AZAMARA®

BRAND PLAYBOOK

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THE PURPOSE OF THIS BOOK

To provide the tools needed to deliver high-level creative with complete consistency regardless of platform, presentation, latitude or longitude.

To establish how Azamara looks, sounds and behaves in a meaningful and authentic way.

To serve as a guideline for our global approach to content, storytelling, and visual identity.

This book has multiple purposes for multiple audiences:

- **For Republica Havas:**
  Define content strategy and framework to reflect brand evolution.
- **For Azamara:**
  Establish long-term brand guidelines that exist beyond creative communications.
- **For Communications Partners:**
  Offer consistency for partner-generated content by providing guidelines.

BRAND DNA

We are different. Let’s remember to tell people why.

WE GO FURTHER

SMALLER, LESS-TRAVELED PORTS

274
UNIQUE PORTS

751
TOTAL PORTS

WE STAY LONGER

OVERNIGHT STAYS

275
LATE NIGHT STAYS

140
OVERNIGHT STAYS

WE OFFER UNRIVALED DESTINATIONS

67
UNIQUE COUNTRIES

80
VOYAGES

225
DAYS AT SEA

WE CREATE TRANSFORMATIONAL EXPERIENCES

OVER
1,700
LAND PROGRAMS

ACROSS
40+
COUNTRIES*

*Number of land programs and countries from 2019.

BRAND TRAITS

RELAXED | IMMERSIVE EXPLORATION | UNPRETENTIOUS

CELEBRATION OF DIVERSITY | ENRICHMENT OF LIFE

GENUINE | UNIQUE EXPERIENCES | FRIENDLY HOSPITALITY

OUR TRAVELER

Affluent cruisers 45+ whose desire for discovery motivates them to travel and explore new destinations, to rest and relax — vacationing at their own pace, which allows them to get more out of the adventure.

When these explorers cruise, they want to see things they've never seen before; they want to learn something new, and do it all while surrounded in comfort, to have a truly enjoyable experience.

WHO ARE THEY:

Married	88%
Book with Travel Agents	64%
Repeat cruisers	59%
Retired	56%
Average booking window	9.5 months in advance

BRAND POSITIONING STATEMENT

Azamara lets explorers immerse themselves into cultures and locales at a more relaxed pace, discovering destinations by day and night, resulting in a richer, more fulfilling small-cruise experience.

BRAND PILLARS

BEST IMMERSIVE ITINERARIES

- We ***"own the night"*** by staying overnight in ports, and giving our guests the time it takes to truly appreciate each destination
- Country Intensive℠ Voyages
- Convenient docking near city centers
- Ports that bigger ships can't visit

HOSPITALITY

- Personalized service / 4 crew to 7 guests
- Crew authentically friendly and warm

UNIQUE EXPERIENCES

- Not cookie-cutter experience
- AzAmazing Evenings®
- Once in a lifetime experience (Turnberry)
- Community — deep, shared connections

CONTENT APPROACH

BRAND TERRITORY

MANIFESTO

Can a cruise line really change the way you look
at the world?

In a word, yes.

Seasoned travelers experience childlike wonder,
having never experienced anything like this.

Perspective. Outlook. Beliefs and misconceptions. Push
beyond the obvious and everything is open to change.

When you stay long enough to see what's real.
About a place. And a people.

The joy of discovery. The discovery of joy.

Over the rainbow and off the beaten track,
to where time and place peacefully coexist.

And reflection is able to find you.

To change the way you see the world,
change the way you sea it.

By day. By night. As others don't.
Peer deeply into your own history.

Explore parts unknown in ports less known.
Spend overnight stays wandering but never wondering
what a place is really like.

When it slows down and stops acting
like a tourist destination.
When it completely nourishes your curiosity.
When it changes everything.

Azamara. Change the way you sea.

TAGLINE

- Smaller ports allow for exploration
- Active, unlike other cruises (no-cruise cruise line)
- Experiences that enrich life
- Voyage mindset
- Venture beyond the sea and further inland with land programs
- You can do more with extended and overnight stays
- Suggests an immersive experience
- Adds depth to the idea of traveling
- Hints at no boundaries
- Worldly

Change The Way You Sea

DO

- Use it to give a punch after discussing all the features, to emphasize that it's a brand identifier
- Miniminize use within copy
- If included in copy use preferably as the conclusion and format with initial caps

TAGLINE USAGE

- Advertising: print, video, digital, radio
- All out of home adverstising
- Trade and consumer events/conferences
- Consumer print materials and direct mail
- Digital banners where legibility permits
- Email's letter section at the closing before the CTA button

LEGAL

- Awaiting on final registration to include the trademark symbol SM (Capital S & M)
- Always include the Ships registrarion information with our tagline disclaimer:

  ©2023 Azamara. Ships registered in Malta. "Change the Way You Sea" is an international service mark of SP Cruises OpCo Limited.

WRITING PHILOSOPHY

WORDS MATTER

The words we choose to craft our story define us.

We speak with purpose and choose our words wisely.

Our words aim to inspire, not impress.

Always look for ways to differentiate the brand.

SHORT AND SIMPLE

Tell a story and tell it beautifully. But take the time to be clear and concise.

Paint a picture. Elicit the senses. Develop a cohesive narrative.

Simply. Quickly.

Time matters. Fully enjoy yours.

OWN OUR TERRITORY

Immersive destination experiences are our craft.

Know who we are and what we offer - and own it.

Celebrate discovery and the joy of taking one's time.

Look for every opportunity to reinforce the idea of taking your time to truly enjoy your experiences.

Changing the Way You Sea is our reason for being.

Romance our points of differentiation.

WRITING STYLE BRAND TRAITS

WELL-TRAVELED

There's a difference between travel and being well-traveled.
We're worldly, but never elitist. Citizens of the world.

UNINHIBITED

We don't judge. We find joy in the details.
We openly celebrate differences.

- Our voice is elevating, enticing and exciting.
- We are inviting, sincere, pragmatic, and above all else, authentic.
- We are friendly, playful, personal, conversational, and trustworthy.
- We are storytellers and we are voyagers.
- We understand the essence of the adventurous spirit.
- We are well-traveled but approachable.
- We're smart, not silly. We are knowledgeable without taking ourselves too seriously — making certain to always maintain our image as a leading expert in the destination domain.

APPROACHABLE

Eager to share their experiences so that others can enjoy them as well.

CLEVER

Able to use wittiness in a manner that contributes to the conversation, while continuing to demonstrate capabilities as travel and hospitality experts.

- We are different and aren't afraid to point it out.
- We never elevate ourselves at the expense of others.
- We talk about being different.
- We stop short of calling ourselves better.
- We don't bad-mouth our competition.
- We tell our own story and do it exceedingly well.

WRITING EXAMPLES

WRITING STYLE DO'S & DON'TS

DO

- Inspire someone to experience immersive exploration.
- Elicit the senses and establish memorable moments.
- Use visual language to paint a vivid mental picture of a specific event or destination.
- Be clear, concise, and straightforward.
- Establish Azamara as an expert in the destination domain.
- Sound uniquely like Azamara.

DON'T

- Overuse examples. Sometimes less is more.
- Be 'cheesy' or cliche.
- Overdo it with too many adjectives.
- Write excessively lengthy or descriptive copy.

<150 WORDS

LONG DESCRIPTION

Azamara is like nothing you've ever experienced.

Simply put, we believe that time is the most important thing you can take on a cruise, so we give our guests more of it. More time in port. More days and nights. More overnights.

The chance to see parts unknown, in ports less known. Experience new cultures at a more relaxed pace without the rush to return to the ship.

The joy of discovery and the discovery of joy.

We should constantly challenge ourselves to steer our guests towards what makes us different.
Anchoring in ports for longer. Day and nights.
Overnight stays.

Off-the-beaten-path locations, and world-renowned destinations.

A true glimpse into how locals in each port live, work, and play.

Venture deeper into authentic experiences, from curated excursions to enjoying an authentic regional meal cooked in the home of a local.

These opportunities await you when you change the way you sea.

< 75 WORDS

SHORT DESCRIPTION

Breathe deeply and exhale slowly.
Welcome to Azamara.

We believe the most important thing you can take on a cruise is time. Time in port. Days and nights. Overnights.

To experience the joy of discovery and the discovery of joy.

Off-the-beaten-path locations.
World-renowned destinations. The best of both.

Travel at a pace that gives you more of what you love.
Adventure. Relaxation. A true change of pace.

Azamara. Change the way you sea.

PHOTO LOCATION CAPTIONS

US

The format is city, state initials, and country initials. i.e., Miami, FL, U.S.

INTERNATIONAL

The format is city, country.
i.e., Milan, Italy

DIGITAL

Emails include caption on hero whenever possible. Not necessary on smaller tiles.

For web banners and social media, location captions can be left out.

*For TYPOGRAPHY specifications please refer to P.30 for details.

DATE FORMATS

IN BODY COPY

For North America body copy, we use the American date format (month, date, year) separated by commas.

For promotions, it is not necessary to write the year when speaking of promo end dates, especially when time is already clear, such as in flash sales when our guests already know that time is limited.

An exception is when a promo date spans over two years or more such as: November 28, 2024 — January 16, 2025. When referring to specific voyages, always write out the full date, including the year.

IN CHARTS

In charts, we use the European date format (date-month-year) separated by dashes and the month abbreviation in all caps.

For example, we can use 2-OCT-2024 if space permits. If space is limited we can shorten the year to 2-OCT-24.

*For TYPOGRAPHY specifications please refer to P.30 for details.

NAMING CONVENTIONS

AZAMARA TRI-BRANDED - U.S. TRADEMARKS
UPDATED JANUARY 2022

TRADEMARK	SYMBOL
	SM
AZAMARA	®
AZAMARA CLUB CRUISES	®
AZAMARA JOURNEY	®
AZAMARA QUEST	®
AZAMARA PURSUIT	®
AZAMARA ONWARD	SM
JOURNEY	®
QUEST	®
DESTINATION IMMERSION	®
AZAMAZING EVENINGS	®
COUNTRY INTENSIVE VOYAGES	®
LONGER STAYS. MORE OVERNIGHTS. NIGHT TOURING.	®
ONWARD	SM
THINK OUTSIDE THE SHIP	®
STAY LONGER. EXPERIENCE MORE.	SM
CRUISE GLOBAL. CONNECT LOCAL.	SM

TRADEMARK	SYMBOL
	®
CHOICEAIR	®
CRUISECARE	®
MYCRUISE	®
SAVE THE WAVES	®
SEAPASS	®
THE WILDERNESS EXPRESS	®

EXPIRED MARKS	SYMBOL
YOU'LL LOVE WHERE WE TAKE YOU	®

PAST TAGLINE	SYMBOL
EXPLORE FURTHER	SM

AZAMARA – PENDING - U.S. TRADEMARKS
UPDATED JULY FTAGLINE

PENDING MARKS	SYMBOL
CRUISE GLOBAL. BIKE LOCAL	SM
CRUISE GLOBAL. SHOP LOCAL	SM
CHANGE THE WAY YOU SEA	SM*

*Awaiting on Tagline final registration. Please see P.11 for accompanying disclaimer.

IMAGES

BEST PRACTICES

DO

Use *cinematic* photography. Consider the choice of lighting, filters, lenses and camera angle. Use gorgeous landscape imagery for our hero images, with dramatic lighting. Use lifestyle shots for our supporting imagery, or a combination landscape/lifestyle when available. Use night or cultural experience imagery whenever appropriate, to illustrate our deeper experiences.

AVOID

- Shots where many tourists are present
- Clichés
- Typical tourist photography with flat, straight-on angles or lighting
- Very dark night images without detail

IMAGES

BRANDED | SHIPS

DO

- Use a branded ship image on single-image communications such as in an advertisement or billboard, and on the front covers of print materials.
- When the hero image of an email is a destination, include a ship image elsewhere such as in a banner if possible.
- In multi-page documents that have many destination images, occasionally insert a ship image to provide variety and reinforce the brand.

AVOID/RETOUCH

- Ships with outdated logos
- Images of blurry ships
- Docks with unsightly equipment, signs or vehicles
- Onboard images showing large crowds or clutter
- Skies that are gray or stormy
- Port images that do not entice or have uninviting views

IMAGES

EXAMPLES

HERO/LANDSCAPE

- Use vibrant, colorful images with a cinematic look/feel
- Select images that feel authentic
- Use alternative, original perspectives of typical locations
- Retouch all images to have a cinematic look
- Mix aerial destination shots with more immersive ones.

LIFESTYLE/CULTURE

- A captivating image that introduces joy/slow pace/lifestyle while hinting at a destination/ known location
- Candid images that reflect our target and convey joy, slowing down and being in the moment
- Avoid the posed back-of-the-head social media look image

FILM

–We explore the world from the point of view of the spectator.

–We see joy in the faces of travelers and locals from all around the world.

–We use wide shots to capture the depth of landscapes and close-ups that allow us to feel even the smallest details that make each culture unique.

–Colors must always be vibrant and never be dull.

–We use slow-motion shots in some scenes to evoke memories and allow one to relish intimate moments.

–When appropriate, depending on the media, split screens can be used to show the juxtaposition of a place/s, different perspectives, and different times of day.

AUDIO

ANTHEM MUSIC

–Friendly tones that are not pretentious or epic.
–Creates excitement for the Azamara experience.
–Inspiring beats reminiscent of the explorer mindset.
–Beats that evoke the sense of slowing down.

DESTINATION MUSIC

–Reflects the feeling of a specific destination.
–Sounds and rhythms are relevant to the theme.
–Is consistent with brand personality and tone.
–Complements storytelling and does not overpower the voice of our storyteller.

VISUAL IDENTITY

STORY OF THE LOGO

Our logo is comprised of three main elements: land, sea, and star. The main visual component of our logo is an open world, depicted by two artistic strokes that create a Modern Art aesthetic. The left stroke of the "world" represents the Earth and our extensive land program offerings. The right stroke represents the sea and the vastness that Azamara crosses.

The third component of our logo is the star, paying homage to our brand's earliest roots. The name "Azamara" was inspired by "Acamar," a star revered by the ancient Greeks, as it was the brightest in the southern sky. Similar to the North Star, our star serves as a navigational beacon of light, guiding us as we cross extensive paths over both land and sea.

Altogether, the land, sea, and star represent Azamara's mission of connecting guests to unique explorations in unparalleled destinations across the planet.

AZAMARA®

CORPORATE LOGO

Our Corporate logo is used in communications where we do not need to reiterate that we are a cruise line. For example, you can use it on all internal and onboard communications. If your audience undoubtedly knows that Azamara is a cruise line, feel free to use our Corporate logo.

USAGE

Corporate/Internal
B2B/Trade
Onboard

AZAMARA® CRUISES

CRUISES LOGO

Our Cruises logo is used in most marketing communications. Its purpose is to educate the public that we are a cruise line, attract potential guests and reinforce our brand. Our goal is consumer recognition that instills a feeling of cruising with confidence.

USAGE

All in-home and out-of-home consumer communications. Examples include emails, direct mail, web banners, flyers, etc.

LOGO VERSIONS

CORPORATE LOGO

CRUISES LOGO

PRIMARY LOGO
VERTICAL / CENTER STACKED

Our Primary logo is the Vertical version, with elements centered and stacked. Implement this logo according to the guidelines in this document. When you need to reproduce the Azamara logo, use only approved artwork.

SECONDARY LOGO
LEFT ALIGNED

The Secondary logo configuration is for use when there are vertical height limitations, such as horizontal web banners or email headers. The Primary logo is preferred when space limitations are not an issue.

