



virgin atlantic 

Virgin Atlantic
Tone of voice guidelines

What is tone of voice, and why is it important?

What makes customers choose Virgin Atlantic? After all, we fly people to a lot of the same destinations as other airlines. Things like price, products and service are important, but the fact that we have a different personality to other airlines really appeals to people.

Let's compare us to British Airways. If they're like a comfy, sensible loafer, then we're more of a stylish red high heel. While we're more of a beautifully shaken cocktail, BA is a traditional gin and tonic. BA use words like reliable, pleasant and exclusive, while we use words like fun, fabulous and friendly. It's differences like these that give our brand a noticeably different personality.

For our customers and suppliers, one of their biggest connections to our brand is through our writing. They visit our website, see our ads, read our magazines and receive emails from us. Words help bring our brand personality to life. Because of this, it's important that whatever you're communicating sounds as if it's coming from a consistent Virgin Atlantic personality.

That's what these guidelines are for. They help us all write from the same 'voice' so that our audiences really understand who we are. And to help you understand who we are, we'll explore our personality principles and how we can bring our brand to life through language.

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1. Our brand promise and pillars



Our promise:

Our role

We're always innovating and improving on experiences to create something that delivers value for our customers

Where we deliver

In any part of the travel experience where we spot an opportunity to go above and beyond, we always do

To create thoughtful experiences that feel brilliantly different, at every opportunity.

What we deliver

Holistic experiences, always created with thought, attention to detail and imagination, with our customer at the heart

How consumers feel when travelling with us

That it's 'different' in all the best ways. We bring our own unique style to an experience that feels brilliantly different from the norm



Five brand pillars — brilliantly different

We use imagination and creativity to lift functional moments to a more exciting, enjoyable place.

We use proactivity and empathy to lessen frustrating moments and make customers feel thought about and cared for.

We acknowledge and celebrate overlooked milestones and moments, making our customers feel truly special.



How does this translate into our tone of voice?

Our Pillars	Our tone of voice	What this means
Dynamic	We're confident	We're proud of who we are, what we offer, and where we're headed
Human	We're genuine	When we speak, it feels like a real conversation between friends or colleagues
Uplifting	We're positive	We use language and phrases designed to lift people's spirits
Creative	We like a touch of wit	We love imaginative and clever language with a tongue-in-cheek spin
Purposeful	We're straightforward	We'll always use clear, to the point language that's easy to understand

It does not mean this...

Our campaigns of the 90s still stick in people's minds, but we've grown up since then

Play with yourself.

9-inch private seatback screens, 300 hours of audio/video on demand, 60 movies, over 100 hours of TV, 120 full-length CD albums and 18 video games. All playing on non-stop flights to London and Sydney. Nobody entertains you better in the sky than Virgin Atlantic.

www.virginatlantic.com/hi  **atlantic** Enjoy.

9 inches of pleasure.

9-inch private seatback screens, 300 hours of audio/video on demand, 60 movies, over 100 hours of TV, 120 full-length CD albums and 18 video games. All playing on non-stop flights to London and Sydney. Nobody entertains you better in the sky than Virgin Atlantic.

www.virginatlantic.com/hi  **atlantic** Enjoy.



Five times a day?
Yeah, baby!

virgin atlantic  5 times a day to London.

BA don't give a Shiatsu.

Appoint a Shiatsu Free onboard massage.

virgin atlantic 

2. Our Audience: Experience Embracers

If we start with a good audience understanding, applying our tone of voice becomes more like having a lovely conversation with a customer



Our Experience Embracers simply love to travel

They put their heart and soul (and wallets) into creating a special experience they want to remember forever.

They care about the details- the small moments that stack up into a remarkable memory. They've got high standards and because they put so much effort- and anticipation- in to their travel, they don't like to be disappointed.

They want to feel special. They want to have a wonderful time.

They care about authentic experiences. They aren't looking for the old-fashioned, formal style of 'luxury' you might associate with a traditional premium brand. They're looking for a fresh, modern approach to thoughtfully curated experiences, heartwarming human connections, and above all, true enjoyment.

How do we relate to them through our comms?

