

BRAND GUIDELINES

Celebrity **X** Cruises®





TONE OF VOICE



BRAND VOICE PRINCIPALS

The Celebrity Cruises® tone of voice is inspiring, inviting, and confident, with a playful wink.

We avoid clichés and puns, but we're not averse to occasional, clever twists on puns and idioms.

The language used is uncomplicated, and emotive. Less is more.

Our language is always customer centric; we focus on the guests' experiences while sailing the world with Celebrity Cruises.

Our headlines should evoke an emotional response in the reader, and the sub copy should support the headline with concisely detailed copy that's in our brand voice.

BRAND VOICE PRINCIPALS CONTINUED

CONTEMPORARY AND CONCISE

We speak in everyday language without fluff and hyperbole. We keep it simple and get right to the good stuff.

AUTHENTIC AND HUMAN

We're not a soulless corporation. We're travelers who are just as curious about the world as you. We believe in what we say and do and value real connections.

INCLUSIVE AND APPROACHABLE

Our organization is as diverse as the places we visit, so it's only natural that we're open and inclusive. No need to be shy here. We do all we can to make you feel welcome.

PLAYFUL AND DISRUPTIVE

We don't follow. We boldly go our own way and playfully invite you to join us. We're serious changemakers but know better than to take ourselves too seriously.



