BRAND IDENTITY

one in five	1 in 5
120 people attended the meeting	one hundred and twenty people attended the meeting
an increase of 5% an increase of five percent a decrease of 61%	an increase of 5 % an increase of five % an increase of 5 percent
EV charging points consumed 5.4 GWh	a decrease of 61 percent EV charging points consumed 5.4GWh

Dates and times

To avoid any confusion always write the date in full in running text. Write the month in words and always put the month in the middle. This is the European way of writing dates.

Do not use superscripts with the day number. If the day of the week is included, there is no comma after the day.

When referring to a decade, write the 1990s, no apostrophe, never write 'the nineties'.

	Do	Don't
Date styles	5 Jan 2024 5 January 2024 05-01-2024 05/01/2024 Monday 5 January 2024 1990s	Jan 1, 2024 1st Jan 2024 January 1st 2024 05/01/24 Monday, 5 January 2024 Monday, 5 January, 2024 Monday 5, January 2024 Monday 5 January, 2024 Monday 5 January '24 1990's the nineties
Time styles	09:30 14:00 12 noon 24:00	9.30 a.m. 2 p.m.

Punctuation

You will find many punctuation rules in grammar books and on the internet. In this section we highlight a few punctuation elements and their specific use at Q-Park. These will help you avoid making some common mistakes.

Apostrophes

In English we use an apostrophe for three reasons:

1. To show that one or more letters are missing

Examples

- I'm going to park in Q-Park Piccadilly Place.
- You can't use cash here.

2. To show possession

Examples	
In the singular, the apostrophe comes before the 's'. In the plural it comes after the 's'.	- The customer's journey (one customer). - PaSS simplifies our customers' journeys (several customers).
If a plural noun doesn't end in 's', add an apostrophe and an 's'	- Q-Park's style guide. - The parking facility's entrance.
For names or singular nouns that end in 's', 'x' or 'z', we usually add an apostrophe followed by 's'.	- The bus's journey ends at the transport hub. - The ticket box's lid was left open. - The quiz's theme is parking.

3. In some expressions of time

Examples	Don't
- We give one week's notice for maintenance work - Customers give four weeks' notice to cancel a season ticket	- We give one weeks notice for maintenance work. - Customers give four weeks's notice to cancel a season ticket.

Apostrophe don'ts

Do not use an apostrophe when making something plural.

	Do	Don't
Dates and years	In the **1960s**	In the **1960's**
Abbreviations	We recently opened two new **PFs** in Rotterdam. We identify **CSFs** and set targets for our **KPIs**.	We recently opened two new **PF's** in Rotterdam. We identify **CSF's** and set targets for our **KPI's**.

Apostrophe confusion

Do you ever get confused with it's and its? The confusion is understandable: try to remember his, hers, its.

You'll find a more detailed explanation here in the Cambridge Dictionary.

	Do	Don't
Verb	**It is** sunny **it's** sunny	**Its** sunny

Possessive	take the card out of **its** holder

Capitalising headings and terms

In our chosen style for titles, headings and for terms consisting of more than one words, we only capitalise the first word. This is known as sentence case.

Do	Don't
Key theme of the presentation	Key Theme of the Presentation
Public transport improves liveability	Public Transport Improves Liveability
Shared mobility makes economic sense	Shared Mobility makes Economic Sense

When writing terms such as key theme, public transport, shared mobility and the like in full sentences, do not use uppercase/capital letters. If you need to emphasise such terms, consider using bullet points, and bold (FutureTDem) to draw attention. For example:

- Key theme of the presentation.
- Public transport improves liveability.
- Shared mobility makes economic sense.

If a heading has an explanation or additions phrase after a colon [:] the following word starts with a lowercase letter.

Do	Don't
Reducing complexity for public services: hospital parking	Reducing Complexity for Public Services: Hospital Parking Reducing complexity for public services: Hospital parking

Brackets

Brackets can be used to add information to a sentence, which can be read (and understood) with or without the information between brackets.

In Dutch, you can use brackets to indicate alternatives and save space, but this is very confusing for people who do not know this usage.

