BRAND IDENTITY



Q-PARK TERMINOLOGY

Terminology and abbreviations

Q-Park Terminology dos & don'ts

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
Access	Entry	access, pedestrian access	We refer to access and exit zones as the areas where vehicles enter and leave the parking facility. We make the distinction for pedestrians with the terms pedestrians access /pedestrians access zone. Use this to refer to the doors and zone where customers enter the parking facility on foot.	B2B, B2C
Access zone,		access zone, pedestrian access zone		
Access granted			We grant access to authorised vehicles and persons. E.g. access can be granted to pedestrians returning to their vehicle using the bar code on the ticket or the QR code in the Q-Park App.	B2B, B2C
Active mobility	Pedestrianisation	Active mobility	We use active mobility to refer to cycling and walking.	R, B2B
AED		Automatic External Defibrillator	A resuscitation device placed in or near PFs.	R, B2C
AI		Adobe Illustrator	Software for graphics design	M
AIB		Association of Issuing Bodies – develops, uses and promotes a European, harmonised and standardised system of energy certification for all energy carriers: the European Energy Certificate System – EECS.	Some Q-Park entities have purchased EECS energy certificates, thus reducing their CO_2 footprint.	R
ANPR	LPR	Automatic Number Plate Recognition.	Important technology for PaSS. ANPR is EU English, LPR is American.	R, B2C, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
API		Application Programming Interface	Enables third parties to integrate pre-booking in their own websites.	R, B2C
AR		Annual Report		R
B2B		Business-to-business	B2B refers to transactions and communications between companies.	
B2C		Business-to-consumer	B2B refers to transactions and communications between companies and consumers.	
Bicycle	Bike	Bike refers to a motorbike.	We offer bicycle parking in our parking facilities.	R, B2B, B2C
Brand		Brand	A brand is a particular identity or image regarded as an asset.	M
capex	CapEx	Capital expenditure	Expenditure on acquisitions of or improvements to fixed assets, such as parking facilities	R
Carbon neutral		Carbon neutral	Carbon neutral means that any CO_2 released into the atmosphere from a company's activities is balanced by an equivalent amount being removed.	R
CCPD		Corporate car park design		
CCTV		Closed-circuit television	Placed in PFs for safety and security, monitored in the QCR	R, B2B, B2C
CGS		Customer Guidance System	The CGS is the signage used in parking facilities for wayfinding. This is mostly red and green. Blue is used for EV charging signage.	
Charging point	charge-point or charge point	charging point / EV charging point	We refer to EV charging facilities as 'EV charging points' or 'charging points'.	B2B, B2C, M, R
CLA	CBA, CAO	Collective Labour Agreement, Collective agreement	Collective agreement between employers, or employers'	R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			organisations, and employees (via trade unions) regarding, for example pay, working hours, notice periods, and pensions. The legal status of CLAs differs per country.	
Climate neutral		Climate neutral	Refers to the idea of achieving net zero GHG by balancing those emissions so they are less than or equal to the emissions that get removed through the planet's natural absorption.	R
CMS		Content Management System	A CMS is software that helps users create, manage and modify content on a website. We use Tangelo for the corporate website and Sitecore for the country websites.	
CMYK		CMYK	The CMYK colour model is a subtractive colour model, based on the CMY colour model. It is used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used in some colour printing: cyan, magenta, yellow, and key (black). (Source: Wikipedia)	
CO_2	CO2	Carbon dioxide	Carbon dioxide is the end product of complete combustion of hydrocarbons such as fossil fuels. We use the proper chemical formula to refer to carbon dioxide.	R, B2B, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			Note: remember to check the formatting after copying 'CO_2' as the subscript formatting is often lost.	
Control fees	CF, cf	Control fees	Parking fines as penalty for non-compliance with parking regulations in private car parks.	R, B2B
Covid	Corona, covid-19, COVID-19	Covid	We refer to pre-Covid and post-Covid.	R
CPI		Consumer Price Index	Measure of inflation	R
CPO		Charge Point Operator	Operates EV charging points	R, B2B
CSFs		Critical Success Factors	We define CSFs as targets and objectives and measure our performance of these using KPIs.	R
CSR		Corporate Sustainable Responsibility		R
CSRD		Corporate Sustainability Reporting Directive	Reporting rules to ensure that investors and other stakeholders have access to the information they need to assess the impact of companies on people and the environment and for investors to assess financial risks and opportunities arising from climate change and other sustainability issues. Companies subject to the CSRD will have to report according to European Sustainability Reporting Standards (ESRS).	R
CTA		Call to action	Call to action is a marketing term use for any snippet of text or button to prompt the reader into action. A CTA is usually at the end of an item. For	M

