



Brand **Guidelines.**

Issue #1 | October 2021





This document contains competitive corporate information that must not be copied or distributed.

Applying the brand guidelines and fully committing to them, will ensure the cohesion, consistency and clarity necessary for brand awareness and recognition.

In order to achieve this, the layout of all communication material will have to be approved by Costa Global & Strategic Marketing. This will ensure that everyone is applying the brand's guidelines.

A new journey, with a new Costa, has begun.

This document is
strictly confidential.

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1 | LOGO.

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1. LOGO

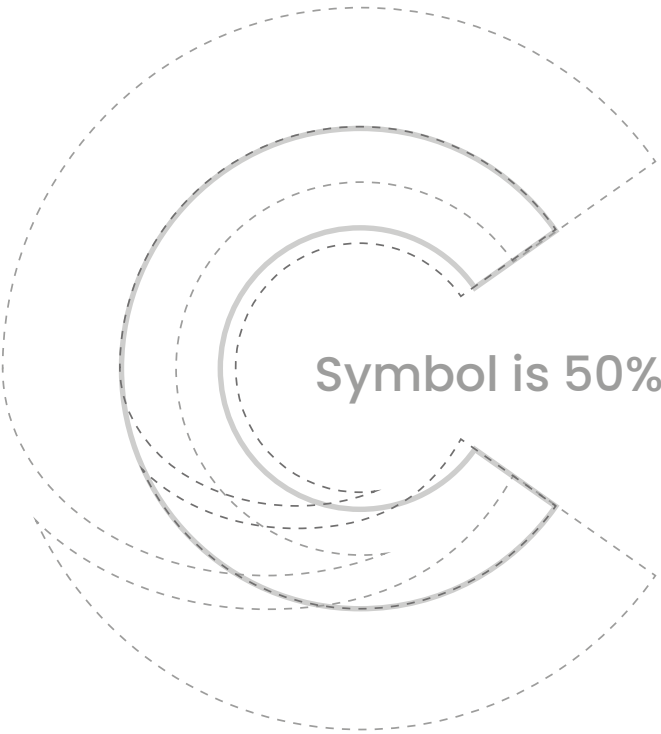
1.1 LOGO DESIGN

Logo design

The new logo is made up of 2 closely related graphic elements:

THE SYMBOL
The shape comes from Costa’s initial, “C”, as used on every ship funnel in the fleet. An iconic element reinterpreted with a wave pattern on the base, to strengthen its proprietary value, and allow for the integration of both brand colours.

THE WORDMARK
Redesigned on the basis of the new font type, it improves readability on all materials, whether online or offline, reflecting the new brand personality.





1 | LOGO.

1.1 LOGO DESIGN

1.2 **CONSUMER LOGO**

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1. LOGO

1.2 CONSUMER LOGO

Costa Logo

The Costa logo is used for all communication intended for the consumer, both on, and off board.

The symbol and wordmark together represent the new Costa style, its new positioning, and work on the brand recognition transversally on each touchpoint, from the ships, to communication materials.



1. LOGO

1.2 CONSUMER LOGO

Protective area & minimum size

The “O” of the logo determines the dimensional module that identifies the safe area for the Costa logo. The dimensional rectangle of the brand logo follows the horizontal UNI proportions.



1. LOGO

1.2 CONSUMER LOGO

Positive | reverse out version

The Costa logo is to be used in positive or negative depending on the background color.



1. LOGO

1.2 CONSUMER LOGO

Color backgrounds

The Costa logo is used in its negative version with colored backgrounds, always ensuring maximum visibility.



1. LOGO

1.2 CONSUMER LOGO

Photographic backgrounds

The Costa logo is to be used in its positive or negative version depending on the type of photographic background.



1. LOGO

1.2 CONSUMER LOGO

Monochromatic logo

The Costa logo can be used in white or black, where it is not possible to print in colour.

The Costa logo can be monochromatic. The only possible color combinations are shown alongside, in the institutional yellow and blue colors.

The official monochromatic blue is to be used exclusively for the institutional logo, or only and exclusively in the case of technical restrictions of production of communication materials





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1. LOGO

1.3 INSTITUTIONAL LOGO

Institutional logo

The monochromatic blue Costa logo is to be used only, and exclusively for institutional materials and communication



1. LOGO

1.3 INSTITUTIONAL LOGO

Positive | reverse out version

The institutional Costa logo can be used in its negative or positive version depending on the background.



1. LOGO

1.3 INSTITUTIONAL LOGO

Color
backgrounds

The monochromatic blue Costa logo can be used in its positive and negative versions, depending on the background in which it is positioned. The institutional Costa logo can be used on all blue and yellow backgrounds derived from the main colors of the logo.



1. LOGO

1.3 INSTITUTIONAL LOGO

Photographic backgrounds

The institutional monochromatic logo can be used on photographic backgrounds in its positive or negative version, always ensuring maximum visibility.



The Costa logo is displayed in a vibrant blue color. It features a large, stylized 'C' above the word 'Costa' in a bold, sans-serif font. The background is a photograph of a sunset over a body of water, with a distant shoreline visible under a soft, orange and pink sky.



The Costa logo is displayed in a clean white color. It features a large, stylized 'C' above the word 'Costa' in a bold, sans-serif font. The background is a photograph of a calm lake reflecting a steep, rocky mountain. In the foreground, a wooden dock with several small boats is visible, and two people wearing hats are standing on the dock, looking out at the water.

1. LOGO**1.5 PROPORTIONS AND POSITIONS****Don'ts**

- 1 | Do not rotate the logo
- 2 | Do not modify the width of the logo
- 3 | Do not add shadows to the logo
- 4 | Do not move its symbol
- 5 | Do not change the colors of the logo
- 6 | Do not space out the elements
- 7 | Do not invert the positions of the elements of the logo
- 8 | Do not overlap logo elements
- 9 | Do not use a part of the logo in outline form and a part in solid color
- 10 | Do not do the logo in outline form
- 11 | Do not invert the color in the symbol
- 12 | Do not change the proportions between the elements of the logo





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1. LOGO

1.4 LOGO & PAYOFF

Logo & payoff construction

To create Costa payoff, use the proportions and the indications on the side, which are based on an A4 size with a font type set to 80 pt, track 28 pt, Poppins medium.

For any doubt of application and usage contact Costa Brand&Advertising team.



1. LOGO

1.4 LOGO & PAYOFF

Logo & payoff
minimum size

The minimum size usage of Costa logo & payoff is 20mm for printed materials.

For any doubt of application and usage contact Costa Brand&Advertising team.



1. LOGO

1.4 LOGO & PAYOFF

Logo & payoff

These on the side are the color allowed for the logo & payoff.

For any doubt of application and usage contact Costa Brand&Advertising team.



1. LOGO

1.4 LOGO & PAYOFF

Payoff usage as a claim

Follow the rules on the side to create the payoff as a claim. “Believe” must be in Poppins bold and “your eyes” in poppins light.

For any doubt of application and usage contact Costa Brand&Advertising team.

BELIEVE YOUR EYES.

POPPINS BOLD

POPPINS LIGHT

YELLOW DOT: 100% BIGGER than the Poppins Light font size (see next pages for rules)

BELIEVE YOUR EYES.

1. LOGO

1.4 LOGO & PAYOFF

Payoff usage as a claim

The payoff can be used as a claim.

Don't use the logo & payoff in a layout where the payoff is used already as a claim.

For any doubt of application
For any doubt of application
and usage contact Costa
Brand&Advertising team.



logo Costa as sign without payoff



logo Costa as sign without payoff

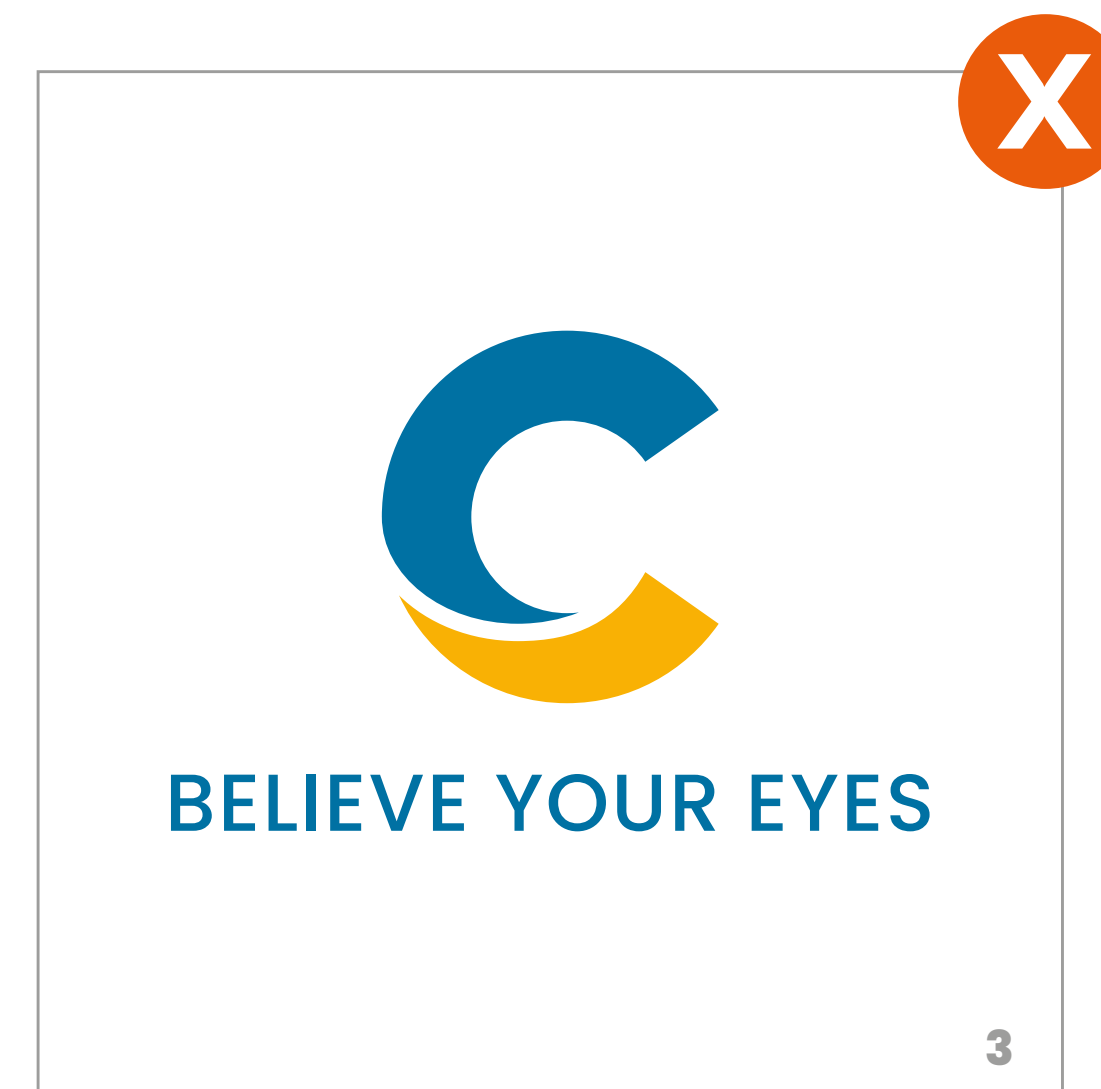
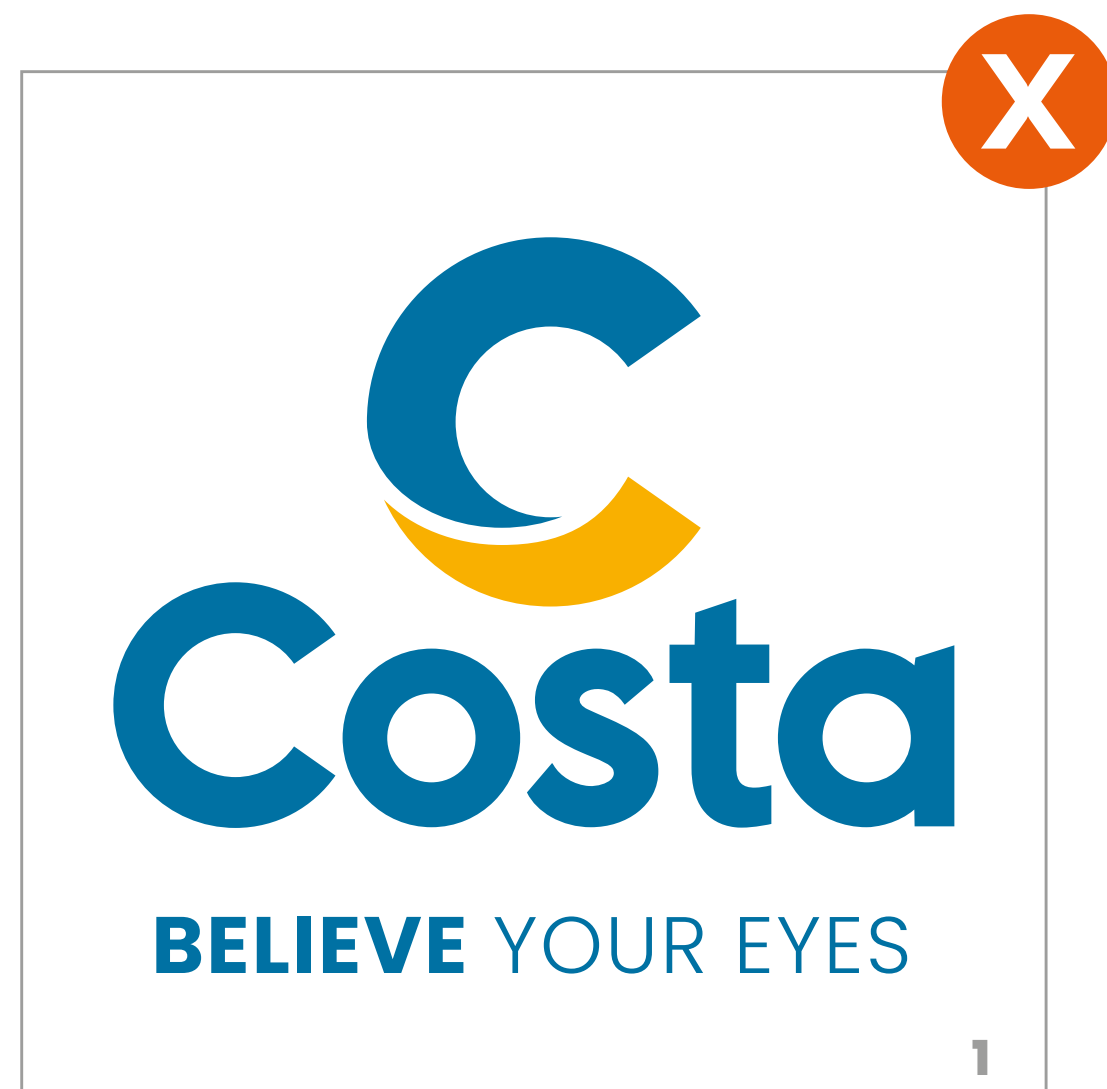
1. LOGO

1.4 LOGO & PAYOFF

Don'ts

- 1 | Do not change the type style of the payoff
- 2 | Do not change the proportions between the logo and the payoff
- 3 | Do not use the payoff with the C symbol
- 4 | Do not change the position of the payoff
- 5 | Do not change the color of the payoff
- 6 | Do not use the payoff with the C symbol

For any doubt of application and usage contact Costa Brand&Advertising team.



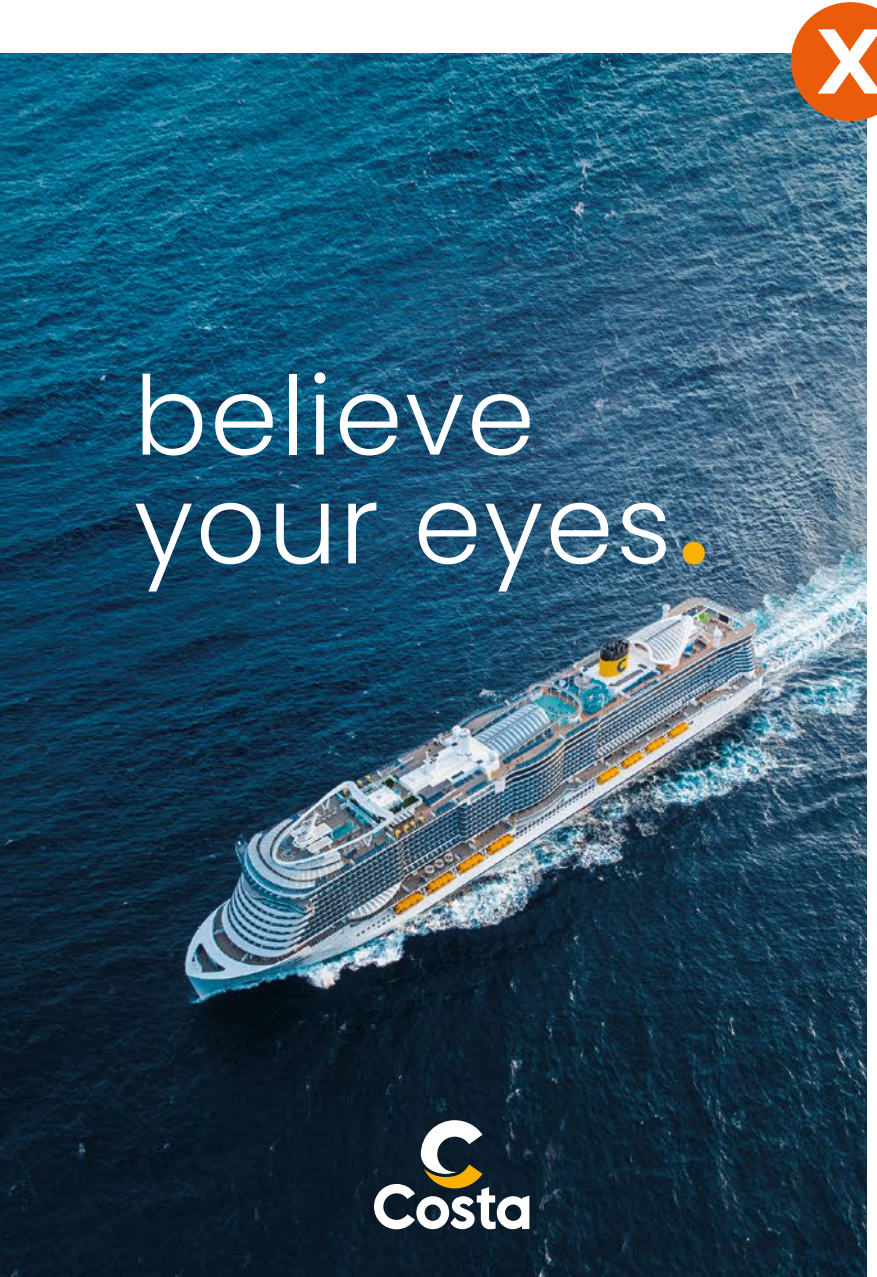
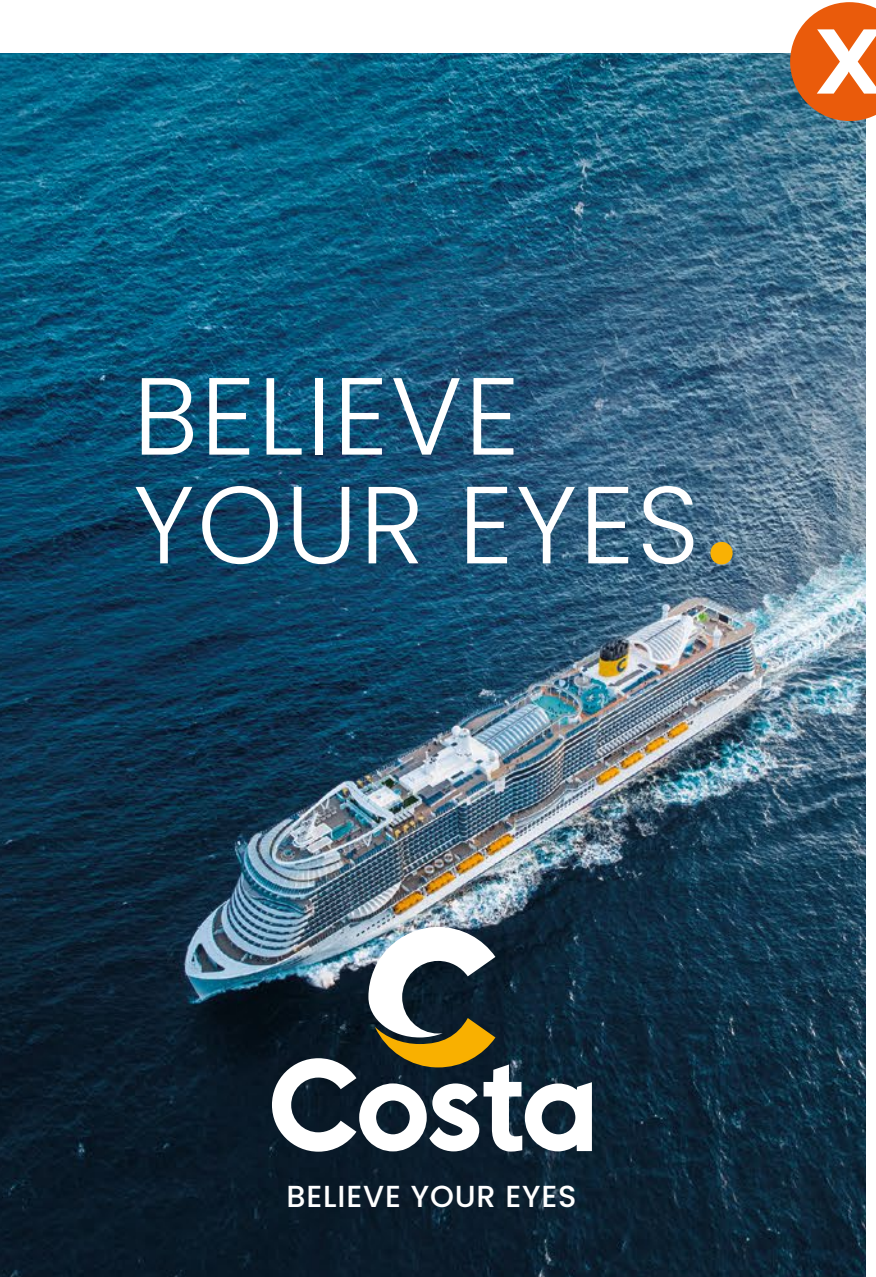
1. LOGO

1.4 LOGO & PAYOFF

Don'ts

- 1 | Do not use the payoff as a claim with the logo & payoff
- 2 | Do not use the payoff as a claim with the logo & payoff and do not modify the font style of the claim
- 3 | Do not modify the font style of the claim
- 4 | Do not modify the font style of the logo & payoff
- 5 | Do not modify the font style and color of the claim
- 6 | Do not modify the font style of the claim

For any doubt of application and usage contact Costa Brand&Advertising team.





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1. LOGO

1.5 COLOR PALETTE

Costa institutional
logo colors

CMYK: 92/42/16/7
RGB: 0/113/163
#0071A3
RAL: 5015
PANTONE: 7690 C
NCS: S 3050-B

CMYK: 0/35/95/0
RGB: 249 /176/0
#F9B000
RAL: 1003
PANTONE: 143C
NCS: S 1070-Y20R

1. LOGO

1.5 COLOR PALETTE

Secondary color palette

The secondary colors are to be used only and exclusively within Costa-branded communication boxes. The color grey is mainly used for text.

CMYK: 4/2/4/8 RGB: 233/234/232 #E8E9E8 PANTONE: COOL GRAY 1C PANTONE: COOL GRAY 1U	CMYK: 0/20/70/0 RGB: 254/208/97 #FED061 PANTONE: 141 C PANTONE: 1205 U	CMYK: 82/32/14/0 RGB: 0/138/186 #008ABA PANTONE: 2390 C PANTONE: 641 U	CMYK: 70/35/35/0 RGB: 88/141/156 #588D9C PANTONE: 2212 C PANTONE: 2222 U	CMYK: 60/20/15/0 RGB: 109/170/201 #6DAAC9 PANTONE: 549 C PANTONE: 7458 U	CMYK: 48/5/74/0 RGB: 154/191/98 #9ABF62 PANTONE: 2276 C PANTONE: 2301 U	CMYK: 12/31/65/0 RGB: 228/182/106 #E4B66A PANTONE: 7509 C PANTONE: 7563 U	CMYK: 7/71/51/0 RGB: 226/103/104 #E26768 PANTONE: 2031 C PANTONE: 2348 U	CMYK: 56/82/15/0 RGB: 138/71/135 #8A4787 PANTONE: 7662 C PANTONE: 3515 U
CMYK: 16/11/11/27 RGB: 177/178/180 #B0B2B3 PANTONE: COOL GRAY 6C PANTONE: 4275 U	CMYK: 0/35/95/0 RGB: 249 /176/0 #F9B000 RAL: 1003 PANTONE: 143 C PANTONE: 3514 U NCS: S 1070–Y20R	CMYK: 92/42/16/7 RGB: 0/113/163 #0071A3 RAL: 5015 PANTONE: 7690 C PANTONE: 307 U NCS: S 3050–B	CMYK: 78/35/36/17 RGB: 51/120/135 #337887 PANTONE: 2214 C PANTONE: 2238 U	CMYK: 80/30/20/0 RGB: 21/141/180 #158DB4 PANTONE: 2454 C PANTONE: 7705 U	CMYK: 65/18/100/0 RGB: 108/159/48 #6C9F30 PANTONE: 2277 C PANTONE: 369 U	CMYK: 17/37/79/6 RGB: 208/159/70 #D09F46 PANTONE: 7407 C PANTONE: 7555 U	CMYK: 20/80/70/0 RGB: 202/78/72 #CA4E48 PANTONE: 2033 C PANTONE: 3546 U	CMYK: 65/95/25/0 RGB: 121/48/114 #793072 PANTONE: 7657 C PANTONE: 2355 U
CMYK: 23/16/13/46 RGB: 134/136/140 #85888C PANTONE: COOL GRAY 8C PANTONE: COOL GRAY 9U	CMYK: 0/45/100/0 RGB: 236/151/0 #EC9700 PANTONE: 7564 C PANTONE: 124 U	CMYK: 100/50/25/20 RGB: 0/89/130 #005982 PANTONE: 7701 C PANTONE: 308 U	CMYK: 80/41/36/38 RGB: 41/91/107 #295B6B PANTONE: 2215 C PANTONE: 3165 U	CMYK: 88/38/28/0 RGB: 0/125/160 #007DA0 PANTONE: 7468 C PANTONE: 307 U	CMYK: 72/28/100/0 RGB: 89/142/52 #598E34 PANTONE: 363 C PANTONE: 2278 U	CMYK: 27/47/89/10 RGB: 183/132/48 #B78430 PANTONE: 7511 C PANTONE: 131 U	CMYK: 20/80/70/20 RGB: 172/68/60 #AC443C PANTONE: 7608 C PANTONE: 2350 U	CMYK: 65/95/25/18 RGB: 106/41/100 #6A2964 PANTONE: 2656 C PANTONE: 2356 U
CMYK: 40/20/30/66 RGB: 80/90/86 #505A57 PANTONE: 445 C PANTONE: 4196 U	CMYK: 10/55/100/15 RGB: 199/119/6 #C77706 PANTONE: 7511 C PANTONE: 131 U	CMYK: 100/50/25/65 RGB: 0/50/74 #00324A PANTONE: 2189 C PANTONE: 2965 U	CMYK: 80/42/36/62 RGB: 28/65/76 #1C414C PANTONE: 2216 C PANTONE: 309 U	CMYK: 98/48/38/10 RGB: 0/100/127 #00647F PANTONE: 7707 C PANTONE: 308 U	CMYK: 78/37/100/31 RGB: 59/100/41 #3B6429 PANTONE: 7743 C PANTONE: 2427 U	CMYK: 27/53/94/25 RGB: 159/107/32 #9F6B20 PANTONE: 7559 C PANTONE: 1395 U	CMYK: 20/80/70/50 RGB: 124/50/42 #7C322A PANTONE: 7594 C PANTONE: 181 U	CMYK: 65/95/25/45 RGB: 81/29/75 #511D4B PANTONE: 262 C PANTONE: 2357 U

1. LOGO

1.5 COLOR PALETTE

Destination color palette

This palette is to be used on every communication material that clearly presents the destination subdivisions (for example, on the general catalogue).

MEDITERRANEO

CMYK: 82/32/14/0
RGB: 0/138/186
#008ABA
PANTONE: 2390 C
PANTONE: 641 U

GRANDI CROCIERE

CMYK: 70/35/35/0
RGB: 88/141/156
#588D9C
PANTONE: 2212 C
PANTONE: 2222 U

CARAIBI E SUD AMERICA

CMYK: 60/20/15/0
RGB: 109/170/201
#6DAAC9
PANTONE: 549 C
PANTONE: 7458 U

NORD EUROPA

CMYK: 48/5/74/0
RGB: 154/191/98
#9ABF62
PANTONE: 2276 C
PANTONE: 2301 U

ABU DABI OMAN QATAR

CMYK: 12/31/65/0
RGB: 228/182/106
#E4B66A
PANTONE: 7509 C
PANTONE: 7563 U

ORIENTE

CMYK: 7/71/51/0
RGB: 226/103/104
#E26768
PANTONE: 2031 C
PANTONE: 2348 U

SUD AMERICA

RGB: 214/126/64
TO BE USED ONLY FOR WEB COMMUNICATION



1 | LOGO.

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1. LOGO

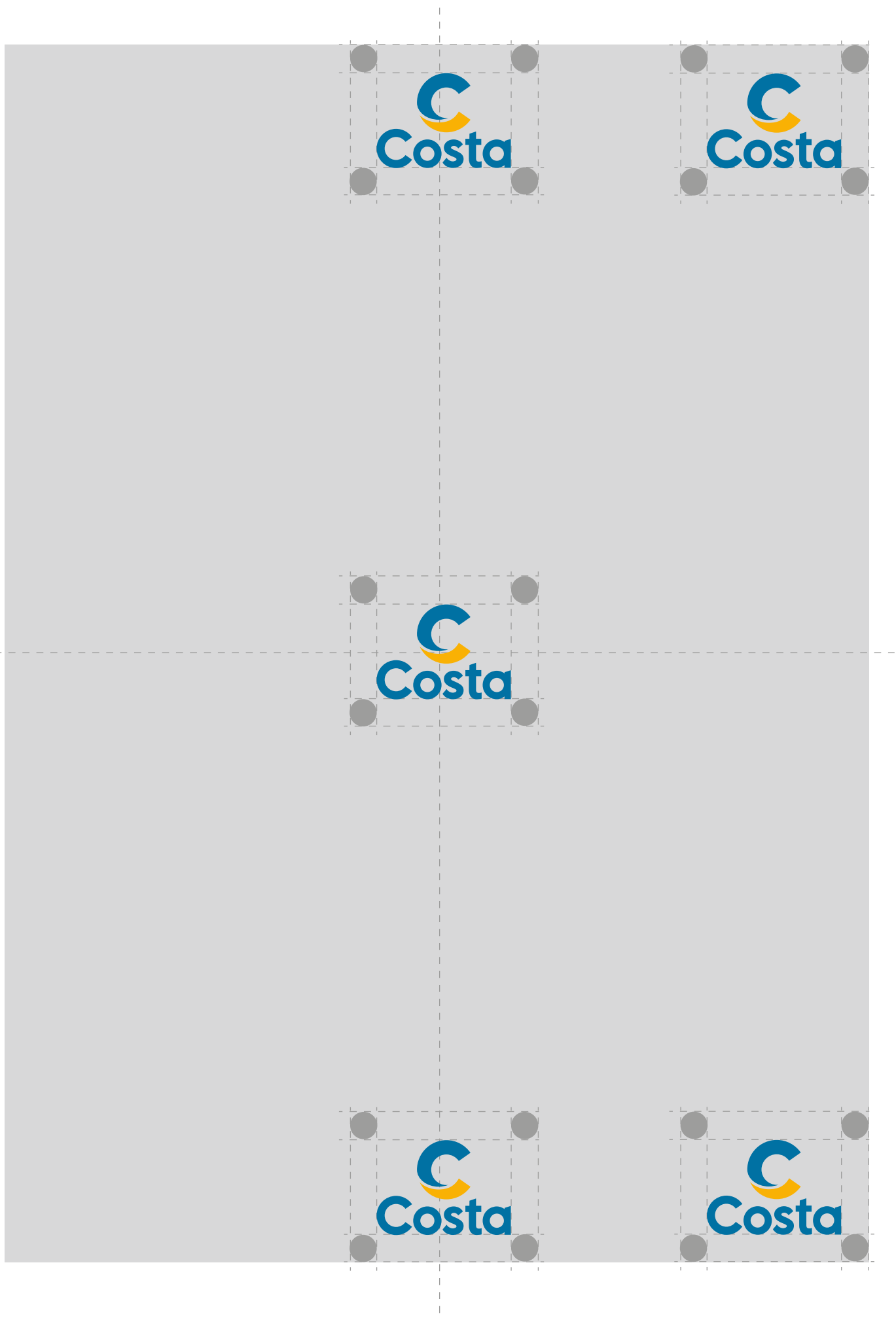
1.6 PROPORTIONS AND POSITIONS

Proportions & positions
UNI vertical

Starting from a vertical UNI proportion, enlarge the Costa logo bringing it to the total width of the format and resize it by 85%.

