CONTENTS	
BRAND IDENTITY	5
VISUAL IDENTITY	8
l Logo	8
l Colour	17
l Typography	24
l lcons	26
l Programme logos	27
REAL ESTATE	28
I House style characteristics	28
I Customer Guiding System	36
l Partnership signage	50
I EV charging	55
I A1 frames	58
STATIONARY	60
l Digital stationary	60
I Printed stationary	62
COMMUNICATIONS	67
l Guidelines	67
l Tools	76
I Q-Park Terminology	78
I Marketing Communications Code	93
I Tone of voice	94
l Punctuation	95
PUBLIC RELATIONS	96
l Press / Media protocol	96
l Guidelines	98
PHOTOGRAPHY	102
APPENDICES	120
GLOSSARY	125

PUBLIC RELATIONS

PHOTOGRAPHY

APPENDICES

COMMUNICATIONS

VISUAL IDENTITY

REAL ESTATE STATIONARY

brand Identity

REAL ESTATE

HOUSE STYLE CHARACTERISTICS

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- Colour concept
- Parking layout & routing
- I Transparency
- Lighting concept

House style characteristics

- Entry car park
- Parking equipment
- Internal signage
- Pedestrian signage
- Typical house style elements

Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- Floors (floor coating and lineation on concrete, asphalt or brick pavement) : white, grey or anthracite.
- Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- Columns / walls / ceilings : white, grey or natural concrete.

The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.







Parking layout & routing

I.

Width of parking bays minimum of 2.50m.

One way direction and anticlockwise = good overview, more convenient and safer.