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			example: Pre-book your parking space now!	
Customer	Consumer	Customer	People cannot 'consume' our services. Our parking customers. Customer refers to B2C relationships.	R, B2B, B2C
datapoint	data point		Although many dictionaries write 'data point' as two words, at Q-Park we write 'datapoint' as one word, following usage in the ESRS implementation guidance documents.	R
DEFRA		Department for Environment Food & Rural Affairs	UK government body issuing emission conversion factors are for use by UK and international organisations to report on 2023 greenhouse gas emissions. [See https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023]	R
DOF		Depth of field	The depth of field (DOF) is the distance between the nearest and the furthest objects that are in acceptably sharp focus in an image captured with a camera. Also closely related to depth of focus. DOF used in in guidelines for photography	M
Drivers		Drivers	We use the term drivers for elements of strategy, for example to address business drivers such as capital, employees, technological advancement etc.	R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
Dutch GAAP		Dutch GAAP	The Dutch GAAP includes the Dutch Civil Code and the Dutch Accounting Standards published by the Dutch Accounting Standards Board.	R
e-bike	eBike	e-bike electric bicycle	Often available to hire at Mobility Hubs as a last-mile travel option.	B2C, M
EBITDA		Earnings Before Interest Tax Depreciation and Amortisation	An measure of profitability.	R
electric bicycle		electric bicycle e-bike	Often available to hire at Mobility Hubs as a last-mile travel option.	B2C, M
electric scooter	scooter eScooter	electric scooter e-scooter	The English terms moped, scooter, motorbike, motor scooter overlap and confusing (even in the UK). Often available to hire at Mobility Hubs as a last-mile travel option.	B2C, M
EECS		European Energy Certificate System	European Energy Certificate System is an integrated European framework for issuing, transferring and cancelling EU energy certificates.	R
EPA		European Parking Association		R, B2B
ERM		Enterprise Risk Management		R
e-scooter	eScooter	e-scooter electric scooter	The English terms moped, scooter, motorbike, motor scooter overlap and confusing (even in the UK). Often available to hire at Mobility Hubs as a last-mile travel option.	B2C, M
ESG		Environmental, social and governance	Designed to help investors compare how companies score on the environmental,	R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			social and governance metrics and standard.	
ESPA		European Standard Parking Award		R, B2B
ESRS		European Sustainability Reporting Standard	In April 2021, the European Commission adopted a legislative proposal for a Corporate Sustainability Reporting Directive (CSRD) that requires companies within its scope to report using a double materiality perspective in compliance with European Sustainability Reporting Standards (ESRS) adopted by the European Commission as delegated acts.	R
EU		European Union		
EU Green Deal	Green deal	Green deal	A plan to make the EU's economy sustainable, turning climate and environmental challenges into opportunities, and making the transition just and inclusive for all.	R
EV	electric car	Electric vehicle		R
EV charging	car charging	EV charging	We provide EV charging in our PFs for our customers' convenience to recharge their car while parking.	B2B, B2C, M, R
EV charging card	EV charge card	EV charging card	The payment card an EV owner presents to the EV charging point to starts their charging session.	B2B, B2C, M, R
EV charging point	charge-point or charge point	EV charging point or charging point	We refer to EV charging facilities as 'EV charging points' or 'charging points' .	B2B, B2C, M, R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
Exit, Exit zone		exit, exit zone	We refer to access and exit zones as the areas where vehicles enter and leave the parking facility.	B2B, B2C
FACU/FACP		Fire Alarm Control Unit, Fire Alarm Control Panel	Part of the fire safety installation in a PF.	R, B2B
facade	façade	facade	We prefer facade without a cedilla as the accent interferes with text display and line spacing online.	B2B
GAAP		Generally Accepted Accounting Principles		
GDPR		General Data Protection Regulation	Applicable since May 2018. This is a legal framework that sets guidelines for collecting and processing personal information from individuals who live in and outside of the European Union (EU).	R, B2B, B2C
GHG		Greenhouse Gas	Greenhouse gases (GHGs) include carbon dioxide (CO_2), methane and sulphur dioxide.	R
GHG Scope 1, 2 and 3		Scope or Scopes 1, 2 and 3	**Scope 1** covers direct emissions from owned or controlled sources. **Scope 2** covers indirect emissions from the purchase and use of electricity, steam, heating and cooling. By using the energy, an organisation is indirectly responsible for the release of these GHG emissions. **Scope 3** includes all other indirect emissions that occur in the upstream and downstream activities of an organisation.	R
Goodwill			Used to express that portion of the market value of a company that is not directly attributable	R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			to the assets and liabilities. Goodwill (or badwill) usually arises at the time of acquisition and is considered as the added value of a company over and above the net worth.	
GRI			Global Reporting Initiative: draws up worldwide guidelines for sustainability reporting, including meeting new CSRD requirements.	R
GSM	Mobile phone	Global System for Mobile Communications		R, B2B, B2C
Hire	Rent	Hire	Hire is used for items which are transportable. Rent/rental – mainly used for immovable items, such as property.	R, B2B, B2C
HRM	HR	Human Resources Management		R
ICE		Internal Combustion Engine	Used when comparing EVs with other types of vehicles.	R
ICT	IT	ICT	Information and communications technology.	R
ICT	IT	Information and Communication Technology		R
Idefix		Idefix	Q-Park's central T drive where manuals, approved visuals, templates etc. can be found.	
IFRS		International Financial Reporting Standards		R
ISO		International Organization for Standardization	Follow the Z-spelling as used on the ISO website (https://www.iso.org/about)	R
K+R	K&R Kiss & Ride Kiss and Ride	Kiss+Ride	A pick-up and drop-off zone, for example at a station or airport.	B2C, M

