

TRIVAGO

BRAND STYLEGUIDE



TRIVAGO



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OUR STORY

The idea of trivago was born back in 2005 by graduate school friends Rolf Schrömgens, Peter Vinnemeier and Stephan Stubner in Düsseldorf, Germany. Mr. Stubner left the company in 2006 and Malte Siewert, another graduate school friend, joined the founding team.

With just €1.4 million as an initial investment, trivago has been growing over the past nine years, earning over \$650 million during the nine months ended September 30, 2016.



THE TRIVAGO BRAND

Our team of over 1,300 creative and driven entrepreneurs, from all corners of the globe, wake up every day to build a hotel search that is straightforward, fast and unbiased.

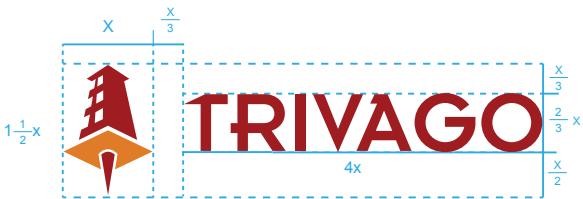
After years of testing, iteration and development, trivago has developed into a powerful global brand inspired by a transparent and authentic culture, which impacts the quality and efficiency of our daily execution.

For us, it's all about reshaping the way travelers search for and compare hotels. Simultaneously, we are focused on enabling hotel advertisers to grow their businesses by providing access to a broad audience of travelers.

With our fast and intuitive search function, you can see 1.8 million hotels in over 190 countries with different prices to compare.

Our hotel information, pictures, ratings, reviews, filters and other features are all available to help you make the right selection. We want to make sure you receive as much up-to-date information as possible before leaving our site to book your stay.





TRIVAGO LOGO STANDARDS

The TRIVAGO logo is the global face of TRIVAGO. It symbolizes the strength of the brand and sets it ahead of the rest of the travel agency world in a memorable and welcoming way.

The logo must always be present on TRIVAGO products and promotions. The primary vertical logo should always be used except in circumstances detailed in this guide.

The logo consists of a symbol and signature together. The symbol is divided into three parts in two colors, while the signature is a single solid color.

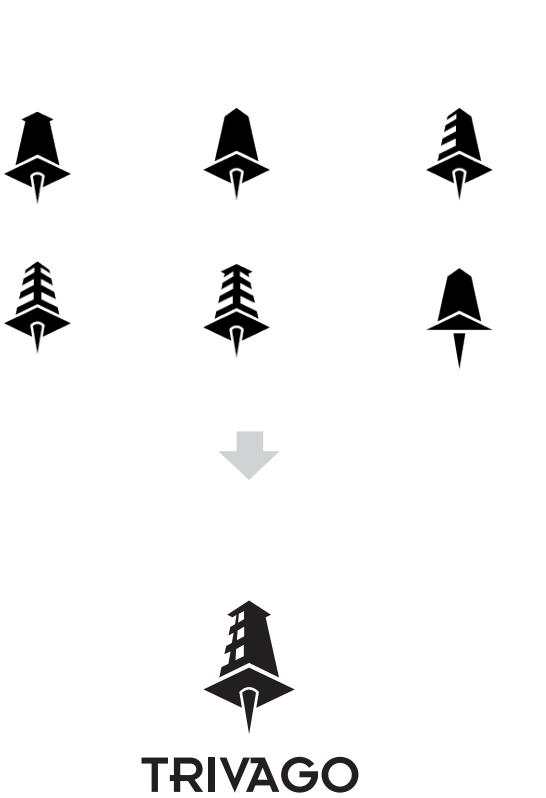
The measurements provided detail the size of each element in relation to the others. These proportions must always be followed.



DEVELOPMENT

The TRIVAGO logo was created with communication of an idea in mind. Several key words representing the company and its services were chosen, and through a process of combination they were narrowed down.

The final logo combines the ideas of a destination—symbolic of adventure and new places—with the image of a hotel, as the home away from home that TRIVAGO provides its patrons.





