

## BRAND IDENTITY

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# COMMUNICATIONS

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## GUIDELINES

### Digital guidelines

#### Online advertising

#### Bannering

#### Website

#### Job advertisements

A case study to recruit KE@Work students for two Business Intelligence projects.

Figure 76: Basic poster grid

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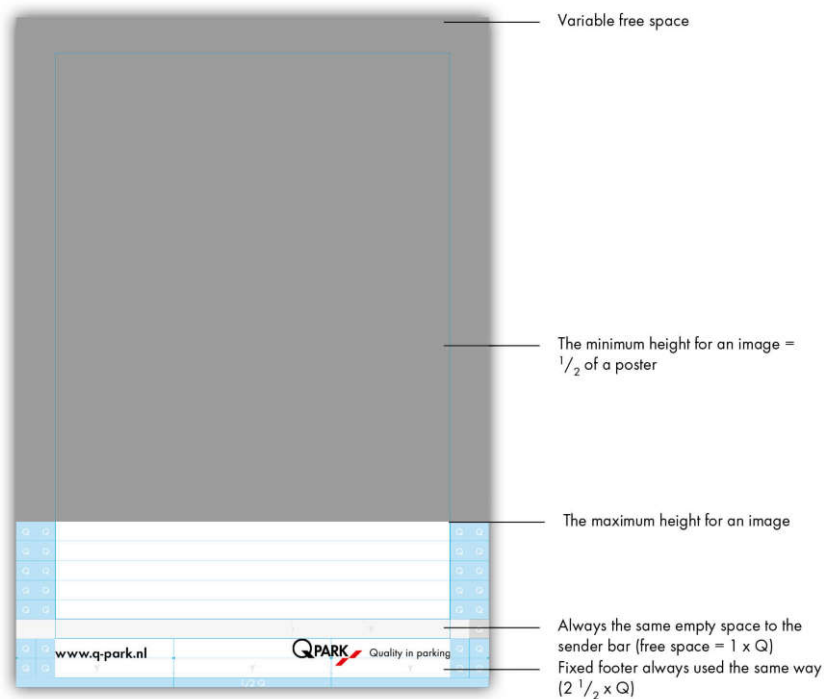


Figure 75: Job advertisement - Recruitment case study 1



## KE @ Work - 2 Project Proposals

### 1. Customer segmentation

- We want to define distinct customer types per car park
- We want to cross-check comparability of customer types
- We want to predict the optimal parking needs for season tickets customers, allowing us to free up parking spaces for ad hoc customers (i.e. increasing revenues per car park)

How do we enable you to tackle this challenge? You analyse key behavioural drivers, obtained from a combination of our parking data and data we've bought or collected from open data sources. You may want to start with analysing time and money spend, number of visitors at certain hours and days, discounts and campaigns, locations and POIs captured from Google APIs and the telecom industry, payment behaviours from banks and traffic data.

### 2. Portfolio benchmark

- We want to create a car park benchmark for acquisition purposes, comparing new with existing car parks
- We want to generate a database with key revenue drivers for car parks
- We want to have an in-depth understanding of the performance of competitive car parks

How do we enable you to tackle this challenge? You analyse our car park portfolio from a financial and location perspective, and combine our portfolio data with relevant desk research, data we've bought (or need to buy) or collected from open data sources. You may want to start with analysing our portfolio performance, competitive portfolio performance, influencing factors, dependencies, opportunities and relevant trends.

the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

### Basic poster grid - three levels

We have defined three levels for posters:

- I main message only
- I main message with subheading
- I main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

I.e. the three levels of information are never more than half of the poster height.

## Tangible guidelines

### Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure