

This guide has been created for use by Norwegian Cruise Line's marketing department and partner marketing agencies to maintain a consistent look and feel for the brand across all marketing channels.

It is meant to be just that, a guide, for using the distinguishing elements of the brand ID. It is not a design manual. Each designer/art director should use these elements to best express the appropriate brand communication in the way most suitable to any given assignment.

In other words, it is more toolbox than textbook.

Logo



shield blue:

C = 80
M = 29
Y = 0
K = 12



Pantone®
7461U



Pantone®
646C



R = 80
G = 139
B = 190



The logo is comprised of a shield with the letters “NCL” over a horizontal wave form combined with the stacked name “Norwegian Cruise Line” highlighting the word “Norwegian”. The vertically stacked logo at left should be the logo primarily used to express the brand. When space requires, use the horizontal logo below.



NCL Freestyle 2.0 Bold

The quick brown fox jumps over
the lazy dog. THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.*

*ALT. LETTERS like y, g and Y can be used to keep
the type from feeling too uniform or repetitive in copy.

**Print headlines are more effective in layout when there is a
variation in sizes of lines. The weight of the font should stay
consistent throughout a line.**

In our experience,
the itinerary isn't
what you remember.

Freestyle 2.0 is a new typeface replacing the old Norwegian Cruise Line Freestyle. It should be used primarily to accent or highlight important information (headlines or subheads only and no body copy). When used in internal program logos it works better when paired with Futura. The unique, casual feel of Freestyle 2.0 should accent and highlight those attributes of the brand that are freeing, fun, unique and compelling, not just informational.

YES

Relax knowing you're covered.

OUR BOOKSAFE® TRAVEL PROTECTION PLAN

Plans change. Emergencies happen. But don't worry—we've created the best Trip Cancellation Coverage in the entire industry. Plan your trip months, or even years in advance, because our powerful program lets you cancel your trip right up to the day you were planning to depart.

NO

Relax knowing you're covered.

Our BookSafe® travel protection plan

Plans change. Emergencies happen. But don't worry—we've created the best Trip Cancellation Coverage in the entire industry. Plan your trip months, or even years in advance, because our powerful program lets you cancel your trip right up to the day you were planning to depart.

Fonts - body copy and subhead

Futura Book

The quick brown fox jumps over the lazy dog.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Fonts - Subhead

Futura Bold
The quick brown fox jumps over the lazy dog. THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Fonts - subhead for itineraries and maps

Futura Medium Condensed

The quick brown fox jumps over the lazy dog.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Futura Bold Condensed

The quick brown fox jumps over the lazy dog.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

*Other weights as needed depending on size legibility.

Fonts - default (html email)

Arial Regular

The quick brown fox jumps over the lazy dog.
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Subhead example

Futura Bold

UP TO **\$400**
IN ONBOARD
SAVING CERTIFICATES

Futura Book

**BOOK NOW &
GET UP TO A
6 CATEGORY
UPGRADE**

Subhead map example

Futura Bold Condensed

Futura Bold

Futura Medium Condensed

12 - Day Eastern Mediterranean
from Barcelona
Norwegian Jade

Day	Port	Arrive	Depart
Day 0	Barcelona, Spain		7:00 pm
Day 1	Relaxing Day at Sea		
Day 2	Rome + (Civitavecchia), Italy	8:00 am	7:00 pm
Day 3	Relaxing Day at Sea		
Day 4	Athens + (Civitavecchia), Italy	8:00 am	7:00 pm
Day 5	Ephesus + (Izmir), Turkey	10:30 am	7:00 pm
Day 6	Relaxing Day at Sea		
Day 7	Alexandria, Egypt (Optional overnight excursion to Cairo or Luxor available)	7:00 am	Overnight
Day 8	Alexandria, Egypt		6:00 pm
Day 9	Relaxing Day at Sea		
Day 10	Valetta, Malta	11:00 am	6:00 pm
Day 11	Relaxing Day at Sea		
Day 12	Barcelona, Spain		5:00 am*

Color

The Norwegian Cruise Line color palette is based on four background gradients, each of which has various values of either blue, green, gold or red.

NCL BLUE



C = 99
M = 58
Y = 52
K = 6

PMS 7470C

PMS 7468U

R = 28
G = 103
B = 124

C = 60
M = 18
Y = 13
K = 0

PMS 7459C

PMS 7458U


R = 63
G = 152
B = 175

C = 44
M = 4
Y = 9
K = 0

NEWS BLUE

This breakdown should be the starting point for newspaper proofs. The lighter colors and lack of black will help better represent the brand color in newspaper

NCL GREEN



C = 63
M = 9
Y = 38
K = 38

PMS 5555C

PMS 556U

R = 62
G = 129
B = 126

C = 27
M = 7
Y = 16
K = 4

PMS 558C

PMS 559U

R = 186
G = 214
B = 214


C = 30
M = 4
Y = 20
K = 0

NEWS GREEN

This breakdown should be the starting point for newspaper proofs. The lighter colors and lack of black will help better represent the brand color in newspaper

The default background palette should be one of these four gradients. Use the light and dark CMYK, RGB or PMS version together when using gradient art is not feasible.

