



## BRANDING GUIDELINES



# Letter from the Art Director

Our brand is how the world perceives, experiences and shares our river cruise journeys. Our public image is the sum of all impressions made in the media, wayfinding, stationery, web, social media, video, presentations, and all other communications we create.

A strong identity captures the essence of our organization’s purpose. Being a well-branded travel leader projects a unified character that effectively reinforces our innovative ships, renowned itineraries, and extraordinary crew members.

If we are to maximize our reach and impact, all of us must not only work more closely with each other — we must also more effectively convey to those outside AmaWaterways the full scope of our life-enhancing journeys. Our strategic plan, with its overarching goal of one “Ama,” or one love, underscores that necessity. With our important work in a wide variety of partnerships and disciplines, AmaWaterways is truly global.

In addition, a more streamlined, unified brand will be more affective in reaching the minds of the public: Travel partners will reinforce the association with the trusted AmaWaterways name; and your dynamic, creative work will elevate the perception of the entire company.

These guidelines reflect your input, and I am confident they will help each team member in every department amplify our message in a more impactful way. Please use this guide to inform what we do and say, express how we look and speak, and most importantly, remember why we do it.



**Dane Neal Cox**  
Art Director of AmaWaterways  
US Headquarters

*In this document, you will come across buttons such as the one below, which provide easy access to approved files.*

AMAWATERWAYS

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By consistently using the following branding elements, we together can create high quality photography and marketing materials that are easily recognizable as AmaWaterways at first glance. This will help strengthen our brand’s identity and increase brand recognition.

Please note, branding and marketing efforts are ever-evolving. What works today may not work tomorrow. It’s important for us to be flexible and adaptable to changes in consumer trends and preferences. Thank you.

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# Visual Style

To establish a distinctive branding system that instantly signifies AmaWaterways, it's crucial to incorporate identifiable visual elements. Our logo, colors, and typography play a central role in this. These pages highlight the essential components that strengthen the foundation of our brand identity.

“

CREATE YOUR OWN  
VISUAL STYLE...  
LET IT BE UNIQUE  
FOR YOURSELF AND  
YET IDENTIFIABLE  
FOR OTHERS.

ORSON WELLS

# Color Palette

The AmaWaterways color palette evokes an elegant, approachable sense of luxury. The primary blue and gold are the foundation of the brand. The secondary palette allows for flexibility and added depth to our digital channels and printed items. The Dove Gray can be used on type to give a more approachable readability. The River Teal works well on branded merchandise when paired with Ama Neue Blue and Gold. The tertiary palette is neutral and subtle. You can use the Pearl or Fog Gray for page divides, buttons, and/or text boxes.

PRIMARY



AMA BLUE  
PMS 2965 C  
# 00263e  
CMYK 100 78 48 54



AMA GOLD  
PMS 465 C  
#bc965c  
CMYK 26 40 73 03

LIGHT GOLD: PMS 7403

METALLIC GOLD: PMS 873

SECONDARY



DOVE  
PMS CL Gray 10 C  
# 636564  
61 51 52 21



RIVER  
PMS 7477 C  
# 244b5a  
88 60 48 32

TERTIARY



PEARL  
PMS 9225 C  
# f9f4ed  
01 03 08 01



FOG  
PMS CL Gray 1 C  
# eceded  
06 04 04 00

 AMAWATERWAYS®

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VISUAL STYLE

# Support Colors

The support colors consist of ranges inspired by the cultures and landscapes from the regions we sail through. These colors complement the primary palette and are used to emphasize how wide-ranging and diverse AmaWaterway’s offerings are. They can be showcased with various elements within our photography. Examples of usage can be found on later pages.

01.

02.

03.

04.

05.

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07.

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09.

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12.

 AMAWATERWAYS®

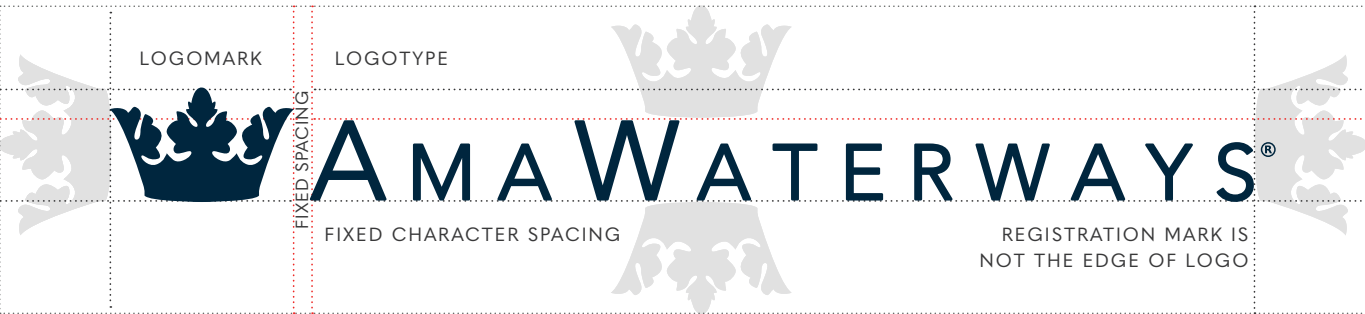
7



# Logo Anatomy

A brand encompasses more than just a logo, and a logo is more than a mere symbol. It must seamlessly adapt across various colors, dimensions, and contexts. This comprehensive approach is known as a logo identity system.

AmaWaterways has developed a versatile logo system that can be used either as a whole or broken apart, depending on the design requirements. As we introduce this expanded identity system in 2024, it's important to emphasize that the logo mark and logo type remain unchanged. Marking 21 years in business, we not only preserve the essence of the original identifier but also acknowledge the historical significance of our logo.



