

# CARNIVAL UK

## Internal Brand and Communication Guidelines - 2022

TONE OF VOICE / LOGOS / CREATIVE STYLES / COLOURS / FONTS / GRAPHIC ELEMENTS / PHOTOGRAPHY



# Our brand

Our brand tells the story of who we are; it's our identity and voice both internally and externally so is one of our most important assets.

It helps us to create a consistent, clear and unified identity, which is even more important as we also have the strong and recognisable brands of Cunard and P&O Cruises within Carnival UK.

This is your guide on how to communicate the Carnival UK brand – laying out our visual identity, as well as our company tone of voice and messaging style.



Graphic designers / creative agencies should refer to our full Brand Guidelines. Please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com) for more information.



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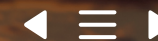
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# Our tone of voice

A photograph of a man and a woman on a balcony at sunset. The woman is holding a glass of wine and raising it in a toast, while the man holds another glass. They are both smiling. The background shows a bright sunset over the ocean with a railing in the foreground.

We create unforgettable holiday happiness. It's part of everything we do, so it shines through in the way we communicate. How we talk to each other says a lot about who we are – fun, inclusive, honest, helpful, and above all human.



Our tone is warm, friendly, positive and respectful. Whether writing formally or informally we use straightforward, positive and easy to understand language, in an active voice. This is how we naturally speak so it makes us sound more human. And we reflect our brand personality in the words we use:



We want everyone to feel inspired, encouraged and empowered to reflect the personality of our company in our communications. Remember, it's not about having lots of rules to follow, it's just about trying to be more human when we write. If you need help with this, get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)

# How we write



We know that not everyone has English as their first language, so we keep it simple and use words and phrases that everyone can understand, avoiding jargon or slang.

Here are some examples of how we simplify our language:

We use	We avoid
Agree	Concur
Ask	Enquire
Before	Prior to
Explain	Clarify
Extra	Additional
Find	Locate
Help	Assist
If	In the event of
Join	Participate
Show	Demonstrate
Start	Commence
Stop	Cease
Tell	Notify
Try	Endeavour

We write certain things in certain ways; it's part of our branding and represents who we are. To uphold our brand, everyone who writes on our behalf should use the house style below:

Description	We use	We avoid
<b>Our brands:</b>	We write our brands in full and capitalise	P&O Cruises / Cunard
<b>Culture Essentials:</b>	We refer to our Culture Essentials directly as 'Culture Essentials' or as key actions and behaviours. They're not our values.	Our Culture Essentials help us be the best we can be
<b>Culture Essentials:</b>	When we write about our Culture Essentials, we capitalise each word.	Culture essentials, Speak up, respect and protect, communicate etc
<b>Headlines:</b>	Our brand style is lowercase	Guidelines for visiting our ships
<b>Our people:</b>	Together, we each play an important part in creating unforgettable holiday happiness. So, we should refer to each other as colleagues, whatever our role or level of seniority.	Employee(s) or staff
<b>Our people on ships:</b>	Ships' company if talking about the whole fleet, ship's company if talking about those who work on a single ship	crew
<b>On land vs at sea:</b>	We talk about our people on land as being shoreside and those at sea as on board/ fleet if we're talking about all the ships	Shore side and onboard
<b>Acronyms:</b>	Always write out the full phrase the first time it's used and then you can abbreviate	Environmental Compliance Plan (ECP)
<b>Dates:</b>	We don't use the suffix on numbers	1 March/ 1 March 2022
<b>Time:</b>	We use a 24 hour clock and if speaking to people outside the UK, specify the timezone	13:00 or 13:00 BST
<b>Numbers:</b>	We write out numbers one to nine in words, and use numbers from 10	One, two, three...10,11, 12
<b>Quotes:</b>	We use double speech marks	"Hello"
<b>We use contractions/ short forms:</b>	We use contractions/ short forms	We're, we'll
<b>Job titles:</b>	In upper case	President of Carnival UK
<b>We use UK English:</b>	We are proud of our heritage and we use UK English when we write	UK English



# We adapt to suit our colleagues



We adapt the way we write to suit the way our colleagues work and how they receive our communications. Before you start writing, ask yourself:

- Are they on board or shoreside, or both?
- What do they need to know?
- Is English their first language?
- Do they have access to a computer?

