



Version 1.1  
January 2024

# Basic Brand Guidelines



# Welcome aboard

These Brand Guidelines are for you.

They will help you to leverage our brand identity effectively—from how we look to how we sound. They will ensure we always show up at our best.

**So let's get started.  
There's plenty to discover.**

# Lock-up

## Clear space

Clear space is the area of isolation around a brand element. It helps ensure our brand can be clearly read without the clutter of competing surrounding elements.

Our clear space around the Lock-up should always equal half the height of the Symbol. This maintains the proportions of the clear space regardless of the Lock-up size.



# Lock-up

## Colour

Our Lock-up should only be used in our **Core colours**: Aqua, Midnight or White. It should be one colour, meaning the colour of the Symbol and Wordmark should always match.

Use the elements in your piece of communication to determine the colour of your Logo for maximum contrast and clarity, following the visual examples on this page.

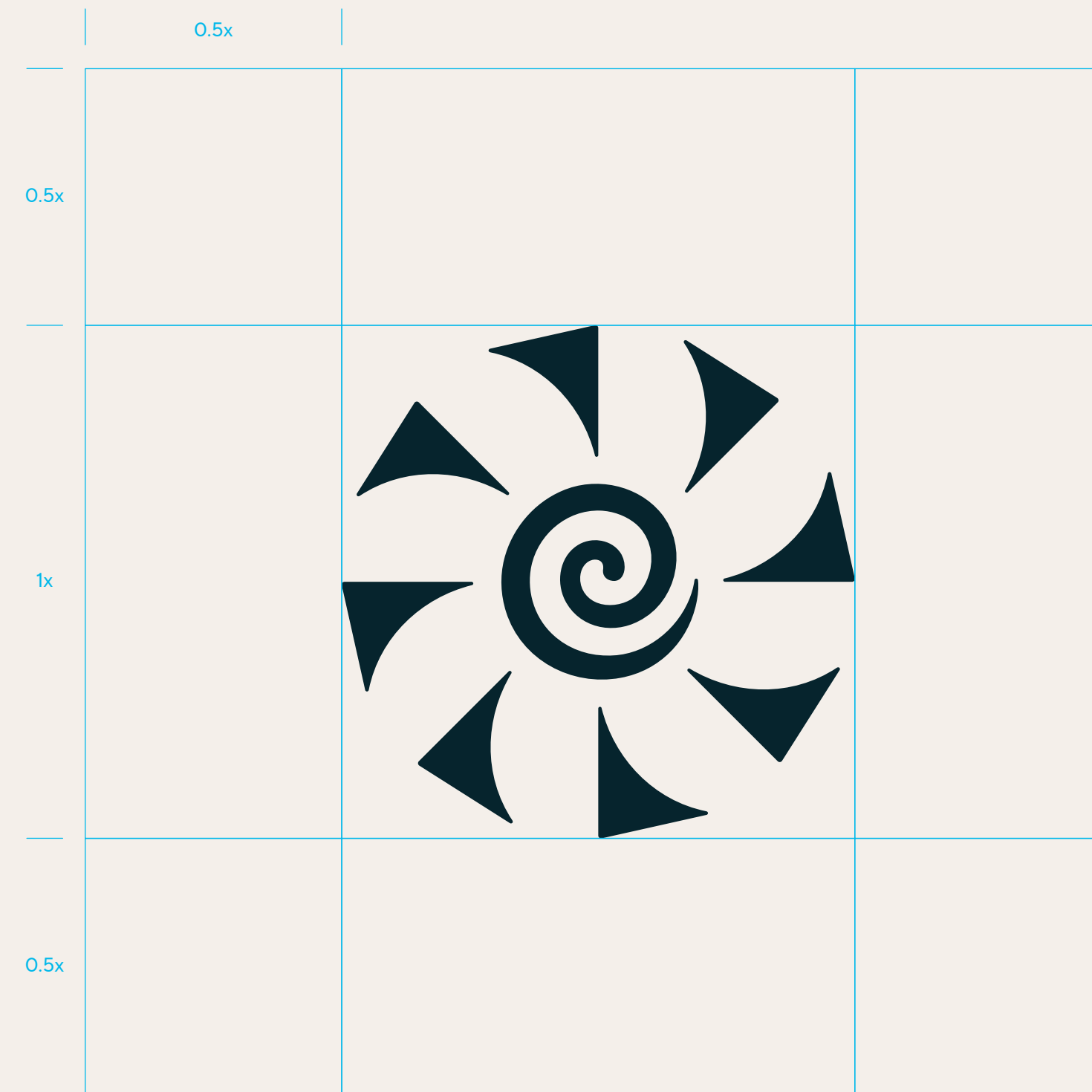
- ① Aqua Lock-up on Stone background
- ② Midnight Lock-up for light gradient backgrounds
- ③ White Lock-up for dark backgrounds
- ④ White or Midnight Lock-up for use on images