TYPEFACE AND TYPOGRAPHY

The world of travel websites is full of lowercase type. TRIVAGO seeks to set itself above and beyond the competition with the bold, commanding use of uppercase type. We project an authority and strength in our logo that reflects our superior hotel search and booking services.

Type in the logo should always be uppercase, using Insignia LT Std as the typeface.

In the tagline version of the logo, the Arial typeface is used. This is strictly used for the tagline and nothing else.

Arial is also the standard typeface for text in any product or other materials provided by TRIVAGO.



INSIGNIA LT STD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Arial

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

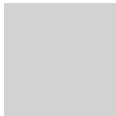




Pantone P 54-8 C



Pantone P 27-15 C



Pantone P 169-3 C



LOGO AND BRAND COLOR

Thre TRIVAGO brand consists of three colors, as shown to the left. The red is the primary color seen in the logo, with orange being a secondary color and the gray being an accent when needed.

TRIVAGO Red is to be used primarily in the logo and on the covers of official booklets and similar applications.

TRIVAGO Orange is primary in applications where the secondary elements appear separated so as not to overpower the logo.

Gray is used only when the other two colors are also in use.



VARIATIONS - COLOR

Approved variations on the logo colors include a black version, and a white version. Both are solid-color with no differences in shades between the parts.

The black variation is only to be used on images with backgrounds that contrast too harshly with the standard colored logo.

The white variation is only to be used on black backgrounds or images with dark backgrounds.



Black Variation



White Variation





VARIATIONS - ARRANGEMENT

Approved variations on the logo arrangement include two horizontal versions.

The Signature dominant version of the logo is only to be used when vertical space is limited in the application. The same color rules as the primary logo apply here.

If a tagline is to be used with the logo, the signature must be made smaller to accomidate it. The tagline must be orange, but everything else remains the same.



Horizontal, Signature Dominant



Horizontal, Tagline





MISUSE

Changing of the colors to anything other than the approved black and white versions is considered misuse and is not permitted.

This includes using the official colors in a configuration other than the official arrangement, or the use of altered colors.



Alternate Arrangements



Altered or Unofficial Colors

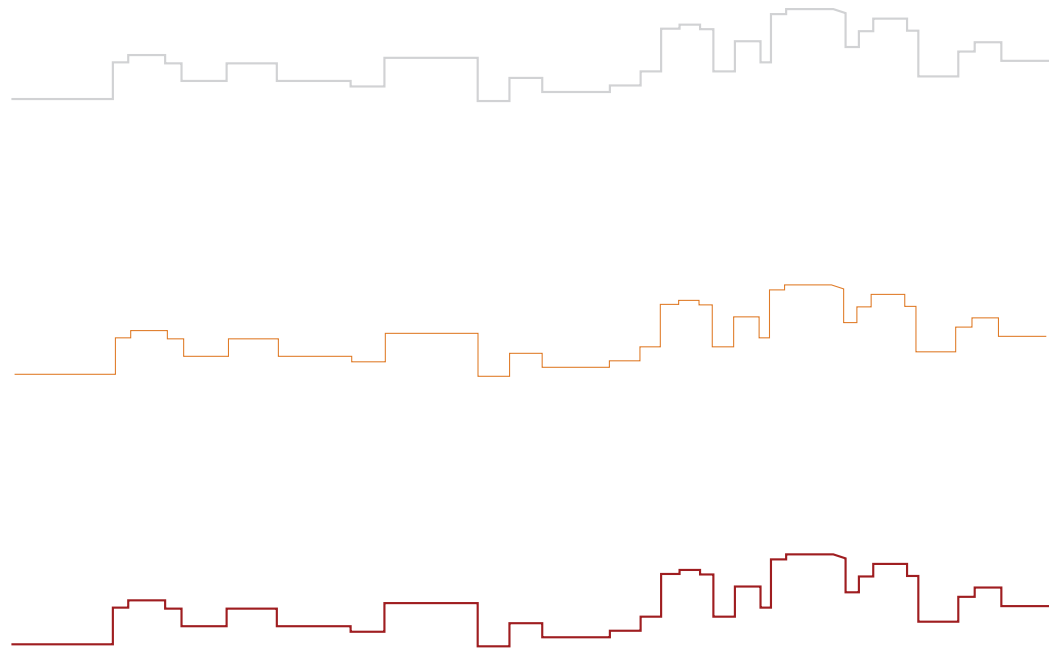




BRAND USAGE

Developed from the same ideas that inspired the TRIVAGO logo, the brand further symbolizes the commitment to innovation and good travel services.