NCL YELLOW



C = 6
M = 40
Y = 93
K = 1

PMS 7411C

PMS 7411U

R = 245
G = 162
B = 39

C = 0
M = 20
Y = 55
K = 0

PMS 7409C

PMS 7409U


R = 252
G = 201
B = 85

C = 0
M = 14
Y = 58
K = 0

NEWS YELLOW

This breakdown should be the starting point for newspaper proofs. The lighter colors and lack of black will help better represent the brand color in newspaper

NCL RED



C = 38
M = 96
Y = 81
K = 37

PMS 188C

PMS 202U

R = 121
G = 29
B = 39

C = 24
M = 69
Y = 50
K = 11

PMS 1807C

PMS 1807U

R = 186
G = 77
B = 72

C = 0
M = 70
Y = 50
K = 5

NEWS RED

This breakdown should be the starting point for newspaper proofs. The lighter colors and lack of black will help better represent the brand color in newspaper

How to use the color background

Use the gradated background to maximize readability of photography, type, iconography and logo. Each background is made up of three layers. Color backgrounds are NOT tied to specific destinations. Goal is to have as much variance of value as possible for more of a feeling of depth.



A solid background - a mid highlight - and a highlight that can be arranged independently.

Reverse headline placed over darker area.



Freestyle Cruising. It's more than a change of scenery. It's a change of perspective.



Place images over lighter highlight area.



Use lighter iconography over dark areas.



Use reverse copy and logo over dark areas.

The moment you step on board Norwegian Cruise Line, you'll notice things are a little different. For seven days, you're free to do as you please. Sleep in or get a hot stone massage at our award-winning spa. Go horseback riding or snorkel with dolphins. Grab a quick dinner at the buffet, a four-course meal in our stylish dining rooms or a romantic dinner for two at Cagney's, our signature steakhouse. Catch the famous improv of The Second City®, watch a contemporary show or throw a strike at the only bowling alleys at sea. When there are thousands of choices, all of them right, that's Freestyle Cruising. To change your perspective, visit ncl.com, call your travel agent or 1.888.NCLCRUISE



Gradation on lower band should contrast.






Completed layout

How to use a white background

Use colored headlines and other colored elements like the fish to tie white backgrounds into the color palette. For newspaper please use new brighter approved newspaper colors.

As if you needed another reason to get out of New York this winter.





UP TO **\$400**
IN ON-BOARD
SAVING CERTIFICATES

Must book by March 14

GET UP TO A
CATEGORY
6 UPGRADE

Book your Norwegian Cruise now, and you'll get more than just an incredible midwinter Freestyle cruise to a tropical island. You get to start your vacation right away because the ship departs straight out of New York. No need to take a plane — it's just a quick cab ride to the Harbor. And when you book by March 14, we'll automatically upgrade your stateroom by up to six categories. [Which is a lot; ask anyone who's cruised before.] To further sweeten the offer, we'll give you up to \$400 in on-board saving certificates you can use toward spa treatments, dinners, wine or Shore Excursions, to name a few. When you can get the most out of your vacation, that's Freestyle Cruising®. Visit ncl.com/newyork, call your travel agent or call 1.888.NCLCRUISE. *Freestyle Cruising*

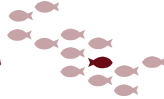


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Small-space newspaper


Is the only time imagery is NOT used in print advertising.

Did we get our carefree attitude from the islands, or did the islands get it from us?



The laid-back Southern Caribbean wasn't the birthplace of Freestyle Cruising®, but it could have been. Combine that relaxed atmosphere with the thousands of great choices Norwegian Cruise Line has to offer, and interesting things are bound to happen. You might snorkel in Virgin Gorda or 4x4 in St. Kitts. Maybe you'll explore caves in Samana or swim with stingrays off Antigua. Or maybe you'll just catch some rays and some z's on Tortola's white sand beaches. No matter what you choose, you'll have the freedom you need to have the vacation you want.

#-Day
Destination Name
\$000*
from
Round-trip from Port Name



NORWEGIAN
CRUISE LINE®

Agency Name
Agency Contact Infor1 Agency Contact Infor2

Fena, ia mod addum investem paris, cone nium mor in tercesse non viris condam. Cupicte rmlie optifec ionsum deatum diam lari, consulicides apec rei ci intem nac, cultum obus esent. Bem rebatquidest fecum intrius, Catis, Catum des vo, crebut is ata, nostrae, nirtem nit, nox seropoponde

Photography

The Freestyle experience is expressed through unposed or captured moments and the particular story of each piece should be told through the imagery. The moments should feel authentic and original, not cliché. People and situations should feel unposed and unforced.