# Symbol

## Clear space

Our clear space around the Symbol should always equal half the height of the Symbol. This maintains the proportions of the clear space regardless of the Symbol size.





# Symbol

## Colour

Our Symbol should only be used in our **Core colours**: Aqua, Midnight or White.

Use the elements in your piece of communication to determine the colour of your Symbol for maximum contrast and clarity, following the visual examples on this page.

- ① Aqua Symbol on Stone background
- ② Midnight Symbol for light gradient backgrounds
- ③ White Symbol for bright backgrounds
- ④ White or Midnight Symbol for use on images.



# Colours

## Values

Use the values on this page to ensure the correct colour usage in your application.

### Aqua

R 0	C 70
G 184	M 2
B 234	Y 2
# 00B8EA	K 0

### Midnight

R 6	C 99
G 36	M 70
B 45	Y 55
# 06242D	K 70

### White

R 255	C 0
G 255	M 0
B 255	Y 0
# FFFFFFFF	K 0

### Stone

R 244	C 5
G 239	M 6
B 234	Y 9
# F4EFEA	K 0

### Olympia

R 46	C 85
G 97	M 61
B 188	Y 0
# 2E61BC	K 0

### Crystal

R 193	C 29
G 219	M 6
B 231	Y 8
# C1DBE7	K 0

### Seashell

R 244	C 0
G 199	M 31
B 221	Y 1
# FFC7DD	K 0

### Oregano

R 28	C 82
G 132	M 24
B 100	Y 68
# 1C8464	K 9

### Lemon

R 255	C 3
G 246	M 0
B 168	Y 44
# FFF6A8	K 0

### Blossom

R 255	C 0
G 120	M 66
B 155	Y 15
# FF789B	K 0

### Cypress

R 182	C 34
G 228	M 0
B 184	Y 37
# B6E4B8	K 0

### Sunset

R 255	C 0
G 163	M 43
B 0	Y 93
# FFA300	K 0

### Tomato

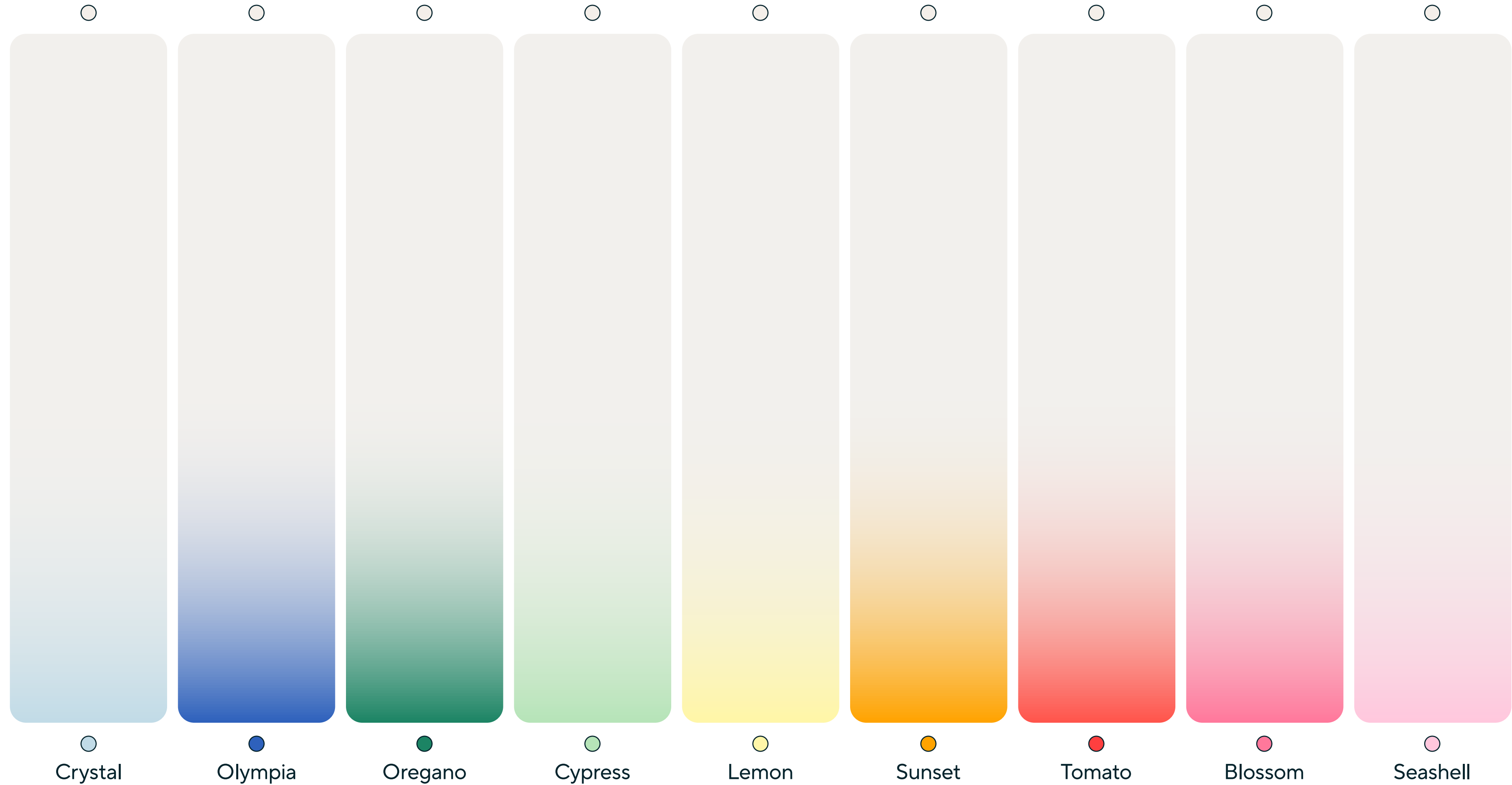
R 255	C 0
G 84	M 78
B 75	Y 63
# FF544B	K 0

# Foundation Gradients

## Shallow

Our Shallow gradients are the subtlest in our gradient palette, where Stone accounts for a large percentage of the area.

Foundation gradients are always perfectly horizontal, with the colour at the bottom and Stone at the top.



