



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!



Agenda

01. Who we are

02. Visual identity

03. Tone of voice

04. Ratings & reviews



 **Who we are**

**Our vision
is to make
everyone
a better
traveler.**



Brand manifesto

At Tripadvisor, we know a thing or two about good advice. In fact, that's what we were built on—helping real people share real travel experiences. Over a billion contributions later, we've got more good advice than any other travel site out there.

Our tools help us understand who you are and what you like. Because we don't want to send you on a trip that's great for someone else, we want to help you find what's great for you. For 25 years we've been connecting travelers to the things they love most—from the most comprehensive pizza crawl in New York City to the ultimate glamping adventure in the Sahara. It's what we do best.

No trip is too small. No bucket list too big. Whatever you're planning next, we'll help you book your best.

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.



Primary lockup expression

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



 Tripadvisor



 Tripadvisor



 Tripadvisor



 Tripadvisor



 Tripadvisor



 Tripadvisor



Secondary logo suite

for dark backgrounds

Secondary logo



Secondary horizontal lockup



Secondary vertical lockup



Secondary lockup usage

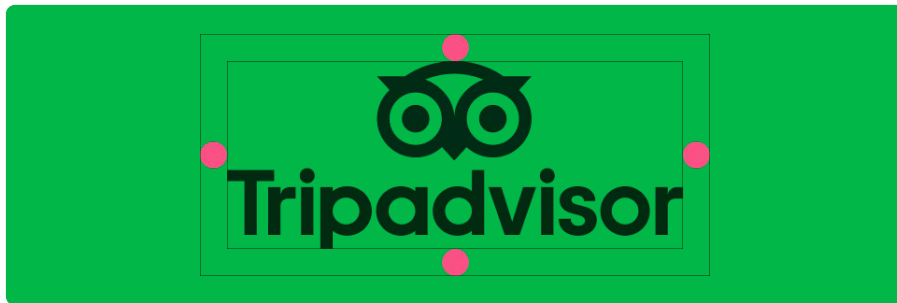
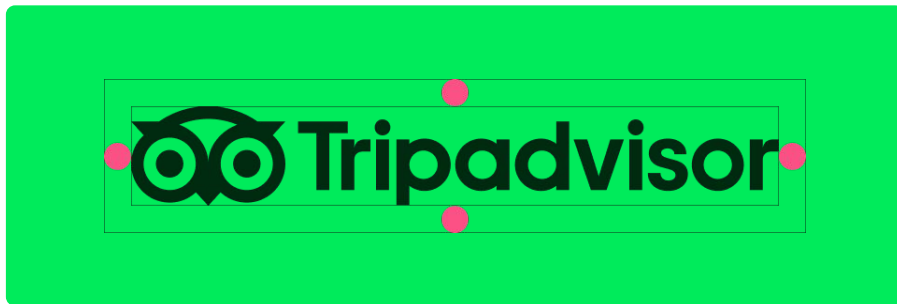
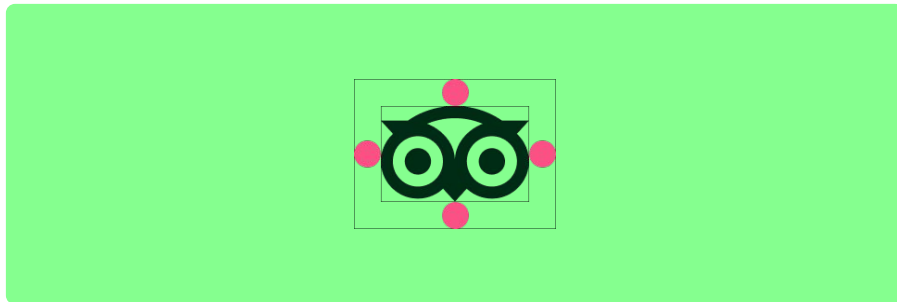
The secondary lockup is used in single-color applications or alongside other brand names in partnership lockups.

Never invert the dark ollie instead use this specific outlined version intended for dark backgrounds.



