Carnival®

ONLINE STYLE GUIDE

**GUIDELINES FOR PROPER ONLINE USAGE OF
THE CARNIVAL CRUISE LINES BRAND**

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INTRODUCTION & PURPOSE

This Style Guide serves as a reference for Carnival Cruise Lines' online design system. Its purpose is to portray the essence of the Carnival Cruise Lines brand as it should be conveyed online, and to provide recommendations on how visual elements should be rendered properly.

Using this guide, designers, company personnel and associates can create fresh, new graphic methods and elements, while at the same time preserving the consistent and homogenous look that is essential to any successful branding system.

This online style guide is to be complementary and subordinate to the Carnival Global Style Guide. General principles and design criteria defined in the global style guide are to be respected and followed in any online applications or specifications.

Adhering to the guidelines in this style guide will ensure proper use of the Carnival online identity and will maximize its value to the company's total communications efforts. In the course of developing communications, if there are any questions, please contact Digital Marketing at: cclcontent@carnival.com.

Carnival | **COLORS**

COLORS

The Carnival Red, Blue and white remain the main brand colors in all online environments. Their particular usage and hierarchical implementation will be explicit as particular online elements are explored in subsequent section of the style guide.

Hex color (ex: #336699)

RGB color (ex: R115 G68 B229)

Primary Palette

These are the primary Carnival colors and should be used whenever possible, always combined with White.
The use od Red should always be less prominet in proportion to Blue, and always used to attract attention to specific, key elements within a page.

#dc1125
R220 G17 B37

#10559a
R16 G85 B154
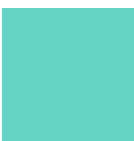
#ffffff
R255 G255 B255

Secondary Palette

These colors are to be used economically in hierarchically secondary elements within a page.
Never overuse them beyond this rationale. Examples will be provided in upcoming sections of the style guide.

#01c1d8   #67d3c6   #4fb547   #ffbb36   #ff8530   #ef1353   #f10180

Gradient Fills

These gradients are to be used in different elements later explored in other sections:
Dropdowns, buttons, tables, widgets, icons, etc.

#0096d6   #67bd45   #f1f8ff   #99e128   #0b97e2
#0089cf   #50ad15   #7f8991   #309e0d   #0330a2

Boxes / Shapes elements

Additional styles shown on right column modules.

GENERAL
TYPOGRAPHY

The primary font used by Carnival is Tempo STD with condensed heavy weight used uppercase. This font should not be manipulated in any way other than as suggested by the style guide. (i.e., skewed, beveled, etc.) and careful attention should be paid in terms of spacing, tracking, and kerning. Legibility is always the most important issue with fonts. Arial is the secondary approved system font family for all Carnival.com content.

TEMPO STD HEAVY CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !$&*:

Arial Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*()_+}{|":<>?

Arial Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&*()_+}{|":<>?

Arial Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%^&()_+}{|":<>?*

USE OF
TYPOGRAPHY

The primary font families to be used in all online environments are the same present in the global Carnival Cruise Lines brand guidelines. The **Tempo** family is the primary and most representative font to be used, complemented by the **Arial**.

Considering the rendering flexibilty available in current browsers, the Tempo font should not be replaced by any default operative system font. It should always be embedded in all pages when it is to be contextual.

(a) # HERO BANNER HEADLINE

Size: 36 - 60 pt. depending on copy   **Font:** Tempo Std Heavy Condensed - **Color:** #dc1125, #10559a or #ffffff. When blue and red copy colors are to be used, relevant words within a statement will be red and the rest blue. See page 32 for more information.

(b) ## HERO BANNER SUB HEADLINE

Size: 18 - 24 pt. depending on copy. **Font:** Tempo Std Heavy Condensed - **Color:** #10559a

(c) ## Headline 1 style

Size: 26 pt. **Font:** Arial - **Color:** #10559a

(d) Subheadline 1 Style

Size: 18 pt. **Font:** Arial - **Color:** #555555

(e) ## Headline 2 style

Size: 22 pt. **Font:** Arial - **Color:** #10559a

(f) ## Headline 3 style

Size: 18 pt. **Font:** Arial - **Color:** #10559a

(g) Paragraph

Etiam posuere, libero ut laoreet euismod, leo diam tincidunt sapien, ut tempor nulla ligula non lorem. Sed at magna nisi, porta adipiscing urna. Ut quis nul usto.

Size: 12 pt. **Font:** Arial - **Color:** #555555 - **Anti-aliasing:** Sharp - **Tracking:** -10 **Leading:** 16

(h) Bullets v1

- Sed at magna nisi, porta adipiscing urnsectet a veritas loremu
- Ut quis nul ustom posuere, libero ut laoreet euis t, conse

Size: 12 pt. **Font:** Arial - **Color:** #555555

Bullets v2

- Sed at magna nisi, porta adipiscing urnsectet a veritas loremu
- Ut quis nul ustom posuere, libero ut laoreet euis t, conse

Bullet Size: 18 pt. **Font:** Arial - **Color:** #10559a
Size: 12 pt. **Font:** Arial - **Color:** #555555

(i) Hyperlink Inactive   -   Hyperlink on Rollover

Example of use, libero ut laoreet euismod, leo diam tincidunt sapien, ut tempor nulla ligula non lorem. Sed at magna nisi, porta adipiscing urna. Read more

Size: 12 pt. **Font:** Arial - **Color:** #10559a
On-rollover: Underline

(j) *Secondary Information used for image, location, map details or information*

Size: 11 pt. **Font:** Arial Italic - **Color:** #10559a

TYPOGRAPHY
IN CONTEXT

Here are some examples of typographic use in their respective context.

Note: If a specific case or circumstance is not clearly pre-defined, designers are welcomed to use their discretion to expand and build on these elements in order to define new uses.

Interior Page Typography

a) Hero Banner Headline
b) Hero Banner Subheadline
c) Headline1
f) Headline 3
g) Paragraph
h) Bullets
i) Hyperlinks
j) Image Info

GENERAL
BUTTONS & LINKS

Carnival.com makes use of a simple iconographic system to graphically represent specific content elements. These icons will most commonly be associated with widget pieces, special navigation elements and, sporadically, as visual support for content messaging.

Large CTA Buttons | Important progress buttons, always in green, indicate a sequential step being taken within a specific process.

CONTINUE   **CONTINUE**   **CONTINUE TO NEXT SECTION**

Normal Color: #64bf1a   **Hover** Color: #42a911
Gradient 53%:   Gradient 53%:
#000000 to #ffffff   #000000 to #ffffff

Primary CTA Buttons | These are the most important CTA button in the Carnival site. Colors are to be used in the order shown according to hierarchy. For the most definite, important CTAs, red will always be the option to use.

BUTTON   **BUTTON**   **BUTTON**
BUTTON   **BUTTON**   **BUTTON**

🏠 Lorem ⟩ Ipsum Destrass

Breadcrumb | Notice the change in blue to differentiate tier depth.

🖨 Print this Page   ⊙ **Link style 1**
✉ Send to a Friend   ⊙ **Link rollover style 1**

« Previous | Next »

Normal   **Normal**   **Normal**
Color: #e41833   Color: #64bf1a   Color: #0763c2
Gradient 53%:   Gradient 53%:   Gradient 53%:
#000000 to #ffffff   #000000 to #ffffff   #000000 to #ffffff

Hover   **Hover**   **Hover**
Color: #c0101f   Color: #42a911   Color: #64bf1a
Gradient 53%:   Gradient 53%:   Gradient 53%:
#000000 to #ffffff   #000000 to #ffffff   #000000 to #ffffff

Text Links | These can be used in secondary navigation within a page. Their usage will be shown in context next.

Secondary CTA Buttons | Same usage as buttons above, slightly below in prominence.

BUTTON   **BUTTON**   **BUTTON**
BUTTON   **BUTTON**   **BUTTON**

Same as above   **Same as above**   **Same as above**

Tertiary CTA Buttons | Same usage as buttons above, slightly below in prominence.

BUTTON   **BUTTON**   **BUTTON**
BUTTON   **BUTTON**   **BUTTON**

Same as above   **Same as above**   **Same as above**

Functionality Buttons | These buttons do not represent CTAs per se. They are related to functionality interactions, of a more practical, navigational nature. The three available sizes reflect the hierarchy explained above. These buttons can be used with or without icons, as shown.

BUTTON   **BUTTON**   **BUTTON**   **CANCEL** ⊗   **BUTTON** **BUTTON**

✔ **SAVED TO FAVORITES**   ♥ **SAVE TO FAVORITES**   💾 **SAVE & EXIT NOW**   **BUTTON**

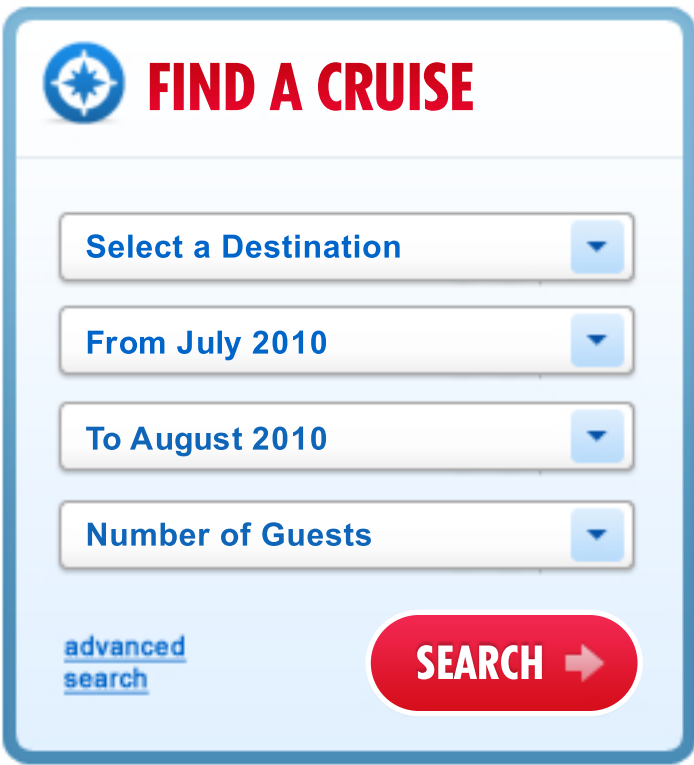**BUTTON**

USE OF
BUTTONS

Here are some examples of buttons usage on the site. Other uses are allowed if justified from a visual and functionality standpoint.

Save ❓	Dates	Interior 📷	Ocean View 📷	Balcony 📷	Suites 📷	
❤️ remove	November 18, 2010	$179.00	$179.00	$999.00	$1,079.00	**BOOK NOW**
❤️ remove	November 18, 2010	$179.00	$179.00	$999.00	$1,079.00	**BOOK NOW**
❤️ remove	November 18, 2010	$179.00	$179.00	$999.00	$1,079.00	**BOOK NOW**

Buttons within search results, lists, etc.
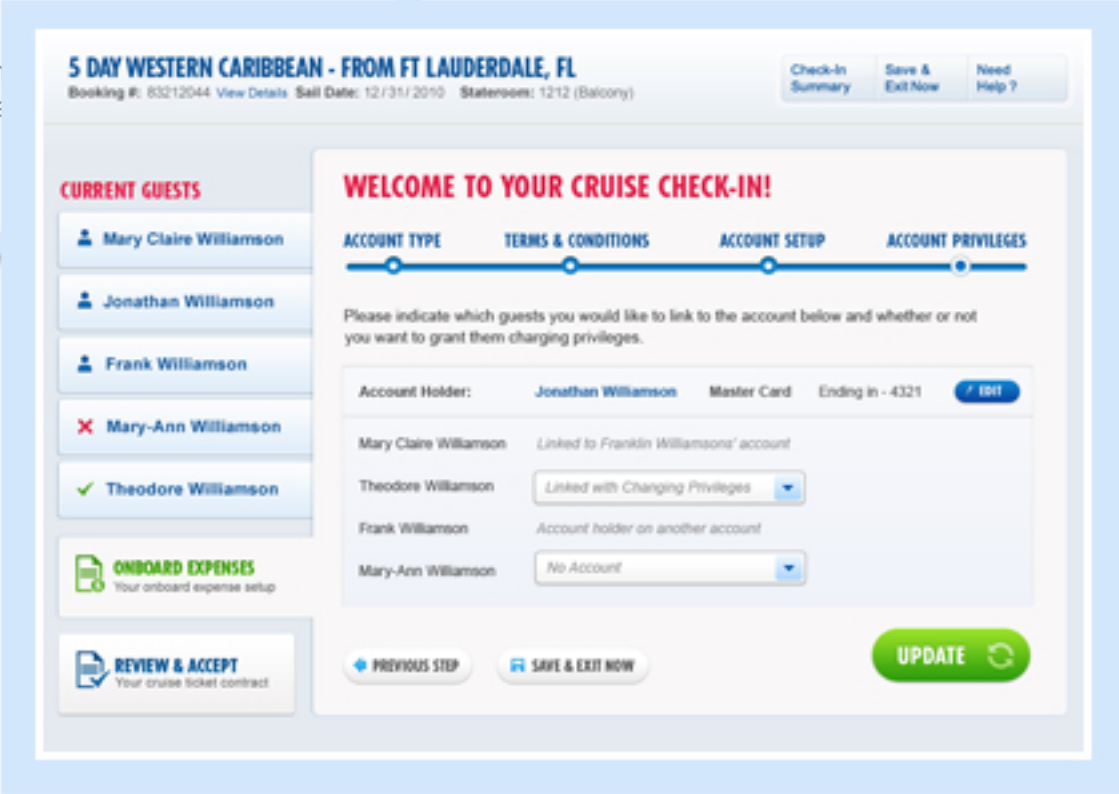Buttons should be used in these type of environments as the quintessential call to action elements.

