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THE PURPOSE OF THIS BOOK

To provide the tools needed to deliver high-level creative with complete consistency regardless of platform, presentation, latitude or longitude.

To establish the way Azamara looks, sounds and behaves in a meaningful and authentic way.

To serve as a guideline for our global approach to content, storytelling, and visual identity.

This book has multiple purposes for multiple audiences:

—**For Republica Havas:** Define content strategy and framework to reflect brand evolution.
—**For Azamara:** Establish long-term brand guidelines that exist beyond creative communications.
—**For Communications Partners:** Offer consistency for partner-generated content by providing guidelines.
BRAND DNA

WHAT MAKES US, US
WE GO FURTHER
SMALLER, LESS-TRAVELED PORTS

WE STAY LONGER
OVERNIGHT STAYS

WE OFFER UNRIVALED DESTINATIONS

WE CREATE TRANSFORMATIONAL EXPERIENCES

*Number of land programs and countries from 2019
OUR TRAVELER
EMPTY NESTERS WITH AN EXPLORER MINDSET

Our travelers are a cultured group, seen as worldly and knowledgeable, and are motivated by enriching their life experience. They are active, middle-aged retirees with an explorer mindset who travel the world to learn about other cultures and to gain new perspectives. Don’t let their age fool you; they’re driven by exploring new destinations, meeting new people, and feeling youthful.

These generous and unpretentious individuals prefer to travel with fellow adventurous spirits, regarding their travel experiences as integral parts of their identity. They have the means to indulge in the finer side of traveling, and have the time to fully immerse themselves in new cultures. When the inspiration for travel hits them, they begin researching places first and method of travel second.

WHO ARE THEY?

55+  83% ARE AGE 55+
66% ARE MARRIED
80%+ BOOK WITH TRAVEL AGENTS

35%+ ARE REPEAT CRUISERS
MAJORITY RETIRED OR CLOSE TO RETIREMENT
AVERAGE BOOKING WINDOW 9.5 MONTHS IN ADVANCE
A DESTINATION IMMERSION® EXPERIENCE OVERVIEW

BRAND POSITIONING STATEMENT
Connect people with people, people with cultures, and people with themselves, by enabling them to look at life with a new perspective.

HONING IN ON EXPLORATION
In this way, we differentiate ourselves from our competitors while continuing to appeal to a slightly younger demographic without alienating our core consumer.
VENTURE BEYOND THE SEA WITH MORE TIME AND CRAFTED EXPERIENCES TO CONNECT TO LOCAL LIFE AND CULTURE.

BEST IMMERSIVE ITINERARIES

- Worldwide destinations
- Ports bigger ships can’t visit
- Convenient docking, closest to city centers
- Longer stays, more overnights
- Country-Intensive™ voyages
- World events and specialty voyages

BEYOND THE SEA

- Most comprehensive pre/post collection in cruise industry
- Complimentary AzAmazing Evenings®
- Authentic, local shore excursions
- Immersive overnight experiences

BOU TIQUE HOTEL AT SEA

- Inclusive amenities
- Up-market, intimate ships
- Contemporary design
- Friendly, personalized service
- Destination-focused programming
It’s not enough to see something. You have to smell it, hear it, taste it, and most of all, feel it. Azamara bridges an active, engaging and immersive experience for those who are looking to dive into destinations. It’s a deep, cultural venture.

WHAT WE MUST DO

We do this by highlighting our worldwide destinations, our ports of call that bigger ships can’t visit, and our convenient docking close to city centers. We also aim to showcase that we offer our guests unprecedented opportunities for authentic adventures — all through our late-night and overnight stays. Country-Intensive™ Voyages, and specialty voyages that offer insider access to the world’s most exclusive events.

THE OBJECTIVE

Become the ultimate culture connoisseurs of the cruise world, offering consumers the best in in-depth experiences.
Nothing we do is run-of-the-mill. We offer a curated yet flexible itinerary with idyllic scenery, breathtaking views, and extended stays at smaller, less-traveled ports.

