



THE NEW TRIPADVISOR

LAUNCH GUIDELINES FOR STYLE & MESSAGING

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Important Note

This style guide is intended to be a living document. These guidelines will evolve as we continue to develop the new TripAdvisor and the campaigns we develop to promote it. See page 17 for more information.

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The all-new TripAdvisor

Our goal is to introduce and define the new TripAdvisor.
This is our hero. Everything below is a part of this bigger story.

WHAT'S NEW

- The travel feed
- Personalize
- Follow
- Discover and explore
- Helpful advice & recommendations
- Inspire
- Save
- Share
- Post & repost

WHO'S A PART OF IT

- “The wisdom of the crowds” — all TA members worldwide
- Friends (individuals you follow)
- Travel experts (incl. brands, publishers & influencers)
- DMOs (Destination Marketing Organizations, e.g. GoNYC)

HOW THEY CONTRIBUTE

- Trips (also known as “travel guides”)
- Profile
- Links
- Videos
- Photos
- Reviews
- Likes/helpful (Social proof)



Our elevator pitch

TripAdvisor is disrupting travel once again. The world's largest travel site is evolving to become the world's most personalized and connected travel community.

Our new experience is bringing together social-assistive tools, amazing content, and our existing booking capabilities to assist travelers at each step in their journey — making TripAdvisor better, more inspirational and more useful than ever.

The new TripAdvisor will:

- **Expand our global community** to include publishers, brands, influencers, and your own friends and family.
- **Easily connect you to your personal travel community** by enabling you to follow the brands and individual travelers whose content and interests match your own — and showcasing them in a dynamic travel feed that makes it easy to discover, save, and share an expanded range of content that now includes videos, articles, Trip guides, reviews and more.
- **Surface personalized advice and great travel ideas across the entirety of your travel journey**, from inspiration and discovery to research, planning and booking — including recommendations on individual hotels, restaurants and experiences from the friends and travel experts you follow.

With the launch of the new TripAdvisor, all of these things will come together to help travelers know better, book better and go better than ever before — and make the most of every trip.



Our brand voice will be heard like never before

Our brand voice is one of the most important ways we connect with travelers across the globe. It's a style of communication that reflects the unique and essential role we play in travelers' lives — while also setting us apart from competitors.

TripAdvisor has always supported and amplified the voices of the traveler community. But as a social platform, the new TripAdvisor also creates an incredible opportunity to increase the visibility of our own brand voice.

Our brand voice will greet travelers to the site. It will connect with them across the travel feed, via engagement cards and @TripAdvisor posts. It will reach beyond the site through all marketing materials. And at every touchpoint, it will reflect these key attributes:

We're approachable.

Our language is friendly, down to earth, and easy to understand. We don't boss you around, or confuse you with jargon — we just make it easy for you to find what you need, when you need it.

We're inspiring.

We love travel, and we share our enthusiasm in an authentic way that balances the positive with the pragmatic. We give you all the possibilities of a world of travel — and we always keep it real.

We're empowering.

We're supportive and encouraging, giving you the sense of can-do confidence to make the choices that are right for your trip — and the tools that make it easy to plan, book, and make it all happen.



What's "new" in the new TripAdvisor?

The new TripAdvisor is expanding the palette of tools, spaces and actions available to our global community of travelers and travel experts. This grid illustrates our newly-expanded ecosystem — and the terms we use for each product feature.

UGC TOOLS

We're launching new features that help travelers and experts save & share content

SPACES

We're introducing new places to share and discover travel content

ACTIONS

We're creating new ways to engage with travel content and give/get validation

EXISTING	NEW
Photos	Trips
Reviews	Links
Forums	Video
Q&A	

EXISTING	NEW
Profile	Travel feed
Search	Inbox
POIs at launch: reviews only	Social sharing e.g. sharing content to Facebook

EXISTING	NEW
Helpful validation for reviews	Like validation for non-reviews
Save	Follow
Message	Share
	Repost content to Facebook



Our Story: How It Works

We've created a new narrative for the new TripAdvisor, walking travelers through all the different ways we can help them make the most of every trip.

Note: Some sections refer to functionality that, while not available at launch, will be targeted for fast-follow efforts.

