Tripadvisor Design System

Logos

01.17.2020

Download Tripadvisor Logos

To access approved Tripadvisor logos, please click the link below. Be sure to follow all guidelines from this deck when using them.

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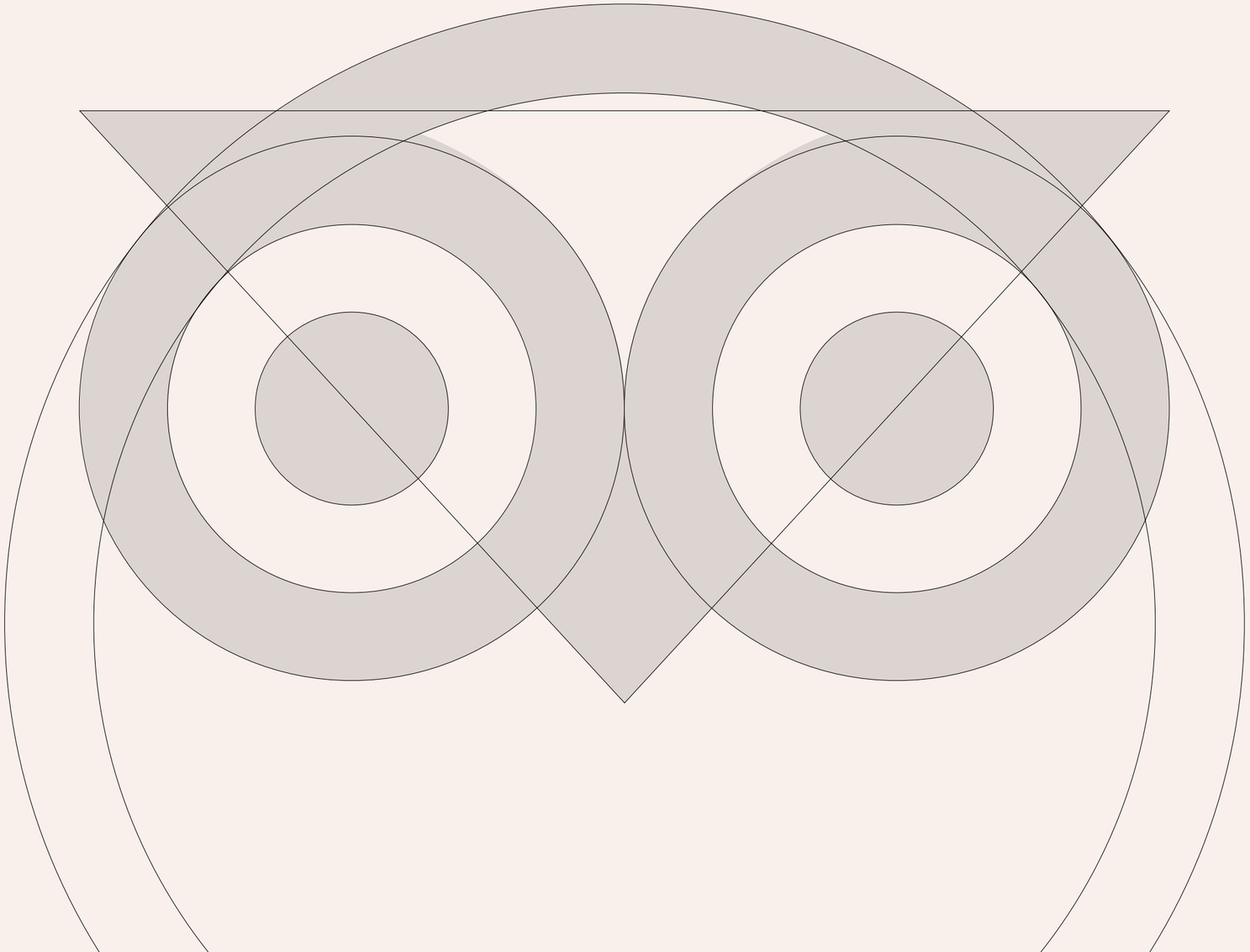
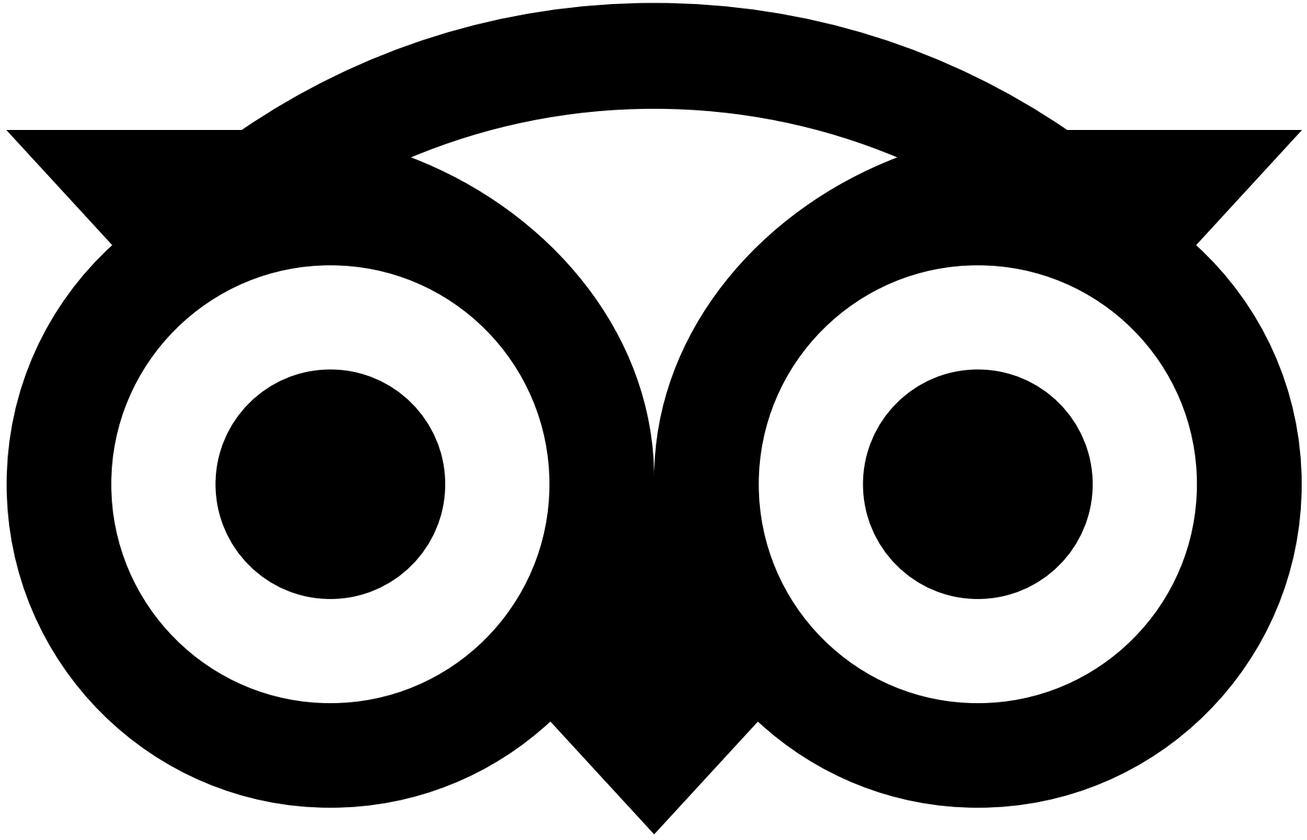
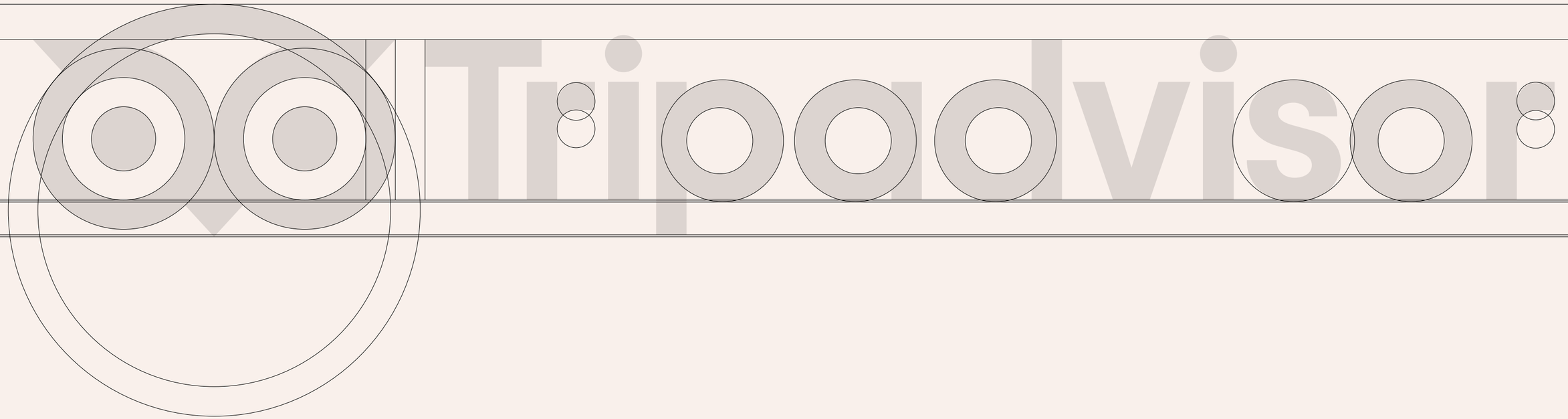
Primary Logo