The following guidelines are intended to communicate TRIVAGO's brand and therefore its values clearly across all locations and applications.



SECONDARY ELEMENTS

The core secondary identity of the TRIVAGO brand is the city skyline. Standing for travel both near and abroad, the skyline adds a playful graphic element that does not overpower the brand itself.

The basic skyline consists of a single thin line that traces the outline of buildings on a horizon. The shapes can be manipulated to fit the application.

It can be used in all three official colors. Orange is the standard skyline for situations in which only one will be used. If more than one skyline is to be used, they are to appear in the order shown at left, with red in the front, orange in the middle, and gray in the back.



SECONDARY VARIATIONS

Variations to the skyline elements allow for wider use across applications. These are the approved variations.

The solid-color city should always appear with at least two skyline elements. They must always appear in this order, and should never be used in text-heavy applications.

The gradient skyline can be used in any color. It should always be used independent of other colors, and may be used in situations where the full color skyline is too heavy.

If text must be applied over a colored skyline element, the gradient skyline must be used.



STATIONARY SET

The stationary set is a basic application used to communicate the brand across the company as well as communicating it to consumers and serving as a tool to encourage contact.

The basic stationary set includes a TRIVAGO letterhead design, an envelope design, and business cards for personal circulation.

STATIONARY

The simple, clean design of the TRIVAGO letterhead focuses on communication while also solidifying the brand.

A large, central area allows space for important information without interference by unnecessary graphic elements.

The logo, placed at the top of the page, advertises the brand beside the company contact information. It should be allowed one half inch of space clearance around it for clarity.

The orange skyline at the bottom of the letterhead adds visual interest while also displaying the brand.



11in

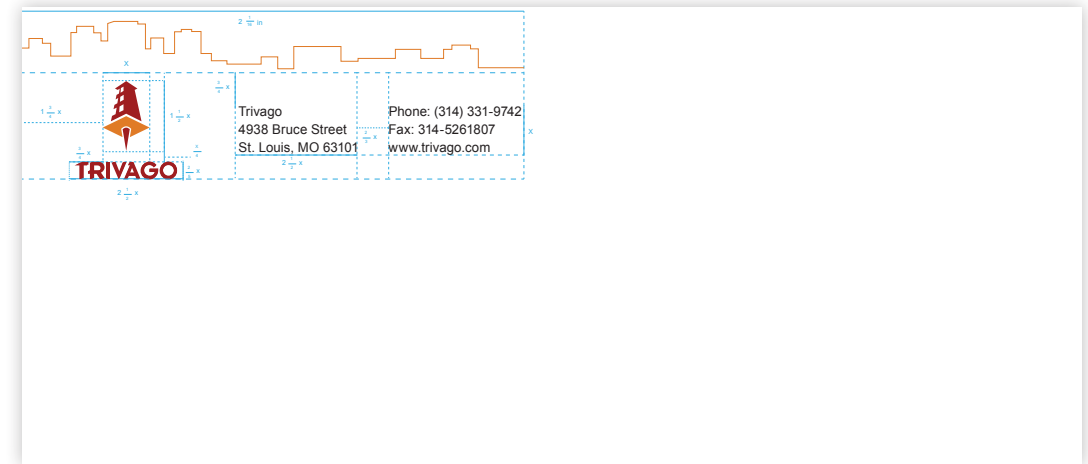
8 1/2in

ENVELOPE

Company envelopes should be standard #10 size except in special circumstances.

The logo and information matches that present on the letterhead in size.

The skyline has been moved to stand above the logo and address. It still allows for space between it and the information.



4 1/8in



BUSINESS CARDS

The business card differs from the letterhead and envelope in that the logo should be larger relative to the contact information.

Cards should be standard size. The back should remain blank.

Approximately two-thirds of the card should be devoted to the logo and should remain clear of other elements.