The number of photographs used in a given layout depend on the size and purpose of the layout. As a general rule no more than five photographs should be used in a layout as it may diminish the key message of the page. When using one photograph due to size or clarity of message, an attempt should be made to indicate an edge of overlay (as if there were another complete image just off the page see *fig a*).






fig.a Overlay edge in single image banner



3 images in small banner



4 images in single page print

Each layout should contain a mix of on-board/destination and active experiences/restful experiences. The image mix should also represent a diversity of age and interests. In addition there should be a mix of focal lengths represented - closeups, medium and wide shots shown together to help convey the variety of the Freestyle experience. In multi-page units, a page can focus on one particular aspect of the experience (on-board, excursions, dining, destinations, etc.) but a variety of imagery sizes and framing should still be used to convey that shared theme. Headlines and images should convey overall message. Images should convey demo/cultural diversity.

Closeup/On-board/Social/Dining



Panoramic/Destination/Ship

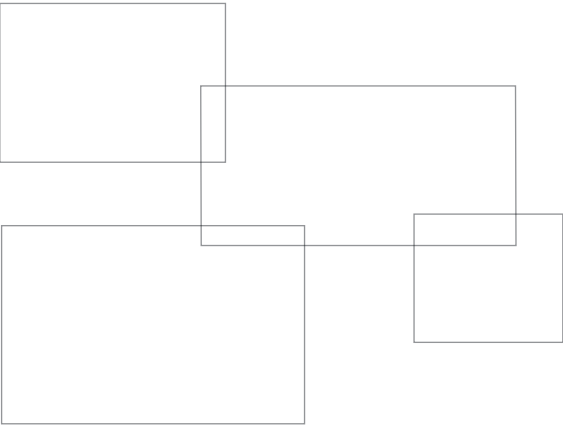


Wide angle/Destination/Active



Closeup/On-board/Restful

All photographs should be rectangular in shape but no two rectangles in a single layout should be the same shape. All images should share an overlapping section. The overlapping section should be large enough and have enough value to be noticed without obscuring the image itself.



Photography dos



Using the horizon line to tie imagery together helps create good compositional alignment.



Restful, active, closeup and panoramic representation of experiences.

Do portray fun, experiential moments in a natural, unforced way.

Do show a range of active and passive, onboard and on-shore activities.

Do use images that complement the background color.



The color in these images accentuates the background color.



The simple background portions of this image are used for the overlay sections.

Do ensure that images have “neutral” background areas for image overlay.

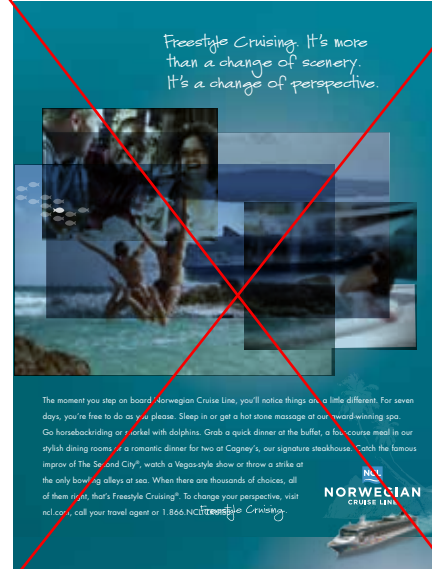
Do choose a hero image and support it with smaller images.

Do highlight points of interest within photographs.

Photography don'ts



Images too similar in casting/setting for single page message.



Overlay of images too extreme.



Images are all same size and shape.



Images are all closeups.

Don't shoot forced situations or use obviously posed images.

Don't make all of the images the same size.

Don't have all of the images portray the same thing.

Don't have all of the images be the same focal length

Don't block critical imagery with overlay.

Don't capture or use inappropriate or obsolete content.*

- * No obscenely dressed people
- * No out of control parties or behavior
- * No retired or competitive ships
- * No lobster images

The school of fish

The school of fish is a transparent illustrator EPS file that will take on a lighter value of whatever color is behind it. The hero fish will always appear brighter because it is more opaque and will take on less of the background color. Only use this locked up school, do not use the hero fish alone, it requires the context of the school to stand out.

