
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

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