



# BRAND IDENTITY GUIDELINES



# TABLE OF CONTENTS

*1. Brand Positioning* 3

*2. Our Logo*

Treatment 4

Brand Identifiers 8

*3. Colours & Typefaces*

Colour Palette 11

Typefaces 13

*4. Brand Voice*

Tone of Voice 15

The Nation of Why Not 16

Dos & Don'ts - Copy 17

# WHY NOT?

## *Welcome To Royal Caribbean International*

At Royal Caribbean International we like to ask **'Why Not'**. Why not climb mountains at sea, ice skate on the equator, or sunbathe past glaciers? We've pushed the boundaries of imagination and innovation to bring you the world's first onboard rock walls, ice-skating rinks and surf parks. On a cruise holiday with us you're free to do as much or as little as you like. With more than 290 destinations, breathtaking shore excursions and amazing onboard innovations at every turn, join us and experience a cruise holiday like no other.

Welcome to the Nation of Why Not

# OUR LOGO

The Royal Caribbean International classic logo is a specific combination of the Crown & Anchor symbol, our brand name, typography and colour.

- Always use the approved Royal Caribbean International colours: (Navy Blue, Royal Blue and Royal Gold) or the four-colour process equivalents.
- Clear space is the area that surrounds the signature and space is **X**, as shown in the example. (**X** equals the height of the “International” bar).
- Always provide the minimum clear space around all sides of the signature.
- The one-colour line art signature should only be printed in Royal Caribbean Navy Blue, black or white.
- The signature should always include the registration symbol (®).
- All of the signatures shown in these guidelines should be used at a size no smaller than 9.5mm in height.



*Three-colour signature  
Galliard Roman & Frutiger Roman fonts  
9.5mm minimum size signature*



*One-colour signature  
9.5mm minimum size signature*



*Minimum Clear Space*

## *Incorrect Logo Usage:*



*DO NOT use any colour combinations other than those listed in the colour palette.*



*DO NOT switch colours within the signature*



*DO NOT change the typefaces of the Royal Caribbean International signature.*



*DO NOT reproduce the signature in a single colour other than Royal Caribbean Navy Blue, black or white.*



*DO NOT distort the Royal Caribbean signature in any way.*



*DO NOT violate the minimum clear space with a photograph or text as shown.*

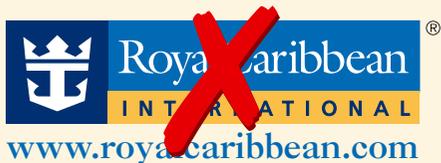
Delenit, euismod luptatum autem vulputate vel duis esse laoreet, et consequat feugait? Suscipit in, conummy nostrud facilisi ad tincidunt duis ut nulla. Et dolore wisi eum euismod ut at sed vel amet, odio facilisi et vero. Nulla eu vero quis vel ut duis. Illum ut nibh at



*DO NOT use the Royal Caribbean signature at an angle.*



*DO NOT separate or eliminate any of the Royal Caribbean signature components.*



*DO NOT list the web address below the logo.*



*DO NOT use previous campaign taglines.*

# ADDITIONAL LOGO DIRECTION

## *Background Control:*

Although the signature may appear on a wide variety of backgrounds, the recommended backgrounds are a solid field of white. Royal Caribbean Gold, Royal Caribbean Navy Blue or Royal Caribbean Royal Blue. A light neutral background is also acceptable.

## *Using the Signature with a White Border:*

When the three colour signature is placed on a blue or black background, a white rule surrounds the signature. When using a small size signature, the rule is approximately 1/2 point, but if printing capabilities are limited, your printer may increase the rule to 1 point. For larger applications, the rule enlarges proportionally to the other signature elements.

## *Using the Signature with a Blue Border:*

When the three colour signature is placed on a solid Royal Caribbean Yellow background, the signature is surrounded by a Royal Caribbean Navy Blue instead of a white rule.

## *Using Photographic Backgrounds:*

The signature may be placed on a photographic background, provided there is sufficient contrast to differentiate the identity from the background. Avoid cluttered photographic backgrounds or distracting patterned backgrounds that might obscure the signature. If the photographic background is very dark, a white rule should surround the three colour signature.