Leisure customer	<ul style="list-style-type: none">• We champion the joy and glamour of flying, celebrating our brilliantly different promise.• We talk proudly about Virgin Atlantic, and always with a warmth and passion for travel that matches theirs.
Experience messaging	<ul style="list-style-type: none">• We innovate in our comms, to surprise and delight across the full customer experience, to bring something new and interesting and unexpected moments.• We're about the personal touch; recognising individual customers and thinking about special, personalised ways to connect.• We craft comms that sound and feel lovely, even when dealing with the mundane - from booking, to food and drink menus and even the signs to the loos.
Offer and product messaging	<ul style="list-style-type: none">• We go beyond the transactional, to celebrate and add excitement about our products; from aircraft to cabin ties to destinations.• We reward customers for their loyalty in ways that feels personal and add to the overall experience

3. Our principles in action

How to bring our
tone of voice to life



Confident

Bold, brave headlines

Surety in our product, our people, and our brand. Reassuring and steadfast. We're dynamic and we showcase that in our copy.

Ditch the shirt and tie

Always write like you speak. You can get your point across just as well using natural, everyday language instead of business speak.

Speak in the affirmative

Be sure of what you're saying. Not 'we're aiming to do this' or 'we're trying to do that'. Be confident - 'we are amazing at what we do'.

Don't be overconfident

Nobody likes a show off. There's a fine line between being confident and being arrogant. Make sure you can back your claims up and don't overstate it.



Genuine

Be human

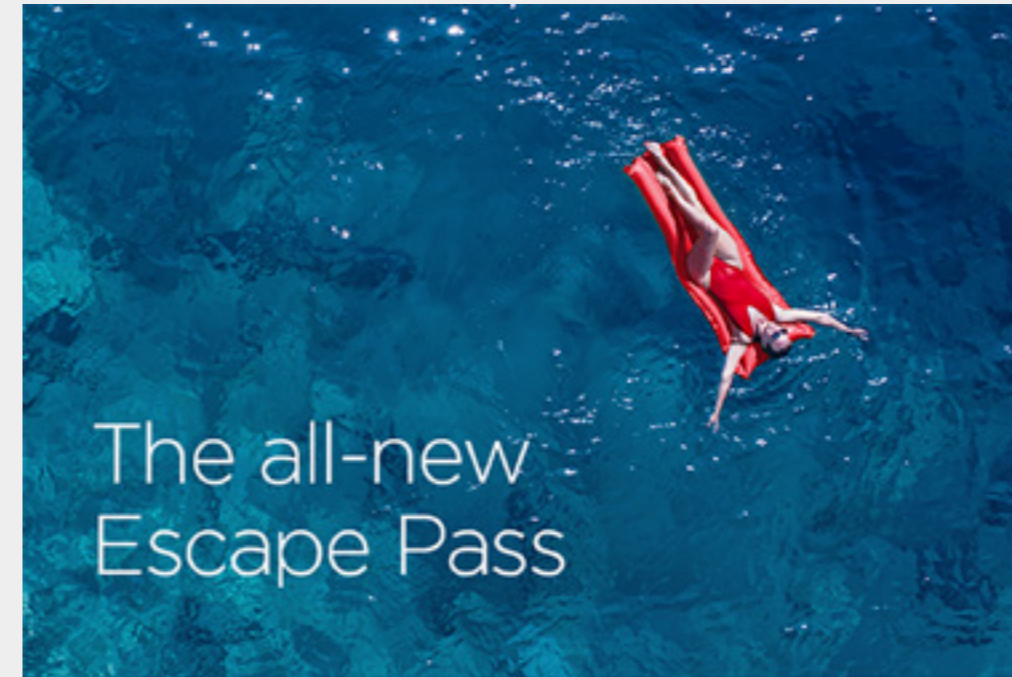
Use normal, conversational language. Use contractions (we'll, I'll, we're), and be relaxed and chatty, not formal.

Put yourself in your reader's shoes

Focus on the person who'll read what you've written. It's important not to try to disguise or brush over bad news or unpopular subjects. These things should be acknowledged and handled sensitively. What would you want to hear, or read?

Don't speak like a robot

It really helps to read your copy aloud. You might feel daft, but if it doesn't sound like something you would actually say to someone, change it.



