



Style Guide

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Purpose

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 and reinforce Rolex as a leader in the luxury watch industry.



A Journey Through Time



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.

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 the 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. The company’s principles encompass each of these values through being perpetual. These main principles are:

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

Voice and Tone

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

Voice

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

Tone

All content released by Rolex should display competence and sophistication.



Logo

Since its founding in 1905, the Rolex logo has undergone some changes. These changes have all been minor. The most notable change is the trademark of their 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 is symbolizing exclusivity, refinement, excellence, and quality. While Rolex is written in a clean font, with an elegant colour.

Logo Evolution



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 colour. This logo removes the text outline and changes the text colour to a gray-blue.



2002-present

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

Logo Guidelines

The current Rolex logo is always displayed as follows,



The crown in the logo is always shown in the shade #A37E2C (gold), while the text 'ROLEX' is always shown in the shade #006039 (green). The crown is always placed above the brand name/text. Please note the dimensions and spacing of the crown and text. There are no minimum or maximum sizes noted for the logo.



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

Brand Coloring



Rolex Green
HEX: #006039
RGB: 0 96 57

This is Rolex's main branding colour. The brand name always appears in this colour.
To the brand, this colour represents wealth and money.



Gold
#A37E2C
RGB: 163 126 44

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



Black

HEX: #000000

RGB: 0 0 0

This colour is used for content written on a light background, excluding the brand name.



White

#FFFFFF

RGB: 255 255 255

This colour is used for content written on a dark background, excluding the brand name.



Steel Grey

HEX: #A3A3B0

RGB: 163 163 176

This colour is used to emphasize written content. It can be seen used on the Rolex website, and watch model brochures.

Typography

Rolex uses 3 different sans-serif fonts throughout their content

Use

This font is used in the Rolex logo. All titles in print and online content uses this font. Always use this font when you write the name of a watch model. You also use this font for content headings in the user guides, and features in brochures. This font is always written in all capital letters.

Garamond

Size

In Rolex brochures, this font is written is 15 pt font.

In Rolex user guides, this font is written in size 11 pt.

On the Rolex website, this font is 15.823px.

Alignment

This font is always centered on the website or for use in the logo. In all other cases, text written in this font is left aligned.

Univers

Use

This font is used as the main font for all Rolex user guides.

Size

In user guides, this font varies in size. For body paragraphs, use 6.8 pt. For the TOC use 6 pt. and capitalize all titles.

Note: The font size used is small because the printed version of these guides comes within each respective watch box.

Alignment

All content in this font is left aligned.

Helvetica Now Text

Use

This font is used for content on the Rolex website and in Rolex brochures.

Size

In brochures, this font varies in size depending on when it is used. For headings (h1) use: 49.5 pt. For body content use: 24 pt.

On the website, primary headings <h1> are 66.5172px. Secondary <h2> and tertiary headings <h3> are 49.7068px. Paragraphs <p> are 18.8068px.

