

Last updated 6/2023

# Tripadvisor Brand Guidelines for Partners



# Before you get started...

We're happy to offer our partners use of our content and branding in order to share any ratings, reviews, or awards from Tripadvisor.

To ensure proper attribution of the Tripadvisor brand, please follow all guidelines outlined here for any advertising or marketing campaigns.\*

## \*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 Partnerships representative for approval.

*Thank you!*



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The Brand

Who we are



The Brand

We're on a  
mission to  
make **everyone**  
a better traveler.



# We guide the world to what's good.



We are the world's largest travel guidance platform, with more than 1 billion reviews and opinions across nearly 8 million businesses.



Since 2002, Tripadvisor has helped people plan trips big and small, connecting travelers, businesses, and communities around the world.



We bring people, passions, and places together to help millions of travelers venture out with confidence—and leave the world better than they found it.

Guidelines for Partners

# Visual identity

# Primary logo suite

We have three primary logos that can be used to represent our brand.

## Logo (Ollie)



This is the primary graphic signifier for Tripadvisor.

## Horizontal lockup



This is our brand mark—which combines both the logo and wordmark.

## Vertical lockup



You may also see our brand mark expressed vertically.



## Secondary logo suite for light backgrounds

Our secondary suite features the Ollie logo expressed as a symbol with a green background.

### Secondary logo



The symbol can be used when the Tripadvisor name or wordmark is already present.

### Secondary horizontal lockup



The secondary lockup with the Ollie symbol offers an alternative visual option.

### Secondary vertical lockup



## Secondary logo suite for dark backgrounds

If you are configuring for dark mode or another dark background, the wordmark in our primary lockup will need to be inverted to green or white for better legibility. Do not knock out or invert Ollie without its circle.

Secondary logo



Secondary horizontal lockup



Secondary vertical lockup



# Secondary logo suite for dark backgrounds

For 2-color applications, use a white background in place of [TripGreen](#).

Secondary logo



Secondary horizontal lockup



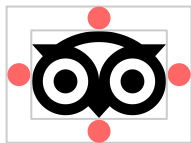
Secondary vertical lockup



# Minimum clearspace

We want to make sure there is enough space around the logo wherever it appears. A helpful trick is to keep at least one Ollie pupil's width of clearspace in all directions.

## Logo



## Horizontal lockup



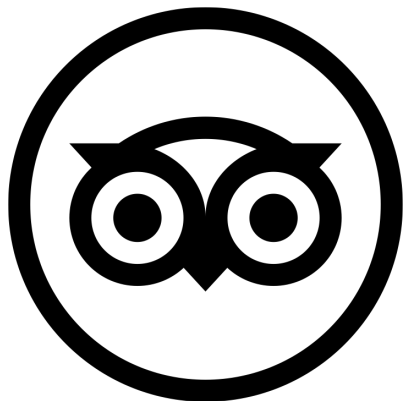
## Vertical lockup



# Symbol

If the Tripadvisor wordmark is present or 'Tripadvisor' is written out in a headline, the symbol can be used on its own to reference the brand visually.

## Primary symbol



## Secondary symbol



## Partnership lockups

When creating a partner lockup, we want to separate our lockup from partner logos with a black 'x'. The 'x' should be as tall as one-and-a-half Ollie logos, with a width of one Ollie pupil of clearspace in all directions.

### Horizontal



### Vertical



# Partnership lockup misuse

Below are a few examples of what **not** to do when creating a partner lockup.



Do not left justify and/or stack logos.



Do not lead with partner logo.



Do not let the logos float.

# Partnership lockup examples

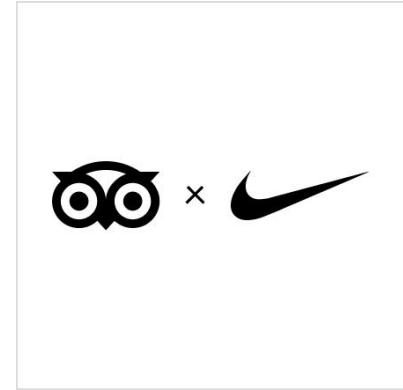
Below are a few examples of **correct** ways to create a partner lockup.