LEGAL MARKS

For the U.S. market, the full version of the logo features two legal marks: a service mark SM and a registration mark ®. The service mark accompanies the artistic strokes; the registration mark accompanies the typographic element (AZAMARA).

RECOMMENDED MINIMUM SIZE

The minimum size of the logo is measured at the height of the icon. It is recommended that the icon height should not be less than 0.2 inches (0.5 centimeters).

LOGO+TAGLINE LOCKUPS

CORPORATE LOGO

CRUISES LOGO

PRIMARY LOGO + TAGLINE VERTICAL / CENTER STACKED

Vertical is the preferred version of the Logo+Tagline lockup. Use this as a signature to reinforce our brand's voice and purpose.

Do not separate, alter, or change the colors of the Logo+Tagline lockup artwork. Various versions are provided to work on dark and light backgrounds.

AZAMARA®
Change The Way You Sea

AZAMARA® CRUISES
Change The Way You Sea

SECONDARY LOGO LEFT ALIGNED ICON

The Secondary logo configuration for the Logo+Tagline lockup may be used when there are height or space limitations.

AZAMARA®
Change The Way You Sea

AZAMARA® CRUISES
Change The Way You Sea

LOGO CLEAR SPACE

LOGO CLEAR SPACE

To create greater visual impact and ensure audience recognition, the area surrounding the logo must be kept uncluttered. No element that appears with the logo should be closer than the height of the letter "A" in AZAMARA. This rule applies to both Corporate and Cruises versions.

CLEAR SPACE EQUALS THE HEIGHT OF THE LETTER 'A' IN AZAMARA.

LOGO USAGE

LOGO REPRODUCTION ON PHOTOGRAPHIC AND COLORED BACKGROUNDS

When the Azamara logo is reproduced on a colored background or photographic image, optimum contrast is important to ensure readability. Use your good judgment to determine whether the reversed white version or dark blue type version of the logo is preferable. These standards apply to both Corporate and Cruises logos.

AZAMARA LOGO WITH REVERSED WHITE TYPE ON DARK BACKGROUNDS

AZAMARA LOGO WITH DARK BLUE TYPE ON LIGHT BACKGROUNDS

INCORRECT LOGO USAGE

To maintain the integrity of our logo, it is vital to avoid any variation in its appearance. When reproducing the Azamara logo, please use only the approved artwork.

Do not place the logo onto an image or background in which logo legibility or distinction of the icon can get lost.

Do not confine the logo inside a shape.

Do not alter the configuration of the logo elements.

Do not alter any of the logo fonts.

Do not use the logo typography without the globe symbol.

Do not alter any of the logo colors.

Do not use drop shadows on the logo. Retouch the background image to accommodate the logo's visibility.

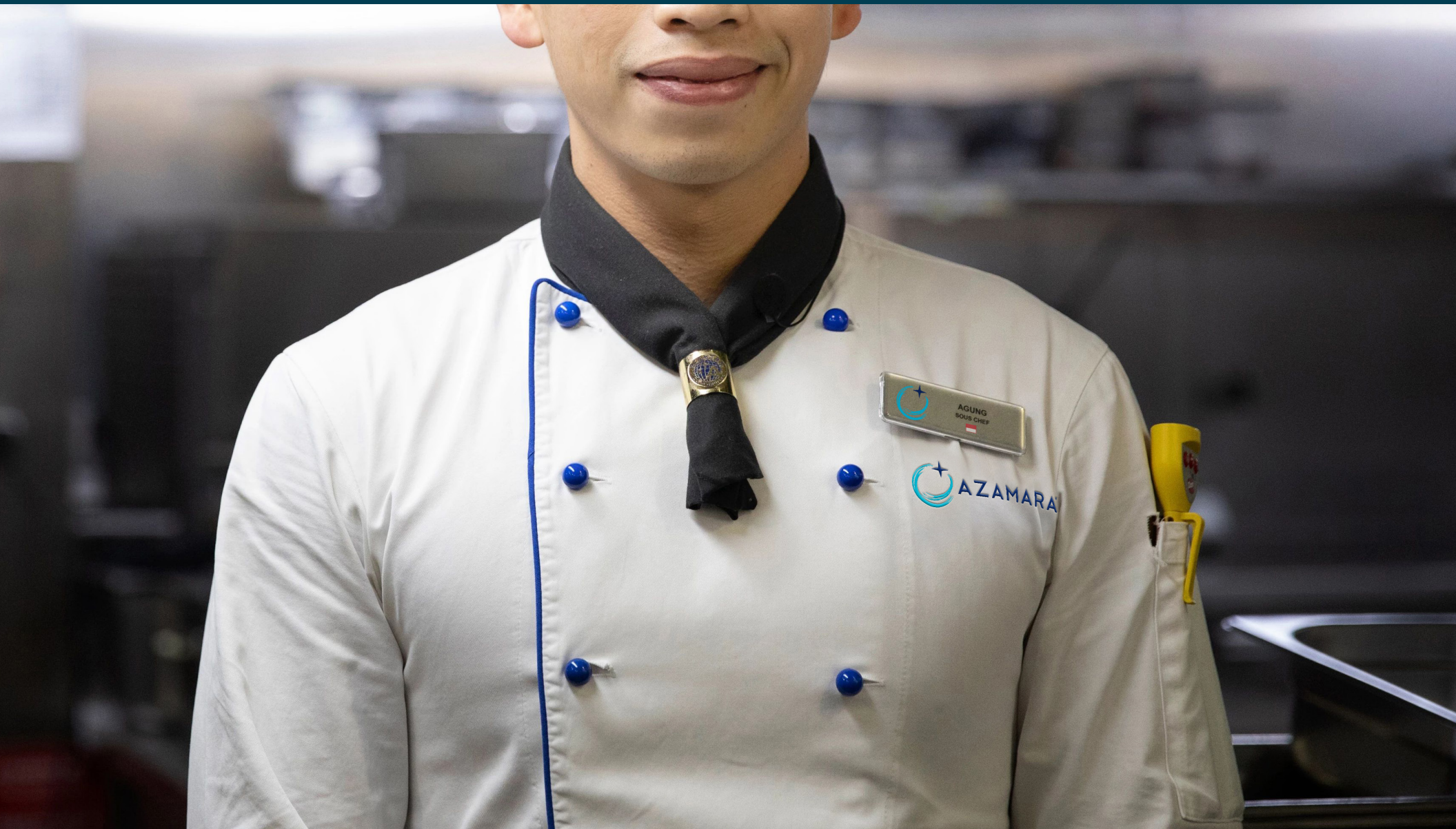
Do not change the size, proportion, spacing, position, or any component of original Azamara logo artwork.

CORPORATE LOGO APPLICATION

SHIP

CORPORATE LOGO APPLICATION

UNIFORMS



EMBROIDERY LOGO

This version of the logo should only be used for embroidery on fabrics; do not use the Embroidery logo version for any other materials or communications. The Embroidery logo version is simplified in design, and therefore, not suitable for any other use other than its intended purpose.

AZAMARA®

CENTER STACKED

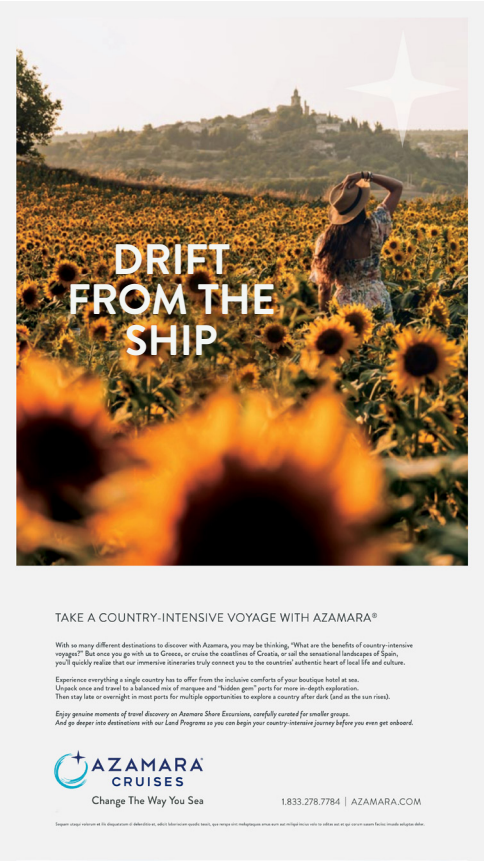
AZAMARA®

LEFT ALIGNED

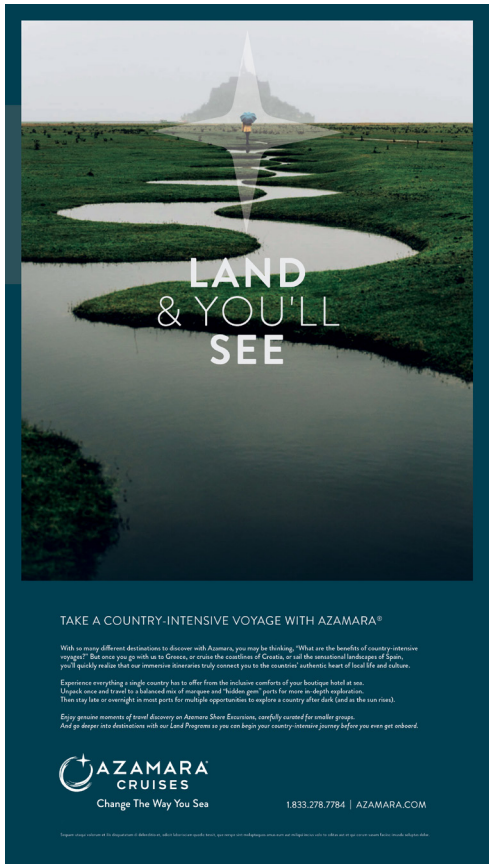
STAR ICON

The Star icon is a design element to overlay on top of images.

- It should be subtle, about 15% transparency but may need to be adjusted depending on contrast.
- A single white Star is used on the main image (hero) when there are several images on the page, and it is not used on supporting images.It is not necessary to lockup the Star icon to a headline.
- The preferred Star icon placement is on the top right corner when possible. Other placement options in order of preference are: left top corner, lower right and lower left corners. This is more crucial on pieces with many pages such as the destination guide.
- It may be placed anywhere where it is visible to add balance or focus to your composition.
- The Star icon is used with discretion. Do not include the Star icon on busy images or layouts.
- On pieces with many pages, the Star icon should be limited to the main images such as cover, spreads or section dividers.



SAMPLE OF PREFERRED PLACEMENT



SAMPLE WHERE STAR IS USED TO PLACE FOCUS ON AN IDEA

SAMPLE WHERE STAR IS LOCKED UP TO A HEADLINE

COLOR PALETTE

PRIMARY

USAGE

AZAMARA BLUE
PMS 281 C
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX 00205B

–Logo

AZAMARA AQUA
PMS 3115 C
RGB 0, 171, 194
CMYK 84, 0, 18, 0
HEX 00ABC2

–Logo

DEEP OCEAN
PMS 3035 C
RGB 0, 62, 82
CMYK 100, 67, 48, 38
HEX 003E52

–Headlines
–Backgrounds
–Subheadlines
–Body copy
–Email modules/banners
–Calls to action

NIGHT SKY
PMS 446 C
RGB 61, 69, 67
CMYK 71, 57, 61, 44
HEX 3D4543

–Headlines
–Subheadlines
–Body copy
–Backgrounds
–When printing full-color body copy text, substitute with **87% BLACK** to facilitate registration.

WHITE SAND
RGB 242, 242, 242
CMYK 4, 2, 3, 0
HEX F1F2F2

–Headlines
–Email module backgrounds

SECONDARY

USAGE

DUSK
RGB 121, 120, 144
CMYK 57, 51, 29, 4
HEX 797890

–City Stays
–Accent color
–Backgrounds

SEAFOAM AQUA
RGB 154, 216, 218
CMYK 29, 2, 12, 0
HEX B2DBE0

–AzAmazing Journeys
–Accent color
–Backgrounds

SEAFOAM GREEN
RGB 108, 152, 147
CMYK 60, 27, 42, 2
HEX 6C9893

–Hotel Stays
–Accent color
–Backgrounds

SUNSET
PMS 7416 C
RGB 234, 104,84
CMYK 3, 73, 70, 0
HEX EA6852

– Digital calls to action
– Secondary accent color
– Used with restraint
– Not to be dominant on page

WHITE
RGB 245, 245, 245
CMYK 0, 0, 0, 0
HEX FFFFFF

–Email footer background
–Captions

TYPOGRAPHY

BRAND TYPEFACES

BRANDON GROTESQUE BOLD

Usage
–Headline
–Call to action

Brandon Grotesque Bold

BRANDON GROTESQUE REGULAR

Usage
–Body Copy

Brandon Grotesque Regular

BRANDON GROTESQUE MEDIUM

Usage
–Subheads
–Tagline

Brandon Grotesque Medium

TYPOGRAPHY USAGE EXAMPLE

GO DEEPER, BEYOND THE INITIAL LAYERS OF A CITY

With overnight stays and docking at smaller, less-traveled ports, Azamara invites you to step ashore as an insider. **Change the way you sea.**SM

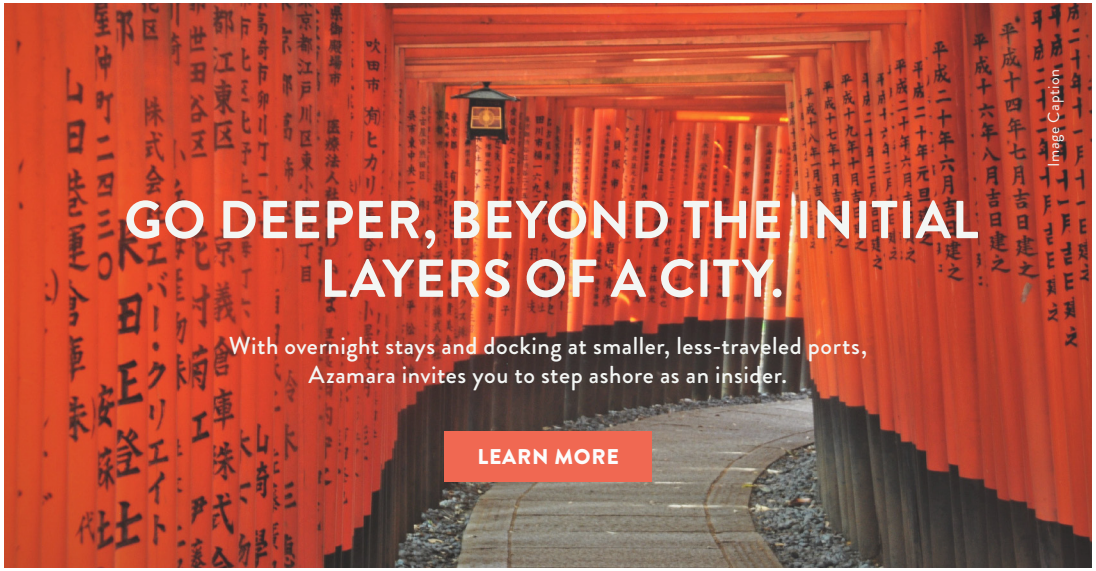
FALLBACK FONTS
For mediums where custom fonts or web fonts are not supported, fallback fonts must be used.
i.e., HTML, etc.

