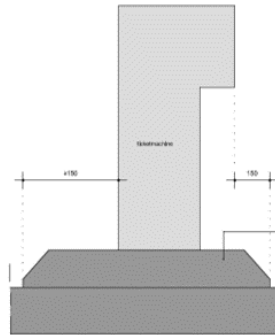


---

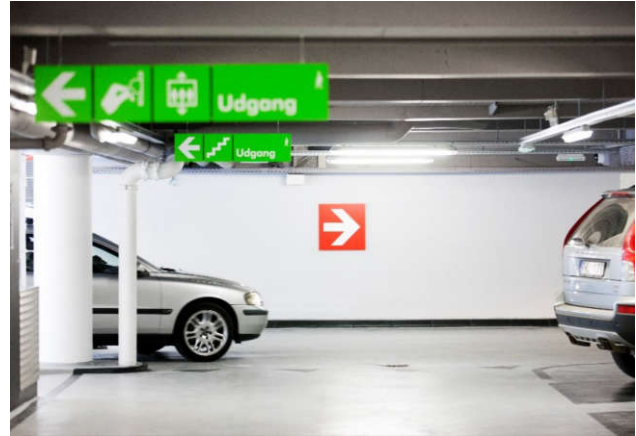
# CONTENTS

<b>BRAND IDENTITY</b>	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
<b>VISUAL IDENTITY</b>	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
<b>REAL ESTATE</b>	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
A1 frames	55
<b>STATIONARY</b>	57
Digital stationary	57
Printed stationary	59
<b>COMMUNICATIONS</b>	64
Guidelines	64
Conventions for visuals and the logo	74
Tools	75
Q-Park Terminology	77
Marketing Communications Code	92
Tone of voice	93
<b>PR</b>	94
Press / Media protocol	94
Guidelines	96
<b>PHOTOGRAPHY</b>	100
<b>APPENDICES</b>	118
<b>GLOSSARY</b>	123



## Parking equipment

- | 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 on islands for safe & convenient use.
- | Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.



## Internal signage

- | 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.

