

BRAND IDENTITY



Do	Don't
focused/focusing	focussed, focussing
benefited/benefiting	benefitted/benefitting
bus, buses	busses

Units, numbers and dates

Units of measure

We always use metric units – metre, kilometre, Celsius or °C, kWh, MWh, GWh

- When combining with a number leave a (non-breaking) space between the number and the unit, except for temperature and percentages

- When writing a range do not repeat the unit, and use 'to' in running text
- Always use a subscript 2 in the abbreviation for carbon dioxide

	Do	Don't
	5 m	5m
	25 km	25km
	25°C	25 °C
	96%	96 %
In text	5 to 10°C	5°C to 10°C
In tables	20 to 25 metres	20 metres to 25 metres
	20-25 m	20 m – 25 m
	CO ₂	CO2
	tCO ₂	tCO2

Using numbers

- Write numbers one to ten as words, use numerals for numbers 11 and greater.
- Avoid starting sentences with numbers; most can be spelled out, so try to write the sentence a different way.
- Year as this must be written in numerals.
- Money is always expressed in numerals.
- For numbers above one thousand, except dates, use the correct separators: 12,456.98.
- Negative numbers: prefix with a minus sign.
- Percentages:
 - no space between the number and the % sign
 - use either digits and symbol or all words, do not mix
- Units of measure: place a space between the number and the unit of measure abbreviation

Do	Don't
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one in five	1 in 5
120 people attended the meeting	one hundred and twenty people attended the meeting
an increase of 5% an increase of five percent a decrease of 61%	an increase of 5 % an increase of five % an increase of 5 percent
EV charging points consumed 5.4 GWh	a decrease of 61 percent
	EV charging points consumed 5.4GWh

Dates and times

To avoid any confusion always write the date in full in running text. Write the month in words and always put the month in the middle. This is the European way of writing dates.

Do not use superscripts with the day number. If the day of the week is included, there is no comma after the day.

When referring to a decade, write the 1990s, no apostrophe, never write 'the nineties'.

	Do	Don't
Date styles	5 Jan 2024 5 January 2024 05-01-2024 05/01/2024 Monday 5 January 2024 1990s	Jan 1, 2024 1 st Jan 2024 January 1 st 2024 05/01/24 Monday, 5 January 2024 Monday, 5 January, 2024 Monday 5, January 2024 Monday 5 January, 2024 Monday 5 January '24 1990's the nineties
Time styles	09:30 14:00 12 noon 24:00	9.30 a.m. 2 p.m.

Punctuation

You will find many punctuation rules in grammar books and on the internet. In this section we highlight a few punctuation elements and their specific use at Q-Park. These will help you avoid making some common mistakes.

Apostrophes

In English we use an apostrophe for three reasons:

1. To show that one or more letters are missing