

---

# CONTENTS

<b>BRAND IDENTITY</b>	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
<b>VISUAL IDENTITY</b>	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
<b>REAL ESTATE</b>	28
House style manual	28
Customer Guiding System	29
Partnership signage	43
EV-charging points manual	48
Mobility Hub signage manual	55
A1 frames	87
<b>STATIONARY</b>	89
Digital stationary	89
Printed stationary	91
<b>COMMUNICATIONS</b>	96
Guidelines	96
Conventions for visuals and the logo	106
Tone of voice and Writing guidelines	107
Corporate English style guide	114
Tools	121
Q-Park terminology	123
Marketing Communications Code	139
Tone of voice	140
<b>PR</b>	141
Press / Media protocol	141
Guidelines	143
<b>PHOTOGRAPHY</b>	147
<b>APPENDICES</b>	166

# PRINTED STATIONARY

## Logo positioning

The page margins are defined in terms of Q. Q is defined as the size of the capital Q in the Q-Park logo. Whatever the size or orientation of the paper, portrait or landscape, the margins are as follows:

- I Left margin:  $3xQ$
- I Right and top margin:  $2xQ$
- I Bottom margin:  $4xQ$ 
  - I The horizontal red line is placed at  $3xQ$  from the bottom of the page;
  - I This space is reserved for certificate logos and references, if relevant.

The remaining width between the left and right margins is divided into 3 equal parts known as y. Y defines the width and therefore height of the Q-Park logo with pay-off.



The Q-Park logo, with or without pay-off or add-on, is always placed flush to the right-hand margin.

## Letterhead

Q-Park letterhead paper may be pre-printed or created digitally in MS Word.

When working in MS Word, select the letter template from the template library.

Figure 65: Pre-printed stationary grid (A4 portrait)

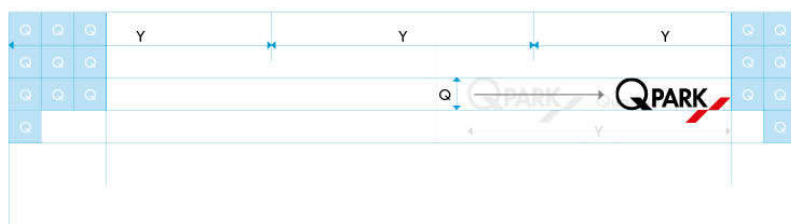
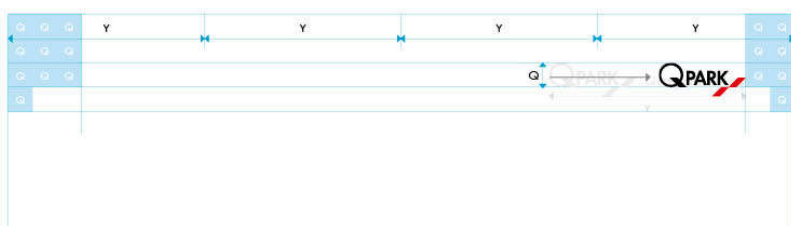


Figure 66: Pre-printed stationary grid (A4 landscape)



## Letterhead layout principles

The master logo in black and red is placed in the upper right-hand corner. The company's legal name and address, postal code and town, telephone number, fax number, internet, e-mail address, bank and account number and VAT number are placed below the logo. This information is aligned to the left of the logo.

In the lower right-hand corner, under the horizontal red line, logos indicating ISO certificates or EPA and/or ESPA awards may be positioned. A paper code may be printed in the lower left-hand corner.

## Paper quality (when pre-printed)

Distinction Elegance, 90 gr/m2, with watermark  
Size A4 (210 x 297 mm)

## Typefaces used

Company name: Futura T Demi 9/auto

Address & company info: Futura T 9/auto

Plain text: Futura T 11 pt, line spacing 1.5

## Red line

A red line is used to separate the body text from the logos and any other information in the footer of the page. This line is Q-Park red, spans the page between the margins, and is 0.7 pt thick.

Download Adobe Indesign letterhead and continuation sheet templates for printing

If Futura T is not available on the computer, Arial may be used for plain text. If Arial is used for plain text typeface 10 pt should be used.

