TABLE OF CONTENTS

Why It’s Important .................................................. 3
Tone of Voice .......................................................... 4
Brand Identity .......................................................... 5
Brand Name ............................................................. 6
Corporate Logo ........................................................ 7
Corporate Logo Variations & Usage ...................... 8 – 9
Crown & Anchor Symbol ....................................... 10
Color Palette ........................................................... 11
Typography ............................................................ 12
Ship Name Treatment ............................................ 13
Vocabulary ............................................................. 14
Trademarks .............................................................. 15
Ship Trademarks ..................................................... 16
WHY IT’S IMPORTANT

Every great global brand has certain consistent and unchanging elements.

This document was created to help everyone — from Royal Caribbean® employees to business partners — understand the brand and build a consistent brand globally.

These guidelines contain tools and basic rules to help you create promotional media for Royal Caribbean’s vacations. By working within these standards, we can ensure a singular representation of the brand, with flexibility to adapt the work in a way that is appropriate for your market.
A Royal Caribbean vacation is the story of the guest’s adventure — a story that has yet to be lived, but once experienced, will be told again and again. Each word used to describe this future adventure should be as vibrant and memorable as the vacation itself. Show, don’t merely tell, what unique moments a Royal Caribbean cruise gives each member of your target audience.
BRAND IDENTITY

Appropriate use of logos, colors, typography and trademarks.
Royal Caribbean®

Royal Caribbean International® is our company name as conveyed by our logo mark.

NEW Royal Caribbean® is our brand name in marketing, advertising, and as referenced by the average consumer.

Some important things to keep in mind:

• Never abbreviate. Always use both words in official public communications.
• Use entire name and registration mark (®), Royal Caribbean®, at first mention.
• Use entire brand name in initial caps, with registration mark (®), and no hyphens.
• Both words should appear on the same line whenever possible. In some instances, if the words must break to different lines (especially in body copy), please do not hyphenate.
• Royal Caribbean Cruises Ltd. is the name of our corporation and should never be abbreviated. It does not use a trademark symbol and encompasses the following brands:

Azamara Club Cruises® Celebrity Cruises® Croisières de France® Pullmantur® Royal Caribbean International®
Always use the logos as provided. Do not alter or create from scratch.

**NEW** The Royal Caribbean International brand is represented by one logo only. Departments within the Royal Caribbean brand are discouraged from developing and using “departmental logos,” in internal or external communications, unless these departments have a corresponding branded onboard program (like Shore Excursions, for example). Otherwise, use only the official Royal Caribbean brand logo in email signatures, stationary, newsletters and similar communications.

**MINIMUM CLEARANCE**

The required area around the logo that is free of visual distraction.

The required minimum clearance for the corporate logo is **X** as shown below. (**X** equals the height of the “International” bar.) Always maintain the minimum clearance around all sides of the logo.

**MINIMUM AND MAXIMUM SIZE**

All of the logos shown in these guidelines should be used no smaller than 3/8 inch (27px) in height. The artwork provided in these guidelines will not reproduce larger than 4 feet in height to avoid distortion.

All logos can be downloaded from the Royal Caribbean Image Library. Visit RoyalCaribbeanImageLibrary.com
CORPORATE LOGO VARIATIONS & USAGE

1. THREE COLOR/BRAND COLORS LOGO
   Use whenever three-color printing is possible.

   **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 so the logo is visible and defined. Adjust the ® as necessary (Navy Blue or White) so that it appears visible over the image.
   - **NEW** Do not use the logo with a stroke or outline.
   - Use the appropriate logo for your printing method.

2. GRAYSCALE LOGO
   For grayscale printing such as B/W newspaper.

   **Background Use:**
   - Do not use the three shades of gray or similar colors for background.
   - Always ensure there is sufficient contrast so that the logo is visible. Adjust the ® as necessary (Black or White) so that it appears visible over the background.
   - **NEW** Do not use the logo with a stroke or outline.
   - Use the appropriate logo for your printing method.
ONE-COLOR LINE ART LOGO
When production is limited to one color. (Do not use this logo where the 3-color or grayscale logo can be used.)

100% Navy Blue
Use on light backgrounds when it provides sufficient contrast.

White
Use on dark backgrounds when it provides sufficient contrast.

100% Black
For B/W one-color applications.

For Newsprint
For reproducing logo on newsprint, use positive (Navy Blue/Black) line art version.
Always use the logos as provided. Do not alter or create from scratch.

MINIMUM CLEARANCE
The required area around the logo that is free of visual distraction.

The required minimum clearance for the Crest symbol is X as shown above. (X equals the height of the Crown.) Always maintain the minimum clearance around all sides of the logo.

C&A in Navy Blue Box
Use whenever 3-color printing is possible.