The name and department should appear bold and larger than the contact information.





BUSINESS FOLDER

The business folder provides a central package in which to provide investors and customers alike with company information and promotional items.

The outside of the folder should remain clear of information outside of the logo. Contact information should be placed small on the back cover. A gradient skyline adds color to the cover without adding distraction.

Inside the folder the color block skylines become a graphic background depicting a scene. The red skyline on the left becomes the pocket, with a clear plastic sheet behind it to create an even edge to it.

On the right side the foreground building creates a vertical pocket for envelopes and other vertical items.



STORE BRANDING

We believe that our entrepreneurial culture, flexible working hours and flat organizational structure are key ingredients to our success.

We are a company that deconstructs conventional and traditional frameworks to reflect the fast-moving technology space in which we operate. Our inspiring and nurturing atmosphere brings people together as one global family working toward one common goal.

STOREFRONT

Storefronts should communicate the brand through architecture as well as graphic elements.

Each store should have a small lobby added, projecting out from the entrance in the shape of the logo.

The logo should be present on both sides of the entrance so that it can be seen from both sides.

Windows must have custom skyline decals standing roughly 8-10 feet where possible. Gray should not be used in the window decals.





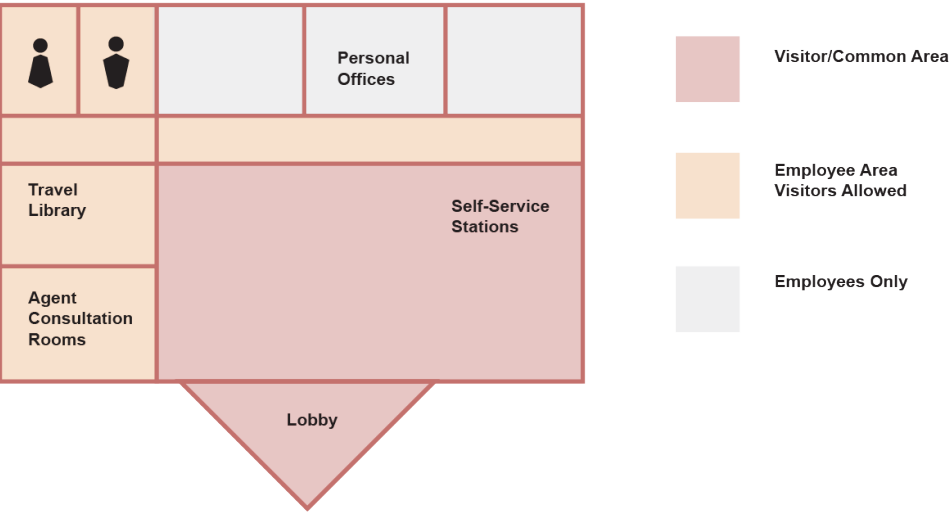
STORE LAYOUT

Stores and other TRIVAGO buildings should be divided into three sections. Each section is designated by one of the official colors.

Red areas signify common areas. These areas are heavily dedicated to visitors.

Orange areas are those for employees. Visitors are also allowed in orange areas. They typically contain spaces where guests can work directly with agents to book hotels.

Gray areas are designated for employees only. These include offices.





ICONS

TRIVAGO logos are used in buildings as part of the wayfinding system. They are heavily geometric, inspired by the TRIVAGO logo.

To the right are the computer station icon, the Women icon, the Men icon, directional arrows, the elevator icon, and the stairs icon.

