



LOGOS & USAGE

BRAND GUIDELINES / APRIL 2017

PRIMARY LOGOTYPE

PRIMARY LOGOTYPE

The logo is not integrated with text. Any pairing of text and the Primary logotype needs to be approved by the Brand team.

LOGOTYPE ARTWORK

Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

Print: When scaled proportionally, the primary logotype must never be smaller than 0.8 inches or 20mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 80 pixels wide.

PRIMARY LOGOTYPE FOR WHITE BACKGROUND



PRIMARY LOGOTYPE FOR BLACK BACKGROUND



PRIMARY LOGOTYPE MINIMUM SIZE



PRIMARY LOGOTYPE FOR GREEN BACKGROUND



PRIMARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/2) of the TripAdvisor logo.

SECONDARY LOGOTYPE

SECONDARY LOGOTYPE

The logo is not integrated with text. Any pairing of text and the Secondary logotype needs to be approved by the Brand team.

LOGOTYPE ARTWORK

Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

Print: When scaled proportionally, the secondary logotype must never be smaller than 0.5 inches or 13mm wide.

Web: When scaled proportionally, the primary logotype must never be smaller than 50 pixels wide.

SECONDARY LOGOTYPE FOR WHITE BACKGROUND



SECONDARY LOGOTYPE FOR BLACK BACKGROUND



SECONDARY LOGOTYPE MINIMUM SIZE



SECONDARY LOGOTYPE FOR GREEN BACKGROUND



SECONDARY LOGOTYPE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height ($Y/3$) of the TripAdvisor logo.



PRIMARY LOGOTYPE WITH TAGLINE (CENTERED)

PRIMARY LOGOTYPE WITH TAGLINE

The purpose of this lockup, and all lockup variations, is to clearly communicate TripAdvisor's brand position and value proposition.

For the Primary logotype with tagline lockup to be effective, it must also be legible. This is why minimum size guidelines must be followed and are strictly enforced.

Any pairings of the tagline and the Primary logotype not documented in the TripAdvisor Brand Guidelines must be submitted to the Brand team for approval.

LOGOTYPE ARTWORK

Do not redraw or recreate any element of the logotype. Use only supplied and approved digital formats.

USAGE GUIDELINES

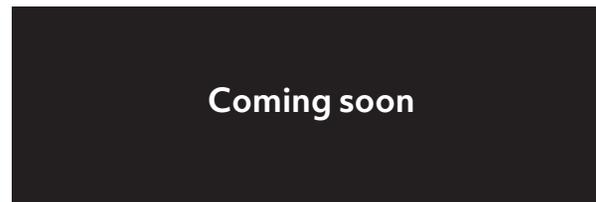
Print: When scaled proportionally, "know better • book better • go better" in the logo lockup must never be smaller than 8pt Arial Regular type. This is true for all variations of the Primary logotype tagline lockup.

Web: When scaled proportionally, "know better • book better • go better" in the logo lockup must never be smaller than 11px Arial Regular type. This is true for all variations of the Primary logotype tagline lockup.

PRIMARY LOGOTYPE WITH TAGLINE FOR WHITE BACKGROUND



PRIMARY LOGOTYPE WITH TAGLINE FOR BLACK BACKGROUND



PRIMARY LOGOTYPE WITH TAGLINE MINIMUM SIZE



PRIMARY LOGOTYPE WITH TAGLINE FOR GREEN BACKGROUND



PRIMARY LOGOTYPE WITH TAGLINE AREA OF NONINTERFERENCE



CLEAR SPACE: The minimum amount of clear space on all sides of the logotype is the equivalent to half the height (Y/2) of the TripAdvisor logo.



LOGOTYPE COLORS

The TripAdvisor corporate identity is the primary design element used in the overall brand. The palette of the logo drives all other palettes related to TripAdvisor.

YELLOW

HEX = #F89B42

RGB = 248, 156, 67

CMYK = 0, 24, 98, 0

PANTONE 129 C
PANTONE 7404 U

GREEN

HEX = #00AF87

RGB = 0, 176, 135

CMYK = 78, 0, 62, 0

PANTONE 339 C
PANTONE 339 U



RED

HEX = #EF6945

RGB = 239, 106, 69

CMYK = 0, 72, 70, 0

PANTONE 7416 C
PANTONE 2026 U

BLACK

HEX = #000A12

RGB = 0, 10, 18

CMYK = 80, 0, 0, 100

PANTONE BLACK 6 C
PANTONE BLACK 6 U

GREEN (50% OPACITY)

HEX = #00AF87

RGB = 0, 176, 135

CMYK = 78, 0, 62, 0

PANTONE 339 C
PANTONE 339 U



tripadvisor®

TRADEMARKS

BRAND GUIDELINES / APRIL 2017



HOW TO USE TRADEMARK SYMBOLS[®] AND[™]

Please mark all trademarks used in creative with the appropriate trademark symbol in accordance with the rules below.

FIRST INSTANCE

Always mark the first instance of a trademark in the body of each document, or each page of the website. If the mark is used on an ad banner that clicks through to a full website that includes the proper markings, the mark does not have to be marked on the ad banner.