Arial Regular
Arial Bold

–**Subheadlines**
–**Body Copy**
–**Buttons**

TYPOGRAPHY HIERARCHY

BRINGING THE BRAND PLAYBOOK TO LIFE
VISUAL IDENTITY



EMAIL BANNER/TILE

HEADLINES

–Font Family: Brandon Grotesque Bold (primary) or Black
–Capitalization: ALL CAPS
–Mix font weight or font size to create interest. Do not mix both font weight and font size within headline — choose one or the other.
–Tracking: 0 pt (Optical kerning if available)
–Leading: +2 more than type size (ex. TYPE SIZE: 40, LEADING: 42)
–In large font size headlines the leading may be decreased as long as there is air between the lines
–Used for: Print and digital
–Title Case can be used for impact on occasion, such as in the country name on the "Hidden Gems" emails, or the "Onboard Savings" lockups.

SUBHEADLINE

–Font: Brandon Grotesque Medium or Bold
–Capitalization: ALL CAPS is preferred, but Title Case may be used depending on the medium.
–Tracking: 15 pt (Optical kerning if available)
–Leading: +2 more than type size (ex. TYPE SIZE: 24, LEADING: 26)
–Used for: Print and digital

BODY COPY

–Font: Brandon Grotesque Regular or Light
–Capitalization: Lowercase
–Tracking: 15 pt (Optical kerning if available)
–Leading: +2 more than type size (ex. TYPE SIZE: 12, LEADING: 14)
–Used for: Body copy across all materials
–Color: Night Sky preferred, or dark ocean blue.
–Substitute 87% black for Night Sky for small Body copy when printing using full-color process for ease of registration.

DATES

–Font: Brandon Grotesque Regular or Medium
–Font Size: > 6 pt
–See P.14 for additional information on Date formatting.

CALL TO ACTION

–Font: Brandon Grotesque Black
–Capitalization: All caps preferred
–Tracking: 15 pt (Optical kerning if available)
–Font Size: > 8 pt*
–Used for: Digital buttons or CTAs in print communication

IMAGE CAPTION

–Font: Brandon Grotesque Regular or Medium
–Font Size: > 6 pt*
–Used for: Image captions across all materials, with the exception of digital/social media
–Vertical format is preferred whenever possible. However it can be horizontal when necessary depending on space and the medium.
–See P.14 for additional information on Caption formatting.

TYPOGRAPHY HIERARCHY

HEADLINE 40pt.	**Brandon Grotesque Black @ 40PT** **Tracking @ 0 + Optical**
HEADLINE 40pt.	**Brandon Grotesque Bold @ 40PT** **Tracking @ 0 + Optical**
SUBHEADLINE 20pt.	**Brandon Grotesque Bold @ 20PT** **Tracking @ 0 + Optical**
SUBHEADLINE 20pt.	Brandon Grotesque Medium @ 20PT Tracking @ 0 + Optical
Body Copy 10pt. Leading 12pt.	Brandon Grotesque Light @ 10PT Tracking @ 15 + Optical
Body Copy 10pt. Leading 12pt.	Brandon Grotesque Regular @ 10PT Tracking @ 15 + Optical
Body Copy 10pt. Leading 12pt.	Brandon Grotesque Medium @ 10PT Tracking @ 15 + Optical
CALL TO ACTION	**Brandon Grotesque Black @ 9PT** **Tracking @ 15 + Optical**
Body Copy 6pt. Leading 8pt.	Brandon Grotesque Regular @ 6PT Tracking @ 15 + Optical
Body Copy 6pt. Leading 8pt.	Brandon Grotesque Light @ 10PT Tracking @ 15 + Optical

HEADLINE TREATMENT

SAMPLE TREATMENT

–Default kerning is Optical. However, in some instances, you have to manually adjust the kerning with optical space to reach the desired fit.
–**Avoid using drop shadows**; retouch the background image to accommodate visibility.

GO DEEPER, BEYOND
THE INITIAL LAYERS OF A CITY

TAKE ADVANTAGE OF THIS OFFER

With overnight stays and docking at smaller, less-traveled ports,
Azamara invites you to step ashore as an insider.

Change The Way You Sea

GO DEEPER, BEYOND
THE INITIAL LAYERS OF A CITY

Brandon Grotesque Bold @ 20PT Leading @ 22PT
Tracking @ 0

FALLBACK TREATMENT

–ARIAL
–For mediums where custom fonts or web fonts are not supported, e.g., HTML emails, fallback fonts must be used. Refer to Figure B.

SUBHEADLINE TREATMENT

GENERAL TREATMENT

–BRANDON GROTESQUE MEDIUM
–All capital letters.
–**Avoid using drop shadows**; retouch the background image to accommodate visibility.

GO DEEPER, BEYOND
THE INITIAL LAYERS OF A CITY

TAKE ADVANTAGE OF THIS OFFER

With overnight stays and docking at smaller, less-traveled ports,
Azamara invites you to step ashore as an insider.

Change The Way You Sea

TAKE ADVANTAGE OF THIS OFFER

Brandon Grotesque Medium @ 20PT
Tracking @ 0

FALLBACK TREATMENT

–ARIAL
–For mediums where custom fonts or web fonts are not supported, e.g., HTML emails, fallback fonts must be used. Refer to Figure B.

BODY TREATMENT

ABOUT

Same point size as body copy, but in regular type weight.

GO DEEPER, BEYOND
THE INITIAL LAYERS OF A CITY

TAKE ADVANTAGE OF THIS OFFER

With overnight stays and docking at smaller, less-traveled ports,
Azamara invites you to step ashore as an insider.

Change The Way You Sea

With overnight stays and docking at smaller, less-traveled ports,
Azamara invites you to step ashore as an insider.

Brandon Grotesque Regular @ 10PT
Tracking @ 15

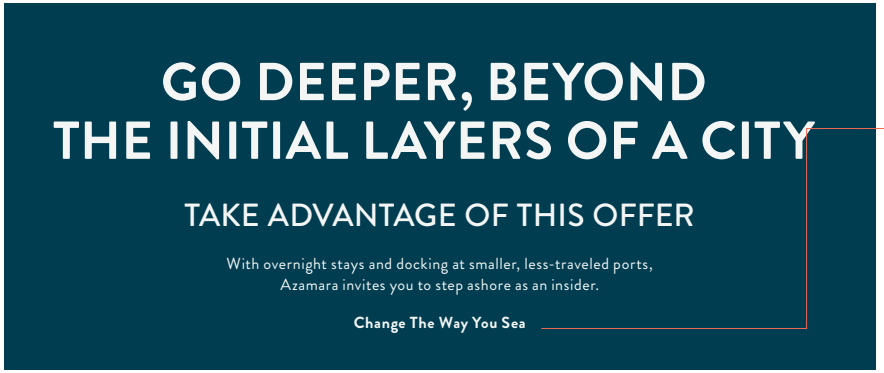
FALLBACK TREATMENT

–ARIAL
–For mediums where custom fonts or web fonts are not supported, e.g., HTML emails, fallback fonts must be used. Refer to Figure B.

TAGLINE TREATMENT

ABOUT

Same point size as body copy, but in medium type weight.



Change The Way You Sea

Brandon Grotesque Medium @ 10PT
Tracking @ 15

FALLBACK TREATMENT

–ARIAL
–For mediums where custom fonts or web fonts are not supported, e.g., HTML emails, fallback fonts must be used. Refer to Figure B.

LAND LEGEND

Use this color guide to differentiate treatment for each of the four land program categories. For email, we typically utilize modules with a knockout treatment in the respective color of the land program featured. For print, we typically use the land program name in the font and color shown below. This helps us to create an easily recognizable color coordinated system for each of our land program categories.

AZAMAZING JOURNEY	AzAmazing Journey	**SEAFOAM AQUA** **RGB** 154, 216, 218 **CMYK** 29, 2, 12, 0 **HEX** B2DBE0
CITY STAYS	City Stays	**DUSK** **RGB** 121, 120, 144 **CMYK** 57, 51, 29, 4 **HEX** 797890
HOTEL STAYS	Hotel Stays	**SEAFOAM GREEN** **RGB** 108, 152, 147 **CMYK** 60, 27, 42, 2 **HEX** 6C9893

LAYOUT PRINCIPLES

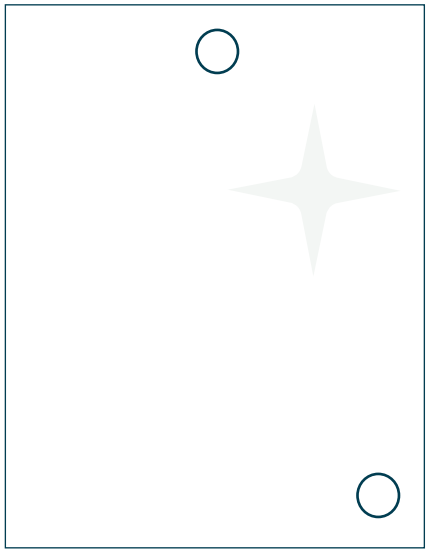
LOGO PLACEMENT

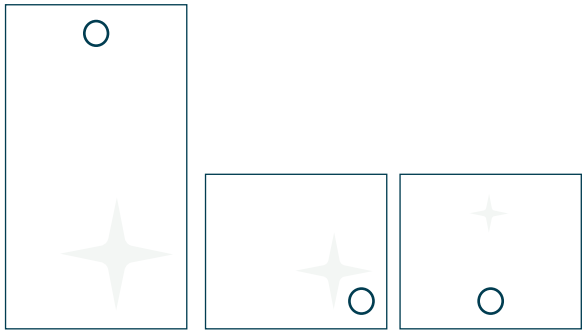
CRUISES VERTICAL LOGO
The Cruises logo is preferred in marketing communications, especially when targeting prospects that may not be as familiar with our brand.

CRUISES HORIZONTAL LOGO
Our Cruises Horizontal logo follows the above recommendations and is preferred when space must be preserved. Examples include email headers or small web banners.

CORPORATE VERTICAL LOGO
Our Corporate logo is reserved for internal and business use, as well as any onboard communications.

CORPORATE HORIZONTAL LOGO
Our Corporate Horizontal logo follows the above specifications and is preferred when space must be preserved.





PRINT
– Print advertising, promotional flyers: Logo will most often be in the bottom right corner. For promotional pieces, the placement is top center.

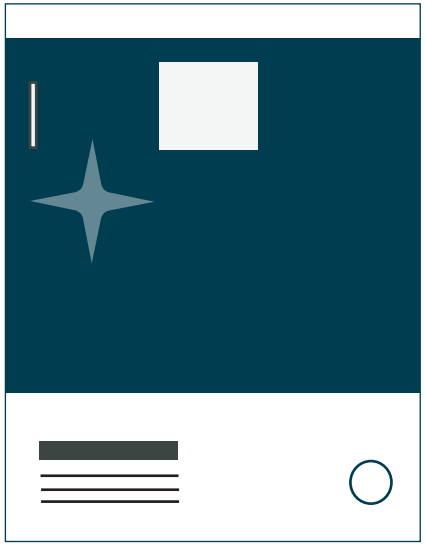
DIGITAL
– Evites, emails, save the dates: Logo placement will be top center. As previously noted, use the Cruises Horizontal logo version on emails to preserve space and brand consistency.

– Digital banners: Logo will usually be placed either at top center, or on the bottom right.

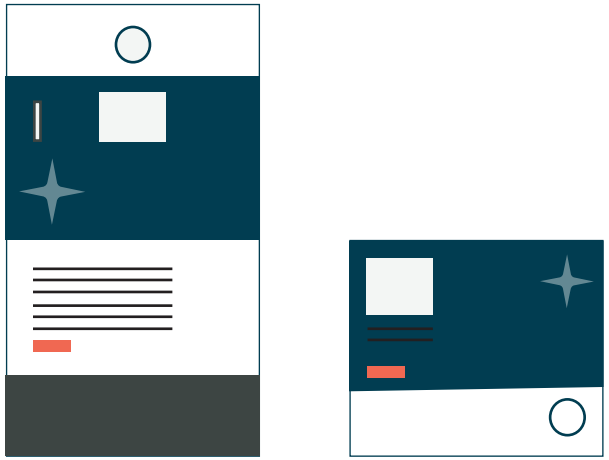
LAYOUT

LEGEND

- Logo [Permitted Placements]
- Treated Image
- Headline
- Copy
- Star*
- Footer
- CTA
- Image Caption [Format: City, Country]



PRINT MATERIAL



DIGITAL

* The star is to be placed anywhere over an image. It should not be distracting and should be considered a watermark element of design.

AMENITIES ICONS

USAGE

Collateral materials
(both digital and print)

All that's included in your voyage

FOOD & BEVERAGES · GRATUITIES · CULTURAL EXPERIENCES · CONCIERGE SERVICES · SELF-SERVICE LAUNDRY · AND MORE!

DESTINATION GUIDE LEGEND

- Country-Intensive℠ Voyage
- PerryGolf™ Voyage
- City Stays
- Late Night Stays
- Departing Port
- Debarking Port

LAND PROPOSITION ICONS

USAGE

Collateral materials
(both digital and print) where
there is land product content

AZAMARA ASHORE

All packages include

Essential Services
Taxes, resort & porterage fees, breakfast, wi-fi, transfer between ship & hotel.

Best-of-the-Best Accommodations
4 to 5-star hotels, castles, glamping, and more.

City Stays and AzAmazing Journeys include everything that Hotel Stays include, and more!

Intimate Groups
Average group size of 12-24 guests.

Custom-Designed Itineraries
Tailor-made, curated land experiences.

Local Independent Travel Experts
Award-winning bespoke travel companies.

Awe-Inspiring Wonders from Around the World
See the world from different vantage points.

First-ClassTour Directors & Guides
Dedicated to ensuring a seamless experience.*

WHY AZAMARA ICONS

USAGE

Collateral materials
(both digital and print)

CULTURAL IMMERSION

Longer stays. More overnights. Country Intensive℠ Voyages. Land explorations. Authentic shore excursions. Complimentary cultural events onboard and on shore.

INCLUSIVE AMENITIES

Gratuities. Select beverages. Self-service laundry. And more!

PERSONALIZED COMFORT

Concierge services. Authentic hospitality. Redesigned staterooms and suites.

PEACE OF MIND

Advanced screening protocols. Enhanced sanitization measures. Medical services. And more Explore Well at Sea℠ updates.

MARKETING

CREATIVE EXECUTIONS

PRINT AD

TRADE

This type of ad is used to inform travel agents about the brand or events, and to notify them about current or upcoming special offers.

Since this is a B2B ad we are using the Corporate Logo version.

We believe that to change the way your clients look at the world, we have to change the way they see it. That's why we let explorers immerse themselves into cultures and locales at a more relaxed pace, exploring destinations by day and night, resulting in a richer, more fulfilling small-cruise experience.

Our guests come to us for the destinations we visit and the cultural connections we make, but they return to Azamara® for the unforgettable hospitality. From the international crew members who smile with genuine warmth to our specially trained staff who prioritize their health and safety, your clients will always feel like part of a close-knit family.

Being able to explore with time on their side is one Azamara advantage. Another is our fleet of smaller ships, perfectly sized to sail across oceans, cruise along scenic waterways, and dock at off-the-beaten-path locations as well as world-renowned ones. All to make their trip feel more leisurely and relaxing. Can a cruise line really change the way your clients see the world? In a word, yes. We invite them to step aboard, and see for themselves.

