



MERLIN
LEARNING
UNIVERSE

BRAND GUIDELINES



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WELCOME TO THE MLU

Here at Merlin, our attractions transport millions of guests each year to a new galaxy of possibilities. Now we're offering our true stars, our employees, a career development experience with that same sense of possibility and wonder.

We call it the Merlin Learning Universe – a place our people can visit to take small steps and giant leaps along their own unique career trajectory.

This document will help you bring the MLU to life with a big bang by designing collateral in keeping with the MLU look and feel, and by communicating to Merlin employees effectively using an energetic and unified tone of voice.



LOGOMARK



For use on dark backgrounds



For use on light backgrounds

LOGO LOCKUP



MERLIN
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UNIVERSE

For use on dark backgrounds



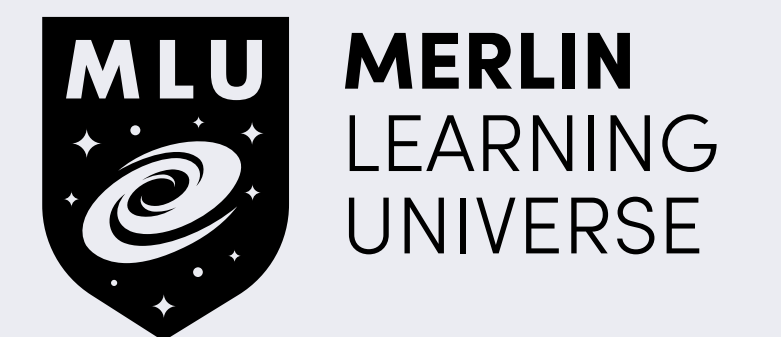
MERLIN
LEARNING
UNIVERSE

For use on light backgrounds

COMBINING THE MLU LOGO WITH RESORT LOGOS

When using the MLU logo in combination with our various resort logos, ensure the MLU logo is kept in one of the neutrals colours. This will change depending on the background; for a dark background, use a light logo, and vice versa.

Keep the resort logo and MLU logo equal in height whenever possible so there is a balance between the two, as per the example on the right.



COLOURS

The prominence of each colour should be proportional to the colour hierarchy seen here.

#3D0573 R 61 G 5 B 115 C 94 M 100 Y 21 K 11

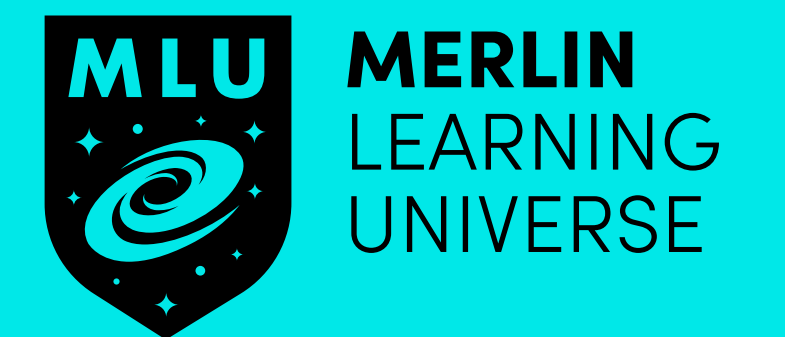
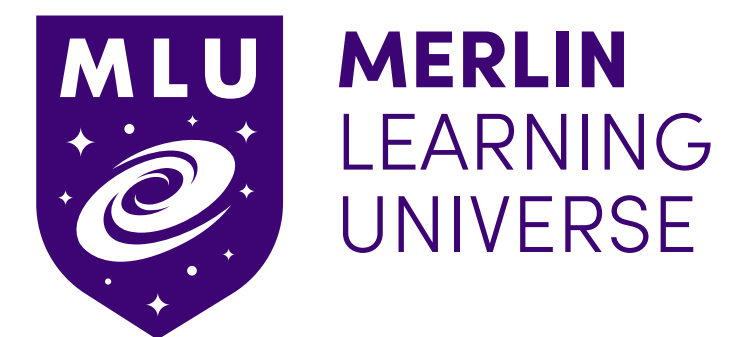
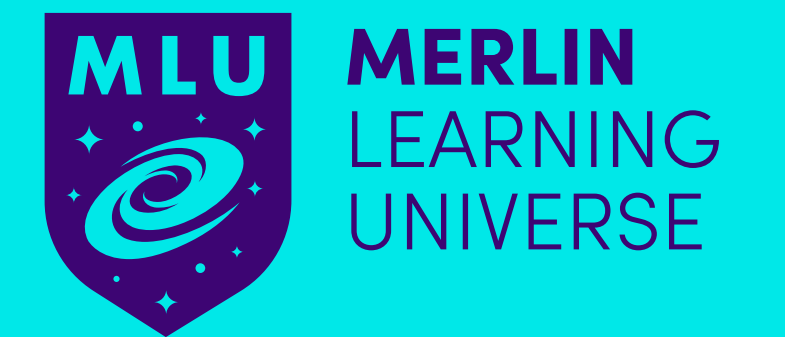
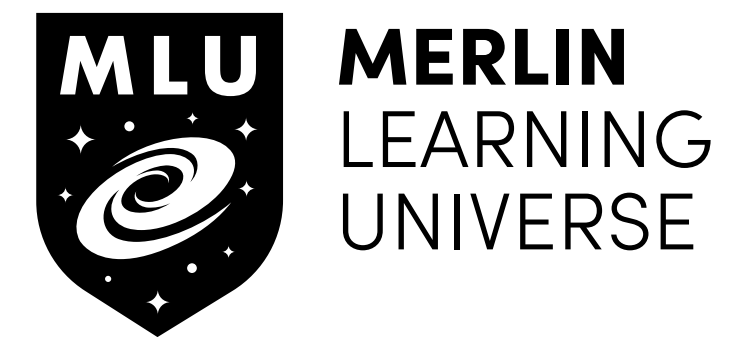
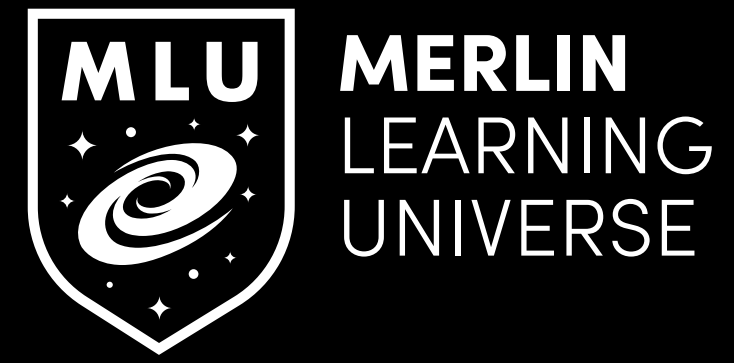
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#FF77F7 R 255 G 119 B 247 C 23 M 58 Y 0 K 0