**WHAT WE MUST DO**

Cruisers are well-versed in typical ports of call, and our goal is to challenge the norm. We do this by highlighting our diverse and multi-faceted offerings, such as our complimentary AzAmazing Evenings® and authentic shore excursions. We also aim to showcase the depth with which we explore each destination, specifically through our comprehensive portfolio of land programs – the largest selection of pre- and post-voyage programs in the cruise industry, as well as our immersive Overnight Experiences. With these key differentiators in mind, we can stand out from the one-size-fits-all options our competitors provide.

**THE OBJECTIVE**

Be known as the go-to choice for unexpected and alluring exploration, offering consumers new perspectives on locations they’ve grown to love and those they have yet to discover.
BOUTIQUE HOTEL AT SEA

Our ships enable a world of exploration and our service spans beyond. The Azamara experience permeates from onboard with our top-tier crew, premier service, and fleet of boutique ships to carefully curated land experiences with some of the world’s most renowned tour operators.

WHAT WE MUST DO
Deliver immersive experiences on board and on land. Our target’s onboard experience must match the fascination they encounter when they are on land.

THE OBJECTIVE
Garner a reputation for delivering the most authentic onboard experience.

SERVICE – Excellent standard of service in staterooms, restaurants, bars, all other facilities, and tour operator partnerships. Also, a qualified, welcoming staff that offers friendly, personalized service beyond expectations from the first point of contact to the end of the voyage.

SHIPS – Up-market, intimately-sized ships featuring facilities in impeccable working conditions that are well-maintained, boast contemporary style, and offer modern services and amenities. Onboard events feature unique, destination-focused programming.

INCLUSIVE AMENITIES
An impressive roster of inclusive amenities, increasing with each stateroom category. All guests will enjoy included gratuities; select standard spirits, international beers, and wines; bottled water, soft drinks, specialty coffees and teas; self-service laundry; shuttle service to and from port communities; concierge services; and one complimentary AzAmazing Evening® on each voyage.
CONTENT APPROACH
The initial layers of a city, including its people, buildings and shops, can be seen by anyone, with each person having a similar view.

But inspiration is found deeper. Past the surface. Beyond the shoreline.

It’s found by viewing the world with a fresh perspective, by connecting with local people and their customs, and by daring to venture further inland than ever before.

It’s about experiences that reveal unfamiliar scents, melodies unheard, textures untouched, and locals who soon become friends.

Immerse yourself in the exploration of new cultures. Discover hidden gems — a deeper world within the world — while at the same time discovering more about yourself.
TAGLINE

— Smaller ports allow for exploration
— Active, unlike other cruises (no-cruise cruise line)
— Experiences that enrich life
— Voyage mindset
— Venture beyond the sea and further inland with land programs
— You can do more with extended and overnight stays
— Suggests an immersive experience
— Adds depth to the idea of traveling
— Hints at no boundaries
— Worldly

DO

— The tagline always stands alone at the end of the body copy
— Use it to give a punch after discussing all the features, to emphasize that it’s a brand identifier
— Always include the trademark symbol SM (Capital S & M)
— Using the word “Explore” in copy and headlines is acceptable, as long as the phrase Explore Further is not used within the same body of copy

AVOID

— Don’t weaken the trademark by using as a verb or verb phrase
— Stay away from using the phrase “explore further” in the body copy of paragraphs. For example, don’t write: Azamara takes you beyond the photos, so you can explore further

Explore Further SM
DATE FORMATS

IN BODY COPY

In body copy we use the American date format (month, date, year) separated by commas. For promotions, it is not necessary to write the year when speaking of promo end dates, unless time is already clear such as in flash sales when our guests will already know that time is limited. But when referring to specific voyages, always write out the full date, including the year.

IN CHARTS

In charts we use the European date format (date-month-year) separated by dashes.

For example, we can use 2-Oct-2019, if space permits. If space is limited, we can shorten the year to: 2-Oct-19.