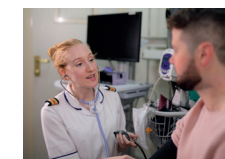
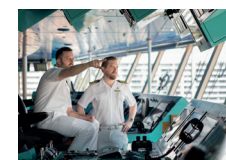
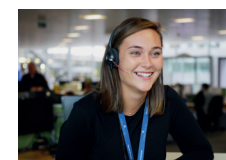
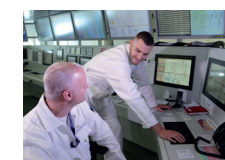
## Why do people need to know?

Is it relevant, useful and/or necessary? If it isn't, stop and think. Do you need to communicate it at all?

## How are you communicating?

Different communication channels need different styles of writing...

- The Insider: Grab your readers' attention with a powerful headline and keep them interested with a compelling opening line. What will you say that will make them keen to know more? Be short, sharp and punchy and get rid of unnecessary words and phrases.
- Email: Keep it short and to the point. Explain why you're writing and what you need first. Then go into more detail if it's needed.
- Verbal briefing: Line managers shoreside and on board are one of our key means of communication - they keep our people up to date by sharing information verbally. Messages need to be short, clear and include only need-to-know information.
- Social Media/Screens/Crew TV/Posters: Less is best. Be brief and include a clear call to action. What do you want people to do? And tell them where they can find more information.



# How we talk about our Culture Essentials



Our Culture Essentials are the clear behaviours for both our shoreside and fleet colleagues that every brand in Carnival Corporation & plc champions so we can build an even stronger culture, together.

When we talk about our Culture Essentials, it's important to keep our message consistent and use the following copy:



Speak Up

## See something, do something

**What it is:** Speak Up is about being open and honest, to have the courageous conversations that we need to have to move forward. Speaking up means calling something out if we don't think it's right, having the courage to share opinions, joining the conversation and being brave when faced with barriers to say what needs to be said.

The responsibility for creating a culture where we can all Speak Up is not just with the speaker, it's also about how those around them respond to their voice and show appreciation for their input. It's a 'no question is a stupid question' approach.

**What it isn't:** Speaking up isn't about being reckless with approach – we're still responsible for our tone, timing and ensuring the impact of our message is as intended.

It's not about keeping quiet and hoping someone else says the thing that's on your mind or ignoring something that you know isn't right. It's not about thinking 'I'm sure someone will have thought about that already.' Speaking up means having the courage to share your opinions, joining the conversation and being brave when faced with barriers to say what needs to be said.



Respect & Protect

## Respect and Protect our people, the planet, the law and our company

**What it is:** Respect and Protect is about operating with genuine care. It's about doing things honestly and with positive intent. It's about taking the time to make sure that you know how to do something right and then making it happen.

It's about following rules. It's about putting the environment first. It's also about respecting and protecting people; caring for the safety and wellbeing of our colleagues, guests and people in the places that we visit. It's about inviting different perspectives, being inclusive of all, and acknowledging our unconscious biases to put them aside.

**What it isn't:** It's not about cutting corners. It's also not about suffocating people with unnecessary policies and processes – they should be there to help people to Respect and Protect, not to waste time or make it difficult to progress.

Respect isn't about having power over people. Our motivation for respecting people is about humanity, rather than role level. Protect isn't about covering things up – it works hand in hand with Speak Up, uncovering when we're not doing things well is protecting the company and each other, hiding mistakes or doing things the wrong way isn't.