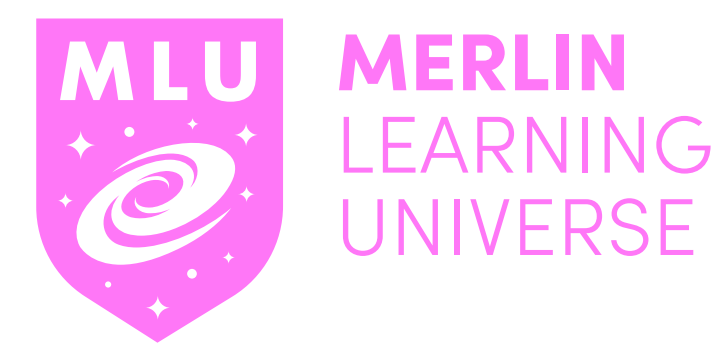
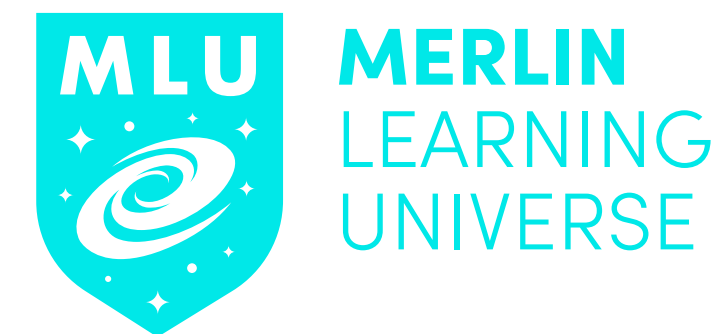
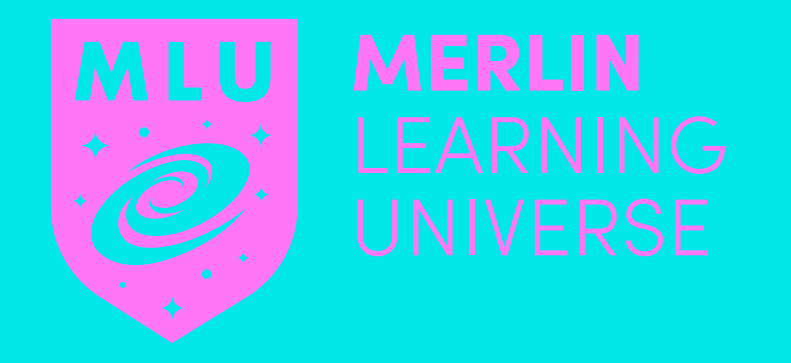
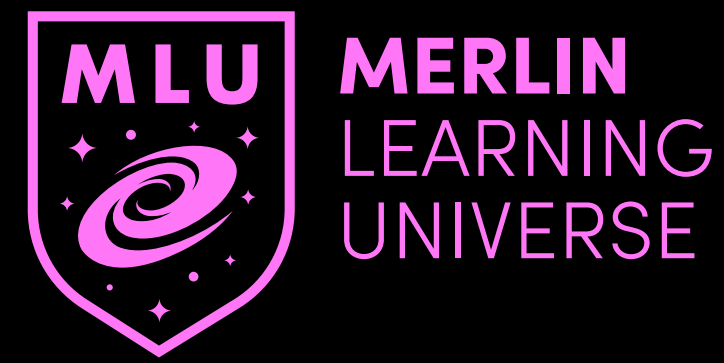
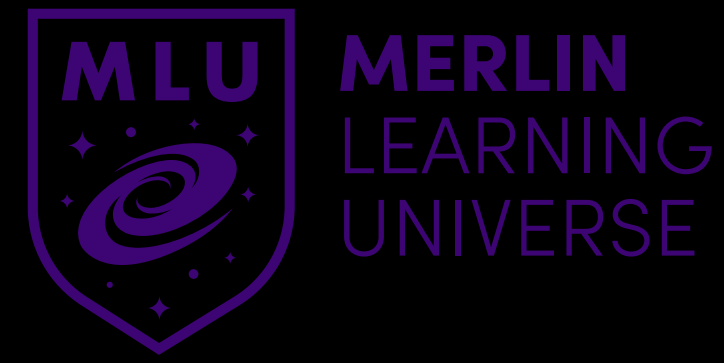
#FFFFFF R 255 G 255 B 255 C 0 M 0 Y 0 K 0

#000000 R 0 G 0 B 0 C 25 M 25 Y 25 K 100

COLOUR COMBINATION DO'S



COLOUR COMBINATION DON'TS



TYPOGRAPHY

SOFIA PRO BLACK

Used for headlines in ALL CAPS and to highlight parts of the body copy in sentence case.

