TEMPTATION GRAND

CRUISES

GUIDELINES

V1- June 2025

NAUGHTY BY NATURE

OUR VISUAL IDENTITY

The graphic proposal for Temptation Grand Cruises is the final result of our strategic communication work.

The graphic, typographic, chromatic, and visual elements used in this identity effectively connect an attractive visual concept with the brand's core values.

On its own, the identity is capable of conveying the fun and forward-thinking spirit of Temptation Grand Cruises.

Logotype + Isotype + Texture
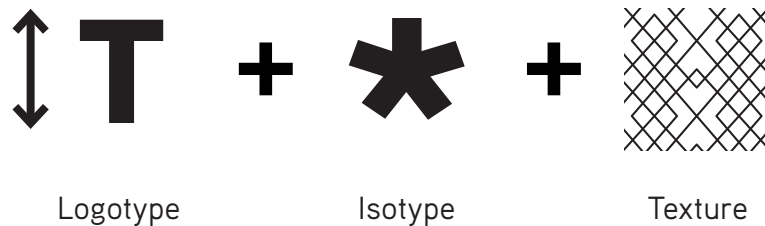
Our logo is the visual representation of our brand, consisting of text and an icon that, while perfectly distinct, should always be used together for better recognition in the market.

It should be used as a visual identifier, not as a decorative element. It is important that every user of the visual identity system understands the need for consistency in our corporate visual expression.

Consistency is key to success in a world where signs and symbols play a crucial role.

TEMPTATION GRAND | CRUISES

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CRUISES

Throughout history, the apple has symbolized temptation, making it a fundamental part of our image.

As the icon of our visual identity, the isotype provides a simplified way for us to be recognized at any time and place.
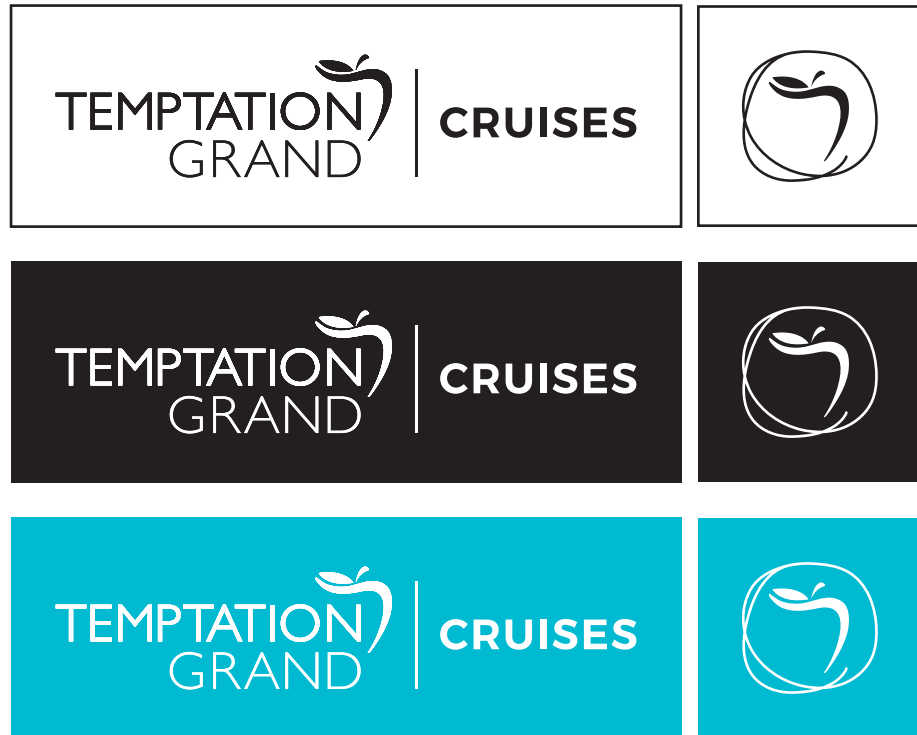
It can be used as a decorative detail and, in very specific cases, as a substitute for the full logo (imagotype).

Color variations of the logo may be used when conditions prevent the use of corporate colors. Positive or negative versions will be used.

The proper application in monochrome ensures the logo remains legible and recognizable.

GRID

It is essential that the original proportions of the logo are never altered.

While the size may change, it must always be scaled proportionally. Using this grid as a guide, the logo can be reproduced across any format or medium. The symbol and logotype must always maintain the specified proportions and composition (see illustration).

MINIMUM SIZE

To ensure optimal legibility, maintain visual integrity, and preserve brand recognition, a minimum recommended size has been established: Printed: 7 cm for the imagotype and 1 cm in height for the isotype. Digital: 42 px in height (see illustration)

There is no maximum size limit for the logo.