## LOGO SPACING RULE

*Our logo requires ample space to breathe, guided by specific rules regarding spacing and margins. It should never appear crowded or overshadowed by other visual elements. The clear space around the logo should equal the ascent or ascender height of the Ama Crown on all sides, ensuring it remains free from other graphics and interference. Should there be a situation where this rule needs to be waived, please consult with the Art Director.*

# Logo Colors

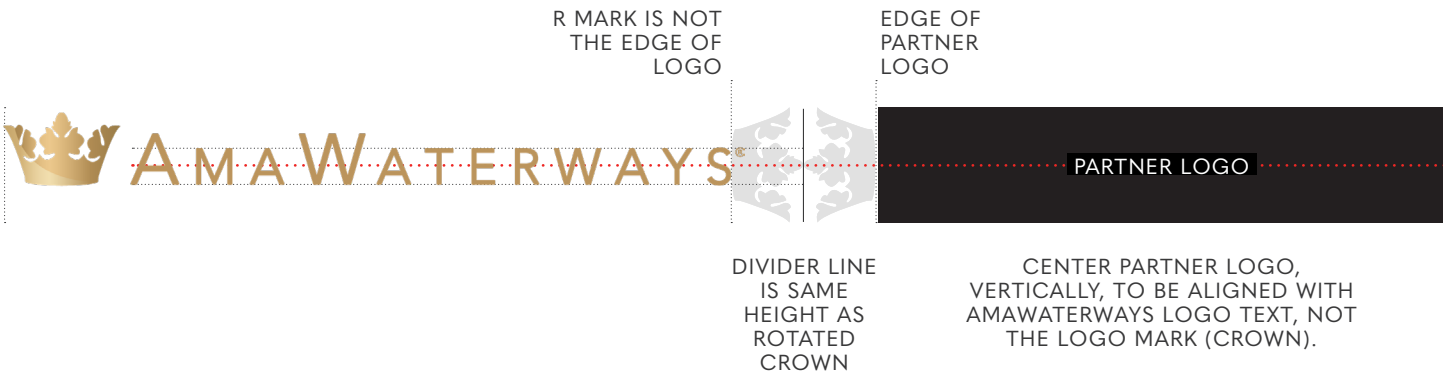
Ama Gold, PMS 465, is the preferred choice whenever we showcase the AmaWaterways Logo. The lighter gold option, PMS 7403, is reserved for situations requiring increased contrast against the background image. Watermarks should be positioned in the bottom corners of brochure pages, presentation slides, and videos as necessary. If a stacked option is required due to limited space, please seek guidance from the Art Director.



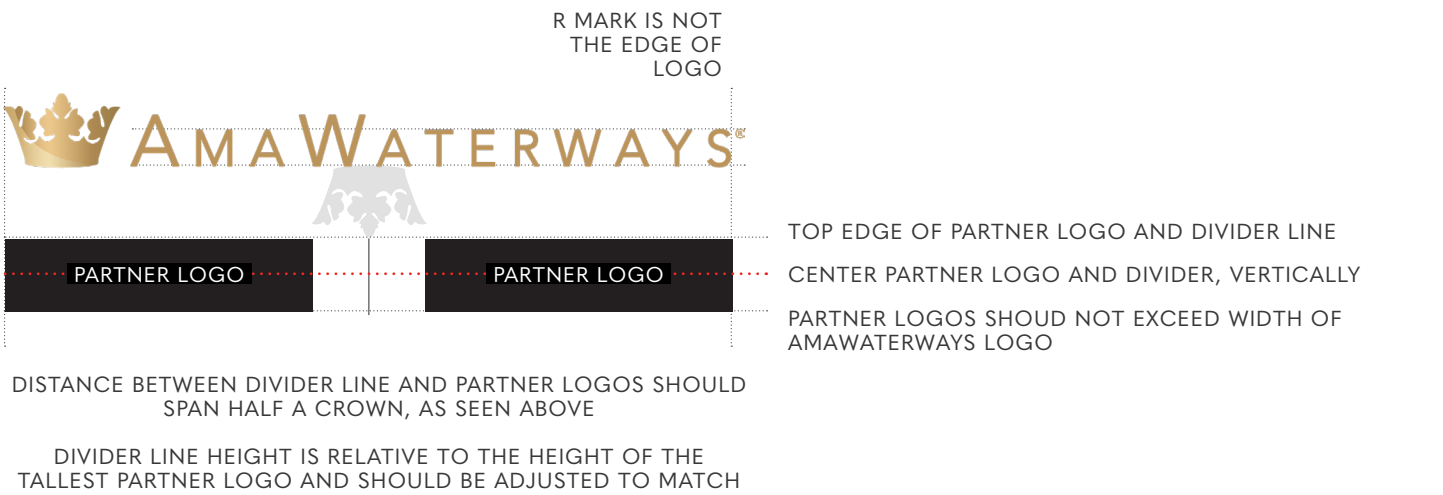
# Co-Branding

By adhering to the logo spacing rule, we can craft well-balanced co-branded lock-ups. In these compositions, the AmaWaterways logo should consistently hold a larger or more prominent position compared to the partner logo.

## 1 : 1 | WIDE LOCK-UP



## 1 : 2+ | STACKED LOCK-UP



*It's important to acknowledge that logos vary in both height and width. Crafting a harmonious co-branded lock-up will require your design instincts to ensure a balanced composition.*

# Co-Branded Lock-Ups

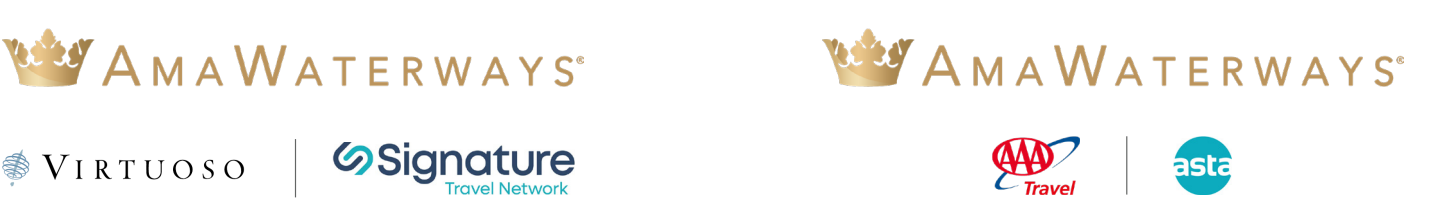
PARTNER LOGOS

Below are examples of lock-ups where AmaWaterways takes the lead as the dominant partner. Please keep in mind that these logos may have specific usage guidelines when displayed alongside other partners. We recommend reviewing their branding guidelines to ensure compliance.

