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VISUAL IDENTITY

LOGO

Figure 1: Logo



Figure 2: Logo and safe zone



Figure 3: Logo in master and reverse version



Figure 4: Logo in monochrome and reverse version



The Q-Park name was introduced in 1995. The Q-Park logo dates from 1996 and its brand identity elements date from 2004. The Q-Park logo is a stylised name with three illustrative 'angled parking spaces' and its accompanying colours (black, red and white) are always used in the same way.

Download Q-Park logo

Safe zone

It is important to give the logo space without adding other graphic elements. A safe zone has been defined.

The safe zone is defined as the height of one of the illustrative angled parking spaces – we refer to this height as x . This safe zone always surrounds the logo and is always in proportion to the logo, whatever its size.

Colour

For wide-ranging applicability, clarity and strength, the use of colour in the logo is restricted to two colours: black (or white in reverse use) and red. For colour references, see the Primary brand colours section.

Q-Park logo and size parameters

We have 3 parameters for calculations within the house style, Q , x and y .

- I Q = the size of the large Q in Q-Park
- I x = the height of the angled parking space in the logo

I y = the total width of the logo plus the pay-off

All further calculations for the various templates and grids can be made using these values.

Logo with pay-off

The logo may be combined with Q-Park's pay-off 'Quality in parking'. The size and position of the pay-off with logo is fixed. Only in highly exceptional circumstances may the pay-off be placed under the logo.

The preferred position of the logo with pay-off in all executions is at the bottom right of the page.

Download Q-Park logo with pay-off

Figure 5: Definition of parameters Q , x and y



Figure 6: Logo with pay-off



Safe zone

Q-Park sells space and space is part of the Q-Park Brand. It is vital to place the logo in its own space without adding other graphic elements. To help you get this right, we have defined the minimum space to surround the logo, we call this the safe zone. It gives the Q-Park logo the space it deserves to convey our recognised quality image.

To calculate the minimum free space surrounding the logo, take the height of one of the illustrative angled parking spaces, = x as shown in figure 2 and add this free space to all sides of the logo. This safe zone is always in proportion to the size of the logo, however large or small.

You may not place other graphic elements in the Q-Park logo safe zone.

Figure 7: Safe zone around logo with pay-off



Use of colour

For wide-ranging applicability, clarity and strength, the use of colour in the basic logo is restricted to two colours: black (or white in reverse use) and red.

Black and grey may only be used if colour is not possible. For colour references, see the Primary brand colours section.

Figure 8: Master and reverse logo with pay-off



Stacked logo

If width is an issue, the pay-off may be stacked.

[Download Q-Park logo stacked](#)

Figure 9: Stacked master logo with pay-off



Logo with add-on

Besides the logo with pay-off, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

In square

Position the logo in the centre of the square, both vertically and horizontally.

Figure 10: Master logo with add-on: Powered by Q-Park



Figure 11: Safe zone surrounding logo with add-on



Figure 12: Logo in shape - square



In a circle

Position the logo in the centre of the circle, both vertically and horizontally.

Logo and names**Parking facility signage**

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

Parking facility names

The name of the parking facility should be logical and chosen in consultation with country management. The name should be easily recognisable as it may refer to a well-known Point Of Interest (POI) nearby: theatre,

shopping centre, office, museum, hospital, airport, famous square, and the like.

The correct notation is always: Q-Park plus parking facility name. The letters used for the parking facility name must have same the height as the word 'PARK' in the logo.

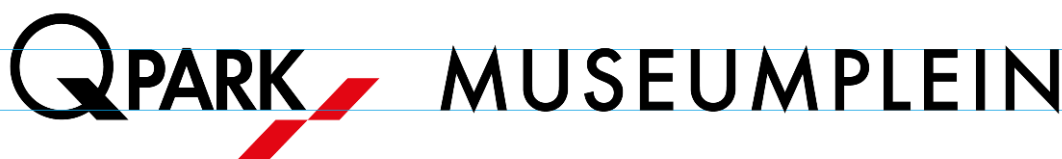
**Commercial signage**

We prefer not to use third-party commercial signs in combination with our own Customer Guiding System

Figure 13: Logo in shape - circle



Figure 14: Logo with parking facility name



(CGS) house style. But sometimes combining the Q-Park master logo with commercial partner logos is a good way to guide customers. See the Real Estate Department's Customer Guiding System manual for further details.

Names and abbreviations

The name of a service, business unit, or department always consists of the written word 'Q-Park' followed by the relevant name.

