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
Icons	26
l Programme logos	27
REAL ESTATE	28
l House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
I Mobility Hub signage manual	62
I A1 frames	94
STATIONARY	96
Digital stationary	96
I Printed stationary	98
COMMUNICATIONS	103
l Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
l Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
I Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

Logo with add-on

Besides the logo with pay-off, 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

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

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 11: Safe zone surrounding logo with add-on



Figure 12: Logo in shape - square





