

Welcome Aboard

You have been invited to travel with one of the industry's most extraordinary brands. Celebrity Cruises offers a comfortably sophisticated, upscale cruise vacation that delivers an unparalleled experience through our renowned level of service and inspiring attention to every last detail.

These brand identity guidelines (BIG) have been created to assist you, our team members, our marketing partners and our travel partners, along the journey—providing you with the background knowledge and hands-on tools necessary to help build and enhance the Celebrity brand. The introduction of these guidelines in no way suggests that existing, already produced materials should be discarded. However, going forward, our collective goal, from CelebrityCruises.com and television advertising to direct mail and trade marketing, is to communicate one consistent brand promise—*the extraordinary feeling of ahhh*.

IF YOU HAVE ANY QUESTIONS about any of the Celebrity brand guidelines, please do not hesitate to e-mail JHusak@celebritycruises.com.

Brand Overview—

Within this section, you will get to know us a little better. You will learn about our unique history and discover what truly makes us tick. From our beginnings to our envisioned future—our *new* vision for the brand is designed to inspire you to create an extraordinary and memorable experience for each and every one of our guests.

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About Celebrity—

BRAND OVERVIEW > ABOUT CELEBRITY

From The Beginning...

In 1989 the Chandris family introduced the first Celebrity Cruise ship—promising cruisers a new kind of vacation that would surpass all others in terms of service, value, sophistication, and exceptional quality. The inspiration for the “X” logo came from the Greek alphabet, as “X” is the symbol for the Greek letter “Chi,” which is the first letter in the Greek spelling of Chandris. However, more than a reference to the Chandris family, the “X” now serves as the face of the brand. It is a powerful graphic emblem with strong recall, perfect in balance, harmony, and symmetry.

The Celebrity “X” has always stood for one thing: *First in quality*. The brand’s understated elegance and superior service set it apart from the rest of the pack. Compared to other main line choices which continue to offer bigger and bolder, Celebrity continues to win loyal guests seeking a more sophisticated, comfortable experience. No other cruise line can provide the personal service that Celebrity can—giving everyone the chance to feel enlivened, recharged, and reconnected with family and friends. From the special and stylish dining to the exciting destinations and breath-taking excursions to the relaxing and indulgent spa treatments, Celebrity offers extraordinary moments of life as it should be.

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Target Audience—

BRAND OVERVIEW > TARGET AUDIENCE

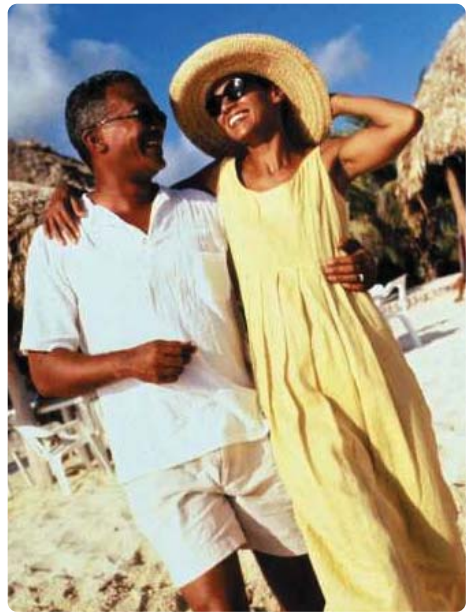
With a Youthful Heart...

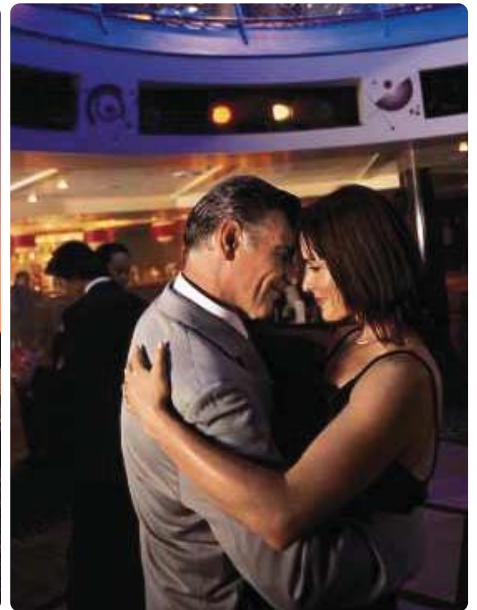
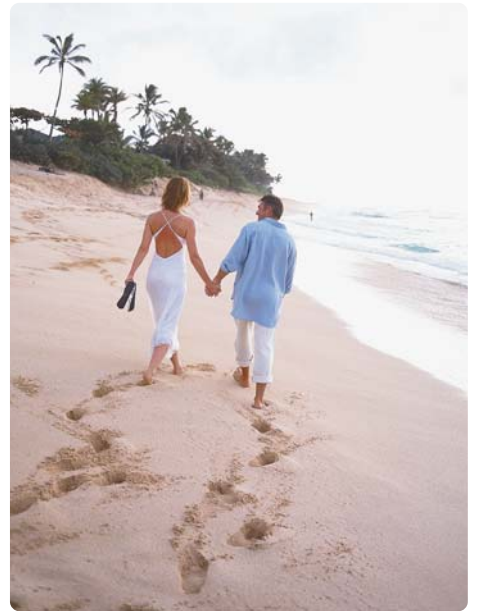
40-60 YEARS YOUNG and turning convention on its head—the big Boomer generation has arrived! 78 million strong, this forward thinking generation is ready for a little “me time.” Far from considering themselves old and ready for retirement, they’ve redefined middle-age and are primed to make the most of this time in their lives. This is the “I can do that” generation who rewrote the rules; who pushed all the boundaries...who continues to be in the center of it all—career, community, and as always, family.

Celebrity is a preferred choice among cruisers who have traveled enough to know that not all cruise lines are the same (70% of Celebrity’s guests are experienced cruisers). These discerning guests are choosing quality experiences. They aren’t as wooed by bells and whistles as they are the comfortable sophistication and first class service that Celebrity delivers like no other.

As a snap-shot of our amazing guests, these photos are meant to introduce and inspire you to this active and vibrant audience. Our goal is to show their hearts, emotions and passions—as you will discover, they are definitely *not* old, and they are certainly *not* boring. So let’s get ready for the greatest ride of our lives. **Celebrity Image Library:** You can access these and hundreds of other hi-resolution images by going to celebrityimagelibrary.com. **CelebrityTravel** professionals can access the **Celebrity Image Library** by going to CruisingPower.com.







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Creative Tools—

If you have a hand in creating anything to do with the Celebrity brand, you've come to the right place. From our *new logo* and *horizon ribbon* design system to the revised brand's voice, this is where to find all the details on typography, color and photography, as well as, a sampling of communication design standards that are intended to inspire and guide you along your creative voyage, all with the intention to help create a singular brand look and feel, from top to bottom, consumer to trade.

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Brand Voice—

CREATIVE TOOLS > BRAND VOICE

Strong Emotional Truths...

The Celebrity voice is inspirational, motivating and always positive. All consumer-facing copy should clearly support the idea that the Celebrity brand is sophisticated, yet approachable. Language, whether written or spoken, should be very visual in nature, painting a vivid picture for the consumer and delivering features and benefits in a more personal manner.

AVOID USING EXPECTED LANGUAGE. By describing surroundings or experiences visually, we will connect with the consumer on a deeper level and stand out more clearly.

Headlines:

Whether full headlines or teasers, it's important that leading copy conveys sophistication without alienating consumers. To do this effectively, headlines must be smart and inspirational. Language that touches on strong emotional truths, twists expected language or motivates consumers into deeper thought make for great headlines.

Sample Headline:

Leave your reality behind, it's not going anywhere.

In the above example, we start with a statement that perhaps seems pretentious "Leave your reality behind..." and then anchor the thought with a down-to-earth, witty ending, "...it's not going anywhere." This effectively conveys the approachable sophistication of the Celebrity brand.

Sample Headline/Subhead:

Atmosphere on the rocks

This subhead is used to quickly introduce the idea that they are in an ultra-modern environment where guests order drinks from a frozen ice bar. By twisting the cliché "on the rocks," with the word "Atmosphere," we capture attention and convey important information about the setting.

Body Copy:

Wherever long blocks of copy are used to convey information, focus on capturing a moment in addition to showcasing features and benefits. Writing from a second person narrative point of view will help consumers put themselves in the environments we create, whether it's describing ships, destinations or even special offers.

Sample Body Copy:

A Celebrity cruise is more than a vacation. It's a voyage into a world where all your needs are met by a staff dedicated to ensuring that every moment exceeds your expectations. From spectacular dining to indulgent spa treatments, you can satisfy body and soul. There are countless entertainment possibilities — from activities that have been created just for kids to entertaining nightlife for adults. Celebrity Cruises® plans every facet of your cruise to ensure a totally seamless experience. That way you're able to savor every moment.

AVOID USING CLICHÉ sales language like: Act now; So, what are you waiting for; Chance of a lifetime, etc

Celebrity vs. Celebrity Cruises:

We typically use the word Celebrity in copy that describes the brand experience or a particular product. Celebrity Cruises is used when we want to speak about Celebrity as a company.

Example:

Add to all this our famous personal service with a touch of luxury that makes every guest feel like the only guest onboard, and you can see why Celebrity guests and the travel press consistently rate Celebrity Cruises as one of the world's finest cruise lines and one of the best ways to see Europe.