PHOTO LOCATION CAPTIONS

U.S.

The format is city, state initials, and country initials. i.e., Miami, FL, U.S.

INTERNATIONAL

The format is city, country. i.e., Milan, Italy
NAMING CONVENTIONS

<table>
<thead>
<tr>
<th>TRADEMARK</th>
<th>SYMBOL</th>
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<tbody>
<tr>
<td>AZAMARA</td>
<td>®</td>
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<tr>
<td>AZAMARA CLUB CRUISES</td>
<td>®</td>
</tr>
<tr>
<td>AZAMARA JOURNEY</td>
<td>®</td>
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<td>AZAMARA QUEST</td>
<td>®</td>
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<tr>
<td>AZAMARA PURSUIT</td>
<td>®</td>
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<tr>
<td>JOURNEY</td>
<td>®</td>
</tr>
<tr>
<td>QUEST</td>
<td>®</td>
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<tr>
<td>DESTINATION IMMERSION</td>
<td>®</td>
</tr>
<tr>
<td>AZAMAZING EVENINGS</td>
<td>®</td>
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<tr>
<td>CRUISE GLOBAL. EAT LOCAL</td>
<td>®</td>
</tr>
<tr>
<td>LAND DISCOVERIES</td>
<td>®</td>
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<tr>
<td>LONGER STAYS. MORE OVERNIGHTS. NIGHT TOURING.</td>
<td>®</td>
</tr>
<tr>
<td>NIGHTS AND COOL PLACES</td>
<td>®</td>
</tr>
<tr>
<td>THINK OUTSIDE THE SHIP</td>
<td>®</td>
</tr>
<tr>
<td>STAY LONGER. EXPERIENCE MORE.</td>
<td>®</td>
</tr>
<tr>
<td>CRUISE GLOBAL. CONNECT LOCAL.</td>
<td>®</td>
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<tr>
<td>EXPLORE FURTHER</td>
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AZAMARA TRI-BRANDED – U.S. TRADEMARKS
UPDATED AUGUST 4, 2017

<table>
<thead>
<tr>
<th>TRADEMARK</th>
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<tbody>
<tr>
<td>CHOICEAIR</td>
<td>®</td>
</tr>
<tr>
<td>CRUISECARE</td>
<td>®</td>
</tr>
<tr>
<td>MYCRUISE</td>
<td>®</td>
</tr>
<tr>
<td>SAVE THE WAVES</td>
<td>®</td>
</tr>
<tr>
<td>SEAPASS</td>
<td>®</td>
</tr>
<tr>
<td>THE WILDERNESS EXPRESS</td>
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<tr>
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<td>®</td>
</tr>
<tr>
<td>BOUTIQUE HOTEL AT SEA</td>
<td>®</td>
</tr>
<tr>
<td>CRUISE GLOBAL. BIKE LOCAL</td>
<td>®</td>
</tr>
<tr>
<td>CRUISE GLOBAL. SHOP LOCAL</td>
<td>®</td>
</tr>
<tr>
<td>LE CLUB VOYAGE</td>
<td>®</td>
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</table>

YOU’LL LOVE WHERE WE TAKE YOU

AZAMARA – PENDING – U.S. TRADEMARKS
UPDATED JANUARY 11, 2018

<table>
<thead>
<tr>
<th>TRADEMARK</th>
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<tbody>
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<td>LE CLUB VOYAGE</td>
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</tbody>
</table>
RULES

DO
— Always seek depth and dimension; images should never feel flat
— Use vibrant, colorful images
— Select images that feel authentic
— Use alternative, original perspectives of typical locations

AVOID
— Shots where many tourists are present
— Clichés
FILM

—We explore the world from the point of view of the spectator.
—We use wide shots to capture the depth of landscapes and close-ups that allow us to feel even the smallest details that make each culture unique.
—Colors must always be vibrant and never be dull.
—We use slow-motion shots in some scenes to evoke memories and allow one to relish intimate moments.

