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.

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

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

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.
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 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 defined proportions 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.
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).

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).

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

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.
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.

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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—

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.

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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

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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

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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 out 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.

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® 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 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 secondary Pantone® 298 with just a touch of the tertiary color of Pantone® 8201 (25, 0, 0, 25) used to highlight the destination. 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 enticing nightlife for adults. Dining to indulgent spa treatments, you can satisfy body and soul. And because of Celebrity Cruises, you won’t see people waiting for your next move, or games to play. 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 enticing nightlife for adults. Dining to indulgent spa treatments, you can satisfy body and soul. And because of Celebrity Cruises, you won’t see people waiting for your next move, or games to play. 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. And because of Celebrity Cruises, you won’t see people waiting for your next move, or games to play. 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. And because of Celebrity Cruises, you won’t see people waiting for your next move, or games to play. 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. And because of Celebrity Cruises, you won’t see people waiting for your next move, or games to play.

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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. Celebrity Travel 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.
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!@#$%^&*()
IF YOU HAVE ANY QUESTIONS about any of the Celebrity brand guidelines, please do not hesitate to e-mail JHusak@celebritycruises.com.
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.

Starting from $899*

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. Tgiu jvbcu
tnksjgbc thsiuf jaskkz cdtu sikkj comhj kulvd tcnf. Tgiu
jvbcu ncksgjbc thsiuf jaskkz cdtu sikkj comhj kulvd
tcnf. Tgiu jvbcu ncksgjbc thsiuf jaskkz cdtu

alaska

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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.

Starting from $899*

Leave your reality behind,
it’s not going anywhere.
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.
Frosted mylar window transfer decals (simulate etched glass) — applied across entrance doors at shoulder height.

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).

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

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

Let yourself go, we’ll bring you back.

Too much of a good thing, can be a very good thing.
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.

4-Color Product Sheets

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

<table>
<thead>
<tr>
<th>INSIDE CRUISE ONLY GUARANTEE STARTING FROM:</th>
<th>OCEAN VIEW CRUISE ONLY GUARANTEE STARTING FROM:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$850*</td>
<td>$1,200*</td>
</tr>
</tbody>
</table>

**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 itineraries 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.*
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.
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.

Set your life to island time.

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.
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 sleep a little more blissfully upon Egyptian cotton linens. Enjoy butler service in all suites, or Concierge

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.

Cotini, Panama

As the world’s largest expatriate expat post, Cotini offers abundant shopping. It also serves as one of the original train stops along the Panama Canal, with a historical railroad station and a network of walking trails. You can spend the day exploring the city's many attractions, including Chagres National Park, a 200,000-acre rainforest preserve, or the Panama Canal Locks by Ferry, which lies within Soberania National Park.

Shore Excursions Include: Panama Canal Locks by Ferry

Cocun, Mexico

Cocun is located at the northern tip of the Yucatán Peninsula. It was once a thriving port for the Mayas, who traded with the Aztecs. Today, it's a bustling port for tourists, with many options for shore excursions. You can visit the Mayan ruins at Chichen Itza, or explore the surrounding rainforests.

Shore Excursions Include: Chichen Itza, Tulum Mayan Adventure

Key West, Florida

Key West offers a unique blend of culture and history. It's known for its beautiful beaches, historic architecture, and vibrant nightlife. You can visit the famous Ernest Hemingway House, which is now a museum, or take a guided tour of the city's historic district.

Shore Excursions Include: Key West Historic Tour, Mallory Docks Sunset Cruise

King's Wharf, Bermuda

Located in the heart of Bermuda, King's Wharf is a vibrant and bustling port. It's known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Gibbs Hill Lighthouse, or take a scenic hike through the lush forests.

Shore Excursions Include: Gibbs Hill Lighthouse, Bermuda Botanical Garden

Majestic Call of Destiny

Celebrity is the only cruise line to offer Sensory Oases of tranquility. Oceans of possibilities.

And because all Celebrity Cruises feature one staff member for every five guests, we’ll be 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 a nightly turndown service, you can be certain that we will go to great lengths to ensure your uninterrupted enjoyment.