The all-new Escape Pass

We get it. Booking a holiday feels like a rollercoaster right now. Are there restrictions? Do you need to quarantine? Will things change and you'll have to cancel? So let us take care of everything for you with our new Escape Pass.

Just let us know the type of Caribbean holiday you'd like, when you want to go, and how long for. We'll plan you a fabulous trip somewhere lovely and sunny, with a no-quarantine guarantee, and then let you know where you're travelling two weeks beforehand.

No stress - just a fantastic escape from weather, worries, and you-know-what.

Call our dedicated team on **0344 472 9646** to book your holiday for 2021.

Positive

Write with warmth and a smile

Sometimes it helps if you actually do smile when you write, even if you makes you look a bit bonkers. It helps to have our cabin crew in mind, too – think about that lovely warm welcome they're known for.

Turn up the positives. Turn down the negatives

By reassuring people that the things they're worried about won't be as bad as they think, we're focusing on the negative. Instead, help them forget their worries with a subtle change of language that focuses on the positives.

Write about benefits, not features

By focusing on the benefit, it makes it easier for customers to see what they'll get out of it. Sell a good night's sleep, not the mattress.

Use 'wow' words

Amazing, fantastic, brilliant, fabulous. Get enthusiastic in your writing, and have fun with it – but as with everything, don't overdo it! Being over-enthusiastic can put people off.



Touch of wit

Get sassy and innovative

Show that Virgin personality we're famous for. We get enthusiastic, we get creative and we have fun with it.

Think cheeky wink, not double entendre

Virgin set out to be a disruptor in the 80s and 90s, and ran some memorable campaigns. As the company has grown up, so has our brand. We're still a disruptor, and we're unapologetically fabulous – but we're more about a pinch of glitter and a red heel than outrageous puns. Clever, not bawdy.

Short sentences make ideas stand out

So, if there's a really important idea that you want to highlight, don't put it in the middle of a long sentence that's full of other ideas. Put it in a short sentence. It jumps off the page.

Use your common sense

Don't be witty when you're talking about lost luggage or a flight delay. It'll just annoy people.



Straightforward

Be clear

Your writing needs to be instantly understandable. Don't hide your message inside complicated phrasing and obscure language. It should flow naturally and have a clear structure.

Avoid jargon

As much as we love a bit of it in the airline industry, would our customers know what we're saying? Wherever possible, avoid using acronyms and abbreviations. We know what they mean, but a lot of people don't.

Chop the waffle

It's important to remember that people may not be as interested in reading 20 pages of stuff about Virgin Atlantic as we are. Don't make them wade through a phone book to get the detail they need. Always edit your work so its simple and succinct.

Don't rely on Ts and Cs or FAQs

It's important to make sure the key information is the main message. You wouldn't tell a friend about something and then do a weird radio style speed tour caveating everything you just said.

When you're ready,
we'll be here

If your holiday has been affected
due to Covid-19, don't worry.
We are here to help with
a range of flexible options.



4. How to do it: guidance on crafting your messaging

It's not exhaustive, but here are our top tools and tips for writing in our house style

Focus on your audience

Think about how what you're writing will sound to the person reading it. Think about their needs and expectations, not yours.

Give people just what they need

Not too much or too little. The Goldilocks approach. When you've finished writing, ask yourself; do they need all this information or can I cut some out?

Be clear and concise

Clarity of writing follows clarity of thought, so think what you want to say, then write it.

Talk one to one, not to a collective group

People, by nature, respond better to being spoken to one to one. It's a much more personal, friendly experience. So we say 'you', and talk directly to them.

Be empathetic

When you put yourself in the customers' shoes, it's so much easier to get the tone right.

Most of what we do will fall into one of three main categories:

1. Inspire

For writing that sells, persuades or influences.

For example: launching a new product, sales brochures, contact centre on hold messages. This is where you can dial up the adventure, use wow words, punchy sentences and enthusiasm.

2. Tell it like it is

For writing that informs.

For example: Business updates, contracts, legal documents, emails to suppliers, PA safety announcements.

3. Somewhere in the middle

There's always an exception.

Sometimes, what you're writing will cross over both. For example, making a service announcement on social media, where our tone would usually be more inspirational and fun.