## 1 : 1 LOCK-UP EXAMPLES



## 1 : 2 LOCK-UP EXAMPLES



## 1 : 3+ LOCK-UP EXAMPLES



If more logos are required, please use rule of 3, 2, 3, 2 for stacking

# Typography



Two typefaces have been selected to support the AmaWaterways brand: Agatho and Quasimoda. Each font has a personality of its own, yet work well together and are used in a way that allows the identity system optimal flexibility in a variety of applications.

PRIMARY

Agatho

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 &@%().,

SECONDARY

Quasimoda

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 &@%().,

SAFE ALTERNATIVES

Agatho = Times

Quasimoda = Helvetica

# Implementation of Typography

**HEART OF THE RIVER™ HEADLINE**  
“Heart” - Luxury Modish at 0 character spacing  
Title case

“of the River” - Agatho at 200 character spacing  
Upper Case

**TRAVEL PARTNER LOGO**  
Provided by Virtuoso. All-White Lockup

**YEAR COMPILATION**  
Quasimoda (Regular) font at 300 character spacing  
Separated by vertical dividers

**TRAVEL PARTNER**  
Agatho Font at 300 character spacing  
Uppercase

**AWARD CALLOUT**  
Agatho Font at 0 character spacing  
Title case  
Italicized 15° for added accent

**CALL TO ACTION**  
Agatho Font at 0 character spacing  
Sentence case

**SUBHEADER**  
Quasimoda (Regular) Font at 0 character spacing  
Sentence case

**AMAWATERWAYS LOGO**  
Light gold version for better visibility



# Implementation of Typography FLYERS



HEADLINE  
Agatho Font at 0 character spacing  
Large sentence case featuring TAGLINE

PHOTO CAPTION  
Quasimoda (SemiBold) Font at 0 character spacing  
Sentence Case with added shadow

HEADER  
Agatho Font at 0 character spacing  
Title case

SUBHEADER  
Quasimoda (Regular) Font at 0 character spacing  
Sentence Case

CALL TO ACTION  
Quasimoda (Regular) Font at 0 character spacing for PROMO  
Quasimoda (SemiBold) Font at 0 character spacing for CODE  
Quasimoda (Italic) Font at 0 character spacing for T.A. CTA  
Sentence case



HEADLINE  
Agatho Font at 0 character spacing  
Large title case featuring OFFER

SUBHEADER  
Quasimoda (Regular) Font at 0 character spacing  
Sentence Case

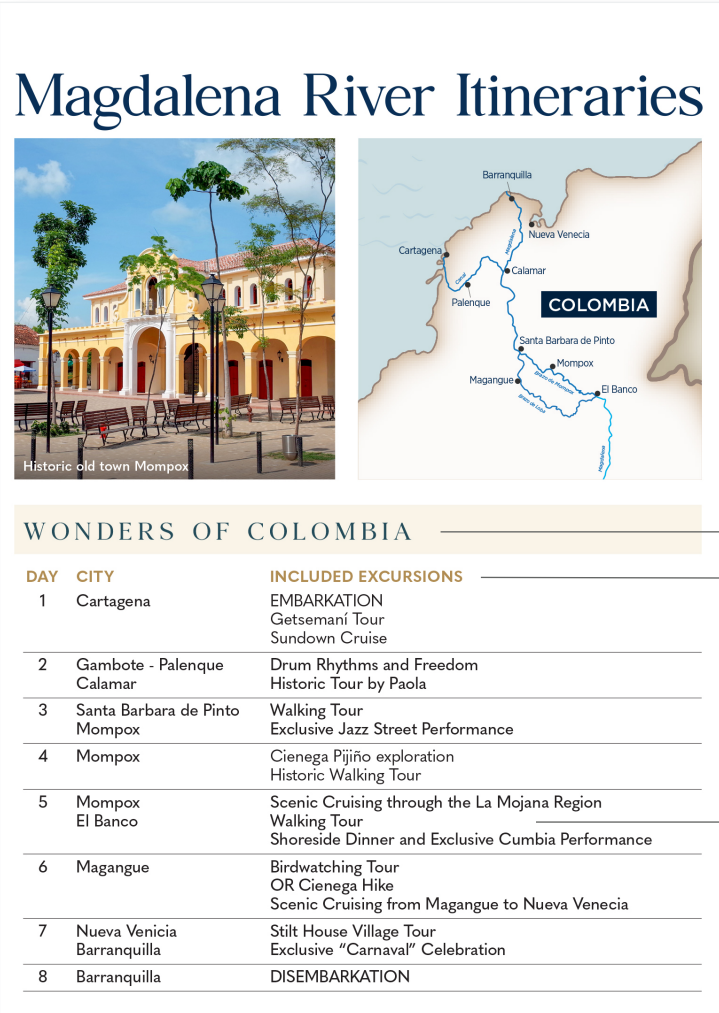
PHOTO CAPTION  
Quasimoda (SemiBold) Font at 0 character spacing  
Sentence Case with added shadow

HEADER  
Agatho Font at 0 character spacing  
Title case

BODY  
Quasimoda (Regular) Font at 0 character spacing  
Sentence Case

BULLET POINTS  
Quasimoda (Regular) Font at 0 character spacing  
Sentence Case

# Implementation of Typography TABLES



HEADLINE  
Agatho Font at 0 character spacing  
Large title case

ITINERARY  
Agatho Font at 0 character spacing  
Pearl Color Block with River color Text  
Uppercase

CATEGORIES  
Quasimoda (Medium) Font at 0 character spacing  
Ama Gold text  
Uppercase. All on one line if possible.

DATA  
Quasimoda (Medium) Font at 0 character spacing  
Title Case

CATEGORIES  
Quasimoda (Medium) Font at 0 character spacing  
Ama Blue color block with White color Text  
Uppercase. All on one line if possible.