Minimum clearspace

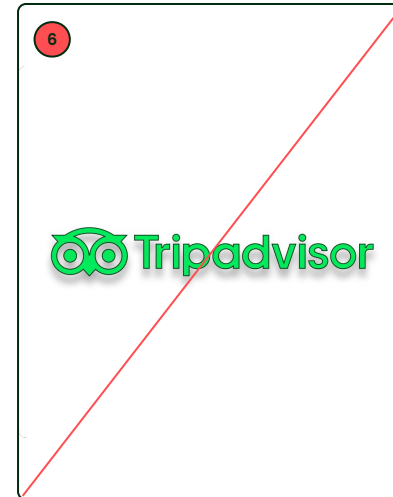
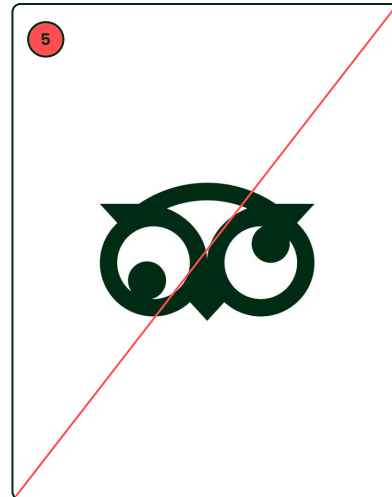
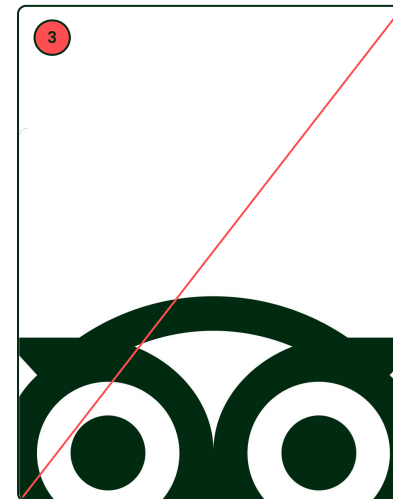
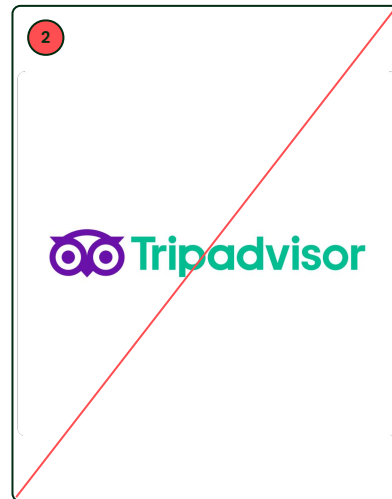
We want to make sure there is enough space around the logo wherever it appears. A helpful trick is to keep at least one Ollie pupil's width of clearspace in all directions.



Logo misuse

Please do not use the logo when using our logo.

1. Do not use standard Ollie in Trip White or any light color.
2. Do not recolor the logo.
3. Do not crop the logo.
4. Do not stretch or distort the logo.
5. Do not make Ollie's eyes look in separate directions.
6. Do not alter the logo by outlining or adding any additional stylistic effects.



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.

Vertical



Horizontal



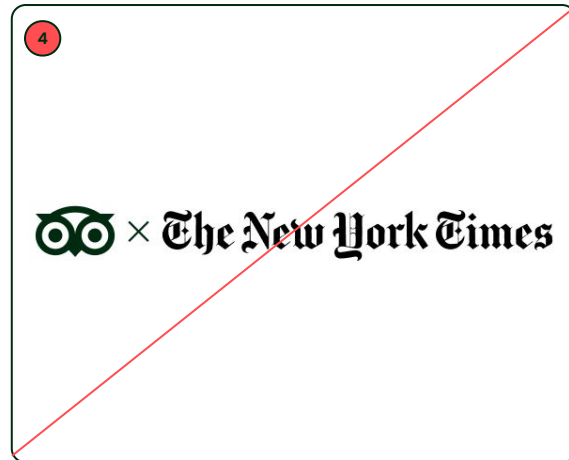
Logo-only

Used in cases where both brand names are already present.



Partnership don'ts

1. Do not left align and/or stack logos.
2. Do not lead with partner logo.
3. Do not create a new partnership lockup for the logos.
4. Do not use Ollie only alongside our partners' wordmarks.



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

Color palette

Color is integral to our brand — our palette is bold, encouraging, and representative of our diverse community of travelers.