VIEW OUR SPECIAL OFFERS
▸ GO NOW!

Small buttons in promotional banner elements.

FIND A CRUISE

Select a Destination ▾

From July 2010 ▾

To August 2010 ▾

Number of Guests ▾

advanced search

SEARCH ➡

Buttons within Widgets
Depending on the widget backround, a slight white border is allowed around buttons to make them stand out a bit more.

Buttons in flyouts / callouts.

Australia

89°F
MOSTLY CLOUDY

👍 Like | 13,400

Port orem ipsum unc pretium fringilla ipsum, non pharetra dui vestibulum quis. Cras in dui ac enim dict ave setras fresarium dum pellentesque estibulum quis. Cras in duim dict setras uis. Cras in dui amd averatsa loremus certas.

Sails from: San Diego, Los Angeles, Seattle

Ships: Carr... Splendor, Ca...

Duration: 8...

VIEW ITINERARIES ➡

ⓘ **Explore Australia**
ⓘ **View Ports**

5 DAY WESTERN CARIBBEAN - FROM FT LAUDERDALE, FL
Booking #: 83212044 View Details Sail Date: 12/31/2010 Staterooms: 1212 (Balcony)

Check-In Summary   Save & Exit Now   Need Help ?

WELCOME TO YOUR CRUISE CHECK-IN!

CURRENT GUESTS

👤 Mary Claire Williamson
👤 Jonathan Williamson
👤 Frank Williamson
✕ Mary-Ann Williamson
✓ Theodore Williamson

ACCOUNT TYPE   TERMS & CONDITIONS   ACCOUNT SETUP   ACCOUNT PRIVILEGES

Please indicate which guests you would like to link to the account below and whether or not you want to grant them charging privileges.

Account Holder: Jonathan Williamson   Master Card   Ending in - 4321   ✎ EDIT

Mary Claire Williamson   Linked to Franklin Williamsons' account
Theodore Williamson   Linked with Changing Privileges ▾
Frank Williamson   Account holder on another account
Mary-Ann Williamson   No Account ▾

🗎 **ONBOARD EXPENSES**
Your onboard expenses setup

🗎 **REVIEW & ACCEPT**
Your cruise ticket contract

◂ PREVIOUS STEP   🗎 SAVE & EXIT NOW

UPDATE ↻

Large CTA Buttons & Functionality Buttons.

BUTTONS & LINKS
IN CONTEXT

Carnival.com makes use of a simple iconographic system to graphically represent specific content elements. These icons will most commonly be associated with widget pieces, special navigation elements and, sporadically, as visual support for content messaging.

a) Primary CTA Button
b) Primary CTA Button with White Border
   in a Widget
c) Tertiary CTA Button in a Promo element.
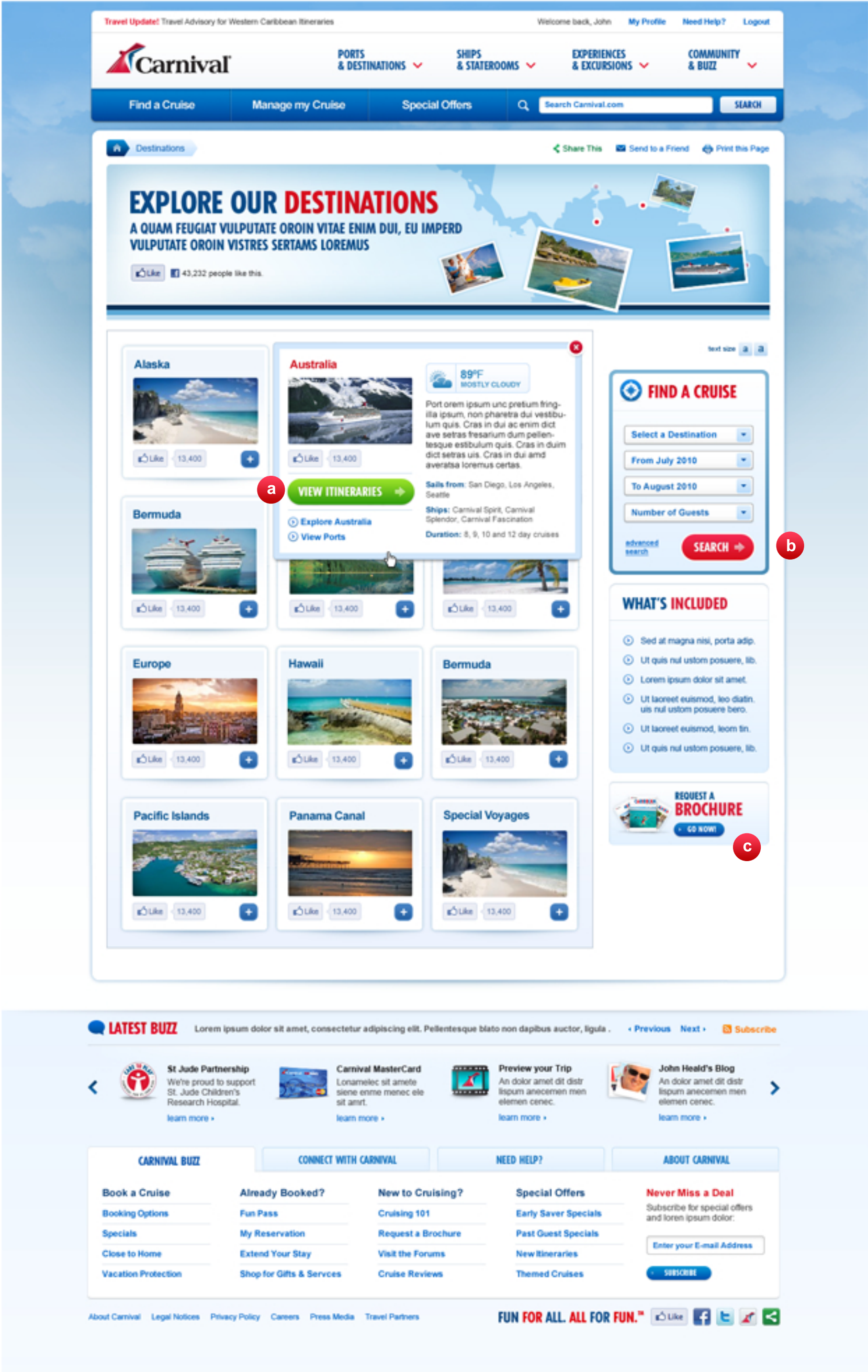
GENERAL
ICONOGRAPHY

Carnival.com makes use of a simple iconographic system to graphically represent specific content elements. These icons will most commonly be associated with widget pieces, special navigation elements and, sporadically, as visual support for content messaging.

Typical Icon Treatment

Icons will almost always be rendered with a gradient going from: #014b92 to #006ed9.

In some cases, depending on the interactivity associated with them, a hover state will be rendered with a gradient going from: #c5121d to #de1e30

Icon Topics

Here are some of the most common icons being used in the site at this moment. Designers, please, feel free to create new ones as the need arises.

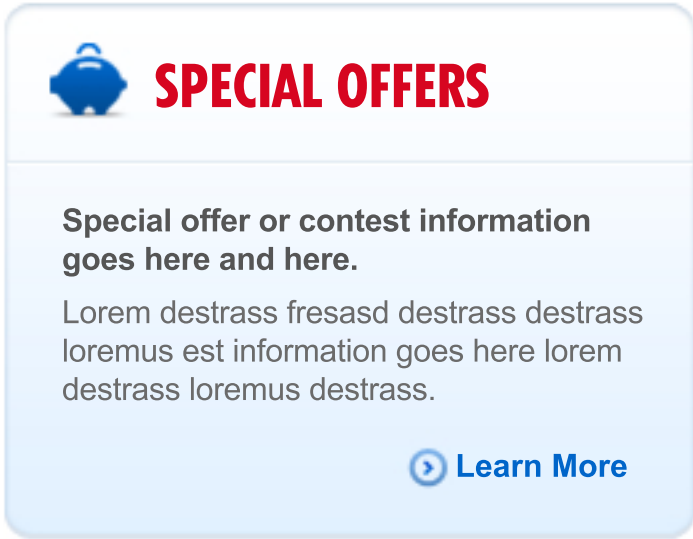|	
What Cruisers Are Saying	Most Popular Cruises
Ready To Cruise	Related Video
Invite Your Friends	Deal of the Week
Special Offers	Latest Photos
Question of the Week	Plan your Cruise
Never Miss a Deal	Family Fun
You Might Also Like...	Spa
Water Sports	Featured video
Culture	Latest Tweets
Have a Question?	Water Activities
Find a Cruise	Sun & Beaches
Save to Favorites	Latest Buzz
Vacation Type	Adventure Tours

USE OF
ICONOGRAPHY

Here are some examples of icons usage on the site. Other uses are allowed if justified from a visual and functionality standpoint.

SPECIAL OFFERS

Special offer or contest information goes here and here.

Lorem destrass fresasd destrass destrass loremus est information goes here lorem destrass loremus destrass.

Learn More

Icons in Widgets

Icons are here part of the header piece for widgets.
They will always be accompanied by text and will include a slight shadow underneath.

DECK PLANS

SHIP TOUR

Icons in Miscellaneous Navigational Elements

Some pages within the carnival.com site include special navigation pieces which use icons in different ways. These are just the most representative.

HISTORY & CULTURE

Onboard Entertainment

Fun-Filled Youth programs

Icons within Content Areas

In some cases, specially in promotional landing pages, icons can be used in the main content area of a page in order to display specific items in a list format.

ICONOGRAPHY
IN CONTEXT

Here are some examples of iconography uses in their respective context.

Note: If a specific case or circumstance is not clearly pre-defined, designers are welcomed to use their discretion to expand and build on these elements in order to define new uses.

a) Icons in Navigation Elements
b) Icons in Search Bar
c) Icons in Widgets

GENERAL
PROMO BANNERS

These promotional banner elements are used throughout the carnival.com site to promote special offers, related content or any other kind of complementary or persuasive messaging. They will mostly appear on the right-hand column area for most of the interior pages layouts. These layouts will be explored in more detail in upcoming sections.

WHAT DO YOU **THINK?**
▶ POST YOUR COMMENT

88 pixels   or more

260 pixels
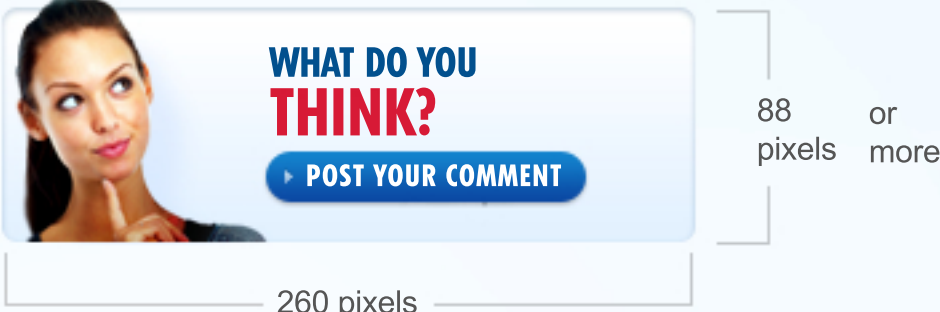
Typical Icon Treatment

These promo elements come in different variations, which will be examined in the next section. They will always consist of a piece of imagery on the left and content copy on the right, rendered with the Tempo font. A tertiary CTA button, typically in blue will also be present.

They should always be placed on the right of interior pages, in the 260 wide column area present in most layouts.
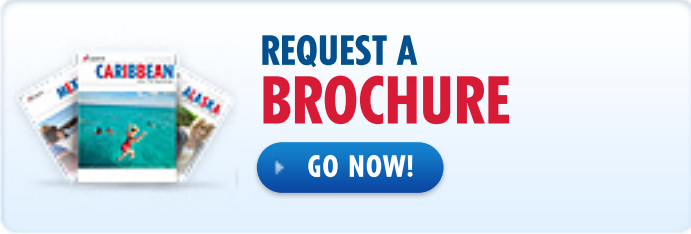

VIEW OUR **SPECIAL OFFERS**
▶ GO NOW!

