GUIDELINES AT A GLANCE

UPDATED JUN 2026

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 on first mention in long-form body copy (i.e. website, press release, brochure, etc.)

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 top center of a piece whenever possible
- Use the logo only in celebrity blue, white or black.



Minimum Clearance= Height of capital C

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



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 use our color in Tangerine.



NEVER shrink our logo



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



NEVER obscure, cover or hide the logo.



NEVER use the logo where it might walked or driven over.

DOWNLOAD ALL LOGOS, APPROVED IMAGES, AND OUR BRAND BOOK AT CELEBRITYCRUISESCONTENT.COM

COLOR USAGE

Our primary colors are Celebrity Blue, Black and White. Tangerine is our accent color.

Please be always mindful of color theory and contrast.

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

WHITE
HEX: #F8F8FF
PANTONE: N/A
CMYK: 0C 0M 0Y 0K

BLACK
HEX: #0B1215
PANTONE: BLACK 6C
CMYK: 60C 40M 40Y 100K

TANGERINE
HEX: #E87435
PANTONE: 158C
CMYK: 100C 65M 0Y 55K

As secondary colors we use Solarium blue and teal.
Use them for accents, details or small areas.

For the retreat use only:

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

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

THE RETREAT RED
HEX: #9B1010
PANTONE: 207C
CMYK: 0C 100M 69Y 33K

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

FONTS

Neutraface is Celebrity Cruises' approved licensed brand typeface and should be used across all guest-facing assets. Live Neutraface font files may not be shared with any party (internal or external) under any circumstances. Any asset created using Neutraface must be provided externally as flat artwork, with the licensed font embedded or converted so that the live font file is not shared. Editable files cannot use Neutraface fonts.

Third parties requiring access to Neutraface will be handled on a case-by-case basis. When a non-licensed font is required, the approved open-source alternatives are Josefin Sans for headlines and Poppins for body copy. No other typefaces are authorized for use.

NEUTRAFACE

APPROVED FOR USE FOR INTERNAL EMPLOYEES ONLY

HEADLINES 1 (H1)
Leading= 2/3 letter height
Tracking= 200, in all caps

HEADLINES 2 (H2)
Leading= 2/3 letter height
Tracking= 25, in all caps

BODY
Leading= 2/3 letter height
Tracking= 25

JOSEFIN SANS

BRAND APPROVED OPEN SOURCE FONT

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

POPPINS

BRAND APPROVED OPEN SOURCE FONT

BODY
Leading= 2/3 letter height
Tracking= 25

TRADEMARK LIST

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

Celebrity Cruises®

Celebrity Edge® Series
Celebrity Apex®
Celebrity Ascent®
Celebrity Beyond®
Celebrity Edge®
Celebrity Xcel®
Celebrity Xcite℠
Edge®

Celebrity Millennium® Series
Celebrity Constellation®
Celebrity Infinity®
Celebrity Millennium®
Celebrity Summit®
Millennium®

Celebrity Solstice® Series
Celebrity Eclipse®
Celebrity Equinox®
Celebrity Reflection®
Celebrity Silhouette®
Celebrity Solstice®
Solstice®

The Galapagos Fleet
Celebrity Flora®

Celebrity River Cruises℠
Celebrity River Cruises℠
Celebrity Compass℠
Celebrity Seeker℠
This is How You River℠
Storyteller Series℠
Celebrity Takeover Series℠
Skillmaster Series℠
Keys to the City Series℠
Celebrity Boundles℠
Celebrity Roamer℠
Celebrity Wanderer℠
Celebrity Atlas℠
Rixer℠
Magic Edge℠

Infinite Balcony℠
Vista Balcony Suite℠
Skylight Infinite Balcony Suite℠
Local Storyteller℠
Destination Insider℠
Discovery Collection℠

Celebrity Venues
The Retreat®
Café al Bacio℠
Boulevard Bar℠
Trattoria Rossa℠
Sunset Park℠
Boulevard Lounge℠
Fine Cut℠
Magic Carpet®
Celebrity Pool Club℠
Hydra Room℠
Vitamin D Deck℠
Le Voyage®
Qsine®

Other Celebrity Services or Products
Captain's Club℠
CruiseCare℠
Poolest Day Ever ℠
Bigger. Better. More Rewarding®
We Didn't Find Your Happy Place, We Built It℠
Infinite Veranda®
AquaClass®
Opa℠
Salud℠
La Dolce Vita℠
Silk & Spice℠

Tri-Branded Marks
Save the Waves®
SeaPass®
CruisingPower®
Espresso®
Royal ONE™
Royal ONE Plus™
Royal ONE Rewards℠

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