(See next page for examples)

*Additional Logo Direction:*



*White background*



*Royal Caribbean Royal Blue background*



*Royal Caribbean Royal Blue background with reverse signature*



*Royal Caribbean Yellow background*



*Light neutral background*



*Photographic background*



*Royal Caribbean Navy Blue background*



*Black background*

# BRAND IDENTIFIERS

These are additional branding elements that can be used in conjunction with the classic logo. The Crown & Anchor logo can never be used in place of the Royal Caribbean logo.

## *The Crown & Anchor:*

Used in almost every visual aspect, the Anchor is the brand's backbone. It can only stand-alone in an environment that is already "Royal Caribbean" branded (eg. onboard our ship). It may only be used in Navy Blue, black or white.

## *Additional Crown & Anchor Usage:*

The Crown & Anchor symbol should only be used alone when it is placed on an object of especially small size that cannot accommodate the rectangular Royal Caribbean International logo, or when it is used in addition to the Royal Caribbean International signature.

Uses of the Crown & Anchor symbol as a stand-alone should be submitted to Marketing Communications for approval.



When using the Crown & Anchor symbol alone, follow the clear space requirements.

Always use the registration symbol (®) on the Crown & Anchor logo.

The Crown & Anchor logo can never be used in place of the Royal Caribbean logo.

# BRAND IDENTIFIERS

## *The Crown & Anchor Crest:*

The Anchor crest may be used only with “The Nation of Why Not” on its accompanying banners. Only “The Nation of Why Not” copy may be used on the banner.

The Crown & Anchor crest should not replace our classic logo. In a piece where you use the Crown & Anchor crest, you must also include the classic logo.

The Crown & Anchor may not be altered in any way.

Always use the service mark (SM) on the Crown & Anchor crest.



# BRAND IDENTIFIERS

## Dos & Don'ts - Logos

### *Dos for logo:*

- Only use in an already Royal Caribbean branded environment
- Can only be used with The Nation of Why Not on the banners.
- On dark backgrounds the logo must have a white key line

### *Don't:*

- Does not replace the current Royal Caribbean logo

## Dos & Don'ts - Crest

### *Do:*

- Use to accompany all material as sign off to The Nation of Why Not
- Use it on its own without the Nation of Why Not logo

### *Don't:*

- Use without the Royal Caribbean logo



# COLOUR PALETTE

## *Process Colours:*

Printing with Pantone® colour inks is preferable; however, match-colour reproduction is not always an option.

Four-colour process printing may be used when necessary, such as in magazines. Many factors can influence accurate colour reproduction; press process, paper stock, line screen and ink coverage, to name just a few.

Please keep in mind that these factors may affect the results of the above four-colour process simulation formulas.

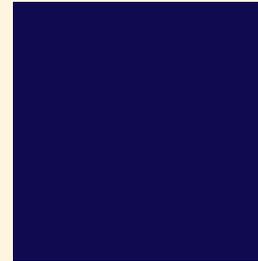
For optimal results, work with your printer to match Pantone® colour chips.

## *Electronic Colours:*

When reproducing the Royal Caribbean signature through electronic media, such as online or video, always use these RGB formulated equivalents to achieve the closest resemblance possible to Royal Caribbean corporate colours.