AZAMARA®
Change The Way You Sea

TO BOOK YOUR CLIENTS:
VISIT CRUISINGPOWER.COM OR CALL 877.222.2526

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TRADE FLYER

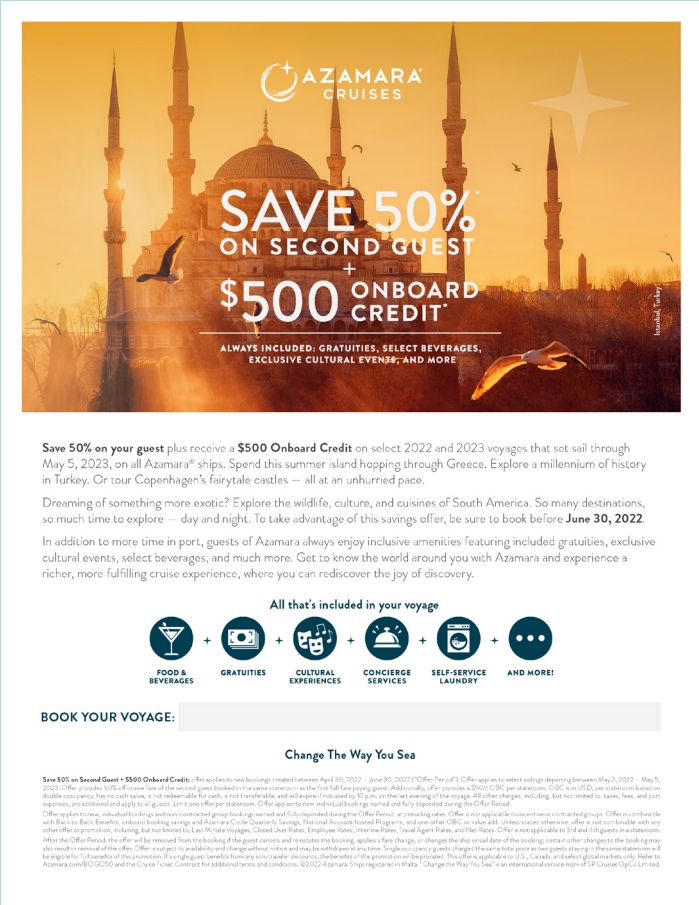
What is a trade flyer?
Trade Flyers are one of the tools the brand provides for travel advisors to sell our products.

Who is our audience?
- **TRADE – TRADE:** This type of flyer is mainly informative if the brand has a big announcement that trade needs to learn about.

- **TRADE – CONSUMER:** Even though it is provided to travel agents, the final audience is the consumer. The Travel Advisor fills in their contact information on the flyers and shares these with potential guests.

CONSIDERATIONS
- Always use Cruises Logo version on Trade-Consumer flyers
- Include blurb explaining product or offer
- Include Inclusive Amenities
- Include "Book Your Voyage" section for travel agent to enter contact info
- Include T&C's
- Include Voyages
- Sail Date (please refer to page 14 for date formatting)
- Nights
- Voyage Name
- Embark & Debark Port

SPEAKING TO TRADE
- When speaking to the Trade, use the term "Travel Partner"
- When speaking to consumers, use the term "Travel Advisor" (contact your "Travel Advisor")



TRADE - CONSUMER SAMPLE
WITH 3 PAGES OF VOYAGES

VOYAGE PAGES

ONBOARD MATERIALS

CONSUMER FLYER

What is the consumer flyer?
Flyers are created for onboard guests to educate them on products, new offers and promotions.

Where is it located?
Flyers are kept at the Cruise Again Desk on Deck 5. Sometimes, the team may choose to distribute them in staterooms, if they are in tactical mode.

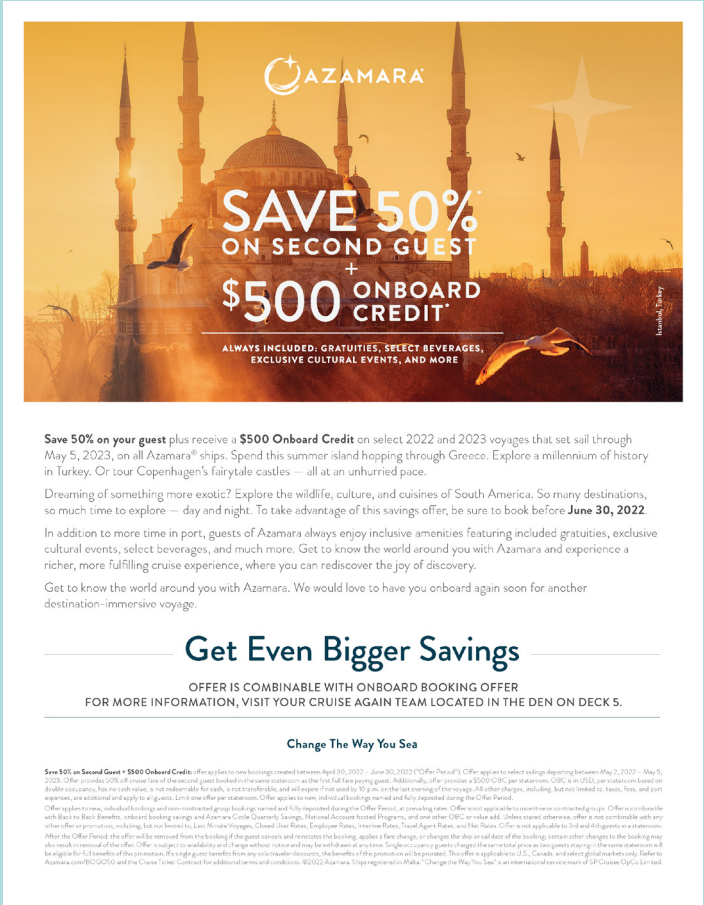
What are the specs?
8.5" x 11", Single Pages
Final document may be an odd number of pages.

Things to keep in mind:
- This is an onboard flyer therefore the Corporate Logo version should be used
- Trade-Consumer flyers
- Include onboard booking offer
- Include CTA
- Include brand tagline before T&Cs
- Include booking offer T&Cs
- Include applicable sailings on the back

All onboard materials should be aligned with the overall brand look.

CTA

Get Even Bigger Savings (LOCKUP)
Offer is combinable with Onboard Booking Offer.
For more information, visit your Cruise Again team located in The Den on deck 5.



CONSUMER SAMPLE
WITH 3 PAGES OF VOYAGES

VOYAGE PAGES

ONBOARD MATERIALS

VOYAGER SPREAD

What is The Voyager?
The Voyager is a booklet distributed to all staterooms and suites on Day One. It contains information about ports, crew bios, onboard experiences, AzAmazing Evenings, White Night, and more. If there is a campaign, we create a spread (2 pages).

Where is it located?
Distributed to all staterooms & suites on the day of embarkation.

What are the specs?
8½” x 14” spread size, folded to two 8½” x 7”
Final document must be an even number of pages.

Things to keep in mind:
–This is an onboard publication therefore the Corporate Logo version should be used
–Include onboard booking offer LOCKUP: **Get Even Bigger Savings**
–Messaging may vary if it's promo specific
–Include CTA
–Include brand tagline
–If it’s a spread, the second page should list out sailings
–Document must be 2 or 4 pages.

CTA
Get Even Bigger Savings (LOCKUP)
Offer is combinable with Onboard Booking Offer.
For more information, visit your Cruise Again team located in The Den on deck 5.

SAVE 50% ON YOUR GUEST + RECEIVE A $500 ONBOARD CREDIT
ON SELECT 2022 & 2023 VOYAGES SAILING THROUGH MAY 5, 2023 | BOOK BY JUNE 30, 2022

AZAMARA ONWARD℠

SAIL DATE		NIGHTS	VOYAGE NAME	EMBARK PORT	DEBARK PORT
2-MAY-22		11	Christening & Maiden Voyage	Monte Carlo, Monaco	Bologna (Ravenna), Italy
13-MAY-22	●	8	Croatia Intensive Voyage	Bologna (Ravenna), Italy	Bologna (Ravenna), Italy
21-MAY-22	●	7	Greece Intensive Voyage	Bologna (Ravenna), Italy	Athens (Piraeus), Greece
28-MAY-22	●	7	Greece Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
4-JUN-22	●	7	Greece Intensive Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
11-JUN-22	●	7	Croatia Intensive Voyage	Bologna (Ravenna), Italy	Bologna (Ravenna), Italy
18-JUN-22		11	Jewels Of The Med Voyage	Bologna (Ravenna), Italy	Istanbul, Turkey
29-JUN-22	●	11	Greece, Turkey & Bulgaria Voyage	Istanbul, Turkey	Istanbul, Turkey
10-JUL-22	●	10	Greece Intensive Voyage	Istanbul, Turkey	Athens (Piraeus), Greece
20-JUL-22	●	10	Greece Intensive Voyage	Athens (Piraeus), Greece	Istanbul, Turkey
30-JUL-22	●	11	Greece, Turkey & Bulgaria Voyage	Istanbul, Turkey	Istanbul, Turkey
10-AUG-22	●	9	Greece Intensive Voyage	Istanbul, Turkey	Athens (Piraeus), Greece
19-AUG-22	●	8	Greece Intensive Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
27-AUG-22		12	Best Of The Med Voyage	Bologna (Ravenna), Italy	Barcelona, Spain
8-SEP-22	●	8	France Intensive Voyage	Barcelona, Spain	Rome (Civitavecchia), Italy
16-SEP-22		15	Pharaohs, Kings & Emperors	Rome (Civitavecchia), Italy	Athens (Piraeus), Greece
1-OCT-22		9	Aegean To Adriatic Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
10-OCT-22	●	11	Italy Intensive Voyage	Bologna (Ravenna), Italy	Rome (Civitavecchia), Italy
21-OCT-22		8	Islands Of The Med Voyage	Rome (Civitavecchia), Italy	Barcelona, Spain
29-OCT-22	●	7	France Intensive Voyage	Barcelona, Spain	Monte Carlo, Monaco
5-NOV-22	●	7	Italy Intensive Voyage	Monte Carlo, Monaco	Rome (Civitavecchia), Italy
12-NOV-22		8	Iberian Wonders Voyage	Rome (Civitavecchia), Italy	Lisbon, Portugal
20-NOV-22		11	Westward Passage Voyage	Lisbon, Portugal	Miami, Florida
1-DEC-22	●	11	Caribbean Sunsets Voyage	Miami, Florida	Miami, Florida
12-DEC-22	●	10	Caribbean Breezes Voyage	Miami, Florida	Miami, Florida
22-DEC-22	●	14	Caribbean Holiday Voyage	Miami, Florida	Miami, Florida
5-JAN-23	●	12	Deep Caribbean Voyage	Miami, Florida	Miami, Florida
17-JAN-23	●	10	Caribbean Breezes Voyage	Miami, Florida	Miami, Florida
27-JAN-23	●	16	Central & South America Voyage	Miami, Florida	Lima, Peru
12-FEB-23		16	Peru, Ecuador & The ABC's Voyage	Lima, Peru	Miami, Florida
28-FEB-23		11	Florida To The Canaries Voyage	Miami, Florida	Gran Canaria, Canary Islands
11-MAR-23	●	7	Canary Islands Intensive Voyage	Gran Canaria, Canary Islands	Gran Canaria, Canary Islands
18-MAR-23	●	7	Canary Islands Intensive Voyage	Gran Canaria, Canary Islands	Gran Canaria, Canary Islands
25-MAR-23	●	10	Spain Intensive Voyage	Gran Canaria, Canary Islands	Lisbon, Portugal

● Country-Intensive℠ Voyage | ● New Caribbean Voyages

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Save 50% on your guest plus receive a **$500 Onboard Credit** on select 2022 and 2023 voyages that set sail through May 5, 2023, fleetwide. Spend this summer island hopping through Greece. Explore a millennium of history in Turkey. Or tour Copenhagen's fairytale castles — all at an unhurried pace.

Dreaming of South America? Let Azamara® take you there. So many destinations, so much time to explore — day and night. To take advantage of this savings offer, book before **June 30, 2022.**

In addition, guests of Azamara always enjoy inclusive amenities featuring included gratuities, exclusive cultural events, select beverages, and more. Get to know the world around you with Azamara and experience a richer, more fulfilling cruise experience, where you can rediscover the joy of discovery.

Get to know the world around you with Azamara. We would love to have you onboard again soon for another destination-immersive voyage.

Get Even Bigger Savings

OFFER IS COMBINABLE WITH ONBOARD BOOKING OFFER
FOR MORE INFORMATION, VISIT YOUR CRUISE AGAIN TEAM LOCATED IN THE DEN ON DECK 5.

Change The Way You Sea

Save 50% on Second Guest + $500 Onboard Credit: offer applies to new bookings created between April 30, 2022 – June 30, 2022 ("Offer Period"). Offer applies to select sailings departing between May 2, 2022 – May 5, 2023. Offer provides 50% off cruise fare of the second guest booked in the same stateroom as the first full fare paying guest. Additionally, offer provides a $500 OBC per stateroom. OBC is in USD, per stateroom based on double occupancy, has no cash value, is not redeemable for cash, is not transferable, and will expire if not used by 10 p.m. on the last evening of the voyage. All other charges, including, but not limited to, taxes, fees, and port expenses, are additional and apply to all guests. Limit one offer per stateroom. Offer applies to new, individual bookings named and fully deposited during the Offer Period.

Offer applies to new, individual bookings and non-contracted group bookings named and fully deposited during the Offer Period, at prevailing rates. Offer is not applicable to incentive or contracted groups. Offer is combinable with Back to Back Benefits, onboard booking savings and Azamara Circle Quarterly Savings, National Account hosted Programs, and one other OBC or value add. Unless stated otherwise, offer is not combinable with any other offer or promotion, including, but not limited to, Last Minute Voyages, Closed User Rates, Employee Rates, Interline Rates, Travel Agent Rates, and Net Rates. Offer is not applicable to 3rd and 4th guests in a stateroom.

After the Offer Period, the offer will be removed from the booking if the guest cancels and reinstates the booking, applies a fare change, or changes the ship or sail date of the booking; certain other changes to the booking may also result in removal of the offer. Offer is subject to availability and change without notice and may be withdrawn at any time. Single occupancy guests charged the same total price as two guests staying in the same stateroom will be eligible for full benefits of this promotion. If a single guest benefits from any solo traveler discounts, the benefits of this promotion will be prorated. This offer is applicable to U.S., Canada, and select global markets only. Refer to Azamara.com/BOGO50 and the Cruise Ticket Contract for additional terms and conditions. ©2022 Azamara. Ships registered in Malta. "Change the Way You Sea" is an international service mark of SP Cruises OpCo Limited.

