BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

CONTENTS

BRAND
IDENTITY   **VISUAL
IDENTITY**   REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS   PHOTOGRAPHY   APPENDICES

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.

I   Q = the size of the large Q in Q-Park
I   x = the height of the angled parking space in the logo

I   y = the total width of the logo plus the pay-off

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

Logo with pay-off

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

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

Download Q-Park logo with pay-off

Figure 5: Definition of parameters Q, x and y

Figure 6: Logo with pay-off

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.

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

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.

Figure 7: Safe zone around logo with pay-off

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.

BRAND
IDENTITY

**VISUAL
IDENTITY**

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

Figure 8: Master and reverse logo with pay-off

Stacked logo
If width is an issue, the pay-off may be stacked.

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Figure 9: Stacked master logo with pay-off

BRAND
IDENTITY

**VISUAL
IDENTITY**

REAL ESTATE   STATIONARY   COMMUNICATIONS   PUBLIC
RELATIONS

PHOTOGRAPHY   APPENDICES

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