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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

| bus, buses | busses |

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
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's 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 1st Jan 2024 January 1st 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

	Examples
❙	**I'm** going to park in Q-Park Piccadilly Place
❙	You **can't** use cash here

2. To show possession

	Examples
In the singular, the apostrophe comes before the 's'.	**❙** The **customer's** journey (one customer)