# BRAND IDENTITY

## 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 |