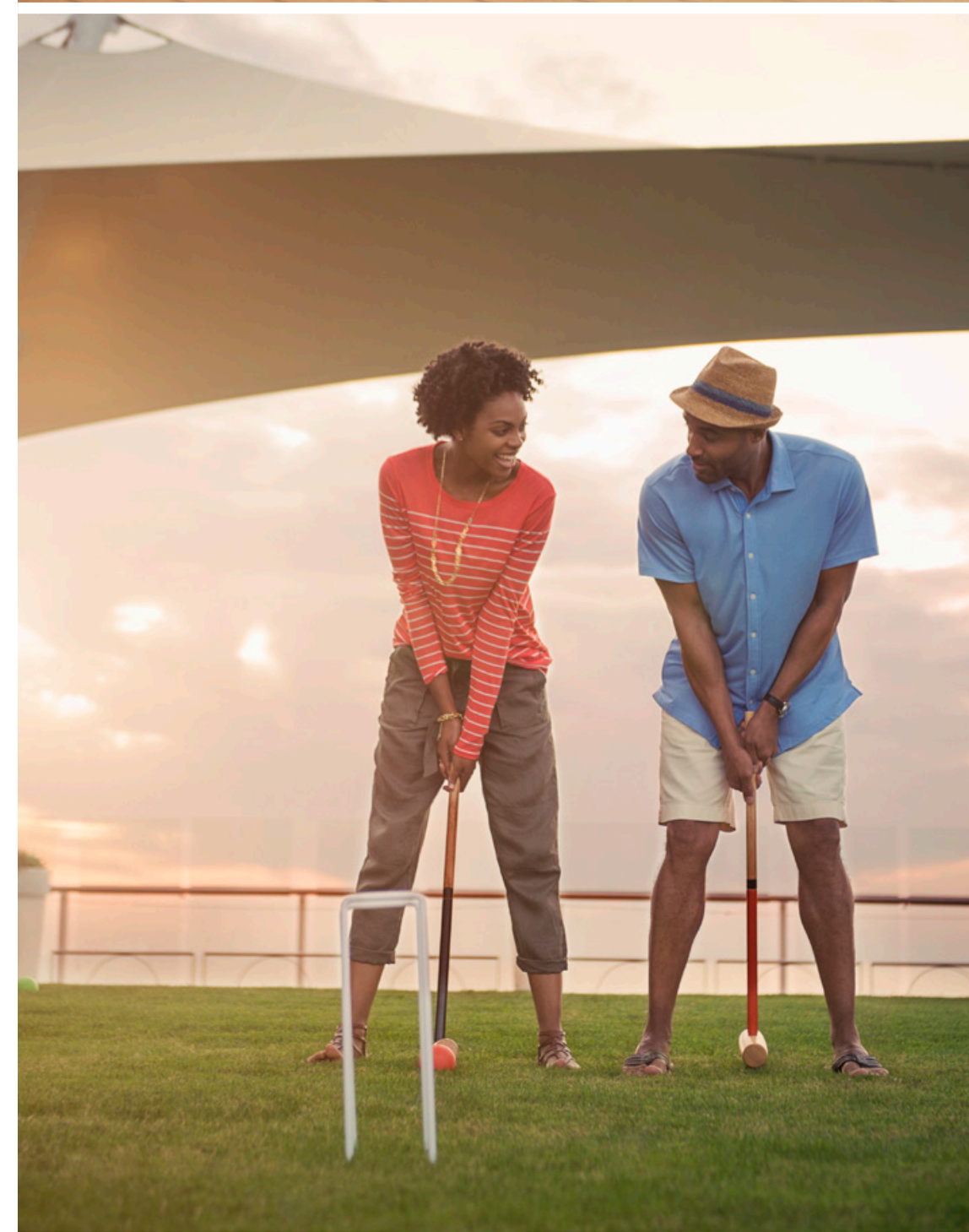


BRAND IMAGERY

DIVERSITY

PHOTOGRAPHY

We should strive for shots that look relaxed and natural, depicting interesting, vivacious people of diverse backgrounds, lifestyles, cultures, and sexualities. Images featuring people should show them enjoying our product in a real way—their behavior and expressions should look genuine and not overly staged.



SHIPBOARD PHOTOGRAPHY

ARCHITECTURAL

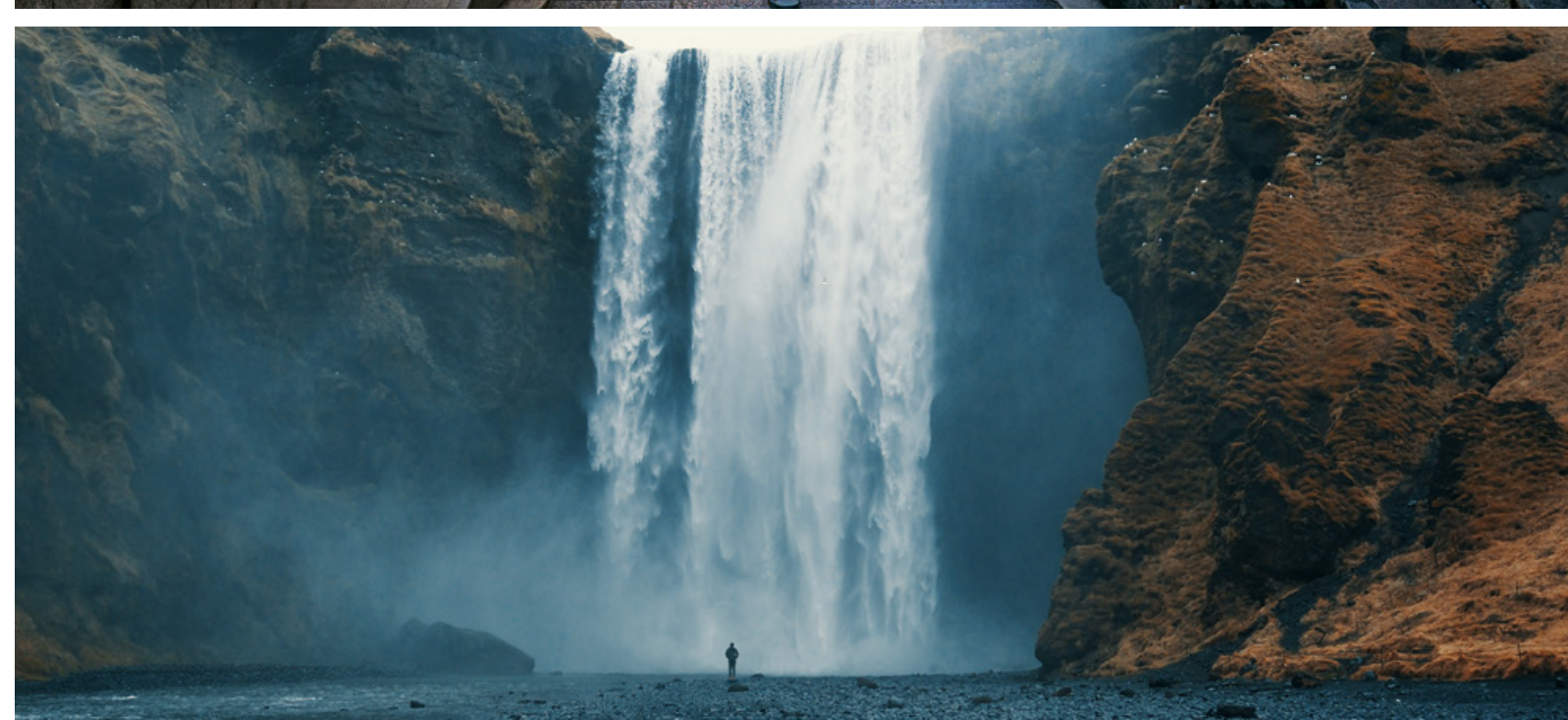
When showing the ship's architectural achievements, we should always use interesting angles that highlight our design features and make them look as aesthetically pleasing as possible. Natural light should be used whenever we can, and the ship should always look heroic and larger than life. We should also shine a light on the entertainment and recreational activities our ship offers. From sweeping shots of our beautiful pool deck, to our theater, to our Grand Plaza bar, our photography should illicit an instant connection, making them want to learn more and book a trip.



