

Celebrity **X** Cruises®

NOTHING COMES CLOSE

Celebrity **X**CEL



CELEBRITY HAS CREATED A
DISTINCT IDENTITY BY COMBINING
SMALL SHIP INTIMACY AND
SERVICE WITH BIG SHIP VARIETY
AND ELEVATING EVERYTHING



OUR ELEVATOR PITCH

Celebrity is different.

As in **“you’ll never want to vacation any other way”** kind of different.

Every detail is elevated beyond what you ever thought a vacation could be.

You’ll enjoy the intimate feel and thoughtful service of a smaller ship, the variety and excitement of a bigger one, and experiences you won’t find anywhere else.

So, if you want to explore the world or get away from it for a little while,

Nothing Comes Close to Celebrity Cruises.

Celebrity  Cruises®

CELEBRITY WILL DELIVER ON
WHAT IT MEANS TO BE

ELEVATED

EXCEEDING EXPECTATIONS OF WHAT A PREMIUM VACATION
CAN BE BY INDULGING YOUR SENSE OF CURIOSITY
THROUGH AN ELEVATED JOURNEY

WE DELIVER VACATIONS THAT ALLOW OUR GUESTS TO
EXPLORE AND **RESTORE** AS THEY WISH

EXPLORE

Explore with invigorating atmospheres and activities.

AND

RESTORE

Restore with quiet peaceful moments and experiences.

BRAND VOICE

HOW WE TALK THE TALK

BRAND PERSONALITY

We're Celebrity Cruises. We've been around the world a time or two and know it like the back of our hand. We love showing our guests a good time and take vacationing very seriously. But if you know us, you know we don't take ourselves too seriously. We enjoy the journey as much as everyone else. Come along and join us.

WE ARE:

WITTY

PLAYFUL

CONFIDENT

RELATABLE

KNOWLEDGEABLE

WE AREN'T:

OVERLY CLEVER

SILLY

ARROGANT

TOO FAMILIAR

PRETENTIOUS

PUBLIC RELATIONS BRAND DESCRIPTION (BOILERPLATE)

About Celebrity Cruises

Celebrity Cruises delivers an elevated premium vacation experience across their fleet of ships travelling to nearly 300 destinations across more than 70 countries spanning all seven continents. Uniquely offering the intimate feel and thoughtful service of small ships, with the variety and excitement of bigger ones—guests can explore the world or get away from it for a little while. With every detail elevated beyond expectations, guests will never want to vacation any other way. An industry pioneer for 35 years, each Celebrity vacation offers experiences you won't find anywhere else aboard ships which continue to shatter industry expectations with the highly anticipated Celebrity Xcel arriving Fall 2025.

Celebrity Cruises is headquartered in Miami and is one of five cruise brands owned by Royal Caribbean Group (NYSE: RCL). Visit [celebrity.com](https://www.celebrity.com) for more information, and connect with us on Instagram, Facebook or LinkedIn.

A woman in a black halter top and pink pants is laughing heartily, pointing towards the camera. Another woman in a purple and white striped dress is laughing in the background. They are in a futuristic hallway with large, arched doorways.

INTRODUCING
TRUE EYE VIEW

True Eye View (TEV) is our approach to video and photography. It's how we visually distinguish ourselves from competitors. This approach is designed to elevate our guests' curiosity and make them feel like they're there.



AUTHENTICITY

Look for images that capture authentic moments. People in the images should look like they have a real connection with one another or the viewer.

Images should also highlight genuine emotion through facial expressions and body language.

Embrace imperfections. We're looking for the moment before or after the "perfect" shot.



HERO LOCKUP

PRIMARY FORMATS



NOTHING COMES CLOSE

YOU'LL NEVER WANT TO VACATION ANY OTHER WAY

The Nothing Comes Close lockup is used a strong visual branding element in our hero imagery. It's often used in upper funnel touchpoints, like brand ads and out of home.



NOTHING COMES CLOSE

YOU'LL NEVER WANT TO VACATION ANY OTHER WAY

The NCC lockup can be used without the Celebrity Cruises logo for jobs where the logo is already being displayed.

