
CONTENTS

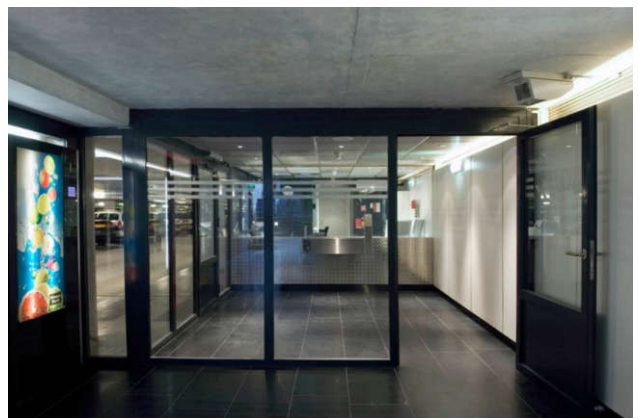
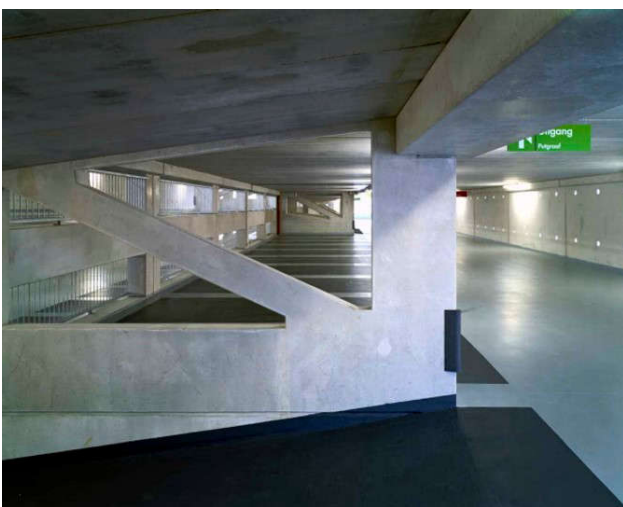
BRAND IDENTITY	5
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
EV charging	55
A1 frames	58
STATIONARY	60
Digital stationary	60
Printed stationary	62
COMMUNICATIONS	67
Guidelines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



Transparency

Clear lines of sight and social safety

- | Minimise construction: clear span, less columns, concrete walls with openings.
- | Avoiding fire compartments or realised with good transparency.
- | Glasdoors in public areas and lifts.



Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.

- | Good coordination of M&E installations is essential » lighting concept is an important element.

- I Lighting concept to achieve good light level and uniformity.
 - I Light fittings run parallel to driving aisles at the front of the parking spaces.
 - I Lighting to be the lowest technical installation.
 - I Light fittings in LED with a standard light colour including and intelligent management system.



Car entrance

Clear signage visible from the public highway to guide the customer into the parking facility.

- I Illuminated blue P sign combined with LED full/spaces sign.
- I Portal frames or architectural branding on the façade to increase awareness of the car park entry.
- I Height restriction bar and obligatory traffic signs at the critical point of entry.

Speedgates and fast operating roller shutters ensure a safe closure of the parking facility.

