



Brand Guidelines for Partners

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Introduction

TripAdvisor is 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. 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

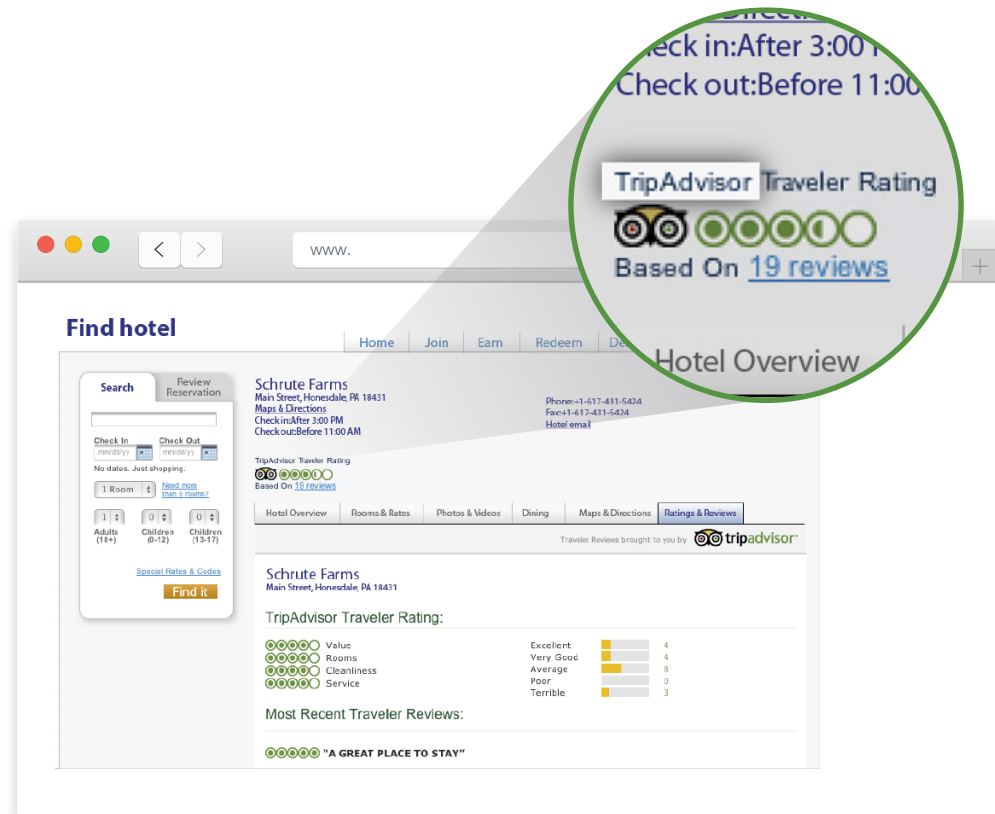
All advertising or marketing materials using TripAdvisor content and branding must be reviewed and approved by a TripAdvisor representative **prior to publication**. Please send materials to your Partnerships representative for approval or email partnerships-dl@tripadvisor.com. Thank you!

The TripAdvisor Brand Name

Our brand name is TripAdvisor

One word, no spaces. Capital T. Capital A.

Do not use the brand name TripAdvisor in the possessive form, i.e. “TripAdvisor’s instant booking platform.” Instead, use language like “The TripAdvisor mobile app” or “New products from TripAdvisor” or “Reviews on TripAdvisor.”



TripAdvisor Logo Usage

Primary Logo

The logo shown in Figure 1 is the primary TripAdvisor logo. (1.)

The alternating red and green eyes of the owl emphasize the site’s basic utility: **Stop** here, find out what travelers like, then **go** book with confidence and make the most of your trip.

In the stylized logo type, the use of green in the word “Advisor” is used to emphasize the advisory nature of the site’s content in trip planning and booking. As such, “Advisor” typically appears in green, while “Trip” appears in black.