DESTINATION

PHOTOGRAPHY

When we shoot destinations, they should be imbued with a sense of aspirational beauty and authenticity, filled with bright colors that snap our senses to action. When we shoot well known landmarks, let's allow people to rediscover them in a completely new way—showing it from a unique perspective by use of bold, interesting angles and crops.



EXAMPLES OF WHAT TO AVOID

Rather than relying on cliché shots that feel like they could belong to just about any cruise line, our images should convey a sense of wonder — but one that is always grounded in reality. We should never use staged, posed shots.





TYPOGRAPHY - LOGOS - COLORS - TRADEMARKS

TYPEFACES

Primary Headline Typeface

NEUTRAFACE TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tracking set to 50 in all caps.

O123456789 (With All Caps)
o123456789 (Without All Caps)

Note: The standard baseline alignment of the number set jumps around. To remedy use the All Caps setting to standardize your numbers.

Sub Headline Typeface

NEUTRAFACE TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tracking set to 25 in all caps.

O123456789 (With All Caps)
o123456789 (Without All Caps)

Note: The standard baseline alignment of the number set jumps around. To remedy use the All Caps setting to standardize your numbers.

Body Copy

Neutraface text book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In order to keep it simple we will use the same font for our body copy in sentence case with the default kerning.

O123456789 (With All Caps)
o123456789 (Without All Caps)

Note: The standard baseline alignment of the number set jumps around. To remedy use the All Caps setting to standardize your numbers.

HEADLINE TYPEFACE

Neutraface is the new typeface of Celebrity Cruises, and it is used across most communication material.

The consistent use will create a familiar and coherent look for the brand.

NEUTRAFACE TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Headlines should be Neutraface Text Bold, with tracking set to 50, in all caps.

Leading should be set so it is 2/3 the height of the letters.

X
2/3 X
HEADLINE LEADING
EXAMPLE

SECONDARY HEADLINE TYPEFACE

Our secondary headline typeface is
Neutraface Text Book, to be used
for subheads.

NEUTRAFACE TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789


Subheads should be Neutraface Text Book, with tracking set to 25, in all caps.

Leading should be set so it is 2/3 the height of the letters.

SECONDARY HEADLINE
LEADING EXAMPLE


BODY COPY AND TYPE SETTING

Body copy will be kept simple and leverage the same typeface as the secondary headline. They will be in sentence case with the default kerning. The leading should be set to the same height of a capital letter.



Journey with Celebrity Cruises and experience luxury and innovation
that's designed to change the way you connect with the world.

Kerning/tracking
The distance between letters



Journey with Celebrity Cruises and experience luxury and innovation
that's designed to change the way you connect with the world.