Sofia Pro Light

Used for body copy in sentence case.

Arial Bold & Regular

Use when a web safe font is required

GALAXY WATERMARK



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GALAXY WATERMARK DO'S

- The galaxy should bleed off either two or three sides of the artwork background.
- On purple, blue and black backgrounds, the galaxy should be slightly lighter than the background.
- On white backgrounds, the galaxy should be slightly darker than the background.



95% tint of purple



75% tint of blue



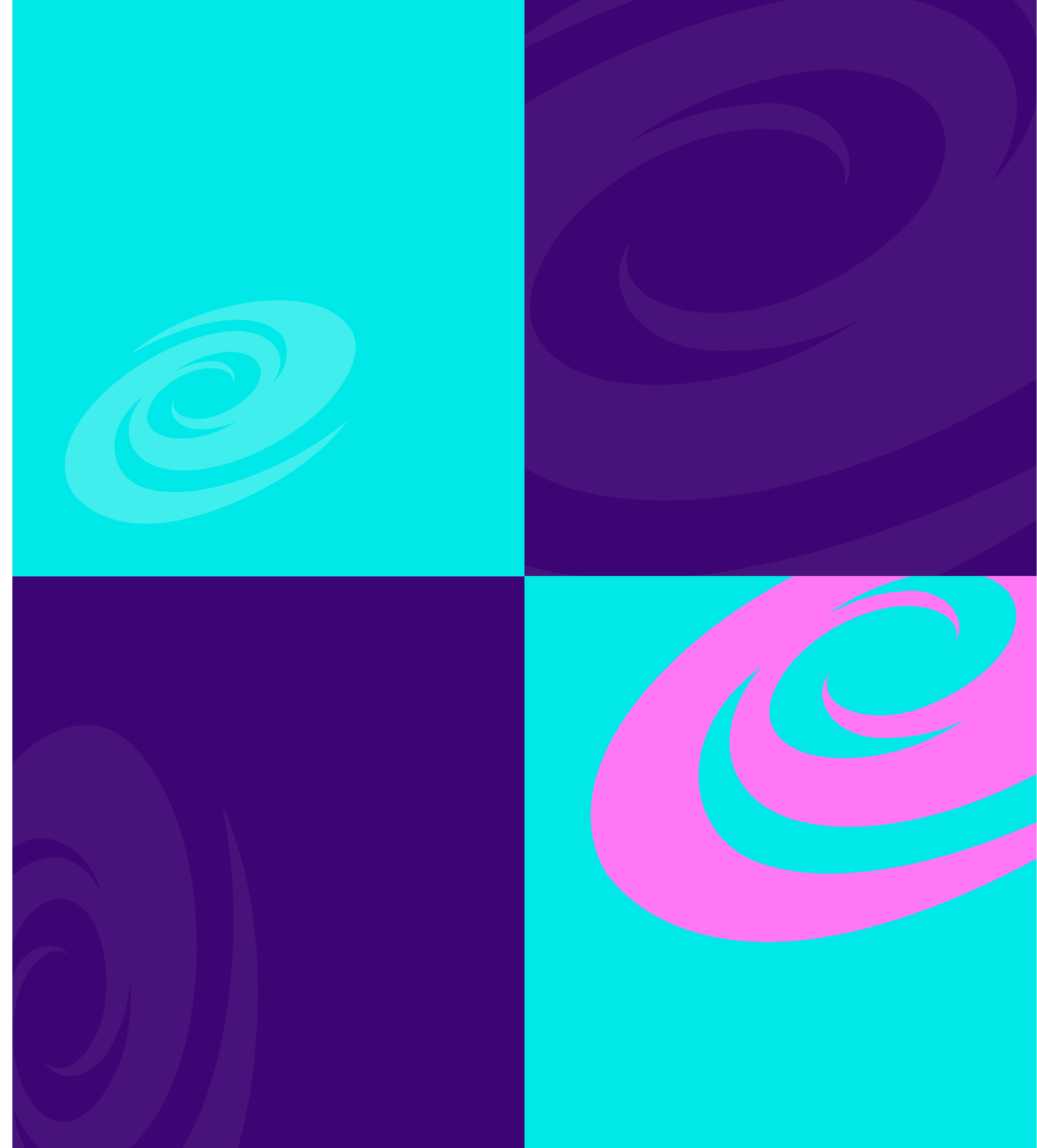
85% tint of black



3% tint of black

GALAXY WATERMARK DON'TS

- Don't have the entire galaxy shape uncropped within the artwork.
- Don't bleed the galaxy shape off all four sides of the artwork.
- Don't rotate, flip, stretch or squash the galaxy shape.
- Don't use any other colour combination or tint value than those specified on the previous page.