Do	Don't	Term	Explanation Note: We use the plus-sign (+) for K+R (Kiss+Ride) to align with public parking signs.	Domains: B2B, B2C, M (Marketing), R (Reports)
KPIs		Key Performance Indicators	We use KPIs to measure our achievement of CSFs (targets and objectives).	R
last-mile mobility	last mile mobility	last-mile mobility	Refers to micromobility services. Often hire of bicycles, e-bikes and e-scooters.	B2B, B2C, M
Lease	Rent	Lease	A legal agreement by which the owner of an object (e.g. plot of land, parking facility, vehicle) allows someone else to use it for period of time in return for money.	R
LED		Light Emitting Diode	LED lights consume far less electricity than other types of lights. In 2018 and 2019 we invested to replace fluorescent lighting in our PFs with LED lighting, making considerable savings in our GHG emissions and CO_2 footprint.	R, B2B, B2C
LEZ		low emission zone	A low emission zone is an area to which access by the most polluting vehicles is limited. We follow the widely used convention and write 'low emission zone' without a hyphen.	R, B2B, B2C
Like-for-like	LFL	Like-for-like	Is used to indicate growth adjusted for businesses which have been bought or sold during the year.	R
LTP		Long-term parking	Long-term parking includes season tickets.	R, B2B

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
lift	elevator	lift	As we use British English, we use lift and not elevator, which is US English.	B2C, M
micromobility	micro-mobility micro mobility	micromobility	Refers to last-mile mobility services. Often hire of bicycles, e-bikes and e-scooters.	B2B, B2C, M
Markets, countries	Geographies	Markets, countries	We operate in different countries, each with its own market characteristics. Geographies refers to a geographical area or region. We do not use geographies, area or region to refer to our markets.	R, B2B
Mobility hub	hub	Q-Park Mobility Hub	A parking facility where different transport modalities and services are offered to commuters, visitors and/or residents; where people can interchange between car, public transport and/or shared mobility and micromobility options, including bicycle parking, shared micromobility services, rental car services; equipped with EV charging points, and may include fast-charging services; connected to a digital ecosystem, enabling ANPR, pre-booking, parking app options and/or season ticket options.	R, B2B
Mode of transport	transport methods, transport mode	Mode of transport	Mode of transport refers to the way in which people and goods can be transported. At Q-Park we connect with other modes of transport at our mobility hubs.	R, B2B, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			These include bus, tram, metro, train, and bicycle.	
Motorists	Drivers	Motorists	We use the word motorists to refer to our parking customers.	R, B2B, B2C
Moped / motor scooter	Scooter	Moped, motor scooter	**False friend** A scooter in English is a step in Dutch. A step (NL) or scooter (EN) has two small wheels and low platform to stand on. Usually not powered, except an e-step /e-scooter. A scooter (NL) moped (EN) has two chunky wheels, smaller in diameter than bicycle wheels, a seat and a platform to rest your feet on. A motor scooter is powered and may be electric. In Italian it would be a Vespa.	R, B2B, B2C
Municipality, city, district		Municipality, city, district	We partner with local government authorities; these may govern a city, municipality or smaller urban district. Use the term (city, municipality, district) appropriate to the situation.	R, B2B, B2C
Neighbourhood	Locality	Neighbourhood	We use neighbourhood to refer to a district or community within an urban area.	R, B2B, B2C
Net zero	Net-zero	Net zero	Net zero refers to the amount of greenhouse gases that are removed from the atmosphere being equal to those emitted by human activity.	R