Q-Park is always written with a capital Q and capital P, with a hyphen between the Q and the P. The first letter of the service, entity, department, or parking facility, name is also capitalised.

Examples:

- I Q-Park Beheer BV
- I Q-Park Ireland Ltd
- I Q-Park Park + Ride

The name of a service, company, business unit, or department may not be combined with the logo. By way of exception, the logo may be combined with the parking facility name on signs in and around the parking facility.

Q-Park may not be omitted in a name and must certainly not be bastardised.

For internal services and/or projects the letter 'Q' may be used in combination with other letters/words - only allowed in body copy - if this is executed without the Q-Park logo and/or the letter 'Q' of the logo.

Examples:

- I QCR: Q-Park Control Room
- I QCD: Q-Park Customer Desk
- I QIS: Q-Park ICT Services
- I QFS: Q-Park Financial Services

When referring to multiple Q-Park companies and countries the sequence from a reporting perspective is as follows:

- I Q-Park Netherlands
- I Q-Park Germany
- I Q-Park France
- I Q-Park Belgium

- I Q-Park United Kingdom
- I Q-Park Ireland
- I Q-Park Denmark

To indicate the legal form of a company, follow the official notation used in the country concerned. This sequence shows the official notation and the historical sequence of expansion:

- I Holding: Q-Park BV
- I Netherlands: Q-Park Beheer BV
- I Germany: Q-Park GmbH & Co. KG
- I Belgium: Q-Park Belgium NV
- I United Kingdom: Q-Park Ltd
- I France: Q-Park France
- I Ireland: Q-Park Ireland Ltd
- I Denmark: Q-Park Denmark A/S

Logo and co-branding

In some circumstances the Q-Park logo may be required in combination with the name of a commercial partner. Ensure that the size of the partner logo is proportioned to the Q-Park logo so that both logos attract equal attention. The two logos are separated by the safe zone plus a vertical line to the left of the Q-Park logo including the safe zone space.

Figure 15: Safe zone logo and co-branding

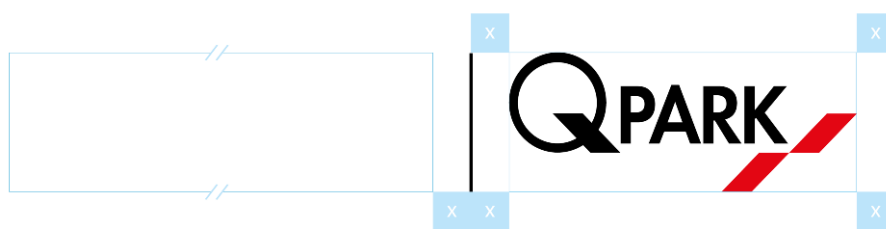


Figure 16: Logo and co-branding examples



COLOUR

Colour plays an important role in the Q-Park Brand and supports the recognition of Q-Park in the market. Always use the primary brand colours. These can be used in various ways and in almost all media. Unambiguous and uniform colour use gives a harmonious and consistent 'look and feel' to Q-Park's expressions.

Primary colours

The Q-Park primary brand colours are the colours we use in the logo and as element in various expressions for recognition. Of the logo colours, **red** stands out.

Red also stands for energy, passion, strength, warmth, speed and leadership.

Black is the second primary brand colour. Where appropriate, you may also use grey tint or a percentage of black.

White is the most dominant colour in Q-Park expressions, it stands for space, fresh, open and clarity.

Figure 17: Q-Park logo colours



Figure 18: Q-Park Primary Colours

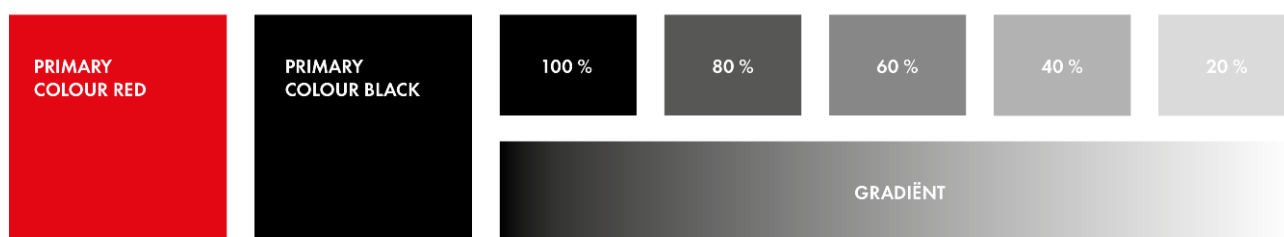


Figure 19: Primary brand colour Q-Park red



For wide-ranging applicability, clarity and strength, the colour in the master logo is restricted to two colours: black (or white in reverse use) and red.

Download colours for Adobe Indesign, Illustrator and Photoshop

Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

Colour codes for Q-Park red:

- | CMYK: C0 M100 Y100 K0 – for full colour printing
- | Pantone: PMS 485 – for printing
- | RAL: RAL 3020 – for painting
- | RGB: R217 G3 B39 – for office applications
- | HEX: #D90327 – for web design
- | 3M: 3630-043

If it is not possible to use colour in the logo, red may be replaced with 60 % black

Colour codes for Q-Park black:

- | CMYK: C0 M0 Y0 K100 – for full colour printing
- | Pantone: Black – for printing
- | RAL: 9005 – for painting
- | RGB: R0 G0 B0 – for office applications
- | HEX: #000000 – for web design 3630

Secondary colours

We have Q-Park green and Q-Park blue to support the primary brand colours. Q-Park green may be used to accentuate certain elements. Q-Park blue may only be used by Real Estate for on-street signage.

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

PLEASE NOTE: Q-Park green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

Figure 20: Secondary colours



Figure 21: Secondary brand colour Q-Park green



Colour codes for Q-Park green

- I CMYK: C50 M0 Y100 K0 – for full colour printing
- I Pantone: 376 – for printing
- I RAL: 6018 – for painting
- I RGB: R135 G215 B0 – for office applications
- I HEX: #87d700 – for web design
- I Oracal: 8500-63 (lime tree green) – for real estate (translucent film)

Q-Park green is used for customer guidance in our parking facilities and as an accent or functional colour on the websites, for example, for buttons and other clickable items.

Colour codes for Q-Park blue

- | CMYK: C100 M90 Y0 K10 – for full colour printing
- | Pantone: PMS 2748 – for printing
- | RAL: 5002 – for painting
- | RGB: R0 G56 B123 – for office applications
- | HEX: #00387b – for web design
- | 3M: 3630-87 (Blue)

Q-Park blue is the parking category colour. This is only used by Real Estate for on-street signage in the public domain, in particular to direct customers to parking facility entrances for motorists and pedestrians.

Colour codes for Q-Park light blue

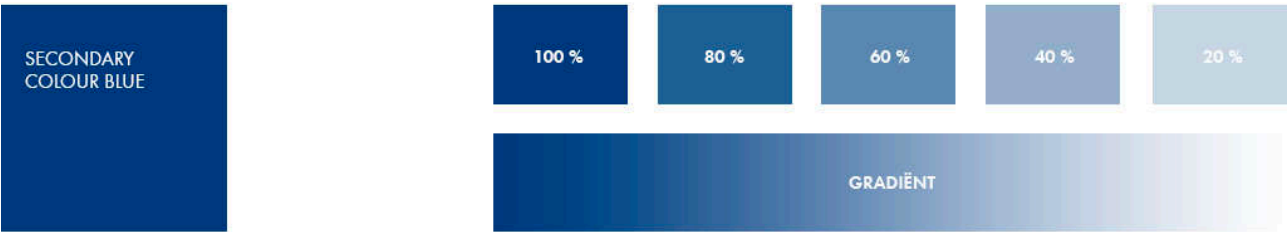
- | CMYK: C80 M20 Y0 K0 – for full colour printing
- | Pantone: PMS 299 – for printing
- | RAL: 5012 – for painting
- | RGB: R0 G175 B250 – for office applications
- | HEX: #00AFFA – for web design
- | Oracal: 8500-53

Q-Park light blue is used for EV charging in our parking facilities and as an accent or functional colour with regards to EV charging, electricity storage and production.

Figure 23: Secondary brand colour Q-Park light blue



Figure 22: Secondary brand colour Q-Park blue



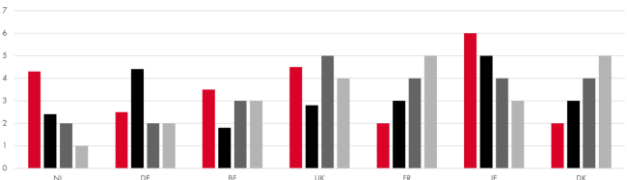
Charts & Graphs

Colour scheme - 4 data points

Table 1: RGB colour scheme - 4 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180

Figure 24: Bar chart example - 4 data points



Colour scheme - 5 data points

Table 2: RGB colour scheme - 5 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240