Leading
The distance between lines

TYPOGRAPHY AND MESSAGING HIERARCHY

Our clear hierarchy of text sizes and styles ensures accurate communication.

In the majority of communications, our type will sit over photography. To ensure legibility we should favor white typography when placing text over imagery.

1. Headline
Neutraface Text Bold
Subhead
Neutraface Text Book

2. Body copy
Neutraface Text Book

3. CTA Neutraface Text Book
Terms and conditions
Helvetica Light

IN THE CARIBBEAN, THE BEACH IS JUST THE BEGINNING

ISLAND-HOP LIKE NEVER BEFORE WITH EXCLUSIVE AND AUTHENTIC EXPERIENCES

When you sail the Caribbean with us, your experiences ashore are just as exclusive as your experiences on board. Every island offers so much more than beautiful beaches, whether it’s crafting your own signature perfume on the French side of St. Martin, uncovering the culinary traditions of the ancient Maya, or hopping aboard a luxury yacht to a secluded tropical hideaway. We know all the Caribbean’s best-kept secrets and offer you the best ways to enjoy them. Explore the islands like a VIP on our customizable Private JourneysSM. Leave the crowds behind and get off the beaten path on our intimate Small Group Discoveries. Savor the fresh local flavors on our award-winning Chef’s Market Discoveries. Come home every day to a stunning ship that perfectly complements the islands you visit. And with more award-winning ships covering every corner of the Caribbean, you can always find the luxury escape you deserve. If you thought paradise couldn’t get any better, think again.

CELEBRITY.COM 1-800-CELEBRITY CALL YOUR TRAVEL ADVISOR

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THE
CELEBRITY LOGO

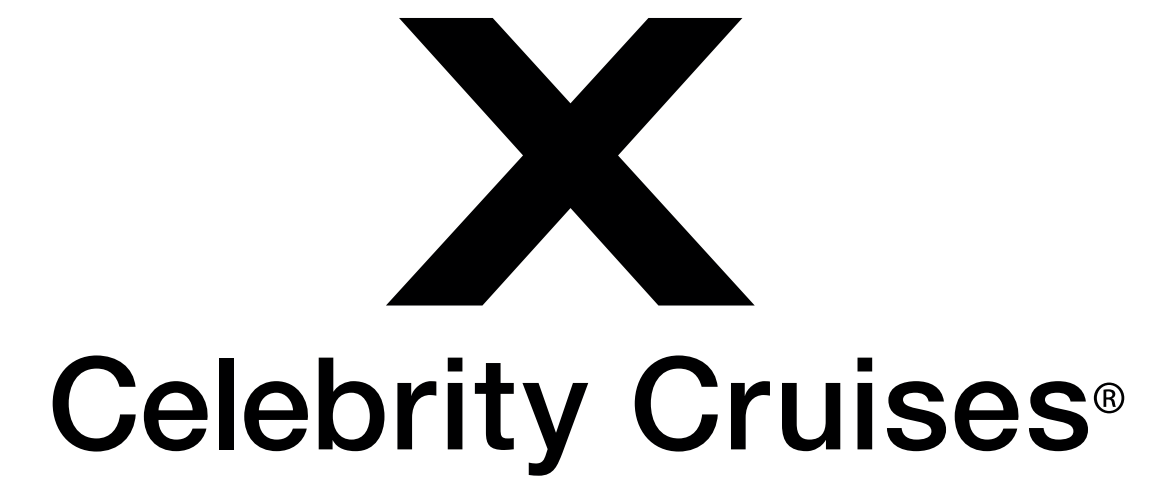
Celebrity **X** Cruises®

Celebrity **X** Cruises®

Celebrity **X** Cruises®

Note: This example is meant
to show a reversed out
version of the logo.
Do not trap logo inside a box.