Always position the logo maintaining the safe area.

The logo can be positioned on the right side, or in the center of the page, in both cases the logo should be at either the top or bottom of the page.

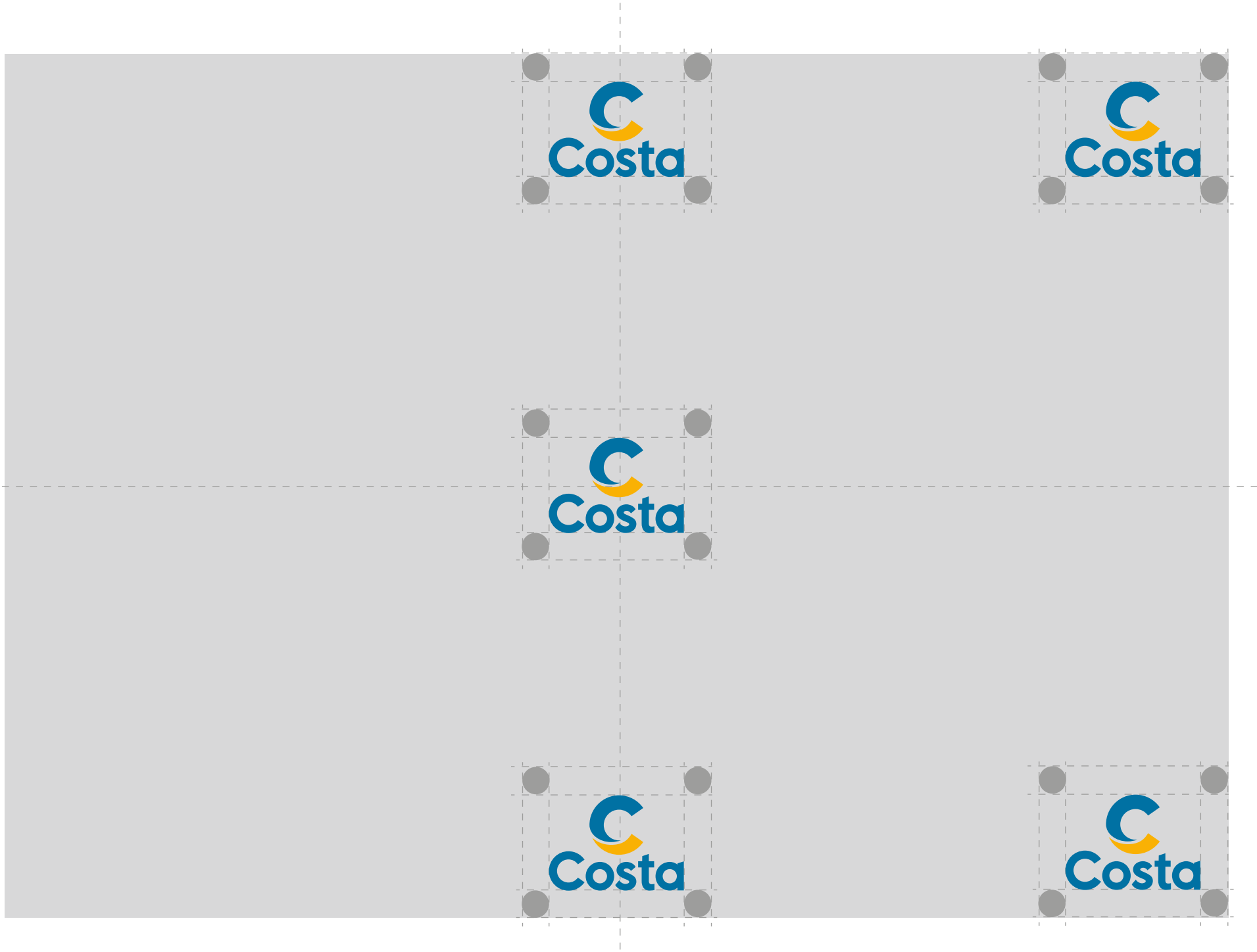


1. LOGO

1.6 PROPORTIONS AND POSITIONS

Proportions & positions
UNI horizontal

Starting from a vertical UNI proportion, enlarge the Costa logo bringing it to the total width of the format and resize it by 85%.
Position the logo maintaining the safe area.
The logo is to be positioned in the layout at either the center, or on the right hand side (height: top, centre, or bottom).



1. LOGO

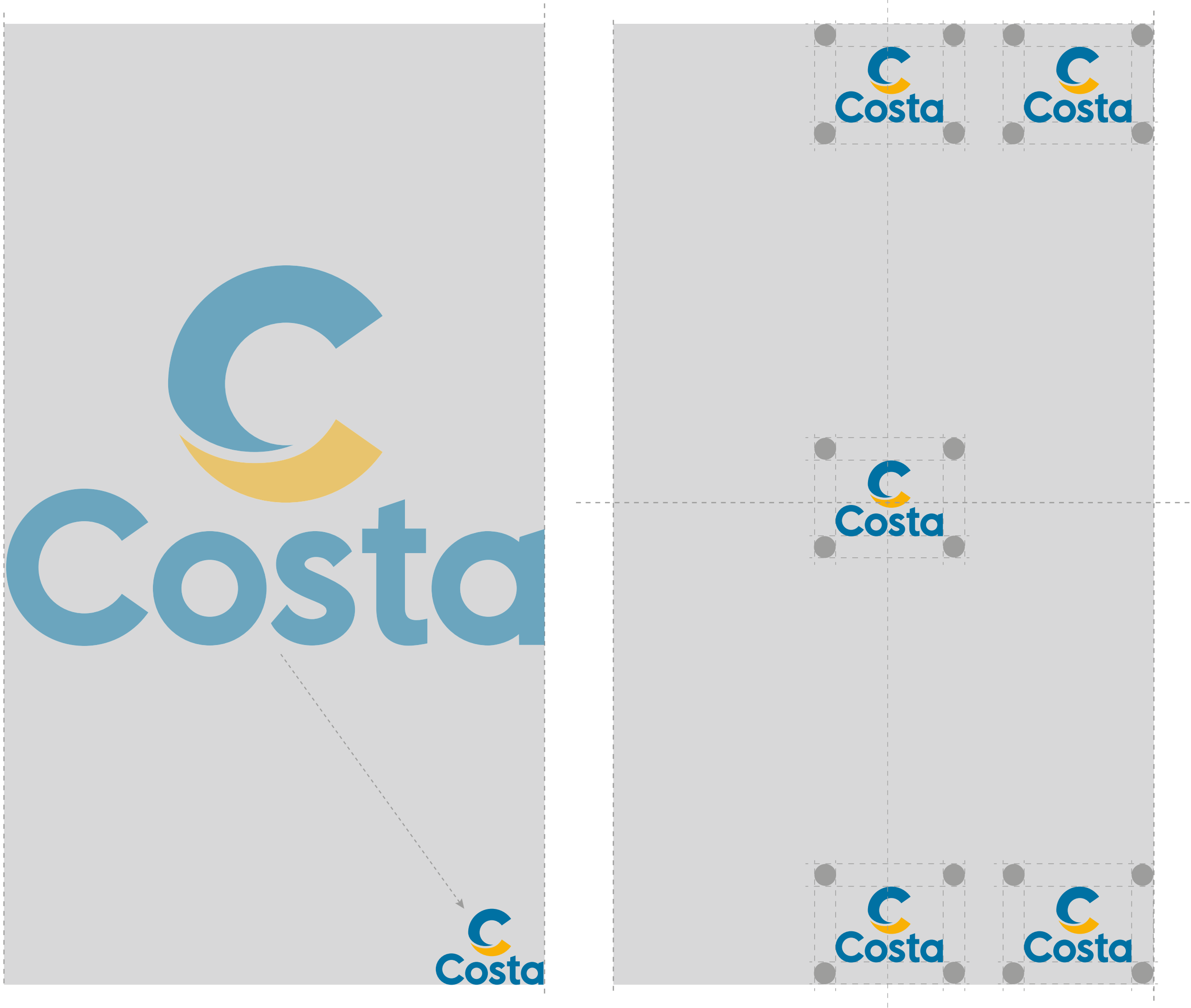
1.6 PROPORTIONS AND POSITIONS

Proportions & positions
16:9 vertical

Starting from a 16:9 vertical proportion, enlarge the Costa logo bringing it to the total width of the format. Then reduce it by 80%.

Position the logo maintaining the safe area.

The logo is to be positioned in the layout at either the center, or on the right hand side (height: top, centre, or bottom).

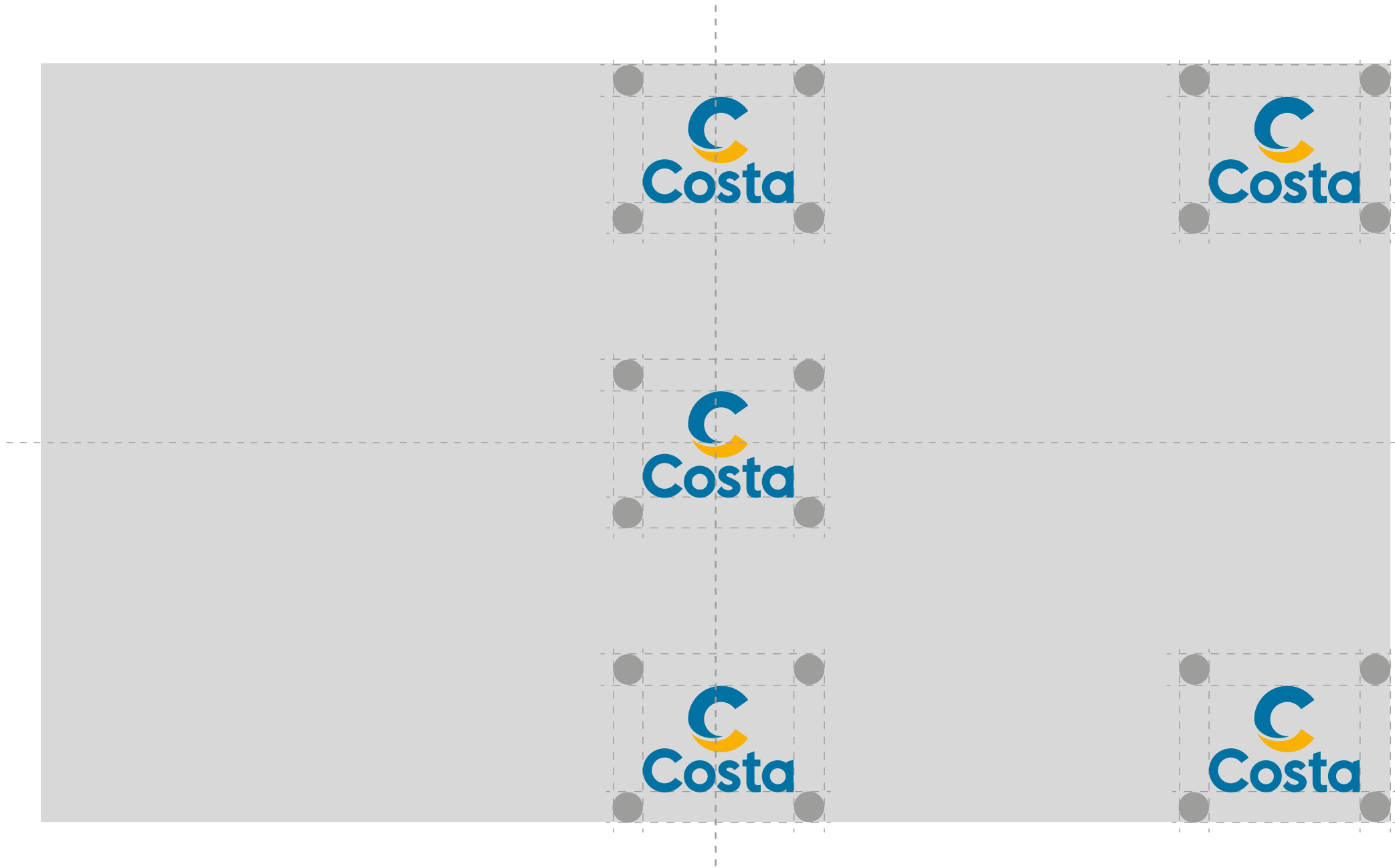


1. LOGO

1.6 PROPORTIONS AND POSITIONS

Proportions & positions
16:9 horizontal

Use the same reduction percentage as the logo placed in the vertical 16:9 layout.
Position the logo maintaining the safe area.
The logo can be positioned on the right side, or centre of the page, at either the top or bottom.





2 | TYPOGRAPHY.

2. TYPOGRAPHY

Official font type

Poppins Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Extra bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Extra light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

Poppins Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
> < ! " € \$ £ % () ? .

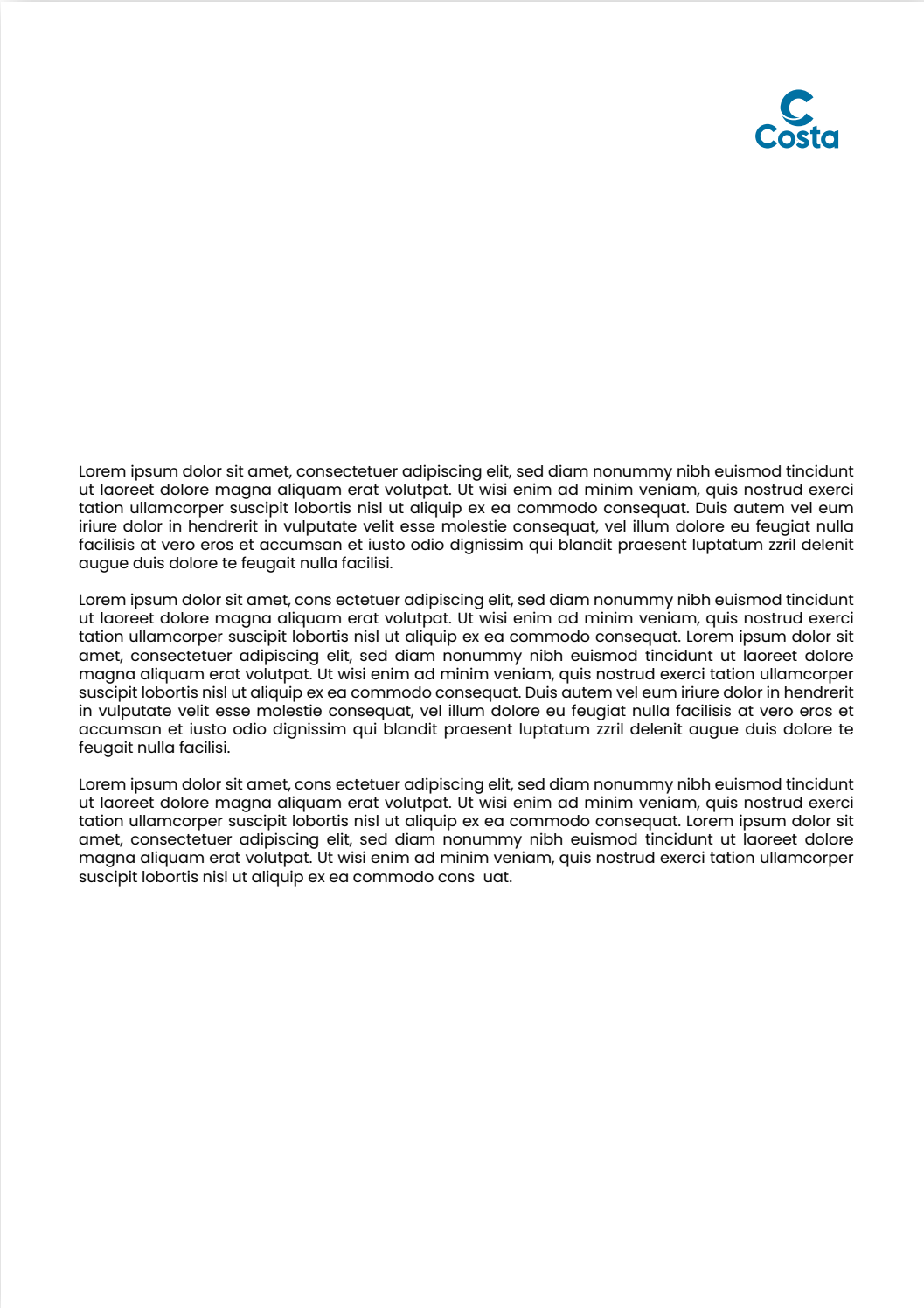
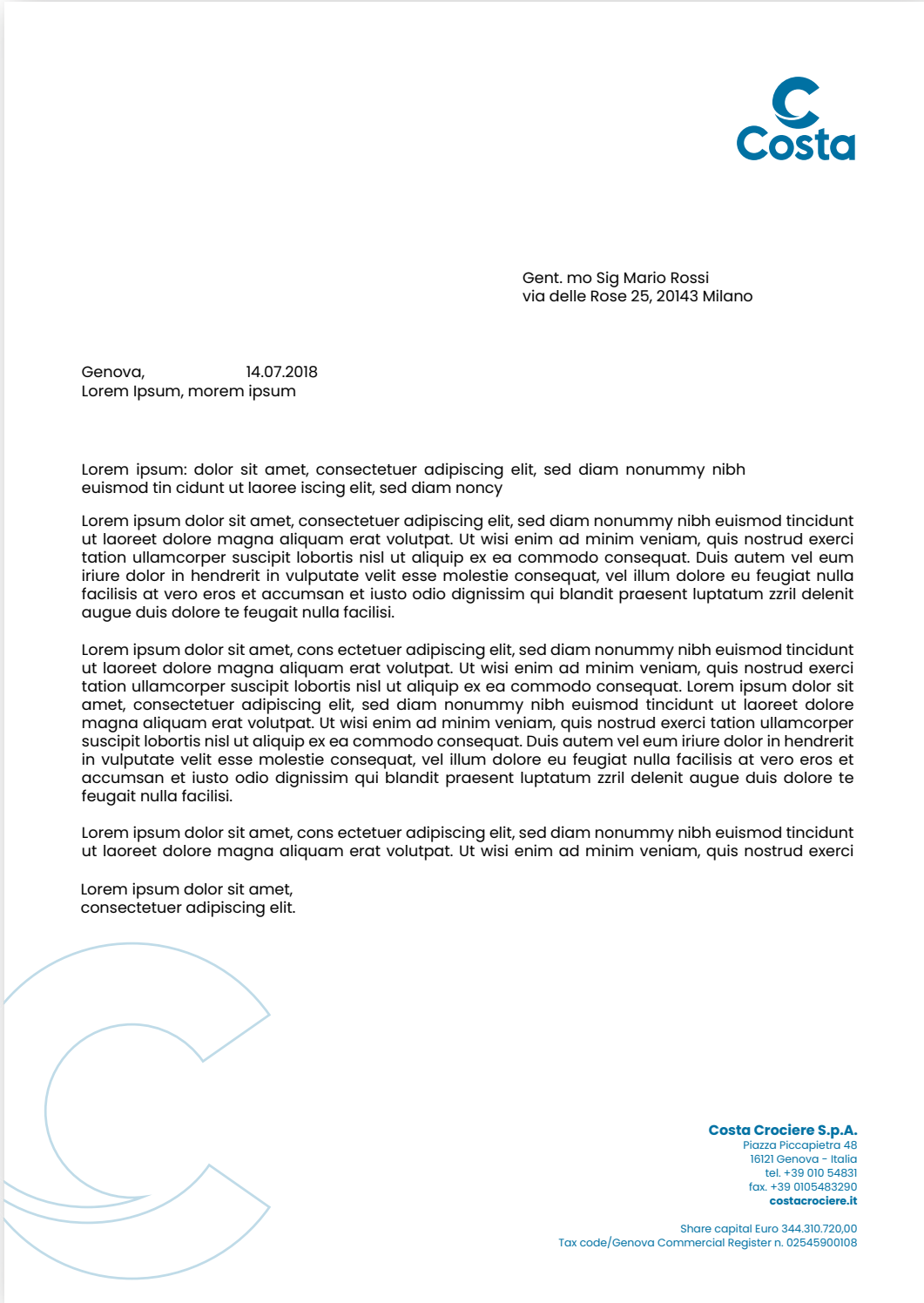
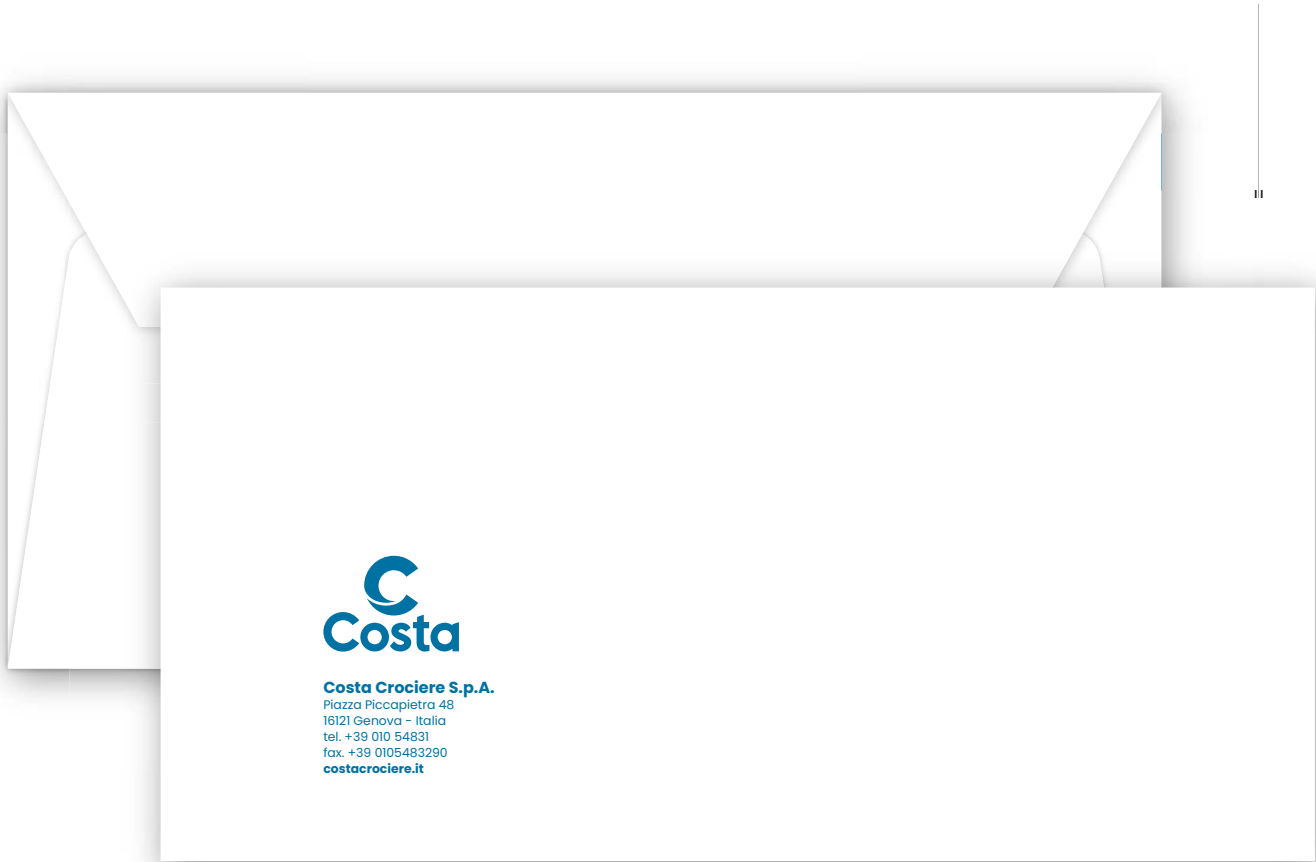


3 | CORPORATE **MATERIALS.**

3. CORPORATE MATERIALS

Letterhead
follow on page
envelope

Use matte coated paper
100–110 gr



3. CORPORATE MATERIALS

Business card

Use matte coated paper
250 gr



Gent. mo Sig Mario Rossi
via delle Rose 25, 20143
Milano

Genova, 14.07.2018
Lorem ipsum, morem ipsum

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.

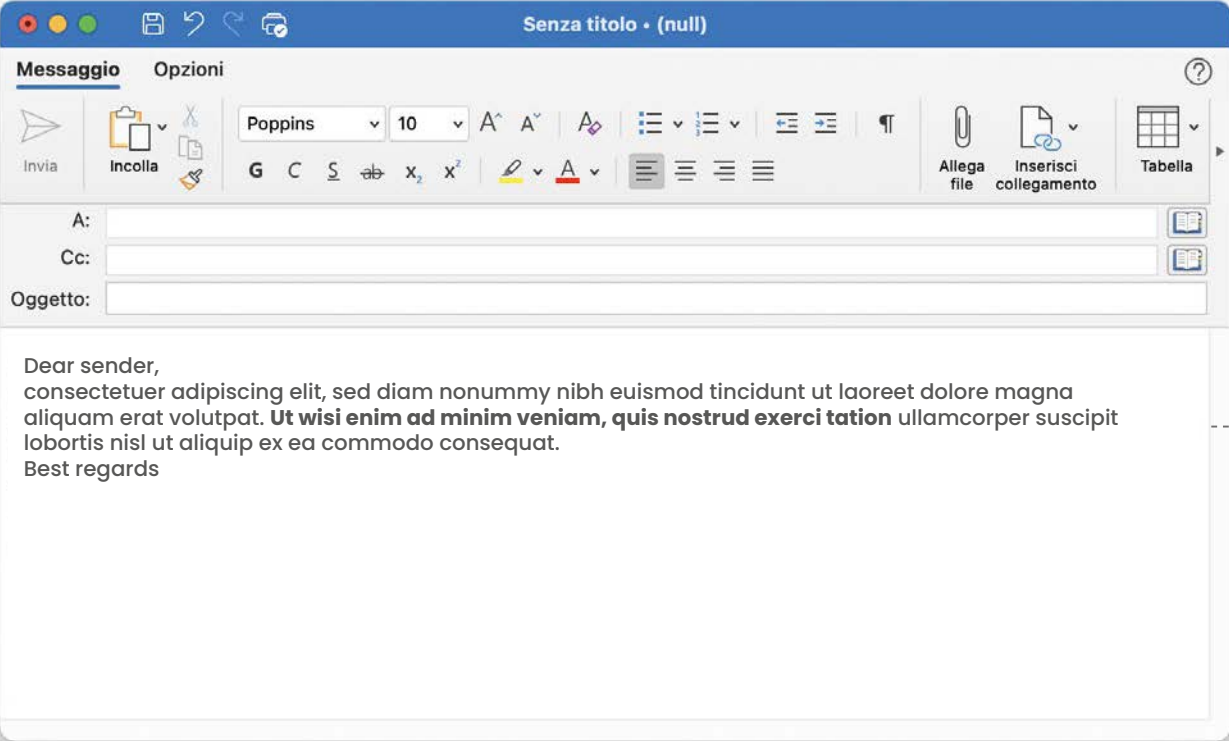
Costa Crociere S.p.A.
Piazza Piccapietra 48
16121 Genova - Italia
tel. +39 010 54831
fax. +39 0105483290
costacrociere.it

Share capital Euro 344.310.720,00
Tax code/Genova Commercial Register n. 02545900108

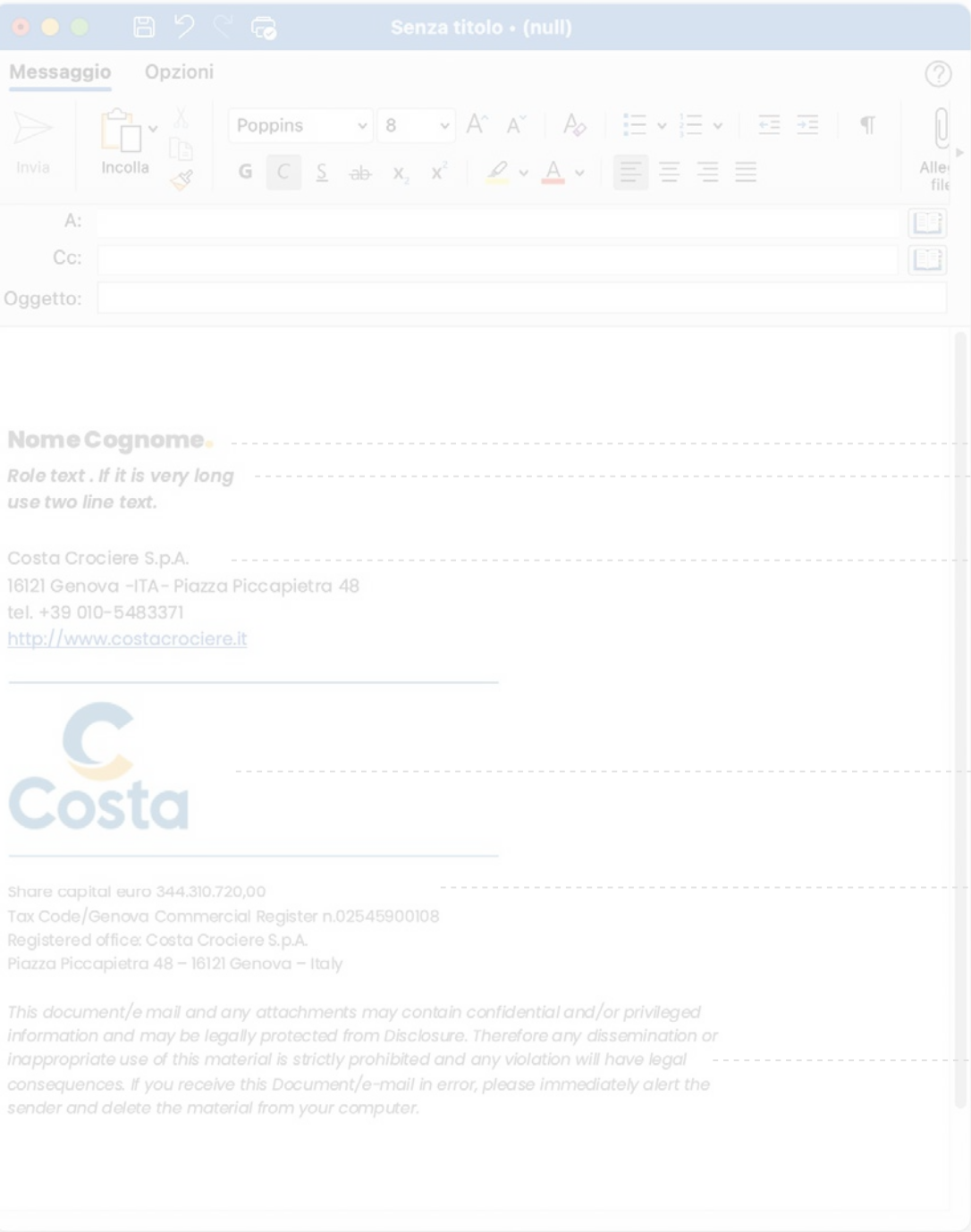
TEXT: font type
POPPINS BOLD
9,5pt

TEXT: font type
POPPINS BOLD
9,5pt

TEXT:
font type
POPPINS
MEDIUM 9pt



TEXT: Poppins regular 10 pt
HIGHLIGHTS: Poppins bold 10 pt



NAME: Poppins extra bold 12 pt
ROLE: Poppins semi bold italic 9 pt

ADDRESS: Poppins regular 9 pt

IMAGE

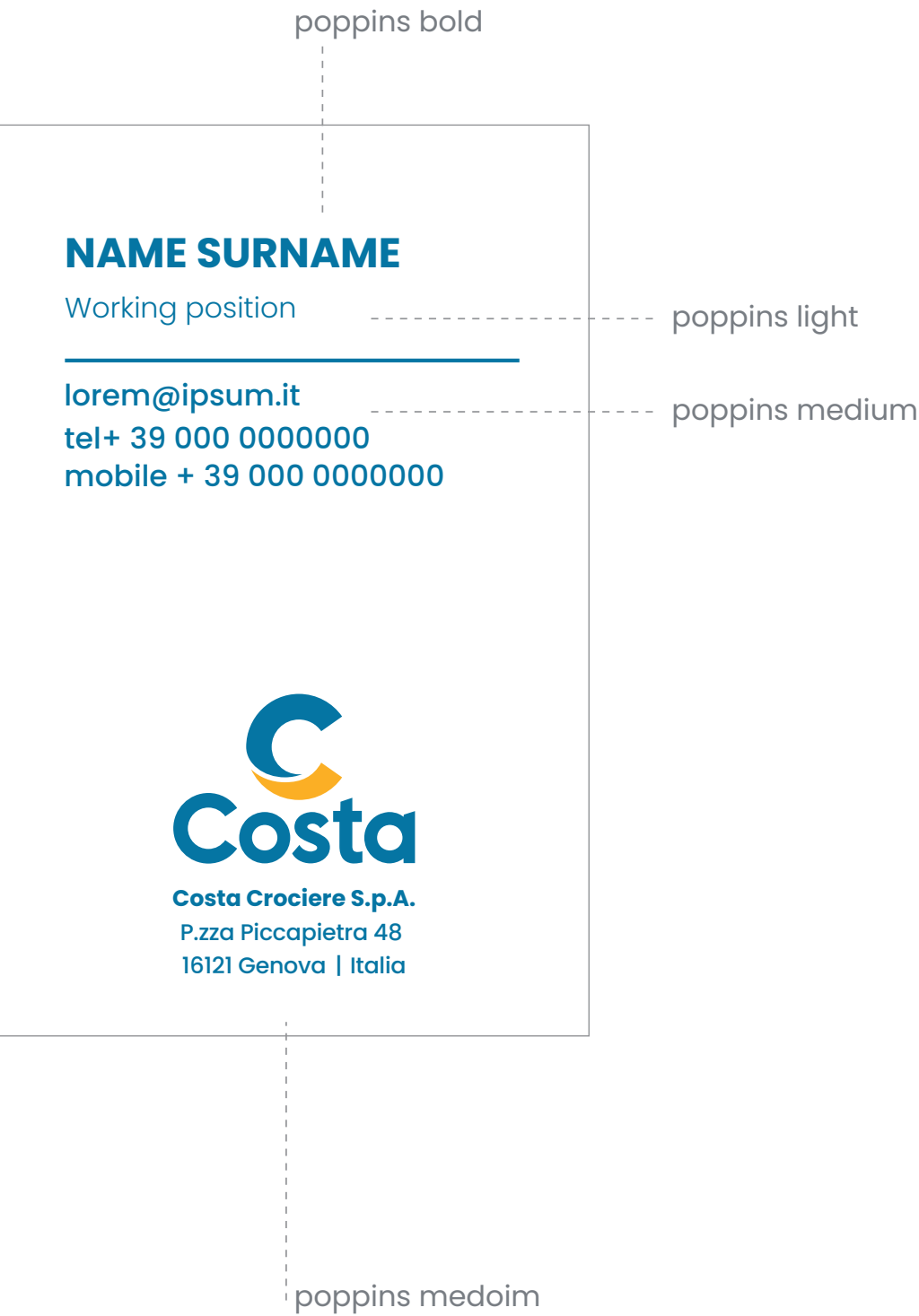
DATA: Poppins regular 8 pt

DISCLAIMER: Poppins italic 8 pt

3. CORPORATE MATERIALS

Business card

Use matte coated paper
250 gr



3. CORPORATE MATERIALS

Institutional
Power Point

The Power Point in this page is only shown as an example. Please use the Costa Power Point guidelines for constructions rules.