Alignment

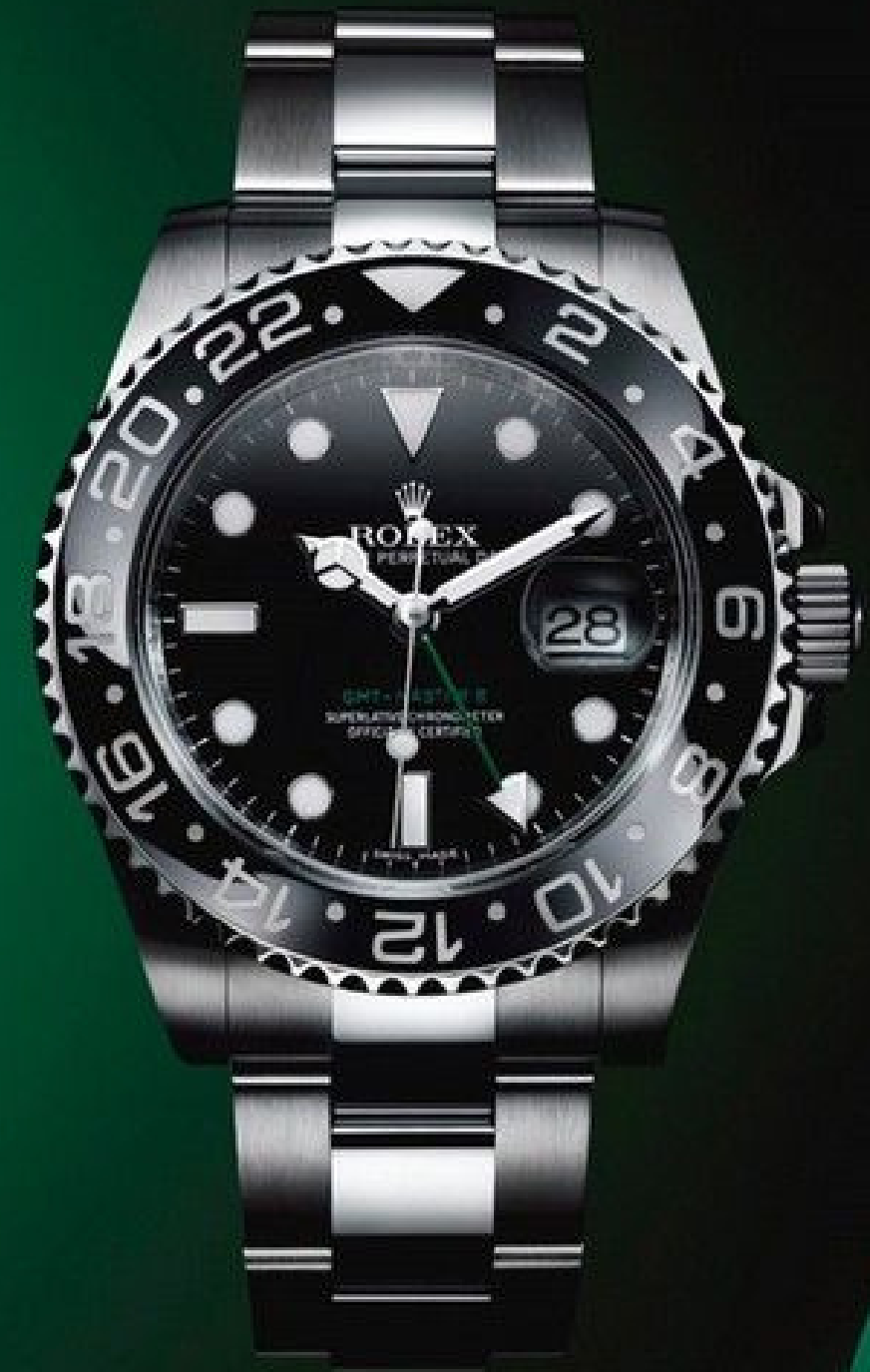
In brochures, all content in this font is left aligned.

On the website, primary headings <h1> are centered, while all other content is left aligned.

Writing Style

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

GREATNESS, BY DESIGN.
LIVE FOR GREATNESS



Be firm and confident

Rolex is a historic brand that shows confidence in the quality of its watches. The brand'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, reflecting the brand's assurance that its watch production is truly sophisticated.



Be professional

Writing and using professional wordings shapes the branding image of Rolex to be professional in product expertise, especially when Rolex developed lines of collection for diverse extreme sports such as deep-sea diving and mountain climbing. This builds trust from our readers and gain 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 wordings are preferred to reinforce the image of Rolex capability to deliver high-quality and exclusive products to our customers.