MULTIPLE ITINERARIES  
Quasimoda (Bold) Font at 0 character spacing  
Ama Gold Text. Alternating rows of white and Pearl Color.  
Title Case

DATA  
Quasimoda (Medium) Font at 0 character spacing  
Title Case

CRUISE ITINERARY	EMBARKATION DATES	CRUISE PRICE PP
<b>Best of Holland &amp; Belgium</b> 7-nt cruise roundtrip from Amsterdam	Nov 7 Dec 25, 28	\$3,499
<b>Celebration of Classical Music: The Danube</b> 7-nt Budapest - Vienna Cruise or Reverse	May 20, 27 Nov 4 Nov 11	\$3,899 \$3,599 \$3,399
<b>Majestic Capitals of the Danube</b> 5-nt Vienna - Budapest Cruise or Reverse	May 16 Dec 17 Dec 29	\$2,799 \$2,499 \$2,699
<b>Magna on the Danube</b> 7-nt Budapest - Vilshofen Cruise or reverse	Aug 6, 13 Aug 20 Nov 5	\$4,199 \$4,299 \$3,799
<b>Romantic Danube</b> 7-nt Vilshofen - Budapest Cruise	Jul 24 Oct 28	\$3,899 \$3,699
<b>Melodies of the Danube</b> 7-nt Budapest - Vilshofen Cruise	Jul 1, 15, 17; Aug 13, 14 Aug 26; Oct 7, 8, 9	\$3,899 \$4,099

# Image Style

To create a captivating brand identity for AmaWaterways, it's crucial to incorporate compelling visual elements, particularly in our photography and videography, evoking the feelings of love and luxury. The following pages offer a guide to shape the public's perception of AmaWaterways and our life-enhancing journeys before they even step on board.

“

YOU DON'T TAKE A  
PHOTOGRAPH, YOU  
MAKE IT.

ANSEL ADAMS



# Authenticity

When using photography, we differentiate the AmaWaterways experience into three categories: people, product, and place.



**PEOPLE**  
Photos of people aim to capture the personality and mood of an individual or group. At Ama, we like to showcase a positive, happy experience throughout all marketing endeavors.



**PRODUCT**  
Product photos can be exteriors of one of our innovative ships, or anything you may find inside or on the sun deck.



**PLACE**  
Destination photography involves shots of various landscapes, landmarks, and wildlife.



**3-IN-1: BRAND PHOTO**  
There will be instances to feature all three categories in one stunning image - a powerful 3-in-1 brand photo, which should be utilized for hero banners, brochure covers, and 2-page spread advertisements. These shots are going to drive the best story, and give the viewer the best sense of experience.

# Pairing Examples

Pun intended.



**PEOPLE**  
Images may be candid or posed, full body or close-ups. Either way, the subject's face and eyes should be in focus.



**PRODUCT**  
Every product shot doesn't have to show an aspect of the ship. Experiences such as food and beverage, tours, and entertainment all fall under the product category.



**PLACE**  
Location, location, location. When in doubt, utilize an image with focus on the river from one of our many visited destinations.



**3-IN-1: BRAND PHOTO**  
When the 3-in-1 isn't possible, the three categories should be used in conjunction with photo pairings to support the authentic AmaWaterways experience. Please use sparingly — any more than 4 supportive photos on one page or banner becomes overwhelming to the eye, and the story is lost.



# People Photography

Photos of people fall into two categories: portraits and candid. However near or far your subject, however intimate or distant the gaze the camera casts, always keep in mind the elements of composition and the technique that will best help you communicate what we are trying to showcase.



## CANDID

We want the viewers of the image to feel they are witnessing an unguarded glimpse into the AmaWaterways experience. This approach works best when featuring guests and crew members in action.



## PORTRAIT

Portraits seek to convey an idea about a person's intent and emotions. This approach works best when connecting the warmth of our extraordinary crew to our viewers.

# Target Audience

Truthful representations of AmaWaterways' guests, itineraries, and activities build trust for the accuracy of our message and brand. In order to communicate our brand effectively, it's important to understand the consumers most aligned with the AmaWaterways experience, and therefore, the people showcased in our campaigns need to be relatable.



## AGE. EDUCATION. OCCUPATION.

Between the ages of 45-65 with an appearance of high levels of career success. This niche of individuals tend to be vast readers, which aids in their yearn to explore the world. When featuring children, please ensure they are 12 years of age or older.



## RACE. SEXUAL ORIENTATION.

Diversity is paramount when representing inclusivity. We welcome a variety of diverse guests, and this should always be reflected in our photos.



## ETHNICITY. INTERESTS.

95% of our customer-base are Americans, which adds certain travel expectations. In this regard, when targeting, make sure to focus on higher-end, exclusive experiences.



## FASHION

A person's wardrobe is an extension of themselves and how they want to be seen. Subjects should be dressed in an elegant casual style, evoking a sense of attainable luxury and sophistication while being realistic to the various experiences and seasons.



# Product Photography

Product photography reflects the innovative fleet of AmaWaterways’ ships, guest accomodations, onboard activities, and excursions.