The primary color palette includes Trip Green, Trip Pine, and Trip White.

Our Trip Green has been updated to a warmer and more saturated color to better communicate the idea of “Green means go.”

We use Trip Pine in place of black as it provides warmth and confidence.

Trip Green #00EB5B

RGB: 0, 235, 91
CMYK: 65, 0, 93, 0
PMS C: 902 C

Trip Pine #002B11

RGB: 0, 43, 17
CMYK: 82, 52, 83, 71
PMS C: 3537 C

Trip White #FFFFFF

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS C: N/A



Secondary palette

Our secondary color palette is inspired by the range of our travelers' colorful photos. The extended palette allows us to pair complementary colors with a chosen photo.

All secondary colors are accessible with Trip Pine.

#FF86A1

RGB: 255, 134, 161
CMYK: 0, 66, 13, 0
PMS: 6052 C

#FB5184

RGB: 251, 81, 132
CMYK: 0, 83, 22, 0
PMS: 2450 C

#FF4E51

RGB: 255, 78, 81
CMYK: 0, 84, 64, 0
PMS: 710 C

#FF9626

RGB: 255, 150, 38
CMYK: 0, 49, 94, 0
PMS: 144 C

#FF6D37

RGB: 255, 109, 55
CMYK: 0, 71, 83, 0
PMS: 2026 C

#E56700

RGB: 229, 103, 0
CMYK: 6, 73, 100, 1
PMS: 2019 C

#FFFF59

RGB: 255, 255, 89
CMYK: 5, 0, 76, 0
PMS: 602 C

#FFED0E

RGB: 255, 237, 14
CMYK: 3, 0, 95, 0
PMS: 604 C

#DACC00

RGB: 218, 204, 0
CMYK: 18, 12, 100, 0
PMS: 7759 C

#D1FF73

RGB: 209, 255, 115
CMYK: 21, 0, 72, 0
PMS: 373 C

#CFFF21

RGB: 207, 255, 33
CMYK: 23, 0, 100, 0
PMS: 375 C

#A2CF00

RGB: 162, 207, 0
CMYK: 42, 0, 100, 0
PMS: 2301 C

#85FF8F

RGB: 133, 255, 143
CMYK: 42, 0, 65, 0
PMS: 2268 C

#00B747

RGB: 0, 183, 71
CMYK: 78, 0, 100, 0
PMS: 3539 C

#A0FFE9

RGB: 160, 255, 233
CMYK: 30, 0, 18, 0
PMS: 331 C

#23EEBE

RGB: 35, 238, 190
CMYK: 59, 0, 41, 0
PMS: 3385 C

#00D7BB

RGB: 0, 215, 187
CMYK: 65, 0, 39, 0
PMS: 7472 C

#9BF2FF

RGB: 155, 242, 255
CMYK: 32, 0, 4, 0
PMS: 2975 C

#5FEAFF

RGB: 95, 234, 33
CMYK: 46, 0, 5, 0
PMS: 637 C

#00C6E5

RGB: 0, 198, 229
CMYK: 67, 0, 9, 0
PMS: 2200 C

#99CFFF

RGB: 153, 207, 255
CMYK: 35, 9, 0, 0
PMS: 2128 C

#59A7FF

RGB: 89, 167, 255
CMYK: 57, 27, 0, 0
PMS: 2381 C

#228AFF

RGB: 34, 138, 255
CMYK: 73, 45, 0, 0
PMS: 285 C

#ABB9FF

RGB: 171, 185, 255
CMYK: 30, 23, 0, 0
PMS: 2113 C

#6780FF

RGB: 103, 129, 255
CMYK: 64, 52, 0, 0
PMS: 2124 C

#C197FF

RGB: 193, 151, 255
CMYK: 31, 41, 0, 0
PMS: 2073 C

#A66AFF

RGB: 166, 106, 255
CMYK: 52, 63, 0, 0
PMS: 2075 C

#E997FF

RGB: 233, 151, 255
CMYK: 18, 43, 0, 0
PMS: 6078 C

#D953FF

RGB: 217, 83, 255
CMYK: 37, 71, 0, 0
PMS: 2068

#FF97F5

RGB: 255, 151, 245
CMYK: 9, 45, 0, 0
PMS: 244 C

#FF57E6

RGB: 255, 87, 230
CMYK: 16, 71, 0, 0
PMS: 2385 C

Example color palettes

There are times when multiple colors in our palette will need to be used for more functional purposes: presentation decks, reports, studies, etc.

