



BRAND GUIDELINES

V2.3 July 2024



CONTENTS

3 WHO WE ARE

- 4 We are ambassador
- 5 Our brand pillars
- 6 The Ambassador seal
- 7 Affordable Quality
- 8 Amazing shows to see
- 9 Outstanding cuisine
- 10 The better way to take off

11 BRAND LOGO

- 12 Our logo
- 14 Logo variations

15 TYPOGRAPHY

- 16 Ambassador type

17 COLOUR PALETTE

- 18 How we use colour
- 19 Our colours
- 20 Colour usage
- 21 Background colours

22 THE 'A'

- 23 The ambassador 'A'
- 24 The ambassador sash
- 25 'A' sash treatment
- 26 I am
- 28 We are

29 GRAPHICS

- 30 Our iconography
- 31 The halo and mini sash
- 32 Tagline container
- 33 Additional brand graphics
- 34 Awards and accreditations

36 IMAGERY

- 37 Photography guidelines
- 39 Ambassador photography

43 COMMUNICATION

- 45 Our tone of voice
- 44 Tone of voice principles
- 46 Communicating 'enjoy yourself'
- 49 Enjoy yourself tactical logos

49 EXAMPLES



WHO WE ARE

WE ARE AMBASSADOR

We are Ambassador. Britain's authentic no-fly cruise line offering affordable quality and the warmest welcome at sea.

Our purpose is to inspire and delight every guest to enjoy an authentic cruise experience, effortlessly and sustainably. While on board our ships, they'll discover breathtaking destinations, amazing entertainment and outstanding cuisine; all for the best value.

Our staff and crew will be the friendliest and most diverse in the industry, providing the warmest welcome at sea. Our guests will make long-lasting friendships with their fellow guests and our crew to create an Ambassador community at sea.

Our ships will exceed the latest environmental standards. We are passionate about protecting our oceans and destinations so no single-use plastic will be used on board.

We are a distinctive cruise line offering something new. Our brand reflects this with its bold design and distinctive use of colour, combining classic and contemporary elements.

Please refer to these guidelines to ensure that our brand is brought to life in a consistent and effective way.



OUR BRAND PILLARS



SUSTAINABLE & ETHICAL

Some of the most environmentally friendly ships afloat.



VOYAGES OF EXPLORATION

Affordable access to remote places and hidden treasures across the globe.



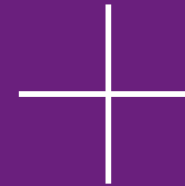
SAIL WITH FRIENDS

Meet like-minded people and make long-lasting friendships.



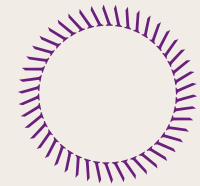
A WONDERFUL WELCOME

Classic ships with welcoming crews, outstanding cuisine and amazing entertainment.



UNBEATABLE VALUE

A no-fly, authentic and traditional cruise experience at a fantastically affordable price point.



PEACE OF MIND

Our health and safety standards and financial protection mean peace of mind is guaranteed.

THE AMBASSADOR SEAL

The Ambassador Seal incorporates representations of our six brand pillars. These six elements come together to reflect what makes us distinctive in the market.



AFFORDABLE QUALITY

With our affordable quality positioning, we are carving out a new category in the cruising industry; one for guests who want to enjoy the finer things in life, but at a fair price point. So far, 94% of guests would recommend sailing with Ambassador, and our entertainment, cuisine and crew ratings are all reaching close to 100% guest satisfaction. This incredible achievement suggests that those who have already sailed with us are looking to enjoy an affordable quality experience and are happy to recommend us to others. Furthermore, we were named the 'best value at sea' by Cruise Critic, exemplifying our commitment to our positioning. We will continue to build on this success throughout 2024.



AMAZING SHOWS TO SEE



Enjoy yourself with a host of amazing entertainment including quizzes, crafting, plays, cabaret, West End style shows and much more. We don't make a song and dance of it, we leave that up to you as quality entertainment shouldn't have to come at a high price.



OUTSTANDING CUISINE



From Executive Chefs to mixologists, dining and drinks on board are designed with you in mind. Enjoy yourself while we provide exceptional service and authentic flavours every day, as outstanding cuisine shouldn't have to come at a high price.