C&A in Navy
Only use for merchandise

C&A in B/W
Use whenever printing limits do not allow color.

RULES FOR SYMBOL USAGE
- Use whenever possible to build equity in this symbol.
- Do not stack with corporate logo or allow symbol to overshadow corporate logo.
- The symbol should always include the registration mark (®) in the top right corner.
- Do not use the symbol at an angle or distort it in any way.
- This symbol must always be used along with the full corporate logo, except on merchandise, where the symbol can stand alone.
- When creating materials that will only be used onboard the crest may be used in place of the corporate logo.

All logos can be downloaded from the Royal Caribbean Image Library. Visit RoyalCaribbeanImageLibrary.com
COLOR PALETTE

Brand Colors
These colors should dominate all communication.

**NAVY BLUE**
PMS 281

<table>
<thead>
<tr>
<th>C 100</th>
<th>M 90</th>
<th>Y 0</th>
<th>K 55</th>
</tr>
</thead>
</table>

**ROYAL BLUE**
PMS 2727

<table>
<thead>
<tr>
<th>C 91</th>
<th>M 51</th>
<th>Y 0</th>
<th>K 0</th>
</tr>
</thead>
</table>

**ROYAL GOLD**
PMS 1235

<table>
<thead>
<tr>
<th>C 0</th>
<th>M 28</th>
<th>Y 100</th>
<th>K 0</th>
</tr>
</thead>
</table>

Primary Brand Color
For use in headlines, call to actions (CTAs) and to call attention to content.

Accent Brand Color #1
Use sparingly to call attention to content.

Accent Brand Color #2
Use sparingly as highlight.

Support Colors
These colors should dominate all communication.

**WHITE**

For headlines and copy over dark backgrounds. Use also to create breathing room and visual 'rests' in layout.

**GRAY 5% BLACK TINT**

For copy background to draw attention and highlight information.

**GRAY 75% BLACK TINT**

For body copy and terms & conditions.

Reproducing the Signature Electronically. When reproducing the Royal Caribbean International® signature through electronic media such as audio-visual presentations, video or the Internet, always use the RGB-formulated equivalents listed to achieve the closest resemblance possible to Royal Caribbean International® corporate colors. Many factors can influence accurate color reproduction. So, keep in mind that these colors could vary slightly in appearance from print materials, and between different monitors and visual presentation equipment.
# TYPOGRAPHY

Gotham should be used in all communications
(Except for certain digital executions when 'web safe' typefaces should be used.)

## GOTHAM FAMILY

<table>
<thead>
<tr>
<th>Family</th>
<th>Used for in Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Book</td>
<td>Body Copy</td>
</tr>
</tbody>
</table>
| ABCDEFGHIJKLMNOPQRSTUVWXYZ
| abcdefghijklmnopqrstuvwxyz
| 1234567890!@#$%^&*() |
| Gotham Medium   | Subhead                   |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ
| abcdefghijklmnopqrstuvwxyz
| 1234567890!@#$%^&*() |
| Gotham Bold     | Headlines                 |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ
| abcdefghijklmnopqrstuvwxyz
| 1234567890!@#$%^&*() |
| Gotham Condensed Book | Legal Copy         |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ
| abcdefghijklmnopqrstuvwxyz
| 1234567890!@#$%^&*() |

### TYPOGRAPHICAL RULES

- Always use appropriate trademark symbol in superscript: (SM) or (®)
  
  Examples:
  - Freedom of the Seas®
  - Casino Royale™

- Never distort or alter typeface

### WHERE CAN I GET IT?

Gotham is owned by Hoefler & Frere-Jones Type Foundry. This typeface must be purchased and licensed through H&FJ.

Font licenses can be purchased online at [www.typography.com](http://www.typography.com) or through the New York sales office.

The sales office can be reached at info@typography.com, or at +1 212 777-6640, weekdays between 10:00am and 6:00pm (Eastern Time).
SHIP NAME TREATMENT

1. Using the ship name with other copy.
   Always italicize ship name in body copy and itinerary callouts. The weight and size of the ship name should match body copy and support itinerary callout copy.

   Example in body copy:
   I love Quantum of the Seas®.
   Anthem of the Seas™ is coming soon.

   Example in itinerary callout:
   **Quantum of the Seas®**
   **7-NIGHT WESTERN CARIBBEAN**
   Departing Cape Liberty, New Jersey

2. Using the ship name alone.
   Use ITC Garamond type treatment for the ship name and Gotham Book for trademarks (see page 12).

   NEW: Do not distort or alter typeface. All words in ship name should remain at 100% scale. ‘Of the’ should not be treated differently than the rest of the ship name.