Use everyday English

What do we mean by that?

This doesn't mean dumbing down how you write. If we use plain, everyday words, we cut out the waffle and sound more human. Our writing is also clearer and more accessible.

So say	Instead of
Extra	Additional
If	In the event of
A year	Per annum
Use	Utilise
Start or begin	Commence
Before	Prior to

“When writing Berkshire Hathaway’s annual report, I pretend I’m talking to my sisters.

I have no trouble picturing them: Though highly intelligent, they are not experts in accounting or finance. They will understand plain English, but jargon may puzzle them.

My goal is simply to give them the information I would wish them to supply me if our positions were reversed. To succeed, I don’t need to be Shakespeare; I must, though, have a sincere desire to inform.

No siblings to write to? Borrow mine: Just begin with “Dear Doris and Bertie.”

- Warren Buffett

Be consistent

Check your writing and then check it again

Not to sound like a bossy English teacher, but it's so important to make sure your writing is error-free. No one likes sloppy comms with typos or poor grammar. It looks like you haven't tried, and then reflects poorly on the brand.

Spell check – it's not your friend

Spell check won't pick up on misuse of apostrophes, or mixing up your/you're. So make sure you reread, or ask someone else to proof your work for you. And while we're here, make sure you have it set to UK spellings. We only use US spelling and grammar when it's for a US audience only.

Familiarise yourself with standard formats

Dates, times, numbers, product names. Do you know whether to capitalise a job title? Or whether check in has a hyphen? We have a guide to all of it at the end of these guidelines. Please check if you're not sure.



Some practical examples

The baby bear’s porridge version

	Undercooked	Overbaked	Just right
Our Premium seat	Your seat is covered in purple leather, with 38 inches of legroom.	Stretch out and relax in your luxuriously spacious purple leather seat. At up to 21in (53cm) wide, with a 38in (over 96cm) seat pitch, it’s one of the roomiest and comfiest in its whole class.	Stretch out and relax in your spacious leather seat. At up to 21in (53cm) wide, with a 38in (over 96cm) seat pitch, it’s one of the roomiest in its class.
The Upper Class Wing	Thanks to our Upper Class Wing the airport is stress free.	A seamless, stress free and exclusive experience awaits at our wonderful Upper Class Wing. Taking you from your car to our fantastic Clubhouse within just a few short minutes.	Seamless, stress free and calm, with our Upper Class Wing you can go from your car to the Clubhouse within minutes.
Customer relations	Please be reassured that we want to give our passengers the best experience when they fly with us.	Thank you so much for giving us such important feedback. I guarantee you’ll have a far more fabulous experience when you next choose to fly with Virgin Atlantic	Thank you. Your feedback is really important to us. It’ll help us make your experience even better next time you fly.

A word of advice

What follows is a guide to how we style our writing, how we reference particular products, and how we address common themes like times or numbers. Please do follow this as closely as you can, as consistency across the company in how we talk is really important.

That said, there are almost always exceptions to every rule.

We want to aim for coherence and consistency, but not at the expense of clarity. Use your judgement. We trust you.

Style guide

Abbreviations

Don't use full stops in between letters of abbreviations. For example, UK, USA, NASA, PRASK.

Capital letters and sentence case

We use all lower case in some headlines, but only when standalone. If it's more than one sentence, switch to sentence case. If there a subhead, use sentence case. If it looks weird or wrong in all lower case, use sentence case. Do not use all caps for anything except abbreviations, eg PRASK.

Dates

We would write, for example, 14th September 2018. Try and include the year to avoid any confusion.

Emojis

Use sparingly. If you choose to use emojis, restrict it to social and email subject lines. As a general rule, stick to travel-related ones – palm tree, plane, sunshine and so on – or reaction faces.

Exclamation marks

Use very, very sparingly. Preferably avoid.

Italics

We don't use them.

Job titles/departments

Jobs should be all lower case, eg prime minister, US secretary of state, chief rabbi, chief executive. If using a job title as an actual title, then use capitals, eg President Barack Obama (but the US president, Barack Obama, and Obama on subsequent mention); Chief Executive Officer Shai Weiss, (CEO or Shai Weiss thereafter).

