

# BRAND IDENTITY

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# MOBILITY HUB SIGNAGE MANUAL

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## 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:

- | Parking services
- | Charging services
- | Booking (transforming search traffic to destination traffic)
- | 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-shaped or U-shaped portals).

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

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

## Illuminated P-sign on Column

There are two options:

| Preferred solution:

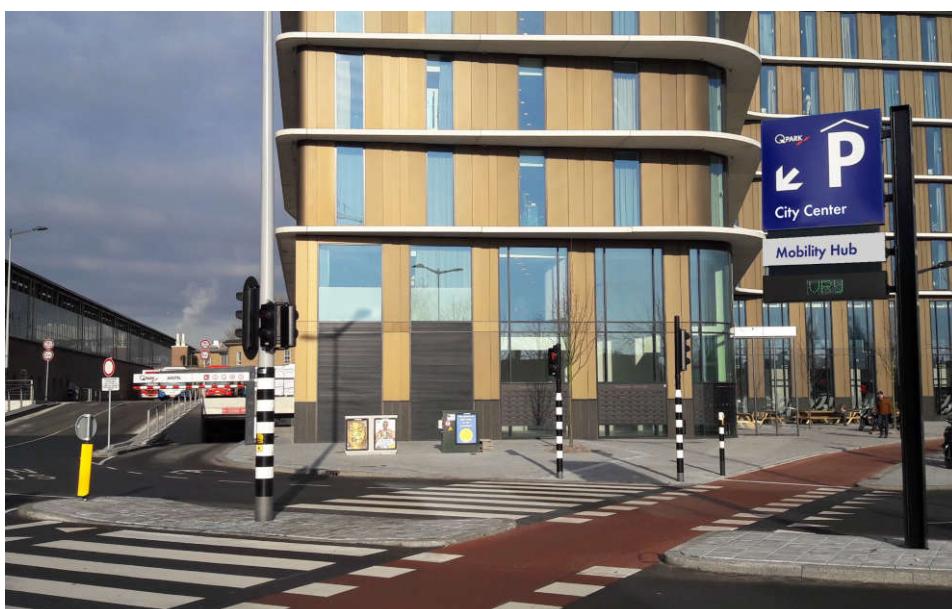
Separate module Mobility Hub under P: It is preferable to position Mobility Hub, as a separate

module, directly under the P. In case module with space indication is present, Mobility Hub should always be placed directly under the P, with below the module with space indication.

According to drawing QP.01A.1 and QP.01A.2



Preferred solution without space indication



Preferred solution with space indication

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| Alternative:  
Mobility Hub integrated in P-sign: The existing layout (square) should be adjusted to layout (square) including Mobility Hub. Only if the preferred option is not possible or too complex (e.g. Due to limited height under the P or module), this alternative may be applied.

According to drawing QP.01B.1 and QP.01B.2



Alternative solution with space indication

## Illuminated P-sign on facade

There are two instances here:

P-sign perpendicular to the facade: the same principles apply as for the illuminated P-sign on column

P-sign frontal in facade: The same principles apply as for the entry portal (U-shape)



P-sign frontal in facade



P-sign perpendicular to the facade



## Entry portal (U-shape) including P-sign frontal

There are two instances:

- | Entry portal with separate grey pictogram bar: the text Mobility Hubs is applied to this grey pictogram bar.

No specific QP-drawing has been made for this situation, as 'adding' the 'Mobility Hub' text depends on the space available, which can differ per situation. The text is set in the font FuturaTDem (supplier Adobe), colour Oracal 8500-049 King Blue (on an existing silver-grey or light-grey background), left aligned with the P.



- | Entry portal without separate grey pictogram bar: the existing P-sign layout (square) must be

adjusted to layout (square) including Mobility Hub centred within the square.



### Entry pillar/totem with P-sign

The text Mobility Hub is positioned directly under the P-sign. There is normally sufficient space under the P-sign. If space is lacking, the text can be placed lower.

No specific QP-drawing has been made for this situation, as the 'adding' of the text 'Mobility Hub'

depends on the available space, which can differ per situation. The text is set in the font FuturaTDem (supplier Adobe), colour Oracal 8500-049 King Blue (on an existing silver-grey or light-grey background), centred on the panel.



### 3. Pedestrian Entrance

The reference to the Q-Park entrance pedestrians has many appearances where the P-sign often has limited dimensions. With some exceptions, we therefore advise not to add Mobility Hub to or integrate it into the existing P-sign.

However, we prescribe to apply the text Mobility Hub in etch film to entrance doors, according to drawing QP.31 as attached to this manual.

In addition, there are often designated positions at this location to communicate the mobility hub services (on the outside or directly near the entrance): see 3A: Communication of services.