
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

Phone number styles

Always include the country code, omit the leading zero, and leave a space between blocks of 3 or 4 digits for easy reading. This is also known as international style.

	Do	Don't
Phone numbers	+31 6 1234 5678 +44 20 1234 1234	+31612345678 +4402012341234 +31(0)612341234

Quality check

Use this checklist before publishing or sending out anything you have written. After all, we're only human and humans make typos, and we have tools to help us.

- | Is the spelling and grammar correct. Use the spelling checker but don't rely on it blindly.
- | 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:
 - | specific
 - | concise
 - | consistent
 - | unbiased
- | Do use the spelling checker. Be aware that it may suggest splitting or joining words when they should be written together or separately:

Do

cybersecurity

healthcare

multistorey

ongoing

rooftop

wellbeing

Don't

cyber security

health care

multi-storey

on-going

roof top

well-being

- | If time allows, use the **read aloud function** to listen to what you have written.
 - | you simply left out the last letter:
made, mad
 - | you may accidentally type **form** when you mean **from**

- | you may use the incorrect spelling with a totally different meaning. Here are some examples of these **confusable words**:

advice (noun, suggestions or encouragement)

advise (verb, to suggest or encourage)

board (group of decision makers; a thin or flat piece of wood)	bored (uninterested or lacking challenge)
complement (match or complete)	compliment (praise or flattering remark)
counsellor (therapist or advisor)	councillor (local government officer)
licence (noun, a document that allows you to do something)	license (verb, the act of allowing someone to do something) Example: license to operate
weather (rain, sunshine etc.)	whether (a query or option)
you're (you are)	your (belonging to you)
roll out (Q-Park rolled out its EV charging programme)	roll-out (roll-out of digital services)
their (belonging to)	there (there are; over there) they're (they are)