USE OF
PROMO BANNERS

Here are some examples of promo banners on the site. Other uses are allowed if justified from a visual and functionality standpoint.

VIEW OUR
SPECIAL OFFERS
▶ GO NOW!

WHAT DO YOU
THINK?
▶ POST YOUR COMMENT

Promo Banner - Silo Treatment
In this variation, imagery is placed within the frame of the rounded rectangular shape, with some part of the graphic coming out of the frame or border.

CHECK OUT THE
CARNIVAL US SITE
▶ GO NOW!

REQUEST A
BROCHURE
▶ GO NOW!

Promo Banner - Centered Treatment
Here, the imagery piece in the banner is completely isolated and placed within the rounded rectangular shape.

SPECIAL OFFER
LOREMUS DETSRAS VERIT
VERTAS $99 LOREMUS
▶ LEARN MORE HERE!

SPECIAL OFFER
DETSRAS VERITASEMSA
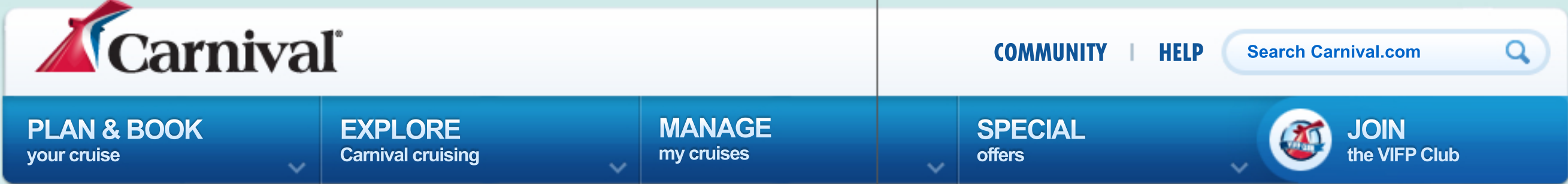VERTAS $99 LOREMUS
▶ LEARN MORE HERE!

Banner - Special Offer (destination related)
These pieces talk about destination related offers. They are taller and will always include destination imagery rendered in the polaroid theme.

GENERAL
NAVIGATION

This is the main navigational bar for the latest version of carnival.com. It consists of three main content levels which are explained in detail below.

Login | Join

United States ▾   **1.800.232.3456**

Carnival®

COMMUNITY | HELP   Search Carnival.com 🔍

PLAN & BOOK	EXPLORE	MANAGE	SPECIAL	JOIN
your cruise	Carnival cruising	my cruises	offers	the VIFP Club

980 pixels

Main Menu - Level 1
Here are the most relevant site sections. Join the VIFP Club has a slightly different treatment to distinguish it from the other options.

Each of these options, when clicked, will trigger a flyout piece with more content connected to the clicked section.
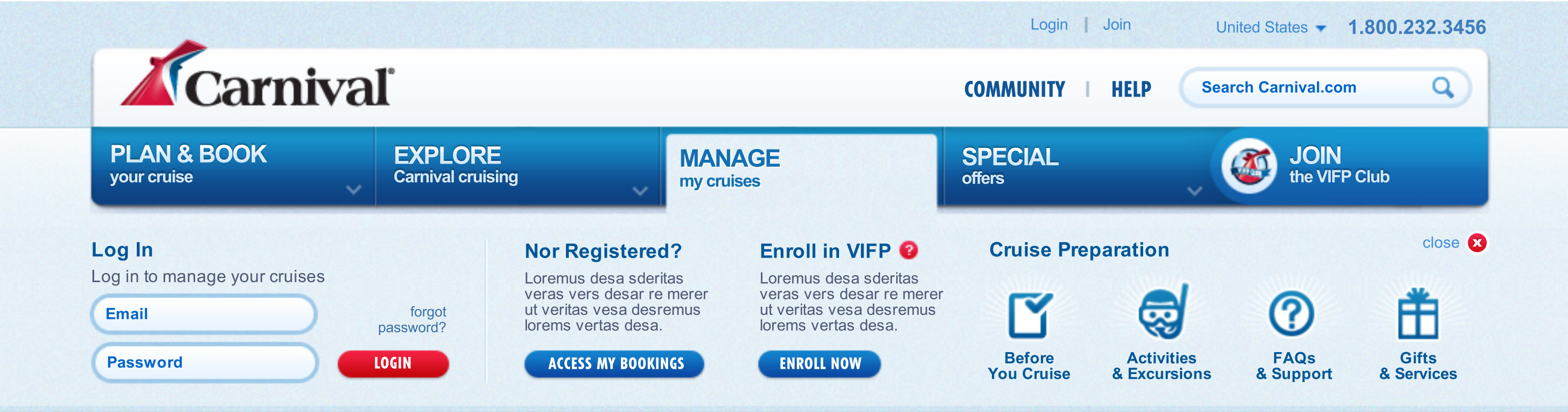(see next page)

Secondary Navigation
These options will include more global functionalities such as Log In, Join, etc.

Main Menu - Level 2
These options will appear on the white area of the Main Menu navigation module. They are secondary in relevance to the options in the blue area.

USE OF
NAVIGATION

By clicking on the main menu navigational options, users will trigger flyout pieces with more detailed and deeper options

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Carnival

Login | Join

United States ▾ **1.800.232.3456**

COMMUNITY | HELP

Search Carnival.com 🔍

| PLAN & BOOK your cruise ▾ | EXPLORE Carnival cruising ▾ | MANAGE my cruises | SPECIAL offers ▾ | JOIN the VIFP Club |

Log In
Log in to manage your cruises

Email
forgot password?
Password
LOGIN

Nor Registered?
Loremus desa sderitas veras vers desar re merer ut veritas vesa desremus lorems vertas desa.

ACCESS MY BOOKINGS

Enroll in VIFP ❓
Loremus desa sderitas veras vers desar re merer ut veritas vesa desremus lorems vertas desa.

ENROLL NOW

Cruise Preparation

Before You Cruise

Activities & Excursions

FAQs & Support

Gifts & Services

close ✖

Flyout - Example 1
Flyout pieces for the main navigation could include different types of content.
In this case, a brief form, contextual copy with CTAs and icons represent the main functionalities and subsections particular to that main menu option.

Welcome Back, John. | Not John?

United States ▾ **1.800.232.3456**

Carnival

28 DAYS TO SAILING | COMMUNITY | HELP

Search Carnival.com 🔍

| PLAN & BOOK your cruise ▾ | EXPLORE Carnival cruising ▾ | MANAGE my cruises ▾ | SPECIAL offers ▾ | JOIN the VIFP Club |

Ports & Destinations

Caribbean	Caribbean	Caribbean	Caribbean
Bahamas	Bahamas	Bahamas	Bahamas
Mexico	Mexico	Mexico	
Hawaii	Hawaii	Hawaii	
Alaska	Alaska	Alaska	

VIEW ALL

All About Cruising
Explore what cruising with Carnival is all about.

Onboard Activities
Loremus desa sdas veras vers desar reer ut veritas vemus.

Shore Excursions
Loremus desa sdas veras vers desar reer ut veritas vemus.

Ships & Staterooms
Loremus desa sdas veras vers desar reer ut veritas vemus.

close ✖

Flyout - Example 2
Flyout pieces for the main navigation could include different types of content.
In this case, a list of hyperlinks, contextual copy with CTAs and icons represent the main functionalities and subsections particular to that main menu option.

NAVIGATION
IN CONTEXT

The site's main navigation bar has a sliding functionality that will allow flyout content to be displayed by pushing content down the page.

Main Nav - Closed
This is how the main navigation fits withing the home layout.
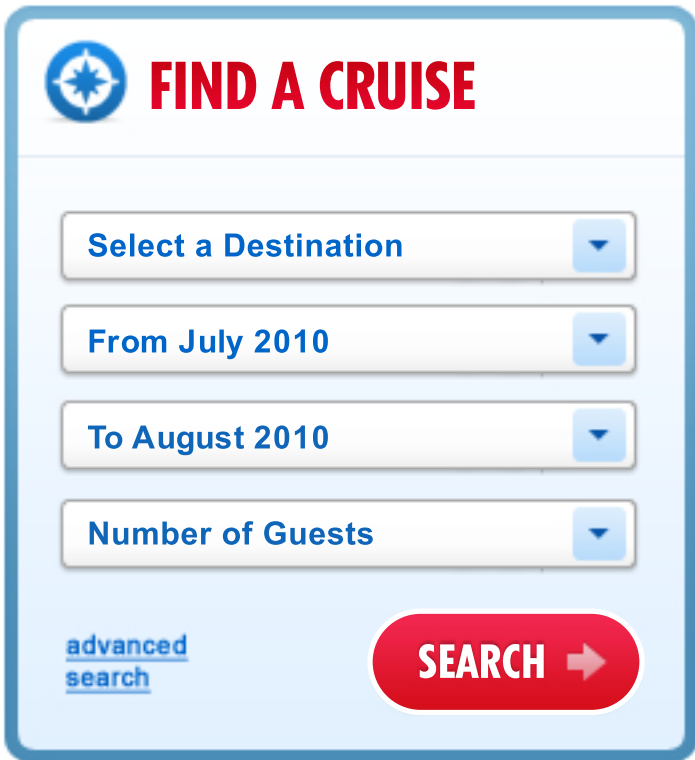

Main Nav - Flyout
Here, a main navigation option has been clicked, exposing its flyout piece. Notice how all content on the page slides down as the flyout is revealed, instead of having it load over page content.

GENERAL
WIDGETS

Widgets at carnival.com are secondary modules that provide a certain functionality in relation to specific content. They typically have a well defined functionality as opposed to just showing static content. For example, there are widgets for finding a cruise, finding out what cruisers are saying and for measuring cruises popularity.

Widgets will mostly be placed in the right column on interior pages layouts.

FIND A CRUISE

Select a Destination

From July 2010

To August 2010

Number of Guests

advanced search

SEARCH ➡

can vary

260 pixels

Find Cruise Widget - with Border

This an example of a widget with a dark blue border. The border is only to be used when special emphasis needs to be given to a widget within a page.

At the header, widgets will always include an icon and a Tempo font name. Below, the specific body of the widget will be followed by a button CTA, which can be a primary or secondary format, depending on the relevance of the widget.

DEAL OF THE WEEK

20 DAYS | REMAINING

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

Sailing Date: April 23rd, 2011
Departure Port: Fort Lauderdale, Fl
List Price: $455.00

Special Rate: **$389.00**

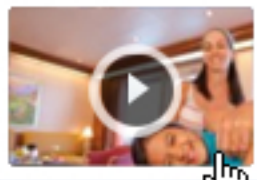**You Save 28% per Guest!**

cruise quickview

BOOK NOW ➡

can vary

260 pixels

Find Cruise Widget - no Border

Widgets without borders are the norm. The one displayed above is just for special cases, in which prominence needs to be stressed

USE OF
WIDGETS

Here are some examples of widgets currently being used.

FIND A CRUISE

Select a Destination

From July 2010

To August 2010

Number of Guests

advanced search

SEARCH ➔

Find a Cruise

One of the few widgets that should be represented with the border options.

DEAL OF THE WEEK

20 DAYS | REMAINING

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

Sailing Date:	April 23rd, 2011
Departure Port:	Fort Lauderdale, Fl
List Price:	$455.00

Special Rate:	**$389.00**

You Save 28% per Guest!

cruise quickview

BOOK NOW ➔

Weekly Deals

RELATED VIDEOS

Title for Video Lomu Destrass Lores
Loremus destras ver here lorem destrass.

Title for Video Lomu Destrass Lores
Loremus destras ver here lorem destrass.

Title for Video Lomu Destrass Lores
Loremus destras ver here lorem destrass.

➤ **Visit Video Center**

Related Videos

WHAT CRUISERS ARE SAYING

- Relaxing (21)
- Beautiful Water (12)
- Great Services (33)
- Pool Party (15)
- Private Beach (11)
- Restaurants (4)
- Steakhouse (41)

What Other Cruisers are Saying

NEVER MISS A DEAL

Enter your email for newsletter and latest details:

Enter Email Address Here

➔ SUBSCRIBE

Never Miss a Deal

Once email has been sent, confirmation message will appear within the same modular area.

USE OF
WIDGETS

Here are some examples of widgets currently being used.

MOST POPULAR CRUISES

| By Views | By Bookings | By Buzz |

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

231 views

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

231 views

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

231 views

7 Days - Loremus Ibius Eastern Veritas Ibuscusers

231 views

Most Popular Cruises

Some widgets might include tabs like in this example.

LATEST FROM

11:09 AM Mar 29

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eget nisi eget quam semper lacinia. In urna leotar. Cum sociis natoque montes, nascetur ridiculus mus.

◀ **Older** | Newer ▶

Social Widget

READY TO CRUISE?

Learn how to make the most of your cruise vacation loremus av ▸

INVITE YOUR FRIENDS!