THE BETTER WAY TO TAKE OFF



No-fly cruising from eight regional UK ports means you can enjoy yourself sooner without any queues, luggage restrictions, exchange rate worries or fuss at the airport; all for the best value.



BRAND LOGO

OUR LOGO

Our logo combines classic typography with a modern twist. When appearing on white, the colour version is used, when on colour or photography the white version.



OUR LOGO

The letter 'D' defines the minimum clear space required around the logo. Don't alter the logo in any way, and don't add a drop shadow or other effects.



LOGO VARIATIONS

When appearing on a white background the colour version is to be used. When placed on a colour or on photography the all-white version must be used.



TYPOGRAPHY

AMBASSADOR TYPE

Our primary typeface is Quicksand. It has a modern, friendly and open feel, just like our tone of voice and the atmosphere we create for our guests on board.

Tracking:

Use 0 (zero).

Availability:

Quicksand can be downloaded for free from Google Web Fonts. For email copy and compatibility purposes, please use Helvetica or Arial as a fallback.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

£\$€&!@'"()?,.

Regular

Medium

Bold

Aa

Aa

Aa

COLOUR PALETTE

HOW WE USE COLOUR

Colour to stand out

We use colour in a distinctive way that makes our brand instantly recognisable and helps us to stand out in the market.

Colour to evoke

Our colour palette has been carefully created to convey important elements of our brand.

Allium, our signature purple colour, represents our affordable quality approach, whilst Aloe, our secondary green, speaks of our focus on sustainable cruising. We use Amber to add a sense of fun, energy and enjoyment, while Abalone evokes a feeling of calm reassurance.

OUR COLOURS

ALLIUM

C 64
M 100
Y 1
K 15

R 107
G 32
B 125

6B207D

PANTONE
2613

RAL 4008

ALOE

C 87
M 0
Y 72
K 21

R 0
G 145
B 101

009165

PANTONE
7725

RAL 6024

AMBER

C 0
M 55
Y 76
K 0

R 246
G 140
B 78

F68C4E

PANTONE
164

RAL 2008

PALATYN

C 80
M 100
Y 36
K 48

R 56
G 8
B 67

380843

PANTONE
2695

RAL 4007

ASH

C 36
M 41
Y 59
K 6

R 162
G 139
B 111

A28B6F

PANTONE
7504

RAL 1019

ABALONE

C 16
M 20
Y 27
K 2

R 208
G 192
B 176

D0BFB0

PANTONE
482

RAL 9001

PEARL

C 4
M 5
Y 7
K 0

R 241
G 236
B 231

F1ECE7

PANTONE
Warm Grey 1

RAL 9016

COLOUR USAGE



Primary Colour

Allium is our signature colour, chosen to be distinctive in the market, whilst evoking a classic luxury feel.

All brand materials should lead with this colour.

Secondary Colours

Aloe, Amber and Abalone are our brands secondary colours. Aloe speaks of our environmental focus, with some of the most eco-friendly ships afloat. Amber reflects the brand's contemporary boldness, warmth and energy.

To be used as a support colour to Allium.

Additional Colours

Palatyn. Can be used for premium variations.

Ash. Can be used as a support colour to Palatyn.

Pearl. Can be used to provide a premium backdrop.