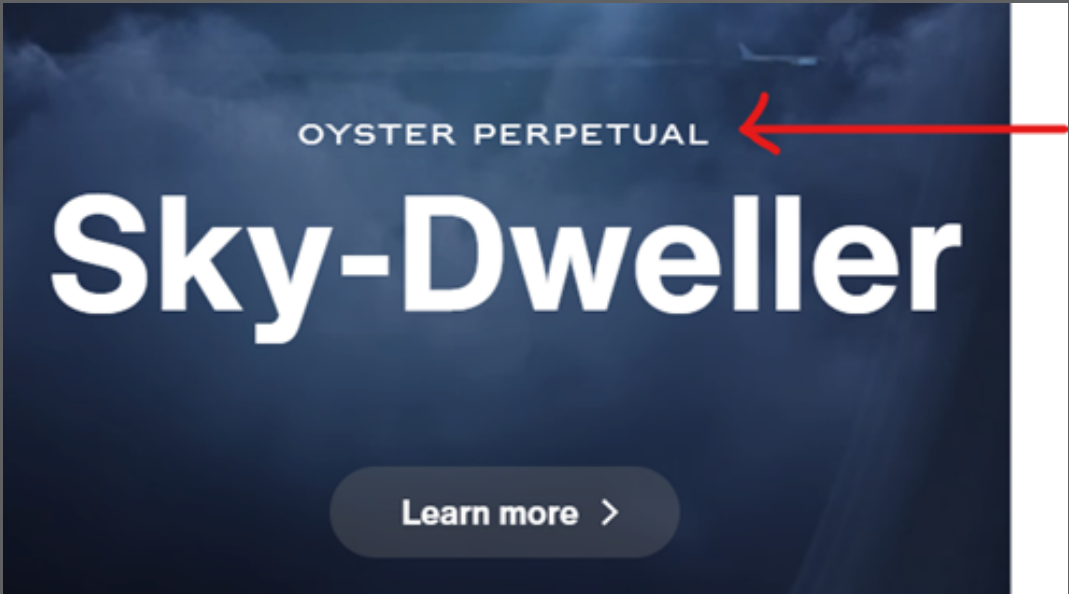
Naming

	Do	Don't	Remarks
Brand	Rolex	Rolex company Our brand Our company	When referring to the company, only use the brand name.
Watch	The Air-King	The watch	When referring to a specific watch, it is preferred to use its model's name or collection name.
Model	The Oyster Perpetual 31	The model Oyster Perpetual 31	

Naming

	Do	Don't
Collection	<p>The Oyster Perpetual The Oyster Perpetual models</p>	<p>The Oyster Perpetual collection The Oyster Perpetual series The collection of Oyster Perpetual The series of Oyster Perpetual</p>
Material	<p>The Oyster case Oystersteel</p>	<p>Oystersteel material</p>
Campaign	<p>The Air-King</p>	<p>The watch</p>

Capitalization



Element

Approach for capitalization

Description for heading

Use all capitals (see Figure)
For example:
A DATE WITH DESTINY
ROLEX AND TENNIS
SELECT A WATCH TO
KEEP TRACK OF TILES

