



Brand

Logo

Typography

Color

Photography

UI elements

Lay out

Grid system

Brand

Tripidee is all about trip planning and dreaming about the next trip. It’s fun and adventurous for younger users and wonderlust travellers, but also clean and organized enough for older users and planners.

Follow the style guide to explore Tripidee spirit!

Design principles



Open road to discovery

We want you to enjoy planning as much as travelling. Clean interface makes planning just as enjoyable as the trip.



Meet Me Halfway

You should enjoy travel planning, no matter if it’s only one page of a whole book. Our goal is to keep a balance between fun and sophistication.



Show don’t tell

Your travel plan starts the moment you see a breathtaking picture. We use photography to tell stories and to avoid information overload.



A big adventure; an intimate experience

Your travel plan is not just about the destination, it’s about you. We use divergent photography to create memorable travel experience for you.



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# Logo

## Do's



Without text



With text



Dark background



80% opacity on dark background

## Dont's



Don't use the old logo



Don't use other fonts



Don't stretch



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## Typography

Tripidee provide visual trip planning service. The typography should reflect the fun spirit and also keep readability.

Tripidee uses two typefaces: Oleo for display and Open Sans for other content. Oleo is only used in homepage. Only 3 weights of font are used for Open Sans to stay consistent and clean.

*Display 1*      *70px*      *Regular*      *Sweet plan*

*Display 2*      *40px*      *Bold*      *Undecided?*

**Trip header**      **32px**      **Bold**      **Chicago Trip**

**Community header**      **24px**      **Semibold**      **New York community card**

**Subheader**      **20px**      **Regular**      **Never forget a hidden gem again**

**Button**      **16px**      **Bold**      **Create a new trip**

**Tab / sub header**      **14px**      **Semibold**      **Calendar**

**Body text / small card label**      **14px**      **Regular**      **1. Hyatt Chicago**

**Name label**      **12px**      **Regular**      **Added by: Tony**

**Filter label**      **10px**      **Regular**      **Food & Drink**



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## Color

One primary color is used all over the interface to indicate clickable elements and active states. The accent color is used in Tripidee extension button and drag and drop box. Background color shade is used for footers. Text color tint is used for secondary and supportive text.

### Primary color

3BC8A9

59 / 200 / 169

71 / 0 / 16 / 22



Shade: 2D9D84



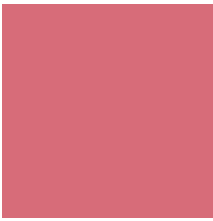
Tint: 47ECC7

### Accent color

FCB4B1

252 / 180 / 177

0 / 29 / 30 / 1



Shade: D76C79



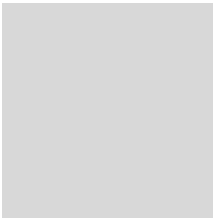
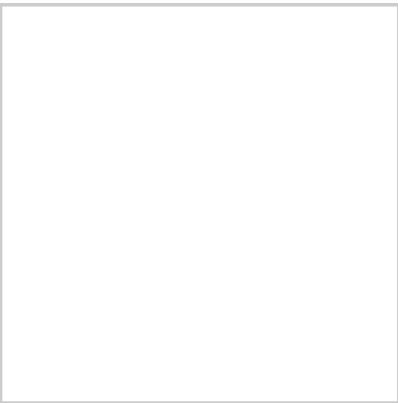
Tint: FDD8D7