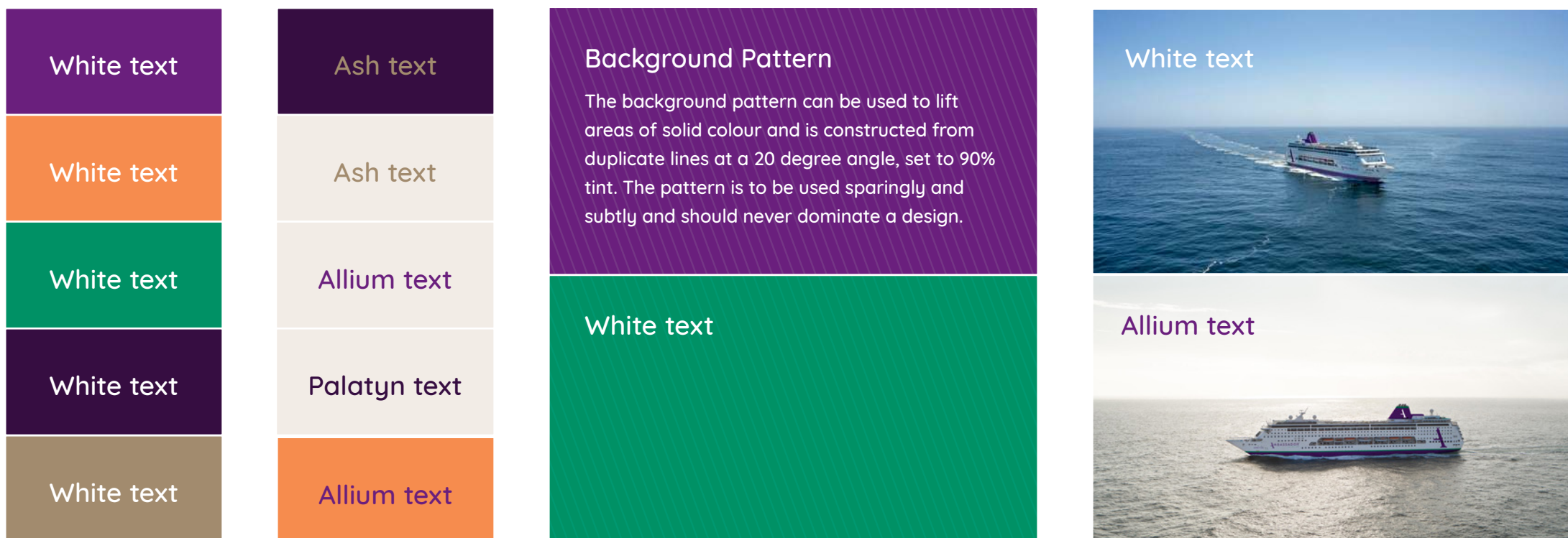
Black and White

Black and white are also part of the brand palette.

Body copy should appear in one or the other, never in colour.

BACKGROUND COLOURS

Many of the brand colours can be used as backgrounds, however it's important to choose the right text colour. White text is preferable on photography, but if it's not suitable used Allium.



THE 'A'

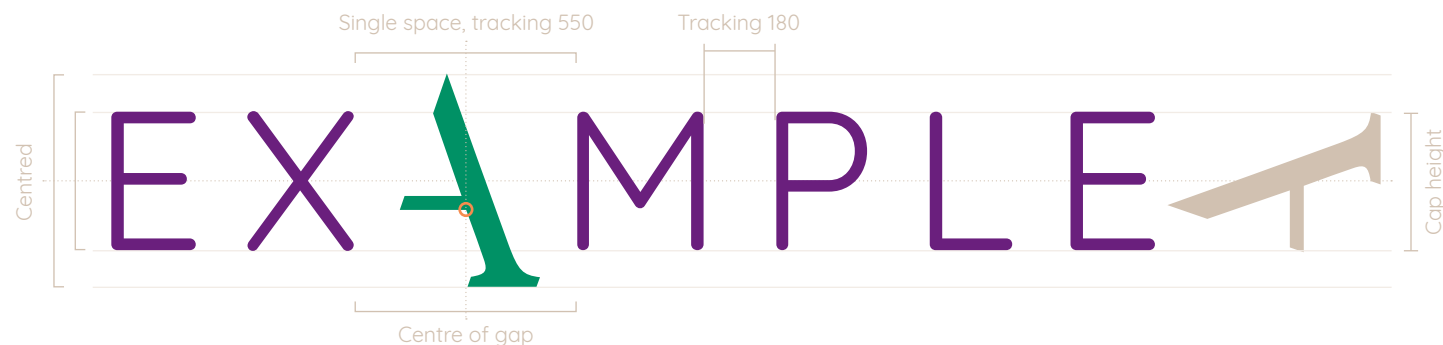
THE AMBASSADOR 'A'

The brand A graphic can be used as a supporting element in several ways. The Display Headline incorporates the brand A into a title or headline.

The **Display Headline** can be used on a coloured background or on photography, colours should be limited to Allium, Aloe and white. This should be used in dual colours where possible but can be used in all white or all Allium where dual colours will not work.