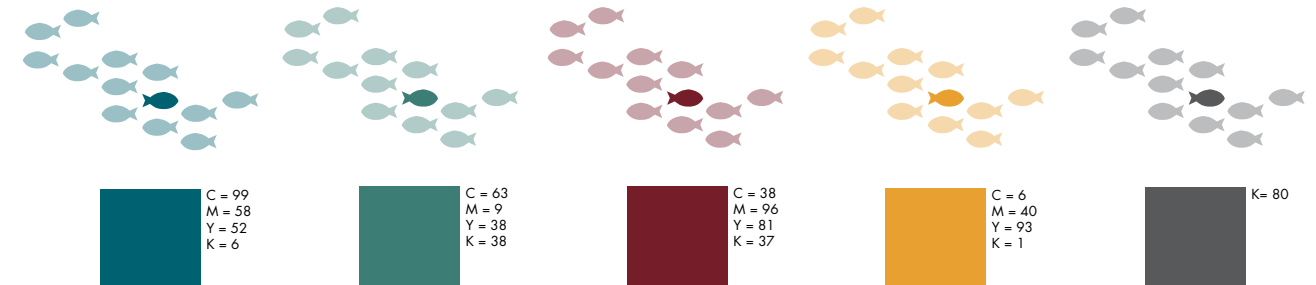


The school can be scaled up and down as long as all fish stay the same size relative to each other. The fish can also face either left or right as needed.

The school can be placed anywhere in layout as long as it is over a simple value background and nothing too patterned, complex, distracting or visually important is placed behind the hero fish.



On a white background the fish should be in one of the four dark CMYK breakdowns. The corresponding PMS color or 80% Black should be used for one color executions.



The ship

Is an iconic element that represents the Norwegian Cruise Line brand. It should be captured at a realistic and unforced perspective, not one that is extreme or forced. It is not meant to convey a specific vessel in the fleet, itinerary or package. As a representative of the whole brand, it should be a later-model ship. Suggested ships to represent the brand are any of the Jewel Class and Epic. The ship is locked up with the Norwegian Cruise Line logo in brand print. The wake always extends from the base of "Norwegian".



The bottom bar

The bar at the bottom of print pieces is always a reverse gradient of the larger background gradient color. No photography crosses into the bottom bar except for the iconic Norwegian Cruise Line ship. The bar always crosses where the foredeck meets the above deck structure of the ship.



vertical ship/logo lockup



horizontal ship/logo lockup

Background iconography

Iconography should be 10% whiter or blacker than the background color. In this example, a white illustrator file is placed in the layout at 10% transparency. The iconography should be big enough to add a layer of depth and color to the layout. The image should complement the photography compositionally (it should feel like an extension of the photography). This example is 100% black file at 30% fill over the background color.



Freestyle Cruising

Should be treated as a tag line. No period is used after the words. In print it will appear after the last line of copy. When used in this manner the face should be 200% of the Futura font pt. size it lines up with (10 pt. body copy would have a 20 pt. tag line). Freestyle Cruising always appears in bold initial caps and always uses the smaller loop “y” and “g”.

Co-op layout



Agency info goes here. Promotional info goes here. Use logo without ship.

Copy - tone of voice

FIRST, LET US INTRODUCE OURSELVES.

The first thing to bring up in copy is, well, us. Always call us Norwegian Cruise Line on the first mention in all the materials you produce use Norwegian everytime after that.

WRITE IN A FUN, CAREFREE AND WITTY TONE.

Hey, cruising is fun, right? Well, you'd be surprised at how stuffy much of the writing in the cruise industry can get. Here at Norwegian Cruise Line, we like to keep things informal, conversational and fun. So for example, when describing our brand and the benefits of Freestyle Cruising, we like to speak in a way that makes a compelling point about the benefits of Freestyle in an approachable, conversational tone.

Take a look at some of these headlines we'll be using from time to time in different venues.

HEADLINES EXAMPLES:

In our experience,
the itinerary isn't what you remember.

Maybe you're a hot stone massage kind of guy after all.

No matter what you do,
it's not going to fit on one postcard.

Did we get our carefree attitude from the islands
or did they get it from us?

AVOID CLICHÉD ADJECTIVES.

At Norwegian Cruise Line, we like to break from the pack whenever we can. We try to avoid clichéd images in photography. Same thing goes for copy. In fact, a recent reading of a cruising brochure yielded this cliché count:

"Breathtaking panoramas" — 3 uses on one page

"Exhilarating shore excursions" — 5 uses

"Pristine, white sand beaches" — 4 uses

Write in a direct and conversational style and use adjectives sparingly, especially the florid ones like "ultimate" and "world-class". Pretend you are talking to your best friend. Would you oversell them?

WRITE THE BENEFITS, NOT THE PRODUCT FEATURES

This means instead of writing "11 restaurants and 13 bars and lounges," translate that into the guest experience: "You could order from a different menu each night of your cruise."

