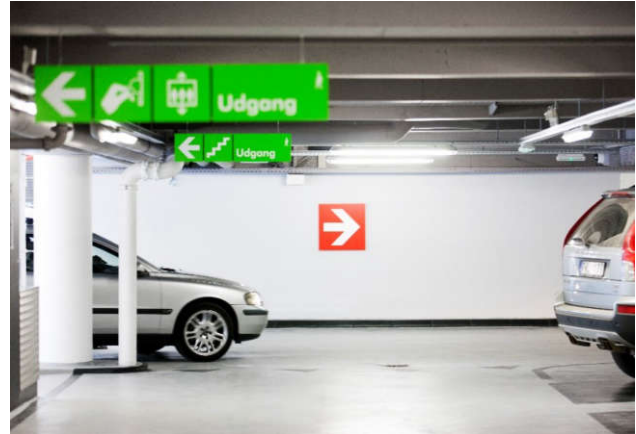


---

# CONTENTS

<b>BRAND IDENTITY</b>	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
<b>VISUAL IDENTITY</b>	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
<b>REAL ESTATE</b>	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
<b>STATIONARY</b>	96
Digital stationary	96
Printed stationary	98
<b>COMMUNICATIONS</b>	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Q-Park terminology	130
Marketing Communications Code	146
Tone of voice	147
<b>PR</b>	148
Press / Media protocol	148
Guidelines	150
<b>PHOTOGRAPHY</b>	154
<b>APPENDICES</b>	172
<b>GLOSSARY</b>	177



## Internal signage

- I Colours red & green contrasting with the neutral colors of the parking facility.
  - I Red signage with white lettering/picto's for motorised vehicles.
  - I Green signage with white lettering/picto's for pedestrians.
- I Signage suspended under ceiling or mounted against walls clearly visible, free from obstacles.
- I Clearly separated in case of different directions.





## Pedestrian entrance

- Clear visible signage guiding the customer back into the parking facility.
- Illuminated blue P sign including car park name.
- A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
- Payment options clearly visible in pedestrian areas.
- Solid and standard materials & finishes in stairwells and lift lobbies.



## Typical house style elements

- Brand wall with Q-Park logo & parking facility name at the car entrance.
- Level indication and etching foil on glazing at the location of the stairwells for good recognisability.
- Distinguished lighting in these areas by using circular LED light fittings.
- Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).