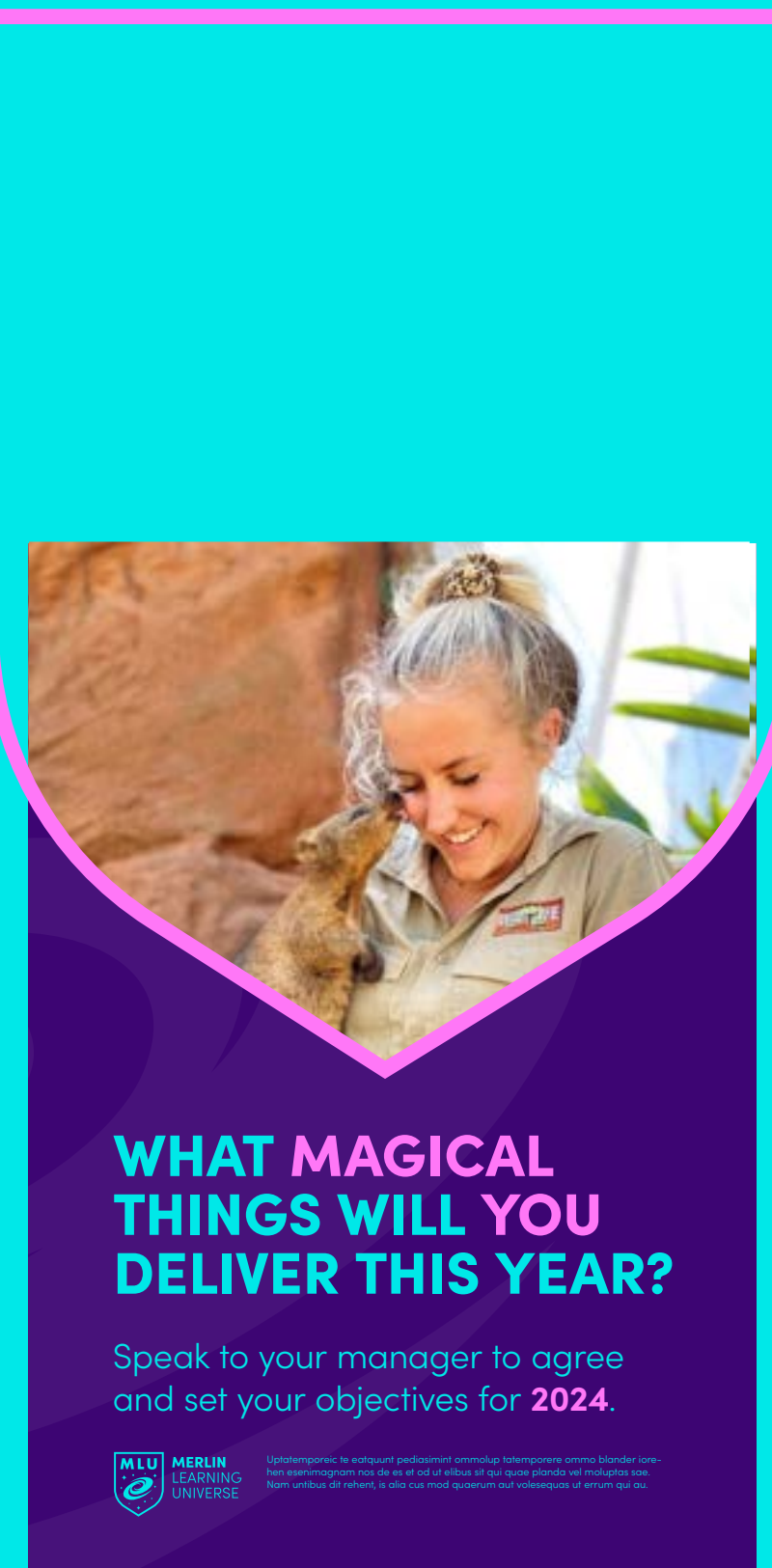
PHOTOGRAPHY USAGE

For photography, we are using the shield device to house imagery. This gives the photography a consistent framing which is born of the MLU logo shape.



PHOTOGRAPHY USAGE DO'S

- When using the shield device in portrait form, the shape should bleed off the top edge from at least where the curve begins.
- When using the shield device in landscape form, the shape should bleed off the left or right edge starting at the half-way point of the shield.
- Use the shield shape in landscape form as a flexible repeated image device but ensure the final image is left square, not cropped to the shield point.
- Give the images space to breathe.