NOTHING COMES CLOSE

The NCC lockup can be used without the sub-headline when size makes it too hard to read or in video when there's not enough time to read it.

USE LOGO ART PROVIDED,
DON'T TRY TO BUILD THIS AT HOME.

TYPOGRAPHY

HEADLINES

**YOU'LL NEVER WANT TO
VACATION ANY OTHER WAY**

NEUTRAFACE BOLD

Kerning: 200

All Caps

BODY COPY AND TYPE SETTING

Body copy is Neutraface Regular. They will be in sentence case with the default kerning and leading.

FILMSTRIP HERO SAMPLES

APPROVED IMAGERY WITH LOCKUP



PRINT SAMPLES



Celebrity X Cruises®

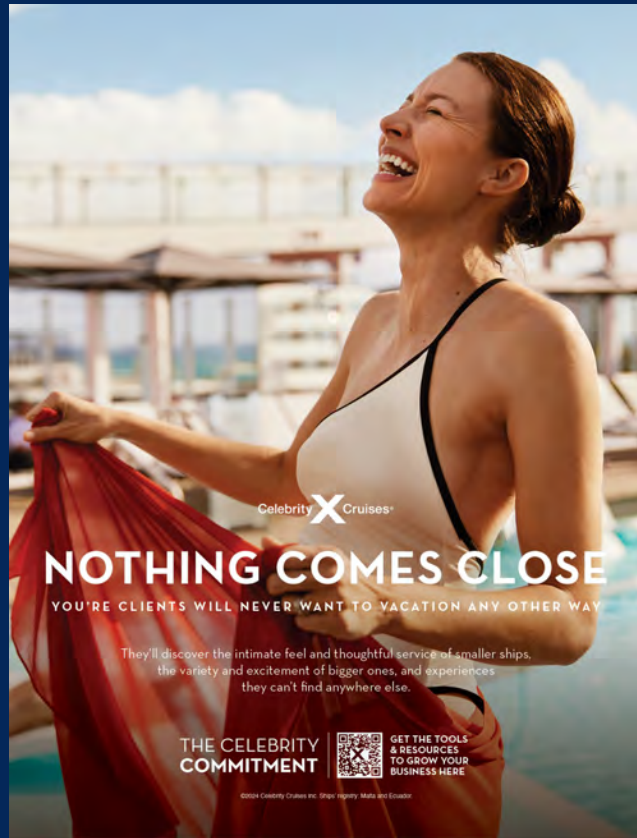
NOTHING COMES CLOSE

YOUR CLIENTS WILL NEVER WANT TO VACATION ANY OTHER WAY

They'll discover the intimate feel and thoughtful service of smaller ships, the variety and excitement of bigger ones, and experiences they can't find anywhere else.

THE CELEBRITY COMMITMENT  GET THE TOOLS & RESOURCES TO GROW YOUR BUSINESS HERE

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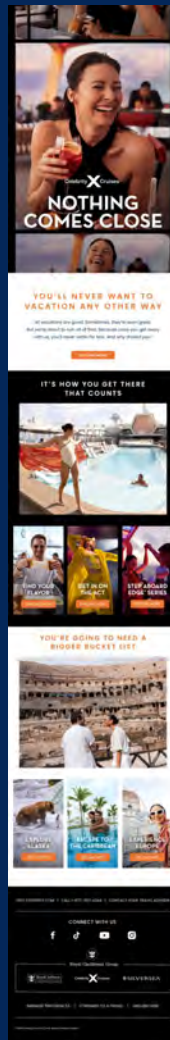
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EMAIL TEMPLATES



HERO
SECTION

BODY
SECTIONS

FOOTER

LET'S MAKE IT LEGAL

Nothing Comes Close is a registered trademark. When using the campaign lockup or Nothing Comes Close in body copy (which must be written in initial capitals, as shown), the following legal line is mandatory. No legal marks are necessary.

Nothing Comes Close is a registered trademark of Celebrity Cruises.