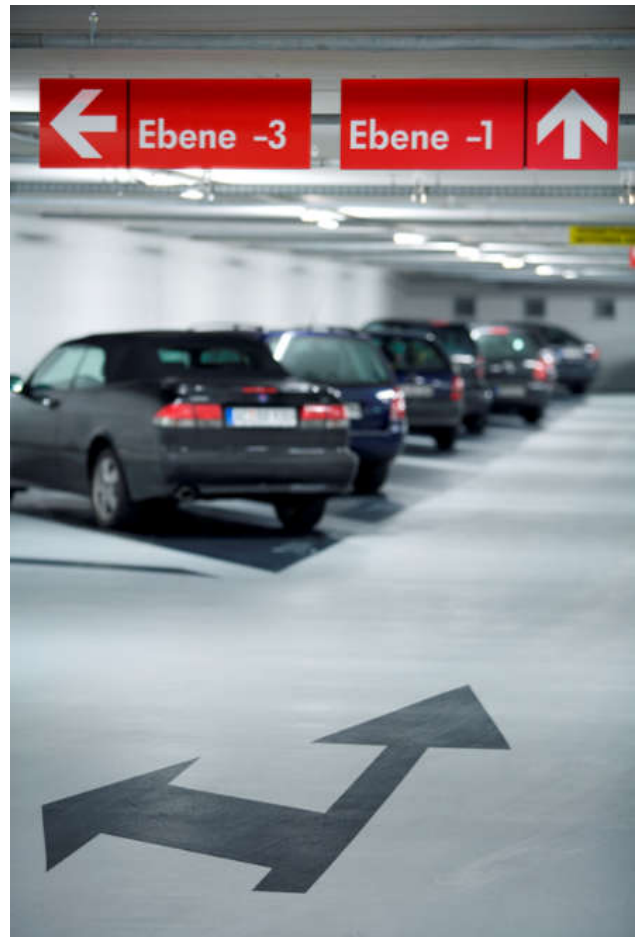

CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
A1 frames	55
STATIONARY	57
Digital stationary	57
Printed stationary	59
COMMUNICATIONS	64
Guidelines	64
Conventions for visuals and the logo	74
Tools	75
Q-Park Terminology	77
Marketing Communications Code	92
Tone of voice	93
PR	94
Press / Media protocol	94
Guidelines	96
PHOTOGRAPHY	100
APPENDICES	118
GLOSSARY	123



Internal signage

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





Pedestrian entrance

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



Typical house style elements

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