Poster example



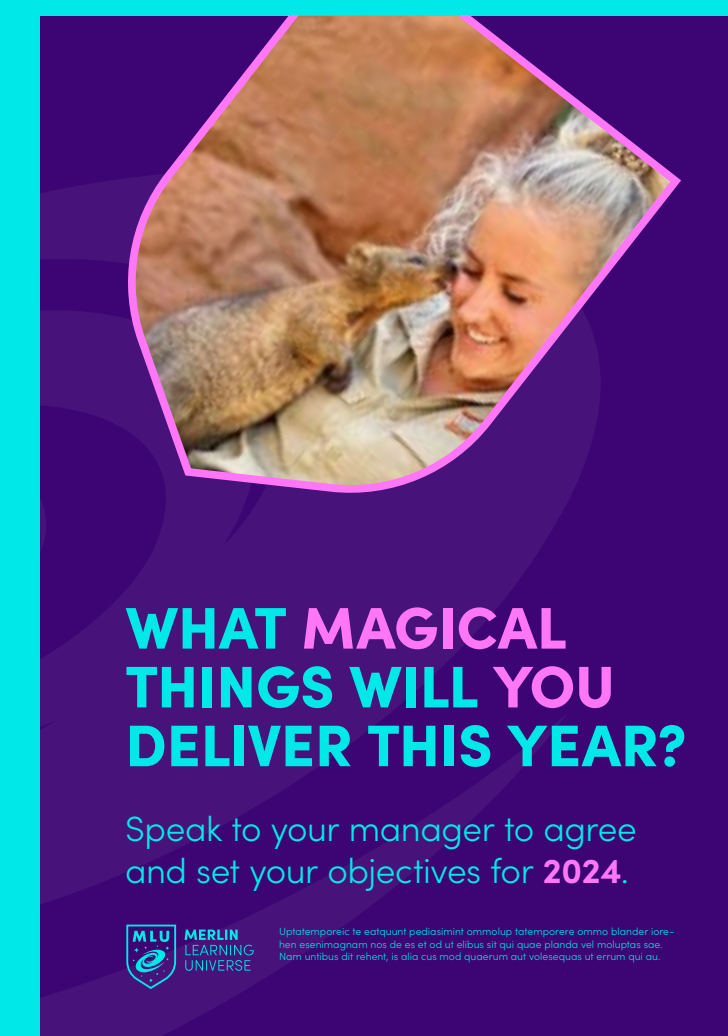
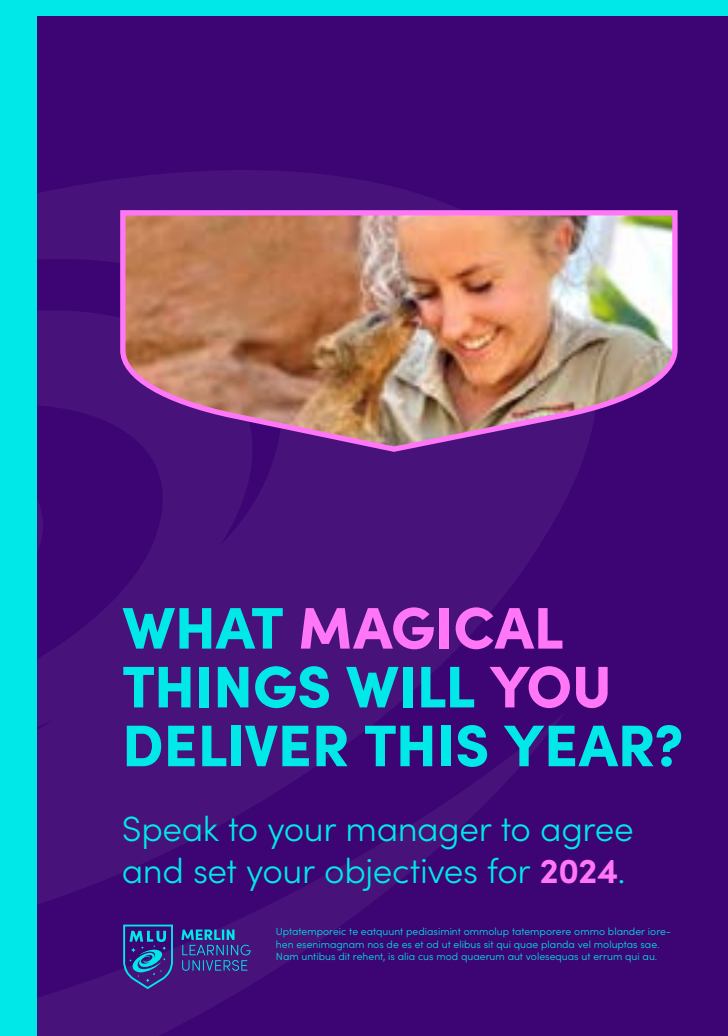
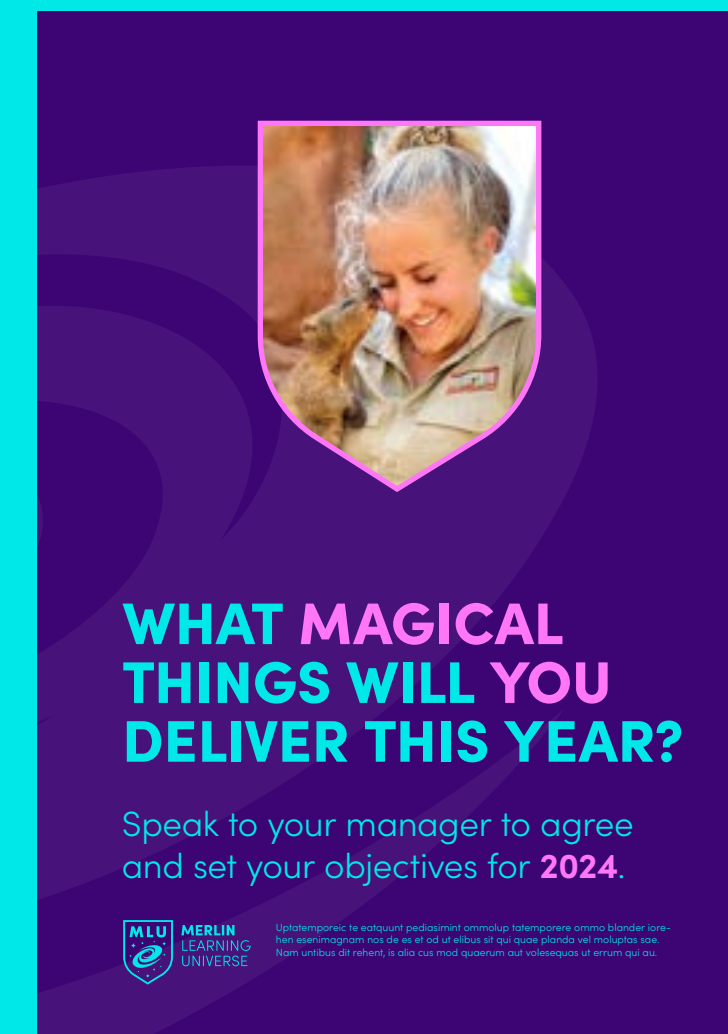
Homepage banner example



Powerpoint template example

PHOTOGRAPHY USAGE DON'TS

- Don't use the shield device in portrait or landscape form uncropped in middle of the artwork.
- Don't use the shield device in portrait bleeding off only one side of the artwork.
- Don't flip, stretch or squash the shield.
- Don't rotate the shield more than 90 degrees in either direction. Never leave the shield shape at an angle.