Sign up for free: It takes just two minutes to set up your profile and start connecting with friends, family, and leading travel experts on TripAdvisor — and to fill your travel feed with advice and inspiration that match your interests.

Build your profile: Just add a bio and a profile photo, then start sharing your own experiences (and showing off your travel expertise) with candid reviews, great photos, and customized “Trip” guides that can inform and inspire other travelers around the world.

Follow your favorites: Follow friends, family, the travel experts you trust, and other travelers who share your interests. We make it easy to connect your Facebook account to TripAdvisor — click “Follow all” to bring their ideas and advice into your personal travel feed, so that your travel life can always be informed and inspired by the people you know.



Our Story: How It Works

Feed your love of travel: Explore photos, guides, videos, articles and other inspiring content from the travelers, experts and brands you follow — and watch as your personal travel feed updates effortlessly to focus on the places that interest you.

Like, Save & Share: See something great in your travel feed? Click “Like” to show your appreciation — and save, organize and share all your favorite travel ideas in one place with Trips, an exciting new feature that makes it easy to build wish lists, collaborate with travel companions, and turn inspiring travel content into your next amazing trip.

Plan & go: The new TripAdvisor has all the helpful tools you need to easily plan and book your next great trip. Plus, you can save all of your ideas and reservations in one place, so whether you’re at home or on the go you’ll always have everything you need to know and go better.

Help others: You trust reviews and advice from TripAdvisor travelers to help you plan and book a great trip. Now, when it’s your turn, you can easily pay it forward by sharing helpful advice, candid photos, and custom guides that can inform and inspire others.

Invite others to join: Build the TripAdvisor community you want — invite other travelers to join!



About the travel feed

- “Travel feed” refers exclusively to the homepage feed. Don’t use it as a catch-all term for the new TripAdvisor or other related components (e.g. profile, following, saving...). This is essential in helping us to differentiate the TripAdvisor experience from other social media feeds.
- Use “travel feed” as two separate words in sentence case, rather than “Travel Feed” or “TravelFeed.”
- Always refer to it as “the travel feed” or “your personal travel feed” rather than just “the feed.”
- Do not use ® or ™ in conjunction with the term travel feed.
- Do not use stylistic treatments — like special colors, fonts, or Ollie integration — in conjunction with the term travel feed.

DO

See what’s new in your personal travel feed!

Inspire your followers — post photos of your favorite trip in the travel feed.

The travel feed makes it easy to find the advice and ideas you need to make the right choices for your trip.

DON'T

TripAdvisor is launching the new Travel Feed.

Be sure to update your bio and profile photo in the feed.

What’s new in the feed?



About Trips

- Trips is an exciting feature in the new TripAdvisor that helps you save, organize and share your travel plans and ideas.
- Because “trips” is such a commonplace term in the travel industry, we generally capitalize “Trips” when referring to the product.
- When necessary, “trip guides” or “travel guides” can be used as a substitute to avoid confusion around the term “Trips.”

About friends

- TripAdvisor uses friends as shorthand for “individuals you know” who you may follow on TripAdvisor (or Facebook).
- Brands and influencers in the travel feed can be referred to collectively as “travel experts.”
- Use “friends” ONLY when referring to individual travelers you may follow, rather than as an umbrella term for all parties in the travel feed.
- If we don’t have space to say “friends and travel experts” to indicate everyone you follow, we can use “connections.” An example: “See hotels recommended by your connections.”



“Like” vs. “Helpful”

- Validation is one of the most powerful engagement tools in any social platform — which is why TripAdvisor follows the Facebook model for “likes,” allowing travelers to show their approval for a photo, video or Trip by clicking the thumbs-up “Like” icon.
- Reviews don’t get “likes” — instead, appreciative travelers click to mark a review as “helpful.”
- This is to ensure continuity with our longstanding heritage of letting members know when other travelers call their reviews “helpful” — validating their efforts.
- Note: Previously, TripAdvisor used the term “helpful votes.” However, there is no voting— so to clarify that TripAdvisor doesn’t use Reddit-style voting, we simplified to “helpful.”