Numbers

We write out numbers one to ten. From 11 onwards, we use digits, unless it's the start of a sentence. When you go into the thousands, use a comma, eg 3,000.

Oxford comma

When making lists of three or more. For example; You'll be welcomed onboard with a choice of champagne, orange juice, or water.

Quote marks

Use double quote marks for something that's actually a quotation, single quote marks when it is not.

Social phrases

It's fun to use trending phrases you've seen on social media – but keep them there. Please don't use OMG, lol, rofl, TBH or so on in customer or business comms. The same goes for phrases such as 'just saying' or 'don't @ me'. If used on social media, use sparingly and preferably in a 'tongue in cheek' way.

Times

We wouldn't use the 24 hour clock unless needed in a timetable etc. So write 10am, 10pm. And use a full stop, not a colon for minutes, for example, 10.38am.

US and UK spellings

We're a British company, so as a rule of thumb, always use the British spellings, words, weights, measures, dates and temperature. If the communication is for a US audience only, you can adjust appropriately.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

We are one brand, Virgin Atlantic. We also have service names like Upper Class, Clubhouse and Premium. We then have product names within the service names like Upper Class Wing or product names that exist by themselves, such as Bag Drop. These all usually appear capitalised. We also have generic product names like welcome drinks or menus that we join on to service names, which appear in lower case.

Aircraft

You can say aircraft, or plane. Plane is the more relaxed, conversational choice.

We have the following aircraft types in our fleet. Where they begin with an A, it stands for Airbus. Where they begin with a B, it stands for Boeing.

A330 - We have both A330-300 and A330-200. They can be referred to as A333 or A332 respectively in technical documents, schedules or internal comms.

A340 - We operate the A340-600 variation of this aircraft. They often appear as A343 or A346 in technical documents or schedules.

A350 - We have 12 A350-1000s on order, with the first due to arrive in spring 2019.

These large aircraft will gradually replace our B747s and A340s.

(B)747 - Our biggest aircraft is based at London Gatwick. The biggest difference is what's onboard. They are 747-400s, but we always refer to them as a 747 or our 747s when talking about them as a group. Note the lower case 's' with no apostrophe. You'll find these aircraft referred to as 744 in technical documents or schedules.

(B)787 - The latest addition to our fleet, these are widebody aircraft with two engines. They're also known by the name Dreamliner. They'll be referred to as 789 in technical documents or schedules, due to the fact that the ones we operate are the 787-900 version of the aircraft. The B stands for Boeing.

Bag Drop

If our customers have checked in online or used an airport kiosk, and they need to check in bags, they do so using Bag Drop. As it's a product name, it's capitalised.

Baggage or luggage?

We can use both. Use your judgement as to which suits the audience. Just try not to use a mix of both terms in the same document.

Brand names

If we're referring to a brand other than our own, for example, those stocked in the Clubhouse Spa or brands of crisps served onboard, we always refer to the brand exactly as they would refer to themselves.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

Cabin crew

Our people who look after passengers on the flight are called cabin crew, not stewards, air hostesses or flight attendants. This can be shortened to just crew.

check in

When you want to check in, it's lower case. When you're at check in, it's lower case too, except if you're at Upper Class Check In, when it's a product name, so it's capitalised. This is also the case for Premium Check In and Economy Check In. We don't hyphenate check in.

Clubhouse

Our award-winning airport lounge for Upper Class, Flying Club Gold and Delta One™ customers. As a service name, the Clubhouse is always capitalised. Spaces within – eg, the deli, are not. When we have pop up events within the Clubhouse, for example the Coppa Club igloo, these tend to be brand partnerships and as such would be capitalised. Clubhouse Spa Our spa facility

inside the Clubhouse. This is considered a service name, so it has a capital.

chauffeur car service

A service provided to Upper Class customers depending on what kind of ticket they've booked. No capitals.

codeshare

The word we use to describe shared services with other airlines.

customer

This is the word we use to describe our passengers in all communications externally and internally. When we're talking to the travel trade, it becomes 'your customers.' When customers are going through the actual booking process, we may refer to them as passengers to make it clear on numbers.

