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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 guidelines 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.

Social media

When writing for **social media**:

I Use **CamelCase** for **hashtags** because:

I your audience can see meaning at a glance;

I screen readers can pronounce the words.

Do

#QParkNews

#PrideWeekHamburg

#CityCentre

#MeetTheTeam

Don't

#qparknews

#prideweekhamburg

#Citycentre #CITYCENTRE #citycentre

#meettheteam #MEETTHETEAM #Meettheteam

Writing recommendations

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.

I Use **inclusive language** so not to offend

I Use the **active voice** to communicate in a direct, concise and dynamic tone

I Be **positive** and emphasise what can be done

I **Give credit** for sources and images used and respect copyright

Use meaningful headings

Keep headings to a single line. Write a meaningful phrase that informs the reader about what's coming next. The ideal heading length will depend on where the text will be published. Remember that website texts must also be easy to read on smaller devices such as tablets and smartphones.

Good style

Use meaningful headings:

How to read this report

Summary of our findings

Try to avoid

Heading using just one or two words:

Introduction

Conclusion

Write in the active voice

Wherever possible, write in the present tense. This creates an active narrative which is attractive to read. This usually generates a more compact text.

Good style

Q-Park Windsor Yards renovation is now complete.

Try to avoid

The renovation of the Q-Park Windsor Yard car park has now been completed.