Figure 67: A4 letterhead grid

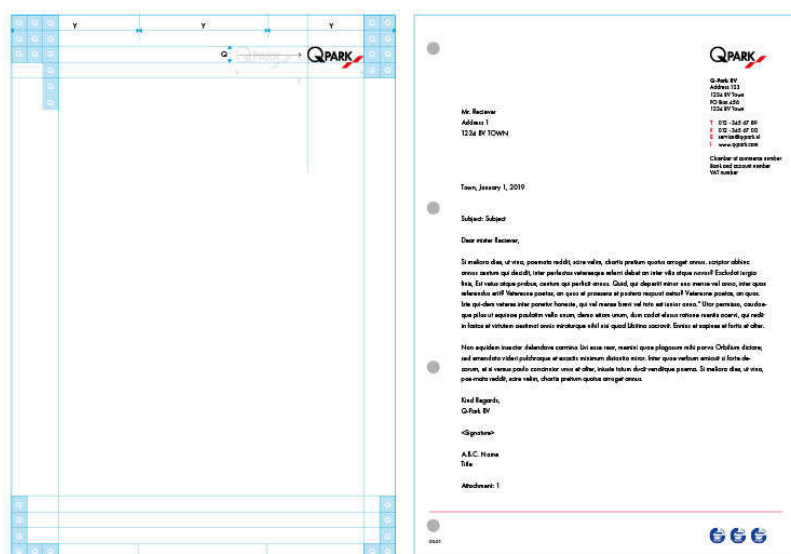


Figure 68: A4 continuation sheet grid

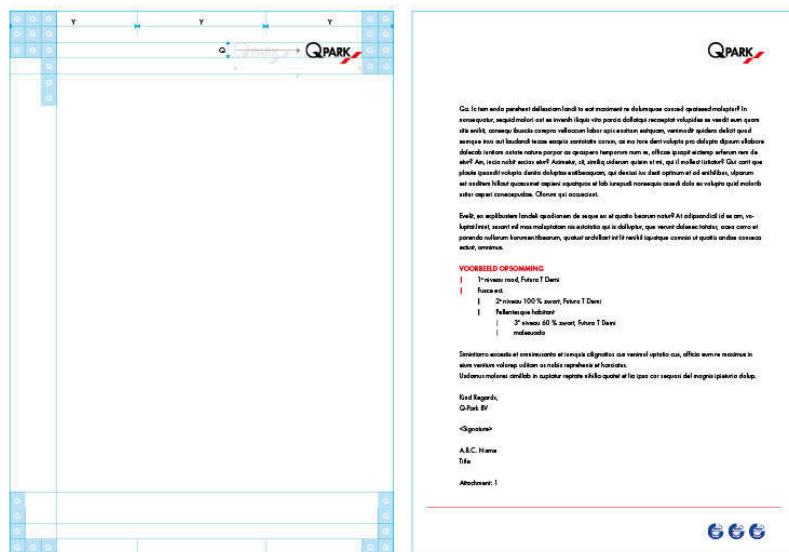
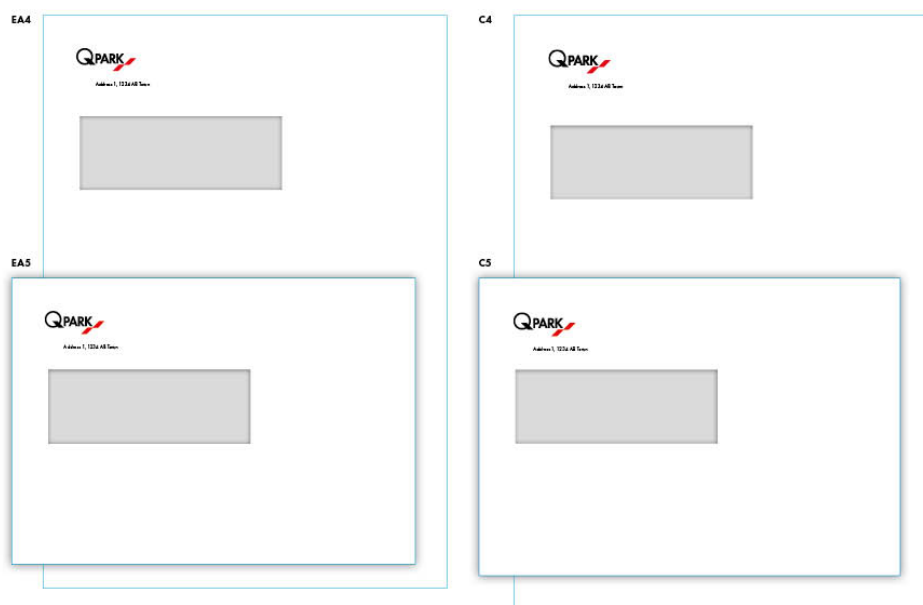


Figure 69: Envelope examples



### Continuation sheet

Only the master logo in black and red is placed in the upper right-hand corner. Paper, logo, typeface and line space are identical to the letterhead.

## Envelopes

The EA5 envelope is the basis for the format and positioning of logo and address. Q-Park prefers window envelopes as this means the envelope does not have to be addressed separately and so prevents errors being made with mailings.

### Positioning of the Q-Park logo

The master logo in black and red is placed in the upper left-hand corner and left-aligned with the window. The Q-Park office address, postal code and town are printed immediately below the logo on one line as it may not interfere with the addressee.

[Left lined with the Q of the Q-Park logo]

In the downloadable templates you can switch off the window layer for plain envelopes without windows.

### Address

For the address use Futura T 9/auto

Download Adobe InDesign EA5 envelope template

Download Adobe InDesign EA4 envelope template

Download Adobe InDesign C5 envelope template

Download Adobe InDesign C4 envelope template

## With compliments card

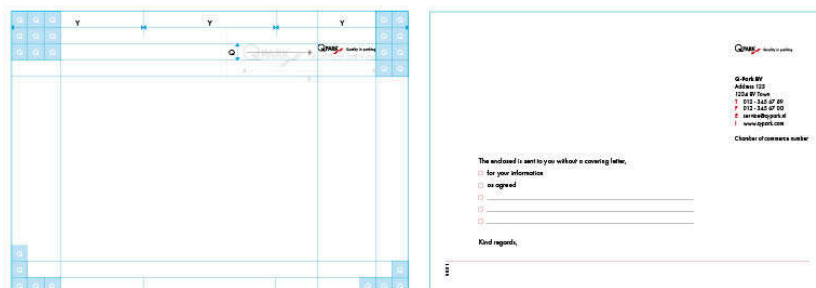
Download Adobe InDesign With compliments card template for printing

### Paper

Distinction Elegance, 250 gr/m<sup>2</sup>

Size A5 (148.5 x 210 mm)

Figure 70: With compliments card grid



## Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

The business card should contain the following information:

- I name
- I job title
- I PO box address (post address)
- I address (visiting address)
- I country
- I office telephone number
- I mobile phone, if applicable
- I e-mail address, if applicable
- I URL of the country website

### vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains **the business card details as a vCard**. The QR code offers convenience as a smartphone adds the details automatically as a contact.

Figure 71: Business card grid



## Paper

For offset printing use Distinction Elegance, 250 gr/m<sup>2</sup>  
For digital printing use Symbol Freelifie satin, 300 gr/m<sup>2</sup>