

# BRAND IDENTITY

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# 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**

#QParkNews

#PrideWeekHamburg

#CityCentre

#MeetTheTeam

**Don't**

#qparknews

#prideweekhamburg

#Citycentre #CITYCENTRE #citycentre

#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**

digitalisation

organisation

maximise

monetised

optimised

optimising

realised

recognised

utilisation

**Don't**

digitalization

organization

maximise

monetized

optimized

optimizing

realized

recognized

utilization

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

**Do (UK spelling)**

colour

neighbourhood

travelled

**Don't (US spelling)**

color

neighborhood

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: