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an increase of 5% an increase of five percent a decrease of 61%

EV charging points consumed 5.4 GWh

### Dates and times

To avoid any confusion always write the date in full in running text. Write the month in words and always put the month in the middle. This is the European way of writing dates.

an increase of 5 % an increase of five % an increase of 5 percent

a decrease of 61 percent

EV charging points consumed 5.4GWh

Do not use superscripts with the day number. If the day of the week is included, there's no comma after the day.

When referring to a decade, write the 1990s, no apostrophe, never write 'the nineties'.

	Do	Don't
<b>Date styles</b>	5 Jan 2024 5 January 2024 05-01-2024 05/01/2024 Monday 5 January 2024  1990s	Jan 1, 2024 1 <sup>st</sup> Jan 2024 January 1 <sup>st</sup> 2024 05/01/24 Monday, 5 January 2024 Monday, 5 January, 2024 Monday 5, January 2024 Monday 5 January, 2024 Monday 5 January '24  1990's the nineties
<b>Time styles</b>	09:30 14:00 12 noon 24:00	9.30 a.m. 2 p.m.

## Punctuation

You will find many punctuation rules in grammar books and on the internet. In this section we highlight a few punctuation elements and their specific use at Q-Park. These will help you avoid making some common mistakes.

### Apostrophes

In English we use an apostrophe for three reasons:

1. To show that one or more letters are missing

#### Examples

- I'm going to park in Q-Park Piccadilly Place
- You **can't** use cash here

2. To show possession

#### Examples

In the singular, the apostrophe comes before the 's'.

- The **customer's** journey (one customer)

In the plural it comes after the 's'.

PaSS simplifies our **customers'** journeys  
(several customers)

If a plural noun doesn't end in 's', add an apostrophe and an 's'

**Q-Park's** style guide  
The **facility's** entrance

For names or singular nouns that end in 's', 'x' or 'z', we usually add an apostrophe followed by 's'.

The **bus's** journey ends at the transport hub  
The ticket **box's** lid was left open  
The **quiz's** theme is parking

### 3. In some expressions of time

#### Examples

#### Don't

We give one **week's** notice for maintenance work  
Customers give four **weeks'** notice to cancel a season ticket

We give one **weeks** notice for maintenance work  
Customers give four **weeks's** notice to cancel a season ticket

#### Apostrophe don'ts

Do not use an apostrophe when making something plural.

	Do	Don't
Dates and years	In the <b>1960s</b>	In the <b>1960's</b>
Abbreviations	We recently opened two new <b>PFs</b> in Rotterdam.  We identify <b>CSFs</b> and set targets for our <b>KPIs</b> .	We recently opened two new <b>PF's</b> in Rotterdam.  We identify <b>CSF's</b> and set targets for our <b>KPI's</b> .

#### Apostrophe confusion

Do you ever get confused with it's and its? There's an easy way to remember which to use. The confusion is

understandable. You'll find a more detailed explanation here in the Cambridge Dictionary.

	Do	Don't
Verb	<b>it is</b> sunny <b>it's</b> sunny	<b>its</b> sunny
	<b>it has</b> been raining been raining	<b>it's</b> <b>its</b> been raining
Possessive	take the card out of <b>its</b> holder	

Remember: his, hers, its

## Capitalising headings and terms

In our chosen style, in titles and for terms consisting of more than one words, we only capitalise the first word.

### Do

Key theme of the presentation

Public transport improves liveability

Shared mobility makes economic sense

### Don't

Key Theme of the Presentation

Public Transport Improves Liveability

Shared Mobility makes Economic Sense

When writing terms such as key theme, public transport, shared mobility and the like in full sentences, do not use uppercase/capital letters. If you need to emphasise such terms, consider using bullet points, and bold (FutureTDem) to draw attention. For example:

! **Key theme** of the presentation

! **Public transport** improves liveability

! **Shared mobility** makes economic sense

If a heading has an explanation or additions phrase after a colon [:] the following word starts with a lowercase letter.

### Do

Reducing complexity for public services: hospital parking

### Don't

Reducing Complexity for Public Services: Hospital Parking  
Reducing complexity for public services:  
Hospital parking

## Brackets

Brackets can be used to add information to a sentence, which can be read (and understood) with or without the information between brackets.