### Background color

FFFFFF

255 / 255 / 255

0 / 0 / 0 / 0



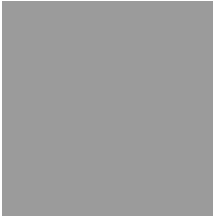
Shade: D8D8D8

### Text color

737373

115 / 115 / 115

0 / 0 / 0 / 55



Tint: 9B9B9B



# Photography

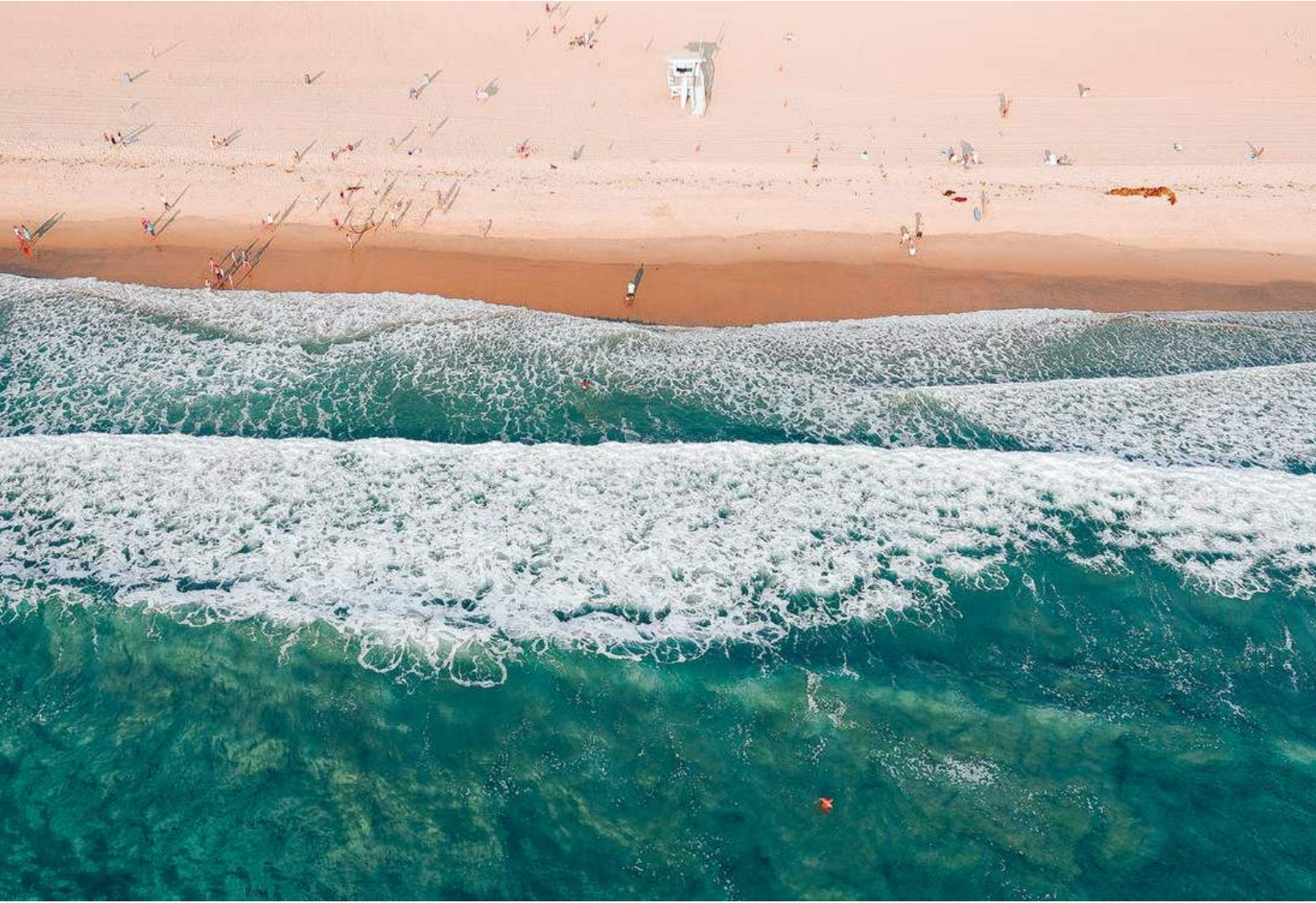
Tripidee is a visual travel planner. Photography is one of the most important elements.

Photography should be bright to create a clean interface. Avoid using too much dark overlay. Users respond better to brighter photography and interface.

Photography should be divergent. Users look for different kinds of trips from the photography.

Photography should include people. Users feel more involved seeing photos with people.

Here're some examples:

