
CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
EV charging	55
A1 frames	58
STATIONARY	60
Digital stationary	60
Printed stationary	62
COMMUNICATIONS	67
Guidelines	67
Tools	78
Q-Park Terminology	80
Marketing Communications Code	95
Tone of voice	96
Punctuation	97
Public Relations	98
PHOTOGRAPHY	99
APPENDICES	118

- I Lighting concept to achieve good light level and uniformity.
 - I Light fittings run parallel to driving aisles at the front of the parking spaces.
 - I Lighting to be the lowest technical installation.
 - I Light fittings in LED with a standard light colour including and intelligent management system.

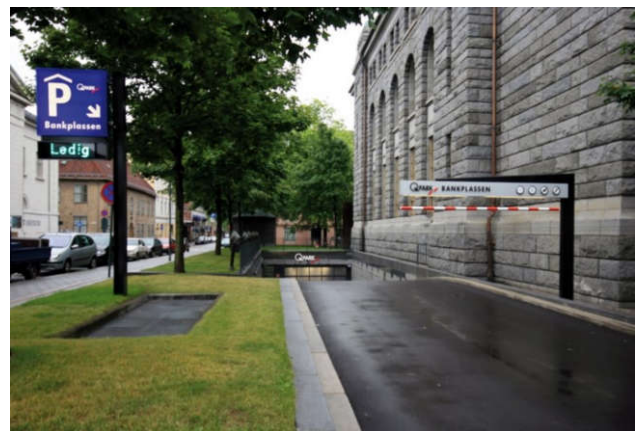


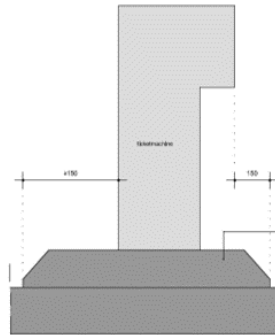
Car entrance

Clear signage visible from the public highway to guide the customer into the parking facility.

- I Illuminated blue P sign combined with LED full/spaces sign.
- I Portal frames or architectural branding on the façade to increase awareness of the car park entry.
- I Height restriction bar and obligatory traffic signs at the critical point of entry.

Speedgates and fast operating roller shutters ensure a safe closure of the parking facility.





Parking equipment

- | All parking equipment in red color (RAL 3020) easily recognisable for the customer.
- | Terminals and barriers are positioned on islands with angled curbstones in contrasting colors.
- | Standard positioning of terminals and barriers on islands for safe & convenient use.
- | Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.