Delta

Delta are our partners, so please make sure you reference them and their products in

the correct way. They are Delta Air Lines® - three separate words, and always include the trademark. After the first instance you can refer to them as Delta. Their business cabin is Delta One®. If in doubt, check their website.

domestic

We refer to other airlines' internal flights as domestic services, not shorthaul.

Drive Thru Check In

Offered at the Upper Class Wing at London Heathrow Terminal 3. It's a product name, so use capitals.

Economy

A service name, sometimes preceded by Virgin Atlantic. In copy, this has a capital, unless we're talking about another airline's product, when it doesn't need one.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

flight crew

This is collectively what the pilots are called. This includes the Captain, Senior First Officer and First Officer.

flight deck

This is what we call the cockpit.

Flying Club

Our loyalty programme for frequent travellers. It's a service name, so initial capitals. The members are referred to as just that, no capital. The same goes for miles, partners etc.

Flying Club Red/Flying Club Silver/ Flying Club Gold

These are the various membership levels of Flying Club.

Flying Co

The business loyalty programme within Flying Club. This is a service name, so it should have initial capitals.

flying lady

The flying lady is not only the name of the character that graces our aircraft, but it's also the collective name of our aircraft ie. our flying ladies.

headrest

All of our seats have headrests. In Economy and Premium, they're often winged headrests. We join head and rest together as one word.

inbound

When you're heading home from your destination, you're travelling inbound. The words are joined together.

inflight

As above, these two words are joined together ie. inflight entertainment. When you're talking about a situation like 'we're in flight mode' when they exist as separate words.

joint venture

Referring to our partnership with Delta. Generally only used internally. Both words are lower case in copy.

inseat

As in inseat charging. We join these two words together.

London Heathrow Terminal 3

The home of our international services at London Heathrow (and where we co-locate with Delta). As with all of our airports, these are place names, therefore initial capitals. It's also one of the rare instances we'll use the number 3 instead of writing it out as three, as this is the way Heathrow refers to its terminals.

longhaul

Drop the dash and join the words together.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

We use Economy when we're referring to the overall Economy cabin, rather than the three different fares. You can also refer to it as Virgin Atlantic Economy in the first instance – after that it's fine to refer to it as Economy only.

Economy Light

Always use capitals as this is a product name. Always use Economy and Light together, do not use Light on its own to refer to this service. Economy Light is our basic level of Economy, but never use the word basic to describe it. It's for customers who prefer to pack light and pay less. No hold luggage is included, so we refer to it as a 'hand baggage only fare'. We can also use hand luggage if it fits better. You can also refer to it as Virgin Atlantic Economy Light, but only in the first instance – after that it's fine to refer to it as Economy Light only.

Economy Classic

Always use capitals as this is a product name. Always use Economy and Classic together, do not use Classic on its own to refer to this service. Economy Classic is our middle level of Economy, and includes advance seat choice and hold luggage. You can also refer to it as Virgin Atlantic Economy Classic, but only in the first instance – after that it's fine to refer to it as Economy Classic only.

Economy Delight

Always use capitals as this is a product name. Always use Economy and Delight together, do not use Delight on its own to refer to this service. Economy Delight is our highest level of Economy, and includes extra legroom seats, hold luggage, Premium Check In (caps as this is a product name) and priority boarding (no caps, this is not a product name). You can also refer to it as Virgin Atlantic Economy Delight, but only in the first instance – after that it's fine to refer to it as Economy Delight only.

eTicket

A shortened version of electronic ticket, which is now how we issue tickets to most customers. No dash, joined together and it always has a lower case 'e' and a capital 'T.'

exit row seat

The seats by the aircraft doors with no seats in front of them. Economy Classic passengers can upgrade to these seats for a fee. It doesn't have capitals.

extra legroom seat

Exclusively for our Economy Delight customers. No capitals, and legroom is always one word.

fast track

A facility available to certain customers at some airports. This isn't a Virgin Atlantic service, so no capitals.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

mobile check in

A way to check in online via your smartphone. It's not a branded product or associated with a sub brand, so it doesn't need capitals.

onboard

These words are joined together, unless it make grammatical sense to separate them. Eg our credit card communications asked customers if they wanted to come back on board.

onboard bar

A feature of our Upper Class cabin. It's not a branded product, so no capitals.

online check in

One of the various different ways you can check in, in this case through our website. It's not a product name, so it doesn't need capitals.

outbound

When you're travelling to your destination, you're flying outbound. These words are joined together.

preflight

The customer experience on the ground before the flight takes off. The two words are joined together.