Primary Horizontal Lockup


Tripadvisor

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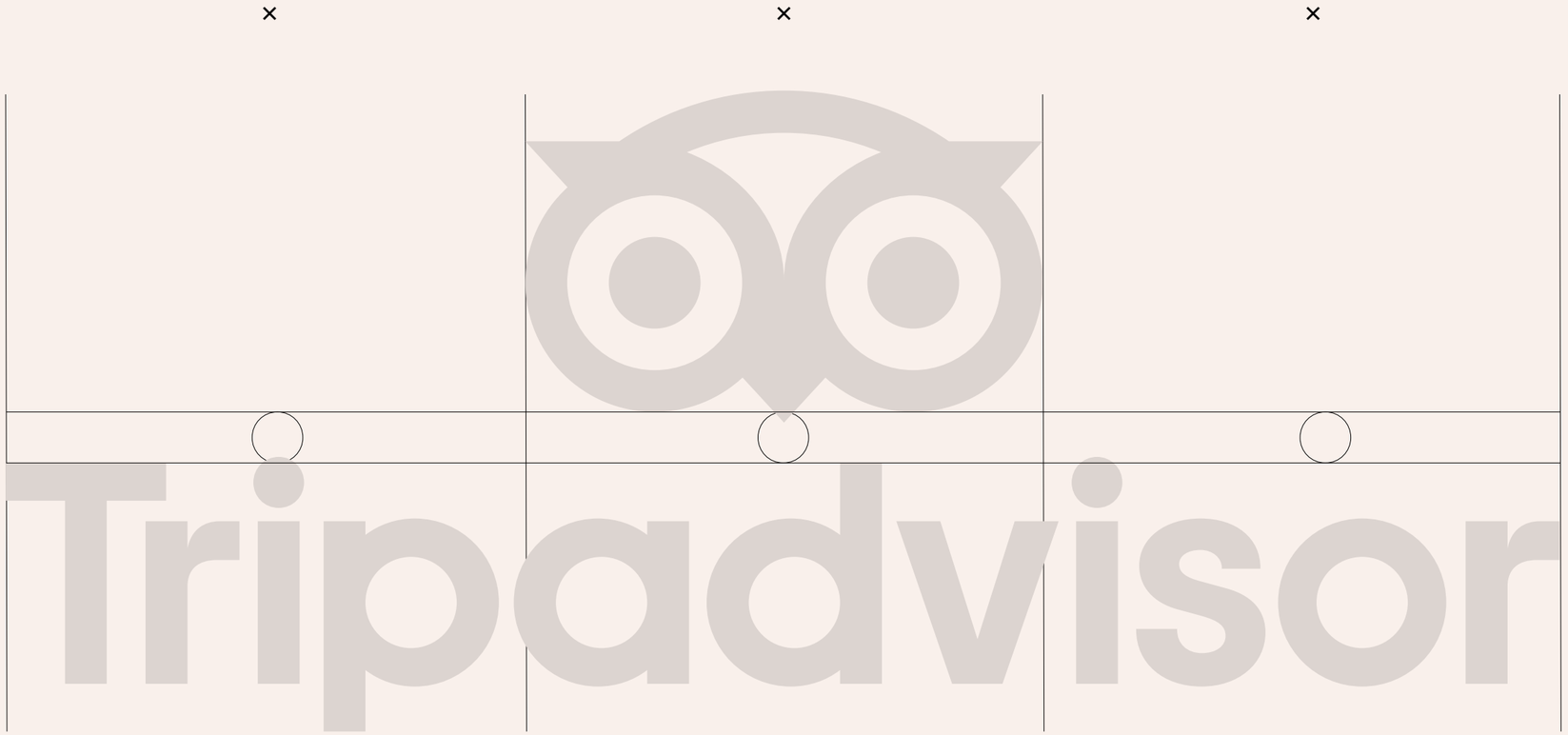
Primary Vertical Lockup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Small Space Vertical Lockup

x		
x		

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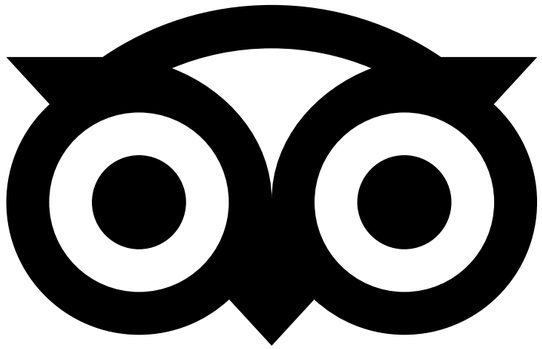
Primary Logo Suite