Improve

## Focus on compliance and our performance as a team

**What it is:** Improve is about reviewing, continuously improving and developing new practices and processes that make us better tomorrow than we are today.

It's also about improving how we do things, not just how many things we do. How we work together is key – collaboration will help us to Improve.

**What it isn't:** It's not about results at all costs. We don't sacrifice safety to save (or make) money, and we don't make change without considering if it has a negative impact somewhere else.





# How we talk about our Culture Essentials



## Communicate

**Talk openly about our Culture Essentials and priorities, and act as we expect others to**

**What it is:** Communicate is about giving people a clear understanding of what's expected of them. It's about helping them to see how their work is key to the rest of the business.

Good communication means adapting your style to suit your audience. When we're communicating well, we're keeping colleagues informed and taking the time to think about who needs to be involved in discussions.

Being transparent and acting without hidden agendas creates an environment of trust through communication. It's about open and honest informal conversations as well as department-wide updates.

**What it isn't:** It's not about just knowing what our Culture Essentials are, it's about bringing them to life – actions speak louder than words.



## Listen & Learn

**Listen to each other, be accountable for our actions and learn from our mistakes**

**What it is:** Listen and Learn is about being humble. It's about recognising we don't hold all the answers so we must collaborate, Listen and Learn, and take feedback on board.

It's a two-way conversation with your colleagues no matter the level or rank. It means taking accountability, reflecting and looking back at what's happened in the past to learn for the future.

It's about taking on recommendations from those who are invested in helping you to Improve. It's about learning from mistakes and sharing that learning with others who may benefit.

When people Speak Up, we take the time to Listen and Learn, even if we're hearing something difficult.

**What it isn't:** It's not about ego or defensiveness. Listen and Learn requires openness and vulnerability.



## Empower

**Give our teams what they need to succeed**

**What it is:** Empower is about giving people the tools they need to set themselves up for success.

It's about backing them and wanting them to succeed. Empower is about delegating work that helps people to learn and grow, and being there to support them with it. It's about giving them credit for a job well done.

**What it isn't:** It's not about dropping work that you don't want to do on others. It's not about passing what should be your responsibility onto someone else.



# Our logo



The Carnival UK logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.



# Logo versions



## Primary Logo

This is the preferred logo to be used, it should be used on a white or very light background.



## Secondary Logo

The all white logo is to be used on dark backgrounds or when the background is an image.



## Single colour Logo

This logo is for use where only one colour is used, it is set up as a black logo but can be coloured in any of the Carnival UK colours. See colour palette on page 17.

# How to use our logo

The Carnival UK logo should always be surrounded by a minimum area of space - this is known as the clear zone. The minimum margin of clear space is equivalent to the height of the one and a half of the capital C. This area is drawn around the logo to create the invisible boundary of the area of isolation.

**Our logo represents our brand so it must be used exactly as supplied and not altered, stretched, skewed or manipulated in any way. You should also be mindful of how it sits on images / coloured backgrounds to make sure it's clearly visible.**

If you have any questions please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)



# Our Creative



We adapt our creative style depending on the audience and the content of our communications. This helps to differentiate our more formal, business-essential messaging from our less formal colleague-centric communications.



# Creative styles - formal



When we communicate important business information to colleagues, we use a more formal, corporate style like the examples shown here.

These communications should predominantly use our Corporate Blue with accents of Corporate Red – see colour palette on page 17.

A variety of PowerPoint templates, images and brand assets are available to download from the Carnival UK asset bank. If you can't find what you need please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)

Before you distribute your finished communication, please share with Internal Communications for approval.