Preferred Celebrity Terminology:

Please use the following common terms in the appropriate and preferred way:

- guests instead of passengers
- stateroom rather than cabin
- veranda instead of balcony

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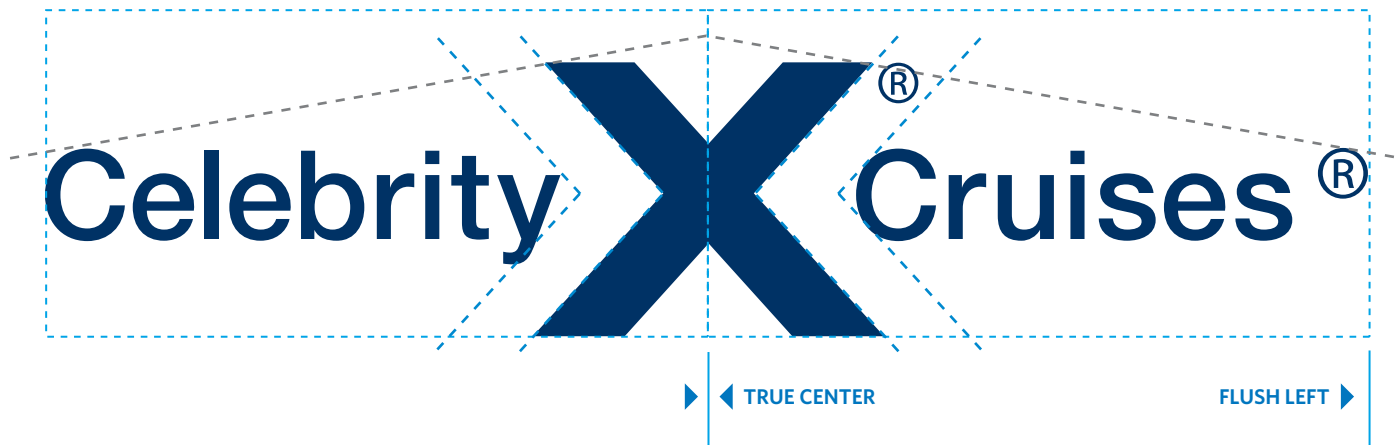
Celebrity Logo—

CREATIVE TOOLS > LOGOS & GRAPHICS > CELEBRITY LOGO

Perfect Balance And Symmetry...

To achieve a more pleasing relationship, we recently adjusted the thickness and spacing of each letter of the logotype and decreased the logotype to the proportion of the X logo. Increasing the weight of the logotype increases the prominence of both logotype and logo while unifying them as one.

The registration marks plays a critical role in the balance and symmetry of the final design. The proportions should never be altered, as it creates the true center of the logo as well as it's flush right and flush left measurements. All too often this important element is not considered in the design of a logo.



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The Celebrity Master Logo—

CREATIVE TOOLS > LOGOS & GRAPHICS > MASTER LOGO

The Celebrity brand master logo is composed of the Celebrity Cruises logotype and the Celebrity brand logo “X”. **Under no circumstances should this master logo lock-up be altered.**

The Celebrity Cruises logotype has been designed for maximum legibility when viewed in both positive and reversed presentations—both large and small.

The logotype’s position and proportions have been carefully crafted to the size and position of the brand logo “X”. Together they communicate the quality of the brand. This proportion should never be altered.

The Celebrity logo can either be used on a white background, in PMS 648 (or its CMYK/RGB equivalent), or knock-out in white from a field of PMS 648 (or its CMYK/RGB equivalent). When the logo must appear on an alternative colored background or photograph, it should always knock out of the background in white.



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The Celebrity Alternative Logo—

CREATIVE TOOLS > LOGOS & GRAPHICS > ALTERNATIVE LOGO

An alternative stacked logo lock-up has been designed only for situations in which the preferred horizontal master logo lock-up will not work because of size or design limitations. **Under no circumstances should this alternative logo lock-up be altered.**



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Black And White:

If the presentation color is limited to black and white, the logo should appear black. If the logo is shown on a dark background in black and white, the logo should be knocked out in white.

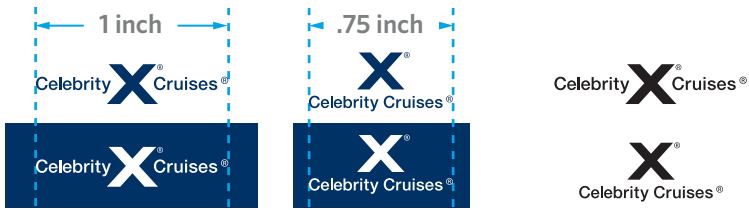


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Minimum Size Requirements:

To ensure legibility and accurate reproduction, a minimum size has been set at 1 inch wide for the master horizontal lock-up and .75 inch wide for the alternative stacked logo lock-up.



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The Celebrity Horizon Ribbon—

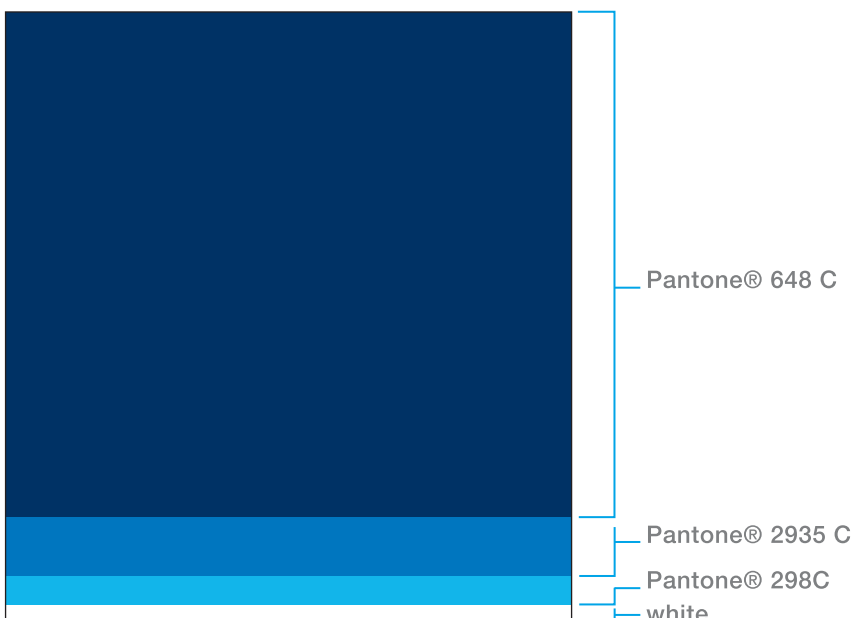
CREATIVE TOOLS > LOGOS & GRAPHICS > HORIZON RIBBON

The new Celebrity Horizon Ribbon has been designed to symbolize the horizon at sea. It gives new meaning and freshness to the brand and sparks the fantasies of travel.

The Horizon Ribbon is made up of a defined proportion of white, PMS 2935 and PMS 298. These secondary colors serve in a supporting role to invigorate the traditional elegance of the classic Celebrity PMS 648 blue.

The Horizon Ribbon’s blues visually add sparkle and power to the brand, while communicating the peace, tranquility and perfect balance of sky and water—it signifies the journey ahead, the adventures yet to be had and the sights yet to be seen. The new Celebrity Horizon Ribbon adds another dimension to the brand’s graphic communications.

Wherever possible the Horizon Ribbon should be used graphically to split the page in half, often separating two images while defining a clear hierarchy of information above and below its central threshold. When the design prohibits this from happening, the graphic element of the Horizon Ribbon should be locked-up with the logo in its exact proportions to add a brand spark of color and consistency to all communications—from inaugural ribbon cuttings to online and printed marketing manifestations.



Example:



Brand Signifier...

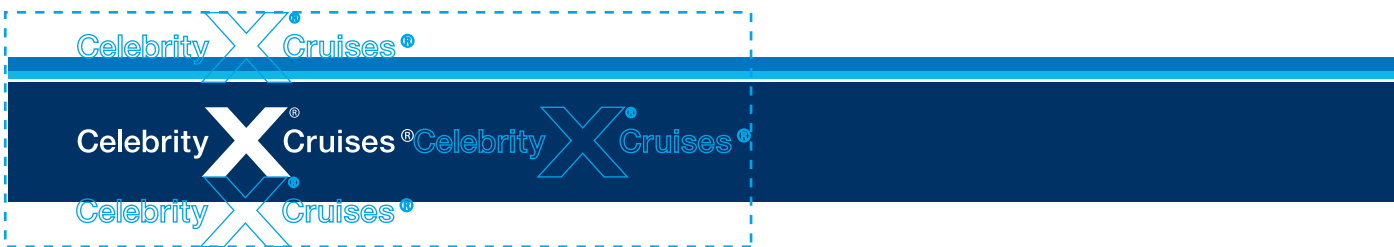
The Horizon Ribbon system is a brand signifier and therefore it should not be used as a graphic element to house headlines or taken out of context to visually decorate the printed page.

Once this identifier is established, you may choose to use the Horizon Ribbon elsewhere within the design, but only in balance and proportion to the guidelines that are established here. Remember, less is more.

Fight the urge to use the Horizon Ribbon as a decorative element as this will quickly erode its impact and purpose.

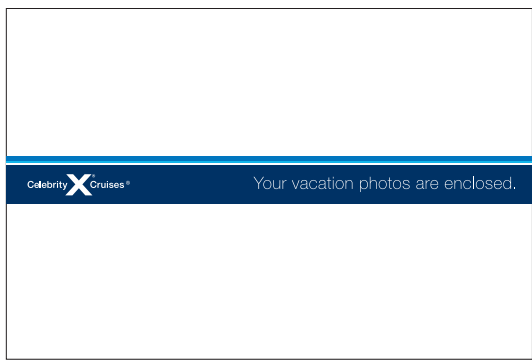
Give The Logo Space:

The one rule to adhere to is that the proportion of the logo to the thicknesses of color banding should not be altered. Meaning that if you desire to have a larger logo or a smaller logo on the page, the color banding scales up or down accordingly.

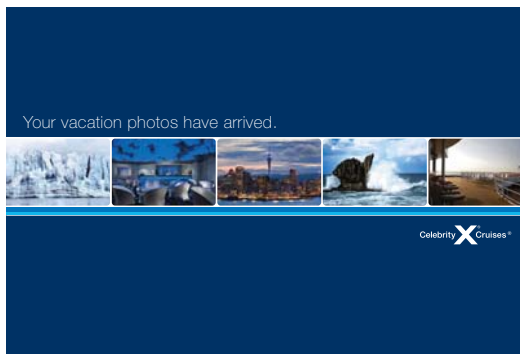


Example 1:

Because we have a field of white, always use the version of the Horizon Ribbon that works for this situation (shown here with the ribbons of color on the top). The headline is set within the Horizon Ribbon, while this works here, a caution should be noted to adding too much copy within the bar as it will invade the space and erode the branding of the Celebrity logo (this area is best reserved for the title of the collateral only).



1.



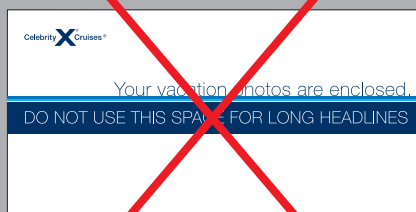
2.

Example 2:

Another design solution that could be explored would be to use color-blocking to house the Horizon Ribbon system and create the concept of the "horizon" with a continuum of photography, this allows the headline to comfortably sit in the field of blue above. Note that the Celebrity logo always is located in relationship to the Horizon Ribbon.

