

BRAND GUIDELINES: FORBES TRAVEL GUIDE PARTNERSHIP



POSITIONING SUMMARY:

Celebrity Cruises, the first ocean cruise line to earn the prestigious *Forbes Travel Guide* (FTG) Star Awards in 2023, continues to collect accolades with six of its ships receiving an official rating in 2024. Illustrating the importance of innovation and guest centric service is the addition of **Celebrity Ascent**, the newest Edge Series ship, to the Four-Star list.

Celebrity's six premium ships earning Star Ratings are Celebrity Ascent, Celebrity Apex, Celebrity Flora, Celebrity Edge, Celebrity Millennium, and Celebrity Summit.

ABOUT FORBES TRAVEL GUIDE:

Forbes Travel Guide is the global authority on luxury hospitality and the only global rating system for luxury hotels, restaurants, spas, and ocean cruises. FTG's professional inspectors travel the world to anonymously evaluate hospitality providers based on hundreds of standards that determine their annual Star Ratings. The only way to get a Five-Star, Four-Star or Recommended rating is by earning it through Forbes Travel Guide's independent inspection process. For more information about Forbes Travel Guide, please visit www.forbestravelguide.com.

BRAND GUIDELINES:

- Celebrity Cruises have strict brand guidelines to adhere to for all marketing material relating to the *Forbes Travel Guide* partnership.
- Trade Partners must use the approved hero copy and creative material only.
- Any creative material that does not use the approved hero content must be submitted to Celebrity Cruises' Global Marketing Team for brand review, subject to a 3-5 business day turn-around period.

HERO COPY FOR TRADE PARTNER USE:

Celebrity Cruises don't just aim for the stars.

Celebrity Cruises is the FIRST cruise line to be star-rated as resorts at sea by the prestigious Forbes Travel Guide.

Forbes Travel Guide is the leader in evaluating and verifying luxury at the finest hotels and resorts in the world.

Step aboard one of only 13 star-rated resorts at sea in the world and see what all the stars are about.

SHIP-SPECIFIC COPY FOR TRADE PARTNER USE:

Celebrity Ascent (four-star rating)

Celebrity Ascent becomes the latest ship to earn the coveted Forbes Travel Guide Four-Star Rating.

Celebrity Apex (four-star rating)

Please consider adding this reference to any ex-UK focused messaging on Celebrity Apex sailing from Southampton in 2024.

Celebrity Apex®, the second ship in our revolutionary Edge® Series, is a Forbes Travel Guide Four-Star Rated resort at sea.

Celebrity Millennium (four-star rating)

Celebrity Millennium® is making even more waves in the cruise world with its breathtaking upgrades, and now as one of the first cruise ships in the world to receive a Four-Star Rating by Forbes Travel Guide.

Celebrity Flora (four-star rating)

Our stunning Celebrity Flora® is the first all-suites, 100-guest ship designed exclusively for sailing these islands, and it's the first resort at sea in the region to receive a Forbes Travel Guide Four-Star Rating.

Celebrity Edge (recommended rating)

Celebrity Edge®, the first ship in our stunning Edge® Series, is now one of the first resorts at sea to receive a Recommended Rating from Forbes Travel Guide.

Celebrity Summit (recommended rating)

Celebrity Summit® has not only undergone a revolutionary redesign, but it's now one of the first resorts at sea to receive a Recommended Rating from Forbes Travel Guide.

PRE-APPROVED CREATIVE ASSETS FOR TRADE PARTNER USE:

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Email Header 600 x 400



Digital Banner 1200 x 400



Digital Banner 1920 x 1080



Social Wide 1920 x 1080



Digital Banner 800 x 400



Social Tile 1080 x 1080



Social Vertical 1080 x 1920

ANY OTHER ASSETS CREATED MUST USE THE HERO ELEMENTS BELOW AND BE SUBMITTED TO YOUR CELEBRITY CRUISES ACCOUNT MANAGER FOR BRAND APPROVAL

- Celebrity Cruises brand logo
- 2024 Forbes Travel Guide logo – black, gold or white format

HERO IMAGE FOR TRADE PARTNER USE (TIF 300dpi):

[Download here >>](#)



LOGOS FOR TRADE PARTNER USE (PNG & EPS):

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