
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 manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

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

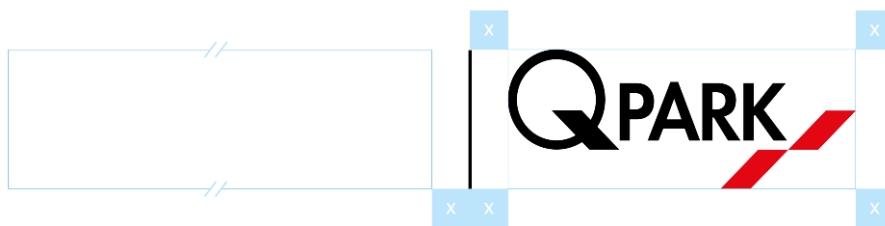


Figure 16: Logo and co-branding examples