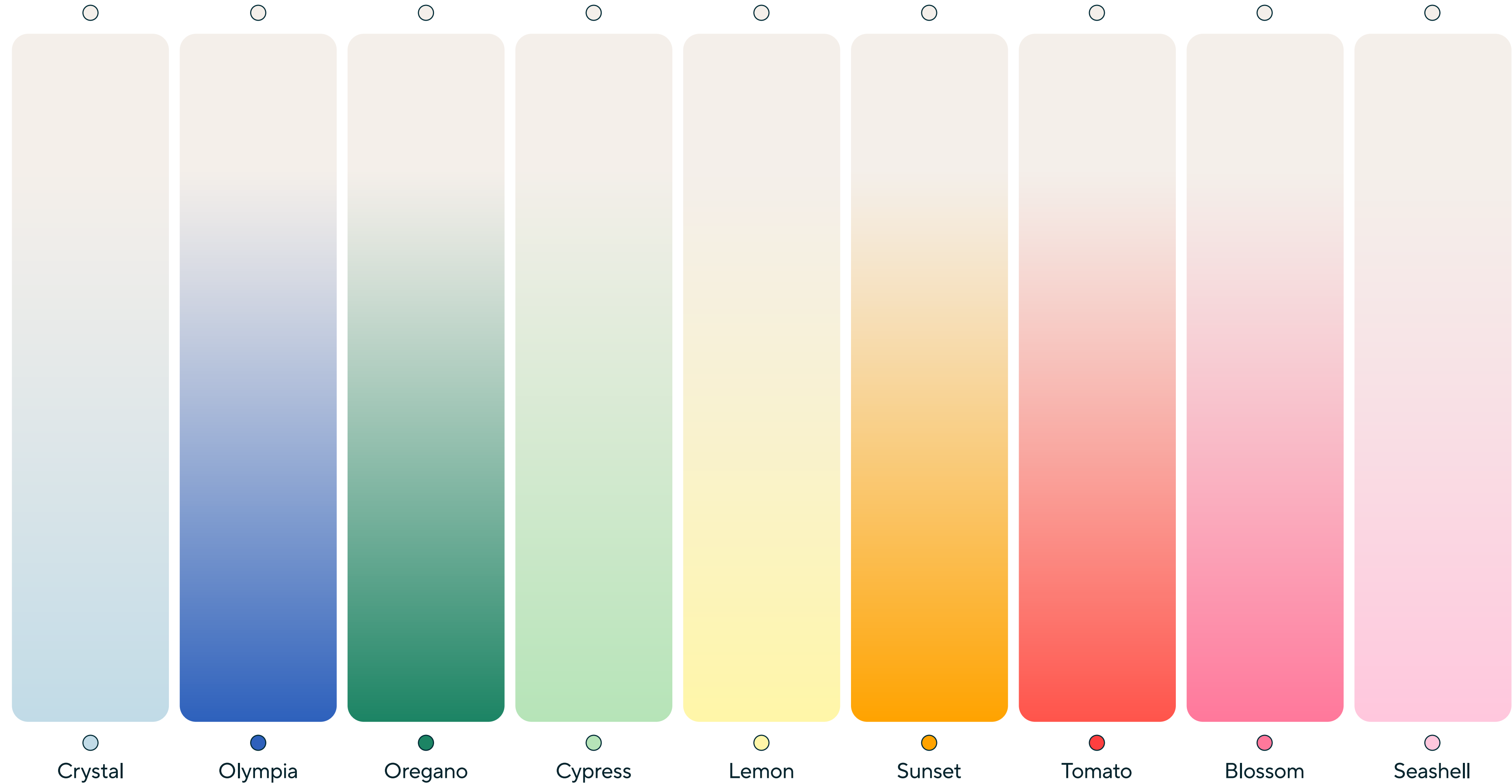


# Foundation Gradients

## Deep

Similar to our Shallow gradients, our Deep gradients transition from our Expression Palette to Stone, but with a more intentional wash of colour for moments requiring a little more vibrancy.

Foundation gradients are always perfectly horizontal, with the colour at the bottom and Stone at the top.



