
CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	6
I Logo	6
I Colour	13
I Typography	20
I Icons	22
I Programme logos	23
REAL ESTATE	24
I House style characteristics	24
I Customer Guiding System	32
I Partnership signage	46
I EV charging	51
I A1 frames	54
STATIONARY	56
I Digital stationary	56
I Printed stationary	58
COMMUNICATIONS	63
I Tangible guidelines	63
I Digital guidelines	71
I Tools	73
I Jargon	75
I Marketing Communications Code	76
I Tone of voice	77
I Punctuation	78
PHOTOGRAPHY	79
APPENDICES	98
GLOSSARY	104

TONE OF VOICE



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.

- | **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.

- | One page deals with a single topic or one specific key word
- | Use maximum 200-250 words per screen, yet provide complete information
- | Use short sentences but do not oversimplify

Website visitors scan rather than read.

- | Structure the information using headings and subheadings
- | Always mention in the 1st heading of your text the key word of the page
- | Ensure that headings, paragraphs and colours are used consequentially
- | Use bullets to convey information concisely

- | Use FuturaTDem to emphasize (never bold)

Make the text inviting and attractive:

- | Use the key word of the page in the title
 - | Keep titles brief (maximum 88 characters)
 - | Avoid superlatives in titles
- | When placing links in text, inform visitors what they will find

Quality check

Use this checklist before publishing or sending out anything you have written.

- | Is the spelling and grammar correct, use the spelling checker but don't rely on it
- | Is the text well structured and logical
- | Is everything covered
- | Is the content accurate
- | Is the level of detail appropriate
- | Is there irrelevant information that can be omitted
- | Is the communication:
 - | accurate
 - | specific
 - | concise
 - | consistent
 - | unbiased