Horizontal expression



Vertical expression



Logo expression—only to be used when both brand names are already present.



# Primary lockup expression

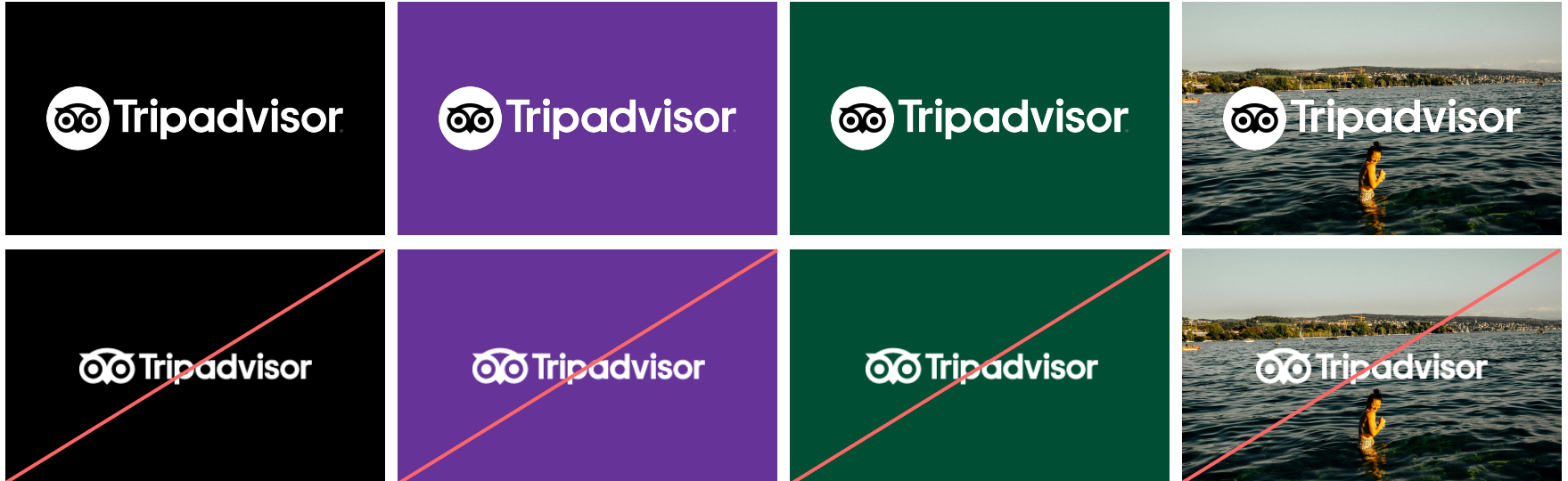
Our logo should ideally appear in black against a background of either our light brand colors or light parts of images which allow enough contrast for clear logo visibility.



## Secondary lockup usage

The secondary lockup is used in single-color applications or alongside other brand names in partnership lockups.

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



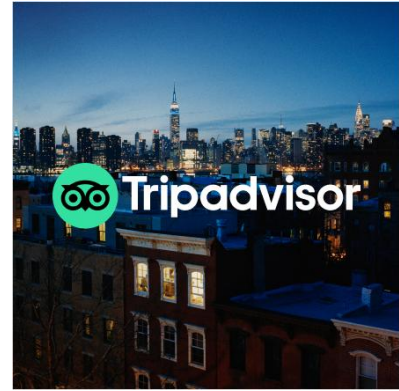
## Secondary lockup expression



Example 01: Place over white or solid brand color backgrounds that aren't TripGreen.



Example 02: Place over the lightest portion of an image with plenty of room.



Example 03: Use inverted lockup over the darkest area of an image.

# Logo misuse

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.

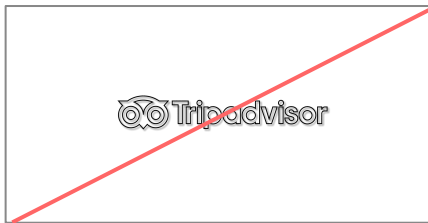
Do not pull logos or any other brand assets from the Web. All visual representation of the Tripadvisor brand must only come from the assets provided by Tripadvisor. When in doubt, contact a Tripadvisor representative for guidance.



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



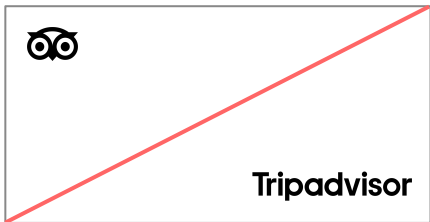
Don't tilt or rotate the logo.



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.

# Expressing our brand name

You should follow this format  
when writing out “Tripadvisor”:

Always capitalize the “T” in  
“Trip” and lowercase the “a” in  
“advisor.” Note: There is no  
space between the two words.

Here’s how it should look:

# Tripadvisor

# 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.

Our supporting palette is fresh, optimistic, and refined. We use TripGreen, black, and white as our primary palette, and six other bold colors as our secondary palette.

<div>TripGreen</div> <div></div> <div>HEX #34E0A1 RGB 52 224 161 CMYK 55 0 45 0 PMS 3385C / 3375U</div>	<div>Mustard</div> <div></div> <div>HEX #F2B203 RGB 242 178 3 CMYK 0 29 100 1 PMS 124C / 129U</div>	<div>Moss</div> <div></div> <div>HEX #00AA6C RGB 0 170 100 CMYK 81 3 64 10 PMS 7724C / 7724U</div>	<div>Pine</div> <div></div> <div>HEX #004F32 RGB 0 79 53 CMYK 87 15 77 53 PMS 3435C / 343U</div>	
<div>White</div> <div></div> <div>HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0</div>	<div>Black</div> <div></div> <div>HEX #000000 RGB 0 0 0 CMYK 60 40 40 100</div>	<div>Salmon</div> <div></div> <div>HEX #FF5D5D RGB 255 93 93 CMYK 0 64 64 0 PMS 2029C / 2029U</div>	<div>Rose</div> <div></div> <div>HEX #FFCCCC RGB 255 204 204 CMYK 0 18 2 0 PMS 7422C / 7422U</div>	<div>Orchid</div> <div></div> <div>HEX #7446AF RGB 116 70 175 CMYK 69 83 0 0 PMS 7678C / 2077U</div>

Primary

Secondary



# 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

Guidelines for Partners

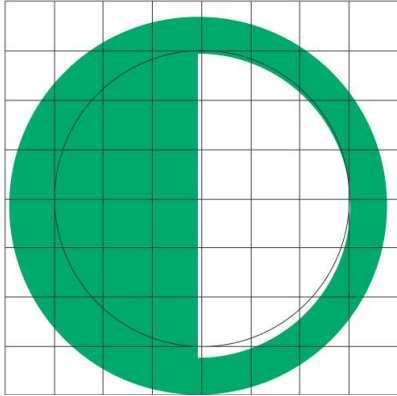
# Ratings & Reviews



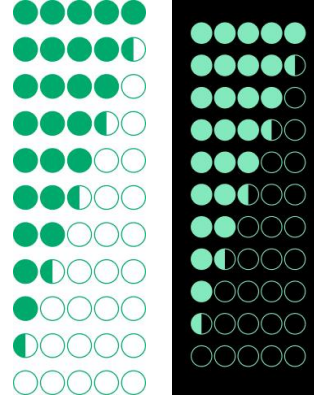


# Bubbles: Usage

Bubble ratings are a core visual element within our band and one of our most differentiating signifiers. The bubbles should always be colored Moss except in dark mode, where they should be colored Brand Green Dark Mode to provide enough contrast.



