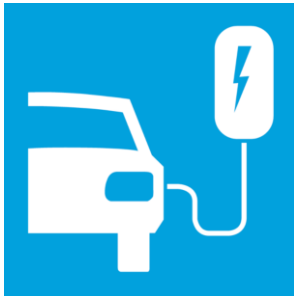

CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Programme logos	26
REAL ESTATE	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
STATIONARY	97
Digital stationary	97
Printed stationary	99
COMMUNICATIONS	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
PR	150
Guidelines	150
PHOTOGRAPHY	151
APPENDICES	156
GLOSSARY	158

EV CHARGING POINTS MANUAL

External signage



Icon code 119d

Application:

- I Optional, unless required by local regulations

Specifications:

- I Panel:
 - I Panel pictogram (180x180mm) on plate (160x160x10mm) RAL9005 jet black
 - I Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
 - I Film on plate: 3M 3630-57 Olympic blue / Oracal 8500-53 light blue
 - I Signage cut out of blue film
- I Dimensions:
 - I Height = 180mm
 - I Width = 180mm
- I Q-drawings:
 - I Q.03.1 Entrance portal U-shape
 - I Q.04.1 Entrance portal L-shape
 - I Q.05.1 Name indication facade



Entrance portal U-shape

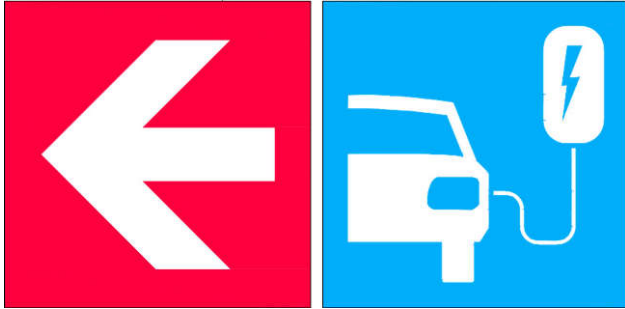


Entrance portal L-shape



Name indication facade

Internal signage routing

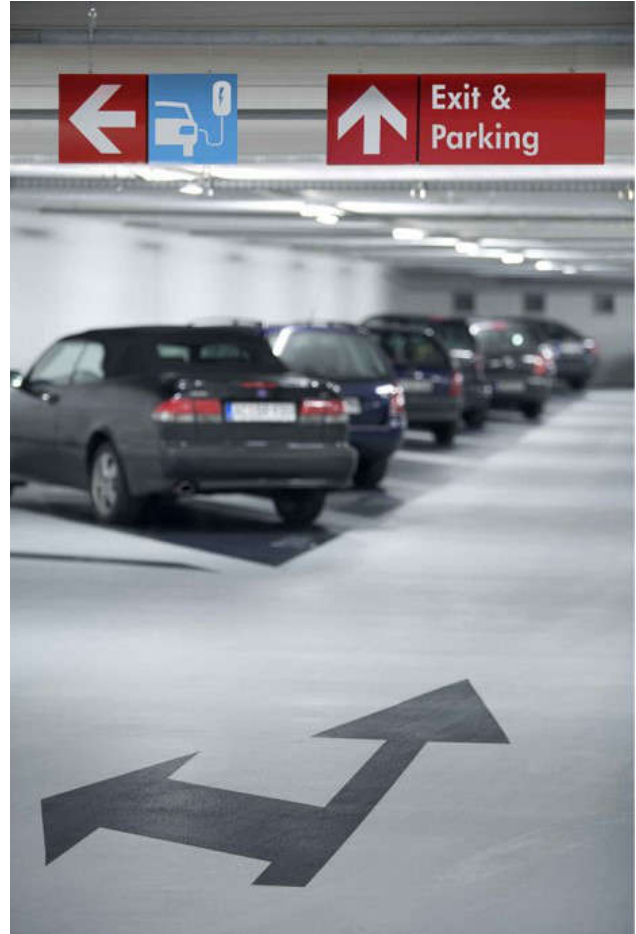


Application:

