



# COME SEEK

THE *Royal* CARIBBEAN

BRAND GUIDELINES v1.2



Royal Caribbean

INTERNATIONAL

Symphony of the Seas® | Asset ID 42162

TRADE PARTNER VERSION

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SECTION No. 1  
**BACKGROUND**

An underwater photograph showing two divers swimming towards a large shark. The water is clear and blue. The text 'OUR MISSION. INSPIRE ADVENTURE' is overlaid in white, bold, sans-serif font on a semi-transparent blue background.

# OUR MISSION. INSPIRE ADVENTURE

Cozumel, Mexico | Asset ID 38298

**WE BELIEVE** that life is best lived when filled with as much adventure as possible. So **WE INSPIRE** adventures that expand your horizons, bring you to life and connect you to people.



# OUR TARGET: SEEKERS

Being a seeker isn't about age, demographic, or affinity for cruising —it's about attitude. They are culturally curious, new experience-craving explorers who prioritize travel in their lives, finding deep, meaningful value in going new places and seeing new things. They travel to foreign places to learn about other cultures. They bring the whole family together to bond, grow, and gain new perspectives. They believe the collection of these experiences is a huge part of who they are and the identity they reflect to everyone around them.

Cozumel, Mexico | Asset ID 38282



## **Travel**

More likely to seek adventure and new experiences when traveling on vacation.

Ideal feelings on vacation include excited, relaxed, rejuvenated and inspired.



## **Curiosity**

Experiences make up their identity, long after the quick hit of the humble-brag goes away.

Motivated by new destinations, excellent food, learning about culture and personal growth.



## **Influence**

First to try new things, and often influence their friends and family.

About 50% have kids, and want to provide their family with adventurous experiences.



SECTION No. 2  
**COME SEEK**

No. 2 COME SEEK >> WHAT IS COME SEEK?

# COME SEEK

THE *Royal* CARIBBEAN

Blue Hole — Falmouth, Jamaica | Asset ID 36444

## WHAT IS COME SEEK?

Since launching in 2015, Come Seek has challenged cruising clichés with a distinct, clearly defined point of view. But this is not a campaign — it’s an invitation to embrace adventure.



# HOW WE FILTER WORK

Bold adventures deserve bold marketing.

---

## **Does it showcase adventure?**

Showcase new experiences of all sorts — new foods, new cultures and new ways of interacting with nature are all great options.

## **Is it challenging cruising conventions?**

This is not a cruise — to make that claim, we have to back it up by depicting norm-defying experiences.

## **Does it present the destination in a surprising way?**

Come Seek is all about surprising people with unique, unexpected cultural adventures.

## **Does it portray a journey within an experience?**

The ideal creative brings moments to life by conveying powerful emotions, like anticipation, bravery and joy.

## **Does it speak to a diverse audience?**

Focus on featuring a diverse representation, rather than a single target.

## **Is it portraying authentic moments?**

We want to represent real moments with real people — not anything overly polished or staged.





SECTION No. 3

CAMPAIGN ELEMENTS



# CAMPAIGN ELEMENTS

# TONE GUIDANCE

# tone guidance

The Come Seek campaign uses distinct language to portray our brand in an exciting and energetic way that evokes emotion. We use descriptive phrases and vibrant details to engage the reader, while keeping in mind certain distinctions.

## WE ARE

---

Clever  
Conversational  
Friendly  
Adventurous  
Smart  
Emotive

## WE ARE NOT

---

Ha-ha Funny  
Forced Cool  
Overly Familiar  
Extreme  
Pretentious  
Mushy



# HEADLINES AND HOW THEY WORK

Headlines can be playful and fun. They may challenge convention and inspire the reader. Or they might remix a cliché. But they always say things in a distinct manner.

- Don't sacrifice clarity for the sake of cleverness — the reader needs to understand what you're saying
- Our headlines omit all punctuation, so no hyphens, periods, commas, colons, etc. — grammar teachers will cringe, but the clean layouts will thank you
- The exception is the use of question marks when we write interrogative headlines for our yearly WAVE campaign, "Stop Wondering. Start Wandering."
- One option is to give an old saying a new spin
- Another is to use imperative phrases
- Rhyming and alliteration are useful too, as long as the language is bold and paints a picture

## HEADLINE EXAMPLES

*Classic Campaign Style*

THIS IS NO WAVE  
LEFT UNTURNED

*Imperative / Product-focused*

WEEKEND LIKE  
YOU MEAN IT

*Challenger Statement*

YOU ARE YOUR OWN  
SEARCH ENGINE

*Stop Wondering. Start Wandering.*

WHAT IF YOU PICK  
NOW OVER NEVER?

## WRITING BODY COPY

Body copy should be distinctive, but approachable. The tone is neither fancy nor dumbed down. It conjures imagery and moments. It's purposeful but still descriptive.

---

- Write as if you're speaking to a friend about an unexpected adventure.
- Avoid clichés and describing things the same old way. Whether through clever turn of phrase or rich description, say things in fresh ways.
- The language should be conversational.
- Content may adjust for the audience, but our voice should remain consistent.



# BRAND COPY EXAMPLES

FOR CURRENT TRADEMARKS IN USE  
BY ROYAL CARIBBEAN, VISIT

[WritelRoyal.com](https://WritelRoyal.com)

## SHIP FOCUSED

This is not a cruise. This is a perception remixing, memory maxing mic drop. It's adrenaline amping thrills. Edge-of-your-seat-inducing entertainment. And dining that hits all the high notes.

This is *Symphony of the Seas*®.

## WHY IT WORKS

The copy opens with a Come Seek pillar. What follows is a string of colorful, unexpected phrases that convey energy in a unique way, like “memory maxing” and “edge-of-your-seat-inducing”. Also be sure to close with a brand statement about the ship, or an invitation to Come Seek the Royal Caribbean.

## DESTINATION FOCUSED

This is not the Caribbean. This is Piton peaking in St. Lucia, and rainforest roaming in St. Kitts. Bonaire flamingo bonding, and natural bridge bounding in Aruba. Come Seek the Royal Caribbean®.

## WHY IT WORKS

Focusing on destination, this copy opens with “This is not the Caribbean,” another Come Seek pillar. Phrases like “Piton peaking” and “rainforest roaming” use alliteration to add some brand personality.

## EMOTIONAL FOCUS

Sometimes, you have to disconnect to reconnect. Go for bolder bonding with the ones you love most on a whale shark dive in Cozumel. Link up with locals to learn how to dance salsa in San Juan, Puerto Rico. Fuel your competitive side onboard with glow-in-the-dark laser tag or share the thrill of racing to the bottom of the tallest slide at sea. Open yourself up to new adventures —and discover why Royal Caribbean was voted Best Overall 16 years running by Travel Weekly. Come Seek the Royal Caribbean®.

## WHY IT WORKS

This copy delivers on our Phase Three strategy, drawing on emotive language to tell a deeper, richer story — but never sacrificing the energy or vibrancy that has been our campaign's calling card.



# RETAIL COPY EXAMPLES

FOR CURRENT TRADEMARKS IN USE  
BY ROYAL CARIBBEAN, VISIT

[WriteltRoyal.com](https://WriteltRoyal.com)

Retail promotions drive a large portion of our business, and communicating offers requires balance. Always highlight the value of the offer, but never make us sound tacky. We want to be sure we maintain the brand tone so we don't lose our greatest selling point — one-of-a-kind, unforgettable adventures — in lieu of a value opportunity.

## CAMPAIGN PILLAR

This is not a cruise. This is making a break from the cold and into the bold. Right now, you can save big on a winter-ditching getaway with 50% off your second guest — plus a bonus up to \$100 to spend at sea on *Anthem of the Seas*<sup>®</sup>. Ask your travel advisor for more ways to save. Come Seek the Royal Caribbean<sup>®</sup>.

## MULT-COMPONENT OFFER

You could scroll through memories. Or you can make your own. Get in touch with your wild side as you explore lush jungle trails in Belize — then discover the depths of your courage onboard by plunging down the tallest slide at sea, *Ultimate Abyss*<sup>SM</sup>. You'll save big on every adventure, because the WOW Sale is back. Book now and score up to \$300 off your next getaway, plus 50% off your second guest. And bring the whole family, because kids sail free.\* Come Seek the Royal Caribbean<sup>®</sup>.

## WHY IT WORKS

This example leans into one of our Come Seek pillars (This is not a cruise) and builds off of it using colorful language. Offer language is woven in in a way that still conveys energy through brand-appropriate word choice. When explaining offers, don't bog down the body copy by listing each component — that's what the lockup is for. Select any highlights or a component that may need further clarification.

## WHY IT WORKS

Similar to the brand example on the previous page, this retail copy delivers on our Phase Three strategy by tapping into the emotional benefits of adventure. Notice that it does so with a lighter touch in order to make the transition into offer language feel natural — too emotional and it could get jarring.



# TRADE FACING COPY EXAMPLES

FOR CURRENT TRADEMARKS IN USE  
BY ROYAL CARIBBEAN, VISIT

[WritelRoyal.com](https://WritelRoyal.com)

Travel agents, whom we should always address as travel partners, are a critical part of our business. So it's important to keep them well informed of our latest promotions and news — and to show appreciation for selling their clients on our product. Because of their expertise, you should prioritize information differently. For example, there's no point in describing Caribbean locales to someone who's been selling that product for years.

## MARKETING FOCUSED

This is not a cruise. This is the Caribbean adventure of a lifetime onboard the world's most incredible ships. It's The Perfect Storm<sup>SM</sup> waterslide trio, family fun by the gallon at Splashaway Bay<sup>SM</sup>, and dining that takes your clients from Italy to Wonderland. All while exploring the Caribbean's best shores.

## WHY IT WORKS

When marketing to travel partners, keep in mind that — though they may need a vacation of their own — this product is for their clients, not them. Again, destination is their business and they know it well, but feel free to be descriptive of ship features.

## APPRECIATION FOCUSED

We've got plenty to celebrate this holiday season, and there's no one we'd rather share it with than you and your clients. We couldn't have done it without your passion for crafting one-of-a-kind experiences and entrusting those experiences to Royal Caribbean. Here's to a new year filled with adventure.

## WHY IT WORKS

Frequently we let travel partners know just how grateful we are for their business. This should convey appreciation for their loyalty to the brand, and focus on our shared success.





## THE TOPIC OF CTAs

CTAs are how we urge the reader to take the action we're trying to drive. It can be direct, or it may feature a bit of brand tone, but remember that clarity is key.

- CTA's should have a maximum of 3 parts when Royal Caribbean speaks directly to consumers.
- There is flexibility in determining which CTA style works for a particular communication — or if a CTA is necessary in a particular piece of work.
- Trade collateral typically only drives to the agency, and we provide editable fields for travel partners to insert their info.
- Avoid using "[www.](#)" in URLs — and be sure to initial cap your URL to help with ease of reading.

✘ Visit [www.royalcaribbean.com](http://www.royalcaribbean.com)

✔ Visit [RoyalCaribbean.com](http://RoyalCaribbean.com)

### CTA EXAMPLES

*Standard 3-part CTA*

**Call us at 1-800-Royal-Caribbean**  
**Visit [RoyalCaribbean.com](http://RoyalCaribbean.com)**  
**Contact your travel advisor**

*Trade collateral CTA*

**Contact your travel advisor today.**

*Enter Agency Name Here*

*Enter phone and/or email*



# ADDRESSING TRAVEL PARTNERS

We've already mentioned the importance of travel partners to our business — for many consumers they're the first step in booking a vacation. To show our appreciation and respect for these dedicated individuals, we no longer call them agents and instead use standardized language when speaking of them or to them.

## CONSUMER FACING

### Travel Advisor

This is the title we use any time we're referring to travel agents in a communication to consumers or guests.

#### *Consumer Facing Example*

Contact your **travel advisor** to book your adventure today

## TRADE FACING

### Travel Partner

When speaking directly to travel agents, we want to use this title to acknowledge their partnership in helping us deliver great vacations to their clients.

#### *Trade Facing Example*

Royal Caribbean is celebrating 50 years of big, bold adventures — and appreciation for you, our valued **travel partners**.



# CAMPAIGN ELEMENTS FORMULA FOR DESIGN



# ONLINE DIGITAL LIBRARY

All assets featured in the campaign guidelines are available on our Digital Library at [RCCLLibrary.com](https://rccllibrary.com).

Here you can browse, preview, download and share assets. Below are some quick tips to get you started.

## Registration

From the login page, click the *Self Registration* button and complete the form. Then scroll to read the *User Agreement* and check the box to confirm you agree to the terms. A temporary password will be emailed to you shortly.

## Access

Go to [RCCLLibrary.com](https://rccllibrary.com), click the Royal Caribbean logo and log in using your Digital Library username and password.

## Search Options

There are multiple ways to search for the assets you need.

### KEYWORD SEARCH

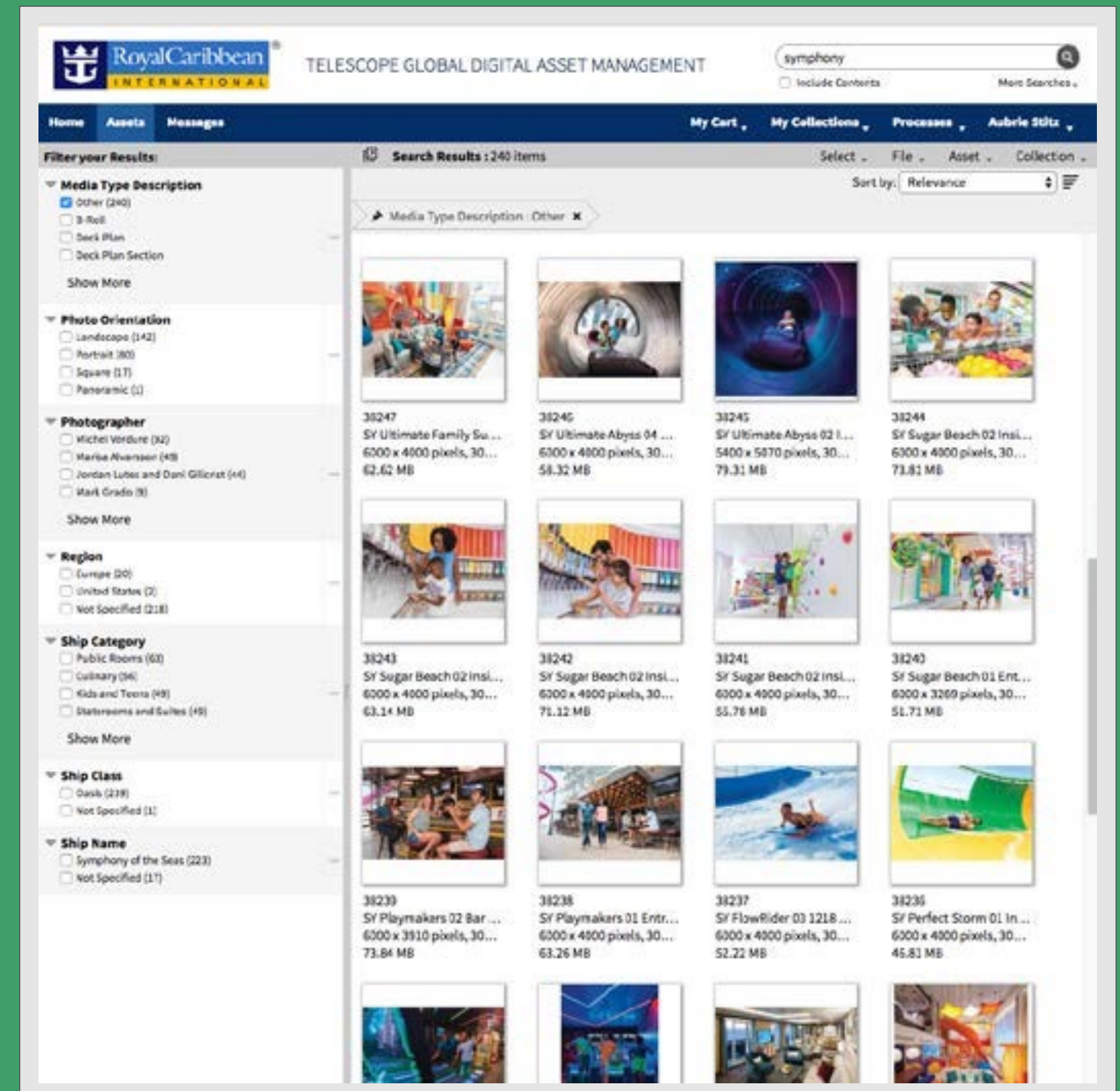
To use the *Keyword Search*, type in some descriptive words (ex. “Harmony Flowrider”) in the text field in the upper right and click the magnifying glass icon.