Title Poppins size 28
White uppercase

Subtitle Poppins, 16 pt
Place and date Poppins top





Agenda

Subtitle Railway Regular

1| TITLE OF THE CHAPTER.

2| TITLE OF THE CHAPTER.

3| TITLE OF THE CHAPTER.

4| TITLE OF THE CHAPTER.

5| TITLE OF THE CHAPTER.

Agenda

Subtitle Railway Regular

1| TITLE OF THE CHAPTER.

2| TITLE OF THE CHAPTER.

3| TITLE OF THE CHAPTER.

4| TITLE OF THE CHAPTER.

5| TITLE OF THE CHAPTER.

2 Line title | poppins medium | size 24
max 2 lines.

Subtitle_Poppins_Max 2 Lines_Sentence case



BULLET POINT ONE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

BULLET POINT TWO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

BULLET POINT THREE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

note: lorem ipsum note, note lorem ipsum

4

2 Line title | poppins medium | size 24
max 2 lines.

Subtitle_Poppins_Max 2 Lines_Sentence case



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

note: lorem ipsum note, note lorem ipsum

4

2 Line title | poppins medium | size 24
max 2 lines.

Subtitle_Poppins_Max 2 Lines_Sentence case

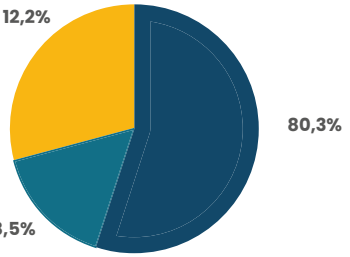


note: lorem ipsum note, note lorem ipsum

4

1 Line title | poppins medium | size 24

Subtitle_Poppins_Max 2 Lines_Sentence case



12,2%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

80,3%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

8,5%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

T-shirt for example got the 13% of productivity index vs other items
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

note: lorem ipsum note, note lorem ipsum

4

1 Line title | poppins medium | size 24

Subtitle_Poppins_Max 2 Lines_Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

BULLET POINT ONE

BULLET POINT TWO

BULLET POINT THREE

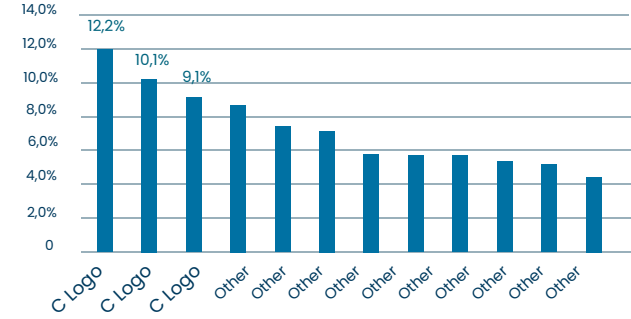
BULLET POINT FOUR

note: lorem ipsum note, note lorem ipsum

2

1 Line title | poppins medium | size 24

Subtitle_Poppins_Max 2 Lines_Sentence case



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

note: lorem ipsum note, note lorem ipsum

4

2 LINE TITLE | POPPINS MEDIUM | SIZE 24
MAX 2 LINES | UPPERCASE.



ANNEX.

1| LOREM IPSUM

2| LOREM IPSUM

3| LOREM IPSUM

4| LOREM IPSUM

5| LOREM IPSUM



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<http://www.costacrociere.it>

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43



4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 FORMAT BOX

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO



4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 FORMAT BOX

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Title style
lowercase

The Poppins font can be used in many ways, giving greater emphasis to the words in bold. For titles and headlines, the font Poppins can be used as shown in the examples opposite. “Extra light” and “extra bold” styles can be combined in the same sentence or used individually.

one line lowercase

Lorem ipsum **sit amet**
poppins extra light poppins extra bold

Lorem ipsum sit amet
poppins extra light

Lorem ipsum sit amet
poppins extra bold

two lines lowercase

Lorem ipsum
sit amet

Lorem ipsum
sit amet

**Lorem ipsum
sit amet**

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Title style
uppercase

The Poppins font can be used in many ways, giving greater emphasis to the words in bold. For titles and headlines, the font Poppins can be used as shown in the examples opposite. “Extra light” and “extra bold” styles can be combined in the same sentence or used individually.

one line uppercase

LOREM IPSUM **SIT AMET**

Poppins extra light

poppins extra bold

LOREM IPSUM SIT AMET

Poppins extra light

LOREM IPSUM SIT AMET

poppins extra bold

two lines uppercase

LOREM IPSUM
SIT AMET

LOREM IPSUM
SIT AMET

**LOREM IPSUM
SIT AMET**

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Title style upper
and lower case

The Poppins font can be used in many ways, giving greater emphasis to the words in bold. For titles and headlines, the font Poppins can be used as shown in the examples opposite. “Extra light” and “extra bold” styles can be combined in the same sentence or used individually.

one line lowercase + uppercase

Lorem ipsum **SIT AMET**
poppins extra light poppins extra bold

two lines lowercase + uppercase

Lorem ipsum
SIT AMET

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Yellow dot rules

A yellow dot is used at the end of a sentence, creating a distinctive, memorable style. Follow the rule on the right to increase the impact of the yellow dot, making it 20% bigger than the text size.

Use the yellow dot for main titles, headlines and promotional communications.

text 120 pt
yellow dot 20%
more than text point
20% of 120 = 24
120+24= 144

Lorem ipsum
sit amet.

text 80 pt
yellow dot 20%
more than text point
20% of 80 = 16
80+16= 96

Lorem ipsum
sit amet.

text 60 pt
yellow dot 20%
more than text point
20% of 60 = 12
60+12= 72

Lorem ipsum
sit amet.

text 40 pt
yellow dot 20%
more than text point
20% of 40 = 8
40+8= 48

Lorem ipsum
sit amet.

text 20 pt
yellow dot 20%
more than text point
20% of 20 = 4
20+4= 24

Lorem ipsum
sit amet.

text 20 pt- MINIM SIZE FOR YELLOW DOT USAGE
under this size use the dot the same color as the text

text 16 pt
yellow dot the same
point of the text

Lorem ipsum
sit amet.

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Yellow dot rules

A yellow dot is used at the end of a sentence, creating a distinctive, memorable style. Follow the rule on the right to increase the impact of the yellow dot, making it 100% bigger than the text size.

Use the yellow dot for main titles, headlines and promotional communications.

text 120 pt
yellow dot 100%
more than text point
100% of 120 = 120
120+120= 240

Lorem ipsum
sit amet.

text 80 pt
yellow dot 100%
more than text point
100% of 80 = 80
80+80= 160

Lorem ipsum
sit amet.

text 60 pt
yellow dot 100%
more than text point
100% of 60 = 60
60+60= 120

Lorem ipsum
sit amet.

text 40 pt
yellow dot 100%
more than text point
100% of 40 = 40
40+40= 80

Lorem ipsum
sit amet.

text 40 pt– MINIMUM SIZE FOR YELLOW DOT USAGE
under this size use the dot the same color as the text

text 16 pt
yellow dot the same
point of the text

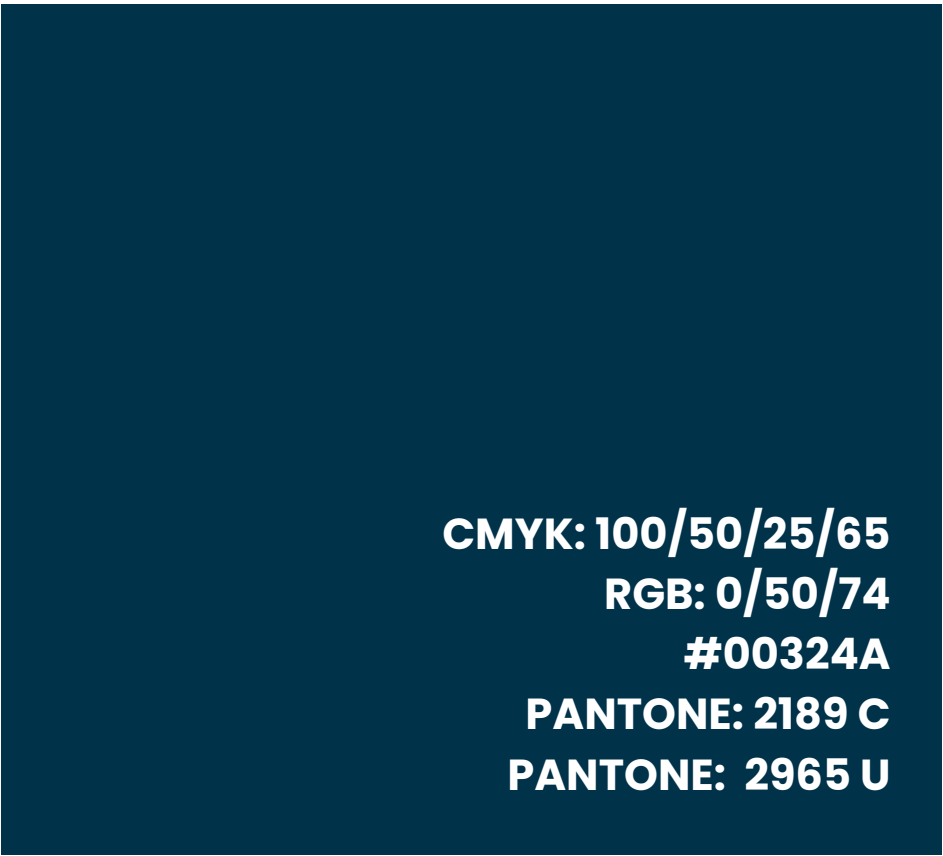
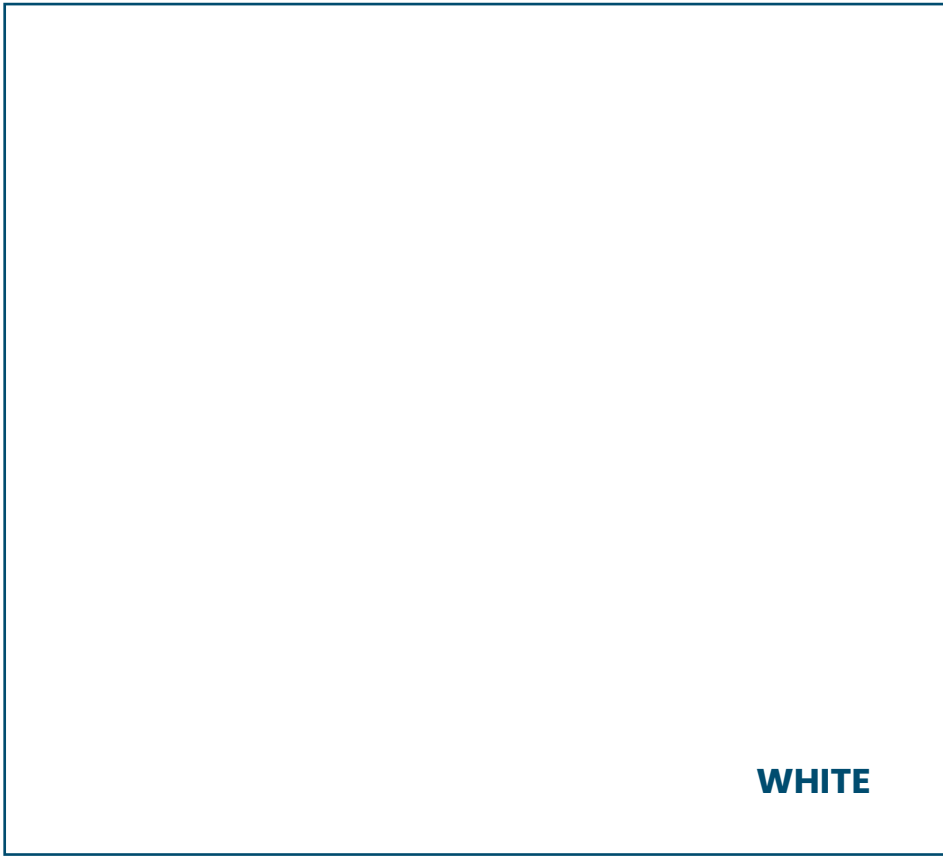
Lorem ipsum
sit amet.

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Title color rules

The titles change color depending on the background: white with yellow dot for dark backgrounds and photos, dark blue with yellow dot on bright backgrounds and photos.



4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Title style symbols
& punctuation

As with the yellow dot, the yellow font type can be used for all other punctuation marks.

The punctuation (apart from the dot, as seen previously), maintains the same dimension as the title's text.

Lorem ipsum
SIT AMET?

title = 80 pt

sign = 80 pt

Lorem ipsum
SIT AMET!

“Lorem ipsum
sit amet”

Lorem ipsum
sit amet➤

Lorem ipsum
sit amet⬅⬅

Lorem ipsum
sit amet...

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Yellow line rules

A yellow line can be used to give character to a layout, creating a distinctive style. It begins at the end of the title and extends to the right, justifying with the corresponding body text. Its height is the same as the font type’s underscore, its length must be justified to the body text. The yellow line can be used, in the same proportions indicated above, even vertically, to be placed beside titles and body texts.

The use of this editorial application is only allowed for Costa Cruises marketing projects.

sit amet

USE THE UNDESCORE FONTYPE with the same size as the last word of the sentence to define the height of the yellow line

use the function > Type>create outline to obtain a graphic rectangle that can be stretched at need or draw a yellow rectangle considering the height obtained with the underscore

USE THE UNDESCORE FONTYPE with the same size as the last word of the sentence to define the height of the yellow line and turn it 90° to obtain the vertical yellow line

use the function > Type>create outline to obtain a graphic rectangle that can be stretched at need or draw a yellow rectangle considering the width obtained with the underscore

Lorem sit amet

title = 80 pt

yellow line: has the same height of the fontype underscore

body copy = 22 pt

Lorem ipsum dolor sit amet,consectetuer adipiscing elit, sed diam nonummy nibh eu tincidunt ut laoreet dolore magna aliqu am erat volutpat.

use **ONE SPACE** of the fontype to define the distance between text and yellow line

Lorem sit amet.

Lorem ipsum dolor sit amet,consectetuer adipiscing elit, sed diam nonummy nibh eu tincidunt ut laoreet dolore magna aliqu am erat volutpat.

Lorem sit amet

title = 50 pt

yellow line: has the same height of the fontype underscore

body copy = 20 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu tincidunt ut laoreet dolore magna aliqu am erat volutpat.

use **ONE SPACE** of the fontype to define the distance between text and yellow line

Lorem sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu tincidunt ut laoreet dolore magna aliqu am erat volutpat.

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Examples

To create titles, headlines, super, and body text, use the typography style shown earlier, carefully balancing the use of uppercase, lowercase, and the proportion of the body text. Opposite are some examples on how to apply. The yellow vertical bar can be used as a separator, or as a way to join titles, texts, and numbers. The yellow dot can be used as bullet points.

The use of this text style application is only allowed for Costa Cruises marketing projects.

Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.

Lorem ipsum
sit amet.

Lorem dolor
sit amet

Lorem ipsum dolor sitamet,consectetuer
adipiscing elit, sed diam nonummy nibh
eu tincidunt ut laoreet dolore magna aliqu
am erat volutpat.

Lorem ipsum
sit amet.

Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet.

2 LOREM IPSUM
SIT AMET!

Lorem ipsum dolor sit amet,consectetuer
adipiscing elit, sed diam nonummy nibh eu
tincidunt ut laoreet dolore magna aliqu am
erat volutpat.

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.

Lorem ipsum
sit amet.

Lorem ipsum dolor sit amet XXX
Lorem ipsum dolor sit amet XXX
Lorem ipsum dolor sit amet XXX
Lorem ipsum dolor sit amet XXX
Lorem ipsum dolor sit amet XXX

4. COMMUNICATION TOOLS

4.1 TYPOGRAPHY STYLE

Examples

Examples of layout using the typography style.

Dubai, Abu Dhabi, Oman e Qatar.

pag. 44

Un viaggio alla ricerca di luoghi sospesi nel tempo, tra affascinanti città proiettate nel futuro e deserti che seducono e incantano.

Only with **COSTA**

- Guardare il panorama dal grattacielo più alto del mondo, il Burj Khalifa, a **Dubai**
- Ascoltare il silenzio del deserto a **Dhoha**
- Vedere il tramonto alle spalle della Gran Moschea dello Sceicco Zayed con i suoi magici riflessi bianchi e oro ad **Abu Dhabi**

Cosa **GUSTARE**.

- Datteri di Bateel a **Dubai**
- Maqbous a **Muscat**
- Majboos all'Al Manchab a **Dhoha**

LIBRI.

- Profumo di caffè e cardamomo di Badriya Al-Bishr
- Nei deserti di Sven Lindquist
- L'uomo di Dubai di Joseph O'Neil

PLAYLIST.

- One night in Dubai – Harash Helena
- Odyssee – Fard
- Layali Al Sharq – Al-Ahram Orchestra

FILM.

- Italiani di Giovanni Veronesi
- Sex and the city 2 di Michael Patrick King
- Fast and Furious 7 di James Wan

Qui non vieni mai per la prima volta, e quando te ne vai non lo fai mai per sempre
(Malek Haddad)

Il fascino della costa

KHASAB: VOLUPTAS IMUSTO VOLUPTATION PREHEND IATUM SANDEROVID MAGNATEMPORE

Voluptas imusto temque dolo voluptationprehend iatium quatur sinto mil milibus isum ea sum volesequam faciur?

atetur si volupidem. Cumque bea quiciunti it harum adit dolestia que volor am roerovidis di sed quibus pelenda estium quis etur? **Ehendam, sunt doloro dit plaut unturitem fuga.** comnis reperestion elit laut experfe natiisciit.

DURATA: 12 1/2 ORE CIRCA

Un'oasi di lusso e bellezza

DUBAI IERI, OGGI E DOMANI GRAND TOUR

Conosciuta per la sua ricchezza e modernità, Dubai conserva anche scorci storici legati al periodo precedente alla scoperta del petrolio nella regione e alle sue tradizioni: un appassionante **tour alla scoperta dei diversi volti dell'emirato di Dubai**.

DURATA: 12 1/2 ORE CIRCA

Qui non vieni mai per la prima volta, e quando te ne vai non lo fai mai per sempre
(Malek Haddad)

Notti arabe

ABU DABI: SAFARI NEL DESERTO E PERNOTTAMENTO IN UN ACCAMPAMENTO DI LUSO

Lontano dal rumore e dalle luci sfavillanti della città, vicino al **cuore del deserto** e all'incantevole luccichio delle stelle: questa **indimenticabile escursione notturna** da mille e una notte ci porterà a ripercorrere i sentieri della storia.

DURATA: 12 1/2 ORE CIRCA

Racconti d'Oriente

DOHA: ALLA SCOPERTA DI BELLEZZE ARCHITETTONICHE E CULTURALI SENZA TEMPO

Un tour alla scoperta delle bellezze culturali e architettoniche di Doha, **tra antico e moderno**, fino a immergersi nello splendore del patrimonio storico del Paese seguendo la trama di un racconto che, dalle origini del Qatar, giunge fino ai giorni nostri proponendo spaccati di vita quotidiana, tra luoghi culturali e souq: **un dialogo tra passato e contemporaneità**.

DURATA: 12 1/2 ORE CIRCA

NON VEDI L'ORA **DI PARTIRE?**

Ecco un veloce vademecum dei prossimi passi per la tua crociera

1 Quali sono le attività che posso prenotare sin da ora?

Vai su www.mycosta.com* per personalizzare ed arricchire da subito la tua vacanza: potrai farlo con escursioni, esperienze culinarie gourmet, ingressi spa, trattamenti, sorprese per compleanni e anniversari.

*Se mancano più di 72 ore alla tua partenza

2 | Fai il check-in online e ricevi i documenti di imbarco.

La tua vacanza inizia con un check-in online: potrai accedervi a partire da 72 ore prima della partenza, sul sito www.mycosta.com. Il check-in è personale, e include la compilazione di una autocertificazione sullo stato di salute. Riceverai così tutti i documenti di imbarco ed un orario dedicato per presentarti al terminal.

Per evitare assembramenti, ti raccomandiamo di essere puntuale.

3 Smart cruise: Porta il tuo smartphone sempre con te **e preparati ad una vacanza digitale!**

HAI SCARICATO LA COSTA APP?

Una volta in nave, potrai utilizzarla gratuitamente con la rete di bordo senza bisogno di acquistare un pacchetto internet. Durante la tua crociera, la Costa App ti permetterà di avere a portata di smartphone tutte le informazioni utili, tra cui il programma del giorno ("Oggi a bordo"), la prenotazione delle escursioni, la mappa digitale della nave e il conto con le tue spese in tempo reale.

Il tuo smartphone inoltre sarà lo strumento perfetto per consultare i menù e le brochure di bordo, tramite la semplice scansione dei QR code che troverai nelle diverse aree.

Preparati a partire:

RICORDA: TUTTE LE NUOVE ABITUDINI DI TERRA SARANNO VALIDE ANCHE A BORDO

- Porta la mascherina sempre con te e indossala al terminal, nelle aree pubbliche al chiuso e dove non è possibile rispettare il distanziamento sociale.
Falla indossare anche ai bambini se hanno più di sei anni.
- Lavati spesso le mani oppure usa i dispenser di gel igienizzante che trovi nelle diverse aree della nave.
- Per il tuo comfort, ti suggeriamo di portare con te un flaconcino tascabile di gel da utilizzare, magari, durante la discesa a terra.
- Una chiara e semplice segnaletica ti guiderà al terminal ed in nave, insieme alle indicazioni del nostro personale.



Booking Printable Example

4. COMMUNICATION TOOLS**4.1 TYPOGRAPHY STYLE****Don'ts**

1| Never use two dots or two punctuation marks in the same sentence, title or headline.

2 | Never create a title with two font colors.

3 | Never use yellow punctuation within body text.

It is allowed to use only one yellow punctuation mark per sentence, title or headline.

x **LOREM IPSUM.**
SIT AMET.

x Lorem ipsum.
SIT AMET!

x **Lorem, dolor**
sit amet!..

Lorem ipsum dolor sitamet,consectetuer
adipiscing elit, sed diam nonummy nibh
eu tincidunt ut laoreet! dolore magna
alqu am erat volutpat.

x Lorem ipsum.
Sit amet.

x **Lorem ipsum?**
Sit. Amet!

x **Lorem, dolor**
sit amet!..

Lorem ipsum dolor sitamet,consectetuer
adipiscing elit, sed diam nonummy nibh
eu tincidunt ut laoreet! dolore magna
alqu am erat volutpat.



4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 **VERTICAL BAR**

4.3 UNDERLINE

4.4 FORMAT BOX

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.2 VERTICAL BAR

Rules

The vertical bar is used to subdivide more information. Three different information proposed in an horizontal way are divided by 2 vertical bars.

If more information is present, the vertical bar will become horizontal and justified with the length of the text.

The vertical bar can be of the same color of the texts (when texts are in negative, the vertical bar will be in negative too: white text and white vertical bar on a colored background).

In these cases the vertical bar is used in poppins light and in the same pt. of the text.

The vertical bar can be found on the computer’s keyboard above the “slash” button and it is activated pressing the shift key.

INFO ONE

|

2

type poppins extra bold

vertical bar poppins medium

type poppins extra bold

INFO ONE

|

2

|

info three

type poppins extra bold

vertical bar poppins medium

type poppins extra bold

vertical bar poppins medium

type poppins light

INFO ONE

|

2

|

info three

INFORMATION NUMBER FOUR

4. COMMUNICATION TOOLS

4.2 VERTICAL BAR

Colors

The vertical bar can be used with the same color of the information that it graphically separates, or it can be used yellow.

Text and vertical bar can be used with the colors presented in the palette, always ensuring maximum visibility and that the rules illustrated earlier are followed.

yellow vertical bar

INFO ONE | INFO TWO

INFO ONE | INFO TWO

INFO ONE | INFO TWO

vertical bar: the same color of the text

INFO ONE | INFO TWO

INFO ONE | INFO TWO

INFO ONE | INFO TWO

INFO ONE | INFO TWO

INFO ONE | INFO TWO

INFO ONE | INFO TWO

4. COMMUNICATION TOOLS

4.2 VERTICAL BAR

Examples

Examples of how to use the vertical bar for the signs on board.





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 **UNDERLINE**

4.4 FORMAT BOX

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.3 UNDERLINE

Rules

The underline's height is $\frac{1}{4}$ of the title's height.
It is positioned under the title at a distance equal to its height.

X
X
X
X
X
X
Lorem ipsum

X
X
X
X
X
X
X
LOREM IPSUM

X
X
X
X
X
X
X
Lorem ipsum

X
X
X
X
X
X
X
LOREM IPSUM

4. COMMUNICATION TOOLS

4.3 UNDERLINE

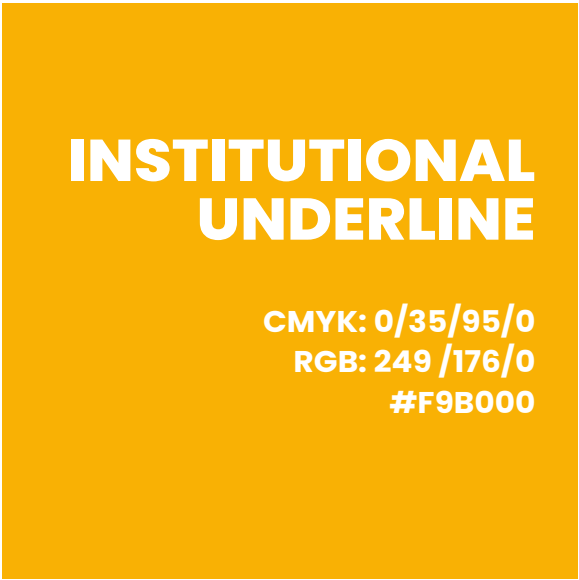
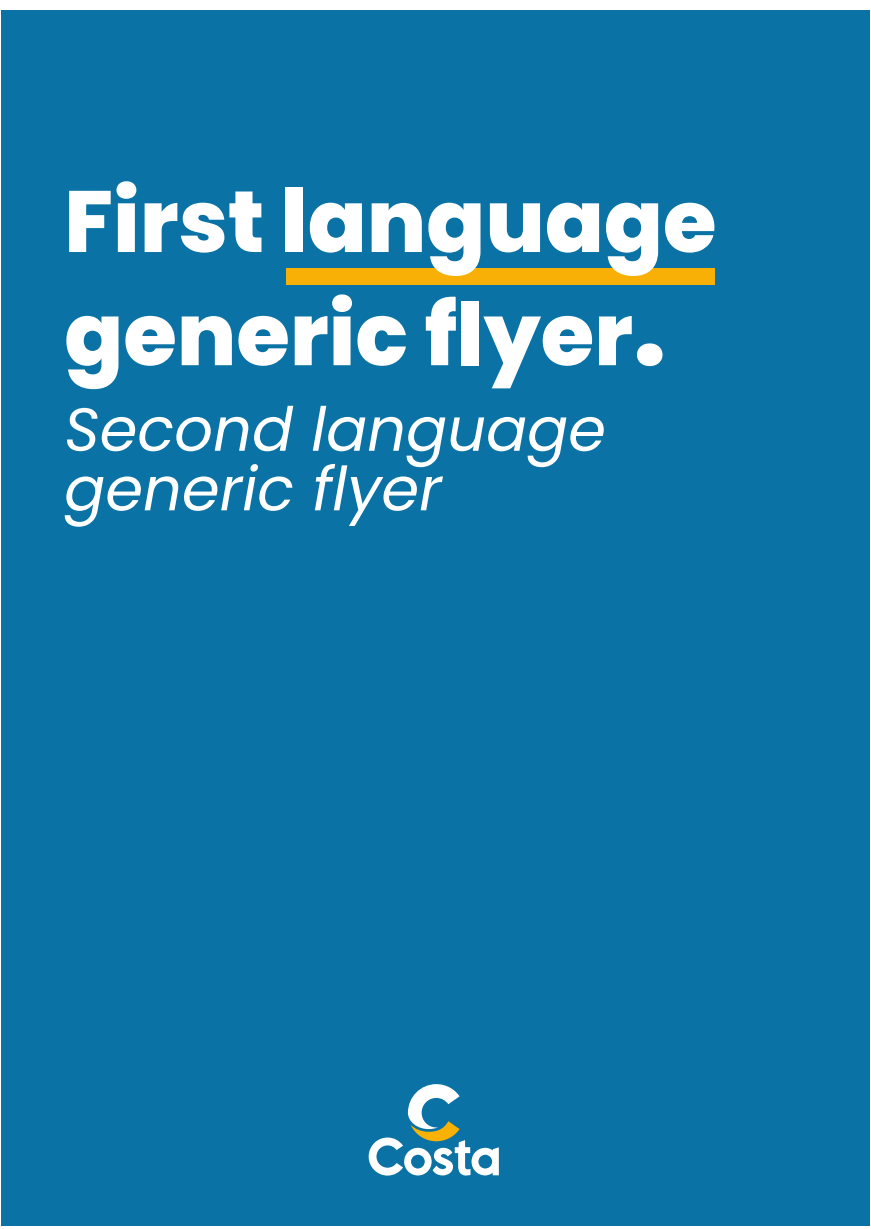
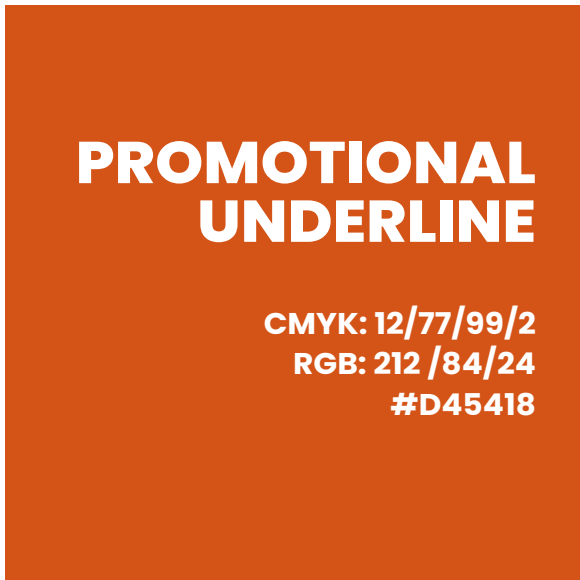
Colors

The underline is used to emphasise several words or sentences, call to action and promotions.

The yellow underline is to be used to emphasise non promotional words or sentences.

The orange underline is to be used for CTA and promotions linked to special occasions, both on printed and online material.

Never use the yellow dot with the underline. The dot must be the same color of the text.



4. COMMUNICATION TOOLS**4.3 UNDERLINE****Destinations colors**

The underline can be colored (using the destination's colors) both in promotional and non promotional material that deal with the theme of destination (catalogue, web destination, leaflets dedicated to destinations).

MEDITERRANEO.

CMYK: 82/32/14/0

GRANDI CROCIERE.

CMYK: 70/35/35/0

CARAIBI E SUD AMERICA.

CMYK: 60/20/15/0

NORD EUROPA.

CMYK: 48/5/74/0

**ABU DABI
OMAN
QATAR**

CMYK: 12/31/65/0

ORIENTE.

CMYK: 07/71/51/0

SUD AMERICA.

