
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

MOBILITY HUB SIGNAGE MANUAL

Content

1. Introduction

2. Vehicle Entry

3. Pedestrian Entrance

4. Services

- I 4A. Communication **OF** services
 - I Vehicle entry - outside/inside
 - I Pedestrian entrance - outside/inside
 - I Micro mobility entry - outside/inside
- I 4B. Wayfinding **TO** services
- I 4C. Information **AT** services

5. Specials

- I Building fragments facade

6. Appendix

- I QP-drawings

1. Introduction

This manual describes the guidelines that apply to *Mobility Hub Signage*. These guidelines are part of our house style and should be seen in conjunction with and as an addition to our existing house style and signage. This manual specifically describes and focuses on *Mobility Hub Signage*.

This manual primarily uses examples that serve as guidelines to support the implementation of this additional signage on site. In case of questions or suggestions, please contact Corporate Real Estate (CRE).

Q-Park Mobility Hubs:

The Q-Park mobility Hub is part of our sustainable Mobility Partner programme (SMP). The SMP programme aims to transform Q-Park from a parking operator to a sustainable Mobility Hub partner. We do this with recognisable Mobility Hub.

To qualify as a Mobility Hub, at least 4 services are offered:

- I Parking services
- I Charging services
- I Booking (transforming search traffic to destination traffic)
- I Sharing (cars, scooters, bicycles) from the Mobility Hub, or public transport services available within a radius of at least 300 meters from the parking facility (train, bus, metro)

2. Vehicle Entry

The reference to the Q-Park vehicle entry has various appearances. The starting point is that the text Mobility Hub is clearly communicated only once at the entry. We prefer to use the existing P-sign for this purpose. Once 'Mobility Hub' has been added to the P-sign, it does not need to be added elsewhere (such as on L- or U-shaped portals).

Hereafter are a number of appearances of P-signs where Mobility Hub has been added or integrated:

- I Illuminated P-sign on column
- I Illuminated P-sign on facade
- I Entry portal (U-shape) including P-sign frontal
- I Entry pillar/totem with P-sign