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
NGO		Non-Governmental Organisation		R
Number plate	License plate	Number plate	Number plate is EU English, license plate is the American term. See also ANPR	R, B2B, B2C
off-street parking	off street parking	off-street parking	Refers to parking in open-air and purpose-built parking facilities	R, B2B, B2C, M
on-street parking	on street parking	on-street parking	Refers to kerbside parking in streets. May be part of a control fee contract	R, B2B, B2C, M
open-air parking	open air parking	open-air parking	Refers to a parking terrain with or without a barrier. May be part of a control fee contract.	R, B2B, B2C, M
opex	OpEx	Operating expenses	Cost incurred in the normal business operations	R
P&L		Profit and loss		R
P+B	P&B Park & Beack Park and Beach	Park+Beach	Seasonal scheme offering favourably priced parking combined with public transport or bicycle/cargobike hire, also at favourable rates, to the beach.	R, B2B, B2C, M
P+F	Park and Fly Park & Fly ParknFly	Park+Fly	Scheme offering parking at favourable rates combined with shuttle service to the airport. Use only with a plus-sign to distinguish the Q-Park service as other providers use 'and' '&' 'n'.	R, B2B, B2C, M
P+R	P&R	Park+Ride	A parking facility with public transport connections that allows motorists to leave their vehicles and transfer to a bus, rail system (rapid transit, light rail, or commuter rail), or carpool for the remainder of their journey.	R, B2B, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			We use the plus-sign (+) for P+R (Park+Ride) to align with public parking signs We use the ampersand (&) mostly for internal combinations (Pay & Display for example)	
parking deck	parking floor	parking deck	Refers to the parking area in a multistorey or underground parking facility.	B2B, B2C, M
Partner	Client	Partner	Partner refers to all B2B relationships Partners include: - suppliers of PMS, EV charging services, mobility hub participants; - landlords, developers and municipalities, as Q-Park provides a service to these entities.	R, B2B
PaSS	Pass, pass, PASS, PasS	Parking as a Smart Service	Q-Park Parking as a Smart Service (PaSS) is an evolutionary innovation combining ANPR technology with digital payment solutions, a QR code, Q-Park's proprietary Back Office Calculation (BOC) and Parking Management System (PMS) at access and exit points.	R, B2B, B2C
Pay zone	Payment area, Payment zone	Pay zone	Refers to the area in a parking facility where customers who took a ticket on entry must pay before returning to their car and driving to the exit.	R, B2B, B2C
payoff	pay-off pay off		In marketing, the payoff is a short memorable slogan that	M

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			reinforces a brand's identity, values, or promise, often used in conjunction with a logo or brand name. The Q-Park payoff is 'quality in parking'.	
PCI DSS		Payment Card Industry Data Security Standard	Standard for processing credit card and debit card translations.	R
Pedestrian entrance		Pedestrian entrance	Use this to refer to the doors and zone where customers enter the parking facility on foot.	R, B2B, B2C
PF, PFs	facility, facilities	Parking facility, Parking facilities	We prefer the term parking facility because we offer space to more than just cars, i.e. bicycles, coaches etc. Never use facility/facilities on its own. However, use parking facility in B2B and internal communications, use car park in B2C communications.	R, B2B, B2C
PHEV		Plug-in Hybrid Electric Vehicle		R
pickup point	pick-up point pick up point	pickup point	pickup point refers to a location where people can collect packages, for example, a parcel wall.	M, B2B. B2C
PMS		Parking Management System		R, B2B
PNG		Portable Graphics Format	A PNG file is a type of image file.	
POD		Points of Difference	For effective marketing we have to convey our PODs and POPs. A POD tells customers why our product or service is their best choice compared to the competition offering.	M