WHAT IS TONE OF VOICE (TOV) AND WHY DOES THE MLU NEED ONE?

As an employer, the way we choose to talk to our teams at various Merlin resorts, attractions and corporate locations can make a big difference in how they think, feel and progress in their careers. We want people's time with us to be the most memorable development experiences of their lives, so it's crucial that the way we present the MLU captures that spirit.

Our tone of voice (ToV) is how we do that. The guidance below is designed to ensure that, no matter who is writing your copy or creating your careers collateral, every piece of MLU communication feels like it was written by one person who embodies the Merlin brand.

Follow these tips to bring the magic and boldly lead our people into a galaxy of possibilities.

THE BUILDING BLOCKS OF THE MLU VOICE

According to NASA, the universe has three building blocks: matter, dark matter, and dark energy. Together, these mysterious elements make up everything observable and otherwise – though scientists truly only grasp very little about two of them.

The Merlin Learning Universe also has its own building blocks. Thankfully, they're much easier to understand and wield when penning your own MLU communications!

They can be summed up in four words which together make up an easy-to-remember acronym. So, when you're writing about the MLU, remember the wizard's COWL:

CHALLENGE

As our new home of employee learning and development, the MLU encourages employees to leave their comfort zone and set out to undiscovered destinations. The journey won't be easy – pushing your limits never is – but the rewards will undoubtedly be worth it. Your MLU communications should reflect this, laying down challenge as an invitation to grow and inviting employees to take a life-changing voyage of self-discovery.

WONDER

A sense of wonder is part of everything we do. As one of the planet's premier entertainment companies, our attraction staff create wonderful memories for our guests, and we believe our people's learning journey should be every bit as entertaining. There's so much challenge to conquer and so many opportunities to discover here, the wonder and fun can last an entire career. The MLU captures that feeling of infinite possibility, and the way you present it to our employees should keep that in mind.

OPPORTUNITY

Life at Merlin gives people the opportunity to work with some of the planet's most popular attractions. Our employees not only create incredible experiences for our guests, but also build a set of skills that can carry them through a long and fulfilling career. Your MLU communications should convey the amazing opportunity our people have to gain those skills, progress into more senior roles, and even move between teams or onward to a new Merlin location.

LEARNING

Our last MLU building block is in the name itself. The Merlin Learning Universe is much more than a catchy label, it's a school-inspired learning environment where employees can gain knowledge and skills that will lead them to new worlds of progress and achievement. You can convey this by portraying the MLU as a real place; somewhere employees can truly expand their horizons and grow beyond their current limits, both professionally and personally.

TIPS FOR BRINGING THE MLU TONE TO LIFE

1. LEAN INTO SPACE AND PLACE

Throughout this document you may have noticed that we've made subtle but consistent cultural references to all things space. From big bangs to calling our employees stars and speaking to a galaxy of possibilities, we've chosen wording that speaks to an infinite universe of career potential – and you should too. Using these references tastefully and with restraint will give your communications a sense of wonder, giving it a fun slant while still feeling like authentic Merlin career messaging.

Underpinning that sense of wonder is the feeling that the MLU is a real and tangible place. More than simply a digital learning portal, your communications should portray the MLU as a destination, and the Merlin employee as embarking on an exciting adventure of self-discovery. Lean into space and place with your vocabulary and you'll bring the MLU to life for all who seek to expand their horizons.

2. SPEAK INCLUSIVELY

USE GENDER-NEUTRAL PRONOUNS

Where possible, every communication you create for the MLU should speak directly to the reader by using “you”.

For example:

“If you’re looking for a magic formula for success at Merlin – there isn’t one. But if you’re driven and keen to learn, you’re likely to see your career take off in unimaginable ways.”

However, we recognise there may be times where you need to speak in the third person about other people, groups, or organisations.

In these situations, avoid using gender-specific pronouns – e.g. “he,” “him,” “his,” “she,” “her,” and “hers”. Using these suggests your ideal candidate belongs to a particular gender.

Instead, use the gender-neutral terms “them,” “they,” and “theirs”. Here’s an example to show how simple this change can be:

DON’T

“There’s no magic formula for success at Merlin. A driven guy who’s keen to learn and grow is likely to see his career take off in unimaginable ways.”

DO

“There’s no magic formula for success at Merlin. A driven team member who’s keen to learn and grow is likely to see their career take off in unimaginable ways.”

BE CONSCIOUS OF UNCONSCIOUS BIAS

There are some common phrases you might use in everyday communication that may prove alienating to some people.

Here are some examples:

DON’T

- *“Hi **guys!**”* (Implies only males are welcome).
- *“Our ideal candidate is a **recent graduate.**”* (Implies only younger applicants are welcome).
- *“You’ve got to be **able to walk the walk.**”* (Implies only people without disabilities are welcome).

Using these phrases is natural, but we should be mindful to avoid them when we’re discussing the MLU.

Thankfully, producing inclusive wording is surprisingly easy to do. For instance:

DO

- *“Hi **all!**”* (No gender is implied).
- *“Our ideal candidate is **degree-qualified.**”* (No age is implied).
- *“You’ve got to be **proactive and follow through on your commitments.**”* (No level of physical ability is implied).

To help you get there are some excellent free online tools that you can use to check for unconscious and gender bias in your language. Simply use Google to find your favourite and use it to check your wording before sending any MLU communications.