The text is in all-caps, regular weight with tracking set to 180. The **Ambassador A** is equal to the cap height in width and sits within a single space with tracking 550. The point where the crossbar meets the diagonal is aligned to the centre of the space.

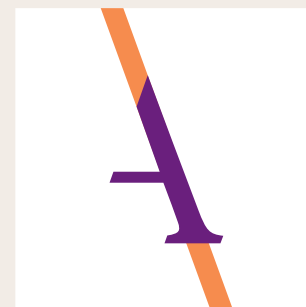
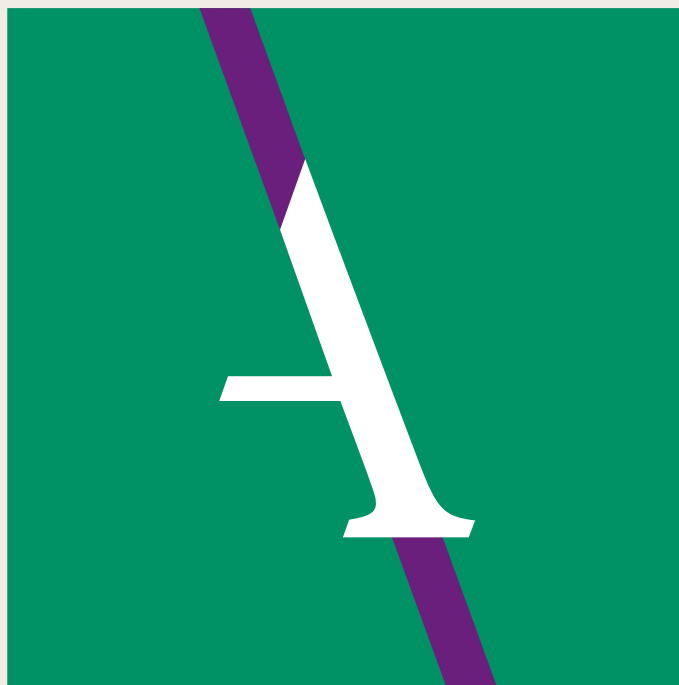
Only to be used for headlines and main titles, try to limit use to once or twice per asset.



THE AMBASSADOR SASH

The Ambassador A can be used in conjunction with the sash to form an abbreviated logo mark creating an additional brand asset.

Use only primary and secondary brand colours.



An exception to this rule is that the shown combination of Ash and Palatyn can be used to promote Chef's Table and Black Friday.



'A' SASH TREATMENT

The Ambassador sash can also be combined with a headline. The sash must always be at a 20° angle and the same width as the top of the A.

EXAMPLE

Width of Sash equal to the
width of the apex of the A

20°

I AM FREE

‘I AM’

When we depict individual guests talking of their feelings and experiences, we can use this headline style, drawing on the first two letters of our logo. The ‘M’ from our logo can only be used in this configuration to create ‘I am’.



I AM JELLIE

‘I AM’

We can also use this device for depicting our own staff talking or for name tags.



WE ARE DIFFERENT

‘WE ARE’

When the brand is talking, there is the option of using the brand ‘A’ device as shown above.

GRAPHICS

OUR ICONOGRAPHY

Icons are an effective way to highlight key attributes of our service. To be used in Allium or white. A full set of our icons is available on request.



Voyages



Sustainable



Friendship



Service



Food



Drink



Destinations



Activities



Ship



Cabin



Entertainment



Suites



Sightseeing



Itinerary



Port of call



Booking



Map pin



Included



Calendar



Sets sail



Departs from



Beds



Duration



Saving



Credit



No-fly



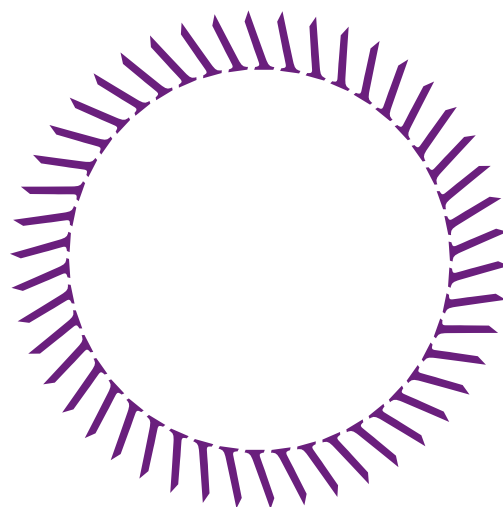
Extras

THE HALO AND MINI SASH

Additional brand graphics can be used to enforce branding and increase interest.