BACK

FRONT

SAVE 50% ON YOUR GUEST + RECEIVE A $500 ONBOARD CREDIT
ON SELECT 2022 & 2023 VOYAGES SAILING THROUGH MAY 5, 2023 | BOOK BY JUNE 30, 2022

AZAMARA PURSUIT®

SAIL DATE		NIGHTS	VOYAGE NAME	EMBARK PORT	DEBARK PORT
5-MAY-22		12	Greece, Turkey & Bulgaria Voyage	Istanbul, Turkey	Athens (Piraeus), Greece
17-MAY-22		9	Mediterranean Mosaic Voyage	Athens (Piraeus), Greece	Barcelona, Spain
26-MAY-22		5	Grand Prix Weekend Voyage	Barcelona, Spain	Barcelona, Spain
31-MAY-22	●	7	Spain Intensive Voyage	Barcelona, Spain	Lisbon, Portugal
7-JUN-22		10	Northern Cities Voyage	Lisbon, Portugal	Stockholm, Sweden
29-JUN-22	●	7	Norway Intensive Voyage	Oslo, Norway	Copenhagen, Denmark
6-JUL-22		10	Baltic Capitals Voyage	Copenhagen, Denmark	Stockholm, Sweden
16-JUL-22		11	Baltic Capitals Voyage	Stockholm, Sweden	Southampton, England
27-JUL-22	●	11	Ireland Intensive Voyage	Southampton, England	Dublin, Ireland
7-AUG-22	●	9	Iceland Intensive Voyage	Dublin, Ireland	Reykjavik, Iceland
16-AUG-22	●	9	Iceland Intensive Voyage	Reykjavik, Iceland	Copenhagen, Denmark
25-AUG-22		12	Baltic & Amsterdam Voyage	Copenhagen, Denmark	Amsterdam, Netherlands
6-SEP-22	●	11	France Intensive Voyage	Amsterdam, Netherlands	Bordeaux, France
17-SEP-22	●	13	Spain Intensive Voyage	Bordeaux, France	Barcelona, Spain
30-SEP-22		10	Amalfi & Dalmatian Coasts	Barcelona, Spain	Bologna (Ravenna), Italy
10-OCT-22	●	7	Croatia Intensive Voyage	Bologna (Ravenna), Italy	Bologna (Ravenna), Italy
17-OCT-22	●	10	Greece Intensive Voyage	Bologna (Ravenna), Italy	Athens (Piraeus), Greece
27-OCT-22	●	8	Turkey Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
4-NOV-22		15	Pharaohs, Kings & Emperors	Athens (Piraeus), Greece	Rome (Civitavecchia), Italy
19-NOV-22	●	11	Spain Intensive Voyage	Rome (Civitavecchia), Italy	Lisbon, Portugal
30-NOV-22		16	Portuguese Pursuit Voyage	Lisbon, Portugal	Rio De Janeiro, Brazil
16-DEC-22		14	Argentina, Uruguay & Brazil	Rio De Janeiro, Brazil	Rio De Janeiro, Brazil
7-JAN-23		17	Antarctica Pursuit Voyage	Buenos Aires, Argentina	Buenos Aires, Argentina
24-JAN-23		17	Falklands & Fjords Voyage	Buenos Aires, Argentina	Buenos Aires, Argentina
10-FEB-23		15	Carnival In Rio Voyage	Buenos Aires, Argentina	Buenos Aires, Argentina
25-FEB-23		10	Argentina, Uruguay & Brazil	Buenos Aires, Argentina	Rio De Janeiro, Brazil
7-MAR-23		16	Portuguese Pursuit Voyage	Rio De Janeiro, Brazil	Lisbon, Portugal

AZAMARA JOURNEY®

SAIL DATE		NIGHTS	VOYAGE NAME	EMBARK PORT	DEBARK PORT
26-MAY-22	●	10	Greece Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
5-JUN-22		12	Greece, Turkey & Bulgaria	Athens (Piraeus), Greece	Athens (Piraeus), Greece
17-JUN-22	●	10	Greece Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
27-JUN-22		12	Greece & Turkey Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
9-JUL-22	●	9	Greece Intensive Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
18-JUL-22		12	Classic Med Voyage	Bologna (Ravenna), Italy	Barcelona, Spain
30-JUL-22	●	7	France Intensive Voyage	Barcelona, Spain	Genoa, Italy
6-AUG-22	●	11	Italy Intensive Voyage	Genoa, Italy	Bologna (Ravenna), Italy
17-AUG-22		9	Mediterranean Mosaic Voyage	Bologna (Ravenna), Italy	Athens (Piraeus), Greece
26-AUG-22		11	Greece & Turkey Voyage	Athens (Piraeus), Greece	Istanbul, Turkey
6-SEP-22		11	Greece, Turkey & Bulgaria Voyage	Istanbul, Turkey	Athens (Piraeus), Greece
24-SEP-22	●	12	Greece Intensive Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
6-OCT-22		11	Adriatic Wonders Voyage	Bologna (Ravenna), Italy	Athens (Piraeus), Greece

● Country-Intensive℠ Voyage | ● New Caribbean Voyages

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SAVE 50% ON YOUR GUEST + RECEIVE A $500 ONBOARD CREDIT
ON SELECT 2022 & 2023 VOYAGES SAILING THROUGH MAY 5, 2023 | BOOK BY JUNE 30, 2022

AZAMARA JOURNEY®

SAIL DATE		NIGHTS	VOYAGE NAME	EMBARK PORT	DEBARK PORT
17-OCT-22	●	11	Greece Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
28-OCT-22		11	Ancient Civilizations Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
8-NOV-22		11	Ancient Civilizations Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
19-NOV-22		10	Mediterranean Journey Voyage	Athens (Piraeus), Greece	Lisbon, Portugal
29-NOV-22		21	Western Africa Voyage	Lisbon, Portugal	Cape Town, South Africa
20-DEC-22	●	14	South Africa Intensive Holiday	Cape Town, South Africa	Cape Town, South Africa
3-JAN-23	●	12	South Africa Intensive Voyage	Cape Town, South Africa	Cape Town, South Africa
15-JAN-23	●	12	South Africa Intensive Voyage	Cape Town, South Africa	Cape Town, South Africa
27-JAN-23	●	12	South Africa Intensive Voyage	Cape Town, South Africa	Cape Town, South Africa
8-FEB-23	●	12	South Africa Intensive Voyage	Cape Town, South Africa	Cape Town, South Africa
20-FEB-23	●	12	South Africa Intensive Voyage	Cape Town, South Africa	Cape Town, South Africa
4-MAR-23		21	Western Africa Voyage	Cape Town, South Africa	Lisbon, Portugal

AZAMARA QUEST®

SAIL DATE		NIGHTS	VOYAGE NAME	EMBARK PORT	DEBARK PORT
8-MAY-22	●	11	Spain Intensive Voyage	Rome (Civitavecchia), Italy	Lisbon, Portugal
26-MAY-22		9	Spring Med & Grand Prix Voyage	Barcelona, Spain	Barcelona, Spain
11-JUN-22	●	8	Spain Intensive Voyage	Barcelona, Spain	Lisbon, Portugal
19-JUN-22		9	Summer Solstice Voyage	Lisbon, Portugal	Copenhagen, Denmark
28-JUN-22		14	Baltic Capitals Voyage	Copenhagen, Denmark	Southampton, England
12-JUL-22		13	British Isles Voyage	Southampton, England	Dublin, Ireland
25-JUL-22	●	14	Norway Intensive Voyage	Dublin, Ireland	Amsterdam, Netherlands
8-AUG-22	●	12	Scotland Intensive Voyage	Amsterdam, Netherlands	Dublin, Ireland
20-AUG-22	●	10	Ireland Intensive Voyage	Dublin, Ireland	Southampton, England
30-AUG-22		10	Wine & Culture Voyage	Southampton, England	Lisbon, Portugal
9-SEP-22	●	8	Spain Intensive Voyage	Lisbon, Portugal	Barcelona, Spain
17-SEP-22		10	Islands Of The Med Voyage	Barcelona, Spain	Athens (Piraeus), Greece
27-SEP-22	●	10	Greece Intensive Voyage	Athens (Piraeus), Greece	Bologna (Ravenna), Italy
7-OCT-22	●	8	Croatia Intensive Voyage	Bologna (Ravenna), Italy	Athens (Piraeus), Greece
15-OCT-22	●	7	Greece Intensive Voyage	Athens (Piraeus), Greece	Athens (Piraeus), Greece
15-NOV-22		11	Arabia & World Cup Voyage	Dubai, United Arab Emirates	Dubai, United Arab Emirates
26-NOV-22		14	India & Sri Lanka Voyage	Dubai, United Arab Emirates	Singapore
10-DEC-22		11	Bali & Western Australia Voyage	Singapore	Perth (Fremantle), Australia
21-DEC-22	●	14	Australia Intensive Voyage	Perth (Fremantle), Australia	Melbourne, Australia
4-JAN-23		17	Australia & New Zealand Voyage	Melbourne, Australia	Auckland, New Zealand
21-JAN-23		16	New Zealand & Australia Voyage	Auckland, New Zealand	Sydney (White Bay), Australia
6-FEB-23	●	13	Australia Intensive Voyage	Sydney (White Bay), Australia	Perth (Fremantle), Australia
19-FEB-23		16	Western Australia To Asia	Perth (Fremantle), Australia	Hong Kong, China
7-MAR-23		12	Hong Kong To Tokyo Voyage	Hong Kong, China	Tokyo, Japan
19-MAR-23	●	15	Japan Intensive Voyage	Tokyo, Japan	Tokyo, Japan
3-APR-23	●	15	Japan Intensive Voyage	Tokyo, Japan	Tokyo, Japan
18-APR-23		17	Springtime In Asia Voyage	Tokyo, Japan	Singapore
5-MAY-23		23	Spice Route Voyage	Singapore	Athens (Piraeus), Greece

● Country-Intensive℠ Voyage | ● New Caribbean Voyages

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INSIDE SPREAD

ONBOARD SIGNAGE

OFFER SAMPLE

–This is an onboard communication therefore the Corporate Logo version should be used.

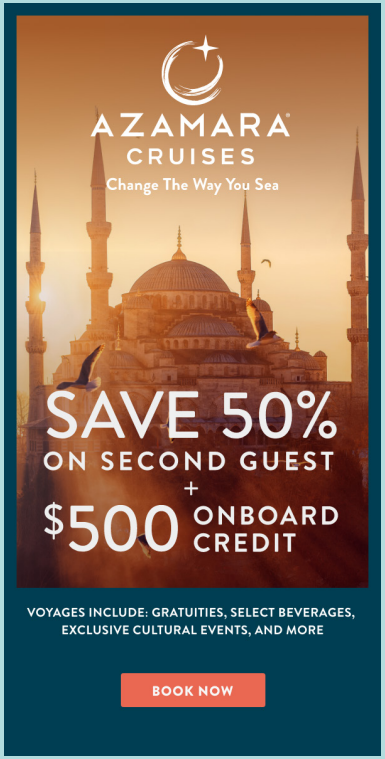
iTV
1920 X 1080

VERTICAL BANNER
1080 X 1920

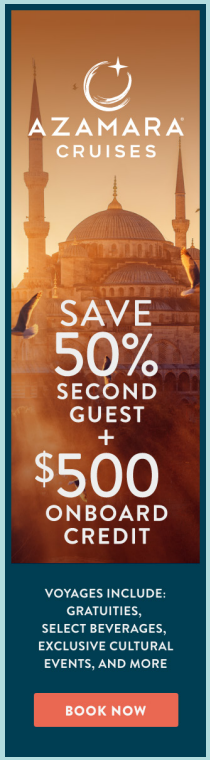
DIGITAL BANNERS

EXECUTION EXAMPLES

- These are consumer-facing assests therefore the Cruises Logo version should be used.
- Lockups are adjusted to fit banner shape.
- Gradients can be added to hero image to improve type and logo legibility.



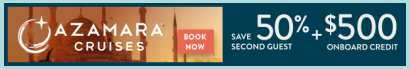
300 X 600



160 X 600

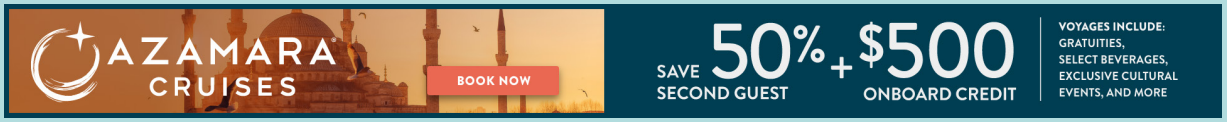
320 X 250

50 X 320



728 X 90

970 X 90



DIRECT MAIL

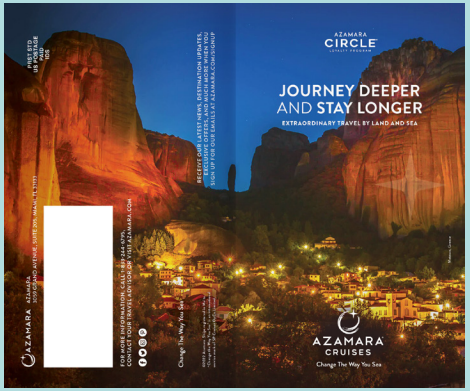
20 PAGE SAMPLE

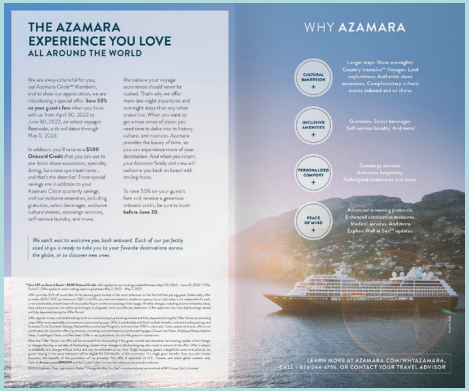
ONWARD REFRESH
DIRECT MAIL

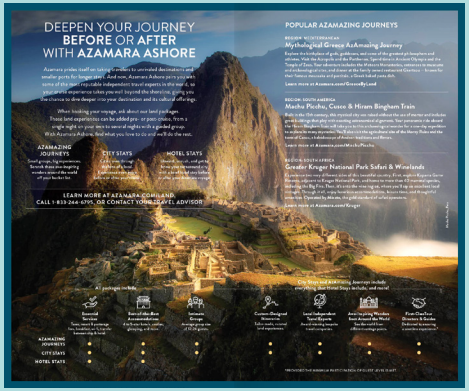
Self-cover
Saddle stitched

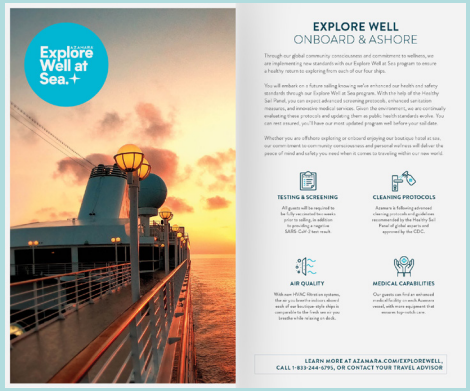
Folded size
6 X 10 INCHES

– These are consumer-facing communications and therefore the Cruises Logo version should be used.









DIRECT MAIL

8 PAGE SAMPLE

WHY AZA
DIRECT MAIL

Self-cover
Saddle stitched

Folded size
8.5 X 5.5 INCHES

- These are consumer-facing communications and therefore the Cruises Logo version should be used.
- Tagline use is recommended on Consumer printed pieces.

