

BRAND IDENTITY



tone of voice and writing guidelines



At Q-Park, we write in a business-friendly **tone of voice**. We talk to the reader. This means the message should meet the recipients' needs, whether they are a customer, a partner or a prospect.

In this style guide we explain our preferred writing style and **tone of voice**, and how we work with visual elements, including space, to convey our message to customers, prospects, business partners and colleagues.

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.