Learn how to make the molorem destras evritas certass aves ▸

Compound Widget

Some widgets can be divided into two or more areas displaying different functionality

QUESTION OF THE WEEK

What do you usually loremy destras fresarium veritas lore?

◉ Relax lremus fresaris veritas
○ Belast tresa mestras fresa
○ Loremus fresaris veritas
○ Belast tresa mestras fresa

view
results here

➡ VOTE

Question of the Week

WIDGETS
IN CONTEXT

Here are some examples of widget uses in their respective context.
Note: If a specific case or circumstance is not clearly pre-defined, designers are welcomed to use their discretion to expand and build on these elements in order to define new uses.

a) Widget with Border
b) Widget without Border

GENERAL
MODULES

Modules within the carnival.com site refer to a variety of content presentations usually with a defined functionality type attached to them. They can appear in all kinds of context and positions within a page and can be grouped in several categories, as will be explored on the next pages.

Main Search module
The search bar module will follow this established treatment. It is to be present in most site pages, unless the Search widget in already included in a content/right column layout.
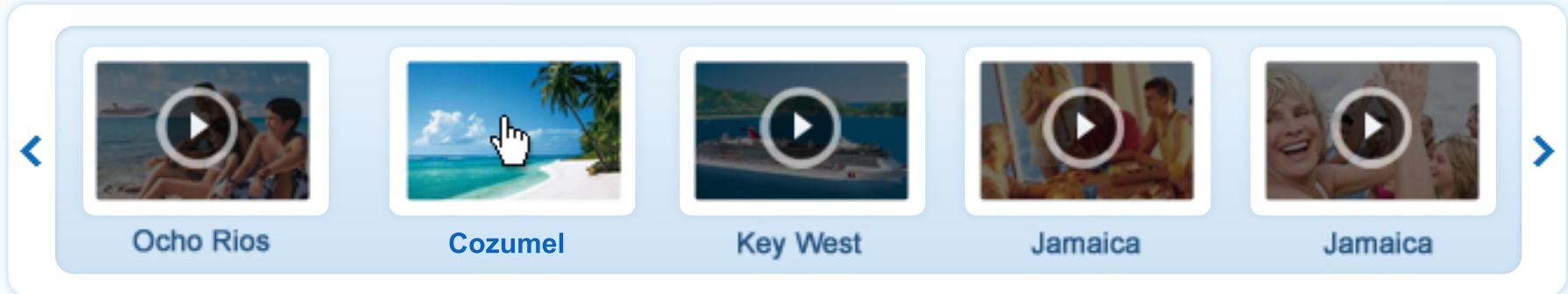
Video Carousel module
The Carousel Module presents multimedia content.

Calendar module

Vacation Planner Cruise module
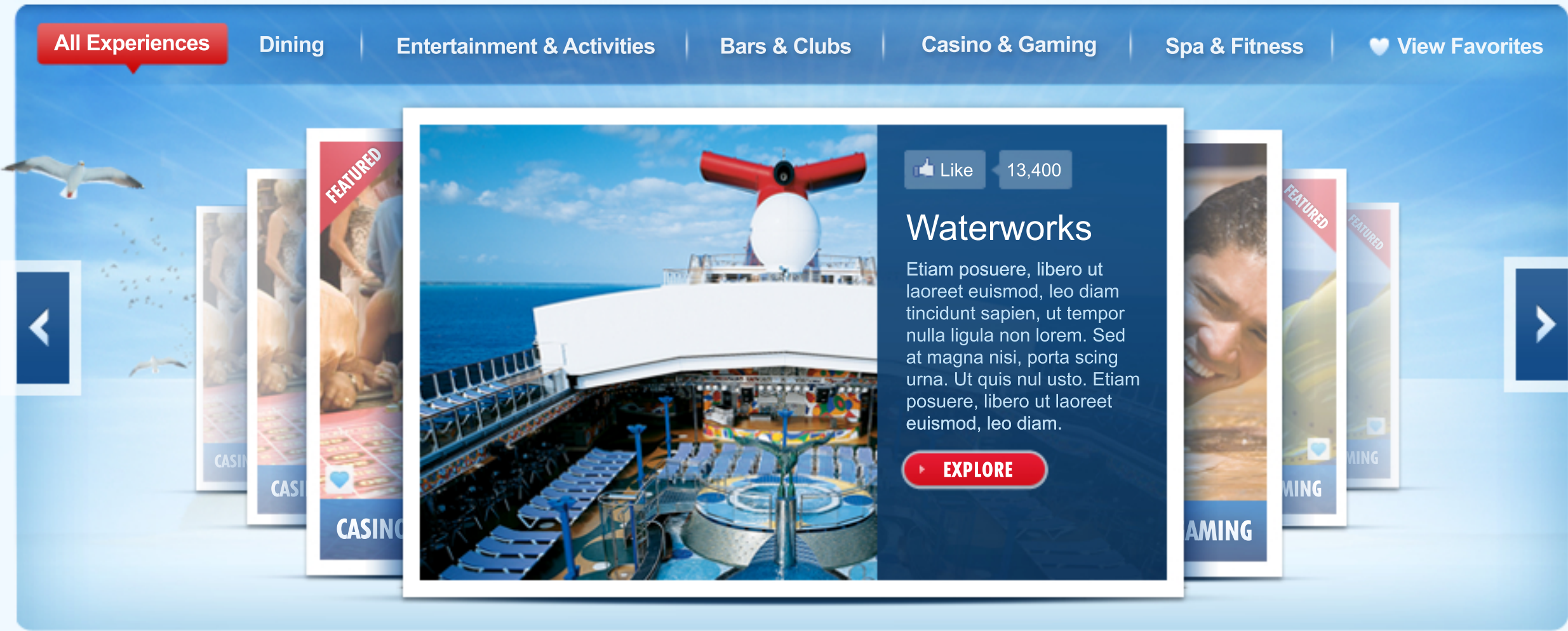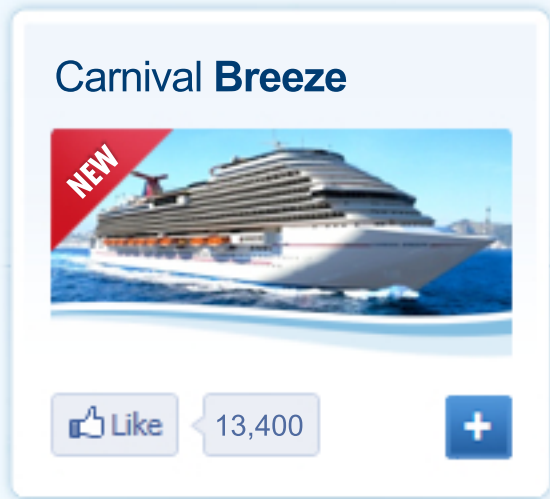

Filtering Controls module

Video module

CONTENT
MODULES

These modules contain all types of content, usually in a summarized, condensed format. They will typically refer to content connected to elements within a group. For example: Ships, Destinations, Onboard Experiences, etc.
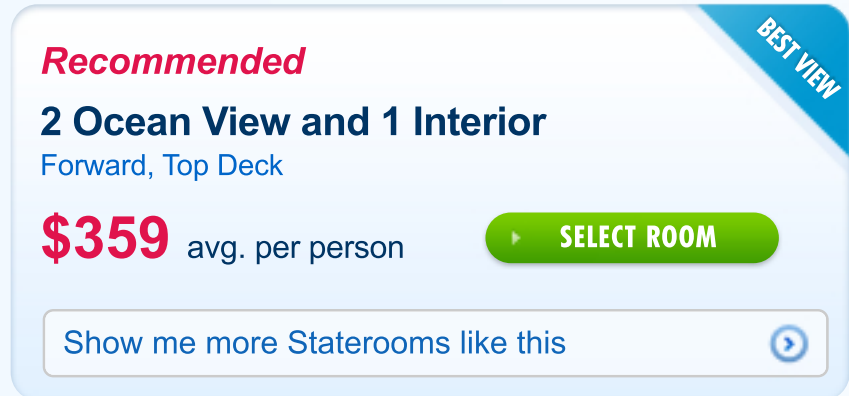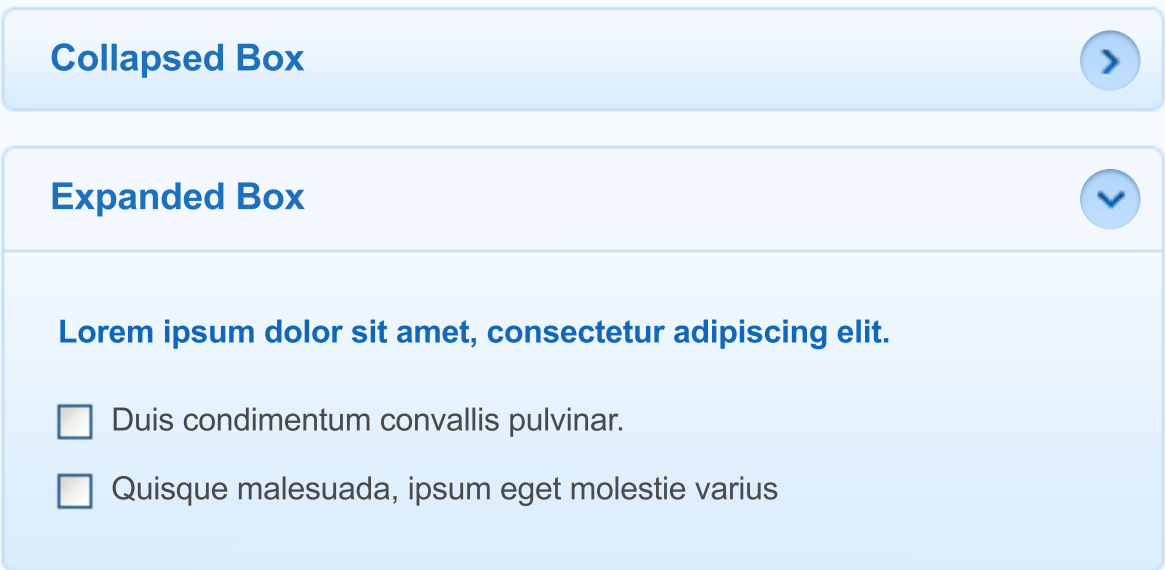
All Experiences | Dining | Entertainment & Activities | Bars & Clubs | Casino & Gaming | Spa & Fitness | ♥ View Favorites

FEATURED
CASINO
CASINO

Like 13,400

Waterworks

Etiam posuere, libero ut laoreet euismod, leo diam tincidunt sapien, ut tempor nulla ligula non lorem. Sed at magna nisi, porta scing urna. Ut quis nul usto. Etiam posuere, libero ut laoreet euismod, leo diam.

▶ **EXPLORE**

GAMING
AMING

Onboard Experiences header module

Carnival **Breeze**

NEW

Like 13,400 +

Ships module - closed

Carnival Magic

✕

Veritas loremus destras vertas destras fresarium secrtas

Port orem ipsum unc pretium fringilla ipsum, non pharetra dui vestibulum quis. Cras in dui ac enim dict ave setras fresarium dum pellentesque estibulum quis. Cras in duim dict setras uis. Cras in dui amd averatsa loremus certas.

