

Starboard Cruise Services reveals redesigned visual identity and logo



Starboard's new logo, with a "starburst" icon

[Starboard Cruise Services](#), an LVMH Moët Hennessy Louis Vuitton company, has announced "a company-wide transformative brand amplification."

According to a press release, "With a new visual identity and redesigned logo emphasizing its globally recognized name, the change amplifies Starboard's values and purpose to *Curate a Vibrant World*, while providing an elevated perspective on the company's well-known best-in-class vacation retail.

"The North Star brand amplification honors Starboard's LVMH heritage of unparalleled luxury offerings and celebrates its rich history as the first travel duty-free retailer in the U.S. The brand amplification centers on Starboard's redesigned visual identity, exemplified by the new logo and introduction of the Starburst icon. The new look and feel are reflected across all touchpoints, including the website and social channels."

Logo

"Starboard set out to design an emblem as iconic and distinguished as its immersive and personalized onboard shopping experiences. The new logo illustrates the essence of the company's name as well as the "starburst", a new icon that perfectly echoes the essence of Starboard's North Star framework as it radiates vibrant rays of light, color and energy – beckoning different interpretations. Some see bows of ships coming together in curved lines and dots. Others see a human figure in the center with outstretched arms, calling to the idea how unity emerges through coming together to fulfill a purpose."

Website

"The redesigned website captures Starboard's bold thinking and modern approach while maintaining the brand's essence. It also highlights the wide range of high-quality services offered across the Luxury Division and sister company, Onboard Media. [Starboard](#) curates vacation retail experiences; the [Luxury Division](#) serves existing and new ultra-premium cruise lines; and [Onboard Media](#) produces innovative multimedia solutions for the greater travel industry."

The amplified visual identity reflects the company's vision to reimagine the future of onboard shopping.

Lisa Bauer, President and CEO of Starboard, said, "We are doing business differently by sparking wanderlust and curating memorable products and experiences that celebrate moments that matter in life. Our amplified branding certainly reflects how our purpose to curate a vibrant world radiates through every touch point and every stakeholder, from our cruise partners, brand partners, employees to of course our guests onboard."

