

BRAND IDENTITY



CORPORATE ENGLISH STYLE GUIDE

We write EU English

The term EU English is used to refer to a particular variety of English. It involves both EU terminology and a number of other EU-specific lexical, grammatical and discourse features. As the EU is involved in all walks of social, political and cultural life, EU English features characteristics of political, legal, business, and even academic discourse. This reflects the different functions and multiple activities of the European Union as a cultural, political and historical reality.

Which spelling variant

At Q-Park, when writing in English, we use **UK spelling** with **S** (-ise) not **Z** (American). If in doubt, consult the online Collins English dictionary (free access).

For your reference, here are some **preferred spelling** examples of commonly used words to write with S and not Z:

Do	Don't
digitalisation	digitalization
organisation	organization
maximise	maximise
monetised	monetized
optimised	optimized
optimising	optimizing
realised	realized
recognised	recognized
utilisation	utilization

Here are some other common UK-US spelling variants to note:

Do (UK spelling)	Don't (US spelling)
colour	color
neighbourhood	neighborhood
travelled	traveled

One or two Ss, Ts?

Words where the letter may be doubled before the ending – both forms are correct, but at Q-Park we use the variant with a single letter:

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