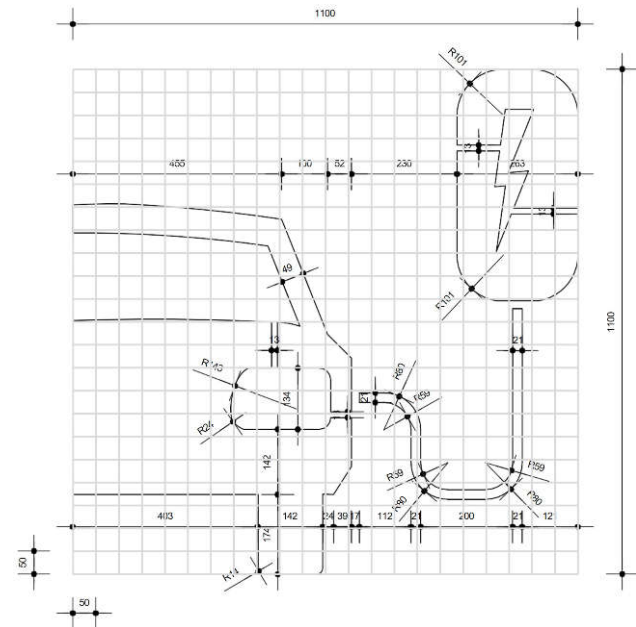
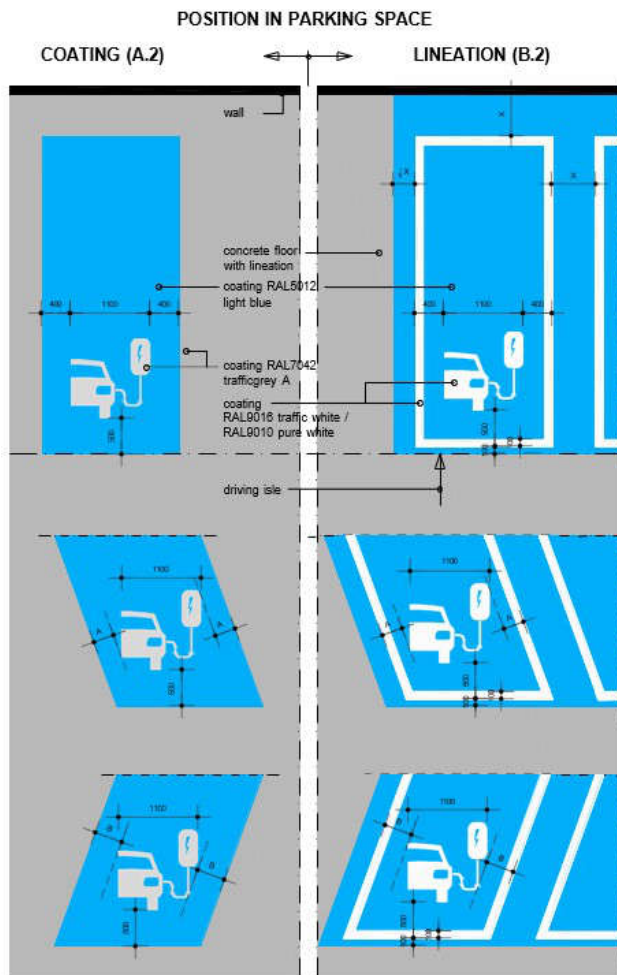
- Signage on the route to EV charging, only mounted at key decision points (EV charging sign in blue film)

Specifications:

- Panel:
 - Panel (double-sided) glued on 18mm WBP plywood, at lateral side & joints plywood painted RAL9005 jet black
 - Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
 - Film on plate:
 - 3M 3630-43 Light tomato red (for arrow sign)
 - 3M 3630-57 Olympic blue / Oracal 8500-53 light blue (for EV charging sign)
 - Signage cut out of red and blue film
- Dimensions:
 - Height = 300mm
 - Width = 300mm
- Q-drawings:
 - Q.30.1 Position of signage
 - Q.32.A Signage, suspended
 - Q.32.B Signage, mounting on ceiling