### FILTER YOUR RESULTS

For a broader search, you can *Filter Your Results* by clicking *Assets*, the second tab in the top left navigation bar. Here you can curate results by media type, region, ship names and ship categories.

### ASSET IDs

Lastly, you can search by any *Asset ID* number, many of which are referenced in these guidelines.



[RCCLLibrary.com](https://rccllibrary.com) is intended for internal use only.



DO NOT ALTER THE INTEGRITY OF THE LOCKUP

# COME SEEK LOCKUP

The Come Seek lockup is big and bold, making it a strong visual branding element. It is often used in upper funnel touchpoints, like brand ads and out of home.

Download all logos at [RCCLLibrary.com](https://rccllibrary.com)

## LOCKUP COLORS

### WHITE

For use over photographic or colored backgrounds, such as in OOH, posters and ads.



### GRAY OR NAVY

For use on white backgrounds. Do not use on photographic backgrounds — rather retouch the image to address any legibility concerns.



## 'COME SEEK' HOLDS A REGISTRATION MARK

### RECOMMENDED TREATMENT

The preferred way to represent this in marketing is by including the following trademark statement in the terms and conditions, which eliminates the need to use ® in copy or on the lockup.

Come Seek is a registered trademark of Royal Caribbean.

### ALTERNATE TREATMENT

If needed, you can place the ® symbol in copy or on the lockup instead.

Come Seek® the Royal Caribbean®

Horizontal Lockup with ®  
Asset ID 44381



Vertical Lockup with ®  
Asset ID 44381



Asset ID 27293

### HORIZONTAL LOCKUP (WITHOUT ®)

#### HORIZONTAL MINIMUM SIZE

Do not reproduce the logo smaller than the following:

Digital 240px x 57px | Print 3.3" x 0.78"



Asset ID 27292

### VERTICAL LOCKUP (WITHOUT ®)

#### VERTICAL MINIMUM SIZE

Do not reproduce the logo smaller than the following:

Digital 120px x 251px | Print 1.7" x 3.5"



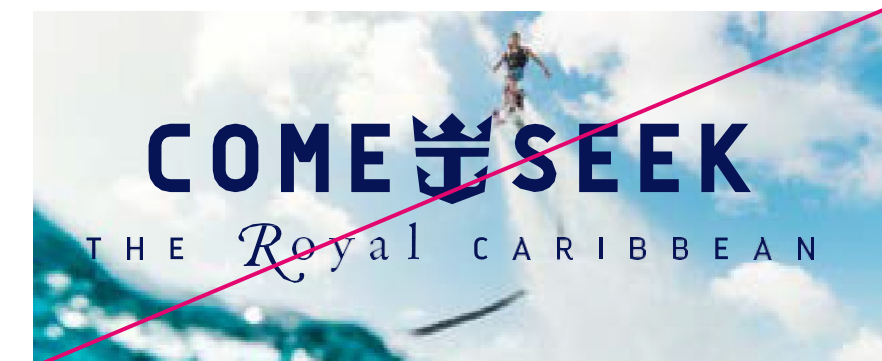
DO NOT ALTER THE INTEGRITY OF THE LOCKUP

## COME SEEK LOCKUP

The Come Seek lockup should always be used with the corporate logo, but should never replace it or be placed directly beside it in layout.

Visit pages 56 & 64-68 for how to use the Come Seek lockup in layout.

Download all logos at [RCCLLibrary.com](https://rccllibrary.com)



### LOCKUP COLOR

**NEVER** change the color of the lockup. The lockup should only be used in white, navy or gray.

### LOCKUP DESIGN

**NEVER** remove or rearrange parts of the lockup (whether in the horizontal or vertical version), or use any portion of the lockup in isolation.

### LOCKUP PAIRING

**NEVER** place the Come Seek lockup and corporate logo side by side in layout. But be sure to provide ample hierarchy and contrast in size within the piece. See pages 56 & 64-68 for examples.

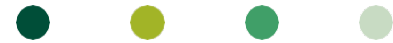
### LOCKUP LEGIBILITY

**NEVER** place the navy or gray Come Seek lockup over a photographic background. Rather, the image should be retouched to address any legibility concerns. If not possible, then an alternate image should be used.

# COLOR PALETTE

## Print

### RAINFOREST (GREEN)



C 89	C 29	C 68	C 29
M 19	M 1	M 0	M 2
Y 72	Y 100	Y 71	Y 24
K 60	K 18	K 18	K 3

### OCEAN (BLUE)



C 100	C 52	C 74	C 35
M 90	M 0	M 55	M 9
Y 0	Y 1	Y 0	Y 0
K 55	K 0	K 0	K 0

### HIBISCUS (PINK)



C 67	C 30	C 0	C 0
M 95	M 100	M 100	M 75
Y 4	Y 0	Y 24	Y 21
K 16	K 20	K 4	K 0

### SUNRISE (YELLOW)

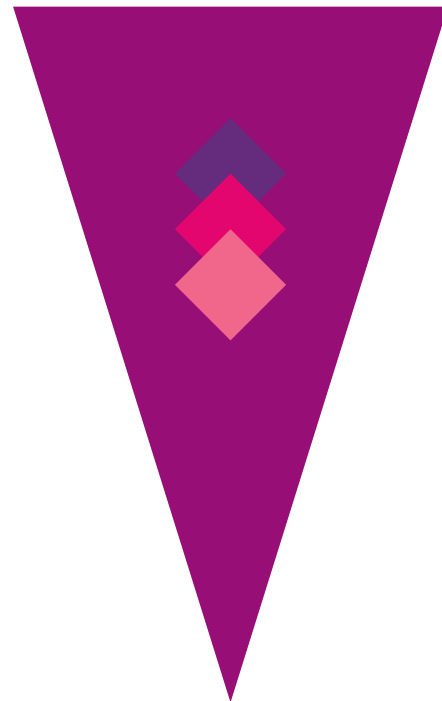
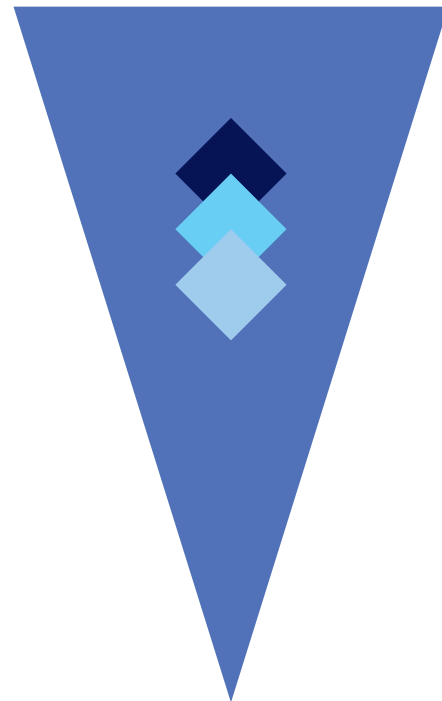
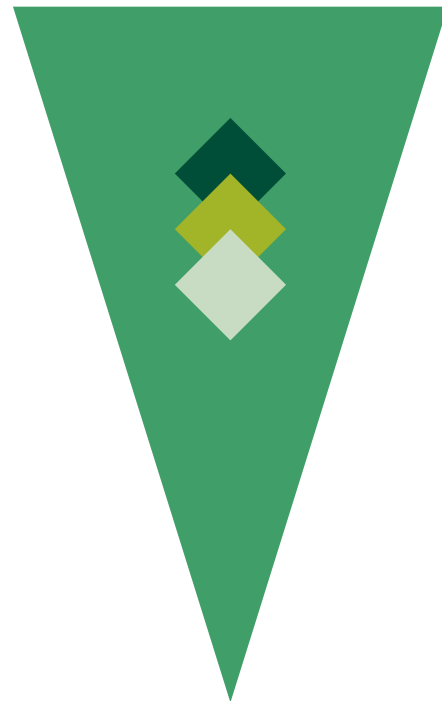


C 6	C 0	C 0	C 0
M 35	M 22	M 16	M 4
Y 99	Y 100	Y 65	Y 27
K 18	K 2	K 0	K 0

### SUNSET (ORANGE)



C 0	C 0	C 0	C 0
M 95	M 77	M 76	M 51
Y 94	Y 97	Y 100	Y 100
K 28	K 15	K 0	K 0



PMS 343 383 7730 559

281 297 2125 277

520 7649 214 1915





1245 7549 141 7401

7620 7580 166 144





# COLOR PALETTE

## Web





### RAINFOREST (GREEN)

			
R 4	R 168	R 20	R 173
G 73	G 173	G 133	G 202
B 53	B 0	B 52	B 184





### OCEAN (BLUE)

			
R 29	R 60	R 72	R 113
G 30	G 176	G 89	G 197
B 83	B 224	B 163	B 232





### HIBISCUS (PINK)

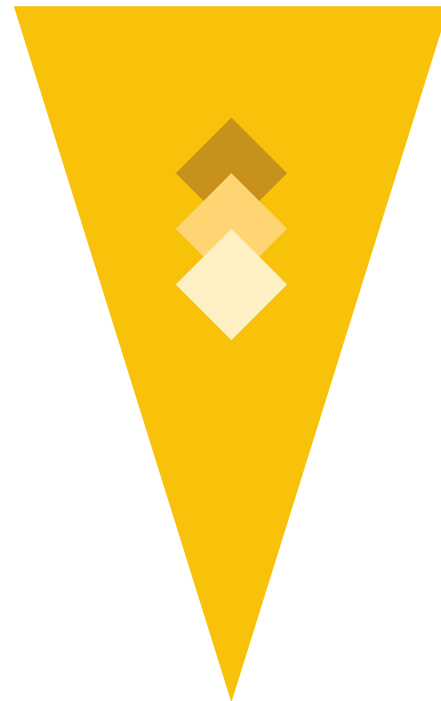
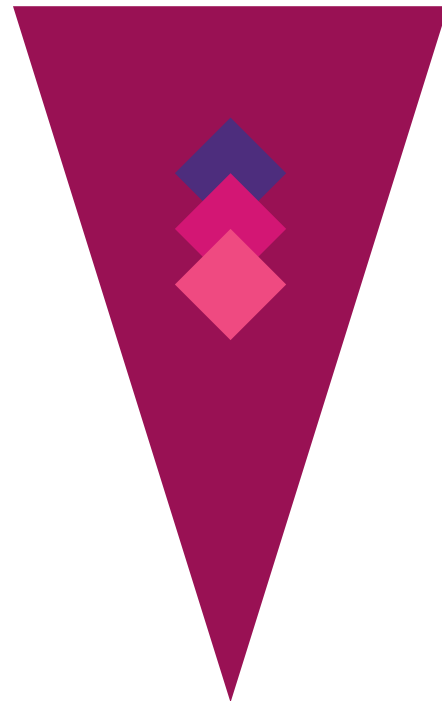
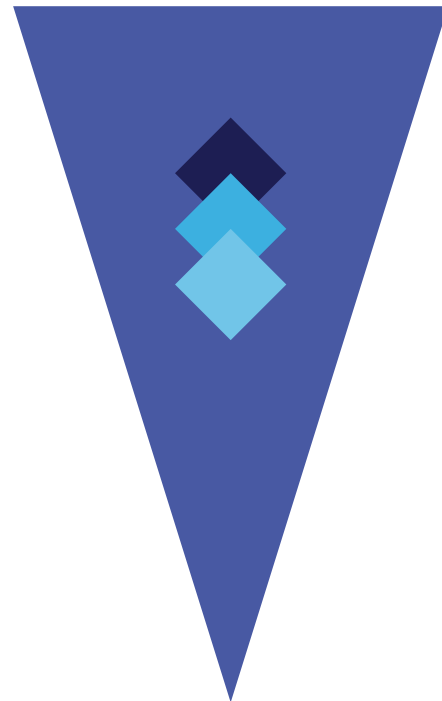
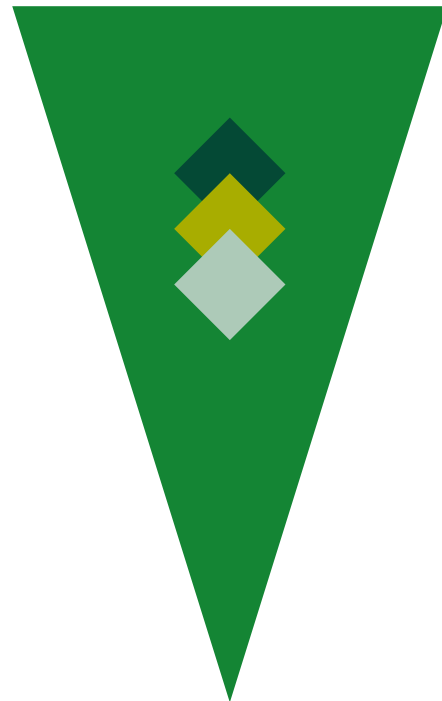
			
R 77	R 153	R 211	R 239
G 45	G 17	G 22	G 74
B 125	B 84	B 116	B 129

### SUNRISE (YELLOW)

			
R 199	R 249	R 255	R 255
G 145	G 194	G 213	G 240
B 27	B 10	B 115	B 195

### SUNSET (ORANGE)

			
R 154	R 183	R 227	R 237
G 17	G 49	G 82	G 139
B 21	B 44	B 5	B 0



HTML 115740 A8AD00 4B9560 ADCAB8

131E29 71C5E8 5461C8 ABCAE9

642F6C 8A1B61 CE0F69 EF4A81

C69214 FFB500 F2C75C F5E1A4

B7312C C05131 E35205 ED8B00



# TYPOGRAPHY

Fonts can be purchased  
at the following links

DARWIN <http://www.myfonts.com/fonts/los-andes/darwin/>  
KAPRA <http://www.myfonts.com/fonts/blazej-ostoja-lniski/kapra/>

## HEADLINE FORMULA

**ONLY WRITE HEADLINES IN WHITE, ALL CAPS & KAPRA REGULAR**

TYPEFACE	COLOR	POINT SIZE*	LEADING	KERNING
KAPRA REGULAR	WHITE	50	The leading should be equal to the x height.	200

\*Font sizes for headline are based on an 8x10 ad and the sizes should be scaled proportionally.

## SUBHEAD FORMULA

**SUBHEADS ARE SET IN ALL CAPS AND DARWIN BOLD.**

TYPEFACE	COLOR	POINT SIZE (+ 5)	LEADING	KERNING
DARWIN BOLD	WHITE NAVY BLUE (on white background)	18 (+ 5)	23	150

## BODY COPY FORMULA

Body copy is set in Darwin Light on solid color backgrounds, and Darwin Regular on photographic backgrounds, to aid legibility. Body copy should be left aligned.

In some cases, body copy that is 5 lines or less can be centered, with special attention to keep ragging even while avoiding dashes or numbers on margins.

TYPEFACE	COLOR	POINT SIZE (+ 5)	LEADING	KERNING
Darwin Light (on solid color backgrounds)	WHITE	10 (+ 5)	15	40
Darwin Regular (on photographic backgrounds)	85% BLACK (on white background)			

# TYPOGRAPHY

Fonts can be purchased  
at the following links

DARWIN  
GO THAM

<http://www.myfonts.com/fonts/los-andes/darwin/>  
<https://www.typography.com/fonts/gotham/styles/>

## CALL TO ACTION FORMULA

CTA is set in **Darwin Bold**

Book your adventure at [RoyalCaribbean.com](http://RoyalCaribbean.com)

The space between the dots and the CTA  
is equal to the x height of the CTA.

	COLOR	STROKE	TYPE
LEADER DOTS FORMULA	WHITE	1 PT	DOTTED

Length of both leader dot lines should be equal. Adjust the length as necessary based on layout.  
If the CTA extends to two lines, the leader dot lines should frame the top line.

COLOR	POINT SIZE	(+ 5)	LEADING	KERNING
WHITE NAVY BLUE (on white background)	12	(+ 5)	17	75

## PHOTO CAPTION FORMULA

Captions are set in Darwin Regular.

Our private destination, Labadee®

COLOR	POINT SIZE	LEADING	KERNING
WHITE Placed inside the hero.	7	N/A Captions should not exceed one line.	40

Captions should be written with initial caps and use em dashes to separate caption components such as destination from location or dish from food. (Ex. Arctic Mocha Roll — Jamie's Italian by Jamie Oliver)

## LEGAL COPY FORMULA

Legal is set in Gotham Condensed.