In Dutch, you can use brackets to indicate alternatives and save space, but this is very confusing for people who do not know this usage.

### Do

Use and abuse

Bicycles

motorbikes

### Don't

(ab)use

(brom)fietsen

(motor)cycles

(motor)bikes

## Hyphens and dashes

The longer en dash (–) can function like a comma, a colon, or parenthesis. It is used to separate extra information – instead of brackets – such as examples, explanations or supplementary facts and always has a single space on each side ' – '.

### Remember:

! Hyphen (-)

! en dash is approximately the length of the letter N (–)

! em dash the length of the letter M (—)

! we don't use the em dash in Q-Park  
Corporate English

When writing ranges, do not add a space around the en dash.

Note:

- | in Word and PowerPoint, a dash/minus sign/hyphen is turned into an en dash when you type a space after the next word.
- | in Windows on a keyboard with a numeric keypad use Alt + 0150 to create an en dash.

	Do	Don't
<b>Use an en dash</b>	as punctuation Liveability – shifting parking from on-street to off-street	Liveability - shifting parking from on-street to off-street
	meaning 'to'	Brussels - Maastricht
	Brussels–Maastricht	Brussels-Maastricht
<b>Use a hyphen to</b>	indicate a range	10:00 - 12:30 1998 - 2024
	10:00-12:30 1998-2024	10:00 – 12:30 1998 – 2024
	break words at the end of a line	

| Do not use hyphens to abbreviate words:

Do	Don't
internal and external	in- and external
bilingual and multilingual	bi- and multilingual

### Hyphenation rules

The following list of words commonly used in Q-Park texts which are hyphenated, or not.

If in doubt, consult the online Collins dictionary (free access).

Term	Example or meaning	Don't
cash flow		
city centre		
long lease	long-leased parking facility (adjective)	
long-term	long-term lease (adjective)	
mega	megawatt, megatrend,	Words beginning with 'mega' do not have a hyphen
multi	multifunctional, multicultural, multistorey, multimodal	Words beginning with 'multi' generally do not have a hyphen - <b>except</b> if the second part begins with a vowel.
	multi-access, multi-use, multi-occupancy	
off-street	off-street parking – not on a public road	

on-street	on-street parking – at the side of a public road	
pre-book, pre-booking	customers can pre-book a parking space via the website.	At Q-Park, we don't use reserve or book.
pre-tax	before the deduction of taxes	
short-term	short-term parking	
top-up	top-up charge for electric vehicle	
wellbeing		Well-being is also correct, but at Q-Park we prefer wellbeing without a hyphen.

### Lists and bullet points

We recommend breaking down complicated information and presenting this in a bulleted list. There are different ways to punctuate lists, depending on the information you are presenting. Here are examples of the most common forms. For Q-Park communications, we recommend using types A & C.

#### Type A: A list in which each point is a complete sentence

The Managing Director made three comments about using information technology.

- | All barrier equipment and PMS need to be kept up to date.
- | Staff must be trained to use new equipment.
- | Don't think that AI and technology will solve all our problems – it won't.

#### Type B: A list which is a continuous sentence

We want to keep the party clean and tidy, please remember to:

- | wash mugs and glasses and put them back in the cupboard;
- | label your own food before putting it in the fridge; and
- | clean up after you have used the pantry.

#### Type C: A list of very short points

Every good parking facility should have the following:

- | ANPR
- | Clear signage
- | EV charging points
- | Spaces for PRMs.

Where possible, choose a system and be consistent in its usage throughout a document; however, in a publication with many diverse lists it may be better to allow all three types rather than to impose an artificial uniformity.

### Quotation marks and their proper use

- | Quotation marks are used in pairs, either single ( ' ' ) or double ( " " ).
- | Q-Park house style prefers the curly variants so quotation marks do not get confused with apostrophes ( ' ).
- | At Q-Park we use double quotation marks ( " " ) to indicate speech and citations and single quotation marks ( ' ' ) to indicate a special word or a word or phrase used in an unusual way.
- | When reporting speech, for example in a press release, remember to put the punctuation inside the quotation marks.
  - | John Denton, Head of Commercial at Q-Park added "Q-Park aims to be the Sustainable Mobility Partner of choice by 2030. Strategic partnerships such as the 'Dark Hub' at Leicester Square allow us to make a real difference for the working people of London."