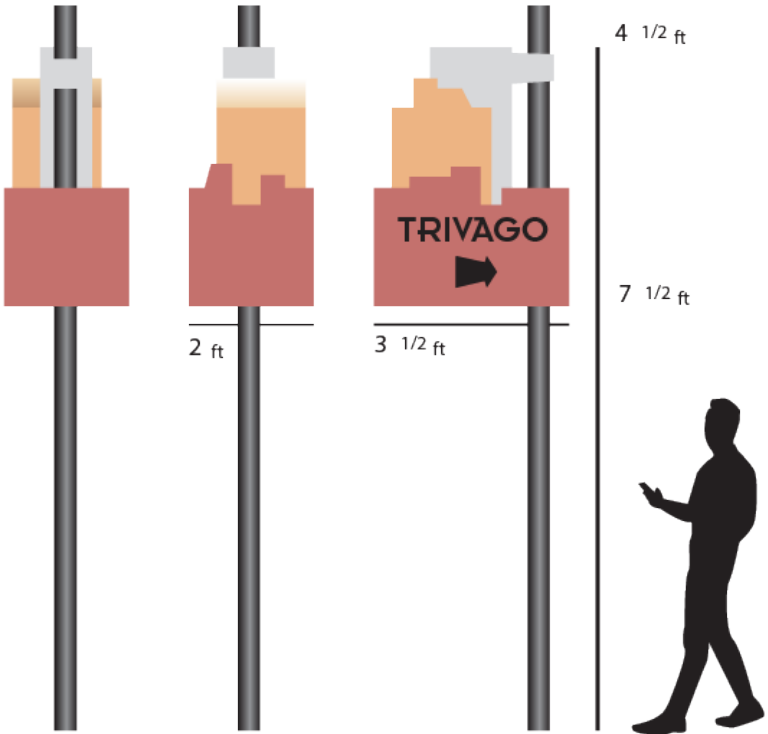
These are for use on signage around the building.

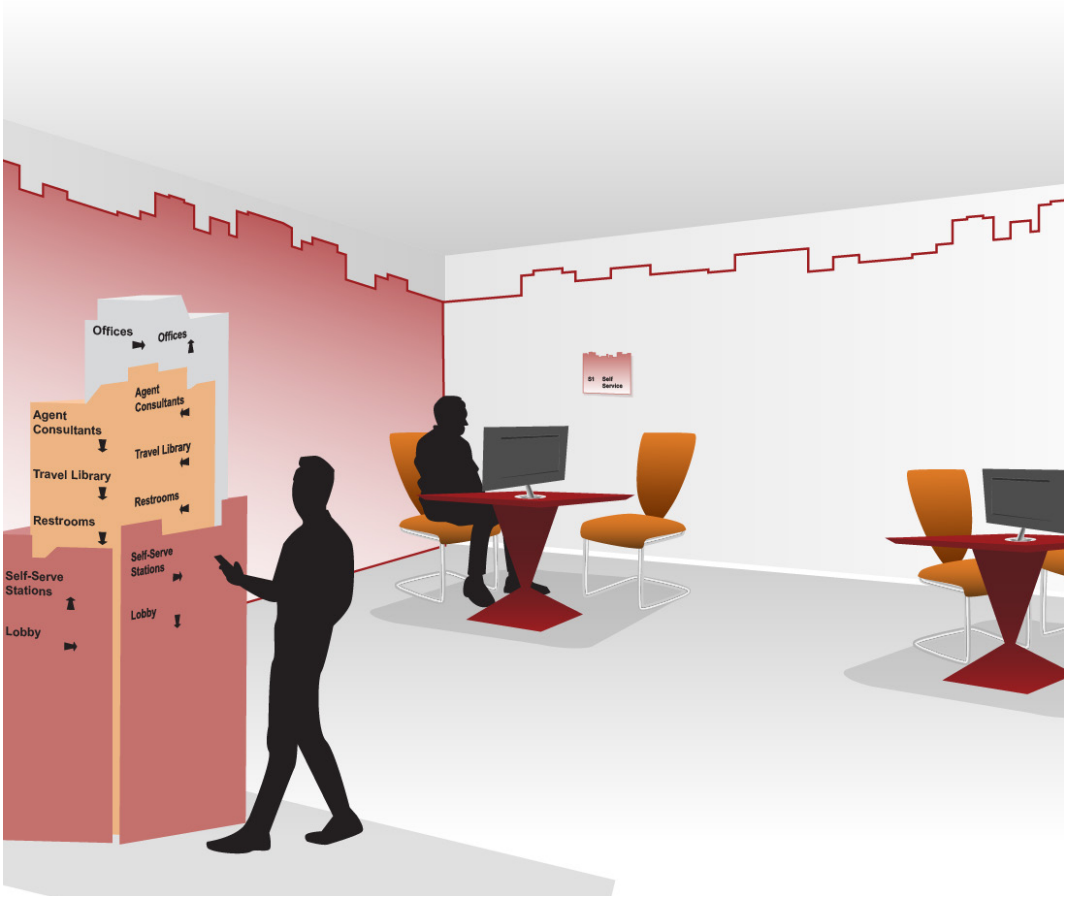


OUTDOOR SIGNAGE

Outdoor signage consists of sculptural forms suspended from poles. They are constructed from sturdy plastic so as to be lightweight. Store directions should appear on the red level only.