Features vary by ship. ©2019 Royal Caribbean Cruises Ltd. Ships' registry: The Bahamas.

COLOR	POINT SIZE	LEADING	KERNING
WHITE 85% BLACK (on white background)	7	7	0

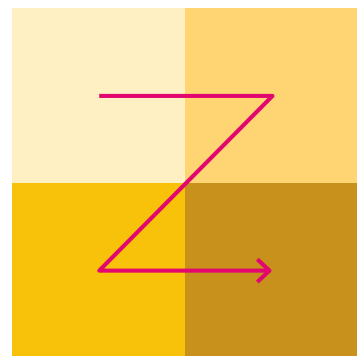
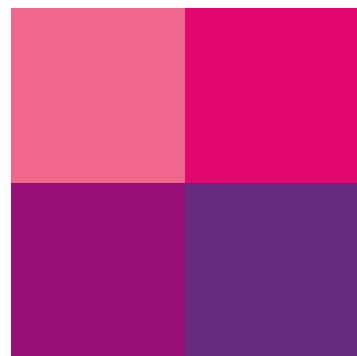


# FULL BORDER

The cool thing about this design element is it allows us to reinforce the vibrancy of the campaign while creating separation between our work and its environment.

See pages 55-56, 59-62 and 64-68 for examples of a full border in ads, flyers, posters and OOH.

**DO NOT MIX COLOR FAMILIES OR ALTER ORDER OF BORDER COLORS**

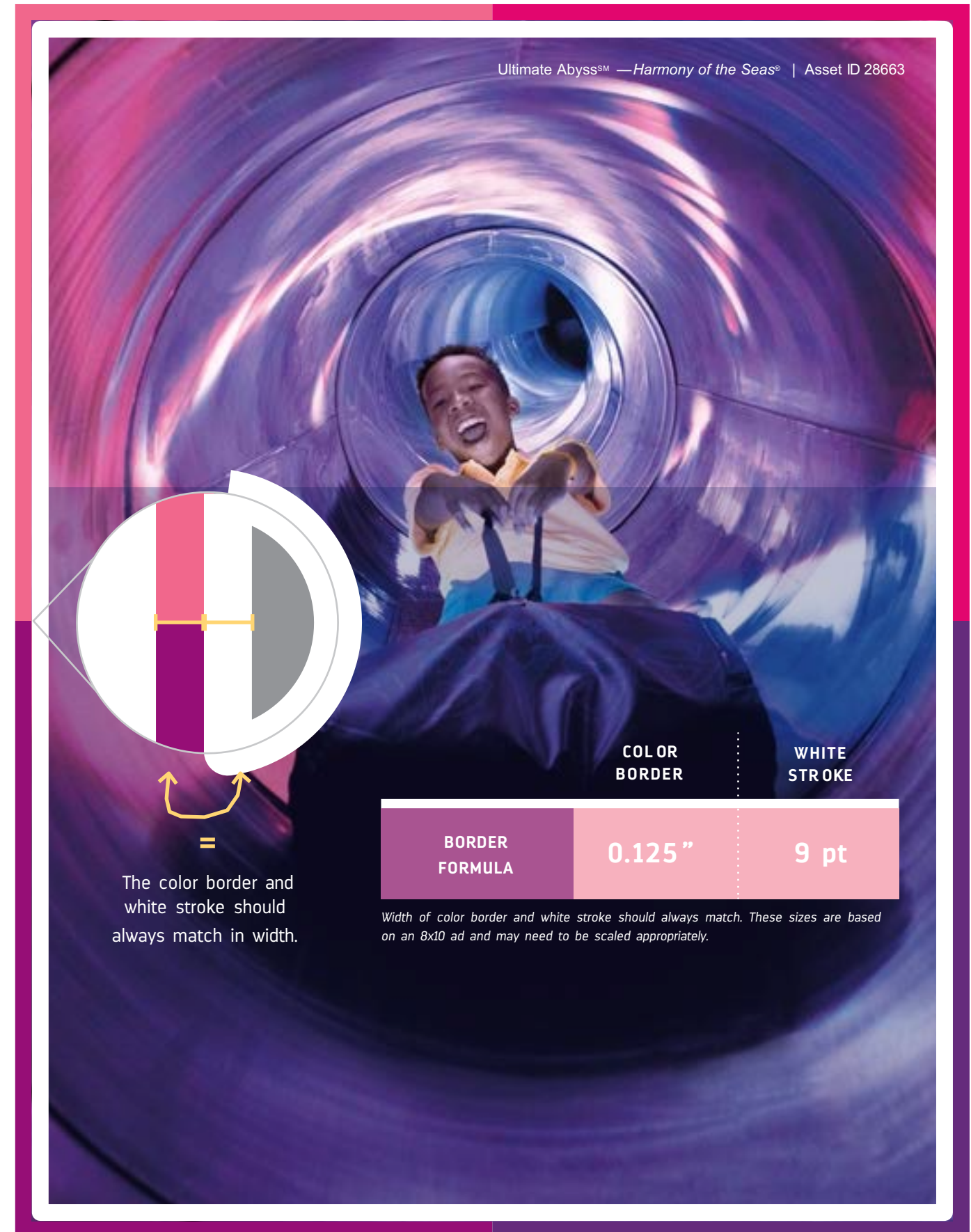


### **BORDER COLOR ORDER**

Color flows from left to right, light to dark.

### **BORDER COLOR SELECTION**

The border color family should complement the photography it surrounds.



Ultimate Abyss<sup>SM</sup> —Harmony of the Seas<sup>®</sup> | Asset ID 28663

COLOR  
BORDER

WHITE  
STROKE

BORDER  
FORMULA

0.125"

9 pt

The color border and white stroke should always match in width.

Width of color border and white stroke should always match. These sizes are based on an 8x10 ad and may need to be scaled appropriately.



# FULL BORDER USAGE

## COLOR FAMILIES

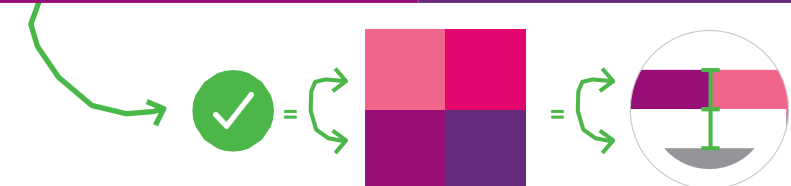
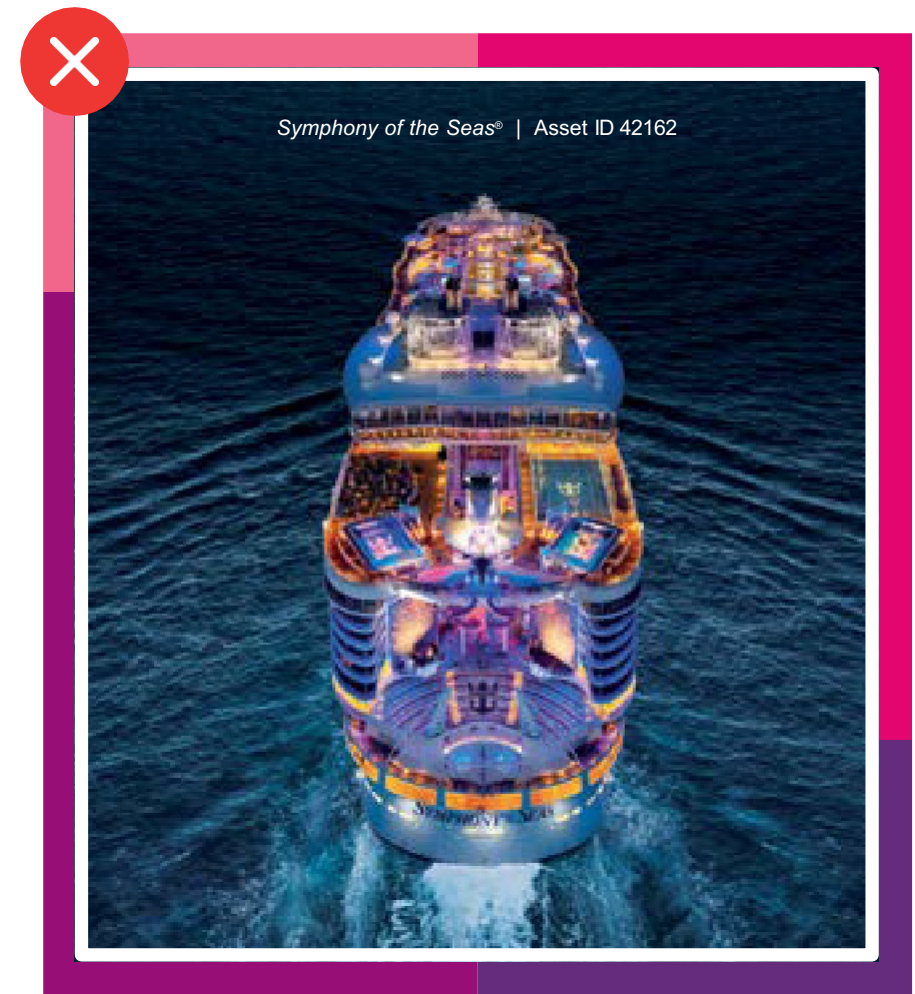
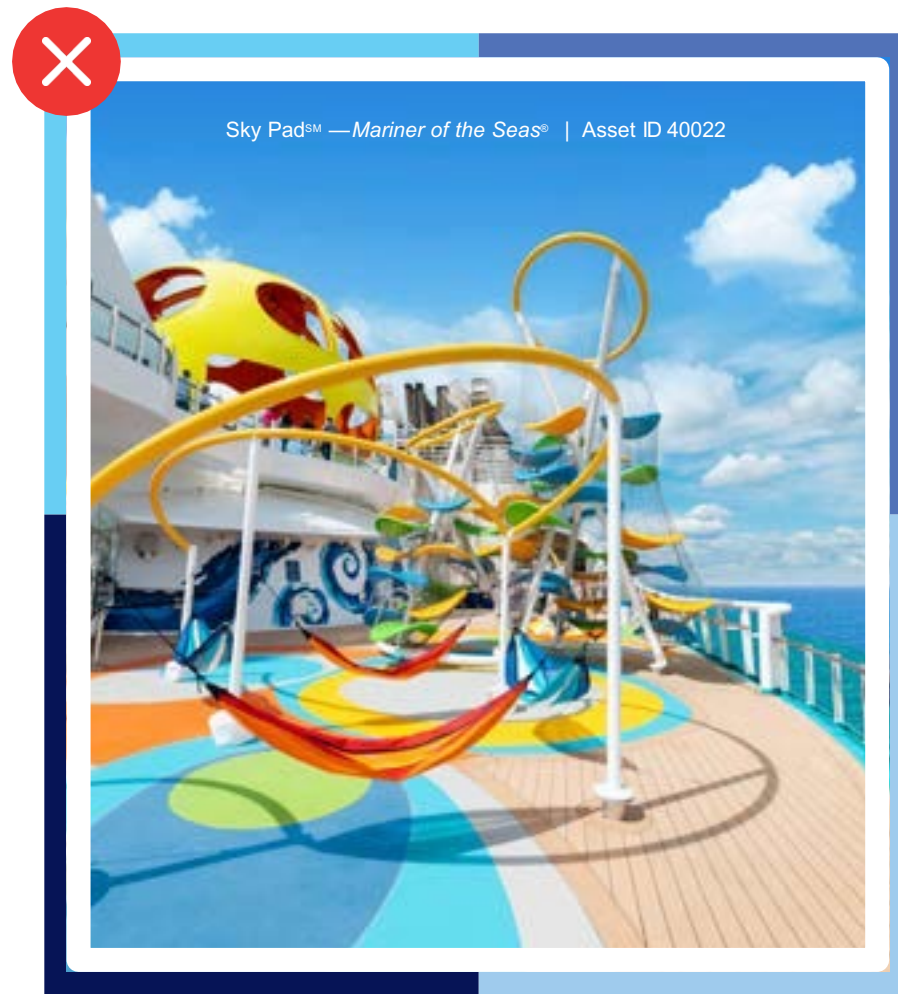
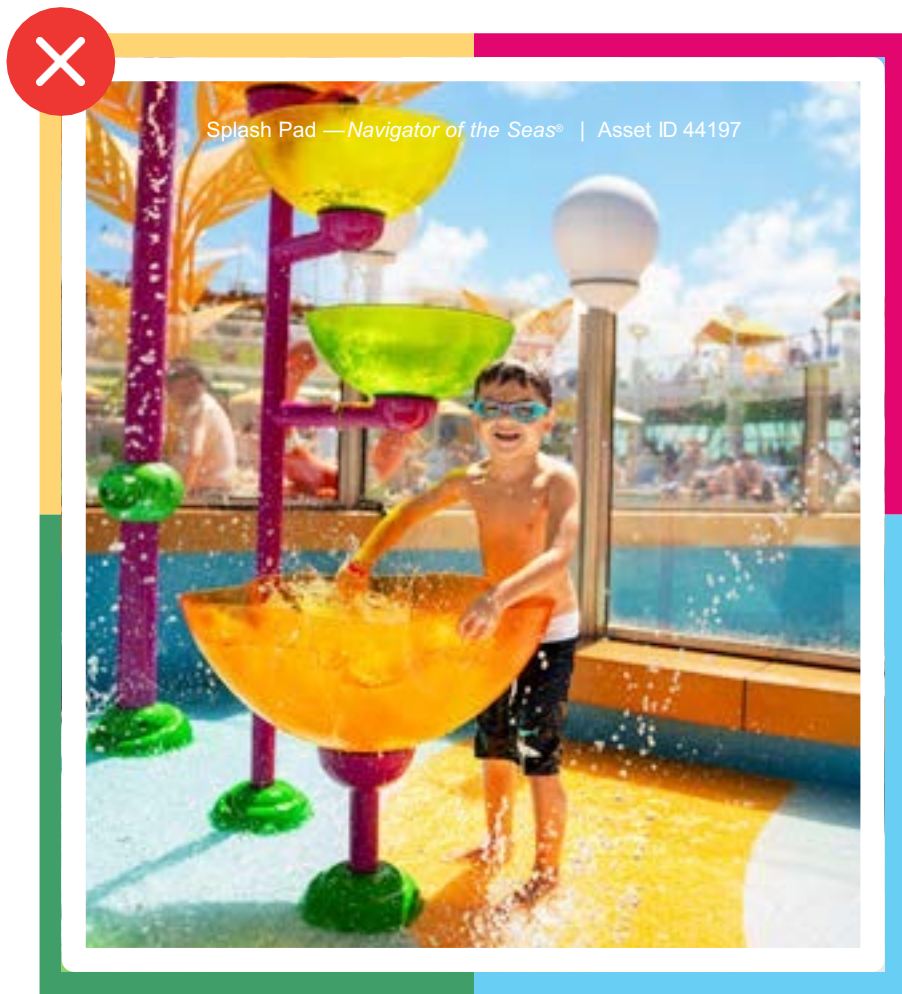
**NEVER** mix Come Seek color families. Borders should be built from one family only so they don't distract from the star of the show — our photography.

## BORDER ORDER

Consistency is key. **NEVER** rearrange or alter the order of the border colors. Please refer to page 27 for the correct color order.

## BORDER DESIGN

The color border and white border should be equal in width and height. All four color quadrants should be equal in height.

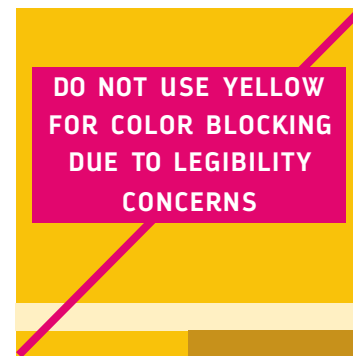


# QUARTER BORDER WITH COLOR BLOCK

We developed the quarter border so we could keep our unique branding element even in spaces where the full border doesn't work.

Go to pages 57-59 and 61 for examples of the quarter border in layout.