Ambassador Halo

Primarily used within the brand seal and individually as the 'Peace of Mind' symbol, the Ambassador Halo can be put to good use in roundels and as a generic branded circular container. This can be used in conjunction with the 'A' favicon, staff headshots, and as part of logos.



Mini Sash

A small version of the Ambassador Sash can be used as a divider or bullet point. When used as a divider the height of the sash is twice the cap height and the horizontal with half of the cap height.



TAGLINE CONTAINER

The sash container is used to contain the theme message within a call to action or as a highlight for specific tactical messages.

The text within the container is setup in the same way as a Display Headline; the text is in all-caps, regular weight with tracking set to 180. The Ambassador A is equal to the cap height in width, it sits centrally in the gap of two spaces and is vertically centred to the rest of the word. .

The container for the tagline is created from an Ambassador Sash - 20° angles on each end. The padding around the copy is equal to the cap height

The text and Ambassador A always appears in white, the container is coloured Allium, Aloe or Amber.



THE BEST VALUE AT SEA

OUR LATE DEALS

LATE SAVERS

ADDITIONAL BRAND GRAPHICS

Additional brand graphics can be used to enforce branding and increase interest.

Ambassador Roundels

The Onboard Currency, Financial Peace of Mind, Price Promise, Round The World and Ambassador Guarantee roundels can be used to support advertising and newsletters. White and full colour versions are available.



ADDITIONAL BRAND GRAPHICS

Additional brand graphics can be used to enforce branding and increase interest.

Supporting Graphics

Additional logos to be included on certain assets when needed.



AWARDS AND ACCREDITATIONS

The various types of asset require different supporting graphics and brand roundels, as detailed below.

 Essential
  Optional
  Not Required

	Ambassador Logo	Enjoy Yourself - Current Campaign	Aloe Tagline Container	CTA Message i.e. Book Sailing Today	URL	Tel Number	ABTA	Feefo	TrustPilot	Price Promise	Onboard Currency	QR Code	CruiseCritic award 2022	CruiseCritic award 2023	British Travel Awards
Regional Ads															
National Ads															
Brand Ads															
Flyers															
Trade B2B															
Trade B2B2C															
Socials															
Website															
Emails															

IMAGERY

PHOTOGRAPHY GUIDELINES

Photography should be used to support and communicate our brand values, capturing a sense of experience and authenticity.

AUTHENTICITY

Our imagery should provide an authentic taste of an Ambassador sailing and show how we bring our brand values to life.

To maintain this authenticity, photos should never feel overtly staged. When lighting is used, it is important not to create the feel of a studio shot.

Where possible, actual guests should be featured, provided they have given their consent. Many rival cruise lines use photos taken on empty ships. We want our photography to capture a sense of a warm welcome and a friendly atmosphere by showing real people enjoying their time on board.

Finally, we should capture our wonderful crews and our fantastic entertainment team, showing the pride they take in making our guests' holiday extra special.

PLAYING TO OUR STRENGTHS

Our photography should show people interacting and building relationships. That may be our crew interacting with guests, guests interacting with each other, or simply a couple spending quality time together. Showing people in solitary situations should usually be avoided.

Our shows get rave reviews. Great photographs of our amazing entertainment can help bring this element of our sailings to the fore, adding dynamism and excitement.

From Buckingham Restaurant to Borough Market, our outstanding cuisine consistently hits the spot for our guests. Images of food must carefully celebrate the quality of our dishes and the wide variety of options available.

INSPIRING AND ASPIRATIONAL

Above all, our photography is concerned with demonstrating how Ambassador provides a great holiday. Photos must balance a sense of authenticity with a feel for the classic cruise experience and the romance of life aboard.

