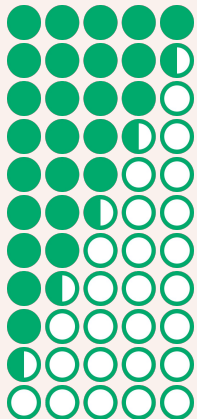


# Bubbles

## 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.

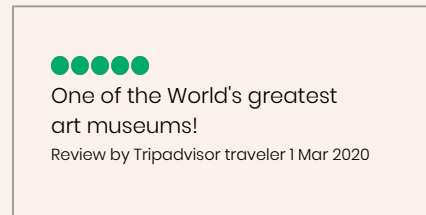
Construction



Property with bubble rating.

## 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.”



Traveler review with bubble rating.

# Ratings & Reviews: Dos

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.

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>”

To use content from traveler reviews in printed marketing materials in the UK, you must get consent from the original reviewer

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. Content should never be over a photo.



**"New York's most exciting hotel experience!"**

Review of **The Plaza** by a Tripadvisor Traveler 29 Feb 2020

# Ratings & Reviews: Don'ts

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. Do not:

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

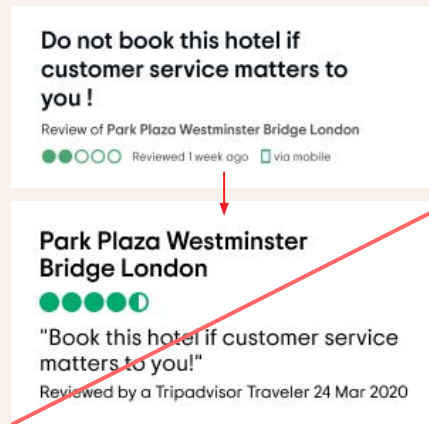
Use a Tripadvisor Award about one property to characterize another individual hotel or an entire hotel group (if all hotels were not winners for that specific year)

Extrapolate "what travelers say" in general

Place review content and/or bubble rating over the top of a photograph.

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



# 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.”



## New York Marriott Downtown

85 West Street at Albany Street, New York City, NY 10006

Tripadvisor Traveler Rating



based on 2,140 reviews

\$127

per night

[Visit website](#) [Book now](#)



## New York Marriott Downtown



2,140 reviews

\$127

per night

[Visit website](#) [Book now](#)



## New York Marriott East Side



2,800 reviews

\$159

per night

[Visit website](#) [Book now](#)



## Millennium Hilton New York Downtown



5,617 reviews

\$147

per night

[Visit website](#) [Book now](#)

# Traveler Rating – Image

## Do

When displaying an aggregate Tripadvisor bubble rating, be sure to include the Tripadvisor owl to the left of the bubble rating

The owl should be at least 20 pixels in height

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 — the page background should not show through

## Don't

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

### New York City Hotels



New York Marriott  
Downtown

**\$127** per night



2,140 Tripadvisor reviews

[Write a review](#)

#### "Incredible views of Downtown NYC"

Explorers377, 21 Feb 2020



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id aliquet nibh, sit amet varius neque. Quisque vel digniss...

#### "Great spot for a weekend getaway"

Bill R, 19 Nov 2019



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id aliquet nibh, sit amet varius neque. Quisque vel digniss...

# Tripadvisor 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 New York City,” you must include the phrase “according to Tripadvisor travelers as of March 2020.”

With the exception of dynamic banners where the review content is pulling from a Tripadvisor API, bubble ratings, rankings and number of reviews featured in all solutions must be accompanied by a date (for example “as of 16 Mar, 2020”), as shown in the example to the right.

**Casablanca Hotel by**  
Library Hotel Collection

 as of 16 Mar 2020



New York City, NY

[Book Now](#) 

## #1 of 510 Hotels in New York City

According to Tripadvisor  
Travelers as of March 2020



**Casablanca Hotel by**  
Library Hotel Collection

[Book now](#) 



# Additional Information

# Additional Information

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

## Logos & Ratings Storage

All logos and ratings bubbles will be provided by Tripadvisor, and served direct from a Tripadvisor 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 click-through rates and impressions.

Tripadvisor must give final approval on all use of content.