AUDIO

ANTHEM MUSIC
—Friendly tones that are not pretentious or epic.
—Creates excitement for the Azamara experience.
—Inspiring beats reminiscent of the explorer mindset.
—Medium to high energy.

DESTINATION MUSIC
—Reflects the feeling of a specific destination.
—Sounds and rhythms are relevant to the theme.
—Is consistent with brand personality and tone.
—Complements storytelling and does not overpower the voice of our storyteller.
VISUAL IDENTITY
Our logo is comprised of three main elements: land, sea, and star. The main visual component of our logo is an open world, depicted by two artistic strokes that create a Modern Art aesthetic. The left stroke of the “world” represents the Earth and our extensive land program offerings. The right stroke represents the sea and the vastness that Azamara crosses.

The third component of our logo is the star, paying homage to our brand’s earliest roots. The name “Azamara” was inspired by “Acamar,” a star revered by the ancient Greeks, as it was the brightest in the southern sky. Similar to the North Star, our star serves as a navigational beacon of light, guiding us as we cross extensive paths over both land and sea.

Altogether, the land, sea, and star represent Azamara’s mission of connecting guests to unique explorations in unparalleled destinations across the planet.
CORPORATE LOGO

PRIMARY LOGO

This is the primary logo and symbol that identifies us throughout the world as a leading destination travel partner. Implement the logo according to the guidelines in this document. When you need to reproduce the Azamara logo, use approved artwork.

SECONDARY LOGO

The secondary logo configuration may be used when there are vertical height limitations, such as horizontal web banners. The primary logo is always preferred when space limitations are not an issue.

LEGAL MARKS

For the U.S. market, the full version of the logo will feature two legal marks — the symbol must always be accompanied by the ™ symbol and the typographic section of the logo (AZAMARA) must always be accompanied by the ® symbol.
CORPORATE LOGO

LOGO CLEAR SPACE

To create greater visual impact and ensure audience recognition, keep the area around the logo uncluttered. No element that appears with the logo should be closer than the height of the letter “A” in AZAMARA.
CORPORATE LOGO

LOGO REPRODUCTION ON PHOTOGRAPHIC AND COLORED BACKGROUNDS

When the Azamara logo is reproduced on a colored background, including on top of a photograph, optimum contrast is important to ensure readability. Use your good judgment to determine whether the reversed white type or the dark blue type version of the logo is preferable.

AZAMARA LOGO WITH REVERSED WHITE TYPE ON DARK BACKGROUNDS

AZAMARA LOGO WITH DARK BLUE TYPE ON LIGHT BACKGROUNDS

INCORRECT LOGO USAGE

To maintain the integrity of our logo, it is vital to avoid any variation in its appearance. When reproducing the Azamara logo, please use only the approved artwork.

Do not place the logo onto an image or background in which logo legibility or distinction of the icon can get lost.

Do not confine the logo inside a shape.

Do not alter the configuration of the logo elements.

Do not alter any of the logo fonts.

Do not use the logo typography without the globe symbol.

Do not alter any of the logo colors.

Do not use drop shadows on the logo. Retouch the background image to accommodate the logo’s visibility.
This version of the logo should only be used for embroidery on fabrics; do not use this version on the logo for any other materials or communications.