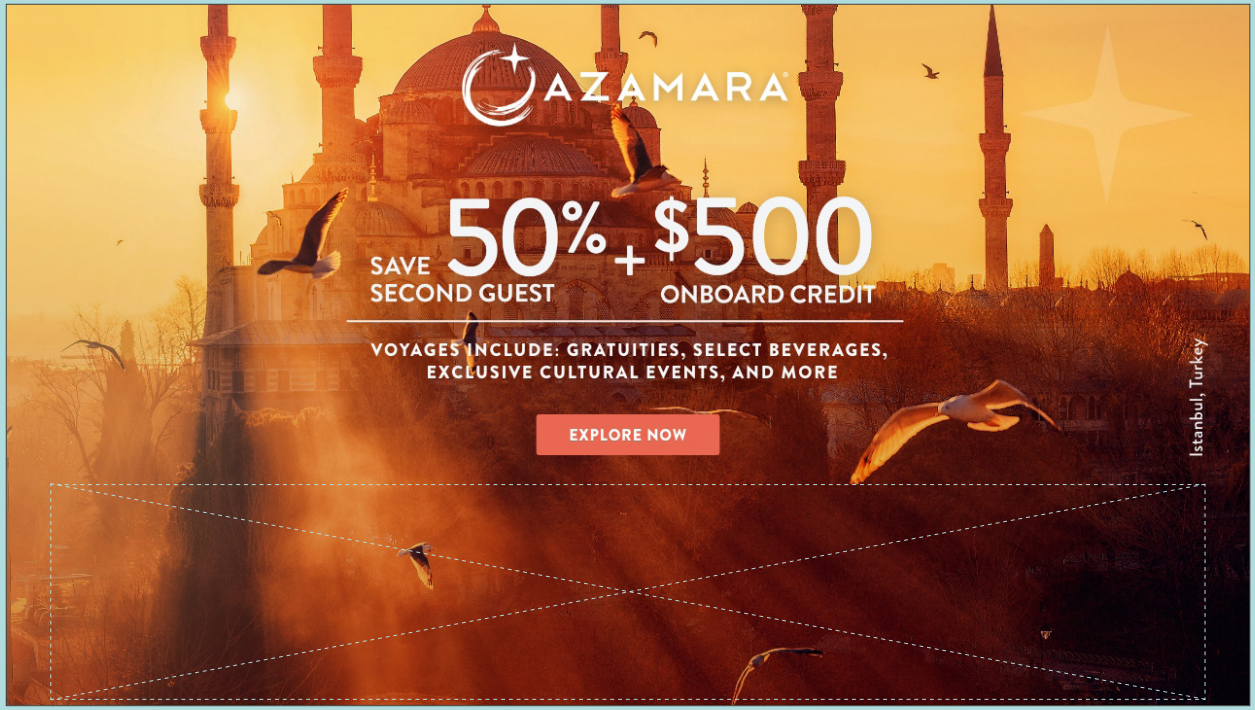
HERO BANNER

CRUISINGPOWER.COM

CRUISING POWER
WEBSITE MAIN PAGE

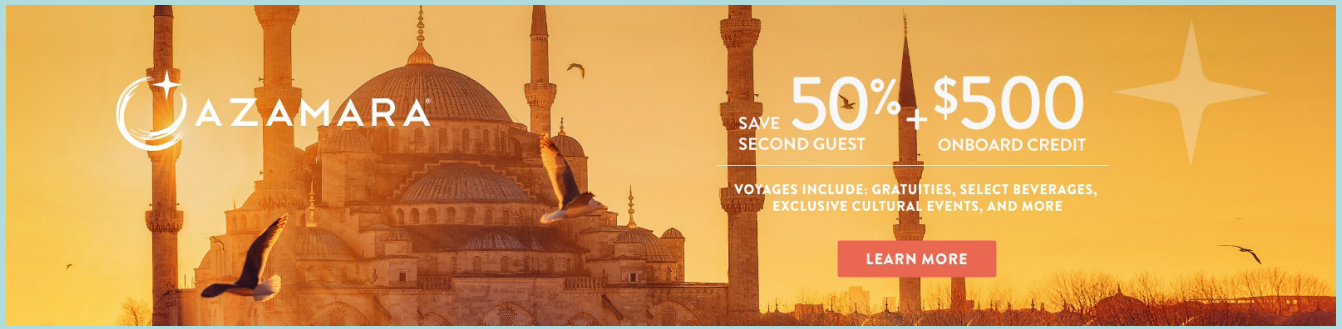
1440 X 812

- Allow 250px of clear space at bottom of banner for website scrolling banners.
- CruisingPower.com is a Trade website and therefore Corporate Logo may be used.



CRUISING POWER
HEADER BANNER

1600 X 385



EMAIL

OFFER EXAMPLE

–OFFER FOCUSED
–TARGET PAST GUESTS
+ PROSPECTS
–ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Hero photography in cinematic style.

Featuring a destination mentioned in the copy.

Caption identifying location.

CTA

Written for the explorer. Invitingly describe land experiences while revealing intimate moments of meaningful discovery.

Current offer + booking deadline included.

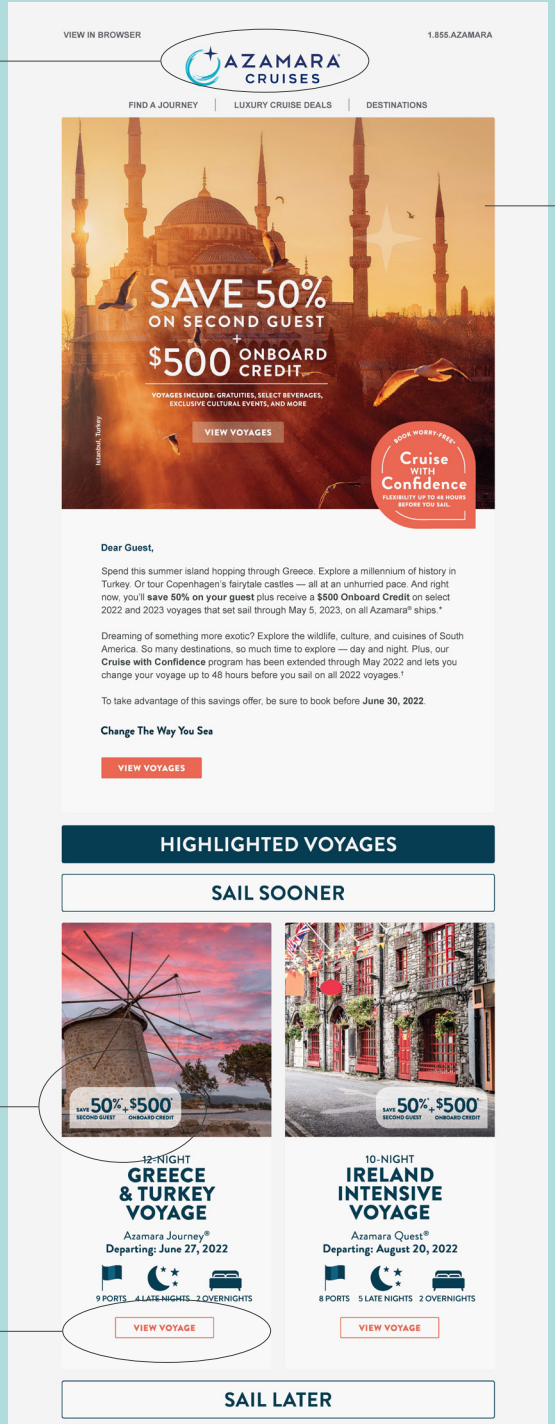
Brand tagline and CTA

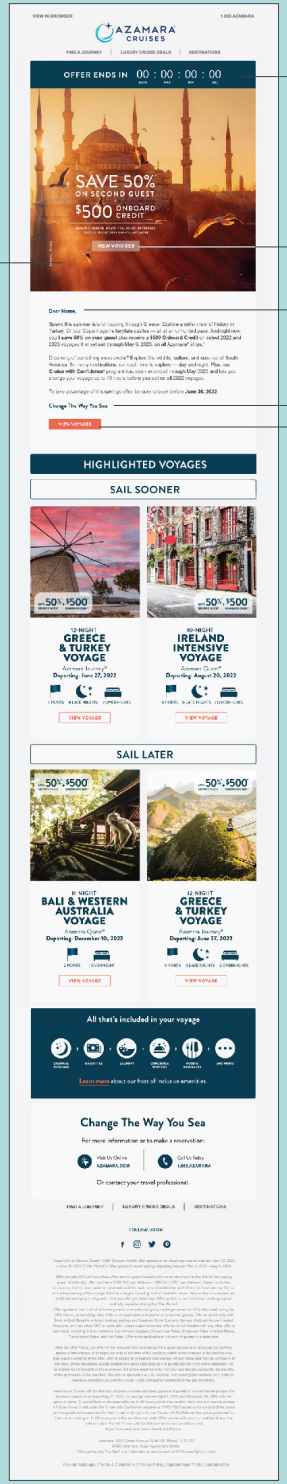
Bar breaks to organize and separate content

SAMPLE 2X2 QUAD VOYAGE TILES

Offer Merchandizing Tags on each voyage destination image

This sample features number of Ports, Overnights, and Late Nights





HEADER BANNER: Deep Ocean Blue

HERO CALL-TO-ACTION: Transparent Sand (preffered) or Sunset Orange

GREETING: Deep Ocean Blue

INTRO COPY: Night Sky

TAGLINE: Deep Ocean Blue
INTRO CTA): Sunset Orange (preffered) or Deep Ocean Blue

FOOTER: Inclusive Amenities banner

CTA specific to target

Social media

Offer Terms & Conditions

Address, copyright and Ship registry

EMAIL

EXPLORER NEWSLETTER EXAMPLE

–EXPLORATION FOCUSED
–TARGET PAST GUESTS
+ PROSPECTS
–ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

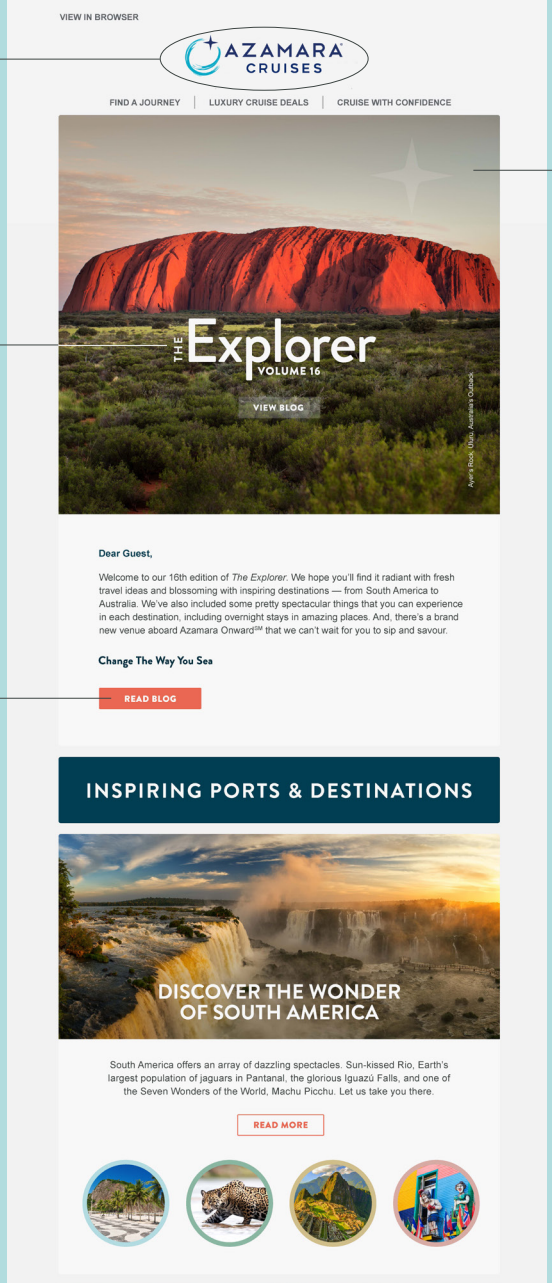
Hero and intro copy following same email guidelines inspiring guest to explore.

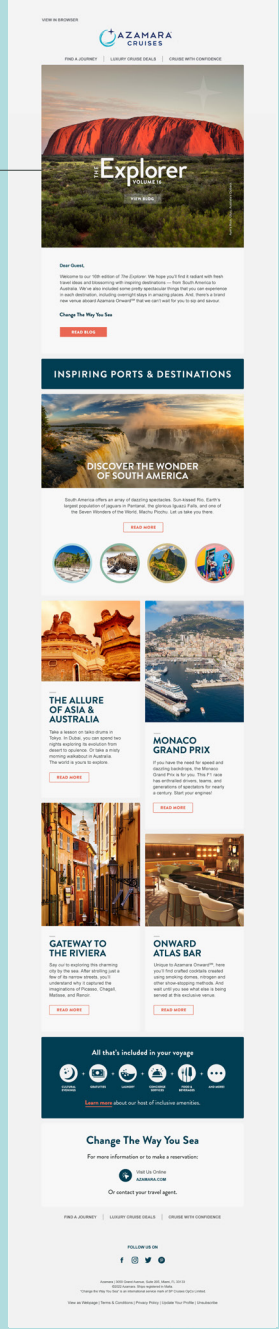
The Explorer lockup used as headline. Volume number is updated every new issue

CTA directs guest to read blog

Intro tile featuring Region to be pushed

May add small images to create interest or when one image isn't sufficient to represent a region. Complementary colors may be added in the border to liven up composition. If you wish to use square shapes instead of circles the squares should either touch or have thin white space inbetween the images.





Editorial style encouraging our guests to read out Blogs.

When arranging **Explorer** "articles" in quad-format, you may enlarge images to create interest, resulting in uneven tiles as long as the the "quad grouping" aligns at the top and bottom.

EMAIL

DESTINATION SPOTLIGHT EXAMPLE

–REGION FOCUSED
–TARGET PAST GUESTS
+ PROSPECTS
–ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Destination Spotlight highlights a specific region and a specific voyage that will offer our guests an immersive opportunity that they won't want to miss.

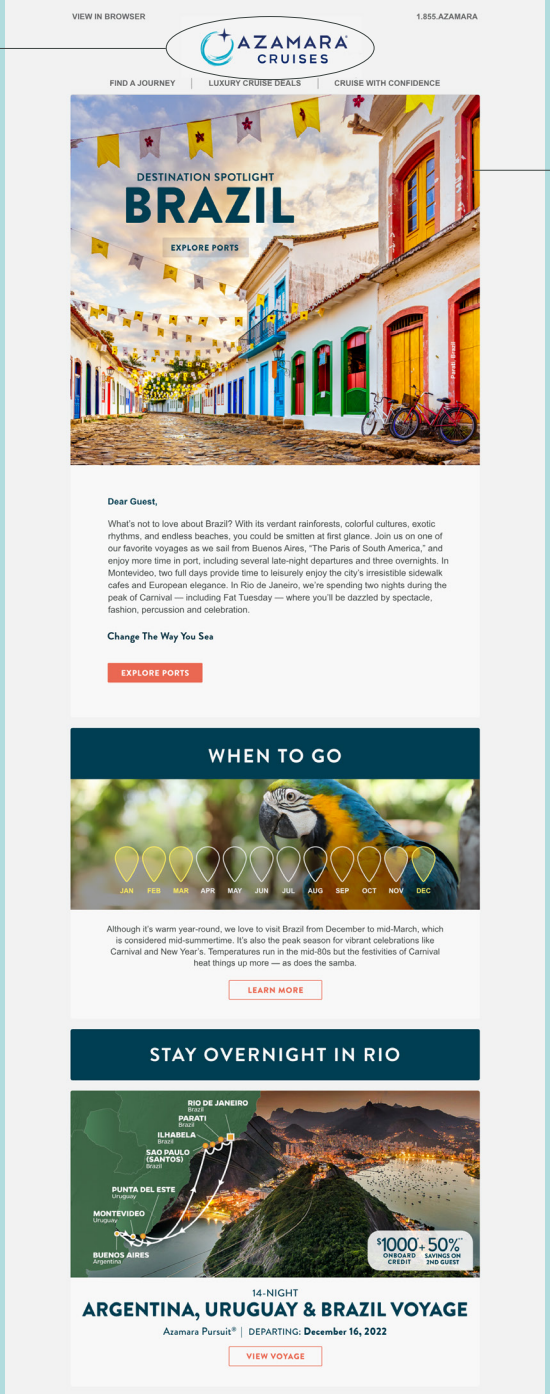
Copy should be very descriptive and sell the destination on what they can see and do with Azamara.