DO NOT:

Do not use the Horizon Ribbon as a graphic or as a graphic housing for headlines with the Celebrity logo located elsewhere on the page. The Celebrity logo should always be locked-up with the Horizon Ribbon as the primary brand communicator of the design. Headlines should avoid crowding.



Horizon Ribbon Proportions:

The size of the logo dictates the proper proportions of the Horizon Ribbon. A simple 1 - 2 ratio is followed to define the measurements of each color band that makes up the Horizon Ribbon.

The thickness of the logo letterforms define the thickness of the white bar.

The light blue bar is twice as thick as the white bar.

The medium blue bar is twice as thick as the light blue bar.

And the dark blue bar is defined by the thickness of all three color bars on top and bottom of the X in the logo.

White Bar = 1

Light Blue Bar = 2

Medium Blue Bar = 4



Give The Logo Space:

When using the logo in the Horizon Ribbon, do not crowd it into the band of blue. If a larger logo presence is desired, increase the logo and the entire Horizon Ribbon as one complete visual system.



There are several options to work with, depending on your design. When you are using the Horizon Ribbon over a photo it is best to use the option with the color bands located on the bottom, allowing the white to be seen. The options below show the color banding across the top. These work well when the Horizon Ribbon is being used against white so that the white bar is always visible.

The Celebrity logo can be positioned flush right, centered, or flush left, depending on your desired design vision. The color bands also have the option of fading to the solid Celebrity PMS 648 blue (this option works well when you wish to activate the printed page and create a natural optical flow to the logo).

Balance And Proportion:

The one rule to adhere to is that the proportion of the logo to the thicknesses of color banding should not be altered. Meaning that if you desire to have a larger logo or a smaller logo on the page, the color banding scales up or down accordingly.



Example:

Always scale the Celebrity logo and the Horizon Ribbon in proportion. The left-to-right measurement will change depending on the size of your document.



Horizon Ribbon Options:

When the Horizon Ribbon is located on the bottom, it is best to use over a photo or within a field of the solid PMS 648 blue so that the white of the Horizon Ribbon visually shows up (see example).



Celebrity X Cruises®

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Horizon Ribbon With Fade Options:

These work best when you wish to activate the printed page and create depth, motion and a natural flow. Always use the fade on the opposite end of the logo and allow for plenty of pure color to be seen.



Celebrity X Cruises®

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Celebrity X Cruises®

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Horizon Ribbon Options:

These work best when the Horizon Ribbon is used against white so that the white bar is clearly visible.



Celebrity X Cruises®

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Celebrity X Cruises®

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Celebrity X Cruises®

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Horizon Ribbon With Fade Options:

These work best when you wish to activate the printed page and create depth, motion and a natural flow. Always use the fade on the opposite end of the logo and allow for plenty of pure color to be seen.



Celebrity X Cruises®

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Celebrity X Cruises®

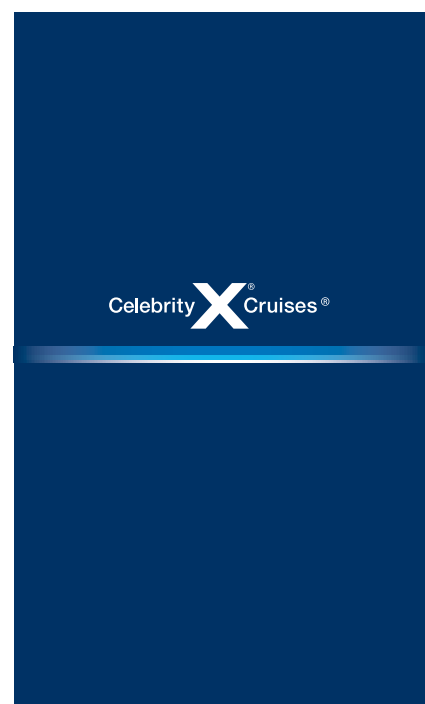
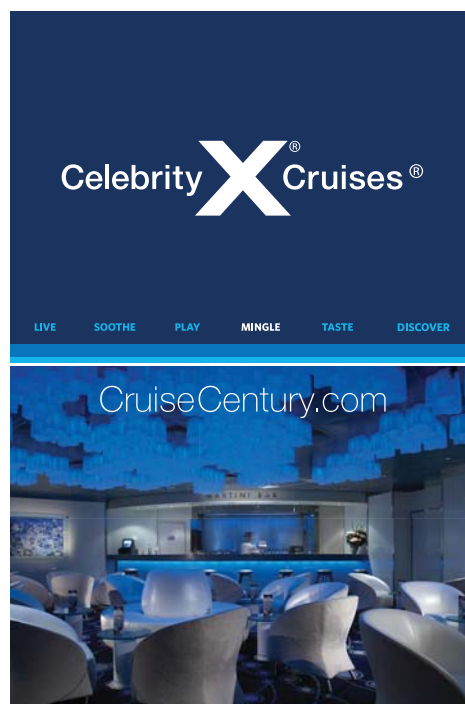
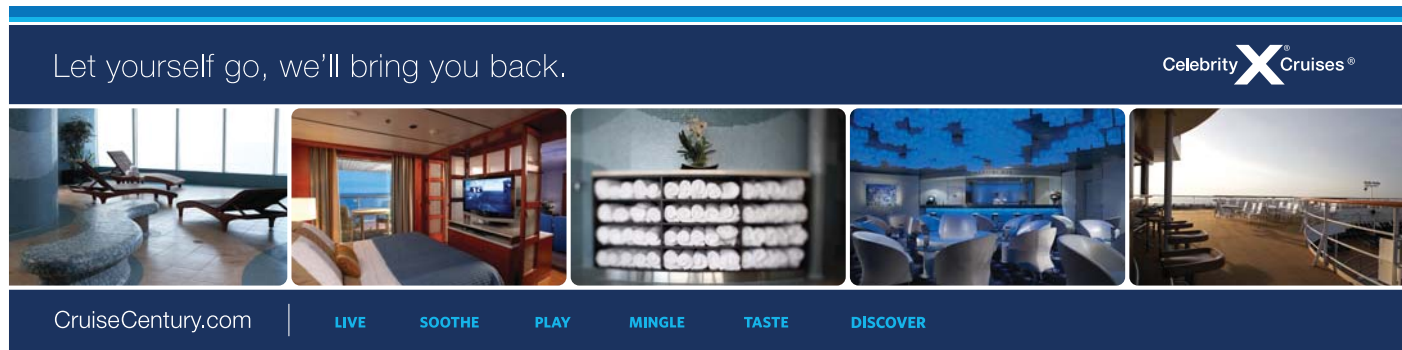
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Color Blocking:

The proportion of PMS 648 blue can be expanded to house headlines and create large dynamic fields of solid color. However the band of PMS 648 blue should never be used in a thinner proportion to the original ratio.

Example:

These examples show how effective color blocking of the PMS 648 blue can house headlines and produce dramatic visual proportions. Only use PMS 648 blue to color block.

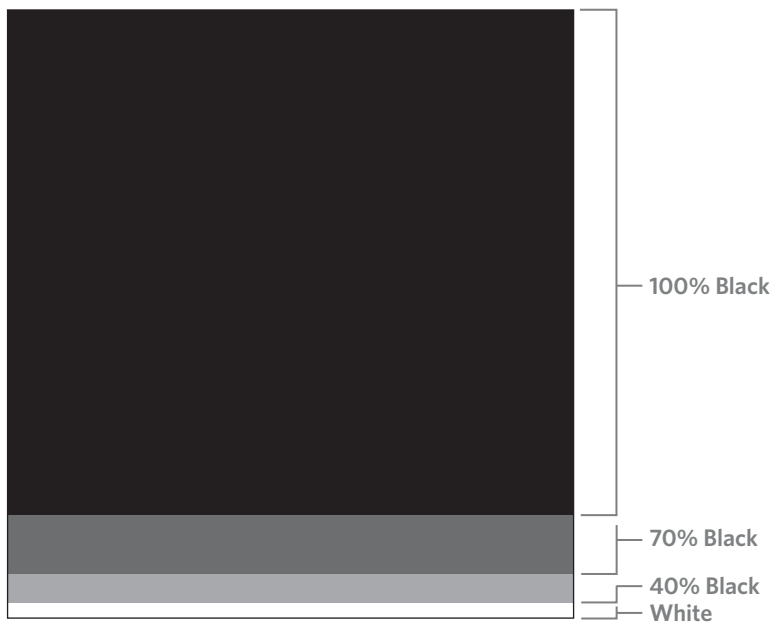


Black And White:

In addition to PMS colors and the CMYK/RGB equivalents, a complete set of black and white options (100%K, 70%K and 40%K) are available when color simply is not an option.



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Primary Colors—

CREATIVE TOOLS > COLOR PALETTE > PRIMARY COLORS

The Serenity of Blue...

The Celebrity brand colors are PMS 648 blue and white. PMS 648 should always be the prominent color across all communications. We recommend using PMS 648 for headlines and primary background colors. The Celebrity logo when viewed in color should only be seen in PMS 648 (or its CMYK, RGB equivalent) or knocked out of a field of PMS 648 to white. White should also play a lead role in all communications.

The designed page should never become cluttered with imagery and text to the point of confusion. Instead, a clean, well organized grid should always be the goal. A peaceful sense of quality and serenity is the desired effect.

PRIMARY BRAND COLORS



PANTONE® 648 C
C100 M65 Y0 K55
RO G47 B98



BRILLIANT WHITE

Secondary Colors —

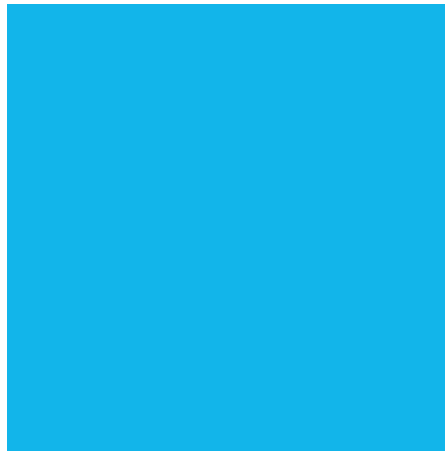
CREATIVE TOOLS > COLOR PALETTE > SECONDARY COLORS

The secondary colors of PMS 2935 and PMS 298 serve in a supporting role to visually enhance the serenity of sky and water or simply to add another dimension to the graphic page. They make-up the Horizon Ribbon and add a sparkle of color to the printed page, but they should be used in a limited and controlled fashion as specified in the Horizon Ribbon pages within the Logos & Graphics section of these guidelines.