**DO NOT MIX COLOR FAMILIES OR ALTER ORDER OF BORDER COLORS**

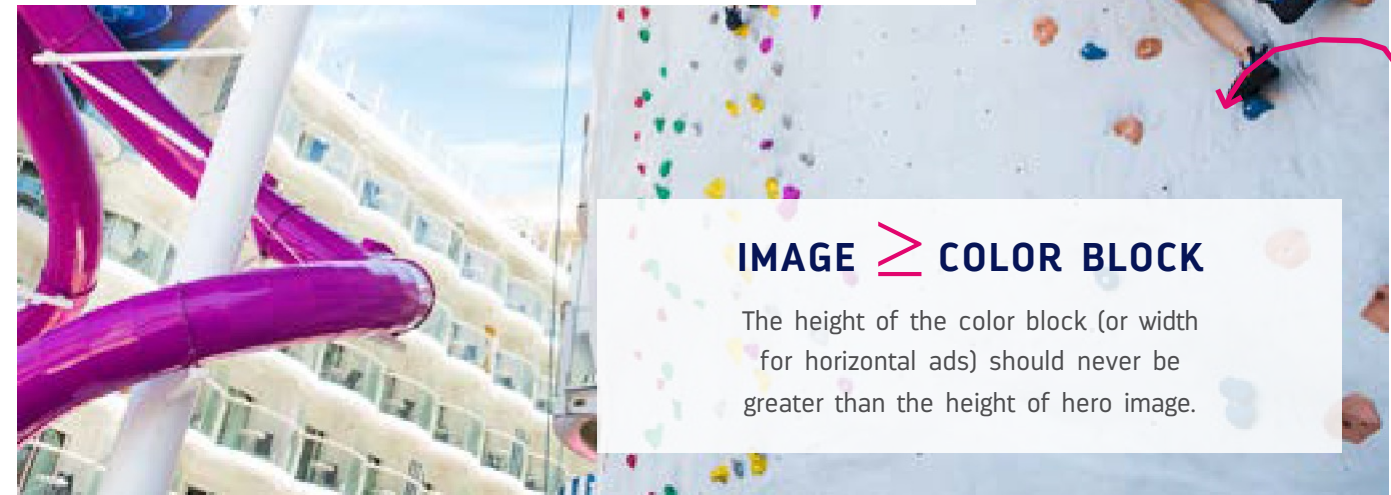
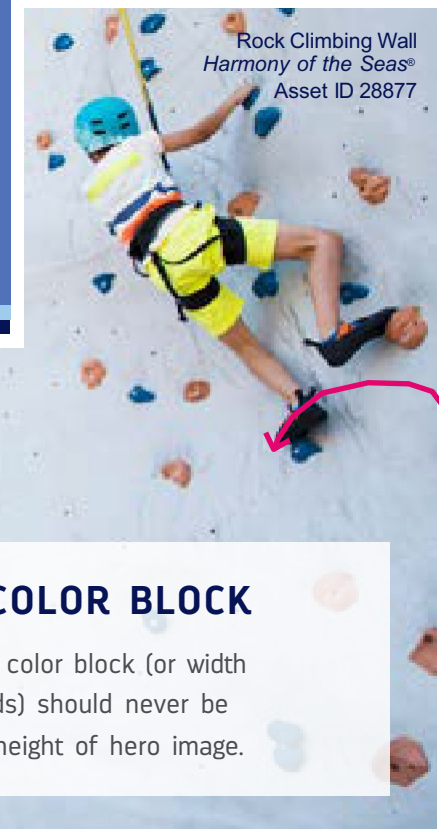


**BORDER COLOR ORDER**  
The main triangle color on color palette page 23 should fill the color block.

**BORDER COLOR SELECTION**  
The border color family should complement the photography it surrounds.



For horizontal ads, the colorblock moves to the right of the hero image with the quarter borders underneath.

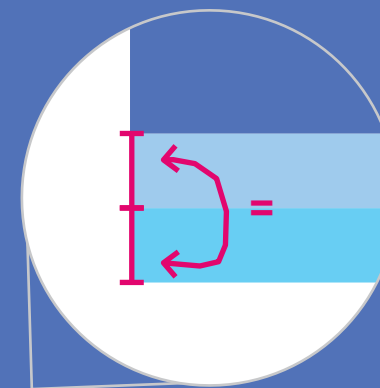


The top color border and bottom color border should always match in height.

The quarter border may be used with or without the colorblock, but the colorblock shouldn't be used without the quarter border.

	TOP COLOR BORDER	BOTTOM COLOR BORDER
<b>BORDER FORMULA</b>	0.125"	0.125"

*Height of both top and bottom should be equal. These sizes are based on an 8x10 ad and may need to be scaled appropriately.*

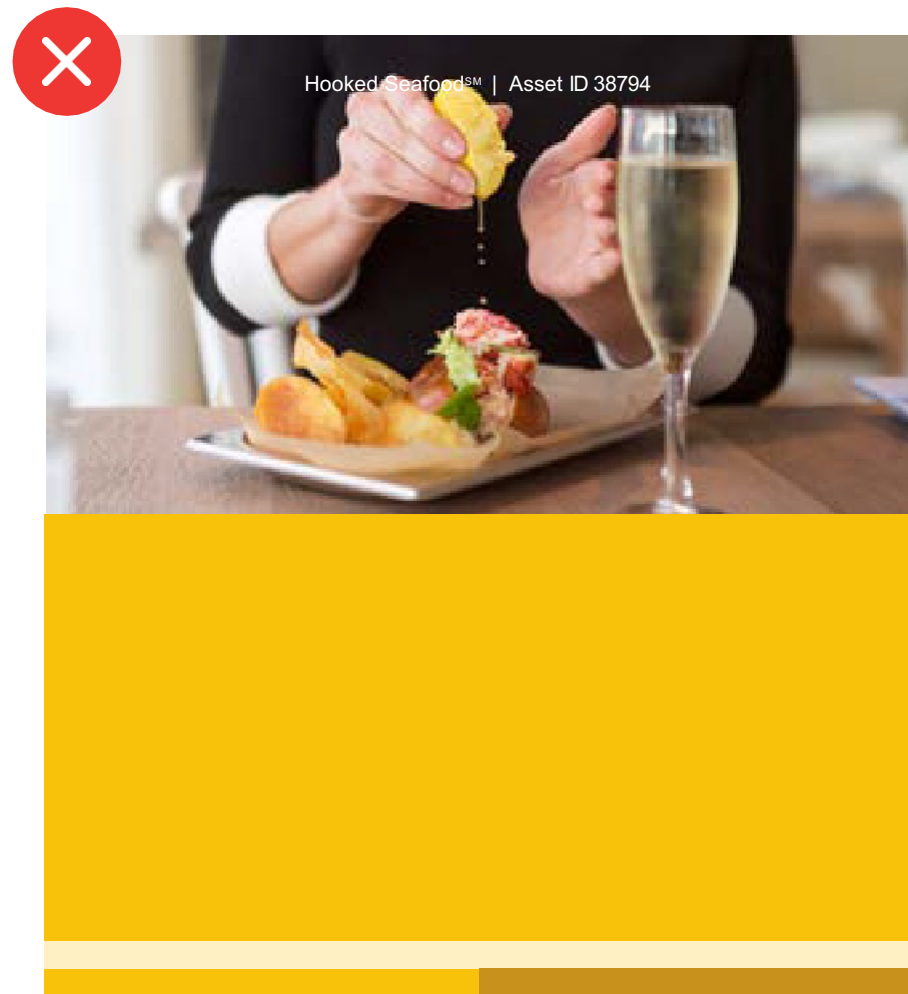


Bottom color borders width should match.

# QUARTER BORDER AND COLOR BLOCK USAGE

## COLOR BLOCK COPY LEGIBILITY

**NEVER** use the yellow color family to build a color block — it makes it really hard to read the copy.



USE THESE



## COLOR BLOCK PROPORTIONS

Our photography is the hero of our story. Make sure the image is always greater than (or at least equal to) the color block.

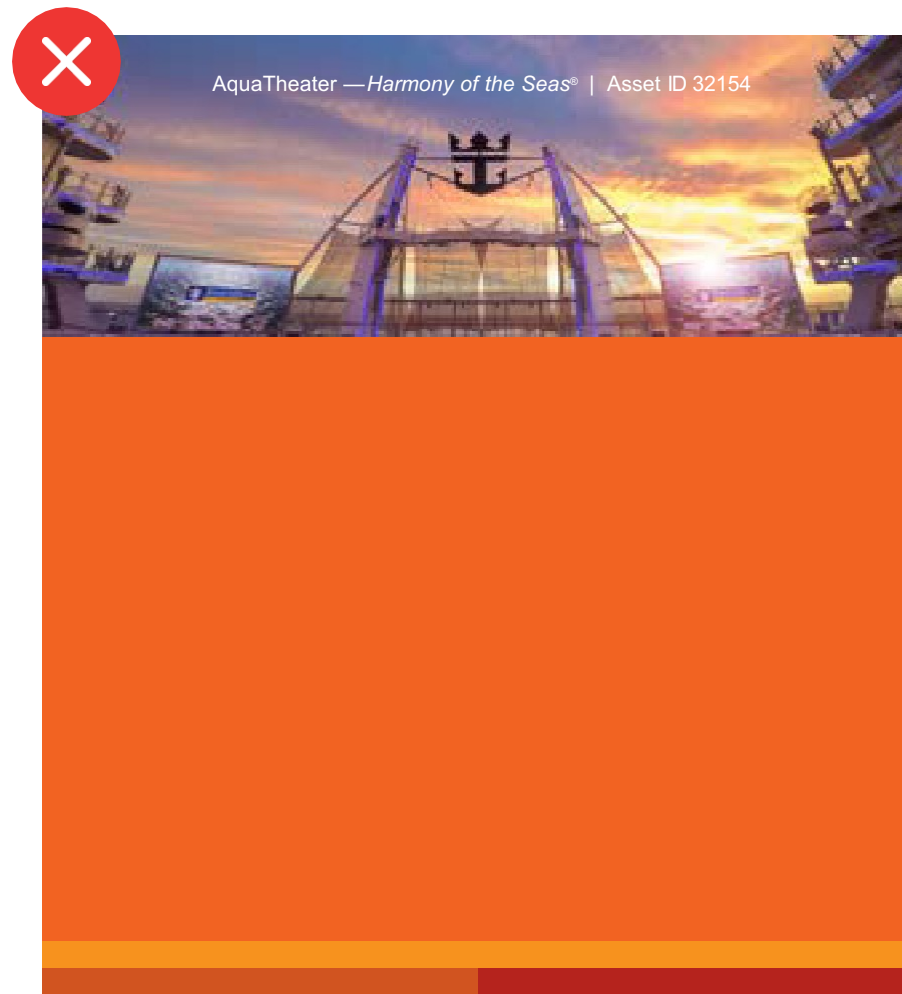


IMAGE  
is equal to

COLOR BLOCK

OR

IMAGE  
is greater than

COLOR BLOCK

## COLOR BLOCK PLACEMENT

The color block should always go below (for vertical designs) or to the right (for horizontal layouts). We are telling a story and want to lead with our imagery.

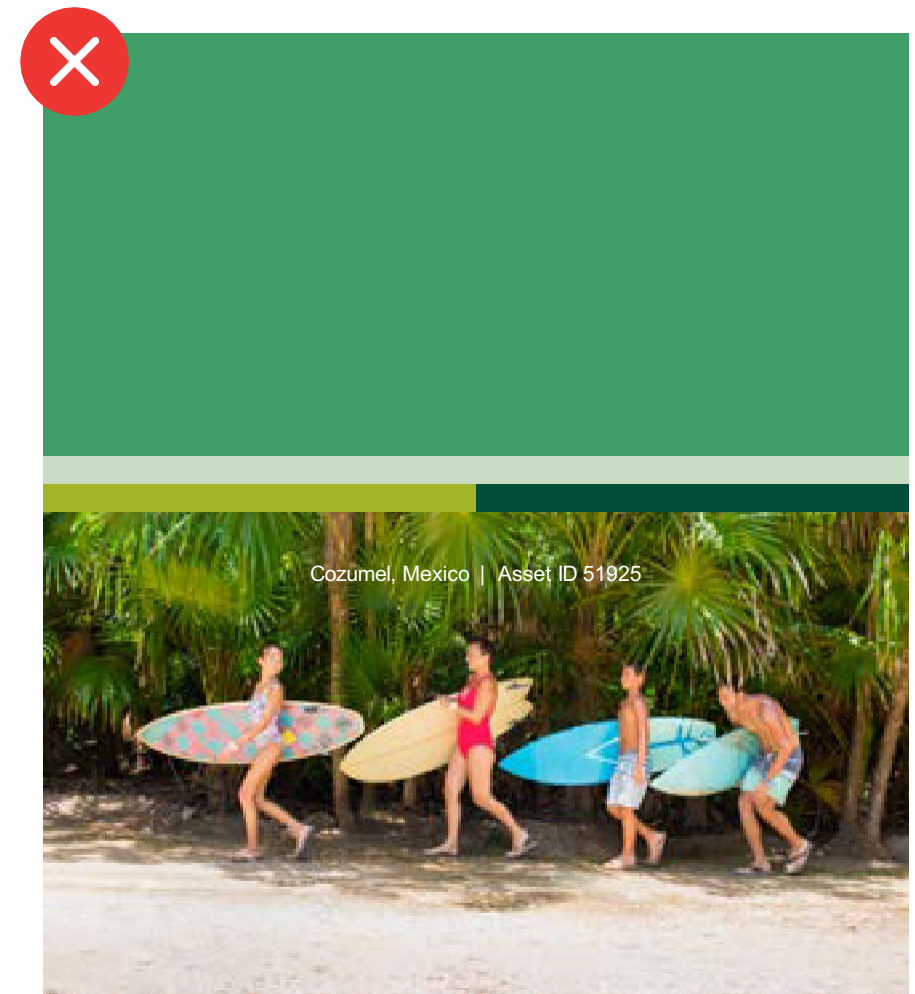


IMAGE  
above

COLOR BLOCK

OR

IMAGE  
to the left of

COLOR  
BLOCK

Vertical Layout

Horizontal Layout



# CAMPAIGN ELEMENTS PHOTOGRAPHY



# PHOTOGRAPHY

We can't tell our brand story without incredible imagery. It is the most defining element of any strong Come Seek advertisement. Photography relies on a modern aesthetic, including GoPro-style imagery, unique angles, and distinctive cropping to create visual interest.

Download brand photography at [RCCLLibrary.com](https://www.rccllibrary.com)

## Captions

.....  
Captions allow us to make settings immediately recognizable, and also add to the authenticity of our destination photography. We should caption imagery in all the following instances:

- Distinctive location shot that makes the reader ask "Wow, where is that?"
- Only on Royal features; shipboard experiences and venues
- Pictures of our ships themselves
- Food images (name of dish and restaurant)
- Imagery captured by influencers, crew or guests, where attribution would show authenticity





# SHOW EMOTION

If the viewer can relate to what the subject is feeling, the photography is doing its job.

# CAPTURE AUTHENTIC MOMENTS

Say goodbye to posed pictures and hello to candid moments that place the viewer in the heart of the experience.



# FOCUS ON UNIQUE EXPERIENCES

Whether it's one of countless Royal Caribbean innovations or cultural immersion, surprise the viewer with things they likely haven't experienced.



# BE IN ON THE ACTION

Imagery that takes the viewer along with the subject is a great way to allow them to experience the moment.