Signs should be suspended at about seven and a half feet from the ground, and be approximately three and a half feet long by two feet wide.

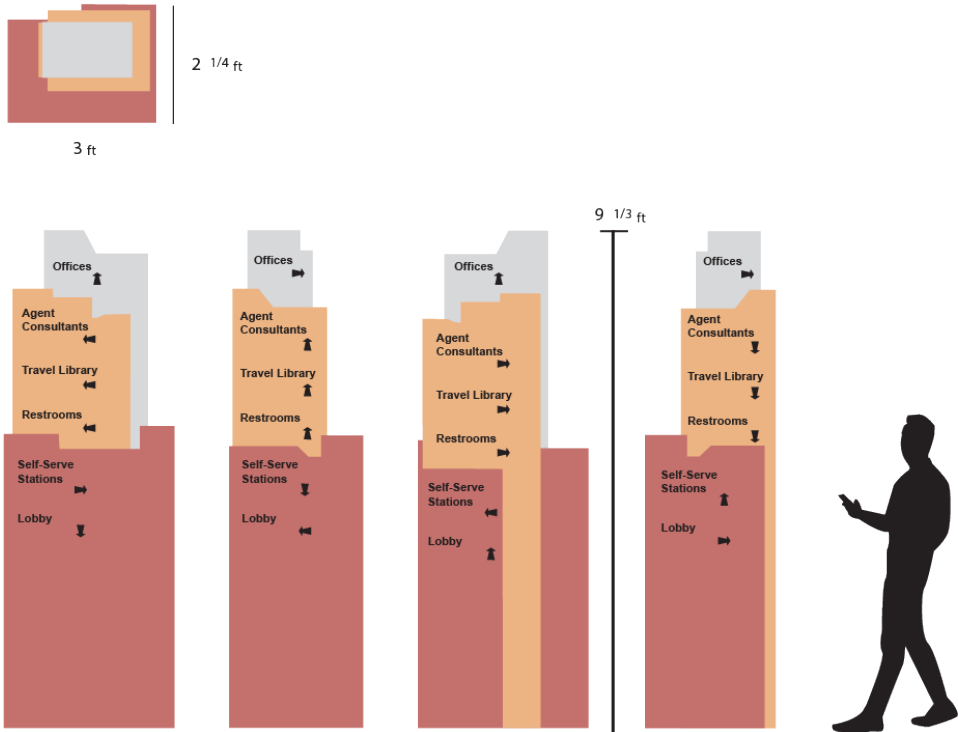




STORE INTERIOR

Store interiors will remain clear of clutter. Floors in common areas should be white tile. Carpeting may be used in employee areas if desired, but should remain solid color.

Walls should be white as well, with the exception of one wall in each room painted with a gradient skyline. The gradient skyline color must match the color-coded area of that room. All other walls have an outline skyline along the top in matching color.



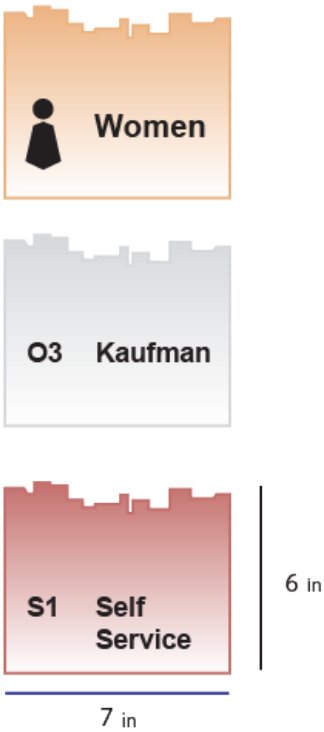
INTERIOR SIGNAGE - FLOOR

Floor signage is sculptural in form, and remains free of other structures.