SHIP EXTERIOR



STATEROOMS



COMMON AREAS



FOOD



BEVERAGE



WELLNESS



ENTERTAINMENT



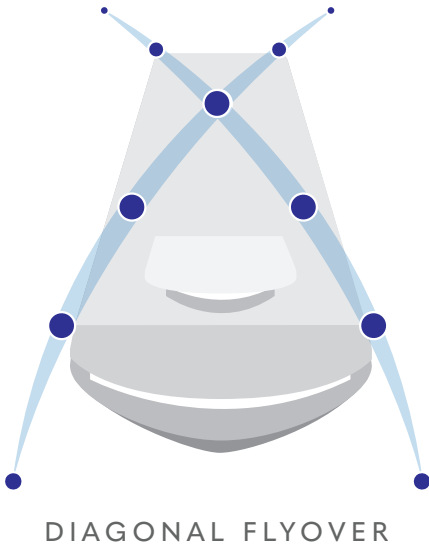
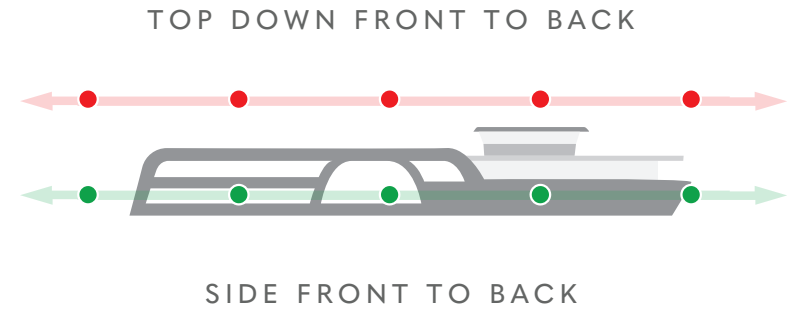
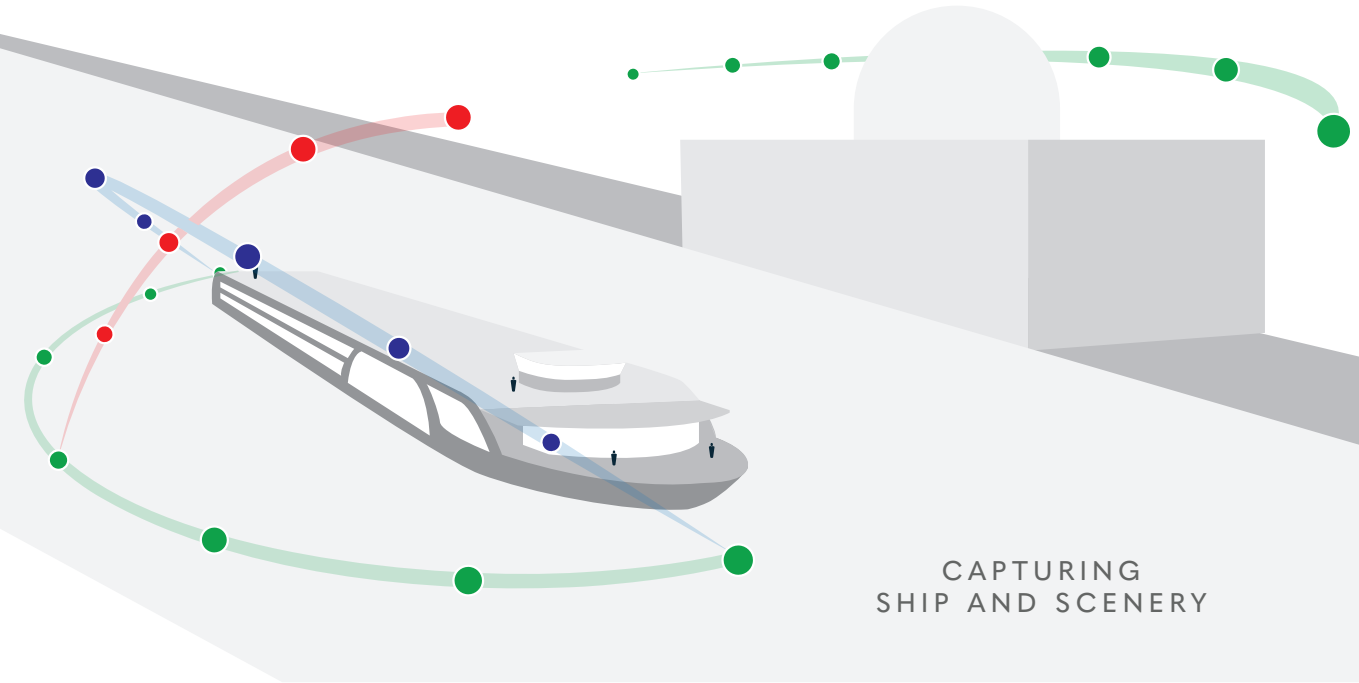
LOCAL TOURS



EXCLUSIVE EVENTS

# Aerial Ship Shots

Our ships don’t merely transport you to countries; they immerse you in them. We prioritize showcasing our ships in harmony with the surrounding landscapes. Occasionally, our vessels may blend into the bustling scenery. In such instances, adjust the drone’s altitude: raise it to reveal the river separating the ship from the land, or lower it to emphasize the contrast between the ship and its surroundings. Whenever feasible, follow the prescribed flight patterns at both cardinal and eagle altitudes.





# Place (Destination) Photography

Destination photography encompasses documenting landscapes, landmarks, attractions, people, cultures, customs, and history of an area. The primary objective is to capture striking images that showcase the diverse beauty of global locations. Whenever feasible, include our ships in the frame to convey their connection to the surrounding environment.



ALONG THE RIVER

First and third person point of views from aboard ship or along the riverbanks.



LOCAL CULTURE

Photos capturing the traditions of local people, food, and goods that are identifiable to the destination.



MULTILAYERED DEPTH

Story-driven photos that possess foreground, middle ground, and background.



IDENTIFIABLE DETAILS

Closeups of small details that are identifiable to the destination.



CARDINAL AERIAL

Photos taken from drone between altitudes of 25 ft and 400 ft.

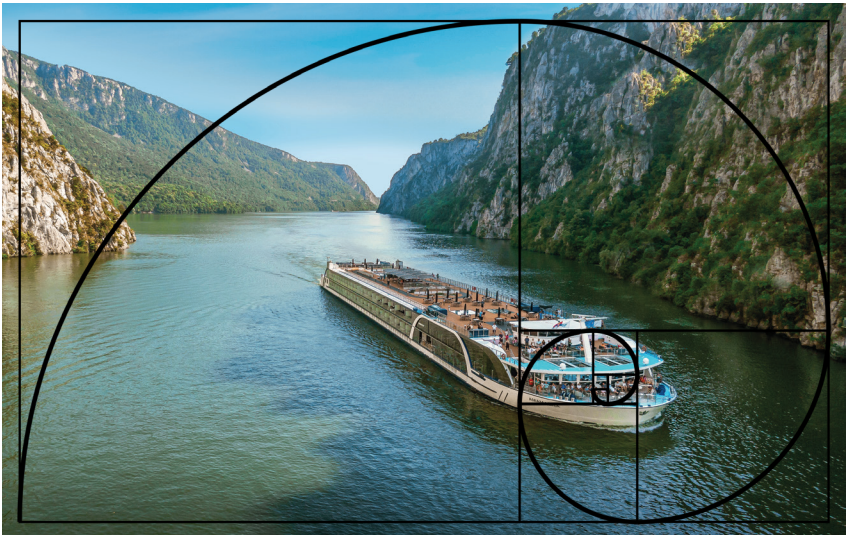


EAGLE AERIAL

Photos taken from drone or helicopter at altitudes of 400 ft and above.