CMYK: 16/58/80/0

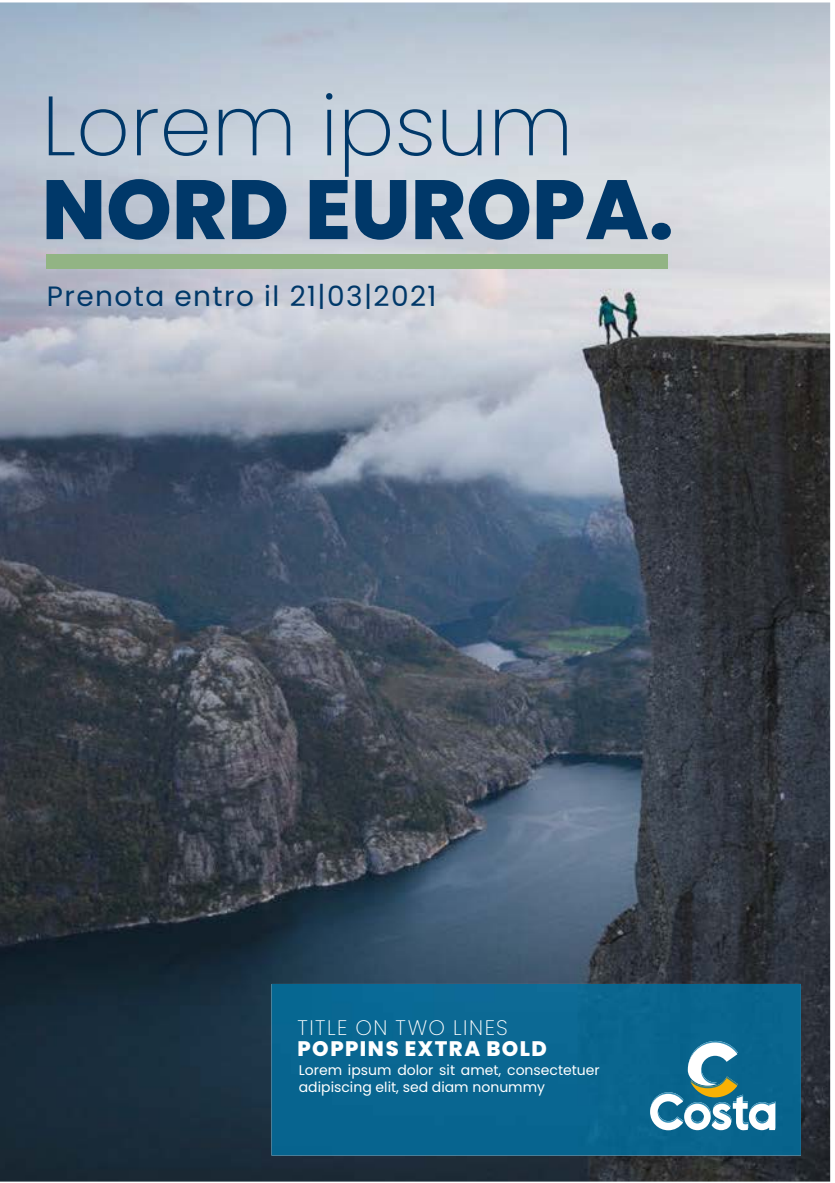
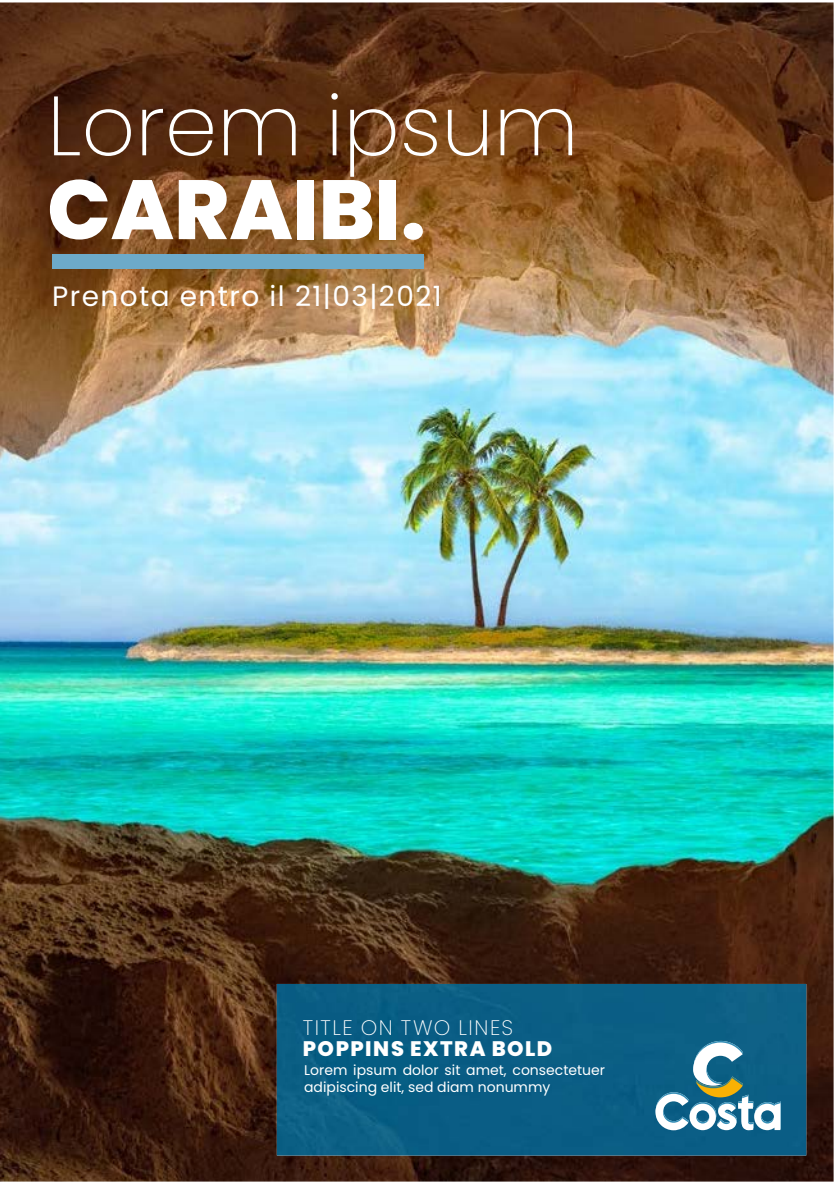
MEDITERRANEO.**GRANDI CROCIERE.****CARAIBI E SUD AMERICA.****NORD EUROPA.****ABU DHABI OMAN QATAR.****ORIENTE.****SUD AMERICA.**

4. COMMUNICATION TOOLS

4.3 UNDERLINE

Destinations
examples

Examples of how to apply the underline of the destinations.



4. COMMUNICATION TOOLS

4.3 UNDERLINE

Don’ts

- 1 | Do not color the title of the same color as the destination’s underline
- 2 | Do not modify the dimension of the underline
- 3 | Do not separate the title from the underline too much
- 4 | Do not skew the underline
- 5 | Do not underline with different colors
- 6 | Do not divide the underline
- 7 | Do not use the underline for more than one main title in a single layout
- 8 | Do not use together underline and yellow line
- 9 | do not use the yellow underline or the yellow line to subdivide the layout, without it being associated with the text, following the examples given above in this guideline





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

UNI vertical
Logo on bottom

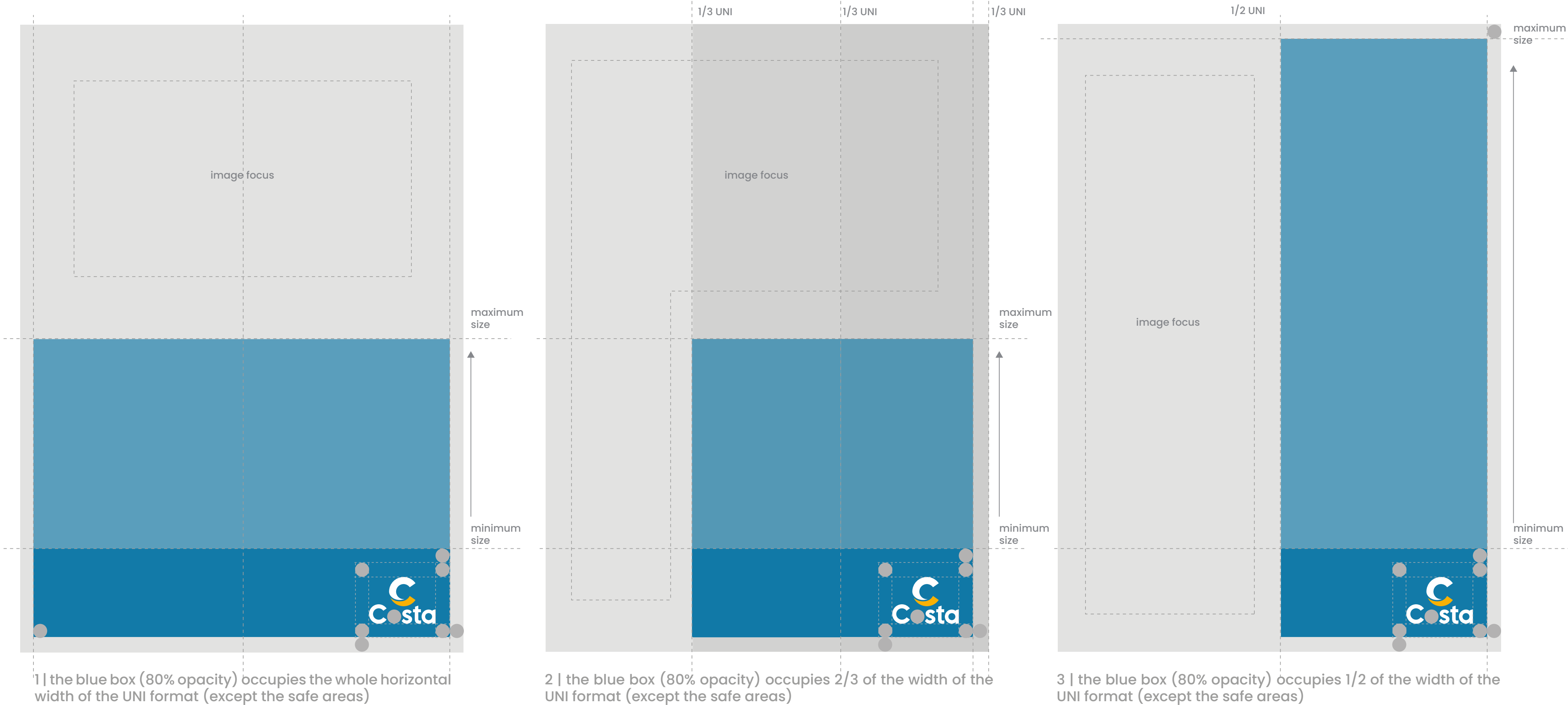
The communication format is characterised by a blue box which has 3 possible developments depending on the content needs and on the focus of the image included in the communication.

1| the box occupies the whole horizontal width of the UNI format (except the safe areas)

2| the box occupies 2/3 of the width of the UNI format (except the safe areas)

3| the box occupies 1/3 of the width of the UNI format (except the safe areas)

The color of the box is Costa blue with 80% opacity.



4. COMMUNICATION TOOLS

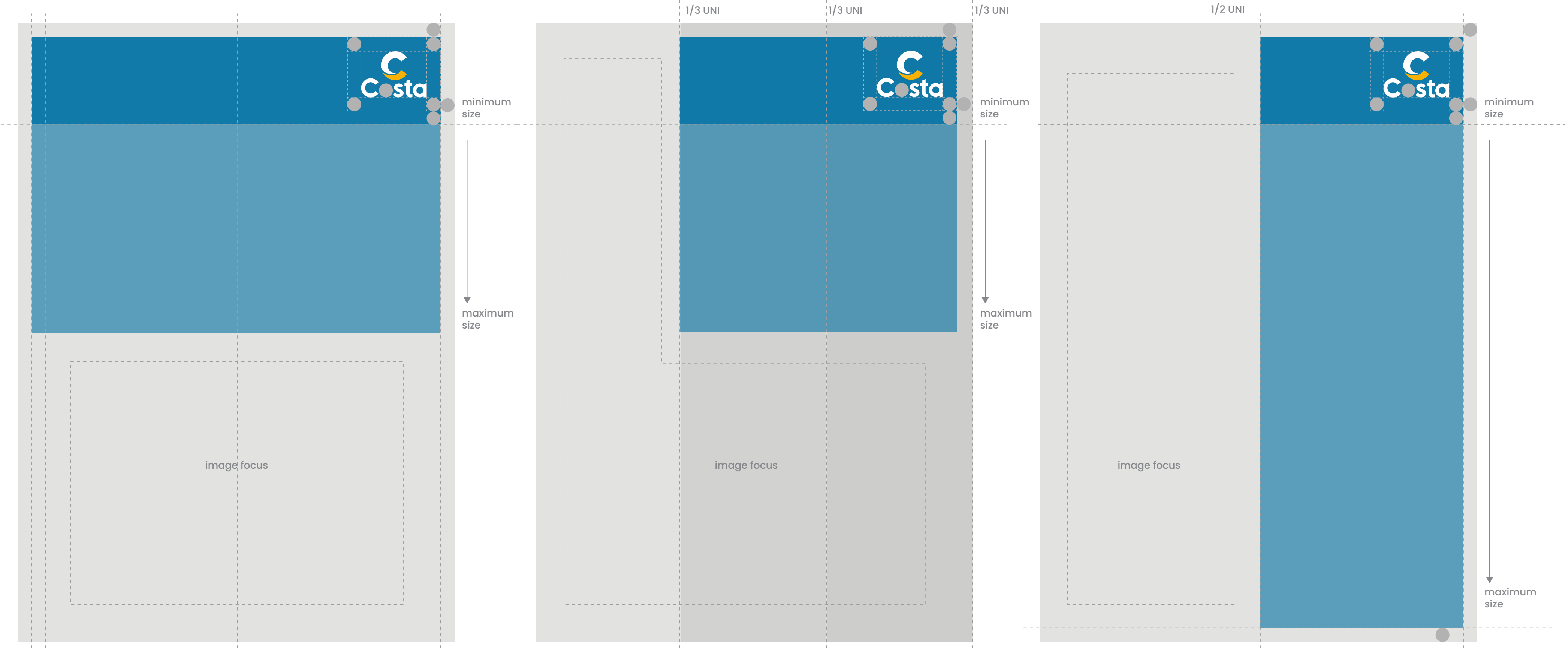
4.4 BLU BOX FORMAT

UNI vertical
Logo on top

This format follows the same rules of the precedent slide.

It is used in a privileged way on materials that, from the land, must propose logo and communication at eye level.

The color of the box is Costa blue with 80% opacity.



4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

UNI horizontal
Logo on bottom

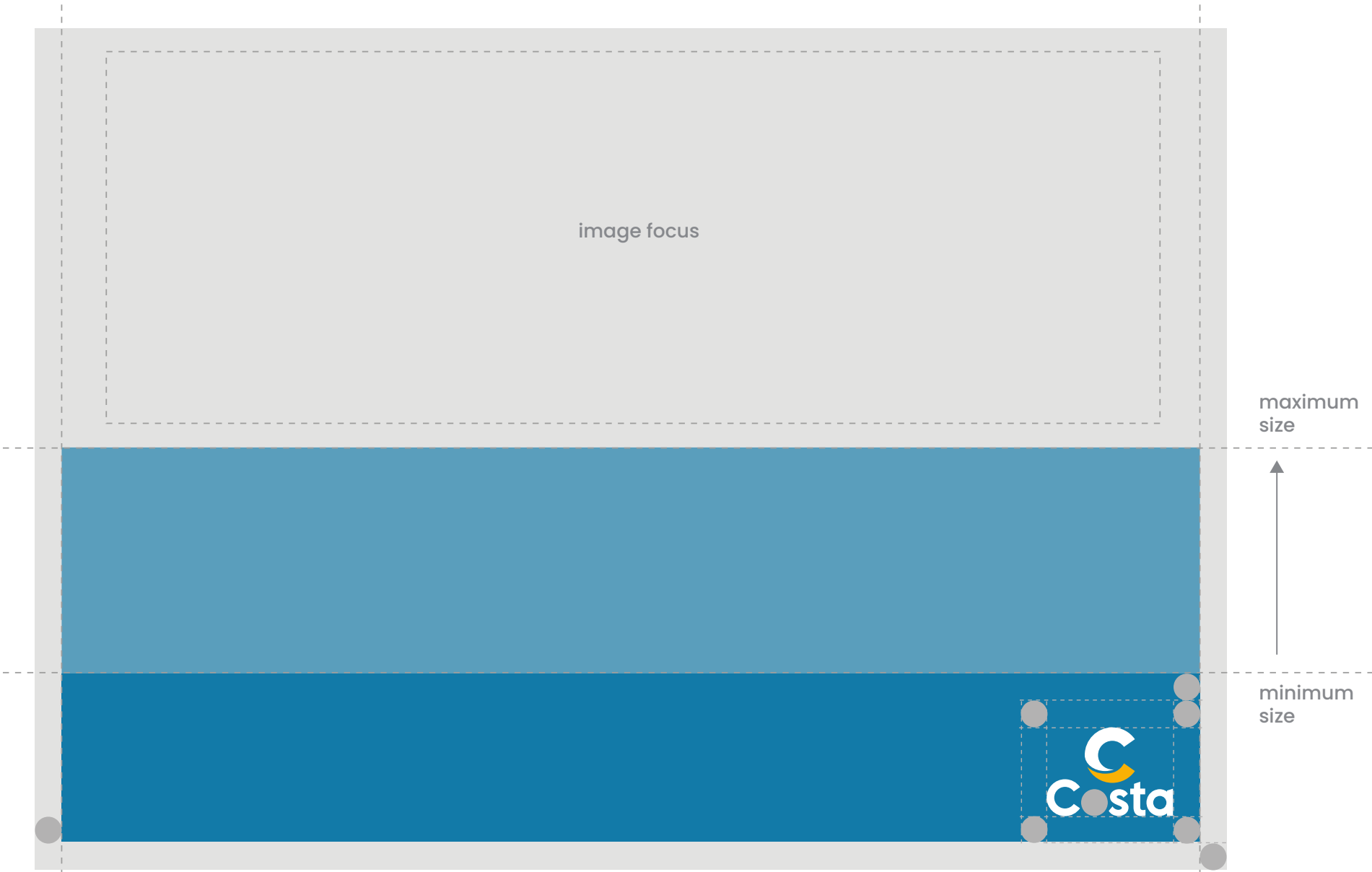
The format box has 3 possible developments depending on the content needs and on the focus of the image included in the communication.

1 | the box occupies the whole horizontal width of the UNI format (except the safe areas)

2 | the box occupies 2/3 of the width of the UNI format (except the safe areas)

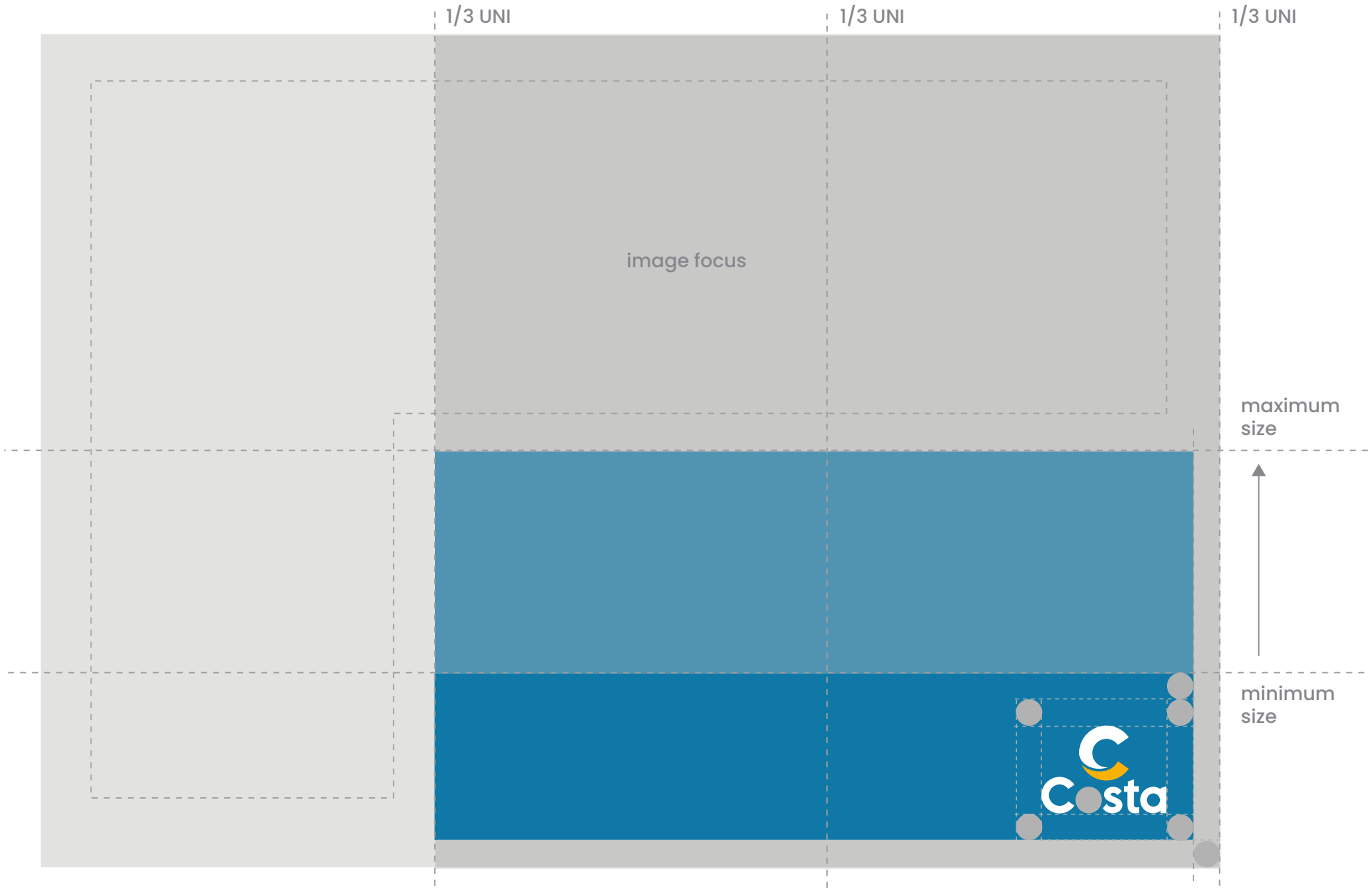
3 | the box occupies 1/3 of the width of the UNI format (except the safe areas)

The color of the box is Costa blue with 80% opacity.

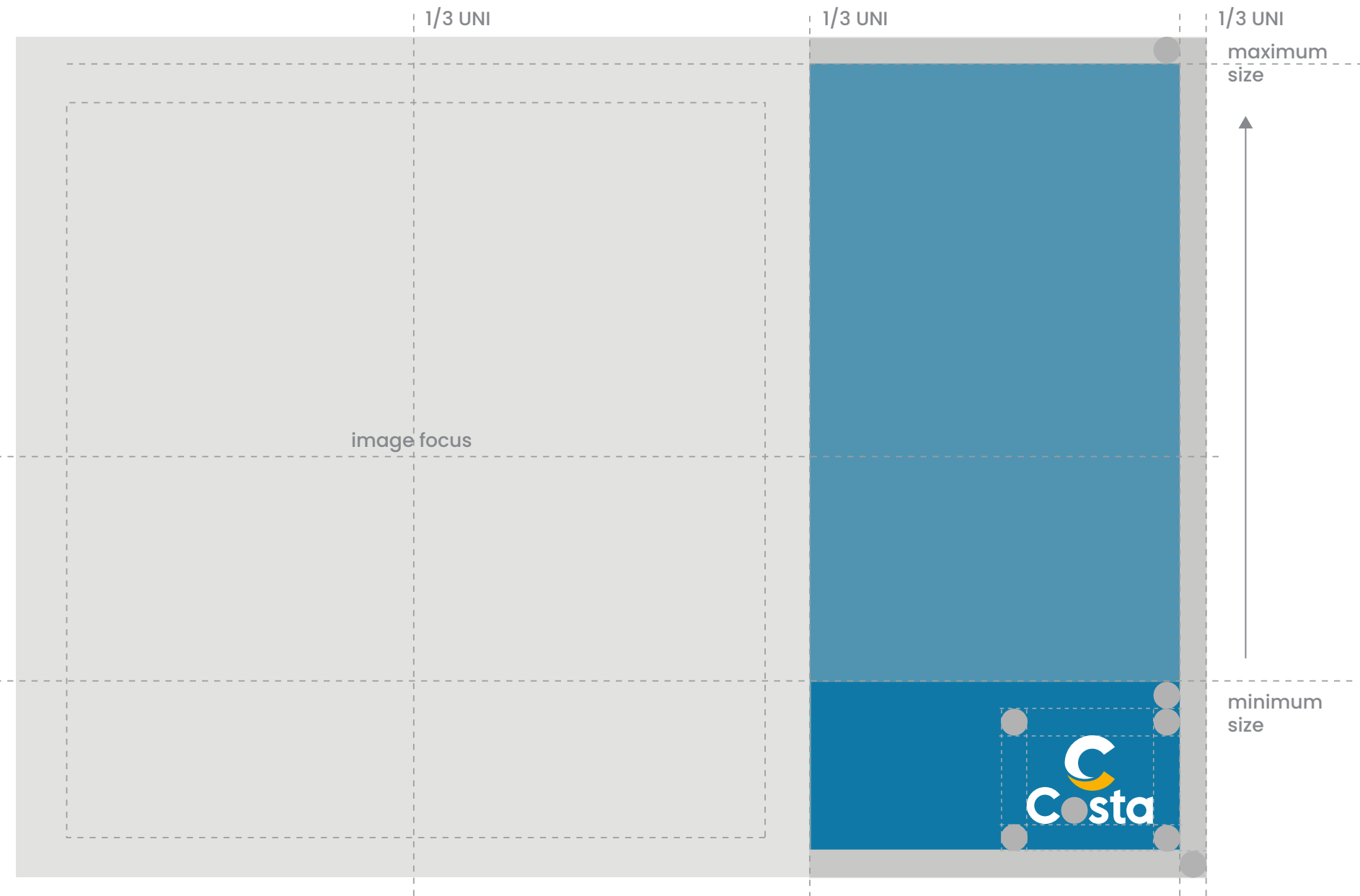


1 | the box occupies the whole horizontal width of the UNI format (except the safe areas)

2 | the box occupies 2/3 of the width of the UNI format (except the safe areas)



3 | the box occupies 1/3 of the width of the UNI format (except the safe areas)



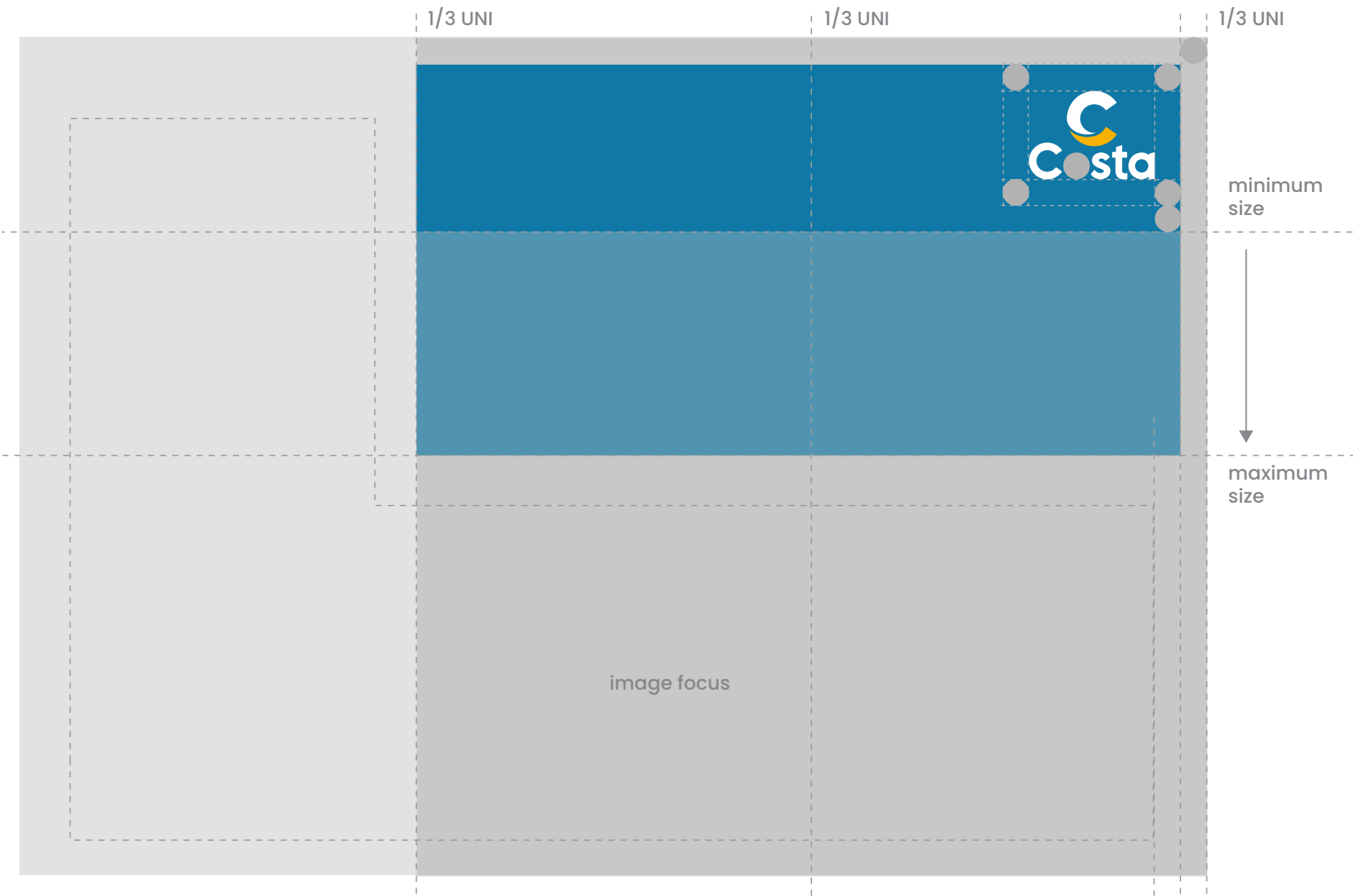
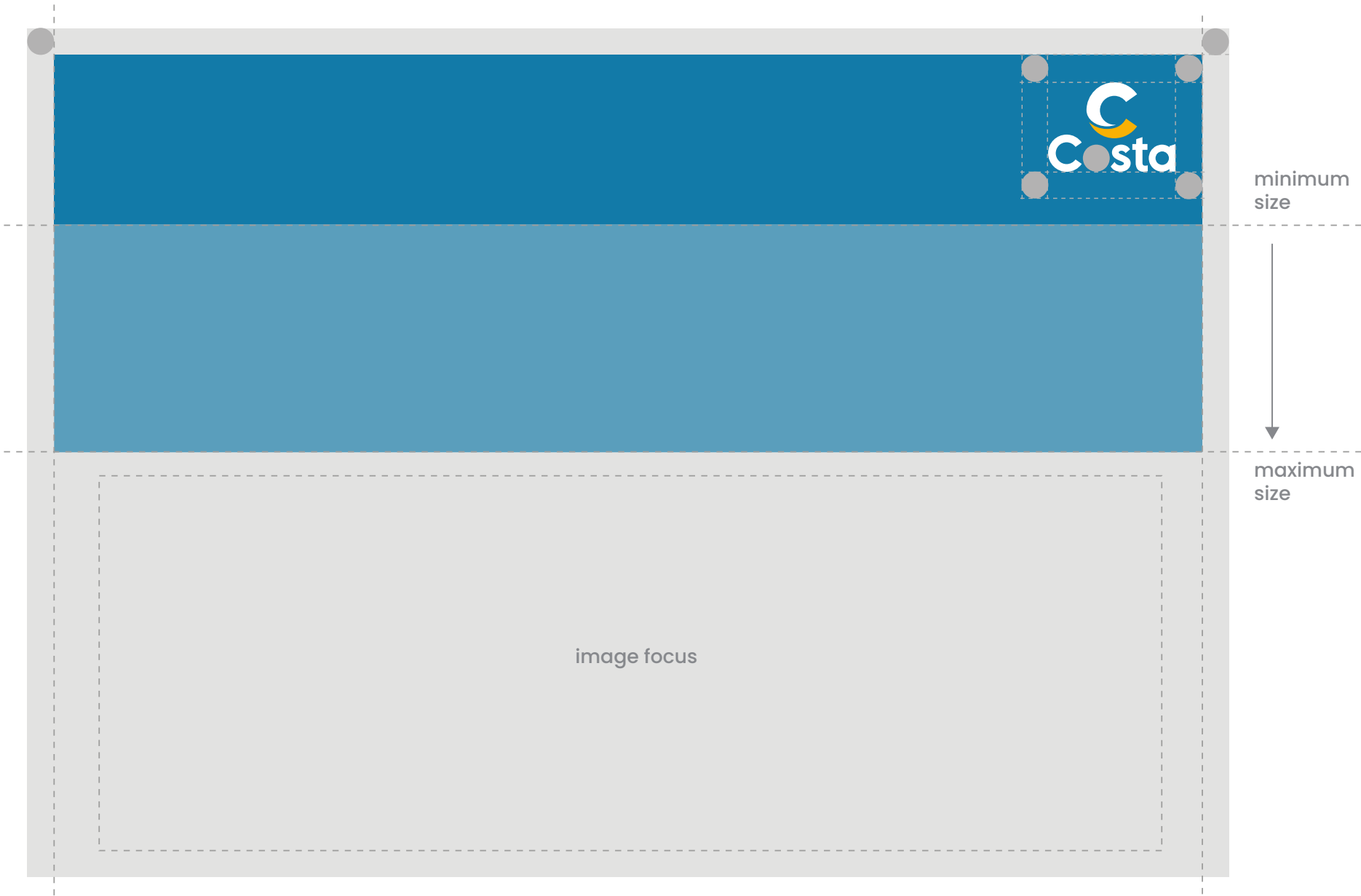
4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

UNI horizontal
Logo on top

This format follows the same rules of the precedent slide. It is used in a privileged way on materials that, from the land, must propose logo and communication at eye level.