We sail to a variety of breathtaking destinations around the world, with the opportunity for guests to discover something new at every stop. From seeing a new port to exploring a new city, a sailing with Ambassador is also a voyage of exploration. In line with this, our photography must capture a sense of new experiences. This may include an amazing cityscape or a fascinating Destination Experience, be it to a colourful local market, sampling local cuisine or taking in local culture and history.

PHOTOGRAPHY GUIDELINES

Photography should be used to support and communicate our brand values, capturing a sense of experience and authenticity.

DO

- Show real guests and a sense of authenticity.
- Show people interacting.
- Create a sense of warmth and friendship.
- Feature our crew and entertainers.
- Create a sense of the romance of the classic cruise experience.
- Feature locations where our brand colours are proudly in evidence.
- Show new destinations and new experiences.

DO NOT

- Create a staged feel.
- Use excessive lighting to create an unrealistic image.
- Feature people looking into the camera, unless for a crew profile.
- Show people in solitary situations.
- Show empty corridors and empty public areas.
- Capture smoke being emitted from the funnels of our ships.
- Show grey, overcast skies and bad weather.

AMBASSADOR PHOTOGRAPHY

Photography should be chosen from the selection of pre-approved images available on request from our image library.



AMBASSADOR PHOTOGRAPHY

Photography should be chosen from the selection of pre-approved images available on request from our image library.



AMBASSADOR PHOTOGRAPHY

Photography should be chosen from the selection of pre-approved images available on request from our image library.



AMBASSADOR PHOTOGRAPHY

Photography should be chosen from the selection of pre-approved images available on request from our image library.



COMMUNICATION

OUR TONE OF VOICE

We are Ambassador. Britain's authentic no-fly cruise line offering affordable quality and the warmest welcome at sea. We want to reflect these values in our tone of voice, as it will shape how people perceive our brand.

Our communication should:

- ✓ Steer clear of gimmicks or cheap puns
- ✓ Have a personal touch
- ✓ Create a sense of intrigue
- ✓ Feel like an organic conversation
- ✓ Avoid pushiness
- ✓ Ask questions
- ✓ Be driven by passion and excellence

Other things to consider:

- When referencing our name, use 'Ambassador Cruise Line' in full at the start, then going forward use just 'Ambassador.'
- Use 'is' after Ambassador instead of 'are.' We are singular.
- Never shorten Ambassador Cruise Line to 'ACL.'
- Refer to our customers as our 'guests' and not our 'passengers.'
- Refer to our itineraries as 'sailings' not 'cruises.'
- Be careful with the use of the word 'green' and 'environmentally friendly'. Please use 'environmentally conscious/eco-conscious' instead.
- Do not refer to our cruise ships as the 'vessels', 'ships', 'boats' etc. Call them Ambience and Ambition or 'our fleet.'
- Avoid the use of maritime-specific language, such as 'outward bound' and 'starboard bow.' Use equivalent terms such as 'leaving port' and 'front left.'



TONE OF VOICE PRINCIPLES

Above anything, our tone is welcoming and relatable. It acknowledges the reader or listener as one of our own and a fellow ambassador of the brand itself.

We are welcoming

We are here to build a community that encourages everyone to be the best version of themselves. We want to leave behind outdated hierarchies on board and blur the boundaries between staff and peers, between home and holiday (whilst still translating a dutiful sense of care and protection). This means communicating with transparency, calmness, and sincerity while avoiding being so overtly friendly that it feels disingenuous.

Example:

‘We are Ambassador. Britain’s authentic no-fly cruise line offering affordable quality and the warmest welcome at sea.’

We are accessible

We encourage people to do their own exploring and to write new chapters with us. We, therefore, want our tone of voice, specifically the descriptions of our ships and experiences, to create a sense of intrigue and leave a little something to the reader’s imagination.

This means adopting a ‘less-is-more’ approach where appropriate and playing with the use of questions. We do not need to rely on overtly flowery language and endless adjectives to sell our product, and we want guests to be able to access information as easily as possible.

Example:

‘Enjoy yourself in breathtaking destinations on our no-fly affordable quality sailings designed to suit a range of tastes and budgets. Expand your horizons.’

We are innovative

We are breaking the mould by aiming to be amongst the most environmentally friendly ship afloat; a place where innovation meets tradition, where accessibility meets high-end.

