

# BRAND IDENTITY

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# VISUAL IDENTITY

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## LOGO

Figure 1: Logo

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Figure 2: Logo and safe zone

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Figure 3: Logo in master and reverse version

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Figure 4: Logo in monochrome and reverse version

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The Q-Park name was introduced in 1995. The Q-Park logo dates from 1996 and its brand identity elements date from 2004. The Q-Park logo is a stylised name with three illustrative 'angled parking spaces' and its accompanying colours (black, red and white) are always used in the same way.

[Download Q-Park logo](#)

### Safe zone

It is important to give the logo space without adding other graphic elements. A safe zone has been defined.

The safe zone is defined as the height of one of the illustrative angled parking spaces – we refer to this height as  $x$ . This safe zone always surrounds the logo and is always in proportion to the logo, whatever its size.

### Colour

For wide-ranging applicability, clarity and strength, the use of colour in the logo is restricted to two colours: black (or white in reverse use) and red. For colour references, see the Primary brand colours section.

### Q-Park logo and size parameters

We have 3 parameters for calculations within the house style,  $Q$ ,  $x$  and  $y$ .

- $Q$  = the size of the large  $Q$  in Q-Park

- $x$  = the height of the angled parking space in the logo
- $y$  = the total width of the logo plus the payoff

All further calculations for the various templates and grids can be made using these values.

### Logo with payoff

The logo may be combined with Q-Park's payoff 'Quality in parking'. The size and position of the payoff with logo is fixed. Only in highly exceptional circumstances may the payoff be placed under the logo.

The preferred position of the logo with payoff in all executions is at the bottom right of the page.

[Download Q-Park logo with payoff](#)

Figure 5: Definition of parameters  $Q$ ,  $x$  and  $y$



Figure 6: Logo with payoff



**Safe zone**

Q-Park sells space and space is part of the Q-Park Brand. It is vital to place the logo in its own space without adding other graphic elements. To help you get this right, we have defined the minimum space to surround the logo, we call this the safe zone. It gives the Q-Park logo the space it deserves to convey our recognised quality image.

To calculate the minimum free space surrounding the logo, take the height of one of the illustrative angled parking spaces, = x as shown in figure 2 and add this free space to all sides of the logo. This safe zone is always in proportion to the size of the logo, however large or small.

You may not place other graphic elements in the Q-Park logo safe zone.

Figure 7: Safe zone around logo with payoff



**Use of colour**

For wide-ranging applicability, clarity and strength, the use of colour in the basic logo is restricted to two colours: black (or white in reverse use) and red.

Black and grey may only be used if colour is not possible. For colour references, see the Primary brand colours section.

Figure 8: Master and reverse logo with payoff



**Stacked logo**

If width is an issue, the payoff may be stacked.

[Download Q-Park logo stacked](#)

Figure 9: Stacked master logo with payoff



## Logo with add-on

Besides the logo with payoff, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

## Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

### In square

Position the logo in the centre of the square, both vertically and horizontally.

Figure 10: Master logo with add-on: Powered by Q-Park



Figure 11: Safe zone surrounding logo with add-on

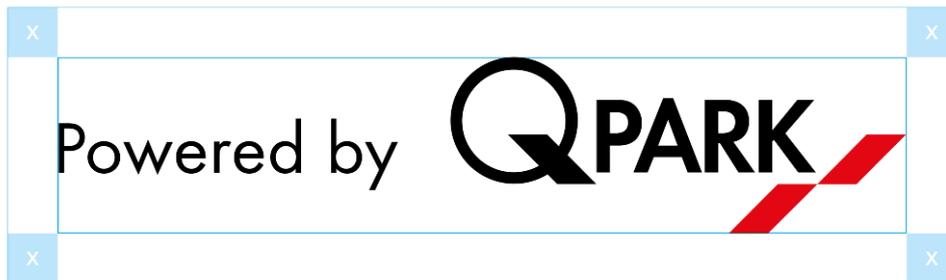


Figure 12: Logo in shape - square



**In a circle**

Position the logo in the centre of the circle, both vertically and horizontally.

