BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

CONTENTS

BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE   STATIONARY   **COMMUNICATIONS**   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

You can find WDQ visuals for PowerPoint presentations and Social Media on Idefix.
Find WDQ Campaign Expertise Articles here.

Value creation

We use brand and marketing as a tool in the overarching strategy to create value for our stakeholders:

l   Meaningful brand
l   Focused marketing

We want to build further on the Q-Park brand to support the acquisition and sales process:

l   Acquisition process is aimed at public and private landlords: to add contracts to the portfolio.
l   Sales process is aimed at commercial partners: to broaden our sales channels.

Writing guidelines

Writing for Q-Park
Q-Park is about space – space for parking. So, we also use a lot of space in our communications. Space in your communications reflects the space we offer in our parking facilities.

Basic guidelines
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.

l   **Use inclusive language** so not to offend
l   **Use the active voice** to communicate in a direct, concise and dynamic tone
l   **Be positive** and emphasise what can be done
l   **Give credit** for sources and images used and respect copyright.

Text for web pages should be brief and to the point:

l   Each page deals with a **single topic** or one **specific key word**
l   Use approximately 200-250 words per section/heading/screen, yet ensure the **information** you provide **is complete**

l   Use **short sentences** but do not oversimplify.

Website visitors scan rather than read:

l   Structure the information using **headings** and **subheadings**
l   Always mention the **key word** of the page in the **first heading** of your text
l   Ensure that headings, paragraphs and colours are used consistently
l   Use bullets to convey information concisely
l   Use FuturaTDem to emphasise (never bold). Note: The Content Management System (CMS) for adding content to the corporate and country websites does this automatically, as do the Q-Park MS Office templates.

Make the text inviting and attractive:

l   Use the **key word** of the page in the **title**
    l   Keep titles brief
    l   Avoid superlatives in titles.
l   When placing links in text, inform visitors what they will find
l   Split **sentences** so each contains only **one idea**
l   Alternate short and longer sentences to recreate the rhythm of natural speech
l   Use WE when speaking about Q-Park and YOU when referring to the customer or partner
l   Use everyday language that resonates with the target audience
l   Avoid using jargon. If you must, use a specific term and make sure you give an explanation.