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Printed 7cm | Digital 42px

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The brand must always have a clear space (a minimum area of free space surrounding it), which must be respected and left free of any elements that could interfere with or disturb it.

Use the height line "x" as a unit of measurement to always maintain the required clear space.

1x   is equivalent to the letter "O".

1x

1x

The slogan, "Naughty By Nature," refers to the safe and comfortable space the brand offers to free-spirited travelers.

The slogan may appear in three formats:
1. In two lines
2. In one line
3. Accompanied by the logo
The third format can include the logo, as long as it is separated by a vertical dividing line.

Additionally, all slogan versions must use the Stone Harbour font, either horizontally or vertically, and letter size can be adjusted for added dynamism.

COLORS

TEMPTATION GRAND CORPORATE

The corporate colors support effective brand communication. They must be applied without variations and should never be substituted.

PANTONE: For direct ink printing.

CMYK: Values for print that correspond to the direct inks (results may differ in quality and color fidelity compared to PANTONE).

RGB: Values for digital media usage.

HEX: Web-compatible color values.

TEMPTATION GRAND CRUISES

To ensure proper brand differentiation, Temptation Grand Cruises will use only turquoise, pink, and navy blue as primary brand colors.

TEMPTATION GRAND CORPORATE PANTONE

Pantone Black 6C

CMYK	RGB	HEX
81 / 71 / 59 / 76	16 / 24 / 31	10181F

Pantone 233C

CMYK	RGB	HEX
15 / 100 / 0 / 0	165 / 32 / 111	A5206F

Pantone 3115C

CMYK	RGB	HEX
74 / 1 / 17 / 0	0 / 186 / 210	00BAD2

TEMPTATION GRAND CRUISES PANTONE

Pantone 2726C

CMYK	RGB	HEX
80 / 69 / 0 / 0	66 / 92 / 199	425CC7

Pantone 2385C

CMYK	RGB	HEX
21 / 89 / 0 / 0	216 / 59 / 179	D83BB3

COMPLEMENTARY PALETTE

The complementary color palette consists of vibrant, fresh, and energetic tones.

Each color will be used across various printed materials and/or promotional items.

Pantone 7489C

CMYK	RGB	HEX
75 / 0 / 100 / 0	111 / 179 / 83	6FB353

Pantone 1655C

CMYK	RGB	HEX
0 / 74 / 89 / 0	213 / 104 / 57	EE682C

Pantone 7442C

CMYK	RGB	HEX
52 / 83 / 0 / 0	153 / 61 / 187	993DBB

Pantone 267C

CMYK	RGB	HEX
76 / 96 / 0 / 0	96 / 38 / 158	60269E

Pantone 100C

CMYK	RGB	HEX
5 / 0 / 75 / 0	245 / 234 / 97	F5EA61

Blanco

CMYK	RGB	HEX
0 / 0 / 0 / 0	255 / 255 / 255	FFFFFF

Pantone 299C

CMYK	RGB	HEX
75 / 20 / 0 / 0	0 / 160 / 223	00A0DF

TYPOGRAPHY

BODY TEXT TYPEFACE
For regular body text, Aaux Pro Regular will be used, with Pro Light, Pro Medium, or Pro Black variations allowed for titles, web pages, or standout text.

The signature typeface for emphasis, short phrases, and special uses will be Din Condensed Bold.

All uses of this font should be limited to specific and formal needs and must be reviewed and approved.

COMPLEMENTARY TYPEFACE
For promotional items or texts where the brand's more playful side should be showcased, we'll use the Stone Harbour typeface.

Aaux ProRegular
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
abcdefghijklmnñopqrstuvwyxz0123456789

Aaux ProLight
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
abcdefghijklmnñopqrstuvwyxz0123456789

Aaux ProMedium
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
abcdefghijklmnñopqrstuvwyxz0123456789

Aaux ProBlack
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
abcdefghijklmnñopqrstuvwyxz0123456789

STONE HARBOUR
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ0123456789

Din Condensed Bold
ABCDEFGHIJKLMNÑOPQRSTUVWYXZ
abcdefghijklmnñopqrstuvwyxz0123456789

PATTERNS & GRAPHIC ELEMENTS

The graphic elements and patterns to be used include the brand's signature anchor symbol and curved lines representing waves, which bring dynamism and vitality to the design.

The suggested patterns represent the sexy minimalism that characterizes Temptation.

For consumer-facing materials, we will use turquoise, magenta, and navy blue patterns.