

The Celebrity Logo

The Celebrity logo is composed of the Celebrity Cruises logotype and the Celebrity brand identifier 'X'. Where the logo is used at 3 inches wide or less, or as the header of a creative initiative, the 'Sail Beyond Borders' tagline should not be included. For all other instances, the logo is to be used as described here.

The tagline should always appear either in blue; or in white when the whole logo unit is being used.

The Celebrity Logo should never be altered.



Pantone 648
CMYK: 100C 65M 55K

Cool Gray 10
CMYK: 70K
Roboto Regular - Zero letter spacing



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

Pantone 648
CMYK: 100C 65M 55K

Cool Gray 10
CMYK: 70K
Roboto Regular - Zero letter spacing

Corporate Logo Usage



Equal to the cap height of Celebrity Cruises



Equal to the cap height of Celebrity Cruises

Minimum and maximum size logo

All of the logos shown in these guidelines should be used no smaller than .5 inches (or 24px) in height. The artwork provided in these guidelines will not reproduce larger than 4 feet unless you are using an eps version.



The registration mark

The diagram above shows the proper placement of the registration mark (®) with the Celebrity Cruises® logo. When enlarging artwork, it may be necessary to reduce the size of the ® symbol so that it does not appear oversized.



The Alternative Celebrity Logo

In circumstances when the preferred horizontal master logo will not work due to space or design limitations, then an alternate stacked version is an option.



Pantone 648
CMYK: 100C 65M 55K
Note: This version exclusively for use on Social Media as the profile picture and does not include 'Sail Beyond Borders'



Pantone 648
CMYK: 100C 65M 55K



100% Black
CMYK: 100K



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

The “X” by itself

Special permission only

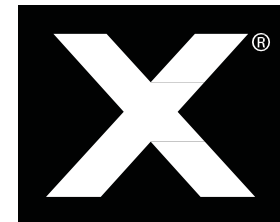
If there are situations that may require using the X by itself, please contact the Celebrity Brand Team.



Pantone 648
CMYK: 100C 65M 55K



100% Black
CMYK: 100K



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

Do not use the 'X' overlay on key images

We do not use the large 'X' as a creative asset, so we can focus on building more equity into visual elements such as the destination and onboard imagery.



The Celebrity Logo

Color Palettes

Traditional Media	Pantone	Process CMYK	Use
White			
Solarium Blue	2995	90C 11M	Promotional Headlines Highlights, Callouts
Celebrity Blue	648	100C 65M 55K	Logo
Grey	Cool Grey 10	70K	Brand Headlines, Body Copy Call To Action
Black	Black	75C 68M 67Y 90K	

Digital Media	Web
White	
Solarium Blue	299BE1 / CC Blue #2
Celebrity Blue	002859 / CC Deep Blue
Grey	333333 / CC Dark Grey
Black	000000 / Black

Trademark List

The following is a list of Celebrity Cruises owned trademarks that have been filed with the United States Patent and Trademark Office (USPTO) for federal trademark registration. Use the specified ® or ™ trademark notice symbol with the first prominent use of the trademark in the communication material. IF A TRADEMARK IS NOT LISTED BELOW, USE THE SM TRADEMARK SYMBOL.

The absence of a service or product name or logo from this list does not constitute a waiver of Celebrity’s trademark or other intellectual property rights concerning that name or logo.

Trademark Notice Symbols for our ships:

Please note that we do not refer to the ship name without “Celebrity” included. Example; We never say Solstice or Solstice Class instead we say, Celebrity Solstice or Celebrity Solstice Class.

- 1. Celebrity Edge®
- 2. Celebrity Solstice® Class
 - a. Celebrity Solstice®
 - b. Celebrity Equinox™
 - c. Celebrity Eclipse®
 - d. Celebrity Silhouette®
 - e. Celebrity Reflection®
- 3. Celebrity Millennium® Class
 - a. Celebrity Millennium®

- b. Celebrity Infinity®
 - c. Celebrity Summit®
 - d. Celebrity Constellation®
- 2. Celebrity Xpedition® Class
 - a. Celebrity Xpedition®
 - b. Celebrity Xperience™
 - c. Celebrity Xploration™
- 3. Celebrity Flora™

Trademark Notice Symbols for other Celebrity Services and Partners Services or Products:

- 1. Celebrity Cruises®
- 2. AquaSpa®
- 3. AquaSpa® Café
- 4. AquaClass®

- 5. Canyon Ranch SpaClub®
- 6. Canyon Ranch®
- 7. CruiseCare®
- 8. Frette® bathrobes
- 9. Riedel Crystal®
- 10. Sea & Stay™
- 11. Shipmates™
- 12. Cadets™
- 13. Ensigns™
- 14. Seapass®
- 15. Flights by Celebrity™
- 16. Wilderness Express®
- 17. Sea & Stay™
- 18. Celebrity iLounge™
- 19. The Celebrity Revolution™
- 20. Sail Beyond Borders™

Fonts

You might not think twice about the fonts that we use in our communications. You should. Because, when it comes to developing and maintaining a consistent brand image, the fonts that we use in all of our communications are just as important as any other brand element. The following are the approved fonts for use in both print and electronic materials.

Roboto Regular (screened at 70% on white)

Headline type is Roboto font, +/-32 pts,
kearned at 25 pts, leading is 24 pts.
Type is regular weight and in all-caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Regular (screened at 70% on white)

Body copy type is Roboto font, +/-12 pts,
kearned at 10 pts, leading is 15 pts.
Type is regular weight and in sentence case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Light (screened at 70% on white)
For Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Fonts

For web, online media and special emails: Roboto

Roboto Medium (screened at 80% on white)
For headlines | subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Regular (screened at 80% on white)
For headlines | subheads | terms & cond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Light (screened at 80% on white)
For Body Copy

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Thin (screened at 80% on white)
For Body Copy

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Mandatories

All printed Consumer Pieces should include:

1. celebrity.com
2. ©2018 Celebrity Cruises Inc. Ships' Registry: Malta and Ecuador

All printed Trade Pieces Should Include:

1. Cruisingpower.com
2. ©2018 Celebrity Cruises Inc. Ships' Registry: Malta and Ecuador

If add includes price point or offer please include Legal Disclaimer.

Examples: include two examples – one with an offer and one with a price point