CONTENTS

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

If the above has been fulfilled, the signage at these

services themselves is simple: the signage is part of

logos should be used. Often these services are easily recognisable (provided with logos) so that additional signage is not necessary.



5. Specials

There will always be special locations or circumstances where it is desirable to have 'Mobility Hub' expressions on or in the building.

These specific and special situations are not described in this manual. Please contact CRE so that a suitable solution can be worked out together.

On the following two pages, suggestions have been made, for illustrative purposes, to make this 'Mobility Hub' expression clearly visible on facade fragments.

Building facade fragments





6. Appendix

QP-drawings