CONTENTS

BRAND IDENTITY	5
I Brand voice & Tone of voice	6
I Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
l Colour	17
l Typography	24
I lcons	26
I Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
l Partnership signage	50
I A1 frames	55
STATIONARY	57
I Digital stationary	57
I Printed stationary	59
COMMUNICATIONS	64
I Guidelines	64
I Conventions for visuals and the logo	74
l Tools	75
I Q-Park Terminology	77
Marketing Communications Code	92
I Tone of voice	93
PR	94
l Press / Media protocol	94
I Guidelines	96
PHOTOGRAPHY	100
APPENDICES	118
GLOSSARY	123

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 envelop 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/m² Size A5 (148.5 x 210 mm)