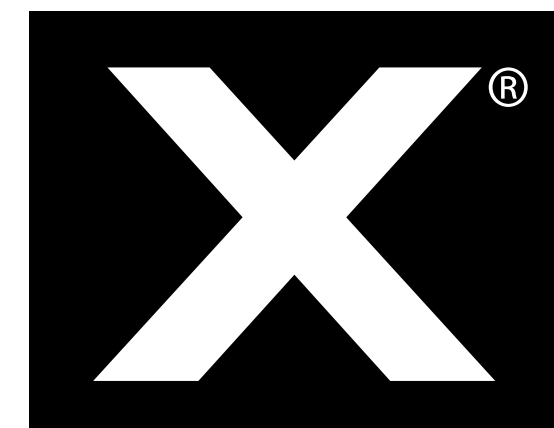
THE ALTERNATIVE
CELEBRITY LOGOS



THE “X” BY ITSELF

Special permission only.

If there are situations that require using the X by itself due to size limitations, please contact the Celebrity Brand Team.



Note: This example is meant to show a reversed out version of the logo.
Do not trap logo inside a box.

COLOR PALETTE

The color palettes listed are the official colors for all Celebrity Cruises marketing materials. You cannot deviate from the list. It all must stay consistent.

Primary Colors

Name	Pantone	Process CMYK	Web/HEX	Use
White		0C 0M 0Y 0K	FFFFFF	Brand Headlines, Body Copy, Call To Action, Logo
Black	BLACK	75C 68M 67Y 90K (May vary depending on publication)	000000	Alternative option: Brand Headlines, Body Copy, Call To Action, Logo
Celebrity Blue	648	100C 65M 0Y 55K	002859	Alternative options: Brand Headlines, Logo

Secondary Colors

Name	Pantone	Process CMYK	Web/HEX	Use
Cool Gray 6	COOL GRAY 6	38C 31M 29Y 0K	A4A4A7	The Retreat, Highlights, Callouts, Body Copy Alternative
Soalrium Blue	2995	90C 11M 0Y 0K	299BE1	Promtional Headlines, Highlights, Callouts
Magic Carpet Orange	158	3C 66M 99Y 0K	E87435	Promtional Headlines, Highlights, Callouts
Teal	322	82C 28M 38Y 12K	13818D	Highlights, Callouts

TRADEMARK LIST

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

Celebrity Edge® Series

- Celebrity Apex®
- Celebrity AscentSM
- Celebrity BeyondSM
- Celebrity Edge®
- ApexSM
- AscentSM
- BeyondSM
- Edge®
- Celebrity Xcel (SM)

Celebrity Millennium® Series

- Celebrity Constellation®
- Celebrity Infinity®
- Celebrity Millennium®
- Celebrity Summit®
- Constellation®
- Infinity®
- Millennium®
- Summit®

Celebrity Solstice® Series

- Celebrity Eclipse®
- Celebrity Equinox®
- Celebrity Reflection®
- Celebrity Silhouette®
- Celebrity Solstice®
- Eclipse®
- EquinoxSM
- ReflectionSM
- Silhouette®
- Solstice®

The Galapagos Fleet

- Celebrity Flora®
- Celebrity Xpedition®
- Celebrity Xploration®

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

- AquaClass®
- AquaSpa®
- AquaSpa® Café
- BoutiqueCSM
- Captain’s ClubSM
- The Celebrity Revolution®
- CruisingPower®
- Cruising PowerSM
- Edge Launches®
- Elemis®
- Exhale®
- F45®
- Flights by CelebritySM
- Frette® bathrobes
- Grohe® massaging showerhead
- Healthy At SeaSM
- Hotels by CelebritySM
- Infinite Veranda®

- Le Petit Chef®
- Le VoyageSM

- Magic Carpet®
- MyCruise®
- Parabolic UltrabowSM
- Peloton®
- Pick Your PerkSM
- Qsine®

- The Retreat®
- Riedel® Comparative Wine Crystal Workshop
- Riedel® Crystal
- Sea & StaySM
- Signature SailingsSM
- Star TreatmentSM
- Xcelerate®

Tri-Branded Marks:

- ChoiceAir®
- CruiseCare®
- EspressoSM
- Save the Waves®
- SeaPass®
- The Wilderness Express®



QUESTIONS?
CONTACT THE CELEBRITY CRUISES' BRAND TEAM.

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