Figure 25: Pie chart example - 5 data points

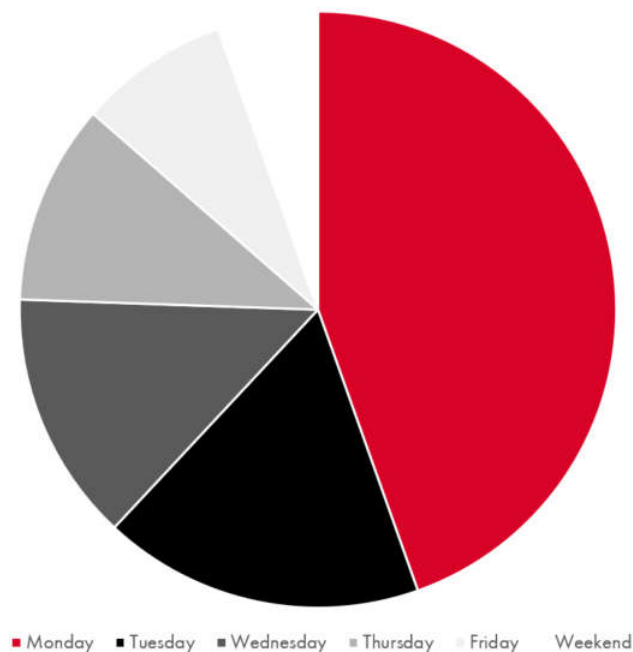


Colour scheme - 6 data points

Table 3: RGB colour scheme - 6 data points

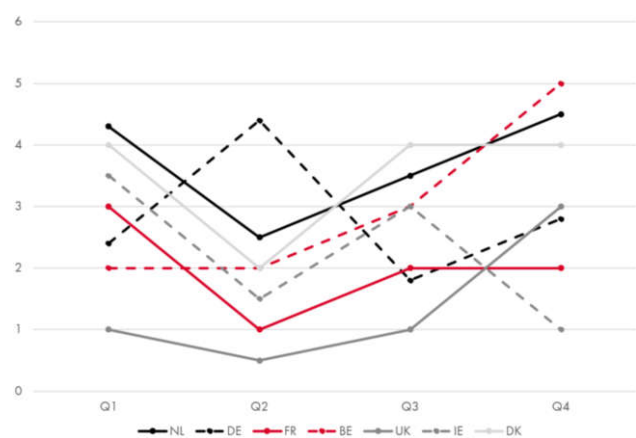
RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240
White	255	255	255

Figure 26: Pie chart example - 6 data points

**Colour scheme - 7 data points (customise)**

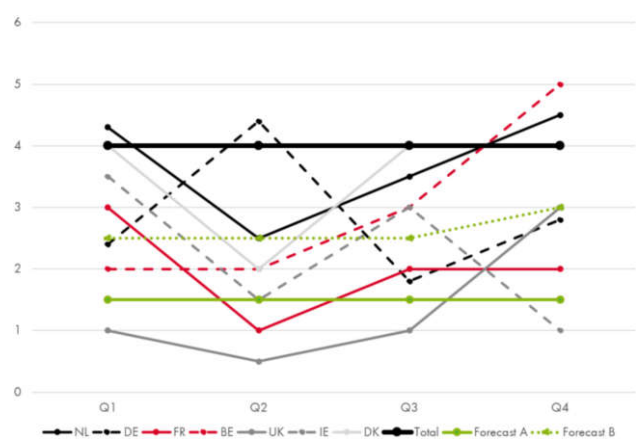
- | Play with colour black, red and grey
- | Play with line weights and dashes
- | Additional grey tones:
 - | Mid-dark grey RGB 135-135-135
 - | Mid-light grey RGB 215-215-215

Figure 27: Line graph example - 7 data points

**Colour scheme - z data points (customise)**

- | Play with colour black, red, grey and green
- | Play with line weights and dashes

Figure 28: Line graph example - z data points

**RGB overview**

Q-Park Microsoft Office Applications have a default colour theme. If you need more colours:

- I Select ... More colours (in Font colour, Shape Fill or Shape Outline)
- I Select ... Custom tab

- I Select ... Colour model RGB*
- I Fill out R, G and B numbers of desired colour

Colours	R	G	B
	Standard		
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240
	Customised		
Mid-dark grey	135	135	135
Mid-light grey	215	215	215
Green	139	182	17
Blue	0	56	123

* RGB is a colour scheme for your monitor, the three colours Red, Green and Blue produce over 16 million hues of light (if you need other colour schemes such as CMYK, PMS, RAL, HEX of 3M – [click here](#)).

TYPOGRAPHY

Primary typeface

The typeface used for Q-Park's Brand Identity is Futura T. This typeface must be used for all communication. We use:

- I Futura T 11pts
- I Line spacing 1.5¹
- I Futura T Demi for emphasis.

Futura T makes an efficient and clear impression. The design principles are non-decorative; it is a business-like, easy to read, no-nonsense typeface. If it is not possible to use Futura T, use Arial.

Download Q-Park fonts - Futura T & Futura T Demi

Futura T

Note: Only Futura T, Futura T Demi and Arial are permitted.

In all Q-Park expressions, whatever the medium, the word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Do not use **bold in Futura T** for emphasis as this variant of the typeface does not space evenly. Instead use the Futura T Demi typeface which is naturally 'bold'. The

following visual shows the alignment differences (the bold number jumps too far to the left and is no longer aligned with the others), this may be confusing for readers, especially when tables become more complex.

Figure 30: Futura T Demi vs Futura T Bold

FuturaT Demi	€ 1.100.00
	€ 3.000.00
	€ 6.000.00
	€ 10.100.00
FuturaT Bold	€ 1.100.00
	€ 3.000.00
	€ 6.000.00
	€ 10.100.00

For emphasis in running text, you may use *italics* or **Futura T Demi**, however, do not underline text that will be read online or on screen because underline is reserved for links.

Figure 29: Typeface Futura T

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Book
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Medium
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Demi
a b c d e f g h i j k l m n o p q r s t u v w x y z

¹ Providing space is what we do, in our parking facilities and all other interactions with our customer groups; parking space supports the motorist, well-spaced copy supports the reader.

Secondary typeface

The secondary brand typeface is Arial 10pts and is used for:

- I Documents which are sent in digital form to third parties;
- I When Futura T is not available on the computer.

Text columns are preferably evenly spaced. Word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Arial

The Arial font is supplied by default with Windows and Apple computers and is therefore always available for recipients of Q-Park documents.

Figure 31: Arial typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z	

ICONS

In addition to reinforcing the house style in terms of colour and form, icons are mainly used to convey a meaning graphically. The Q-Park icons represent a service, object, action, idea or function.

Figure 32: Icons for motorists, in PFs, are red



Icons for pedestrians, in PFs, are green

Figure 33: Icons for pedestrians, in PFs, are green

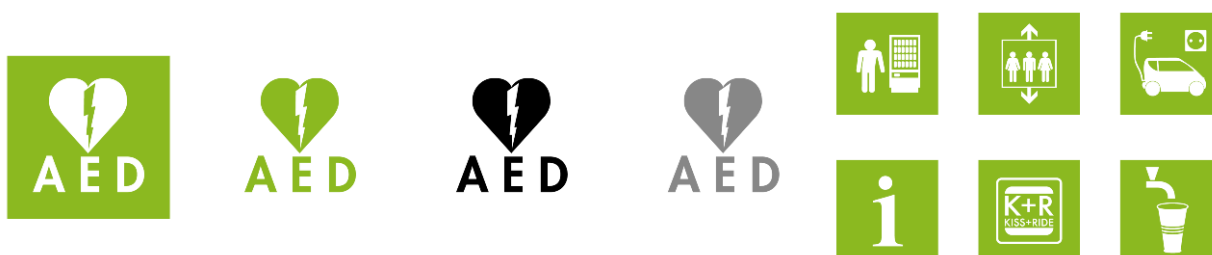


Q-Park icons visualise activities and services available in a parking facility. These are indicated in parking facility signage (white on a red, green, blue or light-blue background). They are also shown on parking facility pages of the country websites as monochrome grey icons.

Q-Park icons are available in various formats (AI, PNG and SVG) and some of them in a variety of colours. As there are many icons and frequent additions and/or updates, please check IDEFIX for the latest versions.

If you have any queries about the Brand Identity or need help applying it, please feel free to send an e-mail to sacha.oerlemans@q-park.com

Figure 34: Icons for activities and services



PROGRAMME LOGOS

SMP

Sustainable Mobility Partner (SMP) Programme

Figure 35: SMP Programme - Logo text



Figure 36: SMP Programme - Logo



Table 4: RGB colour scheme - SMP logo

RGB	R	G	B
Red	217	3	39
Blue	0	56	113
Mid-dark grey	135	135	135
Green	139	182	17

PaSS

Parking as a Smart Service (PaSS). For more information, [click here](#).

Figure 37: PaSS logo



Figure 38: PaSS logo with pay-off



PARKING AS A SMART SERVICE

Figure 39: PaSS logo, pay-off and Powered by Q-Park



PARKING AS A SMART SERVICE

Powered by Q-Park