Like 13,400

EXPLORE THE SHIP ➡

▶ **View Itineraries**
▶ **View Deckplan**

Destinations: Bahamas, Caribbean, Europe, Transatlantic
Home Port: Miami, FL
Class: Spirit

Ships module expanded

Recommended
BEST VIEW
2 Ocean View and 1 Interior
Forward, Top Deck

$359 avg. per person   ▶ **SELECT ROOM**

Show me more Staterooms like this ▶

Booking Engine Stateroom module

Collapsed Box ⌄

Expanded Box ⌄

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

☐ Duis condimentum convallis pulvinar.
☐ Quisque malesuada, ipsum eget molestie varius
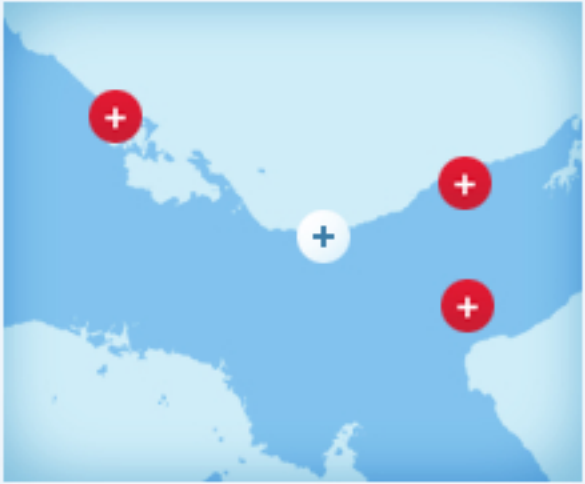
Collapsable Content Box module

MISCELLANEOUS
MODULES

Modules, given their flexible nature, can include the most diverse content presentations and should be created anew when needed.
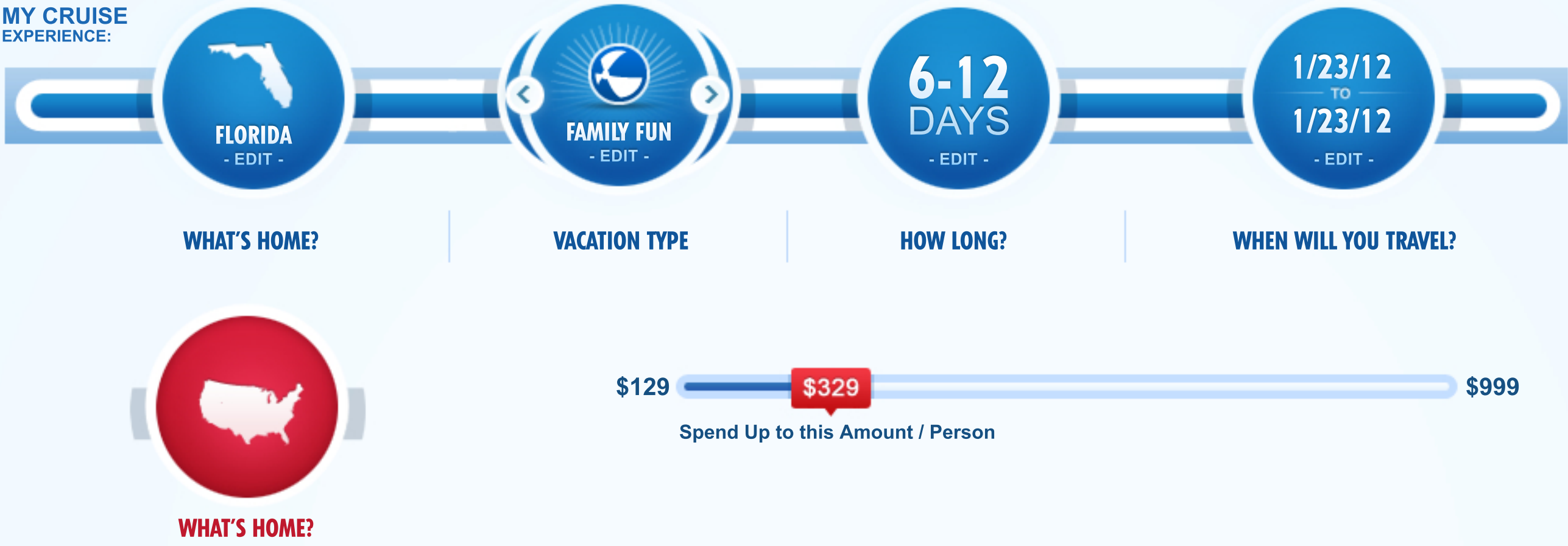
- FIRST SAILING IN -

| 20 DAYS | 12 HRS | 33 MINS |

Countdown Clock module

Caribbean Lorem Veritas Vertas Searus Destras Bertass

● Departure Port   ○ Port of Call

Map module

Cruise Summary
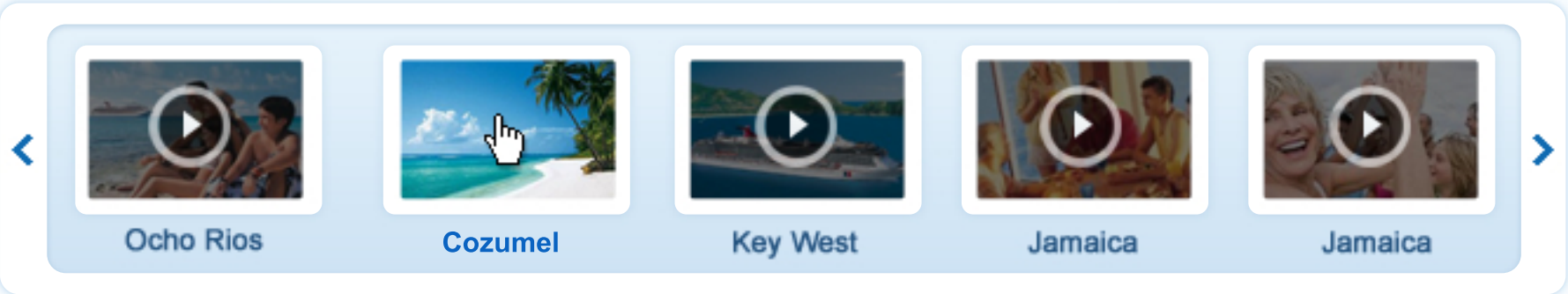
7 Day to Western Caribbean

Departing from: Fort Lauderdale, FL
Sailing Date: 12/31/2012
Your Price: **$1,299.00**

Booking Engine Summary module

MY CRUISE
EXPERIENCE:

FLORIDA
- EDIT -

FAMILY FUN
- EDIT -

6-12 DAYS
- EDIT -

1/23/12 TO 1/23/12
- EDIT -

WHAT'S HOME?   **VACATION TYPE**   **HOW LONG?**   **WHEN WILL YOU TRAVEL?**

WHAT'S HOME?

$129 $329 $999
Spend Up to this Amount / Person

Vacation Planner modules

MULTIMEDIA
MODULES

Multimedia modules will accomodate media related content ranging from images, image galleries, videos, etc.
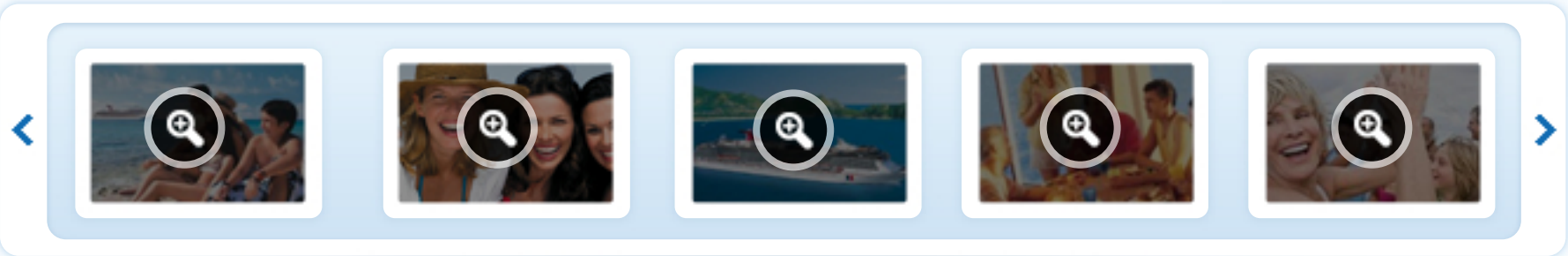
Images Carousel module

Video Carousel module

Ocho Rios   Cozumel   Key West   Jamaica   Jamaica

Video module

Photos   Videos   Map

Slide Show module

SEARCH
MODULES

The Search Modules will provide search capability to most pages. They can be used alternately with the Search Widget. Both should not be present in the same page simultaneously.

PLAN
YOUR CRUISE: Select a Destination   Cruise Dates   # of Travelers   **SEARCH CRUISES**   advanced search

Main Search module

PLAN YOUR CRUISE NOW   It is easy as selecting your destination...   **SEARCH CRUISES**   Advanced Search
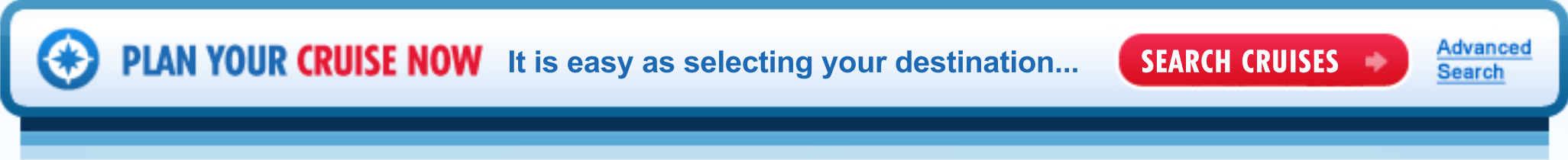
Static Search module

GENERAL
TEMPLATE
PAGES

The carnival.com site is structured in many key pages which consist of several template layouts. Each layout template then accomodates content such as navigation elements and modules.

Page

Page Template

Navigation Elements

Misc. Modules

GENERAL
TEMPLATE PAGES

The carnival.com site is structured in many key sections which consist of many template pages, typically following the same layout. This section will offer a quick insight into the most important template pages.

Home Page

Cruise Results

Booking Engine

Ships - Landing

Ships - Individual

Onboard Experiences
Landing

Onboard Experiences
Individual

Destinations
Landing

Destinations
Individual

SPECIFIC
TEMPLATE PAGES

Carnival.com Homepage

This page has been designed for a 1024 X 768 resolution or higher. On higher resolutions, the hero banner will expand to the left and right, while the page content remains always centered.

980 pixels

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Main Hero Banner

c) Cruise Search Module. This element is expandable.

d) Three spots for promotional ads. They are to be contextual, but bitmap elements can also be used sporadically.

e) Useful Tools Bar

f) Secondary Content. Less prominent content goes here. It could focus on complementary information, for example.

g) Footer

SPECIFIC
TEMPLATE PAGES

Carnival.com Homepage - Main Hero Treatments

The carnival.com home page layout revolves around the main hero banner central piece (in gray below). This hero banner area is reserved for high importance messages and promotial pieces. The page design allows for this hero area to expand horizontally on higher resolution display systems.
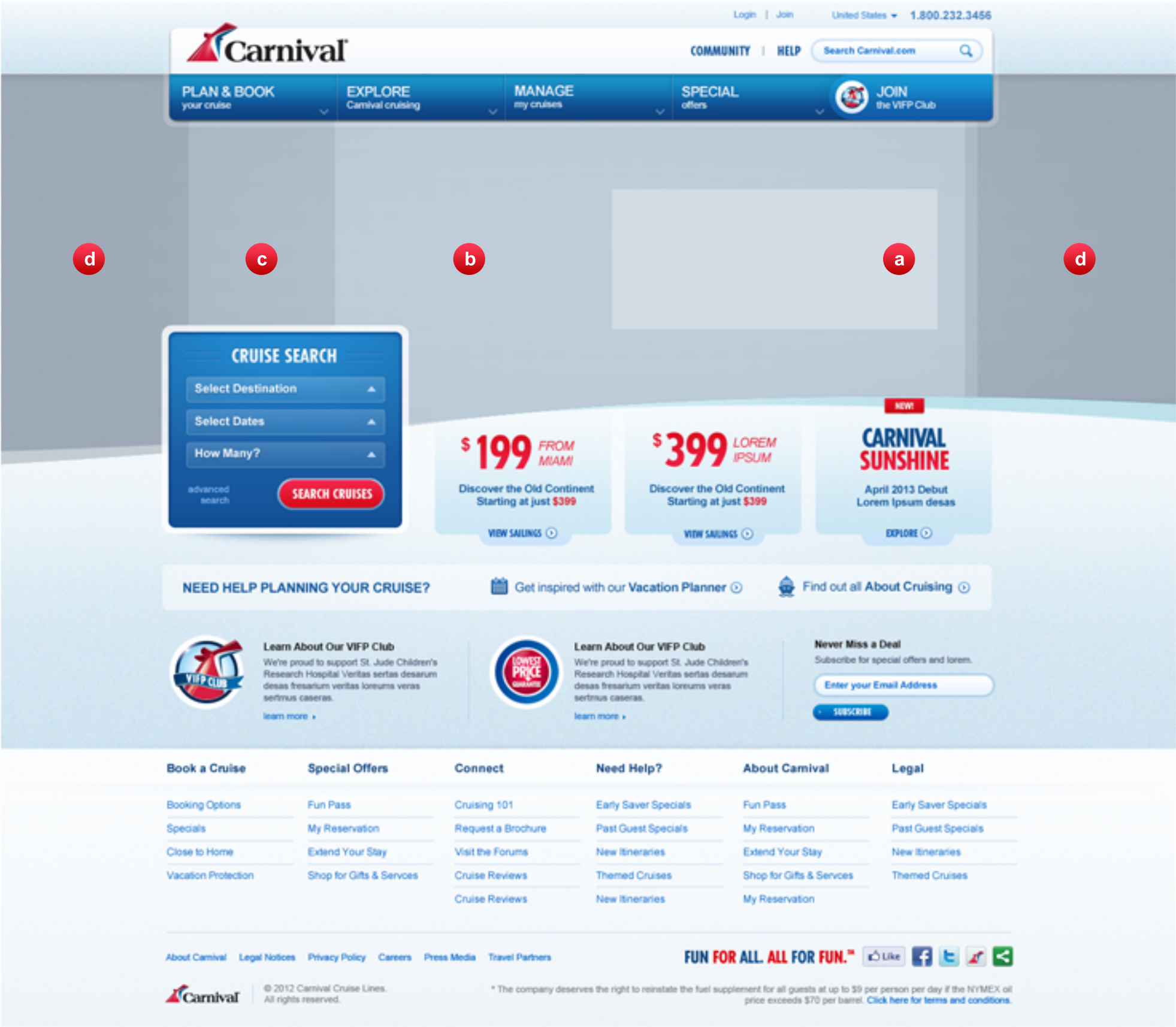
a) For clarity and legibility, it is preferable to have hero banner main copy limited to this area.

b) Hero banner image/graphic main real estate.

c) Hero banner image/graphic secondary real estate. Key elements within the hero banner piece should not appear in this area. The Cruise Search module has a collapsable functionality that should not cover important areas of the hero banner.

d) Hero banner image/graphic tertiary real estate. These areas will extend to the sides as display resolutions increase.