   Examples:
   **Quantum of the Seas®**
   **Anthem of the Seas™**

   **ITC GARAMOND**

   ITC Garamond Bold Italic
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890@#$%^&*()
Royal Caribbean has its own lingo. Here are a few pointers on the words and phrases that we commonly use in marketing materials.

**USE:** Royal Caribbean®

**DON’T USE:** RC, RCI, RCCL, RCL or Royal
- Upon first mention of the company, use “Royal Caribbean®” with registration mark (®) in superscript
- Subsequent mentions do not require the registration mark
- Do not break the name of the company in half, between two lines

**USE:** (Ship) of the Seas® (Example: Oasis of the Seas®)

**DON’T USE:** An abbreviated version of the four-word ship name
- New ships may not yet be registered; new ships typically use (SM) mark for about a year after inaugural sailing
- Ship names should be italicized when they appear in body copy

**USE:** ship

**DON’T USE:** boat

**USE:** guests

**DON’T USE:** passengers

**USE:** stateroom

**DON’T USE:** cabin, state room (two words), lodging

**USE:** onboard

**DON’T USE:** on board, aboard, board

**USE:** DreamWorks Experience
- Note that a registration mark is not necessary when referencing the DreamWorks Experience programs available onboard our ships.
- Anytime the DreamWorks Experience is mentioned in copy or imagery, please contact Lauren Zaitz, lzaitz@rccl.com, to secure approval from our DreamWorks partners

**USE:** rock-climbing wall (thing) or rock climbing (activity)
- The recommendation above is for consumer marketing. Onboard, it is treated as a venue name and appears like this: Rock Climbing Wall

**USE:** ice-skating rink (thing) or ice skating (activity)
- The recommendation above is for consumer marketing. Onboard, use Studio B as the venue name.

**USE:** zip line (thing) or ziplining (activity)
- The recommendation above is for consumer marketing. Onboard, use initial caps like the name of a venue: Zip Line

**USE:** FlowRider®

**DON’T USE:** Flow Rider, flow rider, flowrider

**USE:** AquaTheater (Domestic communications); AquaTheatre (International communications)

**DON’T USE:** aqua theater, aquatheater

**USE:** RipCord℠ by iFLY®

**DON’T USE:** Ripcord by iFly, Rip Cord by ifly

**USE:** CocoCay®

**DON’T USE:** Cococay, Coco Cay

**USE:** boarding

**DON’T USE:** embarkation

**USE:** departure

**DON’T USE:** disembarkation

Visit WriteItRoyal.com for an index of Royal Caribbean vocabulary and appropriate usage.
Royal Caribbean holds trademarks for several logos and amenity names. Below is a select list of legal marks. A name or phrase should always appear with the mark upon first mention in every page of a communication. However, when creating materials that will only be used onboard our ships there is no need for registration marks.

Adventure Ocean® Youth Program
Boardwalk®
Casino Royale℠
Central Park®
ChoiceAir®
Club Royale®
CocoCay®
Crown & Anchor® Society
CruiseCare®
Dynamic Dining℠
Gold Anchor Service®

H2O Zone℠ (the O in H2O is the letter O, not the number zero)
My Time Dining®
NextCruise℠
North Star℠
RipCord℠ by iFLY®
Royal Advantage®
Royal Babies and Tots℠ Nursery
Royal Caribbean®
Save the Waves®
SeaPlex℠
Two70℠
Viking Crown Lounge®
Virtual Balcony℠ Stateroom
Vitality℠ at Sea

Visit WriteItRoyal.com for an index of Royal Caribbean vocabulary and appropriate usage. See page 15 for trademarks on ship names.
SHIP TRADEMARKS

Note that ship names are always written in italics within body copy. In certain display scenarios, this may vary.

Adventure of the Seas®
Allure of the Seas®
Anthem of the Seas™
Brilliance of the Seas®
Enchantment of the Seas®
Explorer of the Seas®
Freedom of the Seas®
Grandeur of the Seas®
Independence of the Seas®
Jewel of the Seas®
Legend of the Seas®
Majesty of the Seas®
Mariner of the Seas®
Navigator of the Seas®
Oasis of the Seas®
Ovation of the Seas™
Quantum of the Seas™
Radiance of the Seas®
Rhapsody of the Seas®
Serenade of the Seas®
Splendour of the Seas®
Vision of the Seas®
Voyager of the Seas®

Visit WritItRoyal.com for an index of Royal Caribbean vocabulary and appropriate usage.
THANK YOU TO OUR VALUED PARTNERS.

We appreciate your adherence to these guidelines and the energy and resources you commit to co-marketing the Royal Caribbean brand.

Should you have questions concerning these guidelines, please contact your Royal Caribbean Sales & Marketing Support Representative.