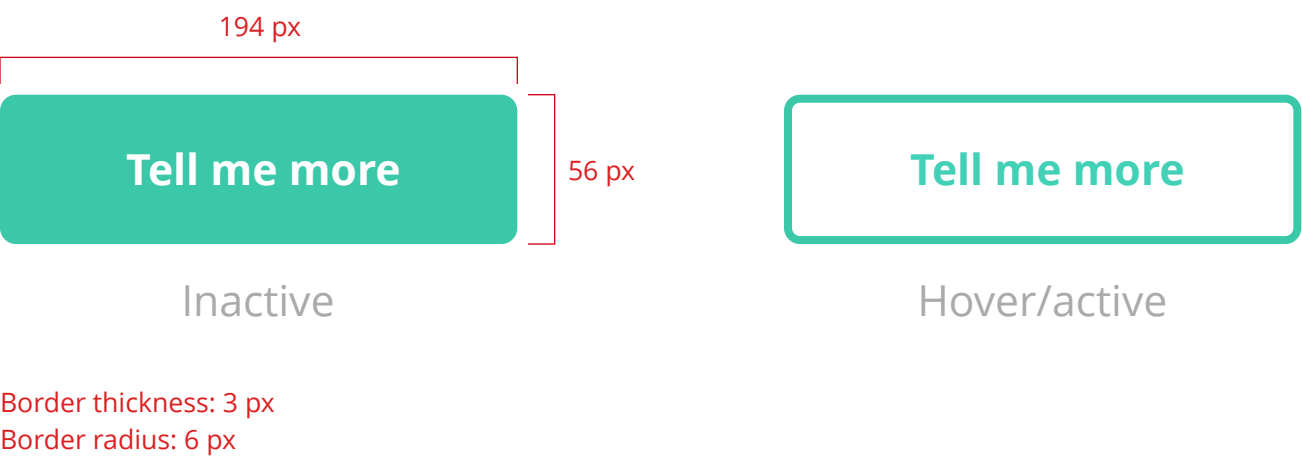




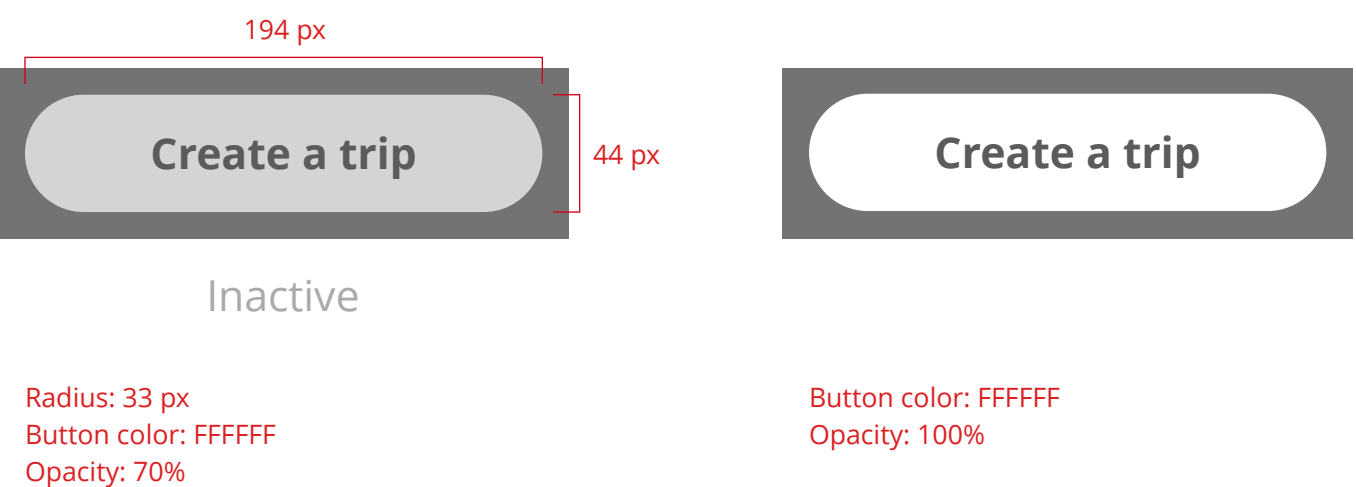
UI elements

Call to action buttons

Primary button



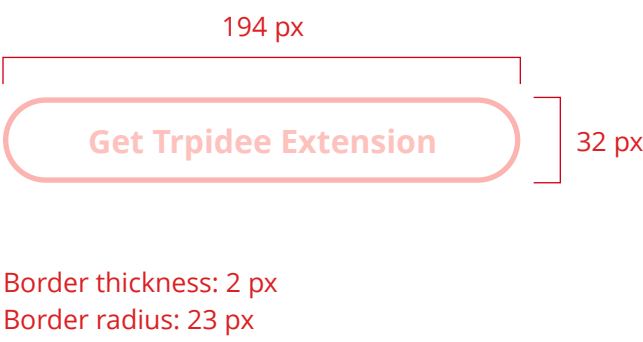
Pop-up screen button



Secondary button



Tripidee extension button



Sub-navigation



Links

[Create a trip](#) and add stops using our [Tripidee extension](#)