To convey this sense of balance, we can play with juxtapositions and symmetry in our communication and sentence structure. This is an easy formula to follow that enables us to sound confident, sharp, and intriguing.

Example:

‘From locally inspired dishes on board to energy-efficient engines, we are paving the way for more sustainable cruising. Join us on our journey.’

COMMUNICATING 'ENJOY YOURSELF'

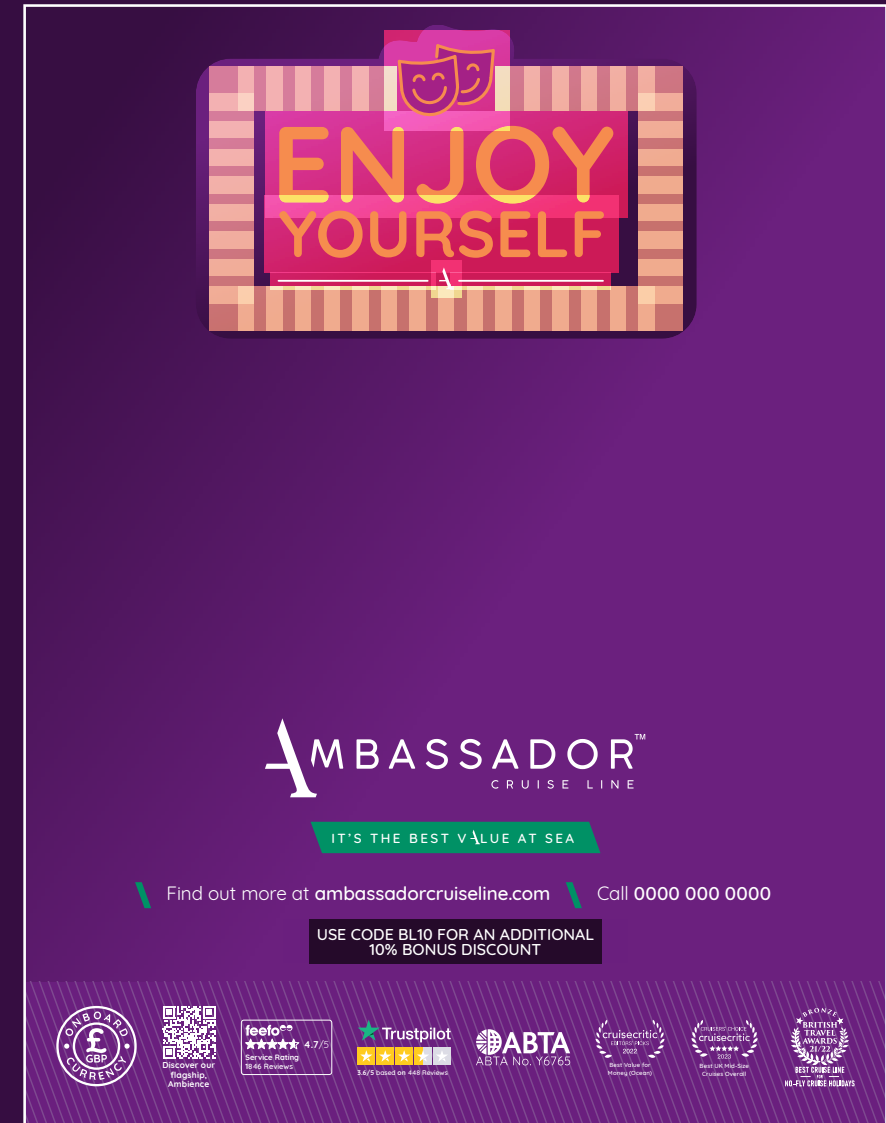
Our 'Enjoy Yourself' campaign statement represents our belief that we should all make the most of the time we have by enjoying ourselves as much as possible.

The basis for this campaign came from our theme tune, a version of Guy Lombardo's 1940 song 'Enjoy Yourself (It's Later Than You Think)' with an Ambassador twist. Our version of this song encapsulates our brand and even formed the basis of our latest TV advert. After all, what better way to enjoy yourself than on an affordable quality sailing with us?



COMMUNICATING 'ENJOY YOURSELF'

The logo for the current Ambassador marketing campaign, to be used on all campaign materials.