Expressing Freestyle in body copy

FREESTYLE CRUISING® - BRAND OVERVIEW

SHORT DESCRIPTION

When you have thousands of choices, all of them right, that's Freestyle Cruising®. (speaks to choice)

MEDIUM DESCRIPTION

When you have thousands of choices, all of them right, that's Freestyle Cruising® on Norwegian Cruise Line. It's your vacation and you should have the freedom to enjoy it on your terms. Dress up or down. Sleep in or catch a sunrise from your own private Balcony — part of the widest range of accommodations at sea. Take in some never-before-seen-at-sea entertainment. Eat somewhere new every day on your schedule, thanks to Freestyle dining. Whether you're on board or on shore, you can do as much or as little as you please — from onboard bowling and hydrotherapy to snorkeling and horseback riding. It's all up to you. And the best part — no matter what you choose, you can't go wrong. Combine all of that with our expert staff and crew who are totally committed to taking care of all the details, and you'll have the freedom you need to have the vacation you want.

LONG DESCRIPTION

When you have thousands of choices, all of them right, that's Freestyle Cruising® on Norwegian Cruise Line.

It's your vacation and you should have the freedom to enjoy it on your terms. Dress up or down. Sleep in or catch a sunrise from your own private balcony. Take in some never-before-seen entertainment at sea. Even eat somewhere different every day, on your own schedule. Whether you're on board or on shore, you can do as much or as little as you please. It's all up to you. And the best part - no matter what you choose, you can't go wrong.

With our expert staff and crew totally committed to taking care of all the details, it won't be long before you'll see exactly why Freestyle Cruising is such an easy, carefree cruise experience. When you can lose track of time and not miss a thing, that's the freedom of Freestyle Cruising on Norwegian Cruise Line.

The idea that changed how you vacation actually came to us over dinner.

Freestyle Dining—it's how Freestyle Cruising began. With no fixed dining times or pre-assigned seating, you'll have more freedom throughout your entire cruise vacation. With so many different places to eat on board, you can experience all kinds of dining options – perhaps a different one every day.

Included in your cruise fare are two main dining rooms with tempting menu selections, a self-service buffet with made-to-order favorites and a variety of casual cafes, grills and on-the-go choices. From fresh-baked breads, desserts and pastries to our Chef's original dishes made with the freshest ingredients, everything is created to satisfy and delight.

In addition to all of the complimentary dining options available, Norwegian also pioneered the concept of specialty restaurants. For a cover charge, you can experience a world of different cuisines and atmospheres - from the finest French Bistro at sea to casual authentic Italian dishes served in a Trattoria-style setting. Perhaps you'd enjoy more traditional dining at our signature steakhouse, or, if the mood strikes, watch our Hibachi chefs prepare delicious entrées tableside at teppanyaki. When your vacation isn't interrupted by a dinner bell, that's Freestyle Cruising.

Everybody has a different idea of a great vacation. We're ready for that.

At any given moment, day or night, you'll find plenty to do. Be inspired, chill out, have fun, be active, slow down, explore destinations – you name it we probably have it. Everything from award-winning spas to action-packed casinos can be found on board. Experience the thrill of onboard rock climbing, or the quiet of hydrotherapy. Or maybe you'll want to try something totally new and different – like throwing some strikes at the first bowling lanes at sea, dancing all night at our themed events and parties, or sitting front row at any of our industry-leading shows. With Freestyle Cruising, you truly can expect to find the unexpected on your vacation.

With rooms like these, it's a shame you can't be in two places at once.

With the widest range of accommodations at sea, Norwegian Cruise Line makes sure you find the one perspective that matter most—yours. Whether you choose a comfortable balcony stateroom, a 2-bedroom family suite, a private villa with breathtaking walls of windows, or an exclusive Spa Suite, you'll find it's virtually impossible to wake up on the wrong side of the bed. You'll also have a large selection of oceanview and inside staterooms to choose from. When your toughest decision is whether to stay in or go out—that's Freestyle Cruising.

Freestyle Cruising is all about giving you the freedom you need to have the vacation you want. It's about 11 modern ships that can take you to all of those places you've always wanted to go—like Europe, Hawai'i, Alaska, Bermuda, The Caribbean or Bahamas. It's about thousands of choices, all of them right. Welcome to Freestyle Cruising.