The color of the box is Costa blue with 80% opacity.



4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

Blu box components

The layout format containing informative or promotional content is developed according to the principles of clarity and minimalism.

The maps are displayed with the identification of the landmass in dark blue, the routes are drawn with a light white line, and the stopovers are identified by a dot.

Each stopover which also corresponds to a port of embarkation must be displayed with a yellow dot.

The price must be indicated in yellow.

CMYK: 92/42/16/7
RGB: 0/113/163
#0071A3
PANTONE: 7690 C
PANTONE: 307 U

CMYK: 100/50/25/65
RGB: 0/50/74
#00324A
PANTONE: 2189 C
PANTONE: 2965 U

CMYK: 0/35/95/0
RGB: 249 /176/0
#F9B000
PANTONE: 143 C
PANTONE: 3514 U

BOX
BLU COSTA
80% TRANSPARENCY

MAP
BLU 92/42/16/77
70% TRANSPARENCY

PRICE
YELLOW

TITLE ON TWO
POPPINS EXTRA BOLD

SHIP NAME	DATE
days and starting place	

ONE LINE **POPPINS**

SHIP NAME	DATE
days and starting place	



A PARTIRE DA

€**00,00**

per persona | all inclusive

4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

Blu box components

The layout format containing informative or promotional content is developed according to the principles of clarity and minimalism.

Alongside are indicated the styles and points of the texts to use in the layout.

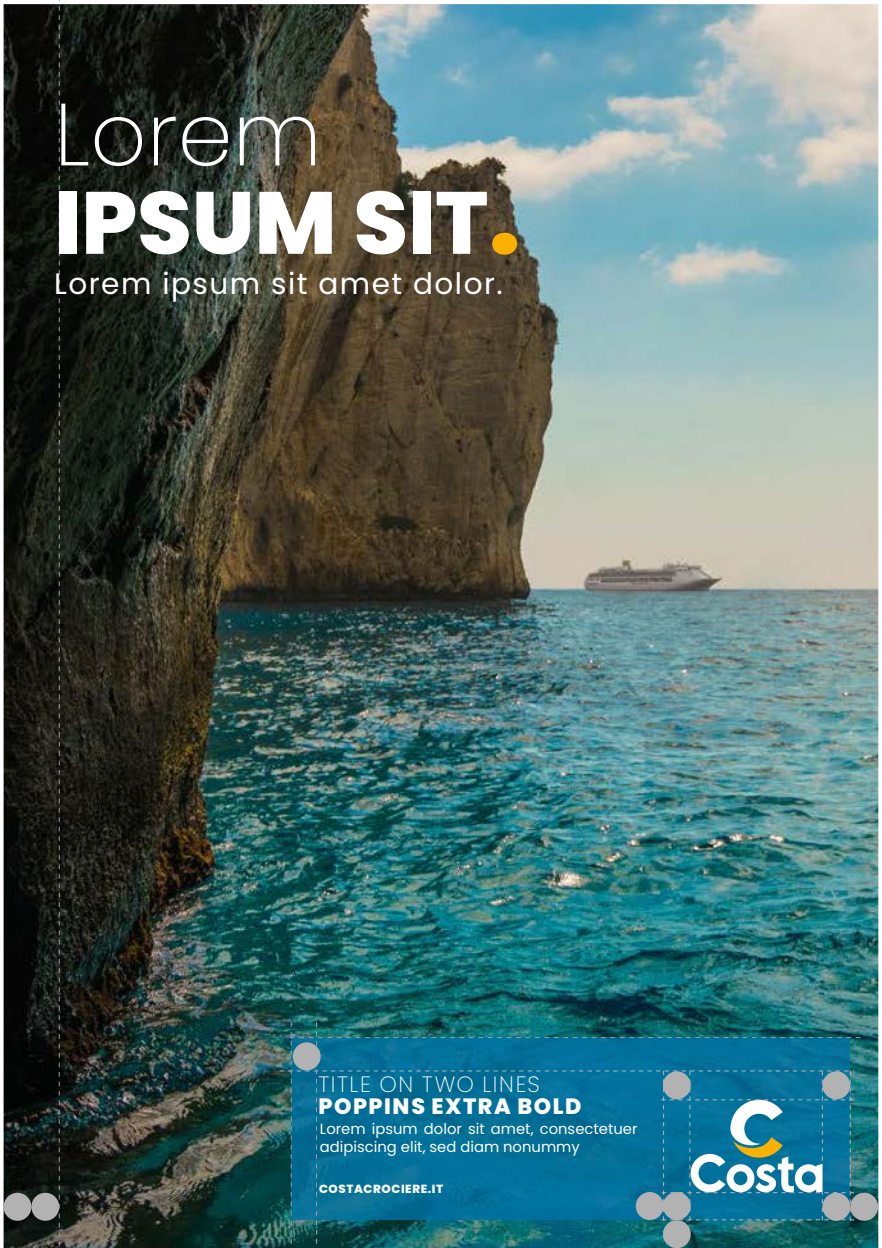


4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

Marketing materials examples

Layout examples of blu box, components and title.



4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

Marketing materials examples

Layout examples of blu box, components and title.

Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.

**TITLE ON TWO LINES
POPPINS EXTRA BOLD**
SHIP NAME DATE
days and starting place
COSTACROCIERE.IT

**A PARTIRE DA
€00,00**
per persona | all inclusive
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.


**A PARTIRE DA
€00,00**
per persona | all inclusive
COSTACROCIERE.IT

**TITLE ON TWO LINES
POPPINS EXTRA BOLD**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.

**TITLE ON TWO LINES
POPPINS EXTRA BOLD**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
**A PARTIRE DA
€00,00**
per persona | all inclusive
Lorem ipsum dolor sit amet, consectetur adipiscing elit,consectetur adipiscing elit.



Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.

ON LINE TITLE POPPINS EXTRA BOLD
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat amet, consectetur adipiscing elit, sed diam nonummy nibhvolutpat.



Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.

**TITLE ON TWO LINES
POPPINS EXTRA BOLD**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Lorem
 IPSUM SIT!
 Lorem ipsum sit amet dolor.

**TITLE ON TWO LINES
POPPINS EXTRA BOLD**
Lorem ipsum dolor sit amet, consectetur adipiscing elit,consectetur adipiscing elit.



75

4. COMMUNICATION TOOLS

4.4 BLU BOX FORMAT

Don’ts

- 1 | Do not modify the box and title’s shape and dimensions
- 2 | Do not move the logo inside the box
- 3| Do not use two yellow dots in the same sentence
- 4| Do not highlight the price differently from what indicated
- 4| Do not enlarge the box
- 5 | Do not use the title across edges of the box
- 6| Do not move the logo outside the box





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.5 TABLES & FORMAT FOR ADDICTIONAL TEXT

Double entry table

Use the layouts opposite for double entry tables. If the topic you want to focus more attention on is vertical, use the template with the yellow lines vertically. If the main topic is horizontal, use the yellow lines horizontally.

To improve the readability of the table, use the color at 20% opacity alternating rows and columns or use multiply color depending on the color of the layout.

type poppins extra bold

type poppins medium italic

	ITA lorem est ENG lorem est	ITA lorem est ENG lorem est	ITA lorem est ENG lorem est
X		OPACITY 20% or multiply depending on the color background	
X			
X			
X			
X			
X			
X			

	X	X	X
ITA lorem est ENG lorem est		OPACITY 20% or multiply depending on the color background	
ITA lorem est ENG lorem est			
ITA lorem est ENG lorem est			
ITA lorem est ENG lorem est			
ITA lorem est ENG lorem est			
ITA lorem est ENG lorem est			
ITA lorem est ENG lorem est			

4. COMMUNICATION TOOLS

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

Vertical table

Use the layouts opposite for single vertical entry tables

type poppins extra bold Ita text lorem ipsum Eng text lorem ipsum	type poppins extra bold type poppins medium italic Ita text lorem ipsum Eng text lorem ipsum
Text or N.	Text or N.

type poppins extra bold Ita text lorem ipsum Eng text lorem ipsum	type poppins extra bold type poppins medium italic Ita text lorem ipsum Eng text lorem ipsum
Text or N.	Text or N.

Ita text lorem ipsum Eng text lorem ipsum	Ita text lorem ipsum Eng text lorem ipsum	Ita text lorem ipsum Eng text lorem ipsum
Text or N.	Text or N.	Text or N.

Ita text lorem ipsum Eng text lorem ipsum	Ita text lorem ipsum Eng text lorem ipsum	Ita text lorem ipsum Eng text lorem ipsum
Text or N.	Text or N.	Text or N.

4. COMMUNICATION TOOLS

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

Example layout

When there is a need to include a lot of content in commercial communications, it is possible to extend the blue box by following the examples on the side.



4. COMMUNICATION TOOLS

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

Example layout

When there is a need to include a lot of content in commercial communications, it is possible to extend the blue box by following the examples on the side.





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 **C SYMBOL**

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.6 C SYMBOL

C symbol

The colored symbol can be used separate from the wordmark exclusively for on-board communication.

The use of the symbol is allowed for off-board communication, but always associated with the Costa logo positioned on the same support medium.

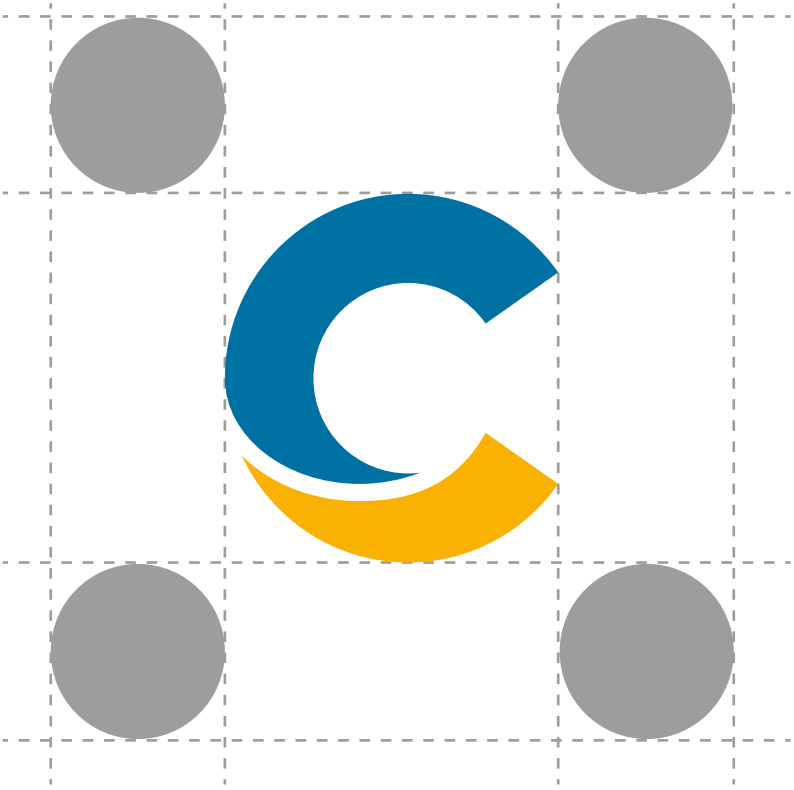


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Respect area

The safe area of the symbol is obtained in the same way than the Costa logo, considering the O of the wordmark as the safe distance.

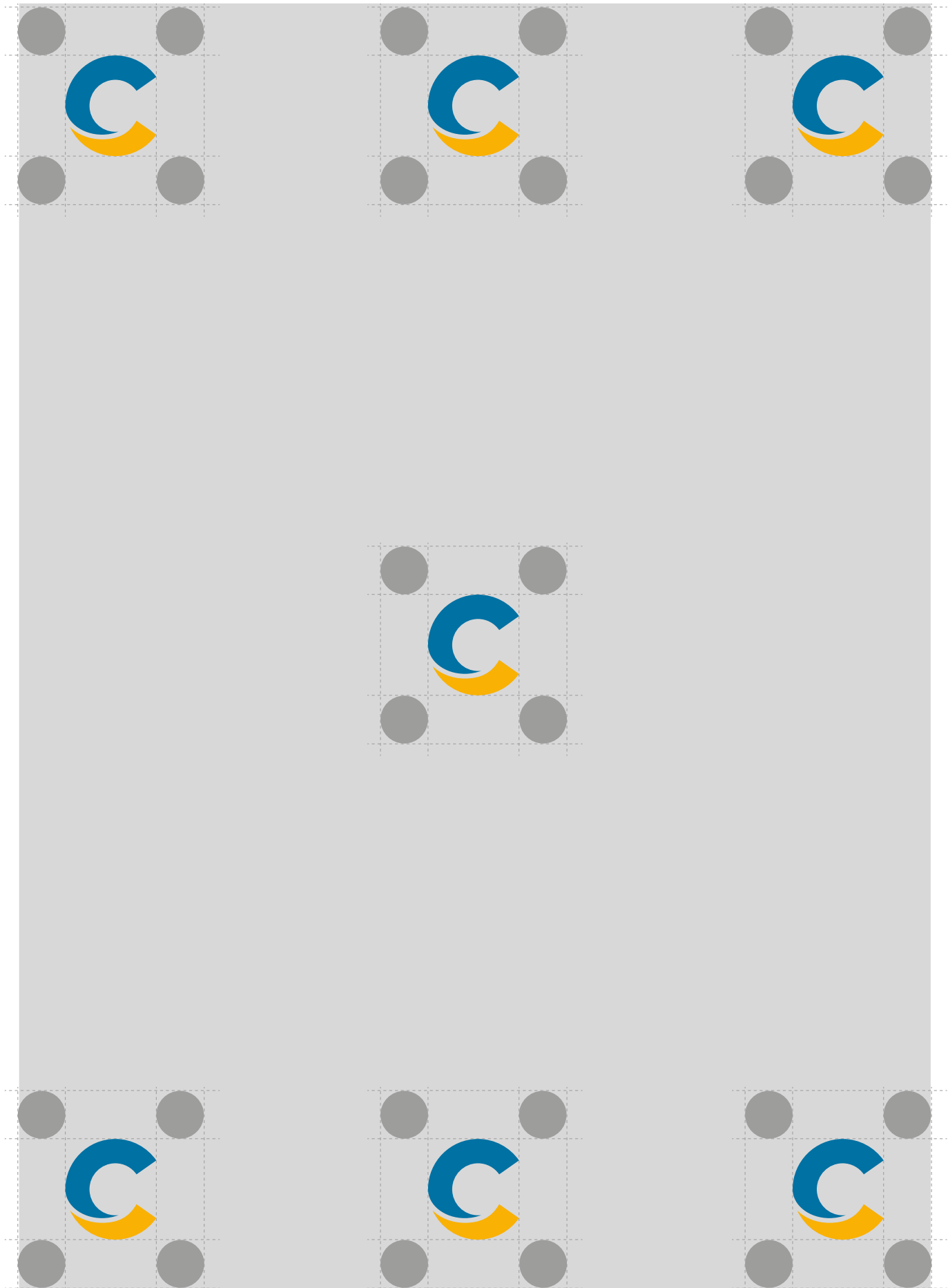


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Reduction & Position
UNI vertical

The symbol is positioned inside a UNI vertical format, following the same rules of the logo but with a proportional reduction of 90%.

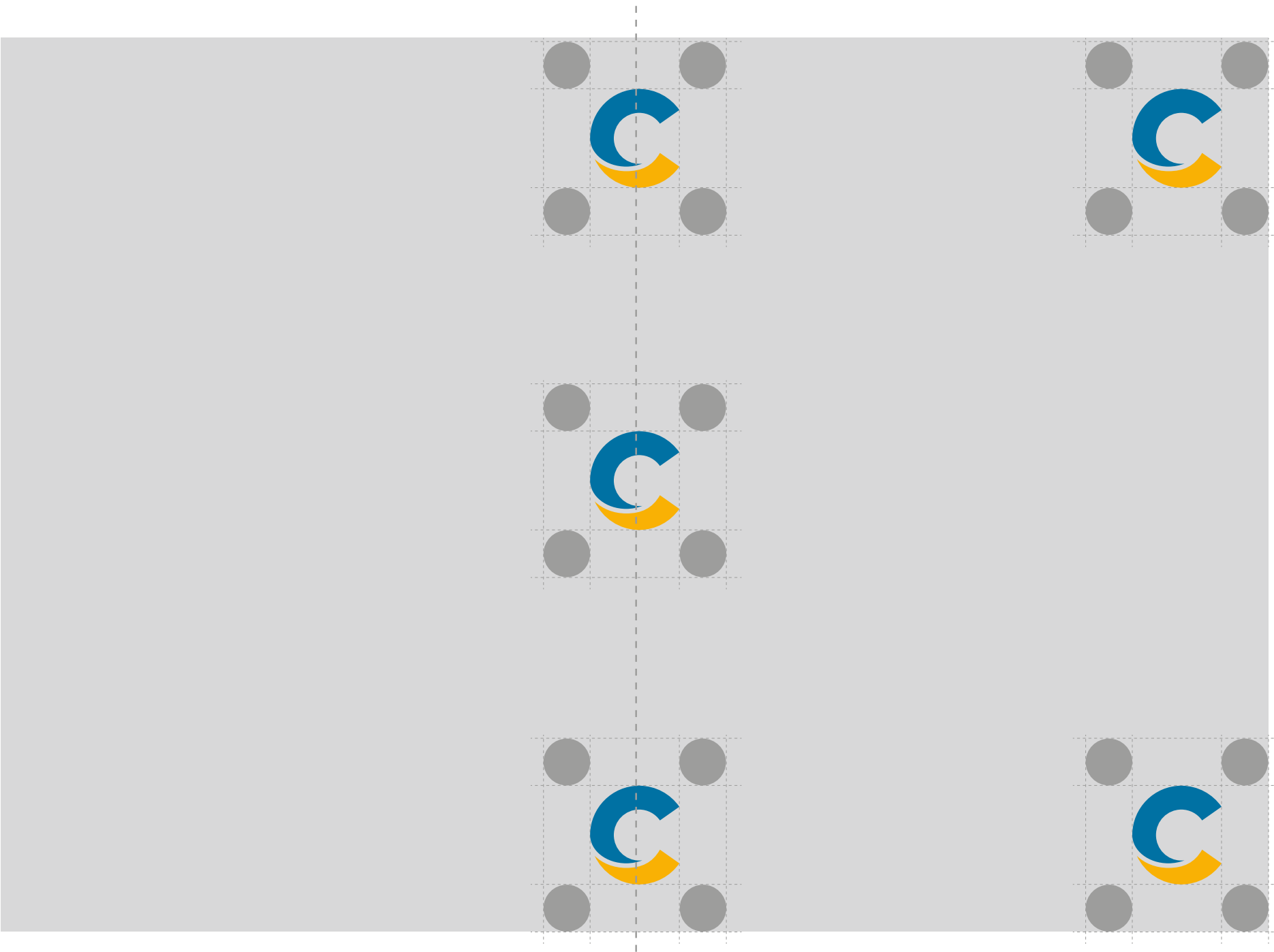
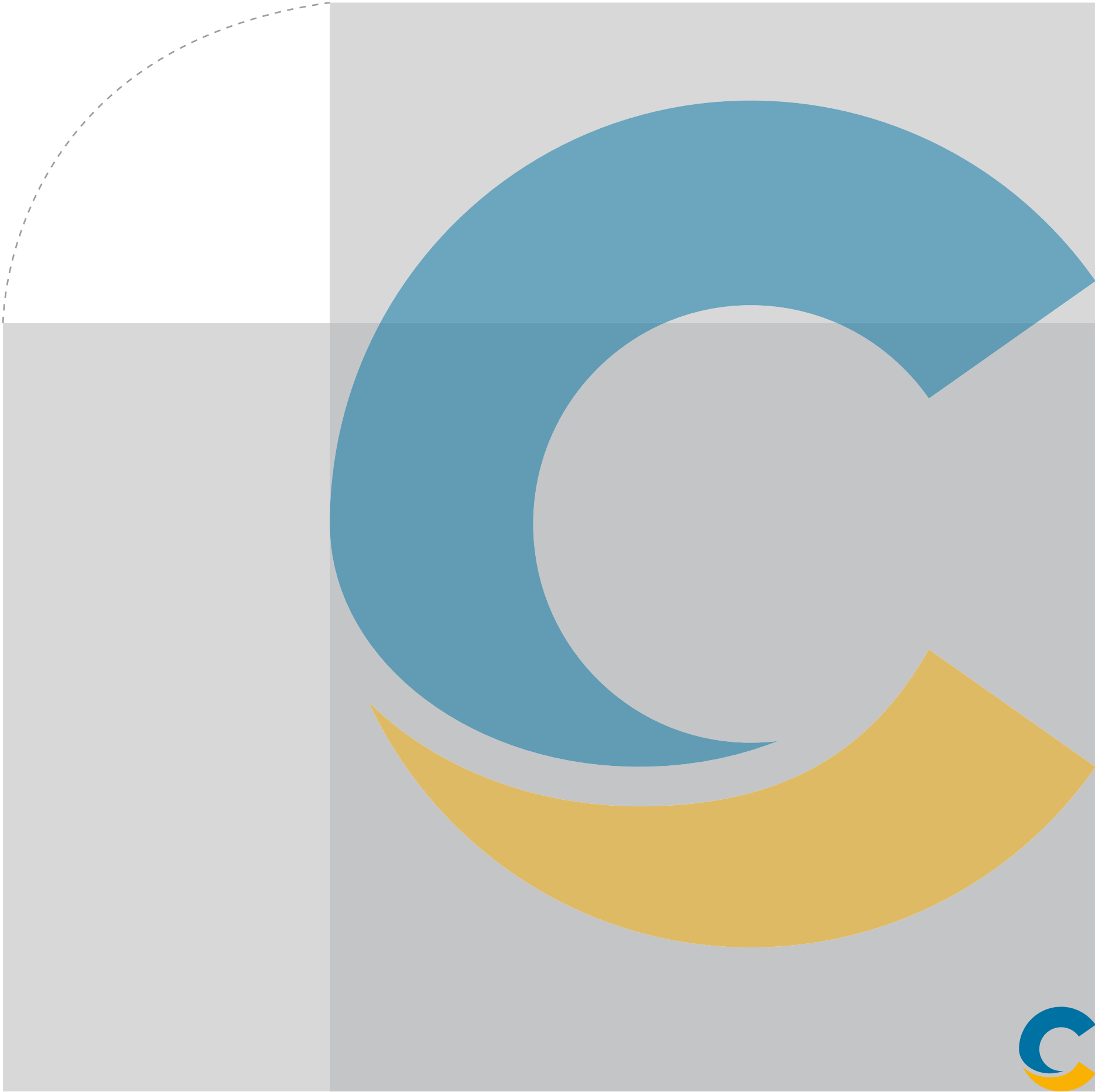


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Reduction & Position
UNI horizontal

The symbol is positioned inside a UNI horizontal format, following the same rules of the logo but with a proportional reduction of 90%.

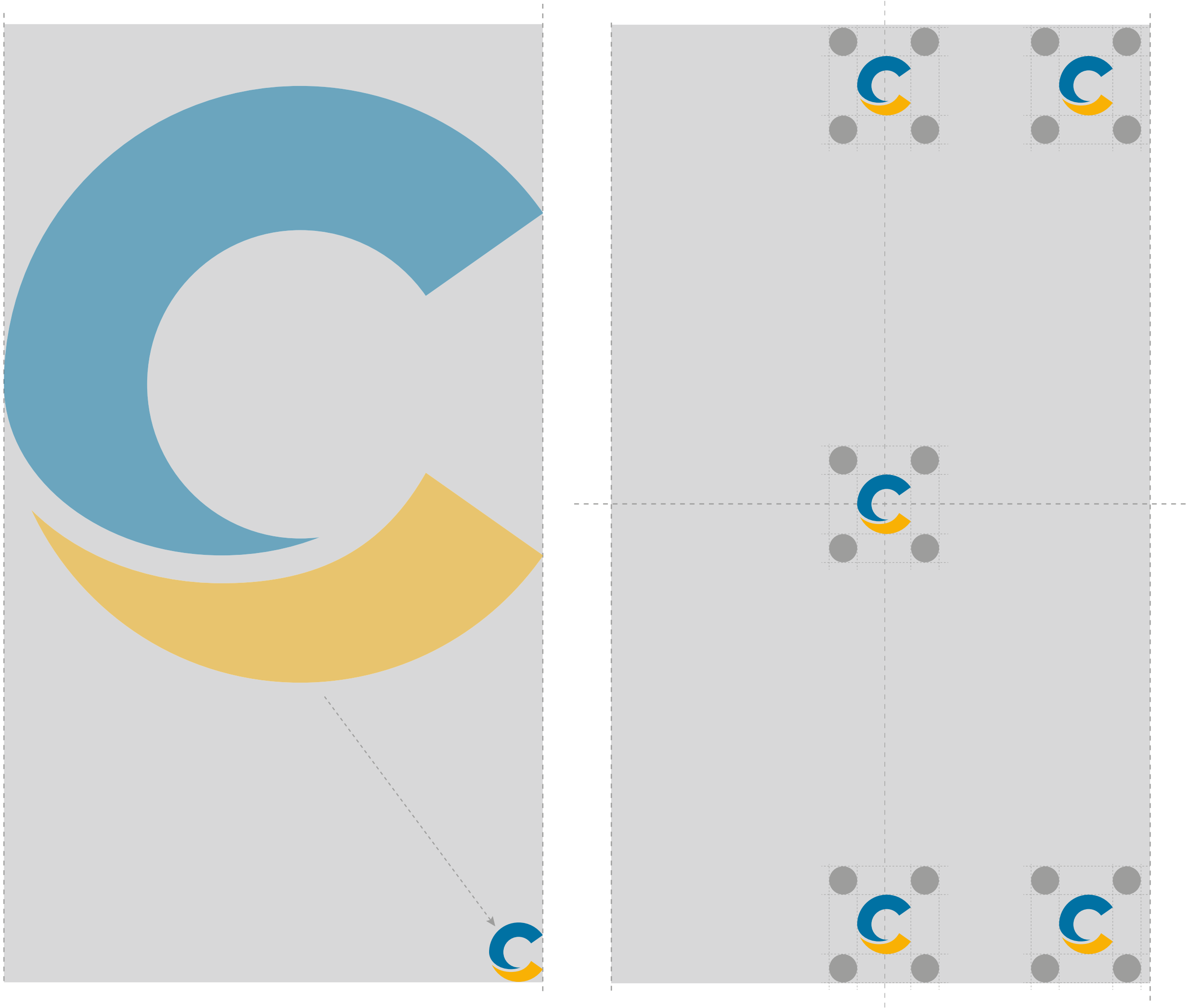


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Reduction & Position
16:9 vertical

The symbol is positioned inside a 16:9 vertical format, following the same rules of the logo but with a proportional reduction of 90%.

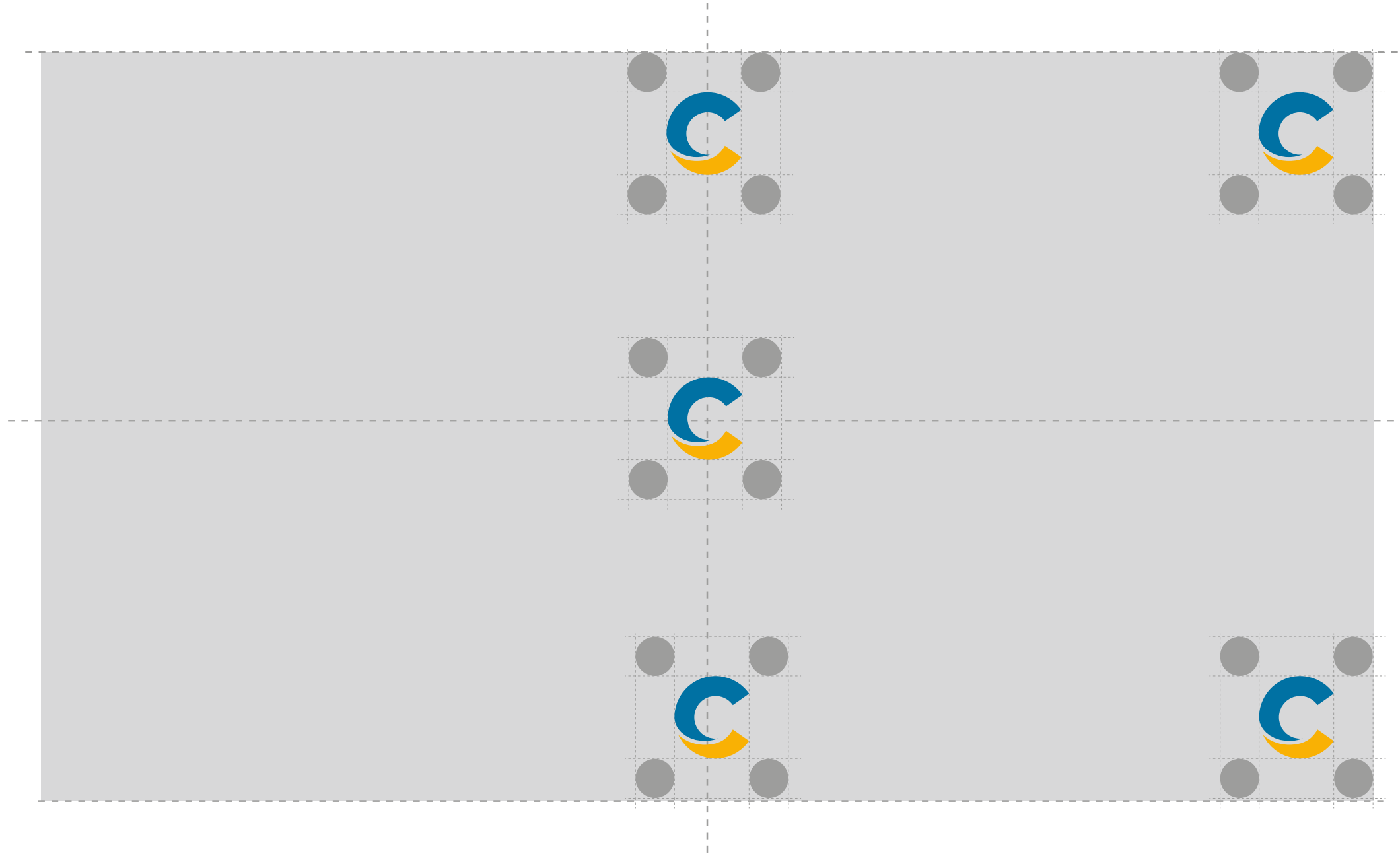
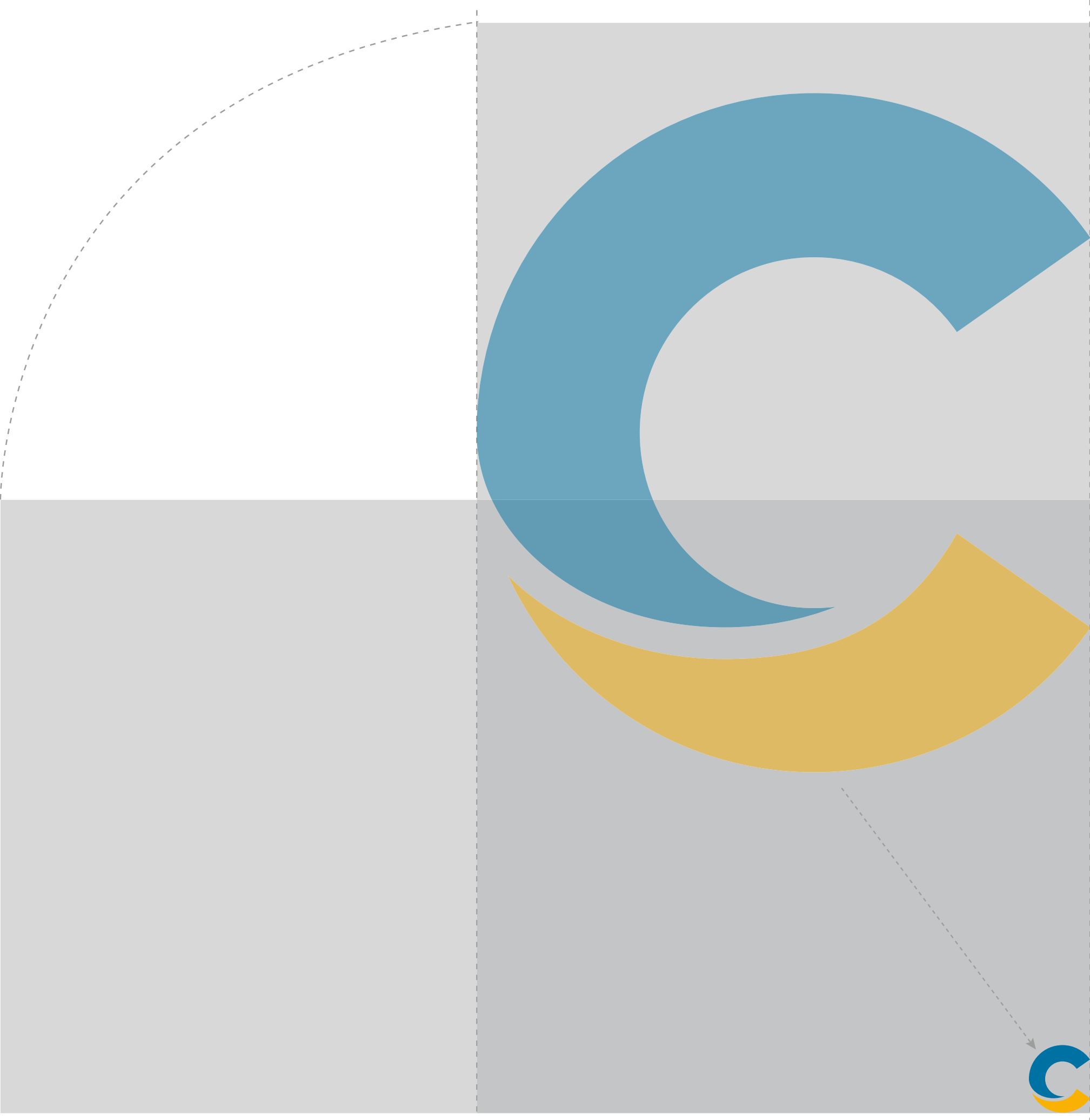


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Reduction & Position
16:9 horizontal

The symbol is positioned inside a 16:9 horizontal format, following the same rules of the logo but with a proportional reduction of 90%.