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
POIs	Tourist attraction	Points of interest	We list POIs per city on our country websites to help customers find a PF near to their final destination.	R, B2B, B2C
POP		Points of Parity	For effective marketing we have to convey our PODs and POPs. A POP tells customers that our services meet their needs.	M
PPP		Public-Private Partnership	A cooperation between government bodies and private parties is a prerequisite to keep inner-city areas accessible through well thought out parking policy. We work in Public Private Partnerships and not in any other form of public partnership.	R, B2B
PRIS		Parking Route Information System	A parking route information system consists of traffic signs to direct motorists to car parks in an urban area. The signs may include the number of vacant space in a PF.	R, B2B
PRMs	disabled	Persons with Reduced Mobility		R, B2B, B2C
Programme	Program	Programme	Q-Park Programmes, such as the LED Programme, Cybersecurity Programme are, as always, written in British English. In British English 'Program' always refers to something related to computing i.e. software program. US English does not make this distinction.	R, B2B, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
PS, PSs	place, spot, parking place, parking spot	Parking space, Parking spaces	We provide space for parking – parking spaces, that is our core business. Spots may be perceived as a stain, i.e. a floor has spots.	R, B2B, B2C
QCR		Q-Park Control Room	The international central control room which is linked to the parking facilities via intercom.	R, B2B, B2C
Q-Park	q-park, q-Park, Q Park	Q-Park	Q-Park is written with capital Q and P and a hyphen in between. NEVER split Q-Park over two lines	R, B2B, B2C
RCF		Revolving Credit Facility		R
relationship	relation	relationship	Use 'relationship' to refer to business partners and the like. Use 'relation' to refer to friendships and interpersonal relations. Example: we maintain long-term relationships with our business partners	R, B2B
Revenue		Revenue	We use revenue (not turnover) to describe our income from normal business operations. We don't use turnover – that refers to selling goods – we sell services.	R
RGB		RGB	The RGB colour model is an additive colour model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. The name of the model comes from the initials	

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			of the three additive primary colours, red, green, and blue. (Source: Wikipedia)	
SDGs		United Nations Sustainable Development Goals		R
Season ticket	Subscription	Season ticket	In EU English, a *season ticket* is something you go to (theatre, football, parking) A *subscription* is something that comes to you (magazine, Netflix)	R, B2B, B2C
Sharing		Sharing	We partner with car sharing and bicycle sharing scheme operators, particularly in our mobility hubs.	R, B2B, B2C
SLA		Service Level Agreement		R
Smart	Smart and tidy	Smart	At Q-Park we use smart in the sense of intelligent– in PaSS - Parking as a Smart Service, and in 'smart systems'	R, B2B, B2C
SMP		Strategic Mobility Partnership		R, B2B
socioeconomic	socio economic socio-economic	socioeconomic		
STP		Short-term parking	This refers to single parking transactions.	R
SUMP		Sustainable Urban Mobility Plan		R, B2B
SVG		Scalable Vector Graphics	SVG is a file format for images.	
Tenor		Tenor	The length of time remaining before a financial contract expires	R
TOMA		Top of Mind awareness	Top of mind awareness is a key concept in marketing and market research	M

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
Transport	transportation	Transport	We use transport, the term transportation is the American term.	R, B2B, B2C
ULEZ	ultra-low emission zone ultra-low-emission-zone	Ultra Low Emission Zone ultra low emission zone	An Ultra Low Emission Zone (ULEZ) is a designated area where only vehicles that meet modern, ultra-low-emission standards can enter without charge. Its purpose is to improve air quality by reducing emissions from the most polluting vehicles. We follow the widely used convention and write 'ultra low emission zone' without hyphens.	R, B2B, B2C
Urban area	Urbanisation	Urban area	We use urban area to refer to cities and towns. The term urbanise, urbanisation means to transform a rural area into an urban area.	R, B2B
Vehicle entrance/exit	Entry	Vehicle entrance Vehicle exit	Use these terms to denote vehicle entrance and exit **routes/ areas** in the parking facility.	R, B2B, B2C
VEXPAN		VEXPAN	Platform for parking in the Netherlands (vexpan.nl)	R, B2B
VMS		Variable Message Sign	VMS are used within parking guidance and information systems to guide drivers to available car parking spaces. Source: Wikipedia	
Wayfinding		Wayfinding	Wayfinding signage in our PFs identifies the various facilities present and helps motorists and pedestrians find their way to the exit, payment zone etc.	R, B2C

Do	Don't	Term	Explanation	Domains: B2B, B2C, M (Marketing), R (Reports)
			Wayfinding uses the CGS signage.	
WDQ		We Develop Quality	A slogan we use at Q-Park to brand our expertise articles.	M
Western Europe	West Europe		Use 'western Europe' when referring to the part of Europe where Q-Park operates. Avoid using 'west' as this is perceived as the opposite of 'east'.	
Zone		Zone	Use zone to refer to specific areas of a PF, e.g. EV charging zone, bicycle parking zone.	R, B2B, B2C