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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