Online communications are allowed to use Pantone® 298 for headlines and special highlights, but this should be reserved to the virtual world only where we are not dependent on traditional ink on paper.



PANTONE® 2935 C
C100 M60 Y0 K0
R10 G87 B164



PANTONE® 298 C
C69 M3 Y0 K0
R0 G186 B238

Tertiary Colors —

CREATIVE TOOLS > COLOR PALETTE > TERTIARY COLORS

Tertiary colors of a rich red Mahogany wood texture, PMS 424, PMS 167, PMS Metallic 8201, and a special “cool metallic blend” are available to help tell a more enticing brand story of quality and *ahhh*. These colors should be utilized for callouts, highlights and details.

The secondary and tertiary colors have been introduced to the Celebrity brand palette to better communicate the 3 natural elements of the brand: the beauty of water, the precision of the fleet, and our rich warm interiors. Together, they all work to communicate—the extraordinary feeling of *ahhh*.

TERTIARY SUPPORT COLORS



MAHOGANY WOOD



PANTONE® 167 C
C0 M60 Y100 K17
R212 G84 B0



PANTONE® 8201 C
C25 M0 Y0 K25
R144 G180 B198



COOL METALLIC BLEND



PANTONE® 424 C
C0 M0 Y0 K61
R99 G99 B99

ALTERNATIVES



PANTONE® 549 C
C25 M0 Y0 K25
R144 G180 B198



PANTONE® 8402 C
C0 M0 Y0 K61
R99 G99 B99

Color Example:

These two examples show the use of the primary and secondary colors. The cover example on the left is made up of the primary Pantone® 648 and the Horizon Ribbon Detail of Pantone® 2935 and 298 with just a touch of the tertiary color of Pantone® 8201 (25, 0, 0, 25) used to highlight the destination. The example on the right demonstrates an overall clean white palette with the headline and main copy block made up of the primary and secondary colors of Pantone® 648 and 2935. The secondary color of Pantone® 298 is used as a bright spark of color to bring attention to the ship name, while the tertiary colors of Pantone® 424 and 8201 (25, 0, 0, 25) are used for the remaining information of itinerary and graphic bar highlighter.



Celebrity **X** Cruises®
Celebrity's Alaska

Gentle pampering meets jagged beauty.

Tucked way up in the north, Alaska sits waiting to show us what grand living is really about. Unspoiled and vast, it's a great big haven with countless miles of untouched splendor, willing us to reconnect with the frontier spirit.

mercury® | 11-Night Ultimate Alaska

May 8, 2006

Eureka, Mexico | San Francisco, California | Ketchikan, Alaska | Juneau, Alaska | Skagway, Alaska | Hubbard Glacier (cruising) | Prince Rupert, British Columbia | Inside Passage (cruising) | Seattle, Washington

INSIDE CRUISE ONLY GUARANTEE STARTING FROM:

\$850*

OCEAN VIEW CRUISE ONLY GUARANTEE STARTING FROM:

\$1,200*

FOR INFORMATION OR RESERVATIONS, PLEASE CONTACT:

Enter Agency Name Here

Enter Agency Address Here

Enter City, State, Zip

Enter Agency Telephone

Enter Extra Information

*All prices are per person, double occupancy cruise only and in U.S. dollars. The staterooms available at these prices are limited and are available only on select sailings. All prices are current at the time of printing and subject to change without notice. Government taxes and fees are additional. Certain restrictions apply. **Only applicable on 12/22/04. ©2006 Celebrity Cruises Inc. Ship Registry: The Bahamas, USA-12391719/1/2006

Color Example:

This example shows the use of the tertiary colors as callouts, highlights and details. The headline and main copy block are made up of the primary Pantone® 648 while Pantone® 424 serves as the primary copy color. Pantone® 167 is used as a small copy highlight as well as the highlighted box (the mahogany wood texture is used to draw special attention to this detail).

Celebrity's Onboard Experience

The extraordinary feeling of ahhh.

A Celebrity cruise is more than a vacation. It's a voyage into a world where all your needs are met by a staff dedicated to ensuring that every moment exceeds your expectations. From spectacular dining to indulgent spa treatments, you can satisfy body and soul. There are countless entertainment possibilities — from activities that have been created just for kids to entertaining nightlife for adults. Celebrity Cruises® plans every facet of your cruise to ensure a totally seamless experience. That way you're able to savor every moment.

We pay attention to detail. And you.

Sleep a little more blissfully upon Egyptian cotton linens. Enjoy butler service in all suites, or Concierge Class™ staterooms with special amenities, something offered by no other premium cruise line.

Dine in restaurants that have received some of the highest culinary awards at sea, or arrange for a gourmet masterpiece to be brought to your private veranda.

And because all Celebrity Cruises feature one staff member for every two guests, we're able to provide you with a level of attention to which you'll gladly become accustomed. Whether that means complimentary cold towels upon your return from a shore excursion or nightly turndown service, you can be certain that we will go to great lengths to ensure your uninterrupted enjoyment.

Oases of tranquility. Oceans of possibilities.

Celebrity is the only cruise line to offer Sensory Heaven treatments at the AquaSpa® by Elemis®SM, as well as the first to offer acupuncture, both of which complement our wide range of health and fitness options. And even though the Caribbean sun is the region's main attraction, we offer a dizzying array of nightlife possibilities. There's something interesting going on nearly every night. Experience Las-Vegas-style shows in the Celebrity Theater. Enjoy the last dance in the Rendez-Vous Lounge, or a first-run movie in the cinema. Feeling lucky? Pay a visit to Fortunes Casino. And if you're looking for relaxation, slip into something more comfortable, like the Martini Bar, the Champagne Bar, or Cova® Cafe di Milano, or just enjoy a romantic stroll through the gardens in the Conservatory.*

*\$30 additional charge will apply.
**Available on Millennium-class vessels only.

MAY WE SUGGEST

Visit celebritycruises.com to explore the vast number of amenities offered onboard your ship of choice or to take a 360° virtual tour of many of our ships, suites, and staterooms. Enjoy.

celebritycruises.com | 800-852-7239 | contact your travel agent 05

Photography—

CREATIVE TOOLS > PHOTOGRAPHY

Every impression should tell a story, and together the images should communicate a passion. Details should be captured and brought to a heightened sense of awareness. Remember, we recall the details of our life journeys—in those details we can communicate impeccable style and quality. When selecting images, try to include a beautifully shot still life in combination with a glimpse of a location, set the mood to your story and try to create a memory. When selecting people, never focus on just the individual, but instead try to communicate a feeling, a moment of wonderment, laughter, love, or simply—the extraordinary feeling of *ahhh*.

These photos are meant to inspire you through example. Our goal is to show a collection of images that when viewed side-by-side begin to communicate a larger vision. So remember, every image is worth a thousand words—consider carefully what they are saying. **Celebrity Image Library:** You can access these and hundreds of other hi-resolution images by going to celebrityimagelibrary.com. **CelebrityTravel** professionals can access the Celebrity Image Library by going to CruisingPower.com.



Colorful Memories:

Select images that are rich in color and strong in meaning. Pay special attention to the stories that you are communicating through imagery—an amazing sunset displayed next to the details of the day and warmly lit in the morning's early light, speaks of exotic travel and romantic get-aways.



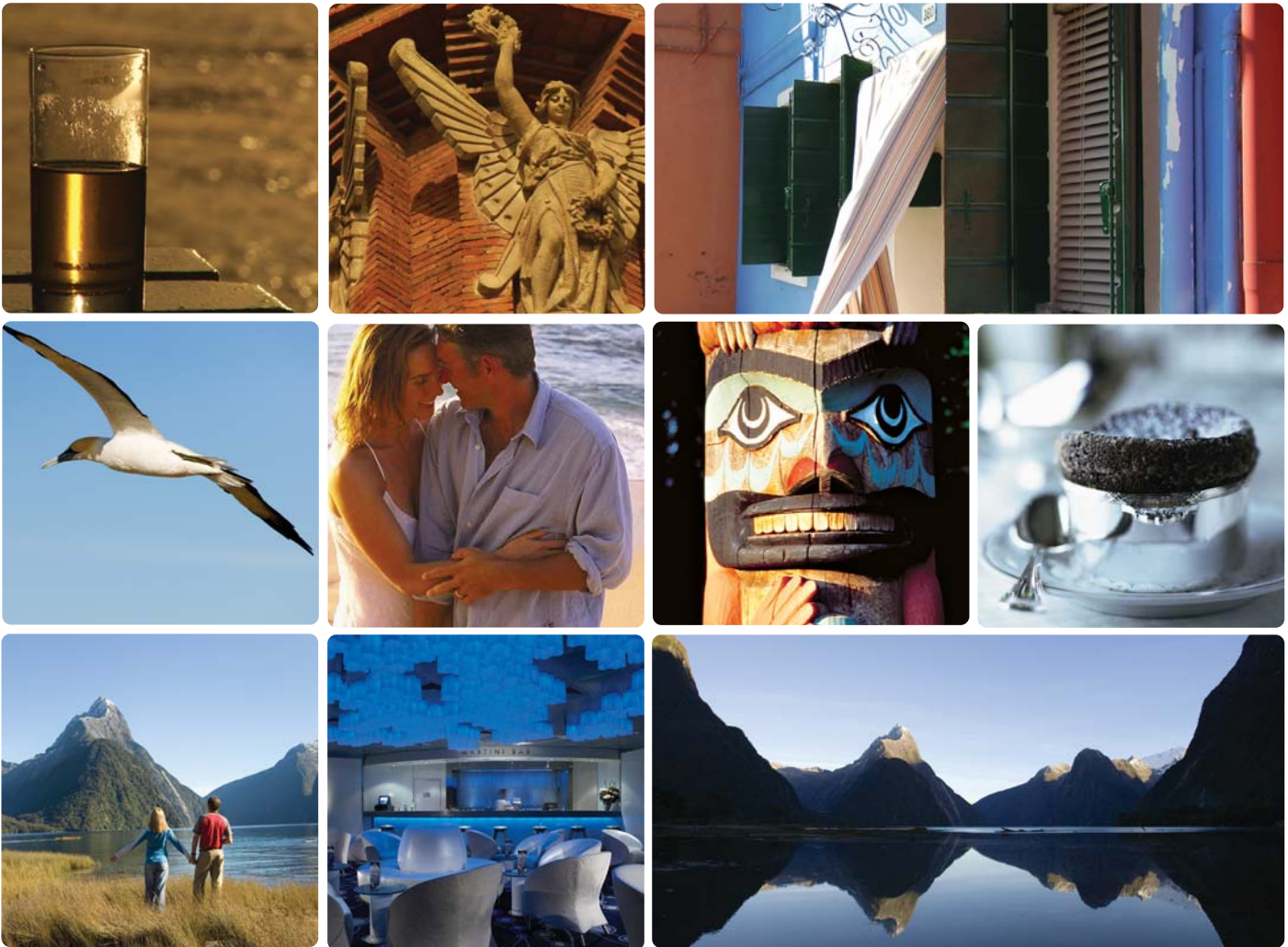
Soft Light/Crop Tight:

Pay special attention to the cropping of the image and the visual space around the subject. Keep it simple and clean. Crop tightly to create iconic images you can remember at a glance, avoiding visual clutter. Select images that relate to each other in color and tones. When creating a visual memory, visualize the sights and sounds of the location and select imagery that communicates that vision—the feel of the wind, the sound of the surf, the soothing colors of blues and the warmth of sunsets at sea.