“Post” vs. “Repost” vs. “Share”

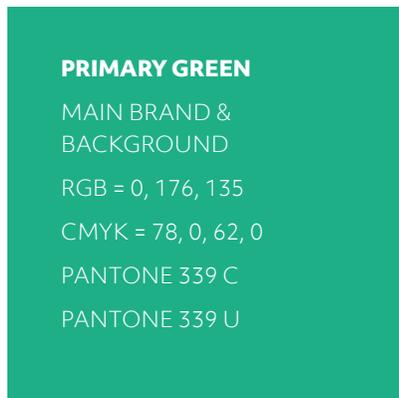
- When travelers want to add new content to TripAdvisor, they “Post” it (e.g. Post a review, post a photo, etc.).
- When travelers want to share content they see on TripAdvisor with other travelers who follow them in the travel feed, they use the clickable “Repost” link.
- Travelers may also repost an item as a workaround for saving items — so that the reposted content becomes a part of the activity feed in their own profile.
- When travelers want to share content from TripAdvisor to an off-site destination (e.g. another social media site, email, etc.) they can use the clickable “Share” link.
- “Sharing” is an action that takes place across the entirety of the new TripAdvisor, and as a verb can be used in a generalized sense to discuss how our community interacts with one another.



A new visual foundation

This launch campaign blends our design heritage with a contemporary, forward-looking style. While TripAdvisor green continues to play a prominent role, we've elevated the visibility of our rating bubbles with the introduction of concentric circles that echo that key graphic element while also speaking to the ripple effect our content generates.

We're also leaning heavily into a photography style that reflects our new status as a social platform — showcasing travelers in both the everyday travel scenarios and idyllic destinations where they can learn from, be inspired by and share with others on the new TripAdvisor.



PRIMARY GREEN

MAIN BRAND &
BACKGROUND

RGB = 0, 176, 135

CMYK = 78, 0, 62, 0

PANTONE 339 C

PANTONE 339 U

1. PRIMARY GREEN



2. CIRCLES



3. PHOTOGRAPHY



CIRCLES

Our rating bubbles have always been one of our core graphic elements. Today we're elevating their visibility — and echoing the circles within the TripAdvisor logo itself — by introducing concentric circles as a recurring design motif.

These circles both reinforce those foundational elements while also speaking to the ripple effect of influence generated by each piece of content shared on the new TripAdvisor.



PRIMARY GREEN

The new TripAdvisor is still strongly rooted in our primary green — ensuring a visual continuity that reaffirms and connects individual design elements as extensions of the TripAdvisor brand.

FONT

Objektiv 2: Our brand font.

- used in text over imagery in email
- static on-site banner placements
- all offline communications

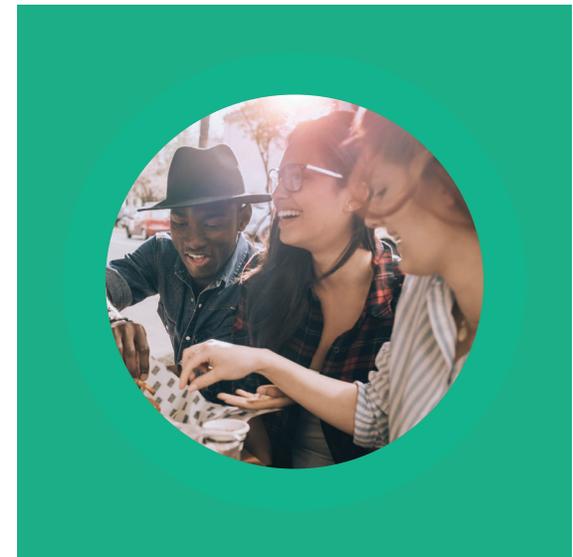
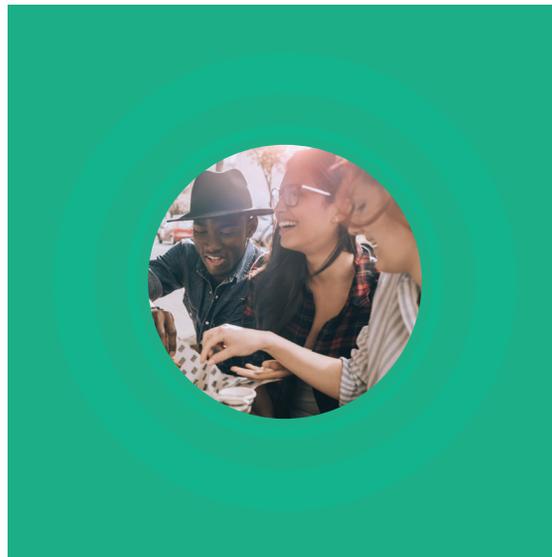
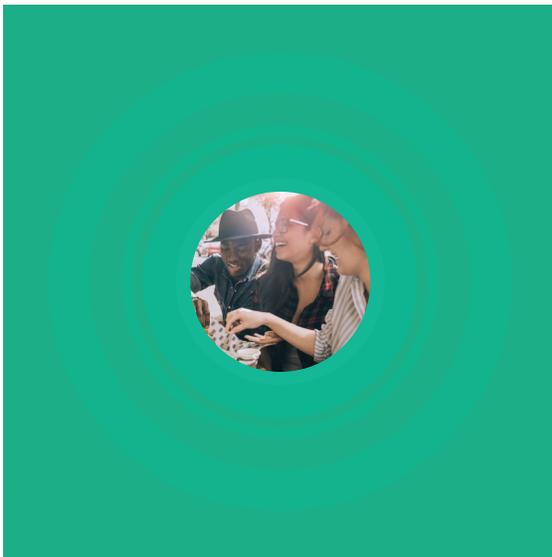
Arial: Our digital font