Floating action buttons

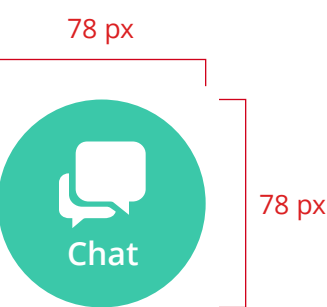
Add trip/stop button



Add trip member button

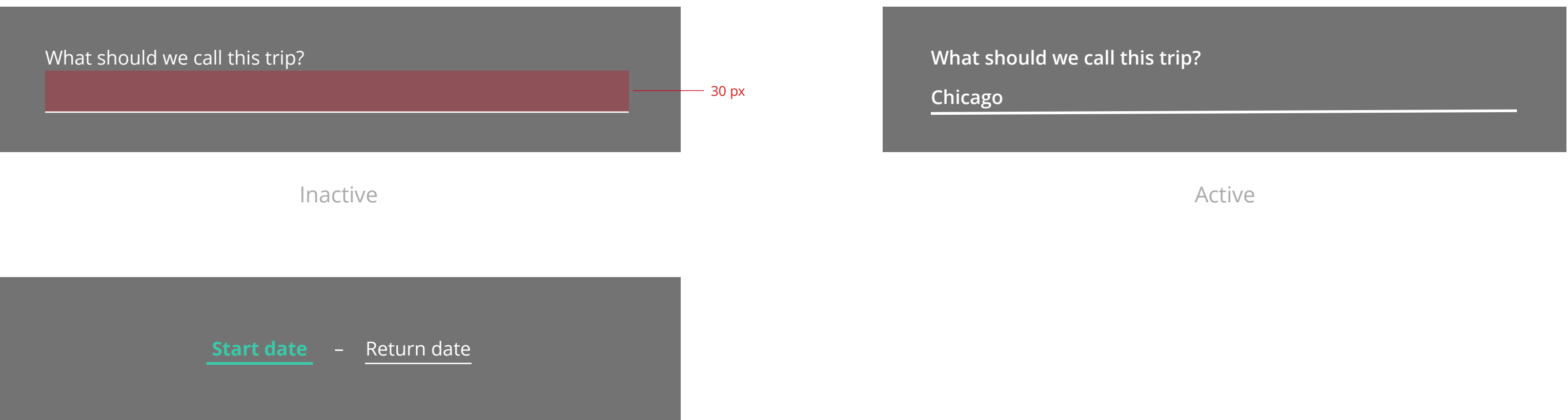


Chat button

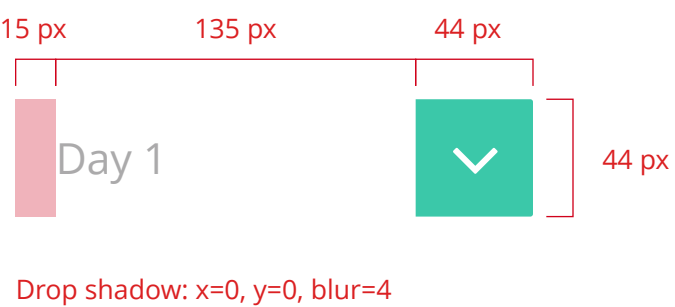