It should be displayed in a central location so that all sides are easily visible to guests.

Floor signage should stand about nine and one third feet high.

Each level of the form gives directions to correlating locations within that color-coded area.



INTERIOR SIGNAGE - WALL

Wall signage consists of pastic signs with dimensions of seven inches wide by six inches tall.

Gradient skylines should be used for the background. The top of the sign is cut to match the skyline..3

Sign colors must match their color-coded location. Type and icons on each sign must be black in color for readability.



APPLICATIONS

Over 50% of our traffic comes from branded sources. We believe that building and maintaining the trivago brand will contribute to long-term success with loyal users and advertisers.

We use our own tools and processes to measure and improve our performance from start to finish, whether it be pre-testing a creative or optimizing spend.



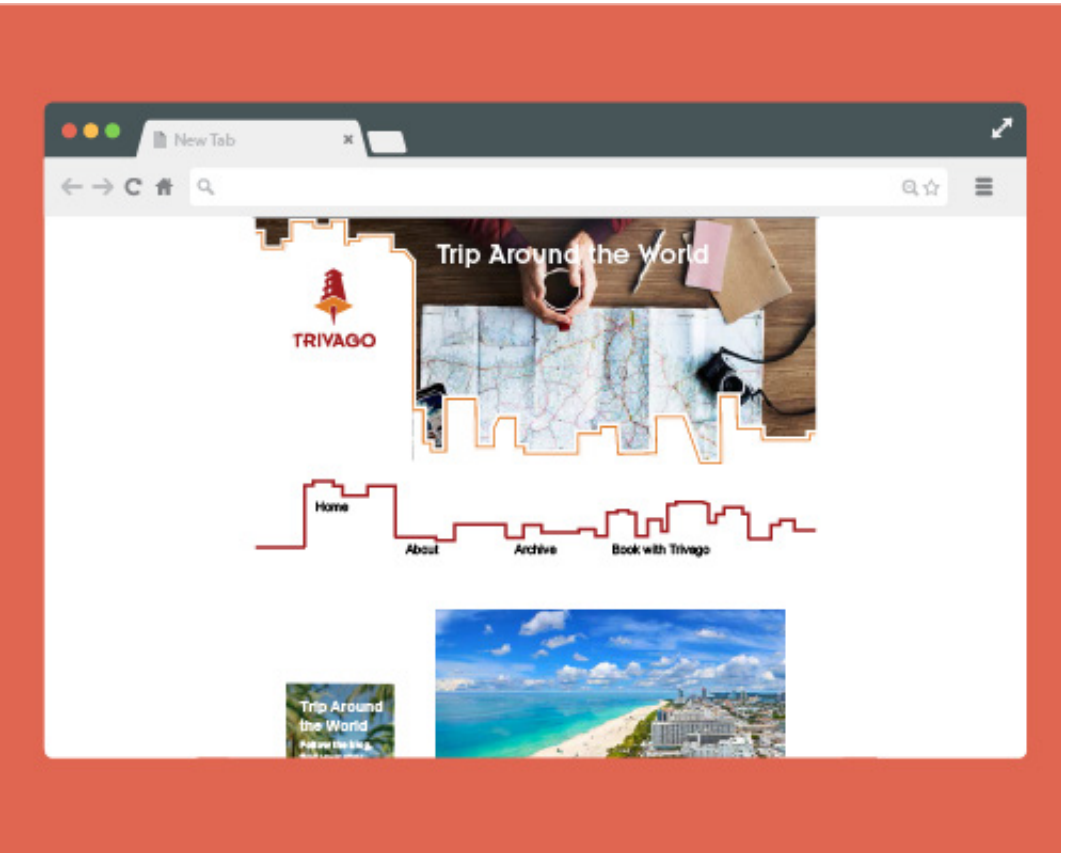
BLOG

As part of promotions, TRIVAGO will run a travel blog. Here guests will find detailed information on the events, and can even participate online.