Primary Logo Anatomy and Guidelines

The TripAdvisor logo has two parts: An illustrative representation of an owl head (mark) and the word “tripadvisor” (one word, all lower case, set in stylized type). These two parts work as a unit in relationship as seen in Figure 2. (2.)

The stylized type is based on the Humanist 777 typeface. However, the character shapes have been altered and are unique, so you should not attempt to set the name yourself. The name “tripadvisor” should never appear in any other font in conjunction with the owl design.

Area of Noninterference

The area of noninterference ensures that the logo has enough space to be clearly visible and doesn’t compete with other elements in the layout. There should be a minimum amount of clear space on all sides of the logo equivalent to half the height of the TripAdvisor logo. (3.)

Using the Logo with Text

In general, do not use the logo with text. There are a few rare exceptions, but in all cases they must be approved by a TripAdvisor representative. (4.)

1.



2.



3.



4.



TripAdvisor Logo Usage cont...

Logos on Color

The primary logo works best when placed against a white or similarly neutral background color. It is not necessary to add any sort of background tile behind the logo when placing against a neutral background color.

Figure 1 shows the TripAdvisor primary logo placed against colored backgrounds from the TripAdvisor brand palette. (1.)

When placed on a black background color, the word “trip” should always be knocked out to white to preserve legibility, while the word “advisor” should appear in green. (2.)

In extremely rare cases, it may be possible to use an all-black or all-white version of the primary logo. However, you must first seek approval from your TripAdvisor representative. (3.)

1.



2.



Note: The white outline is the same width as the Owl's black outline

3.



TripAdvisor Logo Usage cont...

DO NOT...

- **Use the logo in any representation other than its full color version or in solid black** — any other representation weakens the overall impact of the logo and makes it less recognizable. (1.)
- **Let the background color show through any part of the owl head** — keeping the highlighted areas of the owl head white maintains the character and integrity of the logo. (2.)
- **Fill the owl design with another color.** The owl design in the primary form must always appear in the official TripAdvisor primary color palette (green, red and orange). Other colors – including other greens, reds and oranges – are not acceptable. (3.)
- **Change the colors of the logo.** The TripAdvisor logo has very specific colors: The owl head must always appear in the official TripAdvisor primary color palette (green, red and orange), and the TripAdvisor name must always appear in the black and green colors of the primary logo palette. (4.) There are two exceptions:
 - When the logo is used in a single color version, which should always be black
 - When the logo is used on a dark background color, in which case “advisor” should be knocked out to white

1.



2.



3.



4.



TripAdvisor Logo Usage cont...

Secondary Logo

The secondary logo is shown in Figure 1. For a complete guide to the colors included in this logo, please contact your TripAdvisor representative. (1.)

Area of Noninterference

The area of noninterference ensures that the logo has enough space to be clearly visible and doesn't compete with other elements in the layout. There should be a minimum amount of clear space on all sides of the logo equivalent to half the height of the TripAdvisor logo. (2.)

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. See Figure 4 for correct proportions. (3.)

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 (4.). 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." **For more information about using TripAdvisor traveler ratings, please see page 13.**

1.



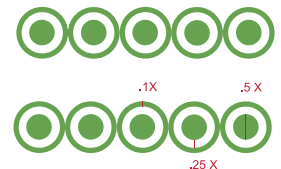
2.



3.



4.



"High quality and large selection of chocolates."

Review by Meghan B
a TripAdvisor traveler
Reviewed 28 August 2014

TripAdvisor Logo Usage cont...

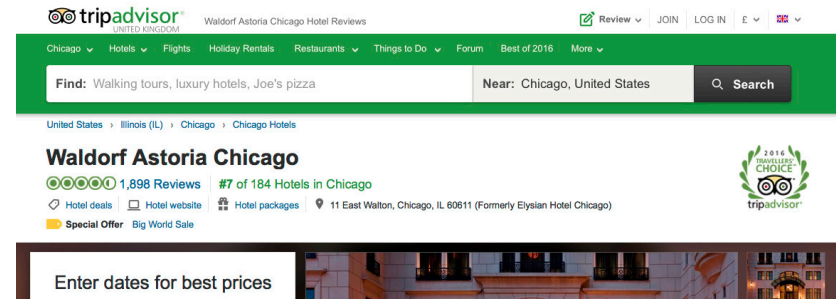
International TripAdvisor Logos

There are no specialized international logos for TripAdvisor. On individual points of sale (excluding TripAdvisor.com), we add the name of the country to the logo in the masthead. (1.)