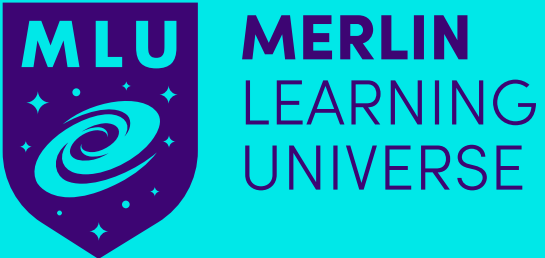
3. TALK DIRECTLY TO PEOPLE, LIKE A REAL PERSON

Merlin may be a company but it's made up of real people. The employees who'll use the MLU to launch new exciting career adventures will appreciate communications that sound like they were written by a real person, with warmth and character rather than coldness and distance.

To that end, your MLU communications should be conversational, using the first and second-person perspective. We never speak in legalese.

Do's	Don'ts
Speak directly to employees E.g. <i>"You told us you wanted better development tools. Enter the MLU."</i>	Refer to staff in general terms (unless otherwise unavoidable) E.g. <i>"A survey of our employees indicated they wanted better development tools. Enter the MLU."</i>
Refer to Merlin as "we" in a warm, conversational manner E.g. <i>"We can't wait to see where your adventure will take you!"</i>	Refer to Merlin as "the company" (alongside other formal language) E.g. <i>"The company looks forward to seeing your progress."</i>
Use the company name, followed by humanising language. E.g. <i>"Here at Merlin, we create wondrous experiences for millions of people each year."</i>	Use the company name without humanising it. E.g. <i>"Merlin attractions create wondrous experiences for millions of people each year."</i>

EXAMPLE ASSETS

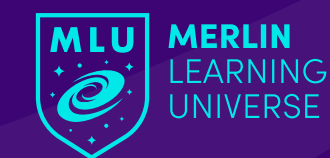


POSTER WITH PHOTOGRAPHY



**WHAT MAGICAL
THINGS WILL YOU
DELIVER THIS YEAR?**

Speak to your manager to agree
and set your objectives for **2024**.



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Nam untibus dit rehent, is alia cus mod quaerum aut volesequas ut errum qui au.

POSTER WITHOUT PHOTOGRAPHY

**WHAT
MAGICAL
THINGS WILL
YOU DELIVER
THIS YEAR?**

Speak to your manager to agree on and set your objectives for

2024



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BLACK & WHITE POSTER

**WHAT
MAGICAL
THINGS WILL
YOU DELIVER
THIS YEAR?**

Speak to your manager to agree
on and set your objectives for

2024

 **MLU MERLIN
LEARNING
UNIVERSE** Uptatemporeic te eatquunt pediasimint ommolup, tatemporee omno blander iore-
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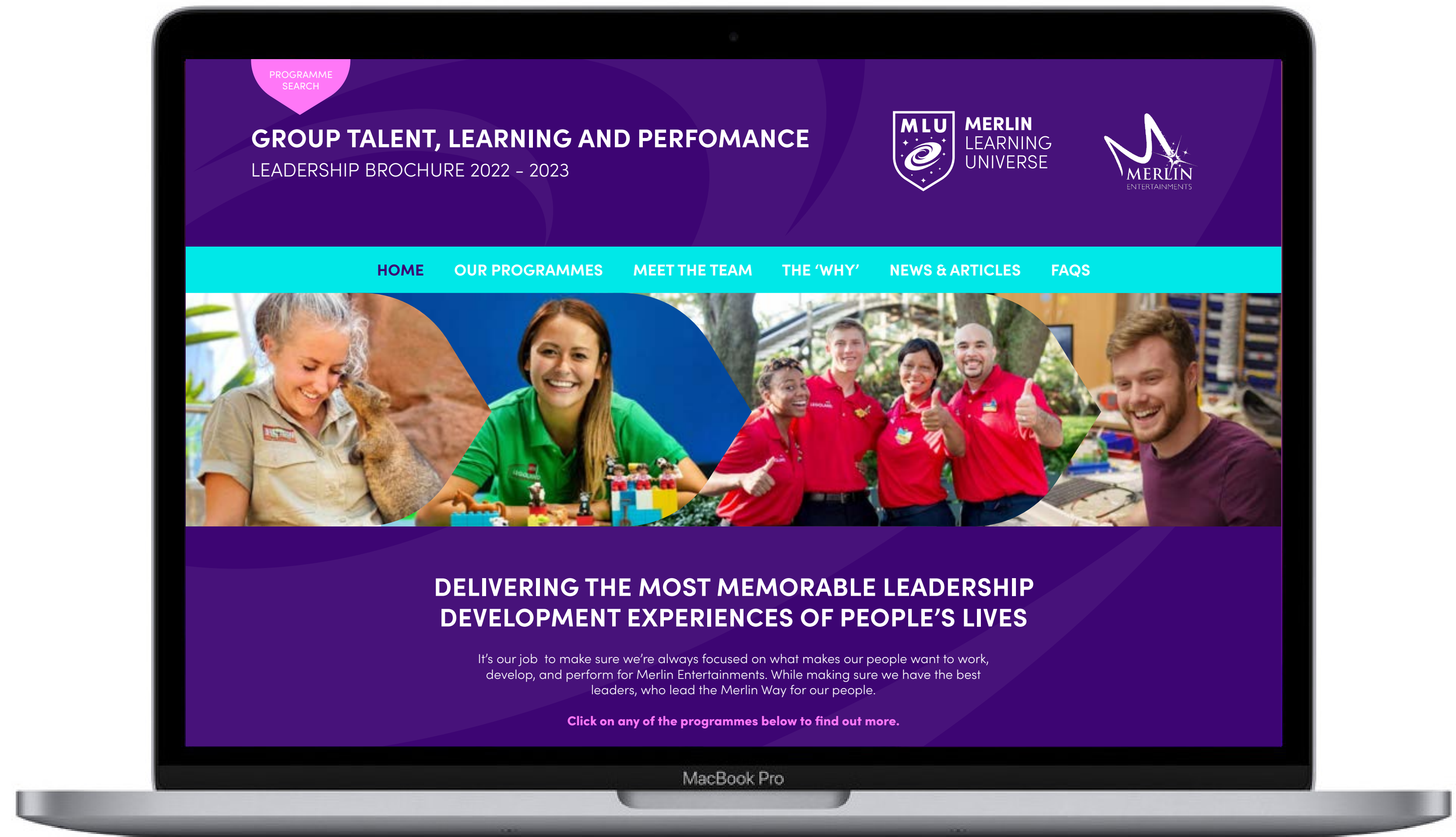
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 **MLU MERLIN
LEARNING
UNIVERSE** Uptatemporeic te eatquunt pediasimint ommolup, tatemporee omno blander iore-
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WEBSITE



