

# BRAND IDENTITY

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**Do**

#QParkNews  
  
#PrideWeekHamburg  
  
#CityCentre  
  
#MeetTheTeam

**Don't**

#qparknews  
  
#prideweekhamburg  
  
#Citycentre #CITYCENTRE #citycentre  
  
#meettheteam #MEETTHETEAM #Meettheteam

**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**

digitalisation  
organisation  
maximise  
monetised  
optimised  
optimising  
realised  
recognised  
utilisation

**Don't**

digitalization  
organization  
maximise  
monetized  
optimized  
optimizing  
realized  
recognized  
utilization

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

**Do (UK spelling)**

colour  
  
neighbourhood  
  
travelled

**Don't (US spelling)**

color  
  
neighborhood  
  
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, 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 <sub>2</sub>	CO2
	tCO <sub>2</sub>	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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