
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

EFFECTIVE COMMUNICATION IS CRUCIAL

We communicate with our customers, business partners and colleagues every day. It's important that what we write and say is easy to understand.

George Orwell, best known for his dystopian novel 1984 has had a considerable influence on language and writing. He set out six rules for writing, which are still applicable today:

1. *Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.*
2. *Never use a long word where a short one will do.*
3. *If it is possible to cut a word out, always cut it out.*
4. *Never use the passive where you can use the active.*
5. *Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.*
6. *Break any of these rules sooner than say anything outright barbarous.*

Q-Park communication follows these guidelines too.

Accessible communication

Whether you're writing in English or your local language, please ensure your text is accessible to all. Accessible communication works better for everyone including people who are:

- I disabled
- I neurodivergent
- I tired, stressed, anxious or distracted.

Corporate language is British English

At Q-Park, British English is our corporate language. We have chosen this English variant as it most commonly used in Europe and is also the language used in two of our country organisations.

Local languages

Each Q-Park country communicates with its customers and partners in their local language(s).