A4 printable booklet



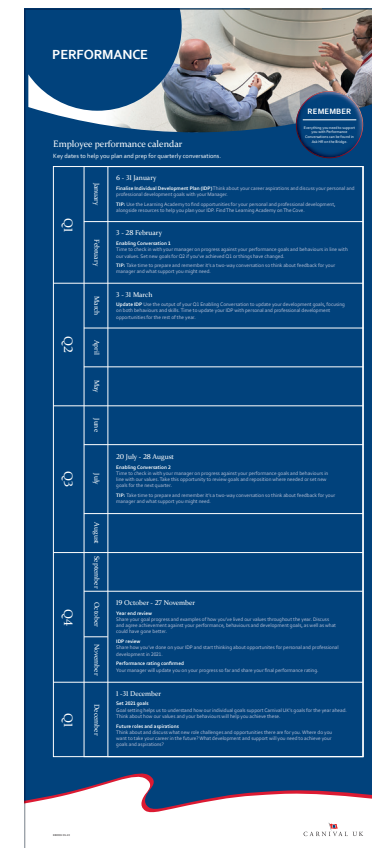
A4 printable flyer



A4 landscape interactive PDF



A4 report



Online PDF

# Creative Styles - informal

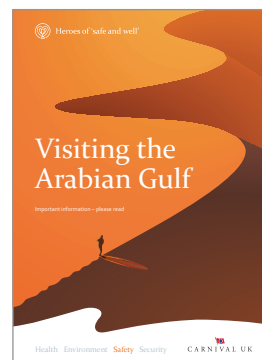


For less formal communications, we use a more relaxed creative style like the examples shown here.

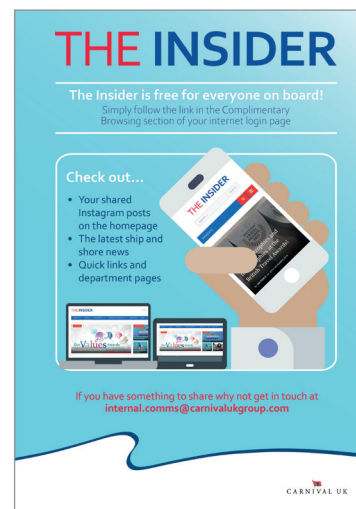
These communications still follow brand guidelines for use of fonts, logo, graphic elements and colour palette, but the overall look and feel is much more relaxed.

A variety of PowerPoint templates, images and brand assets are available to download from the Carnival UK asset bank. If you can't find what you need please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)

Before you distribute your finished communication, please share with Internal Communications for approval.



A5 flyer



A4/A3/A2/A1/A0 poster format



Powerpoint standard slide format



Powerpoint widescreen slide format



Email banner

# Social media



Social media is a great tool to connect with our colleagues, as well as attracting new talent to join our teams. Here's some tips to help you create the perfect post...

## 1. Size matters

For the best impact, make sure your image is sized for the platform it's intended:

**Instagram:** 1080 x 1080px **Facebook:** 1200 x 630px **LinkedIn:** 1200 x 630px

## 2. A picture paints a thousand words...

Images should be impactful, good quality and not have too much text. A few words (if any at all) to grab attention is all you need – everything else should go in your accompanying caption.

## 3. Write a winning caption

Tone of voice is important. Think warm, friendly, positive and engaging - remembering that not everyone has English as their first language. Short and sweet and to the point.

## 4. Remember a call to action

What do you want your audience to do? Be sure to include a call to action in your caption, remembering that on some platforms (Instagram for example) links in captions aren't clickable – so help your audience by using short links such as bit.ly so they are easier to copy.

## 5. Keep your hashtags relevant

Hashtags are a great way of helping people find our content, so use them wisely and keep them relevant. Each word in a hashtag should have a capital letter and special characters don't work, so avoid ampersands etc.

## 6. Using Emojis

Emojis can be a great way to enhance your posts but use them sparingly and always be mindful of the tone of your message and the audience you're speaking to.