## *Primary Colours:*

### *Navy Blue*



C: 100  
M: 90  
Y: 0  
K: 55

R: 6  
G: 21  
B: 86

PMS: 281

### *Royal Blue*



C: 91  
M: 51  
Y: 0  
K: 0

R: 0  
G: 115  
B: 187

PMS: 2727

### *Royal Gold*



C: 0  
M: 28  
Y: 100  
K: 0

R: 254  
G: 189  
B: 17

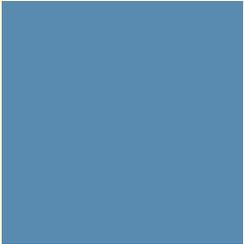
PMS: 1235



# COLOUR PALETTE

## *Secondary Colours:*

*New Alaska  
Cruise Tours*

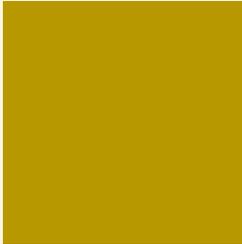


C: 60  
M: 20  
Y: 5  
K: 25

R: 77  
G: 135  
B: 169

PMS: 5405

*New Canada  
& New England*



C: 0  
M: 15  
Y: 100  
K: 36

R: 177  
G: 148  
B: 1

PMS: 399

*Australia &  
New Zealand*

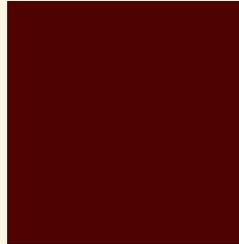


C: 0  
M: 40  
Y: 100  
K: 10

R: 226  
G: 151  
B: 23

PMS: 1385

*New Canadian  
Rockies*

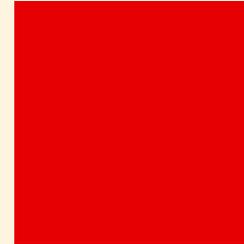


C: 0  
M: 90  
Y: 100  
K: 80

R: 84  
G: 0  
B: 0

PMS: 5185

*Asia Red*



C: 0  
M: 100  
Y: 100  
K: 0

R: 237  
G: 28  
B: 36

PMS: 1797

# TYPEFACES

## GOTHAM ULTRA

For main headlines and titles

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890@#\$\$%^&\*()**

## GOTHAM BOOK\*

For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%^&\*()

## GOTHAM LIGHT

For accent copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%^&\*()

## ADOBE CASLON ITALIC

For sub-headlines and to break-up the other two  
san serif faces

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890@#\$\$%^&\*()*

To purchase fonts, please visit: [typography.com](http://typography.com) (gotham) and [Fontshop.com](http://Fontshop.com) (Caslon).

\*Gotham Book Condensed may be used as a secondary option in situations where a thinner typeface is necessary. However, this use should be limited wherever possible and the primary option should be Gotham Book.

# TYPOGRAPHY

*Examples:*



# THE NATION OF WHY NOT SPEAKS

## *Royal Caribbean's Brand Voice:*

The Nation of Why Not is a place that's welcoming to all kinds of people, from all over the globe. It is friendly, respectful and tolerant – just like its citizens. It is never snobbish, exclusive, flip or judgemental.

The Nation of Why Not is optimistic. It does not moan about what is wrong with the world, it is not bitter, sarcastic or jaded. Instead it seeks to create better alternatives. Where others see only problems and dead-ends, it sees possibility.

The Nation of Why Not does not take itself too seriously. It knows that when people are on their holiday, they want the weight of the world off their shoulders. That's why it engages people in a lighthearted, witty and playful way, without ever descending into cheesiness, wackiness or low-brow humour.

The Nation of Why Not believes in the power of the imagination. It's a company run by forward-thinking dreamers. So when it speaks, it does not over-intellectualise, resort to technical talk or lists of features, but talks about the dreams that inspired its accomplishments, and how the experience will change people.

The Nation of Why Not is a place in which everyone feels liberated to discover their best self – in unexpected and unique ways. It does not describe what “Why Not” should mean to any one individual. It's not a competition, or a race. It's about people challenging themselves to participate in all the Nation has to offer, rather than challenging the rules or the establishment.

The Nation of Why Not is a leader, not a follower. It's a place unlike any other. Which means that it does not copy or follow conventions. Everything it does starts with the questions “what if?” and “why not?” and the results are always new, and different and surprising.

# THE NATION OF WHY NOT SPEAKS

THE LAND OF YOUR DREAMS  
that turns out to be no land at all?



DIRECTIONS TO THE NATION OF WHY NOT  
pick up a globe, we're the parts that are blue



DO A FIGURE OF EIGHT across the seven seas?

**Why Not.**

# DOS & DON'TS – COPY

## *Dos – The Nation is:*

Playful  
Aspirational  
Liberating  
Confident/Leading  
Witty  
Smart

## *Don'ts – The Nation isn't:*

Wacky  
Exclusive  
Promoting lawlessness or rule-breaking  
Pompous  
Funny or sarcastic  
Overly intellectual

## *Do use words such as:*

Exhilarating  
Spectacular  
Breathtaking  
Choice  
Award-winning service  
Experience  
Exciting  
Adventure  
Explorer  
Magnificent  
Rock-climbing wall  
Ice-skating  
FlowRider®  
In-line skating  
Innovative  
Stateroom, *NOT* cabin  
Guests, *NOT* customers  
Unique onboard experiences

## *Don't use:*

Mega  
Huge  
Jumbo  
Mammoth  
Gigantic  
Discount  
Bargain  
Clear out

## *When to use Onboard vs On board?*

**On board** when one is  
e.g. a guest on board

**Onboard** as a descriptor of things  
e.g. an onboard ice rink, etc.