In advertising in or for a specific point of sale, you may add its specific local URL to let people know where to visit online. (2.)

DO NOT add a country's top-level domain to the TripAdvisor logo. (3.)

1.



2.



3.



Ratings & Reviews

Ratings & Reviews: Dos and 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.

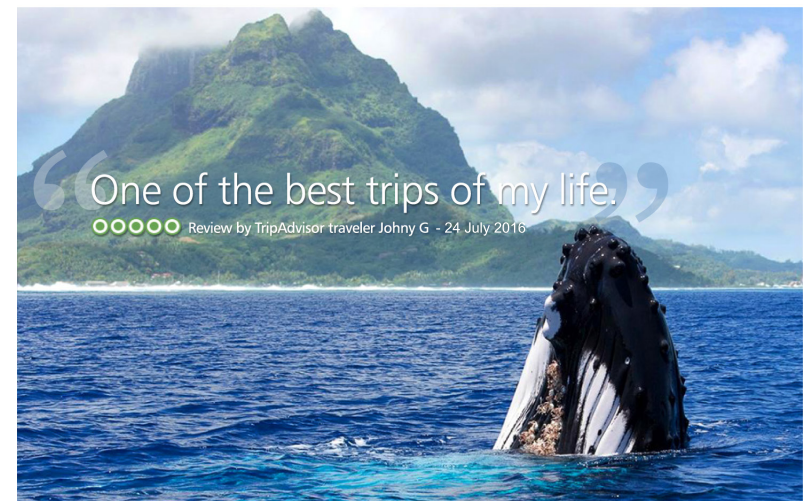
DOs

- Content from traveler reviews must appear within quotation marks. (1.)
- Review content may be accompanied by the bubble rating given by that reviewer. (2.)
- 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 – accompany quotes with phrases like “A TripAdvisor traveler review” or “by a traveler on TripAdvisor.”
- You may also use the traveler’s TripAdvisor nickname, as long as that nickname is followed by “a TripAdvisor traveler.”
- 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 “Review Permissions” on page 12.

1.



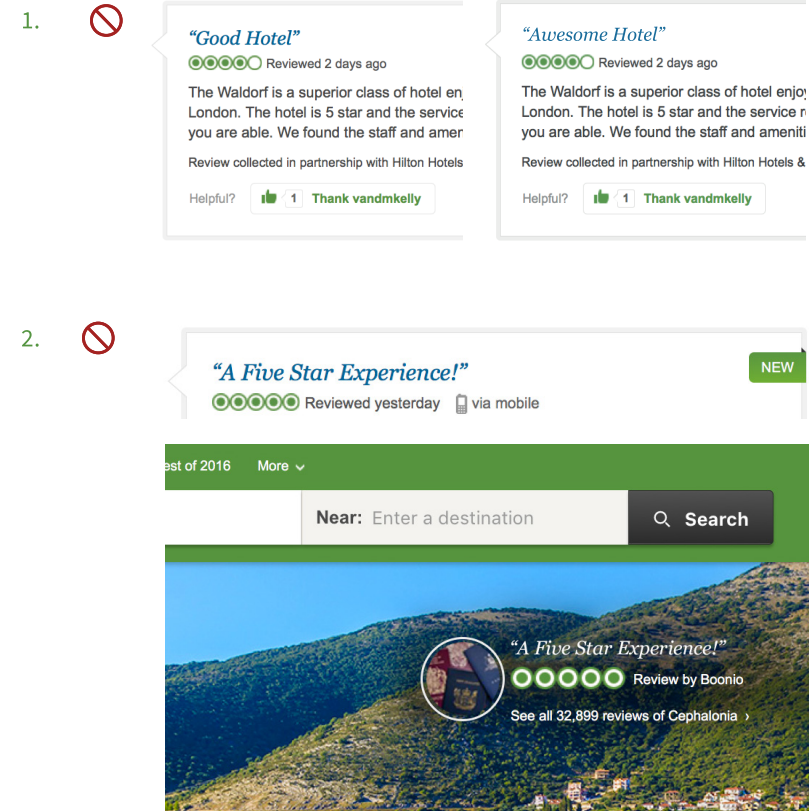
2.