Shows guests at a glance the best months to travel to the featured destination or region.

FULL WIDTH VOYAGE TILE SAMPLE

Voyage map over destination image.

Plus Offer Merchandizing Tag



Sharp corners (90° no curve) where 2 boxes meet

Featured land program tiles, inviting viewers to take their exploration to the next level.

End with tile promoting the region + offer

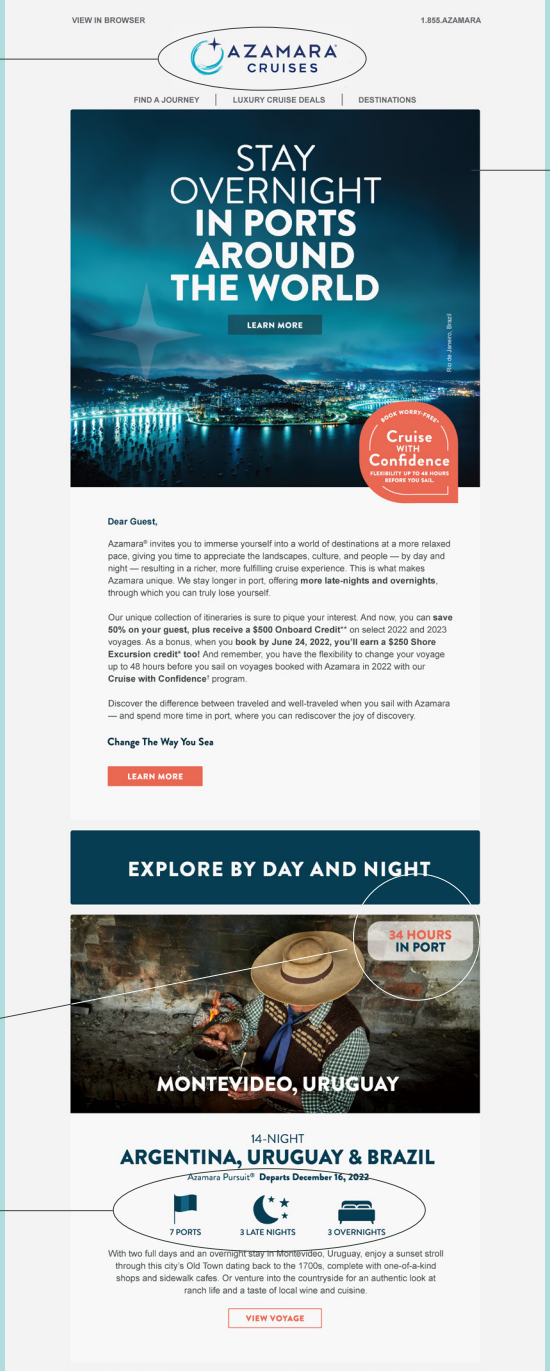
EMAIL

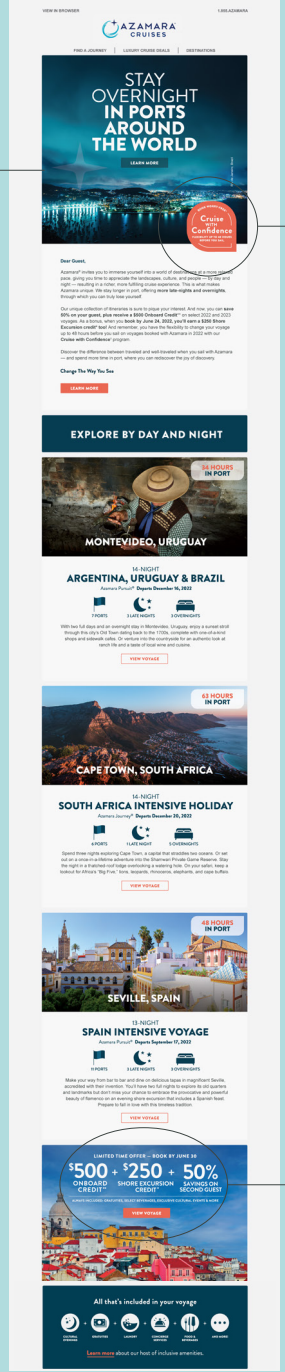
HOURS IN PORT EXAMPLE

- REGION FOCUSED
- TARGET PAST GUESTS + PROSPECTS
- ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Focused on promoting our longer stays and overnights





Cruise with Confidence badge

FULL WIDTH VOYAGE TILE SAMPLE (without map)

Highlight total number of hours in Port for the featured Voyages

Featured Voyages with Ports, Late Nights, and Overnight icons

End with tile promoting the destination country + offer

EMAIL

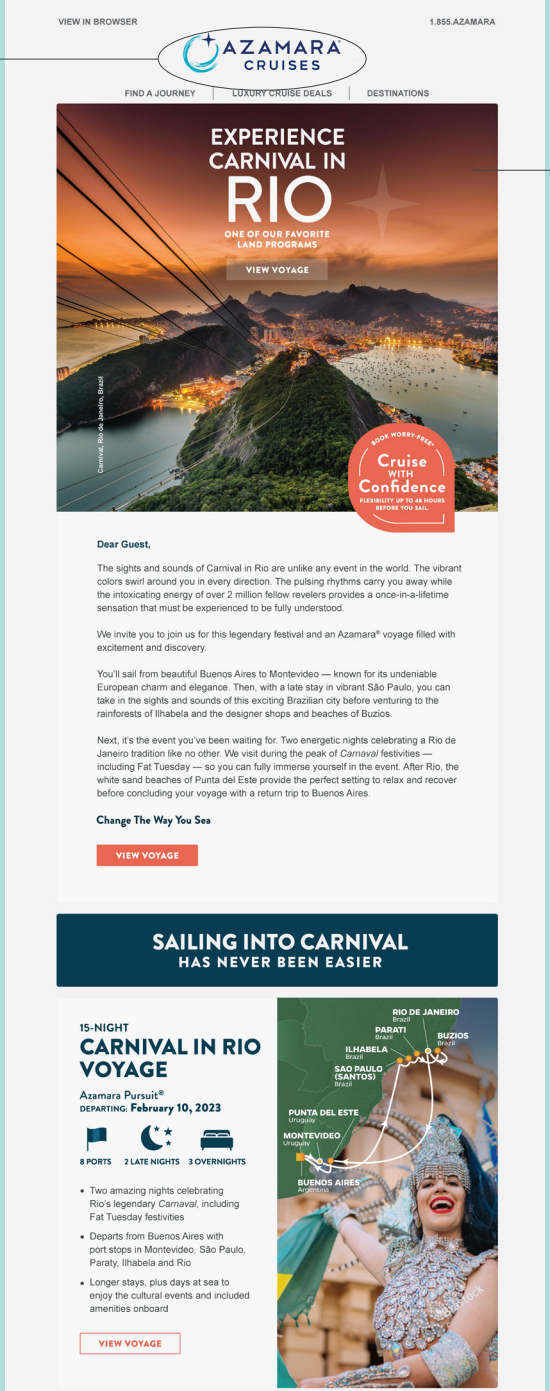
WORLD EVENT EXAMPLE

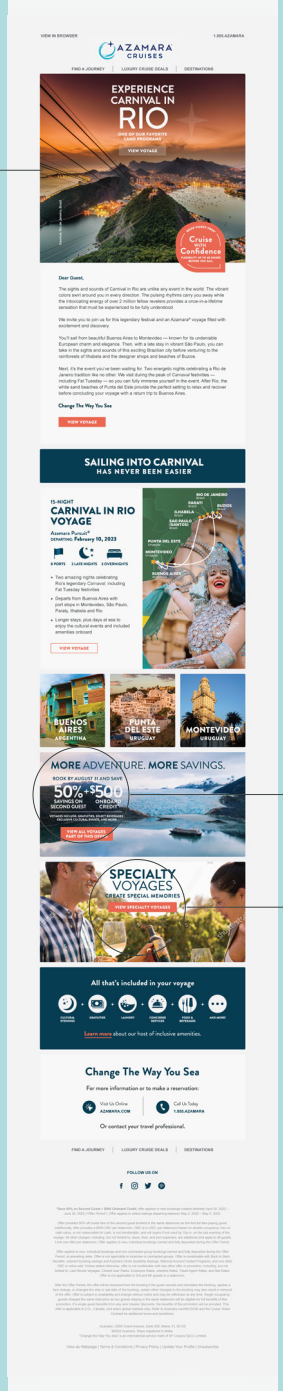
- REGION FOCUSED
- TARGET PAST GUESTS + PROSPECTS
- ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Featuring a World Event voyage

Featured Voyage with Map, with extra descriptive copy, plus Ports, Late Nights and Overnights icons.





Additional destinations in the featured voyage

Voyages for featured offer

Tile to explore additional Specialty Voyages

EMAIL

HIDDEN GEMS EXAMPLE

–EXPLORATION FOCUSED
–TARGET PAST GUESTS
+ PROSPECTS
–ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Featuring an uncommon or exotic destination.

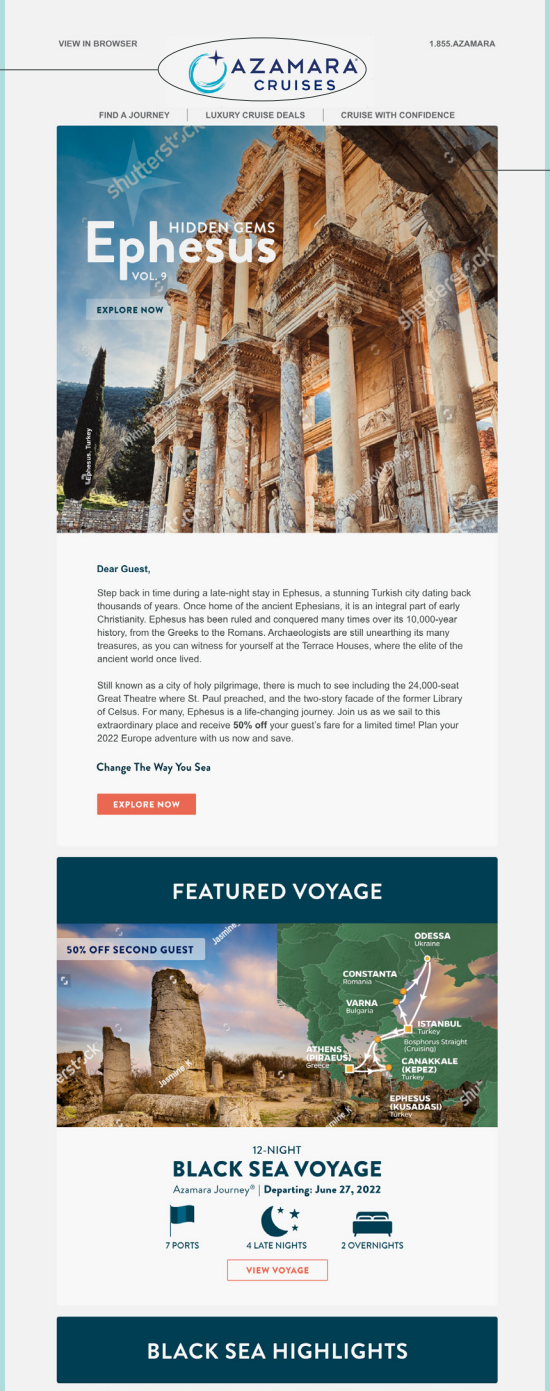
Headline is a lockup of the destination name in Initial Caps with "Hidden Gems" and the Volume number tucked in.

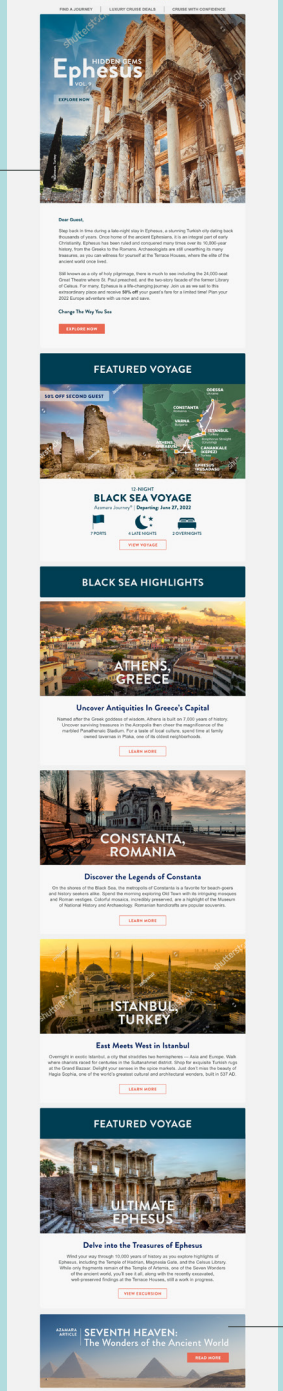
Volume number is updated in each new email of the Series.

Tile gets blue header to differentiate from regular full width voyage tiles.

Featured Voyage with Map plus Ports, Late Nights + Overnights icons.

Offer Merchandizing tag if there's a current offer that applies.





Additional destinations in the featured region.

Blog tile

EMAIL

AZAMARA CIRCLE EXAMPLE

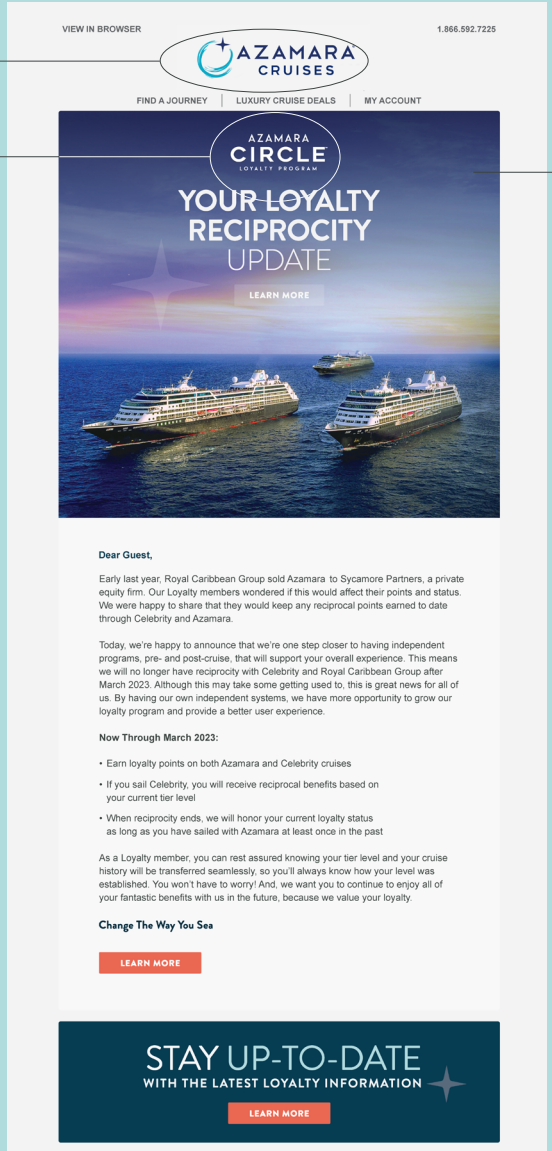
–LOYALTY GUEST ONLY FOCUSED

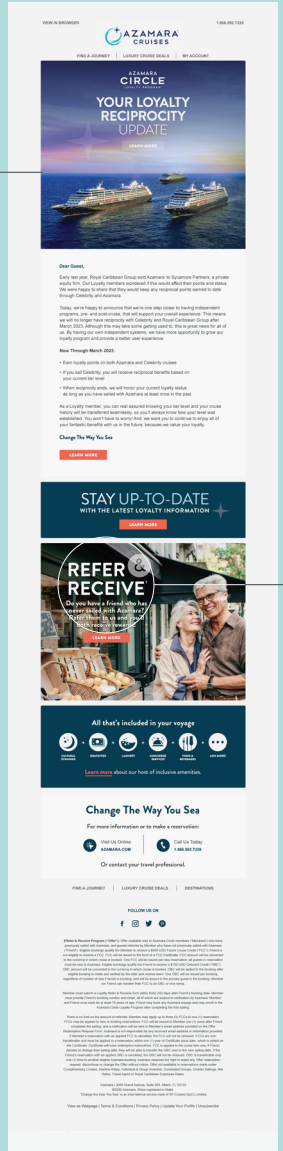
Consumer emails always use the Cruises Logo

*Include Azamara Circle Loyalty Program logo in versions addressed to loyalty guests.

