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

Using abbreviations

- When using these terms and abbreviations always add an explanation and put the abbreviation in brackets, then you can use the abbreviation in your text.
- When writing for a website or report, repeat the full term at the start of an article, section or chapter, as the reader may be jumping in without having read the previous explanation.

You will find a list of abbreviations including their meaning and use within Q-Park in the Q-Park terminology section.

Gender sensitivity

We use gender-neutral and gender-inclusive language. So, when referring to individuals use the 'singular they' (they/them/their) or similar device in your language, such as a general plural.

We use gender a neutral form for professions and professionals.

Do	Don't
Parking Host	parking hostess
Parking Attendant	parking attendant
QCR operator	employee
Colleague, coworker (different section)	salesman, saleswoman
salesperson, sales executive	chairman, chairwoman
chair, chairperson	sportsman, sportswoman
athlete	fireman, firewoman
firefighter	

Job titles

We always use a gender-neutral term for job titles and positions.

If a job title has multiple words, then all parts start with an upper-case letter, for example

- Parking Host
- Parking Attendant

Proper names

Take care to write people's name correctly. In Dutch, family names with 'de' or 'van' in the middle take a lower-case letter; in Belgium, this is usually an upper-case letter.

Do	Don't
Frank **De** Moor	not Frank **de** Moor