ENJOY YOURSELF TACTICAL LOGOS

This logo lock-up is to be used on specific tactical advertising.



EXAMPLES

A



FULL PAGE PRESS ADVERTISING

I AM HERE

ENJOY YOURSELF

WHERE WILL YOU ENJOY YOURSELF NEXT?

Enjoy yourself in breathtaking destinations on our no-fly sailings designed to suit a range of tastes and budgets. Expand your horizons.

Highlights of Brazil and West Indies Adventure

42 nights from **£2,939pp**
 Sailing date: 18 January 2024 - A22401 Departs from: London Tilbury
 Escape winter and enjoy a sailing next year to Brazil and the West Indies. This six-week voyage captures the vibrancy of Brazil and the very best of Portugal, as well as visits to the sun-kissed Caribbean paradise islands of Tobago, Grenada and Barbados.

Day	Port	Country	Arrive	Depart	Stay
1	London Tilbury	UK	07:30	17:00	7h
2	Rotterdam	Netherlands	07:00	14:00	7h
3-4	At Sea	Portugal	09:00	16:00	7h
5	At Sea	Portugal	12:00	19:00	7h
6	Funchal, Madeira	Cape Verde	09:00	17:00	8h
7	At Sea	Brazil	12:00	20:00	52h
8-9	Mindelo, Sao Vicente	Brazil	08:00	02:00	16h
10	At Sea	Brazil	09:00	20:00	17h
11-14	Rio de Janeiro	Brazil	07:00	18:00	17h
15	At Sea	Brazil	06:00	17:00	17h
16-17	Salvador	Brazil	09:00	17:00	8h
18	At Sea	UK			
19-42	London Tilbury	UK			

Single Cabins
 Saver Fare **£2,939pp** | Inside Ft **£3,919pp** | Outside Ft **£5,299pp** | Suite Ft **£7,839pp**

Book a cabin and save up to 30% off our Saver Fare.
 Book this sailing before 3rd July and enjoy £100pp onboard credit to spend on drinks, destination experiences, speciality dining and more!

VOYAGES OF EXPLORATION
 Get in touch at ambassadorcruise.com | Call 0000 000 0000

I AM HERE

ENJOY YOURSELF

WHERE WILL YOU ENJOY YOURSELF NEXT?

Enjoy yourself in breathtaking destinations on our no-fly sailings designed to suit a range of tastes and budgets. Expand your horizons.

BRITISH ISLES DISCOVERY
 2 September 2023
 10 nights from London Tilbury
 from **£799pp**

GRAND CANADA & GREENLAND EXPERIENCE
 12 September 2023
 34 nights from London Tilbury
 from **£1,579pp**

MEDITERRANEAN ODYSSEY
 16 October 2023
 52 nights from London Tilbury
 from **£1,499pp**

LAND OF THE VIKINGS
 29 July 2023
 7 nights from London Tilbury
 from **£589pp**

AMBASSADOR CRUISE LINE
 VOYAGES OF EXPLORATION
 Get in touch at ambassadorcruise.com | Call 0000 000 0000

ABTA No. 16165 | Trustpilot 4.7/5 | ISO 9001:2015 | ABTA No. 16165

Offers subject to availability and may be withdrawn without notice. For terms and conditions visit www.ambassadorcruise.com. Late Saver Fare: with two adults sharing a twin cabin, unless stated as single or Ambassador Fare. Saver Fares and Late Saver Fares discounts vary by cruise and by grade. Limited left over cabins and subject to availability. May be withdrawn without notice at any time. In the event of your cabin being cancelled by Ambassador, you will be guaranteed a full refund of all fares and savings have been made up. Cruise Holidays booked with Ambassador Cruise Line are normally protected in accordance with the Package Travel and Linked Arrangements Regulations 2018. Copyright © 2022 Ambassador Cruise Line is a trading name of Ambassador Cruise Holdings Limited. Ambassador Cruise Holdings Limited is a company registered in England and Wales. Registration number 12345678.

BROCHURE



CONTACT

MARKETING

Rebecca Jones
Brand and Partnerships Manager
rebecca.jones@ambassadorcruiseline.com

DESIGN

Daniel Stratford
Graphic Designer
daniel.stratford@ambassadorcruiseline.com

