

BRAND IDENTITY



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)