Let The Journey Begin:

From warm to cool, from morning to night, we have the opportunity with imagery to transport the viewer to the destination of their dreams. Look to take the viewer through a day in the life on a Celebrity Cruise. Mix in beautiful select-focused still lifes with amazingly lit locations. Tell the story from the morning coffee on the veranda to the land amazing shore excursion, bringing to life the details of the journey. Focus on the special touches, the smiles, the romance, and bring to life—the extraordinary feeling of *ahhh*.



IF YOU HAVE ANY QUESTIONS about any of the Celebrity brand guidelines, please do not hesitate to e-mail JHusak@celebritycruises.com.

Typography —

CREATIVE TOOLS > TYPOGRAPHY

Just as important as the color, imagery, and design of the brand is the typography used to communicate the brand's message. The Celebrity brand is clean, well organized and efficient, and our typography guidelines serve to communicate in a similar fashion. Primarily we use Helvetica Neue for all headlines and Whitney for all body copy. Shelly AndanteScript is used for special call-outs while Garamond is used for legal and fine print details only.

Helvetica Neue

Whitney

Shelly Andante Script

Garamond

Large Creative/Primary Headlines Only:

Helvetica Neue 25 Ultra Light should be used for extra large headlines only where size allows for the ultra thin type to be clearly seen. When in doubt use Helvetica Neue 35 Thin. A good rule of thumb to follow is: the larger the size, the thinner the weight. Headlines are primarily set in initial cap.

HELVETICA NEUE 25 ULTRA LIGHT

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

HELVETICA NEUE 26 ULTRA LIGHT ITALIC

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

Headlines/Subheads:

HELVETICA NEUE 35 THIN

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

HELVETICA NEUE 36 THIN ITALIC

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

Tertiary Headlines/Subheads:

HELVETICA NEUE 45 LIGHT

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

HELVETICA NEUE 46 LIGHT ITALIC

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

Folio/Caption Highlights:

HELVETICA NEUE 55 ROMAN

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

HELVETICA NEUE 56 ITALIC

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

Folio/Caption Highlights Option:

HELVETICA NEUE 65 MEDIUM

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

HELVETICA NEUE 66 MEDIUM ITALIC

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

Large Body Copy:

WHITNEY LIGHT

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

WHITNEY LIGHT ITALIC

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

Large/Main Body Copy:

WHITNEY BOOK

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

WHITNEY BOOK ITALIC

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

Primary Body Copy:

WHITNEY MEDIUM

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

WHITNEY MEDIUM ITALIC

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

Small Body Copy/Copy Highlights:

WHITNEY SEMIBOLD

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

WHITNEY SEMIBOLD ITALIC

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

Highlighter Headers:

WHITNEY BOLD

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

WHITNEY BOLD ITALIC

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

Special Callouts & Highlighter Headers Only:

SHELLY ANDANTE SCRIPT

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

Legal/Itinerary/Fine Print Details Only:

GARAMOND ROMAN

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

Typography Example:

This sample demonstrates the proper usage and proportions of typography. While every case is slightly different, the balance and choice of fonts should be fairly consistent across all mediums. The proper interaction of typography— font, size, weight, color and scale is important to communicate the comfortably sophisticated nature of the brand.

Celebrity X Cruises®

Celebrity's Century™

Leave your reality behind,
it's not going anywhere.

This is position copy only. It is set in Whitney light 12/16 in the cmyk equivalent of Pantone 2935 C. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu

alaska | *Starting from \$899**

7 - Night cruises aboard Summit from Vancouver to Seward or Seward to Vancouver:
A cruise to Alaska is cruising at its most memorable. In Alaska, Mother Nature is in rare form — from the peaks of Mt. McKinley to the clean, cold waters teeming with life in the Inside Passage to hundreds of thousands of pristine forests. Don't miss this opportunity to discover a place that truly is unlike anything else you've ever seen.

Title is made up of Helvetica Neue Thin and Helvetica Neue Light set tight.

Main headline is set in Helvetica Neue Ultra Light or Helvetica Neue Thin depending on size or if it is positive or a k.o.

The destination is set in Helvetica Neue Thin or Helvetica Neue Light while Shelly Andante Script is used only in contrast as a special callout to highlight the offer.

Large body copy is set in either Whitney Light or Whitney Book depending on size or if it is positive or a k.o.

The highlight headline is set in Whitney Bold with the small copy set in Whitney Medium.

Campus Signage—

CREATIVE TOOLS > PRINT COMMUNICATIONS > CAMPUS SIGNAGE

These design examples are intended to help guide your creative vision—providing you with a set of tools and a road map to assist you in creating a unified Celebrity brand vision. They are not meant to limit or substitute for creativity. Instead they are provided here to inspire and help define new creative solutions, allowing the flexibility necessary to address unique marketplace needs. All sizes and specs given should be used as a guide only, verify all measurements and specs per specific project.

4-Color Window Graphics:

4-color window graphics bring the fantasies of travel to the work place (printed digitally on mesh vinyl, these graphics allow for an unobstructed view from within). Take the communications a step further and apply copy in frosted transfer decals to the glass door entrances. This technique questions the norm with thought-provoking statements, making the graphic experience real. Create a buzz and transport the viewer to another place.



1



2



1 Building 1080 End Panels (32"x 33")



1A Building 1080 Center Panel (71"x 33")



2A Building 1040 Center Panel (69"x 32")

2 Building 1040 End Panels (32.5"x 112")

Frosted mylar window transfer decals (simulate etched glass) — applied across entrance doors at shoulder height.

Celebrity X Cruises®
Too much of a good thing,
can be a very good thing.
CruiseCentury.com

Celebrity X Cruises®
Leave your reality behind,
it's not going anywhere.
CruiseCentury.com

Celebrity X Cruises®
Too much of a good thing,
can be a very good thing.
LIVE SOOTHE PLAY MINGLE TASTE DISCOVER | Celebrity X Cruises®

Celebrity X Cruises®
can be a very good thing.
LIVE SOOTHE PLAY MINGLE TASTE DISCOVER | CruiseCentury.com

- 1 Headline. Helvetica Neue Light
- 2 Web. Helvetica Neue Light
- 3 Callout Copy. Whitney Semi Bold

2-Panel Desk Wrap - 120" x 30"

The main desk receives two large banners 120"x 30" each that join perfectly at its peak. Bold color and a rhythmic continuum of images help to define the space creating a continuous horizon of graphics. This main entrance location, is the perfect setting to showcase the new and improved. Left and right panels (logos are located to the front of the desk).

Let yourself go, we'll bring you back. Celebrity X Cruises®

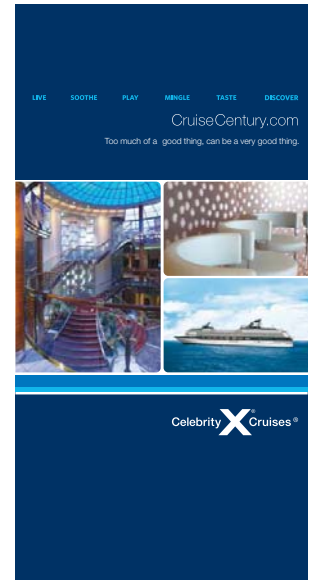
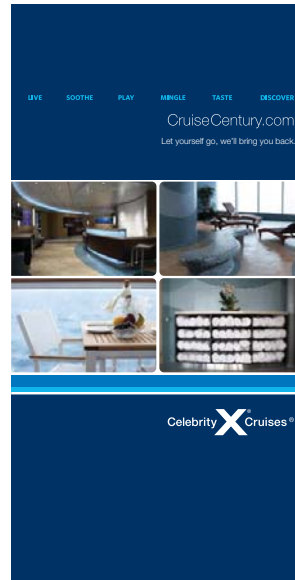
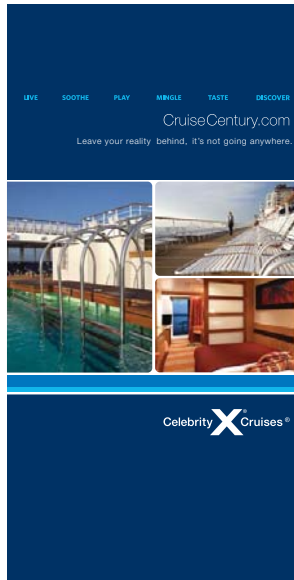
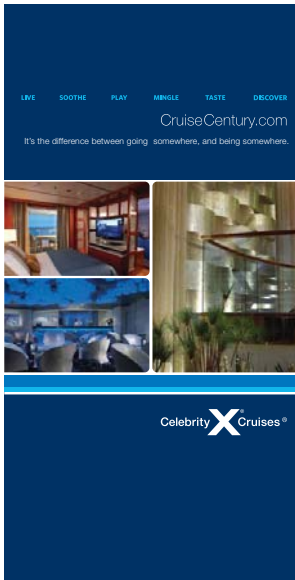
CruiseCentury.com | LIVE SOOTHE PLAY MINGLE TASTE DISCOVER

Celebrity X Cruises® Where you stay should be as beautiful, as where you go.