Input fields

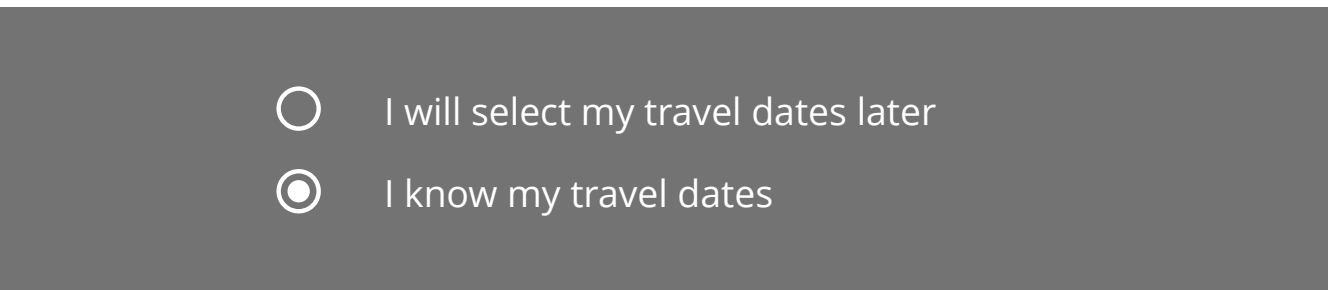
Text input



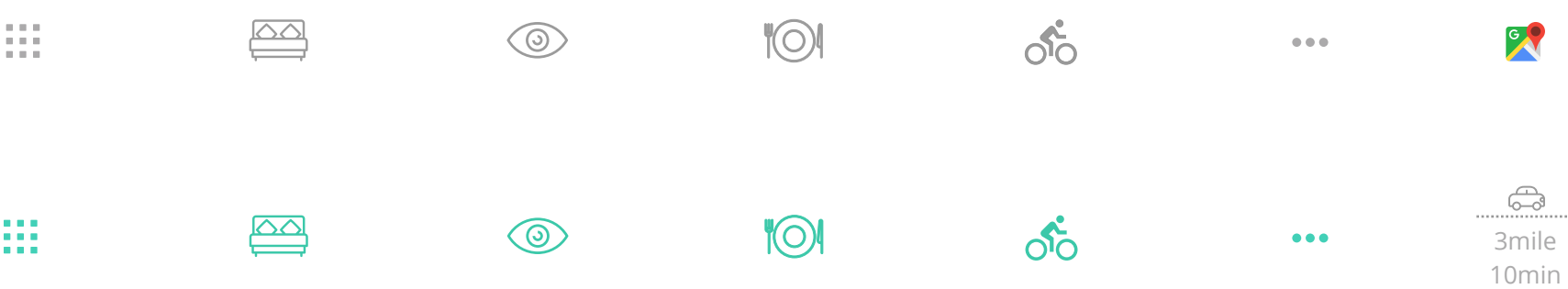
Drop down



Radio



Icons

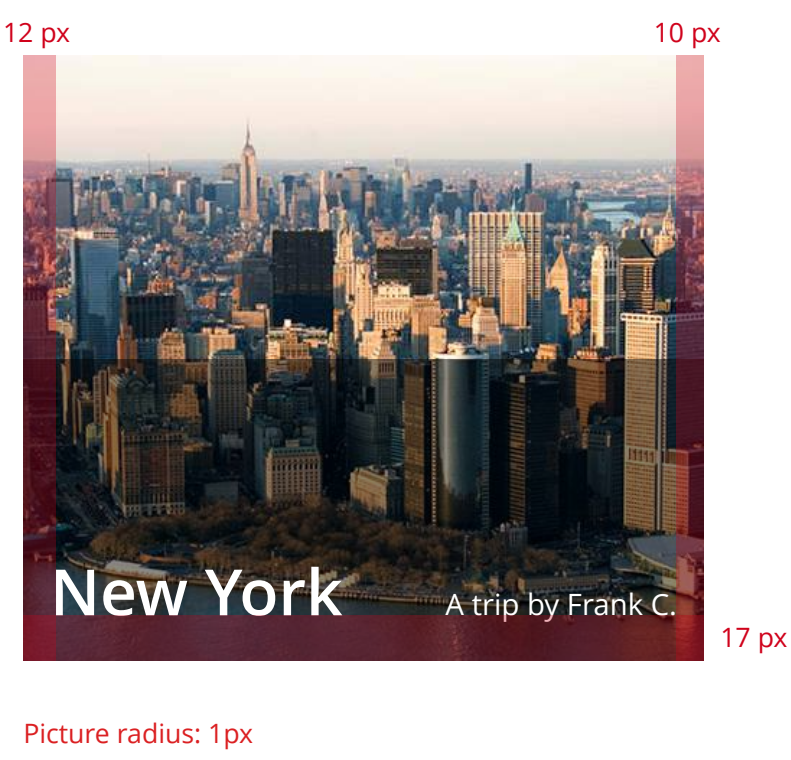




