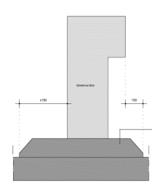
CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	8
Logo	8
l Colour	17
I Typography	24
I lcons	26
I Programme logos	27
REAL ESTATE	28
House style characteristics	28
Customer Guiding System	36
I Partnership signage	50
I EV charging	55
I A1 frames	58
STATIONARY	60
l Digital stationary	60
I Printed stationary	62
COMMUNICATIONS	67
l Guidelines	67
l Tools	76
I Q-Park Terminology	78
I Marketing Communications Code	93
I Tone of voice	94
I Punctuation	95
PUBLIC RELATIONS	96
l Press / Media protocol	96
I Guidelines	98
PHOTOGRAPHY	102
APPENDICES	120
GLOSSARY	125









Parking equipment

- Ī All parking equipment in red color (RAL 3020) easily recognisable for the customer.
- Terminals and barriers are positioned on islands with angled curbstones in contrasting colors.
- Standard positioning of terminals and barriers ı on islands for safe & convenient use.
- Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.







Internal signage

- Ī Colours red & green contrasting with the neutral colors of the parking facility.
 - Red signage with white lettering/ picto's for motorised vehicles.
 - Green signage with white lettering/ picto's for pedestrians.
- Signage suspended under ceiling or mounted against walls clearly visible, free from obstacles.
- Clearly separated in case of different directions.