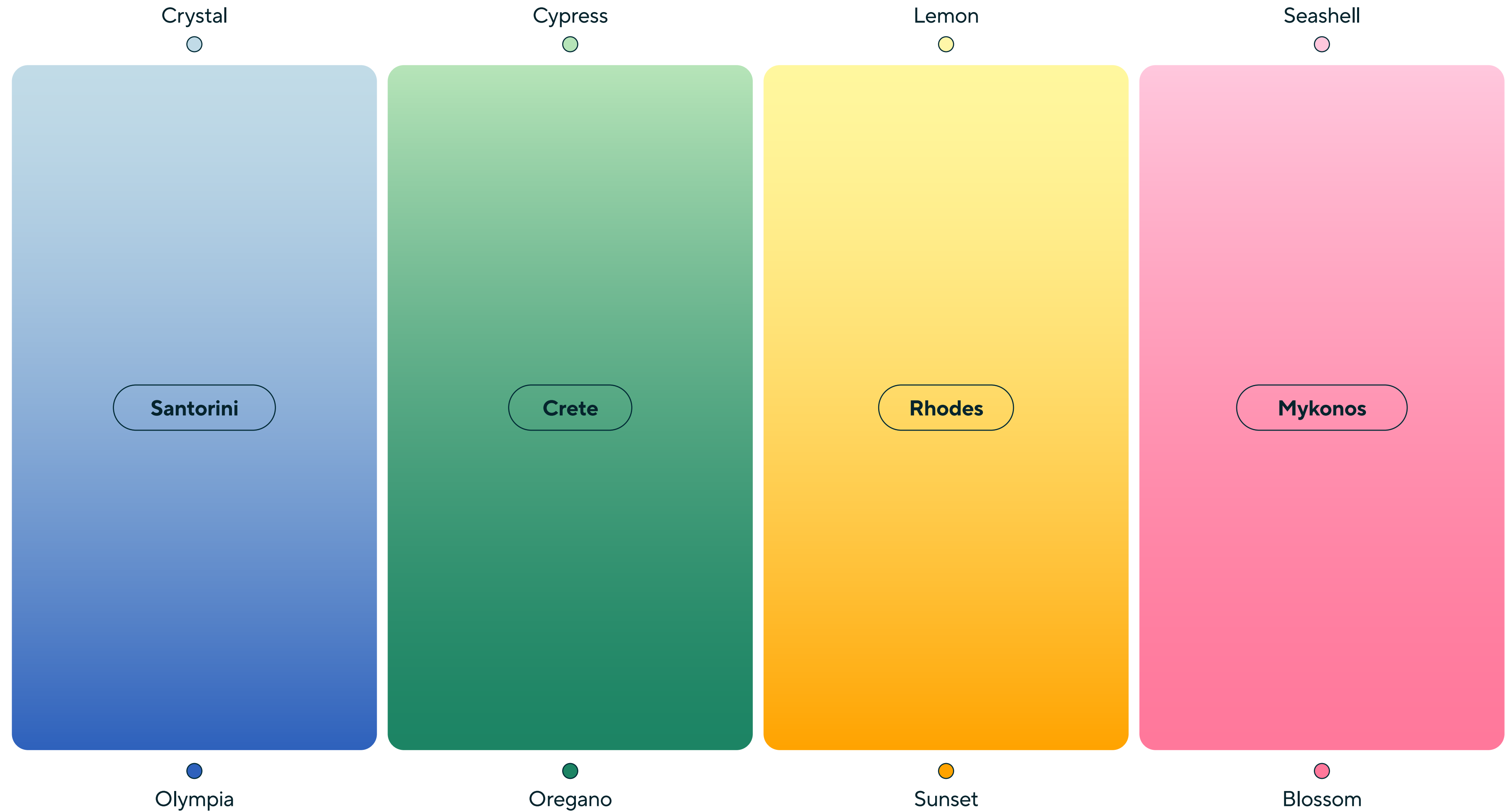
# Special Gradients

## Tonal

When Special gradients are Tonal, they pair two colours of the same hue.

Special gradients are always perfectly horizontal, with the darker shade at the bottom and lighter tint at the top.

Our four hues combine to create four Tonal gradients named for some of our favourite destinations: Santorini, Crete, Rhodes and Mykonos.



# Typography

## Weights

With three weights, TT Norms Pro can shout or speak.

# Black

Our heaviest weight for those unmissable moments. Use sparingly to keep it special.

# Bold

Confidently bold. Use it for titles and headlines, creating the perfect hierarchy.

# Normal

When in doubt, use **Normal**. Our lightest weight, perfect for body copy, messaging and details.

# Typography

## Languages

TT Norms Pro is well equipt to speak the languages of our guests.

Hello

Latin

Γειά σου

Greek

Здравейте

Cyrillic

# Typography

## Hierarchy

Our typography should always have optical kerning and be set to -10 Tracking.

Leading should be 110% of the Font Size.  
E.g. 20pt Font Size should have a 22pt Leading.

# Get onboard

## Your Aegean adventure starts here

Explore all there is to see, do and discover aboard **Celestyal Discovery**.

This helpful itinerary will show you what to do, where to go, and when to see it – so you can tailor your experience to you!

Discover Now

Headlines should grab the attention of the reader first. Use **Black** for a more casual tone and **Bold** when being more serious.

Sub-headers should always be set in **Bold**.

Body copy should always be set in **Normal**, but can have injections of **Bold** to highlight key words when needed.