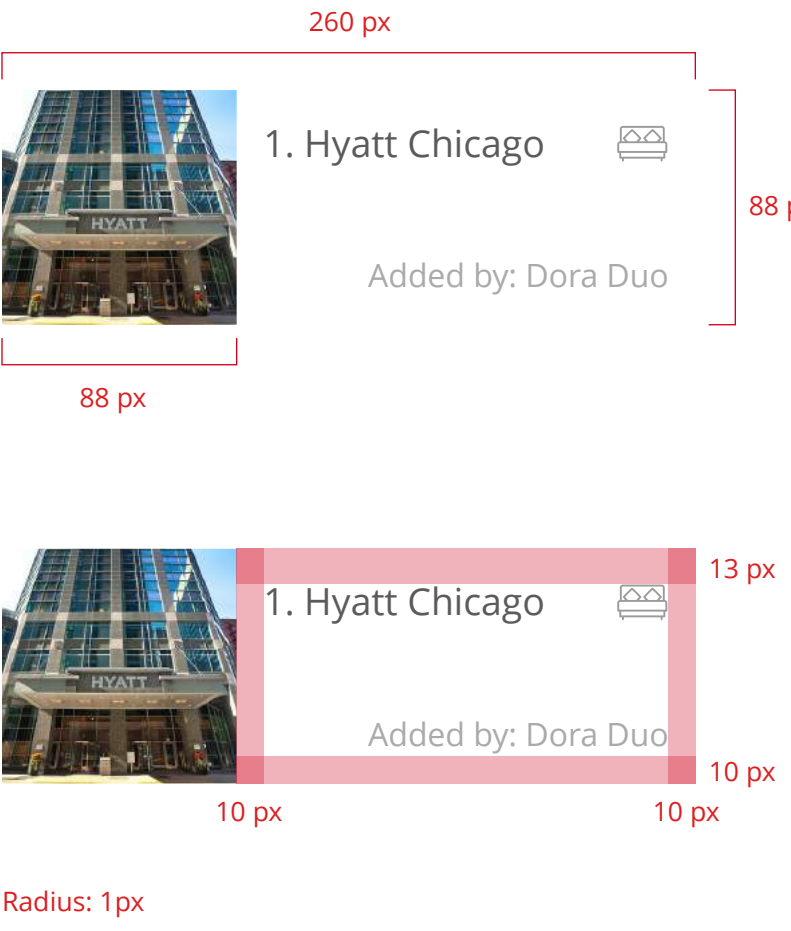
Layout

Cards

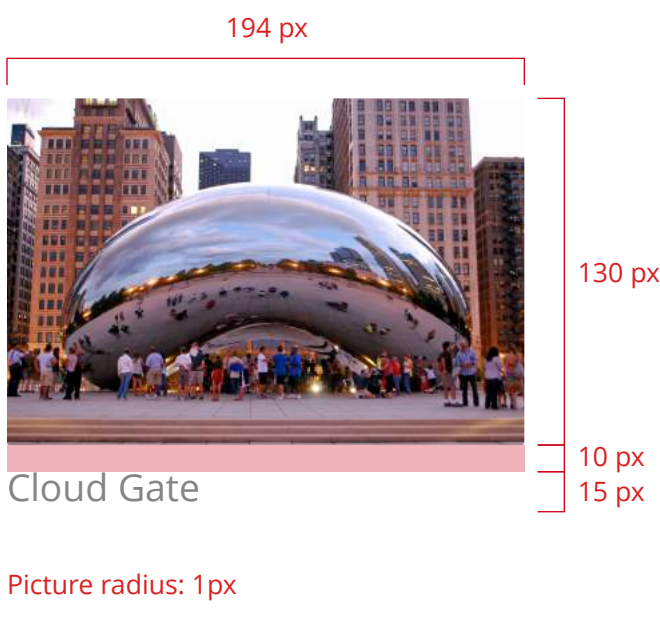
Community card



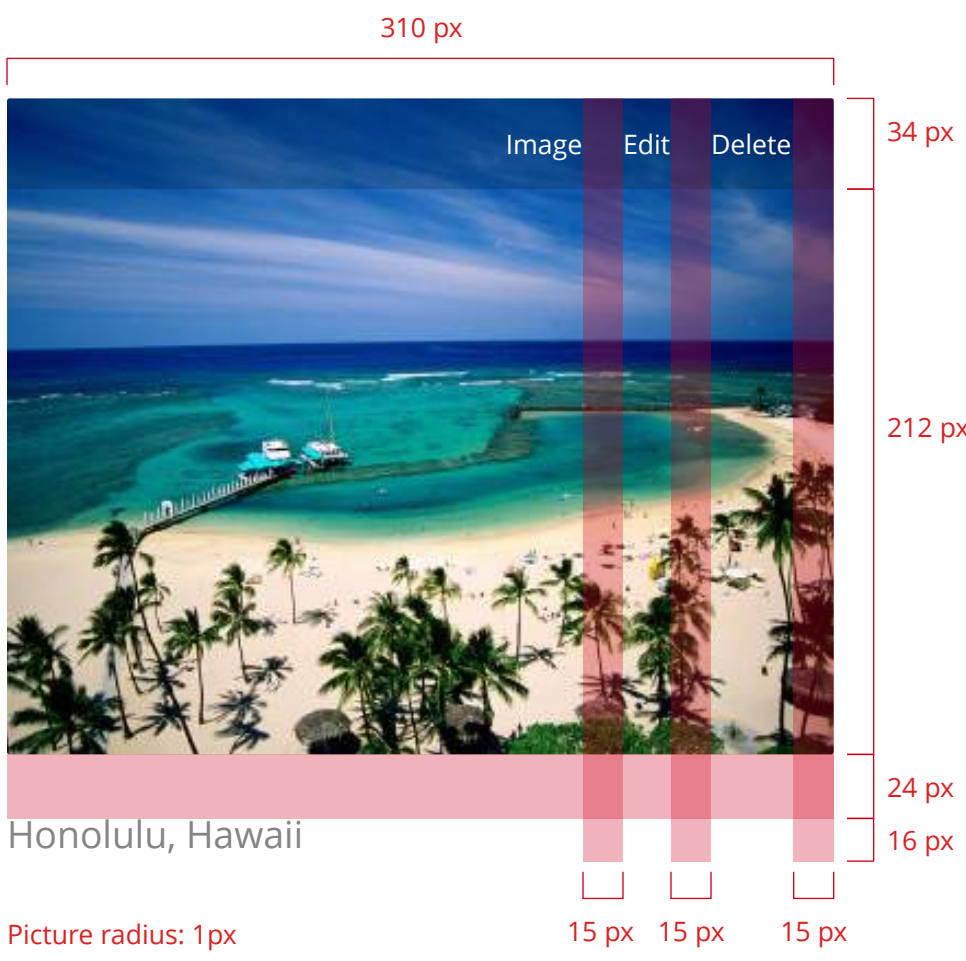
Day plan card