In these cases, we use functional color pairings from our secondary palette that are analogous on a color wheel. To the right are palette examples for these use cases.

HOW TO CHOOSE SECONDARY COLORS:

- Identify 1 to 3 colors in the photo that are the most eye-catching and unexpected (meaning, do not choose blue because a landscape image has a blue sky)
- Test out each of the identified colors next to the photo
- Choose the color based on overall harmony with the photo and other colors you may already be using in adjacent layouts
- To the right, red is a good option since it is attention-grabbing, but the yellow or blue may work better because they are less expected
- This guidance applies to all UGC regardless of the subject (traveler portrait, destination, hotel, restaurant, etc.).

Palette 01

#FFFF59

RGB: 255, 255, 89
CMYK: 5, 0, 76, 0
PMS: 602 C

#85FF8F

RGB: 133, 255, 143
CMYK: 42, 0, 65, 0
PMS: 2268 C

#00EB5B

RGB: 0, 235, 91
CMYK: 65, 0, 93, 0
PMS C: 902 C

#00B747

RGB: 0, 183, 71
CMYK: 78, 0, 100, 0
PMS: 3539 C

Palette 02

#00D7BB

RGB: 0, 215, 187
CMYK: 65, 0, 39, 0
PMS: 7472 C

#5FEAFF

RGB: 95, 234, 33
CMYK: 46, 0, 5, 0
PMS: 637 C

#59A7FF

RGB: 89, 167, 255
CMYK: 57, 27, 0, 0
PMS: 2381 C

#6780FF

RGB: 103, 129, 255
CMYK: 64, 52, 0, 0
PMS: 2124 C

Palette 03

#C197FF

RGB: 193, 151, 255
CMYK: 31, 41, 0, 0
PMS: 2073 C

#D953FF

RGB: 217, 83, 255
CMYK: 37, 71, 0, 0
PMS: 2068

#FF97F5

RGB: 255, 151, 245
CMYK: 9, 45, 0, 0
PMS: 244 C

#FB5184

RGB: 251, 81, 132
CMYK: 0, 83, 22, 0
PMS: 2450 C

Palette 04

#FF6D37

RGB: 255, 109, 55
CMYK: 0, 71, 83, 0
PMS: 2026 C

#FF9626

RGB: 255, 150, 38
CMYK: 0, 49, 94, 0
PMS: 144 C

#FFFF59

RGB: 255, 255, 89
CMYK: 5, 0, 76, 0
PMS: 602 C

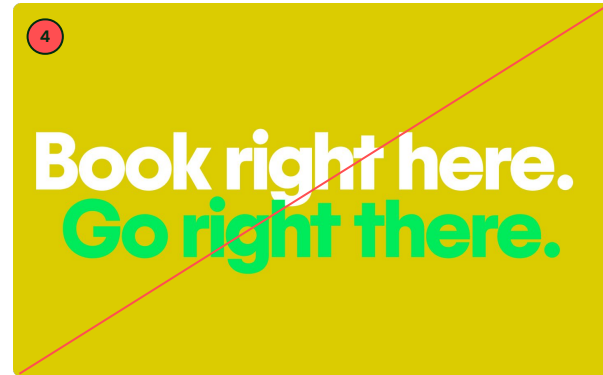
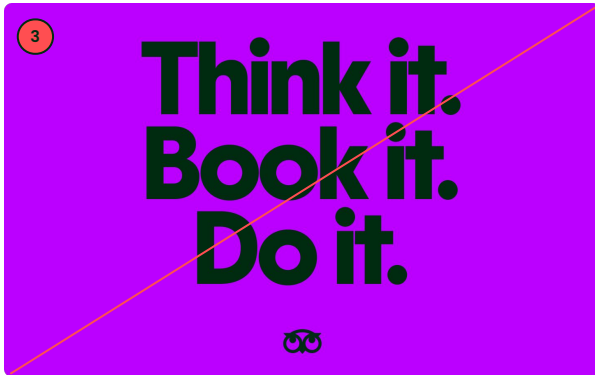
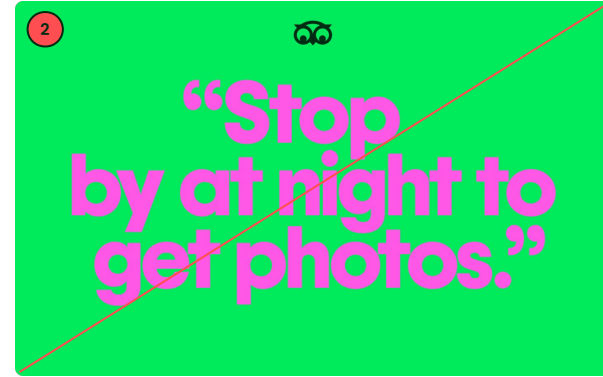
#DACC00

