

A STYLE GUIDE TO CREATING
ROLEX CONTENT

Brand Style Guide



ROLEX

INTRODUCING THE ROLEX STYLE GUIDE

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INTRODUCING THE ROLEX STYLE GUIDE

Welcome to the Rolex Style Guide, a comprehensive resource that provides guidelines for maintaining consistency, professionalism, and our brand identity in all written materials associated with Rolex. This guide is designed to assist Rolex employees, content creators, and partners in creating cohesive and impactful communications that reflect our brand's values of luxury, precision, and timeless elegance.

PURPOSE OF THE STYLE GUIDE

This style guide serves as a reference tool to ensure uniformity and coherence in all written materials produced for and on behalf of Rolex. By adhering to the guidelines outlined in this style guide, we aim to create a consistent brand voice and visual identity that resonates with our target audience; reinforcing Rolex as a leader in the luxury watch industry.

BRANDING HIGHLIGHTS

This section highlights the branding elements that are used within Rolex communication content.

BRAND OVERVIEW

Rolex is a renowned Swiss watch manufacturer founded in 1905. With a rich heritage and a legacy of exceptional craftsmanship, Rolex has become synonymous with precision, innovation, and enduring style. Rolex watches are known for their timeless elegance and uncompromising quality, appealing to individuals who value sophistication and reliability.

BRAND PRINCIPLES

Rolex is built to last with their governing philosophy being “Perpetual”. This philosophy has been written on all Rolex Oyster watches for almost a century. Rolex’s core values are **honor**, **excellence**, and **prestige**. Rolex’s principles encompass each of these values through being perpetual. These main principles are:

- Perpetual Planet (Environment)
- Perpetual Knowledge (Science)
- Perpetuating Culture (Arts)

VOICE, TONE, AND MESSAGING

Voice and tone reflect the attitude and personality of a company through their communication. Using a specific voice and tone conveys a message and build trust with readers. This can shape the branding value and image of Rolex. To empower the branding of Rolex, this section describes the appropriate voice and tones used in the content.

Voice

Rolex's voice is adventurous and exploratory. Rolex makes the customer feel achieved and open to innovation. Rolex defines honour, excellence, and prestige.

Tone

All content released by Rolex should display competence and sophistication.

Message

Rolex wants their customers to feel empowered.

THE LOGO EVOLUTION

Since its founding in 1905, the Rolex logo has undergone various changes. These changes have all been minor. The most notable change is the trademark of the famous Rolex Crown logo in 1925. There are two main elements to the Rolex logo – the five-point, golden crown insignia and the Rolex text logo in their famous green. The crown symbolizes exclusivity, refinement, excellence, and quality. While Rolex is written in a clean font, defining elegance.

1905 – 1965



The Rolex logo has a golden crown and green text with a golden outline.

1965 – 2002



The Rolex logo changes its crown to a more bronze color. This logo removes the text outline and changes the text color to a gray-blue.

2002 – present



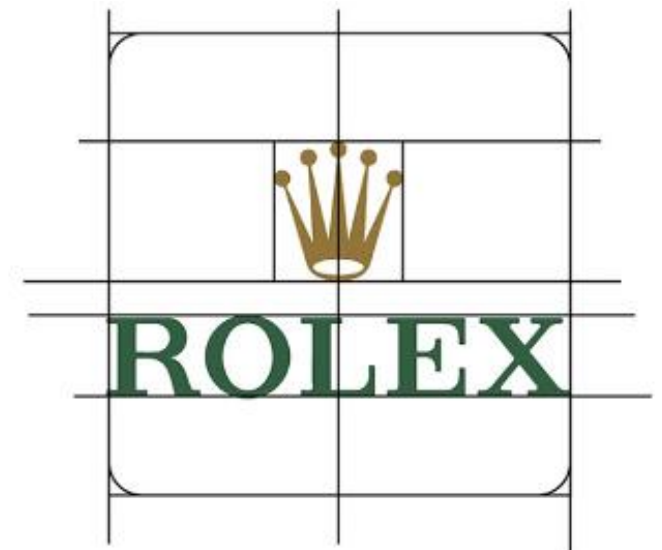
The Rolex logo changes the crown back to gold and the text returns to its famous green.

CURRENT LOGO GUIDELINES

The current logo displays the crown in the shade #A37E2C (gold), and the text 'ROLEX' in the shade #006039 (Rolex green). Exceptions do exist: display the entire logo in gold if on a dark background.

The crown is always placed above Rolex. Please note the dimensions and spacing of the crown and text.