- used in all digital placements



Circle treatment

- Execution of photography in circles should be dictated by amount of negative space available in layout. Below are some possible treatments.
- The tints of the circles are set to white and vary in opacity. Do not adjust the size or the relevant proportions of the circles.





GRAPHIC ELEMENTS: PHOTOGRAPHY

AUTHENTIC & ASPIRATIONAL

Our photography should reflect aspirational — yet believable — UGC. Avoid post-production editing or filters that create a “travel catalogue” feel.



Welcome to your all-new
TripAdvisor travel feed



Get started



DIVERSITY IN PEOPLE

Our photography should feature people whenever possible, to deliver on the promise of our status as a social platform. Take care to represent the diversity of our global travel community.



Start following the friends
and experts you trust



Get started



DIVERSITY IN ENVIRONMENT

A representative mix of all locales — urban, in nature, hotels, rentals restaurants, activities. Whenever possible, show an experience happening in the destination.



Now get personalized
advise and inspiration



Get started



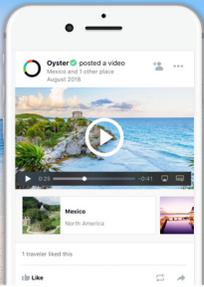


All of these graphic and messaging components come together in our brand marketing efforts.

tripadvisor

Hi, Neela

Say hello to the
all-new TripAdvisor



Imagine if everything you love about TripAdvisor was personalized around the friends and travel experts you follow — giving you an easy way to make the most of every trip.

[Get started](#)

Your personal travel feed is here.
Right now. Only on TripAdvisor.

The wisdom of the crowds plus
trusted friends & travel experts

Helpful advice & travel ideas that
match your needs and interests

New features that make it
easier than ever to connect,
share, plan, and go better

[Get started](#)

tripadvisor

Hi, Neela

Get ready.



Coming soon, TripAdvisor will welcome you to something personal. Something helpful. Something amazing.

[Get a sneak peek](#)

tripadvisor

The next **big thing in travel** is here

Start following the friends
and experts you trust



[Get started](#)

Welcome to your all-new
TripAdvisor travel feed



[Get started](#)

Like what you see?
Sign up now — and fill your travel feed with advise that's right for you.

[Get started](#)

Welcome to your all-new
TripAdvisor travel feed

[Unlock your feed](#)



LAUNCH GUIDELINES: MORE INFORMATION

These guidelines are intended to offer a high-level overview into the fundamental creative elements supporting the launch of the new TripAdvisor. Please consider this a living document, as it will continue to evolve and grow over time. If you have questions not answered in these pages, please don't hesitate to ask for guidance.

NEED ASSETS?

email: alapinski@tripadvisor.com

NEED THE LATEST DATA?

<https://tripadvisor.mediaroom.com/us>

NEED MORE GUIDELINES?

[Brand and Product Guidelines](#)

Please note: The CoreX brand creative team will post a full Brand Positioning update in Q4 2018.

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