# SHOWCASE PEAK

# DISCOVERY

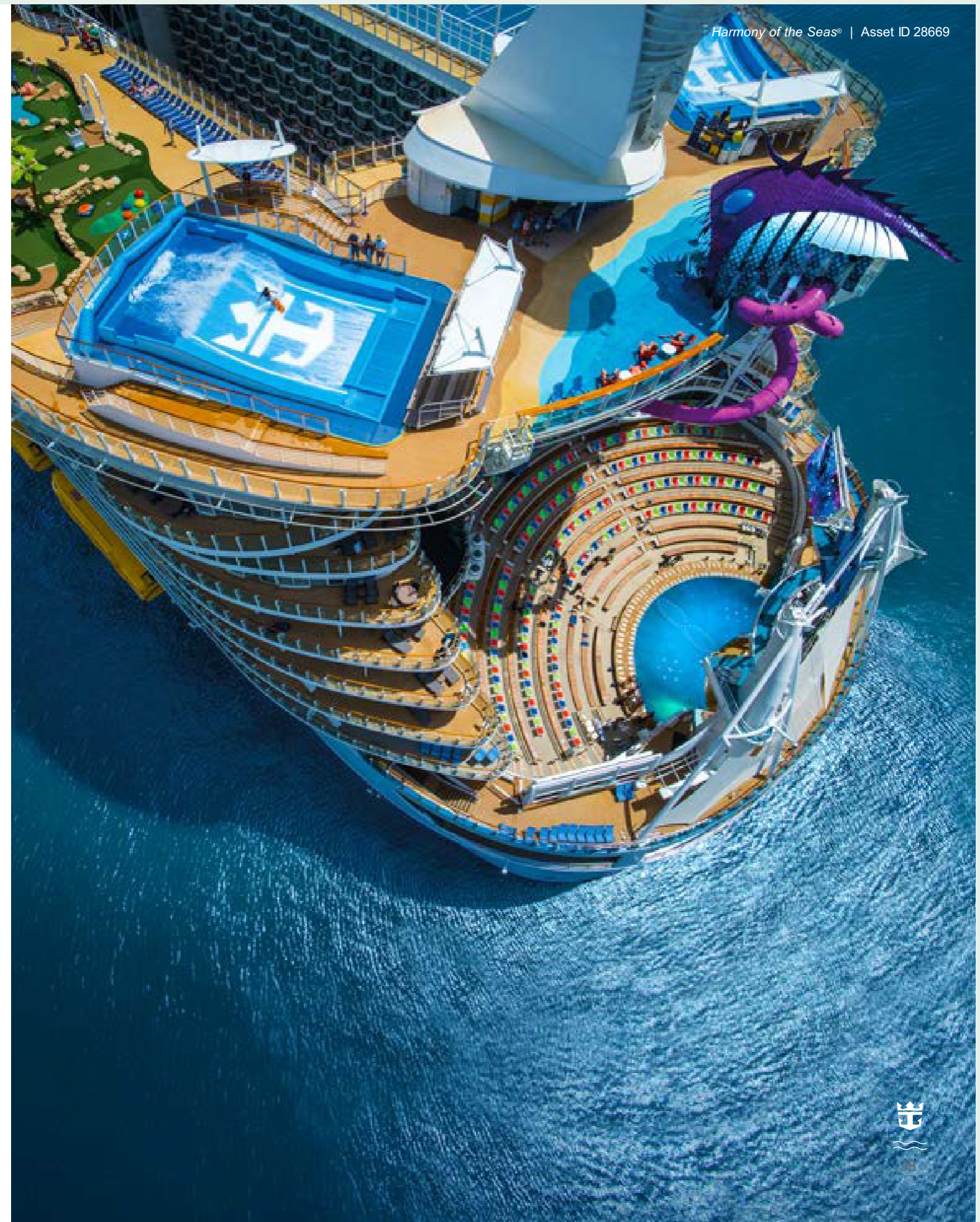
A big part of Come Seek is exploring, and a great way to depict that is through imagery that lets the viewer in on the moment when the subjects discover something new.



## SHIP IMAGERY

If we want to break out of that big white ship cliché, one good place to start is ditching the traditional shots of a big white ship at sea. To stand out from our competitors, choose ship imagery that highlights unique architecture and “only on Royal” features.

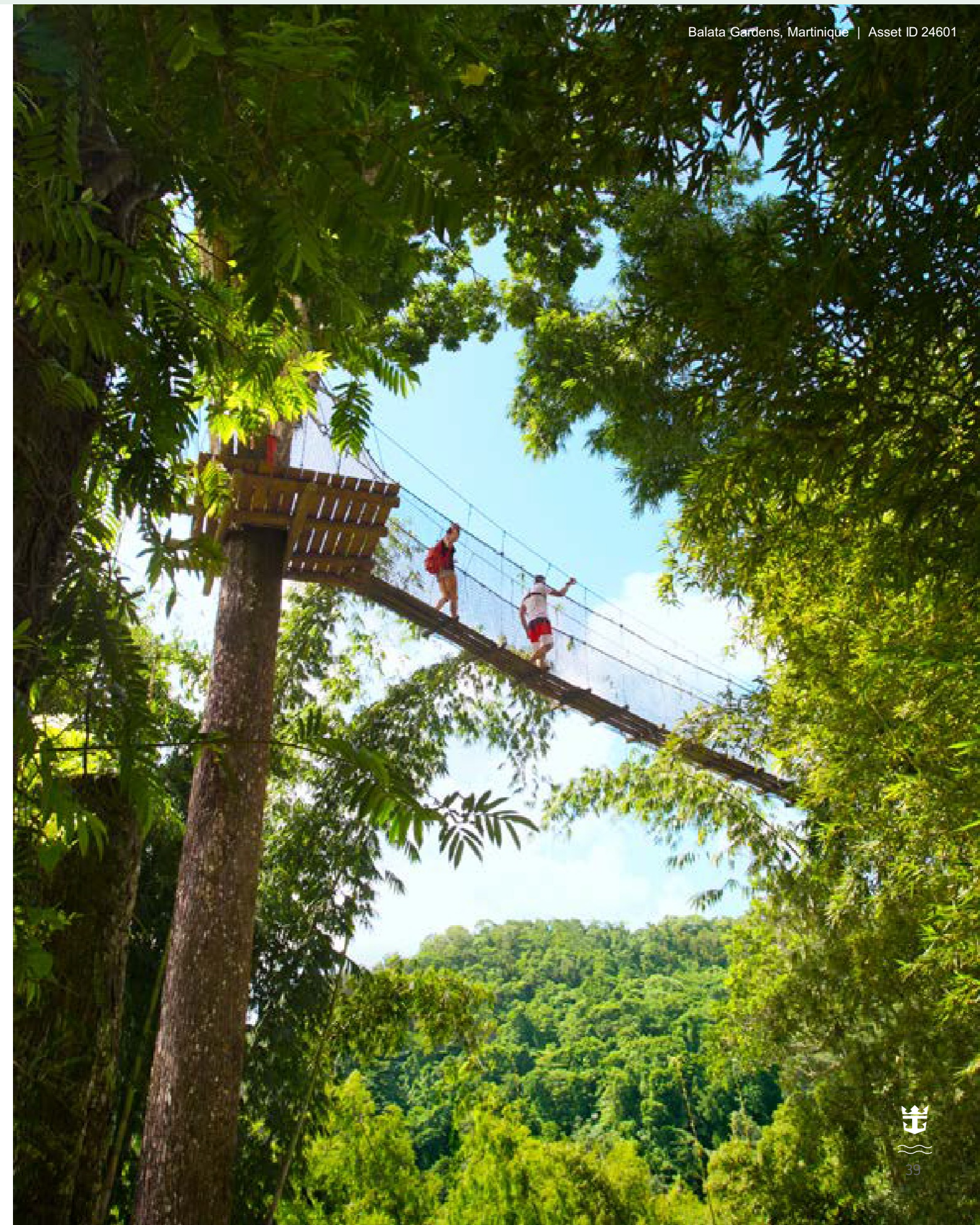
**DO NOT USE** generic ship images that don't highlight unique features, coastlines and angles.



## DESTINATION IMAGERY

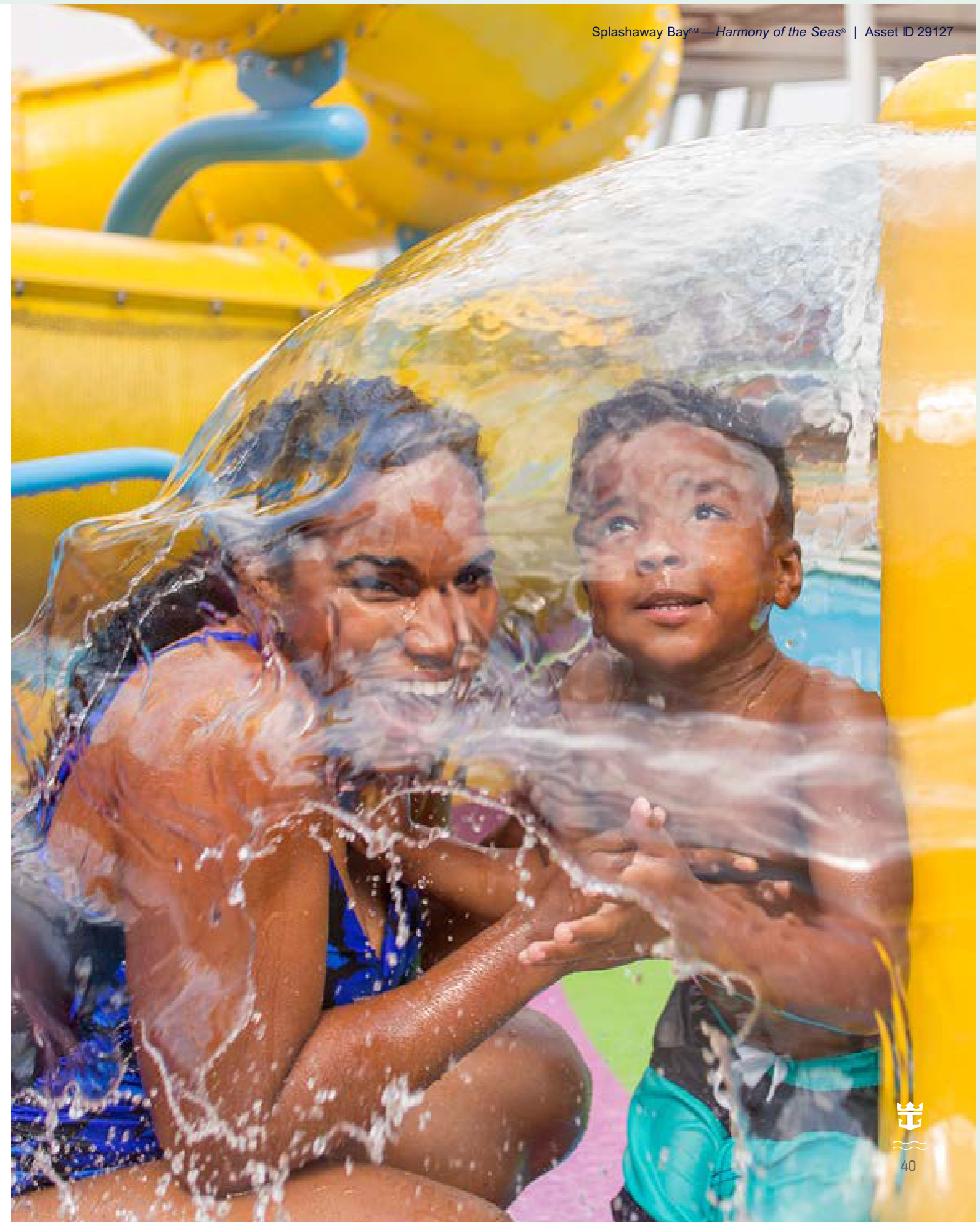
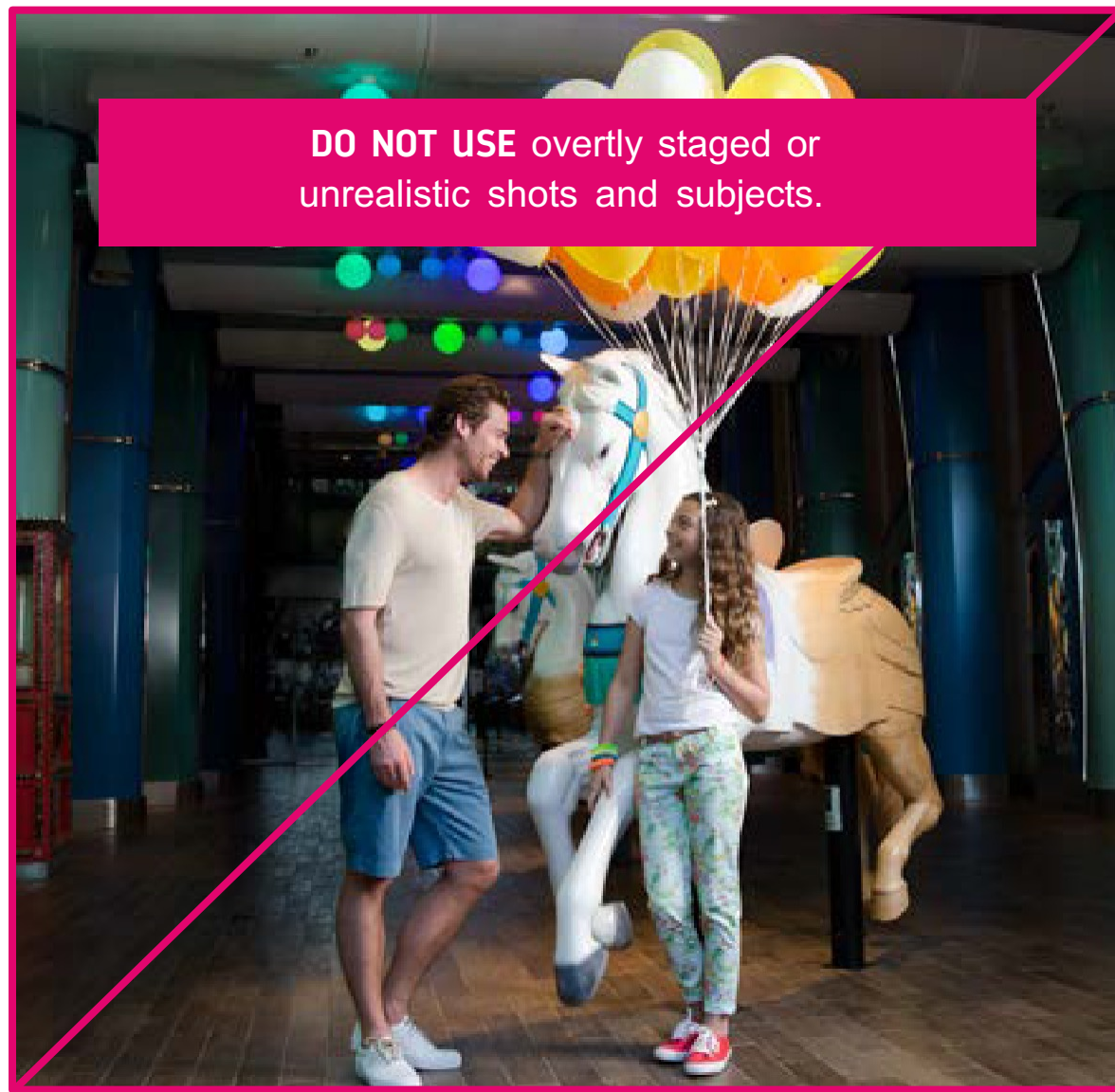
Generic: bad. Distinctive: good. Focus on unique, authentic experiences and places rather than locations with no distinguishing features.

**DO NOT USE** generic, expected settings, like a beach that could be anywhere.



## FAMILY IMAGERY

To maximize impact, skip the posed subjects and instead focus on families that feel like real families sharing realistic moments.





## WILDLIFE IMAGERY

Choose imagery that shows people encountering wildlife in their natural habitat, in an unobtrusive way. Never show them disturbing the animals.



**DO NOT USE** images that show captive wildlife or direct contact with wildlife in brand marketing materials.



## FOOD IMAGERY

The approach to food photography should be editorial in style. While a human element is fine, focus on the food, not the diners.

**DO NOT USE** staged pictures of people eating — palate-whetting food shots are more enticing.



# CAMPAIGN ELEMENTS

# CORPORATE GUIDELINES



# OUR BRAND NAME

## Name Usage

---

- Never abbreviate or use initials. It's not Royal, RC or RCI — it's Royal Caribbean®. Always use the proper name.
- Use initial caps.
- Never use the brand name in a possessive form.
- Include registration mark at either first mention, or most prominent.
- Both words should always appear on the same line, with no hyphens.
- Royal Caribbean Cruises Ltd. is the name of our corporation. It should never be abbreviated, and does not use a trademark symbol.



Royal Caribbean International is our company name, as you can see in our logo mark. But in marketing and advertising, we use the brand name the average consumer knows —

**Royal Caribbean®**

# HOW TO APPLY TRADEMARKS

## Headlines/Display Copy

Do not add trademarks to headlines or display copy (you can include it in terms & conditions instead).

## Body Copy

Names should always appear with the mark the first time you mention it in body copy on every page of a communication.

## Onboard Materials/Merchandise

There is no need for Royal Caribbean trademarks of any kind when creating onboard materials or merchandise.

## Legibility

When creating large-scale pieces, print pieces with several registered or service marked properties, digital pieces or other work where legibility is a concern, you also have the option of running the mention in the terms & conditions.



Royal Caribbean holds trademarks for all sorts of logos, taglines and amenity names — too many to list here, in fact.