Premium



Title



Internal signage at EV charging points



Front and rear equal sign, double-sided (see also floor plan)

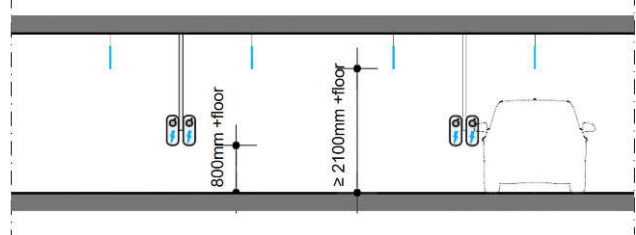
Application:

- I Signage EV charging suspended perpendicular to driving aisle for visibility
 - I Position aligned with front of parking space at heart of a single space
- I EV charging device (wall mounted), colour reference neutral light colour
 - I Position always between parking spaces and never at heart of a single space
 - I Bottom of EV charging device at 800mm+floor
 - I Power supply via ceiling

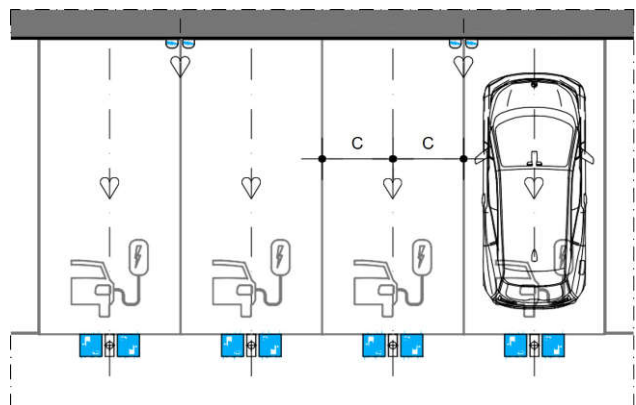
Specifications:

- I Panel:
 - I Panel (double-sided) glued on 18mm WBP plywood, at lateral side & joints plywood painted RAL9005 jet black
 - I Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt (double-sided)
 - I Film on plate: 3M 3630-57 Olympic blue / Oracal 8500-53 light blue (double-sided)
 - I Signage cut out of blue film
- I Dimensions:
 - I Height = 300mm
 - I Width = 300mm
- I Q-drawings:

- I Q.32.A Signage, suspended
- I Q.32.B Signage, mounting on ceiling



Section



Floor plan

Internal signage at EV charging points (A1-frame)



Application:

- I A1-frame (wall mounted) for communication EV charging
- I Position always between parking spaces and never at heart of a single space
- I Minimal 1x A1-frame per 4 CPs where CPs are located

Specifications:

- I A1-poster:
 - I Poster size: height x width = 832 x 593mm
 - I Poster layout: CPO branded & mandatory information:
 - I Clear CP usage instructions (start/stop session, unplug etc.)

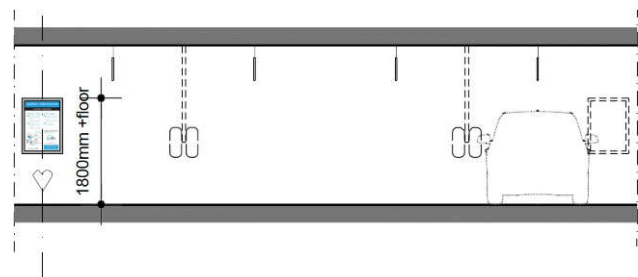
- I CPO customer help desk phone number and e-mail
- I Tariff information reference (where to find charging tariffs?)
- I Location of the specific charge point ID (reference number)
- I Explain functionalities (indicator/display colours)
- I Optional subtle co-branding with Q-Park (not preferred)

Dimensions A1-frame:

