

BRAND IDENTITY



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.

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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.

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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

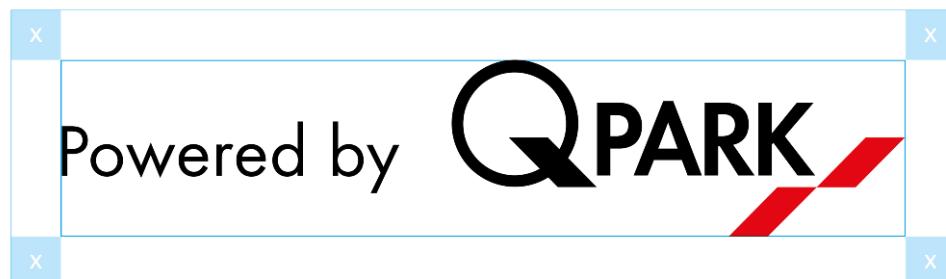


Figure 12: Logo in shape - square

