
CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
EV charging	55
A1 frames	58
STATIONARY	60
Digital stationary	60
Printed stationary	62
COMMUNICATIONS	67
Guidelines	67
Tools	78
Q-Park Terminology	80
Marketing Communications Code	95
Tone of voice	96
Punctuation	97
Public Relations	98
PHOTOGRAPHY	99
APPENDICES	118

tone of voice



Recommendations

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.

- | One page deals with a single topic or one specific key word
- | Use maximum 200-250 words per screen, yet provide complete information
- | Use short sentences but do not oversimplify

Website visitors scan rather than read.

- | Structure the information using headings and subheadings
- | Always mention in the 1st heading of your text the key word of the page
- | Ensure that headings, paragraphs and colours are used consequentially
- | Use bullets to convey information concisely

- | Use FuturaTDem to emphasize (never bold)

Make the text inviting and attractive:

- | Use the key word of the page in the title
 - | Keep titles brief (maximum 88 characters)
 - | Avoid superlatives in titles
- | When placing links in text, inform visitors what they will find

Quality check

Use this checklist before publishing or sending out anything you have written.

- | Is the spelling and grammar correct, use the spelling checker but don't rely on it
- | Is the text well structured and logical
- | Is everything covered
- | Is the content accurate
- | Is the level of detail appropriate
- | Is there irrelevant information that can be omitted
- | Is the communication:
 - | accurate
 - | specific
 - | concise
 - | consistent
 - | unbiased