Charter Anne, St. Thomas, U.S.V.I.

If you’re not an angler, the sight of a large fish flying through the paint of your vessel, your palaces has been rewarded. Charter Anne is the perfect jumping off point for the cities of Charlotte Amalie and St. Thomas.


Hollywood signifying the city of Hollywood, California sitting on top of Mount Lee.

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

Charlotte Amalie is the capital of St. Thomas and one of the most visited ports of call in the Caribbean. It's known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Magens Bay Beach, or explore the city's historic district.

Shore Excursions Include: Magens Bay Beach, Old Christiansted Historic Walking Tour, and Shopping in Charlotte Amalie.

Fort Lauderdale, Florida

Fort Lauderdale is a beautiful city with miles of beaches and crystal-clear waters. It's known for its luxurious homes and yachts, and its bustling nightlife. You can visit the famous Las Olas Boulevard, or take a scenic boat tour of the city's waterways.

Shore Excursions Include: Fort Lauderdale Beach, Sawfish Bay Park, and the New River Locks and Dam.

Cozumel, Mexico

Cozumel is a beautiful island off the coast of the Yucatán Peninsula. It's known for its beautiful beaches, crystal-clear waters, and vibrant nightlife. You can visit the famous Chankanaab Park, or explore the city's many attractions.

Shore Excursions Include: Chankanaab Park, Paradise Island Tour, Stingray City Snorkeling & Beach Break, and the Cozumel Island Adventure.

Key West, Cuba

Key West is a vibrant and bustling city with a rich history and culture. It's known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Mallory Square, or take a scenic boat tour of the city's waterways.

Shore Excursions Include: Mallory Square Sunset Cruise, Key West Food Tour, and the Key West Brewery Tour.

Majestic Call of Destiny

Celebrity is the only cruise line to offer Sensory Oases of tranquility. Oceans of possibilities.

And because all Celebrity Cruises feature one staff member for every five guests, we’ll be 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 a nightly turndown service, you can be certain that we will go to great lengths to ensure your uninterrupted enjoyment.

Key West offers a perspective on life that few can match. It's a city with a unique personality, where the past blends seamlessly with the present. It's known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Mallory Square, or take a scenic boat tour of the city's waterways.

Shore Excursions Include: Mallory Square Sunset Cruise, Key West Food Tour, and the Key West Brewery Tour.

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

Charlotte Amalie is the capital of St. Thomas and one of the most visited ports of call in the Caribbean. It's known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Magens Bay Beach, or explore the city's historic district.

Shore Excursions Include: Magens Bay Beach, Old Christiansted Historic Walking Tour, and Shopping in Charlotte Amalie.

Nassau, Bahamas

Nassau is the capital city of the Bahamas and is known for its beautiful beaches, world-class shopping, and delicious food. You can visit the famous Atlantis Paradise Island, or explore the city's many attractions.

Shore Excursions Include: Atlantis Paradise Island, the New Providence Lighthouse, and the Bahamian Winchester Experience

Celebrity is the only cruise line to offer Sensory Oases of tranquility. Oceans of possibilities.

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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.
Coco, Punta Cana
Colón, Panama
Cozumel, Mexico
Cristobal Pier, Panama
Fort Lauderdale, Florida
George Town, Grand Cayman
Key West, Florida
Nassau, Bahamas
Ocho Rios, Jamaica
Oranjestad, Aruba
Puerto Limón, Costa Rica
Roseau, Dominica
San Juan, Puerto Rico
Sint Maarten, Netherland Antilles
St. George’s, Grenada
Sint Maarten, St. Maarten
St. John’s, Antigua and Barbuda
Tortola, British Virgin Islands
Willemstad, Curacao
Labadee®
Labadee®, Haiti
Miami, Florida
Nassau, Bahamas
Ocho Rios, Jamaica
George Town, Grand Cayman
Labadee®, Haiti
Miami, Florida
Sint Maarten, St. Maarten
Tortola, British Virgin Islands
Willemstad, Curacao

Celebrity’s Caribbean
Six ships, one amazing voyage.

