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
I Typography	24
I Icons	26
I Programme logos	27
REAL ESTATE	28
I House style manual	28
I Customer Guiding System	29
l Partnership signage	43
l EV-charging points manual	48
I Mobility Hub signage manual	55
I A1 frames	87
STATIONARY	89
I Digital stationary	89
I Printed stationary	91
COMMUNICATIONS	96
I Guidelines	96
I Conventions for visuals and the logo	106
I Tone of voice and Writing guidelines	107
I Corporate English style guide	114
l Tools	121
I Q-Park terminology	123
I Marketing Communications Code	140
I Tone of voice	141
PR	142
l Press / Media protocol	142
I Guidelines	144
PHOTOGRAPHY	148
APPENDICES	166
GLOSSARY	171

Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

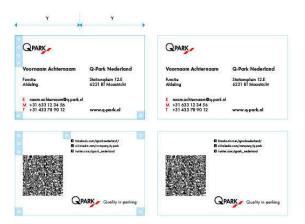
The business card should contain the following information:

- name
- l job title
- PO box address (post address)
- I address (visiting address)
- country
- I office telephone number
- mobile phone, if applicable
- l e-mail address, if applicable
- URL of the country website

vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains the business card details as a vCard. The QR code offers convenience as a smartphone adds the details automically as a contact.

Figure 74: Business card grid



Paper

For offset printing use Distinction Elegance, 250 gr/m² For digital printing use Symbol Freelife satin, 300 gr/m²