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

Philip **De** Brabanter

not Philip **de** Brabanter

Currency conventions

Each language has its own conventions when writing money amounts which you should follow when writing in your local language. Also follow these general guidelines:

- In reports (B2B) use ISO three letter currency code
- For websites and e-mails and other communications with customers (B2C) use the currency symbol
- When writing negative money amounts use a minus sign

Country	Abbreviation	Currency	Currency code	Currency symbol
Netherlands	NL	euro	EUR	€
Germany	DE	euro	EUR	€
France	FR	euro	EUR	€
Belgium	BE	euro	EUR	€
United Kingdom	UK	pound sterling	GBP	£
Ireland	IE	euro	EUR	€
Denmark	DK	kroner	DKK	kr.

Currency dos and don'ts

Note: In English there is no space between the currency symbol (€, £, kr.) and the amount.

	Do	Don't
B2B examples	EUR 129.3 million	€129.3 million
	EUR -18.6 million	€-18.6 million €(18.6) million
	EUR 18.6 million	€18,600,000.00
B2C examples	€25.5 per day	EUR 25.5 per day
	€0.75 per hour	EUR 0.75 per hour

Phone number styles

Always include the country code, omit the leading zero, and leave a space between blocks of 3 or 4 digits for easy reading. This is also known as international style.

	Do	Don't