Ratings & Reviews cont...

DON'Ts

- Edit traveler reviews to misrepresent what the traveler originally wrote. (1.)
- 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. (2.)
- 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 “Review Permissions” on page 12.



Review Permissions

Review Permissions

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?

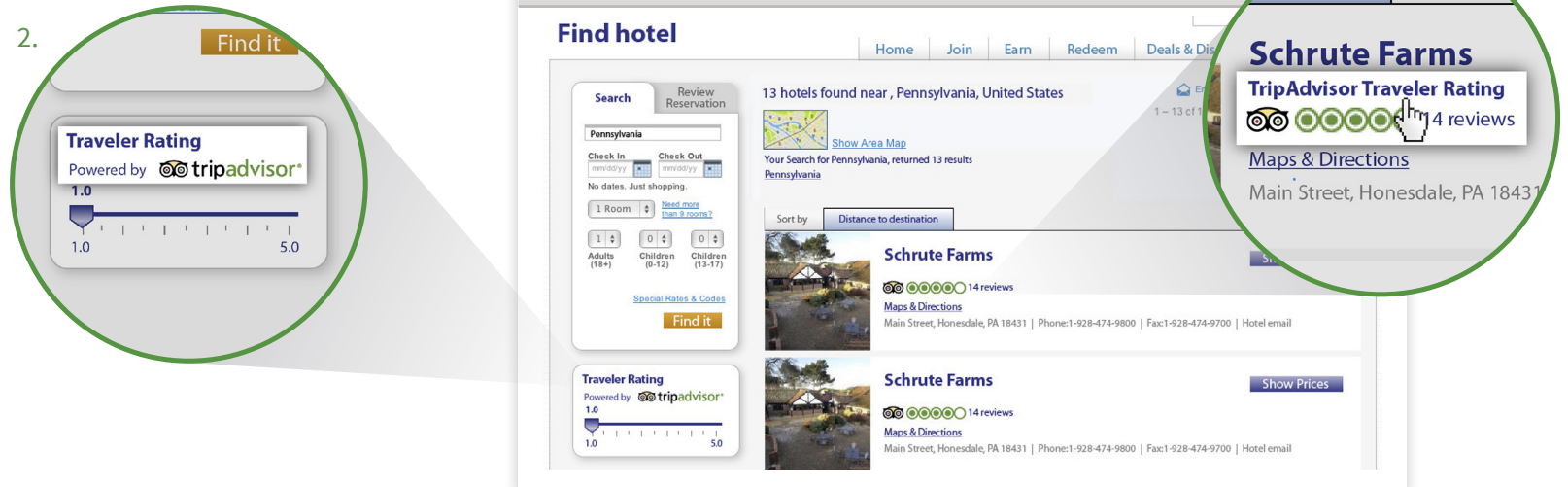
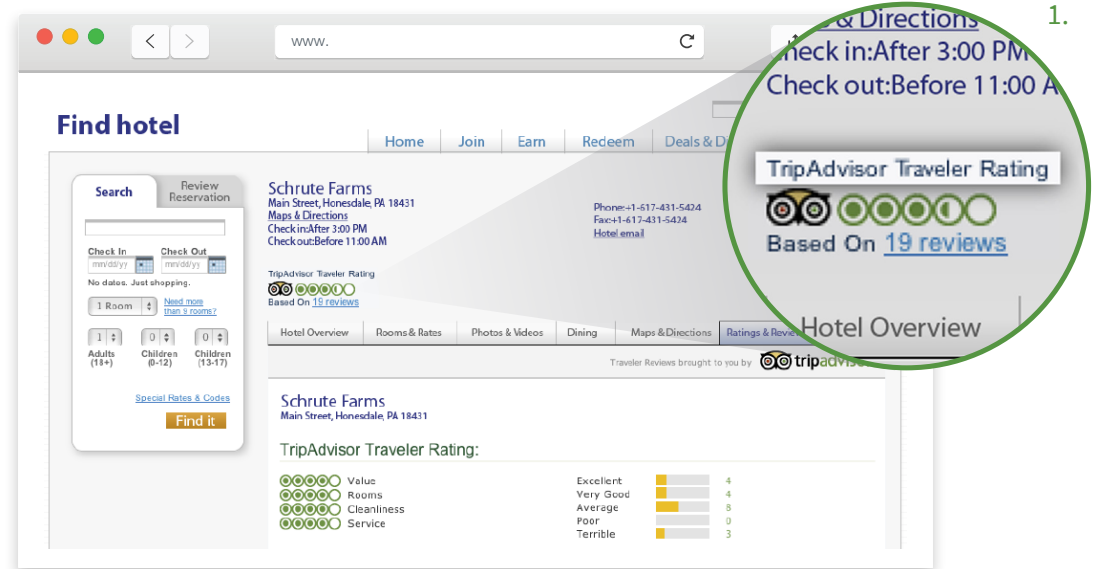
- Confirmation that your review was your genuine experience
- Permission to use your review (or a specific section thereof) in our advertising and marketing
- Your email address (we need it only as confirmation for your identity)