Do	Don't
Use and abuse	(ab)use
Bicycles	(brom)fiesten
Motorbikes	(motor)cycles (motor)bikes

Hyphens and dashes

The longer en dash (–) can function like a comma, a colon, or parenthesis. It is used to separate extra information – instead of brackets – such as examples, explanations or supplementary facts and always has a single space on each side ' – '.

Remember:

- Hyphen (-)
- en dash is approximately the length of the letter N (–)
- em dash the length of the letter M (—)
  - we don't use the em dash in Q-Park Corporate English

When writing ranges, do not add a space around the en dash.

Note:

- In Word and PowerPoint, a dash/minus sign/hyphen is turned into an en dash when you type a space after the next word.
- In Windows on a keyboard with a numeric keypad use Alt + 0150 to create an en dash.

	Do	Don't
Use an en dash	**as punctuation**	
	Liveability – shifting parking from on-street to off-street	Liveability - shifting parking from on-street to off-street
	meaning to	
	Brussels–Maastricht	Brussels - Maastricht Brussels-Maastricht
Use a hyphen	**to indicate a range**	
	10:00-12:30 1998-2024	10:00 - 12:30 1998 - 2024 10:00 – 12:30 1998 – 2024
	break words at the end of a line	

- Do not use hyphens to abbreviate words:

Do	Don't
Internal and external	in- and external
bilingual and multilingual	bi- and multilingual

Hyphenation rules

The following list of words commonly used in Q-Park texts which are hyphenated, or not.

If in doubt, consult the online Collins dictionary (free access).

Term	Example or meaning	Don't
cash flow city centre long lease	long-leased parking facility (adjective)	
long-term	long-term lease(adjective)	

multi	multifunctional, multicultural, multistorey, multimodal multi-access, multi-use, multi-occupancy	Words beginning with 'multi' generally do not have a hyphen, **except** if the second part begins with a vowel.
off-street	off-street parking – not on a public road	
on-street	on-street parking – at the side of a public road	
pre-book, pre-booking	customers can pre-book a parking space via the website.	At Q-Park, we don't use reserve or book.
pre-tax	before the deduction of taxes	
short-term	short-term parking	
top-up	top-up charge for electric vehicle	
wellbeing		Well-being is also correct, but at Q-Park we prefer wellbeing without a hyphen.

Lists and bullet points

We recommend breaking down complicated information and presenting this in a bulleted list. There are different ways to punctuate lists, depending on the information you are presenting. Here are examples of the most common forms. For Q-Park communications, we recommend using types A & C.

Type A: A list in which each point is a complete sentence

Each point begins with a capital letter and ends with a full stop.

The Managing Director made three comments about using information technology.

- All barrier equipment and PMS need to be kept up to date.
- Staff must be trained to use new equipment.
- Don't think that AI and technology will solve all our problems – it won't.

Type B: A list which is a continuous sentence

Each point begins with a lower-case letter and ends with a semi-colon (;) and the last point ends with a full stop.

We want to keep the pantry clean and tidy, please remember to:

- wash mugs and glasses and put them back in the cupboard;
- label your own food before putting it in the fridge;
- clean up after you have used the pantry.

Type C: A list of very short points

Each point begins with a capital letter and only the last point ends with a full stop.

Every good parking facility should have the following:

- ANPR
- Clear signage
- EV charging points
- Spaces for PRMs.

Quotation marks

- Quotation marks are used in pairs, either single (‘ ’) or double (“ ”).
- Q-Park house style prefers the curly variants so quotation marks to not get confused with apostrophes (').
- At Q-Park we use double quotation marks (“ ”) to indicate speech and citations and single

quotation marks (‘ ’) to indicate a special word or a word or phrase used in an unusual way.

When reporting speech, for example in a press release, remember to put the punctuation inside the quotation marks.

- John Denton, Head of Commercial at Q-Park added “Q-Park aims to be the Sustainable Mobility Partner of choice by 2030. Strategic partnerships such as the ‘Dark Hub’ at Leicester Square allow us to make a real difference for the working people of London.”