

# GUIDELINES AT A GLANCE

Updated May 2024

## Rules of the Name: Celebrity Cruises®

- Never abbreviate or use initials
- Both words should appear on the same line
- Never use the brand name in a possessive form
- Include registration mark at first mention in long-form body copy (i.e. website, press release, brochure, etc.)
- See the Celebrity Brand Book for full usage guidance available April 2024

## Brand Logo

- The logo must appear prominently on all communications
- Include the logo on back covers of printed materials
- When other logos are present, ours should be equal in size
- Place the logo on the bottom center of a piece whenever possible



Minimum Clearance= Height of capital C

<b>CELEBRITY BLUE</b> HEX: #002859 PANTONE: 648 CMYK: 100C 65M 0Y 55K	<b>WHITE</b> HEX: #FFFFFF PANTONE: N/A CMYK: 0C 0M 0Y 0K	<b>BLACK</b> HEX: #000000 PANTONE: BLACK CMYK: 75C 68M 67Y 90K
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## X Logo

- Exceptions include merchandise, onboard materials, and small print areas
- Never stack 'X' logo with the brand logo
- Special permission required to use 'X' logo  
Requests can be emailed to [brand@celebrity.com](mailto:brand@celebrity.com)



Download all logos, approved images, and our Brand Book at [CelebrityCruisesContent.com](https://www.celebritycruises.com/content)

## Respect Our Logos, Including the X

As champions of our brand, we look to you to uphold the integrity of all our logo marks.



**NEVER** add a stroke or outline to the logo



**NEVER** rotate or tilt the logo



**NEVER** change the colors



**NEVER** rearrange or alter parts of the logo



**NEVER** obscure, cover or hide the logo



**NEVER** use the logo where it might be walked or driven over



**NEVER** borrow parts of the logo or add elements to the logo

## Fonts

### BRAND FONT



#### Headlines

Leading= 2/3 letter height  
Tracking= 200, in all caps

#### Secondary

Leading= 2/3 letter height  
Tracking=25

### SECONDARY FONT



#### Body Copy

Leading= same as capital letter height  
Tracking= default

Use Century Gothic whenever  
Neutraface is not available

For numbers, use all caps.

## Accolades

Accolades set us apart from the competition by graphically showcasing the recognition we've earned. Please use accolades sparingly, they should never be the focus on a piece.

- Can be used in white or black
- Ensure you are using the most up to date lockup
- 4-Star logo must be used with this disclaimer: Forbes Travel Guide Four-Star Rated ships: Celebrity Apex<sup>®</sup>, Celebrity Ascent<sup>SM</sup>, Celebrity Flora<sup>®</sup> and Celebrity Millennium<sup>®</sup>.

### CONSUMER & TRADE



### TRADE ONLY



## Color Palette

### CELEBRITY BLUE

HEX: #002859  
PANTONE: 648  
CMYK: 100C 65M 0Y 55K

### WHITE

HEX: #FFFFFF  
PANTONE: N/A  
CMYK: 0C 0M 0Y 0K

### TANGERINE

HEX: #E87435  
PANTONE: 158  
CMYK: 3C 66M 99Y 0K

### SOLARIUM BLUE

HEX: #299BE1  
PANTONE: 2995  
CMYK: 90C 11M 0Y 0K

### TEAL

HEX: #13818D  
PANTONE: 322  
CMYK: 82C 28M 38Y 12K

### COOL GRAY

HEX: #A4A4A7  
PANTONE: COOL GRAY 6  
CMYK: 38C 31M 29Y 0K

### BLACK

HEX: #000000  
PANTONE: BLACK  
CMYK: 75C 68M 67Y 90K

## Trademark List

Use the specified <sup>®</sup> or <sup>SM</sup> trademark notice symbol with the first use of the trademark in the communication material.

### Celebrity Cruises<sup>®</sup>

#### Celebrity Edge<sup>®</sup> Series

Celebrity Apex<sup>®</sup>  
Celebrity Ascent<sup>SM</sup>  
Celebrity Beyond<sup>®</sup>  
Celebrity Edge<sup>®</sup>  
Celebrity Xcel<sup>SM</sup>  
Apex<sup>SM</sup>  
Ascent<sup>SM</sup>  
Beyond<sup>SM</sup>  
Edge<sup>®</sup>  
Xcel<sup>SM</sup>

#### Celebrity Millennium<sup>®</sup> Series

Celebrity Constellation<sup>®</sup>  
Celebrity Infinity<sup>®</sup>  
Celebrity Millennium<sup>®</sup>  
Celebrity Summit<sup>®</sup>  
Constellation<sup>SM</sup>  
Infinity<sup>SM</sup>  
Millennium<sup>®</sup>  
Summit<sup>®</sup>

### Celebrity Solstice<sup>®</sup> Series

Celebrity Eclipse<sup>®</sup>  
Celebrity Equinox<sup>®</sup>  
Celebrity Reflection<sup>®</sup>  
Celebrity Silhouette<sup>®</sup>  
Celebrity Solstice<sup>®</sup>  
Eclipse<sup>SM</sup>  
Equinox<sup>SM</sup>  
Reflection<sup>SM</sup>  
Silhouette<sup>®</sup>  
Solstice<sup>®</sup>

### The Galapagos Fleet

Celebrity Flora<sup>®</sup>  
Celebrity Xpedition<sup>®</sup>  
Celebrity Xploration<sup>®</sup>  
Flora<sup>®</sup>

### Trademark Notice Symbols For Other Celebrity Services and Partner Services or Products

AquaClass<sup>®</sup>  
Captain's Club<sup>SM</sup>  
The Celebrity Revolution<sup>®</sup>  
Edge Launches<sup>®</sup>  
Elemis<sup>®</sup>  
Exhale<sup>®</sup>  
F45 Training<sup>®</sup>  
Flights by Celebrity<sup>SM</sup>  
Healthy At Sea<sup>SM</sup>  
Hotels by Celebrity<sup>SM</sup>  
Infinite Veranda<sup>®</sup>  
Le Petit Chef<sup>SM</sup>  
Le Voyage<sup>®</sup>  
Magic Carpet<sup>®</sup>  
Nothing Comes Close<sup>SM</sup>

### Parabolic Ultrabow<sup>SM</sup>

Peloton<sup>®</sup>  
Qsine<sup>®</sup>  
The Retreat<sup>®</sup>  
Riedel<sup>®</sup> Comparative Wine Crystal Workshop  
Riedel<sup>®</sup> Crystal

### Tri-Branded Marks

ChoiceAir<sup>®</sup>  
CruiseCare<sup>®</sup>  
CruisingPower<sup>®</sup>  
Cruising Power<sup>SM</sup>  
Espresso<sup>SM</sup>  
MyCruise<sup>®</sup>  
Save the Waves<sup>®</sup>  
SeaPass<sup>®</sup>  
The Wilderness Express<sup>®</sup>

Download all logos, approved images, and our  
Brand Book at [CelebrityCruisesContent.com](https://CelebrityCruisesContent.com)