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# GUIDELINES

## Guideline for approval

### About this guideline

As each country gradually focuses more on creating its own local Sustainable Mobility Partner (SMP) content (press releases, opinion pieces, local website cases,...), a clear workflow helps to get each content piece approved by Q-Park Corporate smoothly. Please note that you are free to create any piece of content you like – these guidelines are only here to make your content process easier and support you when necessary.

### Process & timeline

- I Content idea
  - I Once you have decided on creating a content piece, please share the concept/objective of the content with Q-Park Corporate via e-mail. You don't need approval before starting with the creation, this step is only to inform Corporate about your initiative and provide support if needed.
- I Creation of the draft
  - I We have a guideline available to strengthen consistency in SMP content & narratives.
  - I We have a guideline available to create a strong SMP case story (celebrating success).
  - I If you need support from your local PR agency (or freelancer), please feel free to do so.
- I First draft finished
  - I Please check if you have consulted the guidelines to ensure style and language alignment.
  - I When sharing your draft, grant Q-Park Corporate colleagues some time for feedback/approval.
- I Feedback process
  - I Q-Park Corporate aims to provide feedback on your draft within 1 to 3 business days.

- I You may iterate/discuss the draft with Corporate as much as you need.
- I You can save the final approved document here and inspire international colleagues.

### Do not forget

We have a press release protocol in place as we are a semi-public company. Please review this protocol prior to any publication in scope.

## Guideline for consistency

### Introduction

In order to communicate consistently, both locally and internationally, it's important to always use the right corporate Sustainable Mobility Partner (SMP) wording, tone of voice and visual style. This document gives an overview of which wording and formulations to use, and which not to use. Note that this is a British English dictionary, to be translated (localised) for use in your specific country / language(s).

Your localised dictionary will help you to align content like news articles, press releases and social media posts with the SMP narrative and Q-Park language, which fits into our decentralised content process philosophy. Of course, support from Q-Park Corporate is always available.

Please make sure to share your local version of this document with:

- I relevant colleagues in your organisation, and to especially remind the people who communicate externally to update and adhere to it;
- I new employees (make it a part of the onboarding process);
- I external suppliers like agencies and/or freelancers if you have any.

### Brand identity

Using the Q-Park Brand Identity elements correctly protects, maintains and increases the value of the Q-Park brand and distinguishes it from competitors.