Button

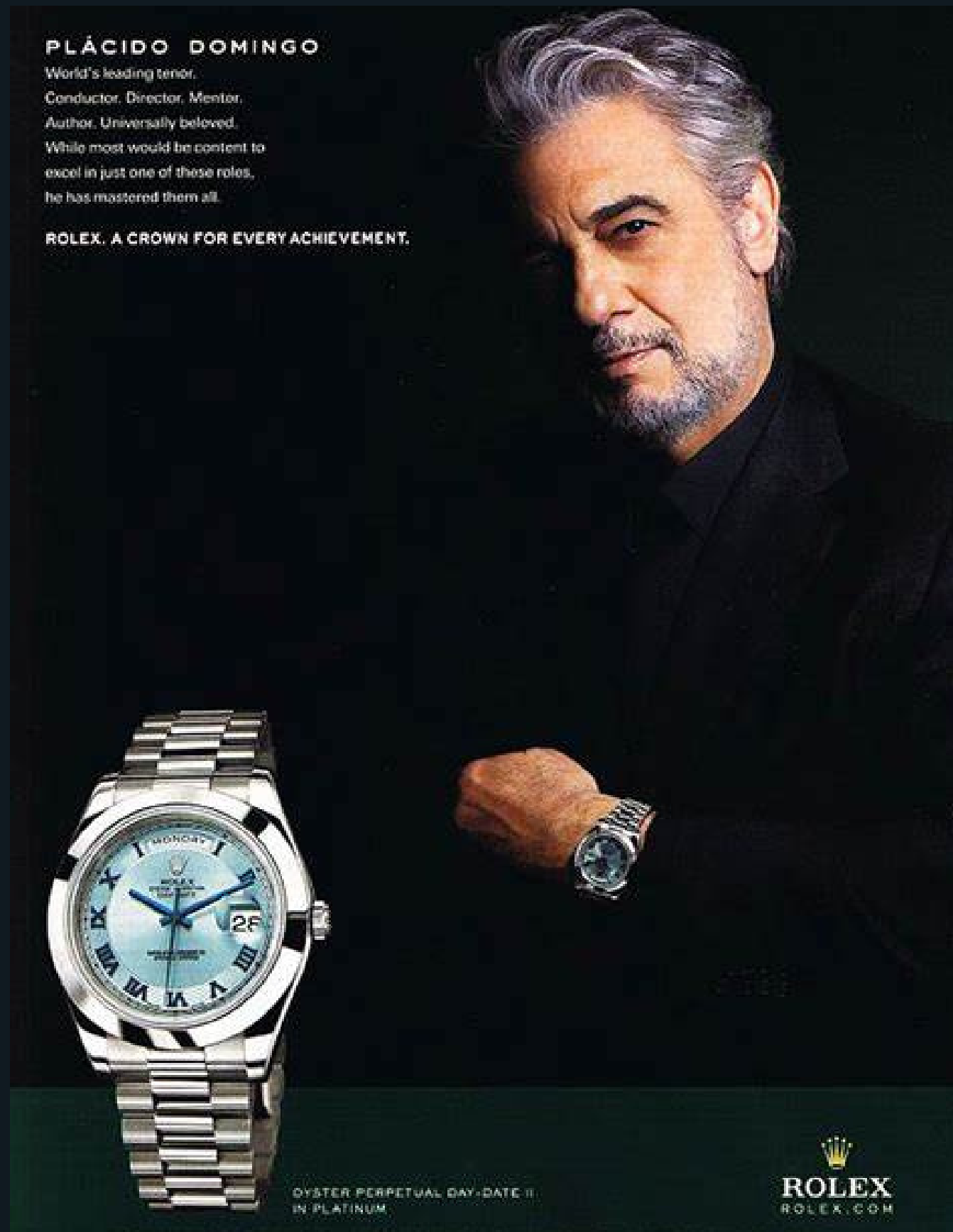
Use sentence-style capitalization
For example:
Visit Rolex.org
Configure
Read our statement
Store location

Capitalization

Other general approaches to content’s capitalization are:

- Avoid capitalizing all words for emphasis
- Capitalize the first word after a question which consider as one sentence

Element	Approach for capitalization
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 Today’s champions
Proper noun	Capitalize each word For example: model name, material, competition, name.



Inclusive Language

Only mention specific group when referring to specific group or proper noun.

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

Mention about 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

Disability

Use identity-first or person-first language: This is to emphasize the individual, and then their disability identity come later. 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

Disability

Avoid to use terms when referring to actual people with disability: That said, avoid using terms or idioms that reflect negativity about disability.

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

Gender

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

Gender

Try to use gender neutral language whenever possible. For example, use “you” to be more personal instead of using third person noun. Table X listed about the appropriate gender-neutral language to represent.

Do	Don't
<ul style="list-style-type: none">• You / your• We / Our / us• People• They / them / their	<ul style="list-style-type: none">• His or her• Men and women

Gender

Only use language that is related to 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 any ethnicity. The importance of acknowledging different race and values shape a respectful branding image, as Rolex is providing its 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 any culture and religion**
- Avoid using words to alienate certain group of religion**

Race and ethnicity

Here are some examples of appropriate 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

Grammar

- 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 structure.



Example:

Correct: Rolex is known for its precision, craftsmanship, and timeless elegance.

Incorrect: Rolex is known for its precision, craftsmanship, and it is timeless elegance.

Punctuation

- 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.

Example:

Correct: "Timeless elegance is at the heart of Rolex's craftsmanship."

Incorrect: "Timeless elegance is at the heart of Rolex's craftsmanship".



Spelling

- 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.

Example:

Correct: The craftsmanship of Rolex watches is unparalleled.

Incorrect: The craftsmanship of Rolex watches is unparalleled.



Legal Elements (Copyrights & Trademarks)



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03

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