Premium

This is a service, so use a capital when referring to it. We no longer use Premium Economy as a name. The Premium logotype has the name in lower case letters, but it's always upper case when we're writing it. You can also refer to it as Virgin Atlantic Premium, but only in the first instance - after that it's fine to refer to it as Premium only.

Private Security Channel

A feature of our Upper Class Wing at London Heathrow Terminal 3. This is a product name, so capitalise the first letters.

Retail Therapy

Our onboard and internet tax free shopping service. It's a product name so it has capital letters.

Revivals

Our arrivals lounge at London Heathrow Terminal 3. It's a service name, so capitalise. However, we often add a lower case lounge to its title to explain that it's a place ie, Revivals lounge.

seatback

This is the word we use to describe the screens on the back of the seats. The two words are joined together.

sleep suit

The complimentary pyjamas we give our Upper Class customers. This is not considered a product name.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

Special Assistance

A part of the business that looks after customers flying with children or those customers with disabilities. When we're referring to it as a product name it has capital letters but when it's being referred to generically, just use lower case ie. we can offer special assistance to disabled customers.

take off

We're ready for take off. Two words.

Twilight Check In

A check in option at Gatwick Airport allowing our customers to check in the night before their flight. A product name, so capital letters.

US or USA?

We usually drop the 'A.' Just US. The exception is when we have advertising headlines in capitals. We use USA here so that it's not confused with the word 'us.'

Upper Class

Our fantastic top cabin (the equivalent to other airlines' business class). This is a service name, so it has capital letters. You can also refer to it as Virgin Atlantic Upper Class, but only in the first instance - after that it's fine to refer to it as Upper Class only.

Upper Class Wing

A space for our Upper Class customers at London Heathrow Terminal 3. This is a product name, so it has capital letters.

VA/VAA

Virgin Atlantic and Virgin Atlantic Airways as an abbreviation. These should be avoided wherever possible externally.

Vera

The name of our inflight entertainment system and the inflight magazine, found in every seat pocked onboard. It's a product name, so the 'V' is a capital letter.

Virgin

Our parent brand, the Virgin Group. When you're talking about Virgin Atlantic, it's always better to refer to it in full, to avoid confusion with the parent brand. It must always have a capital letter. Please don't be tempted to use it in a context that could be detrimental to the brand eg. Virgin on the ridiculous.

Virgin Atlantic

Our brand. In print, never let it run onto another line or be split between columns or pages. The words must always be together. Sometimes it isn't possible online, but we should aim to not split it up. Please never use 'Virgin Atlantic's' ie.

Virgin Atlantic's Upper Class. Rewrite your sentence so the name isn't compromised ie. Upper Class from Virgin Atlantic or Virgin Atlantic Upper Class.

Quick reference, dictionary and index

[Check here for our most used phrases, style points and advice.](#)

The Virgin Atlantic logotype is lower case, but we always capitalise the first letter of each word in our writing. Also, we always refer to Virgin Atlantic in the singular, so ‘Virgin Atlantic is...’ rather than ‘Virgin Atlantic are...’

Virgin Atlantic Airways

This is our full official company name, but we always use the shorter version. Except sometimes in official company documents.

Virgin Atlantic Airways Ltd

This is the full legal name we use in terms and conditions and other legal documents. It should appear like this when first mentioned, and then Virgin Atlantic after that. The first letter of each word is capitalised.

VS

Our airline code, issued by IATA, is the two letters you find before our flight numbers. It’s also common practice for people in the travel

industry to use this as an abbreviation of our name. This shouldn’t be used in a situation where the audience would be unfamiliar with its meaning. It’s usually capitalised.

vsflyinghub

The name of our website for the travel trade. This should always be joined together as one word and is followed by .com most of the time.

WiFi

We write this as above as one word, with capital letters for the ‘w’ and ‘f’.

Thank you

For any clarification, questions or advice,
please contact Liz East or Laura Simmons
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