Remember to be inclusive (avoid specific skin tones or cultural references) and never use anything that might make someone feel uncomfortable. If you're ever unsure on this and need some help, get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)



A variety of PowerPoint templates, images and brand assets are available to download from the Carnival UK asset bank. If you can't find what you need please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)

Graphic designers / creative agencies should refer to our full Brand Guidelines. Please get in touch with [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com) for more information.



# Our colours

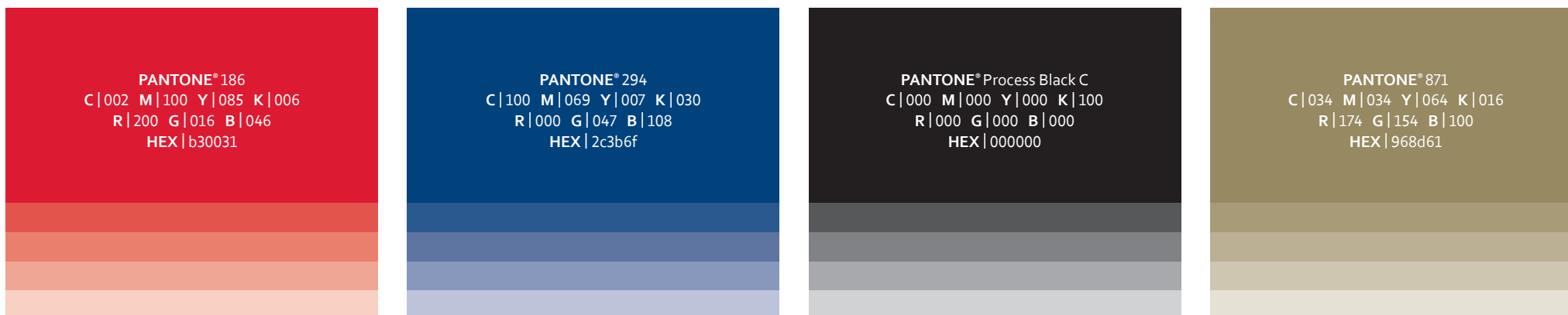


Beyond our logo, colour is the most recognisable aspect of our brand identity. Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive Carnival UK image or visual story.

# Colour palette



## Corporate brand colours

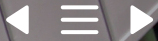


## Secondary colour palette





# Our fonts



The People Team

When used thoughtfully, the fonts we use become a powerful brand tool that can add visual meaning to what's communicated. Our fonts communicate clearly and cleanly and are flexible in a wide range of situations.



# The Constantia font family



Constantia is primarily used as a headline font.

Constantia Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }

This font is available to everyone and you'll find it in your font library.

Constantia Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }*

Constantia Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }**

Constantia Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }***

# The Corbel font family



Corbel is primarily used as a body copy font.

Corbel Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }

This font is available to everyone and you'll find it in your font library.

Corbel Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }*

Corbel Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }**

Corbel Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( ) - + = , . ? ; : ' " { }***

# Graphic elements



The use of graphic elements within any communication will help capture the interest of the intended audience and can also enhance the message that's being delivered.



# Graphic element - icon style



Icons can be a very strong way of creating interest on all types of communication, though it's important to remember that when icons are used that their meaning is very clear and relevant to the message you're communicating.

Only icons in a similar style to the ones opposite should be used and Clip Art must be avoided at all times.

Icons can appear in a single colour or multiple colours and can be used small or as the main focus on the page.