COMPANY NAMES

Company names are NEVER marked. For example, “TripAdvisor LLC” and “TripAdvisor Limited” are never marked.

TRIPADVISOR AND OTHER WORDS

When “TripAdvisor” is used with other words, such as TripAdvisor[®] Forum, always mark the term “TripAdvisor[®]” or “TripAdvisor.com[™]”, even if it has already been marked in the document. Examples: TripAdvisor[®] Traveler Review, TripAdvisor[®] Forum. The lone exception to this rule is when the multi-word phrase is itself a registered trademark, such as TripAdvisor Inside[®], in which case the registration symbol should come at the end of the trademark.

TITLES

If your document has a title (e.g., press releases which have a title and a subtitle), you do not need to mark trademarks used in the title or subtitle. Mark the first instance of the trademark within the body of the document.

APPEARANCE

Trademark symbols typically appear at the upper right corner of a mark. Please follow the marking guidelines outlined on the following pages.

HOW TO USE TRADEMARKS

Please use our trademarks in accordance with these rules.

Do NOT use our marks in a descriptive manner, or as a noun or verb. Instead use our marks as adjectives modifying nouns (nouns may be implied by context). Slogans should be used on their own and not in sentences.

Correct: TripAdvisor.com®

Correct: Use TripAdvisor® independent user-generated reviews.

Correct: The TripAdvisor® travel information resources.

Incorrect: Let us be your TripAdvisor®

Do NOT use the phrase “trip advisor” in a descriptive context or within a textual sentence.

Incorrect: A personal trip advisor in your pocket

Do NOT use a trademark in the plural or possessive form. You CAN however, use the company name in the possessive form.

Correct: TripAdvisor, Inc.'s revenues...

Incorrect: TripAdvisor's revenues...

Do NOT shorten, abbreviate, rephrase, or create acronyms out of any trademark.

Correct: Travelers' Choice® awards are given to our members' favorite hotels worldwide

Incorrect: TripAdvisor® Choice™ Awards are given to our members' favorite hotels worldwide

Trademarks should NEVER be connected to other words or altered in any way, such as by hyphens.

Incorrect: TripAdvisor-Reviews are interesting.

Do NOT use any TripAdvisor trademarks in jokes, puns, or in a derogatory fashion.

Always follow all applicable marketing and legal guidelines. From time to time, TripAdvisor may modify this Guide or the guidelines for the size, typeface, colors, and other graphic characteristics of any TripAdvisor logo and wordmarks, making it imperative to review all updates. You are subject to the guidelines as then in effect.

Advertising for products sold in association with any TripAdvisor trademark must not be in violation of any United States federal or state laws, municipal ordinances or administrative agency regulations, or any applicable laws, rules, or regulations of any other country. If you have any questions, contact the legal department.

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TRADEMARK & COPYRIGHT NOTICE

GENERAL TRADEMARK NOTICE

When using the TripAdvisor Marks on a document, the following disclosure should appear at the bottom of the document, tailored depending on which trademarks are being used in the document:

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COPYRIGHT NOTICE

We must include the following copyright notice as part of the footer of each site page (updated each year to show the current year):

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QUESTIONS?

If you have any questions regarding a trademark or domain name issue or you wish to request approval of a press release, please email trdmarks@tripadvisor.com.



MARKING GUIDELINES

UNITED STATES

CITIES I'VE VISITED®
CITIES I'VE VISITED BY TRIPADVISOR®
DAODAO®
GET THE TRUTH. THEN GO®
GOLISTS®
HOLIDAY WATCHDOG®
LOCAL PICKS®
LOCAL PICKS BY TRIPADVISOR®
MAPSTER®
MORE FLYERPOWER®
MORE THAN FOOTPRINTS™
TRAVELCAST
(Do not mark TRAVELCAST with any trademark symbols)
TRAVELER IQ CHALLENGE®
TRAVELERS' CHOICE®
TRAVELPOD®
TRIPADVISOR®
TRIPADVISOR.COM™
TRIPADVISOR® CONNECT
TRIPADVISOR INSIDE®
TRIPWOW®
VACATIONSPOT.COM®
VIRTUAL TOURIST®
WORLD'S MOST TRUSTED TRAVEL ADVICE®

The Owl with TripAdvisor logo is registered, either in black and white or in color, in Argentina, Australia, Canada, the European Union, Hong Kong, India, Indonesia, Japan, Mexico, New Zealand, Norway, Philippines, Russian Federation, South Korea, Switzerland, Taiwan, and the United States, and should be marked with a ® in these countries. In all other countries use a ™.

When using the Secondary logo, i.e. the stacked Owl with TripAdvisor logotype beneath it, the Owl and the TripAdvisor logotype should each be marked with a ® in the United States.

The Owl Logo (Color) by itself should be marked with a ® in the United States.

In the Travelers' Choice award logo, the Owl head mark and the TripAdvisor logotype should be marked with a ®, and the words Travelers' Choice should be marked with a ® in the United States. (.4) See Appendix B for guidelines on using this logo on other points of sale.