CONTENTS	
BRAND IDENTITY	5
VISUAL IDENTITY	8
l Logo	8
l Colour	17
l Typography	24
l lcons	26
l Programme logos	27
REAL ESTATE	28
I House style characteristics	28
I Customer Guiding System	36
l Partnership signage	50
I EV charging	55
I A1 frames	58
STATIONARY	60
l Digital stationary	60
I Printed stationary	62
COMMUNICATIONS	67
l Guidelines	67
l Tools	76
I Q-Park Terminology	78
I Marketing Communications Code	93
I Tone of voice	94
l Punctuation	95
PUBLIC RELATIONS	96
l Press / Media protocol	96
l Guidelines	98
PHOTOGRAPHY	102
APPENDICES	120
GLOSSARY	125

PUBLIC RELATIONS

PHOTOGRAPHY

APPENDICES

COMMUNICATIONS

VISUAL IDENTITY

REAL ESTATE STATIONARY

brand Identity