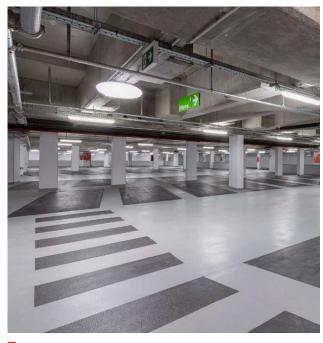
BRAND IDENTITY	5
I Brand voice & Tone of voice	6
I Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
I Typography	24
I lcons	26
I Programme logos	27
REAL ESTATE	28
I House style manual	28
Customer Guiding System	36
l Partnership signage	50
I EV-charging points manual	55
I Mobility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

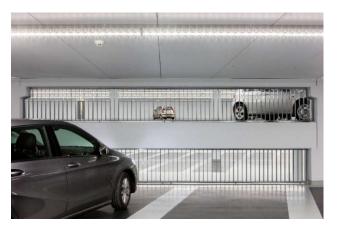


## **Transparency**

Clear lines of sight and social safety

- Minimise construction: clear span, less columns, concrete walls with openings.
- Avoiding fire compartments or realised with good transparancy.
- Glassdoors 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.

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







## Car entrance

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

- 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.
- 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.