CENTER STACKED

LEFT ALIGNED
COLOR PALETTE

**BLUE**
- RGB: 0, 32, 91
- CMYK: 100, 85, 5, 36
- HEX: 00205B

**TURQUOISE**
- RGB: 0, 171, 194
- CMYK: 84, 0, 18, 0
- HEX: 0OABC2

**WHITE**
- RGB: 255, 255, 255
- CMYK: 0, 0, 0, 0
- HEX: FFFFFF

**GRAY**
- RGB: 99, 100, 102
- CMYK: 0, 0, 0, 75
- HEX: 636466

**LIGHT GRAY**
- RGB: 242, 242, 242
- HEX: F2F2F2

**PURPLE**
- RGB: 121, 120, 144
- CMYK: 57, 51, 29, 4
- HEX: 797890

**LIGHT BLUE**
- RGB: 178, 219, 224
- CMYK: 29, 2, 12, 0
- HEX: B2DBE0

**GREEN**
- RGB: 108, 152, 147
- CMYK: 60, 27, 42, 2
- HEX: 6C9893

**LAND PRODUCTS**

**COLOR PALETTE**

**USAGE**
- Overnight Experiences
- AzAmazing Journeys
- Land Journeys

**USAGE**
- Logo
- Subheadlines
- Alternative headline
- Stay Local
- Logo
- Headlines
- Email module backgrounds
- Body copy
- Footer background in email marketing pieces
TYPOGRAPHY

BRAND TYPEFACES

ESMERALDA PRO
—Serif
—Ornamental

Usage
—Headlines
—Subheadlines

BIOTIF
—Sans-Serif
—Geometric

Usage
—Body Copy
—Subheadlines
(Refer to page 31 for complete typography hierarchy)

FALLBACK FONTS
For mediums where custom fonts or web fonts are not supported, fallback fonts must be used. i.e., HTML, etc.

ESMERALDA PRO

GO DEEPER, BEYOND THE INITIAL LAYERS OF A CITY.

With overnight stays and docking at smaller, less-traveled ports, Azamara invites you to step ashore as an insider. Explore Further™

BIOTIF

TIMES NEW ROMAN

Arial Regular

Arial Bold

TYPOGRAPHY USAGE EXAMPLE

—Subheadlines
—Subheadlines
—Buttons
AMENITIES AND WHY AZAMARA ICONS

**USAGE**
Collateral materials
(both digital and print)

**INCLUSIVE AMENITIES**
- GRATUITIES
- FOOD & BEVERAGES
- CULTURAL EVENINGS
- SHUTTLE SERVICES
- AND MORE!

**WHY AZAMARA**
- INCLUSIVE AMENITIES: GRATUITIES, 24-hour Food & Beverages, Self-service laundry, And more!
- PERSONALIZED COMFORT: Boutique Hotel. Friendly Crew. Concierge services. Shuttle services to and from port communities

ACCESS THE INCLUSIVE AMENITIES FILES BELOW:
- VISUAL ICONS
- TEXT ICONS

ACCESS THE WHY AZAMARA FILES BELOW:
- VISUAL ICONS
- TEXT ICONS
LAND PROPOSITION ICONS

USAGE
Collateral materials
(both digital and print) where
there is land product content

WHY LAND WITH AZAMARA
Journey deeper into destinations before or after your voyage

- **Intimate Groups**
  Average group size of 12-24 guests.

- **Best-of-the-Best Accommodations**
  4 to 5 star hotels, castles, glamping, and more.

- **Custom-Designed Itineraries**
  Tailor-made, curated land experiences.

- **Local Independent Travel Experts**
  Award-winning bespoke travel companies.

- **First-Class Tour Directors & Guides**
  Dedicated to ensuring a seamless experience.*

- **Awe-Inspiring Wonders from Around the World**
  See the world from different vantage points.

*Provided the minimum participation of guest level is met.

ACCESS THE FILES BELOW:

STACKED ICONS  HORIZONTAL ICONS
SHORE EXCURSION ICONS

USAGE
Digital: Web and e-mail

WHY BOOK SHORE EXCURSIONS WITH AZAMARA®?

- PEACE-OF-MIND
  If your tour is delayed, the ship will wait.

- FLEXIBILITY
  No cancellation fees on most tours within 48 hours notice.

- SELECT & SAVE
  Book early and apply Onboard Credits for added savings.

- PROFESSIONAL ASSISTANCE
  Excursion Specialists are on board to answer questions and escort tours.

- LOCAL TOUR OPERATORS
  Knowledgeable and insured operators with local insights.

- CLARITY & CONVENIENCE

ACCESS THE FILES BELOW:

- STACKED ICONS
- HORIZONTAL ICONS