# The 4 C's of Photography

Composition. Clarity. Color. Consistency.



The Fibonacci spiral is a composition guide that creates a perfectly balanced and aesthetically pleasing photograph to the human eye. It stems from the mathematical principle of the golden ratio. Solid execution of this rule not only captivates a viewer but in many circumstances allows for the addition of text, logos, and supportive imagery, which is paramount for our various marketing efforts. If we are able to combine captivating composition with deep focal points, contrasting color pops, and the ability to consistently deliver story-driven visuals, AmaWaterways will inevitably elevate and expand its global brand.





# Points of Distraction

It is important to avoid the following:



## PLACE SETTINGS

Wine and water glasses must be full at a consistent level as they are poured prior to food being served.

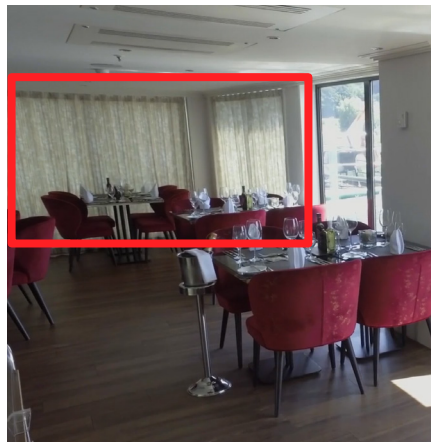
Food presentation: Arrange neatly, avoiding spills or spatter marks.

Silverware: Clean, symmetrical placement per fine dining standards. Seek assistance if needed.



## SYMMETRY

Symmetry and alignment between all elements.



## WINDOW EXPOSURE

Open drapes for all interior shots, regardless of light leaks.

Two-shot technique: If necessary, capture two separate shots—one exposed for the interior and another for the exterior. Later, composite the two images together in post-processing (e.g., Photoshop) to achieve a better balance between the two areas.



# Points of Distraction

continued.



## OBSTRUCTIONS

Stay mindful of any elements that may block or obstruct the desired view in your composition.

Reposition foreground subjects to get clear shot of background, especially windows with a noteworthy view.



## LUGGAGE MAT

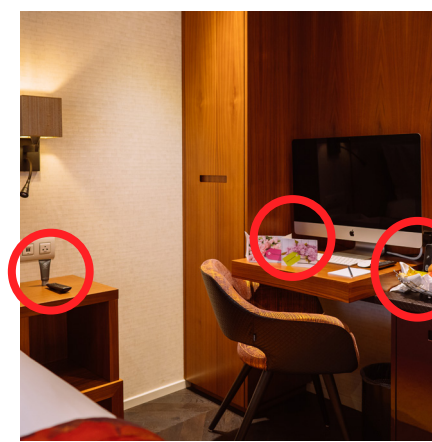
Ensure that the luggage mat is removed from the bed for all photos and videos.



## UNTIDY BEDWARE

Flatten, tuck and/or lightly steam to remove all unwanted wrinkles.

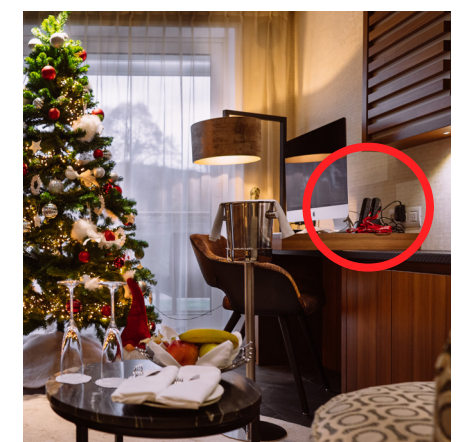
Fluff pillows and align symmetrically. Seek assistance if needed.



## UNWANTED CLUTTER

Specifically target items such as plastic bags on trash bins, unneeded papers, random remotes, jumbled wires, unkept lanyards, and any other objects that contribute to visual clutter.

The primary goal is to showcase the room's spaciousness, so ensuring a clutter-free environment is essential.





# Don'ts

Avoid the following when producing photography:



**Do Not** use imagery of insufficient resolution for your design application.



**Do Not** treat imagery with gimmicky effects, such as HDR, fisheye, and blur.



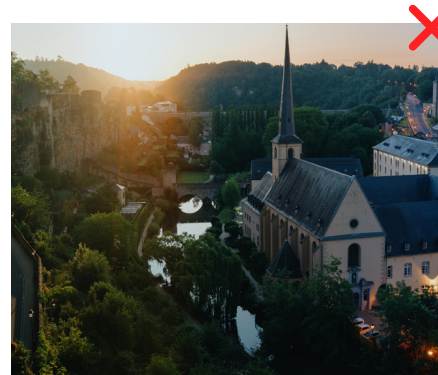
**Do Not** use unfocused imagery.



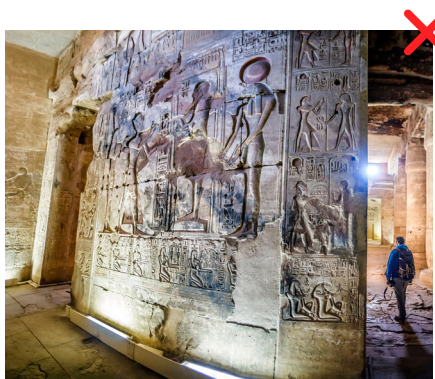
**Do Not** use highly photoshopped imagery. Viewers can immediately tell when something is off.



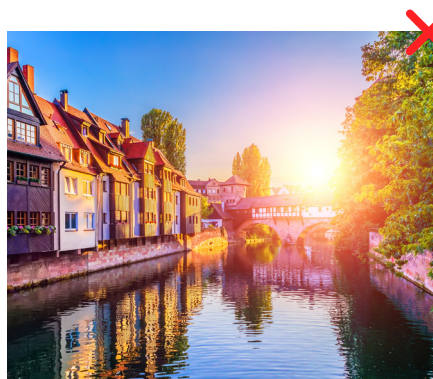
**Do Not** use cliché stock imagery. There is always a better solution.