4. COMMUNICATION TOOLS

4.6 C SYMBOL

Positive | Reverse
out version

The colored symbol can be
used in positive or negative
depending on the background
color



4. COMMUNICATION TOOLS

4.6 C SYMBOL

Color backgrounds

The bi-color symbol can be used with every blue of the color palette.

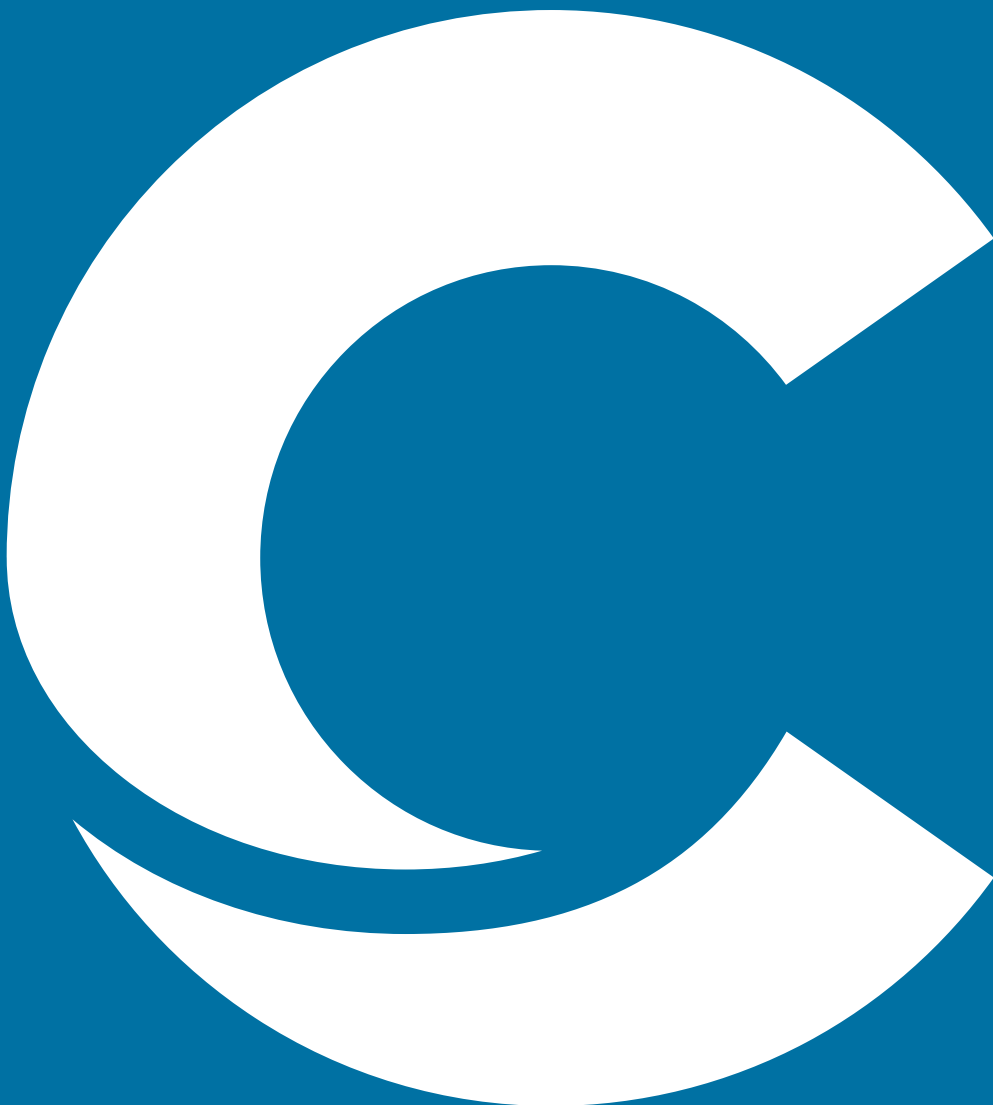
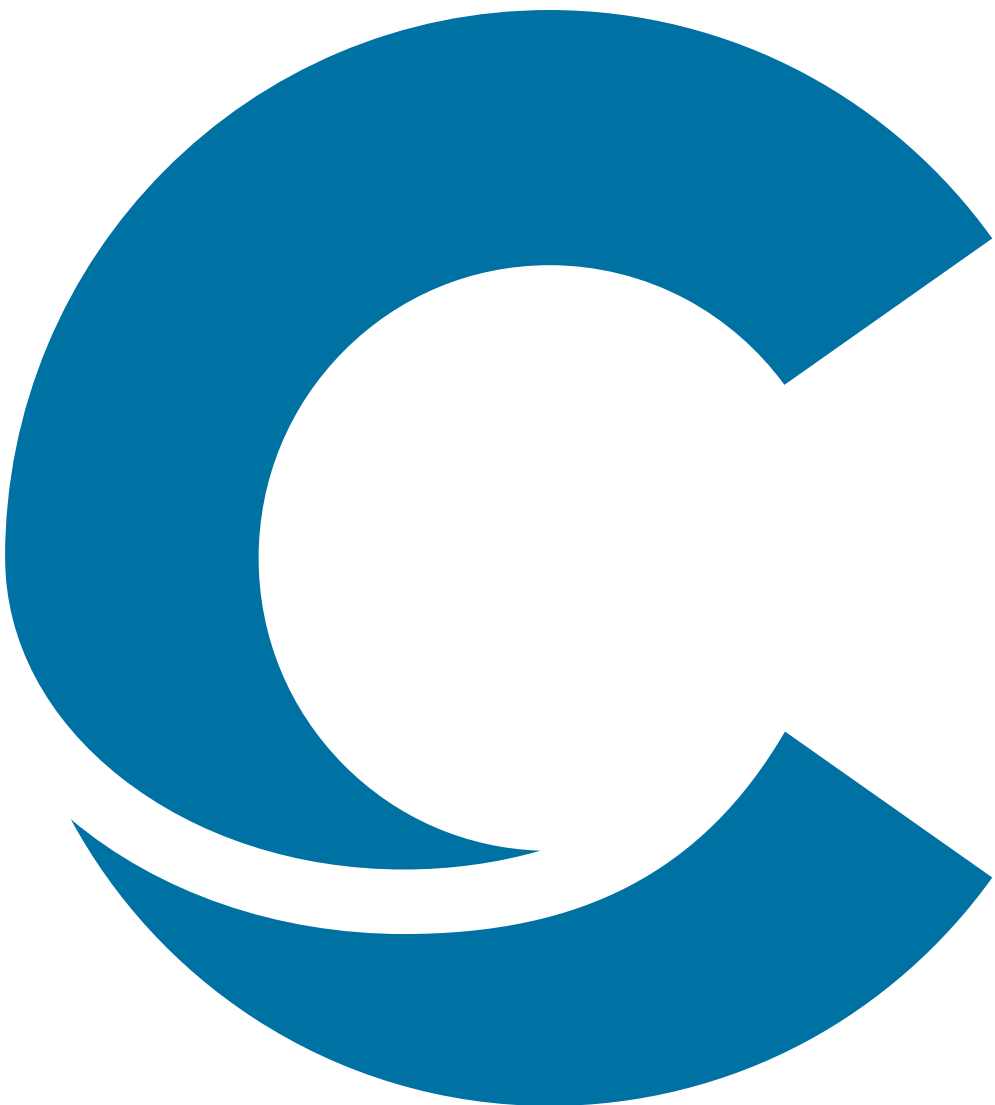


4. COMMUNICATION TOOLS

4.6 C SYMBOL

Positive | reverse
out version

The symbol can be
monochromatic using
institutional colors.



4. COMMUNICATION TOOLS

4.6 C SYMBOL

Monochrome

The symbol can be monochromatic using institutional colors.

The blue symbol on yellow background is applied on every fleet’s funnel.



4. COMMUNICATION TOOLS

4.6 C SYMBOL

Monochrome for merchandising

The C symbol is used colored by combining the colors of the secondary colors palette, mixing the shades of colors, and following the gradation vertically.

This use creates a minimal and elegant tone-on-tone effect.

This use of the colored symbol is allowed only for merchandising and application of the on-board architecture.





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.7 C SYMBOL OUTLINE

Bicolor outline
positive | reverse
out version

The symbol can be used in outline maintaining the two colors in stroke.
Its use is positive or negative, depending on the background, and with every blue of the color palette.



4. COMMUNICATION TOOLS

4.7 C SYMBOL OUTLINE

Color backgrounds

The symbol can be used in outline maintaining the two colors in stroke. Its use is positive or negative, depending on the background, and with every blue of the color palette.

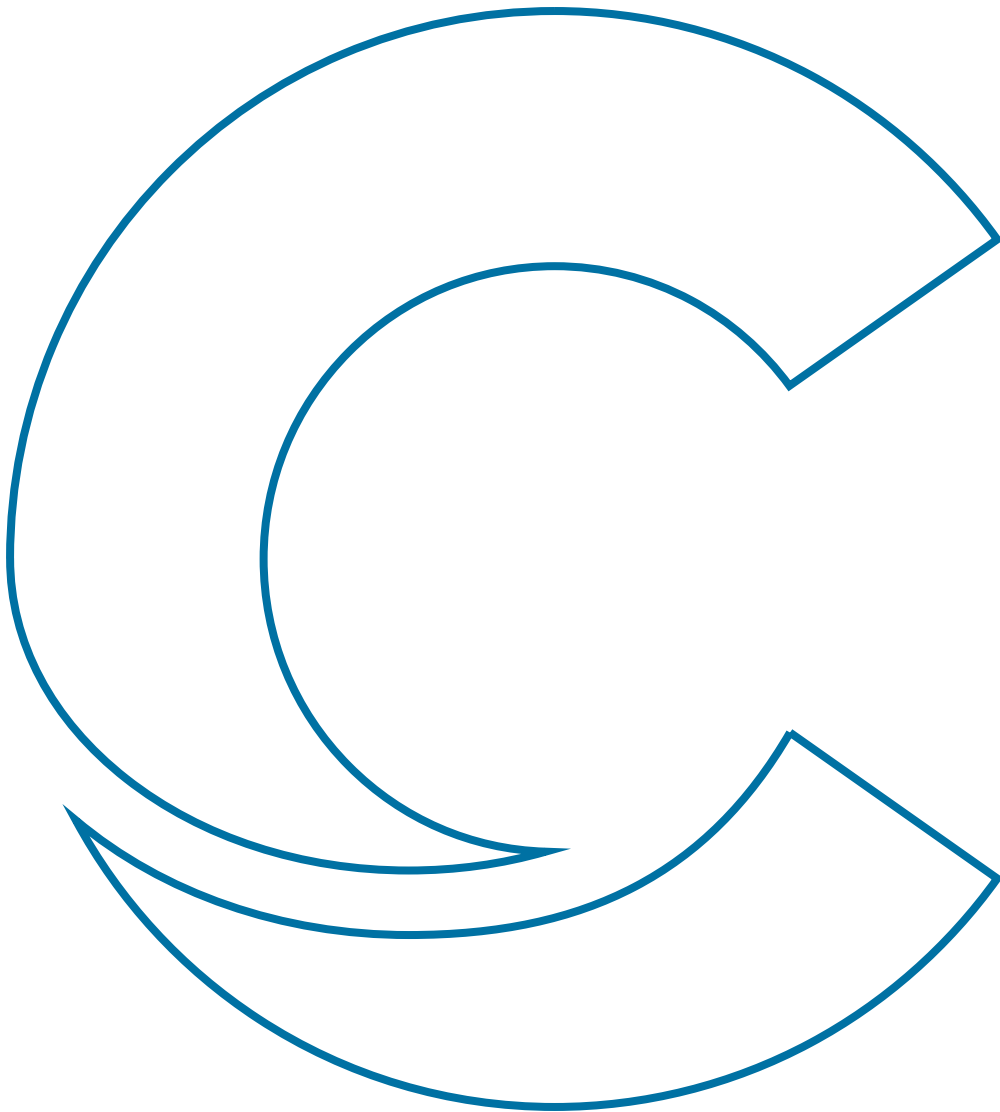


4. COMMUNICATION TOOLS

4.7 C SYMBOL OUTLINE

Monochrome outline
positive | reverse out
version

The symbol can be used in a
monochromatic outline.

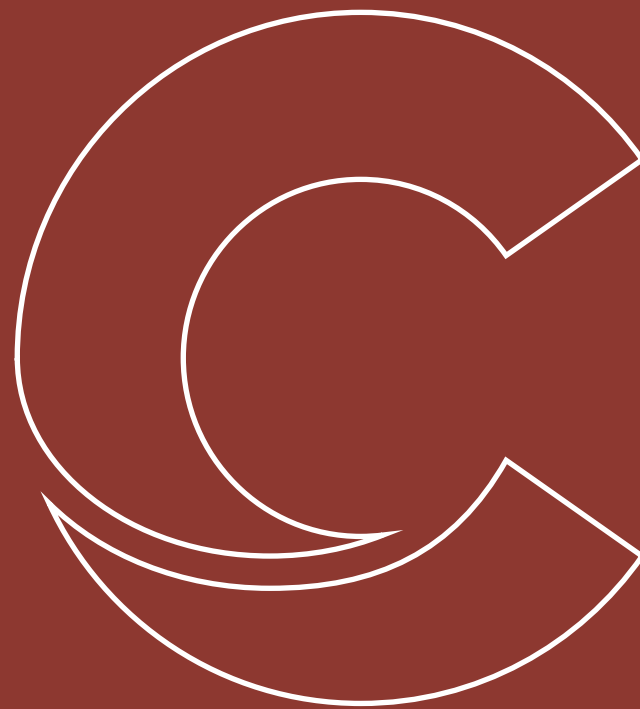


4. COMMUNICATION TOOLS

4.7 C SYMBOL OUTLINE

Color backgrounds

The symbol can be used in a white outline on every secondary color palette, always ensuring maximum visibility.



4. COMMUNICATION TOOLS

4.7 C SYMBOL OUTLINE

Photographic
backgrounds

The symbol in outline can be used on photography backgrounds. It can be either white or Costa blue (for bright backgrounds), always ensuring maximum visibility.





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL FULL COLOR

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

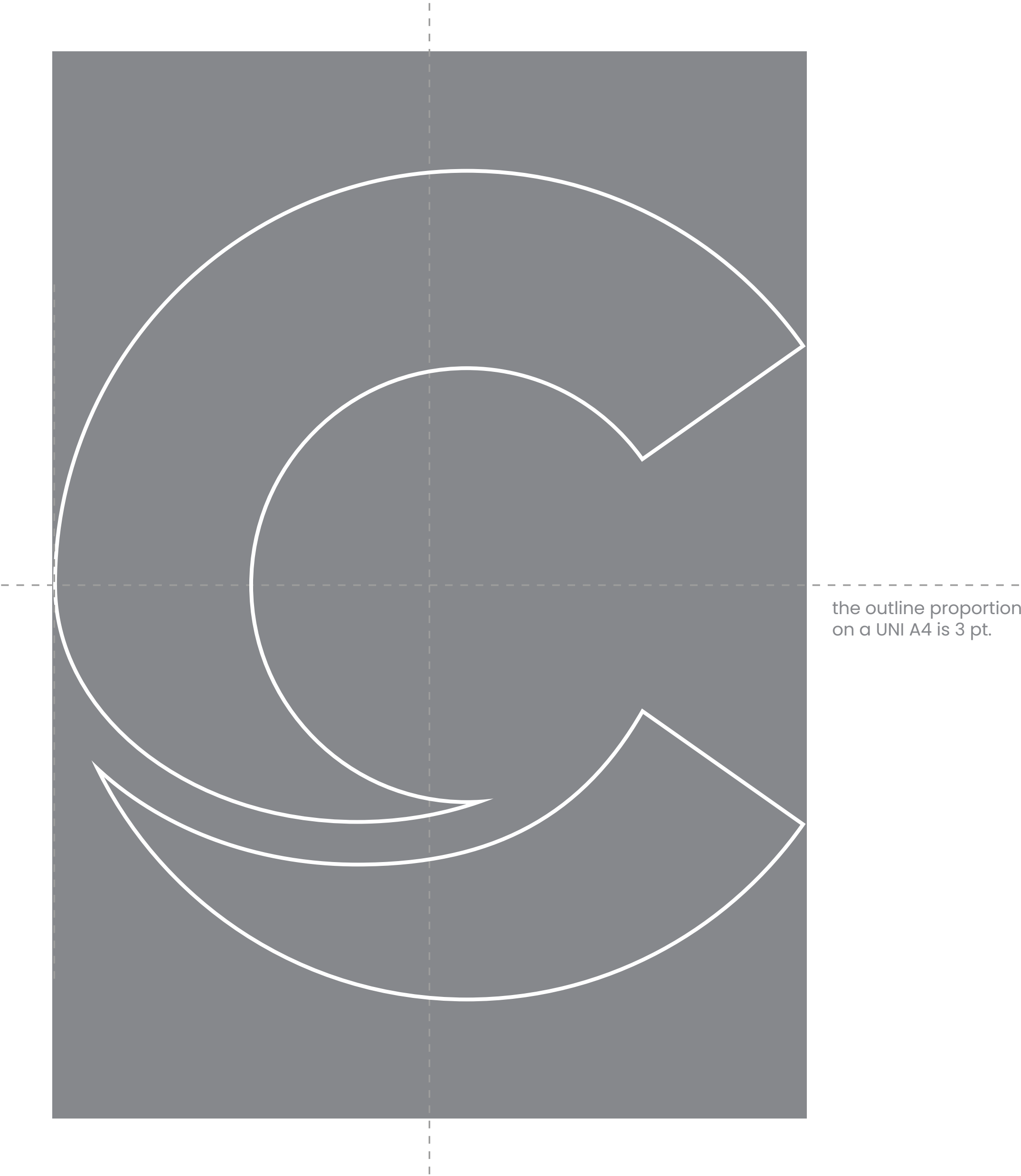
4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

Outline in a UNI A4
FORMAT

The starting stroke of the C symbol, proportioned in a UNI A4 is 3 pt. This thickness cannot be changed and must be proportioned according to the formats in which it is used.



4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

Sliding & enlargement | UNI vertical

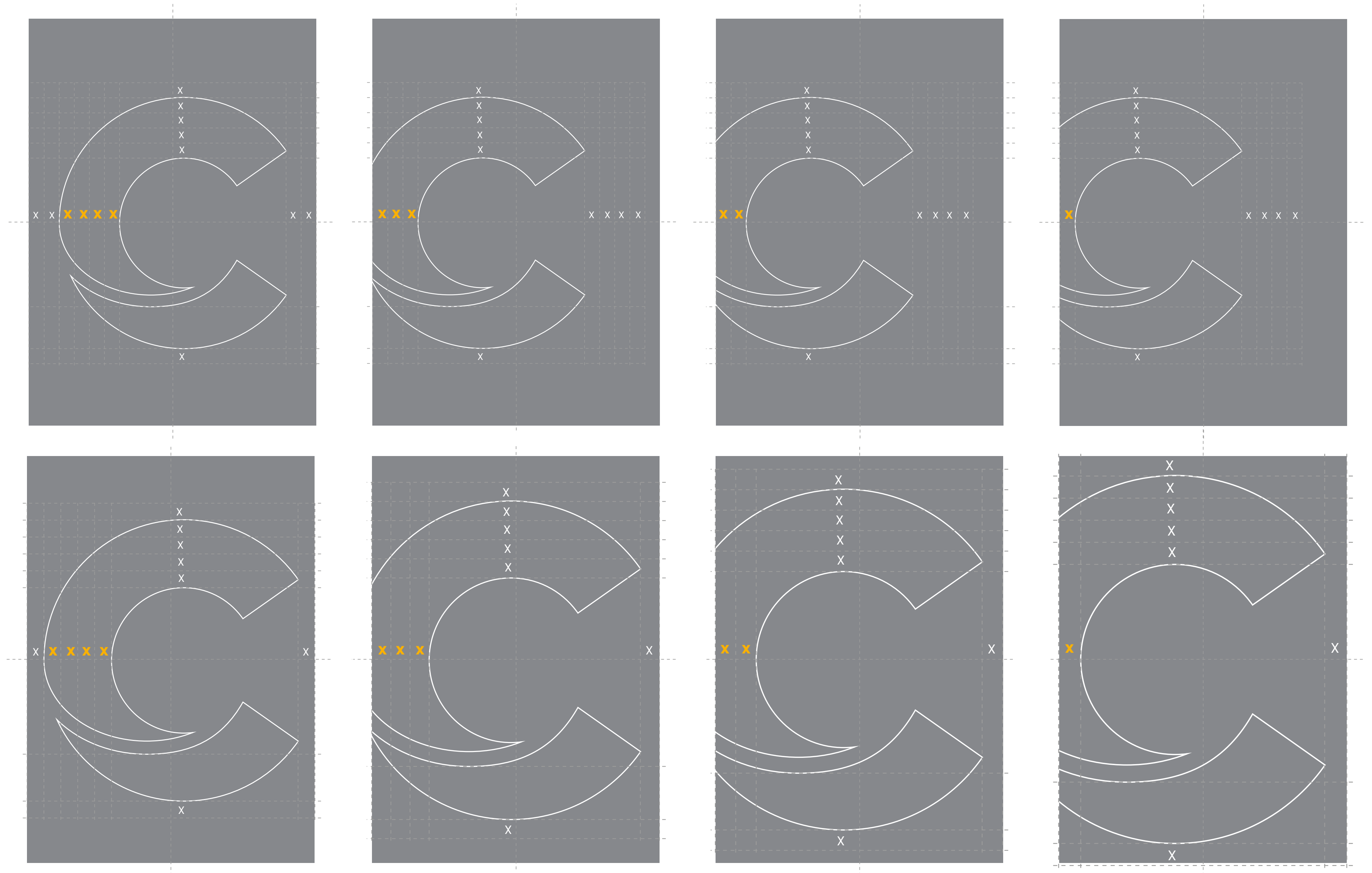
The C symbol can move to the left of the layout.

The size X which is obtained by dividing the thickness of the symbol by 4, must be considered.

$x = 1/4$ of the thickness of the symbol

Move the C in the layout following the rules alongside. Never cut the part of the symbol on the left.

The symbol can be enlarged in a vertical UNI layout, always using the X value for the cutting rules.



4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

Sliding & enlargement | UNI horizontal

The C symbol can move to the left of the layout.

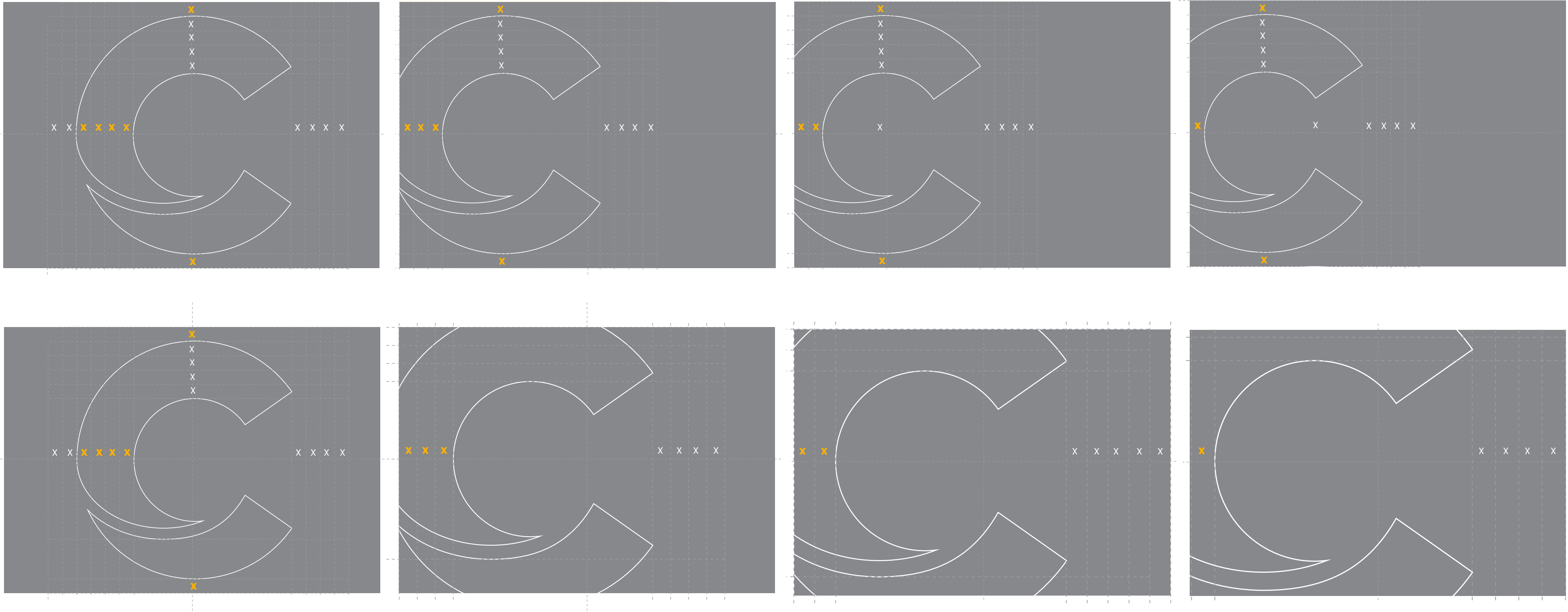
The size X which is obtained by dividing the thickness of the symbol by 4, must be considered.

$X = 1/4$ of the thickness of the symbol

Move the C in the layout following the rules alongside. Never cut the part of the symbol on the left.

The symbol can be enlarged in a vertical UNI layout, always using the X value for the cutting rules.

At maximum enlargement there must always be an X dimension on the left of the layout.



4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

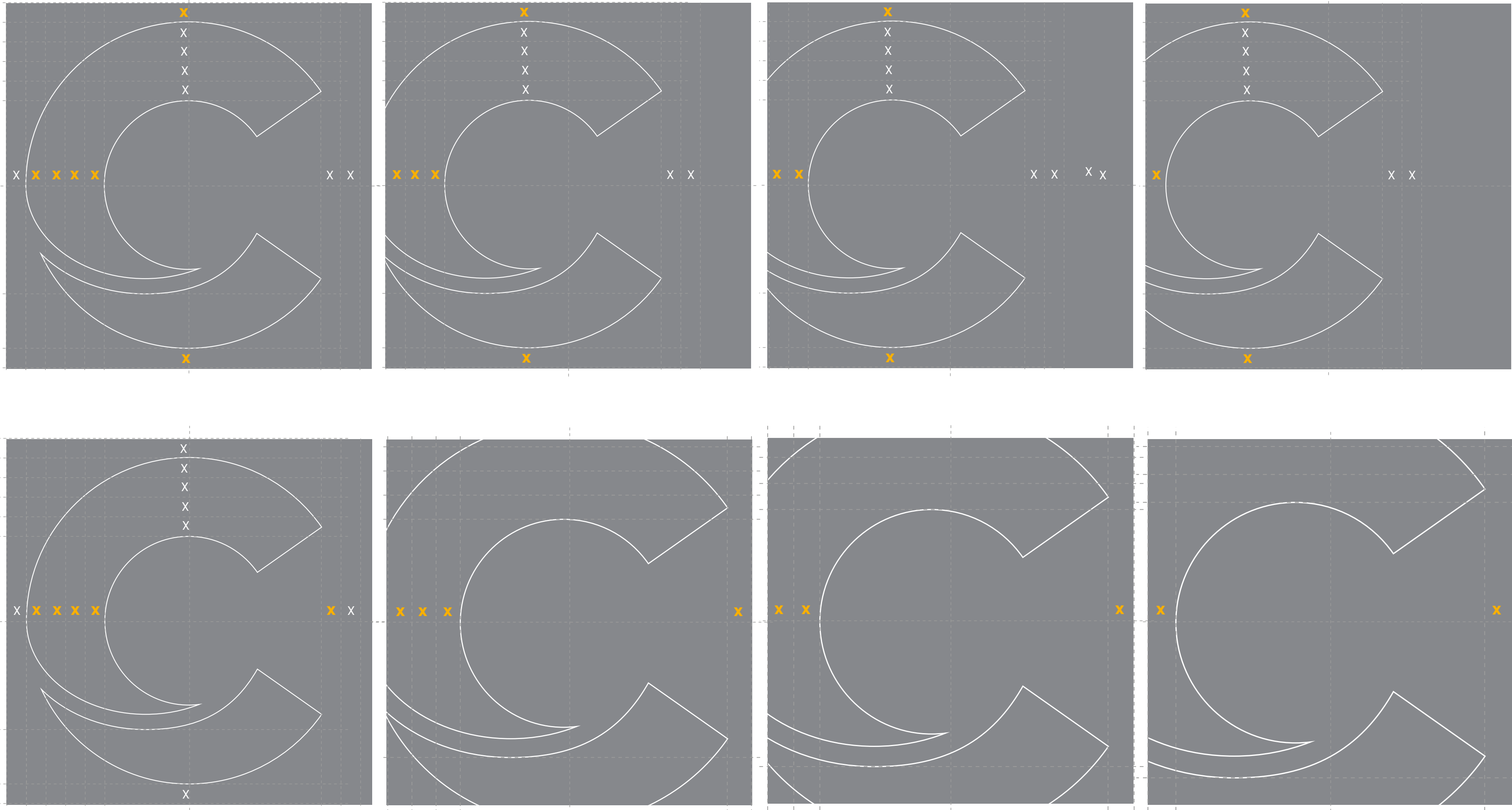
Sliding & enlargement | square format

The C symbol can move to the left of the layout.

The size X which is obtained by dividing the thickness of the symbol by 4, must be considered.

$X = 1/4$ of the thickness of the symbol.
Move the C in the layout following the rules alongside.
Never cut the part of the symbol on the left.
The symbol can be enlarged in a square UNI layout, always using the X value for the cutting rules.

At maximum enlargement there must always be an X dimension on the left of the layout.