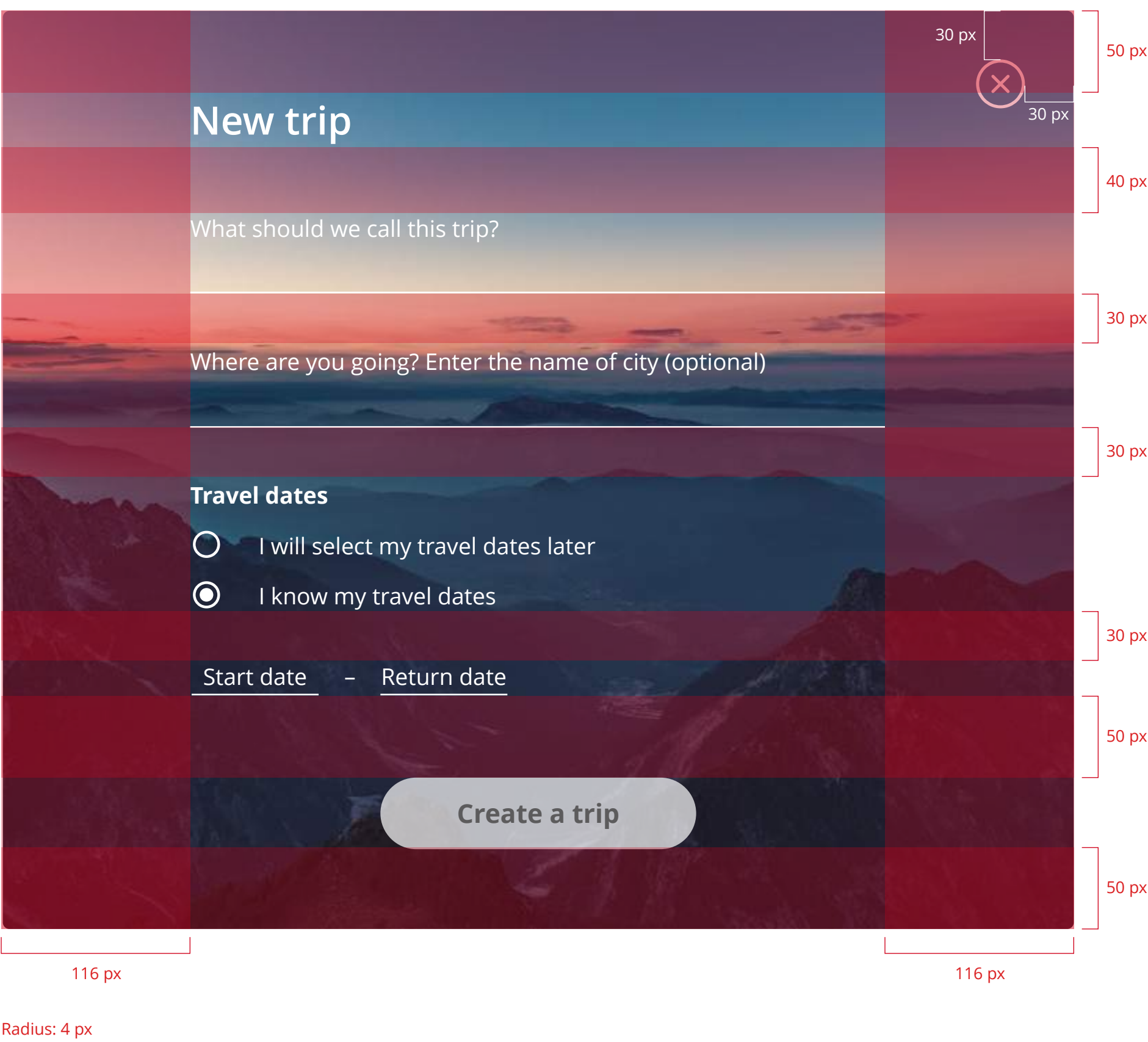
Stop card



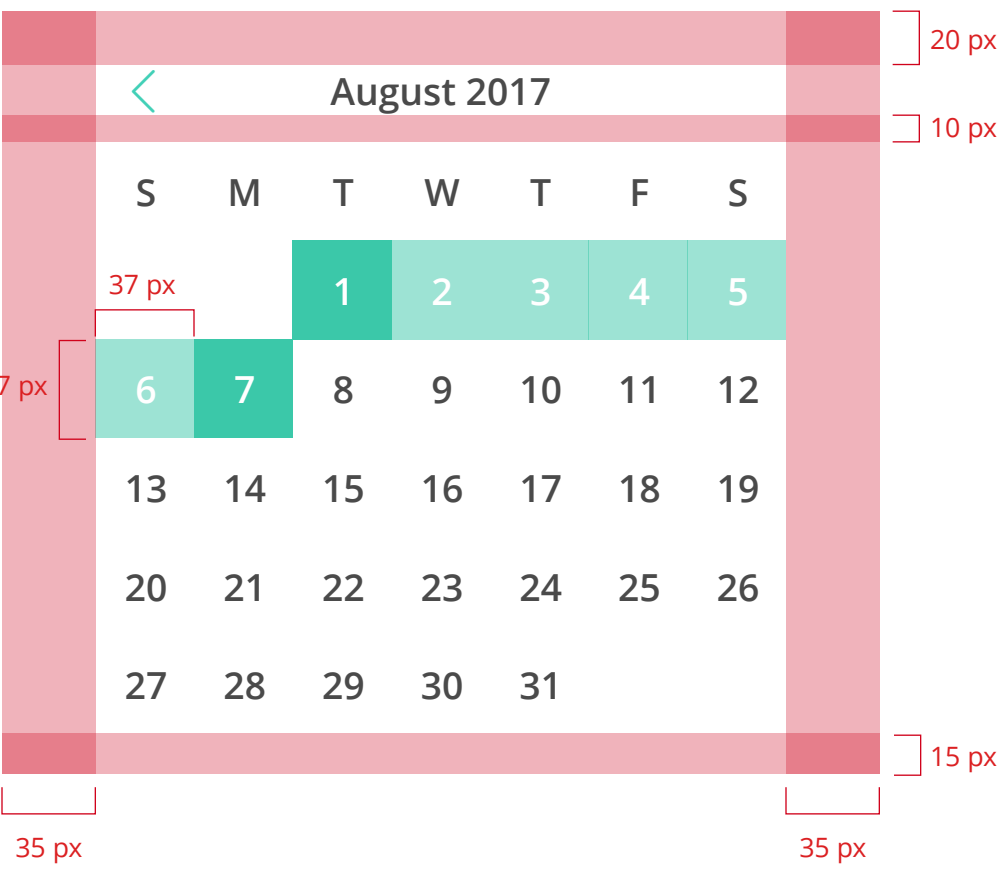
Trip card



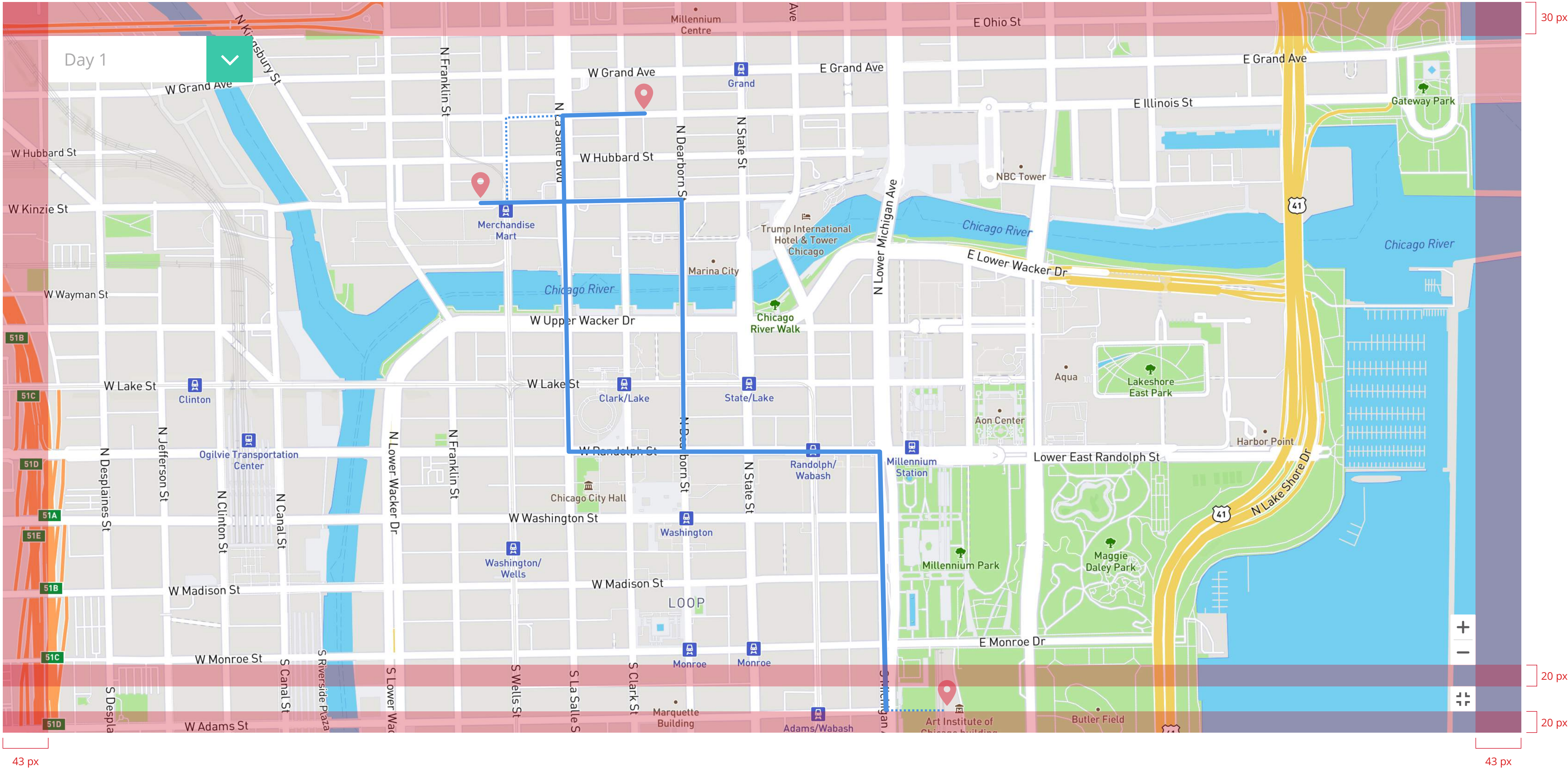
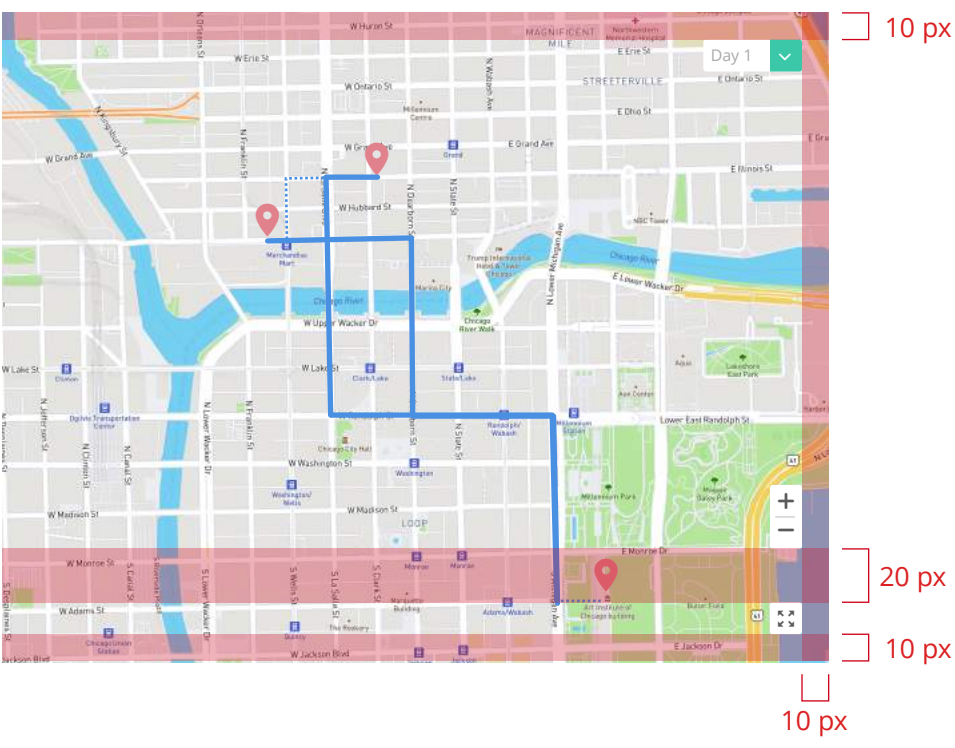
Pop-up