**Do Not** use poorly lit imagery where shadows are too dark and/or highlights are blown out.



**Do Not** use uninteresting crops or composition.



**Do Not** use overly saturated imagery. There is a line between vibrant natural beauty and Impressionist paintings.



**Do Not** use imagery that isn't based in reality.

# Stock vs. Commissioned Photos

**Stock Imagery** offers flexibility and speed in application, but it can sometimes lack the imagination and dynamism of custom-shot material. By carefully cropping a photograph, we can maximize the effectiveness of stock imagery in conveying a specific message.

**Editorial use** stock images are factual, informative, newsworthy, or of general interest, such as those used in newspaper/magazine articles or news broadcasts. These should be avoided in our campaigns due to potential copyright issues related to unreleased content, including people and places.

**Non-editorial use** covers all other purposes, including promoting products, fundraising, or advertising goods, services, or companies. Examples include TV commercials, movie trailers, social media posts, web banner ads, and brochures.

**Commissioned Imagery**- use the checklists provided on previous pages as a guide to achieving the desired image. Always strive for a uniquely AmaWaterways perspective in your shots.

Selecting the right photographer is crucial for achieving the best results. Look for a photographer experienced in the specific type of image you intend to capture. In most cases, specialists (e.g., portrait or product photographers) produce higher-quality images than generalists.

Please ensure that we acquire full usage rights and copyrights in perpetuity, making AmaWaterways the rightful owner of the photograph.

# Branding Extensions

To enhance the versatility of our branding, it's crucial to incorporate supplementary visual elements, including lockups, iconography, and pattern usage. These elements reinforce our brand identity, creating a cohesive and engaging visual experience.

“

IF EVERYONE IS  
MOVING FORWARD  
TOGETHER, THEN  
SUCCESS TAKES  
CARE OF ITSELF.”

HENRY FORD



# Heart of the River™



Heart of the River™ embodies our brand's essence—a life-enhancing journey filled with love and luxury. This carefully crafted lockup is destined to grace every corner of our marketing universe, infusing each channel with its romantic charm.



When the Heart of the River™ brand message is warranted but the specified design project has limited space, it is acceptable to use the hashtag **#heartoftheriver** as a replacement. Please see example below.



# Beyond the Riverbanks™



Beyond the Riverbanks™ embraces the warmth of our guest community. It unites our social media, blogs, and seasonal brochures, reflecting the essence of our vibrant guests and our unique culture.