**FOR CURRENT TRADEMARKS IN USE  
BY ROYAL CARIBBEAN, VISIT**

[WritelRoyal.com](https://www.writelroyal.com)



# CORPORATE LOGO

Download all logos at [RCCLLibrary.com](https://rccllibrary.com)

- The logo must appear on the **first** and **most prominent** occurrence of all communications, as well as back covers of printed materials.
- Our logo should appear at the bottom right of a piece whenever possible — think of it as our sign-off.
- When sharing the space with other logos, ours should always be equal in size



Asset ID 24305

NAVY BLUE		ROYAL BLUE		ROYAL GOLD	
C 100	R 6	C 91	R 0	C 0	R 254
M 90	G 21	M 51	G 115	M 28	G 189
Y 0	B 86	Y 0	B 187	Y 100	B 17
K 55		K 0		K 0	
PMS 281		PMS 2727		PMS 1235	
HTML 061556		HTML 0073BB		HTML FEBD11	

## LOGO COLORS

**ALWAYS** use the three color logo, unless you only have one-color or grayscale printing available

## BACKGROUND USE

DO NOT use the three brand colors or similar colors for background.

When placed on a photograph, make sure there is sufficient contrast.

**ALWAYS USE THE LOGO AS PROVIDED. DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**

## LOGO SIZES

Please treat our logo with respect. Don't crowd it with other elements. And don't make it so small that it requires a magnifying glass to read it. Our logo should have presence within the piece.



### MINIMUM CLEARANCE

Keep the "x" space around the logo free of visual distraction.

x = height of the yellow bar

### MINIMUM SIZE

Do not reproduce the logo smaller than the following size in order to maintain legibility.

= 3/8" (27px)



## LOGO VERSIONING

The versions below should really be your last resort. If you can't print using multiple colors, only then should you default to one of the following options.



Asset ID 24308

### LINE ART LOGO

**ONLY** use when production is limited to one color.



Asset ID 24307

### GRAYSCALE LOGO

**ONLY** available for use in grayscale or black and white printing.



# CORPORATE LOGO

It's time to have a heart to heart. We've seen some pretty weird things happening to our corporate logo, and we need to set the record straight.

Changing our logo in any way implies we don't take our brand seriously and makes it difficult to build recognition. As champions of our brand, we look to you to protect our corporate logo.



## LOGO OUTLINE

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



## LOGO BACKGROUND

**NEVER** use one of the three brand colors or similar color values as a logo background. Make sure there is sufficient contrast so the logo stands out.



## LOGO ROTATION

**NEVER** rotate or angle the logo. The bottom of the logo should always run straight along the x-axis.

**ALWAYS USE THE LOGO AS PROVIDED.  
DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**



## LOGO COLORS

**NEVER** change the colors of the logo.



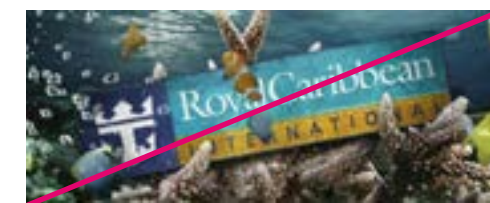
## LOGO DESIGN

**NEVER** remove or rearrange parts of the logo.



## LOGO VISIBILITY

**NEVER** obscure, cover or hide any part of the logo.



## LOGO RESPECT

**NEVER** use the logo in a location where it might be walked on, driven on or worn with time.



# CROWN AND ANCHOR LOGO

Asset ID for All Logos 42860

Download all logos at [RCCLLibrary.com](https://rccllibrary.com)

- The Crown and Anchor must always be used alongside the corporate logo, except in very specific circumstances
- One exception is on merchandise, where the symbol can be allowed to stand alone — however, the Compass is the preferred option when being used in isolation.
- Another is when creating onboard materials you also have the option to use the Crown and Anchor in place of the corporate logo
- Never stack the Crown and Anchor with the corporate logo, or allow the symbol to overshadow the corporate logo

## LOGO VERSIONING



Asset ID 24314

### INSIDE THE BOX

The Crown and Anchor inside the navy square is typically used for onboard collateral.



Asset ID 42859

### WITHOUT THE BOX

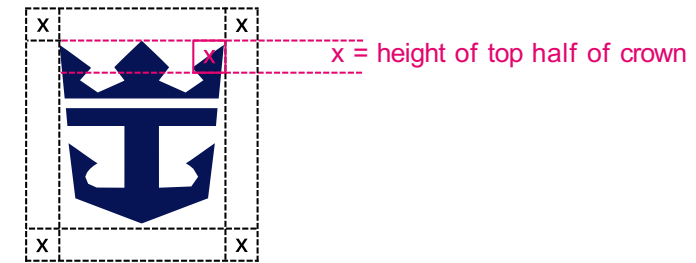
The Crown and Anchor can be used outside of the box. Typically this version is reserved for apparel and merchandise.

**ALWAYS USE THE LOGO AS PROVIDED.  
DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**

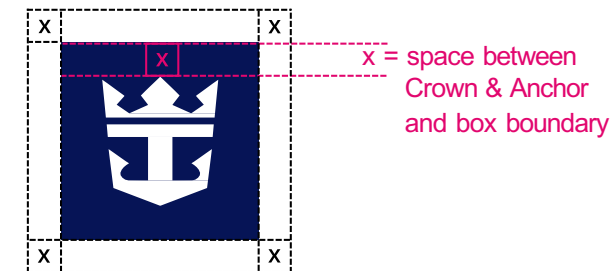
## LOGO SIZES

### MINIMUM CLEARANCE

Keep the "x" space around the Crown and Anchor free of visual distraction.



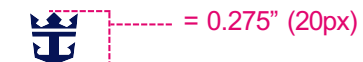
x = height of top half of crown



x = space between Crown & Anchor and box boundary

### MINIMUM SIZE

Do not reproduce the logo smaller than the following size in order to maintain recognizability of the mark.



= 0.275" (20px)



= 0.417" (30px)

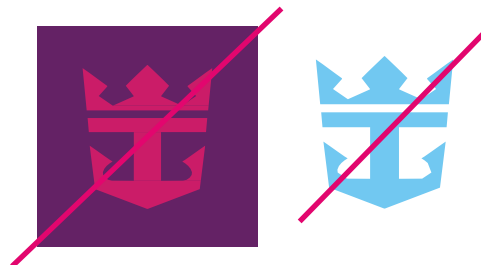




# CROWN AND ANCHOR LOGO

Download all logos at [RCCLLibrary.com](https://www.rccl.com/library)

The Crown and Anchor logo is the most iconic singular representation of our company and brand. With nearly 50 years equity behind it, the Crown and Anchor should be treated with due respect and left to stand on its own without alteration. Basically, don't mess with it. Ever.

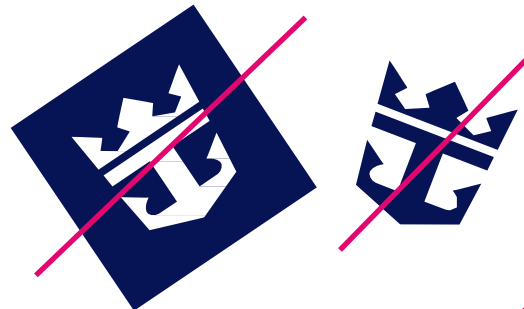


## LOGO COLOR

The Crown and Anchor should only appear in white, navy blue or black (in one color printing).

**NEVER** change the logo color.

*In select applications, such as on premium items, it may appear in gold or silver foil.*



## LOGO ROTATION

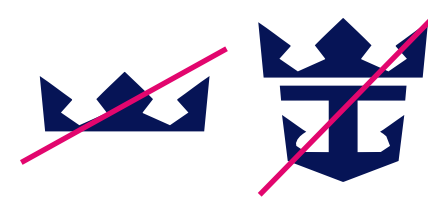
**NEVER** rotate or angle the logo.



## LOGO OUTLINE

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

**ALWAYS USE THE LOGO AS PROVIDED.  
DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**



## LOGO DESIGN

**NEVER** remove or rearrange parts of the logo. **NEVER** skew, crop or otherwise compromise the integrity of the mark.



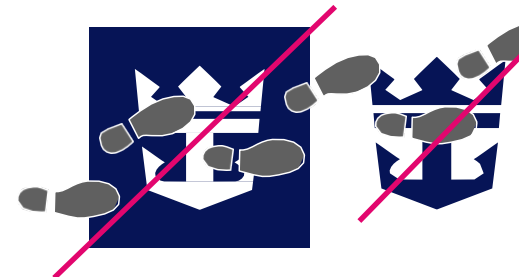
## LOGO ADDITIONS

**NEVER** add elements to the Crown and Anchor, like seasonal items or other embellishments, however cute your hat might look.



## BORROWING THE LOGO

**NEVER** create logos or lockups that feature or use parts of the Crown and Anchor.



## LOGO RESPECT

**NEVER** use the logo in a location where it might be walked on, driven on or worn with time.

## APPAREL AND MERCHANDISE

While there is some flexibility in how the Crown and Anchor can be used on apparel and merchandise, any specific altered uses that contradict the provided guidelines must be reviewed by the brand team.

Contact Ana Rebbapragada ([ARebbapragada@rccl.com](mailto:ARebbapragada@rccl.com)) for approval.



# THE COMPASS LOGO

Download all logos at [RCCLLibrary.com](https://rccllibrary.com)

The Compass logo offers us another great branding element. It embraces the spirit of our Come Seek campaign, combining our iconic Crown & Anchor with a symbolic representation of our identity as a travel company, the compass outline.

- The Compass should never replace our corporate logo or be used without it, except on merchandise and apparel
- Don't place the Compass and corporate logo side by side in layout

Check out pages 57 and 59-62 for how to use the compass in layout.

## LOGO VERSIONING



### WHITE VERSION

The white version of the Compass is our primary logo version. It can be used over color and photographic backgrounds.



Asset ID 45046



Asset ID 45045

### ALTERNATE VERSIONS

On white backgrounds, a gray or navy blue compass can be used. Foil finishes may also be used. The compass should **NEVER** be used in black.

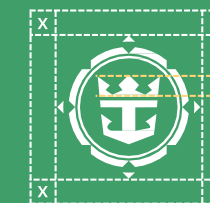
**ALWAYS USE THE LOGO AS PROVIDED.  
DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**

## LOGO SIZES

We get it. Things are cuter smaller. We're good with cute and small, but not miniscule. So make sure you adhere to the size requirements below.

### MINIMUM CLEARANCE

Keep the "x" space around the Crown and Anchor free of visual distraction.



x = height of crown

### MINIMUM SIZE

Do not reproduce the compass smaller than the following size in order to maintain recognizability of the mark.



= 0.55" (XXpx)

## LOGO USAGE

The Compass is a branding tool that can help create hierarchy in content heavy mid to lower funnel work or serve as a strong branding element in upper funnel creative and merchandise and apparel.



### AS A CONTENT DIVIDER

The Compass can be used as a content divider to create hierarchy when framed with

**two horizontal 1 pt dotted lines**

*Please note: The dotted lines should always match the color of the compass.*

### MERCHANDISE AND APPAREL

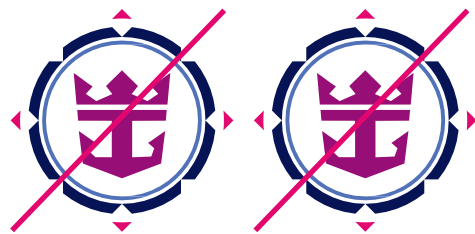
When using the Compass, merchandise and apparel is the only instance where the corporate logo is not required to be present. There is also more flexibility in printing and application techniques, whether it be stitched or adorned using other finishes.



# THE COMPASS LOGO

Download all logos at [RCCLLibrary.com](https://www.rcclibrary.com)

We know the Compass looks cool — we're fans too. But it's important to follow a few guidelines for consistent use so we don't dilute its impact as a branding element.



## LOGO COLOR

The Compass should always be one color. Primary usage is white, but for legibility purposes, it may be used as gray or navy. **NEVER** change the logo color beyond these variations or use the compass in black.

*In select applications, such as on premium items, it may appear in gold or silver foil.*



## LOGO ROTATION

**NEVER** rotate or angle the logo.



## LOGO OUTLINE

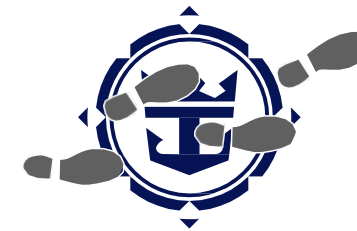
**NEVER** add a stroke or outline to the logo.

**ALWAYS USE THE LOGO AS PROVIDED.  
DO NOT ALTER, DISTORT OR ANGLE THE LOGO IN ANY WAY.**



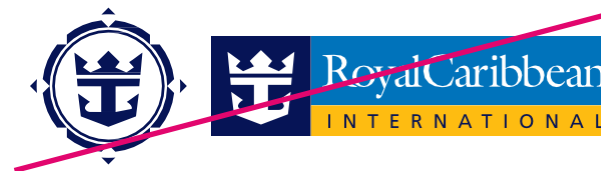
## LOGO DESIGN

**NEVER** remove or rearrange parts of the logo. **NEVER** skew, crop or otherwise compromise the integrity of the mark.



## LOGO RESPECT

**NEVER** use the Compass in a location where it might be walked on, driven on or worn with time.



## LOGO PAIRING

**NEVER** place the Compass and corporate logo side by side in layout.

## APPAREL AND MERCHANDISE

While there is some flexibility in how the Compass can be used on apparel and merchandise, any specific altered uses that contradict the provided guidelines must be reviewed by the brand team.

**Contact Ana Rebbapragada ([ARebbapragada@rccl.com](mailto:ARebbapragada@rccl.com)) for approval.**

# ACCOLADES

Download all accolades at [RCCLLibrary.com](https://rccllibrary.com)

Royal Caribbean is an innovator and an industry leader — and we have the awards to prove it. Accolades allow us to set ourselves apart from the competition by graphically showcasing the recognition we've earned.

Take a look at pages 55-65 for examples of how to use accolades in layout.

## OVERALL

Asset ID 42453



## CARIBBEAN

Asset ID 42448



## OVERALL + CARIBBEAN

Asset ID 42446



SECTION No. 4

CAMPAIGN DESIGN

CAMPAIGN DESIGN  
PRINT SAMPLES



# FULL PAGE ADS

Whenever possible, full page ads should feature a full image. Just be sure cropping accounts for copy placement, headlines and logos.

## Captions

On a full frame image, the caption should be centered at the top of the page.

## Headlines

When placing headlines, overlapping people is okay, but don't cover their eyes.

## Body Copy

If body copy is not legible over an image make every effort to retouch the image. Otherwise, refer to Colorblock ad layouts on pages 57-58.

