BRAND IDENTITY



WRITING FOR Q-PARK

Basic guidelines

All Q-Park communications should be clear and concise, and easy to understand at a glance – for visuals, and on first reading for texts. Follow your country/language 'plain language' guidelines.

- **Use inclusive language** so not to offend
- **Use the active voice** to communicate in a direct, concise and dynamic tone
- **Be positive** and emphasise what can be done
- **Give credit** for sources and images used and respect copyright.

Writing for the digital world

Text for web pages should be brief and to the point:

- Each page deals with a **single topic** or one **specific key word**
- Use approximately 200-250 words per section/heading/screen, yet ensure the **information** you provide **is complete**
- Use **short sentences** but do not oversimplify.

Website visitors scan rather than read:

- Structure the information using **headings** and **subheadings**
- Always mention the **key word** of the page in the **first heading** of your text
- Ensure that headings, paragraphs and colours are used consistently
- Use bullets to convey information concisely
- Use Futura T Dem to emphasise (never bold). Note: The Content Management System (CMS) for adding content to the corporate and country websites does this automatically, as do the Q-Park MS Office templates.

Make the text inviting and attractive:

- Use the **key word** of the page in the **title**
  - Keep titles brief
  - Avoid superlatives in titles.
- When placing links in text, inform visitors what they will find
- Split **sentences** so each contains only **one idea**
- Alternate short and longer sentences to recreate the rhythm of natural speech
- Use WE when speaking about Q-Park and YOU when referring to the customer or partner
- Use everyday language that resonates with the target audience
- Avoid using jargon. If you must, use a specific term and make sure you give an explanation.

Reports

When writing **reports** and **printed (PDF) documents** take these guidelines into consideration:

- Don't leave just one word on a line, no widows/orphans.
- Figures and charts:
  - align to the left or right margin
  - add a caption
  - number figures and charts for easy reference
  - credit the copyright owner, if applicable.
- Tables:
  - Align to the left margin
  - add title above the table
  - number tables for easy reference.
- In long documents, such as annual reports:
  - Use headings to help the reader navigate through the document
  - number the figures, charts and tables for easy reference
  - credit the copyright owner, if applicable
  - create a table of contents using the top heading levels
  - create a list of figures, charts and table as part of the table of contents.

Social media

When writing for **social media**:

- Use **CamelCase** for **hashtags** because:
  - your audience can see meaning at a glance;
  - screen readers can pronounce the words.

Do	Don't
#QParkNews	#qparknews
#PrideWeekHamburg	#prideweekhamburg
#CityCentre	#Citycentre #CITYCENTRE #citycentre
#MeetTheTeam	#meettheteam #MEETTHETEAM #Meettheteam

Which spelling variant

At Q-Park, when writing in English, we use **UK spelling** with **S** (-ise) not Z (American). If in doubt, consult the online Collins English dictionary (free access).

For your reference, here are some **preferred spelling** examples of commonly used words to write with S and not Z:

Do	Don't
digitalisation	digitalization
organisation	organization
maximise	maximise
monetised	monetized
optimised	optimized
optimising	optimizing
realised	realized
recognised	recognized
utilisation	utilization

Here are some other common UK-US spelling variants to note:

Do (UK spelling)	Don't (US spelling)
colour	color
neighbourhood	neighborhood
travelled	traveled

One or two Ss, Ts?
Words where the letter may be doubled before the ending – both forms are correct, but at Q-Park we use the variant with a single letter: