

---

# 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
Programme logos	26
<b>REAL ESTATE</b>	27
House style manual	27
Customer Guidance System	37
Partnership signage	51
EV charging points manual	56
Mobility Hub signage manual	63
A1 frames	95
<b>STATIONARY</b>	97
Digital stationary	97
Printed stationary	99
<b>COMMUNICATIONS</b>	104
Guidelines	104
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	119
Tools	127
Q-Park terminology	129
Q-Park products	146
EV charging terminology	147
Marketing Communications Code	148
Tone of voice	149
<b>PR</b>	150
Guidelines	150
<b>PHOTOGRAPHY</b>	151
<b>APPENDICES</b>	156
<b>GLOSSARY</b>	158

# CONVENTIONS FOR VISUALS AND THE LOGO

For details about using the Q-Park logo, please refer to the Brand identity LOGO section and the Brand identity Don'ts.

## Use Q-Park colours

The correct Q-Park colours for use in documents are incorporated in the Q-Park templates available for Word, Excel and PowerPoint.

Q-Park colours are defined in the Visual Identity colour section.

For information about the colours you can use in charts, graphs and tables see the primary colours section.

## Q-Park icons

- I Use Q-Park icons for our services, wayfinding and the like. These are available in Idefix.
- I There are special icons for the various Q-Park programmes, see programme logos.
  - I PaSS (Parking as Smart Service)
  - I Sustainable Mobility Partner (SMP) Programme
  - I EV charging
  - I Mobility hubs
- I If there is no Q-Park icon for your purpose, you may use icons freely available online to embellish and/or clarify your text:
  - I use really smart/clarifying icons, something that makes sense to a 'new' reader;
  - I never use USA styles, dollar signs and the like;
  - I avoid using round elements, rounded corners, and circles;
  - I to request a new Q-Park icon be created in Q-Park colours contact Corporate Brand & Communications

## Visuals included in writing

Visuals of all types can be used to clarify information or a concept that is complicated to explain in words. Use photos, infographics, tables, charts and graphs where applicable.

To have an infographic redrawn in house style, please contact Corporate Brand & Communications

Take note of the following dos and don'ts when including visuals in your text.

### Do

Leave white space around a visual element. We call this the 'safe zone'.

Use icons and visual elements with right-angled corners. This emphasises our brand image.

Always add a caption or title.

- I If appropriate for your text include numbering. This makes it easy to refer to the visual in the text.

Always state the source and credit the copyright holder.

### Don't

Place text over a visual element as this detracts from the readability

Use icons or visual elements with rounded edges, shadows etc. This would detract from our brand image