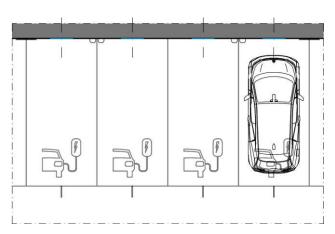
CONTENTS

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



Floorplan

Floor markings at EV-charging points

Standard