RGB: 218, 204, 0
CMYK: 18, 12, 100, 0
PMS: 7759 C

Color

When creating a palette of primary and secondary colors, it's crucial to follow the guidelines to maintain brand consistency across all communications.

1. Avoid pairing colors with poor contrast.
2. Do not use secondary colors on top of other secondary colors or as type color.
3. Do not introduce new colors into the palette.
4. Do not use Trip White or Trip Green on top of secondary colors.



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

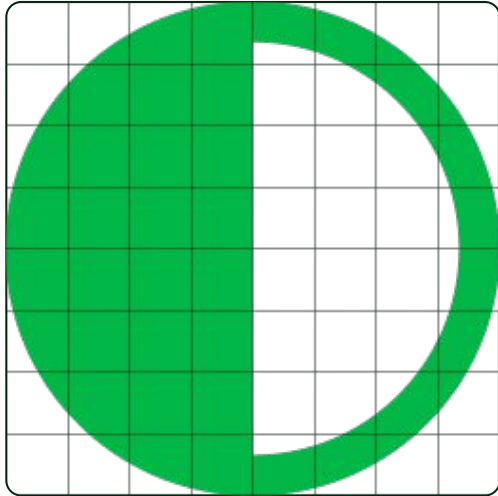


 **Ratings & reviews**

Bubbles

Bubble ratings are a core visual element within our band and one of our most differentiating signifiers. The bubbles should always be colored #00B747 except in dark mode, where they should be colored Trip Green to provide enough contrast.

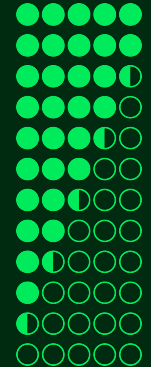
Bubbles should always be placed over a white background (Trip Pine or black in dark mode). An unfilled or partially filled bubble is transparent (never white) with a green outline.



Light mode
#00B747



Dark mode
#00EB5B



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.

**Shangri-La Hotel,
At The Shard, London**



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.



**“One of the World's greatest
art museums!”**

Review by Tripadvisor traveler 1 Mar 2020

Reviews: do's

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

Do not book this hotel if customer service matters to you!

Review of Park Plaza Westminster Bridge London

●●○○○ Reviewed 1 week ago via mobile

Park Plaza Westminster Bridge London

●●●●●

"Book this hotel if customer service matters to you!"

Reviewed by a Tripadvisor Traveler 24 Mar 2020

●●●●●
"Experience the endless tori tunnel!"

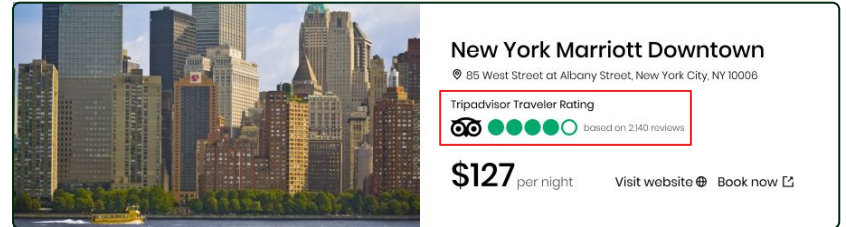
Review of Fushimi Inari-taisha Shrine by a Tripadvisor Traveler 31 Oct 2018



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 Ad

  as of 16 Mar 2020

147 Reviews

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](#) 

**Thank
you.**