**Logo and names**

**Parking facility signage**

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

**Parking facility names**

The name of the parking facility should be logical and chosen in consultation with country management. The name should be easily recognisable as it may refer to a well-known Point of Interest (POI) nearby: theatre,

shopping centre, office, museum, hospital, airport, famous square, and the like.

The correct notation is always: Q-Park plus parking facility name. The letters used for the parking facility name must have same the height as the word 'PARK' in the logo.



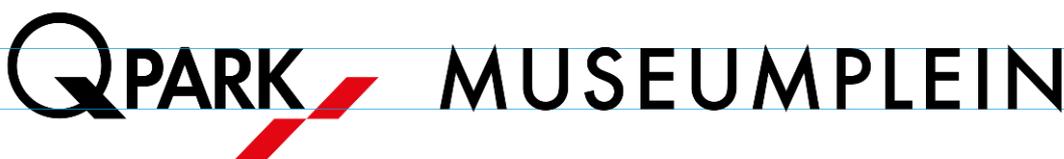
**Commercial signage**

We prefer not to use third-party commercial signs in combination with our own Customer Guiding System

Figure 13: Logo in shape - circle



Figure 14: Logo with parking facility name



(CGS) house style. But sometimes combining the Q-Park master logo with commercial partner logos is a good way to guide customers. See the Real Estate Department's Customer Guiding System manual for further details.

## Names and abbreviations

The name of a service, business unit, or department always consists of the written word 'Q-Park' followed by the relevant name.

Q-Park is always written with a capital Q and capital P, with a hyphen between the Q and the P. The first letter of the service, entity, department, or parking facility, name is also capitalised.

Examples:

- | Q-Park Beheer BV
- | Q-Park Ireland Ltd
- | Q-Park Park+Ride

The name of a service, company, business unit, or department may not be combined with the logo. By way of exception, the logo may be combined with the parking facility name on signs in and around the parking facility.

Q-Park may not be omitted in a name and must certainly not be bastardised.

For internal services and/or projects the letter 'Q' may be used in combination with other letters/words - only allowed in body copy - if this is executed without the Q-Park logo and/or the letter 'Q' of the logo.

Examples:

- | QCR: Q-Park Control Room
- | QCD: Q-Park Customer Desk
- | QIS: Q-Park ICT Services
- | QFS: Q-Park Financial Services

When referring to multiple Q-Park companies and countries the sequence from a reporting perspective is as follows:

- | Q-Park Netherlands
- | Q-Park Germany
- | Q-Park France
- | Q-Park Belgium

- | Q-Park United Kingdom
- | Q-Park Ireland
- | Q-Park Denmark

To indicate the legal form of a company, follow the official notation used in the country concerned. This sequence shows the official notation and the historical sequence of expansion:

- | Holding: Q-Park BV
- | Netherlands: Q-Park Beheer BV
- | Germany: Q-Park GmbH & Co. KG
- | Belgium: Q-Park Belgium NV
- | United Kingdom: Q-Park Ltd
- | France: Q-Park France
- | Ireland: Q-Park Ireland Ltd
- | Denmark: Q-Park Denmark A/S

## Logo and co-branding

In some circumstances the Q-Park logo may be required in combination with the name of a commercial partner. Ensure that the size of the partner logo is proportioned to the Q-Park logo so that both logos attract equal attention. The two logos are separated by the safe zone plus a vertical line to the left of the Q-Park logo including the safe zone space.

Figure 15: Safe zone logo and co-branding

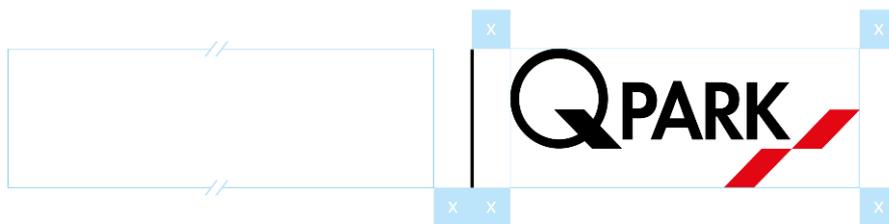


Figure 16: Logo and co-branding examples