Copy within buttons should always be **Bold**.  
[Click here to Learn more.](#)

# Tone of Voice

## Principles

### Proud

Our journeys might extend far beyond the Greek isles, but we are experts on authentic experiences wherever we are – and we're not afraid to let people know. Whether that's offering guidance on treading like a local, or how to enjoy a real taste of wherever we are.

However, we're careful never to lecture, use alienating terms or marketing speak.

We never assume everyone knows exactly what they're looking for on a cruise with us. Instead, we're specific about what we're offering and why our guests will love it – and our confidence shines through.

### Human

We talk to our guests, not at them, and use warm, conversational language that shows we're not just another corporate cruise liner.

Occasionally we use slang or idioms to remind our guests we're part of the same world as them, but we use common sense and handle these with care.

This extends to communicating with our guests in a way that feels natural to them – in their language wherever possible, and with cultural sensitivity, always. This includes adapting our English-language copy to reflect where we and who we're talking to (eg. UK, Australia or USA).

### Passionate

We're obsessed with all things cruise, and love nothing more than talking about our passion for memorable experiences with our (equally passionate) guests.

We understand the joy of discovering something unexpected or new – and we connect with our guests through relatable storytelling that's emotive, descriptive and puts them at the heart of the moment.

When we talk about these things, it's like we're talking to friends. That is, personal, self-aware, and shouting about the good things: whether it's the experience itself, or how it'll make our guests feel.

### Playful

Humour works for us – it might range from a knowing chuckle to an outright giggle (and the occasional bellylaugh if we're lucky) – but we're never crude or offensive.

A cheeky pun or two is okay, but we don't turn to these as default. Through our humour we show we understand our guests' desires and experiences and their perfectly imperfect reality – it's a shared, playful smile that says we get it.

### Helpful

As is Greek custom, we're all about welcoming friends both old and new with warmth and positivity. We are here to ensure our guests have the most memorable experience possible, and are effortlessly approachable in our quest to do so.

Whether we're sharing something positive – or less so – everything we say is well considered and has a point. Our language is clear, straightforward and easy to understand, which reaffirms us as someone you can comfortably rely on.



# Tone of Voice

## Considerations

### Be down to earth

We're having a conversation with our guests so we use 'we' and 'us' and 'you', rather than 'Celestyal' and 'our guests'.

### Share, don't tell

We don't just say, 'this is a great experience'. We share how unmissable and memorable the experience is by crafting a relatable, enticing moment and bringing it to life with evocative language.

### Reflect the imagery

Our words are almost always accompanied by imagery, and they should complement one another. When they're not, they should be expressive and descriptive enough to conjure up an image in our guests' eye.

### Communicate price & value

We call out price and unique experience messaging – but only where appropriate – in order to communicate trusted value to our guests.

### Opt for specificity

Try to find the 'uniquely Celestyal' point – inspired by moments of discovery – and avoid using anything other cruise companies could say.

Don't say something about one of our offerings, ships or experiences which could be applied to another offering, ship or experience.

### Say it in as few words as possible

Don't write an essay!

Our audience has a limited attention span so we tell them what they need to know as quickly and succinctly as possible.

### Put the guest first

Our target audience of Social Seekers, Cultural Escapists and Wellbeing Wanderers should be at the front of our minds whenever we write.

Put yourself in their shoes and think about why they should care and what makes us and an experience with us relatable to them.



# Art Direction

## Principles

With an Art Direction built on honest moments, we ensure we avoid the clichés of our industry by choosing or shooting images that follow four essential principles—Authentic, Abstract, Nuanced and Emotive. These principles ensure that we show the small, special and emotional moments that make up any great trip.

This moodboard offers a holistic view of the creative tone, and provides inspiration for selecting imagery.

All images shown are subject to copyright and should only be used for the purpose of this guideline.