SPECIFIC
TEMPLATE PAGES

Carnival.com Homepage - Main Hero Treatments

**Hero Banner
Examples**

**Regular Photography
Color Text**

Color text will be used within hero banners when the background image is light and allows for enough contrast.
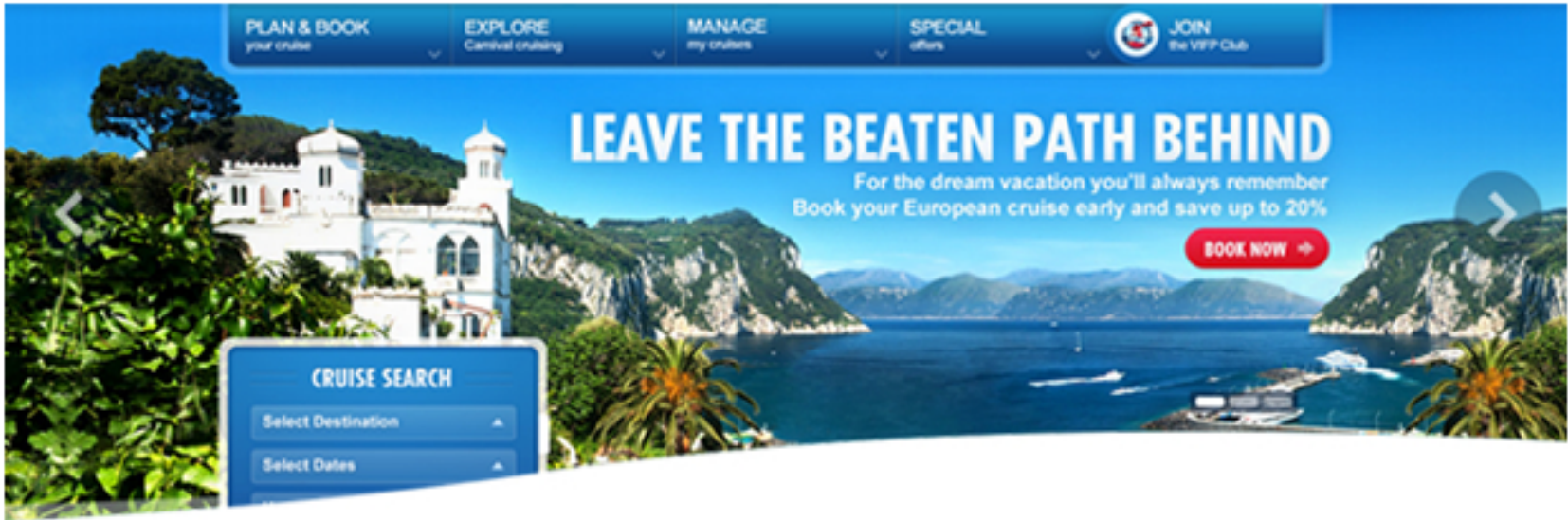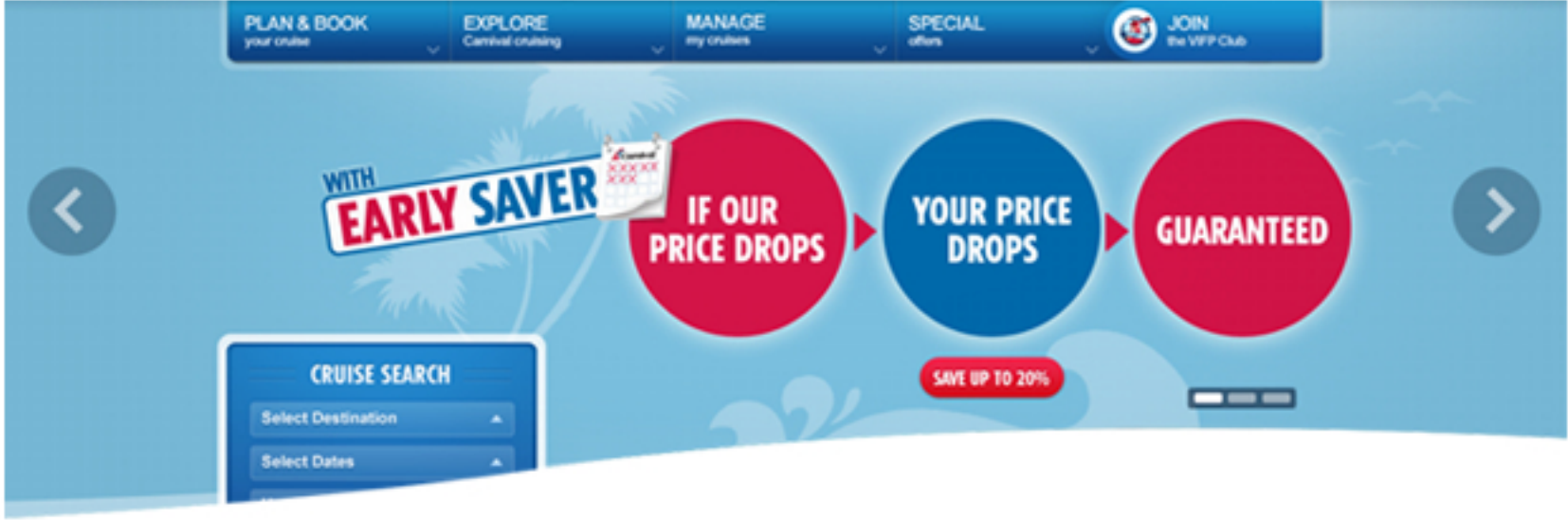

**Regular Photography
White Text**

White text will be used within hero banners when the background image is dark and allows for enough contrast.
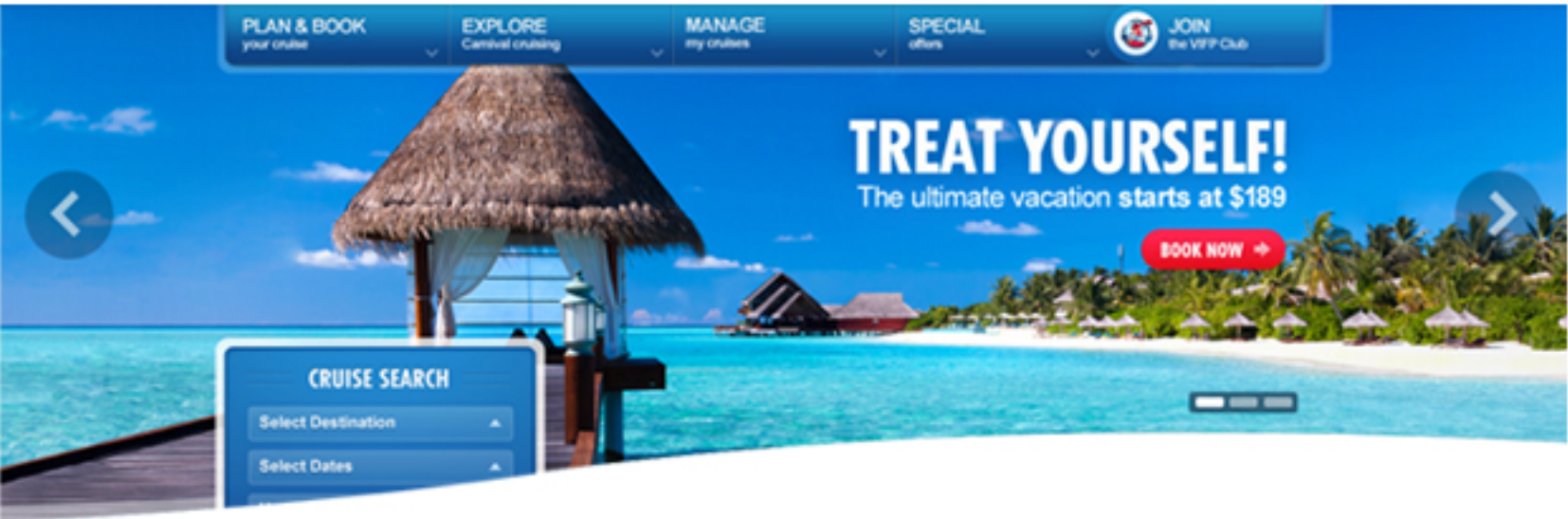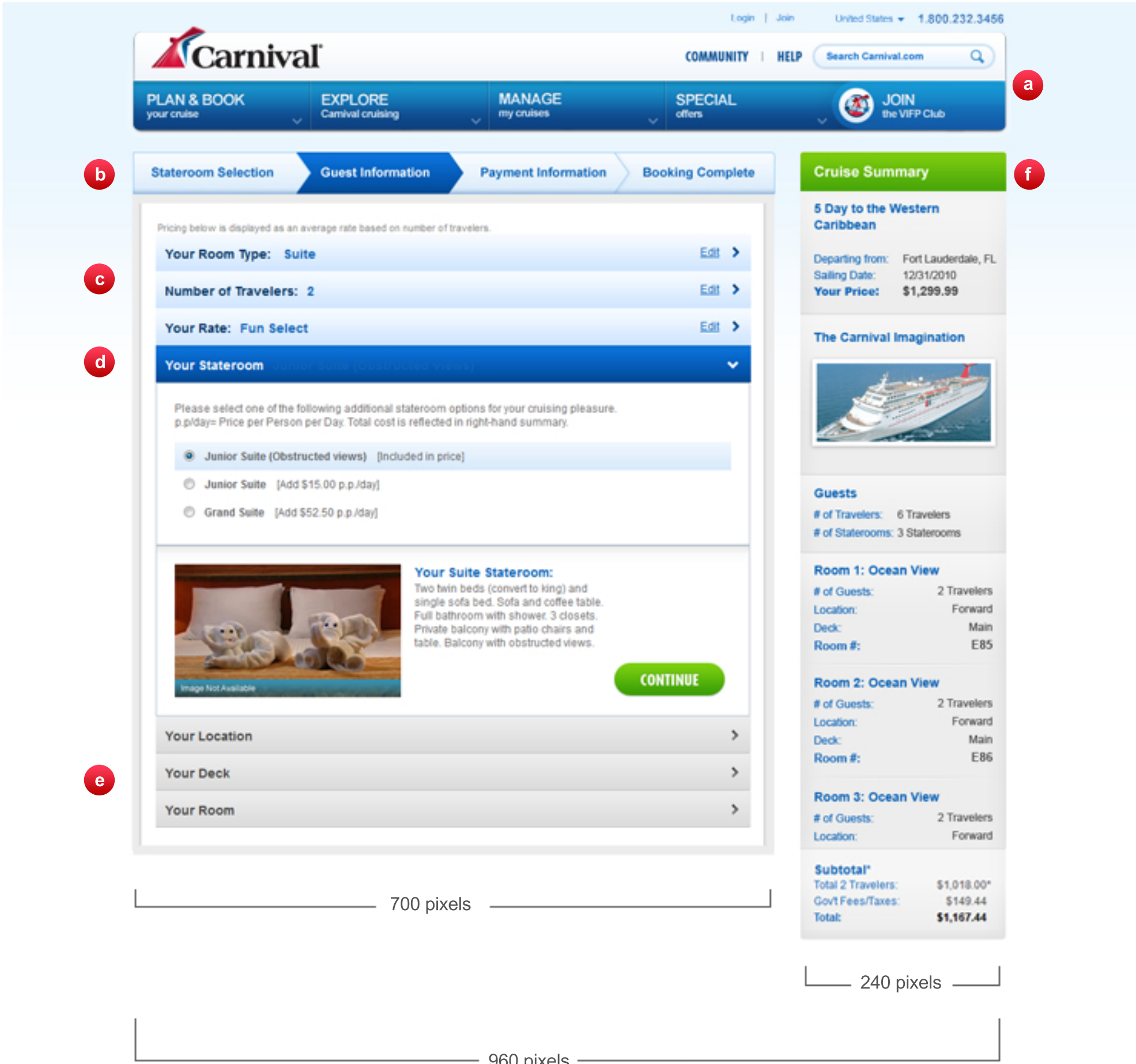

**Regular Photography
White Text**

Infographic

SPECIFIC
TEMPLATE PAGES

Booking Engine
This page has been designed for a 1024 X 768 resolution or higher.