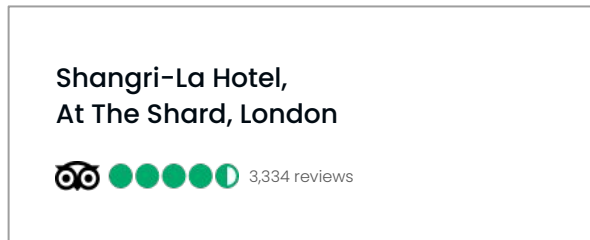
Bubbles should always be placed over a white background (black in dark mode). An unfilled or partially filled bubble is transparent (never white) with a green outline.



# Bubbles: Usage

## **“Ollie” logo with ratings bubbles**

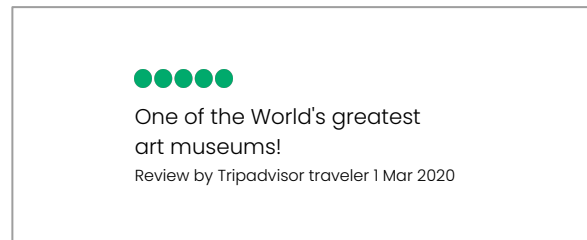
This logo represents the aggregate Tripadvisor traveler rating for an individual business or property. It may be used with two conditions: The primary Tripadvisor logo or the word “Tripadvisor” must be present on the same page; and it must be made clear that the bubble rating refers to Tripadvisor traveler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



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.

# Reviews: Dos

Traveler reviews are the mainstay of the Tripadvisor brand. 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 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

# Reviews: Don'ts

Traveler reviews are the mainstay of the Tripadvisor brand. It is essential that our partners protect the integrity of user-generated content wherever it appears.

✗ 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\*\*

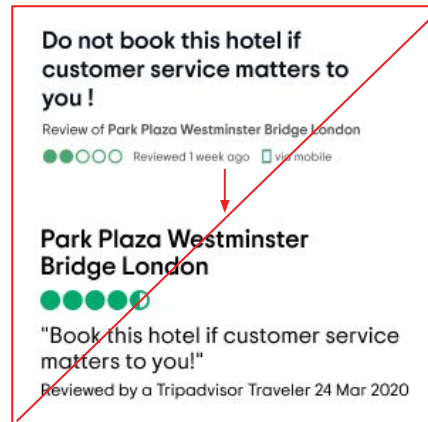
✗ Rave about a 5-bubble review unless you meet the following criteria:

- 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

\*\*



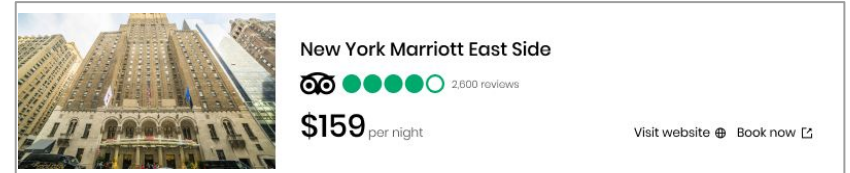
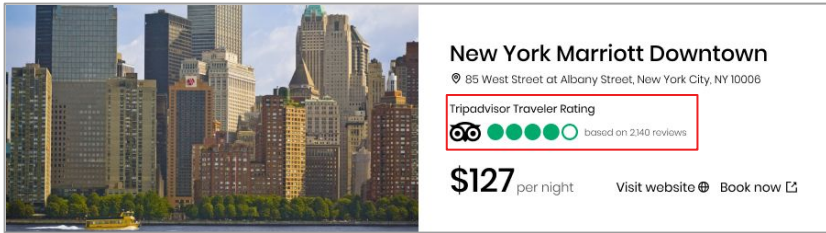
\*



# Traveler Rating: Text

Whenever the Tripadvisor rating appears, it should have the text “Tripadvisor Traveler Rating” above 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 rollover with the text “Tripadvisor Traveler Rating.”



# 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 



Thanks.