LIVE SOOTHE PLAY MINGLE TASTE DISCOVER | CruiseCentury.com

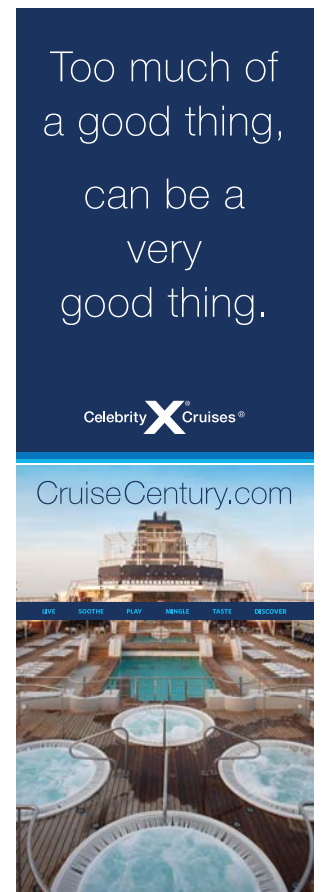
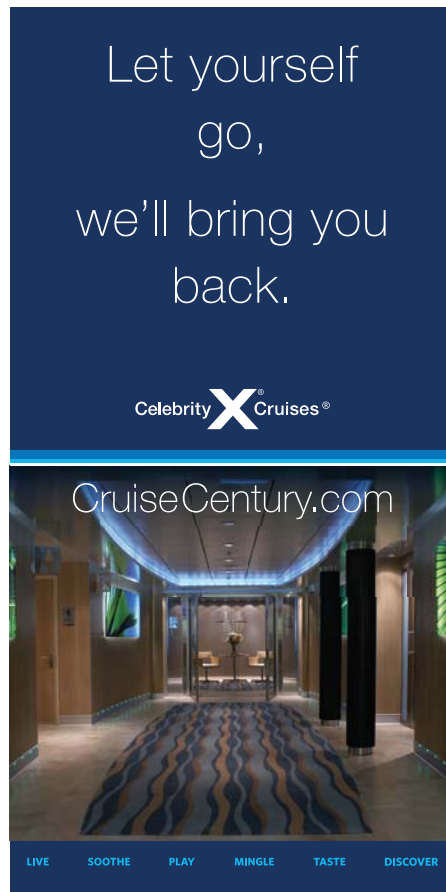
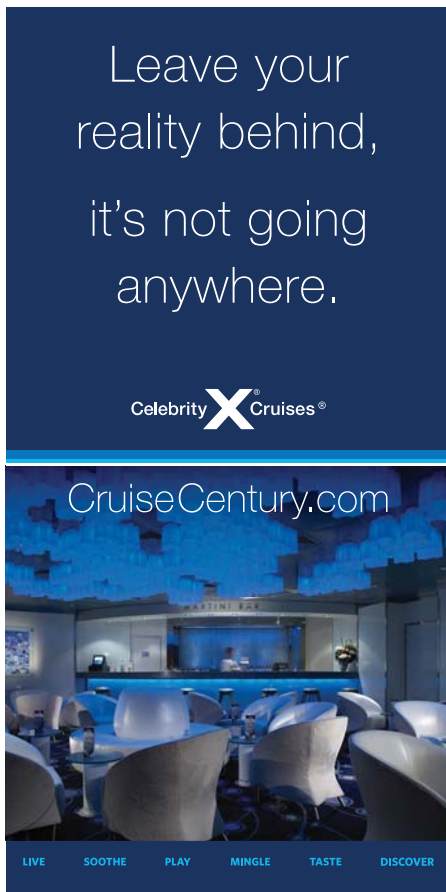
Elevator Door Graphics:

Each panel is divided evenly in two to allow for the opening of the elevator doors. Building 1050 consists of 4 elevator banks at (42.5"x 84") each, building 1080 consists of 3 elevator banks at (42.5"x 84") each, and the Miramar building consists of 3 elevator banks at (43"x 96") each.



Large (36"x 72") & Small (24"x 72") Digital Banners:

Digital banners are the perfect tool to communicate a special launch or promotion. Always, as seen here, work to communicate a clear brand vision and promise. Remember that every visual seen is a reflection on who we are and what we stand for.



Sidewalk Talkers (24" x 36"):

Reinforce the brand identity throughout our campuses with the use of color-blocking and dynamic imagery highlighting the "new", and bring the online experience one step closer to our customers.

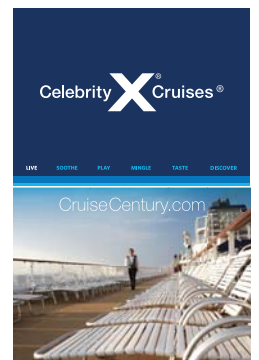
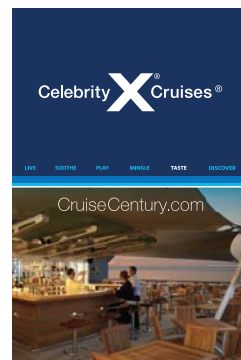
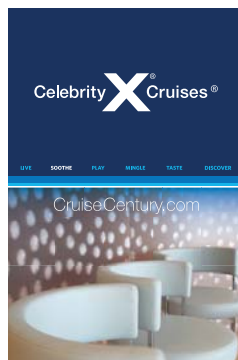


Table Tents (5" x 7" folded panels):

Variety is the spice of life. The idea is to mix it up and engage the viewer. Never the same card, always changing, always new. In these examples, the key word in the navigation is activated depending on the photo used, making the campaign more interactive as you move from table to table.



Product Sheets—

CREATIVE TOOLS > PRINT COMMUNICATIONS > PRODUCT SHEETS

4-Color Product Sheets

Consistent graphic headers bring continuity to the system and provide clear and telegraphic branding. Clean and simple, these product sheets juxtapose breath-taking location photography with eye-catching images of the journeys details to draw the viewer into the location.

Celebrity **X** Cruises®
Celebrity's Alaska




Gentle pampering meets jagged beauty.

Tucked way up in the north, Alaska sits waiting to show us what grand living is really about. Unspoiled and vast, it's a great big haven with countless miles of untouched splendor, willing us to reconnect with the frontier spirit.



mercury® | *11-Night Ultimate Alaska*
May 8, 2006
 Ensenda, Mexico | San Francisco, California | Ketchikan, Alaska | Juneau, Alaska | Skagway, Alaska | Hubbard Glacier (cruising) | Prince Rupert, British Columbia | Inside Passage (cruising) | Seattle, Washington

INSIDE CRUISE ONLY GUARANTEE STARTING FROM:

\$850*

OCEAN VIEW CRUISE ONLY GUARANTEE STARTING FROM:

\$1,200*

FOR INFORMATION OR RESERVATIONS, PLEASE CONTACT:

Enter Agency Name Here
 Enter Agency Address Here
 Enter City, State, Zip.
Enter Agency Telephone
Enter Extra Information

*All prices are per person, double occupancy, cruise only and in U.S. dollars. The staterooms available at these prices are limited and are available only on select sailings. All prices are current at the time of printing and subject to change without notice. Government taxes and fees are additional. Certain restrictions apply. **Only applicable on 10/30/06. ©2006 Celebrity Cruises Inc. Ship's registry: The Bahamas. L06-125197 | 9/1/2006

Brochures—

CREATIVE TOOLS > PRINT COMMUNICATIONS > BROCHURES

Destination Brochures:

The **Horizon Ribbon** is used throughout the design to visually separate images and define navigation. Large breath-taking images transport the viewer to the destination of choice while a clean and simple grid of typography communicates the many levels of information.



Set your life to island time.

There are places you visit. And there are those you savor — where moments are measured not by hands moving across a clock but by the sun sauntering across a brilliant blue sky. The Caribbean is one of those places. The thousands of islands, archipelagos, bays, and inlets shimmer like diamonds in a sapphire setting — each possessing its own distinct personality, its own contours and temperament. You may inhale the intoxicating aromas of spices and Creole accents wafting through a marketplace in St. Kitts. Surrender to the hypnotic cadence of reggae in Ocho Rios. Or recognize the proud remnants of Spanish influence in Colombia and Puerto Rico.

Only Celebrity Cruises® can help you become intimately acquainted with all of these sensations, truly immersing you in the rhythms of the Caribbean. We won't just bring you from island to island. We'll bring all the islands to life for you.

Come join us.

Contents

Welcome Aboard



Cover: Color fills the Caribbean sky; tropical fish dance with the coral; This Page left: crystal clear waters and white sand beaches; the colors of the islands; starfish abound.



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 04 Onboard Experience

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 20 Shore Excursions
 21 Caribbean Ports of Call
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 38 Galaxy™ Deck Plans & Staterooms
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 48 Millennium Class Staterooms

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Life here takes on its own laid-back rhythms, set to the tempo of warm waves gently caressing white sand beaches and gentle breezes that ripple through the palm fronds overhead. This is Celebrity's Caribbean experience — a fragrant blend of tropical flavors, unhurried attitudes, and island smiles.





Morning coffee on the veranda, courtesy your stateroom butler; a night of fun in Fortunes Casino, unwinding pool-side; fresh-cut flowers and luxurious European bedding.

Celebrity's Onboard Experience

The extraordinary feeling of ahhh.

A Celebrity cruise is more than a vacation. It's a voyage into a world where all your needs are met by a staff dedicated to ensuring that every moment exceeds your expectations. From spectacular dining to indulgent spa treatments, you can satisfy body and soul. There are countless entertainment possibilities — from activities that have been created just for kids to entertaining nightlife for adults. Celebrity Cruises® plans every facet of your cruise to ensure a totally seamless experience. That way you're able to savor every moment.

We pay attention to detail. And you.

Sleep a little more blissfully upon Egyptian cotton linens. Enjoy butler service in all suites, or Concierge Class™ staterooms with special amenities, something offered by no other premium cruise line.

Dine in restaurants that have received some of the highest culinary awards at sea, or arrange for a gourmet masterpiece to be brought to your private veranda.

And because all Celebrity Cruises feature one staff member for every two guests, we're able to provide you with a level of attention to which you'll gladly become accustomed. Whether that means complimentary cold towels upon your return from a shore excursion or nightly turndown service, you can be certain that we will go to great lengths to ensure your uninterrupted enjoyment.

Lounge, or a first-run movie in the cinema. Feeling lucky? Pay a visit to Fortunes Casino. And if you're looking for relaxation, slip into something more comfortable, like the Martini Bar, the Champagne Bar, or Cova® Cafe di Milano, or just enjoy a romantic stroll through the gardens in the Conservatory.*

*An additional charge will apply.
*Available on Millennium-class vessels only.

Oases of tranquility. Oceans of possibilities.