There are no minimum or maximum sizes noted for the logo.





Use this variation of the logo only as the heading of brochures and on the website navigation bar. It is always centered at the top of the cover page.

COLORING

Rolex has two main branding colors:

Rolex Green

HEX: #006039

RGB: 0 96 57

CMYK: 100 0 41 62

The Rolex name appears in this colour. To Rolex, this color represents wealth and money.

Use this color throughout all content for headings and emphasis on light backgrounds.

Gold

HEX: #A37E2C

RGB: 163 126 44

CMYK: 0 23 73 36

This color is used for the classic Rolex Crown logo. The crown always appears in this color. To Rolex, this color represents prestige and luxury.

Other colours used for content creation are:

Black

HEX: #000000

RGB: 0 0 0

CMYK: 0 0 0 100

Use black for body content written on a light background.

White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

Use white for body content written on a dark background.

Steel Grey

HEX: #A3A3B0

RGB: 163 163 176

CMYK: 7 7 0 31

Use steel grey to emphasize written content. This color is primarily used on the Rolex website, and watch brochures.

TYPOGRAPHY

Rolex uses three fonts across their content. The two sans-serif fonts Univers and Helvetica are used across content created for both print and online use.

Rolex's main brand font is the serif font Garamond (often referred to as "Rolex font"). This font is used across content created for both print and online use. Typically, Garamond is used for writing titles of items and pages. The Rolex logo is always written in this font.

Font type	Typical Use	Font size	Alignment
Garamond	Logo Titles Names of watch model Watch user guide headings	For brochure use 15 pt font. For watch user guides use 11 pt font.	For Rolex's website and the logo, center align content. In all other cases, left align content.
Univers	Watch user guide content	For watch user guides use 6.8 pt font. Use 6 pt font for watch user guide TOC.	Left align all content.

Note: The Univers font size used is small because the printed watch user guides are sized to fit within each respective watch box.

Font type	Typical Use	Font size	Alignment
Helvetica	Website content Brochure content	For brochures headings use 49.5 pt font. For brochure content use 24 pt. For website headings use 66.5 px (primary) and 49.7 px (secondary). For website content use 18.8 px font.	For brochures always left-align. For the website, primary headings are centered while all other content is left aligned.

WRITING STYLES AND LANGUAGE

This section describes the guidelines for writing style in Rolex content in terms of voice and tones, terminology, capitalization, and inclusivity. The clear instruction helps make content consistent and natural.

Be firm and confident

Rolex is a historic brand that shows confidence in the quality of its watches. Rolex's manufacturing technology is highly developed, incorporating only the finest materials and rigorous quality assurance testing. As such, the voice and tone of Rolex should be firm and confident,

Be professional

Writing and using professional communication shapes the branding image of Rolex as professional in product expertise. The professionalism builds trust from our readers, gaining their recognition and confidence in our products.

Be formal

Writing in a formal way shows the integrity and professionalism of Rolex towards its watch collections. Sophisticated communication is preferred to reinforce the image of Rolex's capability to deliver high-quality and exclusive products to our customers.

NAMING CONVENTIONS

When referring to Rolex, only use the brand name.

When referring to a specific watch, it is preferred to use its model's name or collection name.

	Do	Don't
Brand	Rolex	Rolex company Our brand Our company
Watch	The Air-King	The watch
Model	The Oyster Perpetual 31	The model Oyster Perpetual 31
Collection	The Oyster Perpetual The Oyster Perpetual models	The Oyster Perpetual collection The Oyster Perpetual series The collection of Oyster Perpetual The series of Oyster Perpetual
Material	The Oyster case Oystersteel	Oystersteel material
Campaign	The Air-King	The watch

USING CAPITALIZATION

When writing Rolex content:

- Avoid capitalizing all words for emphasis.
- Capitalize the first word after a question which consider as one sentence.
- Use all capitalization for content written in the Rolex font (Garamond).

Element	Approach for capitalization	
Description for headings	Use all capitals (see Figure) For example: A DATE WITH DESTINY ROLEX AND TENNIS SELECT A WATCH TO KEEP TRACK OF TILES	 A screenshot of a Rolex advertisement for the Sky-Dweller watch. The background is dark blue with a cloudy sky. At the top, the words 'OYSTER PERPETUAL' are written in small, white, all-caps sans-serif font. Below this, the word 'Sky-Dweller' is written in a large, white, title-case sans-serif font. A red arrow points from the right towards the 'OYSTER PERPETUAL' text. At the bottom, there is a dark grey button with the text 'Learn more >' in white.
Button	Use sentence-style capitalization For example: Visit Rolex.org Configure Read our statement Store location	
Body content	Use sentence-style capitalization, which means every first word in a sentence should be capitalized	
Heading	Use sentence-style capitalization. For example: Servicing your Rolex A seminal partnership	
Proper nouns	Capitalize each word. For example: model name, material, competition, name.	