Logo



Horizontal
Lockup

Vertical
Lockups

Minimum Scale

Ollie
20 pixels high

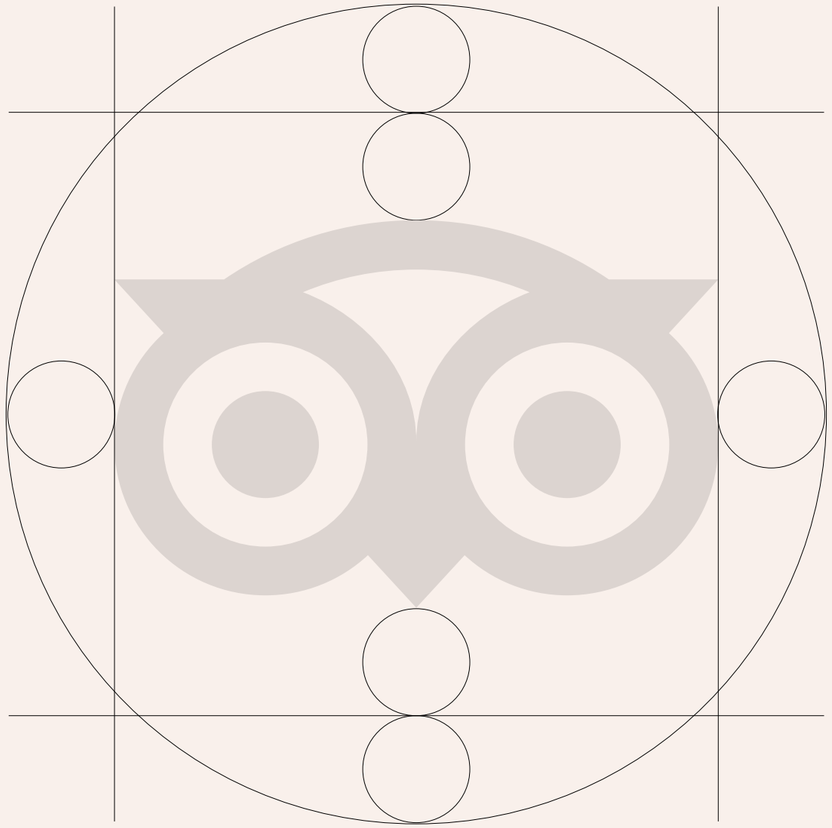
Horizontal lockup
20 pixels high

Vertical lockup
37 pixels high

Vertical lockup
50 pixels high

Secondary Logos

For challenging circumstances where establishing clear space or creating a light background is impossible, we have a suite of secondary logos which use Ollie being placed in a circle.

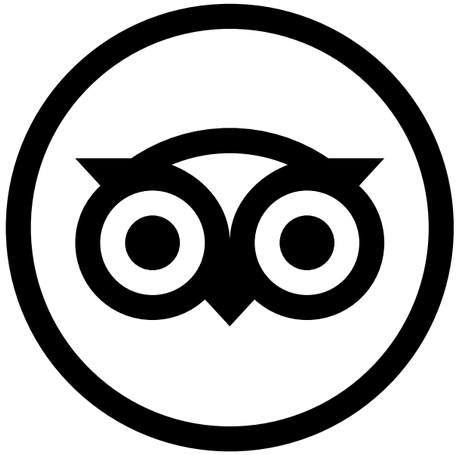


Secondary Logos

Solid TA Green Circle

Solid Cream Circle

Stroked Circle



The stroked version should never be locked up with the Tripadvisor wordmark. It will be available as a glyph in our typeface for use with body copy.

Secondary Horizontal Lockup

Tripadvisor

Tripadvisor

Secondary
Horizontal
Lockup

Preferred

Small space

Secondary Vertical Lockup

Tripadvisor
Tripadvisor

Tripadvisor

Tripadvisor

Limited Space Secondary Vertical Lockup

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Tripadvisor

Tripadvisor

Secondary Logo Suite

Secondary
Logos for
Light Backgrounds

Secondary
Horizontal
Lockups

Secondary
Vertical
Lockups

Secondary
Logos for
Dark Backgrounds

Secondary
Horizontal
Lockups

Secondary
Vertical
Lockups

Secondary
Logos for
Dark Backgrounds

Secondary
Horizontal
Lockups

Secondary
Vertical
Lockups

Minimum Scale

Secondary
Logo
35 pixels high

Secondary
Horizontal Lockup
35 pixels high

Secondary
Vertical Lockup
52 pixels high

Small Space
Secondary
Vertical Lockup
69 pixels high

Logo Usage

Logo Usage

The logos should ideally be used in black on our light brand colors or clear background.

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