CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
l Typography	24
Icons	26
l Programme logos	27
REAL ESTATE	28
l House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
I Mobility Hub signage manual	62
I A1 frames	94
STATIONARY	96
Digital stationary	96
I Printed stationary	98
COMMUNICATIONS	103
l Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
l Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
I Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

REAL ESTATE

HOUSE STYLE MANUAL

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
- Transparency
- Lighting concept

House style characteristics

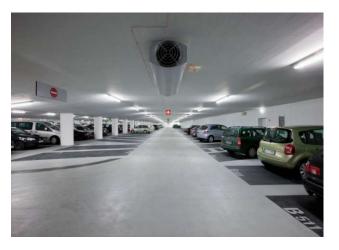
- I Entry car park
- Parking equipment
- Internal signage
- Pedestrian signage
- I Typical house style elements

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.
- I 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

- Width of parking bays minimum of 2.50m.
- One way direction and anticlockwise = good overview, more convenient and safer.