## CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
l Typography	24
l Programme logos	26
REAL ESTATE	27
House style manual	27
Customer Guidance System	37
Partnership signage	51
l EV charging points manual	56
Mobility Hub signage manual	63
I A1 frames	95
STATIONARY	97
Digital stationary	97
I Printed stationary	99
COMMUNICATIONS	104
l Guidelines	104
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	119
l Tools	127
Q-Park terminology	129
Q-Park products	146
EV charging terminology	147
Marketing Communications Code	148
Tone of voice	149
PR	150
l Guidelines	150
PHOTOGRAPHY	151
APPENDICES	156
GLOSSARY	158

## **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.
- I Glass doors in public areas and lifts.

Figure 44: Clear lines of sight - open concrete wall



Figure 45: Clear lines of sight - open concrete wall

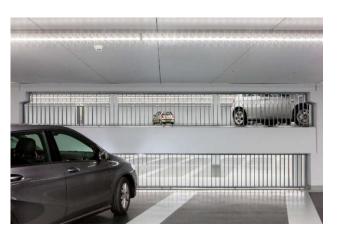


Figure 46: Clear lines of sight - open concrete wall with glass element



Figure 47: Clear lines of sight - glass doors in public area



**Lighting concept** 

Mechanical and electrical (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 light colour including an intelligent management system.