LANYARD



T-SHIRT



VARSITY JACKET



PRESENTATION BACKGROUNDS



POWERPOINT TEMPLATES


TITLE PAGE
subtitle

TITLE



“ UT EXERSPIET MIN ESEQUI CON EVENT IPSANDIAMUS, SITIO ERIO DOLECAT E MAIORRO BLANDIS ANIS EX ES MOLENDAM IL IPSUN

TITLE



TITLE

“ UT EXERSPIET MIN ESEQUI CON EVENT IPSANDIAMUS, SITIO ERIO DOLECAT E MAIORRO BLANDIS ANIS EX ES MOLENDAM IL IPSUN

TITLE

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“ UT EXERSPIET MIN ESEQUI CON EVENT IPSANDIAMUS, SITIO ERIO DOLECAT E MAIORRO BLANDIS ANIS EX ES MOLENDAM IL IPSUN

WORD DOCUMENT

LEADERSHIP CONSTITUTION

How to write one.

A Leadership Constitution is...

- ✓ An articulation of the core qualities that you are (it's not the roles you play, it's what you bring to the roles you play)
- ✓ It's expressed in the positive
- ✓ It's not an appraisal (not what you want or hope to be one day). It's who you are committed to being in every moment
- ✓ It's what you stand for, it's the qualities that you *are*
- ✓ It has nothing to do with opinions you may have of yourself or judgements you may hold against yourself
- ✓ It's something you practice – and you declare it in front of witnesses who will hold you accountable
- ✓ It's expressed in two statements...

I declare that I am...

You can count on me to...

LEGOLAND DEVELOPMENT PROGRAMME DOCUMENT



DEVELOPMENT PROGRAMME

Congratulations on beginning The LEGOLAND Development Programme and continuing your development.



As part of your development in the wider Merlin Learning Universe, the LEGOLAND Development Program asks you to work towards **Shooting Stars** by keeping a record of your progress. This will form part of the evidence to prove that you are ready to be signed off, along with the completed topics and a completed action plan from the **Shooting Stars** workshops.

How does it work?

Your Learning Journal, which can also be found in the LEGOLAND area of the MLU, should be a personal record of your journey with **LEGOLAND**. It should represent:

- The progress you have made
- What you have learnt along the way
- Your reflections on what worked and what would have worked better if...
- Your achievement or evidence of completing the Development objectives
- How you have demonstrated "The Merlin Way"

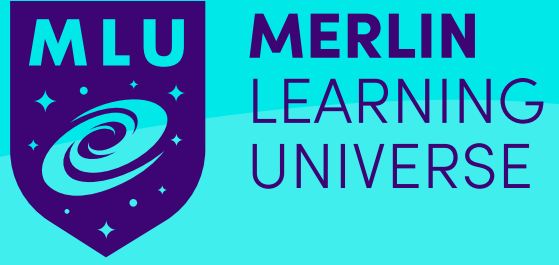
You should make sure it's clear, accurate and precise in the way you explain everything you have achieved.

What makes up my evidence in my Learning Journal?

Your journal is split into 3 sections as outlined below.

About Me	My Objectives	My Evidence
<ul style="list-style-type: none"> • 360 Feedback Report <ul style="list-style-type: none"> ◦ To understand where your development areas are from the view of others 	<ul style="list-style-type: none"> • Objectives Action Plan <ul style="list-style-type: none"> ◦ You should choose 2 objectives from the 7 Merlin Capabilities to be completed over the 6 weeks you are on the programme ◦ All objectives must have evidence of completion to support the outcome ◦ Agree your objectives with your Line Manager ◦ You can add in up to 1 more objective which could be: Personal Objective – a personal skill you need to develop 	<ul style="list-style-type: none"> • Observations <ul style="list-style-type: none"> ◦ From your Line Manager & your Colleagues • Learning Experiences <ul style="list-style-type: none"> ◦ Your own reflection on how it was for you • Feedback <ul style="list-style-type: none"> ◦ From Line Manager & Colleagues • Topic Check <ul style="list-style-type: none"> ◦ Checklist that you have successfully completed all relevant topics • Action Plans <ul style="list-style-type: none"> ◦ Putting your learning into practice • Other Evidence <ul style="list-style-type: none"> ◦ Other information you think will support your achievement of the objectives i.e. Reports

Copies of all the **My Evidence** sheets are enclosed and are also available to print from the shared drive.



THANK YOU