Copy - nomenclature

TERMS WE DON'T USE:

Term	Notes
cabin	never use "cabin," always use "stateroom"
dining room	never use "dining room," always use "restaurant"
Freestyle Cruise	do not use this term
freestyling	do not use this term
Jacuzzi	use only if brand confirmed, otherwise "whirlpool tub" (indoor) or "hot tub" (outdoor)
Norwegian Cruise Lines	never add an "s" to the end of "Line," never underline
passenger	only use "guest" in consumer pieces; "passenger" is okay in other trade pieces
port charges	never use "port charges," always use "non-commissionable fares" (or "NCF") in trade exectuions and "government taxes and fees."
1-800-VANITY	only NCL can create a vanity number with our name

SPELLING & GRAMMAR

Term	Notes
à la carte	with accent
ambience	with an "e"
alfresco	one word, not italicized
approximately	may be abbreviated in tables only
art deco	lowercase
audio-visual	with hyphen
bars and lounges	not "lounges and bars"
bird-watching	hyphenated
The Caribbean	capital "T" in "the"
century numbers	hyphenate only adjective forms, e.g., 19th-century architecture
Chaîne des Rôtisseurs	always italicized
coffee maker	two words
commas	do not use final serial comma before conjunction
corporate and desk titles	always capitalized, e.g., "Senior Vice President of Marketing"
crew member	two words
day (as in "7-day")	initial cap in headlines and graphics according to designer discretion (7-Day), all lowercase in copy (7-day)
dry-cleaning	with hyphen

Copy - nomenclature

SPELLING & GRAMMAR continued

Term	Notes
duty-free	with hyphen
eco-tourism	with hyphen
email	no hyphen, not "e-mail"
eras	use ad and bc after year with no periods, set in small caps
family friendly	2 words, no hyphen, no cap
fleetwide	1word, no cap
foreign words/phrases	italicize (except in captions already italicized; see style section)
gothic	lowercase
hot tub	use for outdoor only; use "whirlpool tub" for indoor, "Jacuzzi" only when brand confirmed
land-based resorts	with hyphen
Maitre d'	not "Maître d'"
minibar	one word
minisafe	one word
motorcoach	one word
NCL.COM	all caps in print ads
nightlife	one word
numbers: spelling out	spell out whole numbers below 10, use figures for 10 and above
numbers: exceptions	always use figures for time of day, prices and duration but spell out round numbers in descriptive text ("a thousand years")
numbers: lists	in lists, use figures (7 restaurants)
Oceanview	one word, initial cap
officers	Captain, Purser, Maitre d', etc., are capitalized unless possessive object such as "ship's captain"
onboard	one word. Two words if indicating a place
on deck	two words as object, place, e.g., "pool chairs on deck"
online	one word
on-shore	hyphenated as adjective, e.g., "on-shore breeze"
on shore	two words as place, e.g., "activities on shore"
passenger	always refer to as "guest"
phone numbers	always begin with "1" and use dots instead of hyphens (1.800.NCL.CRUISE)
port(s) of call	three words, no hyphens
purpose-built	use hyphen

Copy - nomenclature

SPELLING & GRAMMAR continued

Term	Notes
restaurants	use “alternative restaurants,” “main dining room,” or “other dining options”
rooftop	one word when used before a noun such as “Garden Villa”
round-trip	with hyphen
second-largest city	with hyphen as adjective
ship names 1	never put “the” before full ship name
ship names 2	first reference gives full name (“Norwegian Star”), second reference may drop Norwegian (“Star”)
ship names 3	Norwegian Dawn, Norwegian Jewel, Norwegian Epic Norwegian Star, Norwegian Sun, Norwegian Pearl, Norwegian Gem, Norwegian Spirit, Pride of America, Norwegian Jade, Norwegian Sky
Shore Excursions	initial caps
Shore Excursions Desk	cap desk titles
shoreside	one word
snowcapped	one word, no hyphen
sofa bed	two words
Spanish tapas	capitalize “Spanish” not “tapas”
sq. ft.	in stateroom descriptions
stateroom	one word, always use instead of “cabin”
teppanyaki	lowercase
theater	spelled “er” except when proper room name, which vary by ship
time of day	use numerals; delete “:00” from round hours in text only; use “am” or “pm”, lowercase, no periods with space between numbers and “am” or “pm” (e.g., “open seating until 10 pm”)
traveler’s checks	with apostrophe
walk-in closet	with hyphen
watersports	one word
website address	all lowercase; do not end website address with a period. If address ends a sentence, leave period off. Include website address on all printed pieces: ncl.com
whirlpool tub	use for indoors only (use “hot tub” for outdoors and “Jacuzzi” only when brand is confirmed)
winetasting	one word
with	always use entire word, no “w/”
year-round	with hyphen