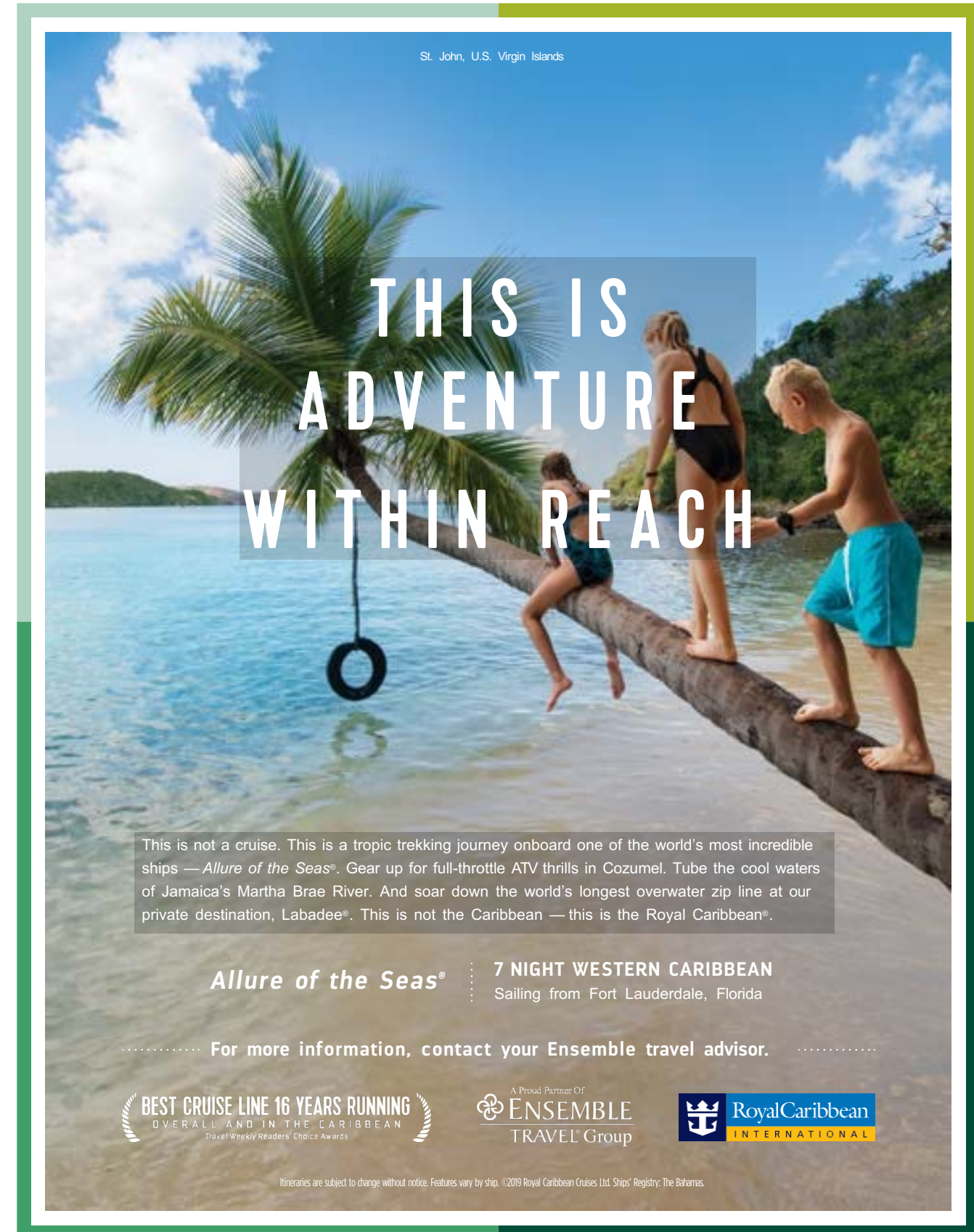
## Accolades & Logos

Accolades should be applicable to the publication and audience.

Try to keep our corporate logo in the bottom right corner, like a sign-off.

## Product Callout

Here's the proper order: ship name in the lead, followed by itinerary and departure port. Ports of call and pricing can also be added following that, as needed.



Trim Size: 8.375" x 10.75"

**PHOTO CAPTIONS**

If your caption is getting complicated feel free to use an em dash.

The World Dessert — Wonderland Imaginative Cuisine

# AN ADVENTURE OF EPICUREAN PROPORTIONS

This is not a cruise. This is culinary course charting at sea. Dine like the stars at Jamie's Italian by celebrity chef Jamie Oliver. Savor just-shucked oysters at Hooked Seafood<sup>SM</sup>. Watch as food becomes art at Wonderland Imaginative Cuisine. Sip reds and whites over ocean blues at Vintages wine bar. Go crazy over casual Mexican at El Loco Fresh<sup>SM</sup> or indulge in an exclusive five course feast at Chef's Table. The flavors —and adventures —are limitless on Royal Caribbean<sup>®</sup>.

..... **Contact your Virtuoso<sup>®</sup> Travel Advisor** .....  
**to learn about exclusive benefits.**

**BEST CRUISE LINE 16 YEARS RUNNING**  
 OVERALL AND IN THE CARIBBEAN  
Travel Weekly Readers' Choice Awards

**VIRTUOSO**  
 PREFERRED CRUISE LINE

**Royal Caribbean INTERNATIONAL**

Features vary by ship. Come Seek is a registered trademark of Royal Caribbean. ©2019 Royal Caribbean Cruises Ltd. Ships' Registry: The Bahamas.

**TWO LINE CT**

If your CTA is a bit longer, you can break it into two lines

Trim Size: 8" x 10.75"

AquaTheater — Only on Royal Caribbean<sup>®</sup>

# SUSPEND YOUR REALITY

This is not a cruise. This an island-hopping expedition where the journey is just as thrilling as the destination — onboard the world's most incredible ships, Oasis<sup>®</sup>, Allure<sup>®</sup> and *Harmony of the Seas*<sup>®</sup>. Plus the new *Symphony of the Seas*<sup>®</sup>. It's excitement drenched slides and rides. Family fun by the gallon. Shows that transcend the stage. And gourmet globetrotting from Italy to Wonderland. Only on Royal Caribbean<sup>®</sup>.

**COME SEEK**  
 THE *Royal* CARIBBEAN

..... **Learn more at [RoyalCaribbean.com](http://RoyalCaribbean.com)** .....

**BEST CRUISE LINE 16 YEARS RUNNING**  
 OVERALL AND IN THE CARIBBEAN  
Travel Weekly Readers' Choice Awards

**Royal Caribbean INTERNATIONAL**

Features vary by ship. Come Seek is a registered trademark of Royal Caribbean. ©2019 Royal Caribbean Cruises Ltd. Ships' Registry: The Bahamas.

**COME SEEK**

You can use the Come Seek lockup as a sign-off to the body — just be sure the copy doesn't also close with it.

Trim Size: 8" x 10.75"



## COLORBLOCK ADS

Colorblock ads offer a clean solution for various challenges, including limited ad size, unusual dimensions, or photography that can't accommodate a full image layout or retouching is not an option to make copy legible.

### Colorblock Placement

On **vertical ads**, the colorblock is always below the hero. On **horizontal ads**, it goes to the right of the hero.

### Photo Captions

On colorblock ads, the caption should be placed in the lower left corner of the image.

Cozumel, Mexico | Asset ID 38288



Trim Size: 7.625" x 4.875"



**30% OFF EVERY GUEST + KIDS SAIL FREE\***

Don't send your clients on a vacation. Send them on a savings scoring, undersea exploring expedition the whole family can dive into. Only on Royal Caribbean®.

Learn more at [LoyalToYouAlways.com](https://LoyalToYouAlways.com)



\*Features vary by ship. All itineraries are subject to change without notice.  
©2019 Royal Caribbean Cruises Ltd. Ships' registry: The Bahamas.

Ultimate Abyss<sup>SM</sup> —Harmony of the Seas<sup>®</sup> | Asset ID 27835



Trim Size: 9" x 5.25"

This is not a cruise. This is the Caribbean adventure of a lifetime onboard the world's most incredible ships. It's The Perfect Storm<sup>SM</sup> waterslide trio, family fun by the gallon at Splashaway Bay<sup>SM</sup>, high-flying thrills at the AquaTheater and dining that takes your clients from Italy to Wonderland. This is not the Caribbean — this is the Royal Caribbean<sup>®</sup>.

**YEAR-ROUND CARIBBEAN SAILINGS**

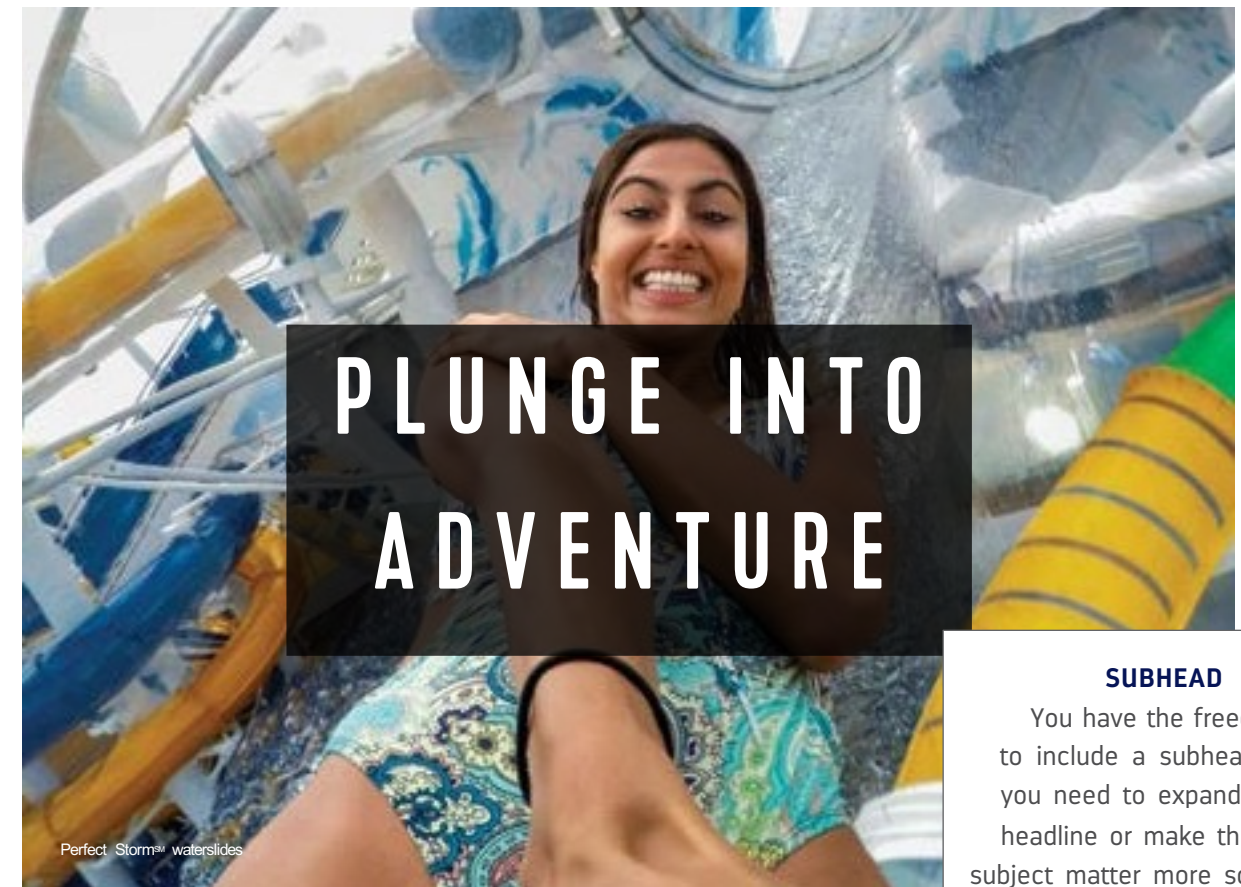
*Harmony of the Seas<sup>®</sup>*  
Departing from Fort Lauderdale, FL

*Allure of the Seas<sup>®</sup>*  
Departing from Fort Lauderdale, FL

..... **Contact your local AAA office** .....  
**for exclusive promotions and benefits.**  
AAA.com/Travel or 1-888-AAA-OHIO



Features vary by ship. All itineraries are subject to change without notice. ©2019 Royal Caribbean Cruises Ltd. Ships' registry: The Bahamas.



**SUBHEAD**

You have the freedom to include a subhead when you need to expand on the headline or make the ad's subject matter more scannable.

**NEW THRILLS SAILING FROM CAPE LIBERTY**

This is not a cruise. This is trading sea days for see more days on the newest adventure sailing from the Big Apple — *Adventure of the Seas<sup>®</sup>*. Race through The Perfect Storm<sup>SM</sup> waterslides. Hang ten high above the waves on the FlowRider<sup>®</sup> surf simulator. And treat your taste buds to sushi, dry aged steaks and Italian trattoria, before salsa dancing at Boleros. This is not the Caribbean — this is the Royal Caribbean<sup>®</sup>.

***Adventure of the Seas<sup>®</sup>***  
**7 NIGHT BAHAMAS CRUISE**

Sailing from Cape Liberty, New Jersey • May – August 2018

..... **Call us at 1 (866) 910-9778 or visit LibertyTravel.com/Royal** .....  
**to explore the unique experiences we have to offer.**



The pricing and promotions listed on this advertisement are being included by the travel agency and are not the responsibility of Royal Caribbean International or its parent company or affiliates. Contact your travel agency for more information. Features vary by ship. All itineraries are subject to change without notice. ©2019 Royal Caribbean Cruises Ltd. Ships' registry: The Bahamas.

Trim Size: 8.125" x 10.875"



# SPREAD ADS

Spread ads offer greater visual impact through two consecutive pages of real estate within a publication, as well as space to tell a bigger story through more copy, or inset images, where appropriate.

## Layout

When designing a spread ad, you can use either a full frame image across both pages, or a colorblock on the right third of the layout. In either case, body copy and additional copy elements, such as CTA, sailing info, etc. go on the right.

## Headline


Headline placement depends on the layout. On the colorblock layout, it should always be placed on the left page. On full bleed layouts it can be arranged on either the left side, or right side above body copy — go with what works better for the image.

## Borders

If using a full frame image, a full border runs along the full perimeter of the ad. For the colorblock layout, use the quarter border under the colorblock only.

## Inset Images

If you apply inset images, use the colorblock layout and arrange the images over the block to avoid cluttering the hero.



**THIS IS THE  
NEW FOUR FRONT  
OF ADVENTURE**

Oasis of the Seas® • Allure of the Seas®  
Harmony of the Seas® • Symphony of the Seas®


This is not a cruise. This is four of the world's best ships, three convenient Florida homeports and countless Oasis Class favorites. Take the plunge down the tallest slide at sea — Ultimate Abyss™. Catch a wave right on deck on the FlowRider®, and catch high-flying entertainment at AquaTheater. Explore seven distinct neighborhoods and discover dining that takes you from Italy to Wonderland. Only on Royal Caribbean®.

Contact your travel advisor to plan your next vacation.


**BEST CRUISE LINE 16 YEARS RUNNING**  
OVERALL AND IN THE CARIBBEAN  
Travel Advisor's Choice Award

**Royal Caribbean**  
INTERNATIONAL

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**YOU'RE A  
HIGH FLYING  
TIDE TAMER**



RipCord® by iFLY®  
North Star  
Bionic Bar

This is not a cruise. This is how you make vacation days legendary. Defy gravity without leaving deck on RipCord® by iFLY®. Hang ten on the FlowRider® surf simulator. Watch a robot mix cocktails at Bionic Bar®, and discover ahh-inspiring cuisine at Wonderland. All while island hopping from San Juan to St. Thomas on a ship that's a smart island all on its own. Come Seek the Royal Caribbean®.

**Anthem of the Seas®**  
9 NIGHT CANADA AND NEW ENGLAND  
12 NIGHT SOUTHERN CARIBBEAN  
Sailing year-round from Cape Liberty, New Jersey

Learn more at [RoyalCaribbean.com](http://RoyalCaribbean.com)

**BEST CRUISE LINE 16 YEARS RUNNING**  
OVERALL AND IN THE CARIBBEAN  
Travel Advisor's Choice Award

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INTERNATIONAL

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# THIS IS THE NEW FOUR FRONT OF ADVENTURE



*Oasis of the Seas® • Allure of the Seas®  
Harmony of the Seas® • Symphony of the Seas®*

This is not a cruise. This is four of the world's best ships, three convenient Florida homeports and countless Oasis Class favorites. Take the plunge down the tallest slide at sea — Ultimate Abyss<sup>SM</sup>. Catch a wave right on deck on the FlowRider<sup>®</sup>, and catch high-flying entertainment at AquaTheater. Explore seven distinct neighborhoods and discover dining that takes you from Italy to Wonderland. Only on Royal Caribbean<sup>®</sup>

Contact your travel advisor to plan your next vacation.



Harmony of the Seas®

\*Features vary by ship. ©2019 Royal Caribbean Cruises Ltd. Ships' registry: The Bahamas.

Trim Size: 17" x 10.875"

FlowRider® Surf Simulator and RipCord® by iFLY® | Asset ID 38889



FlowRider® and RipCord® by iFLY®

Trim Size: 8.375" x 10.75"



RipCord® by iFLY®

RipCord® by iFLY®  
Asset ID 31640



North Star®

LEFT:  
North Star®  
Asset ID 31642



Bionic Bar®

RIGHT:  
Bionic Bar®  
Asset ID 10982



This is not a cruise. This is how you make vacation days legendary. Defy gravity without leaving deck on RipCord® by iFLY®. Hang ten on the FlowRider® surf simulator. Watch a robot mix cocktails at Bionic Bar®, and discover ahh-inspiring cuisine at Wonderland. All while island hopping from San Juan to St. Thomas on a ship that's a smart island all on its own. Come Seek the Royal Caribbean®.

**Anthem of the Seas®**  
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Sailing year-round from Cape Liberty, New Jersey

Learn more at [RoyalCaribbean.com](http://RoyalCaribbean.com)



Features vary by ship. Come Seek is a registered trademark of Royal Caribbean.  
 ©2019 Royal Caribbean Cruises Ltd. Ships' Registry: The Bahamas.