Calendar



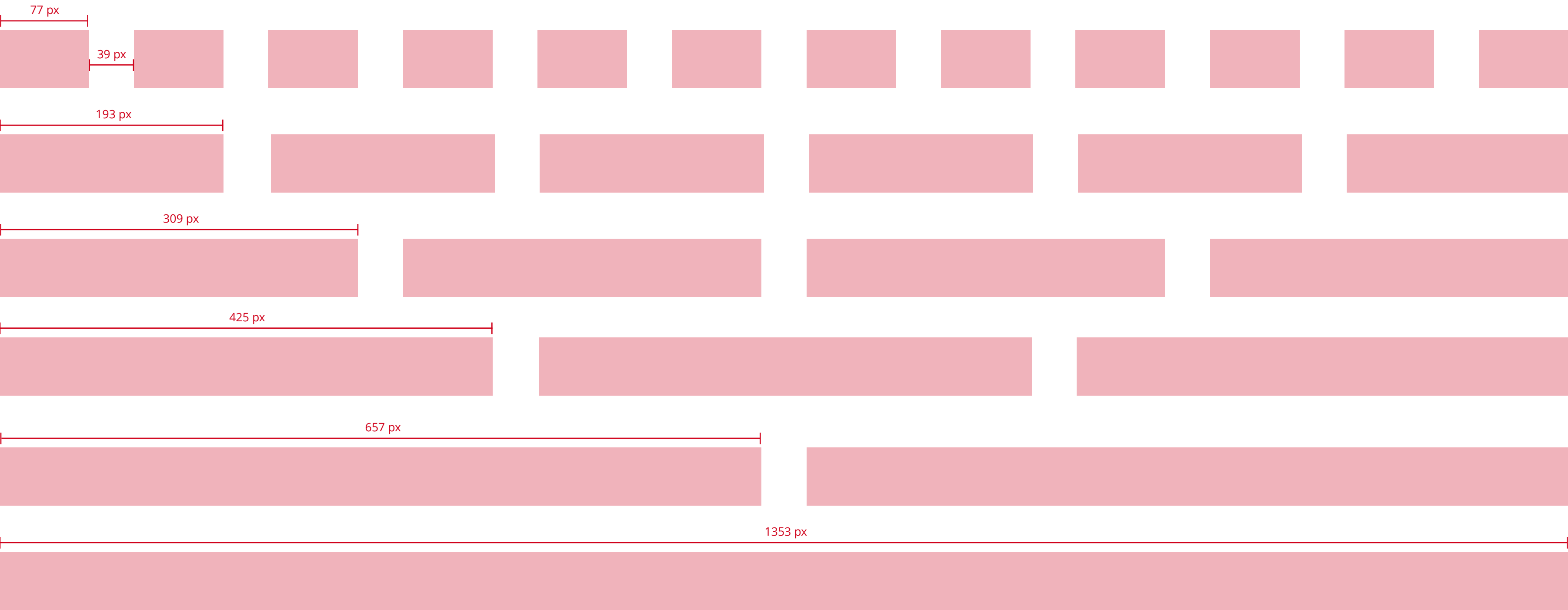
Map





## Grid system

Tripidee uses up to 12 columns across the page. The total width is 1354 px. The width of a single column is 77 px. The width of the gutter is 39 px. The offset is 43 px. The columns can be grouped together as following:



## Examples