Celebrity is the only cruise line to offer Sensory Heaven treatments at the AquaSpa® by Elemis®*, as well as the first to offer acupuncture, both of which complement our wide range of health and fitness options. And even though the Caribbean sun is the region's main attraction, we offer a dizzying array of nightlife possibilities. There's something interesting going on nearly every night. Experience Las-Vegas-style shows in the Celebrity Theater. Enjoy the last dance in the Rendez-Vous

MAY WE SUGGEST

Visit celebritycruises.com to explore the vast number of amenities offered onboard your ship of choice or to take a 360° virtual tour of many of our ships, suites, and staterooms. Enjoy.

celebritycruises.com | 800-852-7239 | contact your travel agent 05

Charlotte Amalie, St. Thomas, U.S.V.I.

If you've held off taking advantage of the Caribbean's duty-free shopping through this point of your vacation, your patience has been rewarded. Charlotte Amalie is filled with shopping opportunities for everything from Swiss watches and island rum to locally made coral sculptures. If you're in the market for a bit of local history, visit Blackbeard's Castle in downtown Charlotte Amalie.

SHORE EXCURSIONS INCLUDE: Best of St. Thomas

Colón, Panama

As the world's second largest duty-free port, Colón offers abundant shopping. It also serves as one of the original terminations points of the world's first transcontinental railroad and represents the gateway to numerous sites of ecological interest, including Chagres National Park, a 300,000-acre rainforest preserve, or the Gambia Rainforest Preserve, which lies within Soberania National Park.

SHORE EXCURSIONS INCLUDE: Grand Tour of Panama, Panama Canal Locks by Ferry

Cozumel, Mexico

Cozumel bills itself as having a Mexican heart and a Caribbean soul. Located 12 miles east of the Yucatán Peninsula, its coral reefs make it an underwater sanctuary for hundreds of exotic fish species, while the lush vegetation inland makes it a haven for a range of tropical bird species.

SHORE EXCURSIONS INCLUDE: Tulúm Mayan Ruins Express

Key West, Florida

Key West offers a perspective on life that differs from that found anywhere else in the U.S. Home to Ernest Hemingway and rum-runners, it's now the site of a ritual enjoyed by natives and visitors alike — the nightly gathering on Mallory Docks to pay homage to the most glorious sunset you may ever experience.

SHORE EXCURSIONS INCLUDE: Key West Homes & Gardens Tour, Boat & Kayak Eco Adventure

King's Wharf, Bermuda

Perched on the tip of Bermuda's West End, King's Wharf is home to an impressive Royal Navy Dockyard and a crafts market, where local artists display their wares. Nearby, Somerset Village boasts the world's smallest drawbridge, opening a mere 22 inches — just wide enough to accommodate a sailboat's mast.

SHORE EXCURSIONS INCLUDE: Scenic Southern Shore by Taxi, Champagne Cartage Ride for 2

Kralendijk, Bonaire

Translated from Dutch, the language of the original European settlers, Kralendijk means "coral reef," a tribute to the expansive and dazzling underwater eco-system that surrounds the entire island, which has been designated a National Marine Park. The name Bonaire, French for "good air," hints at the prime habitat for bird watching. Keep your eyes peeled for 200 species of birds, including the pink flamingo.



Ports of Call

celebritycruises.com/shorex

To view all shore excursion offerings or to book your shore excursions today, please visit us at www.celebritycruises.com/shorex



Cristobal Pier, Panama

One of the most popular ports of call found on our Panama itineraries, Cristobal is the perfect jumping off point for the cities of Colón and Panama City. It's a popular stopping-off point for travelers wishing to explore the many sights and attractions in the interior of Panama and along the coast.

Fort Lauderdale, Florida

Those who think Fort Lauderdale stands in the shadow of Miami are in for a very pleasant surprise. The city has matured into a gracious destination with sophisticated cuisine, nightclubs, and a personality all its own. The restaurants and shopping along Las Olas Boulevard and Himmarshee alone offer proof that Fort Lauderdale has blossomed into something truly special, all while retaining its youthful spirit.

SHORE EXCURSIONS INCLUDE: Everglades Airboat Ride (offered on day of disembarkation)

George Town, Grand Cayman

Once a hideout for some of the most notorious pirates in history, Grand Cayman is now host to visitors eager to peer into the almost extraterrestrial world of Stingray City. National Geographic named swimming among the rays as one of the most rewarding experiences in the undersea world.

SHORE EXCURSIONS INCLUDE: Stingray City Adventure, Nautilus Undersea Tour & Reef Snorkel, Seaworld Explorer Glass-Bottom Boat

Labadee,® Haiti

Haiti is a mountainous island, blanketed in tropical foliage and exotic vegetation accented with both French and Creole. While the island may serve as a picturesque playground for water-lovers, it's also easy to find places that make you feel as if this were your own private natural kingdom.

SHORE EXCURSIONS INCLUDE: SeaTrek Parasail, SeaTrek Waverunner Experience

Miami, Florida

The beauty of South Beach's art deco architecture and sparkling beaches are set against a rich background provided by the Latin flavor of the Cuban émigré community. Come nightfall Miami doesn't merely go out, it enthusiastically celebrates the onset of every evening with a passion that you'll find contagious.

SHORE EXCURSIONS INCLUDE: Everglades Safari Tour (offered on day of disembarkation)

Nassau, Bahamas

Long after you return home, you'll continue to hear the sweet reverberations of Bahamian steel drums, their care-free melodies transporting you to a place where you're perpetually on vacation. They'll provide a constant and pleasant reminder of the sophisticated dining and shopping, as well as the shallow warm waters gently lapping at your feet.

SHORE EXCURSIONS INCLUDE: Nassau & Paradise Island Tour, Stingray Snorkeling & Beach Break, Glass-Bottom-Boat Tour

Caribbean

A Caribbean vacation with Celebrity Cruises® is more than a chance to see the islands, we'll take time to absorb each port's rich history and to appreciate the beauty around us. And at each stop along the way, you'll have ample opportunity to take advantage of shore excursions that will take you beyond the beach — either out into the water for snorkeling or boating adventures or into each island's interior.

CARIBBEAN PORTS OF CALL

- Basseterre, St. Kitts
- Bridgetown, Barbados
- Cape Liberty, New Jersey
- Cartagena, Colombia
- Casa de Campo, Dominican Republic
- Castries, St. Lucia
- Charlotte Amalie, St. Thomas, U.S.V.I.
- Colón, Panama
- Cozumel, Mexico
- Cristobal Pier, Panama
- Fort Lauderdale, Florida
- George Town, Grand Cayman
- Key West, Florida
- King's Wharf, Bermuda
- Kralendijk, Bonaire
- Labadee®, Haiti
- Miami, Florida
- Nassau, Bahamas
- Ocho Rios, Jamaica
- Oranjestad, Aruba
- Philipsburg, St. Maarten
- Puerto Limón, Costa Rica
- Roseau, Dominica
- San Juan, Puerto Rico
- St. George's, Grenada
- Tortola, British Virgin Islands
- Willemstad, Curaçao



Celebrity's Caribbean

Six ships, one amazing voyage.

In a recent Condé Nast Traveler Cruise Poll, five of our ships were ranked among the 10 "Best Cruise Ships in the World" in the large ship category, including the top four spots, making us the world's highest rated fleet. Each ship in our Caribbean fleet is a thoughtfully designed, state-of-the-art vessel that will transport you not merely between ports of call, but into a world where an entire staff is focused on your comfort and relaxation. Every aspect of your onboard experience has been designed for your enjoyment. Welcome to Celebrity Cruises®.

- Highest-Rated Fleet In The World
- Exceptional Spa, Health & Fitness
- Exhilarating Entertainment
- Attentive Service
- Acclaimed Dining Options
- Superior Accommodations



THE MILLENNIUM CLASS OF SHIPS

Constellation®, Infinity®, Millennium®, & Summit®

Our Millennium-class vessels radiate a refined level of elegance, representing what is possible when artisans are inspired to create floating masterpieces.

HIGHLIGHTS

- | | | |
|----------------------|--------------------|----------------------|
| Michael's Club | Fortunes Casino | Cova® Café di Milano |
| Specialty Restaurant | Disco/Nightclub | AquaSpa® by Elemis® |
| Celebrity Theatre | Cinema | Thalassotherapy pool |
| Champagne Bar | Rendez-Vous Lounge | |
| The Conservatory | Martini Bar | |

Please turn to page 44 for more information on Constellation; page 46 for Infinity; page 48 for Millennium; page 50 for Summit.

THE CENTURY CLASS OF SHIPS

Century™ & Galaxy™

Each Century-class vessel is a testament to impeccable service and design, creating an experience that is truly a world apart.

Other Century-Class Vessels in the Celebrity Fleet include: Mercury®

HIGHLIGHTS

- | | | |
|-------------------|--------------------|----------------------|
| Michael's Club | Disco/Nightclub | Cova® Café di Milano |
| Celebrity Theatre | Cinema | AquaSpa® by Elemis® |
| Champagne Bar | Rendez-Vous Lounge | |
| Fortunes Casino | Martini Bar | |

Please turn to page 36 for more information on Century; page 40 for Galaxy.



Left page: breakfast in bed; catching the rays; Summit's Waterfall pool; This page: Millennium Galaxy relaxing in the Thalassotherapy Pool's warmed saltwater and jet massage stations; the Conservatory onboard Infinity; the Century AquaSpa.

WHEN YOU ARE READY

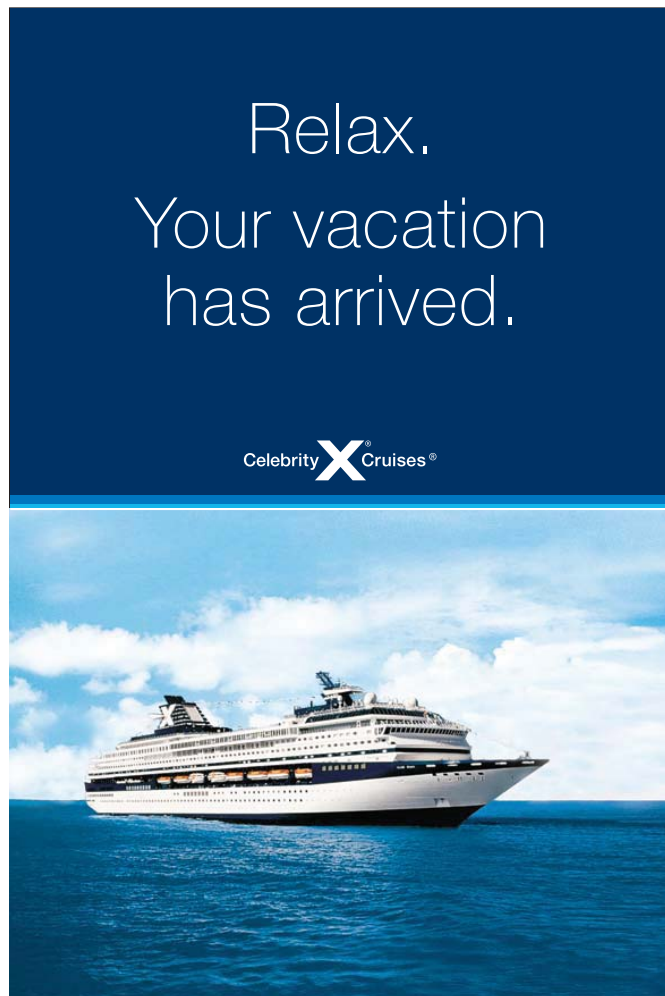
To learn more about a specific ship, and 360° virtual tours, visit us online at celebritycruises.com.

