

GUIDELINES AT A GLANCE

Rules of the Name: Royal Caribbean®

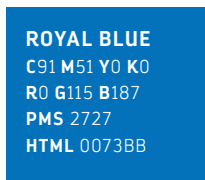
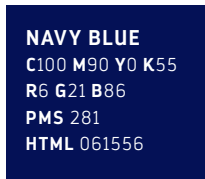
- Never abbreviate or use initials
- Both words should appear on the same line
- Never use the brand name in a possessive form
- Include registration mark at either first mention or most prominent

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 right of a piece whenever possible



MINIMUM SIZE
Height of logo = 3/8" (27px)



Crown and Anchor Logo

- The Crown and Anchor is always used alongside the brand logo
- Exceptions include merchandise and onboard materials
- Never stack the Crown & Anchor with the brand logo



WITHOUT THE BOX
Typically reserved for apparel/merchandise



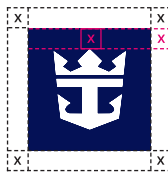
MINIMUM CLEARANCE
x = height of top half of crown



MINIMUM SIZE
Height of logo = 0.275" (20px)



IN THE BOX
Typically used for onboard collateral



MINIMUM CLEARANCE
x = space between Crown & Anchor and box boundary



MINIMUM SIZE
Height of logo = 0.417" (30px)

Respect our Logos

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 use logo colors as background



NEVER rotate or tilt the logo



NEVER change the colors



NEVER remove, rearrange or alter parts of the logo



NEVER obscure, cover or hide the logo



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



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



NEVER place the Compass or Crown and Anchor and brand logo side by side in layout.

Download all logos and complete Brand Guidelines at
RoyalCaribbeanContent.com

Compass Logo

The compass combines with the iconic Crown & Anchor and represents our identity as a travel company.


- The compass should never replace our brand logo
- Don't use compass without the brand logo, except on merchandise & apparel
- Never place the compass and brand logo side by side in layout

HOW TO USE THE COMPASS

CREATE HIERARCHY
in content-heavy, mid to lower funnel work

BRANDING ELEMENT
in upper funnel creative, merchandise and apparel

CONTENT DIVIDER
when framed with horizontal dotted lines



MINIMUM CLEARANCE
x = height of crown


MINIMUM SIZE
Height of logo = 3/8" (27px)

COMPASS COLORS

The primary version of the compass is **WHITE**. On white backgrounds, **GRAY** or **NAVY BLUE** can be used

In select applications, foil finishes may be used
The compass should NEVER be used in black

two horizontal 1 pt dotted lines



The dotted lines should always match the color of the compass

Accolades

Accolades set us apart from the competition by graphically showcasing the recognition we've earned.

- Can be used in white, gray or navy
- A stacked version of each lockup exists, to be used as needed
- Ensure you are using the most up-to-date lockup



Come Seek Fonts

KAPRA

Headlines

Leading = x-height
Kerning = 200

Darwin

Body Copy & CTAs

Leading = ~+5
Kerning = 40

Color Borders



Color family should compliment imagery. Color border order flows from left to right, light to dark.

Download all logos and complete Brand Guidelines at
RoyalCaribbeanContent.com

Come Seek Color Families

The top color in each color family should be used as a color block.

RAINFOREST (GREEN)	
C42 M0 Y50 K0 R173 G219 B165 PMS 358 HTML ADDBA5	C63 M0 Y100 K0 R104 G188 B70 PMS 360 HTML 68BC46
C82 M12 Y92 K1 R11 G164 B70 PMS 354 HTML OBA446	C90 M34 Y100 K27 R0 G102 B48 PMS 3425 HTML 006630

OCEAN (BLUE)	
C33 M0 Y3 K0 R164 G221 B241 PMS 304 HTML A4DDF1	C63 M2 Y1 K0 R55 G193 B238 PMS 2985 HTML 37C1EE
C86 M61 Y0 K0 R0 G80 B164 PMS 2728 HTML 0050A4	C100 M92 Y33 K31 R2 G2 B104 PMS 281 HTML 020268

HIBISCUS (PINK)	
C0 M58 Y0 K0 R255 G184 B218 PMS 211 HTML FFB8DA	C11 M84 Y4 K0 R255 G102 B153 PMS 674 HTML FF6699
C5 M100 Y29 K0 R229 G20 B131 PMS 233 HTML E51483	C66 M100 Y19 K7 R136 G5 B121 PMS 2355 HTML 880579

SUNRISE (YELLOW)	
C0 M4 Y27 K0 R255 G235 B184 PMS 7401 HTML FFE8B8	C1 M7 Y69 K0 R255 G224 B83 PMS 114 HTML FFE053
C2 M24 Y100 K0 R249 G194 B10 PMS 7406 HTML F9C20A	C9 M42 Y82 K0 R238 G154 B49 PMS 1245 HTML EE9A31

SUNSET (ORANGE)	
C0 M28 Y40 K0 R255 G182 B133 PMS 1555 HTML FFB685	C0 M44 Y67 K0 R255 G139 B57 PMS 1485 HTML FF8B39
C0 M71 Y88 K0 R255 G102 B0 PMS 1505 HTML FF6600	C13 M87 Y100 K3 R191 G54 B0 PMS 7625 HTML BF3600

ORCHID (PURPLE)	
C13 M18 Y0 K0 R225 G209 B255 PMS 263 HTML E1D1FF	C39 M46 Y0 K0 R181 G139 B255 PMS 264 HTML B58BFF
C71 M84 Y0 K0 R107 G53 B181 PMS 266 HTML 6B35B5	C89 M100 Y21 K8 R61 G0 B115 PMS 2617 HTML 3D0073