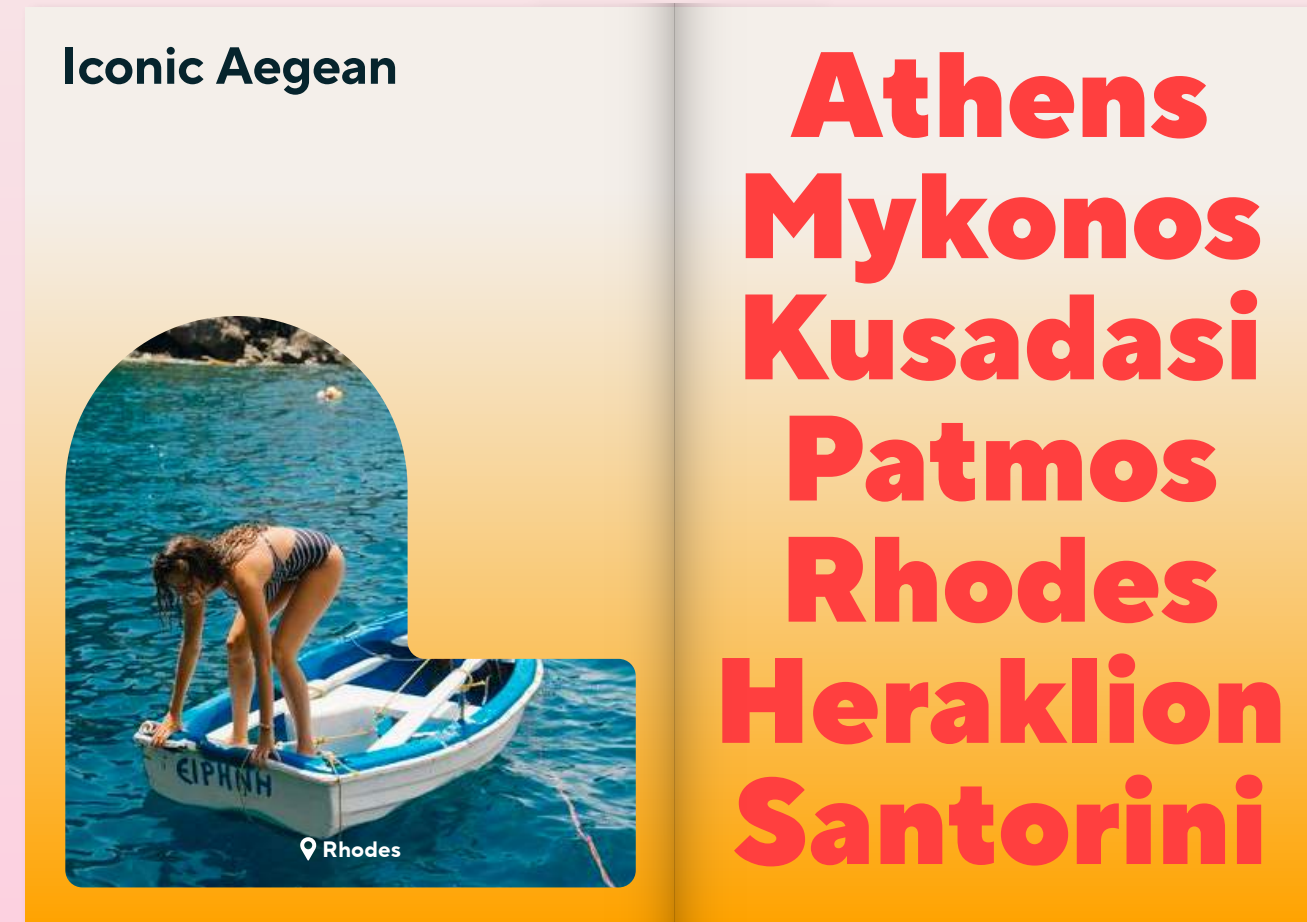
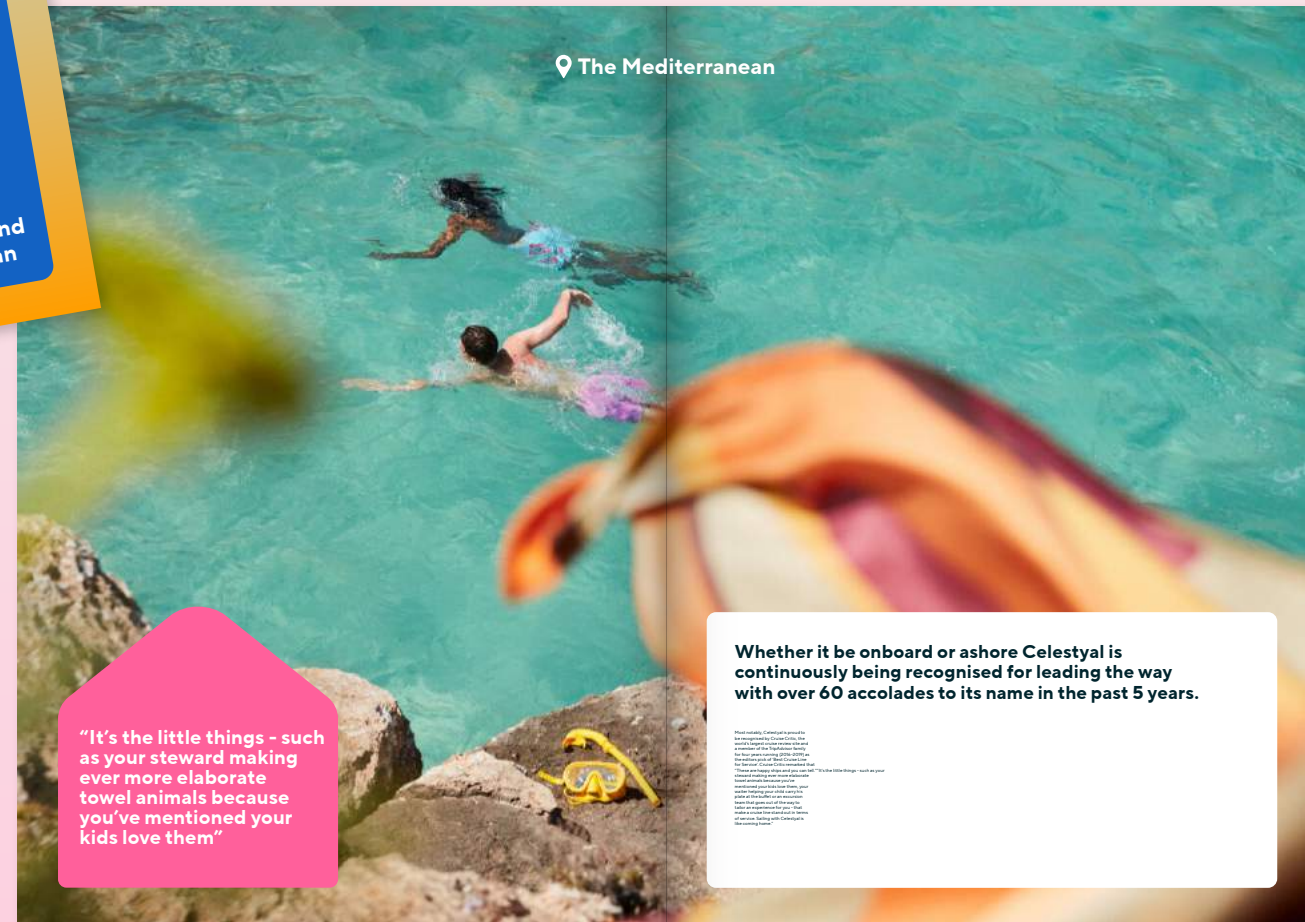


# Marketing Brochure




Where to start?

- ① About Celestyal 04
- ② Shorter Cruises 12
- ③ Longer Cruises 23
- ④ Our Ships 28
- ⑤ Explore Now 34





# Marketing Mailer

 **Celestyal**

## Thank you for booking


**Idyllic Aegean on the  
Celestyal Journey**


Departing from Athens, Greece

18 May 2024

**Your Itinerary**

- ① Athens
- ② Thessaloniki
- ③ Kusadasi
- ④ Crete
- ⑤ Santorini
- ⑥ Mykonos



 **Celestyal**

# Get onboard


**7 Nights From**  
**\$1,519** (USD)  
 per person, per trip

Plus 50% off the Celestyal Plus experience

[Book Now](#)


# Marketing OOH





# Tread like a local

Get onboard



📍 Patmos