Large images should be used in the headers of each page. Type should be white, except when the images used are too light. In these cases black type should be used for readability.

An orange skyline creates the bottom edge of the header image, as well as creates a space for the logo.

The navigation buttons are created with a red skyline. When hovered over, each button rises above the others. The current page is always raised.





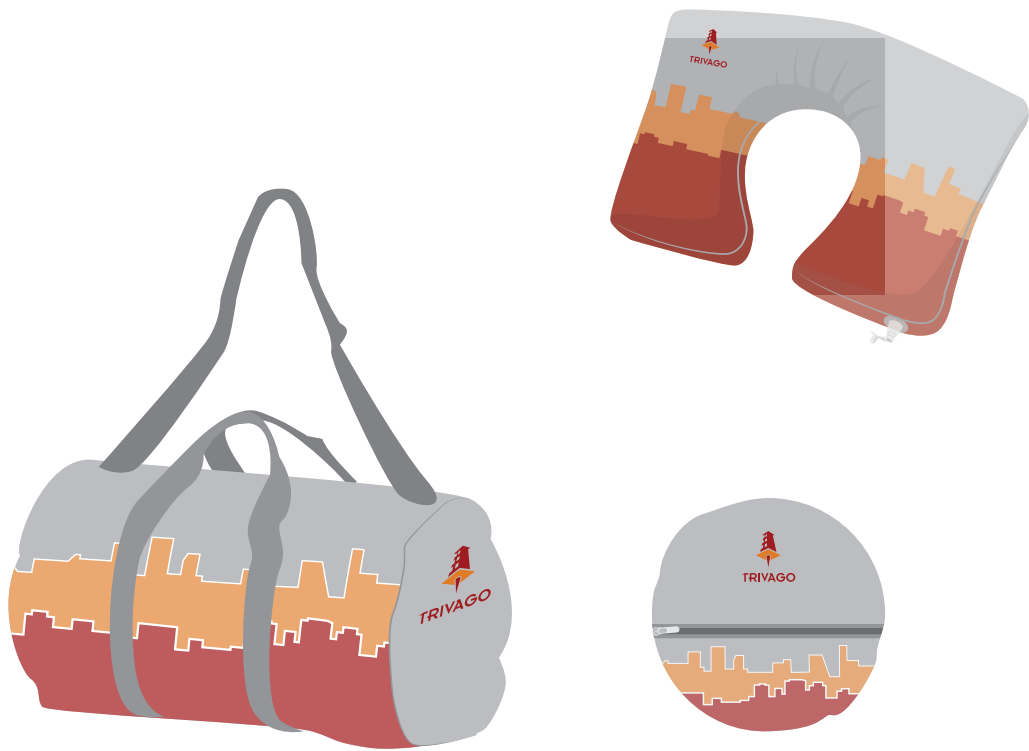
BANNERS

Banners can be used for both web advertising and physical advertising. They are extremely vertical. The top three-fourths of each banner is designated for a single image.

Source material should depict people sightseeing or enjoying a vacation. Any type in this area should be found in the top fourth, in either white or black for visibility.

The bottom fourth of the banner is set apart with two overlapping skylines. In the white space beneath the red skyline is where the logo is placed.





PHYSICAL APPLICATIONS

Physical promotional items must always be something with travel uses. Examples include collapsible duffel bags or inflatable travel pillows.

Easy-storage items represent both TRIVAGO's invaluableity in the hotel booking service and their convenience of use.

Items should have two color block skylines together on a gray background. The logo must be present in a clear area of gray.



AFTERWORD

Whether you're searching for that gorgeous resort, a budget friendly hotel, or a 5-star property, trivago has you covered.

We scan 200+ hotel booking sites, such as Expedia and Booking.com, to help you find your ideal hotel for the best price. Once you find a hotel to your liking, you can click on the deal to be taken to the booking site offering the rate where you can make a reservation directly with them.

trivago is free to use. For our service, we do not add any fees or mark-ups onto the prices compared on our website.

Access our complete search and price comparison product with 1.8 million hotels from over 190 countries all at your fingertips from your desktop, smartphone or tablet.

Just search, compare, then book from your computer or even on the go!



