BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE    STATIONARY    COMMUNICATIONS    PUBLIC
RELATIONS

PHOTOGRAPHY    APPENDICES

# CONTENTS

# GUIDELINES

## Guideline for approval

### About this guideline
As each country gradually focuses more on creating its own local Sustainable Mobility Partner (SMP) content (press releases, opinion pieces, local website cases,…), a clear workflow helps to get each content piece approved by Q-Park Corporate smoothly. Please note that you are free to create any piece of content you like – these guidelines are only here to make your content process easier and support you when necessary.

### Process & timeline
- Content idea
    - Once you have decided on creating a content piece, please share the concept/objective of the content with Q-Park Corporate via e-mail. You don't need approval before starting with the creation, this step is only to inform Corporate about your initiative and provide support if needed.
- Creation of the draft
    - We have a guideline available to strengthen consistency in SMP content & narratives.
    - We have a guideline available to create a strong SMP case story (celebrating success).
    - If you need support from your local PR agency (or freelancer), please feel free to do so.
- First draft finished
    - Please check if you have consulted the guidelines to ensure style and language alignment.
    - When sharing your draft, grant Q-Park Corporate colleagues some time for feedback/approval.
- Feedback process
    - Q-Park Corporate aims to provide feedback on your draft within 1 to 3 business days.
- You may iterate/discuss the draft with Corporate as much as you need.
- You can save the final approved document here and inspire international colleagues.

### Do not forget
We have a press release protocol in place as we are a semi-public company. Please review this protocol prior to any publication in scope.

## Guideline for consistency

### Introduction
In order to communicate consistently, both locally and internationally, it's important to always use the right corporate Sustainable Mobility Partner (SMP) wording, tone of voice and visual style. This document gives an overview of which wording and formulations to use, and which not to use. Note that this is a British English dictionary, to be translated (localised) for use in your specific country / language(s).

Your localised dictionary will help you to align content like news articles, press releases and social media posts with the SMP narrative and Q-Park language, which fits into our decentralised content process philosophy. Of course, support from Q-Park Corporate is always available.

Please make sure to share your local version of this document with:
- relevant colleagues in your organisation, and to especially remind the people who communicate externally to update and adhere to it;
- new employees (make it a part of the onboarding process);
- external suppliers like agencies and/or freelancers if you have any.

### Brand identity
Using the Q-Park Brand Identity elements correctly protects, maintains and increases the value of the Q-Park brand and distinguishes it from competitors.

Please consult the Q-Park Brand Identity website to find and correctly apply:

l    Our name, logo, colours, shapes, visual building blocks, other visual elements in our parking facilities, services and promotions.
l    Our language in communications.
l    Our international consistency in both tangible and digital materials.
l    Word, Excel and PowerPoint templates.

## Corporate SMP dictionary
10 most important wordings

l    Parking facility (PF) – NOT car park or car accommodation as in some PFs we facilitate more than cars such as bicycles, coaches, city logistics … et cetera.
l    Active mobility – NOT cycling and walking / pedestrianisation.
l    Bicycle – NOT bike; as a motorcycle is often referred to as bike.
l    Motorists – NOT drivers; motorist refers to our parking customers and drivers refers to what drives us and is often used to explain strategic elements.
l    EV charging – NOT car charging l Number plate – NOT license plate as that's the American term;
     l    Number plate belongs with the European Automatic Number Plate Recognition (ANPR)
     l    License plate belongs with the American License Plate Recognition (LPR)
l    P+R or Park + Ride – NOT P&R
l    Urban area – NOT urbanisation, we use urban area to refer to cities and towns. The term urbanise, urbanisation means to transform a rural area into an urban area.
l    Customer – NOT consumer: a parking space cannot be consumed (like food), and with customer we refer to all Business-To-Customers (B2C) relationships.
l    Partner – NOT client; partner refers to all Business-To-Business (B2B) relationships, for example suppliers of EV charging services, mobility hub participants, etc.

## Tone of voice
This is highly dependent on your markets, so please include all relevant local information. For example:

l    Which groups do you address with 'formal' (Sie, vous, u, …) and 'informal' pronouns (du, tu, je/jij, …).
l    Specific inclusive language choices (with regard to local sensitivities for example).

In general, pay attention to the following guidelines in all languages:

l    Active in favour of passive: 'Q-Park has opened a new mobility hub in X' - NOT 'A new mobility hub was opened by Q-Park'
l    Short sentences in favour of long ones.
l    Avoid repetition and needless adjectives.
l    Seeing our B2B relations as partners and not clients is all about partnerships – doing things together. It's also in the way we talk about them in case studies. For example: 'we developed the mobility hub in close collaboration with the city – NOT 'for the city or 'commissioned by the city'.

# Guideline for a strong SMP case story

## About this guideline
As a Sustainable Mobility Partner (SMP), Q-Park achieves great things for municipalities, their residents and visitors. It's important to inspire a variety of stakeholders (especially local decision makers).

