BRAND IDENTITY	5
I Brand voice & Tone of voice	6
I Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
I Typography	24
I lcons	26
I Programme logos	27
REAL ESTATE	28
I House style manual	28
Customer Guiding System	36
l Partnership signage	50
I EV-charging points manual	55
I Mobility Hub signage manual	62
I A1 frames	94
STATIONARY	96
I Digital stationary	96
I Printed stationary	98
COMMUNICATIONS	103
l Guidelines	103
I Conventions for visuals and the logo	113
I Tone of voice and Writing guidelines	114
l Corporate English style guide	121
l Tools	128
I Q-Park terminology	130
Marketing Communications Code	146
I Tone of voice	147
PR	148
l Press / Media protocol	148
I Guidelines	150
PHOTOGRAPHY	154
APPENDICES	172
GLOSSARY	177

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







Car entrance

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

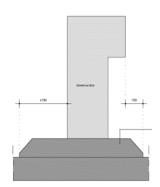
- Illuminated blue P sign combined with LED full/spaces sign.
- I Portal frames or architectural branding on the façade to increase awareness of the car park entry.
- Height restriction bar and obligatory traffic signs at the critical point of entry.

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











Parking equipment

- Ī 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 ı on islands for safe & convenient use.
- Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.