Copy - nomenclature

NORWEGIAN CRUISE LINE-SPECIFIC TERMS

Term	Notes
Action Stations	Spanish tapas, pu pu platters, pasta stations, omelet stations, sushi stations, meat-carving stations, Caesar salad stations, fast wok stations always use ampersand
Bahamas & Florida Business Developement Manager	can be spelled out or use acronym (BDM)
Canada & New England Caribbean Stud Poker™ Chocoholic Buffet™ copyright line print	always use ampersand use trademark use trademark ©2010 Norwegian Cruise Line Corporation Ltd. Ships’ Registry: Bahamas and United States of America
copyright line online Cruise More, Get More SM Cybex® Freestyle accommodations Freestyle attire Freestyle Cruising®	©2010 Norwegian Cruise Line Ltd. Ships’ Registry: Bahamas and USA. Latitudes tag line; use service mark use registration mark initial cap on Freestyle only, no italics initial cap on Freestyle only, no italics initial caps; use registration mark as follows in brochure: first occurrence on front cover, first occurrence on back cover, first occurrence in table of contents, first occurrence inside piece that’s not TOC; do not mark first occurrence on every page
Freestyle Daily Freestyle dining Freestyle disembarkation Freestyle ships Garden Villas Honeymoon at Sea™ Inside Stateroom Internet Café item code	shipboard newsletter, always italicize initial cap on Freestyle only, no italics initial cap on Freestyle only, no italics initial cap on Freestyle only, no italics initial caps use trademark initial caps initial caps, accent on final “e” follows ship registry line: “...Cruise Line 360100 4/05 700M DBHI01”; do not use number sign or hyphen in job number. 360100 (job number), 4/05 (month piece was printed), 700M (quantity produced), DBHI01 (Item Code)
Kid’s Crew™ Teens’s Crew™ Tween’s Crew™ Latitudes®	initial caps, use trademark initial caps, use trademark initial caps, use trademark no italics; use trademark except in phrases such as “Latitude Member Cruises,” “Latitudes website”

Copy - nomenclature

NCL-SPECIFIC TERMS continued

Term	Notes
<i>Latitudes</i> ®	if referring to magazine, italicize
legal text	in general, use 6-pt. regular font
Let it Ride®	use registration mark
LifeFitness®	use registration mark
Lifestyle Program	Winetastings, Nutrition, Cooking Classes, etc.
Mandara Spa®	use registration mark
Mini-Suites	initial caps, with hyphen
Norwegian Cruise Line	registration mark comes after “Line” in LOGO ONLY
Noncommissionable Fares, and/or Government Taxes and Fees	use these terms instead of “port charges,” initial cap
Oceanview Stateroom	never use “outside stateroom”
Owner’s Suite	initial caps
Penthouse	initial caps
Port & Cruise Consultant	on-board crew member; acts as on-board Latitudes liaison
registered mark (®)	should not be touching the letter it follows
reservations	“For reservations contact your travel professional or for more information call 1.888.NCL.CRUISE or visit ncl.com”
ships’ registry	“©2010 NCL Corporation Ltd. Ships’ registry: Bahamas.” frequently all caps, no space between copyright symbol and year
Star Cruises®	use registration mark
Casino at Sea®	use registration mark
Freestyle Rewards®	use registration mark
Blue Man Group	initial caps
Nickelodeon™ at Sea	use trademark
NCL U	all caps
Stateroom	All stateroom names have initial caps.
Keycard	one word
travel agent	lowercase, can also use travel professional
Steakhouse	one word
Bliss Collection by NCL™	initial caps,use trademark
Sun Class	initial caps, no hyphen
Dawn Class	initial caps, no hyphen
Jewel Class	initial caps, no hyphen
Premium Air	initial caps, no hyphen
Air/Sea Program	initial caps, back slash between “Air” and “Sea”

Copy - nomenclature

NCL-SPECIFIC TERMS continued

Term	Notes
Cirque Dreams™ and Dinner	initial caps, trademark
Botox®	use registration mark
Restylane®	use registration mark
Perlane®	use registration mark
Wii™	use trademark
BookSafe® Travel Protection Plan	use registration mark
NCL Golf Bermuda™	use trademark
NCL Golf Hawai`i™	use trademark
The Second City®	use registration mark, can also include “comedy troupe” after name
SVEDKA Ice Bar	SVEDKA in all caps, Ice Bar, initial caps, no marks

DESIGN-RELATED ISSUES

Term	Notes
headlines	Headlines that are complete sentences must have proper punctuation marks; fragments should not have punctuation marks.
Legal Marks 1	Freestyle Cruising needs a registration mark (®) as follows: first occurrence on front cover, first occurrence on back cover, first occurrence in table of contents, first occurrence inside piece that’s not TOC; do not mark first occurrence on every page.
Legal Marks 2	Norwegian Cruise Line: registration mark (®) comes after “Line” in LOGO ONLY.

