
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 manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Q-Park terminology	130
Marketing Communications Code	146
Tone of voice	147
PR	148
Press / Media protocol	148
Guidelines	150
PHOTOGRAPHY	154
APPENDICES	172
GLOSSARY	177

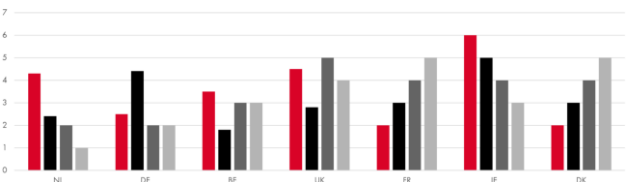
Charts & Graphs

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

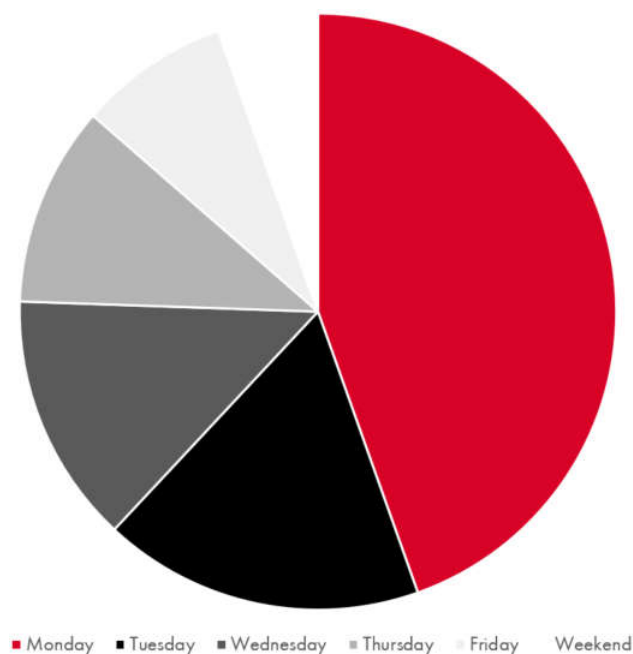


Colour scheme - 6 data points

Table 3: RGB colour scheme - 6 data points

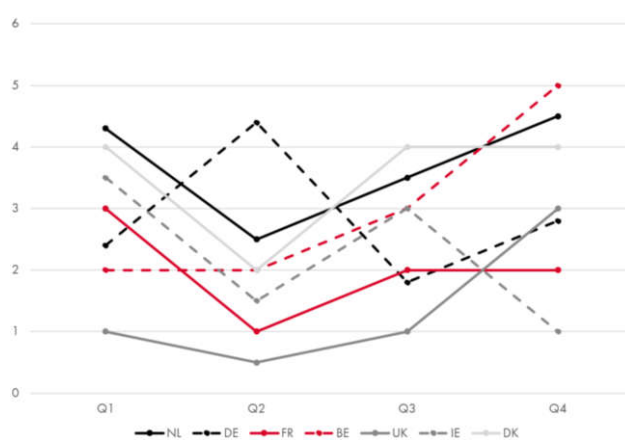
RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240
White	255	255	255

Figure 26: Pie chart example - 6 data points

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

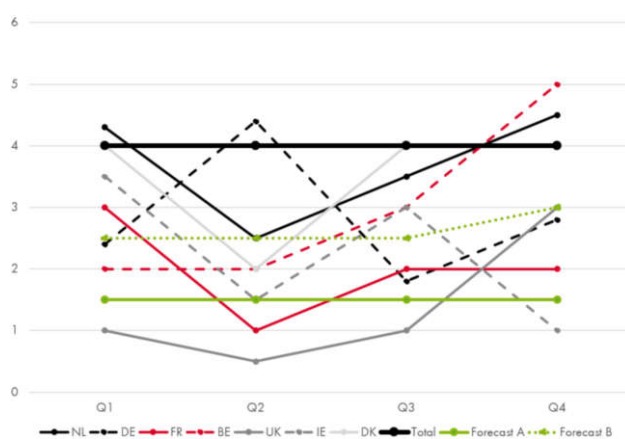
- | Play with colour black, red and grey
- | Play with line weights and dashes
- | Additional grey tones:
 - | Mid-dark grey RGB 135-135-135
 - | Mid-light grey RGB 215-215-215

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: