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TONE OF VOICE AND WRITING GUIDELINES

At Q-Park, we write in a business-friendly **tone of voice**. We talk to the reader. This means the message should meet the recipients' needs, whether they are a customer, a partner or a prospect.

In this style guide we explain our preferred writing style and **tone of voice**, and how we work with visual elements, including space, to convey our message to customers, prospects, business partners and colleagues.

Q-Park is about space – space for parking. So, we also use a lot of space in our communications. Space in your communications reflects the space we offer in our parking facilities.

Writing about Q-Park

I   When referring to the company, the company is singular so write: 'Q-Park is…'

I   When writing on behalf of the company, write: 'We are…'

I   Never write 'Q-Park are…'

In your text, ensure that our name is NEVER split across two lines. Our content management system (CMS) Tangelo is programmed to prevent this from happening. In other documents, use a 'non-breaking hyphen'.

When referring to the Q-Park countries, always present in this sequence. The appropriate currency and currency code are included here for your convenience:

Country	Abbreviation	Currency	Currency code
Netherlands	NL	euro	EUR
Germany	DE	euro	EUR
France	FR	euro	EUR
Belgium	BE	euro	EUR
United Kingdom	UK	pound, pound sterling	GBP

Country	Abbreviation	Currency	Currency code
Ireland	IE	euro	EUR
Denmark	DK	kroner	DKK

Writing for Q-Park

Basic guidelines
All Q-Park communications should be clear and concise, and easy to understand at a glance – for visuals, and on first reading for texts. Follow your country/language 'plain language' guidelines.

- **Use inclusive language** so not to offend
- **Use the active voice** to communicate in a direct, concise and dynamic tone
- **Be positive** and emphasise what can be done
- **Give credit** for sources and images used and respect copyright.

Writing for the digital world
Text for web pages should be brief and to the point:

- Each page deals with a **single topic** or one **specific key word**
- Use approximately 200-250 words per section/heading/screen, yet ensure the **information** you provide **is complete**
- Use **short sentences** but do not oversimplify.

Website visitors scan rather than read:

- Structure the information using **headings** and **subheadings**
- Always mention the **key word** of the page in the **first heading** of your text
- Ensure that headings, paragraphs and colours are used consistently
- Use bullets to convey information concisely
- Use FuturaTDem to emphasise (never bold). Note: The Content Management System (CMS) for adding content to the corporate and country websites does this automatically, as do the Q-Park MS Office templates.

Make the text inviting and attractive:

- Use the **key word** of the page in the **title**
- Keep titles brief
- Avoid superlatives in titles.
- When placing links in text, inform visitors what they will find
- Split **sentences** so each contains only **one idea**
- Alternate short and longer sentences to recreate the rhythm of natural speech
- Use WE when speaking about Q-Park and YOU when referring to the customer or partner
- Use everyday language that resonates with the target audience
- Avoid using jargon. If you must, use a specific term and make sure you give an explanation.

Reports
When writing **reports** and **printed (PDF) documents** take these guidelikes into consideration:

- Don't leave just one word on a line, no widows/orphans.
- Figures and charts:
  - align to the left or right margin
  - add a caption
  - number figures and charts for easy reference
  - credit the copyright owner, if applicable.
- Tables:
  - Align to the left margin
  - add title above the table
  - number tables for easy reference.
- In long documents, such as annual reports:
  - Use headings to help the reader navigate through the document
  - number the figures, charts and tables for easy reference
  - credit the copyright owner, if applicable
  - create a table of contents using the top heading levels
  - create a list of figures, charts and table as part of the table of contents.