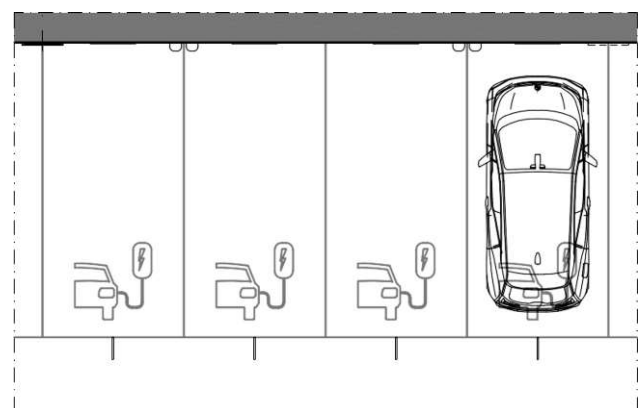
- I Height = 924mm
- I Width = 690mm

Q-drawings:

- I Q.33.B Signage A1-frame, wall fastening

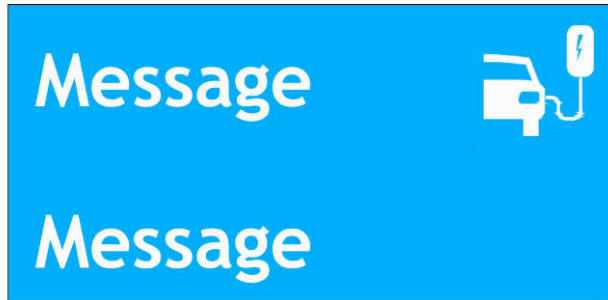


Section

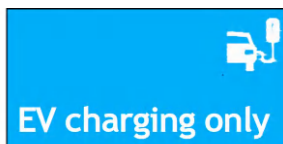


Floor plan

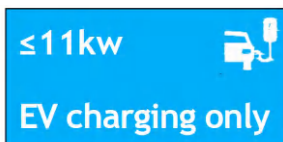
Internal signage at EV charging points (optional signage)



Example



Example



Example

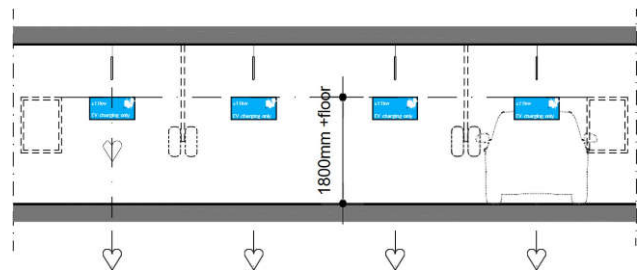
Application:

- | Only applicable in case legally binding message is needed
- | In order to distinct regular CPs (AC<11kW) with fast CPs (DC>22kW) where applicable
- | Sign preferably wall mounted (top of sign = top of A1-frame)
- | Position always at heart of the EV charging space
- | 1 sign per parking space

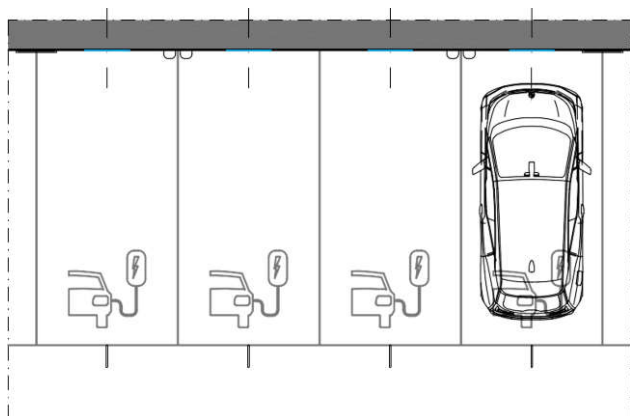
Specifications:

- | Panel:
 - | Panel (single-sided) glued on 18mm WBP plywood
 - | At lateral side and joints plywood painted RAL9005 jet black

- | Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
- | Film on plate: 3M 3630-57 Olympic blue / Oracal 8500-53 light blue
- | Signage cut out of blue film
- | Dimensions:
 - | Height = 300mm
 - | Width = 610mm
- | Q-drawings:
 - | Q.33.A Signage, wall fastening



Section



Floor plan

Floor markings at EV charging points

Standard