Copy - nomenclature

DESIGN-RELATED ISSUES

NICKELODEON

- Nickelodeon™ - use ™ after the first or most prominent use of name
- © [year] Viacom International Inc. All Rights Reserved. Nickelodeon [Property] and all related titles, logos and characters are trademarks of Viacom International Inc.
- © [year] Viacom International Inc. All Rights Reserved. APPLICABLE CREATOR CREDITS HERE. – this is to be used only when space is limited.
- SpongeBob SquarePants created by Stephen Hillenburg. – must be added to legal when SpongeBob is shown
- Fairly Odd Parents and/or Danny Phantom created by Butch Hartman. – must be added to legal when respective property is shown
- Nickelodeon™ at Sea, exclusively on Norwegian Cruise Line
- Nickelodeon™ at Sea – ok to drop “exclusively on Norwegian Cruise Line” when used in NCL communications
- Nickelodeon™ All Access cruises, exclusively on Norwegian Cruise Line
- Nickelodeon™ All Access cruises – ok to drop “exclusively on Norwegian Cruise Line” when used in NCL communications
- Any of the networks (Nick, Nick Jr, TeenNick, Nicktoons, Nick@Nite) must always be followed by a ™ or ® depending on usage – must always have this confirmed by Nickelodeon
- Nick Jr. – always abbreviated
- Nickelodeon – always spelled out unless used within its own context (i.e. when NCL person is talking about Nickelodeon, they should always use the whole name. When a Team Nick person is talking, they can call it “Nick”) Similarly, when printing on a Nickelodeon piece that uses NCL’s style guide as a template, it is always Nickelodeon spelled out. When printing on a piece that uses the Nickelodeon at Sea style guide as a template, it can be shortened to Nick, provided Nickelodeon is already spelled out in its entirety at least once.
- Nickelodeon characters – not Nick characters, or Nickelodeon cartoon characters

BANK OF AMERICA

- Norwegian Cruise Line MasterCard® credit card with WorldPoints® rewards – official program name
- “credit card” must always follow MasterCard® when referring to our credit card
- WorldPoints® is always one word and is always followed by a ®
- WorldPoints® must always be followed by a noun (lowercase letter)
- WorldPoints® points or just points – never just WorldPoints®

AARP

- No registration mark or service mark needed after AARP
- Always AARP members (lowercase m)
- AARP Member benefits are provided by third parties, not by AARP or its affiliates. Providers pay a royalty fee to AARP for the use of AARP’s intellectual property. These fees are used for the general purposes of AARP. Provider offers are subject to change and may have restrictions. Please contact the provider directly for details.

Copy - nomenclature

HAWAI`I

SPECIAL NOTE: There’s a real difference between “Hawai`i” and “Hawaiian.” This is a cultural nuance that is good to learn given how much work we do in this market. “Hawai`i” denotes a location (as in Hawai`i Islands or Hawai`i ports, etc.). On the other hand, “Hawaiian” denotes cultural aspects of the area and its people (as in “the flavor is distinctly Hawaiian.”)

Term	Notes		
Hawaiian language	use backwards apostrophe (typically located at top left of computer keyboard; language called okina in Hawaiian)		
A la wai	Humuhumunukunukuāpua`a	Koa	Ni`ihau
`aha`aina	`lao	Kohala	Nini Point — unknown
`Akaka Falls	lki	Kōke`e State Park	Nomolokama — unknown
Ali`i	`llikai	Kōloa	Nu`uanu
Aloha	imu	Kona	O`ahu
Hā`ena	`lolani	Ko`olau	`okina
Haleakalā Mountain	Kā`anapali Beach	Kula	Oneloa Beach — unknown
Halema`uma`u Crater	Kāhala	Lahaina	Pāi`a
Hālonā	kahiko	Lāna`i (the island)	Pali
Hāmākua	Kāhili	lānai (porch)	Pele
Ha-na	Kaho`olawe	lei	poi
Hanalei Valley	Kahului	leo	Po`ipū
Hanauma Bay	Kailua-Kona	lomi lomi	Prince Kuliō
Hāpuna Beach	Kalapana	lono	Princess Kaiulani
haupia	Kalpakī Beach	lū`au	Puako
Haupu Ridge — unknown	Kaneana Cave — unknown	mahalo	Punalu`u Beach
Hawai`i	Kapalua	Māhā`ulepū	Pūnana
Hilo	Kapuna	Mauī	Pu`u Kukui
Hoku Nui Lā `au	Kaua`i	Mauna Kea	Pu`uhonua O Hōnaunau
Honolulu	Kawahewehe — unknown	Mauna Lani	Queen Kapi`olani
Honopu Trail	Kea`au	Mauna Loa	Queen Lili`uokalani
honu	Kealakekua Bay	moa	Wai`ale`ale
Ho`okipa	Ke`e Beach	Moana	Waikīkī
ho`olaulea	Kiele	Mokihana	Waikoloa
Hualālai Mountain	Kī-lauea	Moloka`i	Wailua Falls
Hukilau	Kilohana	Nā pali	Waimea
hula	King Kala-kaua	Nāwiliwili	Waipi`o Valley
Hulē `ia River	King Kamehameha	Nē nē	
Hulihe`e	Kipu		