PLEASE ADHERE TO VIKING'S BRAND IDENTITY GUIDELINES

COMPANY NAME & CREDIT

Our brand name, Viking®, is trademarked and the first use of it in text form should be accompanied by a registered trademark symbol, unless preceded by the logo.

Correct Usage

Viking®

When using Viking proprietary footage and/or photography with permission from Viking, please credit following this line:

Photo credit: Courtesy of Viking®

Incorrect Usage

Viking Cruises	Viking Ocean
Viking River Cruises	Viking Expeditions Cruises
Viking River	Viking Expeditions
Viking Ocean Cruises	Viking Tours

Note: Do NOT combine the product line names with the brand name, add the word cruise, or abbreviate the brand name with the product line. I.e., Viking Rivers, Viking River Cruises, VRC.

CHAIRMAN NAME & TITLE

Our chairman's full name should be used along with his correct title.

Correct Usage

Torstein Hagen, Chairman of Viking

Torstein Hagen, Viking Chairman

For more information and approvals contact:

vikingpr@edelman.com

LOGO

Our primary logo consists of the custom-designed Viking wordmark and ship symbol.

Variations and Placement

Logo without tagline: Preferred format for most marketing applications.

Logo with tagline: In cases controlled by the Brand & Communications department only.

Note: The logo colors are PMS 200 + Black. Reversed out option is 100% White. Never reverse out partial logo and keep the red.

Incorrect Usage

Correct & Acceptable Usage

Clear Space

Always surround the Viking logo with at least the required minimum of clear space. More space is always preferred.

COLORS

Our primary colors consist of a dark blue, red, black, white, and a silver metallic accent.

VIKING BLUE	VIKING RED	BLACK	WHITE	SILVER METALLIC
PMS 648C	PMS 201C	CMYK: 0C, 0M, 0Y, 100K	CMYK: 0C, 0M, 0Y, 0K	PMS 877 & PMS 8400
Nonstandard/Key-In	Nonstandard/Key-In	RGB: 0.0.0	RGB: 255.255.255	
CMYK: 100C, 71M, 9Y, 56K	CMYK: 0C, 100M, 70Y, 30K	Hex: #000000	Hex: #FFFFFF	
RGB: 20.38.64	RGB: 177.10.50			
Hex: #142640	Hex: #B10A32			