In a recent Conde 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
• Attentive Service
• Exceptional Spa, Health & Fitness
• Exhilarating Entertainment
• Acclaimed Dining Options
• Superior Accommodations

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

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

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

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.

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

Other Century-Class Vessels in the Celebrity Fleet Include: Mercury®, Constellation®, & Summit®

Please turn to page 26 for more information on Century; page 30 for Galaxy.

When you are ready to learn more about a specific ship, visit us online at celebritycruises.com.
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’s Century™
Let yourself go, we’ll bring you back.

Welcome to the new Century.

Let yourself go, we’ll bring you back.

Celebrity’s Alaska
Alaska. The very picture of serenity.
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.

Celebrate the spirit of independence

This Fourth of July, 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 cruise 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 clear, 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 queen governmental taxes and fees are applied for U.S. residents only. Prices are for new only staterooms, and are subject to change without notice. Final rates will be based on your selected date of departure, ship, and stateroom category. Consult our website for availability and pricing. Single rates 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.

If you wish to change your preference or opt to be excluded from future commercial emails from Celebrity, click here or visit: http://offers.celebrity.com/OptOut/default.htm

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We hope you have enjoyed this email from Celebrity Cruises Inc.

1050 Caribbean Way
Miami, FL 33132
celebrity.com
Privacy Information
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.

4-C The Celebrity Treatment™

We’ll bring you back.

Let celebrity go. We’ll bring you back.

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.

Let Celebrity Cruises® open your eyes to a whole new world.

The Celebrity Treatment™

Let yourself go. We’ll bring you back.

4 or 5-Night cruises from Miami

- $299* Oceanview Stateroom per person
- $699* Inside Stateroom per person
- $899* Oceanview Stateroom per person
- $1,049* Inside Stateroom per person

Celebrity X® Cruises

Fourth Night Free! 4 or 5-Night Cruises

$299* Oceanview Stateroom per person

*All prices are per person, double occupancy, cruise only. The staterooms available at these rates are limited and available only on certain sailings. 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.

Finally a change of scenery can alter your entire perspective.

The Celebrity Treatment™

We’ll bring you back.

Let celebrity go. We’ll bring you back.

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Let Celebrity Cruises® open your eyes to a whole new world.

The Celebrity Treatment™

Let yourself go. We’ll bring you back.

4 or 5-Night cruises from Miami

- $299* Oceanview Stateroom per person
- $699* Inside Stateroom per person
- $899* Oceanview Stateroom per person
- $1,049* Inside Stateroom per person

Celebrity X® Cruises

Fourth Night Free! 4 or 5-Night Cruises

$299* Oceanview Stateroom per person

*All prices are per person, double occupancy, cruise only. The staterooms available at these rates are limited and available only on certain sailings. 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.

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Let Celebrity Cruises® open your eyes to a whole new world.

The Celebrity Treatment™

Let yourself go. We’ll bring you back.

4 or 5-Night cruises from Miami

- $299* Oceanview Stateroom per person
- $699* Inside Stateroom per person
- $899* Oceanview Stateroom per person
- $1,049* Inside Stateroom per person

Celebrity X® Cruises

Fourth Night Free! 4 or 5-Night Cruises

$299* Oceanview Stateroom per person

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Finally a change of scenery can alter your entire perspective.

The Celebrity Treatment™

We’ll bring you back.

Let celebrity go. We’ll bring you back.

4-C The Celebrity Treatment™

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

Let Celebrity Cruises® open your eyes to a whole new world.

The Celebrity Treatment™

Let yourself go. We’ll bring you back.

4 or 5-Night cruises from Miami

- $299* Oceanview Stateroom per person
- $699* Inside Stateroom per person
- $899* Oceanview Stateroom per person
- $1,049* Inside Stateroom per person

Celebrity X® Cruises

Fourth Night Free! 4 or 5-Night Cruises

$299* Oceanview Stateroom per person

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