# PARTNER CTAs

Frequently, we'll advertise with a Co-Op partner. This is how you execute a partner CTA using our brand's preferred method.

## CTA

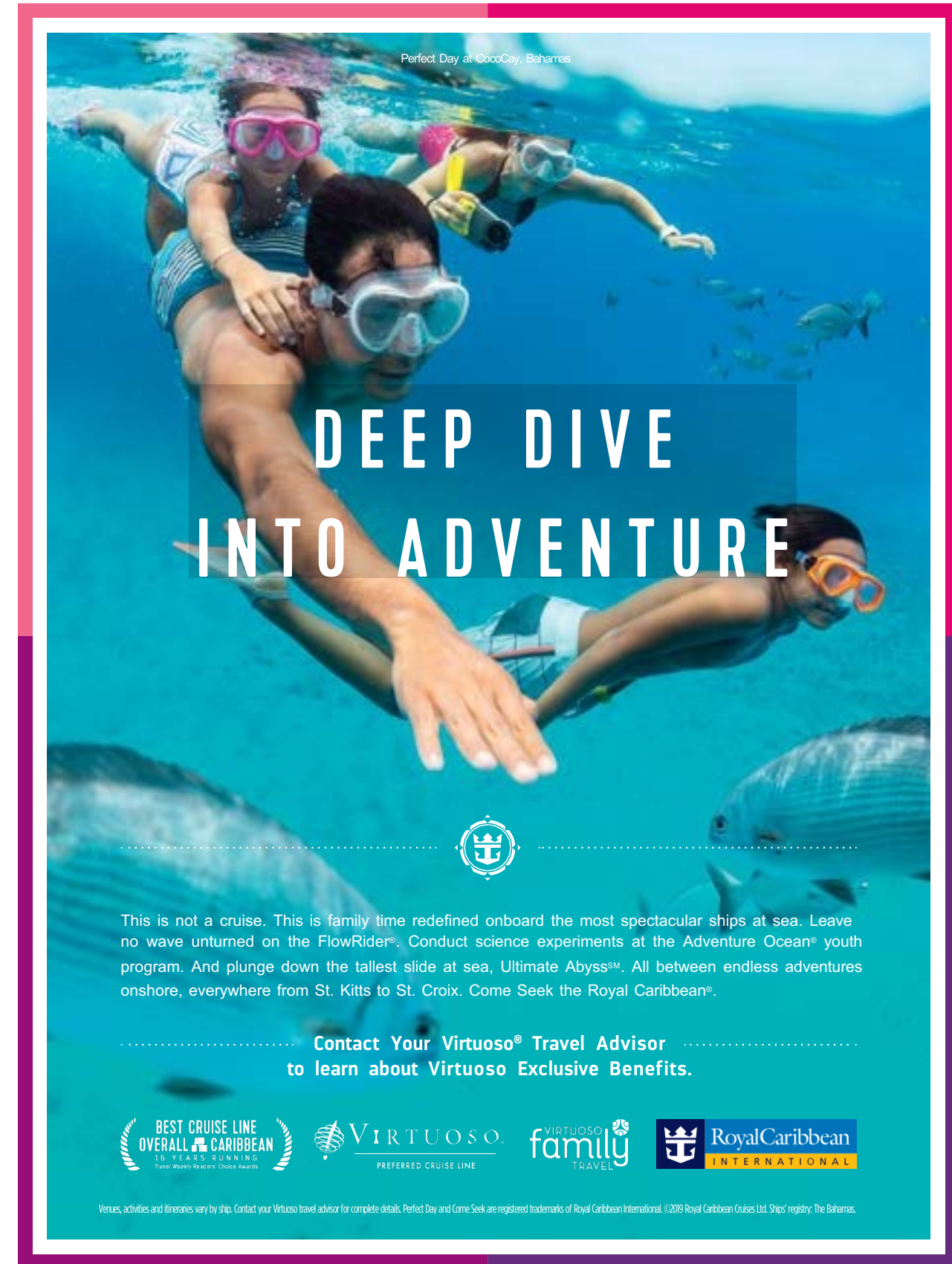
CTA should drive to the travel partner as indicated by the requestor

## Royal Caribbean Logo

The Royal Caribbean logo should be at the bottom right whenever possible

## Partner Logos

Any partner logos or accolades should appear next to the Royal Caribbean logo, scaled to an equal size

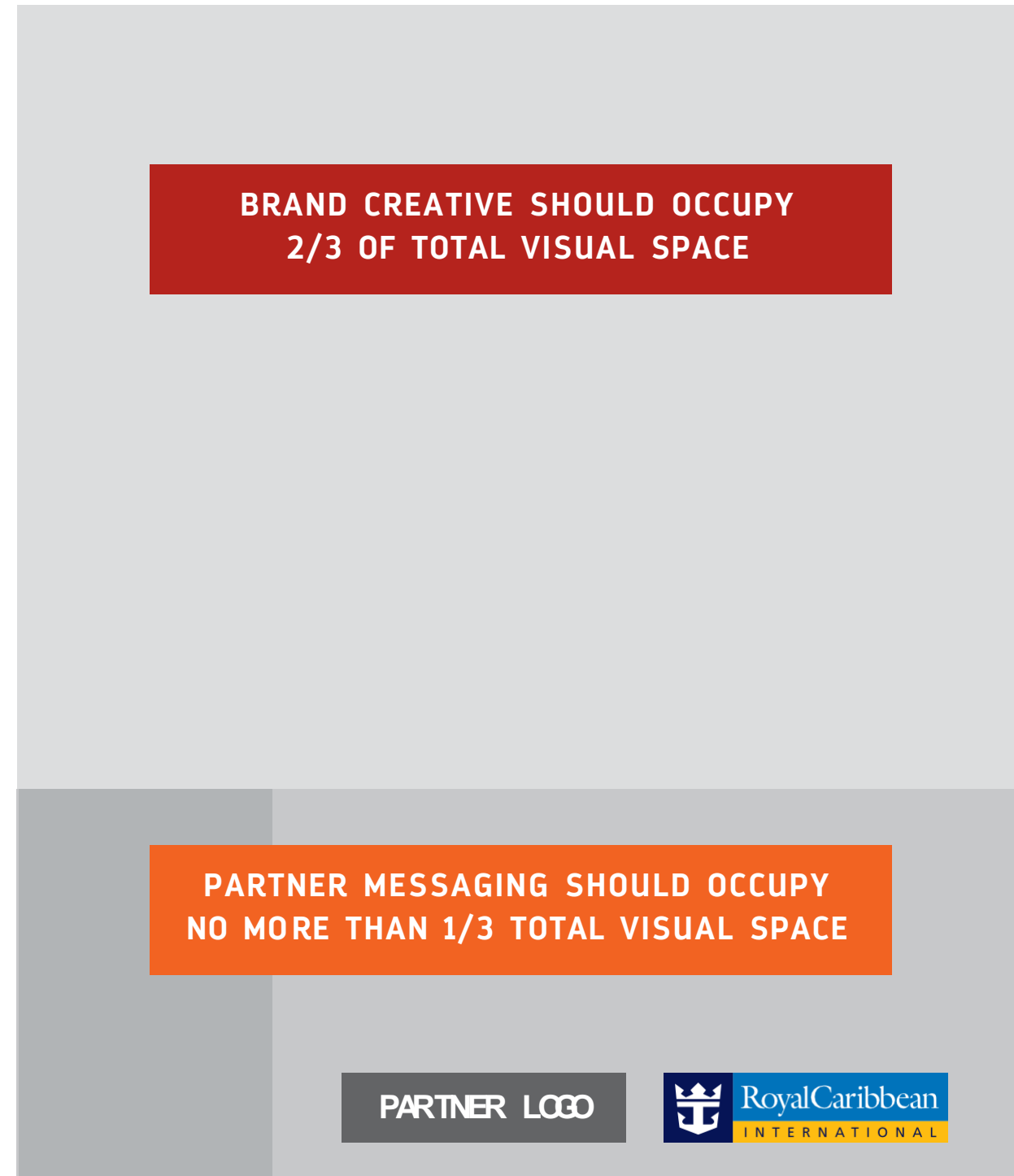


Trim Size: 8" x 10.75"

## PARTNER VISUALS

In select instances, a Co-Op partner might want an expanded CTA to include visuals. Though it's not common practice, this is how we would do that while still maintaining the brand's look and feel.

- Brand creative should always take up at least two thirds of the overall visual space
- Partner messaging — including visuals, CTA and contact information — can occupy up to one third of the real estate
- Partner visuals, such as headshots, should take up no more than one quarter of the allocated partner space



Visuals can occupy up to 1/4 of partner space



Logos should be equal size. The Royal Caribbean logo should not exceed 1/3 the width of the creative.

# FLYERS

Consumer-facing flyers offer travel partners a tool that's easy for them to customize and print.

## Heroes

There's a .25" white border around the hero area to allow travel partners to print on a standard 8.5 x 11" sheet.

## Editable Fields

Editable fields allow travel partners to customize the flyer with their agency contact info, and should be placed to the lower left beneath the CTA.

## Come Seek

This example shows how we use the grayscale version of the Come Seek lockup to avoid competing with the offer lockup above. You could also use the navy option.

Cozumel, Mexico

# THIS IS ADVENTURE ON EVERY LEVEL

## 50% OFF SECOND GUEST + KIDS SAIL FREE\*

This is not a cruise. This is an adventure amping journey far beyond the borders of ordinary. Go course charting through Cozumel's cenotes. Or make friends with flamingos in Bonaire. Team up for non-stop thrills on every incredible island with Royal Caribbean®. Ask your travel advisor for all the ways to save big on your next shore exploring expedition.

### COME SEEK

THE ROYAL CARIBBEAN

..... **Book your next adventure today. Hurry, offer ends October 31, 2019** .....

ENTER AGENCY NAME HERE  
Enter phone number and/or email

BEST CRUISE LINE IN THE CARIBBEAN  
16 YEARS RUNNING  
Travel Weekly Readers' Choice Awards

Royal Caribbean INTERNATIONAL

\*Offer terms and conditions go here. Features vary by ship. Come Seek is a registered trademark of Royal Caribbean. ©2019 Royal Caribbean Cruises Ltd. Ships registry: Bahamas.

Trim Size: 8.5" x 11"



# POSTERS

Posters and panel designs offer an opportunity to create visually impactful pieces that showcase strong imagery.

## Hero

High level brand posters may feature the Come Seek lockup or a campaign headline centered over the hero image.

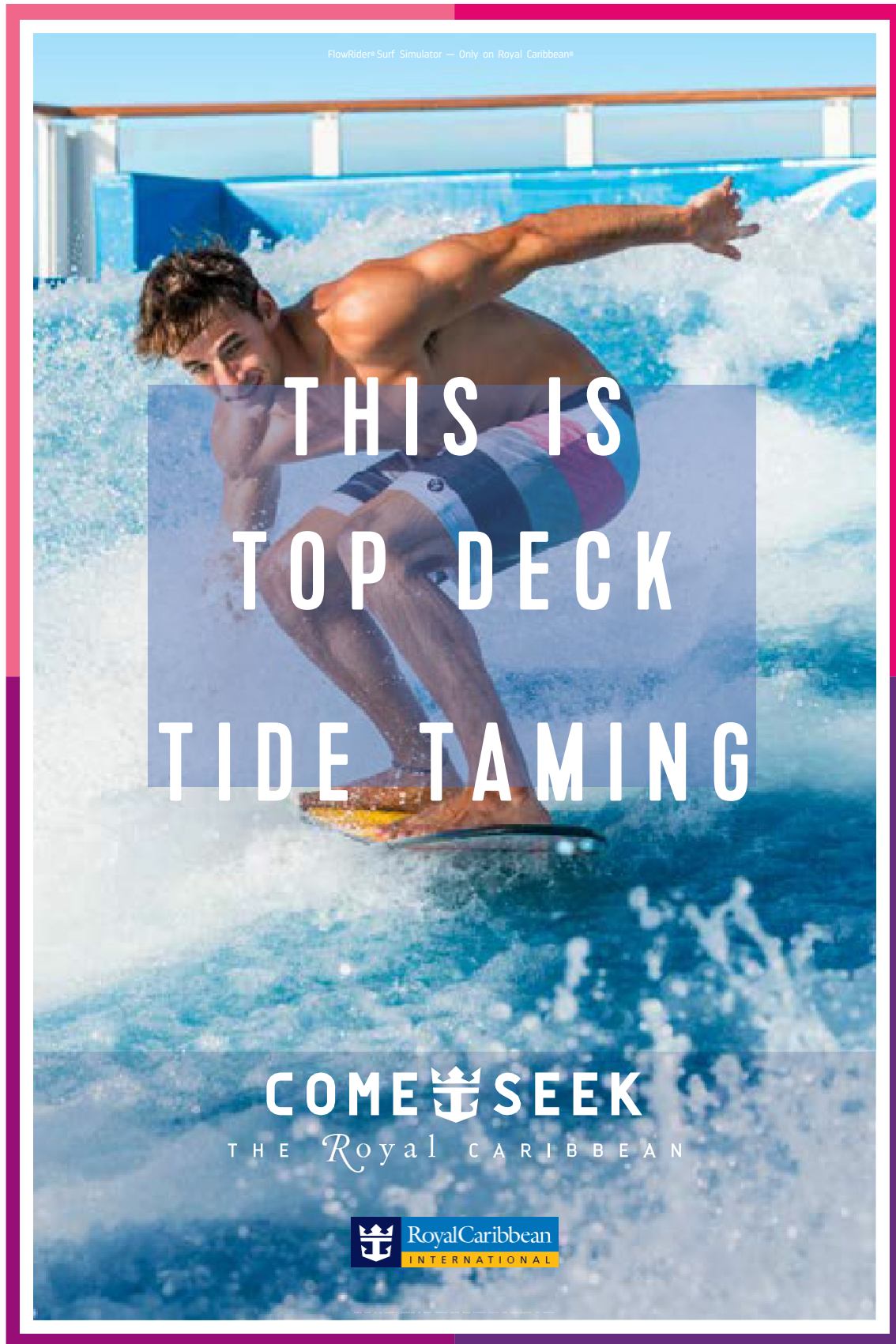
## Additional Elements

Keep the look clean. Accompanying copy elements or logos — aside from our corporate logo and a possible partner logo — are a no-go.



Trim Size: 24" x 36"

FlowRider® Surf Simulator | Asset ID 36417



Trim Size: 24" x 36"

Up, Up and Away — Perfect Day at CocoCay, Bahamas | Asset ID 44879



Trim Size: 24" x 36"

**CAMPAIGN HEADLINE**  
When introducing a campaign headline, the Come Seek lockup can drop below as a sign-off above the corporate logo.

# CAMPAIGN DESIGN OOH SAMPLES

# 00H

Out of home advertising is our ultimate upper-funnel opportunity. So make sure to focus on high level branding and feature vibrant, impactful imagery.

## Lockup

Frequently, we'll use the Come Seek lockup in place of a headline.

## RCI Logo

The corporate logo should measure no less than one third the scale of the Come Seek lockup in horizontal layouts and one half the scale of the lockup in vertical layouts.

Crane's Beach, Barbados | Asset ID 24595



North Star® | Asset ID 11047



## TRADE PARTNER VERSION UPDATE LOG

### *v1.2 — Updated September 2019*

Page 10: Updated Tone Guidance

Page 12: Revised Headlines Guidance

Pages 13–15: New Body Copy examples

NEW Page 18: Guidance for Addressing Travel Partners

Page 20: Updated Image Library Details

Page 21: Updated *Come Seek* Service Mark Guidelines

NEW Pages 21–22: Expanded *Come Seek* Lockup Guidelines

NEW Page 28: Expanded Full Border Guidance

NEW Page 30: Expanded Quarter Border Guidance

NEW Pages 46–47: Expanded Corporate Logo Guidelines

NEW Pages 48–49: Expanded Crown & Anchor Logo Guidelines

NEW Pages 50–51: Expanded Compass Logo Guidelines

Page 52: Updated Accolades

### *v1.1 — Updated October 2018*

Page 21: Updated *Come Seek* Service Mark Guidelines

NEW Pages 38–42: Additional Photography Guidelines

Page 45: Tagline guidance on [WriteltRoyal.com](http://WriteltRoyal.com)

Page 55: Accolades and Logos callout

NEW Pages 62–63: Guidelines for Partner CTAs and Visuals

Various: Missing Asset IDs added

COME  SEEK  
THE *Royal* CARIBBEAN



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