BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

CONTENTS

BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

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 instal-
lation.

I Light fittings in LED with a standard
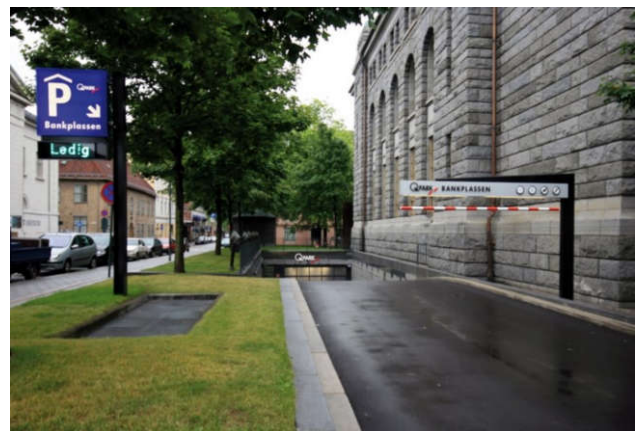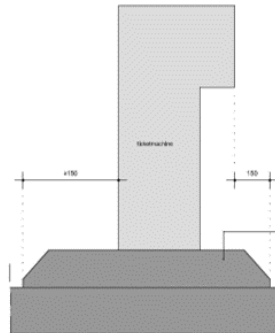light colour including and intelligent
management system.

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.

BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE

STATIONARY

COMMUNICATIONS

PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

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.