This document helps you to initiate and create strong case stories locally. Of course, as with all content, please inform Q-Park Corporate in accordance with our PR protocol.

## Some instructions for a strong Q-Park case story
l    Think outside-in: the goal of a case story is to convince local authorities that we are a key partner to have at the table when tackling mobility challenges. This means we always approach the story from their (outside) perspective: with which challenge did the

BRAND
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VISUAL
IDENTITY

REAL ESTATE    STATIONARY    COMMUNICATIONS    **PUBLIC
RELATIONS**

PHOTOGRAPHY    APPENDICES

municipality struggle and how did Q-Park fix that?

- Include all key aspects which decision makers consider when choosing a mobility partner, for example:
  - The actual solution we brought to the table, with a focus on our strategic and creative SMP role.
  - The way we acted as a partner in the collaboration (advice, flexibility, expertise, finances, respect for agreed timings and community needs, and delivery standards, …).
  - The results, preferably in KPIs, that resonate with stakeholders (public satisfaction rates, decrease in unwanted car movements, decrease of dangerous traffic situations, increase in EV charging points, increase in usage of bicycle parking, increase in shared mobility partnerships, decrease in amount of cars parked on the street…).
- Think of one overall aspect which stands out (and attracts): what makes this project unique? This can be a very difficult challenge for example regarding mobility or construction, or a hugely prestigious location. Use that as a key part of the introduction.
- Maximise the inclusion of, and consistency with, our SMP Message House.
- Let the customer (or municipality, developer, partner) tell the story for you: add at least one quote or, if possible, tell different parts of the story in the form of quotes (an overall interview format is also an option): this adds to the credibility of the story and makes the target audiences relate to it more.
- Don't think 'chronology' by default, a strong case story is not told from A-Z. For example: leave (if at all relevant) information about the initial prospection/sales phase of the parking facility for the end. This can be relevant information but only when the reader is convinced by the case itself. The structure hereafter will help you with that.

- Strong title: make sure this attracts the attention of your target audience.
- Introduction: this is where the reader decides if this story is what they thought it would be, so make sure it already points to the key elements, like the challenge and the result.
- The actual story, the following order merely serves as a tool to help you tell a logical and attractive story.
  - Start by explaining the municipality's initial need (from their perspective):
    - Question to answer: Which goal or challenge did they have?
    - Example: "create additional parking space while decreasing on-street parking."
  - Then explain the overall solution:
    - Question to answer: Which solution did Q-Park as an SMP propose and how did that advice/decision process go (dialogue, …)?
    - Example: "Q-Park suggested to renovate an existing parking facility and incorporate EV charging points and car-sharing providers to offer a range of mobility solutions. Re-designing existing real estate is a more sustainable and often faster solution than new build.
  - Describe the relevant (things that our decision makers care about and/or that strengthen our SMP positioning) project information.
    - Question to answer: How did we execute the solution and how did we collaborate with the municipality and other partners?
    - Example: "The former Q-Park Centre in The Hague was renovated, partnerships were found to ensure fast EV charging stations and car-sharing solutions for our customers. Together with the municipality we ensured proximity

BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE    STATIONARY    COMMUNICATIONS    **PUBLIC
RELATIONS**

PHOTOGRAPHY    APPENDICES

to public transport station and created easy to use products for Park + Charge and Park + Ride needs".

▌ Key results:

▌ Question to answer: How did the solution of Q-Park contribute to the local mobility and parking needs?

▌ Example: "With this new mobility hub, Q-Park managed to create xxx new parking spaces underground, creating more shared space with play grounds, trees and lanes for pedestrians and cyclists. Car movements were reduced around the city and the general urban liveability in the city increased."

▌ The collaboration:

▌ Question to answer: How did the municipality and end-customer experience the collaboration with Q-Park (focus on key SMP aspects)? Page 3 of 3

▌ Example: "With this new mobility hub it is easier for customers to make informed decisions and continue their journey in a more sustainable way. There are solutions for residents and cyclists, and it is easy for mobility partners and local businesses to partner with Q-Park. They obtain much needed space and/or obtain customised solutions to fulfil their needs.

▌ Only then, add (if relevant) other information like:

▌ The prospection/sales phase (why was the municipality convinced to choose Q-Park?) or other information. Example: "The city chose Q-Park for this project, because it was very important to preserve some specific historic elements around the parking

facility. Q-Park is specialised in this kind of construction."

▌ Next steps (if any): Which other activities and phases are there in the project and which basis has the past phase layed for that?

▌ Q-Park motivation: Why did Q-Park want to execute this project?

▌ Finish with a Call-To-Action (CTA): provide links to other cases for more inspiration and make sure the reader knows how to contact you (in a website case, you can include an additional CTA at the start and/or in the middle of your case as well).

Feel free to connect with Q-Park Corporate if you need any help with the creation of the case story. If you need support from your local PR agency or freelancer, please feel free to do so.