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Sequential subnavigation.

c) Previous steps for active sequential option, already filled out. These steps will present an accordion functionality

d) Current step for active sequential option. These steps will present an accordion functionality

e) Next steps for active sequential option. These steps will present an accordion functionality

f) Cruise Summary, giving a clear breakdown of all elements being added up for a grand total price.

SPECIFIC
TEMPLATE PAGES

Cruise Search/Results

This page has been designed for a 1024 X 768 resolution or higher.
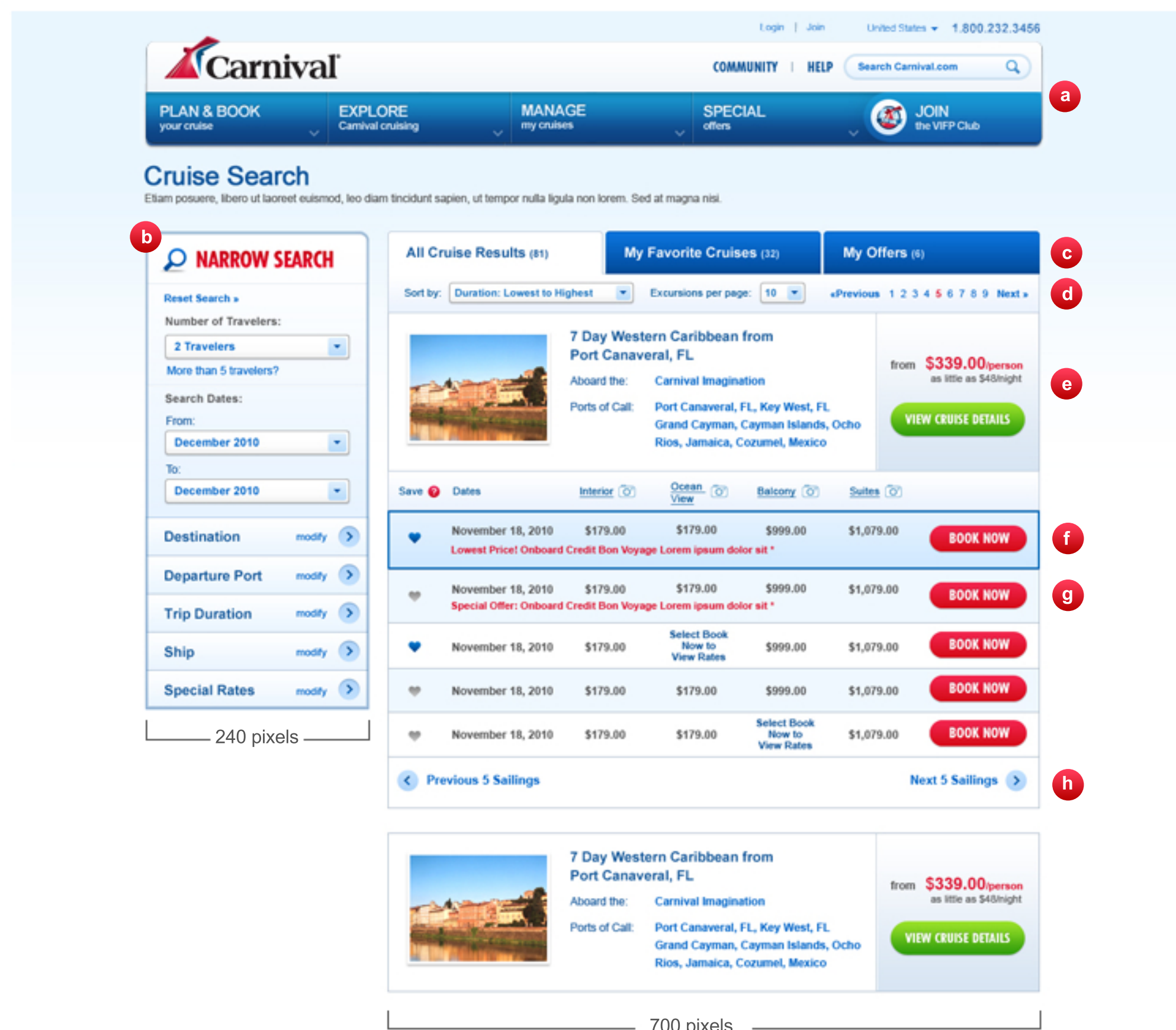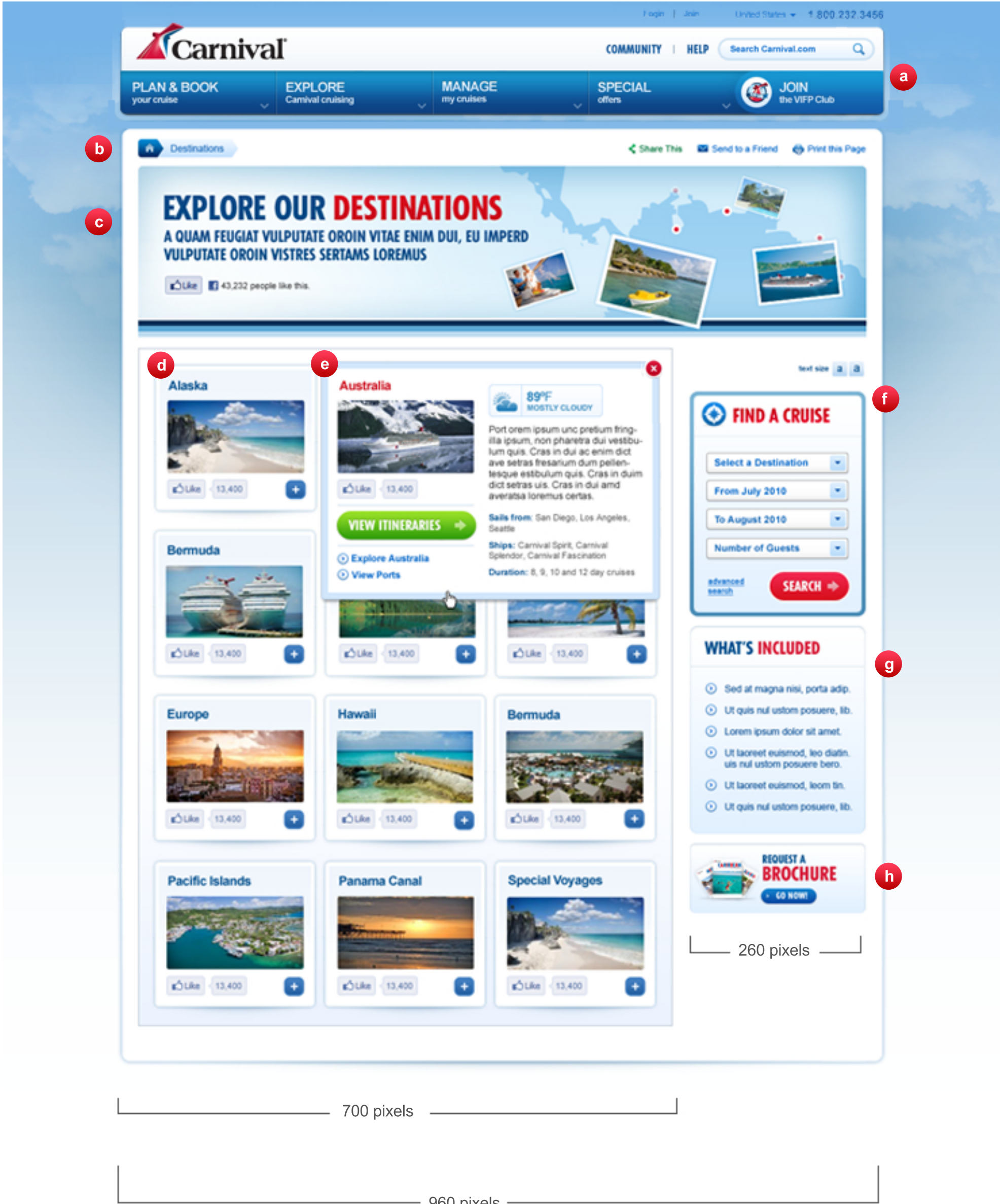

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Search and filtering system. Here, a user can perform a new search or modify the results already being shown from a previous search.

c) Tabs subnavigation to access all results, results favored in the past and special offers.

d) Sorting criteria for results being shown.

e) Search result main component.

f) Search result specific sailings (Special Offer)

g) Search result specific sailings

h) Pagination controls
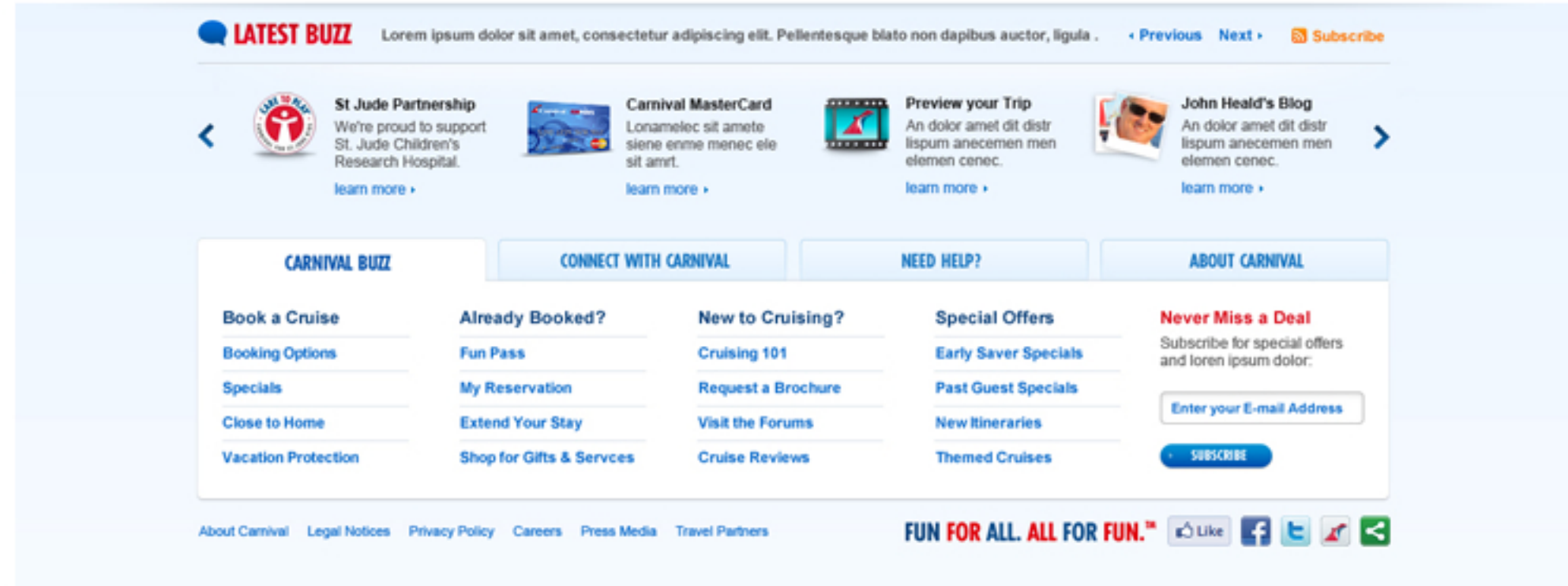
SPECIFIC
TEMPLATE PAGES

Destinations - Landing

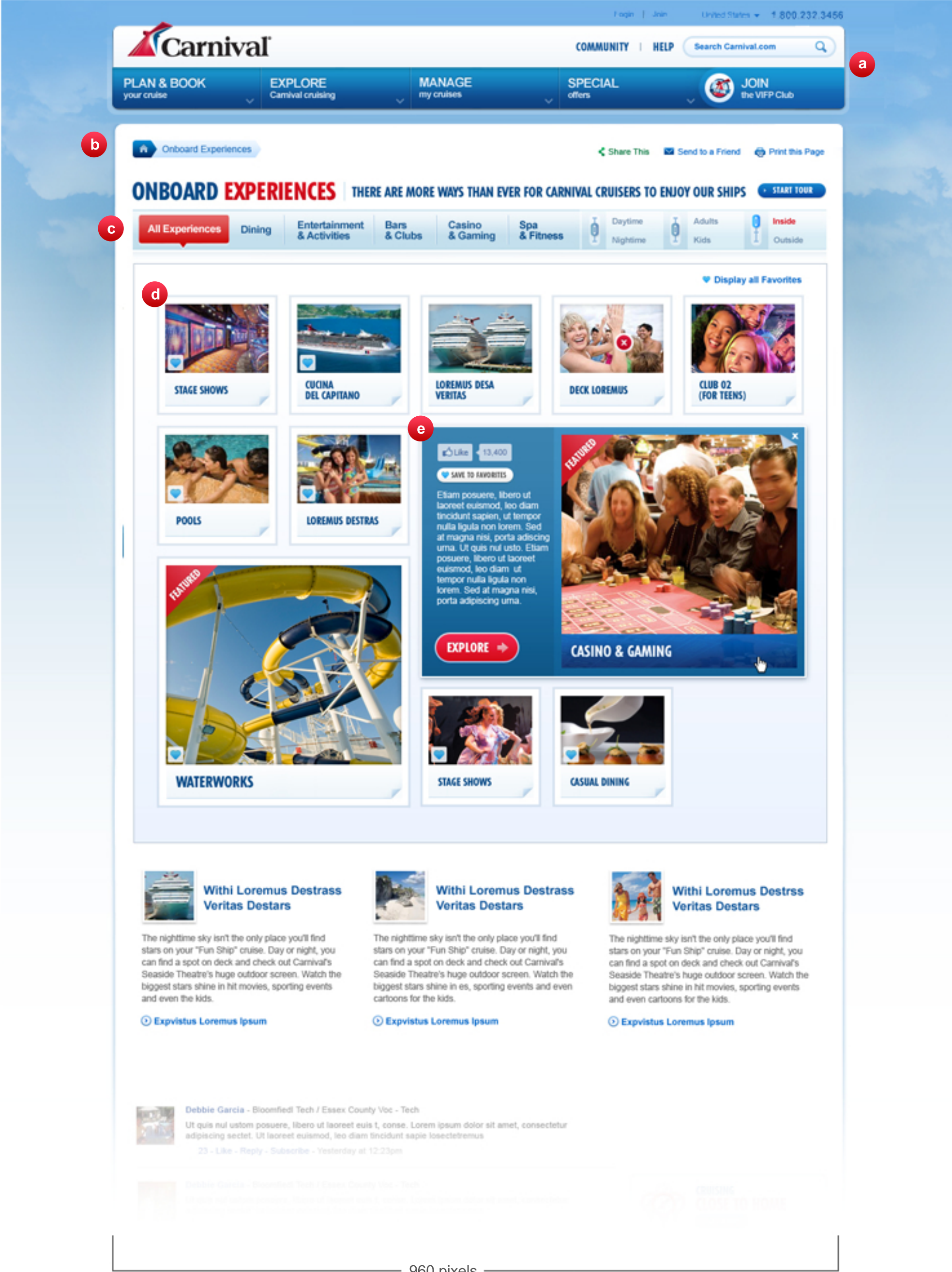This page has been designed for a 1024 X 768 resolution or higher.

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Hero Banner with corresponding typography.

d) Destinations Content Module.

e) Expanded Destinations Content Module.

f) Find a Cruise Widget with border.

g) What's Included? Widget.

h) Promo Banner - Centered Treatment.

SPECIFIC
TEMPLATE PAGES

Destinations - Individual

This page has been designed for a 1024 X 768 resolution or higher.

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Hero Banner with corresponding typography.

d) Multimedia Module - Gallery

e) Horizontal Search Module

f) Miscellaneous Module - Map

g) Promo Banner - Silo Treatment.

h) Promo Banner - Centered Treatment.

i) Multimedia Module- Video

j) Multimedia Module- Video Carousel

SPECIFIC
TEMPLATE PAGES

Onboard Experiences - Landing
This page has been designed for a 1024 X 768 resolution or higher.

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Filtering System

d) OBX Content Module.

e) Expanded OBX Content Module.

960 pixels

SPECIFIC
# TEMPLATE PAGES

Onboard Experiences - Individual

This page has been designed for a 1024 X 768 resolution or higher.

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Filtering System

d) Hero Area with Content.

e) Multimedia Module - Gallery

f) Horizontal Search Module

g) Social Media Comments

h) Social Media Widget

700 pixels

260 pixels

960 pixels

SPECIFIC
TEMPLATE PAGES

Ships - Landing

This page has been designed for a 1024 X 768 resolution or higher.

700 pixels

960 pixels

a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Hero Banner with corresponding typography.

d) Ships Content Module.

e) Expanded Ships Content Module.

f) Find a Cruise Widget with border.

g) What's Included? Widget.

h) Promo Banner - Centered Treatment.

SPECIFIC
TEMPLATE PAGES

Ships - Individual
This page has been designed for a 1024 X 768 resolution or higher.
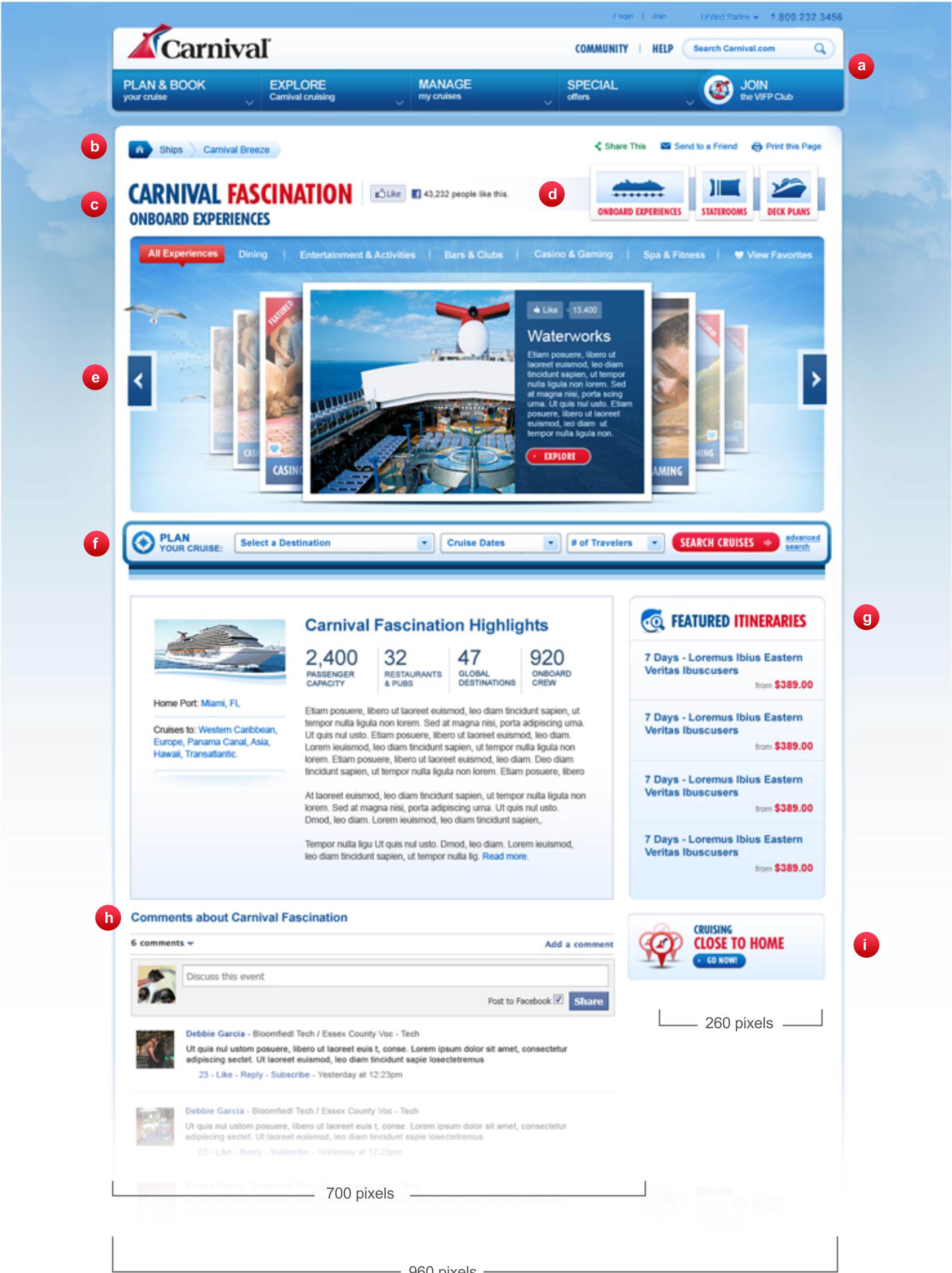
a) Main Site Navigation (for more detailed information, see previous sections.)

b) Breadcrumb

c) Hero Banner with corresponding typography.

d) Hero Banner Navigation

d) Multimedia Module - Gallery

e) Content Module - OBX Header

f) Horizontal Search Module

g) Featured Itineraries Widget

h) Social Media Comments

i) Promo Banner - SiloTreatment.

SPECIFIC
TEMPLATE PAGES

Email Templates

This is the main email template currently used for most of Carnival email engagement programs. There are variations and older formats that could still be used in some case. This example, however, is the new design and should always be referenced when creating an email piece.
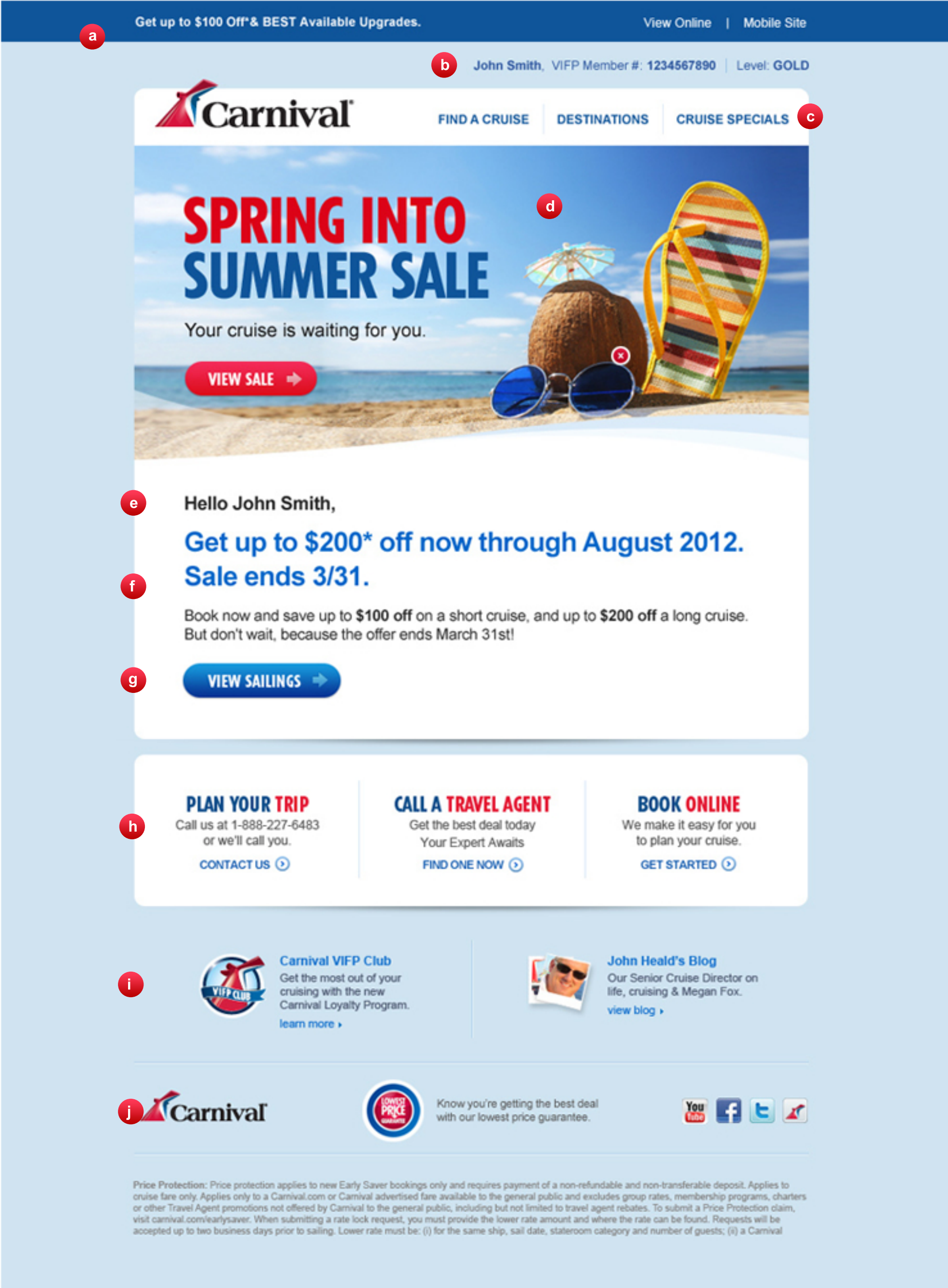
a) Secondary offer and navigation.

b) Account information display

c) Main email navigation

d) Email hero banner - Main promo

e) Personalized content head.

f) Contextual promo/announcement. Email content body.

g) Main CTA

h) Secondary CTAs

i) Secondary messaging.

j) Misc. elements.

650 pixels

CONCLUSION

It is important to stress that this document is to be used as reference every time new work and additions are to be done to the site. It constitutes just that, a guide, and it should also inspire and motivate designers to come up with new or modified communication elements when needed. The carnival.com site is a constantly growing organism in which creativity and innovation, within the provided framework, is not just welcomed, but expected.

In the course of developing communications, if there are any questions, please contact Digital Marketing at: cclcontent@carnival.com.

CONCLUSION

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