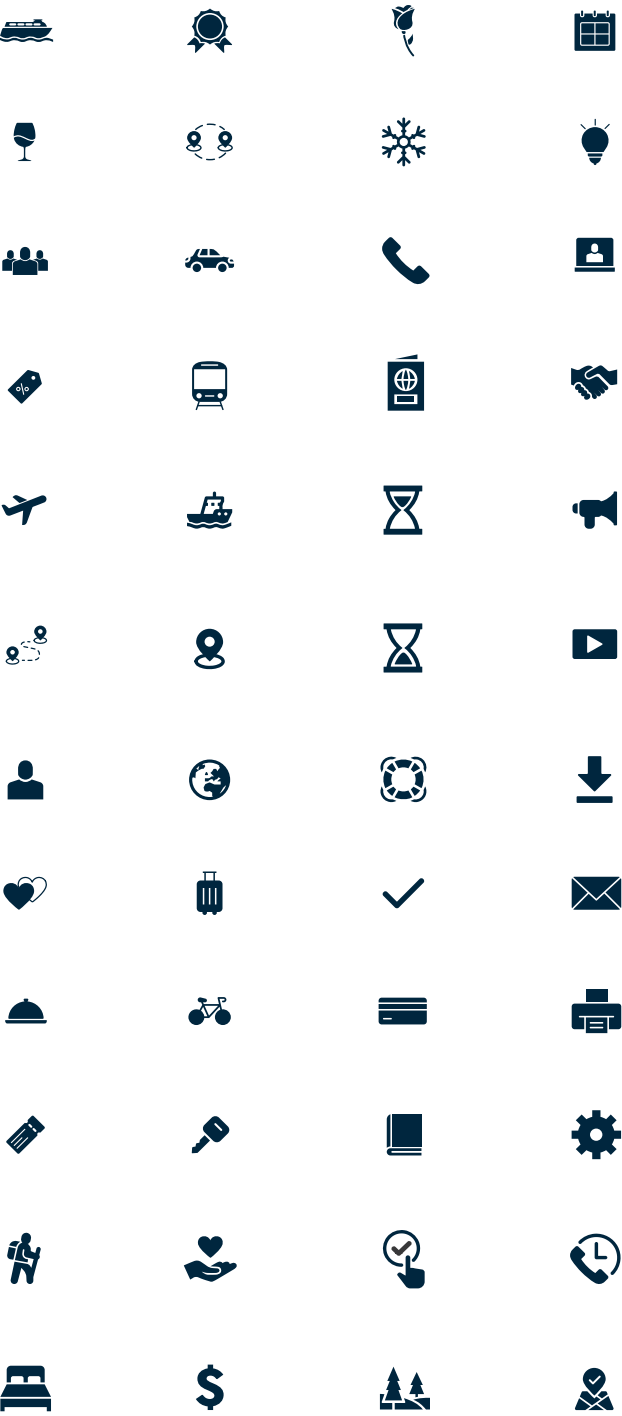


# Iconography

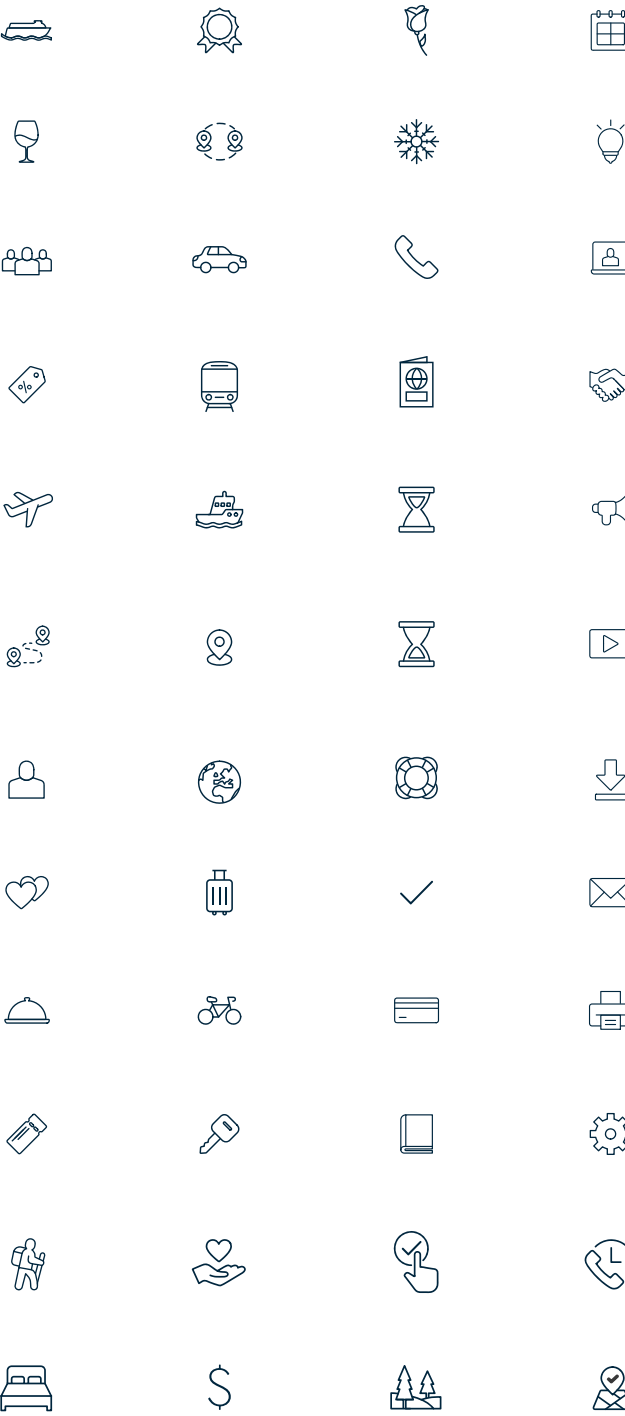
Please click button below to access approved files

AMAWATERWAYS ICONS

GLYPHS



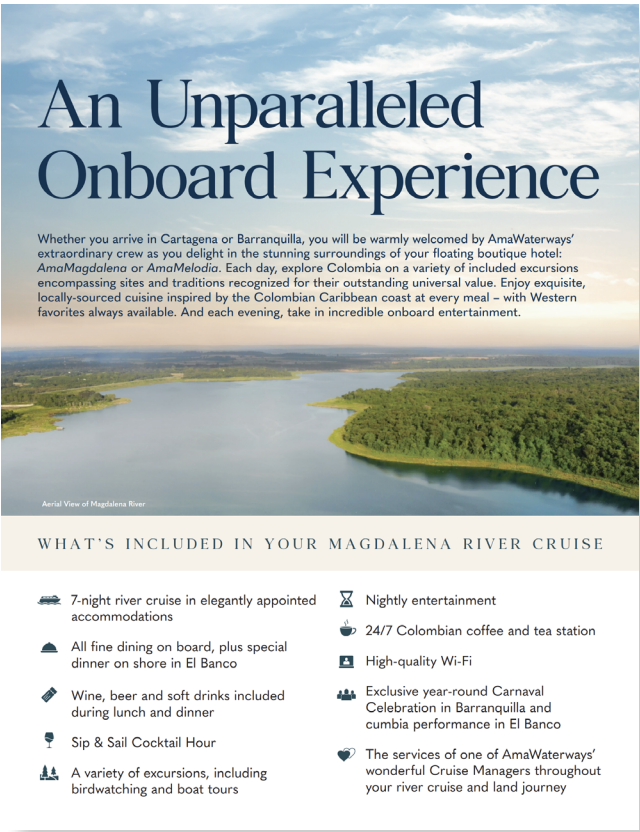
OUTLINED



# Implementation of Icons

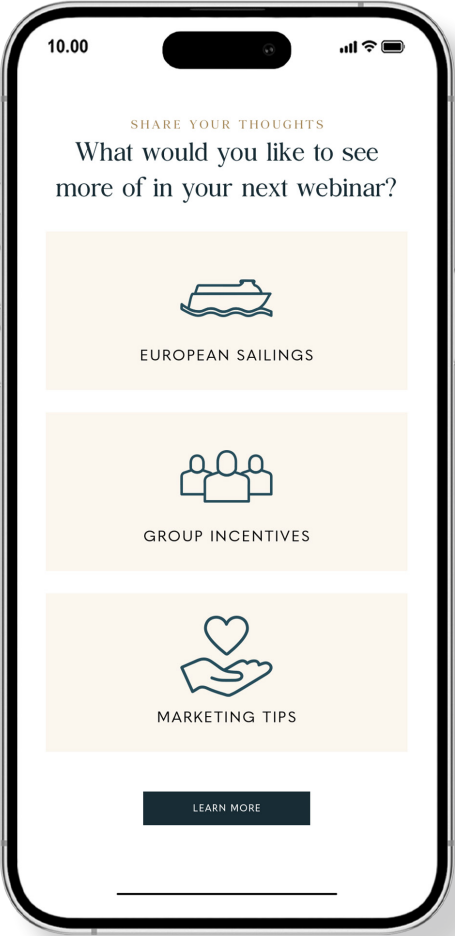
OUTLINED ICONS

When icons are used as part of a user interface, they may need to be larger in order to improve usability. For example, if an icon is used to represent a button or call-to-action, making it larger can make it easier for users to click or tap on it, particularly on touchscreen devices. In these scenarios, please utilize the outlined icons for a more elegant approach.



GLYPH ICONS

AmaWaterways has replaced the monotony of bullet points with glyph icons, making our content not only easier to follow, but more visually appealing. Additionally, solid glyph icons can help to eliminate language barriers, making it easier for users from different parts of the world to understand the information being presented.



# Patterns

Incorporating unique patterns within our brand is vital. These visual motifs not only enhance our brand's aesthetic appeal but also establish a consistent and recognizable visual language. Patterns add depth and cohesion to our materials, reinforcing our brand identity across various channels.

PATTERNS



RIVER PATTERN



LARGE HALF CROWN PATTERN



CUSTOM WAYPOINT VARIATIONS

# Pattern Usage