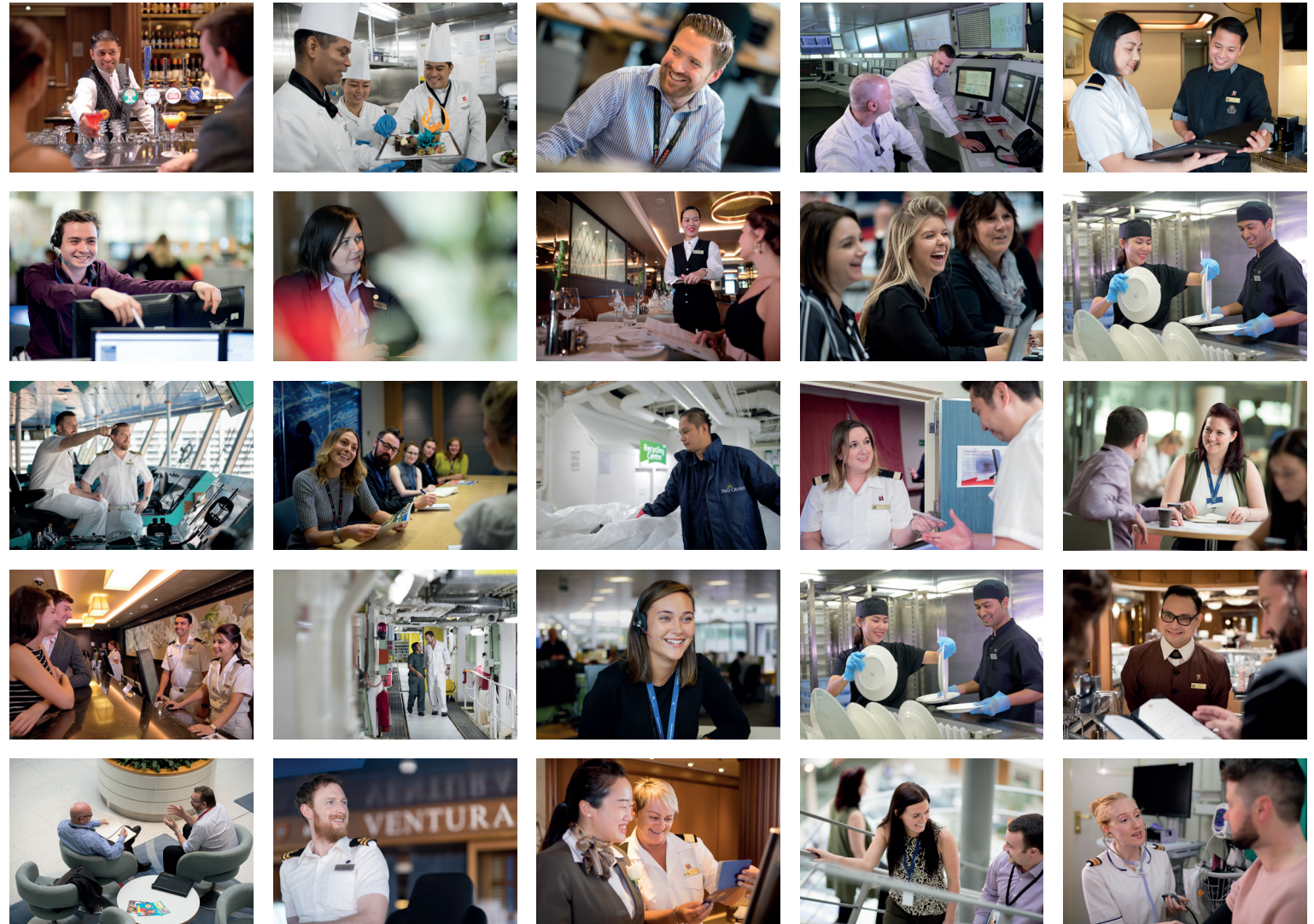
# Our photography



The style of imagery is very important when selecting or commissioning photography. It should look natural, relaxed and not staged. Soft focus and interesting angles can be used to create modern, fresh and dynamic images.



Anyone producing photography should receive signed photo releases from everyone in the photograph, authorising the use of their likenesses. An approved photo release form is available from [internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com).





To register for a Carnival UK asset bank account,  
visit **[carnival.assetbank-server.com](https://carnival.assetbank-server.com)**

For any more information or if you have specific requests please email:  
**[internal.comms@carnivalukgroup.com](mailto:internal.comms@carnivalukgroup.com)**