

CRUISE LINES INTERNATIONAL ASSOCIATION  
**BRAND GUIDELINES**

Updated October 1, 2016

**APPROVED LOGO VARIATIONS**



PRIMARY LOGO



SECONDARY LOGO

**MINIMUM CLEARANCE**

The required minimum clearance for the CLIA logo is X as shown on the right. (X equals the height of the arm on the letter L.) Always maintain the minimum clearance around all sides of the logo.



Minimum size = 1/4" Width ( 30 Pixels)

X = height of arm on L

**LOGO USAGE**



PMS 2766



100% Black



100% WHITE

**COLOR PALETTE**

**PRIMARY COLORS**



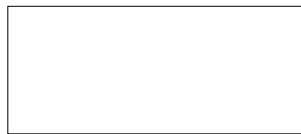
C 100 M 97 Y 37 K 39

**PMS 2766**

**#131B4D**

CLIA "Cruising Blue"

R 19 G 28 B 78



C 0 M 0 Y 0 K 0

**WHITE**

**#FFFFFF**

CLIA "Wake White"

R 255 G 255 B 255

**SUPPORT COLORS**



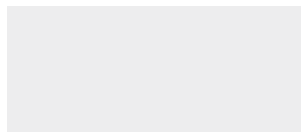
C 0 M 0 Y 0 K 67

**Gray**

**67% Black tint**

**#727477**

R 115 G 117 B 119



C 0 M 0 Y 0 K 7

**Gray**

**7% Black tint**

**#ECEDEE**

R 237 G 237 B 238

**NOTES**

**Cruise Lines International Association**

is our company name

**CLIA**

may be used as an abbreviation where needed

60 Cruise Line Members.

300 Executive Partner Members.

15,000 Travel Agency Members Worldwide.

25,000 Individual Agent Members Worldwide.

Serving 24 Million Passengers Worldwide.

We appreciate your adherence to these guidelines and the resources you commit to co-marketing the Cruise Lines International Association brand. Together we are One Voice. Should you have any questions concerning these guidelines please contact the Cruise Lines International Association Marketing Department: [marketing@cruising.org](mailto:marketing@cruising.org)