USING INCLUSIVE LANGUAGE

Only mention the specific group when referring to a specific group of people or proper noun.

For example: The two series of men's watches and women's watches

Refer to the group using their preferred name or label.

For example: The LGBTQ+ community

Be specific, accurate and descriptive to avoid confusion.

For example: People with disabilities

WRITING FOR DISABILITY

Use identity-first or person-first language

This language emphasizes the individual, and then their disability identity comes second. The proper way to refer to these people are:

Terminology	Identity-first	Person-first	Avoid
Disability	A neurotypical person	A person with disability	Person being disabled
Blindness	A visually-impaired person	A person who is visually-impaired	Victim of blindness
Hearing problem	A deaf person	A person who is hearing-impaired	Person being

Avoid using negative terms when referring to people with disability

Avoid using terms or idioms that reflect negatively towards disabilities.

Do	Don't
"Extreme, Excellent , Exceptional, Competitive "	"Crazy, Sick, Suffered, Nuts "

There are two ways to consider writing inclusive language for people with disability:

- Types of ability: vision, hearing, blindness, autistic
- Range of ability: level of disability may vary

USING GENDER IN WRITING

Gender is an important part of inclusivity. Being accurate and inclusive to pronouns brings the best user experience to Rolex content. In other words, we want to avoid any stereotype and assumptions thus creating misunderstanding.

Try to use gender neutral language whenever possible. For example, use “you” to be more personal or use third person noun.

Do	Don't
You / your We / our / us People They / them / their	His or her Men and women

Only use language that is related to a specific gender or have any gender-qualities that is referring to category name, that is “men’s watches” and “women’s watches”. The gendered nouns that should be avoided are:

Gendered nouns	Gender-neutral nouns
Manly	Strong, confident, assertive
Mankind	People, human beings
Man-made	Artificial, machine-made, synthetic
Man	Person, individual

RACE AND ETHNICITY

Rolex respects people from all race and ethnicities. The importance of acknowledging different races and values shape a respectful branding image, as Rolex is providing their high-quality watches to global customers. There are few general guidelines for writing race-inclusive language:

- Avoid using words that is religion- oriented.
- Use words that respect all cultures and religions.
- Avoid using words to alienate certain religious groups.

Here are some examples of proper approach for race-inclusive language:

Do	Don't
Beige or tan	Neutral
Client	Master
Uncommon or distinctive	Exotic
Clear	Black and white
Marginalized groups	Minority

WRITING MECHANICS

This section explores the mechanic Rolex uses in their writing including:

- Grammar
- Punctuation
- Spelling

USING GRAMMAR

When writing Rolex content:

- Use correct sentence structure, including subject-verb agreement, proper use of tenses, and appropriate sentence construction.
- Avoid sentence fragments and run-on sentences. Each sentence should convey a complete thought.
- Maintain consistency in verb tense within a sentence and throughout the text.
- Use parallelism when listing items or expressing comparisons to create a balanced and cohesive

Do	Don't
Rolex is known for its precision, craftsmanship, and timeless elegance.	Rolex is known for its precision, craftsmanship, and it is timeless elegance.

PUNCTUATION

When writing Rolex content:

- Use punctuation marks (such as commas, periods, semicolons, and colons) appropriately to enhance readability and convey meaning effectively.
- Place punctuation marks inside quotation marks when necessary.
- Use ellipses (...) to indicate omitted text within a quote, but use them sparingly.
- Avoid excessive use of exclamation marks. Use them sparingly for emphasis or to convey strong emotion.

Do	Don't
"Timeless elegance is at the heart of Rolex's craftsmanship."	"Timeless elegance is at the heart of Rolex's craftsmanship".

SPELLING

When writing Rolex content:

- Maintain accurate spelling throughout all written materials. Identify and correct spelling errors. Use American English spelling conventions, such as "color" instead of "colour" and "organization" instead of "organisation."
- Be mindful of commonly misspelled.
- words and ensure accuracy in their usage.

Do	Don't
The craftsmanship of Rolex watches is unparalleled.	The craftsmanship of Rolex watches is unparalleled.

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