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# CONTENTS

|                                      |     |
|--------------------------------------|-----|
| <b>BRAND IDENTITY</b>                | 5   |
| Brand voice & Tone of voice          | 6   |
| Effective communication is crucial   | 7   |
| <b>VISUAL IDENTITY</b>               | 8   |
| Logo                                 | 8   |
| Colour                               | 17  |
| Typography                           | 24  |
| Icons                                | 26  |
| Programme logos                      | 27  |
| <b>REAL ESTATE</b>                   | 28  |
| House style characteristics          | 28  |
| Customer Guiding System              | 36  |
| Partnership signage                  | 50  |
| A1 frames                            | 55  |
| <b>STATIONARY</b>                    | 57  |
| Digital stationary                   | 57  |
| Printed stationary                   | 59  |
| <b>COMMUNICATIONS</b>                | 64  |
| Guidelines                           | 64  |
| Conventions for visuals and the logo | 74  |
| Tools                                | 75  |
| Q-Park Terminology                   | 77  |
| Marketing Communications Code        | 92  |
| Tone of voice                        | 93  |
| <b>PR</b>                            | 94  |
| Press / Media protocol               | 94  |
| Guidelines                           | 96  |
| <b>PHOTOGRAPHY</b>                   | 100 |
| <b>APPENDICES</b>                    | 118 |
| <b>GLOSSARY</b>                      | 123 |

# 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