News and updates

Tile to promote the blogs





Refer & Receive program lockup

EMAIL

LETTER "FROM" EXAMPLE

–LOYALTY GUEST ONLY FOCUSED

Consumer emails always use the Cruises Logo

"My Account" on navigation bar

Azamara Circle Loyalty Program logo

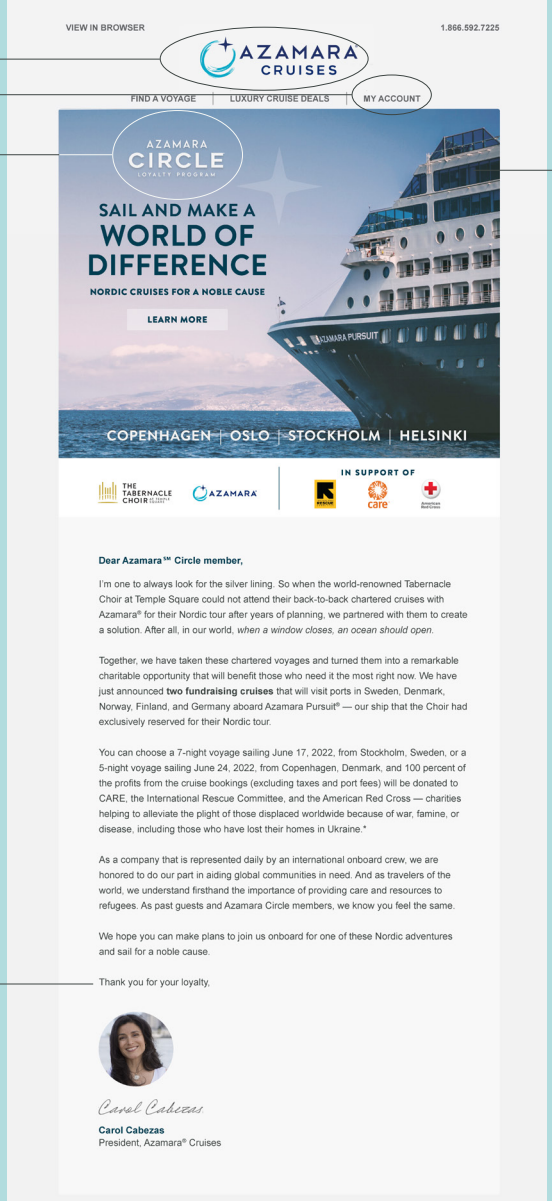
Loyalty members news and updates

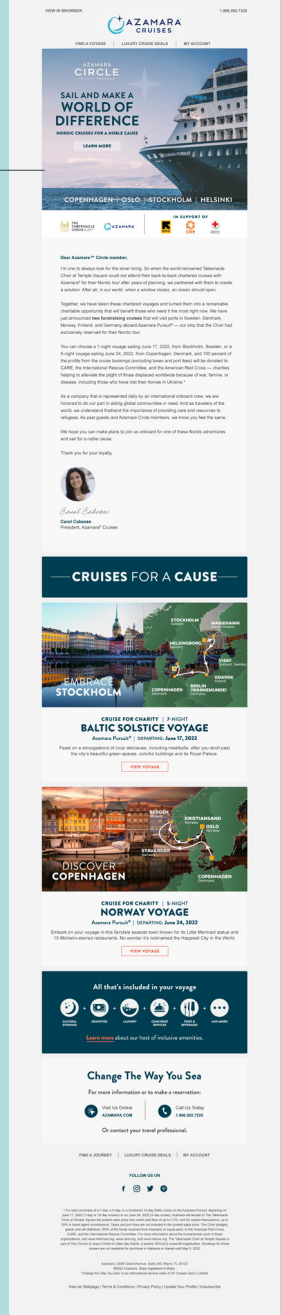
Greeting

Photo

Signature

Name + Title





Content supporting letter communication.

EMAIL

TRADE CONNECT NEWSLETTER EXAMPLE

–TRADE ONLY COMMUNICATION

Even though this is a Trade emails for simplicity always use the Cruises Logo

Headline is a lockup of the Trade Connect logo with the month and year tucked in.

Month is updated on each new email.

At Azamara we believe that travel professionals are our valuable partners.

This monthly Newsletter provides relevant updates plus information about our current offers and products.

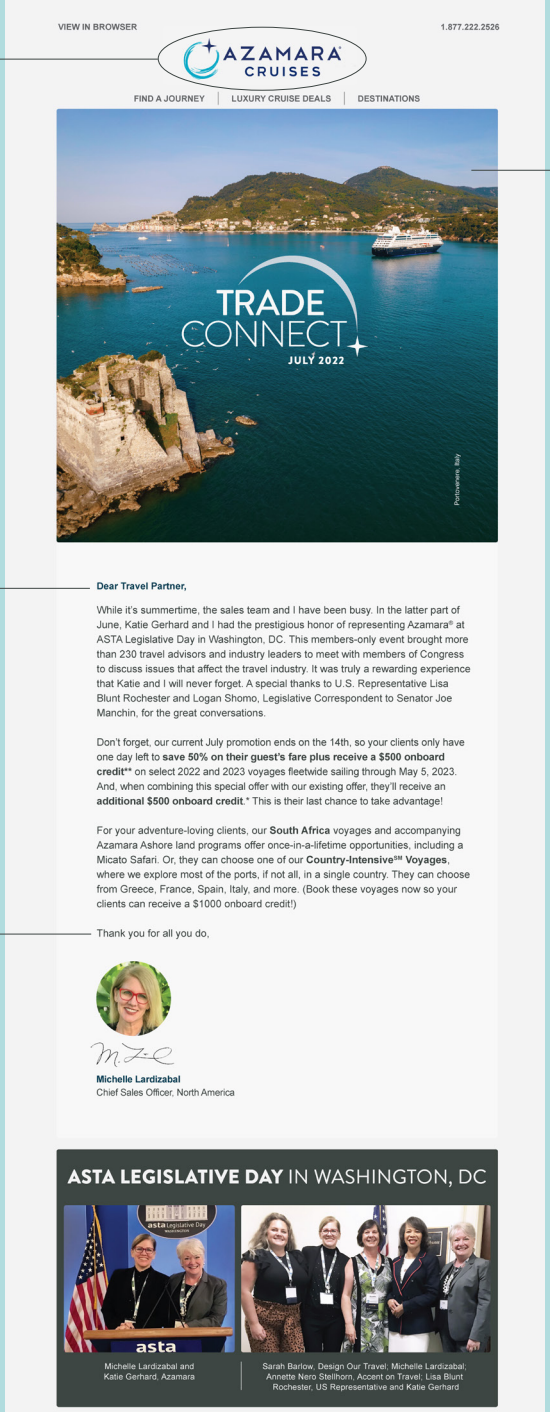
Greeting

Photo

Signature

Name + Title

When possible share photos to promote a personal relationship.



VIEW IN BROWSER 1.877.222.2526

AZAMARA CRUISES

FIND A JOURNEY | LUXURY CRUISE DEALS | DESTINATIONS

TRADE CONNECT JULY 2022

Portovenere, Italy

Dear Travel Partner,

While it's summertime, the sales team and I have been busy. In the latter part of June, Katie Gerhard and I had the prestigious honor of representing Azamara® at ASTA Legislative Day in Washington, DC. This members-only event brought more than 230 travel advisors and industry leaders to meet with members of Congress to discuss issues that affect the travel industry. It was truly a rewarding experience that Katie and I will never forget. A special thanks to U.S. Representative Lisa Blunt Rochester and Logan Shomo, Legislative Correspondent to Senator Joe Manchin, for the great conversations.

Don't forget, our current July promotion ends on the 14th, so your clients only have one day left to **save 50% on their guest's fare plus receive a $500 onboard credit**** on select 2022 and 2023 voyages fleetwide sailing through May 5, 2023. And, when combining this special offer with our existing offer, they'll receive an **additional $500 onboard credit.*** This is their last chance to take advantage!

For your adventure-loving clients, our **South Africa** voyages and accompanying Azamara Ashore land programs offer once-in-a-lifetime opportunities, including a Micato Safari. Or, they can choose one of our **Country-Intensive[SM] Voyages**, where we explore most of the ports, if not all, in a single country. They can choose from Greece, France, Spain, Italy, and more. (Book these voyages now so your clients can receive a $1000 onboard credit!)

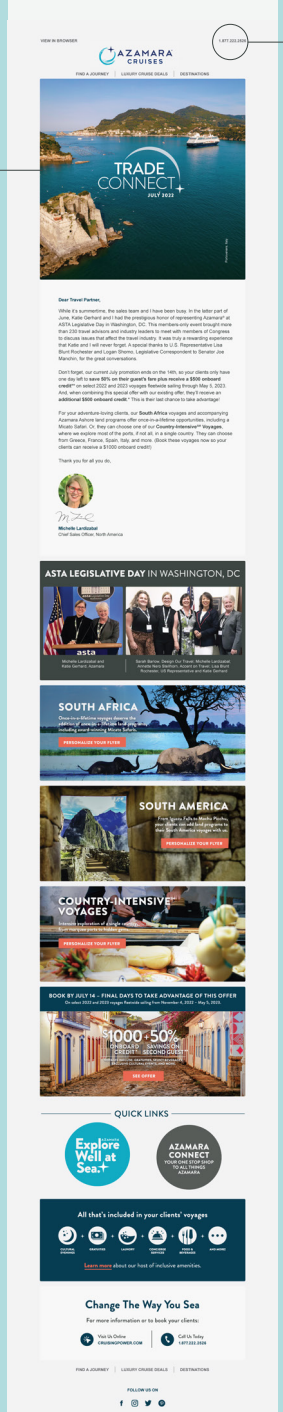
Thank you for all you do,

Michelle Lardizabal
Chief Sales Officer, North America

ASTA LEGISLATIVE DAY IN WASHINGTON, DC

Michelle Lardizabal and Katie Gerhard, Azamara

Sarah Barlow, Design Our Travel; Michelle Lardizabal; Annette Nero Stellhorn, Accent on Travel; Lisa Blunt Rochester, US Representative and Katie Gerhard



Market specific

Chief Sales Officer for North America market: Michell Lardizabal [NA, LATAM]

International Market: Patrice Willoughby [UK, AUS/NZL, EMEA]

Content such as regions and products to be promoted.

Current offers

Quick access to our EWAS page and AzamaraConnect.com

Trade focused Amenities banner

CTA banner specific to each market: NA,UK, EMEA, AUS/NZL, LATAM

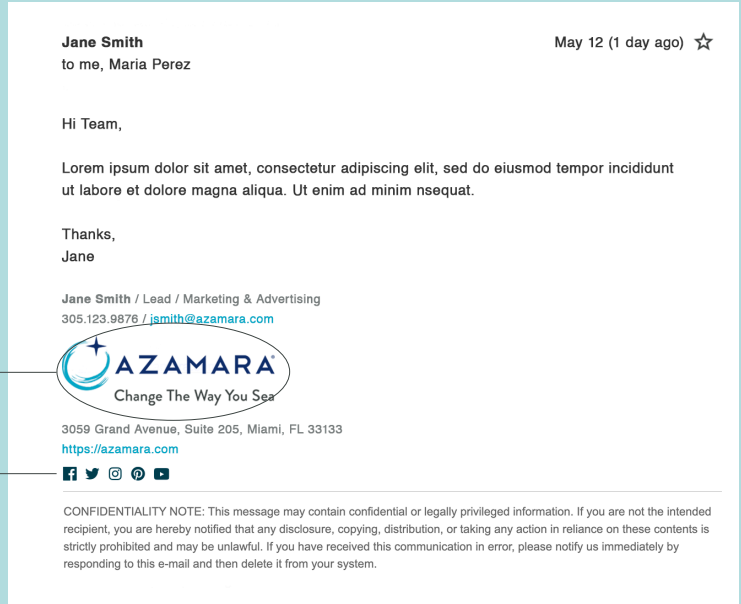
EMAIL SIGNATURE

CORPORATE

The Corporate logo version with Tagline lockup is used on our email signature.

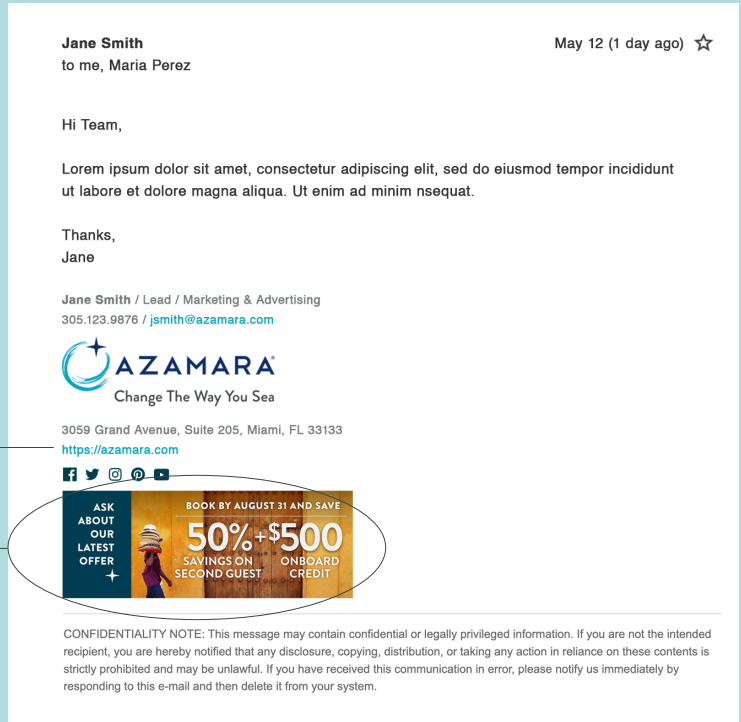
Corporate Logo+Tagline lockup

Social media icons



SALES

If including a promotional banner in the email, placement is below the email sender's name and company address, website and social media icons.

Match Azamara Aqua

Banner size
600px by 320px