BRAND IDENTITY

BRAND VOICE & TONE OF VOICE

Our **Brand Voice** is the core of our brand's personality. It must be consistent across all content and all channels.

Our **Tone of Voice** expresses the mood and feeling of the voice, and may change depending on the context. For example, we write to customers in e-mails and social media in a friendly and **informal** tone of voice, while our writing in our financial and annual reporting is a little more **formal** but remains clear, compelling and concise.

In this guide, we explain the Q-Park **Brand Voice** and **Tone of Voice** and how best to write in Q-Park style.