4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

Don'ts

- 1| Do not rotate the symbol
- 2| Do not enlarge the symbol without following the rules
- 3| Do not augment the thickness of the symbol
- 4| Do not make the symbol of different thickness
- 5| Do not distort the symbol
- 6| Do not color the stroke of the symbol with colors that are not indicated in this manual
- 7| Do not apply effects
- 8| Do not color the symbol partially
- 9| Do not color the symbol partially
- 10| Do not enlarge the symbol with full color without following the rules
- 11| Do not use separate parts
- 12| Do not separate the symbol



4. COMMUNICATION TOOLS

4.8 C SYMBOL RULES

Don'ts

- 1| Do not rotate the symbol
- 2| Do not enlarge the symbol without following the rules
- 3| Do not mask the symbol in several points, making the shape not recognizable
- 4| Do not augment the thickness of the symbol
- 5| Do not make the symbol of different thickness
- 6| Do not distort the symbol
- 7| Do not color the stroke of the symbol with colors that are not indicated in this manual
- 8| Do not apply effects
- 11| Do not use separate parts of the symbol
- 12| Do not use the symbol in full color on the image causing it to be covered for the most part
- 13| Do not use the symbol with institutional colors on the image causing it to be covered for the most part
- 14| Do not use separate the parts of the symbol





4 | COMMUNICATION **TOOLS.**

4.1 TYPOGRAPHY STYLE

4.2 VERTICAL BAR

4.3 UNDERLINE

4.4 BLU BOX FORMAT

4.5 TABLES & FORMAT FOR ADDITIONAL TEXT

4.6 C SYMBOL

4.7 C SYMBOL OUTLINE

4.8 C SYMBOL RULES

4.9 ADDITIONAL AND PARTNER LOGO

4. COMMUNICATION TOOLS

4.9 ADDITIONAL AND PARTNER LOGO

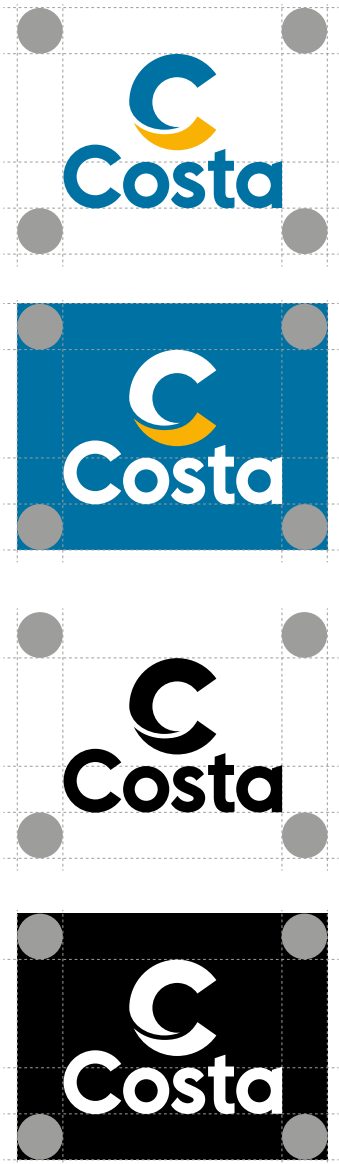
Examples

If partners' logos have to appear in the Costa layout they must have a separate space on the bottom of the layout.

The space has to be a white box and it must use the Costa Logo format on top to keep the logos separated.

If more space for external logos or content is needed, the white box can be bigger.

The Costa logo used as a partner in non-Costa communication can be used either in positive or negative, respecting its safe area.





5 | ICONS.

5. ICONS

Icons overview

There 4 types of icons

1 | Icons for every communication channel, prohibition icons and wayfinding for the orientation map

2 | icons for every communication declinated for digital communication with a light stroke and without the circle

3 | Icons for physical signage for the maritime station.

4| Narrative icons

1 | FOR PRINTED AND DIGITAL ON BOARD MATERIALS



Icons for all communication channel

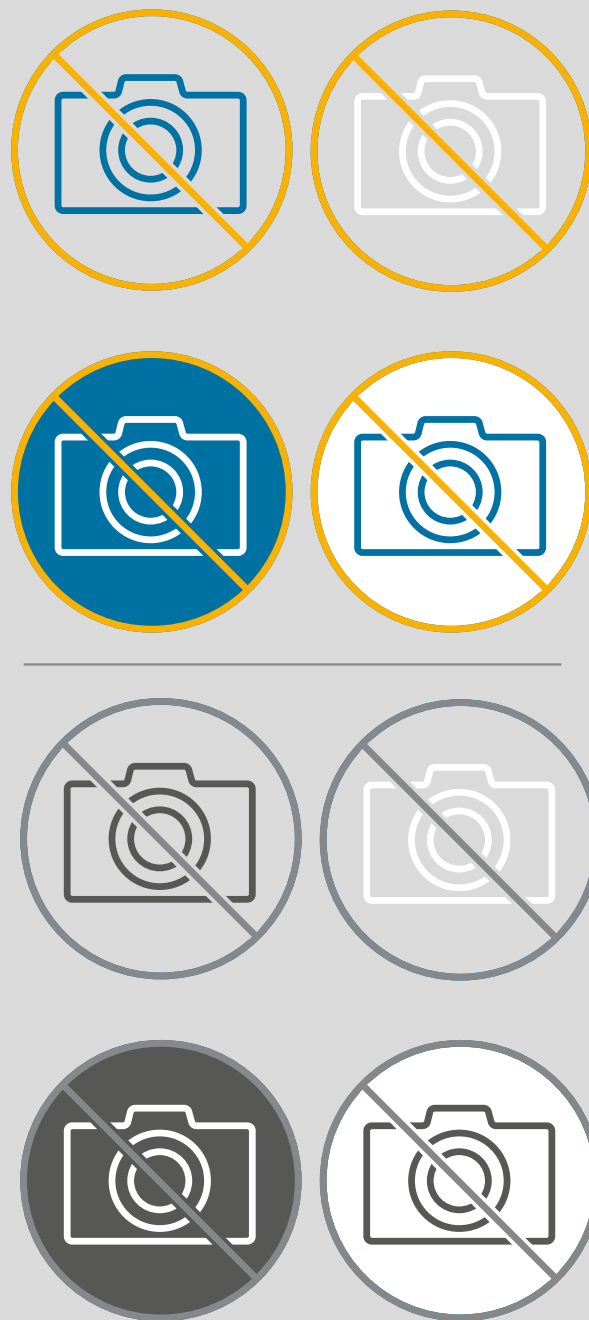


Colored icons used ONLY for orientation map and printed and digital on board wayfinding

2| FOR DIGITAL COMMUNICATION



3 | PROHIBITION ICONS

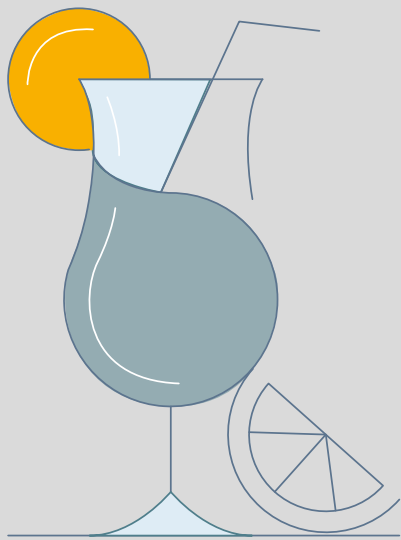


4| FOR PHYSICAL SIGNAGE



Wayfinding maritime station

5 | NARRATIVE ICONS FOR PRINTED AND DIGITAL MATERIALS



Special narrative icons to be used to describe a special offer and/or promotion

5. ICONS

Icons

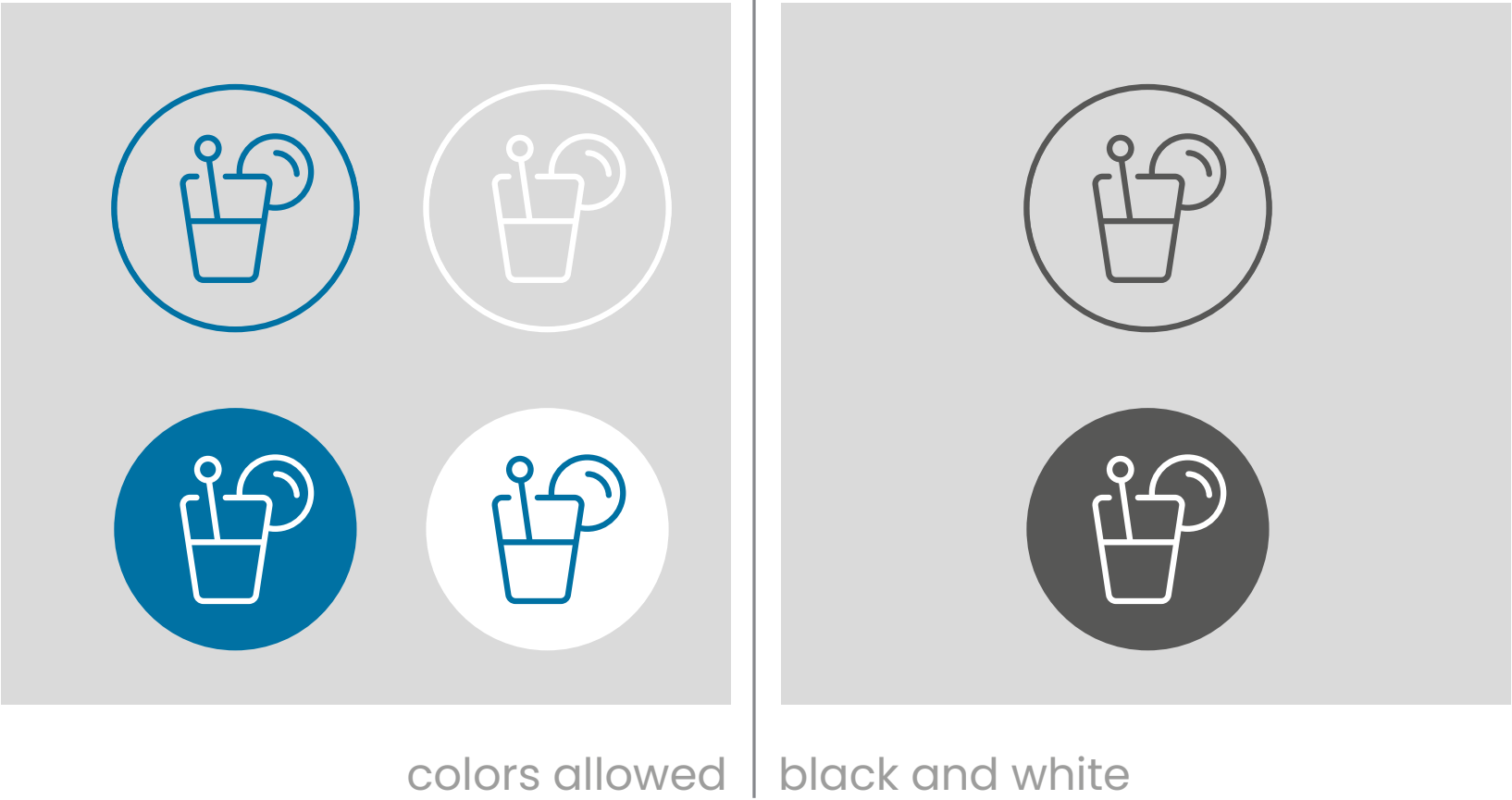
There must be full blu and full white icons and their corresponding outline icons. The proportion for an 1,5cm x 1,5cm icon is 1,5 stroke dimension.

They have the task of enclosing a direct indication with simple and minimal traits.

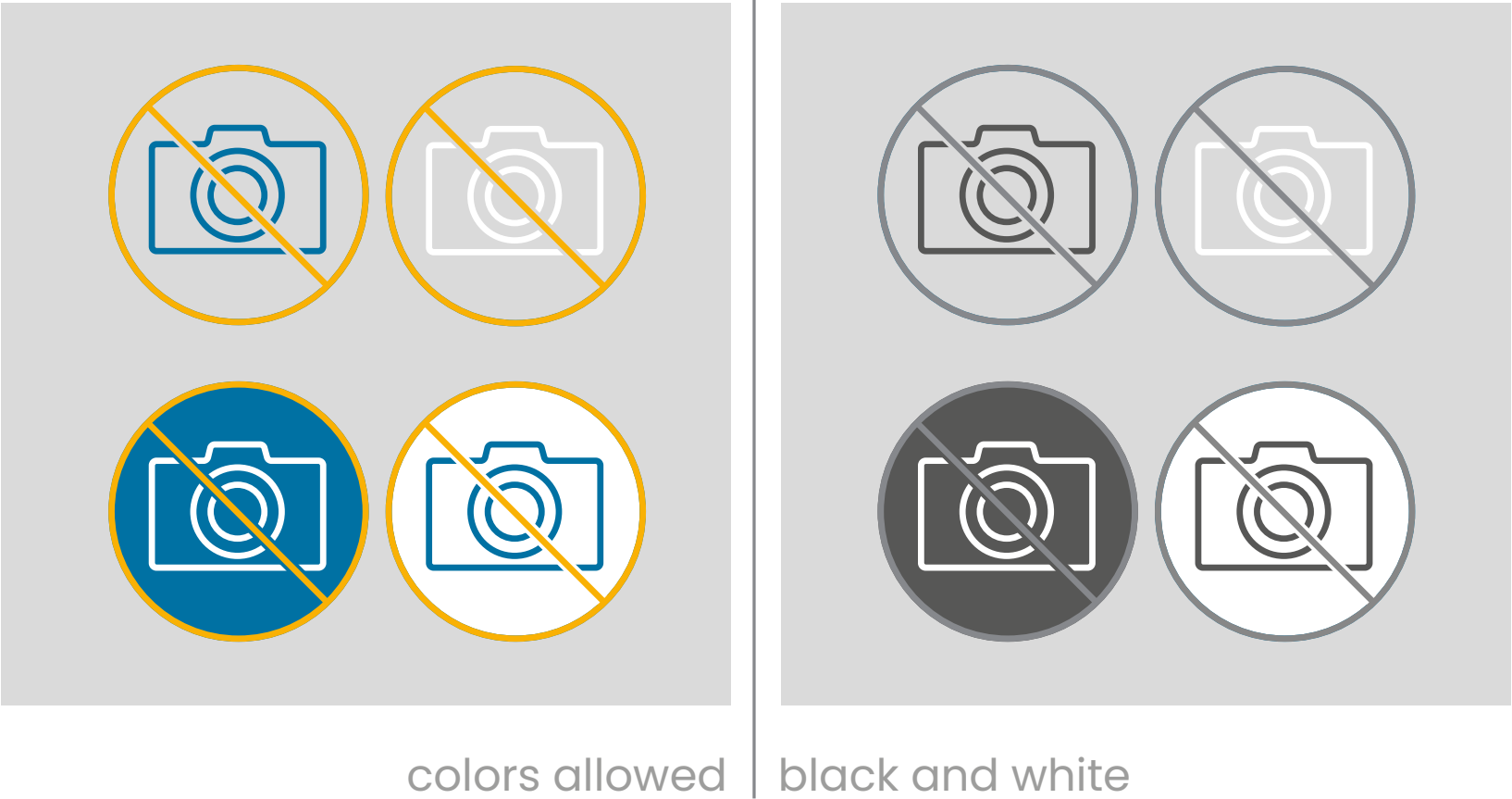
Coloured icons are used only to identify products and services on the on board maps and on the orientation materials on board. They are used both for printed and digital on board wayfinding.

A color of the palette is associated with each product, service, place.

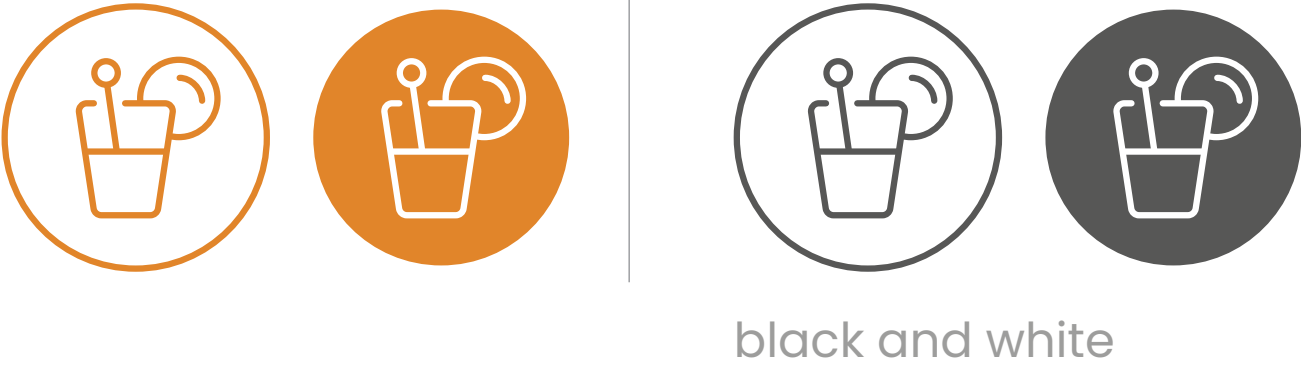
Icons for all communication channel



Icons for prohibitions



Icons for on board orientation map and wayfinding



colors allowed



5. ICONS

Digital declination
of the icons

These icons are the same of the previous icons, but with a stroke of 0,5 pt and without circle.

They are used for web and digital communication (web site, app..)

declination for digital communication



exmples



5. ICONS

Maritime station icons

Wayfinding icons with institutional colors to identify the maritime station and orientation on land. They have a different thickness beacuse most of them are used for physical signage.



Toilette
Restrooms



WC Uomo



WC Donna



WC Disabile
Imbarco Facilitato



Imbarco Facilitato



Fasciatoio



Solo Personale
autorizzato



Telefono



Costa Transfer



Ritiro Bagagli
Sala Bagagli



Rientro in nave
discesa a terra
uscita escursioni



Sala Riunioni



Vietato Fumare



Accesso Vietato



Taxi



Bus



Per Favore Attendere
il proprio turno



Centro Città



Imbarco



Ritiro Chiavi Auto



Dogana/Polizia



Controllo Passaporti



Sale Attesa
Sale attesa - terrazza



Wi-Fi



Informazioni turistiche
ufficio informazioni
welcome desk



No Trolleys



Bancomat



Crew Lounge
ingresso equipaggio



Smoking Point



Uscita Ospiti In Transito



Vip Lounge



Squok Club



Ascensori



Palacaffè



Uscita

CMYK: 0/35/95/0
RGB: 249 /176/0
#F9B000
RAL: 1003
PANTONE: 143C
NCS: S 1070-Y20R

CMYK: 92/42/16/7
RGB: 0/113/163
#0071A3
RAL: 5015
PANTONE: 7690 C
NCS: S 3050-B

5. ICONS

Bicolor narrative icons

The narrative icons are used to describe a particular type of product/service/offer and the additional value linked to that specific product.

The narrative icons are more articulated and contain within themselves a narration connoting a specific offer or product or an additional service to the product.



DRINKS INCLUDED.



CANCELLATION PENALTY FREE.



EXCURSIONS.



CABIN UPGRADE.



PENSIONE COMPLETA.



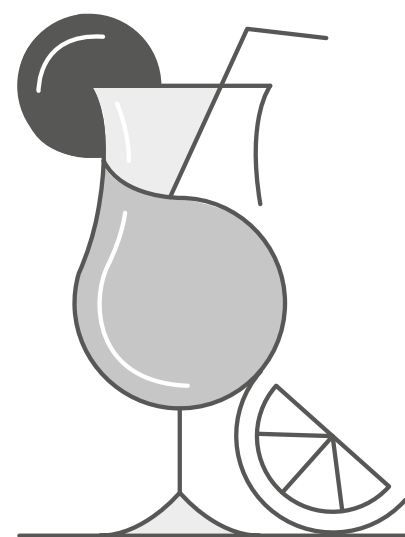
PAYPAL SECURE PAYMENT.



LUGGAGE.

5. ICONS

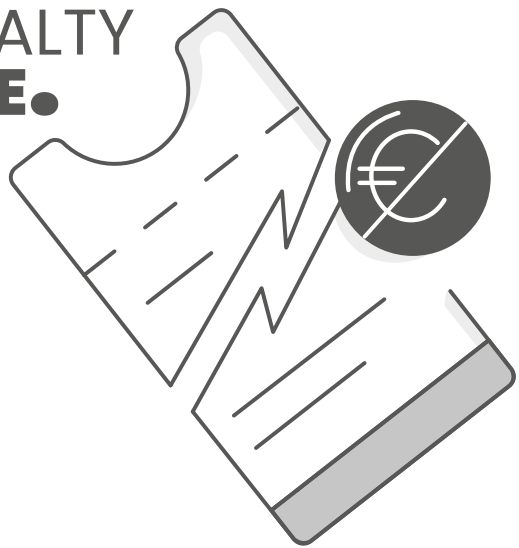
Black and white
Narrative icons



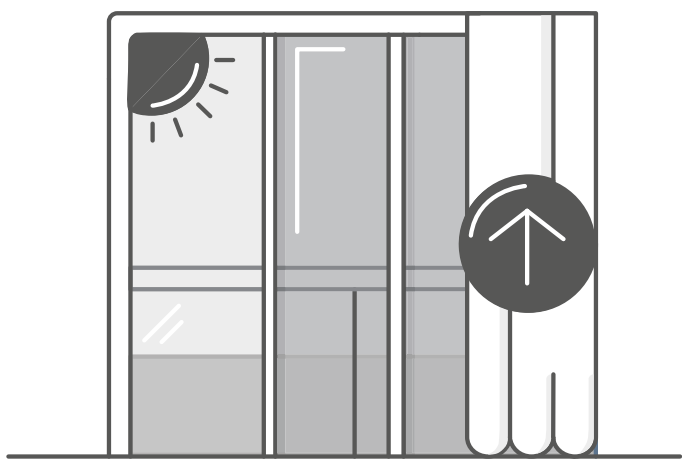
DRINKS
INCLUDED.



CANCELLATION
PENALTY
FREE.



EXCURSIONS.



CABIN
UPGRADE.

PENSIONE
COMPLETA.



PAYPAL SECURE
PAYMENT.



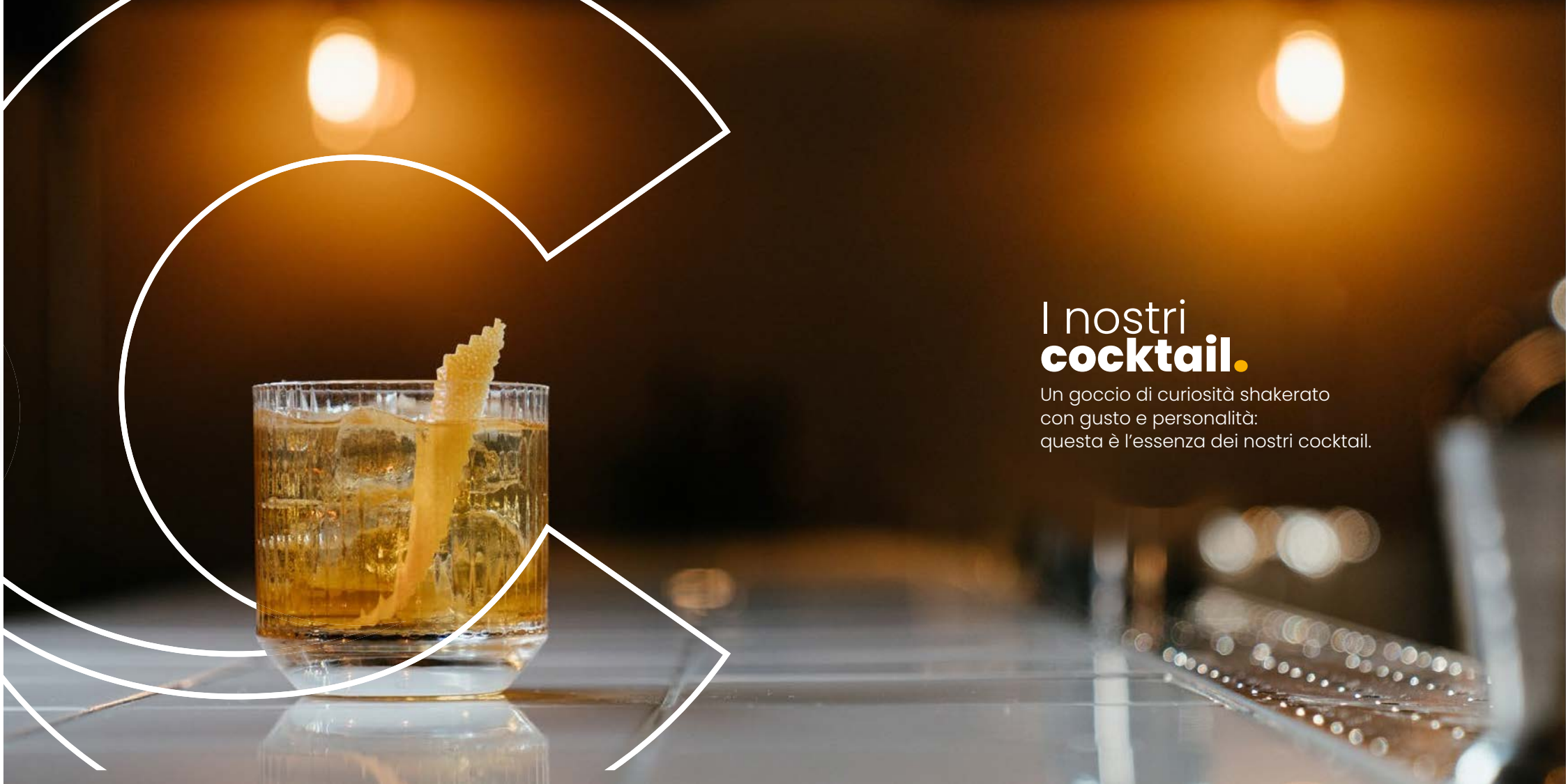
LUGGAGE.



6 | ON BOARD PRINTED **COMMUNICATION.**

6.ON BOARD PRINTED
COMMUNICATION

Menù example



La selezione
Costa 8,50 €

COSTA DREAM
Brandy, rum, triple sec, succo di limone, granatina
Brandy, rum, triple sec, lemon juice, grenadine

COSTA SEA
Vodka, triple sec, succo d'arancia
Vodka, triple sec, orange juice

COSTA WIND
Tequila, blue curacao, limone
Tequila, blue curacao, lemon

COSTA SKY
Rum, triple sec, ananas, foglie di menta
Rum, triple sec, pineapple, fresh mint

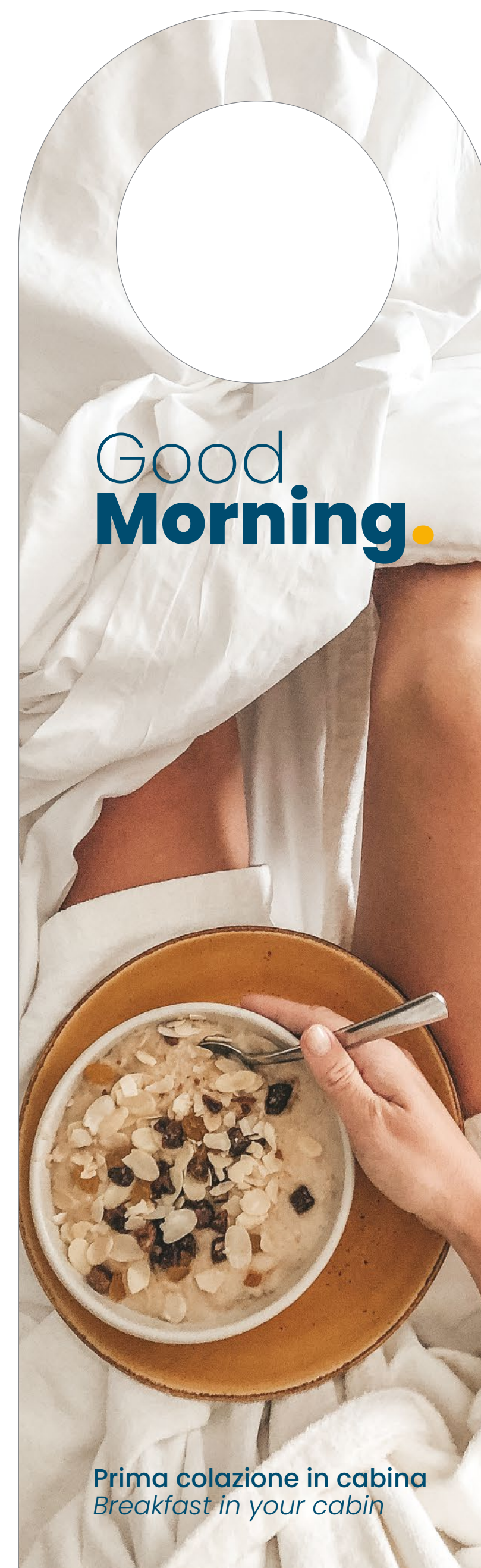
Il cocktail
del giorno 7,20 €

COSTA DREAM
Brandy, rum, triple sec, succo di limone, granatina
Brandy, rum, triple sec, lemon juice, grenadine

6.ON BOARD PRINTED COMMUNICATION

Door hanger sign example

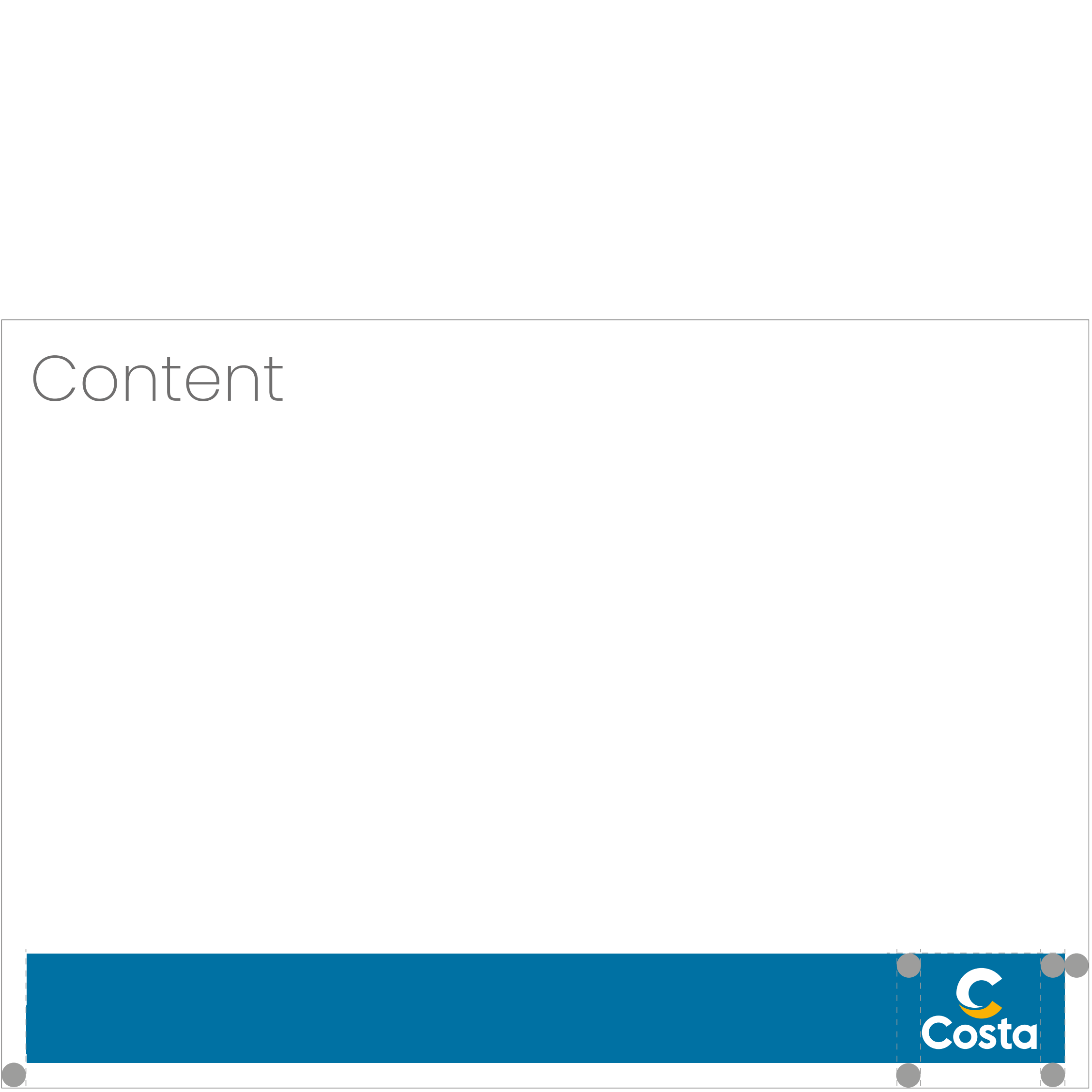
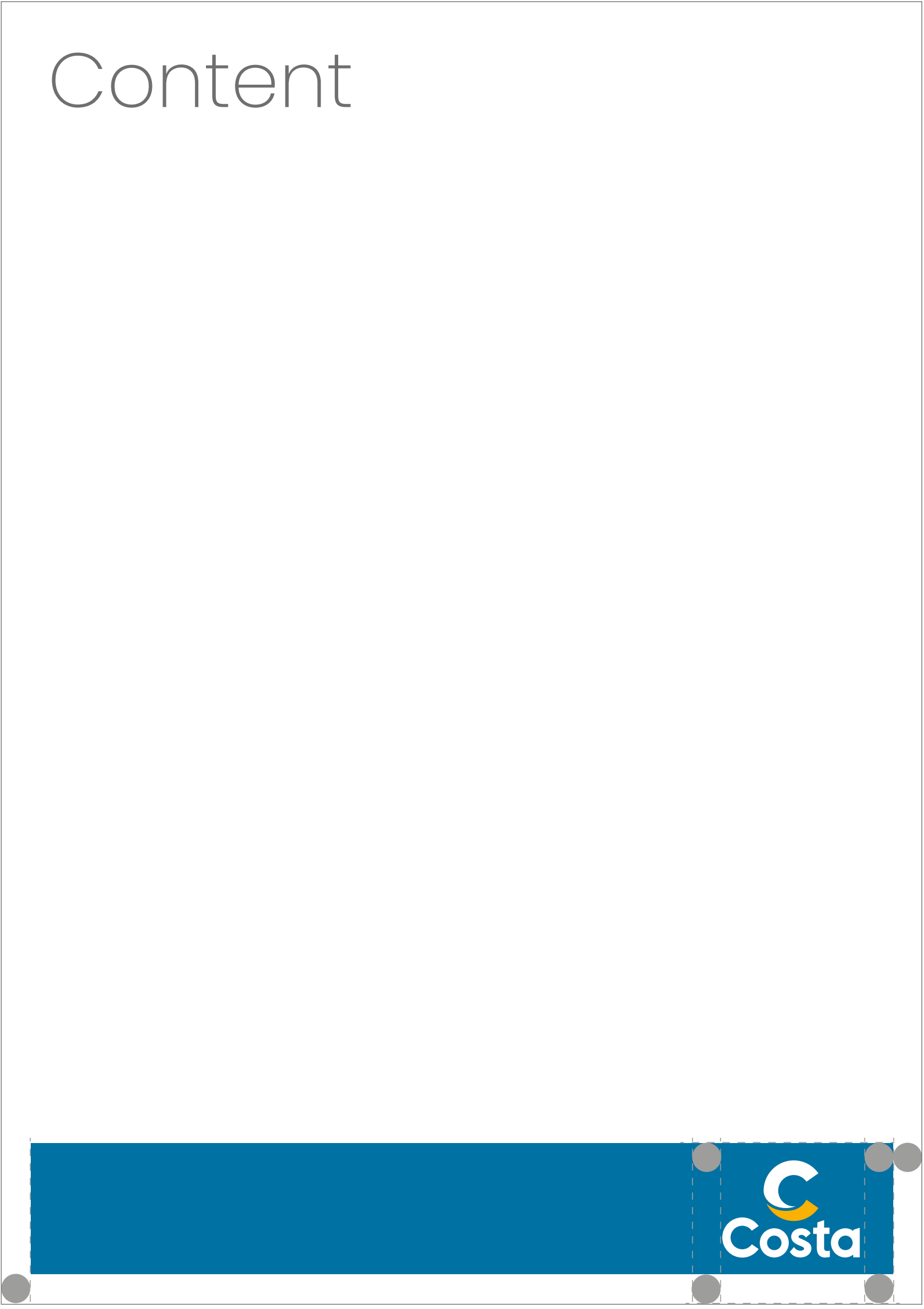
Three creative proposals of BGL
declination on the door hanger
sign.



