

# BRAND IDENTITY

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## Photography in parking facilities



For photos in, around or about our parking facilities we recommend working with a professional photographer. Bear in mind that the main aim of hiring a professional is to obtain visuals that can be used for as many applications as possible.

### Guidelines

#### Time of visit

The most usable photos of parking facilities are made when the parking facility is in use and the majority of parking spaces are occupied.

#### Checklist

In order to achieve this 'best result' it is important to fine-tune the time of visit with the photographer. Criteria for timing a photographer's visit include:

- | Before the start of any refurbishment works issue the 'Before' photoshoot.
  - | Make note of the exact location and camera settings so that the same shot can be taken when refurbishment is complete, thus creating a set of before and after visuals.
- | Parking floors and pedestrian areas are clean and all elements function properly:

- | no dust on floors, no random litter, no litter visible in bins;
- | no broken lights;
- | no temporary signage, tape lines, loose cables, barriers or fencing, etc.
- | Visuals are preferably taken in the direction of the traffic flow so that signage for motorists and pedestrians is visible. Try to avoid 'no entry' or other prohibition signs.
- | Try to capture customer and operational activity.
- | Make sure that customers and/or employees photographed give their permission to use their portraits for international communication purposes. See the suggested consent form for in- and external use in the appendix.
- | A theme checklist can be downloaded.
- | It contains themes for visuals we need.
- | Approved visuals can be easily categorised for Idefix.

Note: number plates captured must be made illegible to respect privacy.

## Guidelines for photographers

### Dos and don'ts

In general, parking facilities have low ceilings which complicate the photoshoot and make shots taken with wide-angle lenses look very artificial. Consider the following when planning and taking photos in our parking facilities:

- | We prefer photos not to be taken with a wide-angle lens so that a more realistic image is portrayed.
- | Vertical elements such as columns and walls must appear vertical
- | Photos should be taken with the lens pointing horizontal to prevent visuals appearing tilted.
- | Overview photos should be captured with reduced depth of field (DOF) settings.
- | Close ups, details or action photos can be captured with higher DOF settings to emphasise the theme of the visual.
- | Be cautious when taking photos with a slow shutter speed, or long exposure, and thus creating a motion effect. Always take the same shot with a fast shutter speed, short exposure, without motion.
- | Avoid taking high contrast shots as Q-Park wants the colours to be as realistic as possible.

Some examples to clarify our wishes: dos (Y), don'ts (N) and points for extra attention (!).



**N** Walls and columns are 'tilted', which looks artificial  
**N** Picture taken from too high a position, lower the camera  
**Y** Elements visible are good (lighting, ventilation, former colour scheme)



**Y** Walls and columns are vertical  
**N** Visual has very high contrast; ceiling seems black and walls seem white  
**N** Parking deck is empty  
**N** Visual is shot against the traffic flow with prohibition sign visible



**N** Visual is shot with a wide-angle lens, which creates unrealistic ratios (A1 frame seems square)  
**Y** Good example of 'house style' elements and materials in stairwell