Direct Marketing

CREATIVE TOOLS > PRINT COMMUNICATIONS > DIRECT MARKETING

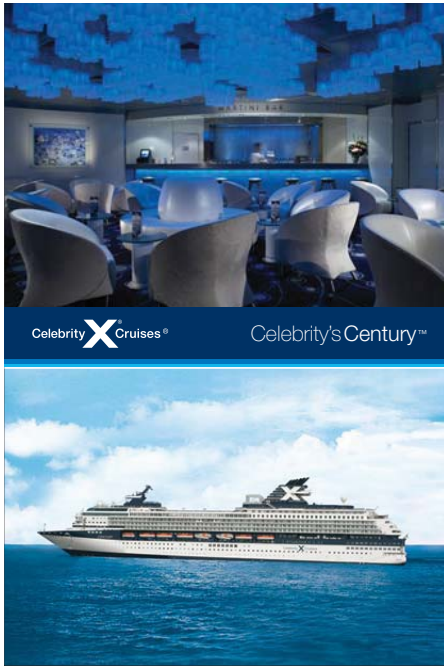
Multi-Destination DM Samples:

By designing the mailing as a vertical, we are able to utilize the Horizon Ribbon system as a central divider for large fields of color-blocking and images. The central horizon theme works well to organize and communicate our many features, and by utilizing color-blocking, we are able to avoid a consistent bar graphic throughout the piece, possibly interrupting the natural flow and beauty of the communications.



Multi-Destination DM Postcards:

The interior cards show the Horizon Ribbon system continuing as a central divider. Both destination cards and ship focused cards are handled in a similar fashion—positioning two compelling images together that help to tell a more complete story. The back of the cards follow the clean grid established by the central theme of the Horizon Ribbon system, with the top portion communicating the destination/trip details while the bottom half sets the mood with a strong headline and a simple paragraph describing the adventures ahead.



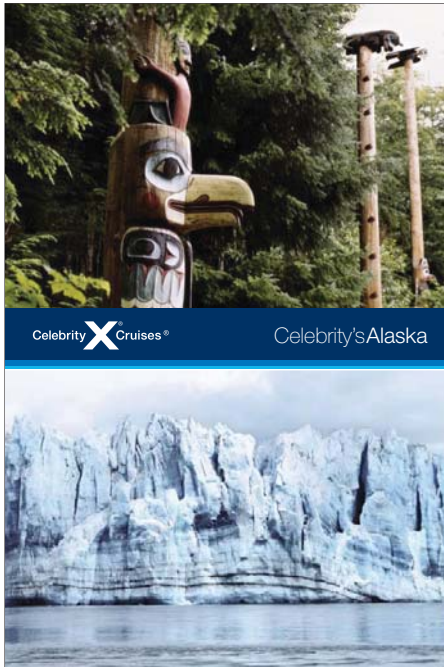
Celebrity **X** Cruises® Celebrity's Century™




Century | *Welcome to the new Century.*
This is position copy only. It is set in Whitney medium 9/13 in the cmyk equivalent of Pantone 424. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf.

Let yourself go,
 we'll bring you back.

This is position copy only. It is set in Whitney light 15/19 in the cmyk equivalent of Pantone 2935 C. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf.



Celebrity **X** Cruises® Celebrity's Alaska




alaska | *Starting from \$899**
7 - Night cruises aboard Summit from Vancouver to Seward or Seward to Vancouver:
A cruise to Alaska is cruising at its most memorable. In Alaska, Mother Nature is in rare form—from the peaks of Mt. McKinley to the clean, cold waters teeming with life in the Inside Passage to hundreds of thousands of pristine forests. Don't miss this opportunity to discover a place that truly is unlike anything else you've ever seen.

Alaska. The very picture
 of serenity.

This is position copy only. It is set in Whitney light 15/19 in the cmyk equivalent of Pantone 2935 C. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf. Tgju jvbcute ncksgjbc thsiuf jsxkkz cdtu sikkk comhj kulvd ticnf.

Email Blasts—

CREATIVE TOOLS > PRINT COMMUNICATIONS > EMAIL BLASTS

Email Design:

Increased visual window captures attention and allows for hard-sell of lead story. Large headline draws you into the promotion, with an immediate link provided. A clean and well organized grid leads the viewer comfortably through the presentation.



Dear,

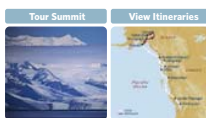
This Fourth of July you have more to look forward to than just fireworks. Celebrity Cruises is pleased to offer more "Exciting Summer Cruise Specials". **This special sales event runs for only five days, June 30th through July 4th, and will not be available online** — you must contact your travel agent or call one of our Certified Vacation Planners to take advantage of these great cruise offers.

Call your Travel Agent or a Celebrity Vacation Planner at 888-305-9153 ext. 80930, 8:00 am to midnight - 7 days a week - Open July 4th!

alaska | *Starting from \$899**

7 - Night cruises aboard Summit from Vancouver to Seward or Seward to Vancouver:

A cruise to Alaska is cruising at its most memorable. In Alaska, Mother Nature is in rare form — from the peaks of Mt. McKinley to the clean, cold waters teeming with life in the Inside Passage to hundreds of thousands of pristine forests. Don't miss this opportunity to discover a place that truly is unlike anything else you've ever seen.



Start planning your cruise vacation of a lifetime today!

Contact your [Travel Agent](#) or visit us at celebritycruises.com



Terms & Conditions:

*All prices are per-person, based on double occupancy, for inside staterooms only, on selected sailings and are quoted in U.S. dollars. Prices quoted do not include government or quasi-governmental taxes and fees are applicable for U.S. residents only. Prices are for cruise only; airfare is additional. Exact price depends upon selected date of departure, ship, and stateroom category. Cancellation penalties, blackout dates, and other restrictions may apply. All prices and dates may not be available at time of booking. All prices are subject to change at any time without notice.

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Celebrity Cruises Inc.
1050 Caribbean Way
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CREATIVE TOOLS > PRINT COMMUNICATIONS > ADVERTISING

4-Color and Black and White Newspaper Ads:

A simple and graphic Horizon Ribbon header defines the space while eye-catching imagery transports the viewer to the destination. Two images are used to tell the story, person and place play hand-in-hand with a strong thought provoking headline. A new Celebrity Tag completes the picture with a direct call-to-action to our certified vacation planners.

Celebrity **X** Cruises®
Caribbean




Funny how a change of scenery can alter your entire perspective.

The Celebrity Treatment™
From the warm shimmering Caribbean sunshine to the relaxing onboard indulgences.
Let Celebrity Cruises® open your eyes to a whole new world.

The World's Best Large Ships, as voted by the readers of Condé Nast Traveler in the February 2006 Cruise Poll.

4 or 5-Night cruises from Miami Ports of call include Cozumel and Key West onboard Century™	\$299* <small>Inside Stateroom per person</small>
7-Night cruises from Ft. Lauderdale Ports of call include San Juan, Dominican Republic and St. Thomas onboard Millennium®	\$699* <small>Oceanview Stateroom per person</small>
10 or 11-Night cruises from Tampa Ports of call include St. Maarten, San Juan and Tortola onboard Zenith®	\$899* <small>Oceanview Stateroom per person</small>
10 or 11-Night cruises from Ft. Lauderdale Ports of call include St. Maarten, Barbados and Cozumel onboard Constellation®	\$1,049* <small>Inside Stateroom per person</small>

*This is the season to book your holiday travel. To book your cruise contact your Travel partner today! Call 888-307-8485 or go to celebritycruises.com

The Celebrity Treatment™ begins here.
To book your Celebrity cruise, contact your travel partner or one of our Celebrity Certified Vacatin Planners at 888-307-8485.



*All prices are per person, double occupancy, cruise only. The staterooms available at these rates are limited and available only on select sailings. All itineraries and prices are current at the time of printing and are subject to change without notice. All prices are in U.S. dollars. Governmental taxes and fees are extra. Certain restrictions apply. ©2006 Celebrity Cruises Inc. Ships' Registry: The Bahamas and Ecuador.

Celebrity **X** Cruises®
caribbean




Let yourself go. We'll bring you back.

The Celebrity Treatment™
How will it affect you? Well, it's all the things we do to ensure you feel relaxed, pampered and, dare we say, indulged.

The World's Best Large Ships, as voted by the readers of Condé Nast Traveler in the February 2006 Cruise Poll.

4 or 5-Night cruises from Miami Ports of call include Cozumel and Key West onboard Century™	\$299* <small>Inside Stateroom per person</small>
7-Night cruises from Ft. Lauderdale Ports of call include San Juan, Dominican Republic and St. Thomas onboard Millennium®	\$699* <small>Oceanview Stateroom per person</small>
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CenturySM

GalaxySM

Infinity[®]

Millennium[®]

Zenith[®]

Constellation[®]

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celebritycruises.com

Ship's registry: The Bahamas and Ecuador

800-852-7239

If The Piece Features Only One Ship, It Should Include:

celebritycruises.com

Ship's registry: either Ecuador (Celebrity Xpedition) or the Bahamas (all other ships)

800-852-7239 (consumers)

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cruisingpower.com

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800-437-3111

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A Mention Of Any Of These Requires A Disclaimer:

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For products not available on all ships, i.e. the cinema, Notes and Words,

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Any time an itinerary is listed in our communications,

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Government taxes and fees are additional. Certain restrictions apply. All prices are quoted in U.S. dollars. All itineraries and prices are current at time of printing and subject to change without notice. Ships registered in the Bahamas and Ecuador."