6.ON BOARD PRINTED
COMMUNICATION

Branded footer

It's a free white layout that can contain different content such as text, images, charts and components, messages. Use this layout for communications, either on or off board, that require the use of the logo.



6.ON BOARD PRINTED
COMMUNICATION

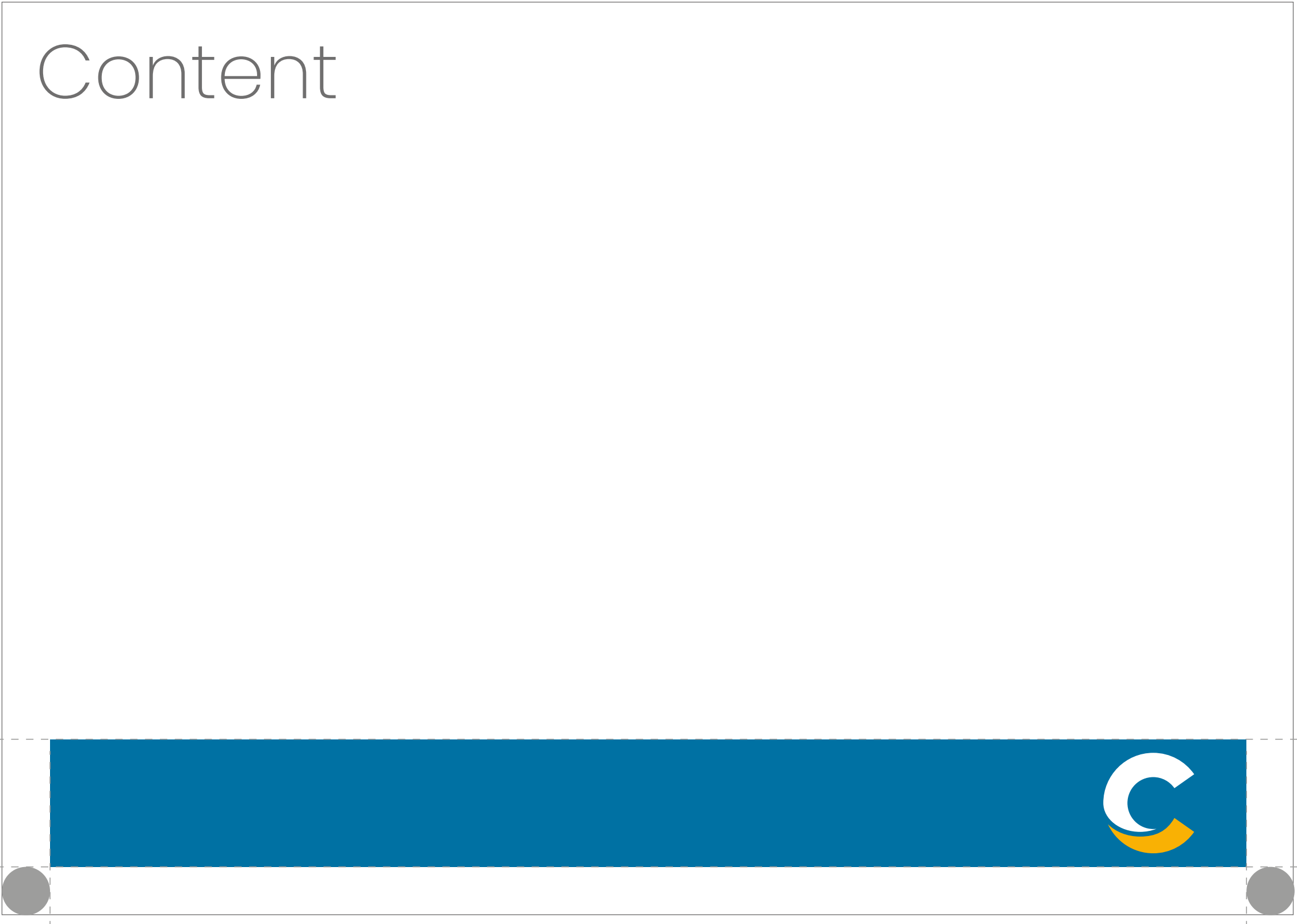
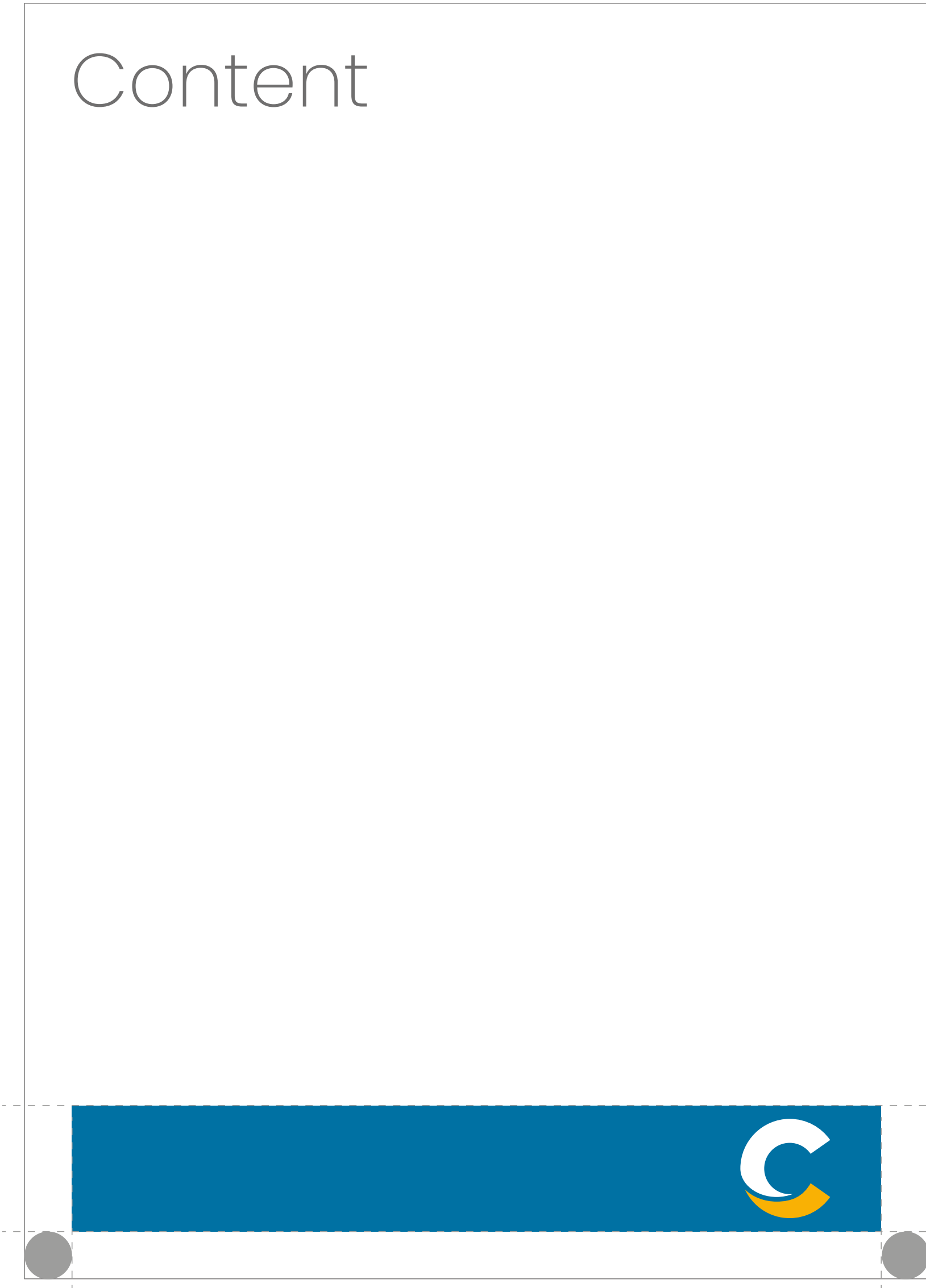
Branded footer
example



6.ON BOARD PRINTED
COMMUNICATION

Branded footer

It's a free white layout that can contain different content such as text, images, charts and components, messages. Use this layout for on board communications.



6.ON BOARD PRINTED COMMUNICATION

Branded footer example



6.ON BOARD PRINTED COMMUNICATION

Branded footer example on signs

It’s a free white layout that can contain different content such as text, images, charts and components, messages. Use this layout for on board communications. On the side there there are examples of on board printed signs.

USCITA PONTE
EXIT DECK

12 | »



USCITA PONTE
EXIT DECK

12 | »



RISTORANTE
RESTAURANT



- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
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- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



RISTORANTE
RESTAURANT



- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
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- It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



ITA LOREM
IPSUM LOR
ENG LOREM
IPSUMLOREM



ITA LOREM IPSUM
ENG LOREM IPSUM



ITA LOREM IPSUM
ENG LOREM IPSUM



NON FUMARE
NO SMOKING



NO FOTO - VIDEO
NO PHOTO - VIDEO



NON FUMARE
NO SMOKING



NO FOTO - VIDEO
NO PHOTO - VIDEO

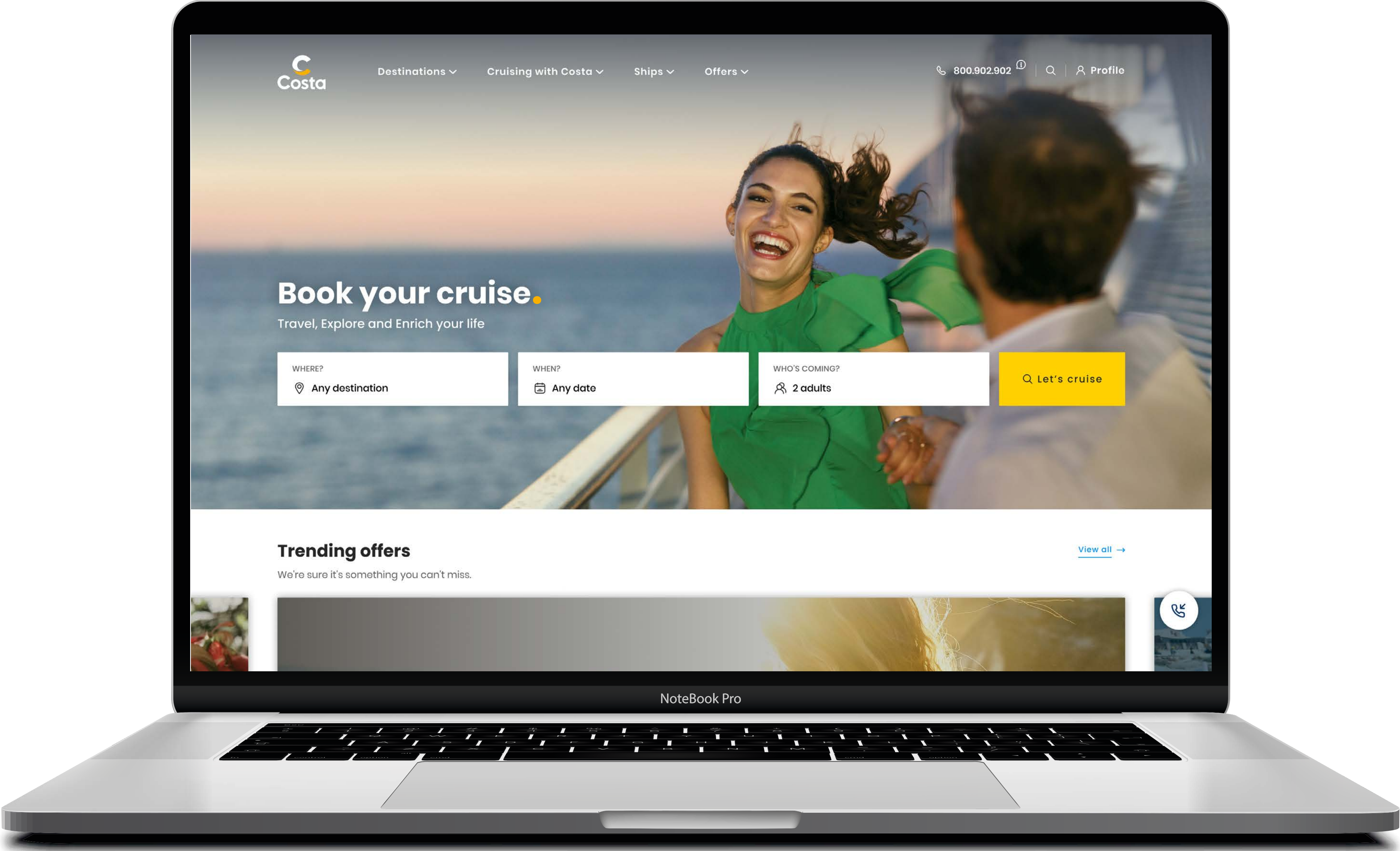




7 | DIGITAL **COMMUNICATION.**

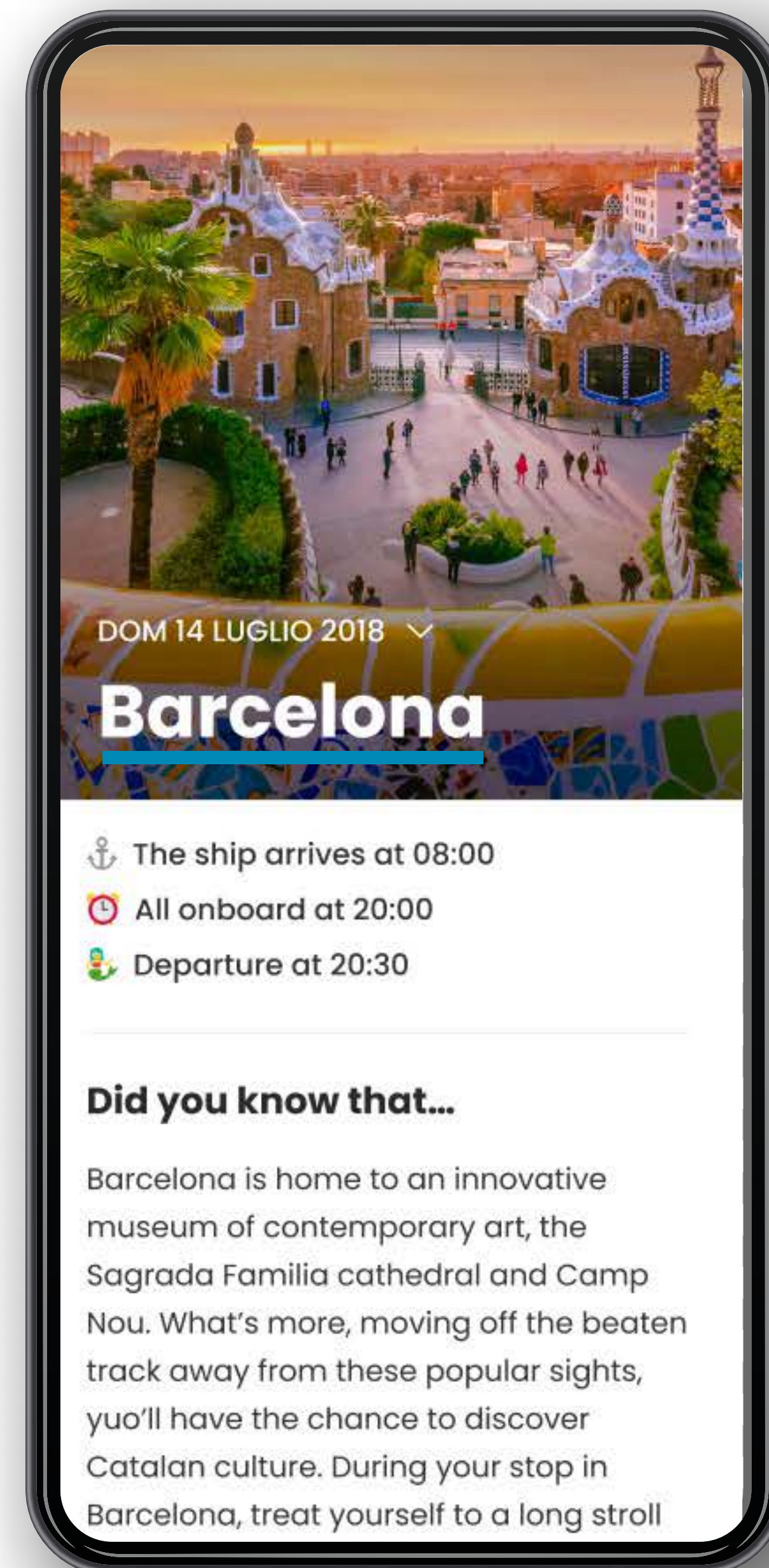
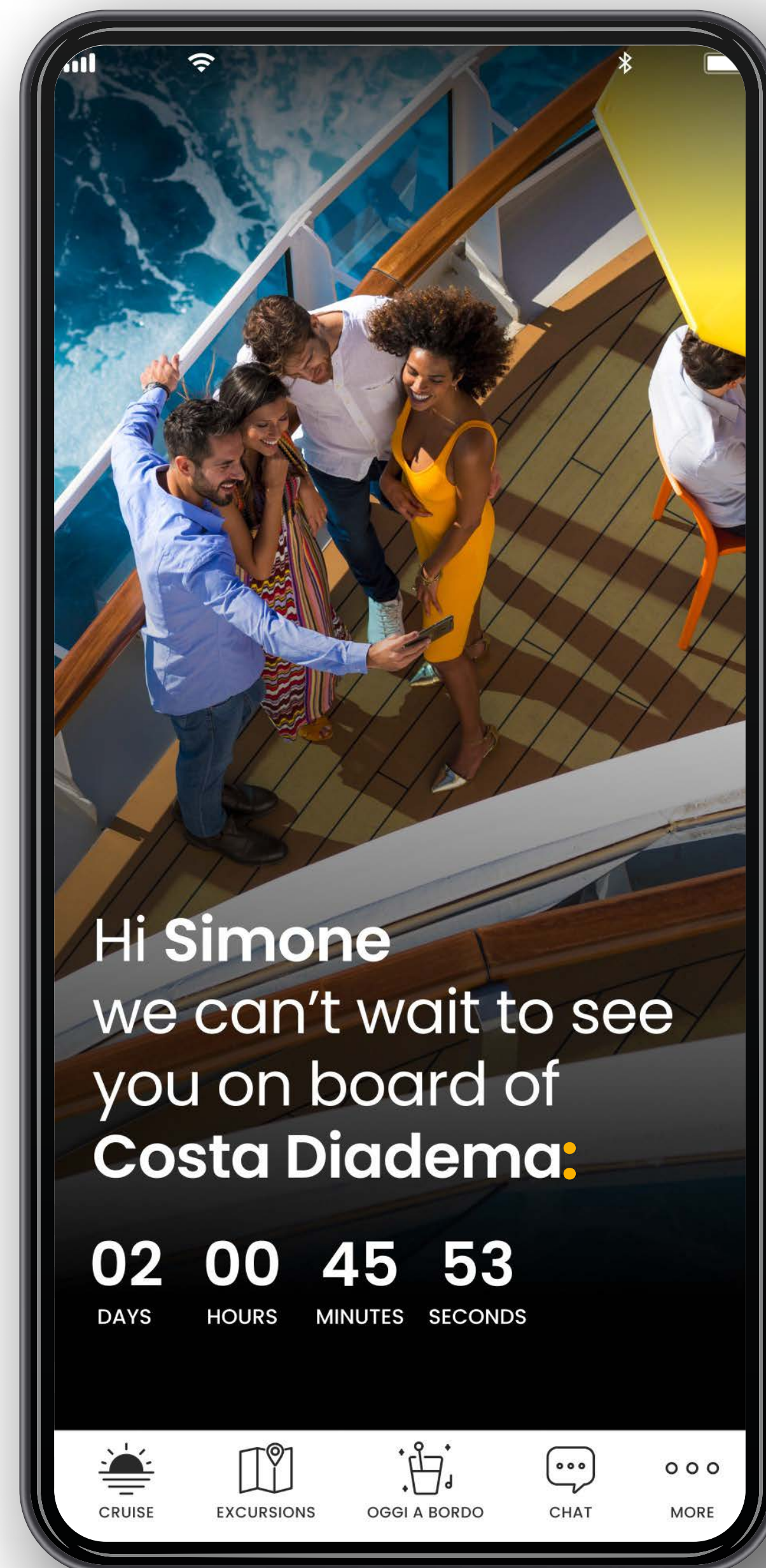
7. DIGITAL
COMMUNICATION

Web site



7. DIGITAL COMMUNICATION

Costa App



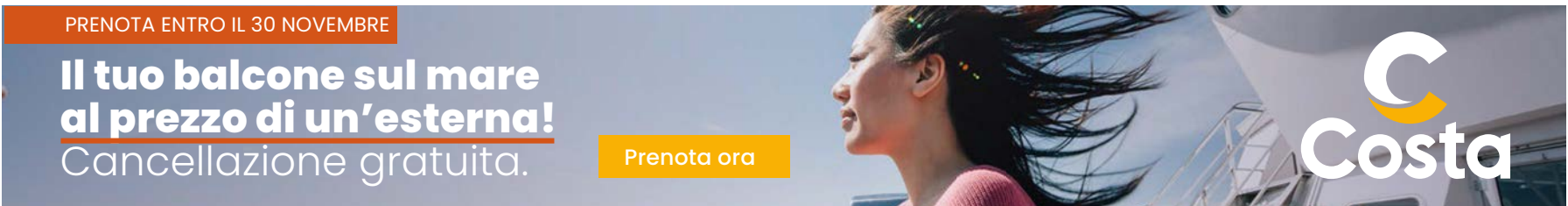
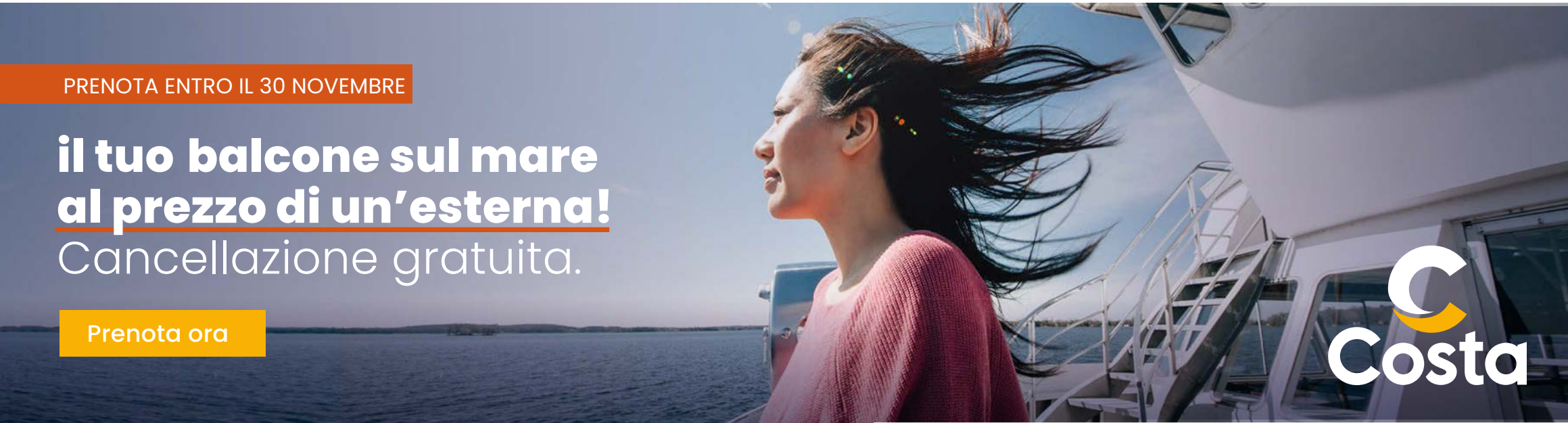
7. DIGITAL
COMMUNICATION

Instagram stories



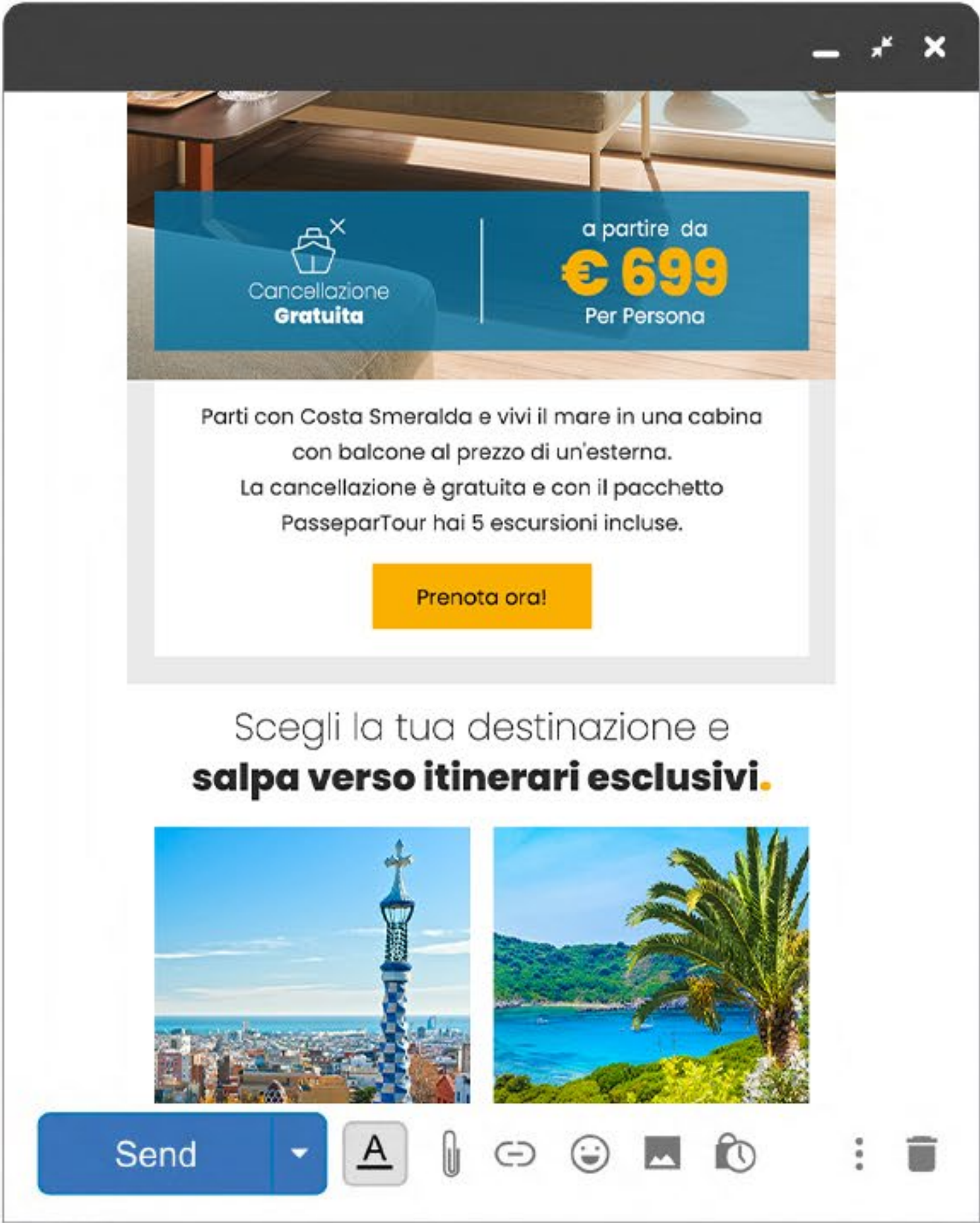
7. DIGITAL
COMMUNICATION

Banner



7. DIGITAL
COMMUNICATION

Dem





8 | VIDEO **COMMUNICATION.**

8. VIDEO COMMUNICATION

Digital frame



LOREM IPSUM EST
MECUM EST



LOREM IPSUM EST
MECUM EST



LOREM IPSUM EST
MECUM EST



LOREM IPSUM EST
MECUM EST



LOREM IPSUM EST
MECUM EST



LOREM IPSUM EST
MECUM EST



Reception.
CALL 3333

USCITA PONTE
EXIT DECK

12



First language
two line super.

Second language two
line super





Call to action example

Call to action example
two line

€00,00

Lorem ipsum | lorem ipsum



GRAN BAR
MASTROIANNI

PONTE
DECK

00



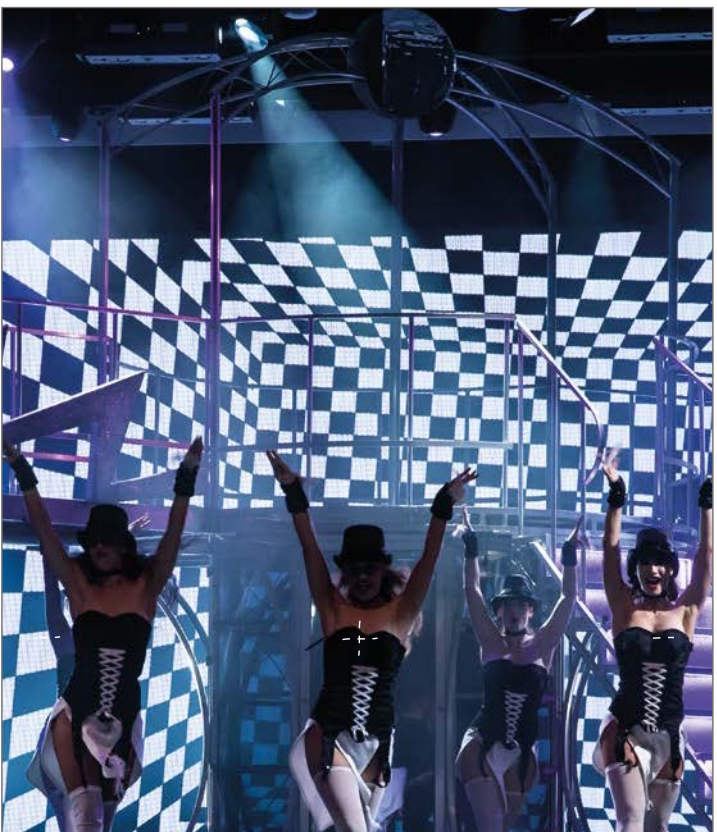
Main title type
style

Main title type style

€00,00

lorem ipsum | lorem ipsum





I prossimi
eventi nel
Teatro
Osiris

Next events in
the Osiris
Theatre

SILENT NIGHT DISCO
PONTE
DECK

6,7

00:00

SILENT NIGHT DISCO
PONTE
DECK

6,7

00:00

SILENT NIGHT DISCO
PONTE
DECK

6,7

00:00

8. VIDEO COMMUNICATION

Name caption in video layout

Use this girth exclusively for on board videos.



NAME SURNAME. Role or addictional informations

Lorem ipsum dolor sit amet dolor



8. VIDEO COMMUNICATION

Name caption in video layout

Use this girth for all the institutional Costa videos, both on and off board.





9 | MERCHANDISING **EXAMPLES.**

9. MERCHANDISING EXAMPLE

Shopper



9. MERCHANDISING EXAMPLE

Shopper



9. MERCHANDISING EXAMPLE

Mug



9. MERCHANDISING EXAMPLE

Mug



9. MERCHANDISING EXAMPLE

T-shirt



9. MERCHANDISING EXAMPLE

T-shirt



9. MERCHANDISING EXAMPLE

T-shirt



THANKS.



Costa Crociere S.p.A.
Piazza Piccapietra, 48 16121 Genova - Italia
Tel. +39 010 54831 Fax +39 123 456789