BRAND IDENTITY

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.

- **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

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	Try to avoid
Use meaningful headings:	Heading using just one or two words:
How to read this report	Introduction
Summary of our findings	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	Try to avoid
Q-Park Windsor Yards renovation is now complete.	The renovation of the Q-Park Windsor Yard car park has now been completed.

Vary the sentence length

Another aspect that makes writing attractive to read is varying sentence length. Sentences with 15 to 20 words are generally easy to read and understand. Try to avoid sentences with 30 or more words, split such sentences or create a bullet list. Short sentences convey information quickly and reliably.

Write compact sentences

	Good style	Try to avoid
… of the …	the car park's entrance	entrance of the car park
the … of	renovating	the renovation of