

BRAND IDENTITY



In combination with the colour scheme of the ceilings it will result in a more calm surrounding.

I Bicycle signage

- I It is possible that a facility for bicycle parking is integrated in a parking facility. When this occurs it is strongly recommended to have a separate elevator, ramp or stairs for entrance and exit to and from the parking facility with a bicycle. This way of accessibility should never be combined with the entrance for motorists, but can be combined with the pedestrian entrance. Facilities for bicycle parking should always be separated from parking floors to prevent customers cycling around.

- I When references to certain entrances or areas to bicycle facilities are needed, it is to be combined with the pedestrian signage and is therefore in green. Bicyclists are not allowed to cycle in the parking facility and should only move around on foot. The next symbols are designed for this purpose.

I Using etch film

- I An often used house style element is the etch film on glass doors and panels. The underlying thought for usage of this etch film is that it is applied on fully glazed doors and panels, where customers might overlook the glass and by mistake walk into it. To make a difference between doors and panels, the 'Q-Park'- logo is to be applied on glazed doors and the 'striping' is applied on glazed panels.
- I Etch film may not be applied on all glass elements in a parking facility. Only where floor to ceiling glass panels are used and where there is a safety issue that customers may walk into it by mistake.
- I Some examples:
 - I The glass in the Parking Host lodge, above the checkerplate, is not area

where people might walk into, so do not apply etch film here.

- I Fully glazed door in a public area is to be provided with a 'Q-Park' logo in etch film;
- I Fully glazed (floor to ceiling) walls around a pedestrian entrance or near the lodge are to be provided with the etch film 'stripes'.

When a bicycle parking service is integrated in a parking facility, always contact Q-Park Holding for the design and location of the facility and entrances.

House style elements

For the recognition of the Q-Park Brand, several house style elements are integrated in the parking facilities. Implementation of these elements are always part of the project specific documents, provided by MH1.

Checkerplate wall

At the entrance or exit of the parking facility a checkerplate wall can be implemented to give the customer a first or final impression of the location. It is used to display the Q-Park logo and the name of the parking facility. A blue light line is added to increase the visibility and create an ambiance at the entrance and exit area.

Guiding elements

In order to guide customers or to prevent possible accidents guiding elements in different forms can be used.

- I Drawing Q.12A This element is used to guide customers in cars into the right direction. It is very often used at the entrance and exit area to divide driving aisles from pedestrian areas. A blue light line is integrated to increase visibility.

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- I Drawing Q.12B If traffic in two directions is to be expected a square-boxed guiding element can be placed.
 - I Drawing Q.12C If parking spaces are projected in front of glass walls, these walls can be protected by placing a round galvanised guiding rail.

Litter bin

To attract extra attention to the pedestrian entrance via a main staircase, the door is highlighted by a level indicator and a litter bin. Litter bins are placed by the door of every pedestrian exit and entrance to the parking floor to prevent litter from being left behind. Several litter bins are to be implemented on these locations.

Stainless steel pole

When motorists are not allowed to park their car in a specific place due to safety reasons, the space can be marked with brushed stainless steel poles. Also pedestrian zones can be marked with these poles. It is important that these poles always have the same appearance and no fences are used because of the obstruction they cause for pedestrians. Therefore measurements have to be the same, being approximately: height = 1,000 mm; width = Ø105 mm; footplate = Ø150 mm.