
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
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
A1 frames	55
STATIONARY	57
Digital stationary	57
Printed stationary	59
COMMUNICATIONS	64
Guidelines	64
Conventions for visuals and the logo	74
Tools	75
Q-Park Terminology	77
Marketing Communications Code	92
Tone of voice	93
PR	94
Press / Media protocol	94
Guidelines	96
PHOTOGRAPHY	100
APPENDICES	118
GLOSSARY	123

- 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.

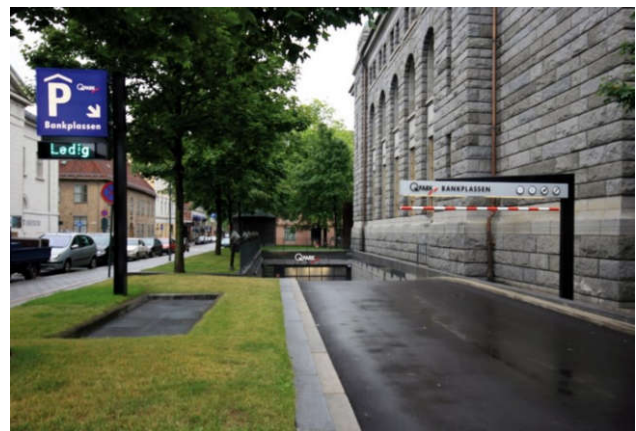


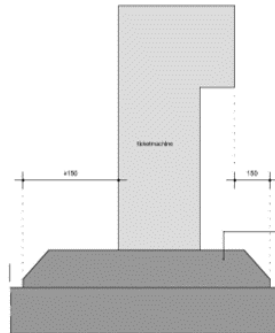
Car entrance

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.