Thank you so much!
<your email signature>

Traveler Rating: Text

TripAdvisor Traveler Rating: Text

1. 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. (1.)
2. 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.” (2.)



Traveler Rating: Image

TripAdvisor Traveler Rating: Image


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. (1.)
- 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: #589442.
- 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



Boston
Massachusetts, United States


Hotels  tripadvisor®


  435 Reviews

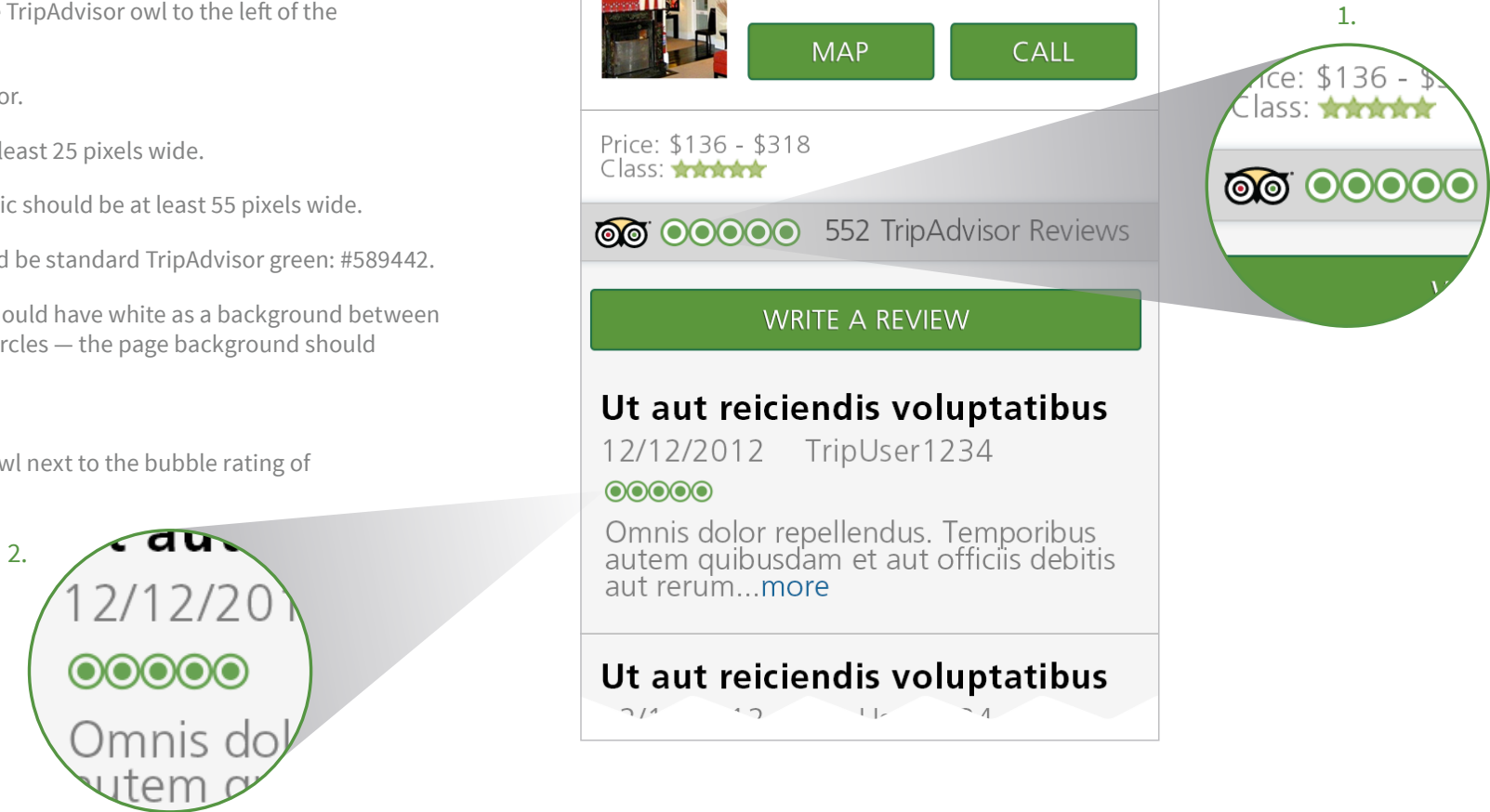
Price: \$136 - \$318
Class: 

  552 TripAdvisor Reviews



Ut aut reiciendis voluptatibus
12/12/2012 TripUser1234

Omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum...[more](#)

Ut aut reiciendis voluptatibus
2/1 12 11 14



TripAdvisor Popularity Ranking

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, 2016.”

1.

#1 of 38 Hotels in Portsmouth

According to TripAdvisor travelers as of March 2014

Awards Usage

Travelers' Choice

The Travelers' Choice logo should be used in all on-site, off-site, and offline presentation or mention of the award. This logo is always presented in full color on either a TripAdvisor green background (HEX# 589442, PMS 362U or 363C) or white (not transparent). The logo should always be presented so that the date/year is legible. (1.)

Certificate of Excellence

The Certificate of Excellence logo should be presented in full color where possible — or, when full color is not possible, in black only. The logo should always be presented so that the date/year is legible. (2.)

GreenLeaders logo

The appropriate, property-specific GreenLeaders logo should be used in all on-site, off-site, and offline presentation or mention of the program. The logo should always be presented in full color on white, at a legible size. (3.)

An Important Note

The TripAdvisor award must be directly related to an individual property or destination. Do not use a TripAdvisor award for one place to characterize another, or apply a single award to an entire hotel group if all hotels are not winners for that specific year.

1.



2.



3.



Travelers' Choice Trademark

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

B.1



B.2



B.3



B.4



Additional Information

Logo and Ratings Storage

All logos and ratings bars 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.

Additional Guidelines

- “TripAdvisor” is always one word, with “T” and “A” capitalized.
- Partners may only use accolades we’ve awarded to them (i.e. Travelers’ Choice, dated Popularity Ranking) or quotations from individual reviews, and may not generalize using the words “Top” or “Best.”
- 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 contact at Partnerships-DL@TripAdvisor.com.