# BRAND IDENTITY

# EFFECTIVE COMMUNICATION IS CRUCIAL

We communicate with our customers, business partners and colleagues every day. It's important that what we write and say is easy to understand.

George Orwell, best known for his dystopian novel 1984 has had a considerable influence on language and writing. He set out six rules for writing, which are still applicable today:

1. *Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.*
2. *Never use a long word where a short one will do.*
3. *If it is possible to cut a word out, always cut it out.*
4. *Never use the passive where you can use the active.*
5. *Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.*
6. *Break any of these rules sooner than say anything outright barbarous.*

Q-Park communication follows these guidelines too.

## Accessible communication

Whether you're writing in English or your local language, please ensure your text is accessible to all. Accessible communication works better for everyone including people who are:

- disabled
- neurodivergent
- tired, stressed, anxious or distracted.

## Corporate language is British English

At Q-Park, British English is our corporate language. We have chosen this English variant as it most commonly used in Europe and is also the language used in two of our country organisations.